

Opinion Poll

**CONSUMER/COMMERCIAL
Products**

Awareness of Car-Hailing Applications: Nearly 6 in 10 (57%) urban Pakistanis have heard about car-hailing mobile apps such as Careem and Uber.

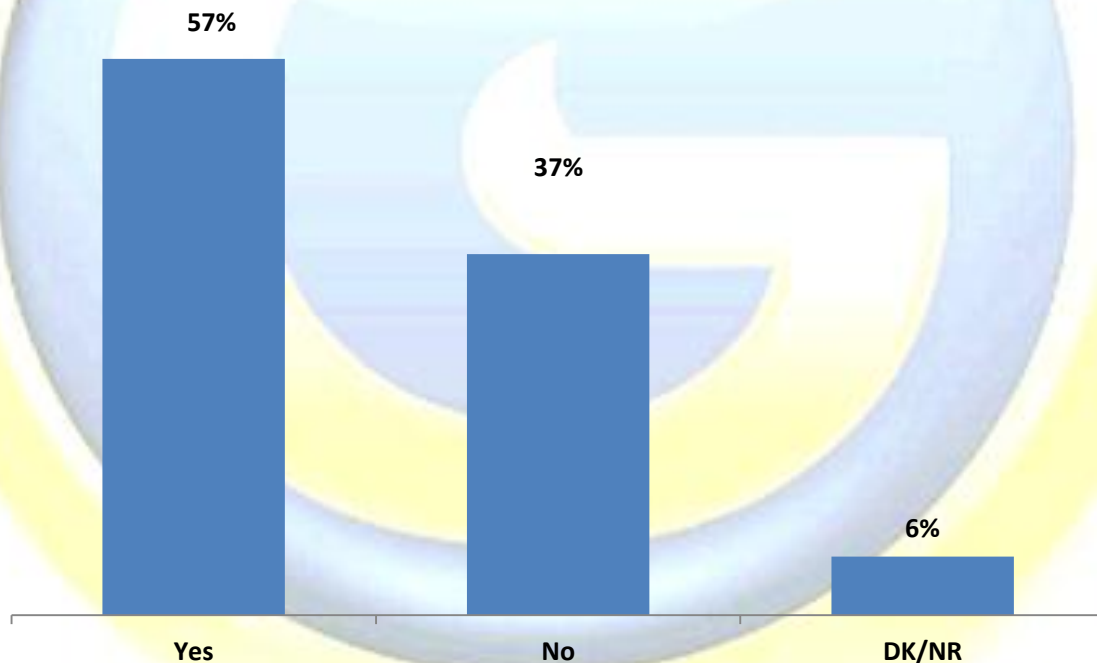
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, December 11, 2018

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, nearly 6 in 10 (57%) urban Pakistanis have heard about car-hailing mobile apps such as Careem and Uber.

A nationally representative sample of urban men and women from across the four provinces was asked, "Have you heard about car-hailing applications such as Careem and Uber?" In response to this question, 57% replied yes, 37% said no, while 6% did not know or did not wish to respond.

Question: "Have you heard about car-hailing applications such as Careem and Uber?"



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 960 men and women in urban areas of all four provinces of the country, during November 19 – November 26, 2018. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

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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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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)