

REPORT ON USAGE OF MOBILE PHONE FOR VIDEO GAMES

June 4th, 2024

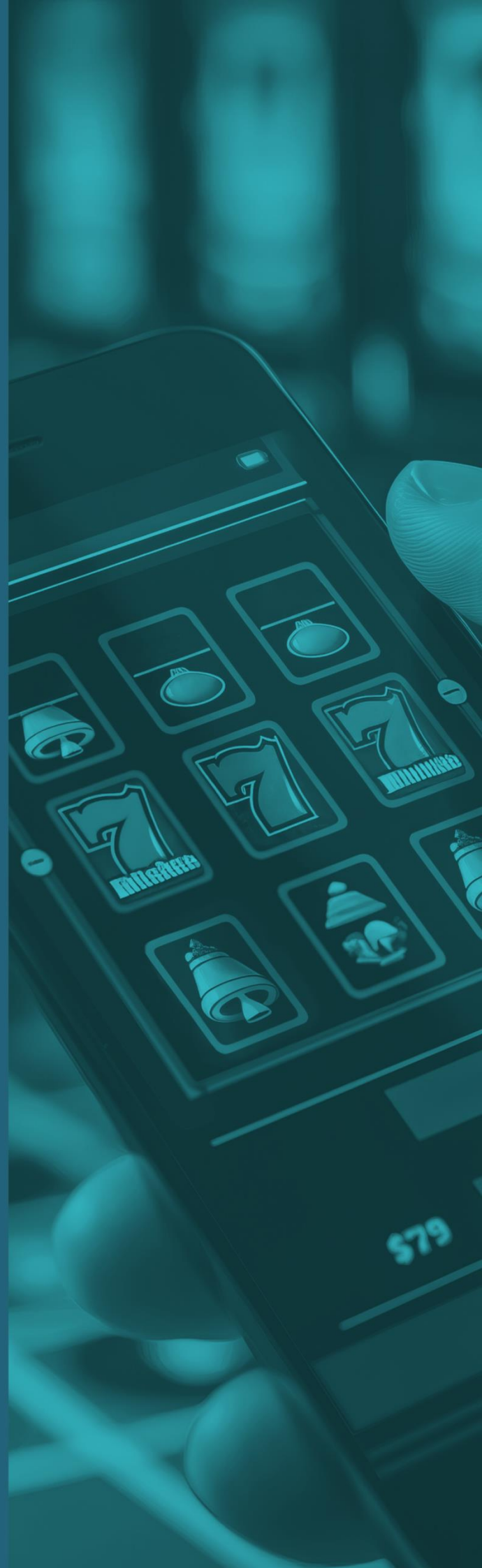




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Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

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EXECUTIVE SUMMARY





Executive Summary

The report on the usage of mobile phones for video games, conducted by Gallup Pakistan, provides a comprehensive overview of public opinions and behaviors related to mobile phone usage among young children and general preferences for playing video games on mobile devices. The survey covers various aspects, including the appropriateness of mobile phone use for children under five, the frequency and enjoyment of mobile gaming, and the preferred devices for online interactive gaming.

A significant majority of households do not allow children under the age of five to use mobile phones. Public opinion is divided on the appropriateness of young children using mobile phones to take pictures or play games, with most considering it inappropriate. Time spent by children on playing video games varies, with a notable portion of respondents indicating that children spend some time on gaming, while many were unsure.

Enjoyment of mobile gaming is relatively low, with a small percentage of respondents indicating they enjoy playing games on their mobile phones. The frequency of gaming varies widely, with some playing multiple times a day, others almost daily, and a majority never playing. Online interactive gaming is also infrequent, with a significant portion of respondents indicating they never play such games. Among those who do play online games, computers are the most commonly used devices, followed by laptops and mobile phones.

These insights are crucial for understanding public sentiment and could inform future policies and parental guidelines on mobile phone usage among children. Gallup Pakistan's adherence to rigorous scientific polling methods ensures the reliability of these findings, providing a valuable snapshot of current attitudes and behaviors related to mobile phone usage for video games in Pakistan.

Editor's Note

The findings from Gallup Pakistan's survey on mobile phone usage for video games reveal a significant insight into parental attitudes and behaviors. With 76% of households restricting mobile phone use for children under five and a majority viewing such use as inappropriate, it is clear that there is substantial concern about early exposure to digital devices.

A key recommendation from this survey is the need for developing comprehensive guidelines for parents to manage and monitor mobile phone usage among young children. Educational campaigns highlighting the potential impacts of early mobile phone exposure and promoting balanced, healthy use of technology could address these concerns and support informed decision-making among parents.

The low engagement in mobile gaming also indicates a potential area for growth in educational and developmental game applications that can offer constructive screen time for children. By prioritizing educational content, developers and policymakers can better align with parental expectations and contribute to the positive development of children in a digital age.

TOPIC 1:

Usage of mobile
phone among less
than 5 years old
children



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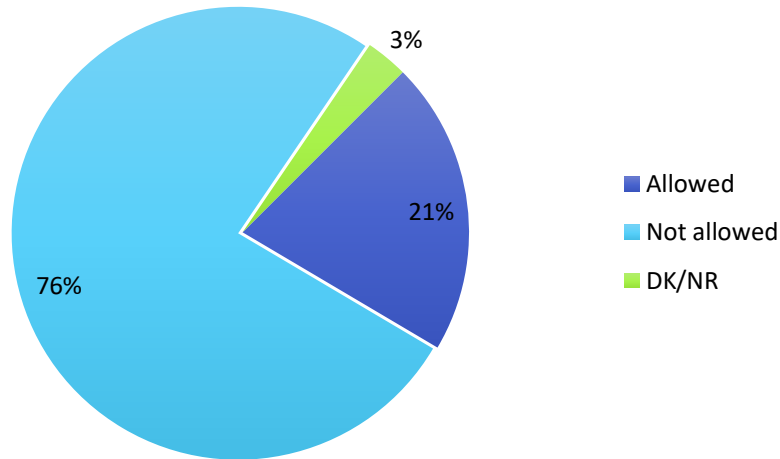
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Item 1.1: Key Finding

Question: Please tell me whether children under the age of 5 are allowed to use mobile phones in your household?



Source: Powered by Gallup Pakistan, August 24, 2023 – August 28, 2023

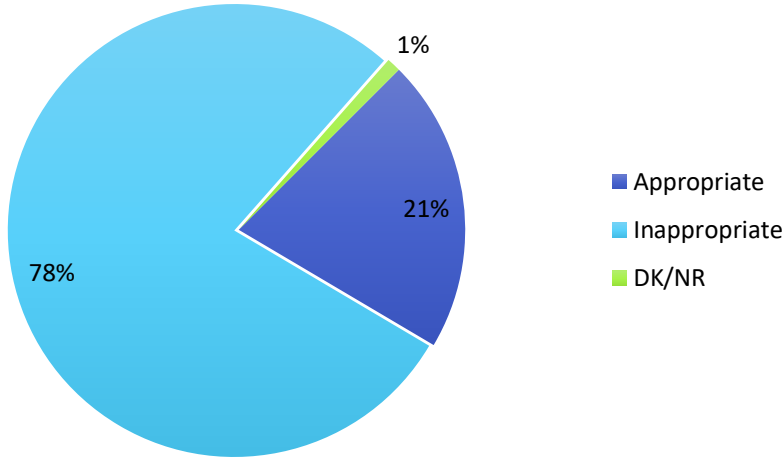
Q. برائے مہربانی بتائیں کہ آپ کے گھر میں 5 سال سے کم عمر بچوں کو موبائل فون استعمال کرنے کی اجازت ہے یا نہیں؟

1 اجازت ہے
2 اجازت نہیں ہے



Item 1.2: Key Finding

Question: Some people believe that using mobile phones for less than 5 years old children that use to take pictures or play games is inappropriate/bad manners or disrespectful, while some others believe that the use of mobile phones for less than 5-year-old children is quite appropriate. Please tell me what do you think?



Source: Powered by Gallup Pakistan, June 04, 2018 – June 11, 2018

Q. بعض لوگوں کا خیال ہے کہ پانچ سال سے کم عمر بچوں کا تصاویر لینے یا گمیز کھیلنے کے لیے موبائل فون کا استعمال یا موبائل فون کو دیکھنا نامناسب یا برے آداب ہیں، جبکہ بعض لوگوں کے خیال میں پانچ سال سے کم عمر بچوں کا تصاویر لینے یا گمیز کھیلنے کے لیے موبائل فون کا استعمال بالکل مناسب ہے۔ برائے مہربانی بتائیں کہ آپ اس حوالے سے کیا رائے رکھتے ہیں؟

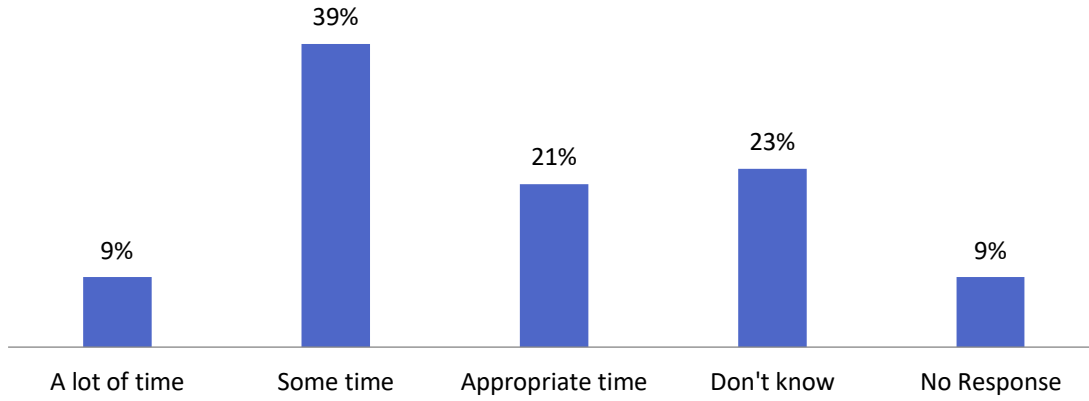
1
2

مناسب
نامناسب



Item 1.3: Key Finding

Question: Please inform us that approximately how much time does a child in your family spends on playing video games?



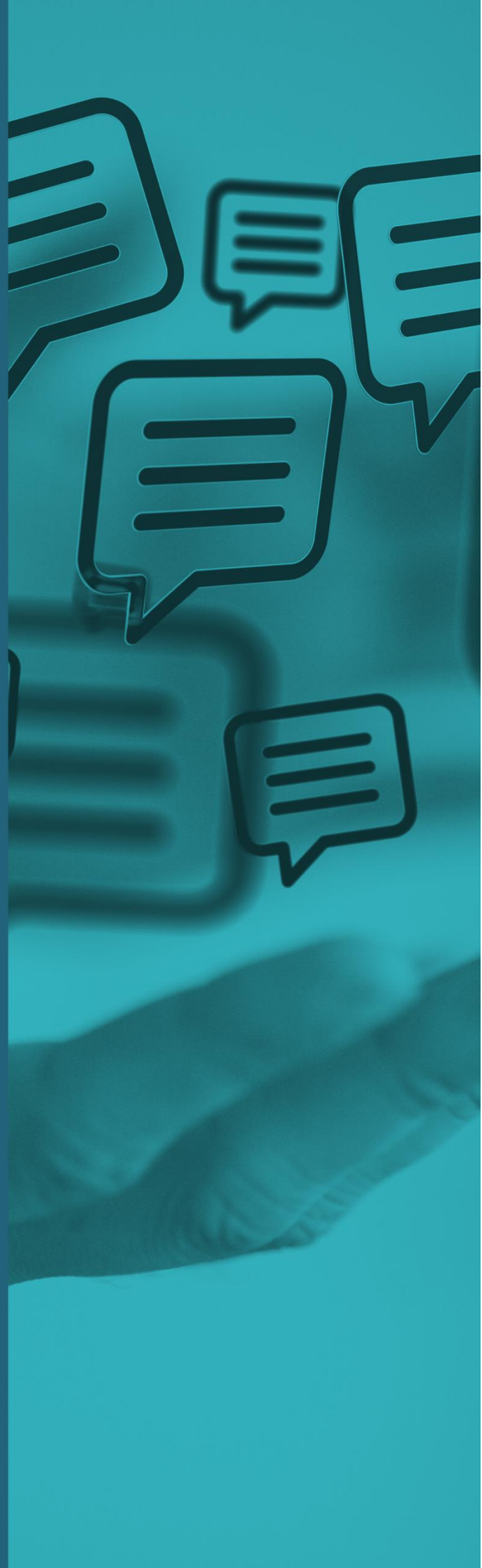
Source: Powered by Gallup Pakistan, May 16, 2022 – May 23, 2022

Q. برائے مہربانی بتائیں کہ مجموعی طور پر آپ کے گھرانے میں بچے ویڈیو گیمز کھیلنے پر کتنا وقت گزارتا ہے؟

1	بہت زیادہ وقت
2	بہت کم وقت
3	مناسب وقت
4	معلوم نہیں

TOPIC 2:

Opinion about
playing games on
a mobile phone



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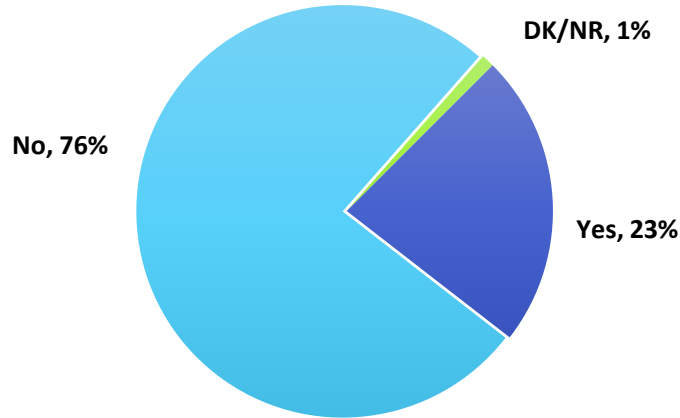
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Item 2.1: Key Finding

Question: Do you enjoy playing games on a mobile phone?



Source: Powered by Gallup Pakistan, August 24, 2023 – August 28, 2023

Q. برائے مہربانی بتائیں کہ کیا آپ موبائل فون پر گیمز کھیلنا پسند کرتے ہیں؟

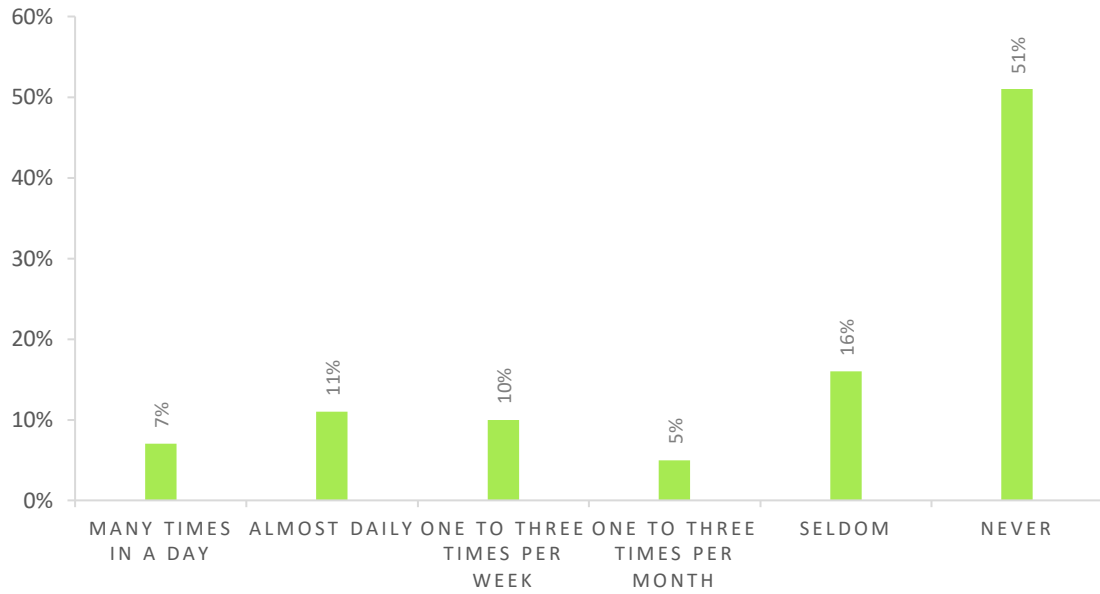
1	ہاں
2	نہیں



Powered by Gallup
Topic 2: Opinion about playing games on a mobile phone

Item 2.2: Key Finding

Question: How often do you play video games/computer games?



Source: Powered by Gallup Pakistan, April 12, 2015 – April 13, 2015

Q. آپ وڈیو گیم/کمپیوٹر گیمز کتنی مرتبہ کھیلتے ہیں؟

- 1
- 2
- 3
- 4
- 5
- 6

دن میں کئی مرتبہ

تقریباً روزانہ

ہفتے میں ایک سے تین مرتبہ

مہینے میں ایک سے تین مرتبہ

بہت کم

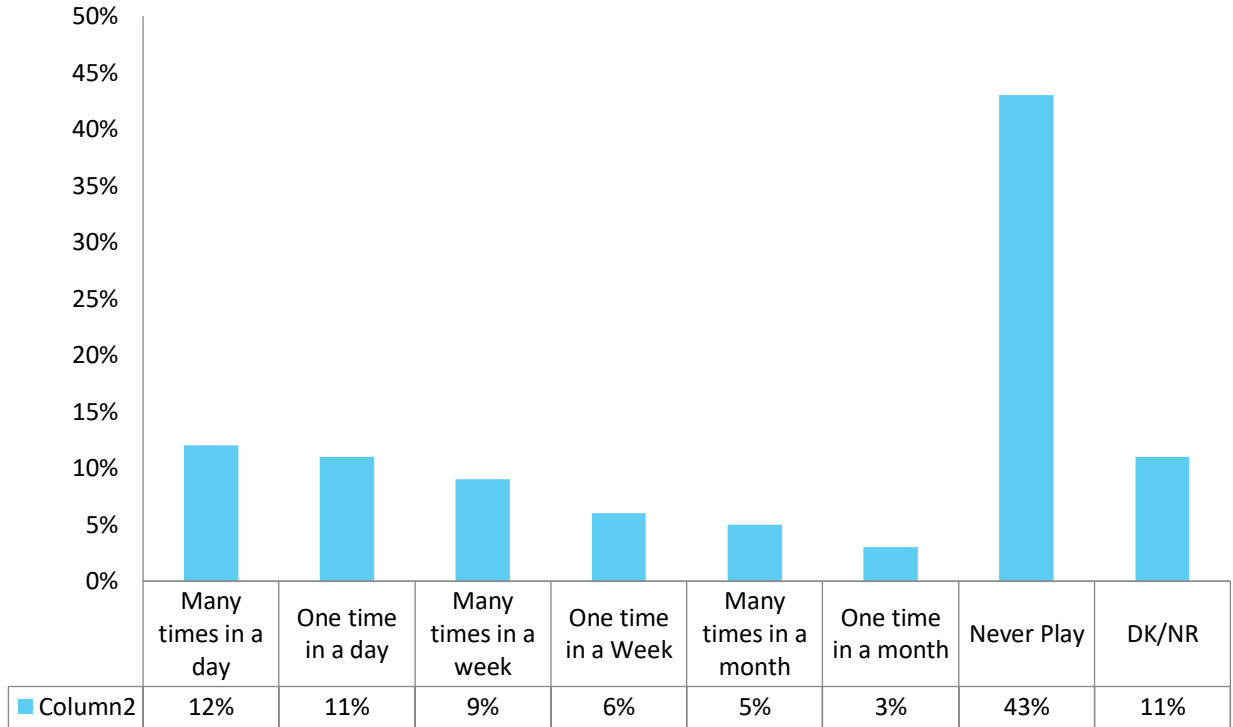
کبھی نہیں



Powered by Gallup
Topic 2: Opinion about playing games on a mobile phone

Item 2.3: Key Finding

Question: **How often you do play online Interactive games on internet?***



Source: Powered by Gallup Pakistan, April 4, 2010 – April 5, 2010

Q. آپ انٹر نیٹ پر آن لائن گیمز کتنی باقاعدگی سے کھیلتے ہیں؟

- 1 دن میں کچھ بار
- 2 دن میں ایک بار
- 3 ہفتے میں کچھ بار
- 4 ہفتے میں ایک بار
- 5 مہینے میں کچھ بار
- 6 مہینے میں ایک بار
- 7 کبھی نہیں

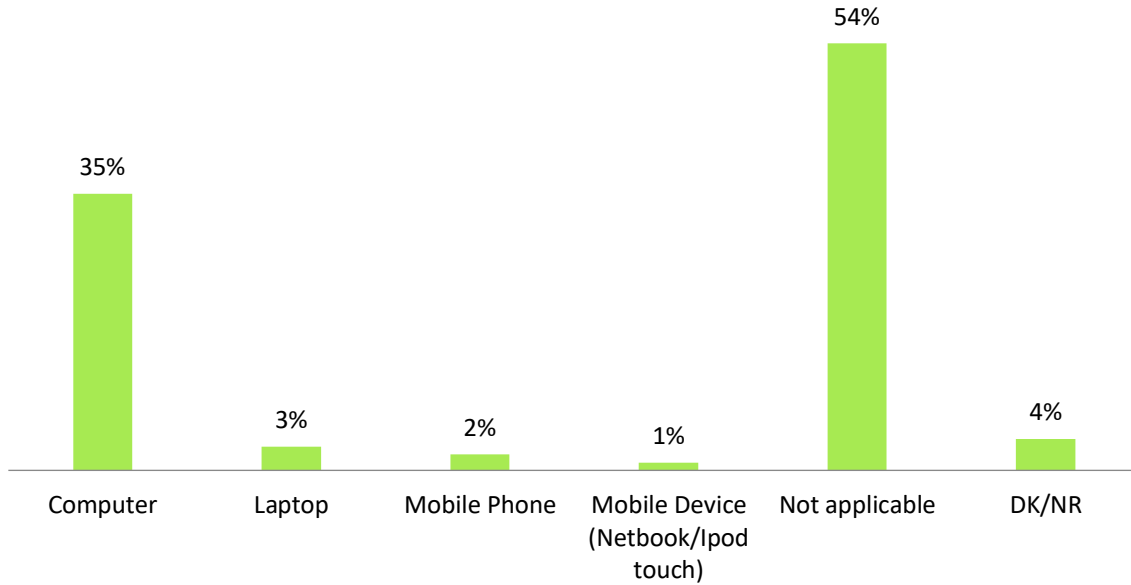
- Only asked for Internet Users.



Topic 2: Opinion about playing games on a mobile phone

Item 2.4: Key Finding

Question: **If you play online Interactive games on internet, please tell what device you use?**



Source: Powered by Gallup Pakistan, April 4, 2010 – April 5, 2010

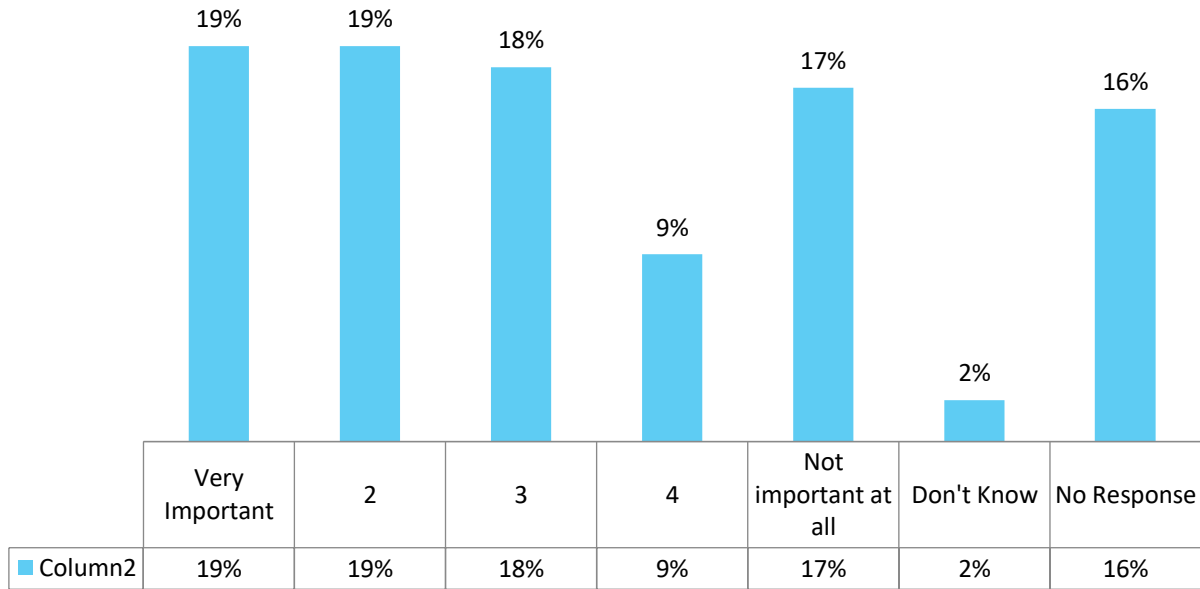
Q. اگر آپ انٹر نیٹ پر آن لائن گیمز کھیلتے ہیں تو بتائیے کہ آپ آن لائن گیمز کھیلنے کے لیے کیا چیز (device) استعمال کرتے ہیں؟

- | | |
|---|--|
| 1 | کمپیوٹر |
| 2 | لیپ ٹاپ |
| 3 | موبائل فون |
| 4 | موبائل انٹرنیٹ (Netbook/IPod touch) Devices |
| 5 | Not applicable |



Item 2.5: Key Finding

Question: Suppose that you have to buy a laptop instead of a tablet or you already have a laptop then please tell, how important will it be for you to play games on this laptop? Please tell me on a scale of 1 to 5 where 1 means very important and 5 means not important at all?



Source: Powered by Gallup Pakistan, April 10, 2014 – April 11, 2014

Q. فرض کریں کہ آپ کو ٹیبلیٹ کے بجائے لیپ ٹاپ خریدنا ہے یا آپ کے پاس پہلے سے ہی لیپ ٹاپ ہے تو براہ کرم بتائیں کہ اس لیپ ٹاپ پر گیمز کھیلنا آپ کے لیے کتنا اہم ہوگا؟ برائے مہربانی 1 سے 5 تک کے سکیل کو استعمال کرتے ہوئے بتائیں جہاں '1' سے مراد بہت زیادہ اہم اور '5' سے مراد بالکل بھی اہم نہیں؟

- | | |
|---|--------------------|
| 1 | بہت زیادہ اہم |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | بالکل بھی اہم نہیں |

PART 2

Classificatory Variables





PART 3: METHODOLOGY SUMMARY METHODOLOGY

Sample size : 2000+ Household
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Weighted
Punjab	54%
Sindh	23%
KP	17%
Balochistan	6%

Location Breakdown:

	Weighted
Large Cities (over 2 million)	36%
Medium Cities (over half million)	
Towns (Population 5000 plus)	
Villages	64%

Sampling Method : Multi Stage Stratified Sampling

Error Margin : $\pm 3-5\%$ at 95% confidence level

Interview Mode : Telephonic and Face to Face

Field Dates : August 24, 2023 – August 28, 2023

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research *(form more details please see detailed methodology)*

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PART 3

Methodology



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- A- Sample Profile
- B- Sample Selection Procedure for Face to Face
- C- Margin of Error

Note:

This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.



DETAILED METHODOLOGY

A- Sample Profile

The survey was conducted with more than 2000 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

In some places Balochistan data is not reported because the sample size was not large enough for valid statistical analysis at Balochistan level.

Sample Profile

		Weighted
		Col%
BASE: All		100%
Gender		
See classification details below	Male	51%
	Female	49%
Age of the Respondent		
See classification details below	Under 30	40%
	30 to 50	51%
	50 plus	9%
Location		
See classification details below	Rural	64%
	Urban	36%
Province		
See classification details below	Punjab	54%
	Sindh	23%
	KP	17%
	Balochistan	6%



B- Sample Selection Procedure for Face to Face

This survey uses stratified random sampling. Following steps have been used to achieve this:

Stage 1: Stratification:

Stratification is principally at two levels:

- a. The **First** stratification is by PROVINCE, of which there are 4 in Pakistan.
- b. The **Second** stratification is by size of location. We stratify by 4 types of locations: Large/Metropolitan Cities (*there are 3*); Medium size (*those whom population is over 100,000 persons*); Towns (*those whom population is less than 100,000*) and Villages (*those declared as such in the Census*).

Stage 2: Selection of Communities:

Within each stratum communities are selected through a random process. In some cases we make replacements by communities of similar profile with a view to logistical and other considerations.

Note on Sample Size

The sample size used in this survey is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According to Five Thirty-Eight, one of the most credible sources on polling in the US: "Surveying 2,000 voters substantially reduces error compared with surveying 400 of them, but surveying 10,000 voters will produce only marginal improvements in accuracy compared with the 2,000- person survey".

C - How do you interpret Error Margins?

How do you interpret a margin of error? Suppose you know that 51% of people sampled say that they plan to vote for Mr X in the upcoming election. Now,



projecting these results to the whole voting population, you would have to add and subtract the margin of error and give a range of possible results in order to have sufficient confidence that you're bridging the gap between your sample and the population. Supposing a margin of error of plus or minus 3 percentage points, you would be pretty confident that between 48% (= 51% – 3%) and 54% (= 51% + 3%) of the population will vote for Mr X in the election, based on the sample results. In this case, Mr X may get slightly more or slightly less than the majority of votes and could either win or lose the election. This has become a familiar situation in recent years when the media want to report results on Election Night, but based on early exit polling results, the election is “too close to call.”

What Error Margins do not mean

The margin of error measures accuracy; it does not measure the amount of bias that may be present. Results that look numerically scientific and precise don't mean anything if they were collected in a biased way



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