

PRESS RELEASE

Gallup Big Data Analysis of Census 2017

Volume 7

Mobile phones appear to be the most used source of information/communication in both rural and urban areas as use of mobile phones was observed in 87.30% of housing units in rural areas and 96.09% in urban areas in 2017 – SOURCES OF INFORMATION/COMMUNICATION: CENSUS YEAR 1998 AND 2017

Islamabad, November 23rd, 2021

Gallup Pakistan, as part of its Big Data Analysis initiative, is looking at the National Pakistan Census 2017 ratified recently.

This series aims to present the important learnings from the census for policy makers, the general public as well as for marketers in an easy and understandable way.

Today's Topic is "Sources of Information/Communication: Census Year 1998 and 2017"

Key Findings

- 1) **Major Source of Information/Communication in 2017:** Mobile phone is the major source of information with 90.62% of Pakistan's housing units having access to it.
- 2) **Rural-Urban Breakdown: Mobile Phones:** Mobile phones appear to be the most used source of information/communication in both rural and urban areas as use of mobile phones was observed in 87.30% of housing units in rural areas and 96.09% in urban areas in 2017.
- 3) **Sources of Information/Communication in 2017:** T.V. was reported as the second most frequently used source of information with 54.84% of housing units having access to it in 2017. Other sources of information include Radio, Newspaper, Telephone, Mobile and Computer/Internet.
- 4) **Rural-Urban Breakdown: T.V.:** 40.16% of housing units had access to T.V. in rural areas and 78.96% had access to it in urban areas in 2017.
- 5) **Comparison with 1998 Census:** The use of T.V. has significantly increased all over the country in the last two decades; an increase of 19.52 percentage points was observed as per the 2017 census. Usage of T.V. as a source information/communication nearly doubled in rural areas and increased by 16.42 percentage points in urban areas in 2017.

6) **Sources of Information/Communication in 2017: Landline:** The landline telephone has the lowest usage as a source of information with only 4.85% of housing units reporting its use.

7) **Rural-Urban Breakdown: Landline:** Usage of landline telephone as an information source in 2017 remains relatively higher in urban areas (9.21% of housing units) as compared to rural areas (2.19% of housing units).

1) Major Source of Information/Communication in 2017: Mobile phone is the major source of information with 90.62% of Pakistan's housing units having access to it.

Housing units all over the country were asked about availability of various sources of information to access media coverage and sources of communication. Mobile phone was reported to be the major source of information/communication with 90.62% of Pakistan's housing units having access to it. However, this was asked for the first time in 2017 census so similar statistics are unavailable for 1998.

Table 1 – Usage of Mobile Phone as the Major Source of Information in 2017

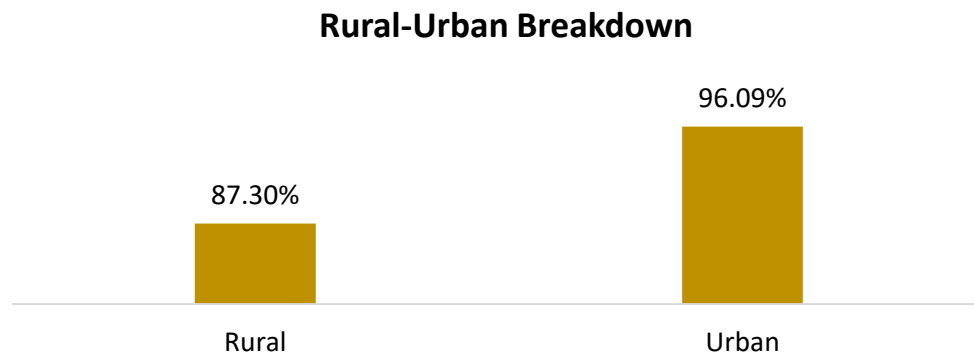
Source of Information	1998	2017
	All Areas	All Areas
Mobile* (%)	-	90.62

**Asked for the first time in Census-2017.*

2) Rural-Urban Breakdown: Mobile Phones: Mobile phones appear to be the most used source of information/communication in both rural and urban areas as use of mobile phones was observed in 87.30% of housing units in rural areas and 96.09% in urban areas in 2017.

As per the 2017 census, usage of mobile phones to access information and as a source of communication was significantly prevalent in both rural and urban areas with 87.30% of rural housing units reporting its use and 96.09% of housing units in urban areas reporting the same.

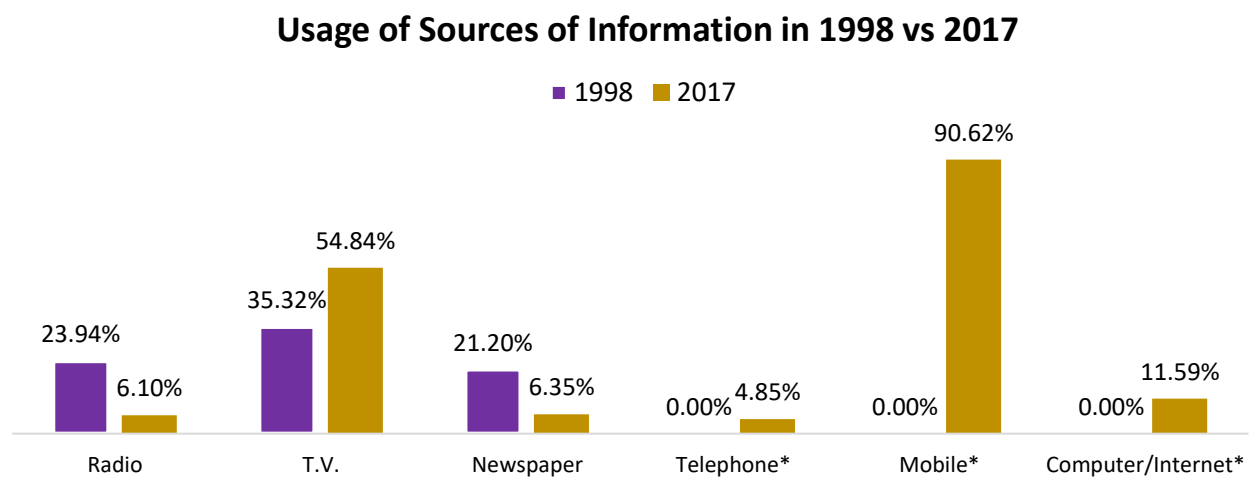
Figure 1 – Rural-Urban Breakdown: Usage of Mobile Phone as a Major Source of Information in 2017



3) Sources of Information/Communication in 2017: T.V. was reported as the second most frequently used source of information with 54.84% of housing units having access to it in 2017. Other sources of information include Radio, Newspaper, Telephone, Mobile and Computer/Internet.

Usage of T.V. as a source of information and to access media coverage was reported as the second most frequently used source. As per the 2017 census, 54.84% of Pakistan's housing units have access to it. Other sources of information in 2017 were Radio, Newspaper, Telephone, Mobile and Computer/Internet with 6.10% of the housing units, 6.35%, 4.85%, 90.62% and 11.59% of the Pakistani housing units using it respectively.

Figure 2 – Usage of Sources of Information in 1998 vs 2017

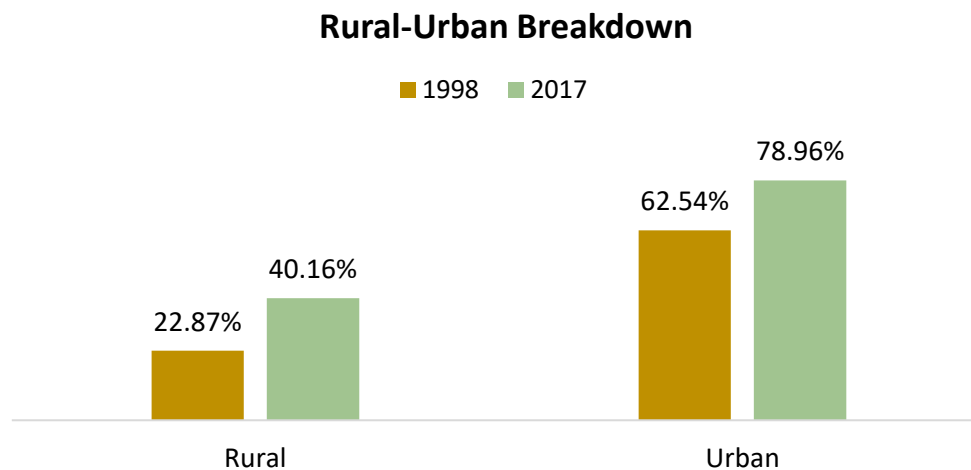


*Asked for the first time in Census-2017.

4) Rural-Urban Breakdown: T.V.: 40.16% of housing units had access to T.V. in rural areas and 78.96% had access to it in urban areas in 2017.

In terms of rural-urban divide, according to the 2017 census, T.V. was available to 40.16% of housing units in rural areas and 78.96% of the housing units in urban areas in 2017. It can be said that T.V. was more readily available for usage in urban areas as compared to rural areas.

Figure 3 – Rural-Urban Breakdown: Usage of T.V. as a Source of Information in 1998 vs 2017



5) Comparison with 1998 Census: The use of T.V. has significantly increased all over the country in the last two decades; an increase of 19.52 percentage points was observed as per the 2017 census. Usage of T.V. as a source information/communication nearly doubled in rural areas and increased by 16.42 percentage points in urban areas in 2017.

The usage of T.V. as a source of information has significantly increased all over the country in the last two decades with the 2017 census indicating an increase of 19.52 percentage points (accessible to 35.32% of housing units in 1998 and 54.84% of housing units in 2017). Usage of T.V. as a source information/communication nearly doubled in rural areas (from 22.87% in 1998 to 40.16% in 2017) and increased by 16.42 percentage points in urban areas in 2017 (from 62.54% of housing units in 1998 to 78.96% in 2017).

6) Sources of Information/Communication in 2017: Landline: The landline telephone has the lowest usage as a source of information with only 4.85% of housing units reporting its use in 2017.

Among the sources of information/communication, the landline telephone was reported to be the least used with only 4.85% of housing units reporting its usage. This was asked for the first time in 2017 census so similar statistics are unavailable for 1998.

Table 2 – Usage of Landline Telephone as a Source of Information in 2017

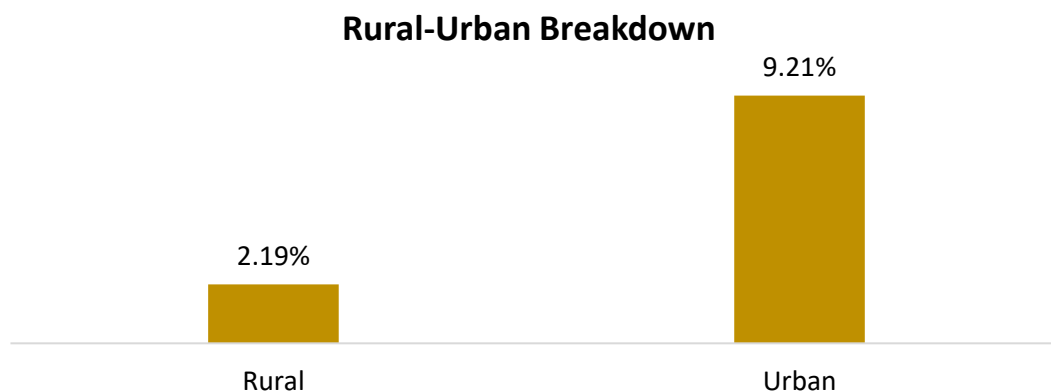
Source of Information	1998	2017
	All Areas	All Areas
Telephone (%)	-	4.85

**Asked for the first time in Census-2017.*

7) Rural-Urban Breakdown: Landline: Usage of landline telephone as an information source in 2017 remains relatively higher in urban areas (9.21% of housing units) as compared to rural areas (2.19% of housing units).

As per the 2017 census, while the usage of the landline telephone was reported to be the least used source of information, its usage remains relatively higher in urban areas (9.21% of housing units) as compared to rural areas (2.19% of housing units).

Figure 4 – Rural-Urban Breakdown: Usage of Landline Telephone as a Source of Information in 2017



Wish to Contribute to Gallup Big Data Analysis

Gallup Pakistan is looking for collaboration with researchers to expand both the Big Data Analysis project as well as this study of National Census 2017. If you have any ideas, please write to Bilal I Gilani, Project Director, Big Data Analysis at Gallup Pakistan.

Other Gallup Big Data Analysis reports are available on:
<https://gallup.com.pk/search/big%20data%20analysis>

Wish to know more about National Census 2017

The 6th Population and Housing Census of Pakistan was undertaken throughout the country from 15th March to 24th May 2017. For this purpose, the country was delimited into manageable census areas i.e., Blocks, Circles, Charges and Districts. The whole exercise was successfully completed by the Pakistan Bureau of Statistics (PBS) through deployment of field staff in all the census areas with strong support from the Provincial Government Departments and the Armed Forces of Pakistan.

You can find more information on the national census and complete tables on www.pbs.gov.pk

Or visit:

https://www.pbs.gov.pk/sites/default/files//population_census/ncrPCR/NCR%20Pakistan.pdf