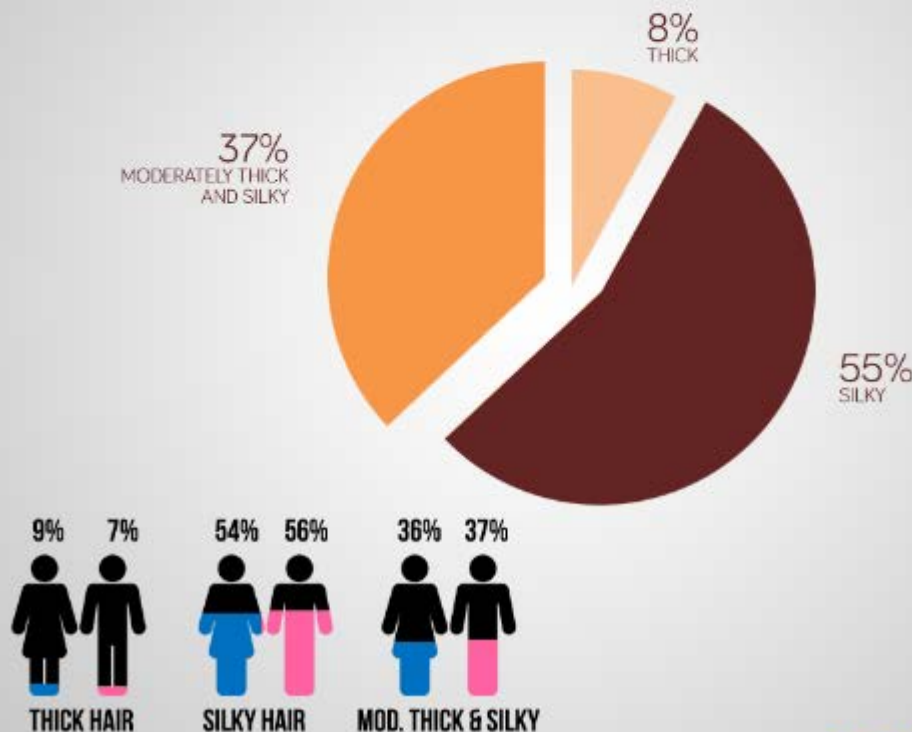


2 AUG 2016

MAJORITY PAKISTANIS (55%) WOULD PREFER TO HAVE SILKY HAIR OVER THICK HAIR; THERE ISN'T A SIGNIFICANT GENDER GAP IN THE HAIR PREFERENCE OF MEN AND WOMEN.

According to your preference, what type of hair would you like to have?



SOURCE: GALLUP AND GILANI SURVEYS - SAMPLE SIZE: 1842
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
SOCIAL
Social Behavior Others

Majority Pakistanis (55 %) would prefer to have silky hair over thick hair; there isn't a significant gender gap in the hair preference of men and women. (GRF POLL)

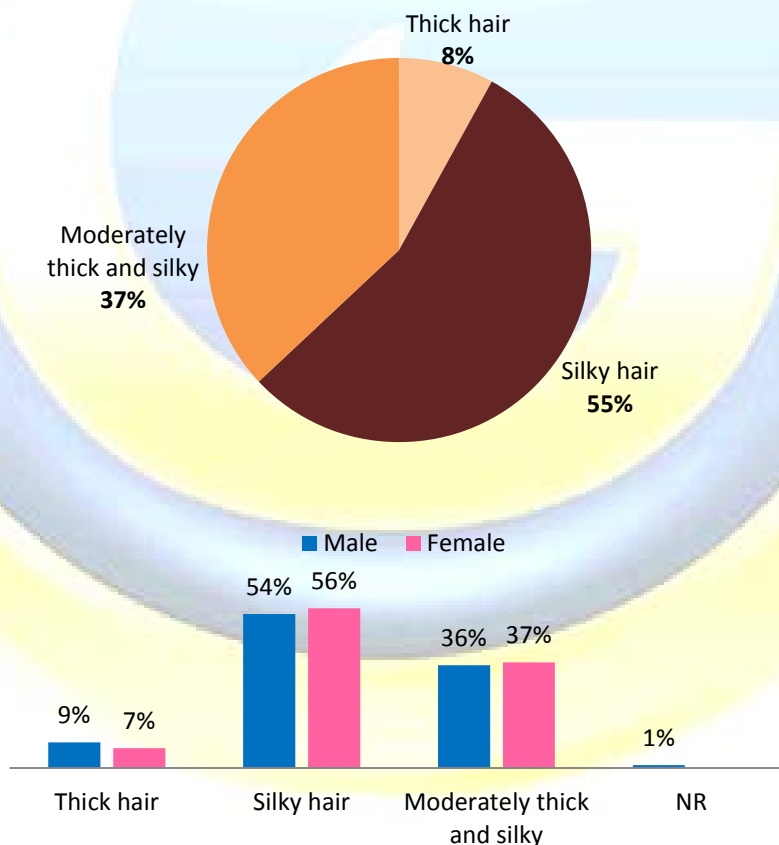
Islamabad, August 02, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 55% Pakistanis would prefer to have silky hair over thick hair.

A nationally representative sample of men and women from across the four provinces was asked, "According to your preference, what type of hair would you like to have?" In response to this question, 55% said that they would prefer to have silky hair, while 37% said that they would like to have moderately thick and silky hair. 8% said that they would prefer to have thick hair.

According to a gender breakdown, most men and women desire silky hair. 54% males and 56% females prefer silky hair, while 36% males and 37% females want moderately thick and silky hair. Another 9% males and 7% females want thick hair. 1% males did not respond.

Question: "According to your preference, what type of hair would you like to have?"



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1842 men and women in rural and urban areas of all four provinces of the country, during May 23 - May 30, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Tuesday, August 02, 2016
(3 Pages, English version Only)

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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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)