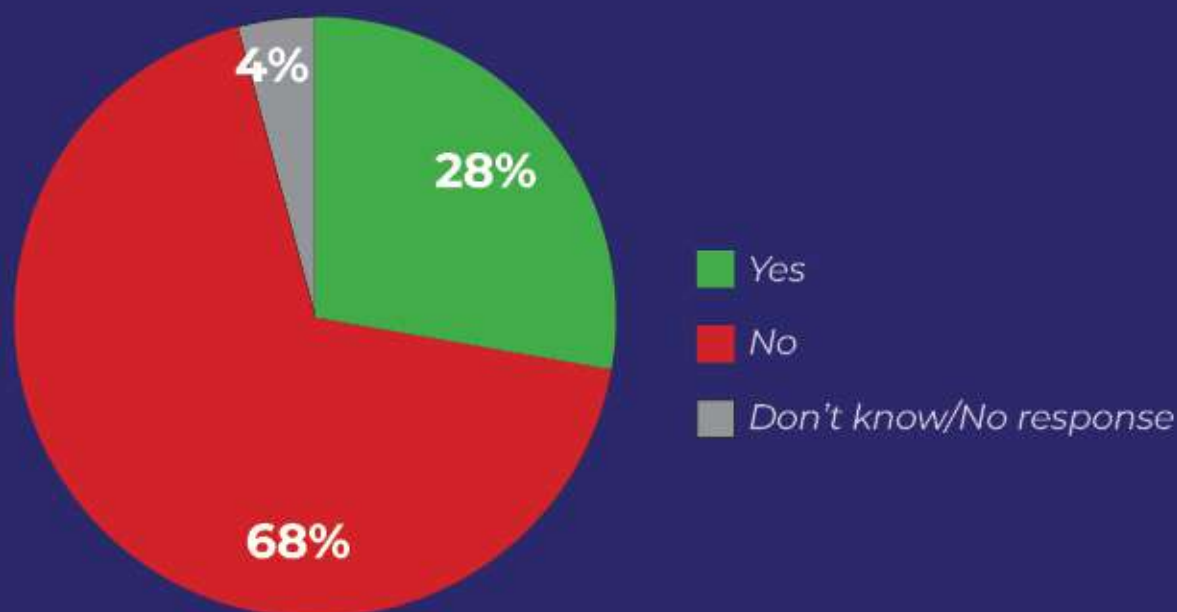


More than a quarter (28%) of Pakistanis reported dyeing their hair in the month of June; women and rural residents more likely to have done so



Question: Have you dyed your hair i.e. applied any hair color during the last month (June)?





PRESS RELEASE

Opinion Poll

Consumer

Personal Care

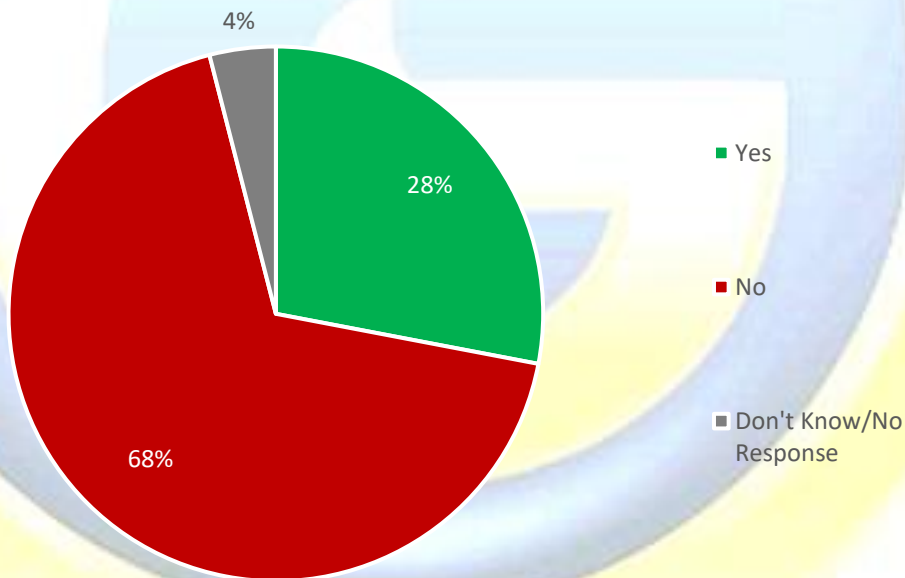
More than a quarter (28%) of Pakistanis reported dyeing their hair in the month of June; women and rural residents more likely to have done so: Gallup & Gilani Pakistan

(Islamabad) 10th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, more than a quarter (28%) of Pakistanis reported dyeing their hair in the month of June. Pakistani women were significantly more likely (40%) to have dyed their hair, as compared to men (16%). There was also a higher incidence of rural residents (31%) dyeing their hair in June, as compared to urban residents (22%).

A nationally representative sample of adult men and women from across the country was asked the question, “Have you dyed your hair i.e. applied any hair color during the last month (June)?” In response, 28% said ‘Yes’, 68% said ‘No’, and 4% said that they did not know or gave no response.

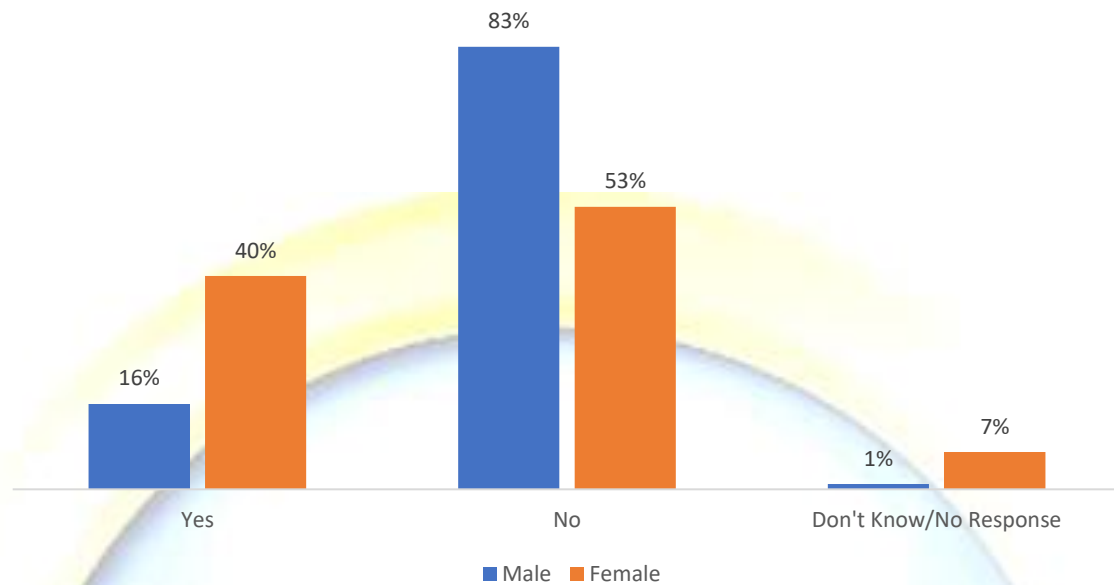
Question: Have you dyed your hair i.e. applied any hair color during the last month (June)?



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

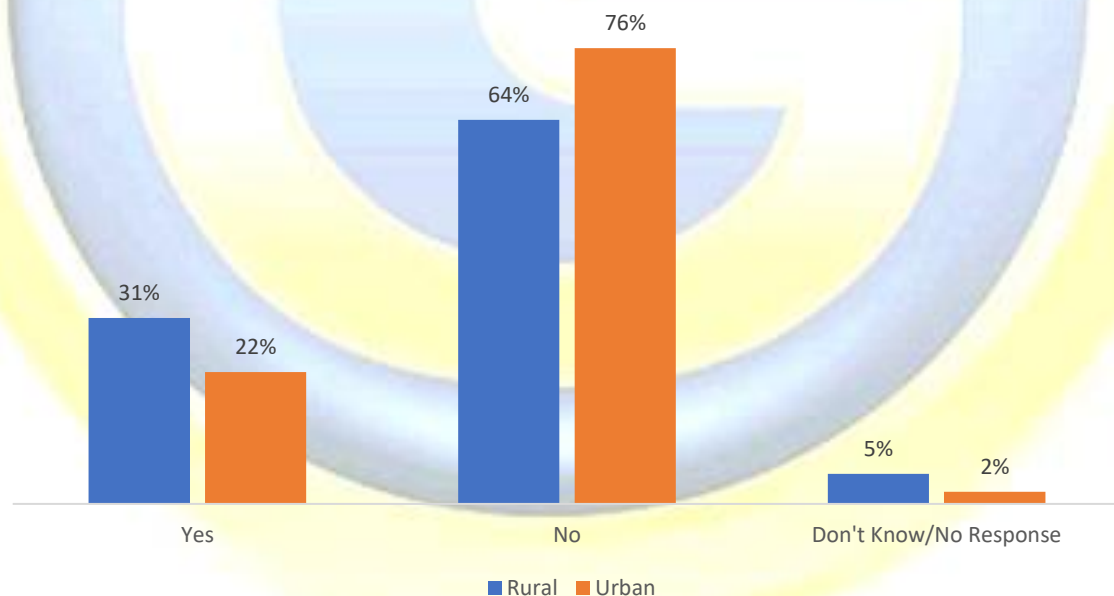
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. 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).

Across gender: Pakistan women were significantly more likely (40%) to have dyed their hair in the month of June, in comparison with Pakistani men (16%).



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

Across rurality: Rural residents were more likely (31%) to have dyed their hair in June, as compared to urban residents (22%).



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 10th October, 2024

(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*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)