

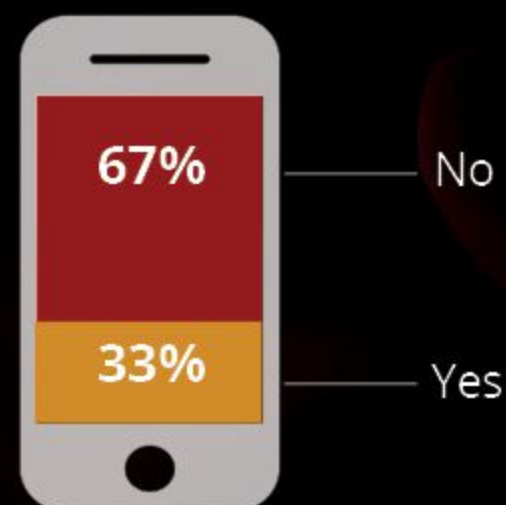
SPECIAL PRESS RELEASE

PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT SURVEY

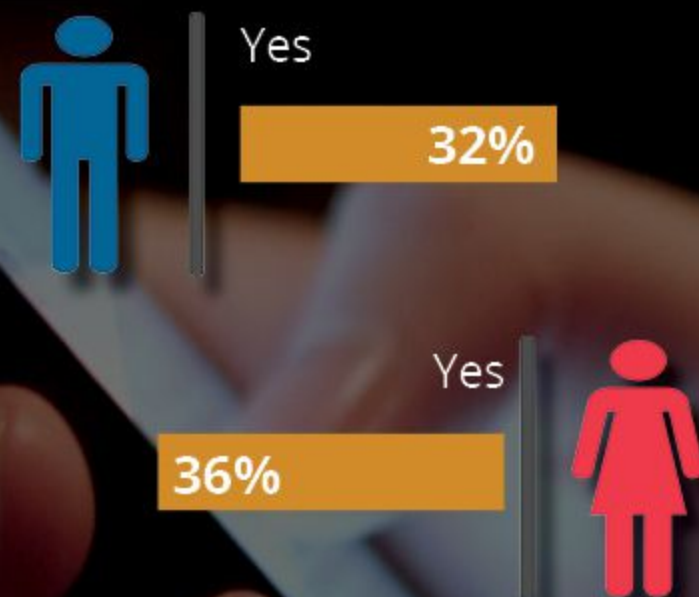
Smartphone Ownership among Mobile Owners

*1 in 3 (33%) Pakistani mobile owners from among the 10+ population own a smartphone. Urban female mobile owners significantly more likely to own a smartphone than rural male mobile owners. Smartphone ownership directly linked to respondent's level of education and place of residence.
(Pakistan Social and Living Standards Measurement Survey & Gallup Pakistan)*

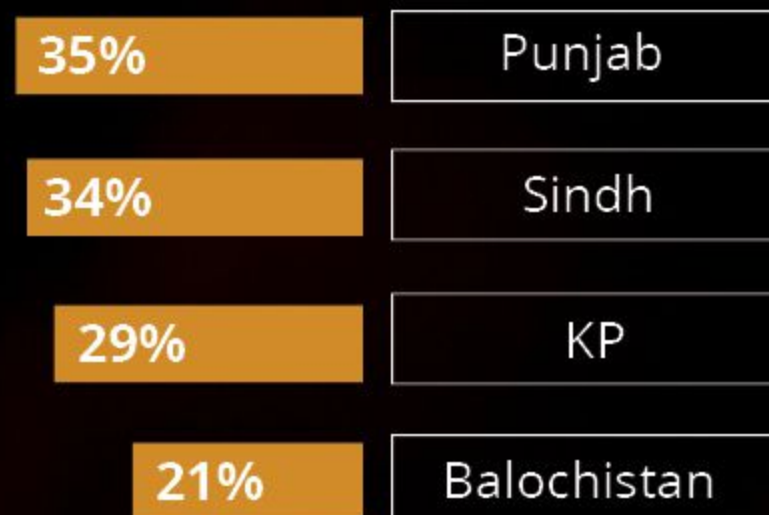
Do you own a smartphone?



Percentage of respondents who said Yes



Percentage of respondents who said Yes





Opinion Poll

Special Press Release

PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT**Smartphone Ownership among Mobile Owners**

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Islamabad, July 22, 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 have 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.

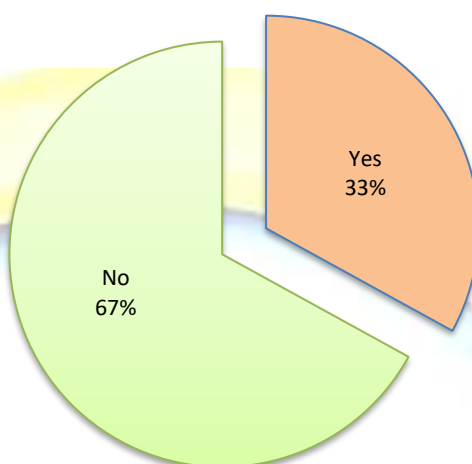
This particular press release aims to assess the prevalence of smartphone ownership across Pakistan among mobile owners along with various demographic breakdowns to provide further insight into the results.

A nationally representative sample of men and women from the 10+ population from across the four provinces who own a mobile phone were asked "*Do you own a smartphone?*". In response to this question, 33% Pakistanis said yes, while 67% said no.



Question: “Do you own a smartphone?”

All Pakistan

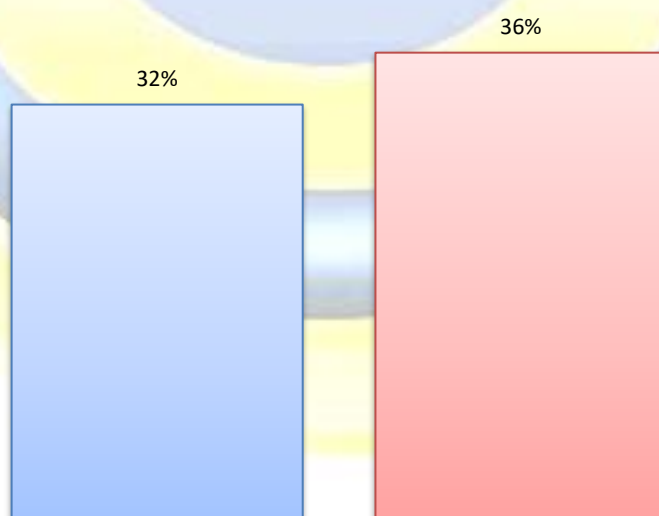


Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Gender Breakdown: More female (36%) than male (32%) mobile owners in Pakistan own a smartphone

Gender Breakdown

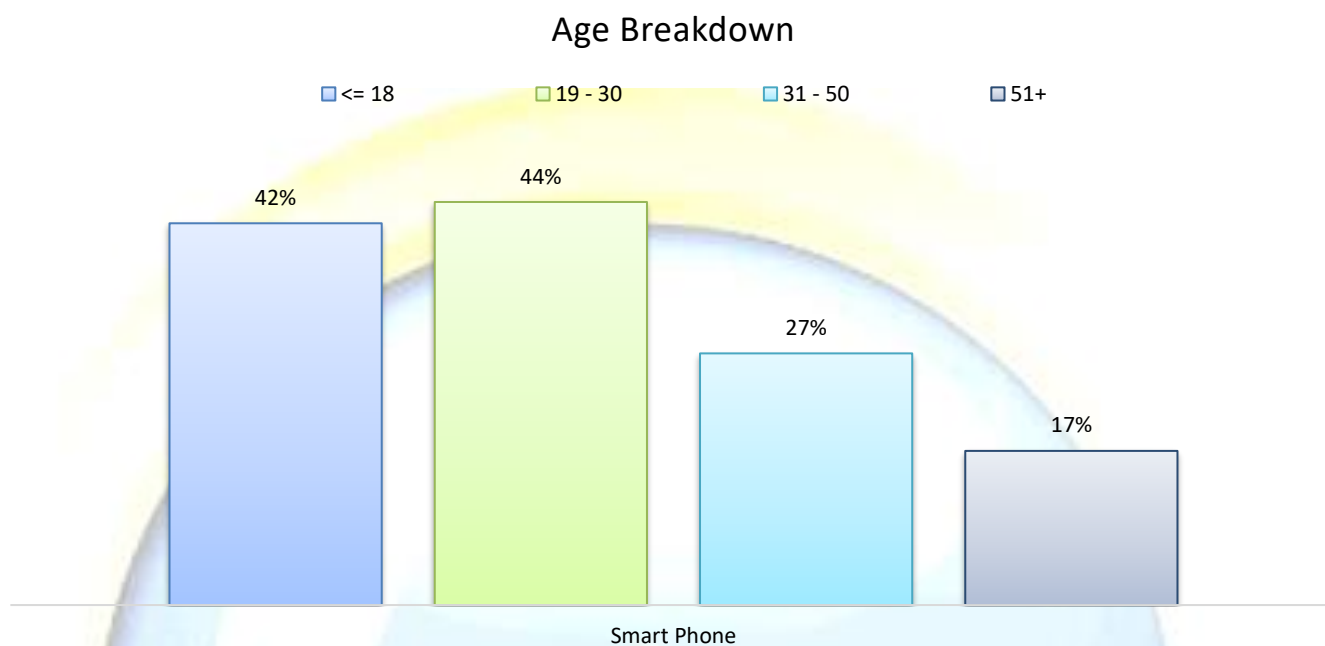
Male Female



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 ownership among mobile owners aged 19-30

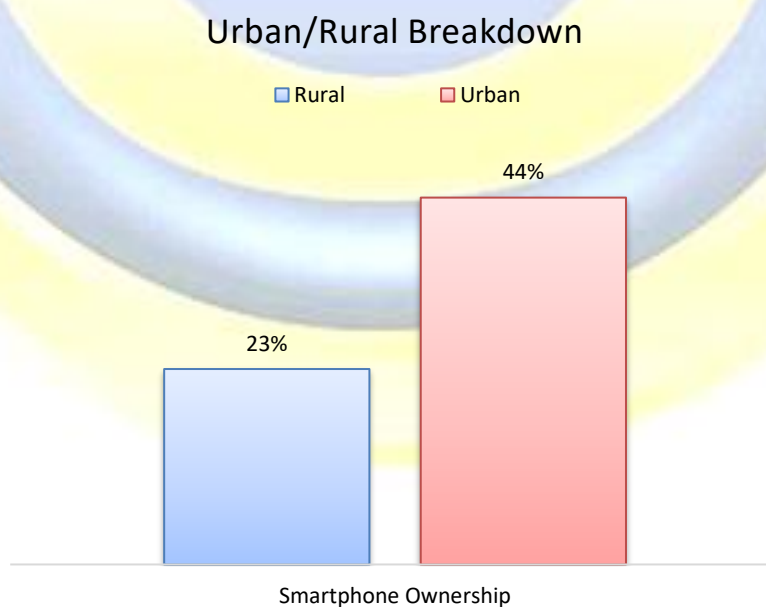
More than 2 in 5 Pakistani mobile owners under 19 years of age own a smartphone. Lowest smartphone ownership among Pakistanis aged 51+ at 17%



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: Significant urban-rural disparity over smartphone ownership among mobile phone users

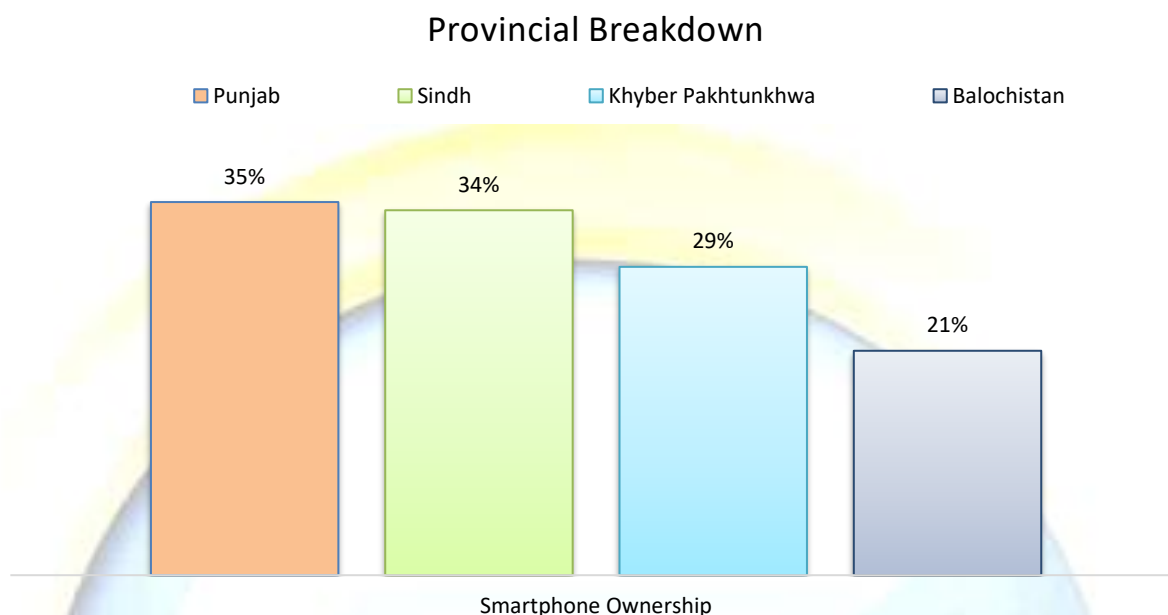
21% more urban than rural mobile owners reported owning a smartphone



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>)

Provincial Breakdown: Lowest smartphone ownership among Baloch mobile owners at 21%

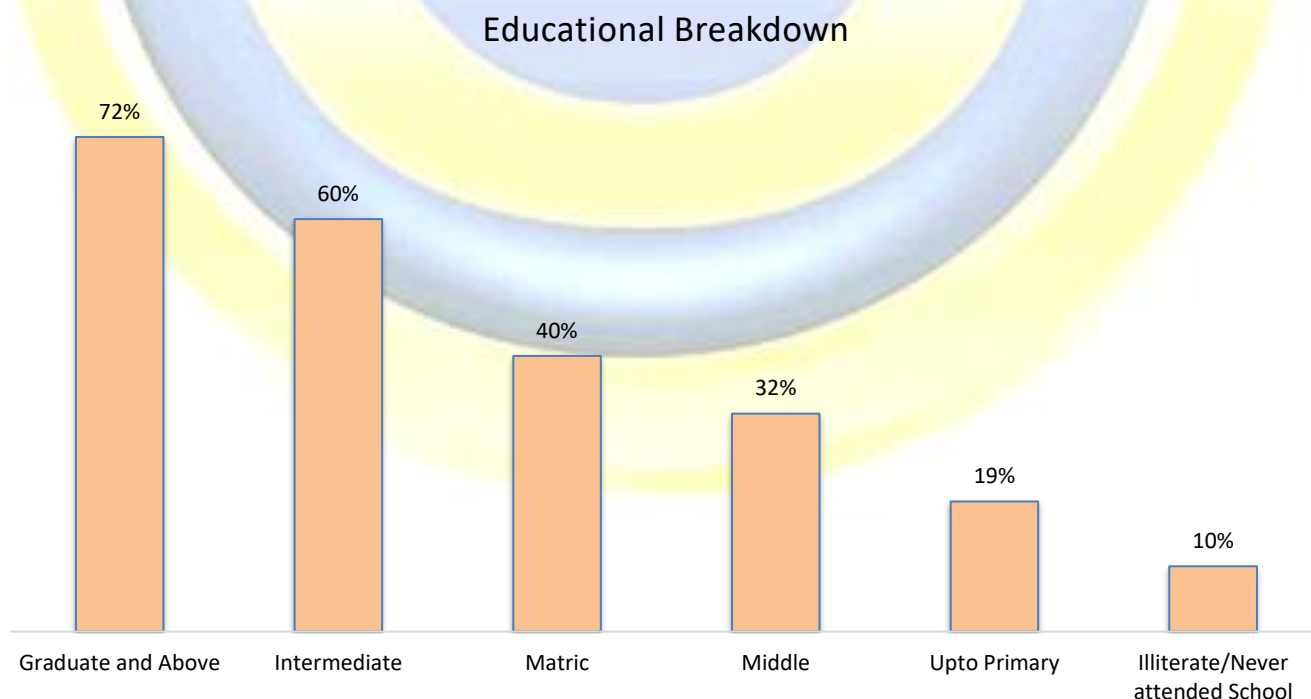
More than 1 in 3 mobile owners from Punjab and Sindh own a smartphone



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>)

Educational Breakdown: Smartphone ownership among mobile owners directly linked to their level of education, higher the education level higher the chances of owning a smartphone

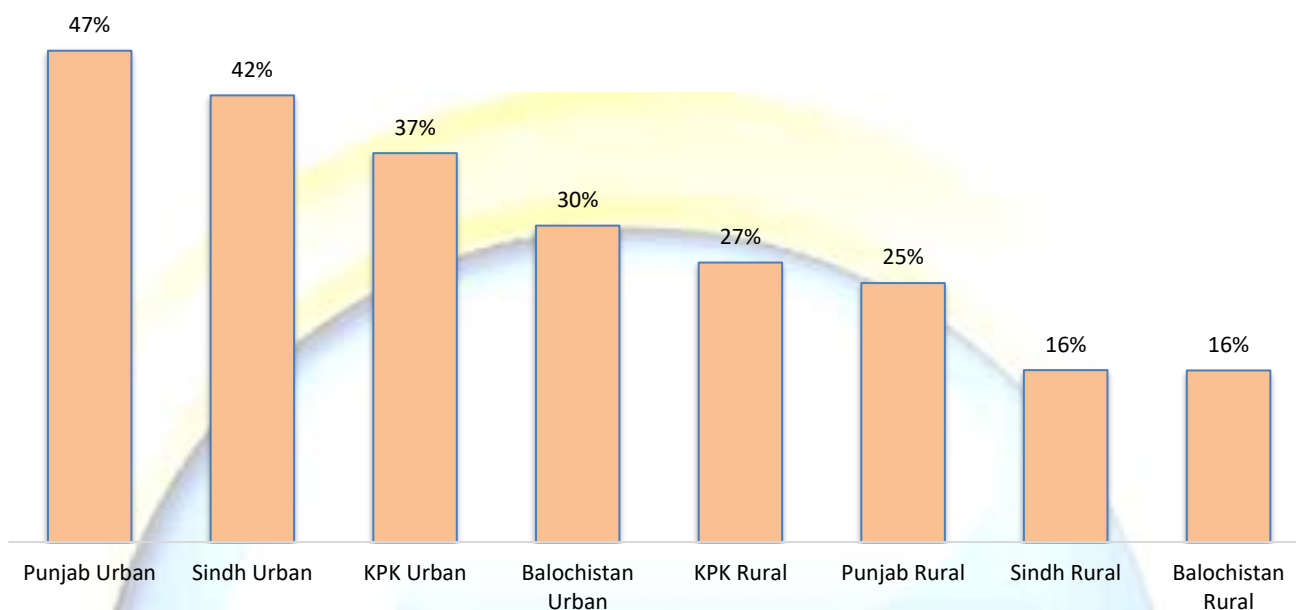
Nearly 3 in 4 mobile owners with graduate and above level of education own a smartphone. Illiterate and those who have never attended school least likely to own a smartphone at just 10%



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>)

Province Rural Urban Breakdown: Less than 1 in 5 mobile owners from rural Balochistan and Sindh own a smartphone

Provincial Rural Urban Breakdown

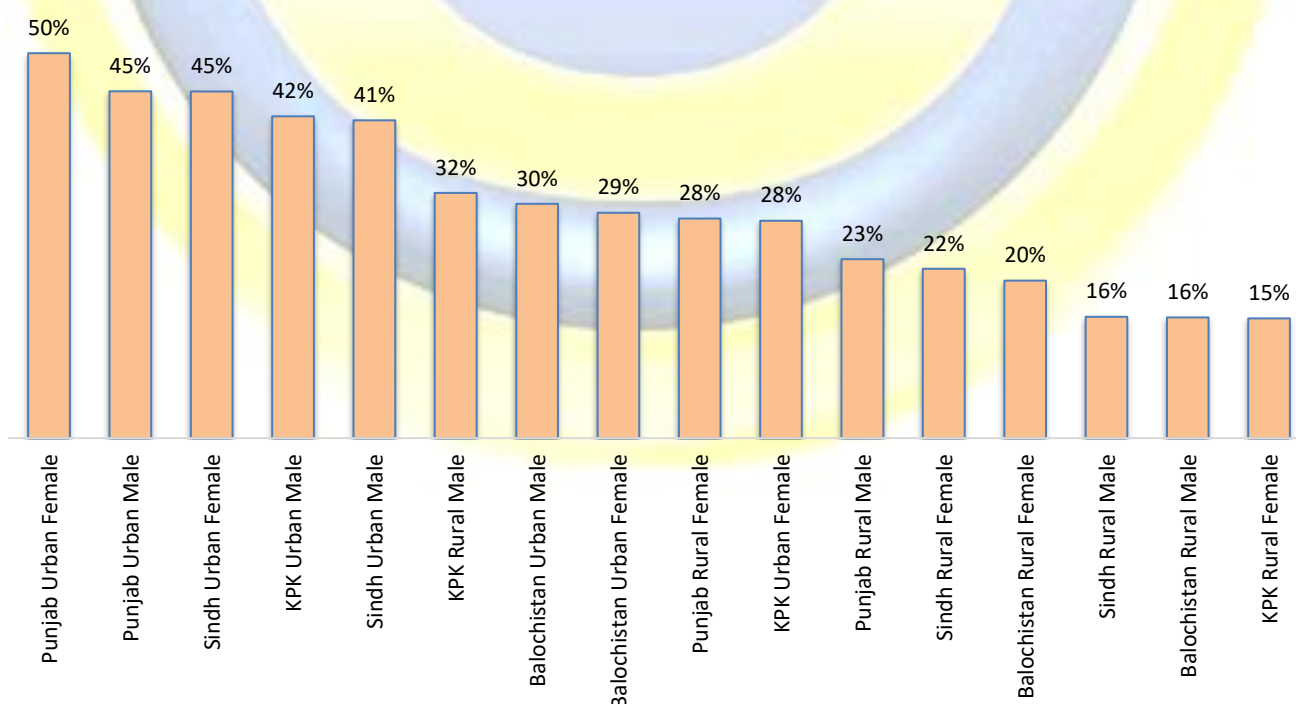


Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Province Rural Urban Gender Breakdown: 1 in 2 female mobile owners from Urban Punjab own a smartphone compared to only 15% female mobile owners from rural KP

Significant gender and urban/rural disparity over smartphone ownership among mobile owners in Pakistan

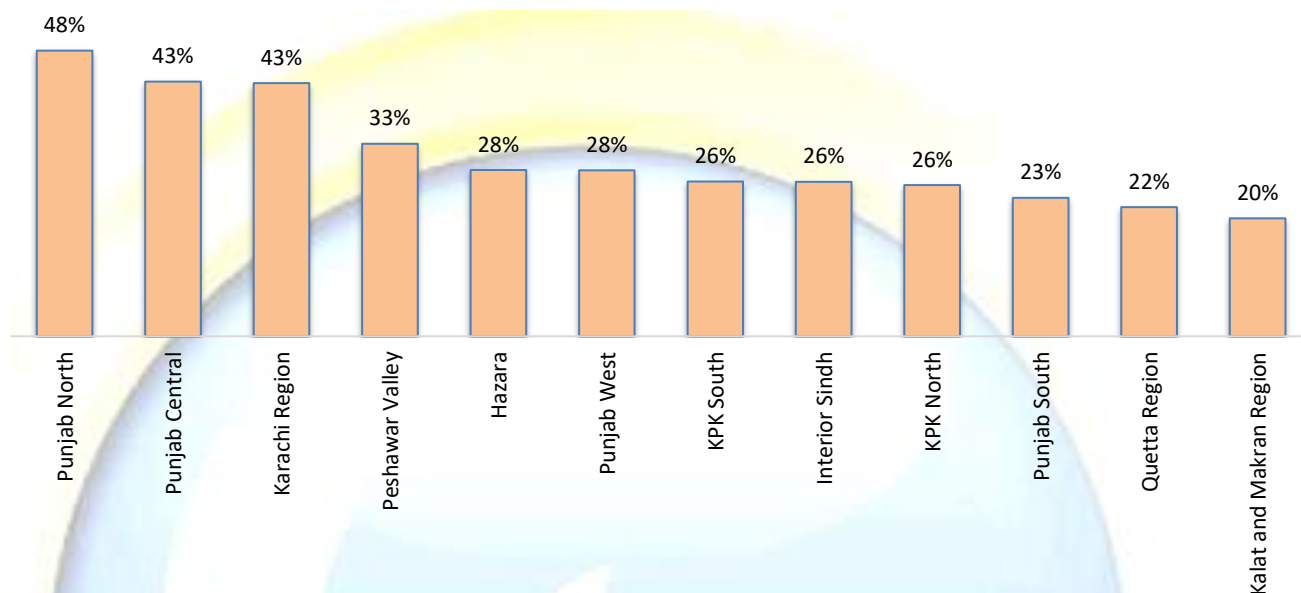
Provincial Rural Urban Gender Breakdown



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>)

12 regions Breakdown: Punjab North, Central and Karachi region boast the highest % of smartphone ownership among Pakistani mobile owners

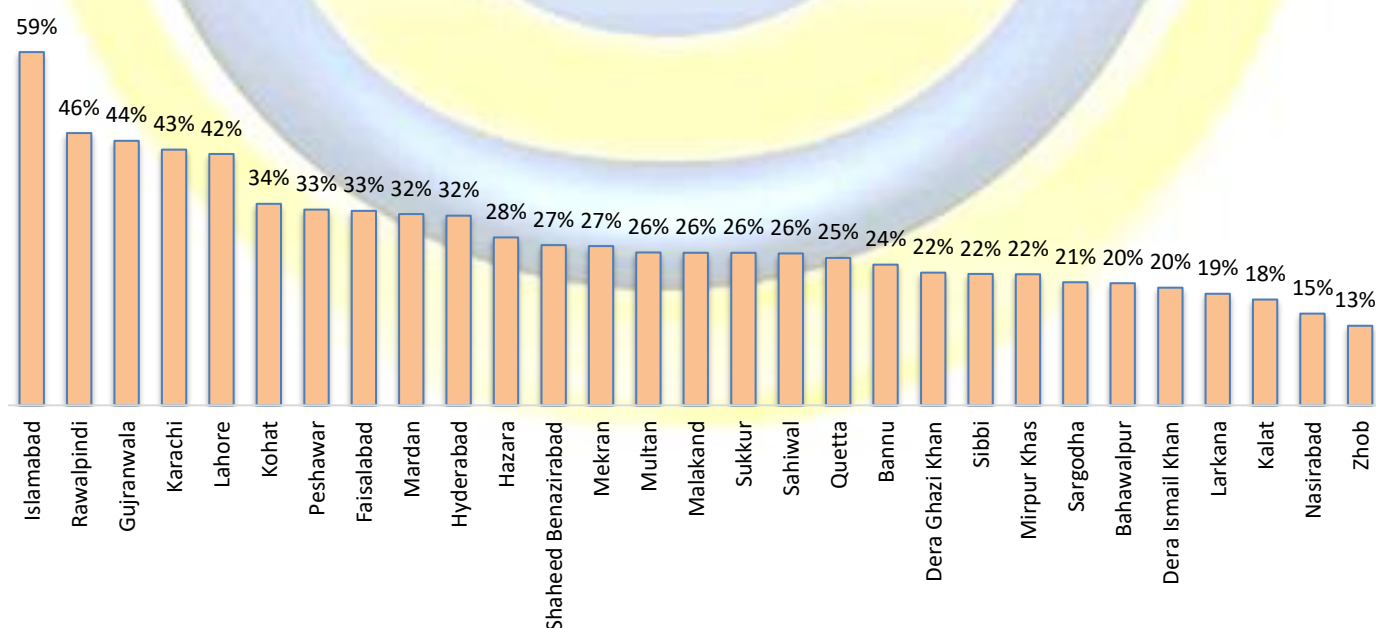
12 Regions Breakdown



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>)

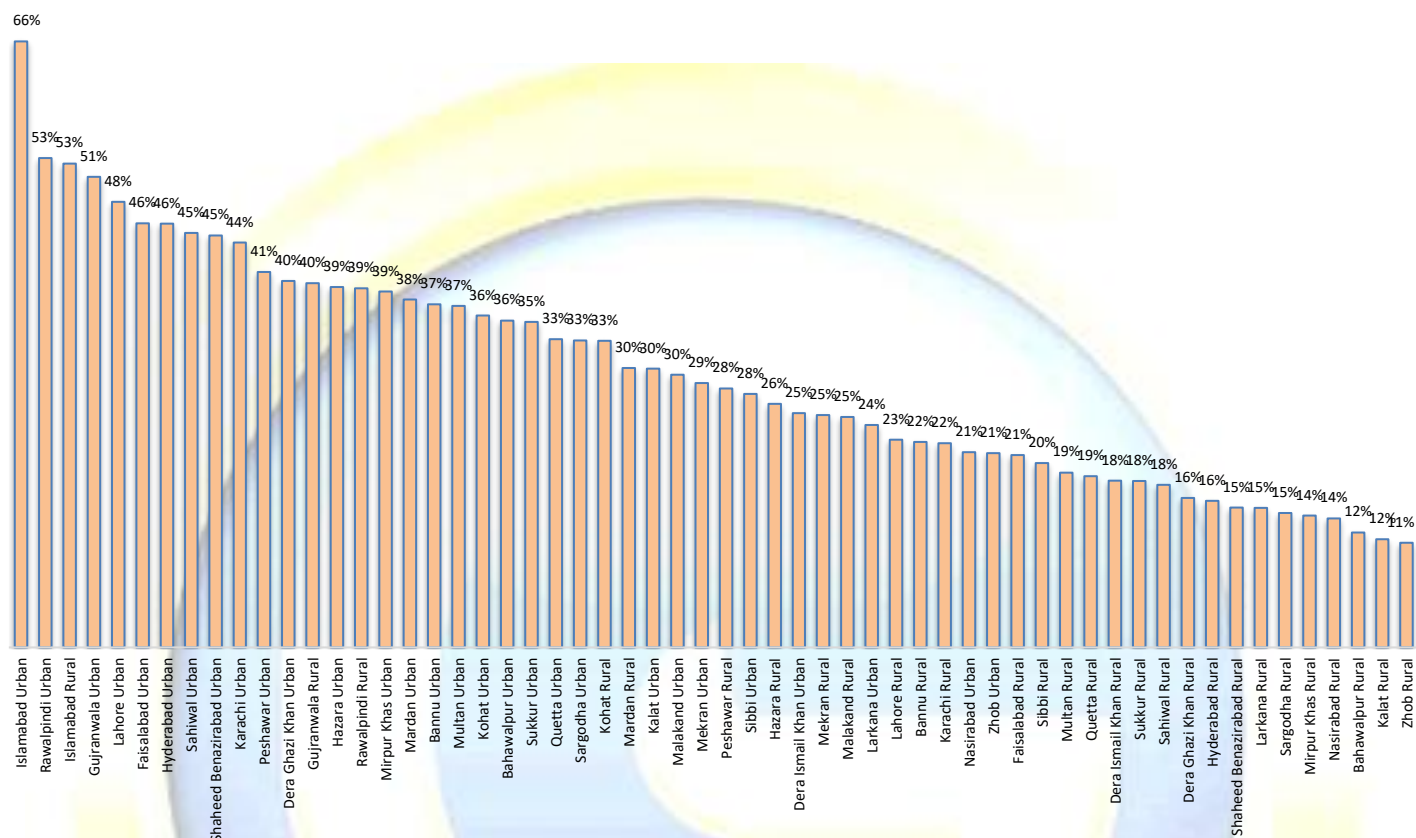
Divisions-wise Breakdown: 3 in 5 mobile owners from Islamabad own a smartphone while only 13% mobile owners from Zhob own a smartphone

Divisions-wise Breakdown



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>)

Divisions-wise Urban-Rural Breakdown: 2 in 3 mobile owners from urban Islamabad own a smartphone while only 11% mobile owners from rural Zhob own 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 Smartphone Ownership in Pakistan

	Highest % of smartphone owners	Lowest % of smartphone owners	Differential between highest and lowest %
Gender Breakdown	Females (36%)	Males (32%)	4%
Urban Rural Breakdown	Urban Areas (44%)	Rural Areas (23%)	21%
Age Breakdown	19-30 (44%)	51+ (17%)	27%
Educational Breakdown	Graduate or above (72%)	Illiterate (10%)	62%
District wise Urban/Rural breakdown	Urban Islamabad (66%)	Rural Zhob (11%)	56%

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, 22 July, 2020

(10 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)