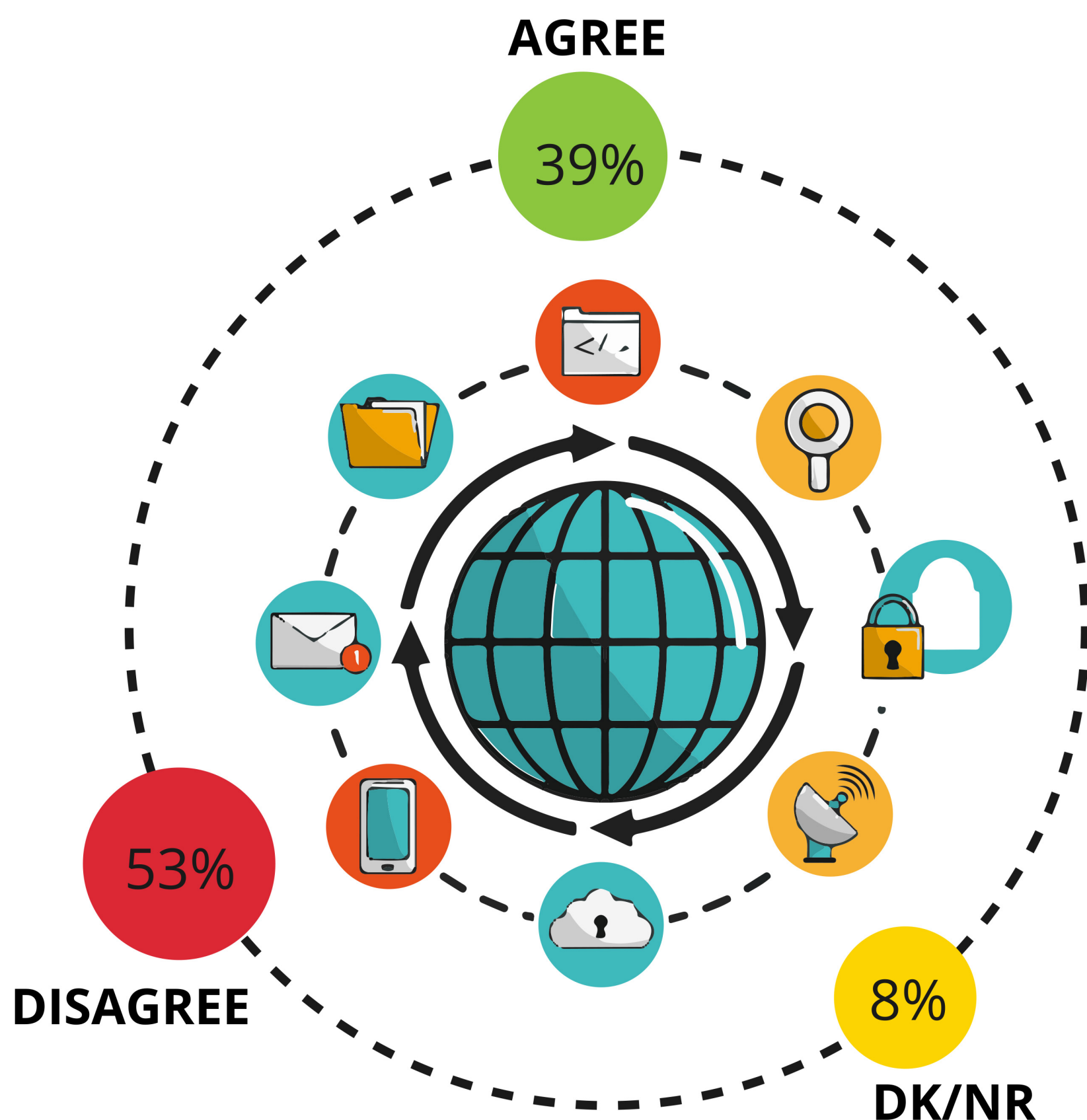


December 10, 2019

ONLY 2 IN 5 (39%) PAKISTANIS CLAIM TO USE THE INTERNET.

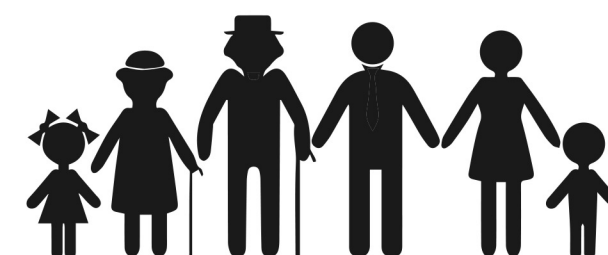
Do you agree with the following statement: 'I use the internet'?



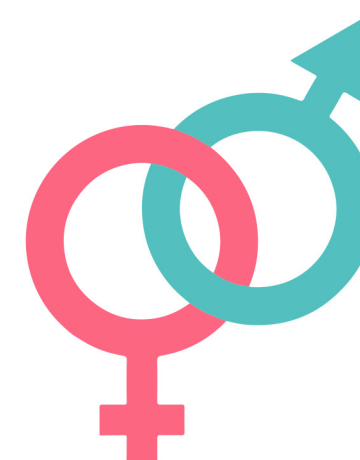
**Urban/
Rural Gap**
10%



**Generation
Gap**
40%



**Gender
Gap**
21%



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1214

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll

**MEDIA
Internet****Only 2 in 5 (39 %) Pakistanis claim to use the internet (Gallup & Gilani Pakistan Poll)**

Islamabad, 10 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, only 39% Pakistanis claim to use the internet.

A nationally representative sample of men and women from across the four provinces was asked, “Do you agree with the following statement: ‘I use the internet’?” In response, 39% agreed while 53% claimed they do not use the internet. 8% did not know/did not wish to respond.

Urban/Rural Divide: The internet use in urban areas is 10% higher than in rural areas

Out of the respondents that belonged to rural Pakistan, 36% said they use the internet while a much higher 55% disagreed. Only 9% said they did not know or did not wish to respond. Amongst respondents from urban areas, 46% said they use the internet while a similar 50% disagreed. Only 4% said they did not know or did not wish to respond.

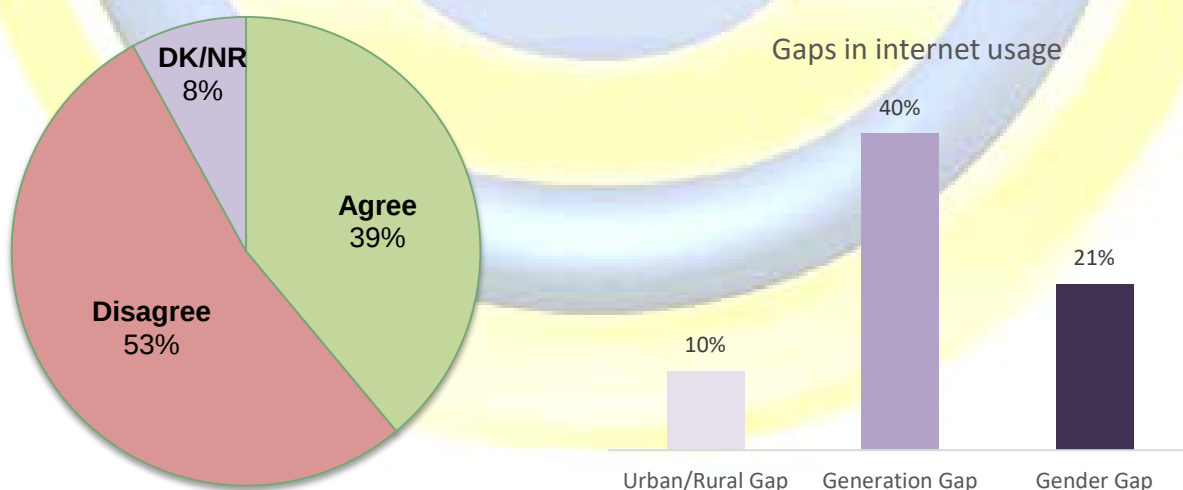
Age Breakdown: Millennials more likely to use the internet than Generation X and Boomers

Out of the total respondents that were under 30 years of age, 50% agreed to using the internet, 33% Pakistanis aged between 30 and 50 claimed to use the internet and only 10% of the respondents aged over 50 said that they use the internet.

Gender Breakdown: Asymmetrical usage of the internet amongst males versus females

Out of the total respondents, 48% of the males asked seemed to agree with using the internet while out of the total female respondents, only 27% claim that they use the internet.

Question: “Do you agree with the following statement: ‘I use the internet’?”



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 1,214 men and women in urban and rural areas of all four provinces of the country, during November 06 - November 09, 2019. 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

Tuesday, 10 December, 2019

(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

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)