

Opinion Poll Electric Vehicles

Demand for electric vehicles on a rise in Pakistan: Fairly close to world average, 34% Pakistanis now demand electro vehicles, average willingness to pay for electric vehicles in Pakistan is \$27,444, and 40% Pakistanis consider performance while purchasing a car.

Islamabad, November 07, 2018

According to survey conducted by Dalia Research and released in Pakistan by Gallup & Gilani Pakistan, 34% Pakistanis demand electro vehicles, average willingness to pay for electric vehicles in Pakistan is \$27,444, and 40% Pakistanis consider performance while purchasing a car.

These interesting findings have emerged out of a 52 country research covering 75% of world population conducted by Dalia Research. The study comprised internationally of 43,034 respondents covering different ethnicities, regions, religions, age and gender

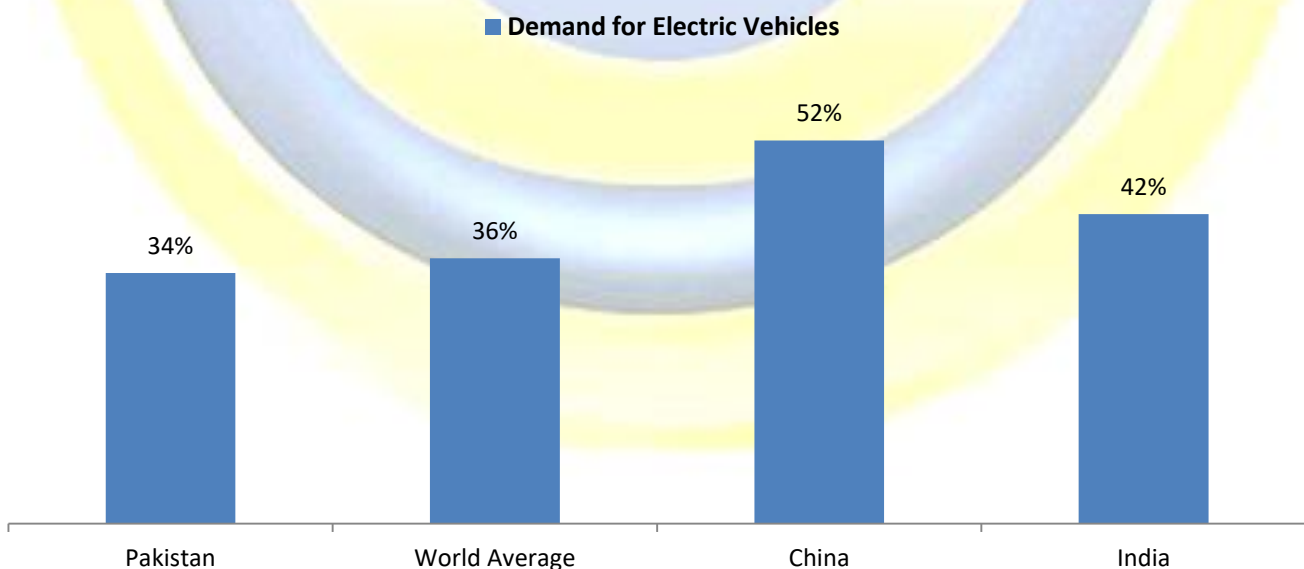
Demand for electric vehicles: 34% Pakistanis are interested in buying electric vehicles as compared to 36% global demand.

34% Pakistanis now demand electric vehicles.

Global result: Globally 36% have a demand for electric vehicles.

Comparing Pakistan's figure with the global average figure, only 4% less Pakistanis are now interested in buying electric vehicles.

Regional Results: In China, this average is 52% while in India it is 42%.



Source: Dalia Research
www.daliaresearch.com

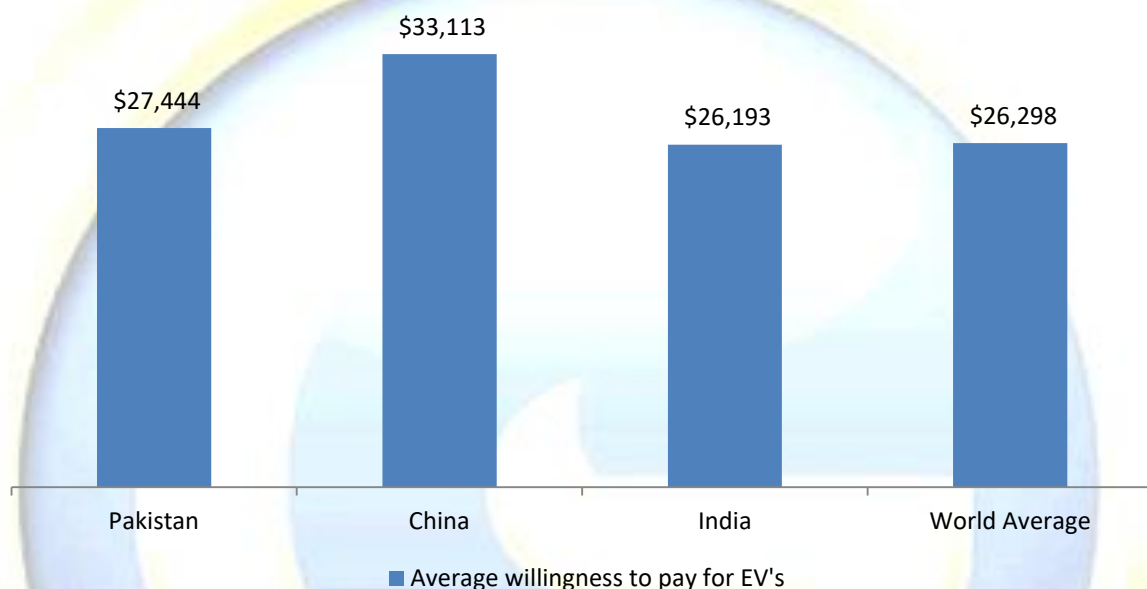
Average Willingness to Pay for Electric Vehicles: On average Pakistanis are willing to pay more for electric vehicles than Indian counterparts.

On average, Pakistanis are willing to pay \$27,444.

Global result: Globally, the average amount people are willing to pay \$26,298 for electric cars.

Comparing Pakistan's figure with the global average figure, the average amount Pakistanis are willing to pay for electric vehicles is \$1,146 more than the world average.

Regional Results: In China, average amount Chinese are willing to pay is \$3,113. In India, its \$26,193, which is \$1,251 less than Pakistan.



Source: Dalia Research
www.daliaresearch.com

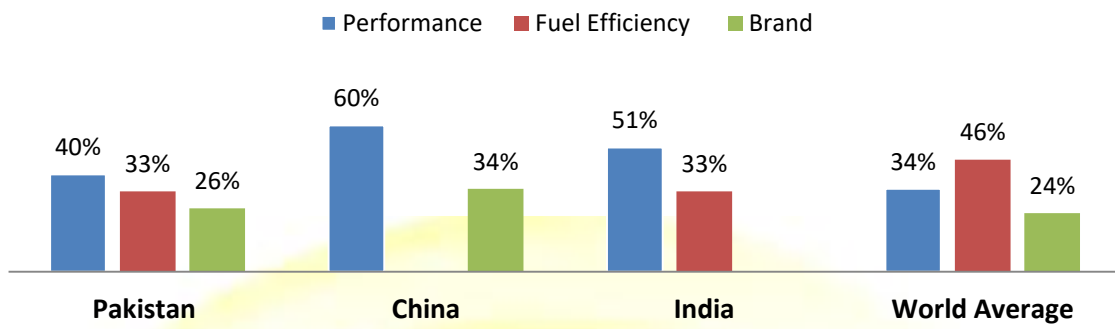
Main Considerations while Purchasing a Car: Performance of a vehicle is the top consideration by Pakistanis when purchasing a car while fuel efficiency is highly preferred by world population in this regard.

In Pakistan, 40% rate performance as their top consideration while purchasing a car, 33% said fuel efficiency and 26% said mostly consider the brand.

Global result: Globally, 34% people rate performance as their top consideration while purchasing a car, 46% said fuel efficiency while 24% said they consider the brand of the vehicle.

Comparing Pakistan's figure with the global average figure, 13% less Pakistanis consider fuel efficiency when buying a vehicle while 6% more Pakistanis consider performance as most important when buying a vehicle.

Regional Results: In China, 60% said performance and 34% said they consider the brand. Similarly in India 51% rated performance and 65% rated fuel efficiency as their most important consideration while purchasing a vehicle.



Source: Dalia Research
www.daliaresearch.com



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(4 Pages, English version Only)

Disclaimer: This survey was conducted by Dalia Research during December 5, 2016 to February 2, 2017 in 52 countries with sample size of 43,023 respondents. Gallup Pakistan is only releasing the findings based on Dalia Research Survey methods which are available on www.daliaresearch.com. Gallup Pakistan cannot dispute or verify the method robustness.

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