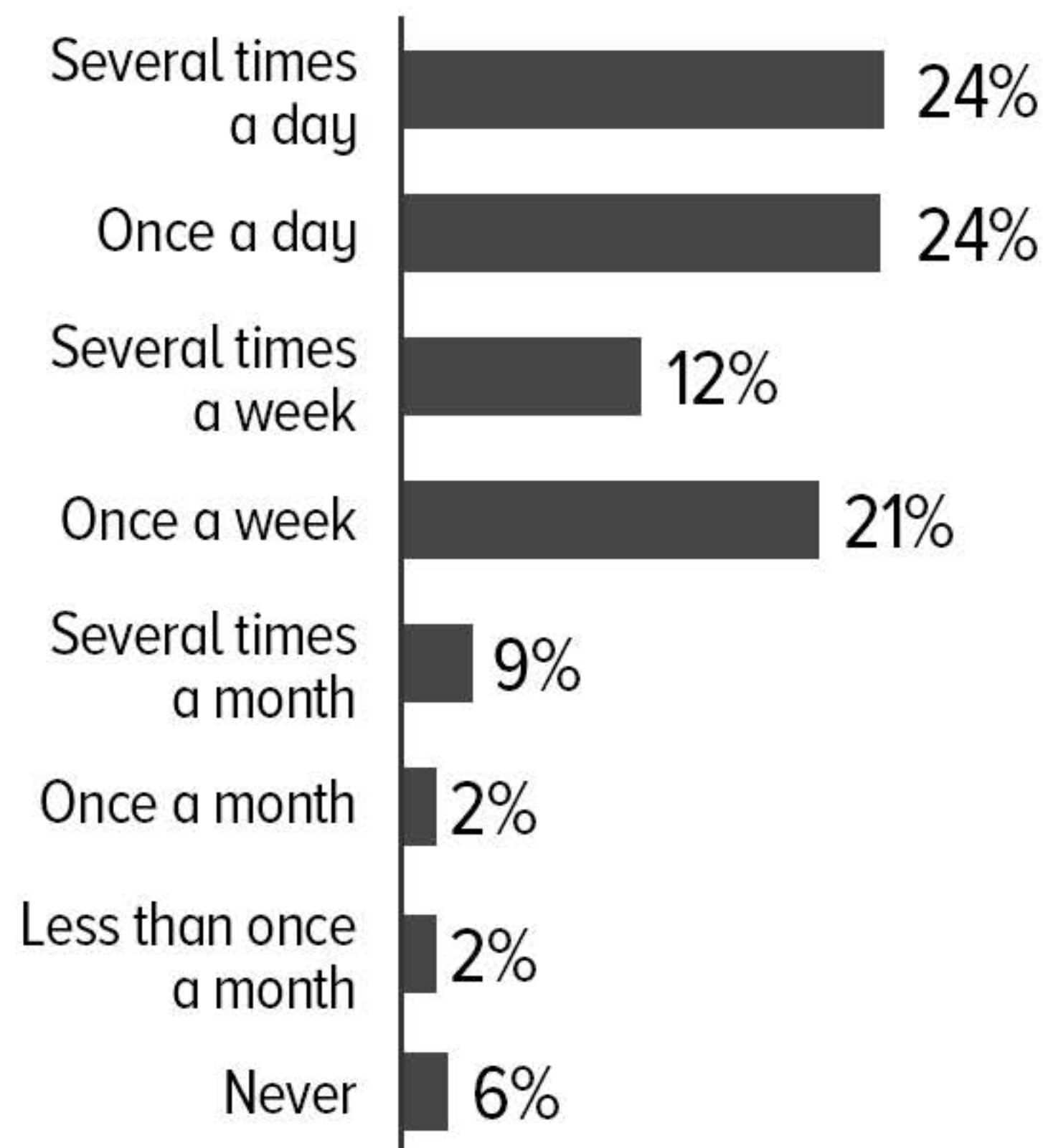


FEBRUARY 26, 2018

48% INTERNET USERS IN PAKISTAN CLAIM TO USE SOCIAL NETWORKING SITES TO ACCESS NEWS AT LEAST ONCE A DAY.

How often do you use social networking sites like Facebook, Twitter etc to get news?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 368

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
MEDIA
Others

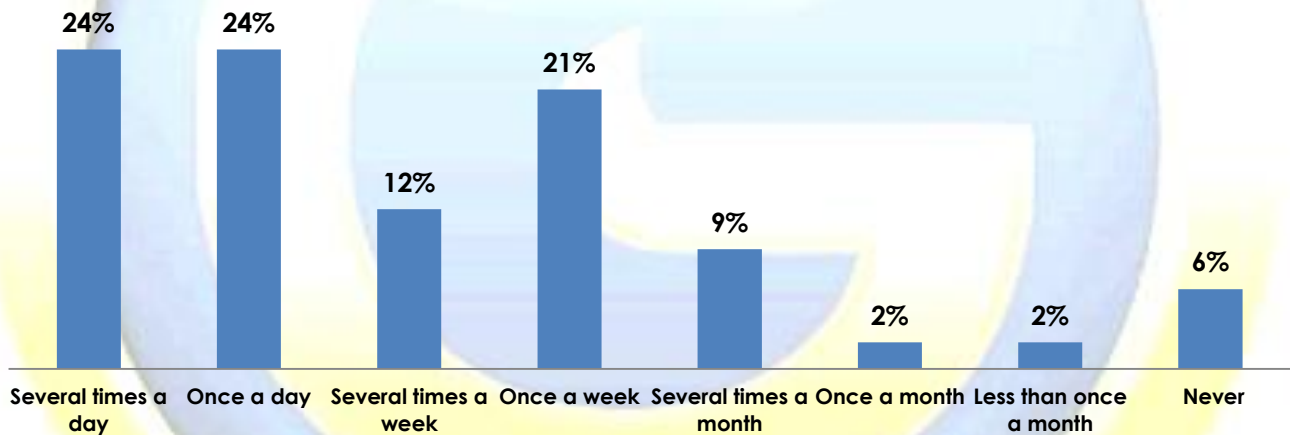
48% internet users in Pakistan claim to use social networking sites to access news at least once a day. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, February 26, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 48% internet users in Pakistan claim to use social networking sites to access news at least once a day.

A nationally representative sample of men and women from across the four provinces, who claim to have access to the internet, was further asked, “How often do you use social networking sites like Facebook, Twitter etc to get news?” In response, 24% said several times a day, 24% said once a day, 12% said several times a week, 21% said once a week, 9% said several times a month, 2% said once a month, 2% said less than once a month and 6% said never.

Question: “How often do you use social networking sites like Facebook, Twitter etc to get news?”



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 368 men and women in rural and urban areas of all four provinces of the country, January 21 –January 27, 2018. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, February 26, 2018

(3 Pages, English version Only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)