

22nd May, 2023

62% PAKISTANIS DO NOT OWN A SMARTPHONE: GALLUP & GILANI PAKISTAN**62% پاکستانیوں کے پاس اپنا ذاتی اسمارٹ فون نہیں ہے۔**

Question: "Do you own a smartphone?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll General

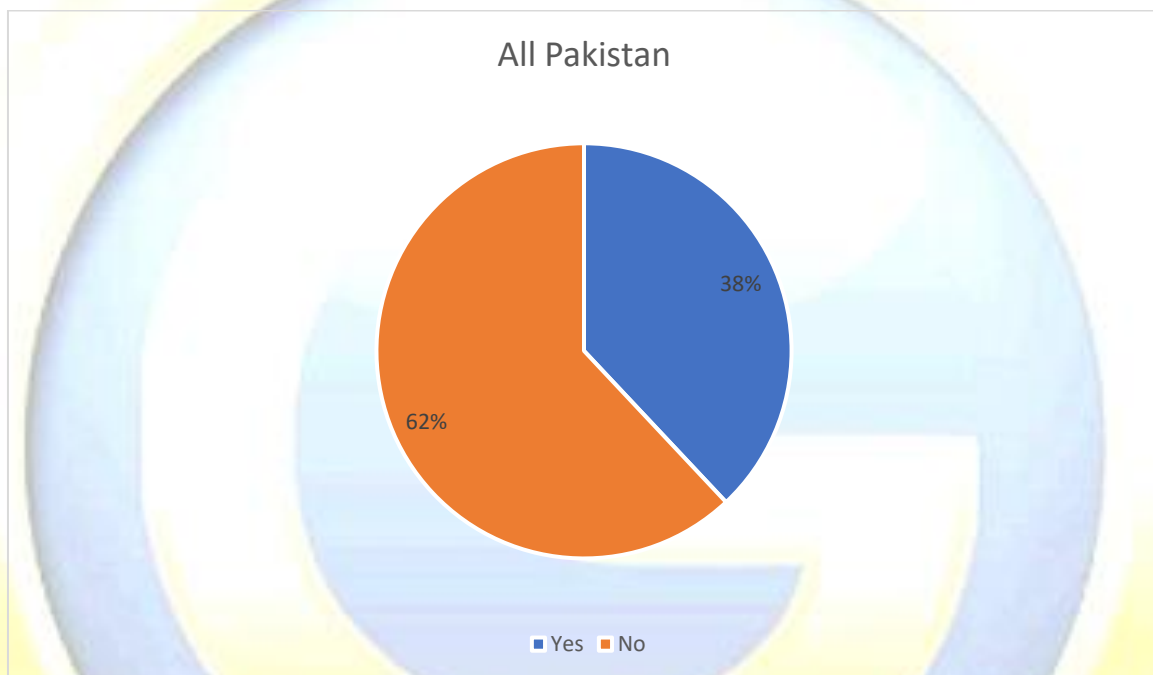
62% Pakistanis do not own a smartphone: Gallup & Gilani Pakistan

(Islamabad), May 22nd, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 62% Pakistanis do not own a smartphone.

A nationally representative sample of adult men and women from across the country, was asked the question “Do you own a smartphone?” In response, 38% said yes while 62% said no.

Question: “Do you own a smartphone?”



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, conducted during 14 to 22 March 2023. 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

Monday, 22nd June 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)