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GALLUP PAKISTAN POLL FINDINGS ON

**NON ELECTRIFIED RURAL HOMES EMERGE AS THE
POOREST AND MOST MARGINALIZED IN PAKISTAN:**

Results released on: May 25, 2001



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NON ELECTRIFIED RURAL HOMES EMERGE AS THE POOREST AND MOST MARGINALIZED IN PAKISTAN: Gallup Survey

Islamabad, May 25, 2001

According to a study conducted by Gallup Pakistan on Rural lifestyles, the rural Pakistanis are distinctly divided among those who have electricity and others who do not. Almost two thirds of the rural households have now been electrified but the remaining one third are still without access to this crucial service of modern life. This group, according to the study, is distinctly the most under privileged part of the Pakistani population. The study shows that the non electrified rural homes are on the average considerably poorer and less educated compared to their electrified counterparts. Their access to transportation is limited and their houses are generally without concrete or "pacca" roofs. Furthermore their exposure to media and packaged goods such as soft drinks, sharbats, tooth paste and shampoo is distinctly lower than electrified homes. The study also shows that modern latrines with some hygienic form of excreta disposal are markedly lower in the non electrified rural homes compared to their electrified counterparts. Thus low literacy, absence of hygienic latrine, non concrete "kacha" roof top and no access to electricity go together and define the least privileged rural homes in the country. The study is based on surveys and Census data compiled from all the four provinces of Pakistan.

According to the findings of the study conducted by Gallup only 7% of non electrified rural homes have concrete or pacca roofs whereas the proportion is 42% in the electrified homes. The enrolment of children in schools is only 50% compared to 70% in electrified homes. Access to hygienic latrine is less than 15% in non electrified homes whereas nearly 60% of electrified rural homes have access to some version of latrine. Only 20% of non electrified homes are within one kilometer of metalled roads whereas the comparable figure for electrified homes is twice as much (40%). The study has also explored in some detail media habits of electrified and non electrified rural homes. Television viewership is nearly 60% in electrified homes but it is restricted to only 24% of non electrified homes, who for obvious reasons are obliged to go to a public place or an electrified home for watching TV. Newspaper readership among non electrified homes is less than half of their electrified counterparts. Curiously, even radio listenership is lower among the non electrified homes. The survey findings show the differences in the use of various packaged goods. The penetration of toothpaste is only 16% in non electrified homes compared to 39% in electrified homes. In home penetration of Shampoo in non electrified homes is nearly one third compared to electrified homes. The penetration of packaged sharbat is nearly one fourth.

Analysts at Gallup have explained that according to their findings non electrified rural homes emerge as the most marginalized and underprivileged section of the population. The rural population, they say, should be seen as two distinct groups, the electrified and the non-electrified.

Table
Comparative Socio-economic Status
on selected indicators

ELECTRIFIED vs. NON ELECTRIFIED
Rural Homes

	Among Electrified Households	Among Non-electrified Households
MEDIA		
TV Viewership	60%	24%
Newspaper* Readership/Listenership	42%	19%
Radio Listenership (at least once during last month)	24%	13%
HOUSE TYPE		
House Type		
Pacca House	42%	7%
Semi Pacca	25%	25%
Kacha	33%	68%
Distance from Pacca Road		
Less than 1 km.	40%	20%
1-2 km	20%	40%
2+	40%	40%
Drinking Water		
Water Supply Inside homes	77%	62%
Water supply is outside home	7%	24%
Well etc.	16%	14%
SOCIAL STATUS		
Education		
Children in School (at least 1 in HH)	70%	50%
Overseas Work		
Overseas Worker (atleast 1 in HH)	6%	1%
Returned from overseas	4%	1%
Life Style		
Bank Account (atleast 1 in HH)	21%	4%

In home penetration of PACKAGED GOODS		
Tooth paste	39%	16%
Shampoo	21%	8%
Packaged Sharbat/Squash	43%	11%

Source: Gallup Survey, Pakistan

- * Includes casual/once in a while readership and listening to newspapers. This figure does not represent either purchase or regular readership of newspapers, which is substantially lower according to Gallup studies which focus on that aspect.

This report is part of an ongoing project about Pakistani lifestyles carried out by the marketing research study group of Gallup Pakistan. The second part of the Report dealing with Occupations, Land holdings, Personal Assets and Opinions on key socio-economic matters will appear in coming weeks. The full text of this press release can also be viewed at www.gallup.com.pk.