

DECEMBER 26, 2019

NEARLY 3 IN 5 (58%) INTERNET USERS SAY THEY DO NOT REMEMBER THE COMMERCIALS THEY WATCHED ONLINE OVER THE PAST WEEK.

"Do you remember commercials/advertisements you watched online over the past week?"



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

Opinion Poll

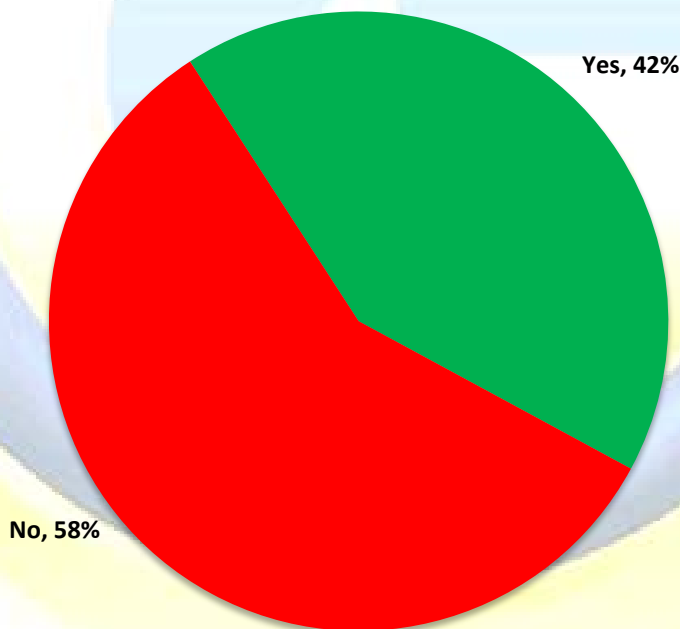
**Media
General Media****Nearly 3 in 5 (58%) internet users say they do not remember the commercials they watched online over the past week (Gallup & Gilani Pakistan Poll)**

Islamabad, 26 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 58% internet users say they do not remember the commercials they watched online over the past week.

A representative sample of men and women that were internet users from across the four provinces was asked, *“Do you remember commercials/advertisements you watched online over the past week?”* In response, 42% agreed that they did remember the advertisements they saw online over the past week while 58% disagreed and claimed no memory of the advertisements they had watched online over the past week.

Question: “Do you remember commercials/advertisements you watched online over the past week?”



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



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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)