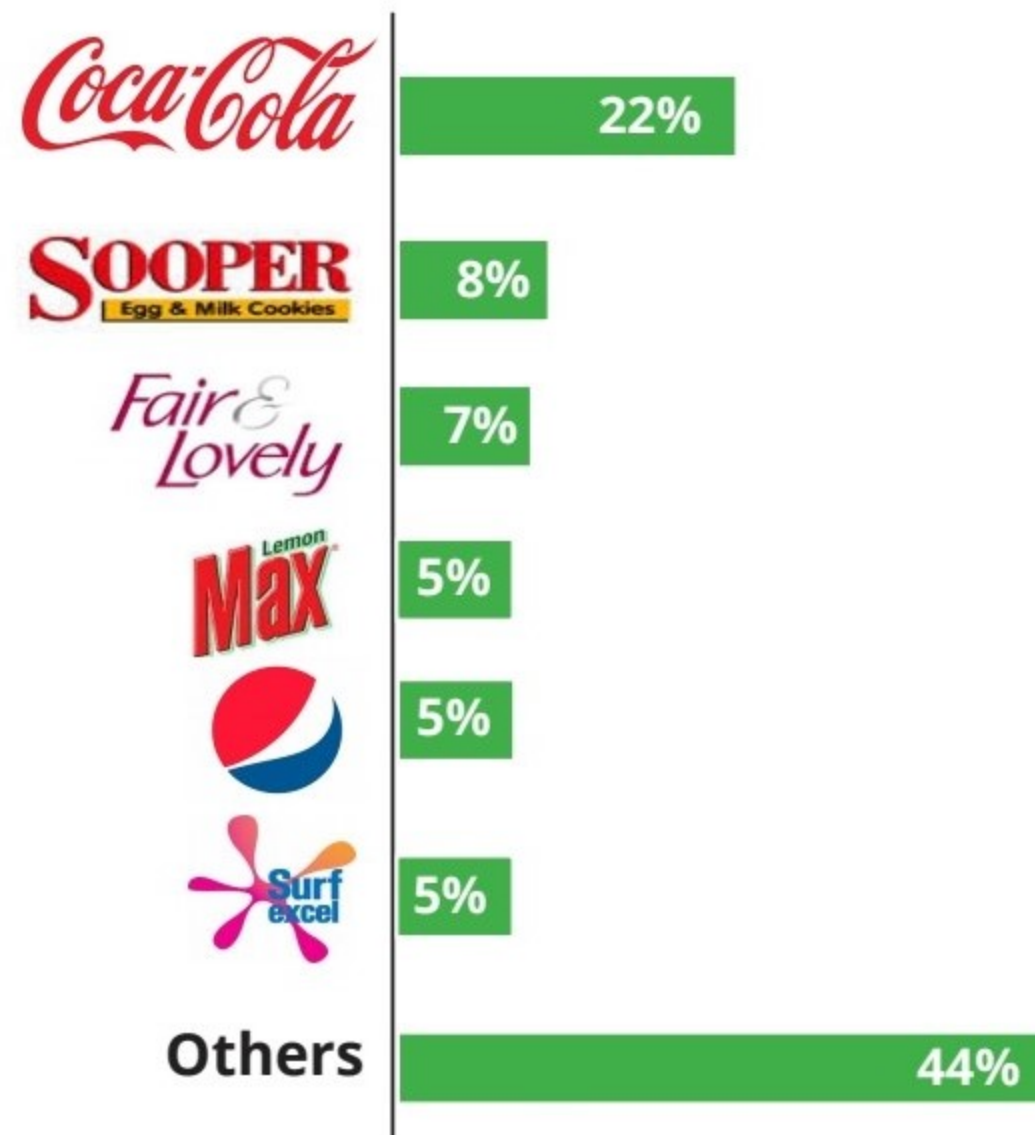


DECEMBER 24, 2019

NEARLY A QUARTER TV VIEWERS IN PAKISTAN SAY THAT THEIR FAVORITE ADVERTISEMENT SHOWN ON TV IN THE PAST YEAR WAS THE COCA-COLA ADVERTISEMENT.

“Thinking about all the commercial/advertisements shown on the TV over the past one year, which commercial/advertisement was your favorite?”



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1200
Nationally Representative Sample covering both rural and urban respondents across
Pakistan's four provinces.

Opinion Poll
Media
General Media

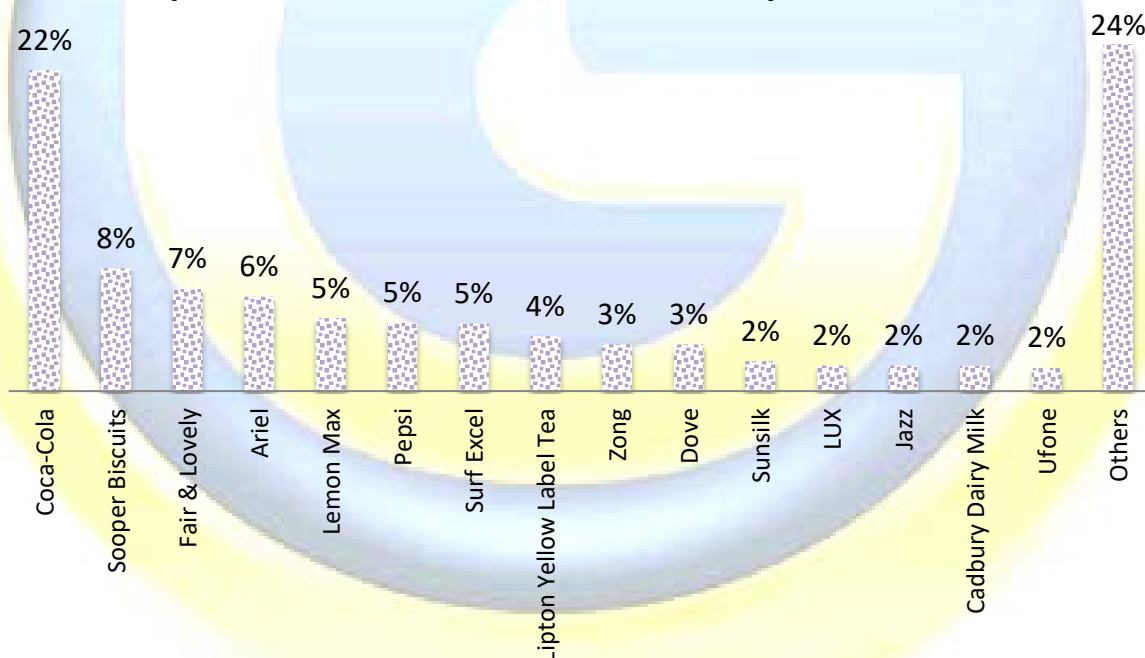
Nearly a quarter TV viewers in Pakistan say that their favorite advertisement shown on TV in the past year was the Coca-Cola advertisement (Gallup & Gilani Pakistan Poll)

Islamabad, 24 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 22% Pakistani TV viewers claim that their favorite advertisement shown on the TV over the past year was the Coca-Cola advertisement.

A representative sample of men and women that were TV viewers from across the four provinces was asked, “Thinking about all the commercial/advertisements shown on the TV over the past one year, which commercial/advertisement was your favorite?” In response, 22% of TV viewers that responded said their favorite commercial/advertisement in the past year was the Coca-Cola advertisement while 8% claimed their favorite commercial was the Sooper biscuits ad, 7% said Fair & Lovely, 6% chose the Ariel advertisement and 5% each chose the Lemon Max, Pepsi and Surf Excel ads. 44% reported other advertisements.

Question: “Thinking about all the commercial/advertisements shown on the TV over the past one year, which commercial/advertisement was your favorite?”



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 $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

Tuesday, 24 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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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

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)