

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

Use of toothpaste in Pakistan

Results released on: August 27, 1999



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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USE OF TOOTHPASTE IN URBAN PAKISTAN DOUBLES IN TWO DECADES - August 27, 1999

The use of tooth-paste among the city and town dwellers of Pakistan has more than doubled during the last two decades, from 37% in 1982 to 78% in 1999. These findings have emerged from the surveys conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. Both surveys, conducted seventeen years apart, were among a scientific sample of approximately 1000 households from all the four provinces of the country and comprised a cross section of various income, educational and linguistic backgrounds. The error margin was 3-5% at 95% confidence level. The use of tooth-paste, the Gallup Survey reveals, has partly replaced the traditional forms of teeth-cleaning namely tooth-powder (*Manjan*) and "*Miswak*". While the percentage of respondents using tooth-paste increased from 37% to 78%, those using "*Manjan*" as the principal means of dental hygiene declined from 28% to 11% and use of *Miswak* declined from 21% to 5%. Complete text of the poll released by Gallup Pakistan may be seen at its website: www.gallup.com.pk

Question: What do you generally use for cleaning your teeth?

	<i>Percent of respondents</i>		
	<u>2000</u>	<u>1999</u>	<u>1982</u>
Toothpaste	87%	78%	37%
Manjan/Powder	8%	11%	28%
Miswak	4%	4%	21%
Others	-	5%	12%
No response	1%	12%	2%

Source: Gallup Pakistan, 1999

Toothpaste Usage in Pakistan
1982-1999

