



Opinion Poll
TECHNOLOGY
Mobile Phones

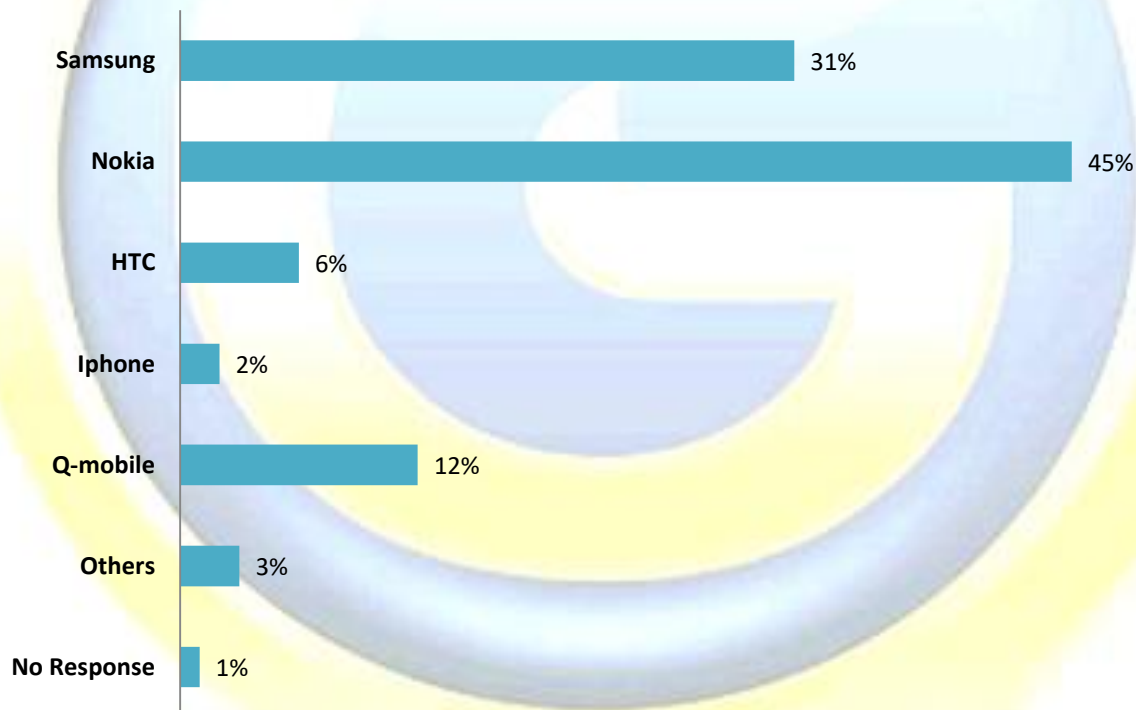
Nokia is the most commonly used mobile phone in Pakistan as cited by 45% Pakistanis; followed by 31% who say Samsung. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, August 1, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, Nokia is the most commonly used mobile phone in Pakistan as cited by 45% Pakistanis; followed by 31% who say Samsung.

A nationally representative sample of men and women from across the four provinces who answered in the affirmative about having a mobile phone were further asked “Please tell us which brand/company’s mobile phone do you own?” In response to the question, 45% respondents said they own Nokia mobile phones, 31% named Samsung, 12% named Q-mobile. 6% said HTC, 2% said they owned iPhones, 3% named others and 1% did not respond.

Question: “Please tell us which brand/company’s mobile phone do you own?”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1790 men and women in rural and urban areas of all four provinces of the country, during July 03 - July 10, 2017. 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, August 1, 2017

(2 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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of Gallup Pakistan
(1980-2017)