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Brands Pulse Study 2021

A look at how the top brands in Pakistan stack up against each other in Karachi, Lahore and Islamabad



Total Respondents

770

Brands Pulse Check

Powered by Akademos



This dashboard represents results from a study conducted by Akademos to **gauge a pulse of consumer preferences of brands in different industries.**

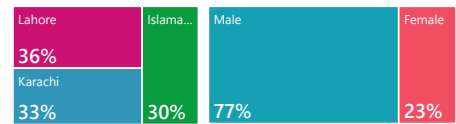
770 responses were randomly collected through **field surveys in Karachi, Lahore & Islamabad** by a team of trained enumerators through digital tablets in July/August 2021.

Some of the data has been collected through **Akademos' Digital Consumer Panel** as well.

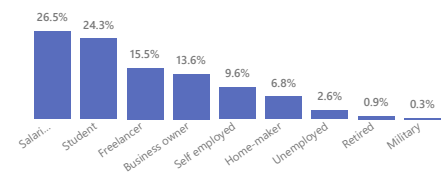
Respondents are both male and female representing the high, medium, and low-income groups across the four cities

Data integrity was maintained through audio-recordings from field surveys and some respondents were called to verify responses.

The Confidence Interval is 95% and the Margin of Error stands at 3.41%.



Occupation



Age group



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info@akademosresearch.com

+923433730000



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