

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Most Useful Aspect of Internet; Communicating with Others (31%) Tops The List, Followed by Getting Information (29%), and Entertainment (27%): GILANI POLL /GALLUP PAKISTAN

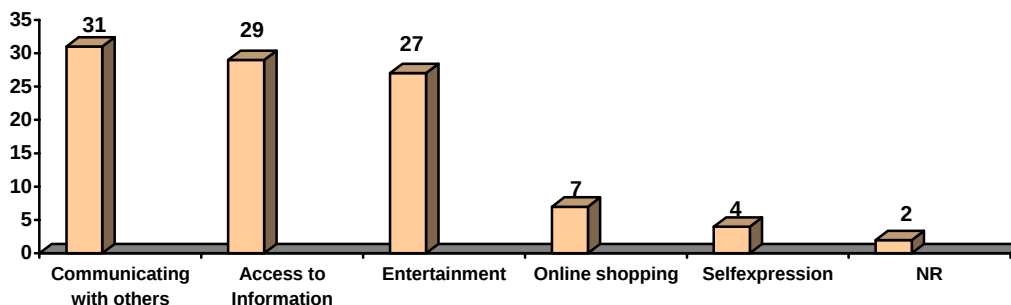
Islamabad, March 29, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, there are several useful features of the internet which catch popular imagination. Among them the possibility of communicating with others tops the list as cited by 31% of the respondents. This is followed by availability of information (29%) and entertainment (27%), online shopping (7%), and self-expression (4%). The remaining 2% gave no response.

A nationally representative sample of men and women from across the country were asked “Which one of the following aspects of the internet do you think is the most useful?” Thirty one percent (31%) said being able to communicate with others is extremely constructive, 29% said being able to get information regarding any thing is the best feature of internet, and 27% believe having access to entertainment (such as music, films etc) is the most useful. According to 7% of the respondents being able to shop online and buy things/services from anywhere is the most useful aspect whereas 4% believe self-expression (being able to express one’s talent and personality by creating/initiating different topics on the net) is the best feature. The remaining 2% of the respondents gave no response.

The findings of the survey reveal that a higher percentage of ruralites (43%) as compared to urbanites (15%) prefer entertaining aspect of the internet. It is also seen that while a proportionately higher percentage of younger people and women believe communication is the most useful feature of the internet, a comparatively higher percentage of older Pakistanis and men believe being able to get information on anything is the best part of the internet.

“Which one of the following aspects of the internet do you think is the most useful?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2772 men and women in rural and urban areas of all four provinces of the country, during January 2010. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Saadia Khalid

Assistant Manager (Research)

Phone: +92-51-2655630

E-mail: saadia.khalid@gallup.com.pk