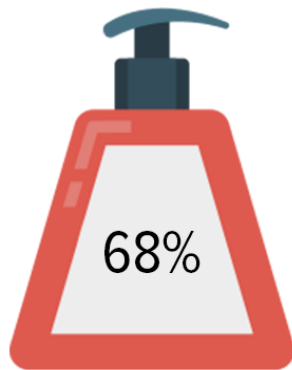


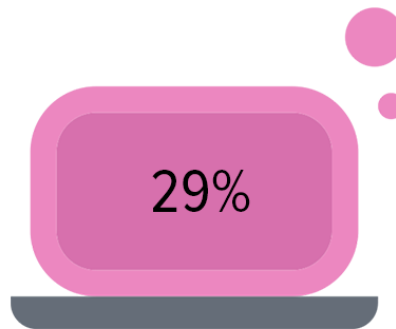
MAY 20, 2019

HAIR CARE: A MAJORITY OF PAKISTANIS (68%) USE SHAMPOO INSTEAD OF SOAP FOR THEIR HAIR.

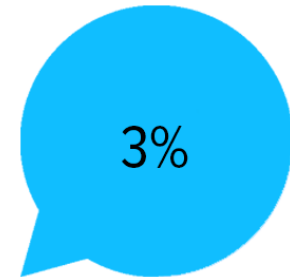
What do you use for taking care of your hair?



SHAMPOO



SOAP



DK/NR

SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1480

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll

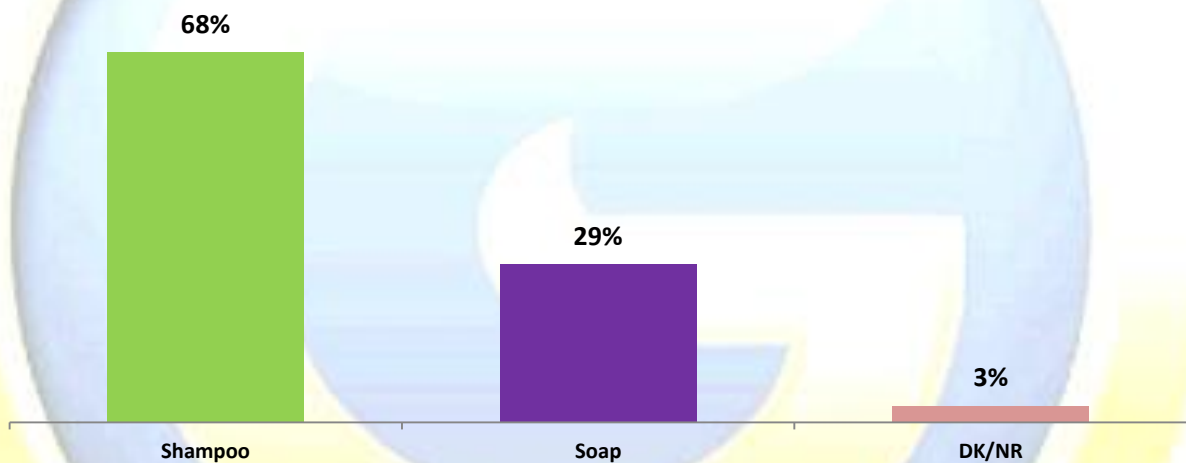
CONSUMER PRODUCTS
Personal Care**Hair Care: A majority of Pakistanis (68%) use shampoo instead of soap for their hair.****(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 20, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, a majority of Pakistanis (68%) use shampoo instead of soap for their hair.

A nationally representative sample of men and women from across the four provinces was asked, “What do you use for taking care of your hair?” In response, 68% said shampoo, whereas 29% soap. 3% said that they did not know or wish to respond.

Question: “What do you use for taking care of your hair?”



Source: Gallup & Gilani Pakistan Poll
Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,480 men and women in urban and rural areas of all four provinces of the country, during April 21-April 30, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



Wednesday, May 20, 2019

(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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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)