

# GALLUP PAKISTAN POLL FINDINGS ON **HAIR CARE PRODUCTS**

**Survey Dates:** 15<sup>th</sup> & 16<sup>th</sup> March 2009  
**Results released on:** April 17, 2009

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*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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

## **Oil, Shampoo, and Soap are the Most Used Hair Care Products Among Pakistanis; Henna, Eggs, And Herbs Come Next: GALLUP PAKISTAN/GILANI POLL**

Islamabad, April 17, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, Pakistanis use a combination of traditional methods and modern products to take care of their hair. Oil is the most used hair care product as 86% of the respondents claimed to use it to take care of their hair.

When the respondents were asked “What do you use to take care of your hair?” eighty six (86%) of the respondents said they use oil to take care of their hair, 71% claimed to use shampoo, 72% use soap, 40% use henna, and 20% of the respondents said they use eggs. Herbs and yogurt are used as hair care products by 15% and 16% respondents respectively.

Shampoo usage is significantly higher among urbanites and higher income groups as compared to the people living in rural areas who mostly use soap to wash their hair. Oil, henna, herbs, yogurt, and eggs are being almost equally used by urbanites and ruralites.

The data also reveals that, proportionately speaking, more women than men use all these hair care methods, except for soap.

“What do you use to take care of your hair?”

| Traditional and Modern Hair Care Products | Yes | No  | No Response |
|-------------------------------------------|-----|-----|-------------|
| Oil                                       | 86% | 15% | 2%          |
| Soap                                      | 72% | 26% | 2%          |
| Shampoo                                   | 71% | 29% | -           |
| Henna                                     | 40% | 57% | 3%          |
| Egg                                       | 20% | 78% | 2%          |
| Yogurt                                    | 16% | 80% | 3%          |
| Herbs                                     | 15% | 83% | 3%          |

Source: Gilani Poll conducted by Gallup Pakistan,  
the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2624 men and women in rural and urban areas of all four provinces of the country during March 15-16, 2009. Error margin is estimated to be approximately  $\pm$  2-3 per cent at 95% confidence level.

**Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan,** the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://www.gallup.com.pk)). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on Lifestyle related and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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