

June 2016

Gilani Weekly Poll

CYBERLETTER

Week 267

June 27th, 2016— July 1st, 2016

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FROM THE EDITOR

Dear Reader,

Gilani Research Team now brings to you a collection of daily polls releases in the form of a weekly digest, which gives you the opportunity to read opinions of the Pakistani public on various socio-political issues. We hope it will be of interest to you and your readers.

If you have any further questions in this regard, please feel free to contact us.

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OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

June 27, 2016

A significant majority of Pakistanis (75%) say that they watch cable, dish or satellite channels.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 75% respondents watch cable, dish or satellite channels.

75%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

June 28, 2016

A significant majority (79%) of Pakistanis do not have a computer in their house.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 79% of Pakistanis said that they do not have a computer in their house.

79%

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OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

June 29, 2016

Two out of three Pakistanis (67%) claim to have a personal mobile phone.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, two out of three Pakistanis (67%) claim to have a personal mobile phone.

67%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

June 30, 2016

A significant majority (92%) of Pakistanis who use the internet claim to also use social media websites.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, A significant majority (92%) of Pakistanis who use the internet use social media websites such as Facebook, Twitter, etc.

92%

[CLICK FOR DETAILS »](#)

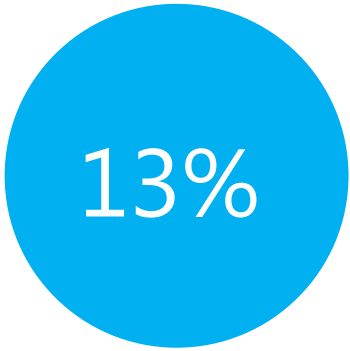
OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

July 01, 2016

Only 13% adult (18+) Pakistanis claim to use the internet; of these, majority (54%) use it from their mobile phones.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, only 13% Pakistanis use the internet, and a majority (54%) of the people who use the internet do so from their mobile phones.



13%

[CLICK FOR DETAILS »](#)

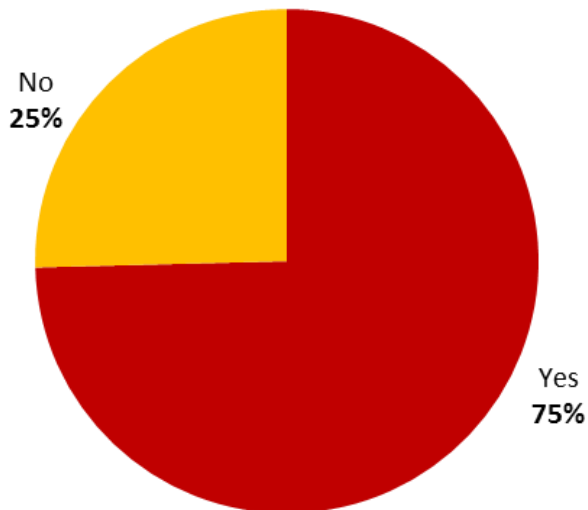
Gilani Research Foundation (GRF Poll)

Islamabad— June 27, 2016

“A significant majority of Pakistanis (75%) say that they watch cable, dish or satellite channels.”



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 75% respondents watch cable, dish or satellite channels.



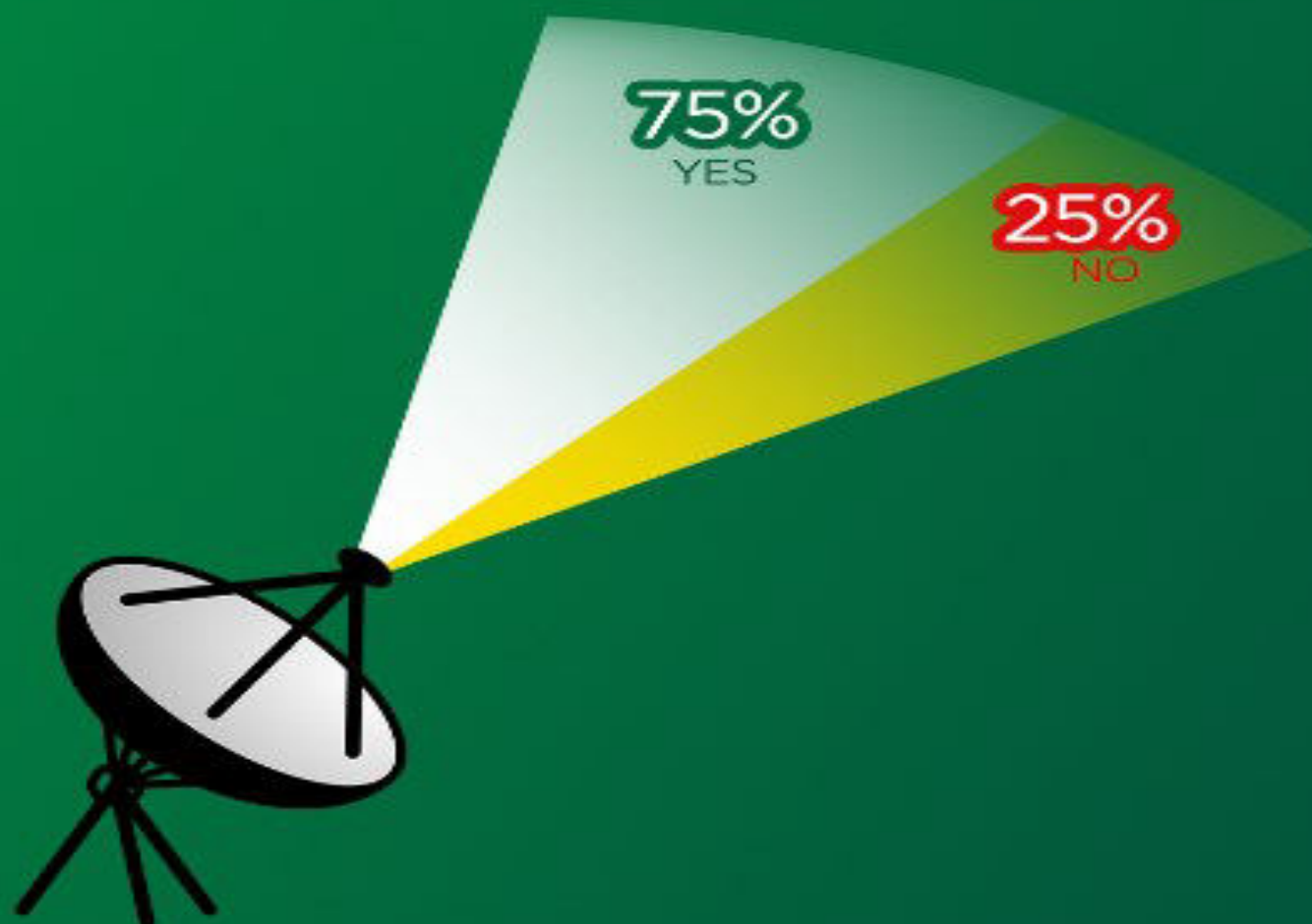
A nationally representative sample of men and women from across the four provinces was asked, “Do you watch cable/ dish/ satellite channels sometimes, even if you don’t have a cable/ dish/ satellite connection at you own home?” In response to this question, 75% respondents said that they watch cable, dish or satellite channels, while 25% said that they never watch cable, dish or satellite channels.

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 5588 men and women in rural and urban areas of all four provinces of the country, during January 20 – May 31, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

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

A SIGNIFICANT MAJORITY OF PAKISTANIS [75%] WATCH CABLE, DISH OR SATELLITE CHANNELS.

Do you watch cable/ dish/ satellite channels sometimes, even if you don't have a cable/ dish/ satellite connection at you own home?



MEDIA | TELEVISION

SOURCE: GALLUP AND CELANE SURVEYS. SAMPLE SIZE: 4257

GALLUP
PAKISTAN

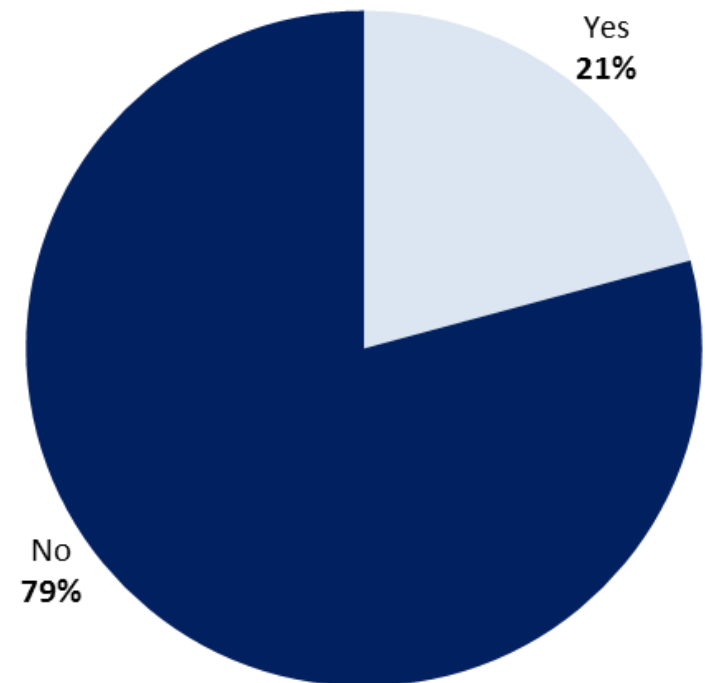
*Gilani Research Foundation (GRF Poll)**Islamabad - June 28, 2016*

“ A significant majority (79%) of Pakistanis do not have a computer in their house. ”

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 79% of Pakistanis said that they do not have a computer in their house.

A nationally representative sample of men and women from across the four provinces was asked, “Do you have a computer in your house?” In response to this question, 79% respondents said that they did not have a computer at their house, while 21% said that they did have a computer at their house.

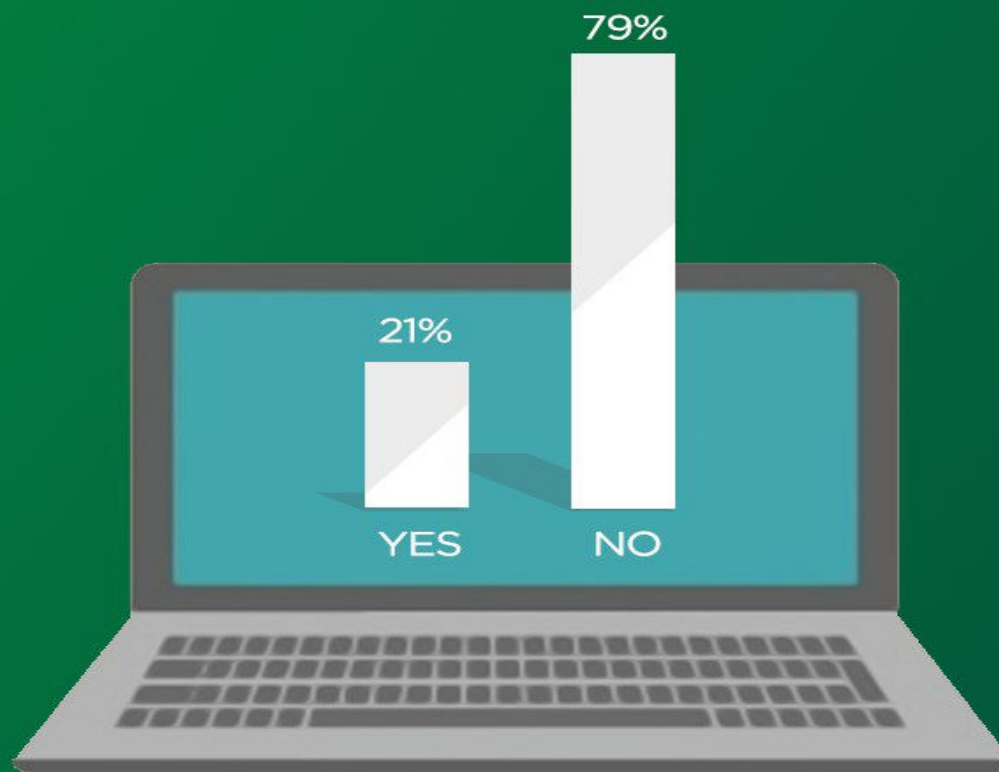
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A SIGNIFICANT MAJORITY [79%] OF PAKISTANIS DO NOT HAVE A COMPUTER IN THEIR HOUSE.

Do you have a computer in your house?



INFORMATION TECHNOLOGY | COMPUTER/INTERNET

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 5588

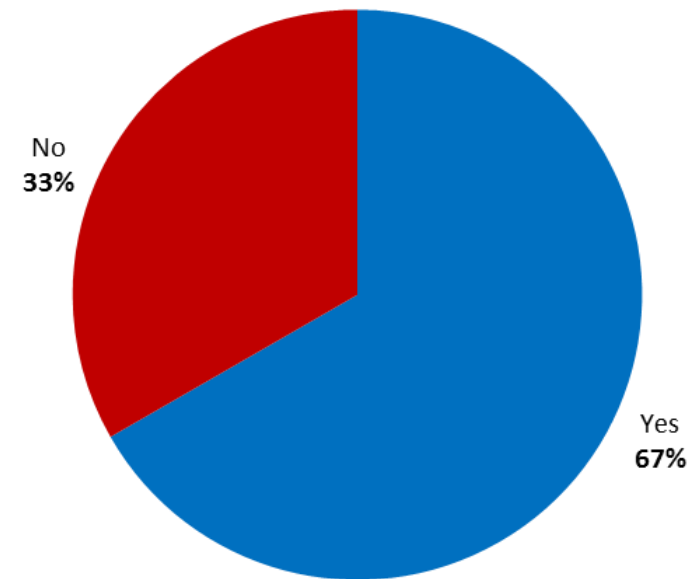
*Gilani Research Foundation (GRF Poll)**Islamabad - June 29, 2016*

“Two out of three Pakistanis (67%) claim to have a personal mobile phone.”

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, two out of three Pakistanis (67%) claim to have a personal mobile phone.

A nationally representative sample of men and women from across the four provinces were asked, “Do you have a personal mobile phone?” In response to this question, 67% respondents said that they did have a personal mobile phone, while 33% said that they did not have a personal mobile phone.

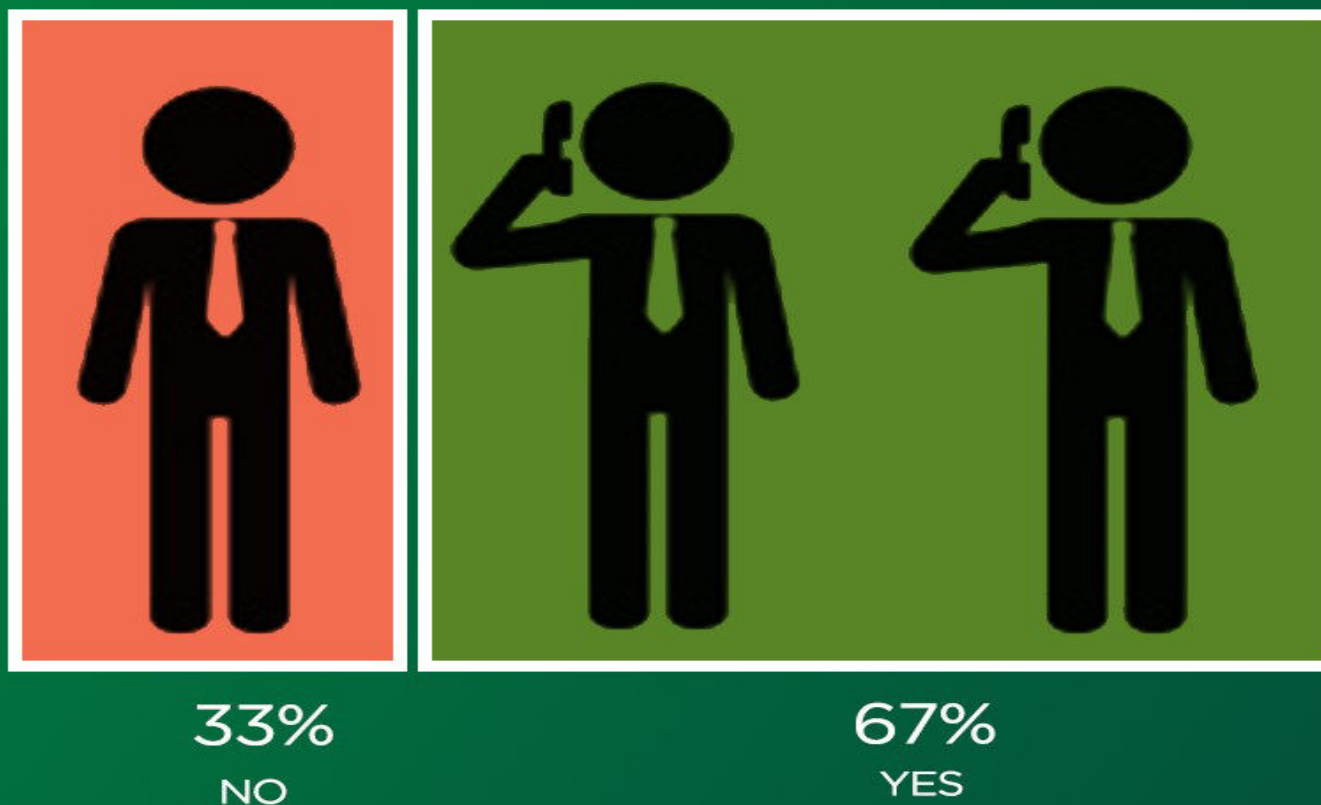
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Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association: www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com

TWO OUT OF THREE PAKISTANIS [67%] CLAIM TO HAVE A PERSONAL MOBILE PHONE.

Do you have a personal mobile phone?



INFORMATION TECHNOLOGY | MOBILES/TELECOM

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 5588



A significant majority (92%) of Pakistanis who use the internet claim to also use social media websites.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, A significant majority (92%) of Pakistanis who use the internet use social media websites such as Facebook, Twitter, etc.

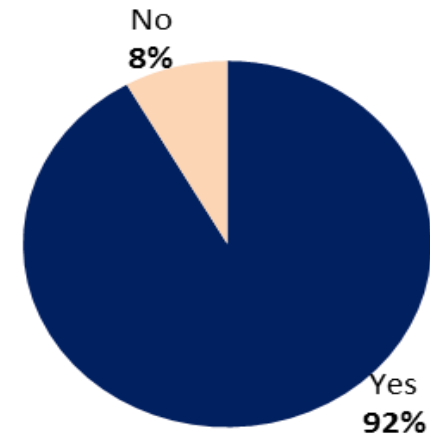
A nationally representative sample of men and women from across the four provinces, who use the internet were asked, “Do you use any social media websites like Facebook, Twitter, etc.?” In response to this question, 92% said that they use social media websites such as Facebook and Twitter, while only 8% said no.

According to the gender breakdown, more men use social media compared to women. 94.2% men said that they used social media, while 5.8% said that they did not. Likewise, 87.9% women said that they used social media, while 12.10% said that they did not.

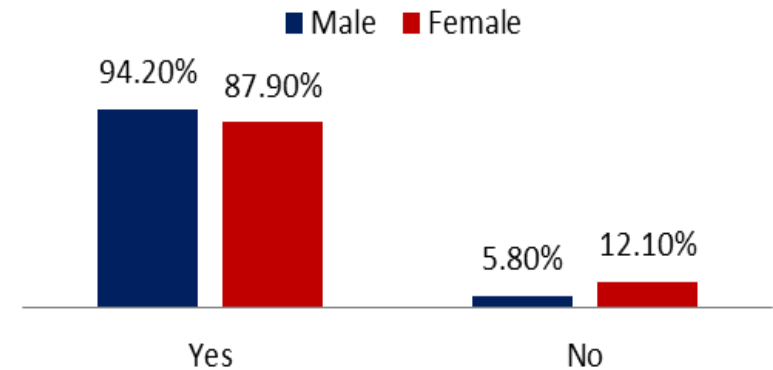
The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 862 men and women in rural and urban areas of all four provinces of the country, during January 20 – May 31, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gilani Research Foundation (GRF Poll)

Islamabad - June 30, 2016



Gender Breakdown

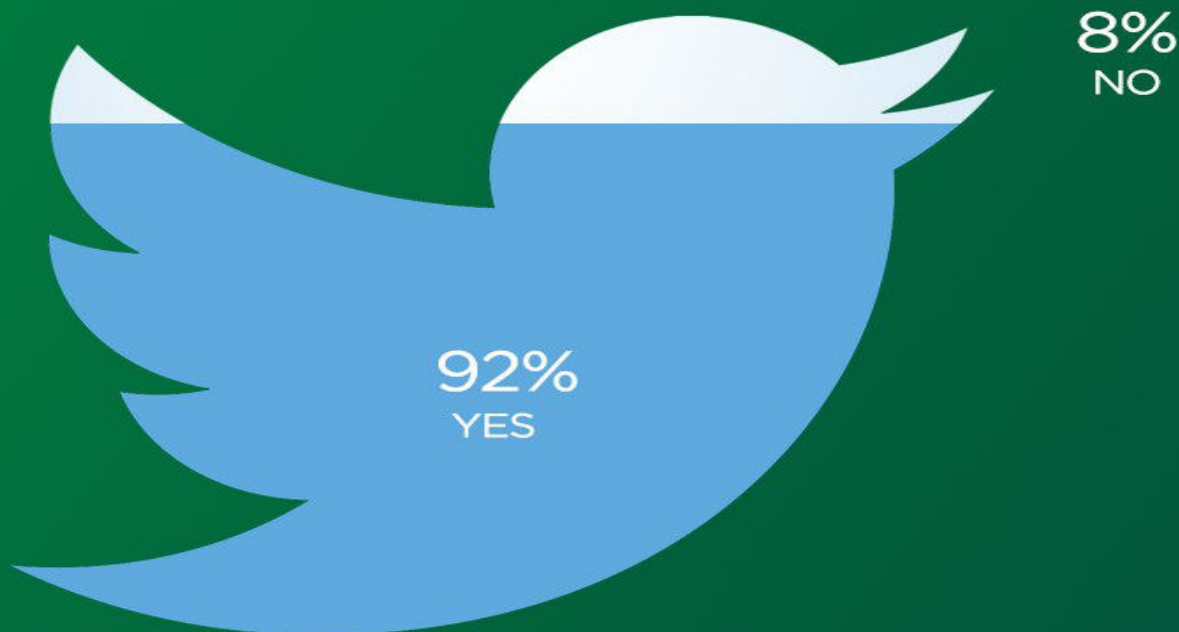


Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com

A SIGNIFICANT MAJORITY [92%] OF PAKISTANIS WHO USE THE INTERNET CLAIM TO ALSO USE SOCIAL MEDIA WEBSITES.

Do you use any social media websites like Facebook, Twitter, etc.



INFORMATION TECHNOLOGY | COMPUTER/INTERNET

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 862



Only 13% adult (18+) Pakistanis claim to use the internet; of these, majority (54%) use it from their mobile phones.



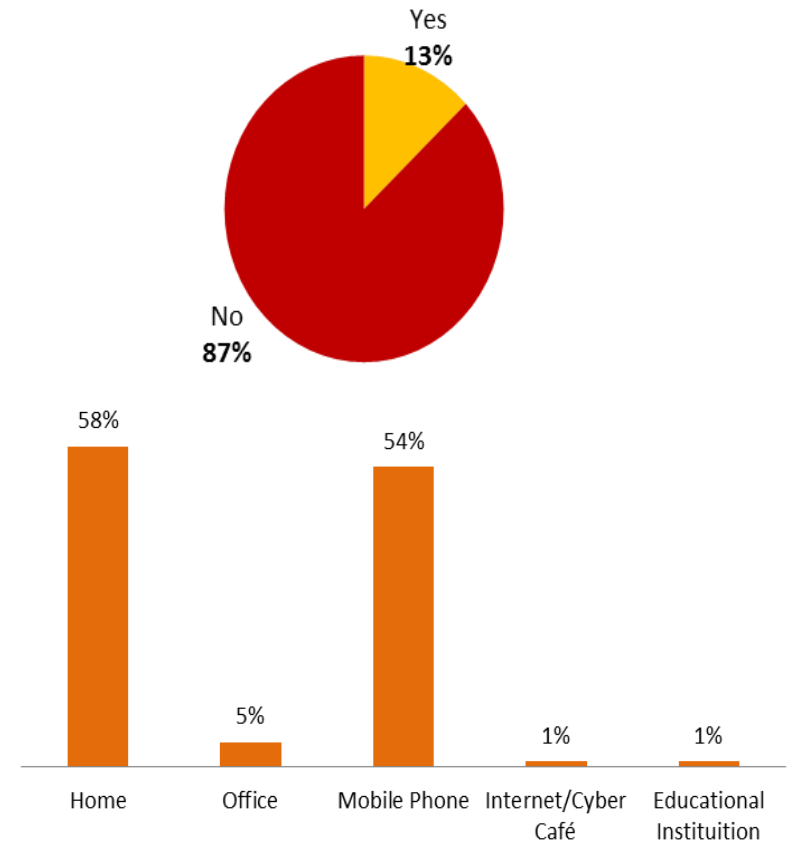
According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, only 13% Pakistanis use the internet, and a majority (54%) of the people who use the internet do so from their mobile phones.

A nationally representative sample of adult men and women from across the four provinces was asked, “Do you use internet?” In response to this question, 13% said yes while 87% said no.

Respondents who said that they use the internet were further asked, “Where do you use the internet?” In response to this question, 58% said that they use it in their homes, 54% said they use it on their mobile phones, 5% said they use it in their offices, 1% said they use it in internet/cyber cafes, and another 1% said they use it in their educational institutions.

Commentary by Gallup Pakistan: Use of internet in Pakistan is among the lowest in the world and fares low even in South Asia. However, with the recent introduction of 3G internet technology which makes internet available on mobile phones, Gallup Pakistan Media Research team has seen almost a 3% rise from last year (13% in 2016, vs. 10% in early 2015). The 3% increase roughly translates to about 3 million additional users in this year alone, which point towards a healthy trend.

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 5588 men and women in rural and urban areas of all four provinces of the country, during January 20 – May 31, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



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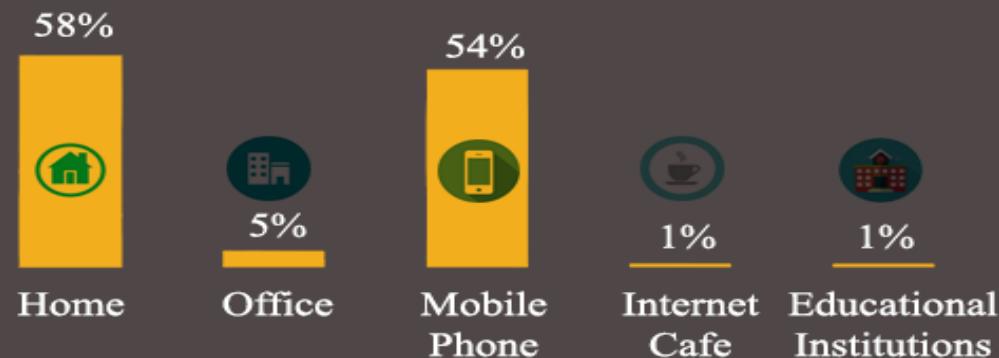
1 Jul 2016

ONLY 13% ADULT (18+) PAKISTANIS CLAIM TO USE THE INTERNET; OF THESE, MAJORITY (54%) USE IT FROM THEIR MOBILE PHONES.

Do you use internet?



Where do you use the internet?



May 2015 Edition:

Produced by: Gallup Pakistan jointly with Gilani Research Foundation

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