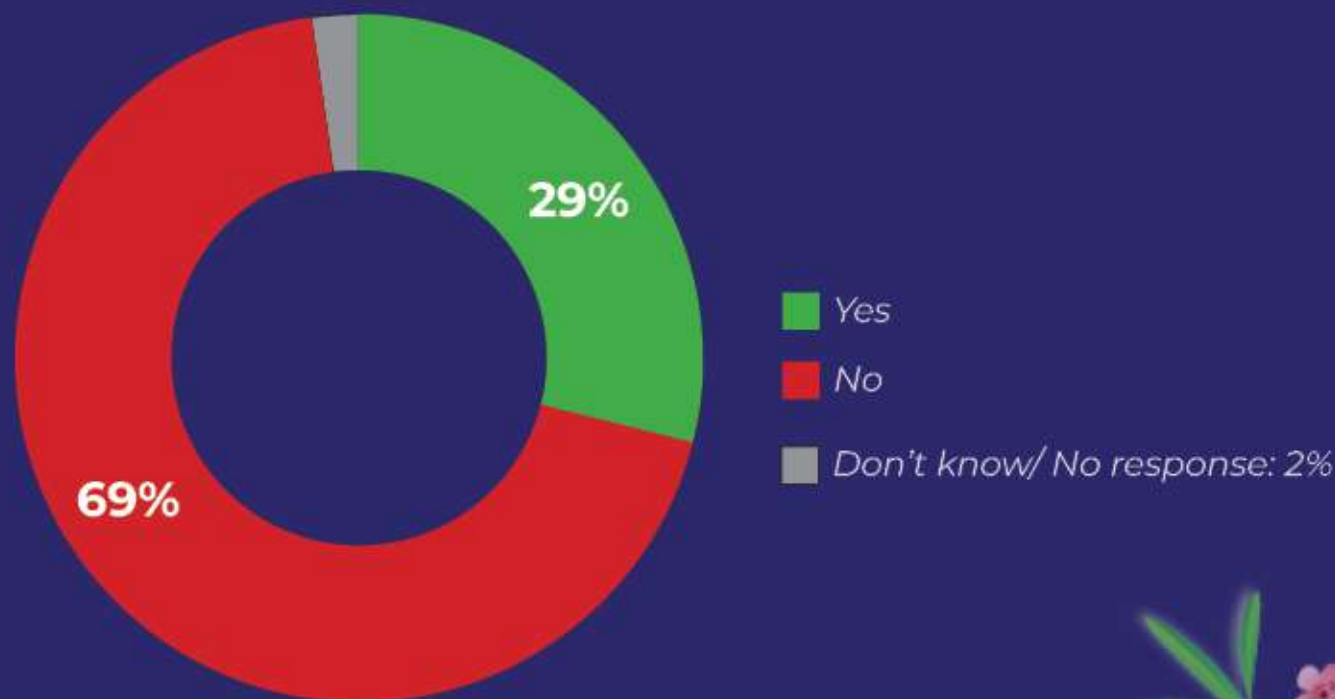


3 in 10 Pakistanis claim to have used a perfume or similar product the previous day

Among users, 2 in 5 purchased in the past month



Question: Did you use perfume, scent, deodorant, or similar products yesterday?





PRESS RELEASE

Opinion Poll **Social** **Social Behavior** Social Behavior Others

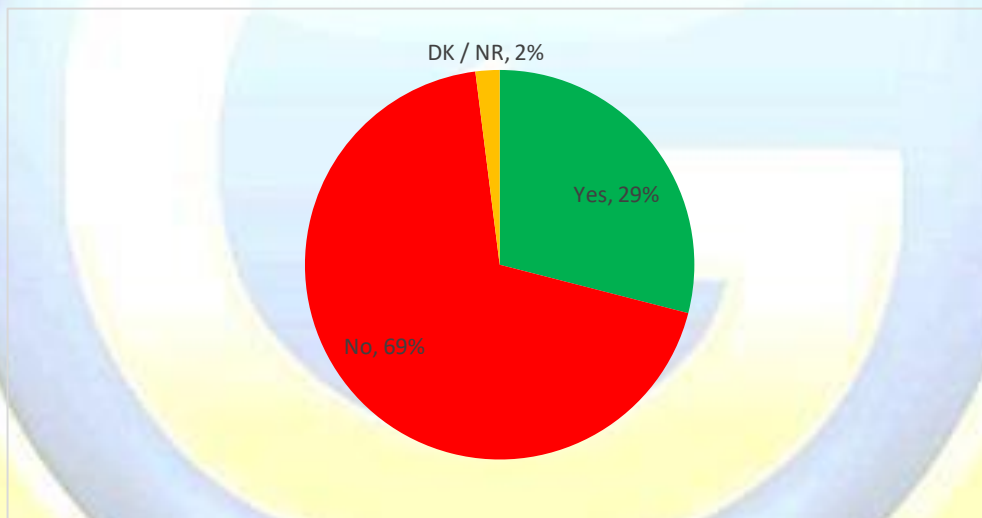
3 in 10 Pakistanis claim to have used a perfume or similar product the previous day. Among users, 2 in 5 purchased in the past month: Gallup & Gilani Pakistan Poll

(Islamabad) 21st February 2025

According to a survey conducted by Gallup & Gilani Pakistan, 3 in 10 Pakistanis claim to have used a perfume or similar product the previous day. Among users, 2 in 5 purchased in the past month

A nationally representative sample of adult men and women from across the country was asked the question, “*Did you use perfume, scent, deodorant, or similar products yesterday?*” In response, 29% said ‘yes’ 69% said ‘no’ and 2% did not know or did not respond.

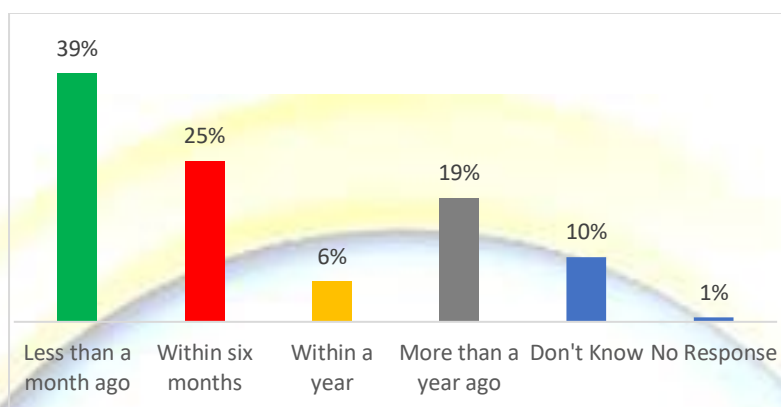
Question: Did you use perfume, scent, deodorant, or similar products yesterday?



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

A sub-sample of adult men and women from across the country who had used a perfume or similar product the previous day were further asked, “*When was the last time you purchased perfume, scent, deodorant, or similar products?*” In response, 39% said ‘less than a month ago,’ 25% said ‘within six months,’ 6% said ‘within a year,’ 19% said ‘more than a year ago,’ 10% said they did not know and 1% did not respond.

Question: When was the last time you purchased perfume, scent, deodorant, or similar products?

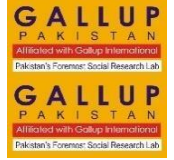


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk , www.gilanifoundation.com)

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 788 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 2025. 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Friday, 21st February 2025

(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
2025



of Gallup Pakistan
(1980-2025)