

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

Washing Powder

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USE OF POWDER FOR WASHING CLOTHES GROWS FOUR FOLD IN URBAN PAKISTAN - December 17, 1999

A Gallup survey shows that there has been a major shift from soap to detergent powder for washing clothes during the last two decades of this century. In 1981 only 9% of urban households in Pakistan used detergent powder for washing their ordinary cotton or mixed fiber clothes. By 1999 this figure has risen more than four folds to 42%. The Gallup survey which monitors consumer behaviour on a ongoing basis shows that the use of detergent powder was already quite widespread for silk and woolen clothes, but even in their case the increase during the last two decades is quite phenomenal. The use of detergent powder has almost doubled from 41% of households to 84% in the case of silk clothes and from 49% to 77% in the case of woolen clothes. By the same account the use of soap for washing clothes has been losing ground in urban Pakistan. However the detergent powder used in Pakistani homes comes in all varieties, from home-made to unbranded bulk supply to local brands packaged in small neighbourhoods and of course detergent powders packaged by internationally well known names such as Unilever, Proctor and Gamble and Colgate.

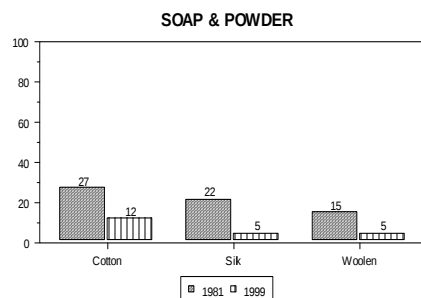
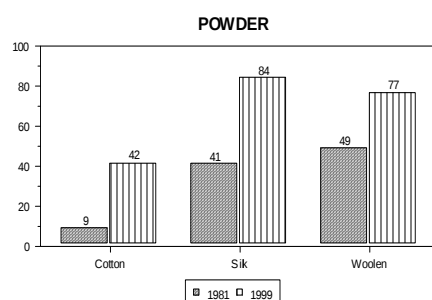
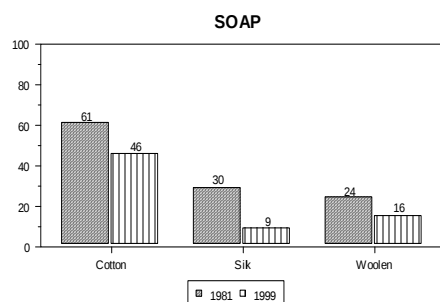
These findings have emerged from the surveys conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. Both surveys conducted eighteen year apart, were among a scientific sample of approximately 1000 households from all the four provinces of the country and comprised a cross section of various income, educational and linguistic backgrounds. The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk

Question: What is generally used in your home to wash different types of clothes?

Comparative Data 1981 - 1999		
	<u>Percent of respondents</u>	
	<u>1999</u>	<u>1981</u>
For Cotton Clothes		
Soap	46%	61%
Powder	42%	9%
Both	12%	27%
No Response	-	3%
For Silken Clothes		
Soap	9%	30%
Powder	84%	41%
Both	5%	22%
No Response	2%	7%
For Woolen Clothes		
Soap	16%	24%
Powder	77%	49%
Both	5%	15%
No Response	2%	12%

Source: Gallup Survey Pakistan, 1999

SHIFTS IN USE OF SOAP AND POWDER FOR WASHING CLOTHES 1981-1999 Percent of households using Soap/Powder or Both for washing different types of clothes



Source: Gallup Survey Pakistan, 1999