



Opinion Poll
Special Press Release
Access to Finance
(Part 21 of a 30 part series)

Dominant majority of Pakistanis (71%) cited a lack of need when asked for reasons behind not using mobile phones regularly. (Access to Finance Survey 2015 – SBP/ Gallup Pakistan)

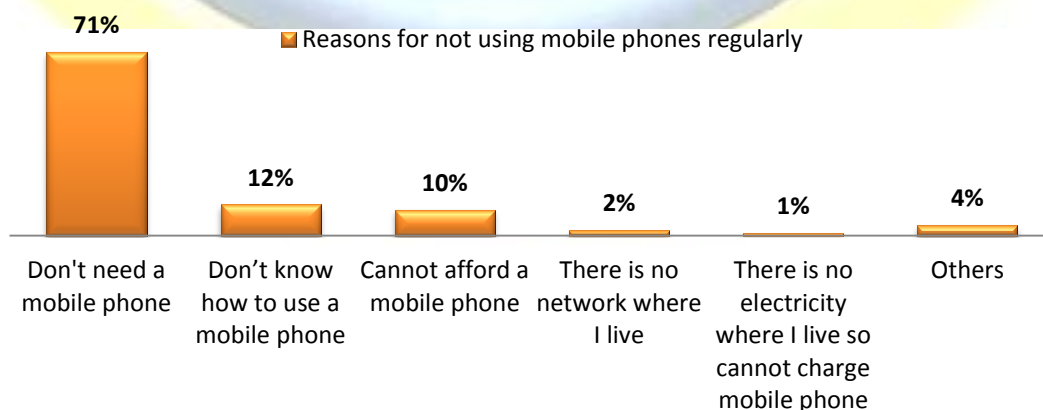
Islamabad, August 09, 2016

According to a survey conducted by Gallup Pakistan, 71% Pakistanis, when asked why they do not use a mobile phone regularly, stated that it is because they did not need a mobile phone. 12% Pakistanis said that they did not know how to use the device whereas 10% said that the reason they didn't use cell phones regularly is because they couldn't afford them. These results are a part of the nationwide Access to Finance Study conducted by the State Bank of Pakistan in 2015 with the intent of determining the degree of financial inclusiveness of the Pakistani public (please refer to page # 4 for more details).

This press release is part of a special series that aim to foster an empirical understanding of financial inclusion in Pakistan and that hope to create a collaborative network of individuals working on the topic. This press release focuses on empirically determining the main reasons behind Pakistanis not using mobile phones regularly. The debate on mobile phone usage has become an important one within the financial realm because of the eminence of digital financial services, primarily mobile banking. Mobile banking, which includes mobile money, refers to the ability to conduct monetary transactions from one person to another through a mobile phone. Using mobile money is substantially easier and less cumbersome since a person can now perform all sorts of transactions through a mobile phone without needing to visit a bank. Thus, aiming to expand the mobile phone market would also potentially result in more people coming under the formal financial sector.

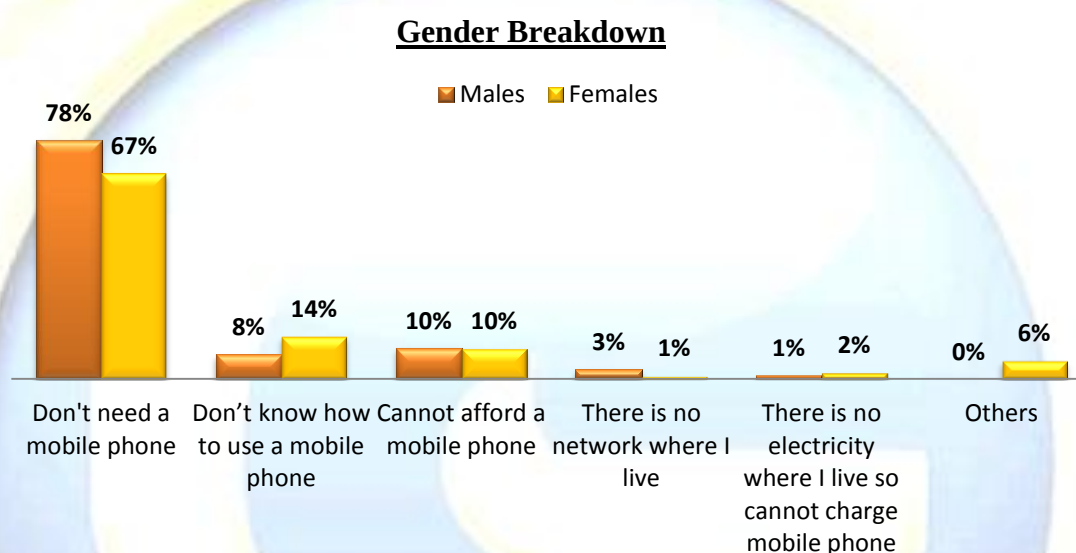
A nationally representative sample of men and women from across the four provinces was asked, "Why don't you use a mobile phone regularly?" In response to this question, 71% Pakistanis stated that it is because they don't need a mobile phone. On the other hand, 12% said that they don't know how to use a mobile phone while 10% also said that they cannot afford to purchase and keep a mobile phone. 2% Pakistanis also stated that they do not get any mobile coverage where they live whereas 1% also said that their homes do not receive electricity which is why they are unable to charge their devices and thus do not use mobile phones regularly. 4% mentioned other reasons. Thus, empirical results show that the main impediment towards mobile phone usage in Pakistan is a perceived lack of need.

Question: "Why don't you use a mobile phone regularly?"



Gender Breakdown: Majority men and women both cited a lack of need as the main reason for not using a mobile phone regularly

A gender breakdown of this result shows that a dominant majority of both males and females stated that their main reason for not using a mobile phone regularly is that they do not need a mobile phone. 78% males said that they did not need a mobile phone while the same response was given by 67% of the females. Meanwhile, 8% males said that they don't know how to use a mobile phone while the same response was given by 14% of the females. Furthermore, both 10% males and 10% females stated that they could not afford mobile phones and were therefore not using them regularly. 3% males and 1% females stated that there is no mobile coverage where they live while 1% males and 2% females stated that they don't use mobile phones regularly because they do not get electricity at their homes.

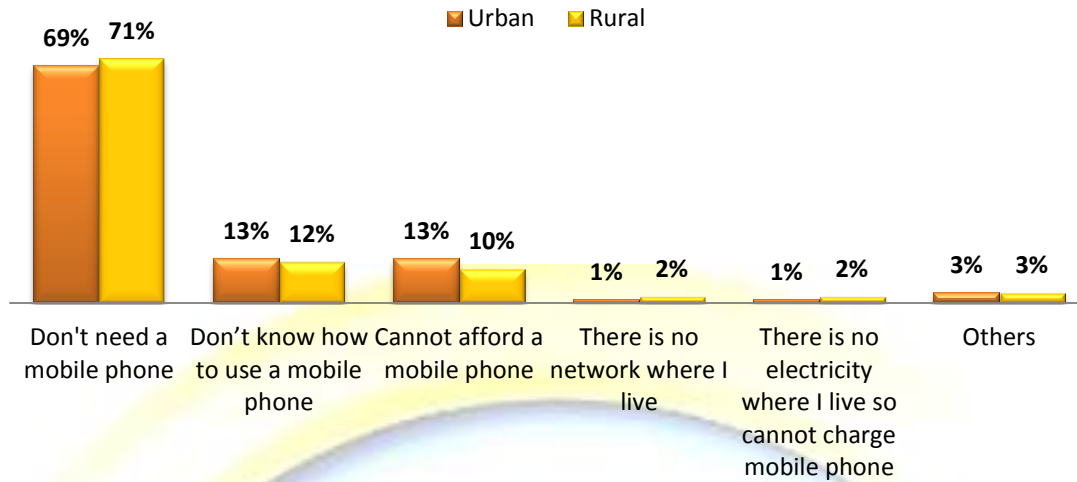


Source: Access to Finance Survey 2015: State Bank of Pakistan/Gallup Pakistan
(<https://www.a2f2015.com>, www.gallup.com.pk)

Urban-Rural Differences: Majority urban and rural respondents both cited a lack of need for mobile phones as their main reason for not using a mobile phone regularly

A rural-urban breakdown of this result shows that a dominant majority of both sets of respondents stated that their main reason for not using a mobile phone regularly is that they do not need a mobile phone. 69% urban respondents said that they did not need a mobile phone while the same response was given by 71% of the females. Meanwhile, 13% urban respondents said that they don't know how to use a mobile phone while the same response was given by 12% of the rural respondents. Furthermore, both 13% urban and 10% rural respondents stated that they could not afford mobile phones and were therefore not using them regularly. 1% urban and 2% rural respondents stated that there is no mobile coverage where they live while 1% urban and 2% rural respondents stated that they don't use mobile phones regularly because they do not get electricity at their homes. Thus, there is still a significant chunk of Pakistan's population that can be brought into the formal financial net by means of mobile phones. Furthermore, with the right kind of strategy in popularizing the concept of cell phones in the country, digital financial services could play an effective role in penetrating the low-income classes which predominantly reside in Pakistan's rural areas.

Urban-Rural Breakdown

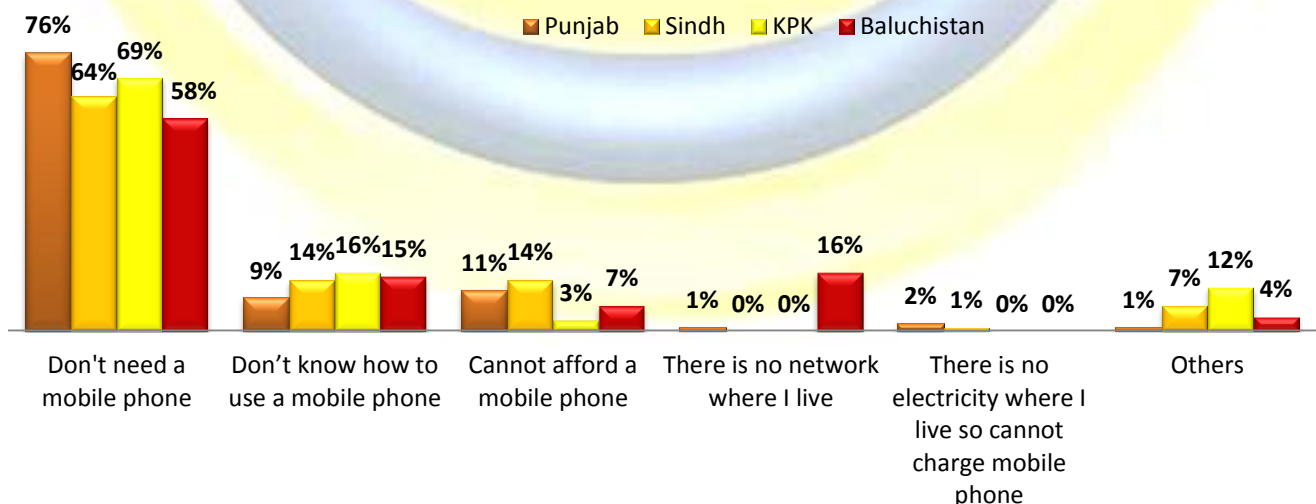


Source: Access to Finance Survey 2015: State Bank of Pakistan/Gallup Pakistan
<https://www.a2f2015.com>, www.gallup.com.pk

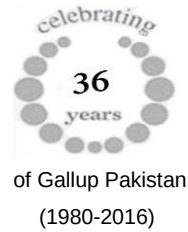
Provincial Results: Majority respondents in all provinces primarily cited a lack of need for mobile phones as the main reason for not using a mobile phone regularly

A provincial breakdown of this result shows that a dominant majority of respondents from all provinces stated that their main reason for not using a mobile phone regularly is that they do not need a mobile phone. 76% in Punjab, 64% in Sindh, 69% in KPK and 58% in Baluchistan stated that they did not need a mobile phone. Meanwhile, 9% in Punjab, 14% in Sindh, 16% in KPK and 15% in Baluchistan said that they don't know how to use a mobile phone. Furthermore, 11% in Punjab, 14% in Sindh, 3% in KPK and 7% in Baluchistan stated that they could not afford mobile phones and were therefore not using them regularly. Also, 1% in Punjab and 16% in Baluchistan cited a lack of mobile coverage as their main reason for not using mobile phones regularly while Sindh and KPK did not suffer from this problem. Finally, 2% in Punjab and 1% in Sindh stated that they don't use mobile phones regularly because they do not get electricity at their homes whereas none of the respondents from KPK and Baluchistan cited this problem.

Provincial Breakdown



Source: Access to Finance Survey 2015: State Bank of Pakistan/Gallup Pakistan
<https://www.a2f2015.com>, www.gallup.com.pk



Introduction to Access to Finance:

The Access to Finance Survey 2015 (A2F 2015) aims to create a platform for the State Bank, the Government and the private sector of Pakistan to adopt and implement a comprehensive set of reforms needed to influence financial inclusion among Pakistanis in a more holistic manner. A2F 2015 will help state and non-state actors in streamlining their policies and reforms to ensure that they are able to effectively target the financial inclusivity of the Pakistani public.

Gallup Pakistan, in collaboration with HORUS Development Finance, conducted an extensive survey in over 10,000 households across Pakistan. The primary aim of the study was to determine the extent of financial services being used by Pakistanis as well as to provide insights into the barriers faced by the Pakistani public in accessing formal financial services.

The data was released as part of Access to Finance Study 2015. Fieldwork carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International, among a sample of 10,000 households across rural and urban areas of all four provinces of Pakistan, during March 27 – June 12, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

For more survey data on social and other issues see website www.gallup.com.pk

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