

Perception of women's salary in comparison with men's salary: 34% of the population believe that women don't work, while 24% believe that the women who are employed are paid less than men.

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

Islamabad, 21st 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 'In terms of perception regarding women's salary, the majority consensus is that women do not work (34%) and hence are not salaried. However, one has to be aware of the local context which could mean that perhaps women are not employed within the formal economy as such- but are still a large part of the informal economy. In addition to that, there is a significant difference in terms of perception of women's salaries by gender of respondent. 14% males believe that women get paid higher than men, whereas only 1% of women hold the same opinion. This once again reiterates the difference between lived experience as compared to perceived experience.'

Key Findings:

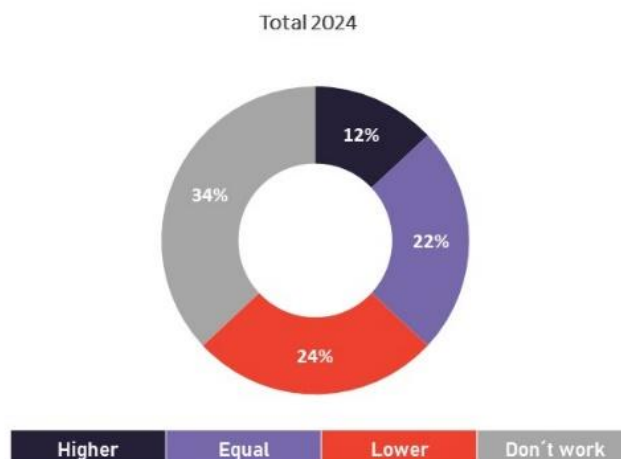
1. **Perception of women's salary in comparison with men's salary:** 34% of the population believe that women don't work, while 24% believe that the women who are employed are paid less than men.
2. **Global Comparison:** In terms of region, APAC has the highest percentage of those who perceive women's salaries to be equal to men (45%), as compared to MENA with the lowest percentage (19%). In terms of countries with the perception of women's salaries being higher, Finland tops the list with 29%, followed by Nigeria at 28%.

1. Perception of women's salary in comparison with men's salary

34% of the population believe that women don't work, while 24% believe that the women who are employed are paid less than men. 22% believe they are paid equally, while only 12% believe they are paid higher than their male counterparts.

When looking at the results by gender, only 1% of the female respondents believe that women are paid higher than men, whereas 14% of the male respondents hold the same opinion. In terms of perceptions across age groups, 13% of those belonging to the 18-24 and 25-34 believe that women get paid higher. This percentage decreases across older age groups, with 35-44 at 12%, 45-54 and 55-64 at 10%. This increases slightly for those aged 65+ at 11%.

Perception of women's salary
% within total population



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.



Worldwide
Independent Network
of Market Research

Q7. Looking at your work place, do you think that women earn the same as the men, less than the men or more than the men?

The percentages corresponding to the option "Does not know/does not answer" have not been included

13

Perception of women's salary % within total population



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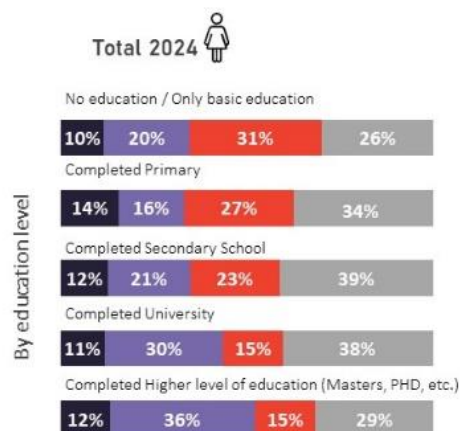


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Perception of women's salary % within total population



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15

Perception of women's salary

% within total population



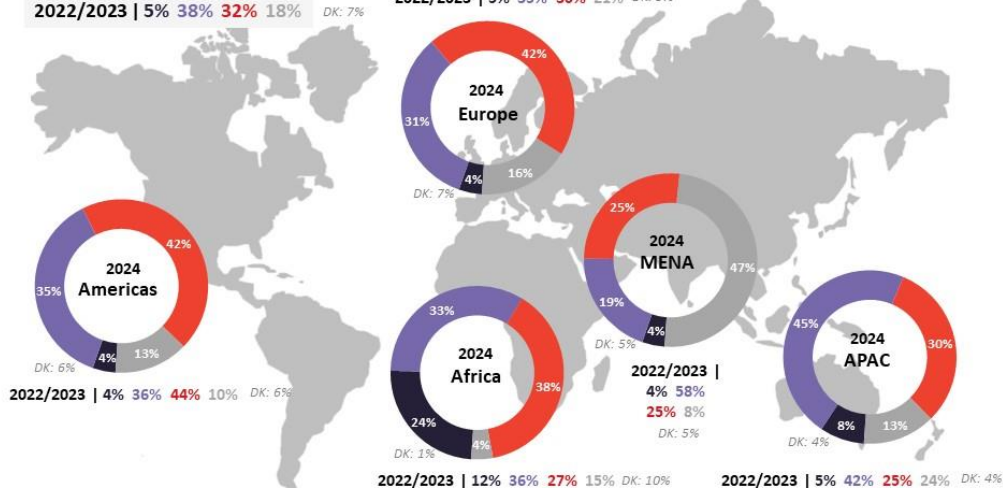
Higher Equal Lower Don't work

Global - Female

2024 | 6% 35% 38% 16%
2022/2023 | 5% 38% 32% 18%

DK: 5%
DK: 7%

2022/2023 | 5% 35% 30% 21% DK: 9%



Source: WIN 2024. Female base: 16593 cases

Source: WIN 2022/2023. Female base: 14391 cases.



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24

Perception of women's salary

% within total population



Total 2024



Working full (include self-employed)

20% 35% 37% 0%

Working Part-time

14% 33% 37% 0%

Unemployed

92%

Student

100%

Housewife

94%

Retired/Disabled

98%

By employment

Higher Equal Lower Don't work

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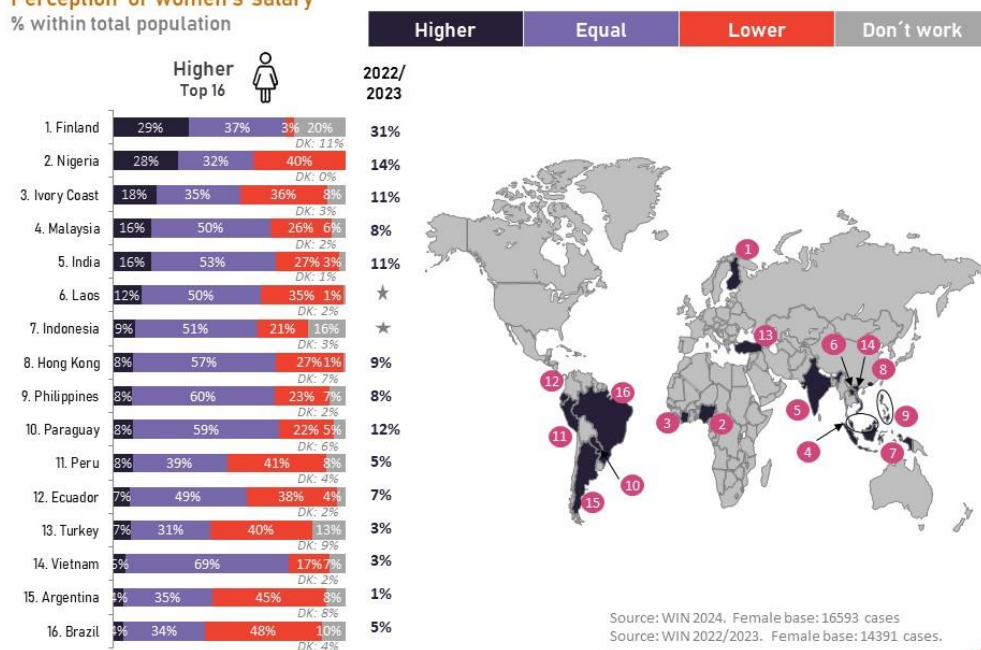


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16

Perception of women's salary % within total population

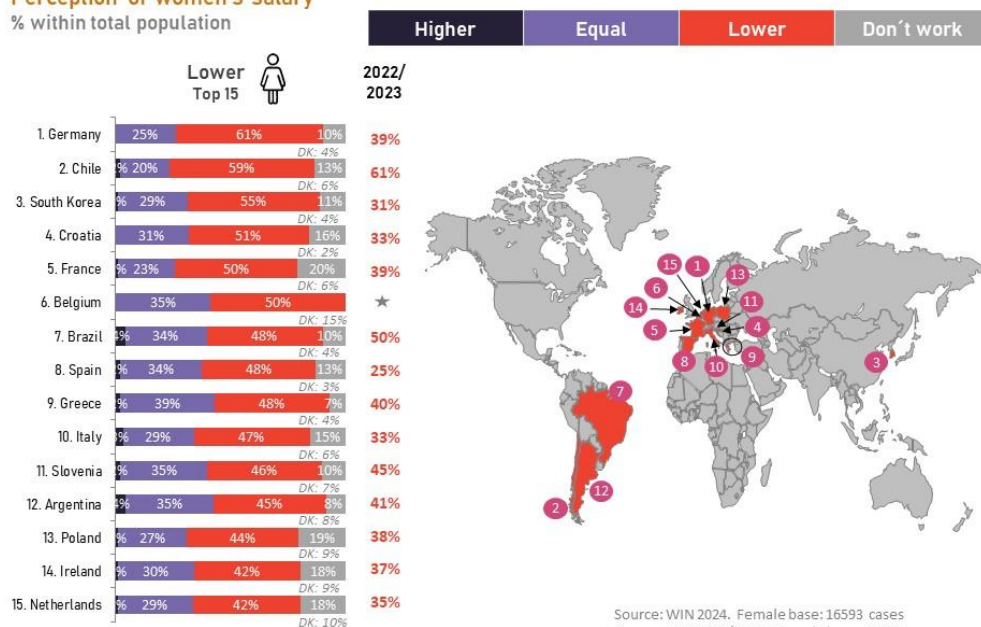


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25

Perception of women's salary % within total population



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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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