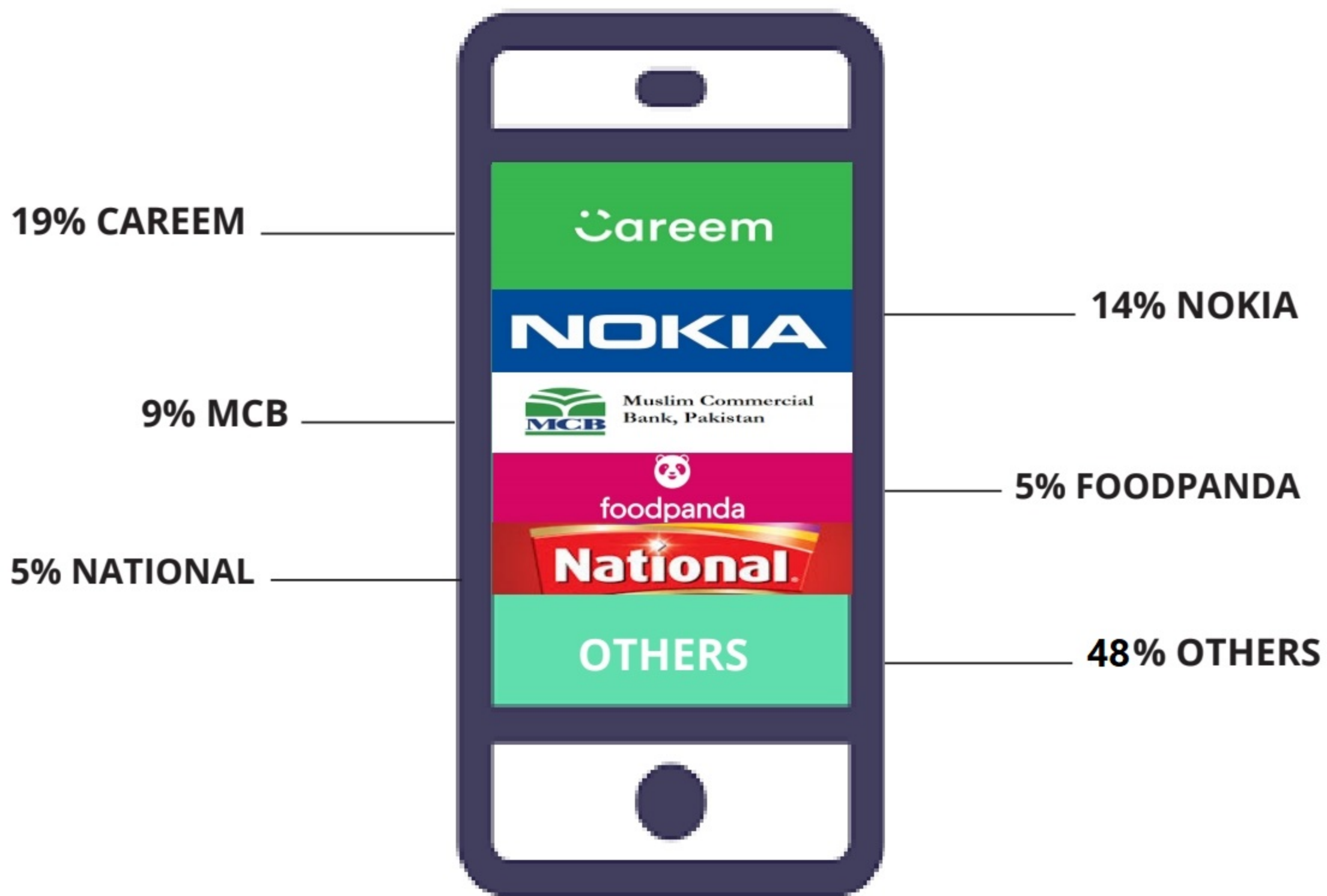


DECEMBER 27, 2019

CAREEM ADVERTISEMENT MOST RECALLED AMONG ONLINE AD WATCHERS

Thinking about the online advertisements shown, if you are asked to tell what advertisements you saw online last week, which advertisement comes to your mind first?



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

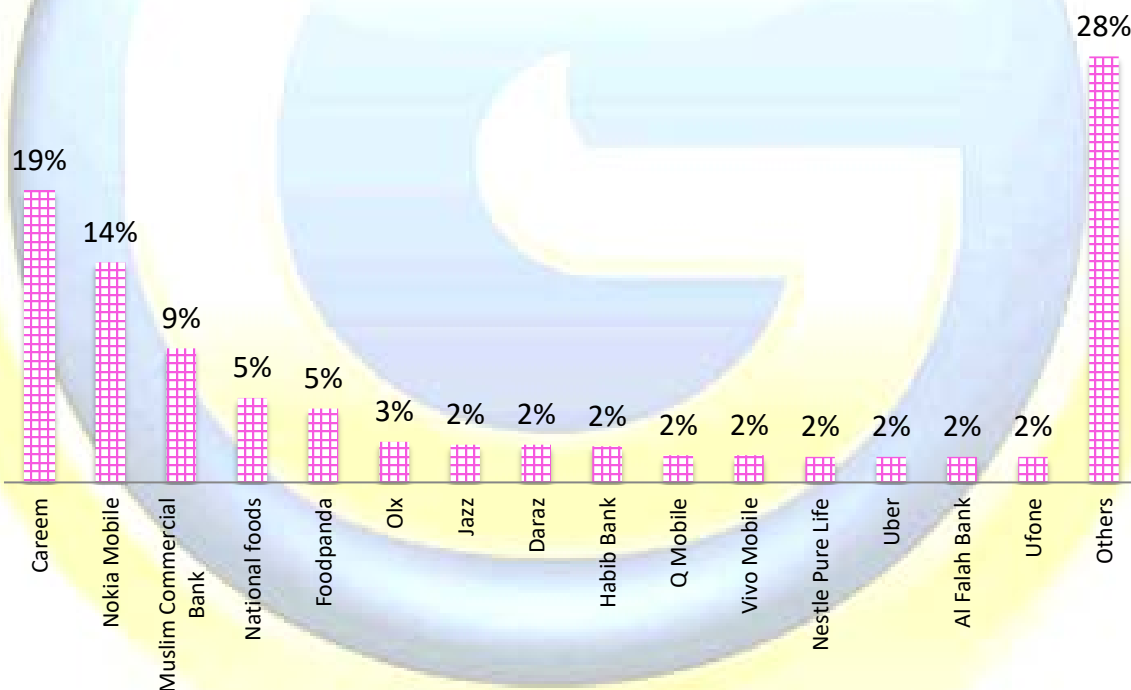
Careem advertisement most recalled among online ad watchers (Gallup & Gilani Pakistan Poll)

Islamabad, 27 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, Careem advertisement most recalled among online ad watchers.

A representative sample of men and women that were internet users from across the four provinces was asked, “Thinking about the online advertisements shown, if you are asked to tell what advertisements you saw online last week, which advertisement comes to your mind first?” In response, 19% said Careem advertisements were the first ones they could think of, 14% said Nokia Mobile, 9% said MCB, 5% each said National Foods and Foodpanda while lesser than 5% named brands like Olx, Jazz, Daraz, Habib Bank, Q Mobile, Vivo Mobile, Nestle, Uber, Ufone and Al-Falah Bank. 28% reported other advertisements.

Question: “Thinking about the online advertisements shown, if you are asked to tell what advertisements you saw online last week, which advertisement comes to your mind first?”



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

Friday, 27 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)