

31st August, 2023

JAZZ LEADS WITH 39% MOBILE PHONE USERS SAYING THEY MOSTLY USE ITS SIM, 2ND WITH A MARGIN IS ZONG WITH 28%: GALLUP & GILANI PAKISTAN

موبائل فون صارفین میں سب سے زیادہ استعمال ہونے والی موبائل سمز میں جیز 39% شرح کے ساتھ سرفہرست ہے، جبکہ زونگ 28% شرح کے ساتھ دوسرے نمبر پر ہے۔

Question: "Please tell us which company's mobile sim do you mostly use?"



Don't know/No response :3%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Information Technology

Jazz leads with 39% mobile phone users saying they mostly use its Sim, 2nd with a margin is Zong with 28%: Gallup & Gilani Pakistan

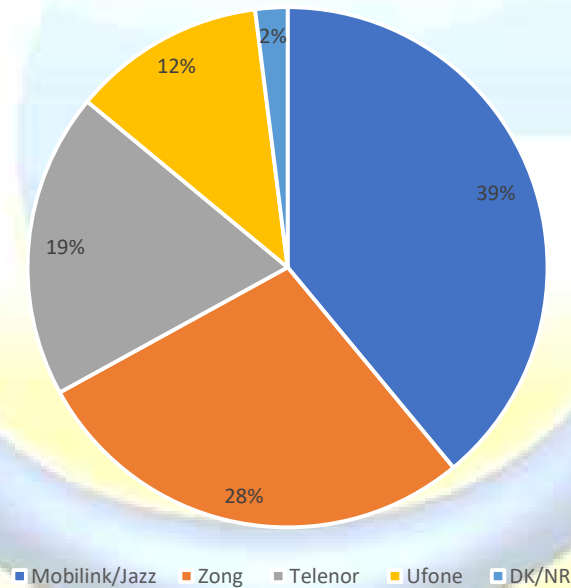
(Islamabad), August 31st, 2023

According to a survey conducted by Gallup & Gilani Pakistan, Jazz leads with 39% mobile phone users saying they mostly use its Sim, 2nd with a margin is Zong with 28%.

A nationally representative sample of adult men and women from across the country, was asked the question “Please tell us which company’s mobile sim do you mostly use?” In response, 39% said Mobilink/Jazz, 28% said Zong, 19% said Telenor, 12% said Ufone and 2% said they do not know or gave no response.

Question: “Please tell us which company’s mobile sim do you mostly use?”

Figure 1.1: Share of Mobile Companies according to Gallup

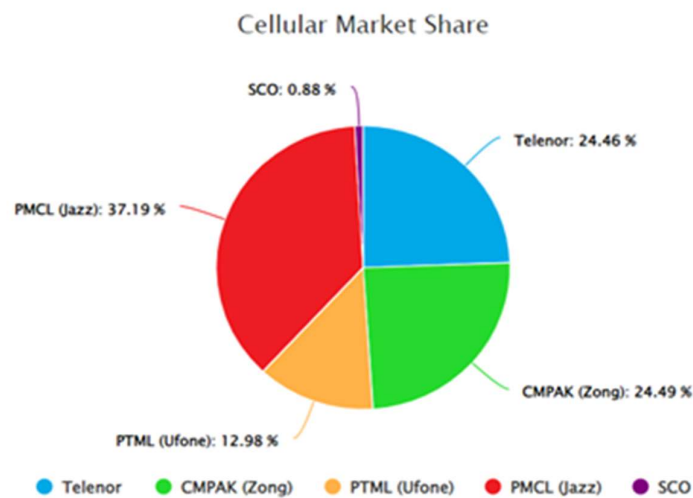


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Note on SIMS sold and active users data base

According to Pakistan Telecommunication Authority, share of mobile Companies in terms of total sims sold/ and 90-day active users can be seen figure 1.2

Figure 1.2: Share of Mobile Companies according to PTA



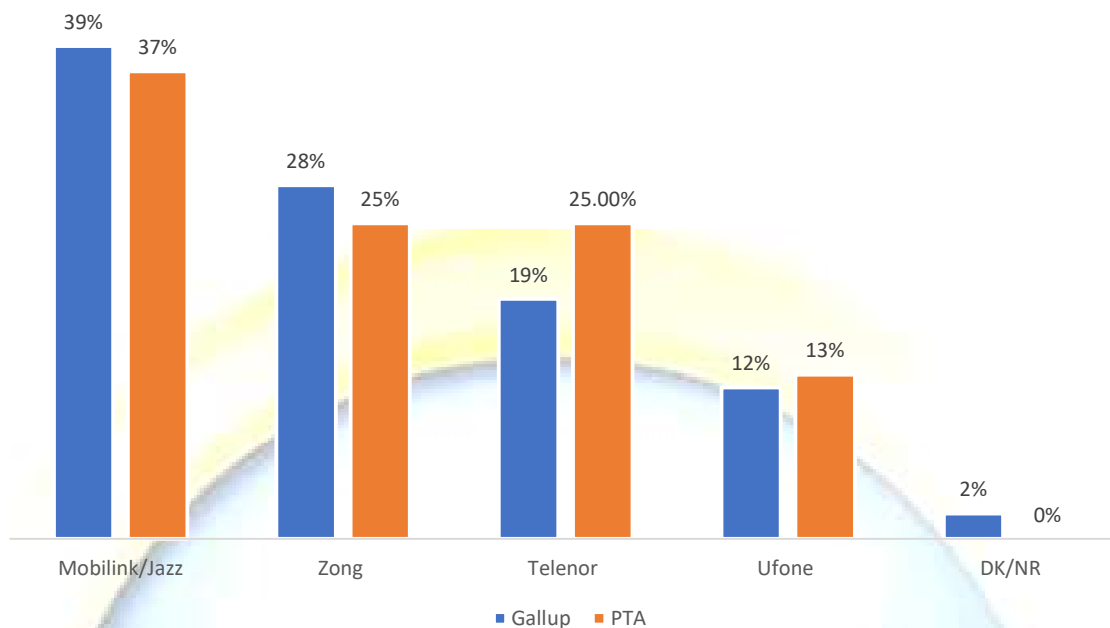
Source: Pakistan Telecommunication Authority

Below chart (figure 1.3) compares the Gallup numbers and PTA numbers.

The difference between Gallup numbers and PTA numbers are based on

- Gallup survey asked respondents to state which sim they used the most, whereas PTA numbers suggest sims sold. People have multiple sims, which can be from the same mobile company or from others.
- Error margin based on sample survey is estimated to be $\pm 5\text{-}6\%$ with 95% confidence interval.

Figure 1.3: Comparison between Gallup survey and PTA Data



The study in Pakistan was conducted and 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 929 men and women in urban and rural areas of all four provinces of the country, conducted during 07 July to 16 July 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

STAT OF THE DAY

8% Pakistanis say they use the radio, and 4% Pakistanis listen to radio Pakistan.

81% Pakistani households will pay a radio fee without ever listening to the radio.



Thursday, 31st August 2023

(5 Pages, English version Only)



Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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



Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)