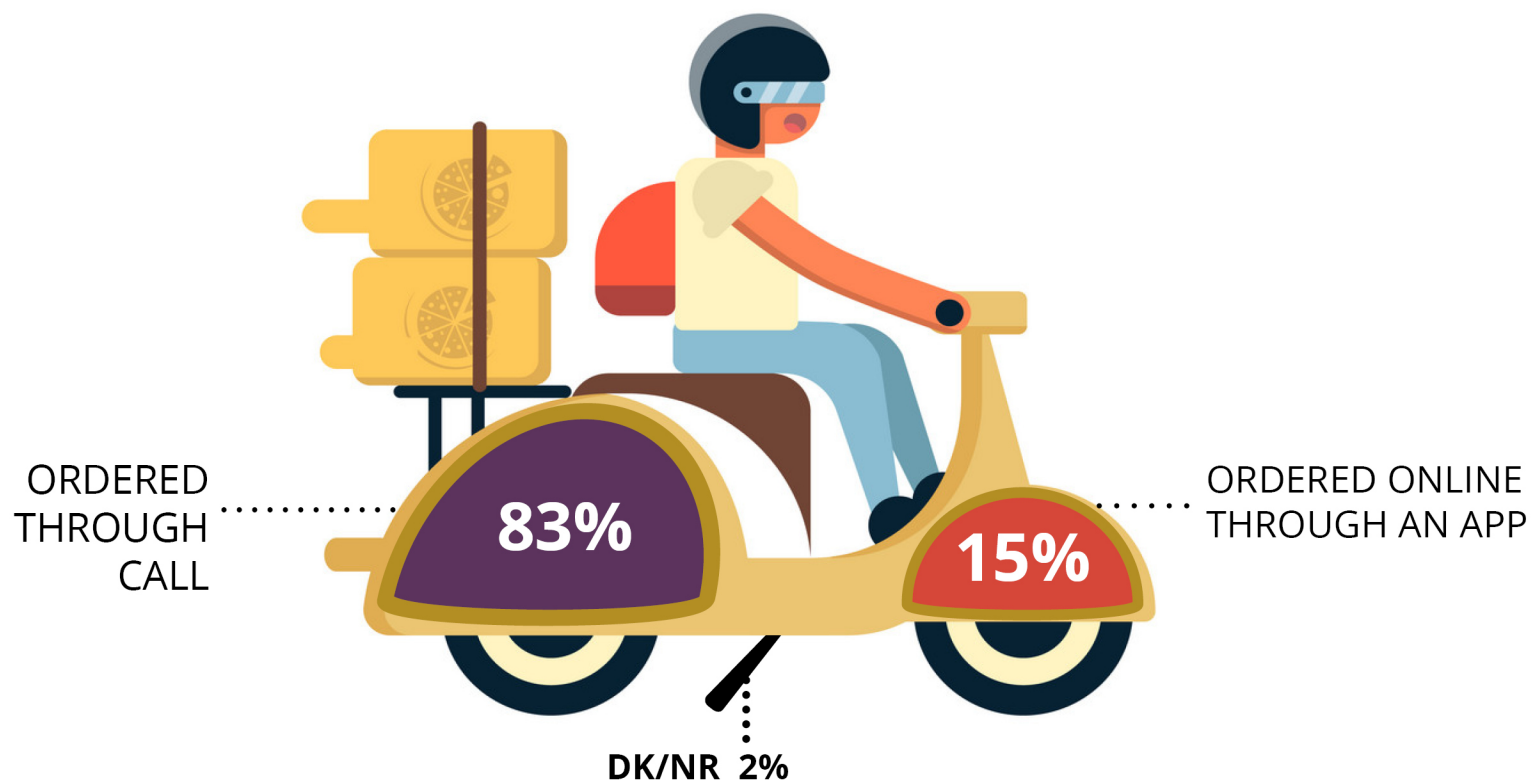


JANUARY 13, 2020

**83% OF PAKISTANIS WHO HAD FOOD DELIVERED AT HOME
IN THE PAST YEAR PLACED THEIR ORDER ON CALL. ONLY
15% SAID THEY ORDERED ONLINE OR USED AN APP**

How did you order/deliver food at home?



SOURCE: GALLUP AND GILANI SURVEYS - SAMPLE SIZE: 1225
Nationally Representative Sample covering both rural and
urban respondents across Pakistan's four provinces.

Opinion Poll

**FOOD & DRINKS
Delivery**

83 % of Pakistanis who had food delivered at home in the past year placed their order on call. Only 15 % said they ordered online or used an app (Gallup & Gilani Pakistan Poll)

Islamabad, 13 January, 2020

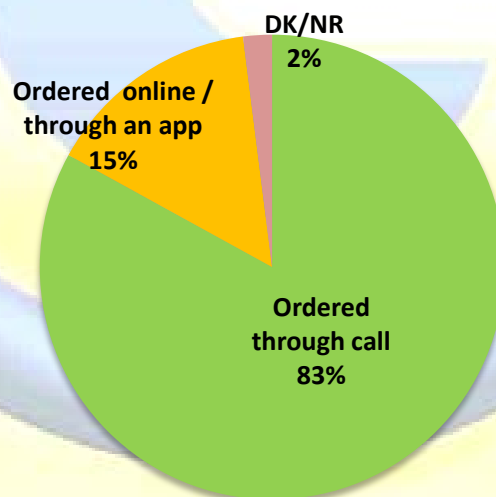
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 83% of Pakistanis who had food delivered at home in the past year, placed their order on call. Only 15% said they ordered online or used an app.

A nationally representative sample of men and women from across the four provinces was asked, “*Did you order/deliver food at home during the past year?*” In response, 11% said yes, 88% said no and 1% did not know or wish to respond. This adds up to around 12 million unique adult users of food delivery services in Pakistan.

Respondent who had food delivered at home in the past year were further asked, “*How did you order / deliver food at home?*” In response, 83% said ordered through call, ordered online or through an app and 2% did not know or wish to answer.

This adds up to 1.5 million unique users of online food delivery. Since users order more than once in a year, total number of orders would be considerably more.

Question: “How did you order/deliver food at home?”



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 1,225 men and women in urban and rural areas of all four provinces of the country, during December 15 – December 21, 2019. 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



Monday, 13 January, 2020

(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
2020



of Gallup Pakistan
(1980-2020)