



Special Press Release

PAKISTAN SOCIAL AND LIVING STANDARDS MEASUREMENT TECHNOLOGICAL FACILITIES

95% of households have the facility of mobile while 2% of households have landline access. 34% of Pakistani households have an internet facility: Gallup Big Data Analytics on PSLM data

Islamabad, January 20, 2022

Introduction to the Gallup Pakistan Data Analytics series on PSLM data:

This press release is part of a special Gallup Pakistan Data Analytics series that aims to foster an empirical understanding of household characteristics in Pakistan based on data generated by the PSLM survey.

This Gallup Bigdata Analytics Report is based on a series of long-term surveys which measure 'Living Standards in Pakistan'. The current data was collected from 33.34 million scientifically selected households spread out in the rural and urban areas of over 100 districts across Pakistan's 4 provinces and other territorial units. The error margin is less than 2 percent at 95% confidence level.

PSLM (Pakistan Social And Living Standards Measurement) is a yearly survey conducted by the Pakistan Bureau of Statistics to gather data from provincial and district level to assist the government of Pakistan. It focuses on multiple social and economic factors. 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 press release aims to assess the access to various basic technological facilities in Pakistan

PRESS RELEASE

Gallup Pakistan Data Analytics Series: PSLM 2018-2019

95% Pakistani households claim to have access to mobile phone facility. 34% have internet access.

Internet facility: 34% (11.38 million) Pakistani households have internet facility while 66% (21.96 million) do not.

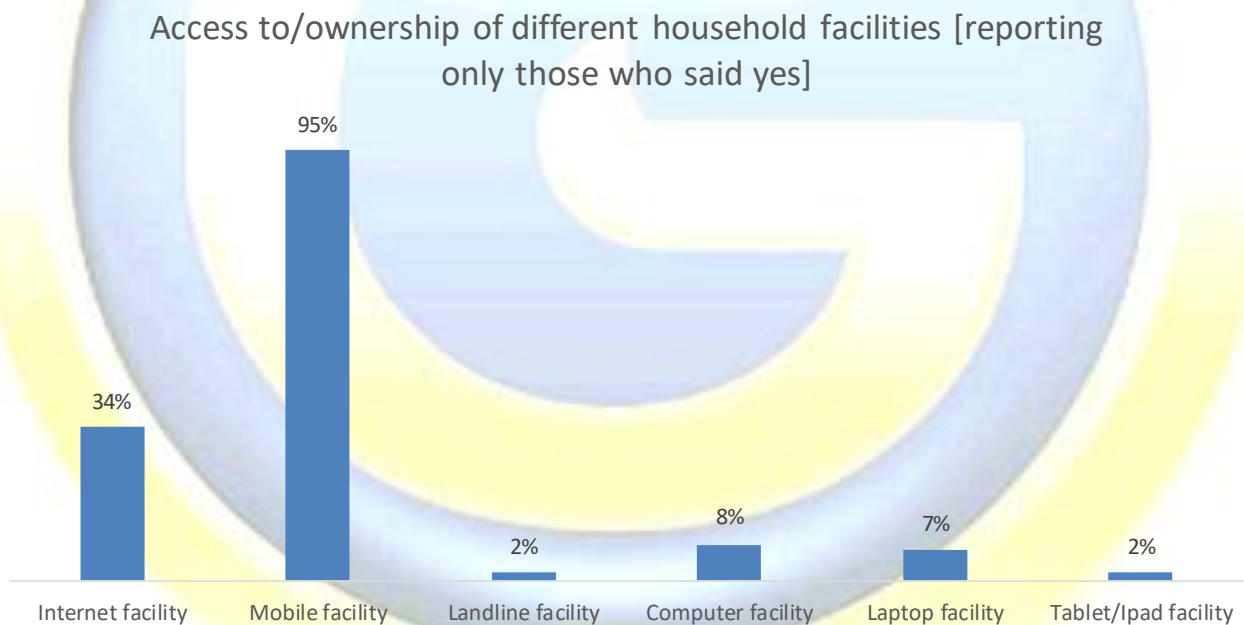
Mobile facility: 95% (31.55 million) Pakistani households have a mobile facility while 5% (1.79 million) do not.

Landline facility: 2% (0.73 million) Pakistani households have a landline facility while 98% (32.61 million) do not.

Computer facility: 8% (2.65 million) Pakistani households have a computer facility while 92% (30.69 million) do not.

Laptop facility: 7% (2.39 million) Pakistani households have a laptop facility while 93% (30.95 million) do not.

Tablet/iPad facility: 1.8% (0.6 million) Pakistani households have a laptop facility while 98% (32.74 million) do not.



Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 & PSLM 1998-99 data by Government of Pakistan
<http://www.pbs.gov.pk>

PRESS RELEASE

Gallup Pakistan Data Analytics Series: PSLM 2018-2019

Households with access to different household facilities:

INTERNET=
11.8 MILLION
HOUSEHOLDS

MOBILE=
31.55 MILLION
HOUSEHOLDS

LANDLINE= **0.73**
MILLION
HOUSEHOLDS

LAPTOP=
2.39
MILLION

TABLET/IPAD =
0.6 MILLION

COMPUTER= **2.65**
MILLION HOUSEHOLDS

Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 & PSLM 1998-99 data by Government of Pakistan
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Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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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