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GALLUP PAKISTAN POLL FINDINGS ON

More than one million cars are in personal use in Pakistan approximately, 75% of them are in the urban areas Two hundred thousand urban women drive cars.

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***MORE THAN ONE MILLION CARS ARE IN PERSONAL USE IN PAKISTAN,
approximately 75% of them are in the urban areas.
Two hundred thousand urban women drive cars mainly to pick and drop
children at school. Most women and 75% of men think women are safe drivers
- July 21, 2000***

According to a recent survey by Gallup Pakistan nearly 12% of urban households in the country own a car. The survey further probed if women in the car owning households were also driving. According to the findings of the survey in approximately 25% of the car owning homes of the urban areas women were also driving. When the survey looked into the purposes for which women drove cars, it appeared that picking and dropping children at school was the major driving activity for women. For 74% of them this was the major driving activity, whereas for 17% of them car driving was principally for shopping purposes and in the case of 9% the major purpose of driving was visiting friends and relatives.

Based on the survey findings and motor car and vehicle registration data provided by the Government of Pakistan, Marketing research analysts at Gallup have estimated that there are nearly one million functioning cars on the road in the country. This excludes commercial vehicles, taxis, trucks and delivery vans used exclusively for commercial purposes. Nearly 75% of these are in the urban areas and the remaining are in the rural areas of the country. Thus, according to Gallup survey, nearly two hundred thousand women in urban Pakistan are driving cars for picking and dropping children at school, shopping and visiting relatives and family friends. "Are women good or poor drivers?" was another question in the Gallup survey. Approximately 25% of the respondents were unable to give a specific answer. But among those who did give an answer, 85% of the women believed women were good drivers. But, interestingly 75% of the men also acknowledged that women were good drivers, 25% of them differed on this account.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of more than 1000 men and women in the major urban areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk