

Job Opportunities and Career: Only 21% of the respondents believe that women have more job opportunities in 2024, which is 25% less than those who believe that women have fewer job opportunities (46%).

Gallup Pakistan releases comprehensive report on state of women in Pakistan in collaboration with WIN Network

Islamabad, 19th March, 2024

Gallup Pakistan has conducted a comprehensive study on gender equality, safety and violence, in collaboration with the **Worldwide Independent Network of MR (WIN) for the Annual WIN World Survey**. Gallup Pakistan is a long-time member of WIN which represents over 50 countries and their polling organizations. The survey, conducted with a diverse and representative sample of the Pakistani population, reveals the opinions and beliefs surrounding gender equality, safety and violence in Pakistan.

Access the Pakistan specific report [here](#).

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, reveals the Annual WIN World Survey, exploring the views and beliefs of 33,866 people in 39 countries across the globe. WIN releases the latest results on **gender equality, safety and violence**, to track and understand if there are any improvements around the world in terms of equal opportunities and rights.

Access the full report [here](#).

Niha Nazar, an analyst at Gallup Pakistan who compiled the Pakistani report says ‘Overall, almost half the respondents hold the opinion that women have less opportunities (46%), whereas 21% believe that they have more opportunities. However, the gender breakdown signifies a difference in perspective of males and females on this subject. 6% more males believe that women have more opportunities (22%) as compared to females (16%). This could signify a difference in lived experiences of women as compared to the perceived experiences of men.

Key Findings:

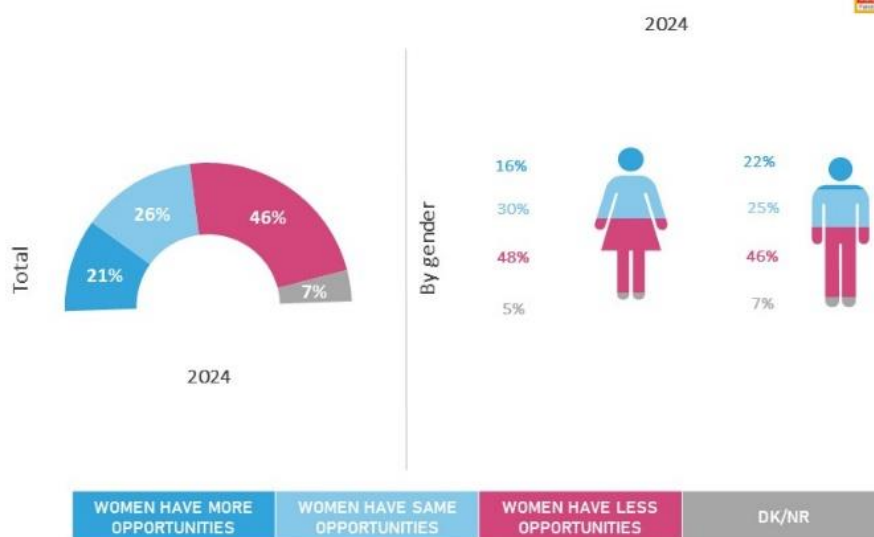
1. **Job Opportunities and Career:** Only 21% of the respondents believe that women have more job opportunities in 2024, which is 25% less than those who believe that women have fewer job opportunities (46%).
2. **Global Comparison:** Pakistan comes 9th in the list of top 15 countries where women have more opportunities, with 16%. Ivory Coast tops the list with 40%, followed by Philippines at 30% and India at 27%.

1. Job Opportunities and Career

Only 21% of the respondents believe that women have more job opportunities in 2024, which is 25% less than those who believe that women have less job opportunities (46%). In terms of age group, those within the 65+ bracket hold the highest percentage of those who believe women have less opportunities (59%). The most likely to hold the opinion that women have more opportunities are from the age groups, 25-34 and 55 to 64, with 25% each.

Majority of those working full time (47%) hold the opinion that women have less job opportunities. The same opinion is reflected in those who have completed university (49%). However, 34% of those who have completed higher level education believe that women have more opportunities now.

Job opportunities and career
% within total population



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases.



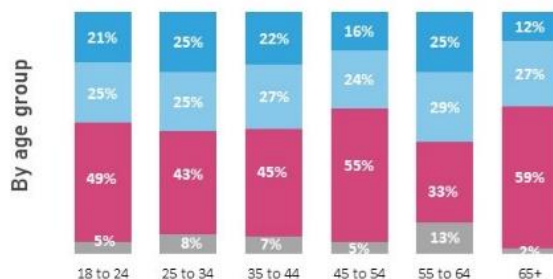
Worldwide
Independent Network
of Market Research

Q6. In your Country, do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Job opportunities and career % within total population

Total 2024



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases.



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9

Job opportunities and career % within total population



Total 2024

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By education level



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases.



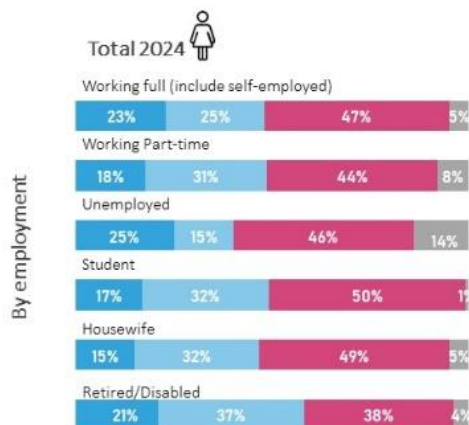
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10

Job opportunities and career % within total population



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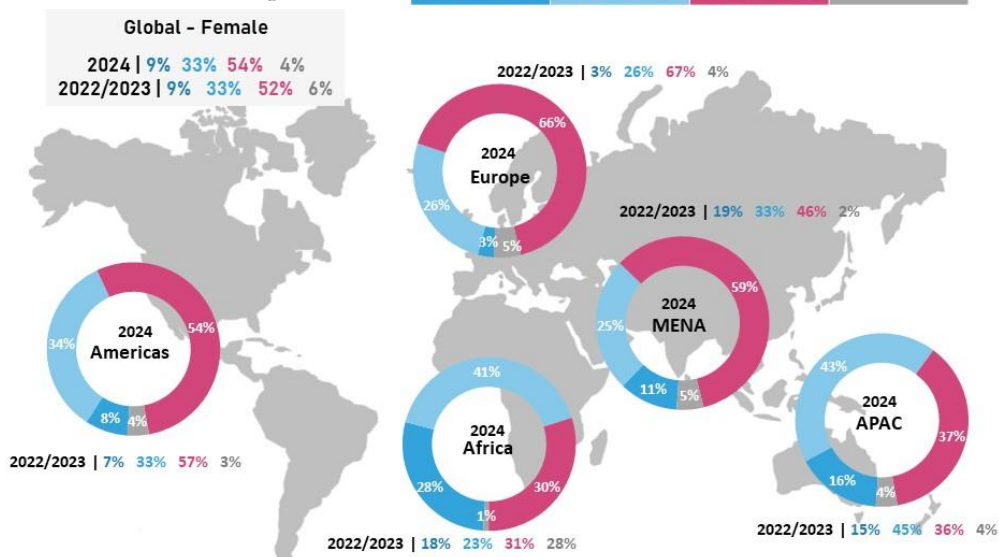


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11

Job opportunities and career % within female population



Source: WIN 2024. Female base: 16593 cases.
Source: WIN 2022/2023. Female base: 13872 cases.



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Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

16

Job opportunities and career

% within female population

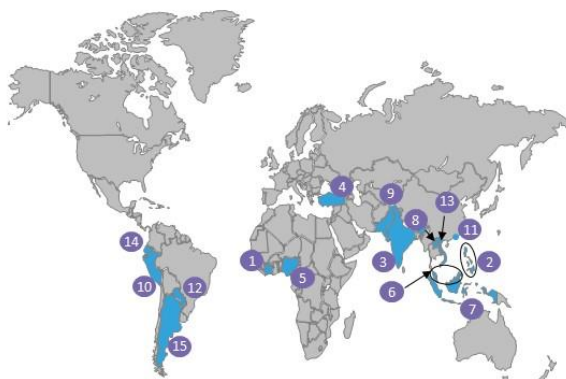
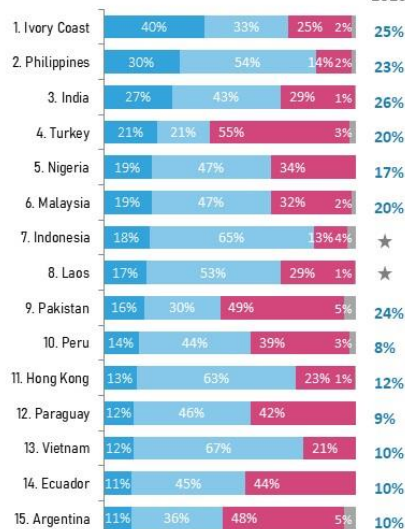


WOMEN HAVE MORE OPPORTUNITIES	WOMEN HAVE SAME OPPORTUNITIES	WOMEN HAVE LESS OPPORTUNITIES	DK/NR
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Women have more opportunities

Top 15

2022/
2023



Source: WIN 2024. Female base: 16593 cases.
Source: WIN 2022/2023. Female base: 13872 cases.

★ No data available



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17

Job opportunities and career

% within female population

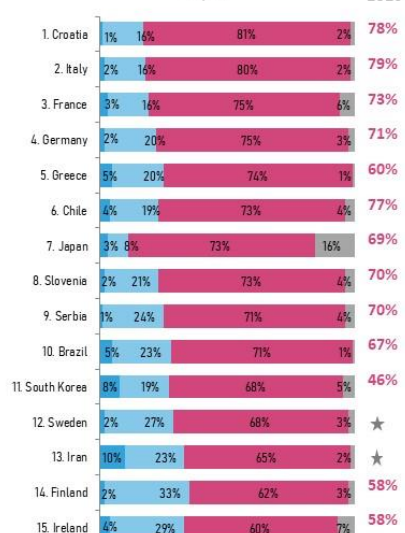


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18

METHODOLOGY

SAMPLE SIZE	1000
INTERVIEW METHOD	Random Digit Dialing Phone Survey Methodology
ERROR MARGIN	±2 to 3% at 95% confidence level for national level results
FIELDWORK DATES	3-17 January 2024
NOTE	Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed. This methodology uses Random Digit Dialing approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.
EXCLUSION IN SAMPLE	According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

Net Index is calculated by deducting the Not really achieved/Not at all achieved percentage from the Definitely achieved/To some extent achieved.

DEMOGRAPHICS

		Weighted Column %
Base - All		100%
D1. Gender	Male	84%
	Female	16%
D2. Age Group	18-24	15%
	25-34	30%
	35-44	27%
	45-54	16%
	55-64	8%
	65+	5%
D3. Education: Highest Attained	No education/only basic education	23%
	Completed primary	13%
	Completed secondary school	46%
	Completed High level education	10%
	Completed Higher level of education (Masters, PHD, etc.)	8%
	Refused/DNK/DNA	1%
D4. Employment	Working full (include self-employed)	46%
	Working Part-time	16%
	Unemployed	17%
	Student	5%
	Housewife	11%
	Retired/Disabled	3%
	Refused/DNK/DNA	1%

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