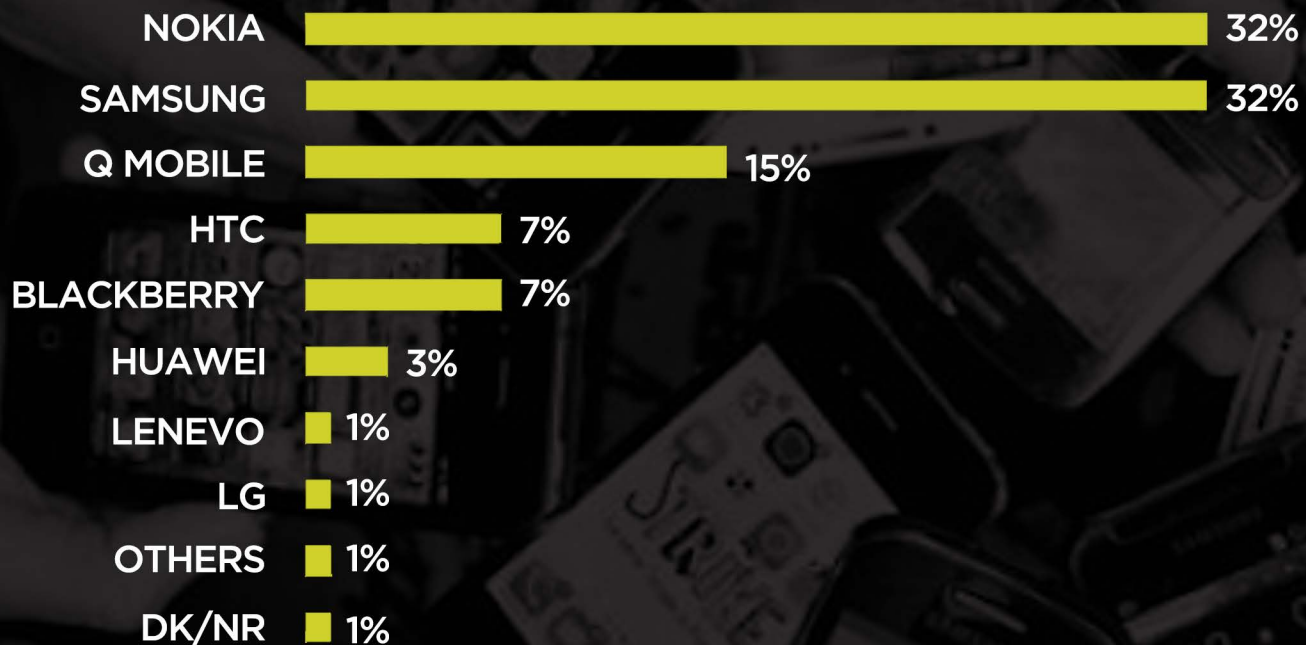


MOST PAKISTANIS WOULD PURCHASE A CELL PHONE MADE EITHER BY NOKIA OR SAMSUNG IF THEY WERE GIVEN 10,000 RUPEES AND TOLD TO BUY A PHONE OF THEIR CHOICE.



If somebody gives you 10,000 rupees today and tells you to buy your favorite mobile phone then which brand would you choose?

CONSUMER/COMMERCIAL | Mobiles/Telecom

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1783



Opinion Poll
**Consumer / Commercial
Mobiles / Telecom**

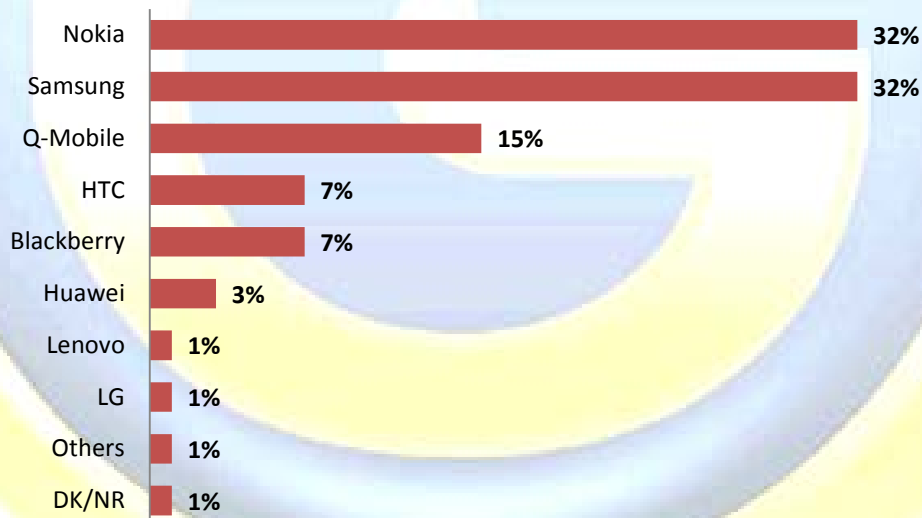
Most Pakistanis would purchase a cell phone made either by Nokia or Samsung if they were given 10,000 rupees and told to buy a phone of their choice. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, May 17, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 32% Pakistanis would choose a cell phone made by Nokia if a person gave them Rs. 10,000 and told them to buy their favorite mobile phone while the same proportion of Pakistanis would choose a cell phone made by Samsung.

A nationally representative sample of men and women from across the four provinces was asked, “If somebody gives you 10,000 rupees today and tells you to buy your favorite mobile phone then which brand would you choose?” In response to this question, 32% said Nokia, 32% said Samsung, 15% said Q-Mobile, 7% said HTC, 7% said Blackberry, 3% said Huawei, 1% said LG, and 1% said Lenovo while 1% Pakistanis said some other brand. A further 1% did not respond.

Question: “If somebody gives you 10,000 rupees today and tells you to buy your favorite mobile phone then which brand would you choose?”



Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Note: This is a perception based response and reality, in terms of sales or volume, may not match the results of this poll.

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1783 men and women in rural and urban areas of all four provinces of the country, during February 15 – February 22, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Tuesday May 17, 2016

(3 Pages, English version Only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)