



**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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

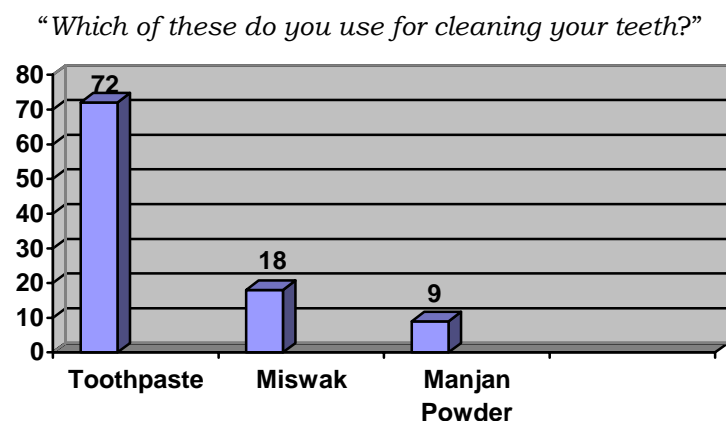
## **Majority (72%) Prefers Using Tooth Paste to Clean Their Teeth: GILANI POLL/GALLUP PAKISTAN**

Islamabad, July 10, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two thirds of all Pakistanis (72%) use toothpaste for dental care followed by Miswak and Manjan Powder each used by 18% and 9% respectively. Amongst those who do not use tooth paste, majority (27%) claimed toothpaste is an expensive product, 25% said there is no specific reason for them to not use tooth paste, 17% believe tooth paste does not clean teeth properly, 22% claimed they use Miswak instead, because it is cheaper and 6% said that their method of cleaning their teeth (i.e Miswak) is a Sunnat (practiced and promoted by the Prophet sws).

A nationally representative sample of men and women from across the country were read out a list of oral care methods and were asked “Which of these do you use for cleaning your teeth?” The results show that majority (72%) likes to use toothpaste where as among the remaining respondents 18% claimed to use Miswak (It is a natural tooth brush made from the twigs of a tree), and 9% said they use Manjan Powder (It is a powdered form of tooth paste which came into general use in the 19th century in Britain).

It is seen that a proportionately higher percentage of ruralites tend to use Manjan Powder and Miswak as compared to their counter parts in urban areas who mostly prefer using toothpaste. The data also reveals that the usage of toothpaste is more common amongst the higher income groups. Interestingly a comparatively higher percentage of men (21%) than women (15%) use Miswak to clean their teeth.



Source: Gilani Poll conducted by Gallup Pakistan,  
the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

To understand why some people do not use tooth paste to clean their teeth, the respondents who do not use toothpaste were asked “*Why do you not use tooth paste?*” While a higher percentage (27%) claimed toothpaste is expensive, for 25% of the respondents there is no specific reason for them to not use tooth paste. Seventeen percent (17%) believe that tooth paste does not clean teeth properly and 22% claimed they use Miswak instead, because it is cheaper. Six percent (6%) said that their method of cleaning their teeth (i.e Miswak) is a Sunnat (practiced and promoted by the Prophet sws) while 2% gave no response.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2754 men and women in rural and urban areas of all four provinces of the country, during June 2009. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.

**Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan,** the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://www.gallup.com.pk)). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on health care and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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