



Special Press Release

PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT SURVEY

Reasons for not Using a Mobile Phone

Nearly 3 in 10 Pakistanis (28%) from among the 10+ population cite not having permission to use a phone as main reason for not using one, followed by 27% who report not knowing how to use a phone. 21% say they do not need a phone

(Pakistan Social and Living Standards Measurement Survey & Gallup Pakistan)

Islamabad, July 24, 2020

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

This press release is 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.

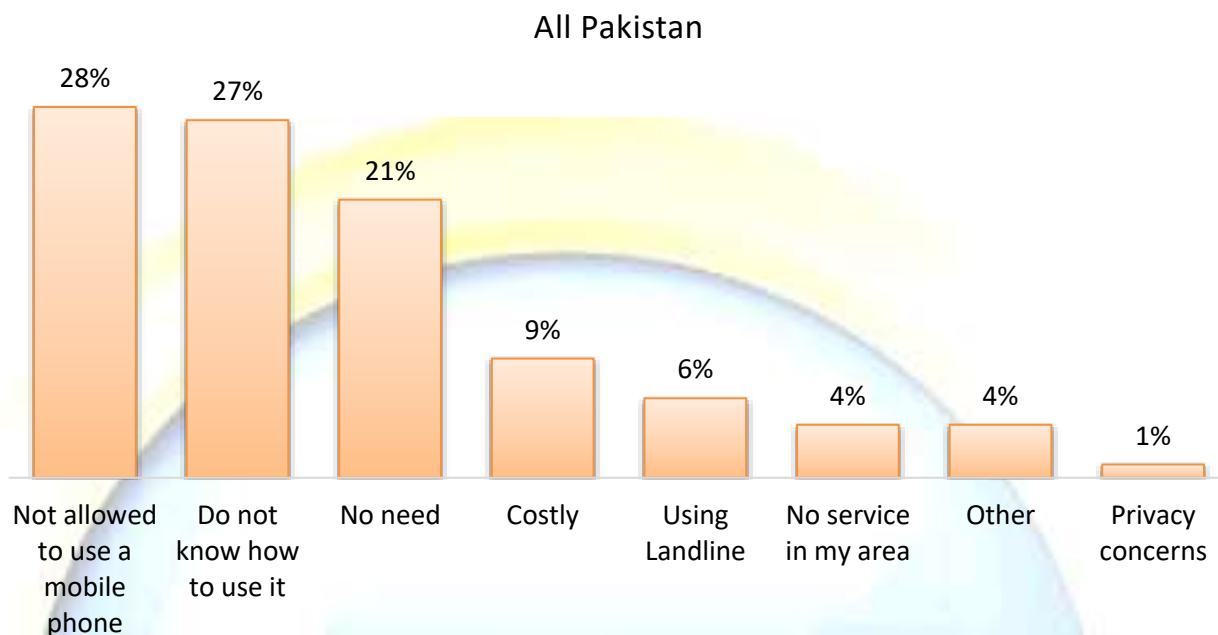
This particular press release aims to assess the prevalence of mobile phone usage across Pakistan along with various demographic breakdowns to provide further insight into the results.

A nationally representative sample of men and women from the 10+ population from across the four provinces were asked “*Why you are not using mobile phone?*” In response to this question, 28% Pakistanis said they are not allowed to use a phone.



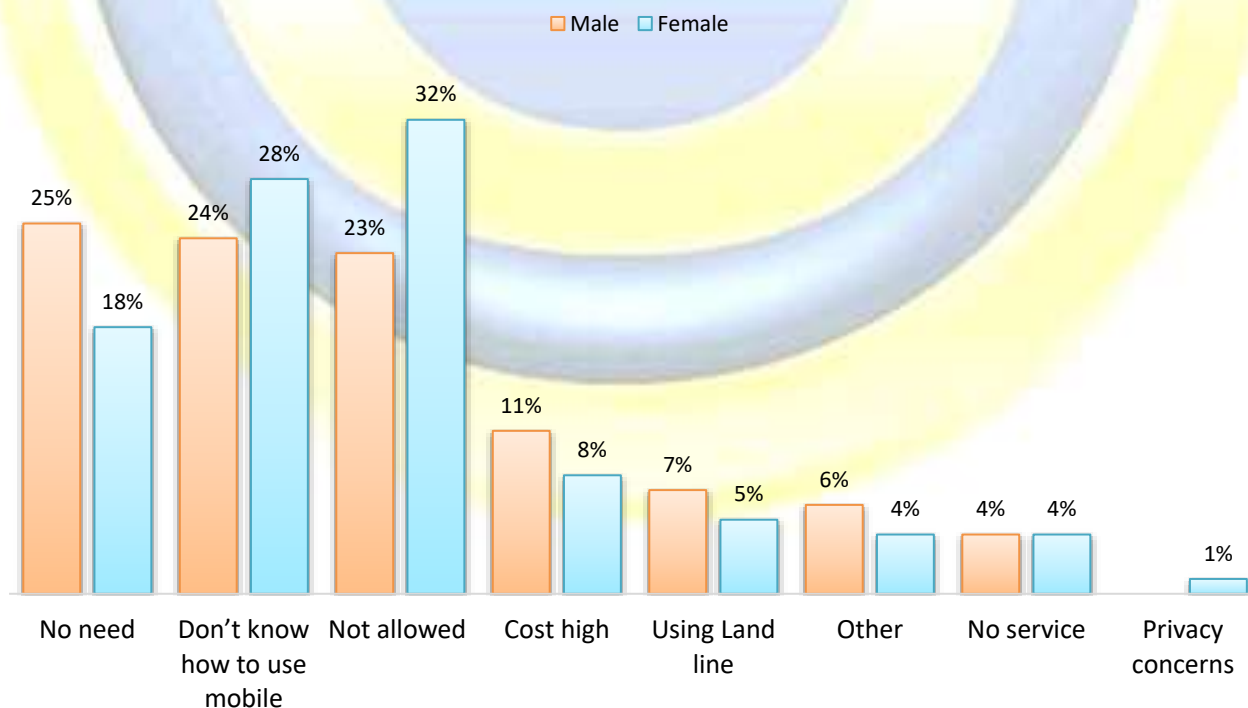
Question: “Why you are not using Mobile phone?”

All Pakistan: Nearly 3 in 10 Pakistanis reported not being allowed to use a phone



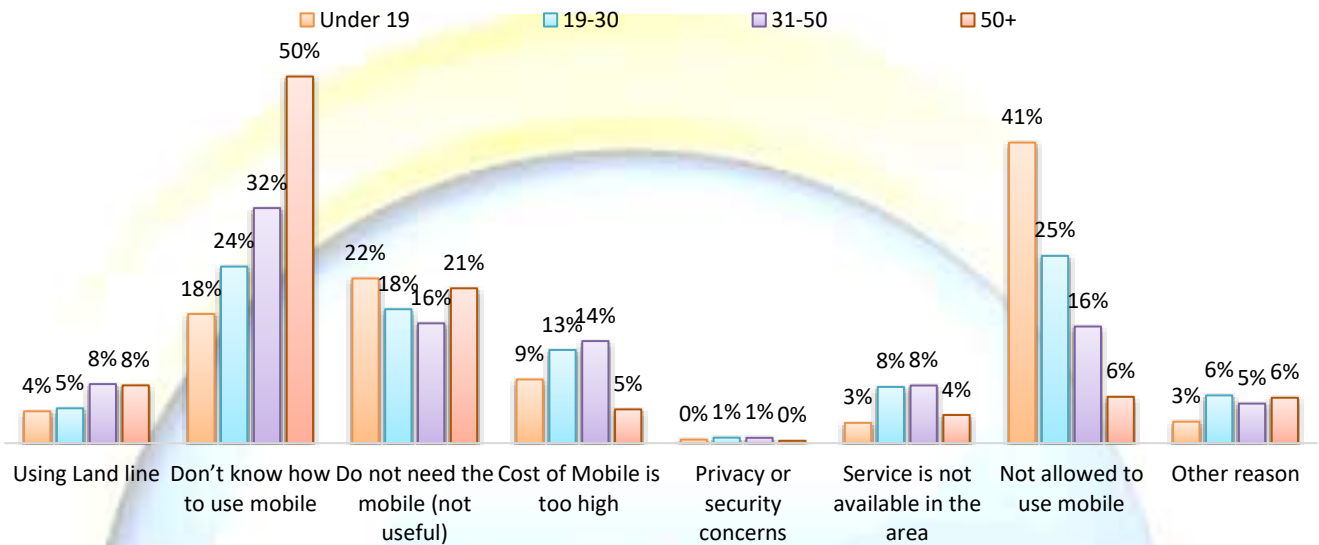
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Gender Breakdown: 9% more females (32%) than males (23%) reported not being allowed to use a mobile phone as main reason for not using one



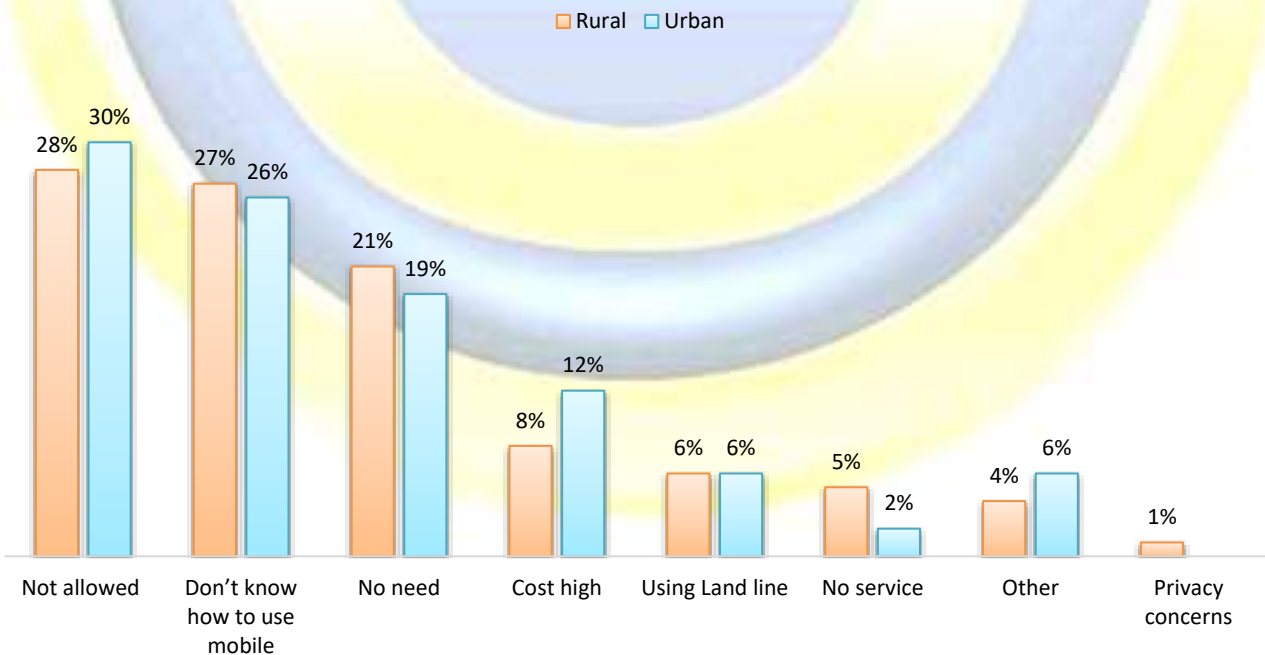
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Age Breakdown: 2 in 5 respondents aged below 19 reported not being allowed to use a mobile phone, while 1 in 3 Pakistanis in the 31-50 age cohort reported not knowing how to use a mobile phone as the main reason for not using one



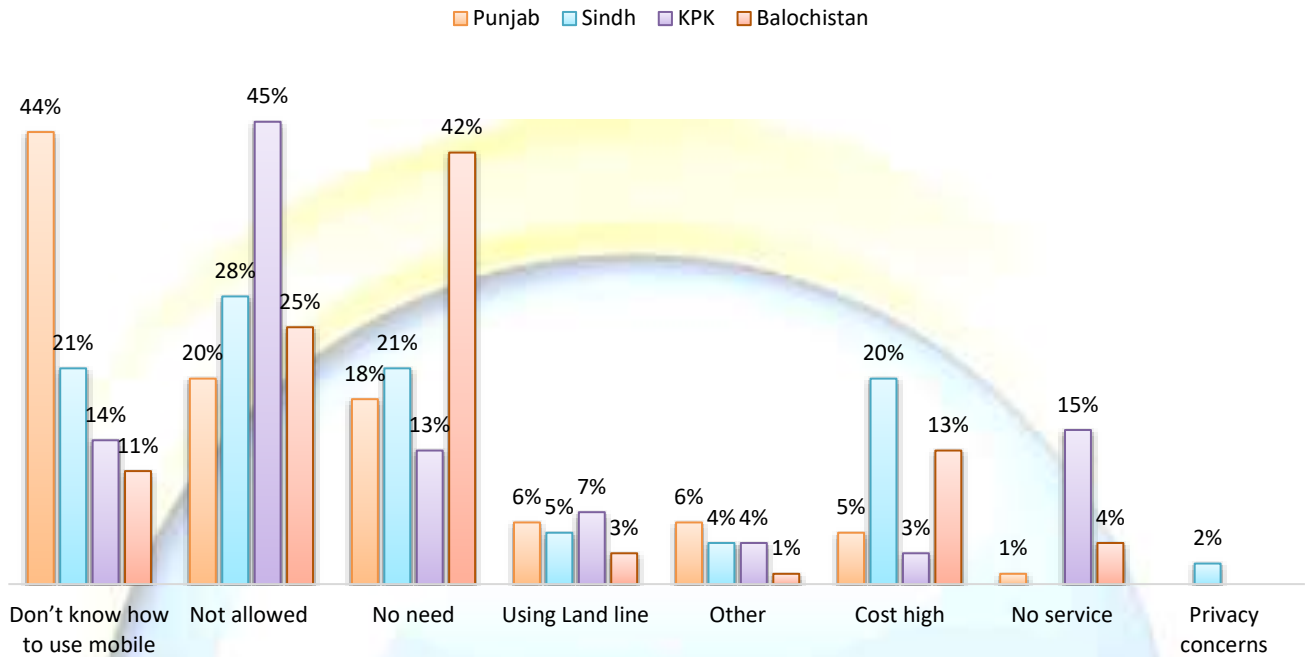
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Urban/Rural Breakdown: More urban than rural Pakistanis are not allowed to use a mobile phone, while an almost equal proportion don't know how to use a mobile phone



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>)

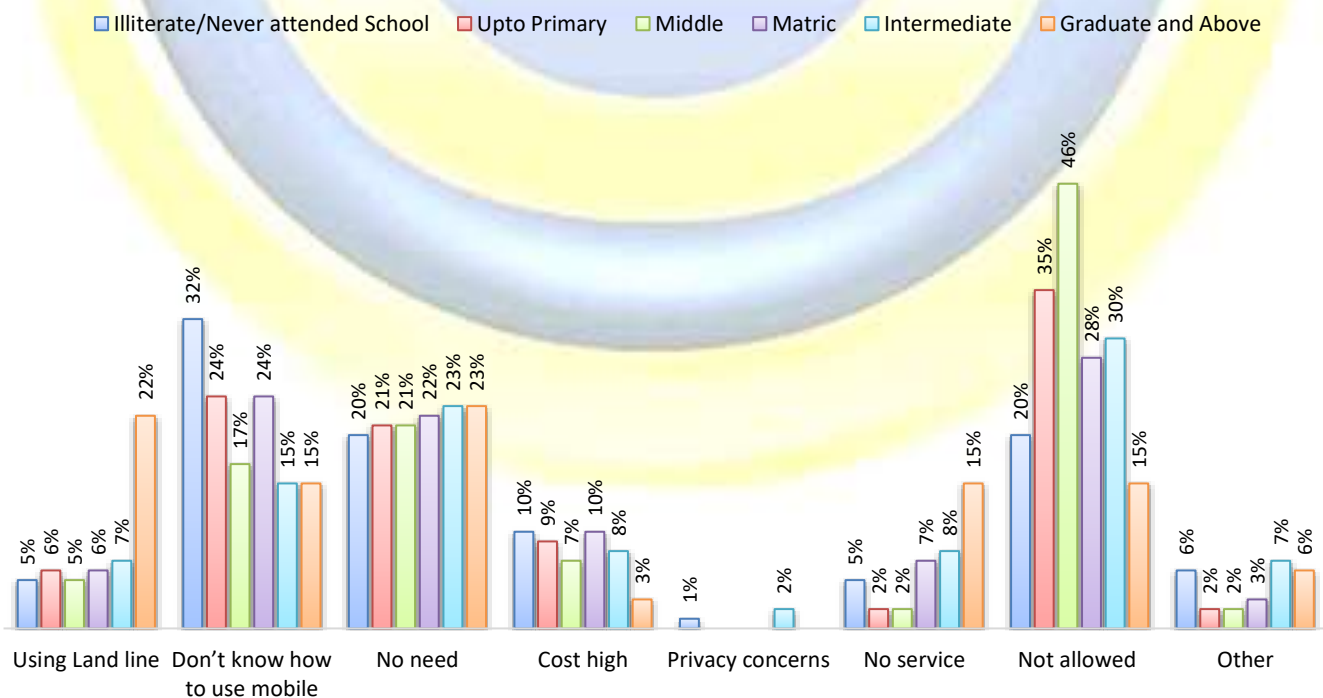
Provincial Breakdown: More than 2 in 5 Pakistanis from Punjab don't know how to use a mobile phone, while a similar proportion from KP are not allowed to use a mobile phone.



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>)

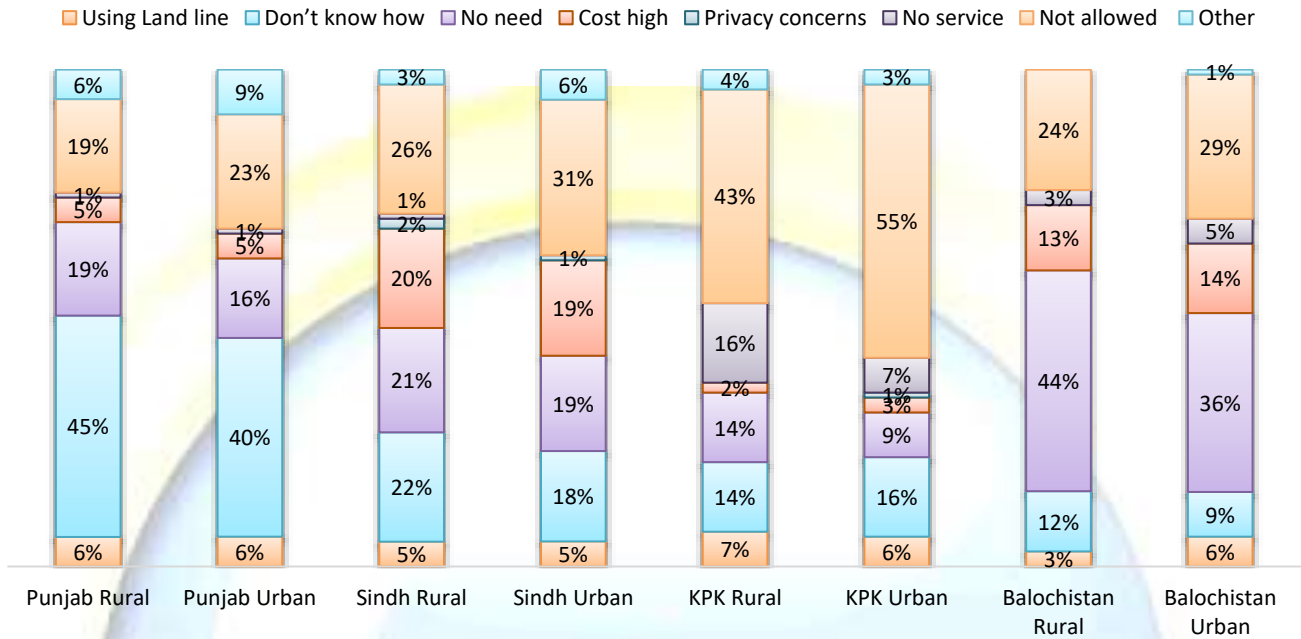
Educational Breakdown: Nearly half Pakistanis with middle level education reported not being allowed to use a mobile phone

Not knowing how to use a mobile phone was the major reason for 1 in 3 Pakistanis with no formal education



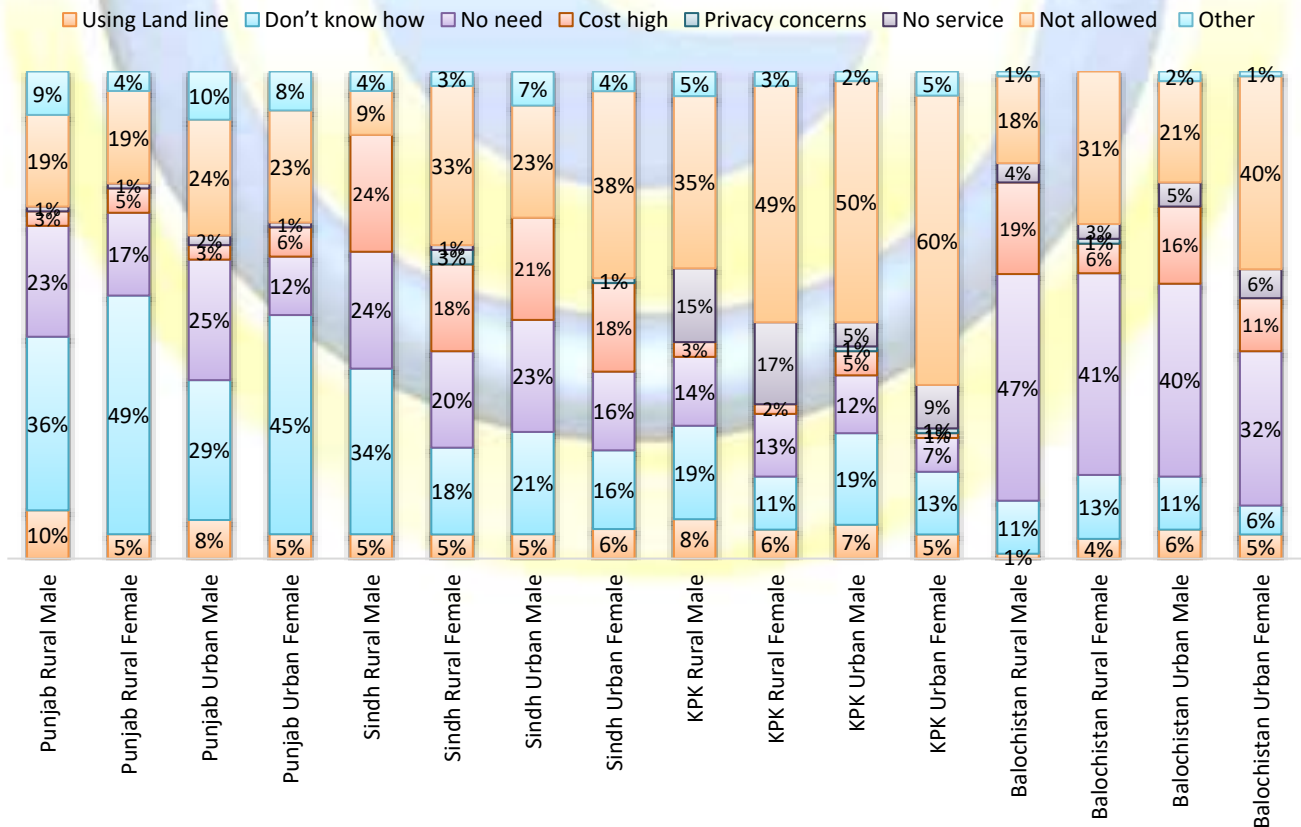
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Province Rural Urban Breakdown: More than 1 in 2 Pakistanis from urban KP are not allowed to use a mobile phone



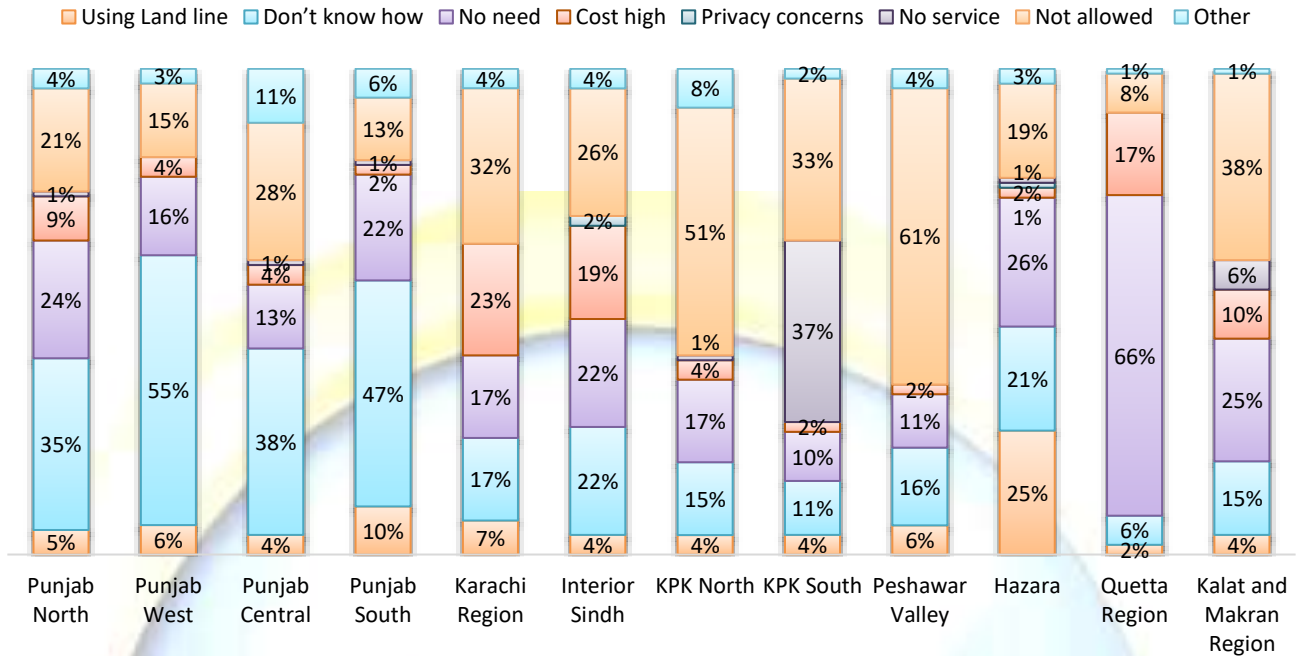
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Province Rural Urban Gender Breakdown: 1 in 2 Rural Punjabi females don't know how to use a mobile phone, while half rural Baloch males report not needing a mobile phone



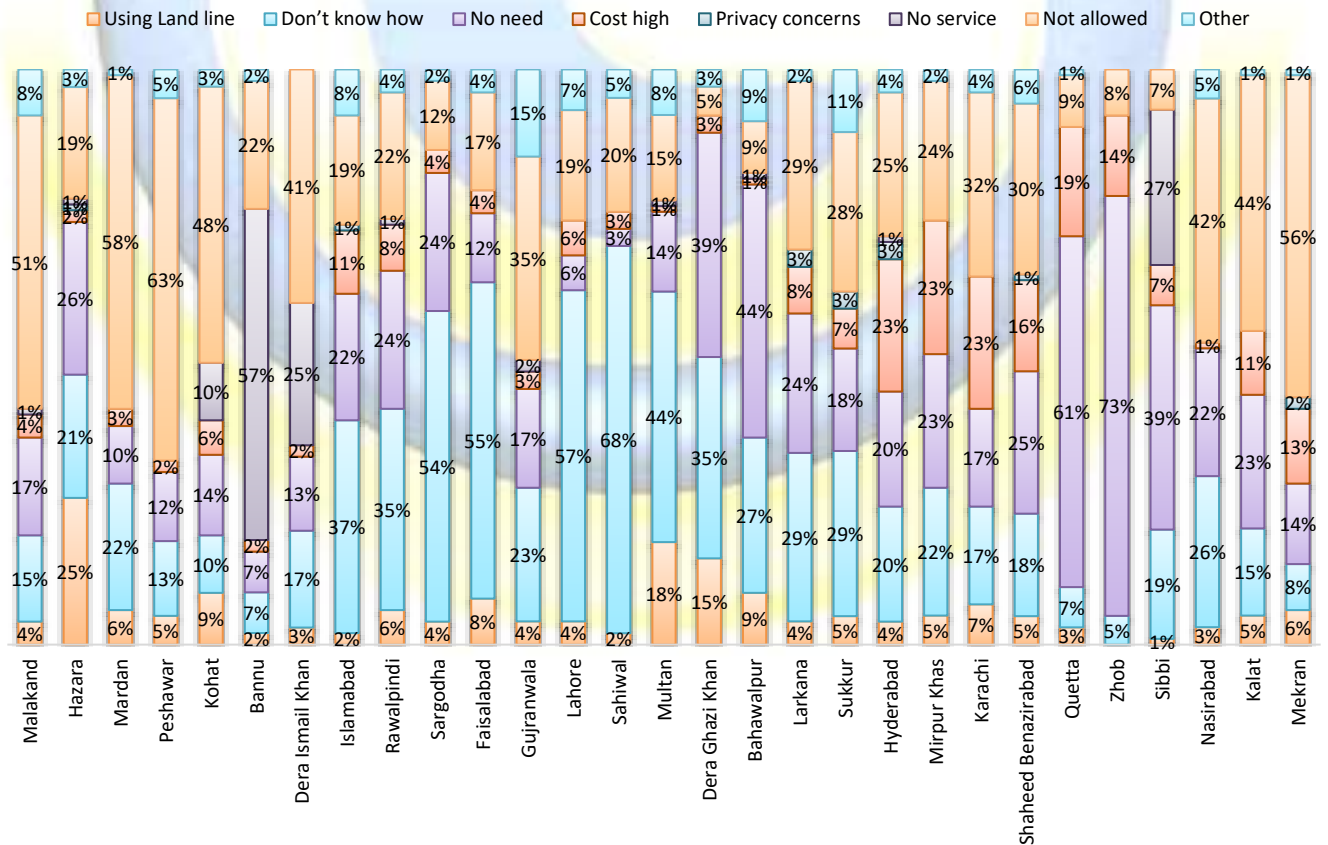
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

12 regions Breakdown: 2 in 3 Pakistanis from Quetta report not needing a mobile phone



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 4 Pakistanis from Zhob report not needing a mobile phone



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>)



Special Release from Gallup Pakistan
The Pakistani Affiliate of Gallup



Friday, 24 July, 2020

(8 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.

Contact us:

Phone: +92-51-2655630

E-mail: caf@gallup.com.pk

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)