



Opinion Poll

Special Press Release

**PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT
ICT Indicators in Pakistan**

1 in 5 (27%) Pakistanis from among the 10+ population claim that they have used internet in the past three months. Highest internet usage reported from Islamabad division and lowest usage reported from Quetta region showing significant digital divide (Pakistan Social and Living Standards Measurement & Gallup Pakistan)

Islamabad, May 11, 2020

Introduction to the Gallup Data Analytics series on Pakistan Social and Living Standards Measurement data:

This press release is the first part of a special Gallup Data Analytics series that aims to foster an empirical understanding of the social and economic indicators in Pakistan based on data generated by PSLM Surveys.

PSLM is the largest survey in Pakistan conducted every two year by Pakistan Bureau of Statistics. The sample covers over 80,000 households and over 400,000 respondents. The PSLM Survey is designed to be representative at district level for in-depth analysis and for the majority of districts a sample of 1000 respondents has been achieved. Gallup Pakistan Data Analytics team has worked extensively on this data and this series of press releases are our attempt to publicize the great efforts done by hundreds of office bearers of Bureau of Statistics who have travelled far and wide to collect this data.

This particular press release aims to assess the prevalence of internet usage and access across Pakistan along with various demographic breakdowns to provide further insight into the results.

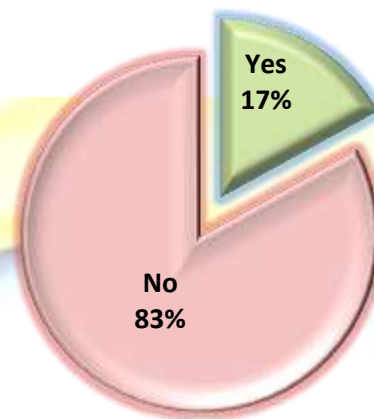
The emergence and prevalence of ICT in developing countries like Pakistan emphasize the increasing need for communication and easy access to information. The high growth of ICTs in Pakistan over the last decade can be understood as an indicator of socio-economic as well as technological advancement. Overall, ICT can be understood to add to the quality of life in the country with a larger population now acquiring access to improved communication, education, healthcare and financial infrastructures.

A nationally representative sample of men and women from the 10+ population from across the four provinces was asked the following question: *“Did you use the internet during the last three months?”* In response to this question, 83% Pakistanis disagreed and said that they have not used the internet in the last three months while 17% of the respondents agreed to having used internet over the past three months.



Question: “Did you use the internet during the last three months?”

All Pakistan

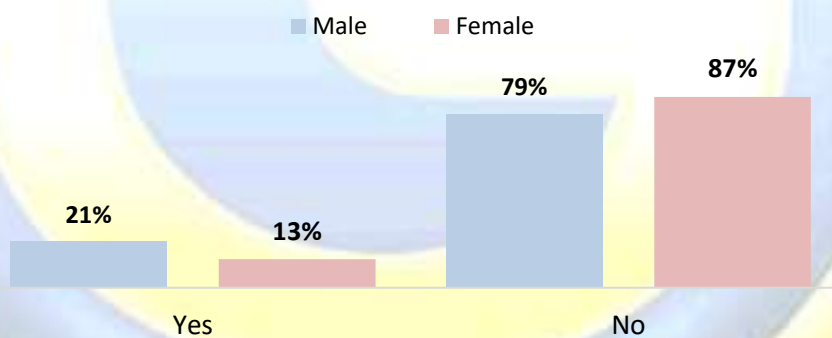


Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Gender Breakdown: Significant Gender disparity exists in internet usage with 58% more males using internet

Usage of internet considerably higher amongst males (21%) as compared to female (13%) respondents

Gender Breakdown

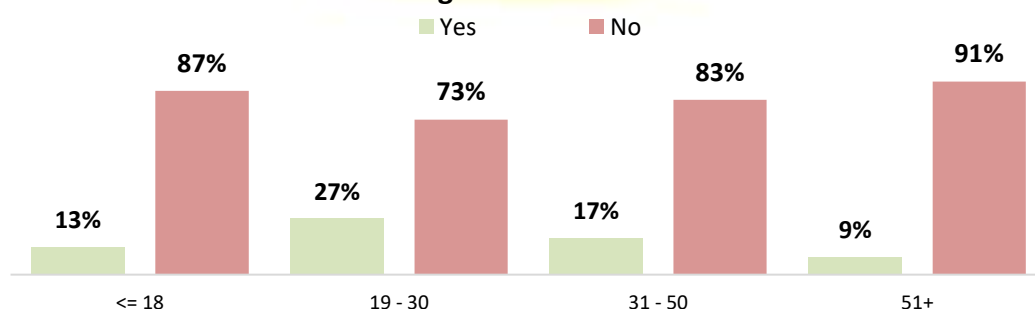


Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Age Breakdown: Significantly higher usage of internet among 19-30 age group

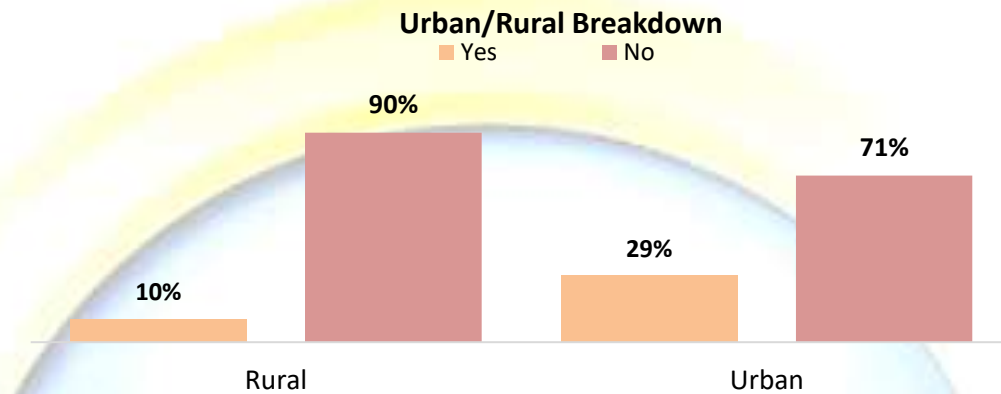
Usage of internet highest among respondents aged between 19 and 30 (27%) and lowest amongst those over the age on 50 (9%)

Age Breakdown



Urban/Rural Breakdown: Urban areas report 19% higher internet usage than rural areas

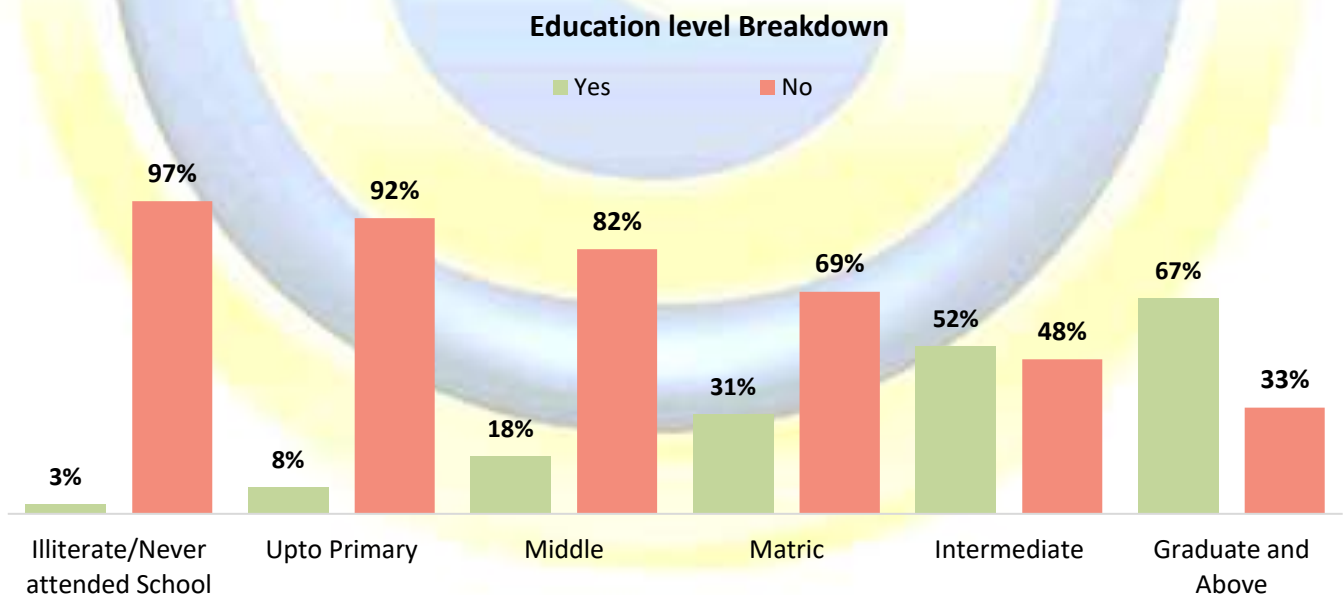
A much higher percentage of respondents (29%) from urban areas of Pakistan claimed to have used the internet in the past three months as compared to respondents (10%) that belonged to rural areas



Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
(<http://www.pbs.gov.pk/node/2967>)

Education level Breakdown: Respondents that have achieved Graduate and above education have highest level of internet usage

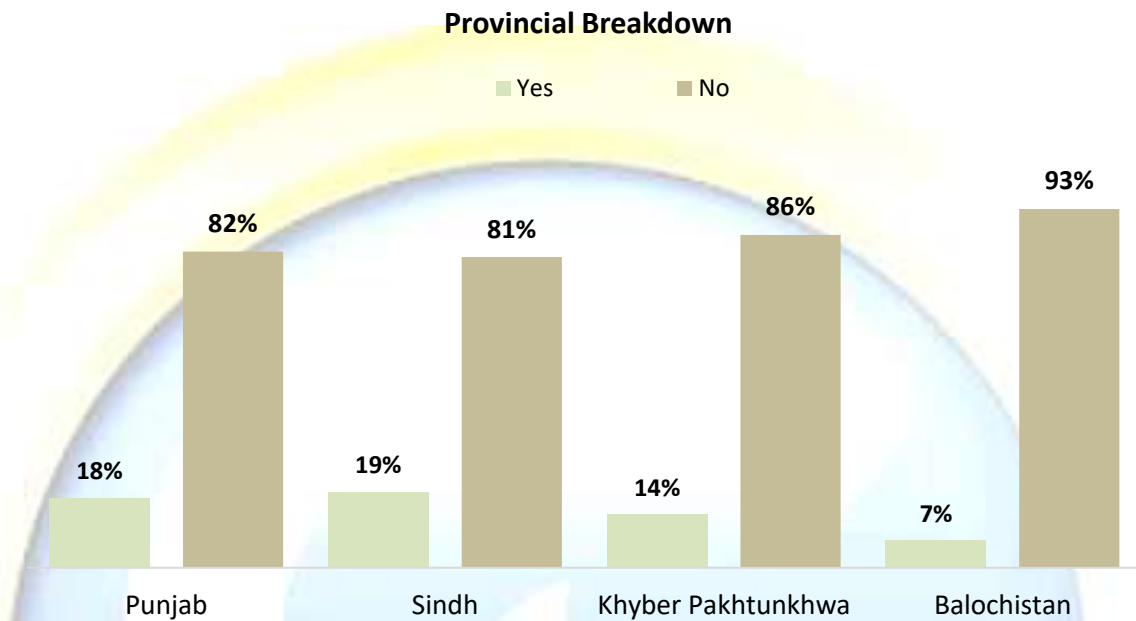
The highest percentage of respondents using internet in the last three months had achieved the highest level of education of graduate and above (67%) while the illiterate/never attended school respondents reported lowest usage of internet (3%)



Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
(<http://www.pbs.gov.pk/node/2967>)

Provincial Breakdown: Sindh reports highest internet usage with Balochistan ranking lowest in terms of internet usage

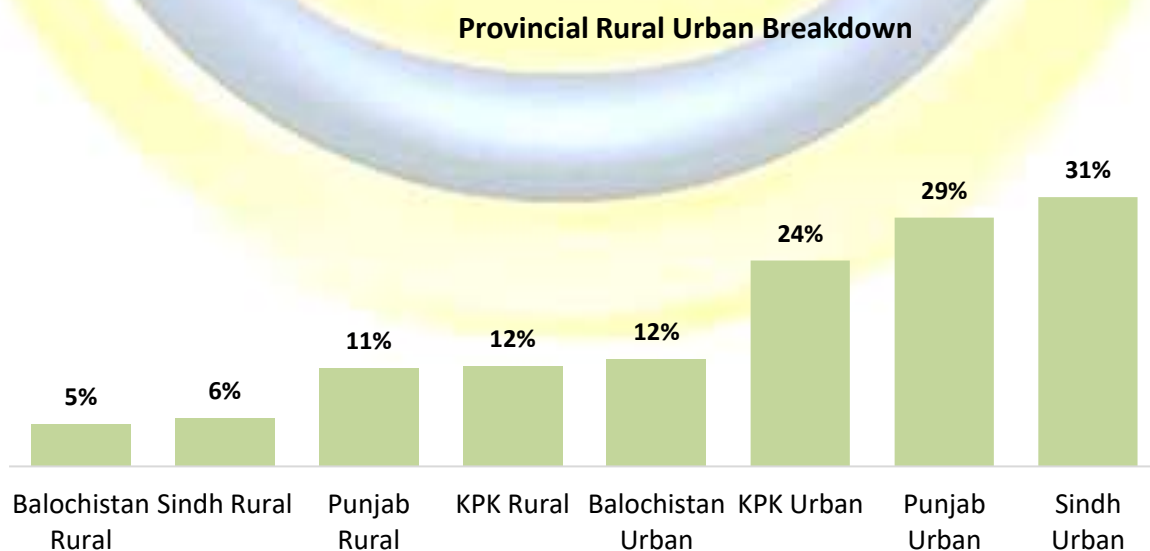
Respondents from Sindh reported the highest (19%) usage of internet, closely followed by Punjab (18%) while the lowest usage of internet (7%) was reported amongst respondents from Balochistan



Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Province Rural Urban Breakdown: Sindh urban ranks highest in terms of internet usage with Balochistan rural ranking lowest

Respondents from Sindh urban reported the highest (31%) usage of internet, closely followed by Punjab urban (29%) while the lowest usage of internet (5%) was reported amongst respondents from Balochistan rural

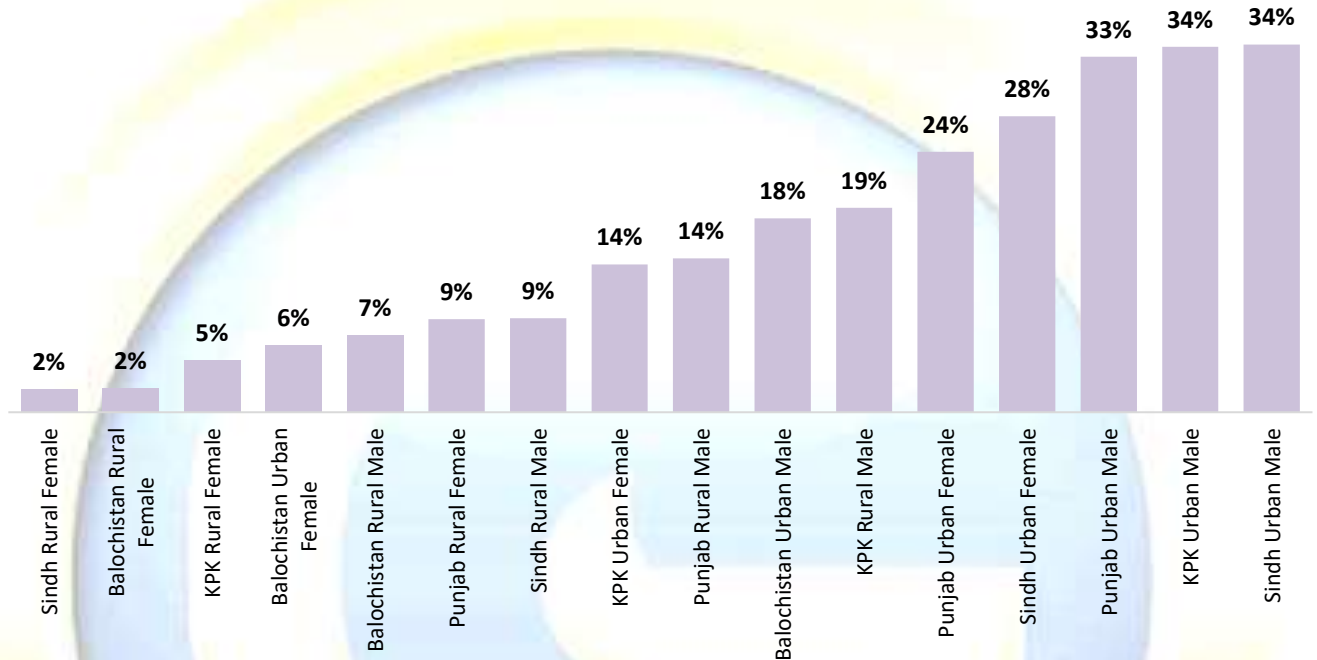


Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Province Rural Urban Gender Breakdown: Sindh and KPK Urban Males report significantly high internet usage with significantly low usage reported by Sindh and Balochistan Rural female

Male respondents from Sindh urban reported the highest (34%) usage of internet, closely followed by males from Punjab urban (33%) while the lowest usage of internet (2%) was reported amongst female respondents from both Balochistan rural and Sindh rural

Provincial Rural Urban Gender Breakdown

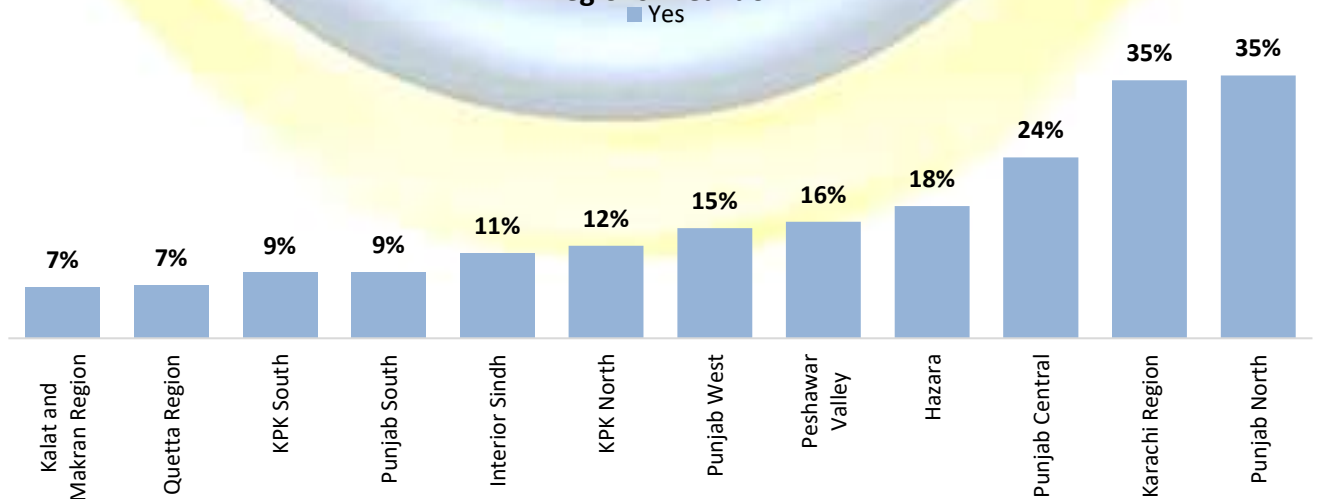


Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

12 regions Breakdown: Punjab North region ranks highest in terms of internet usage while Kalat and Makran region report lowest internet usage

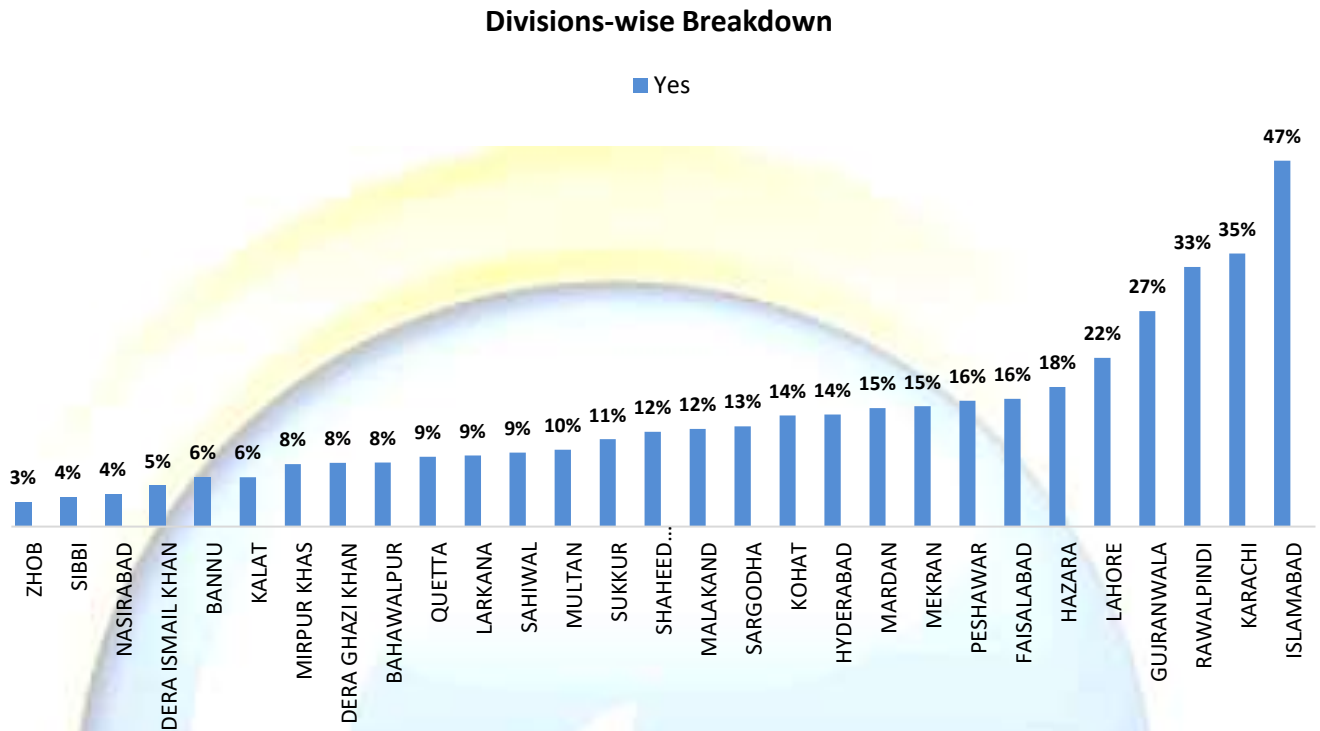
Out of the 12 regions, Punjab North and Karachi region each reported the highest (35%) usage of internet while Quetta region and Kalat and Makran region ranked the lowest (7%) in terms of internet usage

12 Regions Breakdown



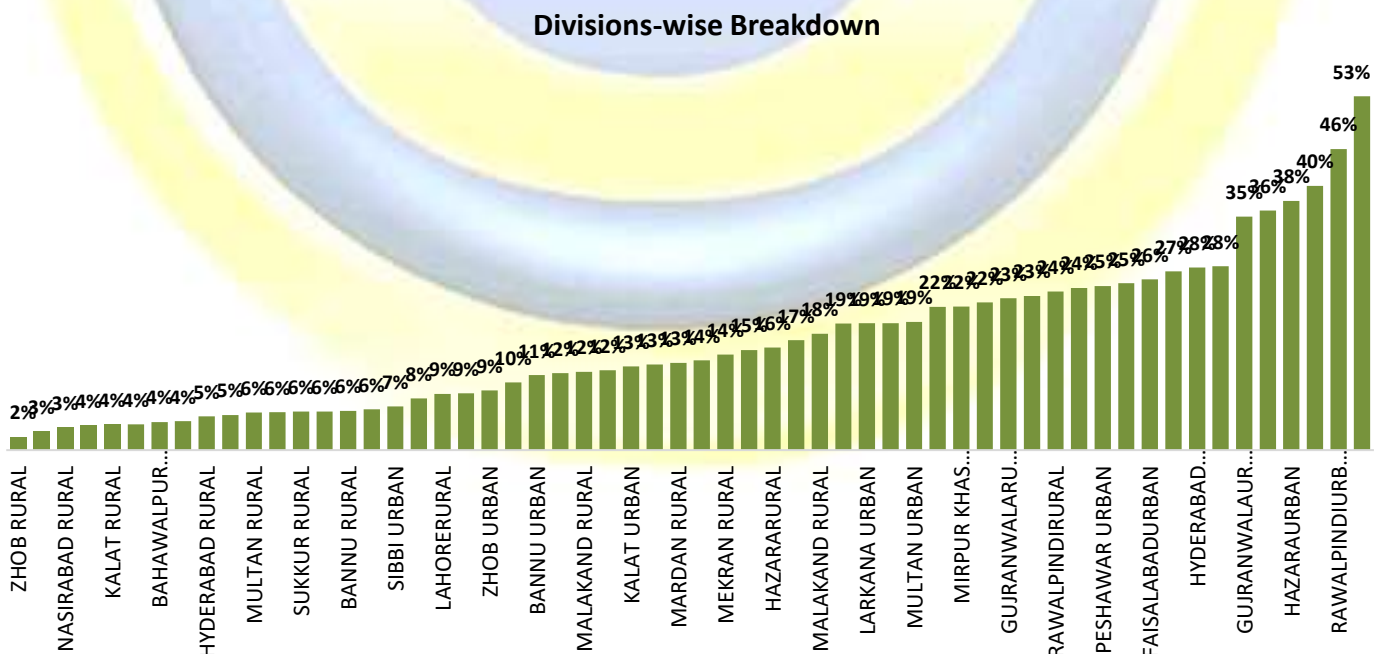
Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Divisions-wise Breakdown: Islamabad division reported the highest (47%) usage of internet while Zhob division reported lowest



Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Division Rural Urban Breakdown: Islamabad urban reported the highest (47%) usage of internet and Zhob rural reported lowest (2%) usage of internet



Source: Gallup Pakistan ICT Indicators Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Gallup Pakistan Snapshot of Demographic & Geographic Internet Usage in Pakistan

	Highest use of internet	Lowest use of internet	Differential between highest and lowest usage
Gender Breakdown	Males (21%)	Females (13%)	8%
Urban Rural Breakdown	Urban Areas (29%)	Rural Areas (10%)	19%
Age Breakdown	19-30 Age Group (27%)	51+ Age Group (9%)	18%
Education level Breakdown	Graduate and above education (67%)	Illiterate/Never attended school (3%)	64%
Provincial Breakdown	Sindh (19%)	Balochistan (7%)	12%
District wise breakdown	Islamabad (47%)	Zhob Division (3%)	44%

GALLUP PAKISTAN IS WORKING ON CREATING A DASHBOARD TO RELEASE DETAILED RESULTS OF THE PSLM SURVEYS IN WHICH WE AIM TO ADD TREND ANALYSIS ON SELECTED INDICATORS. WE ARE LOOKING FOR COLLABORATION IN THIS REGARD AND ANYONE INTERESTED SHOULD WRITE TO caf@gallup.com.pk



Special Release from Gallup Pakistan

The Pakistani Affiliate of Gallup



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Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

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Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)