



Opinion Poll
CONSUMER/COMMERCIAL
Banking and Consumer Finance

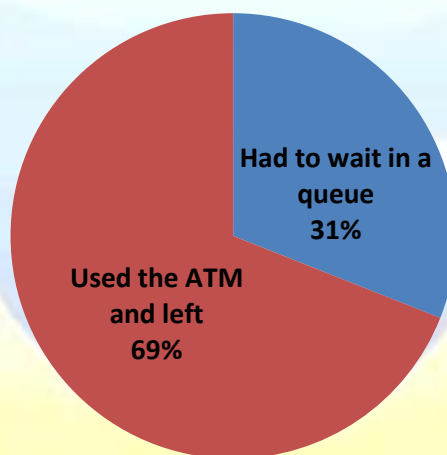
31% ATM users claim they had to wait in a queue for their last transaction. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, September 14, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 31% ATM users claim they had to wait in a queue for their last transaction.

A nationally representative sample of men and women from across the four provinces who answered in the affirmative about using an ATM card was further asked, “Thinking about the last time you used an ATM, did you have to wait in the queue or you came, used the ATM and left?” In response to this question, 69% said there was no waiting period, while 31% said they had to wait in a queue outside the ATM.

Question: “Thinking about the last time you used an ATM, did you have to wait in the queue or you came, used the ATM and left?”



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)

Bilal I Gilani, Executive Director at Gallup Pakistan adds “As various initiatives for financial inclusion and digital financial services are being launched, this survey finding shows a great gap in service delivery of DFS in the country. Long queue time may possibly be a significant hurdle to larger penetration of ATM use as well as more frequent use. With around 13,000 ATM’s for a population of 100 million+ adults, the findings come as no surprise.”

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 184 men and women in rural and urban areas of all four provinces of the country, during August 21 – August 28, 2017. Error margin is estimated to be approximately $\pm 6-7$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International

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(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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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Daily Gilani Poll
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of Gallup Pakistan
(1980-2017)