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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

Shampoo

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MAJORITY OF WOMEN AND NEARLY HALF OF MEN NOW USE SHAMPOO FOR WASHING HAIR IN URBAN PAKISTAN - November 12, 1999

Nearly seventy percent of women in Pakistan use shampoo for washing their hair, at least once in a while. Some 40% say they use it as the only means of washing hair, while 30% say they sometimes use shampoo, while at others they use soap. Among men the comparable figure is 50%; while 30% use it as the sole means of washing hair, 20% use it only on some occasions.

These findings have emerged from a national urban survey conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was conducted among more than 1000 statistically selected men and women of different income, education and age backgrounds spread all over the four provinces of Pakistan. The error margin in a survey of this kind is around 3 percent at 95 percent confidence level.

The analysis of the survey by Gallup researchers shows that the base of shampoo users has considerably expanded during the last two decades, partly because of greater awareness and increase in purchasing power and partly because of the availability of small packing of shampoo in sachets. The survey further reveals that the use of shampoo has penetrated all income groups and majority of women in the relatively lower income groups also use shampoo for washing their hair.

Gallup survey findings show that five years ago 60% of women and 35% of men were using shampoo and the comparable figures in the 1980s were even smaller. The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk

Question: What do men and women of your house generally use for washing their hair?		
<i>Percent of Respondents</i>		
	Male	Female
Soap	48%	22%
Shampoo	51%	72%
No Response	1%	6%

Source: Gallup Survey Pakistan, 1999