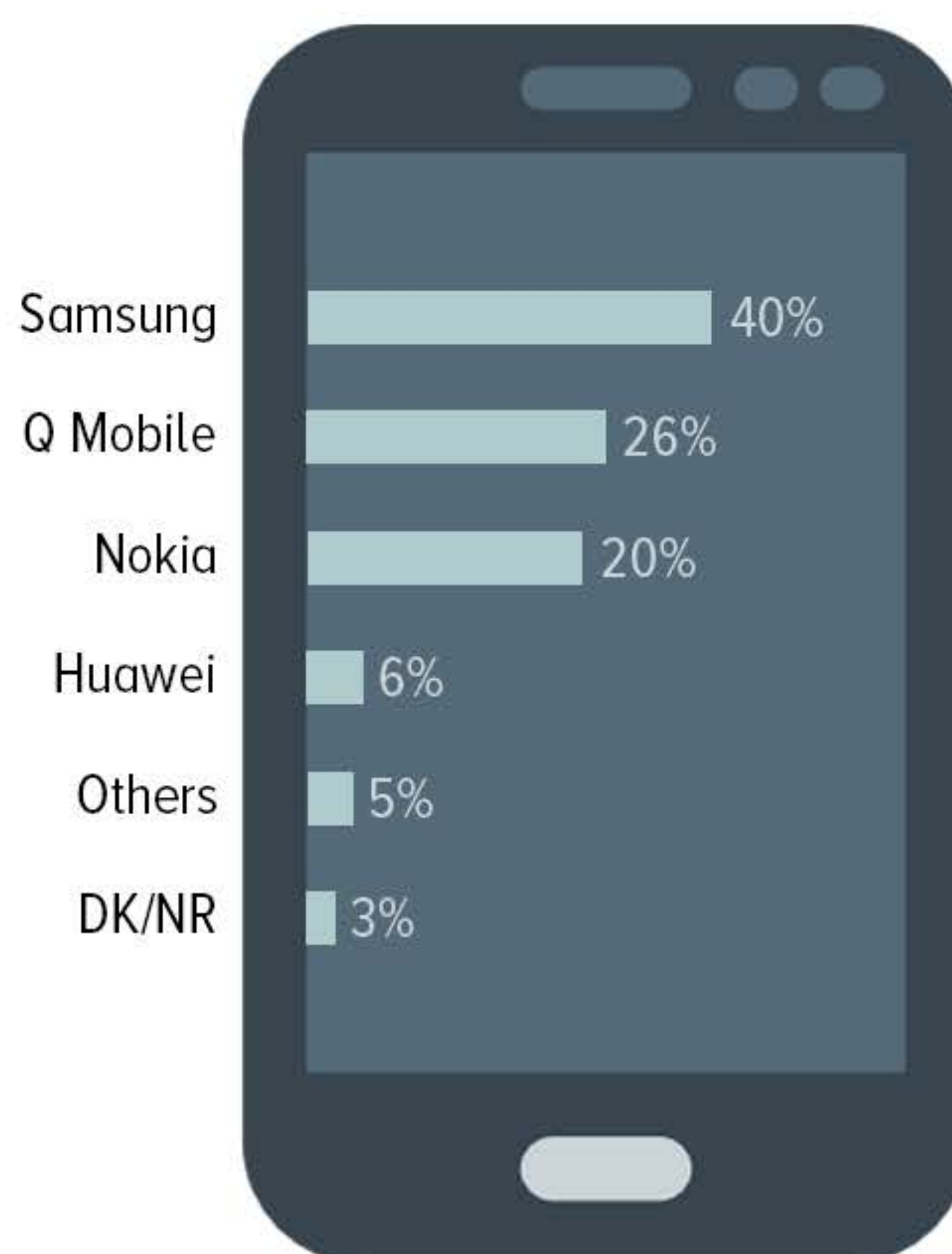


MAY 15, 2018

IN THE PAST YEAR, 40% MOBILE PHONE BUYERS CHOSE TO BUY SAMSUNG, 26% CHOSE TO BUY Q MOBILE, AND 20% CHOOSE TO BUY NOKIA.

Which company or brand of mobile phone did you, or someone in your household, buy?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 262

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
CONSUMER/COMMERCIAL
Information Technology

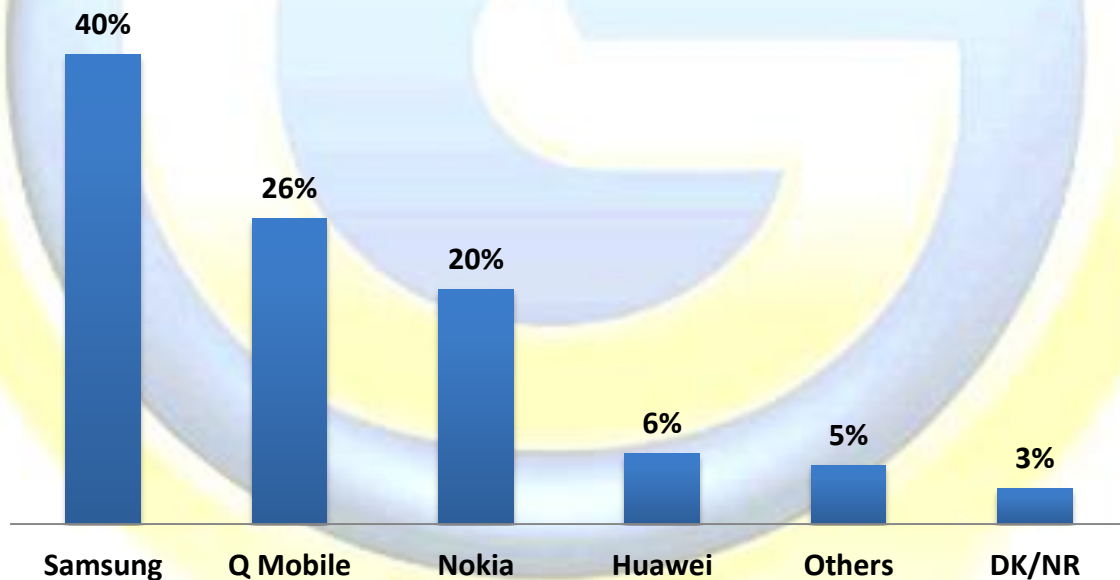
**In the past year, 40% mobile phone buyers chose to buy Samsung, 26% chose to buy Q Mobile, and 20% choose to buy Nokia.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 15, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 40% of mobile phone buyers, who purchased a phone in the past year, chose Samsung and 26% chose Q Mobile. 20% chose to buy Nokia in past one year.

A nationally representative sample of men and women from across the four provinces, who had purchased a mobile phone in the past year, was asked, “Which company or brand of mobile phone did you, or someone in your household, buy in the past one year?” In response to this question, 40% said Samsung and 26% said Q Mobile. 20% said Nokia, 6% said Huawei, and 5% named others. 3% did not know or wish to respond.

Question: “Which company or brand of mobile phone did you, or someone in your household, buy?”



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 262 men and women in rural and urban areas of all four provinces of the country, April 16- April 23, 2018. 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



Tuesday, May 15, 2018

(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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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)