

December 23, 2019

ONLY 1 IN 3 (30%) PAKISTANI TV VIEWERS CLAIM THEY HAVE A FAVORITE COMMERCIAL/ADVERTISEMENT

Do you have any favorite commercial/advertisement shown on the TV over the past one year?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1200

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

Opinion Poll
Media
General Media

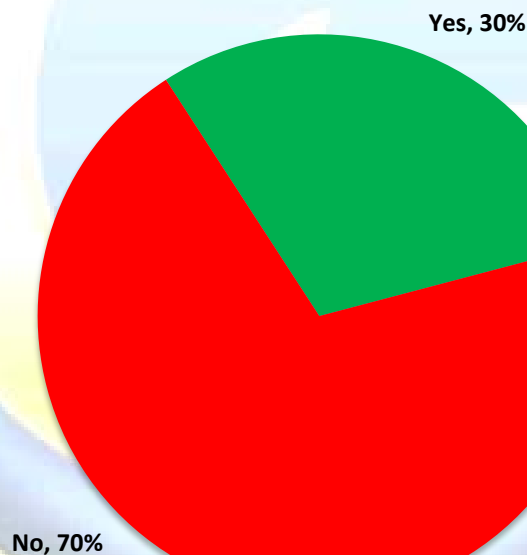
Only 1 in 3 (30%) Pakistani TV viewers claim they have a favorite commercial/advertisement (Gallup & Gilani Pakistan Poll)

Islamabad, 23 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 30% Pakistani TV viewers claim they have a favorite commercial/advertisement.

A representative sample of men and women that were TV viewers from across the four provinces was asked, “Do you have any favorite commercial/advertisements shown on the TV over the past one year?” In response, 30% of TV viewers that responded said they have a favorite commercial/advertisement shown on the TV over the past year while 70% claimed they did not have a favorite commercial from the past year.

Question: “Do you have any favorite commercial/advertisements shown on the TV over the past one year?”



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 1,200 men and women in urban and rural areas of all four provinces of the country, during October 07 – October 20, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, 23 December, 2019

(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)