

28th April, 2023

ADDICTION ALERT: 1 IN 3 PAKISTANIS SAY THEY CAN'T SURVIVE EVEN A DAY WITHOUT THEIR SMARTPHONE: GALLUP & GILANI PAKISTAN

عادی ہونے کے حوالے سے آگاہیں: سمارٹ فون استعمال کرنے والے ہر 3 میں سے 1 پاکستانی کا کہنا ہے کہ وہ اپنے سمارٹ فون کے بغیر ایک دن بھی نہیں گزار سکتے۔

Question: "How many days can you live without your smart phone?"



Don't know/ No response: 4

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Social Behavior

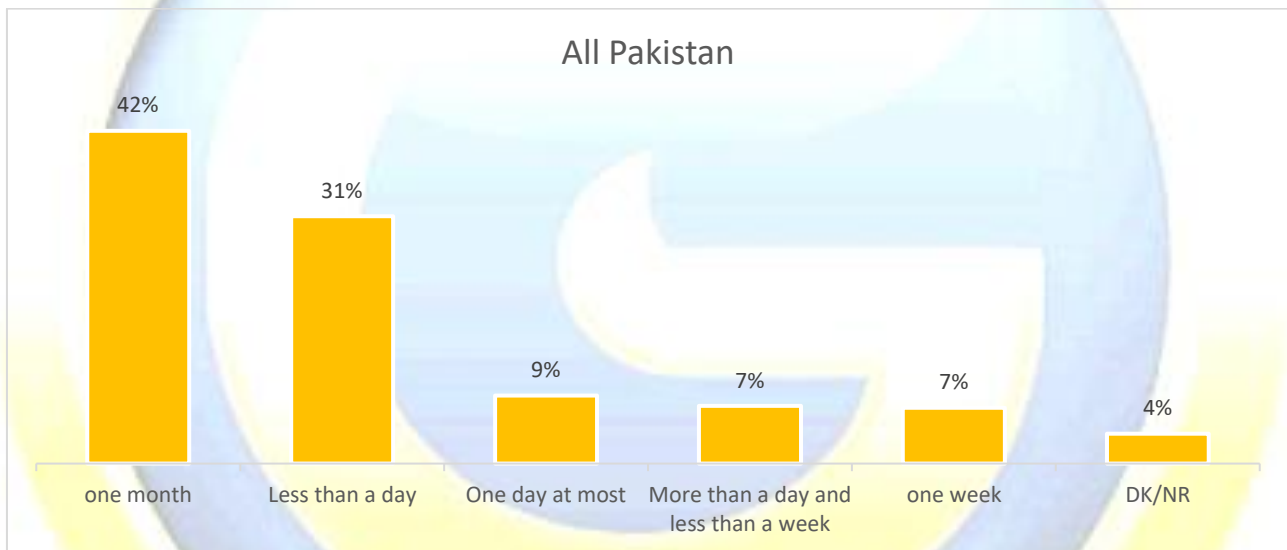
Addiction alert: 1 in 3 Pakistanis say they can't survive even a day without their smartphone: Gallup & Gilani Pakistan

(Islamabad), April 28th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 1 in 3 Pakistanis say they can't survive even a day without their smartphone.

A sample of adult men and women who are smartphone users from across the country, was asked the question "How many days can you live without your smart phone.?" In response, 42% said one month, 31% said less than a day, 9% said one day at most, 7% responded that they can live without their smart phone for more than a day and less than a week while 7% said one week and 4% did not respond or said they did not know.

Question: "How many days can you live without your smart phone?"

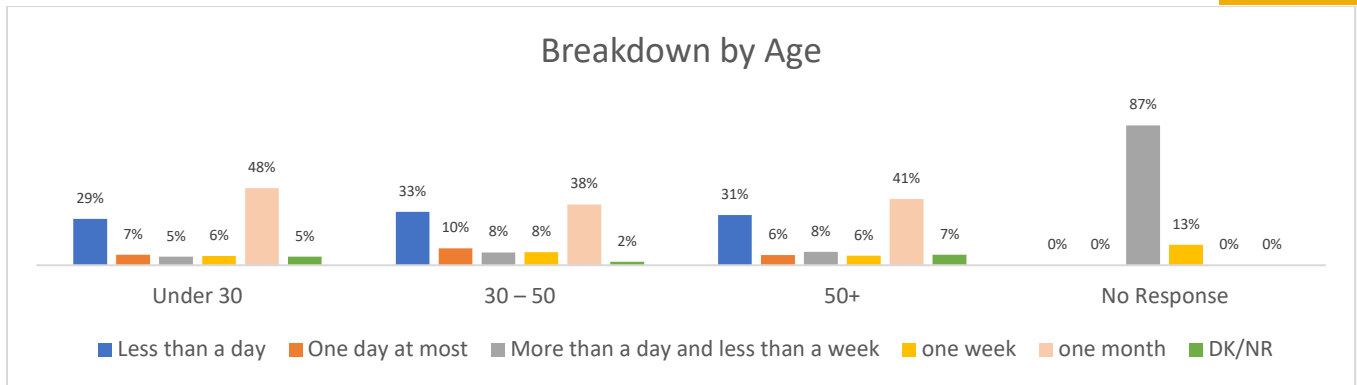


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Breakdown by Age:

30-50 years olds have the highest proportion of people, 33% who said that they can live without their smartphone for less than a day, followed by 31% of 50+ year olds whereas, the under 30 age group has the lowest proportion of people (29%) who said that they can live without their smartphone for less than a day.

Breakdown by Age



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and 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 1135 men and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)