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GALLUP PAKISTAN POLL FINDINGS ON

24 % OF Pakistanis are Conscious of their weight

Results released on: 05-03-2004



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24% OF PAKISTANIS ARE CONSCIOUS OF THEIR WEIGHT: Gallup Survey

Islamabad: 05-03-2004

A recent poll posed a question, “Have you ever tried for dieting to reduce weight? Responding to this 24% said ‘yes’ while 76% said that they never tried for dieting to reduce weight.

The data shows that weight consciousness is higher during middle age, thirty to fifty years compared to either the under thirty or over fifty: 31% of the middle aged said they had on some occasion tried to do dieting to reduce weight as compared to 22% each among the under thirty and over fifty age groups. Similarly there are differences across gender. More details can be seen at Gallup website.

The survey was carried out among a national sample of men and women from all the four provinces of the country comprising a cross section of people belonging to various age, income and education groups. More details on the survey are available at www.gallup.com.pk . **The margin of error is +5% at a 95% confidential level.**