

Opinion Poll

**INFORMATION TECHNOLOGY
Mobiles/Telecommunication**

Over a period of 9 years, a 20% increase has occurred in the proportion of rural Pakistanis who report owning a personal mobile phone, compared to the 1% increase that has taken place among urban Pakistanis.

(GALLUP & GILANI PAKISTAN POLL)

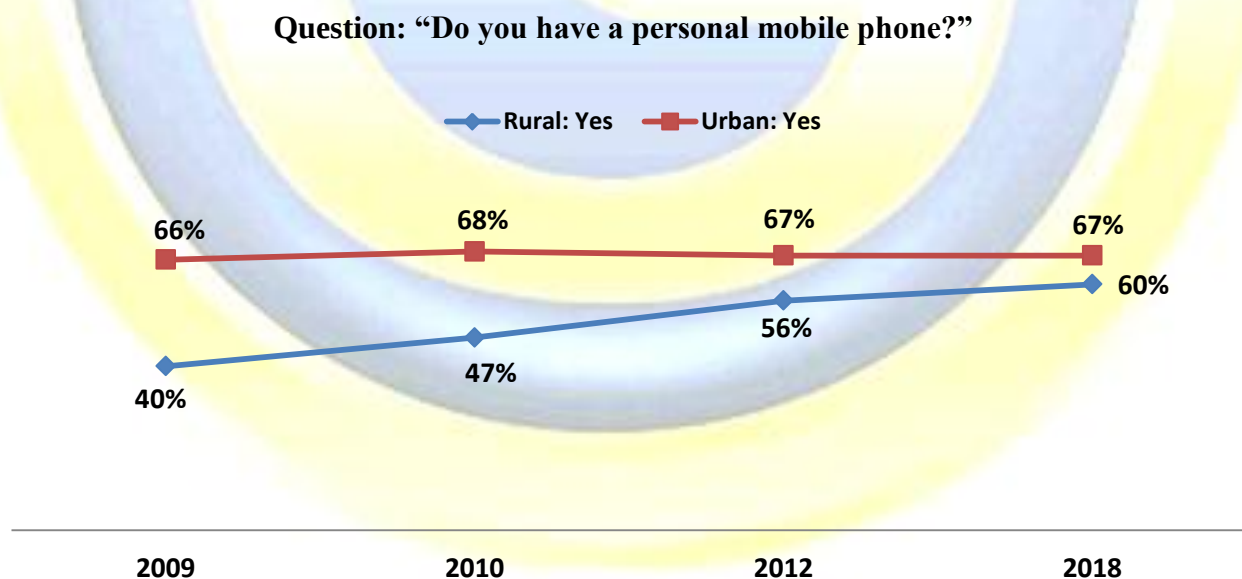
Islamabad, January 3, 2019

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, over a period of 9 years, a 20% increase has occurred in the proportion of rural Pakistanis who report owning a personal mobile phone, compared to the 1% increase that has taken place among urban Pakistanis.

A nationally representative sample of men and women from across the four provinces was asked, “Do you have a personal mobile phone?” In response to this question, 60% of rural respondents said that they owned a cell phone, 39% said that they did not, while 1% did not know or did not wish to respond. On the other hand, 67% of urban respondents said that they owned a cell phone, while 33% said that they did not.

Trend Analysis: In 2009, 40% of rural respondents said yes, while 60% said no. On the other hand, 66% of urban respondents said yes, 33% said no, while 1% did not know or did not wish to respond.

Findings on this question are available across the years 2009 to 2018 periodically, and the graph below shows how the figures have changed in this time period.



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 1,543 men and women in urban and rural areas of all four provinces of the country, during June 4 – June 11, 2018. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



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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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2019



of Gallup Pakistan
(1980-2019)