

December 18, 2019

NEARLY 7 IN 10 (68%) PAKISTANI TV VIEWERS SAY THEY DO NOT REMEMBER THE COMMERCIALS/ADVERTISEMENTS THEY WATCHED ON TV RECENTLY

Do you remember commercials/advertisements you watched on TV over the past 7 days?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1121

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll

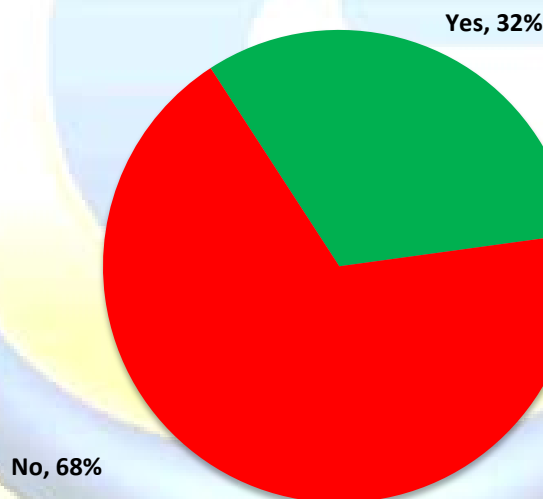
**Media
General Media****Nearly 7 in 10 (68 %) Pakistani TV viewers say they do not remember the commercials/advertisements they watched on TV recently (Gallup & Gilani Pakistan Poll)**

Islamabad, 18 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 68% Pakistani TV viewers say they do not remember the commercials/advertisements they watched on TV recently.

A representative sample of men and women that were TV viewers from across the four provinces was asked, “*Do you remember commercials/advertisements you watched on TV over the past 7 days?*” In response, 32% TV viewers said they remembered the commercials/advertisements they watched on the TV over the past week while 68% said they did not remember.

Question: “Do you remember commercials/advertisements you watched on TV over the past 7 days?”



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 1,121 men and women in urban and rural areas of all four provinces of the country, during October 06 – October 20, 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



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(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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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)