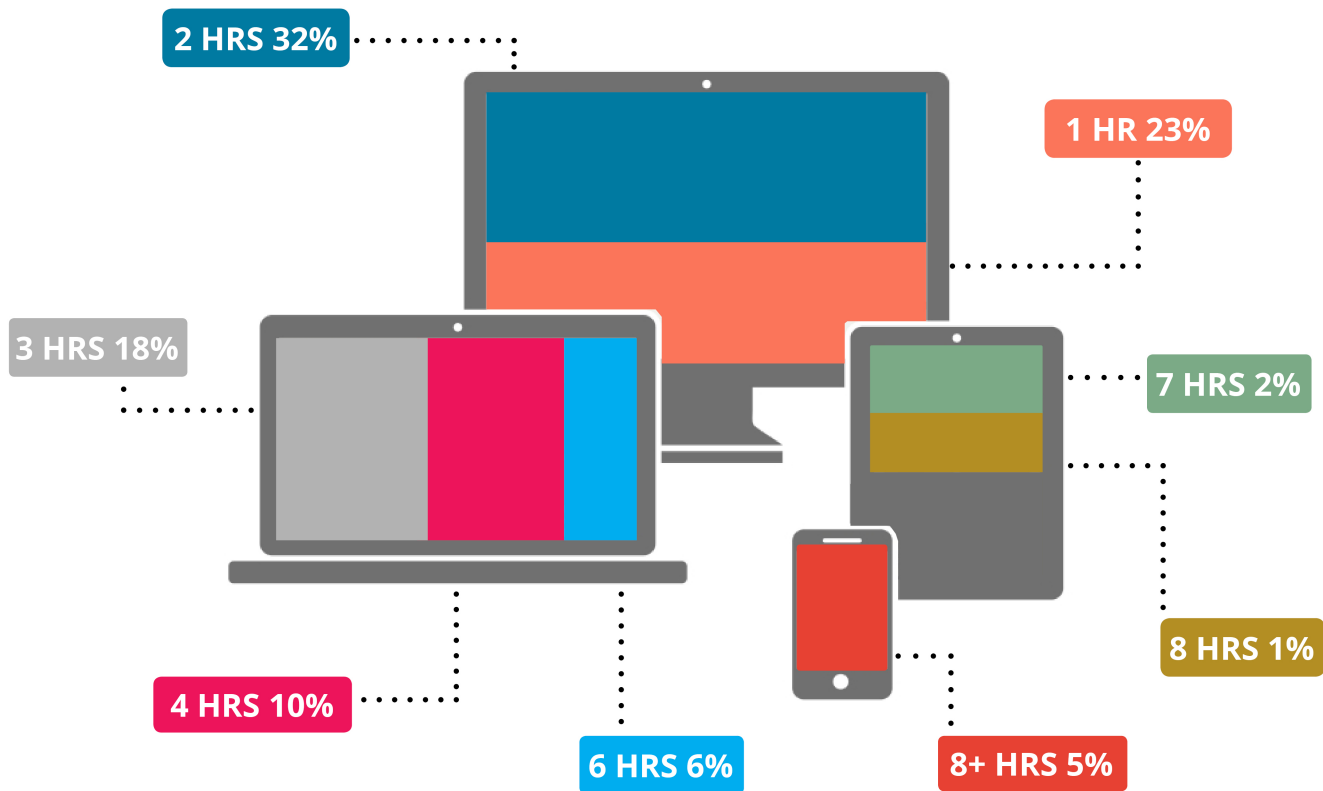


JANUARY 2, 2020

OVER 1 IN 4 (27%) PAKISTANI INTERNET USERS SAY THEY SPEND 4 OR MORE HOURS SURFING THE INTERNET EACH DAY

Approximately how many hours in a day do you spend on the internet?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1200
Nationally Representative Sample covering both rural and urban respondents across
Pakistan's four provinces.

Opinion Poll

INFORMATION TECHNOLOGY
Internet**Over 1 in 4 (27 %) Pakistani internet users say they spend 4 or more hours surfing the internet each day (Gallup & Gilani Pakistan Poll)**

Islamabad, 02 January, 2020

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 32% Pakistani internet users say they spend an approximate of 2 hours on the internet every day.

A representative sample of men and women that were internet users from across the four provinces was asked, “*Approximately how many hours in a day do you spend on the internet?*” In response, 23% said they spend 1 hour every day on the internet, 32% internet users say they spend 2 hours on the internet, 18% say 3 hours, 10% say 4 hours, 3% say 5 hours, 6% claim 6 hours, 2% say they spend 7 hours on the internet and 1% say 8 hours. 5% also say they spend more than 8 hours on the internet every day on an average.

Urban/Rural Divide: Urban residents spending considerably more time surfing the internet

Out of the total respondents that belonged to rural Pakistan, 65% said they spend up to 2 hours in a day on the internet, 21% said 3 hours, 9% said 4 hours and 6% said they spend over 5 hours on the internet in a day. Out of the total respondents that belonged to urban Pakistan, a lower 45% said they spend up to 2 hours on the internet, 14% said 3 hours while a higher 12% reported using the internet for 4 hours and 20% said they use it for 5 to 8 hours in a day. A significant 9% reported using the internet for more than 8 hours every day.

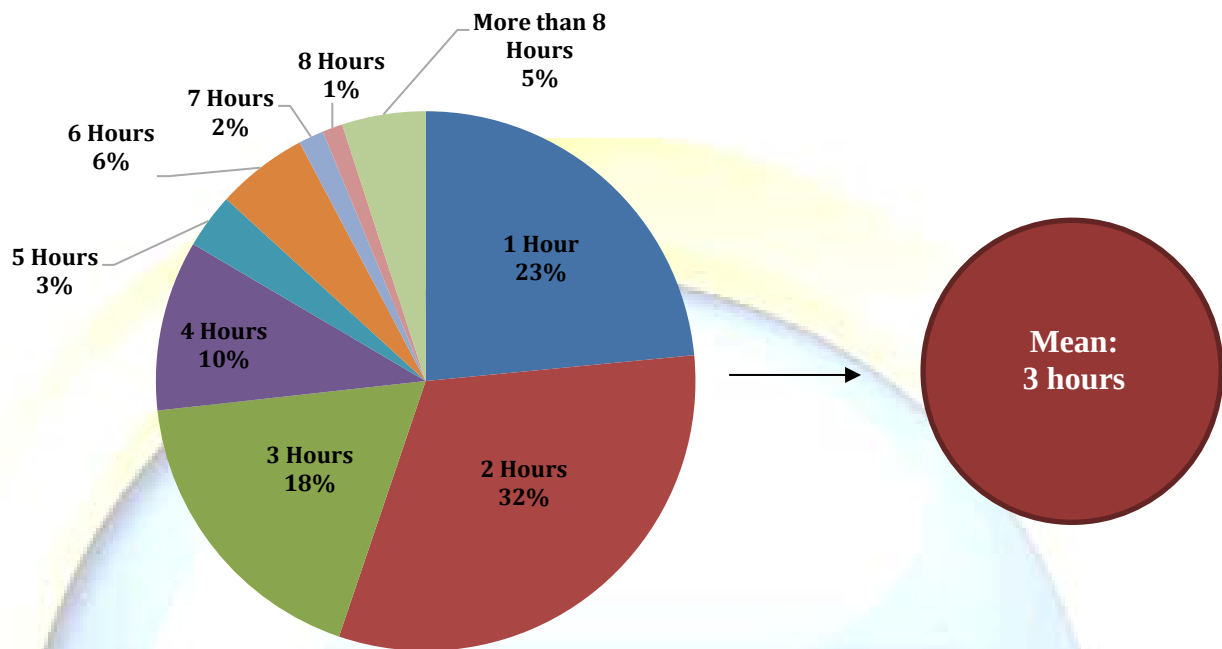
Gender Breakdown: Females that claim to spend over 4 hours on the internet in a day relatively higher than males

Out of the total male respondents, 20% claimed to use the internet for 1 hour every day, 36% said 2 hours, 21% said 3 hours, 8% said 4 hours, 2% said 5 hours, 6% said 6 hours while 2% said they use the internet for 7 to 8 hours a day. Only 5% males said they use the internet for over 8 hours in a day. Out of the total female respondents, a higher 31% claimed to use the internet for 1 hour every day, lower 24% said 2 hours, 13% said 3 hours, a higher 14% said 4 hours, 6% said 5 hours, 4% said 6 hours while 3% said they use the internet for 7 to 8 hours a day. 5% females also said they use the internet for over 8 hours in a day.

Age Breakdown: Majority of respondents over 50 years claim to only spend 1 or 2 hours on the internet in a day

Out of the total respondents aged under 30 years, 58% said they spend up to 2 hours on the internet, 27% say 3 to 5 hours, 10% claim 6 to 8 hours and 6% say they spend over 8 hours on the internet in a day. Out of the total respondents aged between 30 and 50 years, 51% said up to 2 hours, 38% said 3 to 5 hours, 8% said up to 6 to 8 hours and 3% claimed they used the internet for more than 8 hours in a day. From the respondents aged over 50, a much higher 69% reported spending fewer (upto 2 hours) on the internet in a day.

Question: “Approximately how many hours in a day do you spend on 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 1,200 men and women in urban and rural areas of all four provinces of the country, during October 07 – October 20, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

Thursday, 02 January, 2020

(4 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
2020



of Gallup Pakistan
(1980-2020)