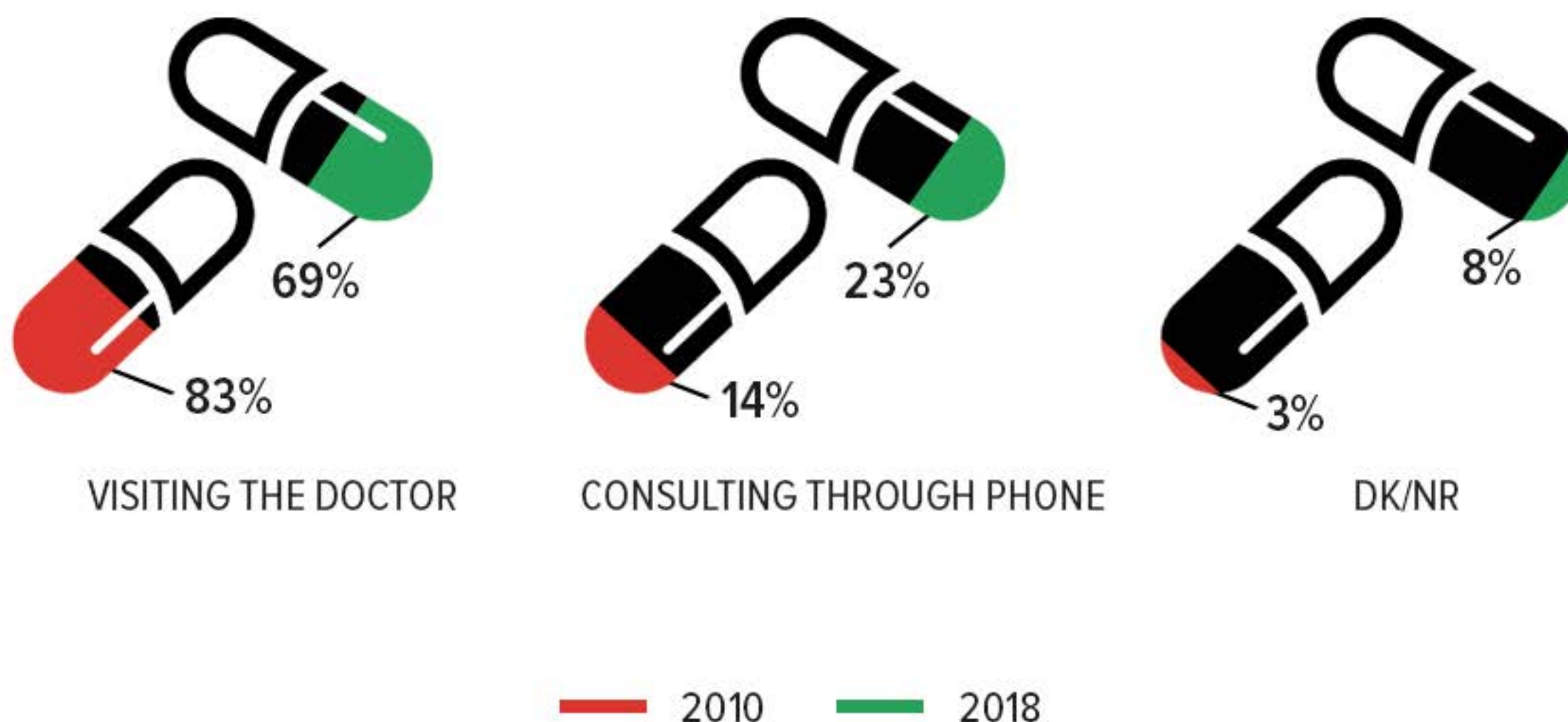


TELEMEDICINE GRADUALLY BEING ACKNOWLEDGED IN PAKISTAN, 9% RISE IN PROPORTION OF PAKISTANIS WHO THINK CONSULTING A DOCTOR THROUGH PHONE OR INTERNET IS BETTER, 14% LESS PROPORTION OF PAKISTANIS NOW CONSIDER VISITING THE DOCTOR DIRECTLY A BETTER WAY FOR CONSULTATION.

In your view, is consulting a doctor through phone or internet is better or visiting him directly is a better way for consultation?





Public Opinion in Pakistan in the Year 2010

Healthcare Genral Health and Healthcare

Telemedicine gradually being acknowledged in Pakistan, 9% rise in proportion of Pakistanis who think consulting a doctor through phone or internet is better, 14% less proportion of Pakistanis now consider visiting the doctor directly a better way for consultation.

(GALLUP & GILANI PAKISTAN)

Islamabad, October 11, 2018

According to a Gallup & Gilani Pakistan National Survey conducted in the year 2010 (08 years ago) respondents were asked, "In your view, is consulting a doctor through phone or internet is better or visiting him directly is a better way for consultation?" In response to this question, 14% it is better to consult through phone or internet, 83% said it is better to visit him directly while 3% did not know or respond to the question.

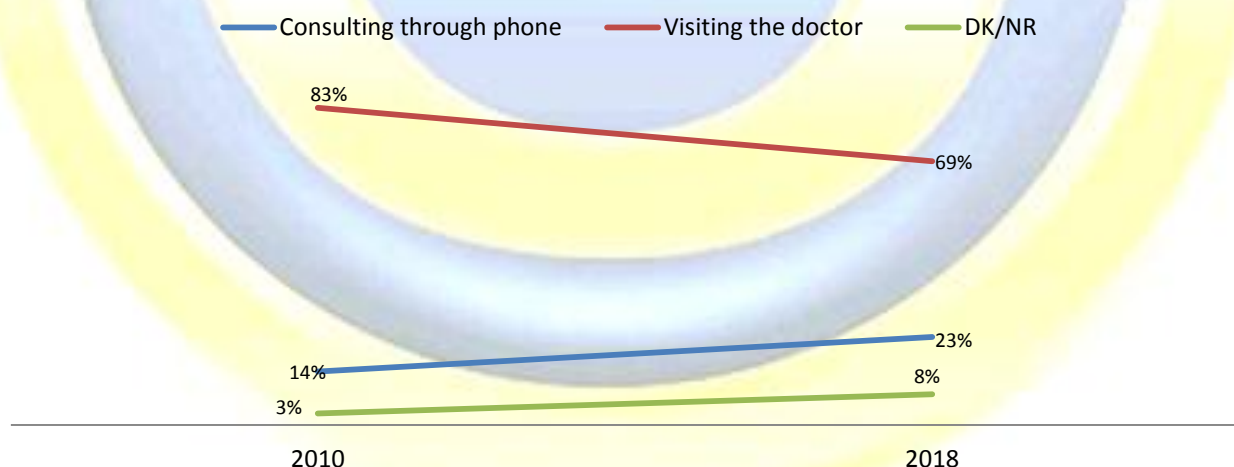
Comparative Picture: The question was asked again in 2018 to enable a concrete comparison. In 2018, In response to this question, 23% it is better to consult through phone or internet, 69% said it is better to visit him directly while 8% did not know or respond to the question.

The findings are available since 2010 periodically and the graph below shows how the figures have fluctuated over the years.

According to public opinion, there has been 9% rise in proportion of Pakistanis who think consulting a doctor through phone or internet is better, 14% less now considers visiting the doctor directly is a better option since 2010.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "In your view, is consulting a doctor through phone or internet is better or visiting him directly is a better way for consultation?"



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk



Thursday, October 11, 2018

(3 Pages including this)

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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of Gallup Pakistan
(1980-2018)