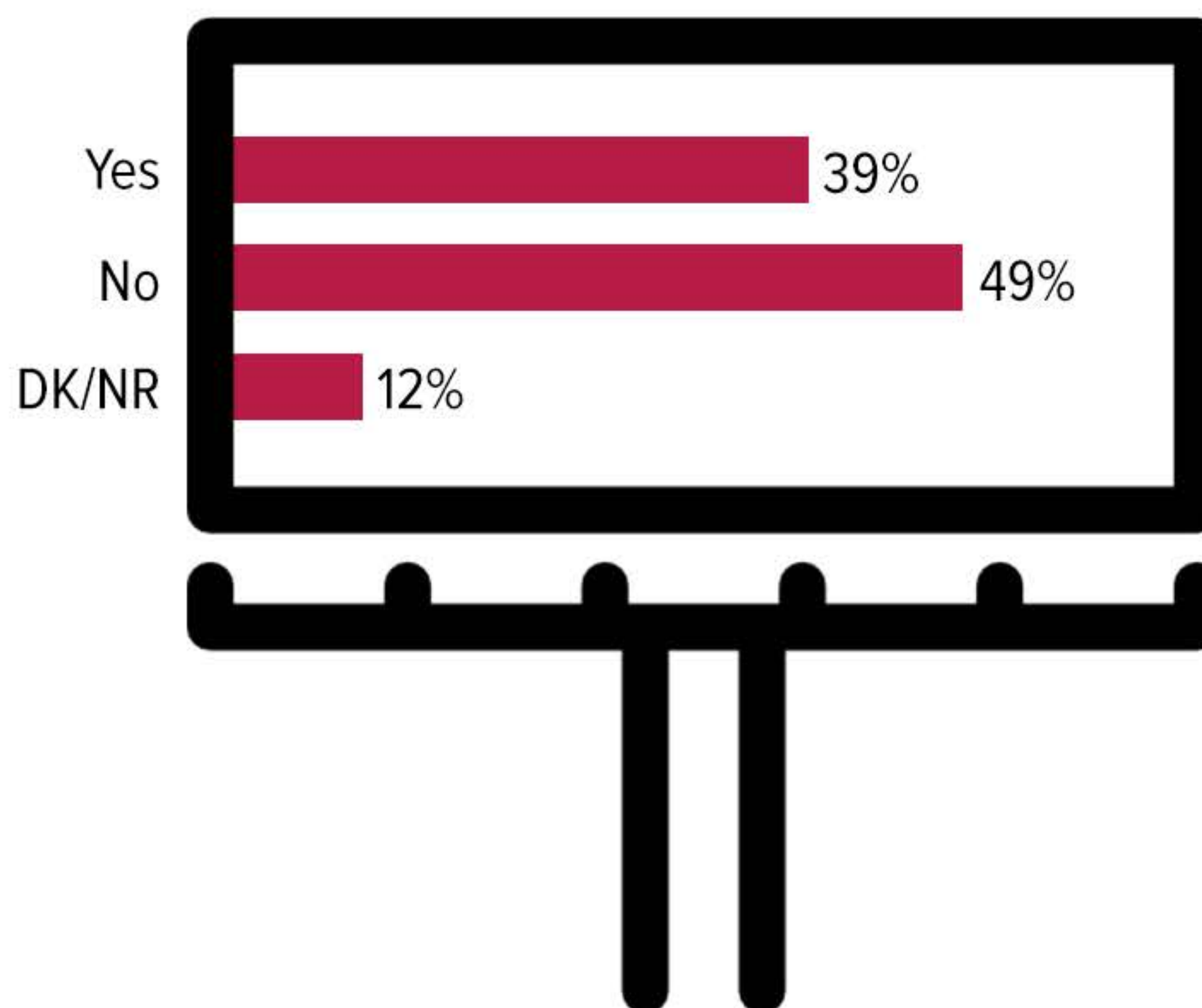


MAY 03, 2018

2 IN 5 PAKISTANIS (39%) SAY ADVERTISEMENTS INFLUENCE THEIR DECISION OF PURCHASING A SPECIFIC BISCUIT BRAND.

Have you ever purchased any brand of biscuits just by getting impressed by its advertisement?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1625

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
SOCIAL BEHAVIOR
Eating habits/Cooking habits

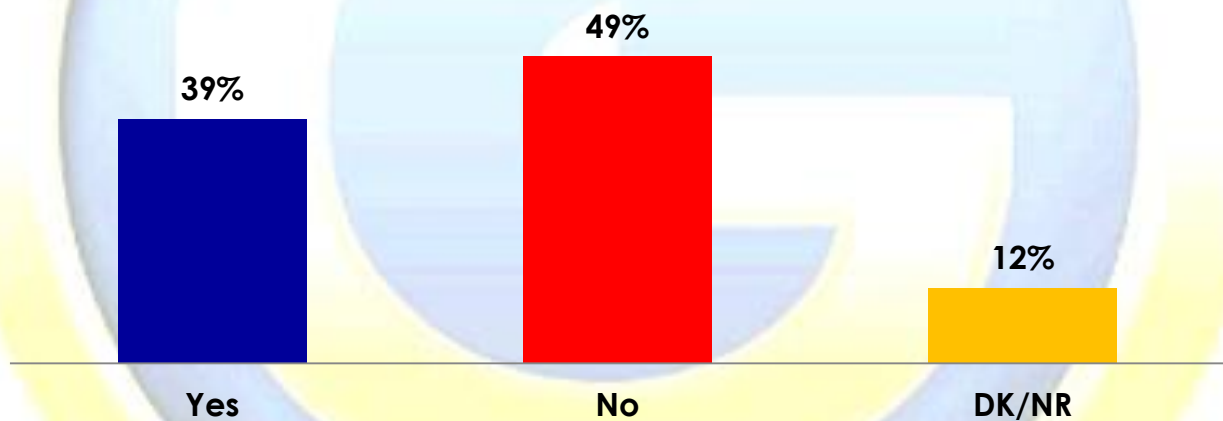
**2 in 5 Pakistanis (39%) say advertisements influence their decision of purchasing a specific biscuit brand.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 03, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 2 in 5 Pakistanis (39%) say advertisements influence their decision of purchasing a specific biscuit brand.

A nationally representative sample of men and women from across the four provinces was asked, “Have you ever purchased any brand of biscuits just by getting impressed by its advertisement?” In response to this question, 39% said yes, 49% said no and 12% did not know or wish to respond.

Question: “Have you ever purchased any brand of biscuits just by getting impressed by its advertisement?”



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 1625 men and women in rural and urban areas of all four provinces of the country, April 02- April 09, 2018. 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



Thursday, May 03, 2018

(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
2018



of Gallup Pakistan
(1980-2018)