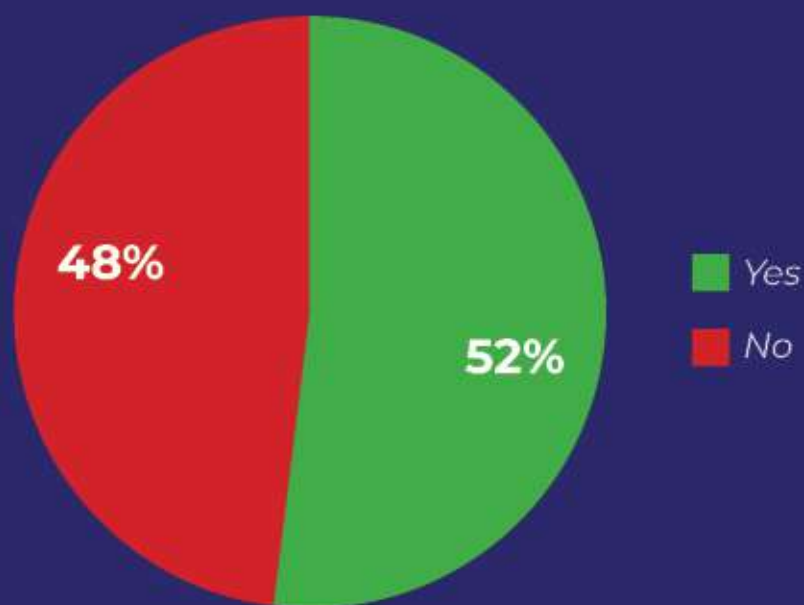
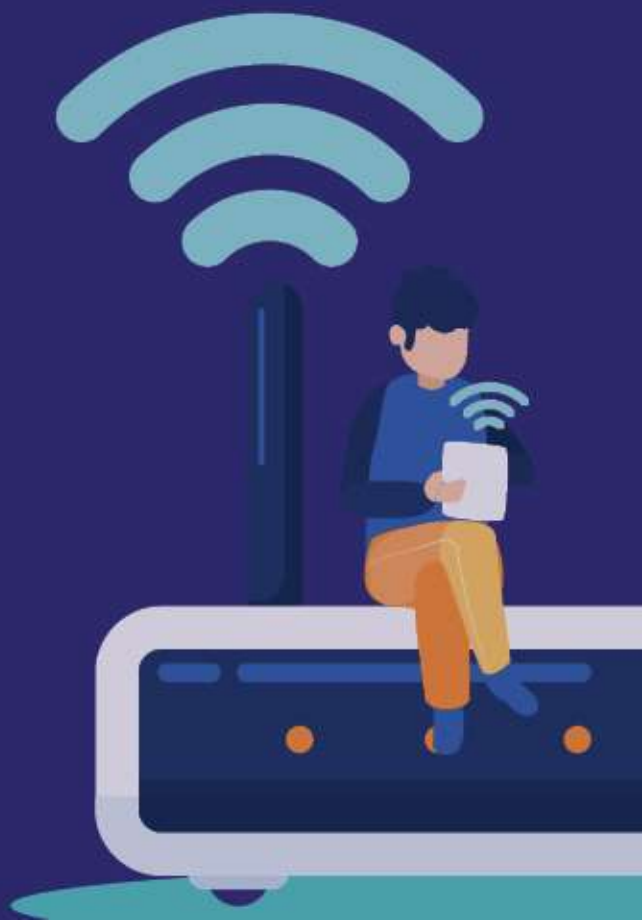


52% of Pakistanis reported using the internet, with higher usage among urban residents (67%)



Question: Do you use the Internet?





PRESS RELEASE
Opinion Poll
Consumer/Commercial
Information Technology

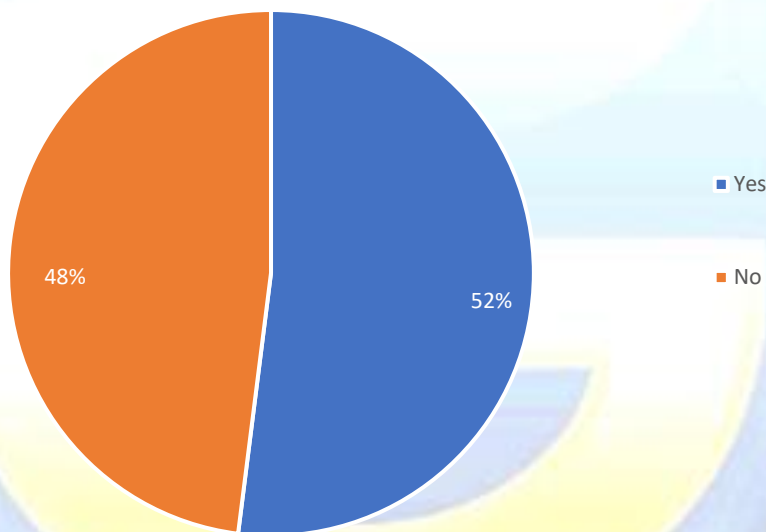
52% of Pakistanis reported using the internet, with higher usage among urban residents (67%): Gallup & Gilani Pakistan

(Islamabad) 21st October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 52% of Pakistanis reported using the Internet, with higher usage among urban residents (67%).

A nationally representative sample of adult men and women from across the country was asked the question, “Do you use Internet?”. In response, 52% said ‘Yes’, 48% said ‘No’.

Question: Do you use the Internet?

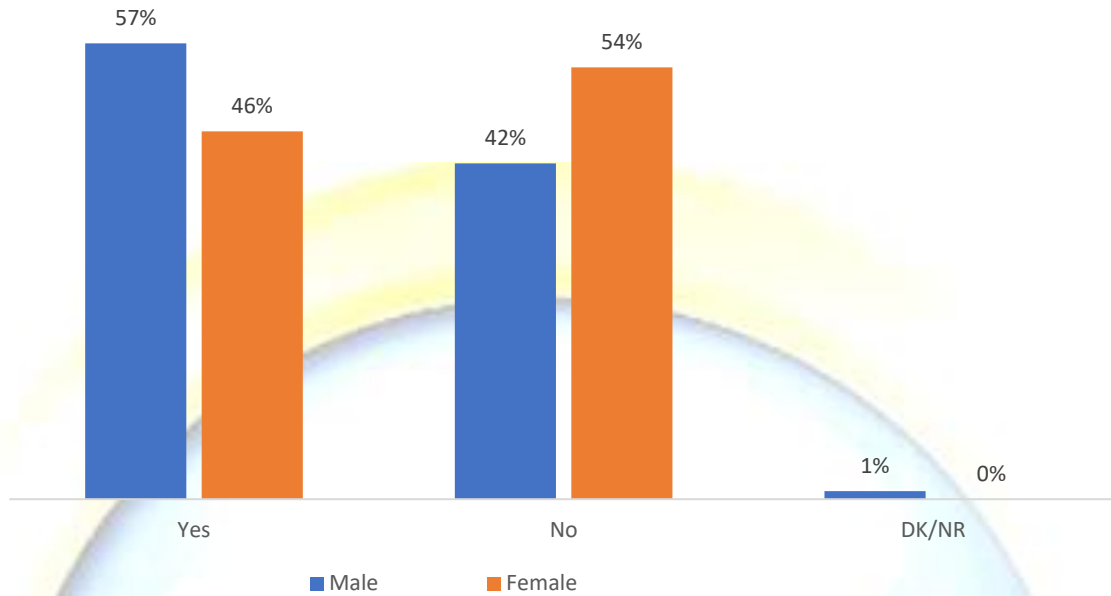


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 793 men and women in urban and rural areas of all four provinces of the country, conducted from 6th August - 9th September 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).

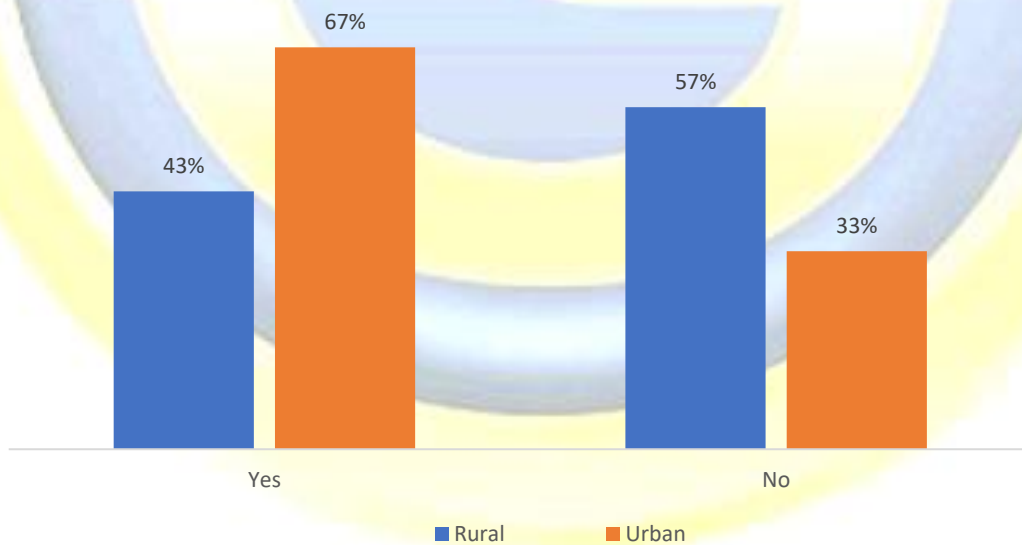
Across gender: 57% male were more likely to use Internet as compared to their female counterparts (46%)

Source: Gallup & Gilani Pakistan



(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across rurality: Urban residents showed higher number of internet users (67%) in contrast to rural residents (43%)



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



GILANI RESEARCH
FOUNDATION

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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)