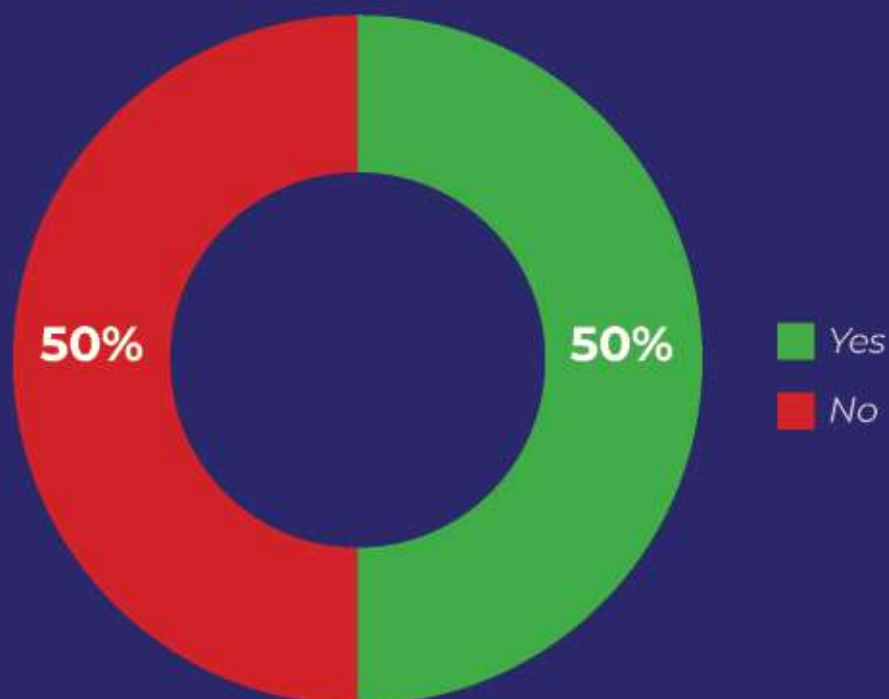


74% Pakistanis below the age of 30 claim to use internet, major age divide found with 68% of those above age 50 not using internet compared to only 26% of respondents aged under 30



Question: Please tell me if you use internet?



PRESS RELEASE



Opinion Poll **Consumer/Commercial** **Information Technology** Computer/Internet

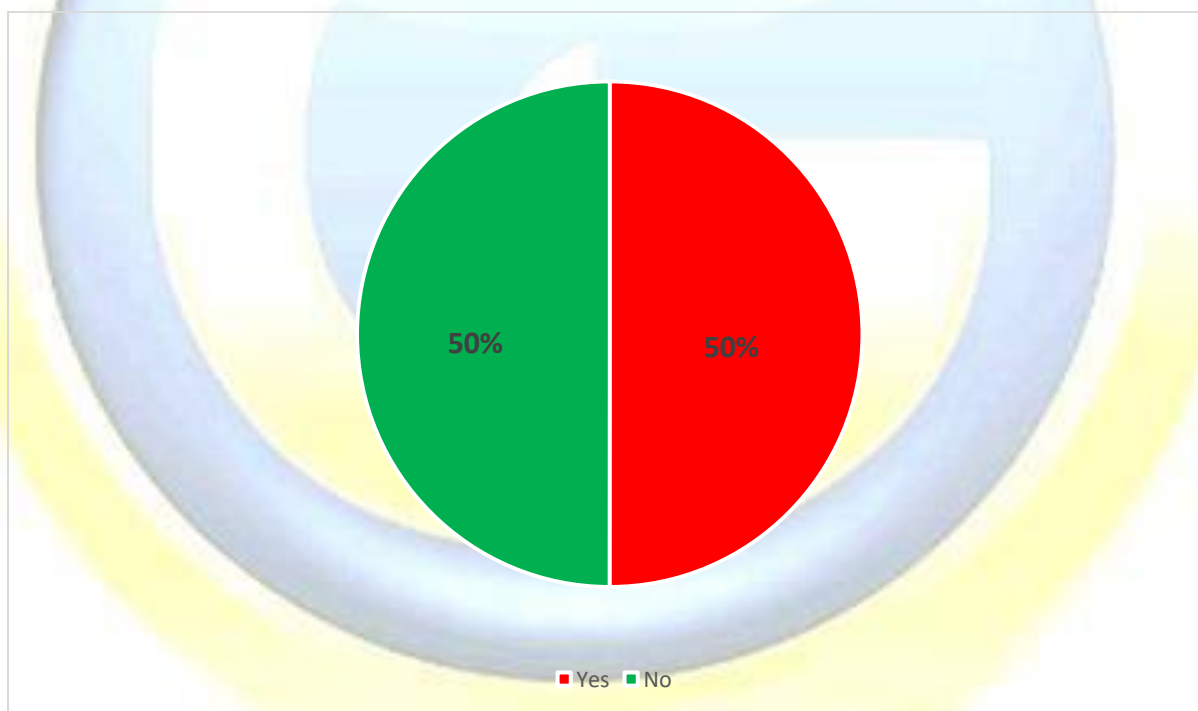
**74% Pakistanis below the age of 30 claim to use internet, major age divide found with 68% of those above age 50 not using internet compared to only 26% of respondents aged under 30:
Gallup and Gilani Pakistan**

(Islamabad) 10th February, 2025

According to a survey conducted by Gallup & Gilani Pakistan, 74% Pakistanis below the age of 30 claim to use internet, major age divide found with 68% of those above age 50 not using internet compared to only 26% of respondents aged under 30.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell me if you use internet?” In response, 50% said ‘Yes and 50% said ‘No.’

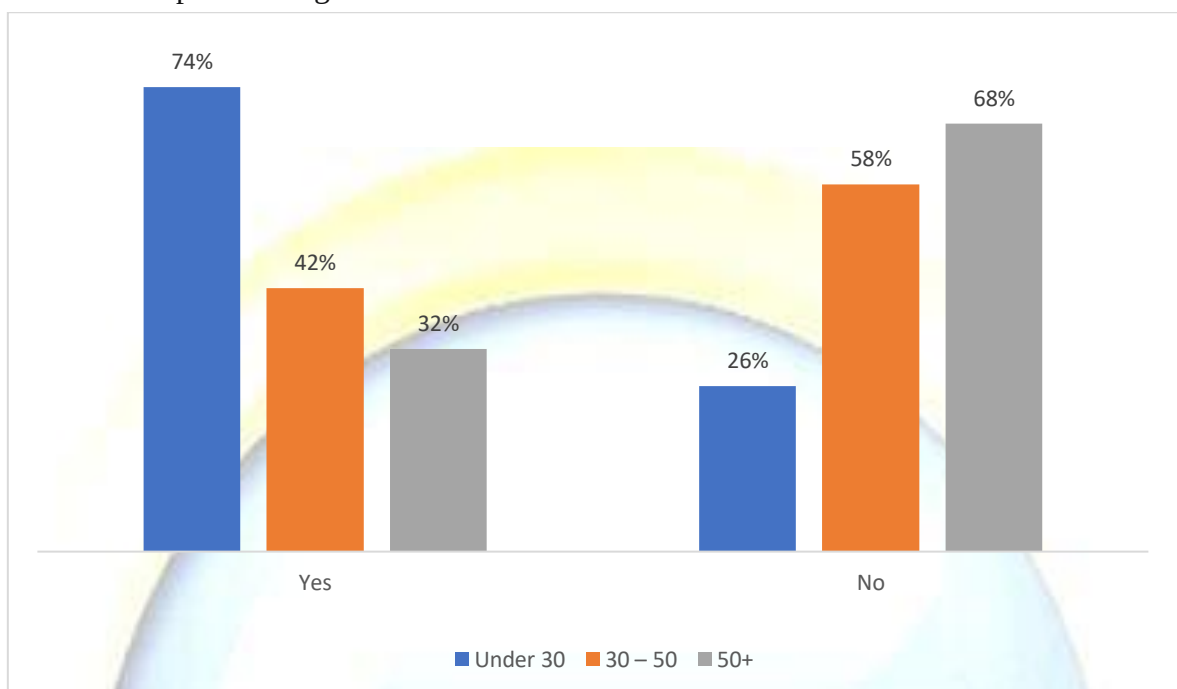
Question: Please tell me if you use internet?



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

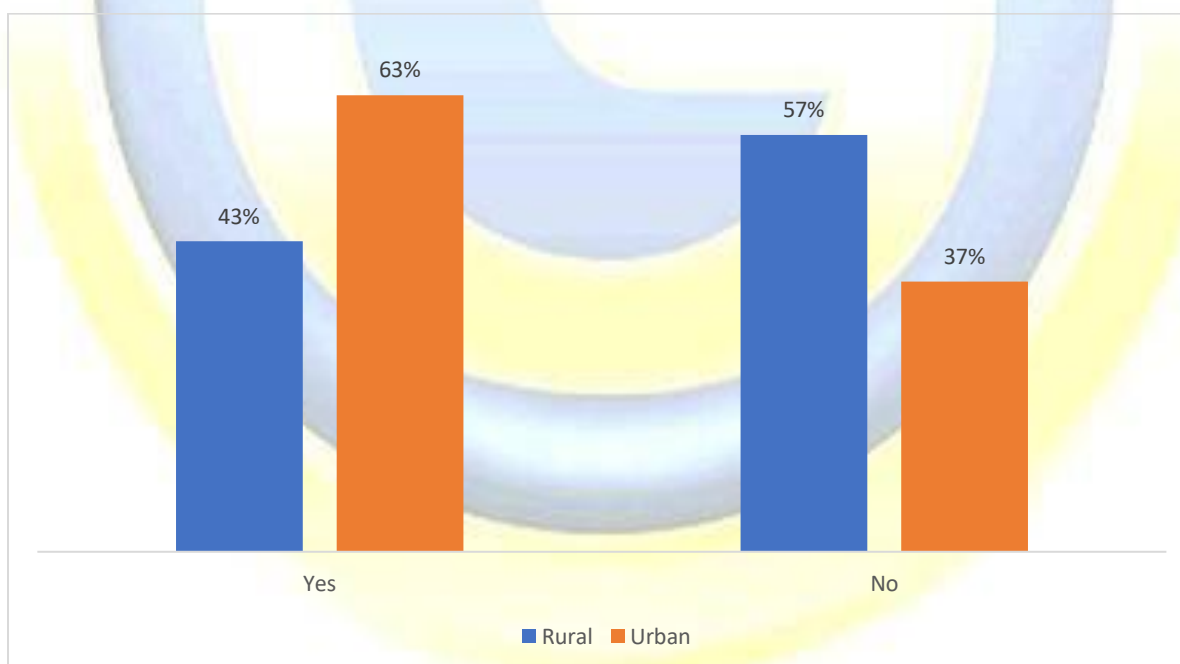
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1042 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 2025. 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 age: 74% of respondents aged under 30 used the internet compared to 42% of respondents aged 30-50 and 32% of respondents aged 50+.



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

Rural-Urban Divide: Those living in urban areas were 20% more likely to use the internet. 63% of urban residents said they used the internet compared to 43% of rural residents.



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
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GILANI RESEARCH
FOUNDATION

Monday, 10th February, 2025

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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
2025



of Gallup Pakistan
(1980-2025)