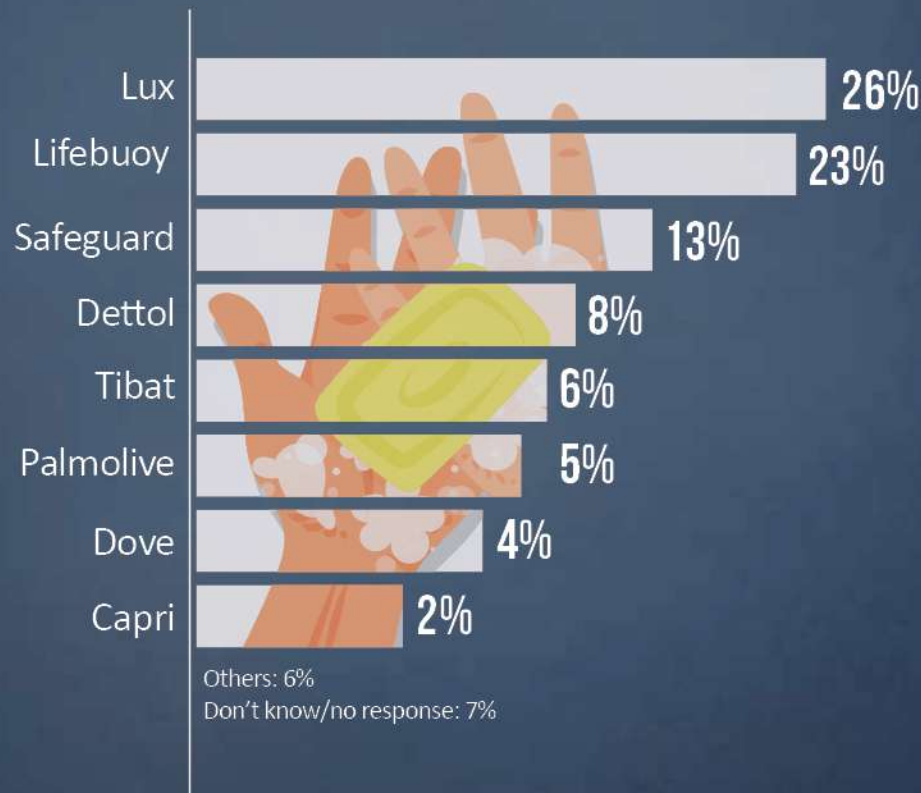


26th September, 2023

FAVORITE SOAP BRAND IN PAKISTAN: LUX TOPS AT 26%; FOLLOWED BY LIFEBOUY CITED BY 23% RESPONDENTS: GALLUP & GILANI PAKISTAN

پاکستان میں صابن کا پسندیدہ برانڈ: پاکستان میں صابن کے پسندیدہ برانڈ میں لکس (Lux) 26% کے ساتھ سرفہرست ہے، اس کے بعد 23% جوابدہندگان نے پسندیدہ برانڈ کے طور پر لائف بوئے (Lifebuoy) کا حوالہ دیا۔

Question: "I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Soap?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Consumer/Commercial Home Care

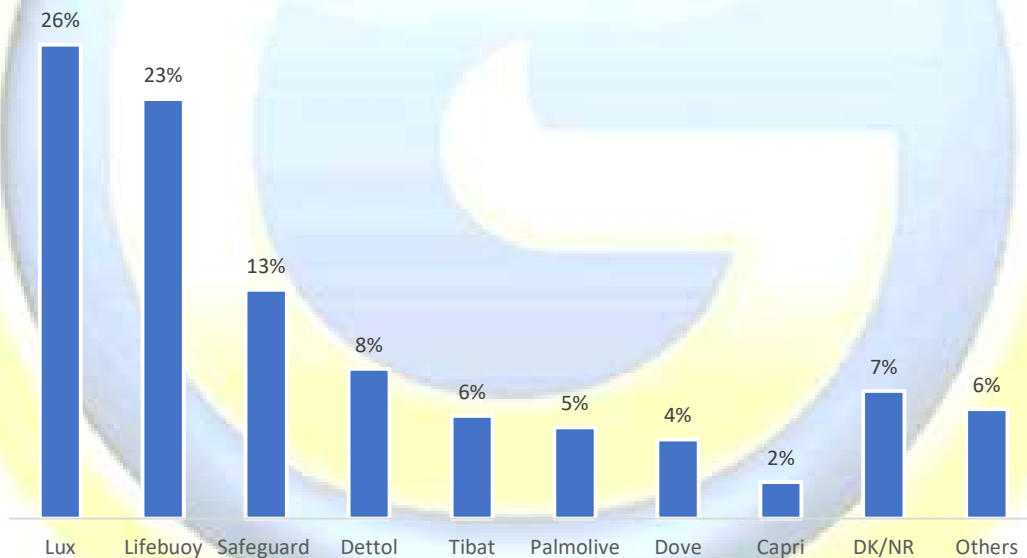
Favorite Soap Brand in Pakistan: Lux tops at 26%; followed by Lifebuoy cited by 23% respondents: Gallup & Gilani Pakistan

(Islamabad), September 26th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, in terms of Soap brands in Pakistan, Lux tops at 26%; followed by Lifebuoy cited by 23% respondents.

A nationally representative sample of adult men and women from across the country, was asked the question “I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Tea leaves?” In response, 13% said Safeguard, 23% said Lifebuoy, 4% said Dove, 8% said Dettol, 6% said Tibat, 5% said Palmolive, 26% said Lux, 2% said Capri, 6% said Others, and 7% said that they do not know or gave no response.

Question: “I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Soap?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and 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 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24 August to 28 August 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

STAT OF THE DAY

Karachi's population increased to 20.3 million. Growth rate almost twice the National Average and significantly higher than Sindh Average.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Tuesday, 26th September 2023

(3 Pages, English version Only)



Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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



Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)