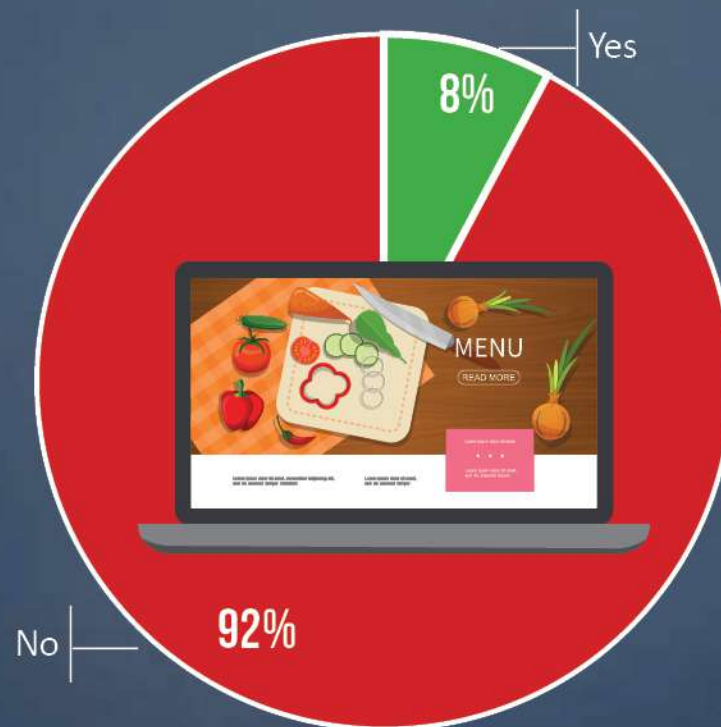


22nd September, 2023

5 MILLION FAMILIES IN PAKISTAN CLAIM THEY HAVE USED A WEBSITE TO ORDER FOOD IN THE LAST 6 MONTHS: GALLUP & GILANI PAKISTAN

5 ملین پاکستانی گھرانے یہ دعویٰ کرتے ہیں کہ گزشتہ 6 ماہ میں انہوں نے کھانا آرڈر کرنے کے لیے ویب سائٹ کا استعمال کیا۔

Question: "Can you please tell me if you have used the following items in the last 6 months? - Have you used a website to order food?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Consumer/Commercial

5 million families in Pakistan claim they have used a website to order food in the last 6 months: Gallup & Gilani Pakistan

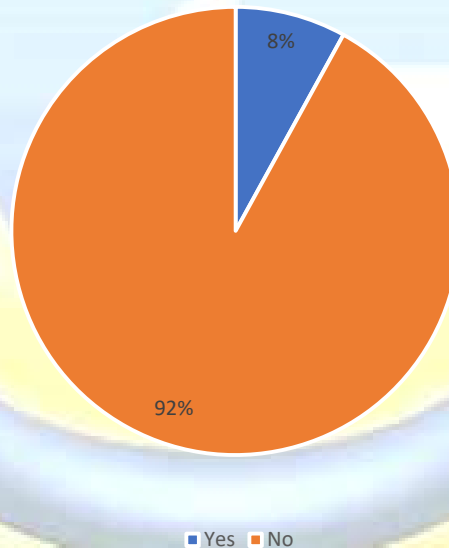
(Islamabad), September 22nd, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 5 million families in Pakistan claim they have used a website to order food in the last 6 months.

A nationally representative sample of adult men and women from across the country, was asked the question “Can you please tell me if you have used the following items in the last 6 months? - Have you used a website to order food?” In response, 8% said yes, and 92% said no.

Note: If 5 million families have used a food delivery application / website 6 times in past 6 months and an average order was 2000 PKR, the orders placed through applications / website can be estimated to be around 60 billion Rs in 6 months and an average 5 billion PKR a month.

Question: “Can you please tell me if you have used the following items in the last 6 months? - Have you used a website to order food?”



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

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 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24 August to 28 August 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

Cardiovascular disease contributed to 15% of total deaths between 2018-2020 in Pakistan.

It was the leading cause of death in adults and elders.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Friday, 22nd September 2023

(3 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)