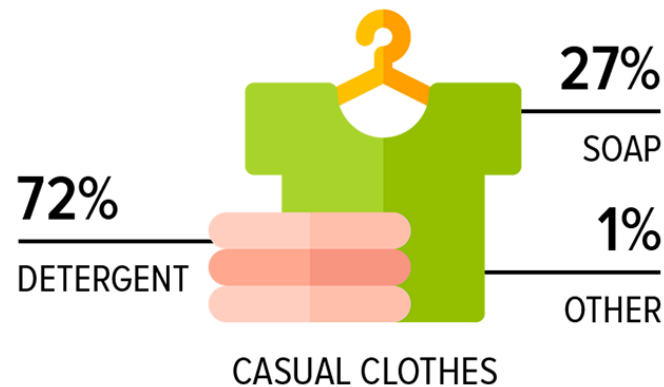
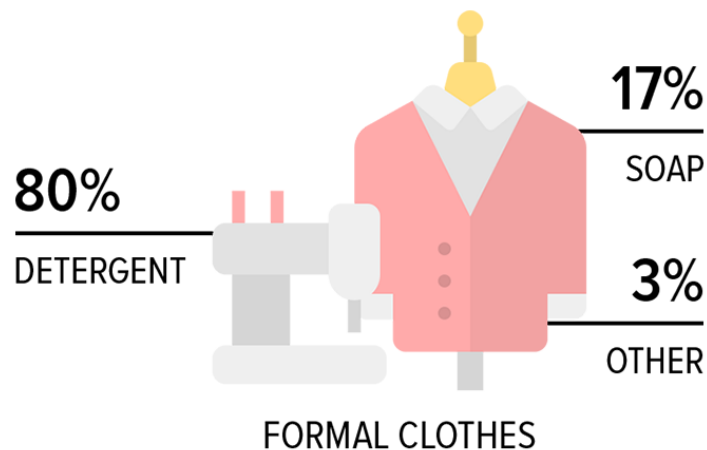


JUNE 17, 2019

LAUNDRY: A SIGNIFICANT MAJORITY OF PAKISTANIS (80%) USE DETERGENT TO WASH THEIR FORMAL CLOTHES; FEWER USE IT FOR CASUAL CLOTHES.

What does your family use to wash formal/casual clothes?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1480

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

Opinion Poll

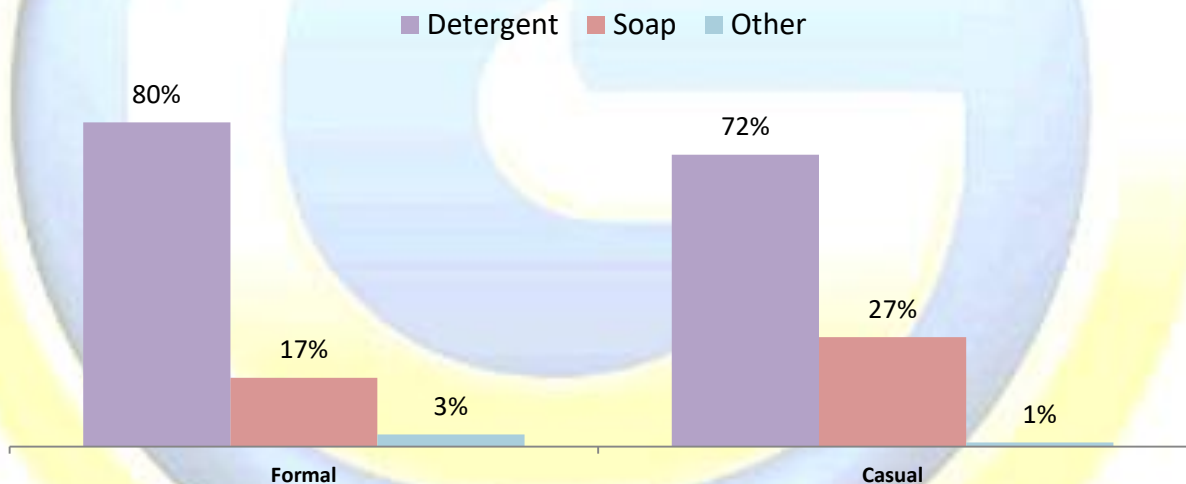
CONSUMER PRODUCTS
Personal Care**Laundry: A significant majority of Pakistanis (80%) use detergent to wash their formal clothes; fewer use it for casual clothes.**
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, June 17, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, a significant majority of Pakistanis (80%) use detergent to wash their formal clothes; fewer use it for casual clothes.

A nationally representative sample of men and women from across the four provinces was asked, "What does your family use to wash formal clothes?" In response, 80% said detergent, 17% said soap, and 3% said other.

Respondents were further asked, "What does your family use to wash casual clothes?" In response, 72% said detergent, 27% said soap and 1% said other.

Question: "What does your family use to wash formal/casual clothes?"

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



Monday, June 17, 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

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)