

The Digital Divide: Internet Usage and Disruptions in Pakistan

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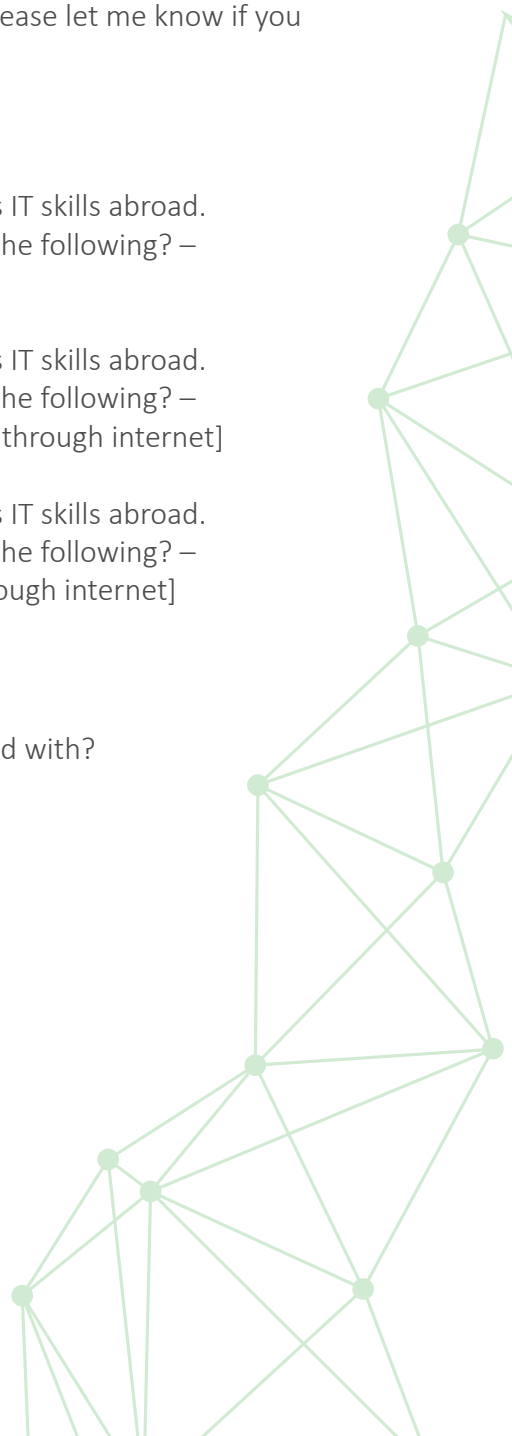
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Executive Summary

Topic 1: Internet Users in Pakistan

Half of Pakistan, i.e. **50%** of respondents said they use the internet, while **49%** answered that they did not use the internet. The total number of adult internet users in Pakistan amount to roughly **55 million**. Internet users are most likely to be male, urban residents and under the age of **30**.

Topic 2: Internet service disruptions across Pakistan

Among internet users, a high **82%** responded that they had experienced slow internet speed in the past two weeks. This statistic was reported significantly across all demographics, i.e. gender, urban-rural residence, age and provincial spread.

Topic 3: Internet service challenges for Pakistani freelancers

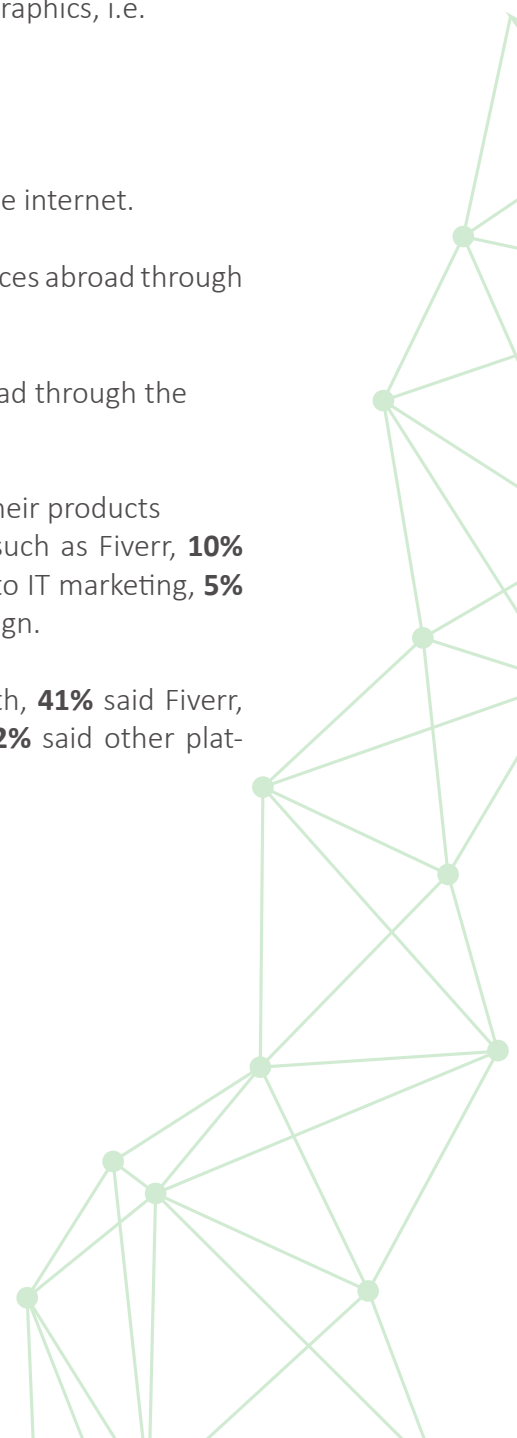
Only **1%** of the respondents were providing their services abroad through the internet.

5% of respondents said that someone from their family is providing their services abroad through the internet.

12% of the respondents knew someone who is providing their services abroad through the internet.

Among those who were providing their services, **47%** were working to sell their products online or worked for Amazon, **15%** were freelancing on related websites such as Fiverr, **10%** were teaching, **10%** were involved in web designing, **9%** were contributing to IT marketing, **5%** were earning from gaming, **2%** from essay writing, and **2%** from graphic design.

In terms of the online platforms that service providers were registered with, **41%** said Fiverr, **20%** responded Upwork, **7%** said LinkedIn, **3%** answered Rozee.pk, and **52%** said other platforms, while **4%** had no response.



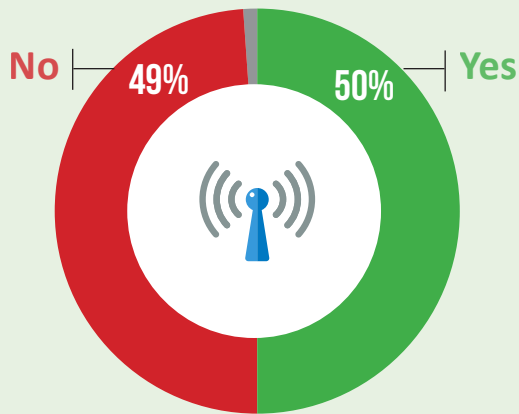
TOPIC 1:

Internet Users in Pakistan

This topic has 1 item. Key Findings and Statistical Analysis are provided ahead in this section

Item 1.1: Key Finding

Question: Do you use the internet?



Don't know/No response: 1%

Adult Internet Users in Pakistan



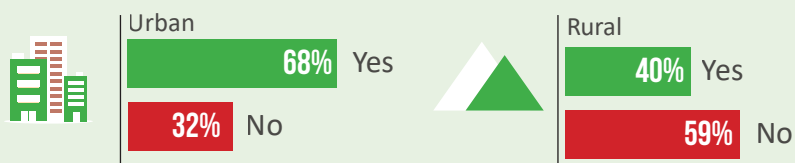
**Roughly
55 million**

Internet Users Among Key Demographics:

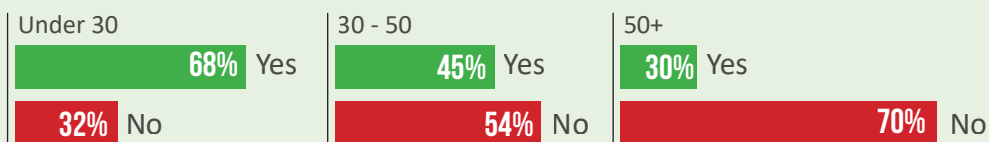
Gender Breakdown



Location Breakdown



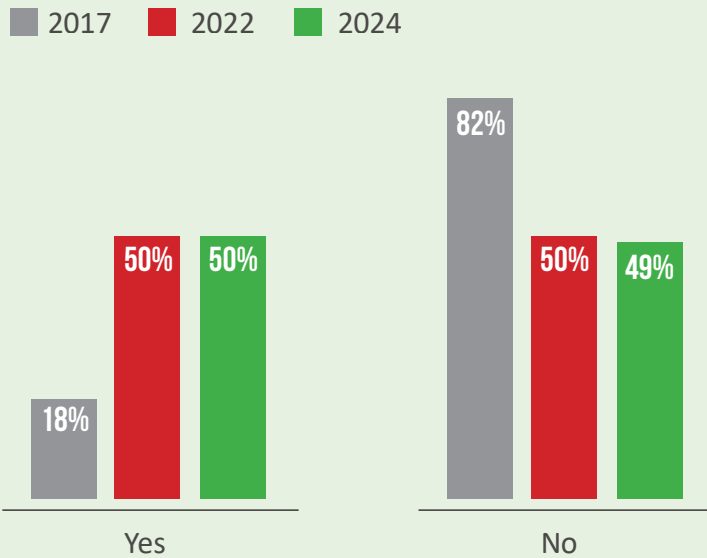
Age Wise Breakdown



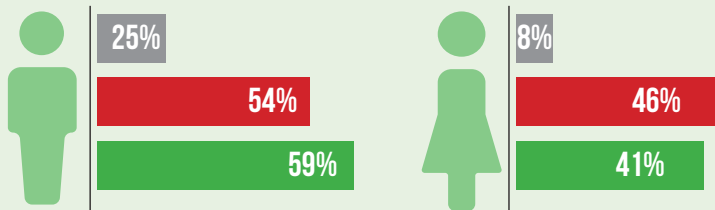
Question: Do you use the internet?

		Yes	No	DK/NR
All Pakistan				
		50%	49%	1%
Location				
	Rural	40%	59%	1%
	Urban	68%	32%	0%
Monthly HHIncome				
	Rs.25,001 to Rs.35,000	63%	37%	0%
	Rs.35,001 to Rs.60,000	71%	29%	0%
	Rs.60,001 to Rs.90,000	51%	48%	1%
	Rs.90,001 to Rs.200,000	99%	1%	0%
	Rs.200,001 to Rs.500,000	100%	0%	0%
Age of the Respondent				
	Under 30	64%	36%	1%
	30 – 50	45%	54%	1%
	50+	30%	70%	0%
	No Response	0%	100%	0%
Gender				
	Male	59%	40%	1%
	Female	41%	59%	0%

Trend Data:



Gender Breakdown of Internet Users



TOPIC 2:

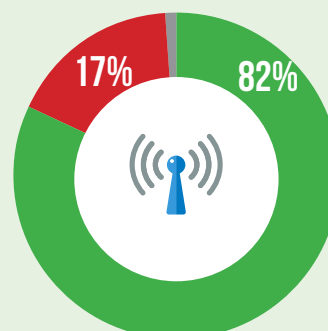
Internet service disruptions across Pakistan

This Topic has 1 item. Key Findings and Statistical Analysis are provided ahead in this section

Item 2.1: Key Finding

Question: For the last two weeks some people have been complaining about slow internet speed while some people think they don't have any such problem. Please let me know if you are facing slow internet speed?*

Yes
No



*Asked from internet users

Don't know/No response:1%

		Yes	No	DK/NR
All Pakistan				
		82%	17%	1%
Location				
	Rural	80%	20%	0%
	Urban	84%	14%	2%
Monthly HHIncome				
	Rs.25,001 to Rs.35,000	84%	15%	1%
	Rs.35,001 to Rs.60,000	85%	15%	0%
	Rs.60,001 to Rs.90,000	89%	11%	0%
	Rs.90,001 to Rs.200,000	83%	17%	0%
	Rs.200,001 to Rs.500,000	74%	26%	0%
Age of the Respondent				
	Under 30	80%	19%	1%
	30 – 50	83%	16%	1%
	50+	87%	13%	0%
Gender				
	Male	81%	18%	1%
	Female	82%	16%	2%

Key Demographics of Internet Users Facing Slow Internet Speed:

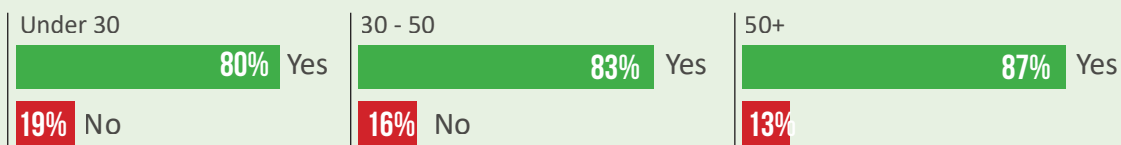
Gender Breakdown



Location Breakdown



Age Wise Breakdown



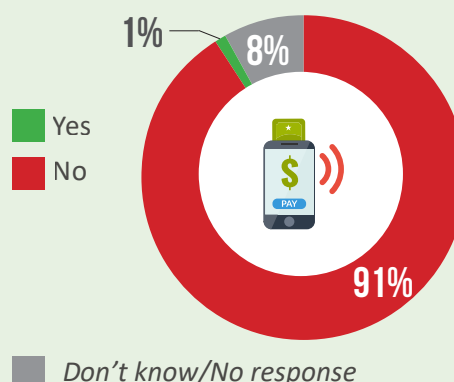
TOPIC 3:

Internet service challenges for Pakistani freelancers

This Topic has 5 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section

Item 3.1: Key Finding

Question: Some people use the Internet to provide their services such as IT skills abroad. Express your opinion about using the Internet as yes or no to the following? – [I am providing my services abroad through the internet]?

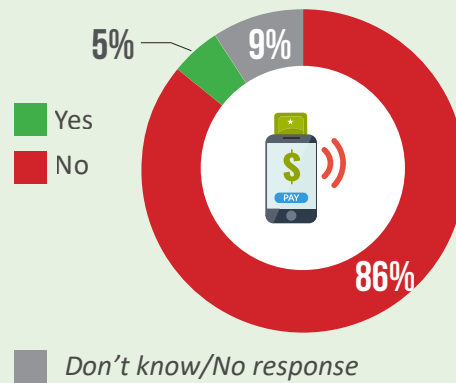


		Yes	No	DK/NR
All Pakistan				
		1%	91%	8%
Location				
	Rural	1%	92%	8%
	Urban	2%	91%	7%
Province				
	Punjab	2%	91%	7%
	Sindh	1%	92%	8%
	KPK	1%	89%	10%
	Balochistan	0%	97%	3%
Monthly HHIncome				
	Rs.25,001 to Rs.35,000	2%	96%	2%
	Rs.35,001 to Rs.60,000	3%	94%	3%
	Rs.60,001 to Rs.90,000	8%	92%	0%
	Rs.90,001 to Rs.200,000	11%	89%	0%
	Rs.200,001 to Rs.500,000	5%	95%	0%
Age of the Respondent				
	Under 30	2%	93%	5%
	30 – 50	1%	91%	8%
	50+	1%	89%	10%
	No Response	0%	100%	0%
Gender				
	Male	1%	90%	9%
	Female	1%	93%	6%

Item 3.2: Key Finding

Question: Some people use the Internet to provide their services such as IT skills abroad. Express your opinion about using the Internet as yes or no to the following?

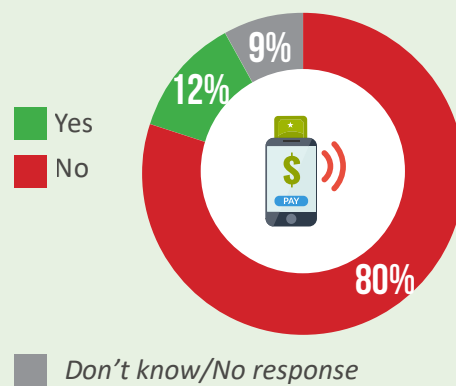
[Someone from my family is providing his/her services abroad through internet]



Item 3.3: Key Finding

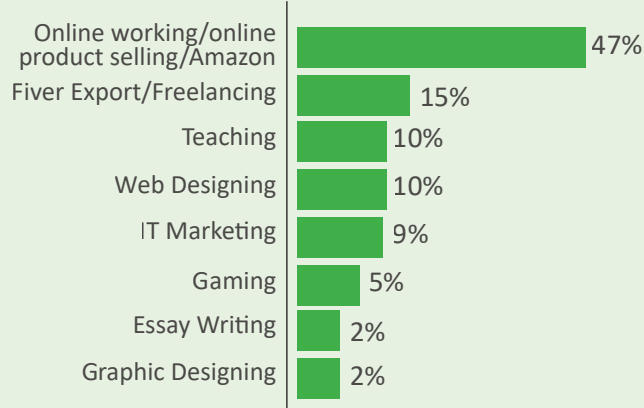
Question: Some people use the Internet to provide their services such as IT skills abroad. Express your opinion about using the Internet as yes or no to the following?

[I know someone who is providing his/her services abroad through internet]



Item 3.4: Key Finding

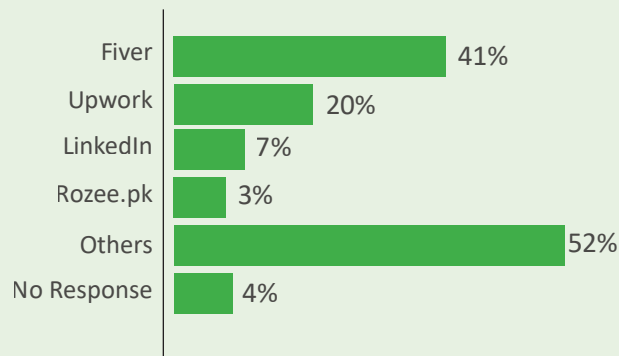
Question: Please state what services you provide?*



*Asked from those who provide their services out of country through the internet

Item 3.5: Key Finding

Question: Please state which of the following platforms you are registered with?*



*Asked from those who provide their services out of country through the internet

Further Details on Research Methodology

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Pakistan's Foremost Social Research Lab

Powered by:
Gallup Pakistan

METHODOLOGY

SUMMARY METHODOLOGY

Sample size : 656 Households
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

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 : +3-5% at 95% confidence level

Interview Mode: Telephonic

Field Dates: August 19, 2024 – September 01, 2024

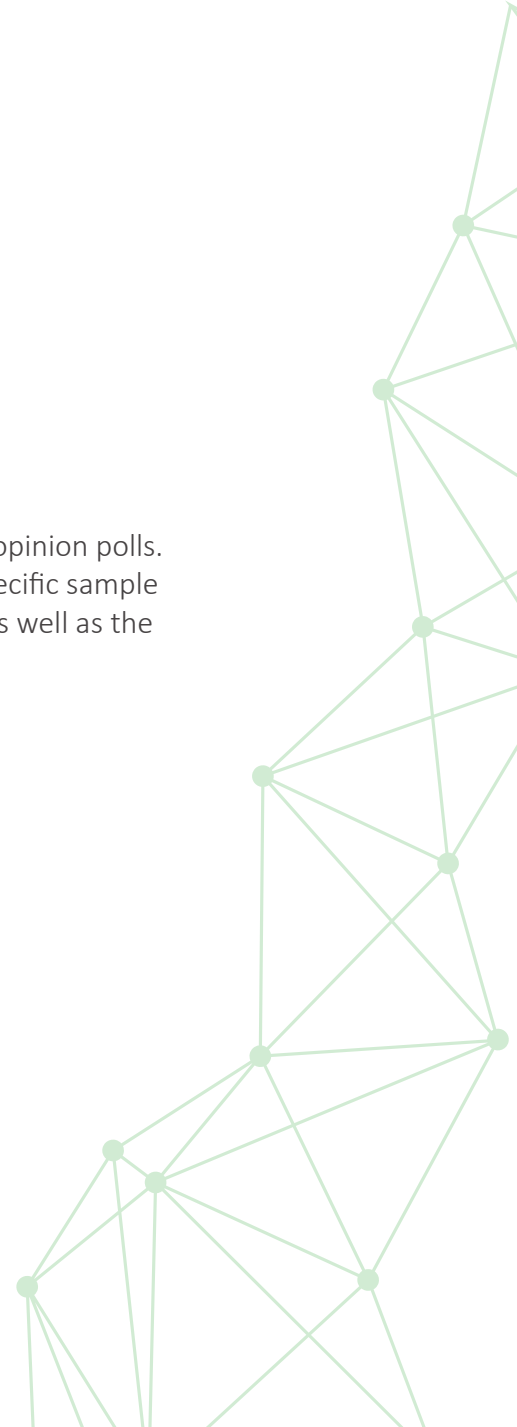


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- A- Sample Profile**
- B- Sample Selection Procedure & Application for CATI**
- C- Data Entry and Verification**

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 650 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

BASE: All		Weighted
		Col%
		100%
Gender		
See classification details below	Male	51%
	Female	49%
Age of the Respondent		
See classification details below	Under 30	34%
	30 – 50	57%
	50+	9%
	No Response	0%
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 & Application

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 Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

Mobile Phone Surveys

As stated previously, random digit dialling (RDD) will be used to sample participants for mobile phone interviews. According to the Pakistan Telecommunication Authority the market share of the 4 telecom providers in Pakistan (in terms of active working numbers) are: PMCL Jazz (37.8%), Telenor (27.1%), CMPAK Zong (22.0%), and PTML Ufone (13.1%). Market share will be used to allocate the sample across providers. For example, 37.8% of numbers will be randomly from PMCL Ufone. Such an allocation is feasible to make because each of the 4 telecom providers has been assigned a pre-set exchange number followed by an 8-digit mobile number. It is not possible to further stratify the phone numbers by province. Such stratification would also have little meaning because someone could purchase a phone in one province and use it in another.

A 5% response rate among phone numbers contacted for a mobile phone interview is anticipated. This means that for 5 successful interviews, we generated 100 numbers to contact. To reach the target sample size for mobile phone interviews, approximately 50,000 phone numbers were generated.

Phone numbers will be randomly assigned to interviewers at the decentralized call. Interviewers will ask the province of the participant to facilitate sample allocation across provinces. Data will be monitored by study investigators to ensure the planned allocation of participants across provinces is met. Once a province has reached its target sample size, no further interviews will be conducted with people from the province.

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.



Mobile phone survey procedures and methods

Interviewers will begin by calling a randomly generated number. Each number will be called until the phone is answered or up to three times. Data will be collected using Survey CTO.

C- Data Entry and Verification

GP's Quality Manual contains a detailed checklist on the handling control, entry and other steps involved in the management of data.

Once all the responses are received from the mobile phone surveys, they are checked, and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.

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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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.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.

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