

PRESS RELEASE

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Opinion Poll General

38% Pakistani adults claim to use the internet: Gallup & Gilani Pakistan

(Islamabad), May 04th, 2023

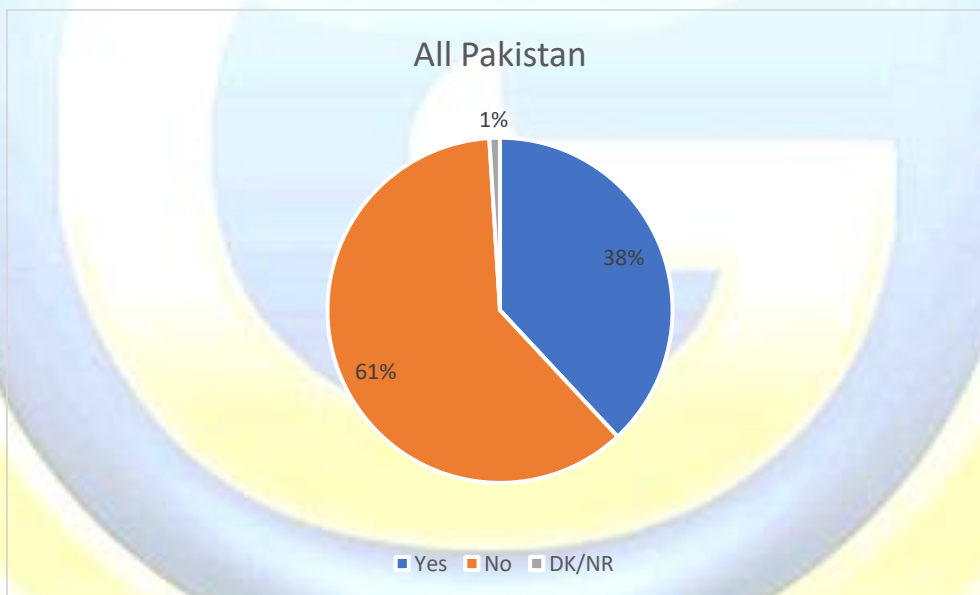
According to a survey conducted by Gallup & Gilani Pakistan, 38% Pakistani adults claim to use internet.

This adds up to around 50 million internet users in Pakistan.

A nationally representative sample of adult men and women from across the country was asked the question “Do you use the internet?” In response, 38% said yes, 61% said no and 1% did not respond or said they didn’t know.

Survey was conducted among a representative sample of adults in Pakistan. The number of users of the internet in the age bracket below 18 are therefore not counted. Similarly, those who are very infrequent users may also have responded ‘No’ to the question. In other words, the total number of internet users in the country may be higher than reported in this poll.

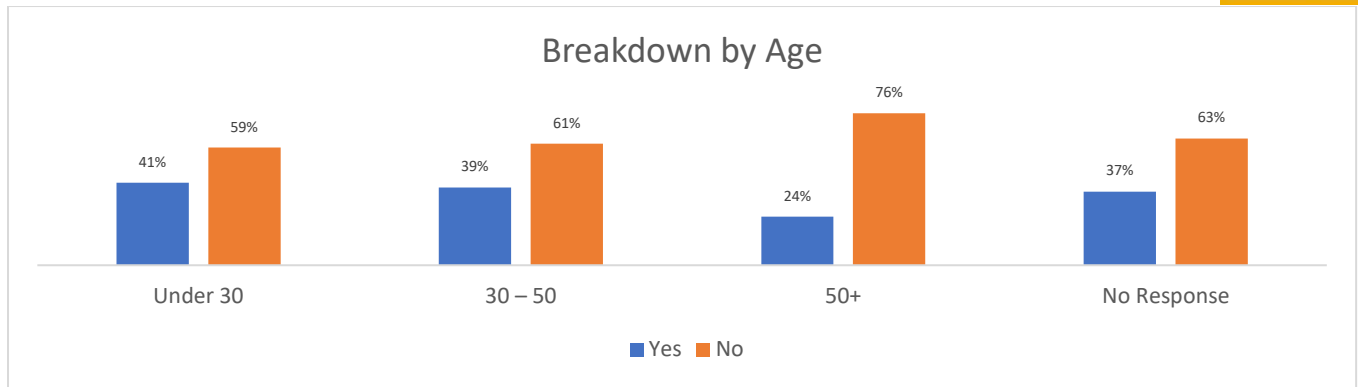
Question: “Do you use the internet?”



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

Breakdown by Age:

The greatest proportion of people who said that they use the internet belonged to the under 30 age group as 41% said they use internet. Internet use seems to decrease with age as 39% 30–50-year-olds said they use the internet while only 24% of people over the age of 50 said that they use the internet.



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, during 14 March 2023 – 22 March 2023. The error margin is estimated to be approximately ± 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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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)