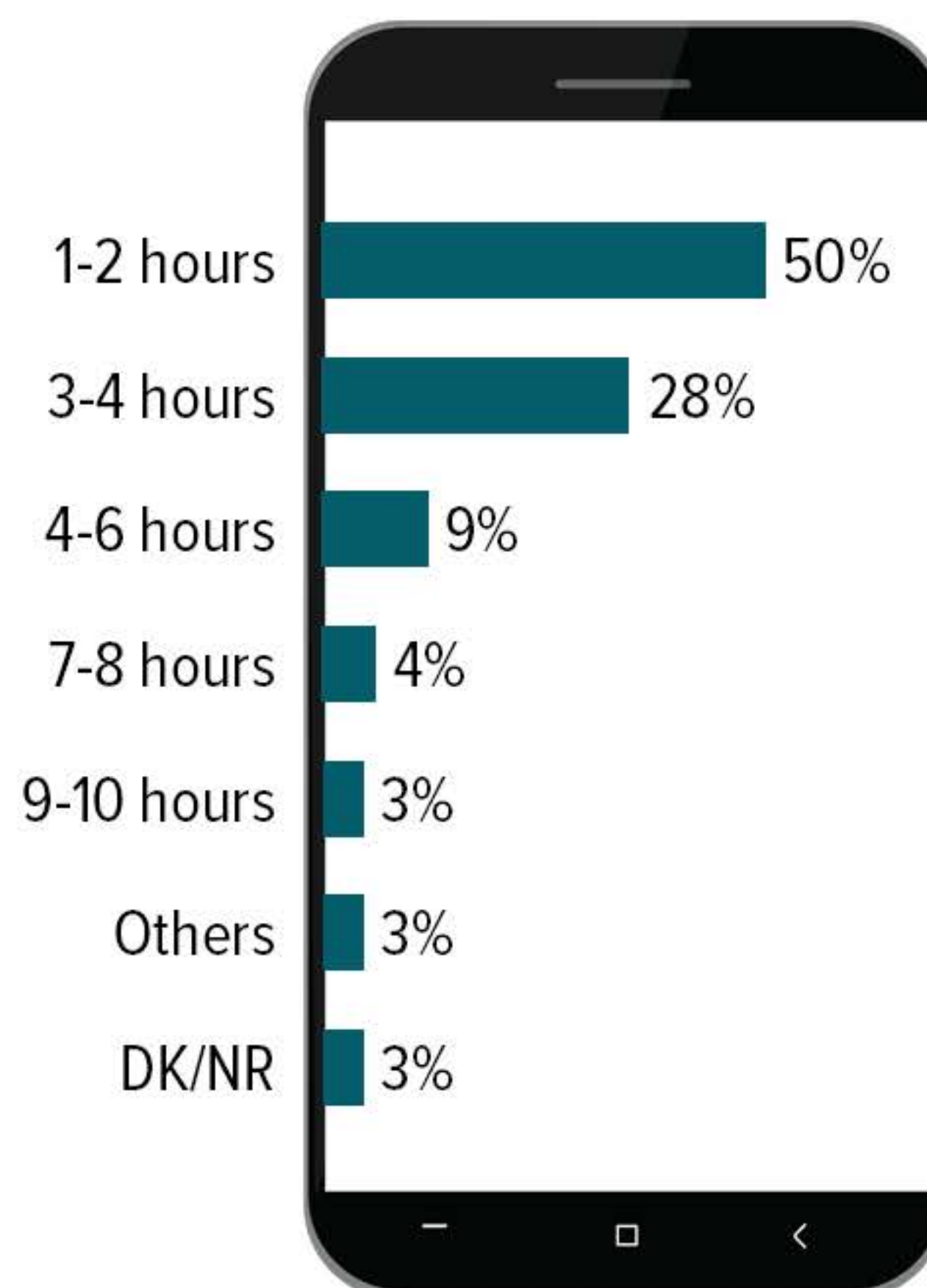


JULY 06, 2018

1 IN 2 PAKISTANIS WHO OWN A SMARTPHONE CLAIM TO SPEND AT LEAST 1-2 HOURS OF THEIR DAY ON THE PHONE. 16% SAY 5 HOURS OR MORE.

Typically for how many hours do you use a smartphone in a day? Please include the time to make calls, send out SMS and the time spent surfing social media (such as Facebook) in this usage time.



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 457

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

Opinion Poll
SOCIAL BEHAVIOUR
Leisure time

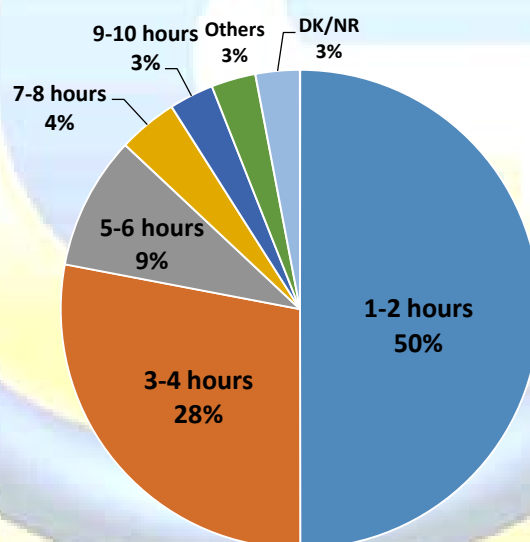
**1 in 2 Pakistanis who own a smartphone claim to spend at least 1-2 hours of their day on the phone. 16% say 5 hours or more.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, July 06, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 1 in 2 Pakistanis who own a smartphone claim to spend at least 1-2 hours of their day on the phone. 16% say 5 hours or more.

A nationally representative sample of men and women from across the four provinces who answered in affirmative about owning a smartphone was further asked, “Typically for how many hours do you use a smartphone in a day? Please include the time to make calls, send out SMS and the time spent surfing social media (such as Facebook) in this usage time.” In response to this question, 50% say they use the phone for 1-2 hours, 28% reported they use it for 3-4 hours, 9% said for 5-6 hours, 4% said for 7-8 hours and 3% said for 9-10 hours. 3% said others and 3% did not know or did not wish to respond.

Question: “Typically for how many hours do you use a smartphone in a day? Please include the time to make calls, send out SMS and the time spent surfing social media (such as Facebook) in this usage time.”



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 457 men and women in rural and urban areas of all four provinces of the country, June 04 – June 11, 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



Friday, July 06, 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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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)