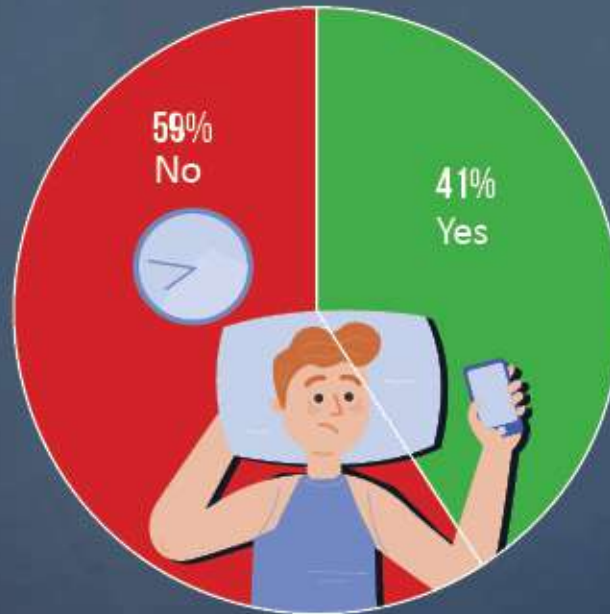


11th June, 2024

TWO-FIFTHS OF PAKISTANIS (41%) REPORT THAT THE FIRST THING THEY DO AFTER WAKING UP IS TO CHECK THEIR PHONES, WITH THE HABIT BEING INCREASINGLY COMMON AMONG YOUNGER GENERATIONS: GALLUP & GILANI PAKISTAN

ہر 5 میں سے 2 (41%) پاکستانیوں کے مطابق وہ سو کر اٹھنے کے بعد سب سے پہلے اپنا موبائل چیک کرتے ہیں، یہ عادت نوجوان نسل میں زیادہ عام ہے۔

Question: Some people have a habit that as soon as they wake up, the first thing they do is to use their mobile, i.e. check Facebook, WhatsApp, YouTube, etc. Please tell me that when you wake up, is checking your mobile the first thing you do?





PRESS RELEASE

Opinion Poll

Social

Social behaviour

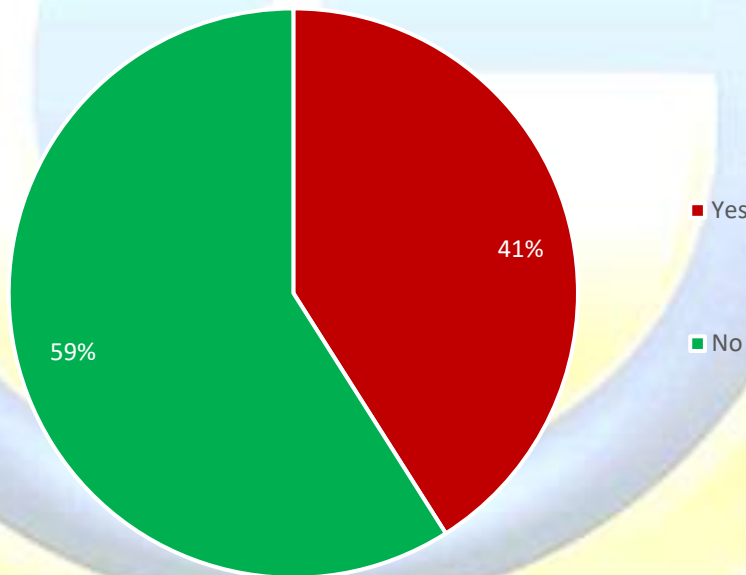
Two-fifths of Pakistanis (41%) report that the first thing they do after waking up is to check their phones, with the habit being increasingly common among younger generations: Gallup & Gilani Pakistan

(Islamabad) 11th June, 2024

According to a survey conducted by Gallup & Gilani Pakistan, two-fifths of Pakistanis (41%) report that the first thing they do after waking up is to check their phones.

A nationally representative sample of adult male and female smartphone users from across the country was asked the question, “Some people have a habit that as soon as they wake up, the first thing they do is to use their mobile, i.e. check Facebook, WhatsApp, YouTube, etc. Please tell me that when you wake up, is checking your mobile the first thing you do?” In response, 41% said ‘Yes’, while 59% said ‘No’.

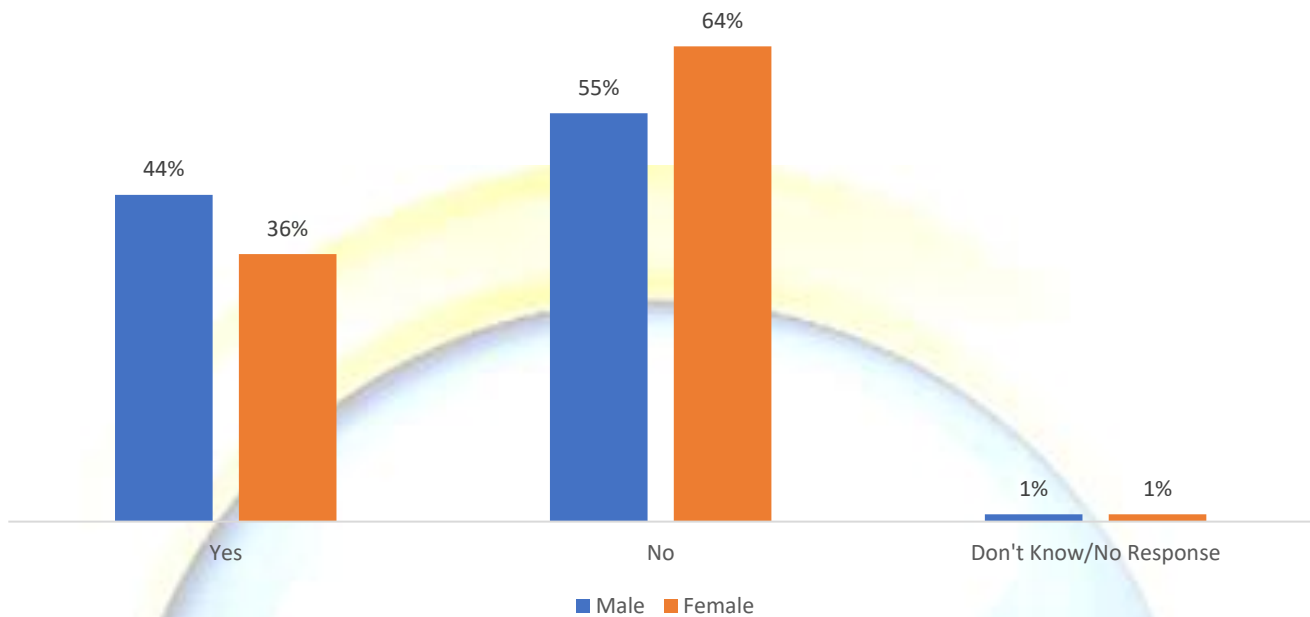
Question: Some people have a habit that as soon as they wake up, the first thing they do is to use their mobile, i.e. check Facebook, WhatsApp, YouTube, etc. Please tell me that when you wake up, is checking your mobile the first thing you do?



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

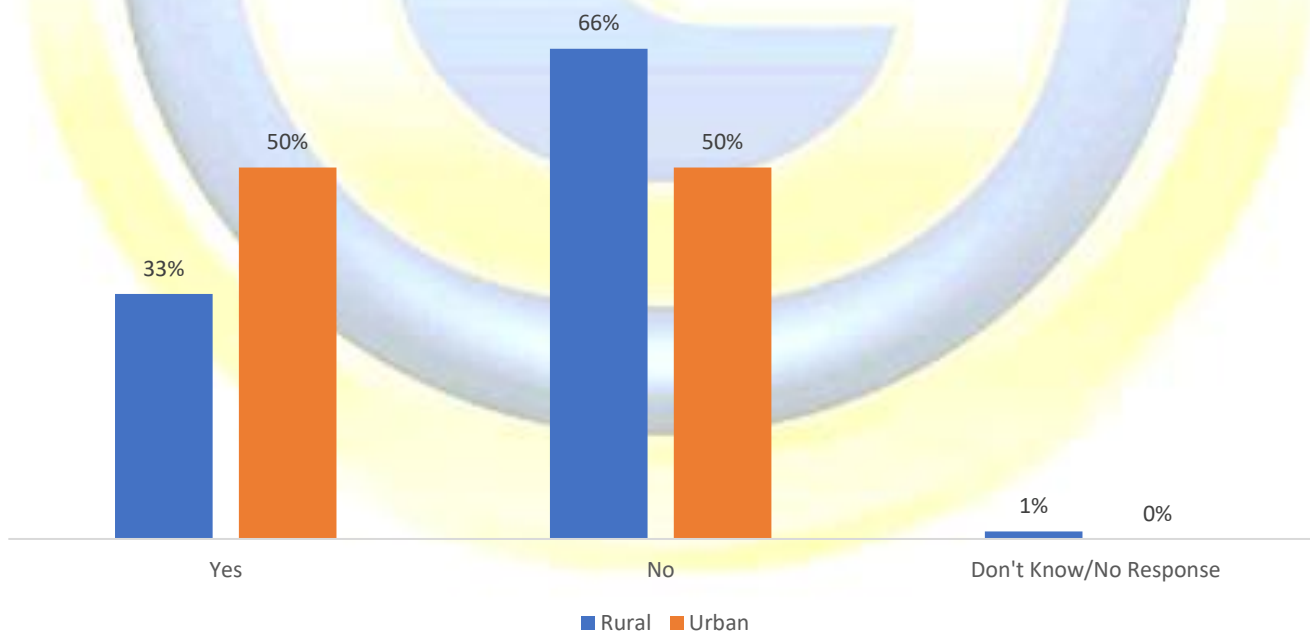
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 582 male and female smartphone users in urban and rural areas of all four provinces of the country, conducted from 18th- 25th March 2024. 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).

Across gender: A higher proportion of Pakistani men (44%) reportedly use their phones first thing in the morning compared to Pakistani women (36%).



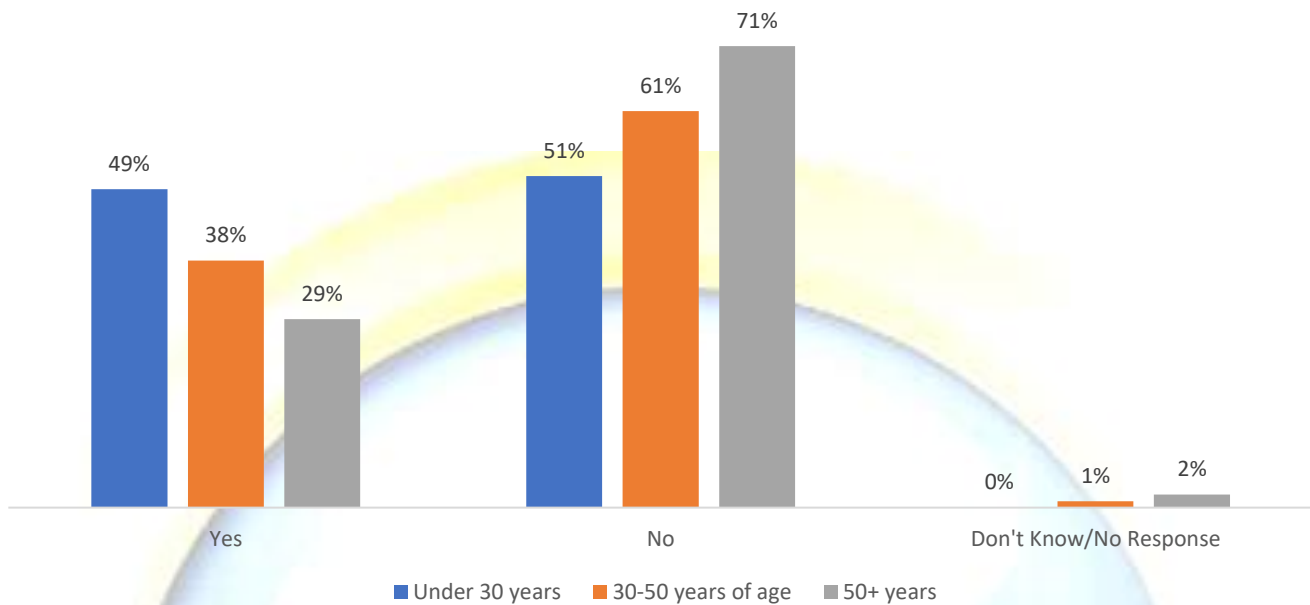
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across rurality: Pakistanis from rural areas were reportedly less likely to use their phone first thing after waking up, while Pakistanis in urban setting are equally split.



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

Across age: Across age groups it is appears that younger Pakistanis are more likely to use their phones first thing after waking up compared to their elders.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



Tuesday, 11th June, 2024

(5 Pages, English version Only)

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
2024



of Gallup Pakistan
(1980-2024)