



Opinion Poll
CONSUMER/ COMMERCIAL
Advertisement

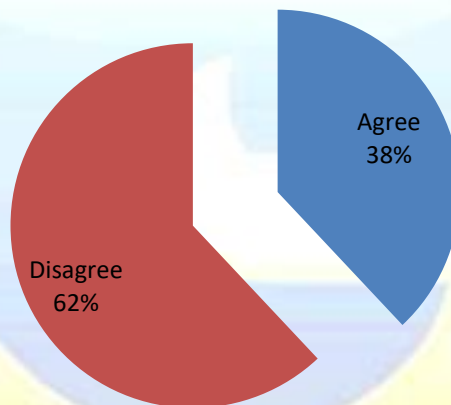
38% Pakistanis say they often decide which brands to buy through advertisements. (GRF POLL)

Islamabad, February 28, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 38% Pakistanis say they often decide which brands to buy through advertisements.

A nationally representative sample of men and women from across the four provinces was asked, “I will read a few statements, please tell me whether you agree or disagree with each of the following? [I often decide on which brands to buy through advertisements]” In response to this question, 38% agreed they often decide on brands through advertisements, while 62% disagreed.

Question: “I will read a few statements, please tell me whether you agree or disagree with each of the following? [I often decide on which brands to buy through advertisements]”



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup 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 Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1918 men and women in rural and urban areas of all four provinces of the country, during December 5– December 12, 2016. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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(2 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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of Gallup Pakistan
(1980-2017)