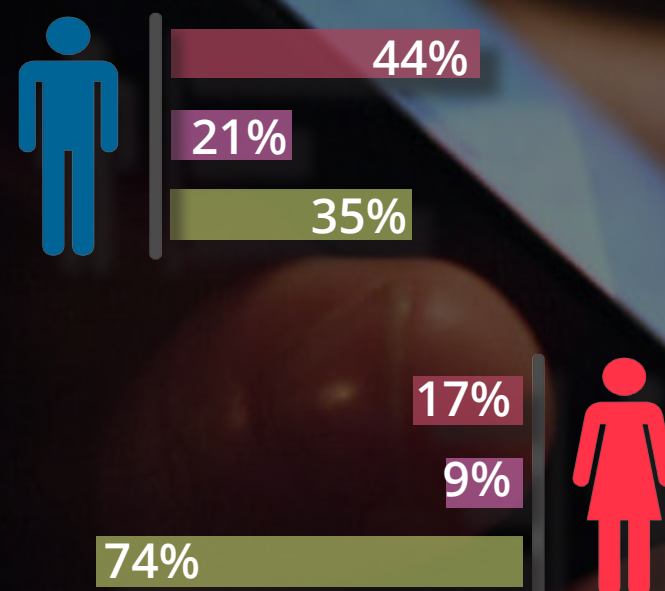
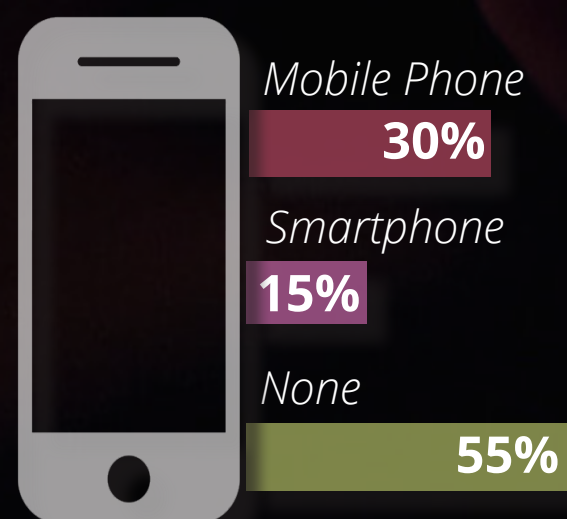


SPECIAL PRESS RELEASE

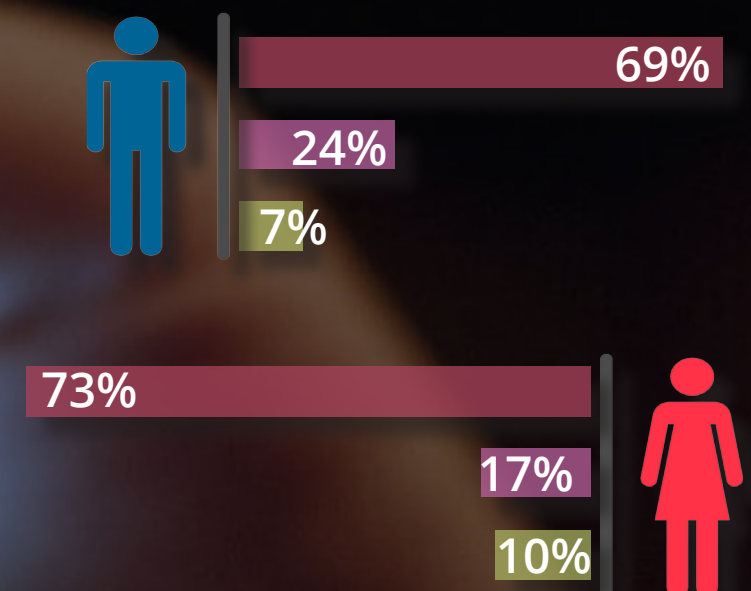
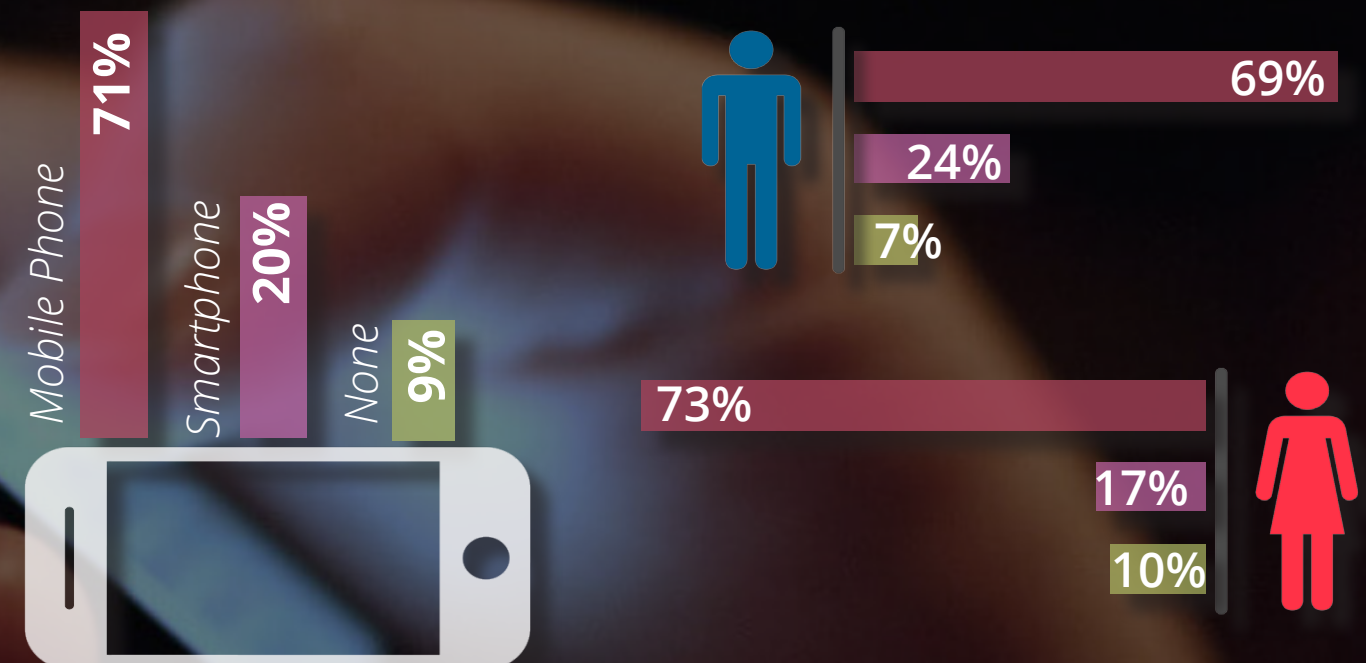
PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT Mobile Phone Ownership & Usage

1 in 2 Pakistanis (55%) do not own a personal mobile/smartphone, whereas 9% report having never used one. Only 20% Pakistanis claim to have used a smartphone. Almost twice as many females (74%) than males (35%) do not own a mobile/smartphone

Do you have your own personal Mobile Phone, Smartphone or None of the these?



Have you used a Mobile Phone, Smartphone or None of the these?



Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-2019 data by Government of Pakistan
(www.pbs.gov.pk/node/2967)
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Special Press Release

PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT

Mobile Phone Ownership & Usage

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Islamabad, July 15th, 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 24,000 households and over 115,000 respondents. 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.

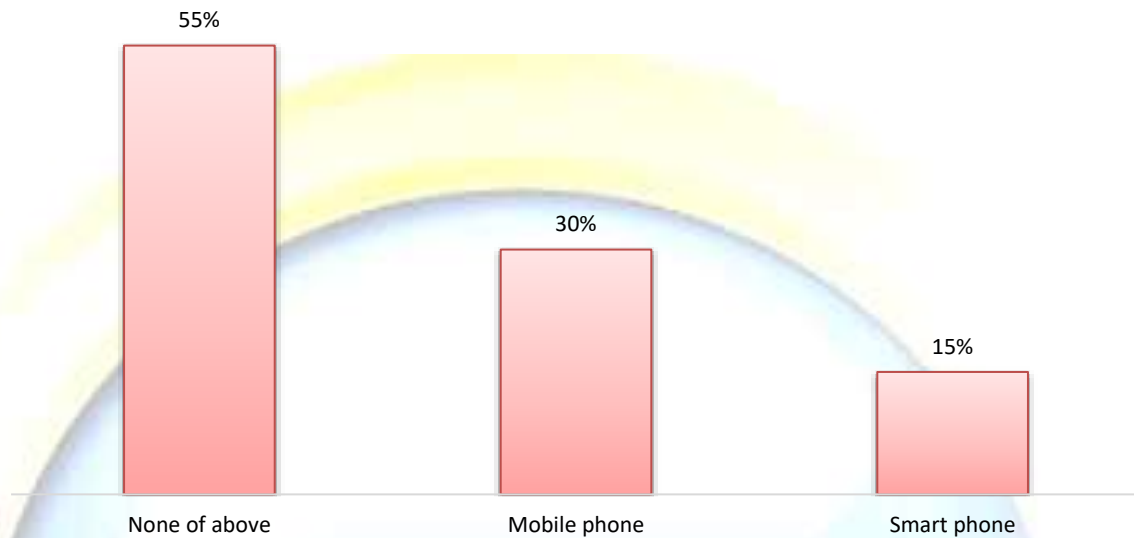
This particular press release aims to assess the prevalence of ICT services across Pakistan along with various demographic breakdowns to provide further insight into the results.

A nationally representative sample of men and women from the 10+ population from across the four provinces were asked about mobile phone ownership and usage.



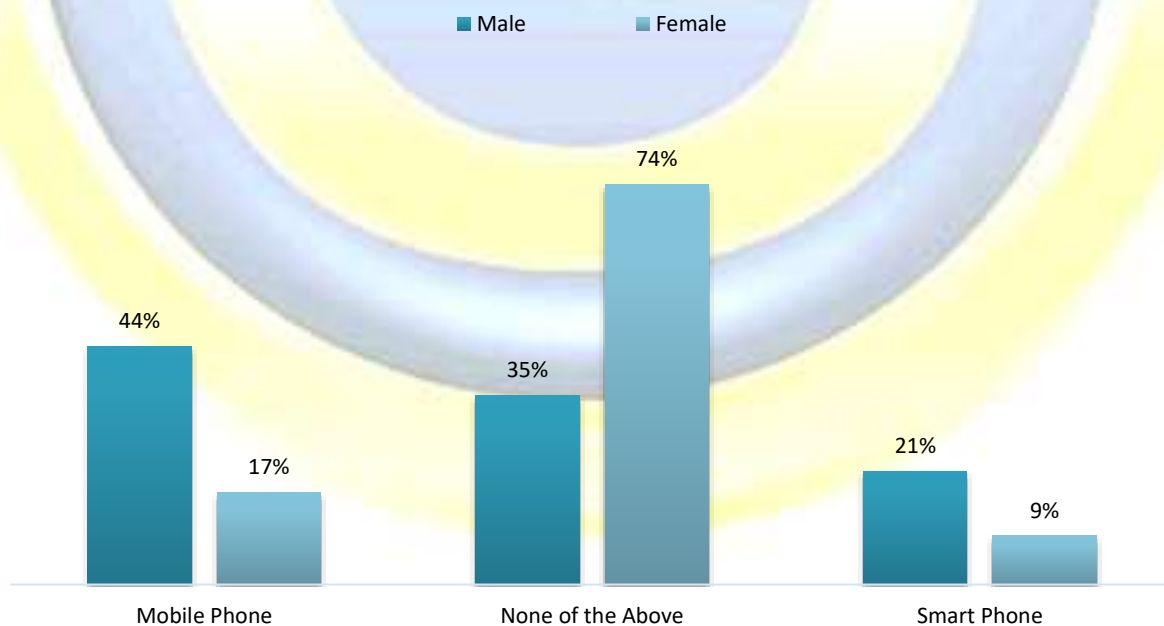
Question: “Do you have your own personal Mobile Phone, Smartphone or None of the Above?”

All



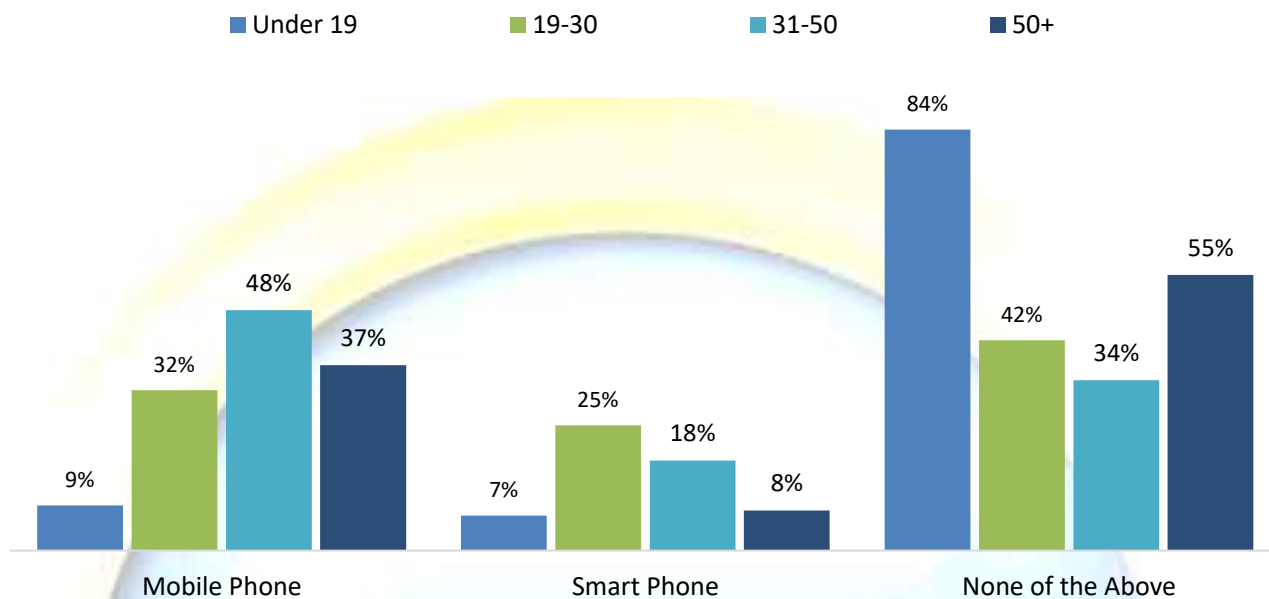
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Gender Breakdown: Significant gender disparity over personal mobile ownership as nearly 3 in 4 Pakistani women do not own a mobile/smartphone compared to only 35% male Pakistanis



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

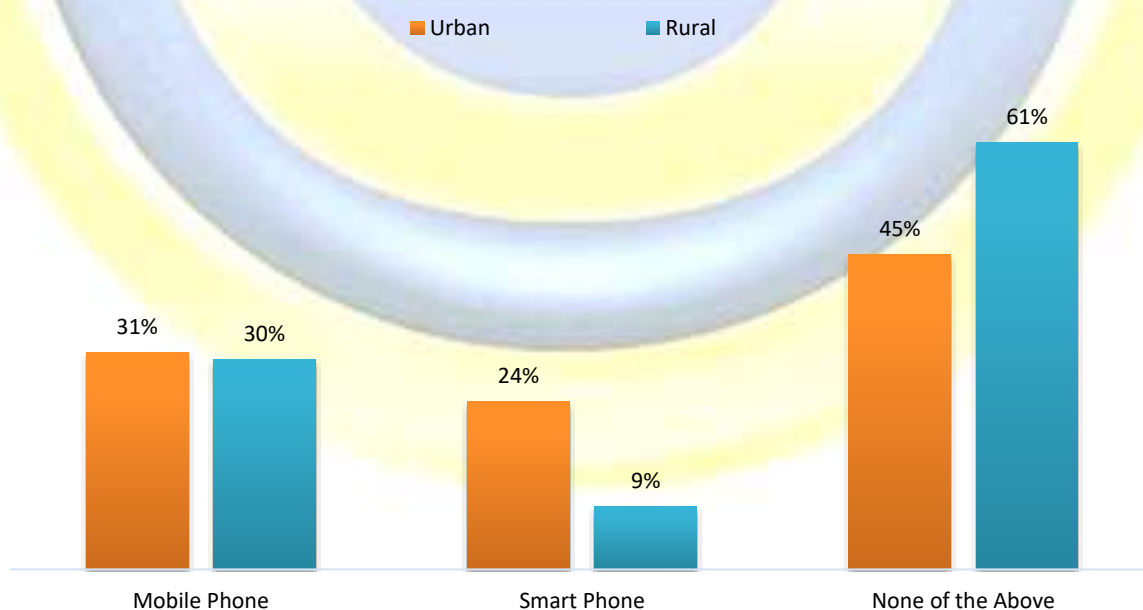
Age Breakdown: Pakistanis aged under 19 least likely to own a personal mobile/smartphone, followed by Pakistanis aged 51+



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

Urban/Rural Breakdown: 3 in 5 rural Pakistanis do not own a personal mobile/smartphone

Nearly equal mobile ownership among rural and urban Pakistanis while significant disparity exists over smartphone ownership

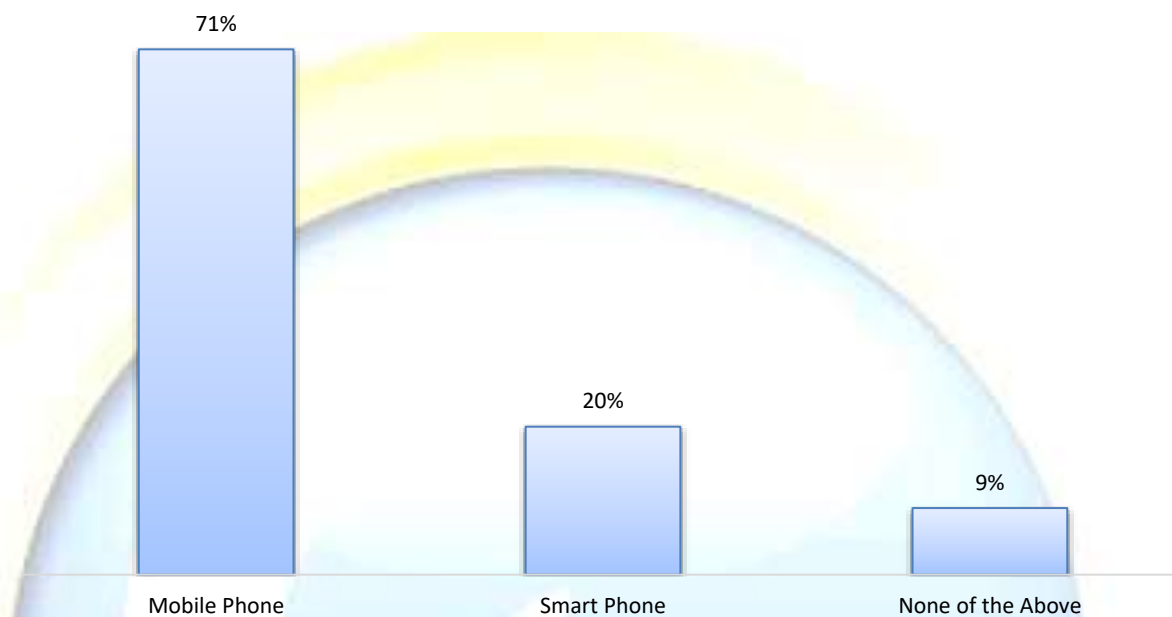


Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)



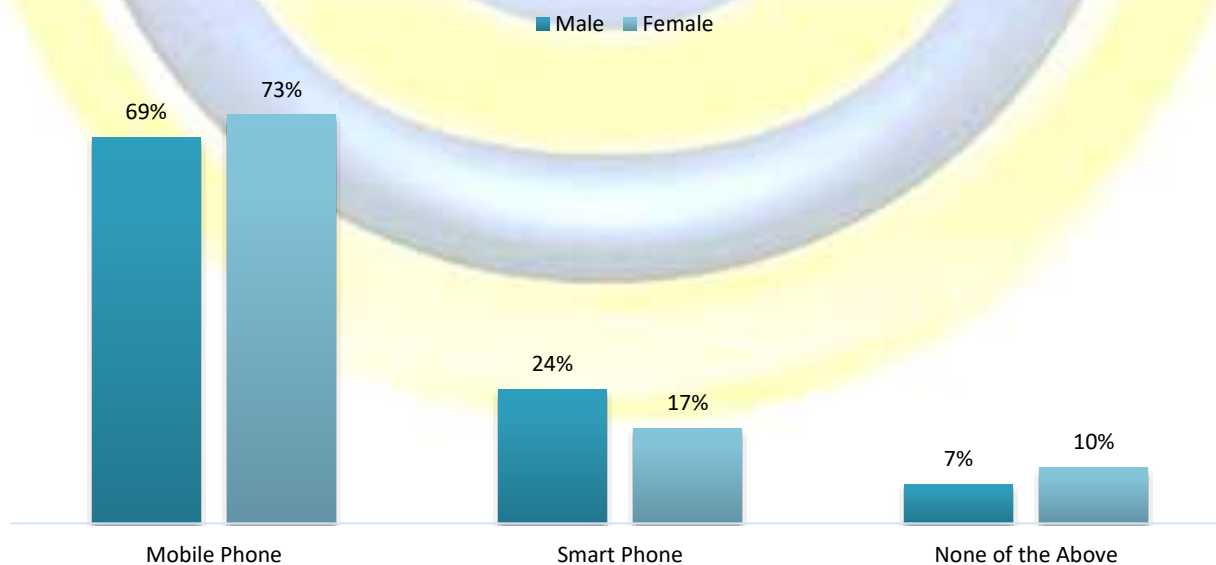
Question: “Have you used a Mobile Phone, Smartphone or None of the Above?”

All Pakistan



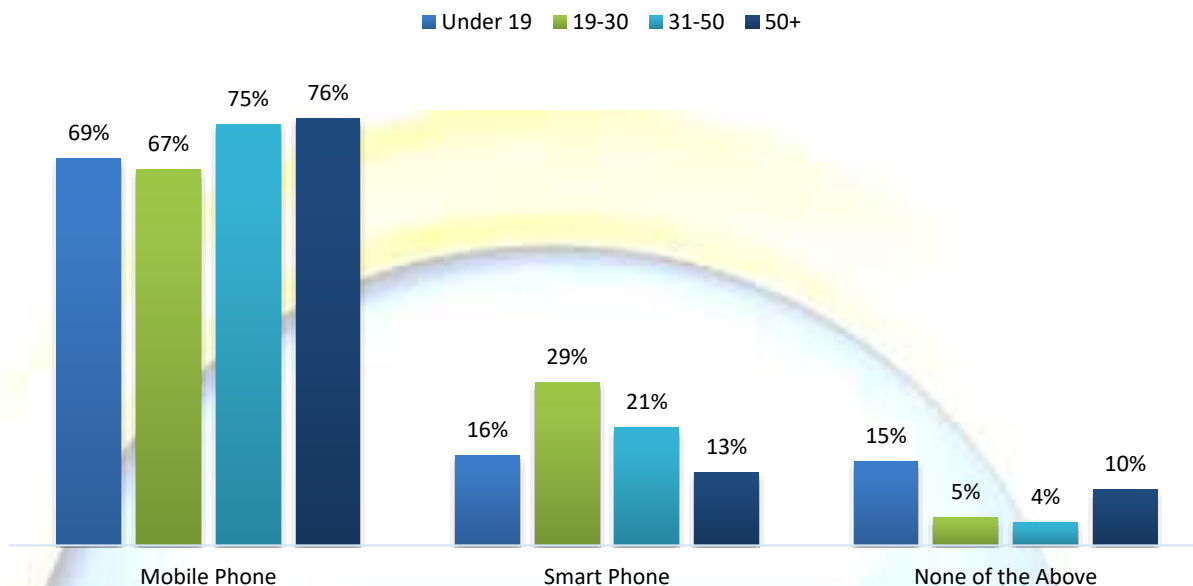
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Gender Breakdown: 3 in 4 Pakistani women reported having used a mobile phone while only 17% reported having used a smartphone.



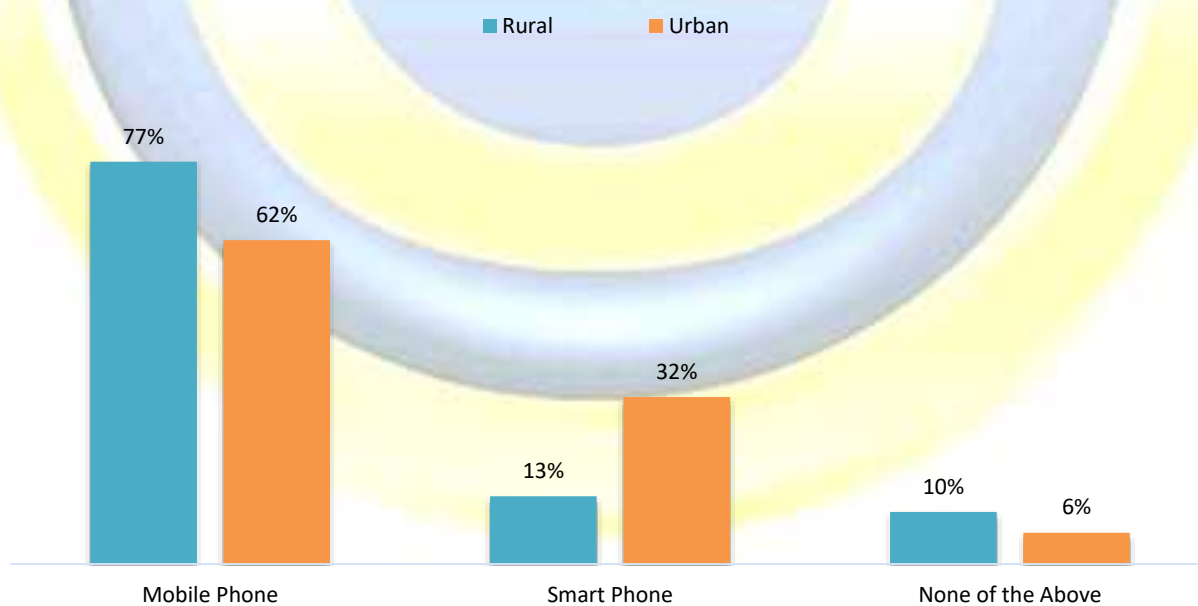
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Age Breakdown: Highest smartphone usage among Pakistanis aged 19-30, while lowest smartphone usage reported among Pakistanis aged 51+



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

Urban/Rural Breakdown: Urban Pakistanis significantly more likely to have used a smartphone
More than 3 in 4 rural Pakistanis reported having used a mobile phone while only 13% reported having used a smartphone



Source: Gallup Pakistan ICT 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 Mobile Phone Ownership & Usage in Pakistan

	Highest % of smartphone owners	Lowest % of smartphone owners	Differential between highest and lowest %
Gender Breakdown	Males (21%)	Females (9%)	12%
Urban Rural Breakdown	Urban Areas (24%)	Rural Areas (9%)	15%
Age Breakdown	19-30 (25%)	Under 19 (7%)	18%

	Highest % of smartphone usage	Lowest % of smartphone usage	Differential between highest and lowest %
Gender Breakdown	Males (24%)	Females (17%)	7%
Urban Rural Breakdown	Urban Areas (32%)	Rural Areas (13%)	19%
Age Breakdown	19-30 (29%)	51+ (13%)	16%

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



Wednesday, 15th July, 2020
(3 Pages, English version Only)

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)