



Opinion Poll
CONSUMER/COMMERCIAL
Banking and Consumer Finance

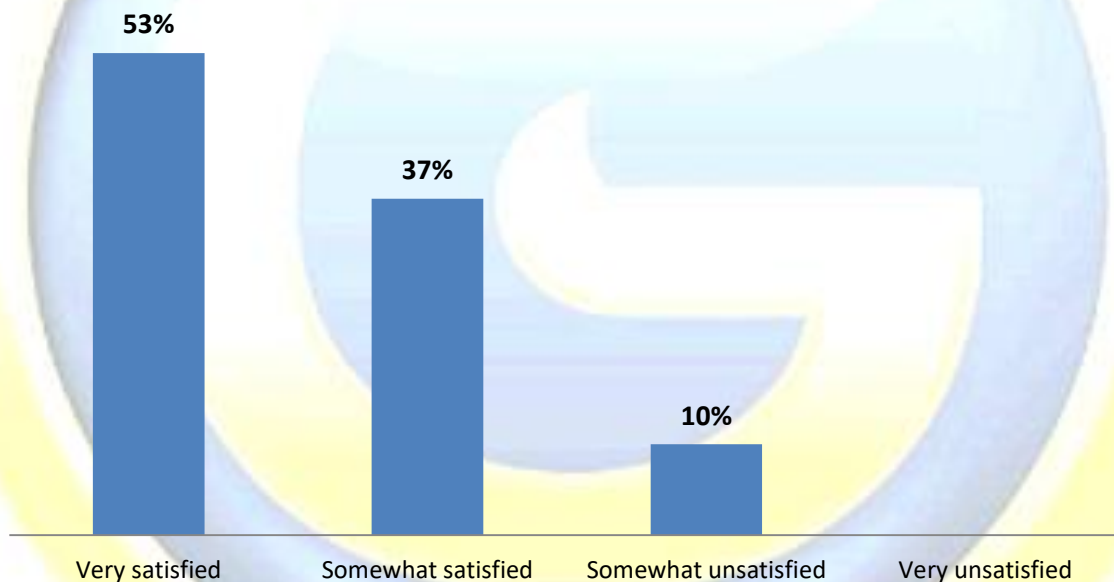
**9 in 10 Pakistanis, who own an ATM card, are satisfied (very or somewhat) with their ATM services.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, September 15, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 9 in 10 Pakistanis, who own an ATM card, are satisfied (very or somewhat) with their ATM services.

A nationally representative sample of men and women from across the four provinces who answered in the affirmative about having an ATM card was further asked, “How satisfied or unsatisfied are you with the ATM service normally?” In response, 53% said they were very satisfied, 37% said somewhat satisfied and 10% said somewhat unsatisfied.

Question: “How satisfied or unsatisfied are you with the ATM service normally?”



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)

This finding is despite the fact that 1 in 3 ATM users claim to have had to wait in a queue for their last transaction, Bilal I Gilani, Executive Director of Gallup Pakistan adds. Improving this service delivery yardstick can further improve user experience.

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,

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of Gallup Pakistan
(1980-2017)