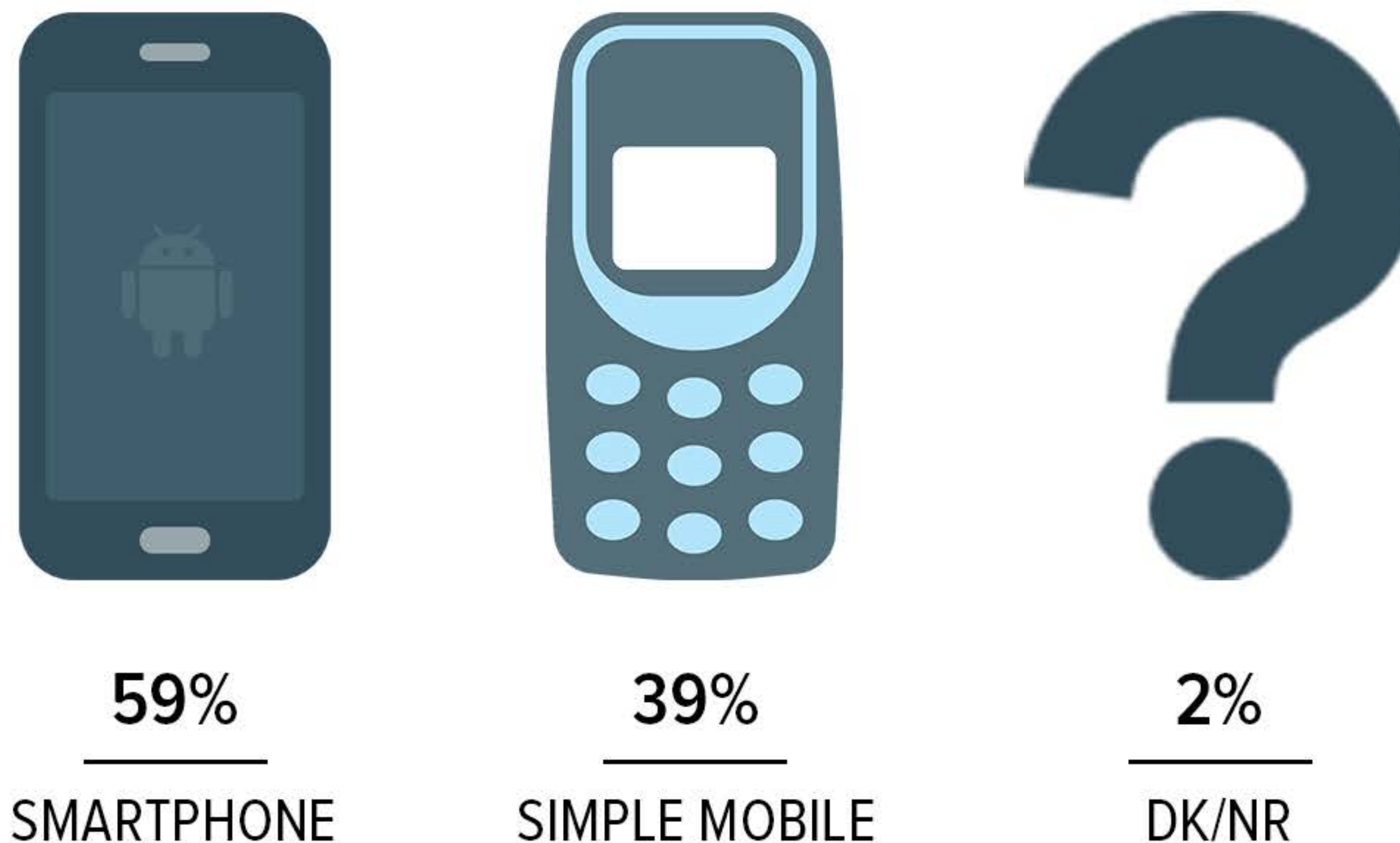


MAY 14, 2018

MORE THAN 1 IN 2 (59%) MOBILE PHONE BUYERS PREFERRED TO BUY SMART PHONES IN THE PAST YEAR.

Please tell that the mobile phone [you last bought] was a simple mobile phone (i.e. not a smartphone) or a smartphone?



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

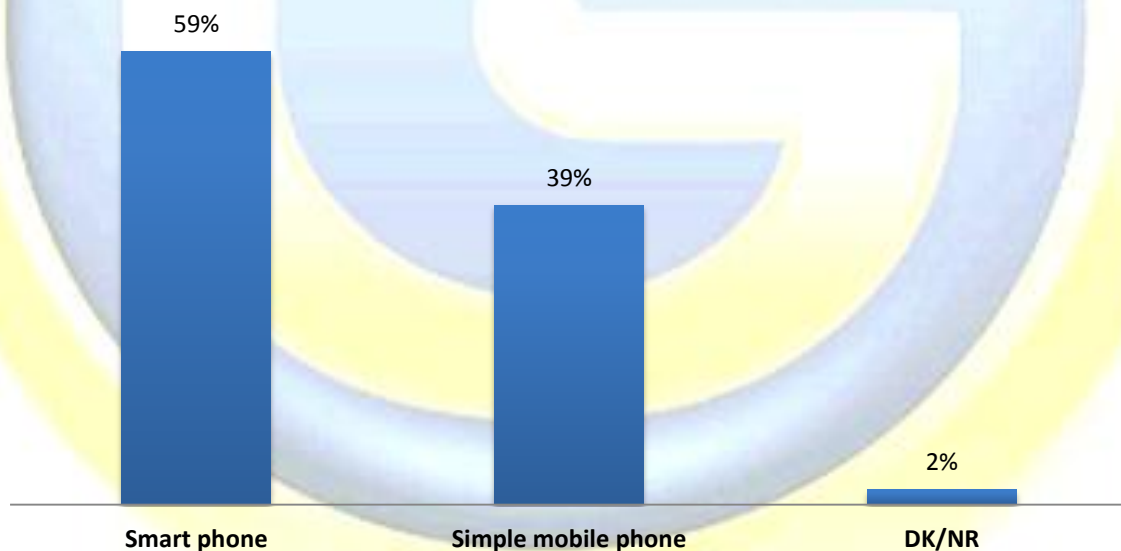
**More than 1 in 2 (59%) mobile phone buyers preferred to buy smart phones in the past year.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 14, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, more than 1 in 2 (59%) mobile phone buyers preferred to buy smart phones in the past 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, "Please tell that the mobile phone [you last bought] was a simple mobile phone (i.e. not a smartphone) or a smartphone?" In response to this question, 59% individuals said smart phone and 39% said simple mobile phone. 2% did not know or wish to respond.

Question: "Please tell that the mobile phone [you last bought] was a simple mobile phone (i.e. not a smartphone) or a smartphone?"



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



Monday, May 14, 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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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)