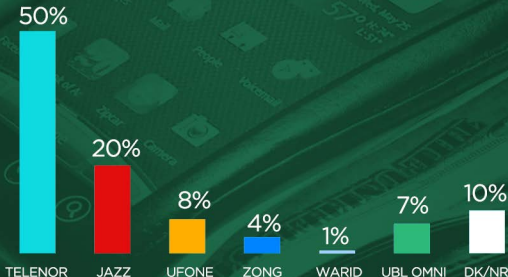


MAR 6, 2017

MOBILE MONEY PENETRATION: TELENOR IS THE MOST CITED MOBILE MONEY COMPANY IN PAKISTAN FOLLOWED BY MOBILINK JAZZ.

When I say mobile money, which company's name comes to your mind first?



SOURCE: GALLUP AND GILANI SURVEYS. SAMPLE SIZE: 916
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
CONSUMER / COMMERCIAL
Mobile Money

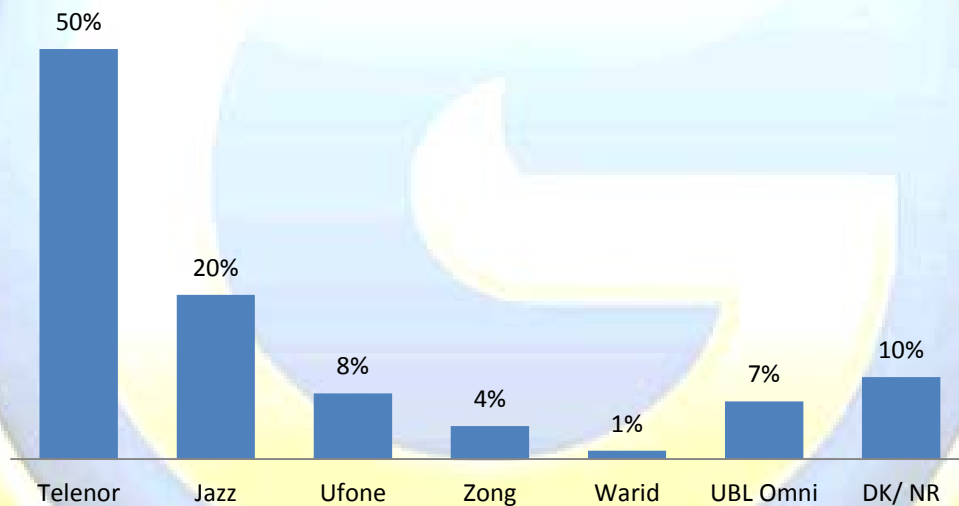
Mobile Money Penetration: Telenor is the most cited mobile money company in Pakistan followed by Mobilink Jazz. (GRF POLL)

Islamabad, March 6, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, Telenor is the most cited mobile money company in Pakistan followed by Mobilink Jazz.

A nationally representative sample of men and women from across the four provinces who said they knew what mobile money was, were asked, “When I say mobile money, which company’s name comes to your mind first?” In response to this question, 50% said Telenor, 20% said Jazz, 8% said Ufone, 4% said Zong, 1% said Warid, 7% said UBL Omni and 10% did not know or did not wish to respond.

Question: “When I say mobile money, which company’s name comes to your mind first?”



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)

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 916 men and women in rural and urban areas of all four provinces of the country, during December 5– December 12, 2016. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Monday, March 6, 2017

(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,

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Daily Gilani Poll
2017



of Gallup Pakistan
(1980-2017)