



Public Opinion in Pakistan in the Year 2000

CONSUMER/COMMERCIAL Toothpaste

(2000-2016) Colgate usage increases by 23 % 2000 and 2016; Medicam comes in second as usage drops by 8 % . GILANI POLL / GALLUP PAKISTAN

Islamabad, August 02, 2016

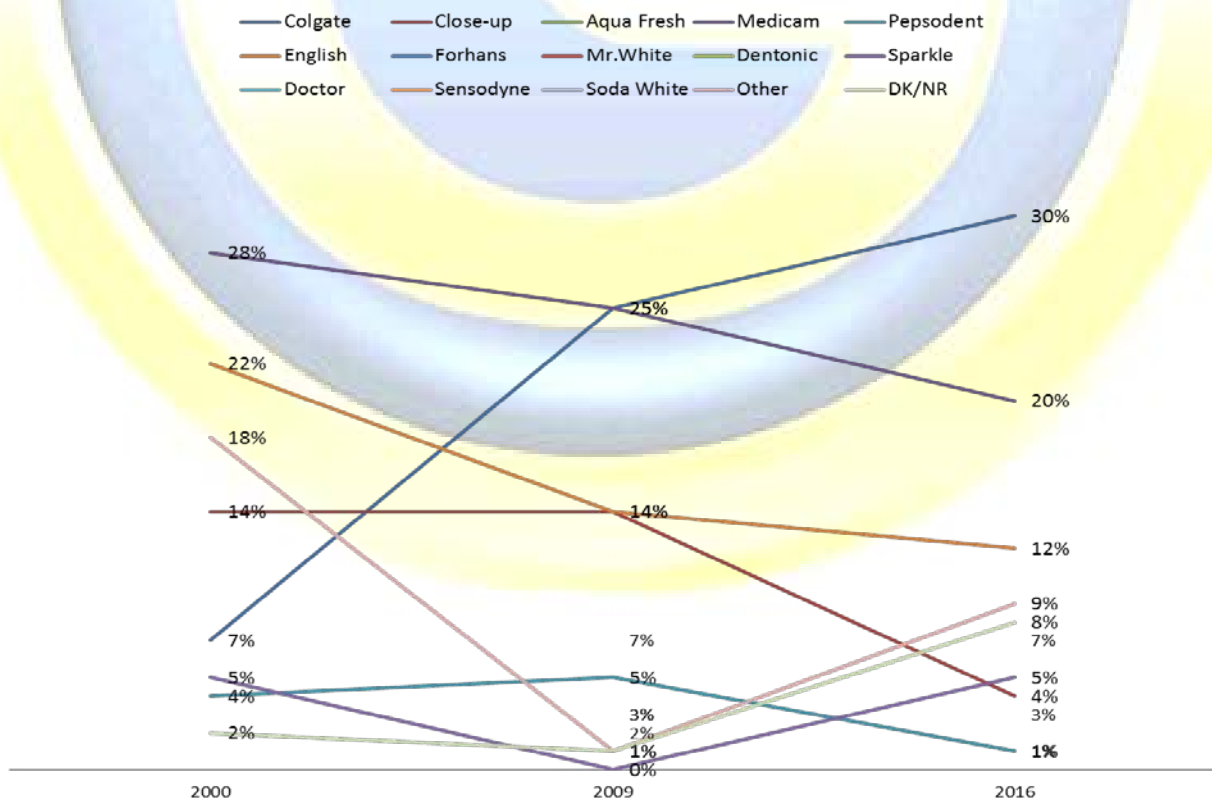
According to a Gallup Pakistan National Survey conducted in the year 2000 (16 years ago) respondents were asked which toothpaste they used. 28% respondents said that they used Medicam, 22% used English, 14% used Close-up, 7% used Colgate, 4% used Pepsodent, 5% used Sparkle, and 18% used other products. 2% did not know or did not wish to respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, Colgate was the most used brand (30%), followed by Medicam (20%), English (12%), Doctor (7%), Sparkle (5%), Close-up (4%), Sensodyne (3%), Pepsodent (1%), Soda White (1%). 9% said that they used other products and 8% did not know or did not wish to respond.

According to public opinion, we see that between 2000 and 2016 Colgate increases its usage more than four times, rising from 7% to 30%. Medicam, which was the most used brand in 2000, falls to second place by 2016, losing 8 users. Between 2000 and 2016, we also see a rise in consumer choice, as new brands are added such as Doctor, Sensodyne and Soda White are introduced.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "Please tell us what toothpaste you normally use to clean your teeth?"



Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani , who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows : ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.’



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



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(4 Pages including this)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

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

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2015)