

SPECIAL PRESS RELEASE

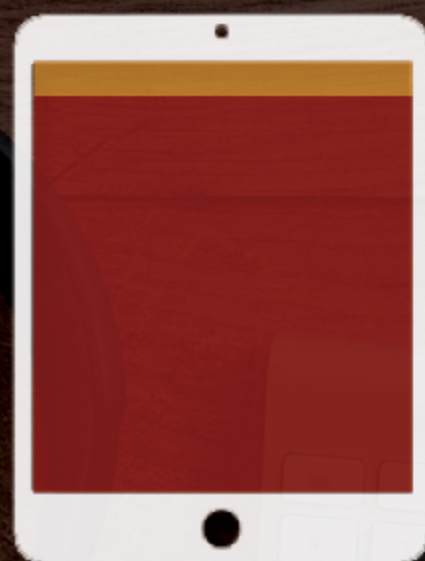
PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT SURVEY

Tablet/iPad Penetration in Pakistan

Only 2% households claim to own a tablet/iPad. 5% households from Islamabad and Karachi own a tablet. Provincially, HH's from urban Sindh boast the highest % of ownership (4%). (Pakistan Social and Living Standards Measurement Survey & Gallup Pakistan)

Does this household have a tablet/iPad facility?

All Pakistan



2%
Yes

98%
No

Provincial

Punjab

2%

98%

Sindh

2%

98%

KP

1%

99%

Balochistan

1%

99%



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

Islamabad, July 28, 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.

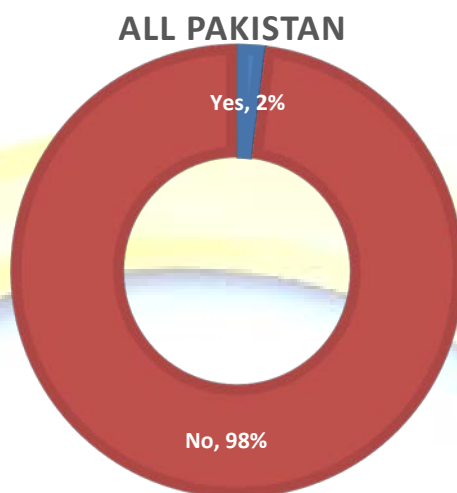
PSLM is the largest survey in Pakistan conducted every two year by Pakistan Bureau of Statistics. The sample covers over 24,000 households and over 150,000 respondents. Gallup Pakistan Data Analytics team has worked extensively on this data and this series of press releases are our attempt to publicize 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 Tablet/iPad ownership 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 *"Does this household have a tablet/iPad facility?"*. In response to this question, 2% Pakistani households reported owning a tablet.

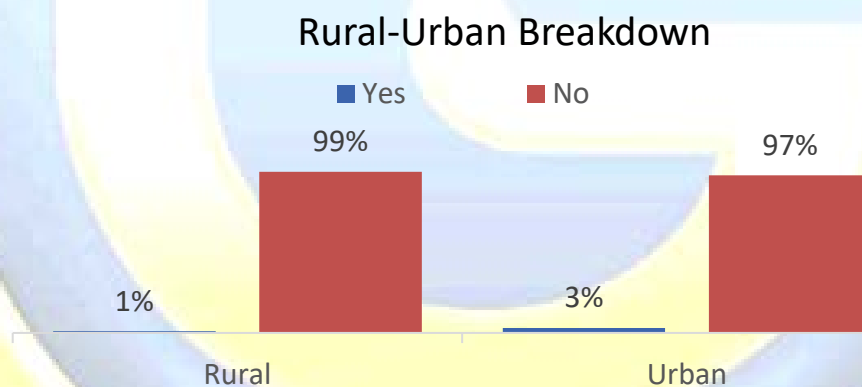


Question: “Does this household have a tablet/iPad facility?”



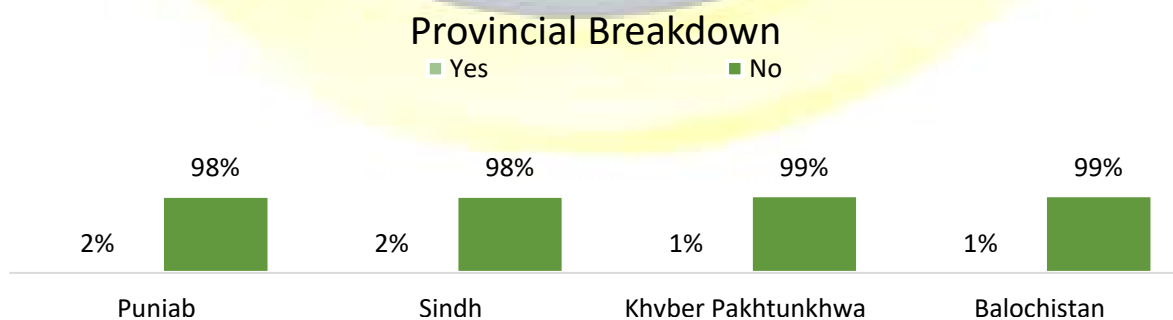
Source: Gallup Pakistan ICT Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan (<http://www.pbs.gov.pk/node/2967>)

Urban/Rural Breakdown: 1% rural and 3% urban households own a tablet/iPad



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>)

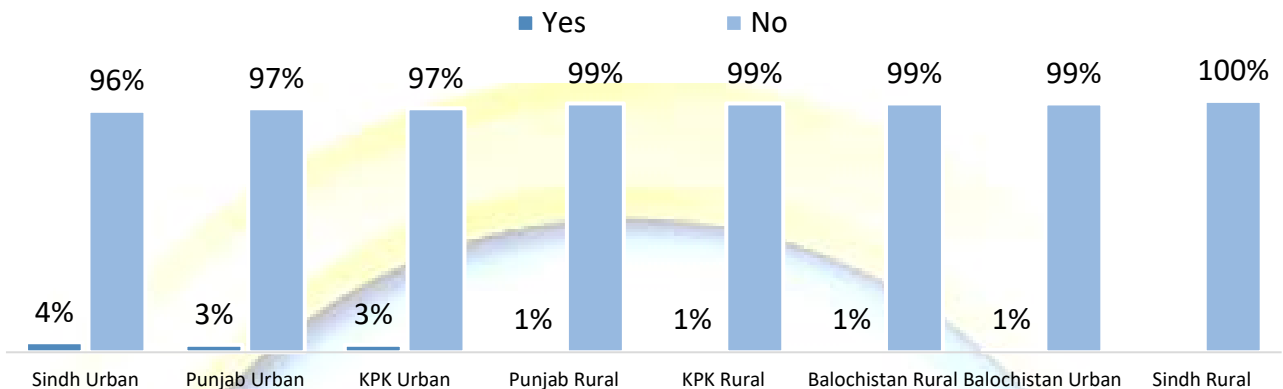
Provincial Breakdown: Only 1% households in Sindh & Balochistan own a tablet/iPad



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: Highest % of tablet ownership reported by urban Sindh households at 4%, lowest by rural Sindh 0%

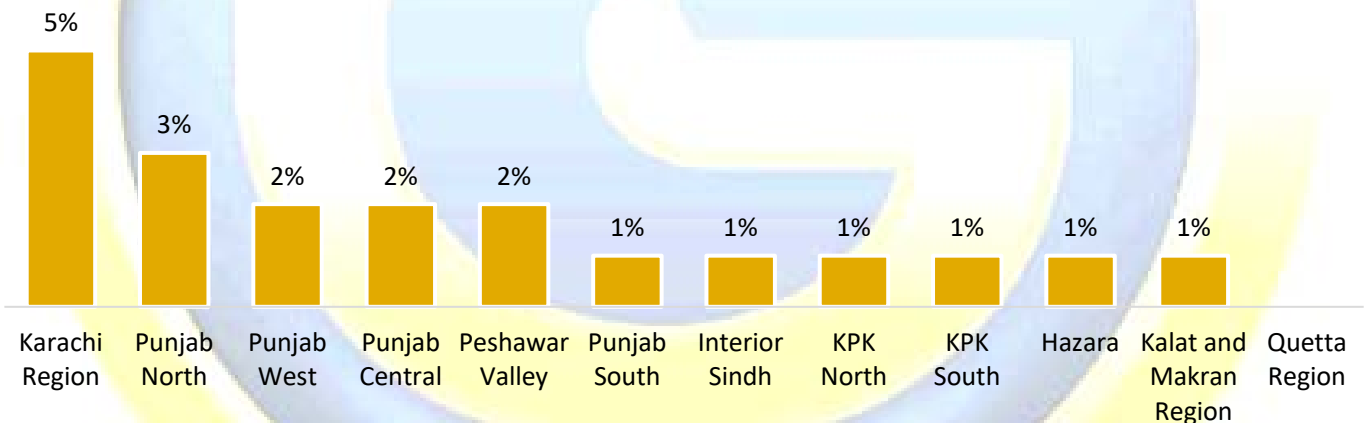
Provincial Rural-Urban Breakdown



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>)

12 regions Breakdown: Households from Karachi region boast the highest % of tablet or iPad ownership while lowest is reported by Quetta & Kalat/Makran region

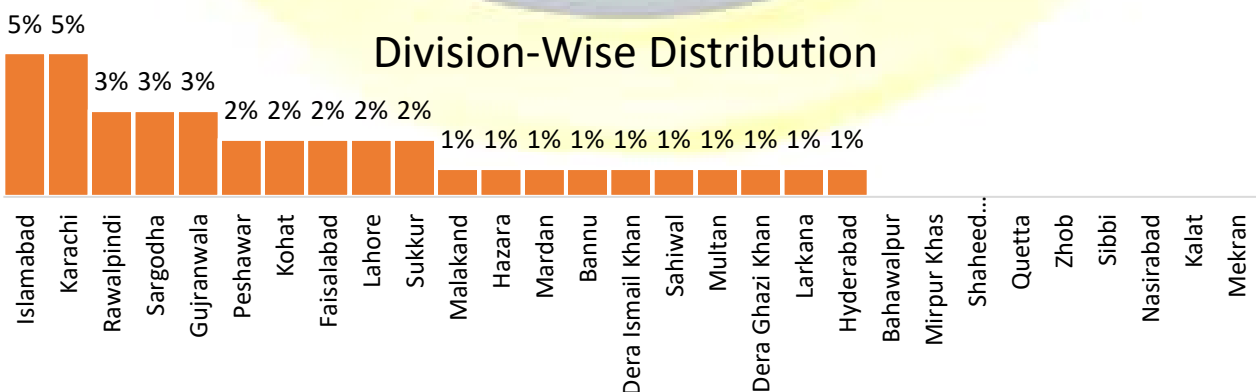
Regional Distribution



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: 5% households in Islamabad and Karachi own a tablet/iPad

Division-Wise Distribution



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 Tablet/iPad Ownership in Pakistan

	Highest % of tablet/iPad owners	Lowest % of tablet/iPad owners	Differential between highest and lowest %
Urban Rural Breakdown	Urban (3%)	Rural (1%)	2%
Provincial Breakdown	Punjab/ Sindh (2%)	KP/Balochistan (1%)	1%
Provincial Urban/Rural	Sindh Urban (4%)	Sindh Rural (0%)	4%
District wise Breakdown	Islamabad (5%)	Sibbi & Zhob (0%)	5%

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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of Gallup Pakistan
(1980-2020)