



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.

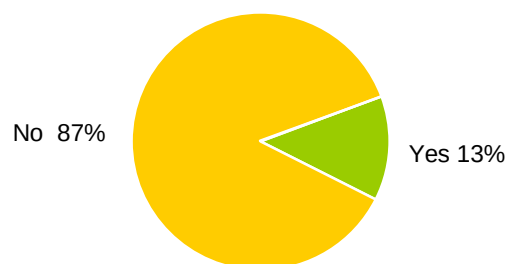
Very Few Pakistanis (13 %) Claim to Have Tried Dieting: GILANI POLL / GALLUP PAKISTAN

Islamabad, July 14, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, less than a quarter of all Pakistanis (13%) claimed to control their diets while the majority (87%) has never dieted. Reducing Weight (67%) turned out to be the most common reason for people to cut down their food intake followed by Doctor's Suggestion (12%), To control Cholesterol (9%), and To control Sugar/Diabetes (4%). The data reveals that (37%) of the respondents who claimed to have been on a diet, try to avoid fatty foods, 29% said they exercise/walk and 26% try to just balance their diet. Only 5% of the respondents claimed to go to a gym or slimming centres.

A nationally representative sample of men and women from across the country were asked “*Have you ever tried to diet?*” Only 13% said yes while majority (87%) of the respondents claimed to have never been on a diet. One percent (1%) gave no response. It is noticed that a slightly higher percentage of urbanites (14%) and women (14%) as compared to the ruralites (12%) and men (12%) claimed to have been on a diet.

“*Have you ever tried to diet?*”



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

To understand the various reasons for which people control their diet, the respondents who claimed to have tried dieting were asked “*What was the reason for dieting?*” The results show that two thirds of all respondents (67%) claimed to control their diet for weight reduction. Twelve percent (12%) tried dieting on doctor's suggestion while for the rest of the respondents controlling cholesterol (9%) and sugar/diabetes (4%) were the main reasons for them to cut down their food intake. Eight percent (8%) gave no response. The data reveals that a slightly higher percentage of women (69%) as compared to men (65%) claimed to have tried dieting to lose weight where as more men (12%) than women (6%) tend to control their diet to avoid an increase in cholesterol level.

Since there are many methods for weight reduction, in a follow up question the respondents were asked about the method they choose/chose to trim down. Thirty Seven percent (37%) try to avoid fatty foods, 29% said they exercise/walk and 26% try to just balance their diet. Only 5% of the respondents claimed to go to a gym or slimming centres while 3% gave no response. It is seen that a higher number of younger people under the age of 50 avoid fatty foods and exercise where as people of 51+ years of age balance their diets.

“What was the reason for dieting?”

Weight Reduction	67%
Doctor's Suggestion	12%
To Control Cholesterol	9%
To Control Sugar/Diabetes	4%
No Response	8%

“Which of the following method do you use/used to reduce weight?”

Avoid Fat	37%
Exercise/Walk	29%
Balance Diet	26%
Gym/Slimming Center	5%
No Response	3%

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

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 ± 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) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

For any queries please contact:
Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630
E-mail: rabea.haque@gallup.com.pk