

PRESS RELEASE

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Opinion Poll General

95% Pakistanis who claim to have shopped only used their smart phone to buy and sell online, only 3% used laptop for this purpose: Gallup & Gilani Pakistan

(Islamabad), May 03rd, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 95% Pakistani who claim to do online shopping say they used their smart phone to buy and sell online, only 3% used their laptop for this purpose.

A sample of adult men and women, who claim to shop online from across the country, was asked the question, "Which device or devices do you use to buy and sell online?" In response, 95% said smartphone, 3% said laptop and 2% didn't respond or said they did not know.

Question: "Which device or devices do you use to buy and sell online?"



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

Wednesday, 03rd May 2023

(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)