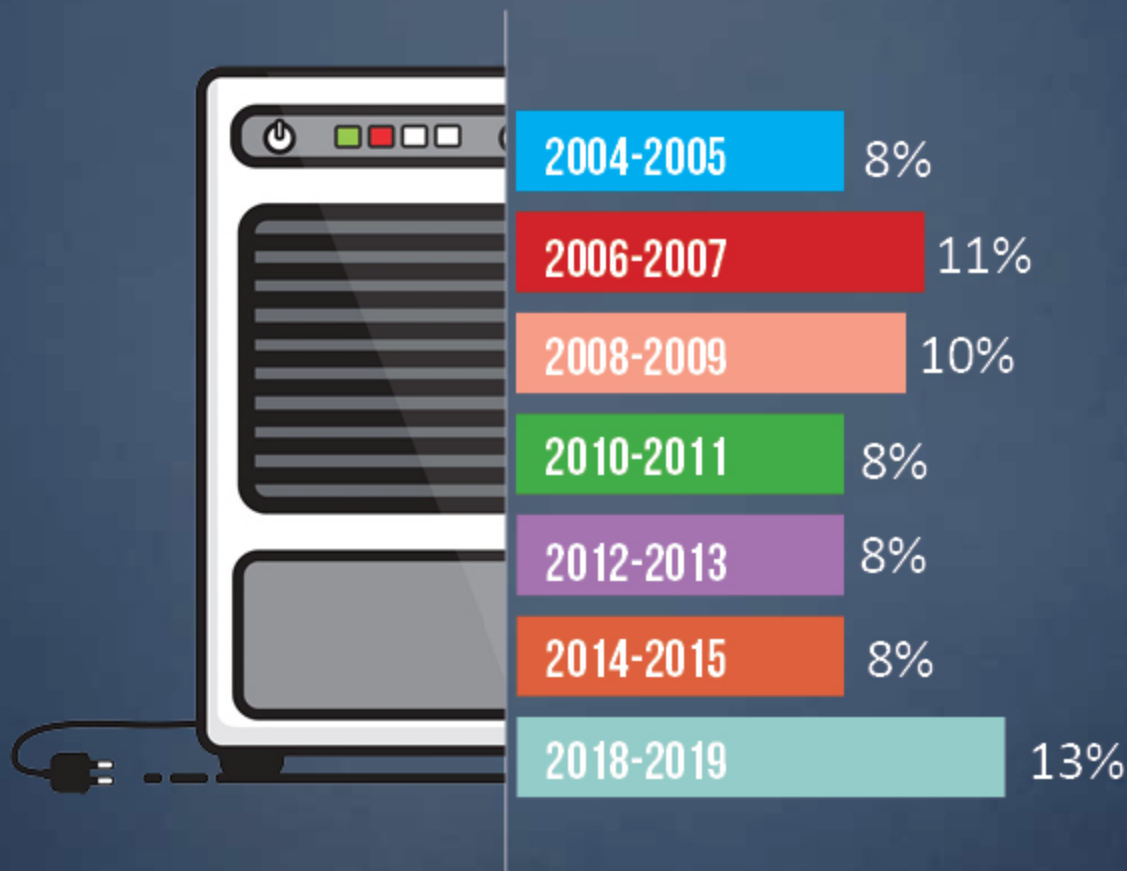


15th August, 2022

BETWEEN 2004 AND 2019, 5% INCREASE IN THE PROPORTION OF HOUSEHOLDS THAT CLAIM TO HAVE AN AIR COOLER; 10% MORE URBAN THAN RURAL HOUSEHOLDS CLAIM THE SAME: GALLUP & GILANI PAKISTAN BIG DATA ANALYTICS ON PSLM SURVEYS IN PAKISTAN

Question: "Do you have an air cooler?"



PRESS RELEASE

Gallup Pakistan Data Analytics Series: PSLM 2018-2019

(Also emailed*/faxed separately)



Opinion Poll General

Between 2004 and 2019, 5 % increase in the proportion of households that claim to have an air cooler; 10 % more urban than rural households claim the same: Gallup & Gilani Pakistan Big Data Analytics on PSLM Surveys in Pakistan

(Islamabad), August 15th, 2022

Introduction to the Gallup & Gilani Pakistan Data Analytics series on PSLM Household Durables survey:

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

This Gallup Big Data 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.

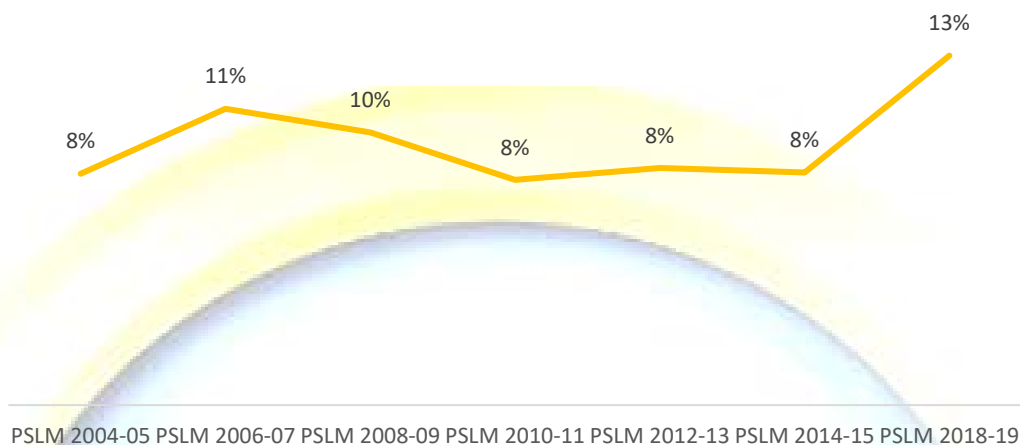
PSLM (Pakistan Social and Living Standards Measurement) is a yearly survey conducted by the Pakistan Bureau of Statistics to gather data from provincial and district levels to assist the government of Pakistan. It focuses on multiple social and economic factors. Gallup Pakistan Data Analytics team has 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 the Bureau of Statistics who have traveled far and wide to collect this data.

This particular press release aims to assess the availability of air cooler in Pakistan.

Data from PSLM reveals that overall, between 2004 and 2019, 5% increase in the proportion of households that claim to have an air cooler; 10% more urban than rural households claim the same

A nationally representative sample of adult men and women from across the country was asked the following question regarding, “Do you have an air cooler?” In response to this question, proportion of Pakistani households that claim to own and cooler y between 2004-2005 was 8%, which increased till 2007 to 11%, then experienced a decline till 2014-2015 period and then rose again to 13% between 2018-2019.

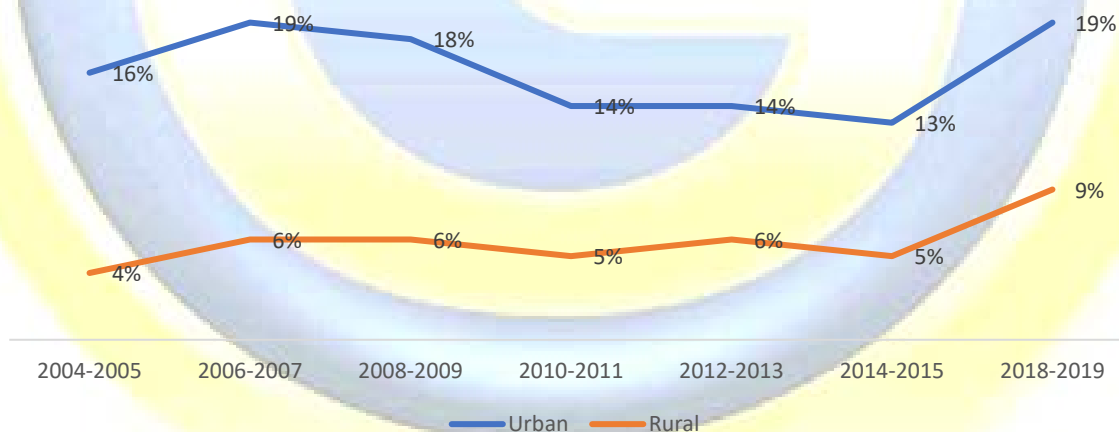
Question: "Do you have an air cooler?"



Source: Gallup & Gilani Pakistan Report based on Data Analytics on PSLM 2018-19
<http://www.pbs.gov.pk>

Rural Urban Breakdown

Disaggregating the data further reveals that 10% more urban households own an air cooler (19%) compared to rural areas (9%).



Source: Gallup & Gilani Pakistan Report based on Data Analytics on PSLM 2018-19
<http://www.pbs.gov.pk>



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Monday, August 15th, 2022

(4 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

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.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)