



**PAKISTAN
BUREAU OF
STATISTICS**
Government of Pakistan

From
Data Collection
to
Digital Policy:

— Pakistan's Journey in Measuring —

ICT ACCESS AND USE

Presented by

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www.pbs.gov.pk



PAKISTAN AT A GLANCE

Key Facts & Figures



14 AUGUST 1947

Came into being on
14th of August, 1947 after
partition



**CONSTITUTION OF
PAKISTAN 1973**
(Federalian) -



Pakistan Population as per
Census 2023

241,499,431



Khyber
Pakhtunkhwa
8,56,097



ARE
88
(881,



POP
24



ESTIMATED POPULATION

258,370,364



@ 2%

Average Annual Growth Rate

Punjab
1,688,922

LAHORE
13
MILLION



PUNJAB

[Explore Pakistan's Tourism & Heritage → Annex 1](#)

BACKGROUND



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Information Communication Technology (ICT):



- Key driver of **economic growth**, **innovation**, productivity, and digital transformation



- **Rapid expansion**, driven by growing internet and broadband access, mobile connectivity, and a young digital workforce



- Emerging sector for **IT exports**, **digital entrepreneurship**, **freelancing**, **employment generation**, and economic growth



- Digital transformation and emerging technologies, is accelerating the shift to a **knowledge-based economy**



- Women's participation is vital for **innovation**, **digital inclusion**, **economic participation**



Pakistan Bureau of Statistics (PBS) recognizes the importance of ICT in building a digital and inclusive society. Through robust data collection and evidence-based insights, PBS supports policy-making and monitors progress towards national development and SDG targets.



Quality Data



Evidence Based
Insights

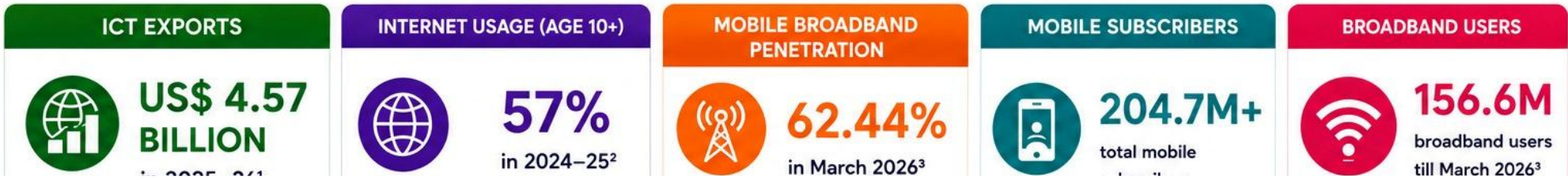


Informed Policies



Inclusive Growth

PAKISTAN'S ICT SECTOR AT GLANCE



Pakistan's ICT sector is a key driver of exports, employment, innovation and digital transformation— creating new opportunities for women, youth and the digital economy



2015–16



INITIAL ICT DATA COLLECTION

This marked the beginning of collecting ICT information at the national level in Pakistan.

BEGINNING OF ICT MODULE



At the request of the Pakistan Telecommunication Authority (PTA), PBS introduced a dedicated ICT module for the **first time** in **HIICS 2015–16**.



The initial module covered **key household- and individual-level ICT indicators** and marked the beginning of systematic ICT data collection through national household surveys.



The module provided the **foundation** for subsequent expansion and **progressive alignment** with the **ITU Manual** for Measuring ICT Access and Use by Households and Individuals.



This initiative established an **official national household-survey source** for **ICT statistics**, supporting policymaking, **SDG monitoring** and international reporting.



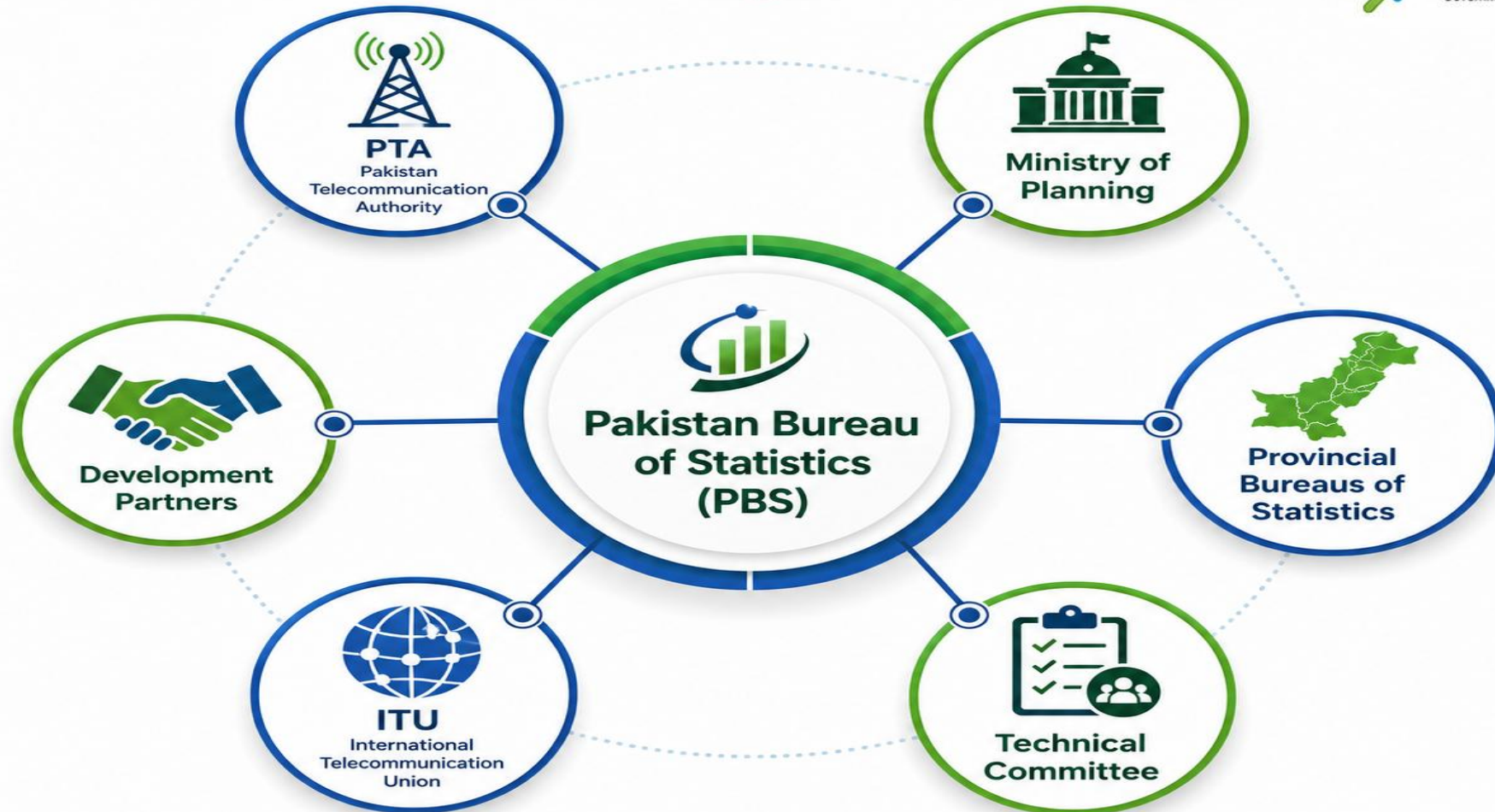
HIICS 2015–16 marked the **starting point** of Pakistan's journey towards a **comprehensive, regular and internationally aligned** ICT statistics system.



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Institutional Coordination



Collaboration and coordination with key national institutions, technical experts, international organizations, and development partners ensure high-quality, comparable and policy-relevant ICT statistics.



Strengthening ICT Data for a Digital Pakistan

From Households to Districts – Building Evidence, Driving Progress

The ICT module was substantially

INFORMATION COLLECTED

IMPORTANT MILESTONE



Before the expansion of the ICT module in **HIES 2018–19**, a **Technical Committee**, with **PTA** as a key member, was established to review and refine the ICT questionnaire.

District
Survey

Indicators across
Pakistan.



ICT Indicators



Stronger Data for
Informed Decisions



Better Data. Stronger Insights. A Digital Future for All.



QUESTIONNAIRE DEVELOPMENT PROCESS


“
A structured
questionnaire
development process
ensures that ICT data
are relevant,
internationally
comparable, and
of high statistical
quality.
”

01



Review Existing Questions

Assessment of current questions for relevance and data needs.



02



ITU Standards

Alignment with ITU standards for international comparability.



03



Technical Committee Review

Review by experts to ensure accuracy, relevance, and completeness.



04



Pilot Testing

Testing the questionnaire in the field to identify issues and improve clarity.



05



Enumerator Training

Training enumerators for accurate data collection and standardized procedures.



06



Digital Data Collection

Use of digital tools for efficient, accurate, and real-time data collection.



07



Validation

Data validation and quality checks to ensure reliability and accuracy.



Pakistan's Journey Towards Robust & Internationally Harmonized ICT Statistics



1

2024–25 HIES

ICT MODULE UPDATED WITH REFERENCE TO ITU GUIDANCE



ICT module reviewed and updated in light of the **ICU Manual for Measuring ICT Access and Use by Households and Individuals, Third Edition, 2020**.



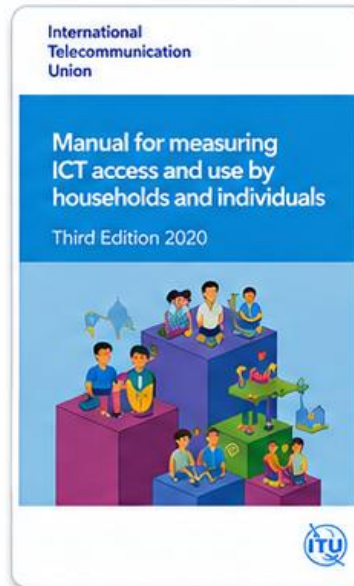
Questions on **physical and digital accounts** were included to measure financial inclusion.



Financial inclusion indicators captured through ICT module.



Laid a **strong foundation** for internationally comparable ICT statistics.



ICT MODULE UPDATED & HARMONIZED WITH ITU GUIDANCE

Including the
2025 Revision on
ICT Skills



2

2026–27 PSLM

IMPLEMENTATION OF THE UPDATED ICT MODULE



The PSLM 2026–27 ICT module incorporates the **2025 ITU revision** on ICT skills and follows relevant ITU guidance.



Includes a dedicated section on **gig and digital-platform work**.



Questions on **physical and digital accounts** continue to measure financial inclusion.



Supports production of **robust, reliable and internationally comparable** ICT statistics.



From Updating the ICT Module (2024–25)



To Implementing the Updated Module in PSLM 2026–27



Looking Ahead: Full revision of the ITU Manual is expected in **2027**.

KEY CHALLENGES



CHALLENGE



HOW PBS ADDRESSED IT



Expansion of the questionnaire



As ICT indicators increased, the questionnaire became longer. PBS carefully prioritized questions while ensuring that key national and international indicators were retained.



Limited understanding of ICT concepts among respondents



Enumerators explained ICT concepts using familiar examples (e.g., “Do you use WhatsApp or Facebook?”), enabling respondents to better understand the questions and provide accurate responses.



Enumerator capacity



The Pakistan Telecommunication Authority (PTA) provided technical support and training to PBS staff and field teams on ICT concepts and questionnaire administration.



Introducing new ICT indicators



New indicators required careful testing. Pilot exercises and technical reviews helped refine the questionnaire before nationwide implementation.



Financial constraints



ICT data collection was financed by the Government of Pakistan as part of the regular PSLM survey, ensuring sustainability without relying on external donor funding.

DIGITAL GENDER INCLUSION (DGI): GOVERNANCE STRUCTURE & PBS ROLE

 **1. PTA** launched the Digital Gender Inclusion Strategy (DGI) to enhance women's digital inclusion.

 **2. A Steering Committee** was established under the Chair of the Federal Minister for IT.

 **3. 6 Working Groups** on 6 Thematic Areas were constituted.

4. SIX INTERLOCKING PILLARS DEFINE THE DGI RESEARCH



Together, these steps establish a strong governance and research foundation to drive evidence-based digital inclusion for women in Pakistan.

5. ROLE OF PBS



Pakistan Bureau of Statistics (PBS) was assigned as the lead agency for the **Research & Data Collection** pillar across all thematic zones.

6. PBS INITIATED THE WORK

PBS has initiated the development of:

- ✓ Research Framework
- ✓ KPIs Development
- ✓ Indicator Development
- ✓ Data Collection Methodology



PBS is an active member of the
Digital Gender Inclusion Strategy (DGIS)
Working Group.



Collaborating with key
stakeholders to promote
digital inclusion and
gender equality.



Working together to develop
evidence-based indicators
and drive policy impact.

KEY STAKEHOLDERS



ITU



PTA



NCSW



HEC



GSMA



STATE BANK
OF PAKISTAN



Ministry of
IT & Telecom

KEY ACHIEVEMENTS



Standardized data
collection template
developed



Administrative data
collected from
stakeholders



KPI development
process
initiated



Five strategic
pillars
finalized

DGIS FIVE PILLARS



ACCESS



AFFORDABILITY



DIGITAL SKILLS



SAFETY & SECURITY



FINANCIAL INCLUSION



CURRENT
STATUS



Draft KPIs developed
under each pillar



Stakeholder feedback
incorporated



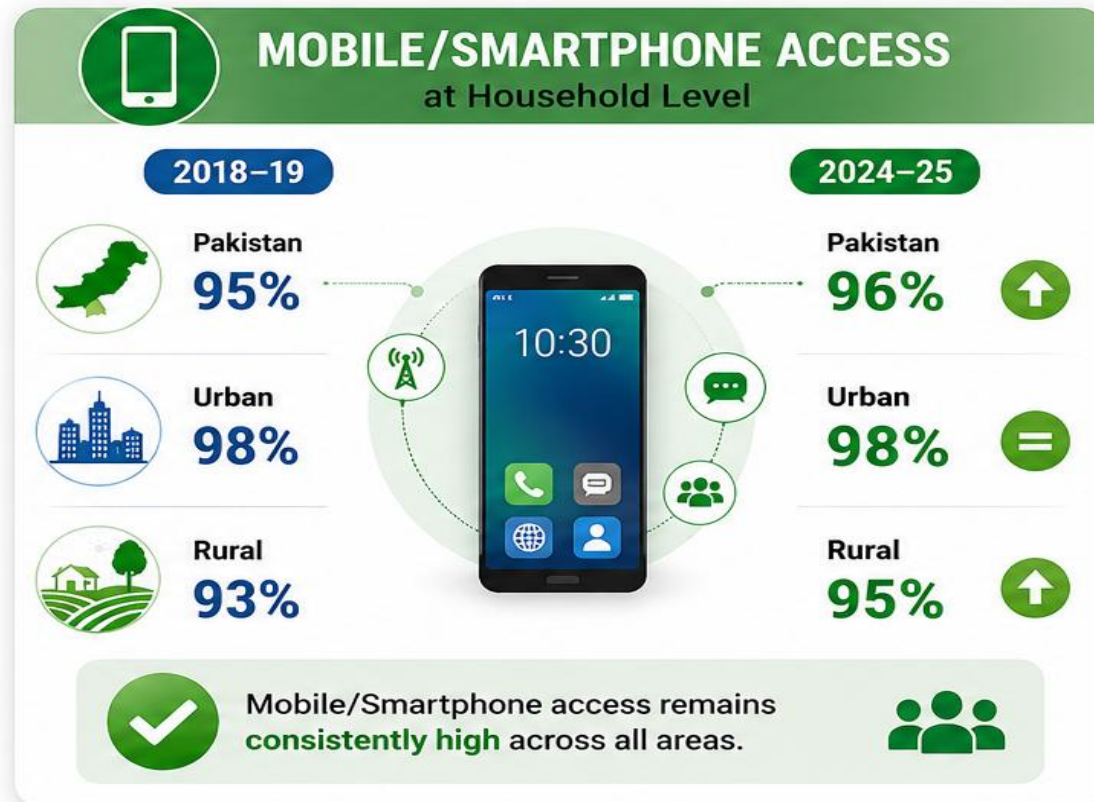
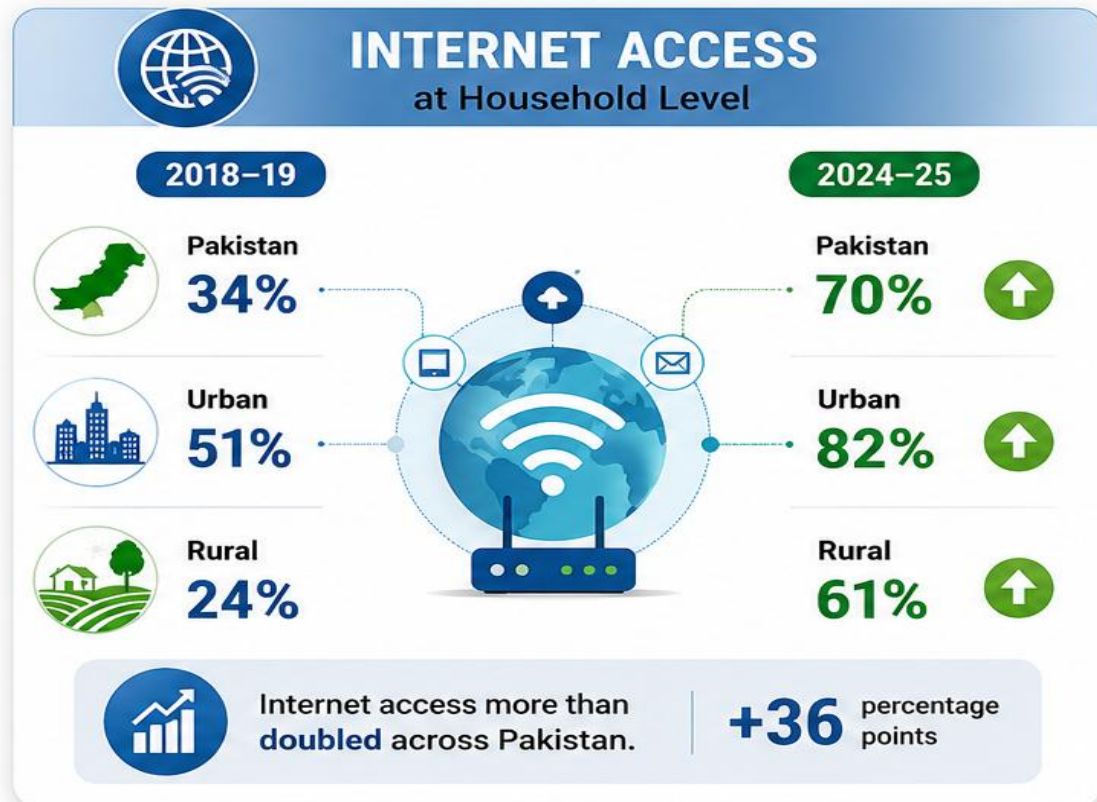
Framework moving
towards finalization



FINDINGS

ICT ACCESS AT HOUSEHOLD LEVEL

Comparison of Household ICT Indicators (2018–19 vs 2024–25)



MOBILE/SMART PHONE OWNERSHIP AT INDIVIDUAL LEVELS (Age >=10 Years)

SDG-5.b.1

OVERALL PAKISTAN



2018-19
45%



2024-25
50%

+5 pp

2018-19



MALE
65%

2024-25



MALE
69%

+4 pp



FEMALE
26%

FEMALE
31%



+5 pp



ICT KEY INDICATORS AT HOUSEHOLD LEVEL (Age >=10 Years)

MOBILE / SMART PHONE USAGE AT INDIVIDUAL LEVELS

2024-25



PAKISTAN (OVERALL)

92%

of individuals (Age >=10 years)
use mobile / smart phone
in **Pakistan**



FEMALE

89%

of individuals (Age >=10 years)
use mobile / smart phone
in **Pakistan**



MALE

94%

of individuals (Age >=10 years)
use mobile / smart phone
in **Pakistan**



Mobile / smart phones play a vital role in connecting people,
accessing information and enhancing digital inclusion across Pakistan.



How PBS ICT Statistics Support Policy, Research & Digital Development



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Reliable • Timely • Nationally Representative ICT Statistics
Supporting Evidence-Based Decisions and International Reporting





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ANY QUESTIONS?



*We welcome your questions,
comments and suggestions.*



**Your Questions
Help Us Improve**



**Your Insights
Drive Progress**



**Together for Better
ICT Statistics**



**Better Data for
Better Decisions**

Thank You!



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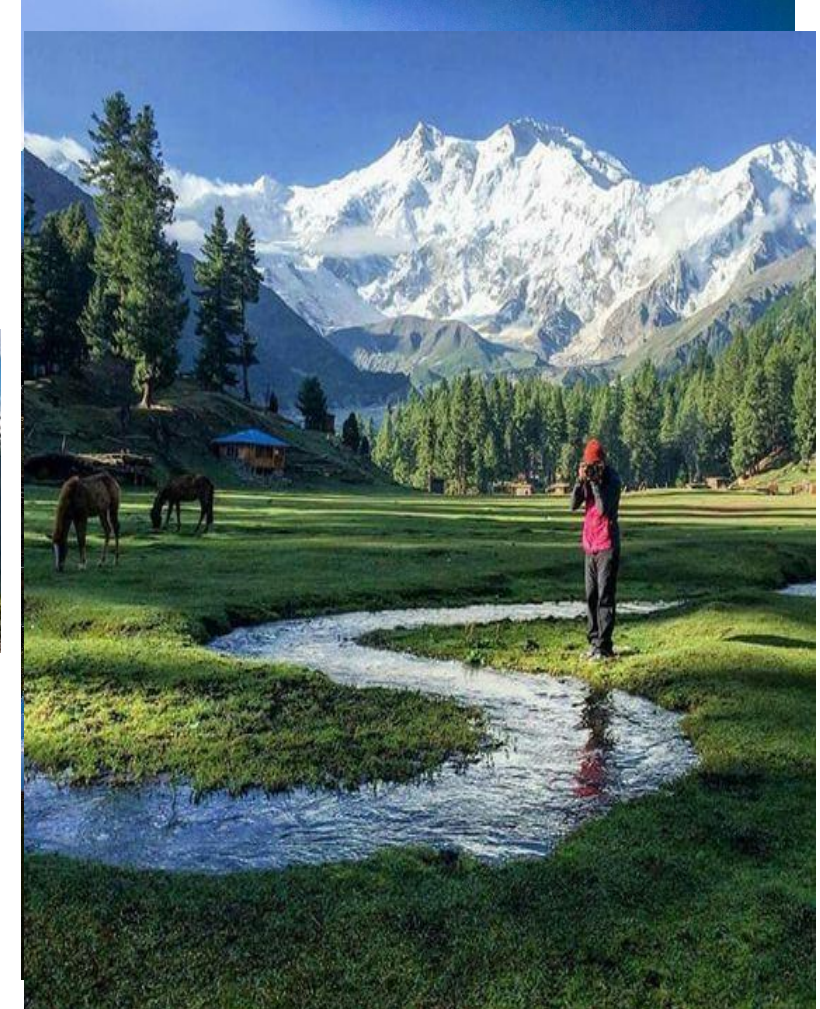
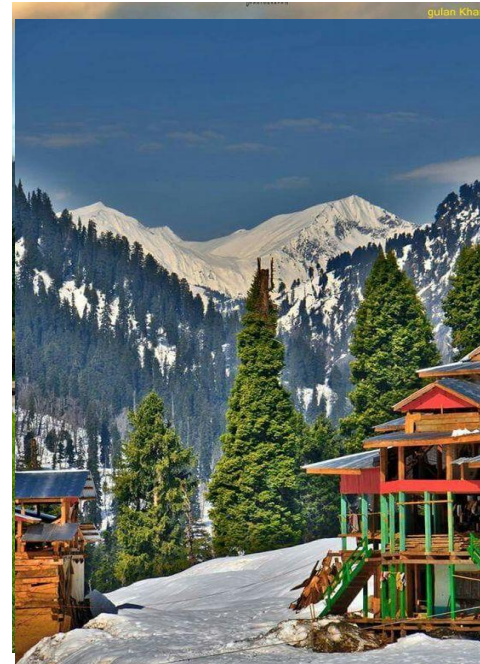


Thank You



Tourism in Pakistan: Mountain Peaks

Pakistan is home to 5 of the 14 highest peaks in the world. **K2 (Godwin-Austen) is 2nd highest peak in world located inside Pakistan** having elevation of **8,611 meters**. **Nanga Parbat** is 2nd highest prominence mountains on earth

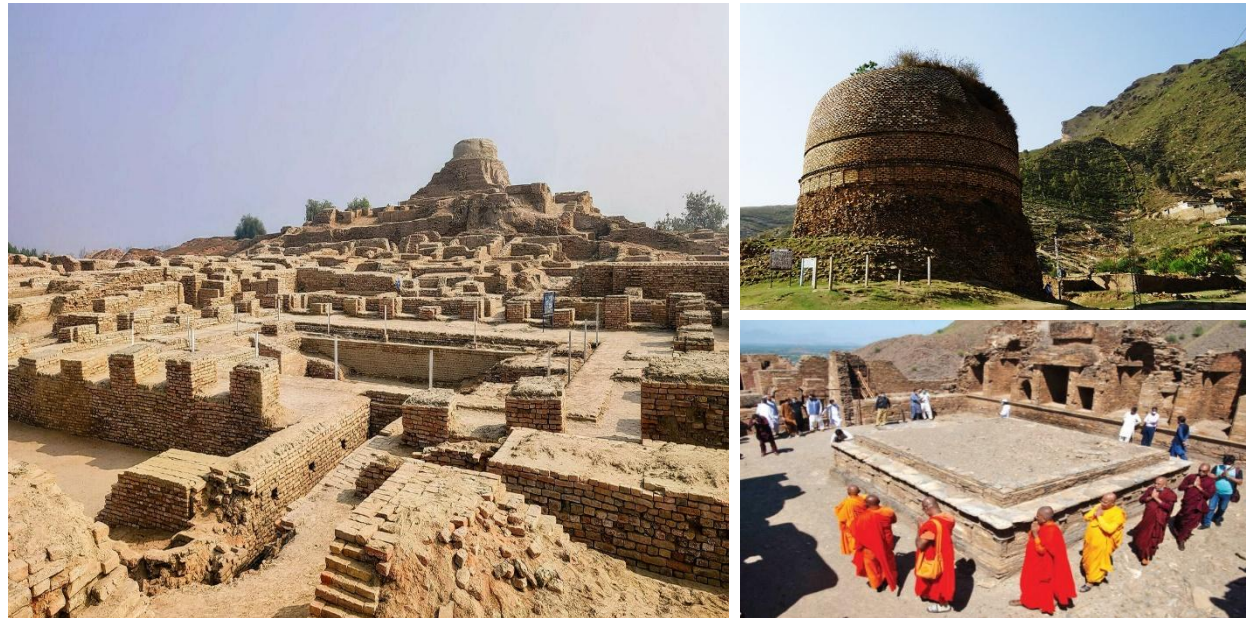


Tourism in Pakistan: Archeological

Archeological Sites:

Pakistan contains many of the oldest archaeological discoveries of the world.

Mohenjo-Daro is an archaeological site in the province of Sindh, Pakistan. Built around **2500 BCE**, it was the largest settlement of the **ancient Indus Valley Civilization**, and one of the world's earliest major cities.



INTERNET USAGE AT INDIVIDUAL LEVELS (AGE ≥10 YEARS)

OVERALL PAKISTAN



17%
(2018-19)



57%
(2024-25)


+40 pp

2018-19

2024-25



MALE
21%



MALE
57%




+36 pp



FEMALE
13%

Internet Usage
at Individual Levels
(SDG-17.8.1)

FEMALE
57%




+44 pp

ICT KEY (INDICATORS) AT INDIVIDUAL LEVELS (AGE ≥10 YEARS)



PERCENTAGE OF INDIVIDUALS WHO HAVE USED INTERNET FOR SOCIAL MEDIA



MALE



FEMALE



PAKISTAN



Seek Health
Information



Internet Calls



Social Network Use



Online Political
Participation



Web Public
Opinion



Web TV
Watching



Media Streaming
/ Download



Upload User
Content



Social media is widely used for communication, networking and entertainment, with internet calls and downloads being the most common activities.



ICT KEY (INDICATORS) AT INDIVIDUAL LEVELS (AGE ≥10 YEARS)



PERCENTAGE OF INDIVIDUALS WHO HAVE USED INTERNET FOR PROFESSIONAL PURPOSES

MALE

FEMALE

PAKISTAN



Download
Software



21%



10%



15%



Online
File Download



17%



9%



13%



Send / Receive
Email



23%



10%



17%



Internet
Banking



11%



3%



7%



Job
Search



6%



3%



4%



Cloud
Storage Use



16%



11%



14%



Online
Office Use



5%



6%



5%



Others



23%



11%



17%



Others include get_info_gov_org, use_travel_services, online_health_appt, interact_gov_org, online_opinion_share, online_course, online_learning_resources, professional_networks, other activities.



ICT KEY INDICATORS AT HOUSEHOLD LEVEL (Age >=10 Years)

PAKISTAN

PERCENTAGE OF HOUSEHOLDS **BARRIERS** TO INTERNET ACCESS BY HOUSEHOLD %



Don't Need

35%



Access
Elsewhere

11%



High Cost

12%



High Service
Cost

12%



No Service
in Area

6%



No Electricity

3%



Others*

8%



These barriers
limit households'
ability to access
and use the
Internet.



* Others includes Privacy or security, service quality issue, cultural reasons and other reasons.

* 'Don't need' = not useful, not interesting, lack of local content.

* Households Barriers to Internet Access has been included in the questionnaire for the first time, based on the ITU manual on household access and use (2020 Edition).



01



Data on **physical vs. digital accounts (gender-wise)** was requested from the State Bank of Pakistan.

02



SBP provided **total account ownership data only**:

- **Female share: 29%**
(combined physical and digital accounts)
- **Jointly = 0.5%**

03



A follow-up request was made to SBP for **further disaggregation** (physical vs. digital).

SBP indicated that such data may be available with the **Securities and Exchange Commission of Pakistan**.

04



Subsequently, the Securities and Exchange Commission of Pakistan was contacted.

However, **SECP** also confirmed that this disaggregated data is **not available** with them.



Efforts are ongoing to obtain **further disaggregated data** (physical vs. digital) to support **evidence-based gender analysis** in financial inclusion.



ACCOUNT OWNERSHIP (PHYSICAL/DIGITAL)

OVERALL



- ✓ Total Accounts = **143,352,903**
- ✓ Male Account Holders = **99,919,148**
- ✓ Female Account Holders = **42,716,472**
- ✓ Female Share in Account Ownership = **29.7%**

JOINTLY



- ✓ Total Accounts = **143,352,903**
- ✓ Male / Female Account Holders = **717,283**
- ✓ Joint Share = **0.5 %**

