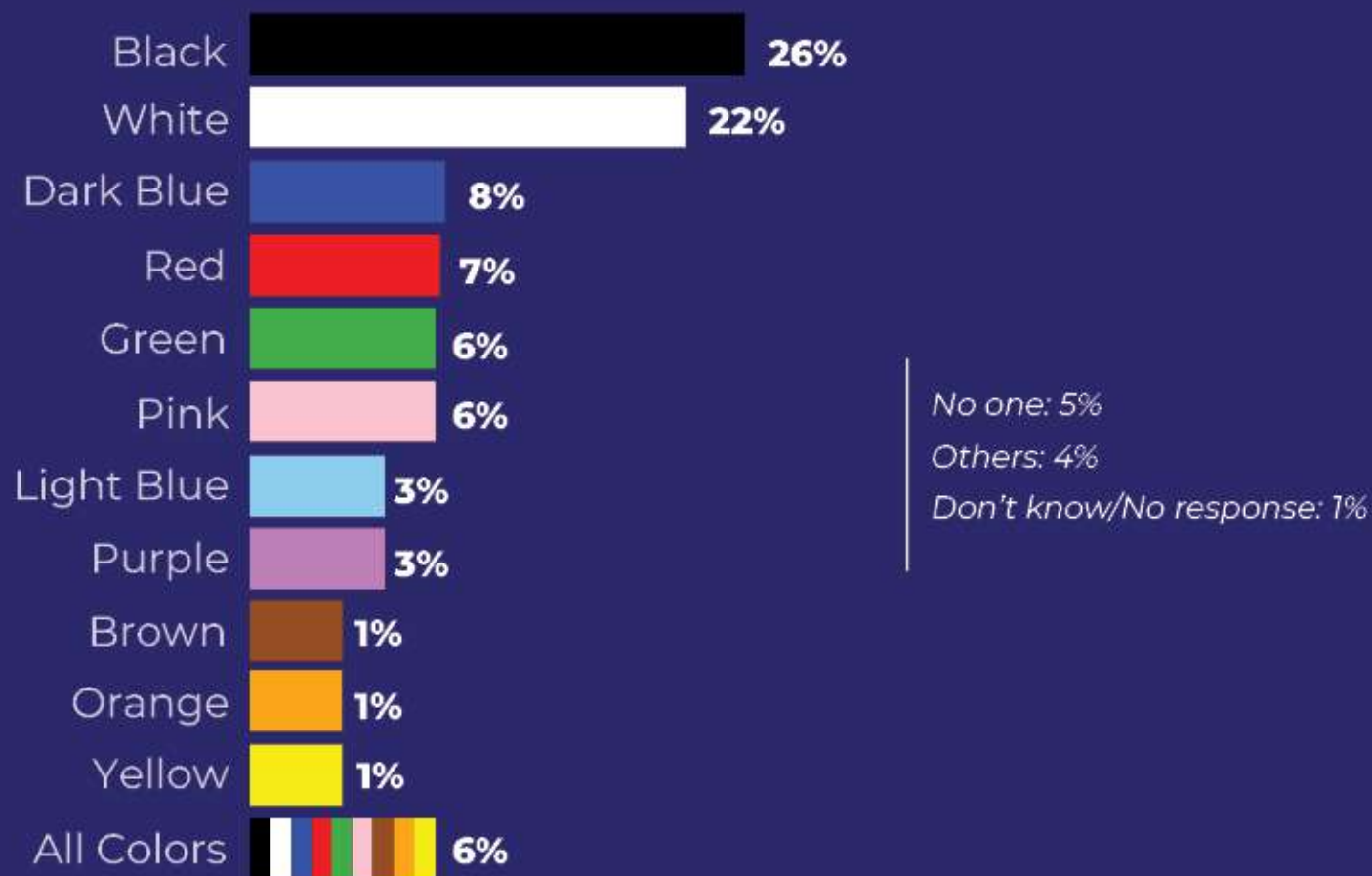


Black and White emerge as top color choices among Pakistanis, with 26% choosing black as their favorite color, followed by white at 22%. Meanwhile, 6% expressed a preference for all colors.



Question: Please tell us about your preferences? -
Favorite color?



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Personal Preferences Favorite Color

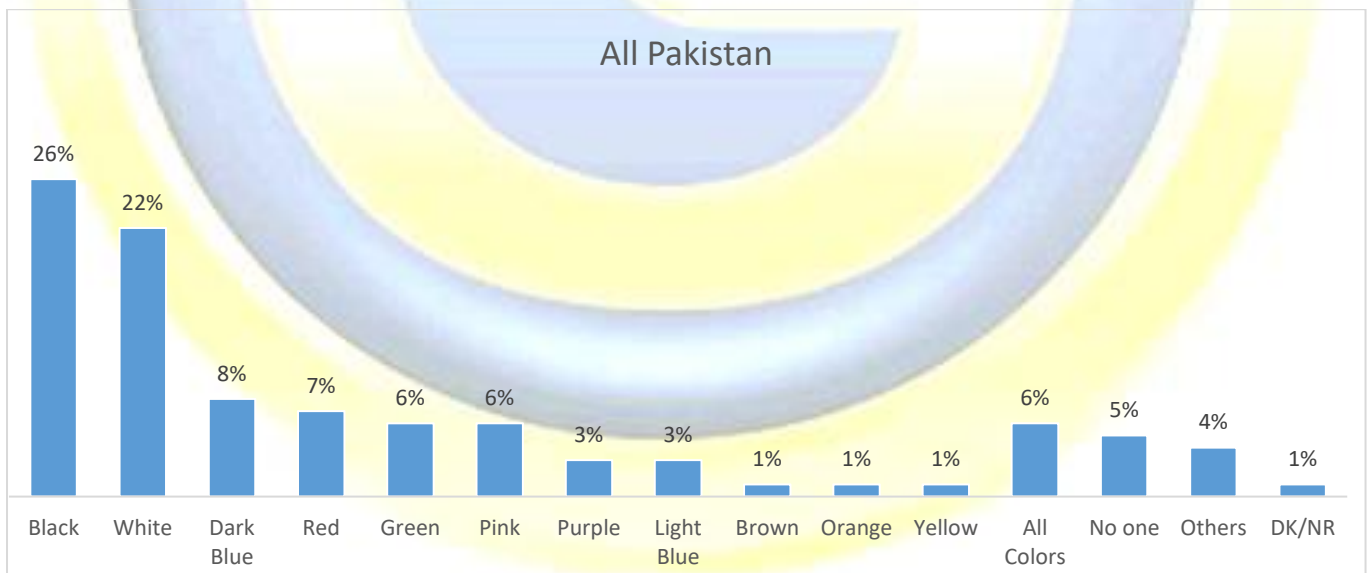
Black and White emerge as top color choices among Pakistanis, with 26% choosing black as their favorite color, followed by white at 22%. Meanwhile, 6% expressed a preference for all colors. (Gallup & Gilani Survey)

(Islamabad), 18th July 2025

According to a Gallup & Gilani Pakistan survey, Black and White emerge as top color choices among Pakistanis, with 26% choosing black as their favorite color, followed by white at 22%. Meanwhile, 6% expressed a preference for all colors.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Please tell us about your preferences? - Favorite color?”***. In response to this question, 26% said ‘black’, 22% said ‘white’, 8% said ‘dark blue’, 7% said ‘red’, 6% said “green”, 6% said “pink”, 3% said “purple”, 3% said “light blue”, 1% said “brown”, 1% said “orange”, 1% said “yellow”, 6% said “all colors”, 5% said “no one”, while 4% gave others responses, and 3% said that they did not know or gave no response.

Question: Please tell us about your preferences? - Favorite color?



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 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 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, 18th July 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*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)