

HEALTH CYBERLETTER

April 2020 Edition





EDITOR'S NOTE

Welcome to Gallup Pakistan's Health Cyberletter. The principal purpose of this Cyberletter is to inform its readers of the latest developments in public health across the globe, where efforts are being undertaken by both private and government sectors. This is the April 2020 issue of the Health Cyberletter series. Each issue of the Health Cyberletter will focus on a theme within the broader area of health-related topics.

A diligent effort has been made to ensure that the content extracted from external sources has been cited and given due credit. In some cases, excerpts from the original articles have been extracted. To access the original articles, please click on the link provided at the end of each article. In case of any errors or omissions, we would like to apologize and would be eager to rectify the changes at the earliest. For feedback, comments or questions, feel free to write to us at caf@gallup.com.pk.

Warm Regards,
The Gallup Pakistan Health
Led by Dr. Sara Gilani (Health Expert, Gallup Pakistan)

TABLE OF CONTENTS

HEALTH PERCEPTION



HEALTH-RELATED HABITS



FOOD CONSUMPTION



BEHAVIOUR COMPARISON





HIGHLIGHTS

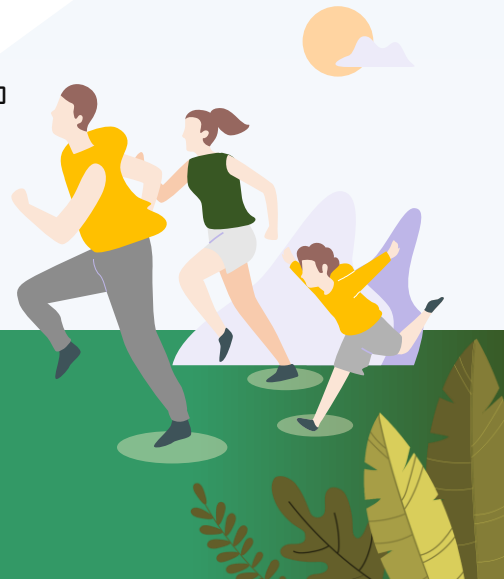
- ❑ Majority of Pakistanis (82%) perceive themselves to be 'Very Healthy/Healthy' which is slightly higher than the global average (77%).
- ❑ Smoking is somewhat lower in Pakistan (13%) than the global average (17%).
- ❑ Only 1 in 5 Pakistanis (20%) say that they exercise a lot/ moderately often. This is much lower than the global average (37%). Exercise practice is much lower among Pakistani women (11%) and is better among the young Pakistanis (18-24 years) i.e. 50%.
- ❑ 29% Pakistanis and 27% people globally often/fairly often control their food portions. In Pakistan it is surprising that portion control is much higher among the lowest education group (42%) than those with the highest education levels. This needs further investigation whether this portion control is voluntary due to health concerns or is due to limited availability of food.





HIGHLIGHTS

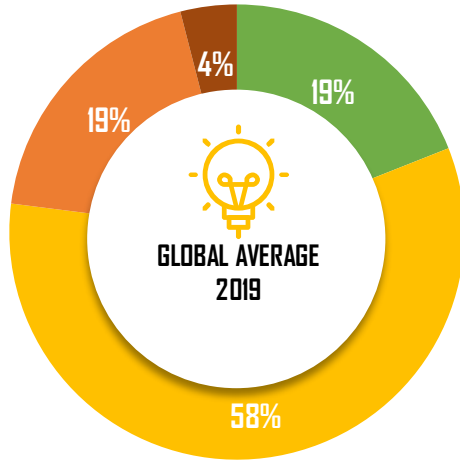
- ❑ Less than half Pakistanis (45%) say that they concern a lot or fairly lot about healthy living compared to a higher global average of 54%.
- ❑ In past year, unhealthy food consumption (fast food, packaged food and sweets) has increased much more in Pakistan than the global average.
- ❑ Among Pakistanis, who consider themselves healthy, exercise practice is much lower (20%) than those who consider themselves to be unhealthy (31%). This is in contrast to the global trend where healthy people claim to exercise more than unhealthy people. Healthy people globally show healthy food consumption, but this is not true for Pakistan where healthy people show unhealthy food patterns similar to the unhealthy people.





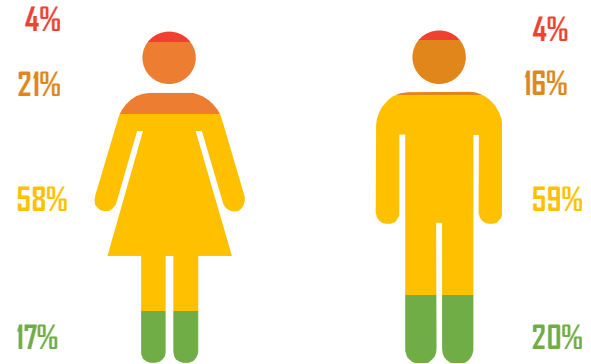
HEALTH PERCEPTION

OVERALL HEALTH PERCEPTION



- Very Healthy
- Healthy
- Somewhat Unhealthy
- Unhealthy

BY GENDER



PAKISTAN

VERY HEALTHY/ HEALTHY

82%

SOMEWHAT UNHEALTHY/
UNHEALTHY

15%



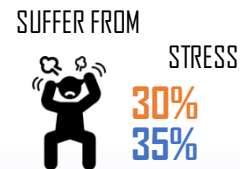
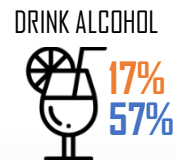
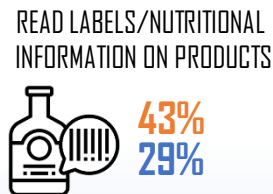
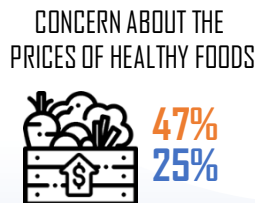
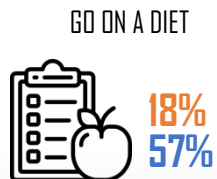
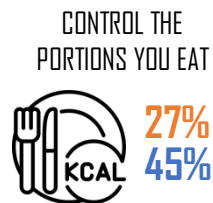
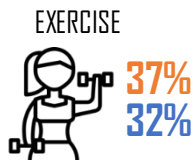
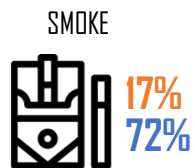
HEALTH – RELATED HABITS

HEALTH-RELATED HABITS

(Global Findings)

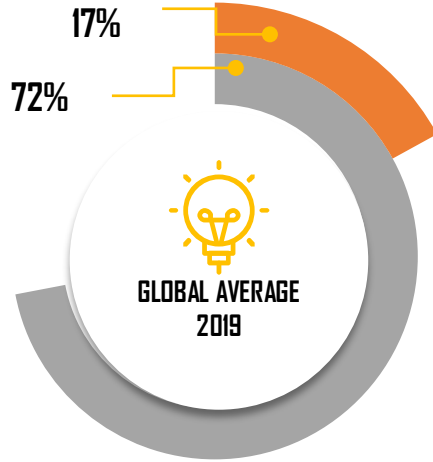
■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never





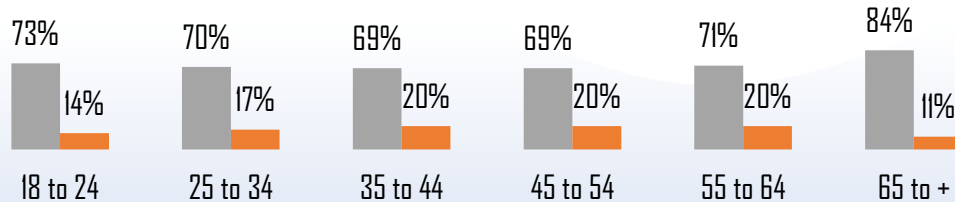
SMOKING



BY GENDER



BY AGE GROUP



PAKISTAN

Very little/ occasionally/ Never

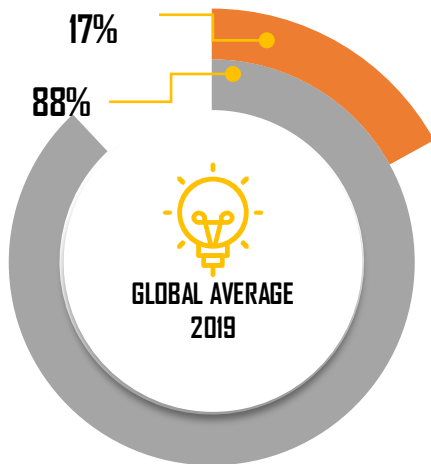
83%

A lot/ very often / Moderately/ fairly often

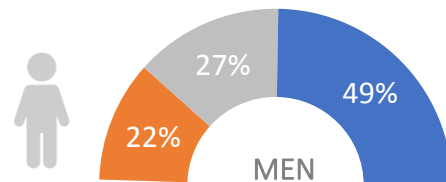
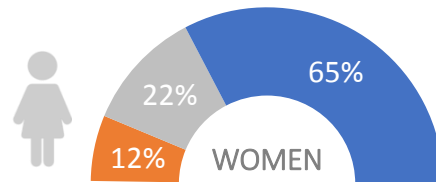
13%



ALCOHOL

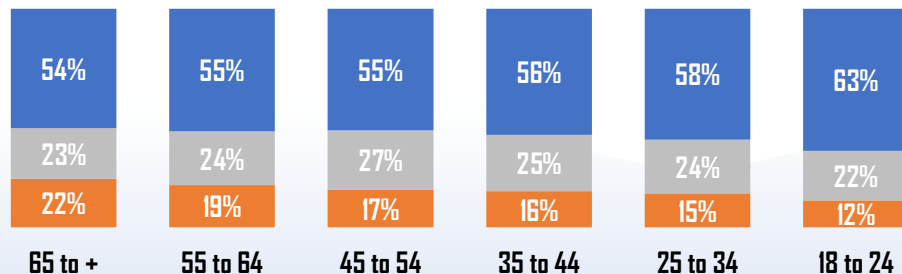


BY GENDER



- A lot/ very often / Moderately/ fairly often
- A little/ Sometimes
- Very little/ occasionally/ Never

BY AGE GROUP



PAKISTAN

Very little/ occasionally/ Never

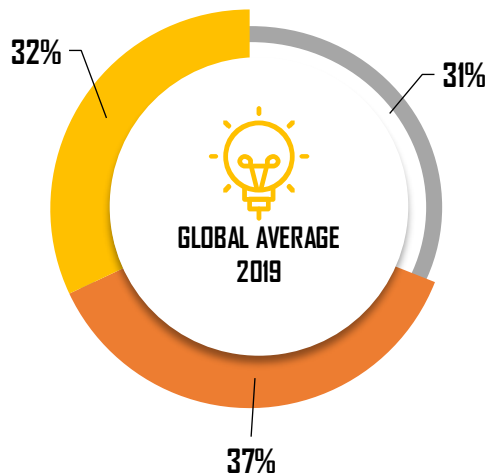
96%

A lot/ very often / Moderately/ fairly often

1%

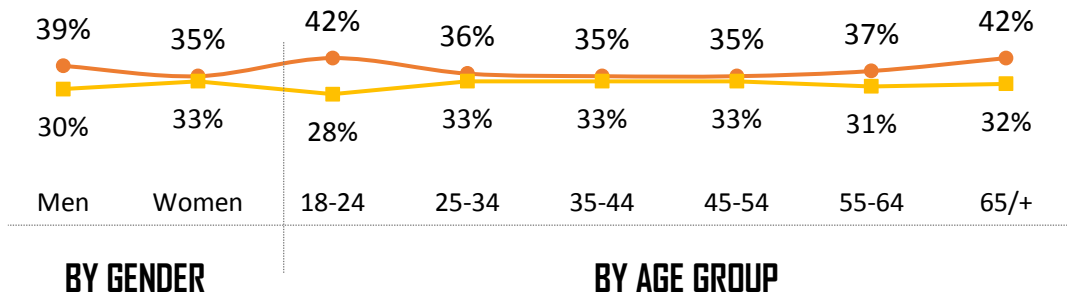


EXERCISE



- A lot/ very often / Moderately/ fairly often
- A little/ Sometimes
- Very little/ occasionally/ Never

BY GENDER



PAKISTAN

Very little/ occasionally/ Never

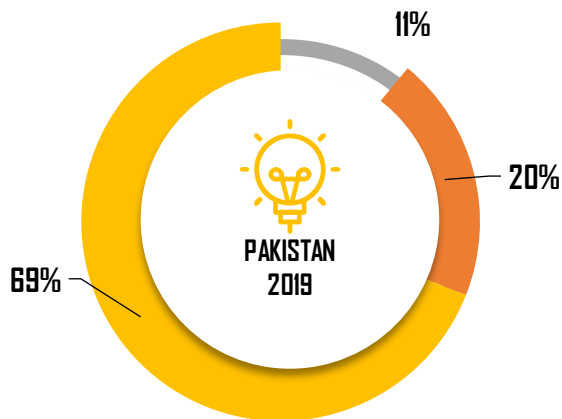
69%

A lot/ very often / Moderately/ fairly often

20%

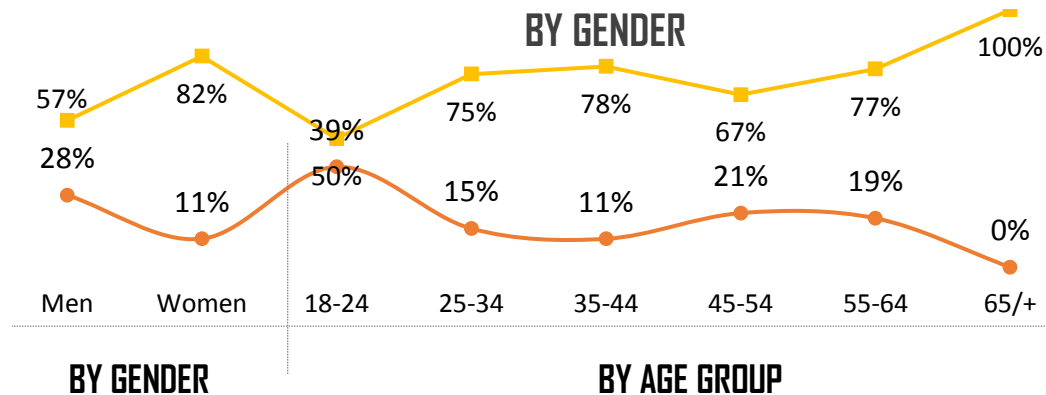


EXERCISE



- A lot/ very often / Moderately/ fairly often
- A little/ Sometimes
- Very little/ occasionally/ Never

BY GENDER



PAKISTAN

Very little/ occasionally/ Never

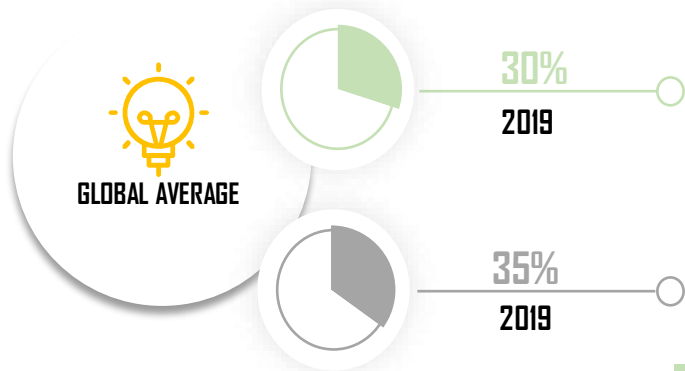
Urban 66%
Rural 70%

A lot/ very often / Moderately/ fairly often

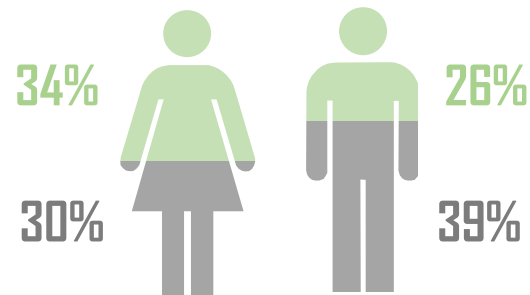
Urban 17%
Rural 21%



STRESS

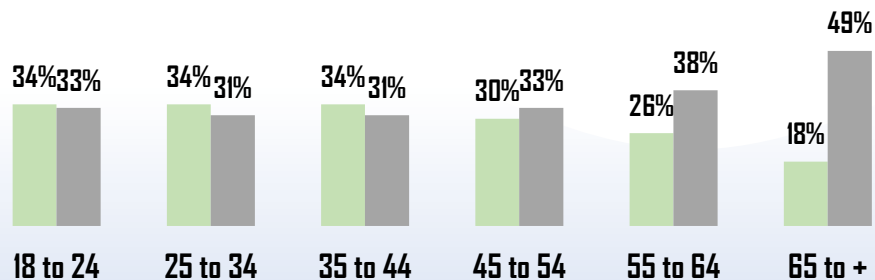


BY GENDER



■ A lot/ very often / Moderately/ fairly often
■ Very little/ occasionally/ Never

BY AGE



PAKISTAN

Very little/ occasionally/ Never

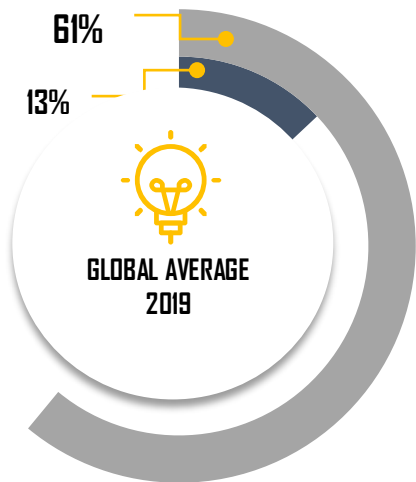
46%

A lot/ very often / Moderately/ fairly often

23%



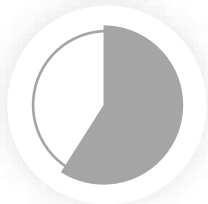
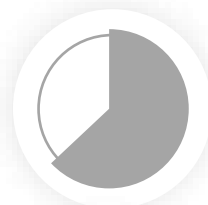
SLEEP



■ A lot/ very often /
Moderately/ fairly often

■ Very little/ occasionally/
Never

BY GENDER



PAKISTAN

Very little/ occasionally/ Never

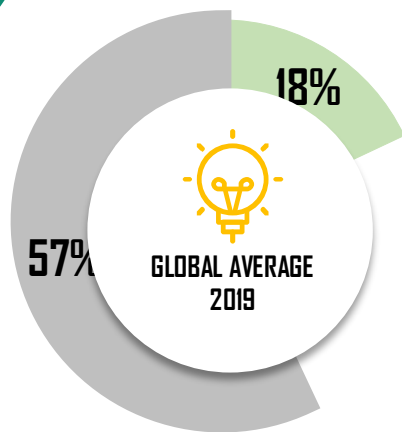
19%

A lot/ very often / Moderately/ fairly
often

62%

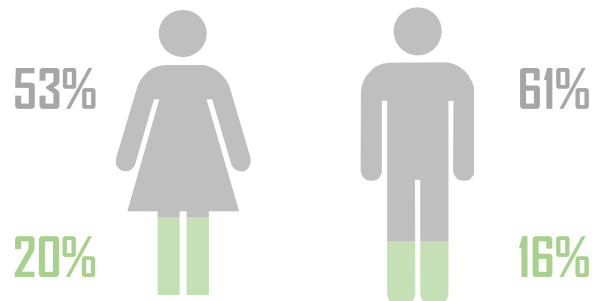


GO ON A DIET

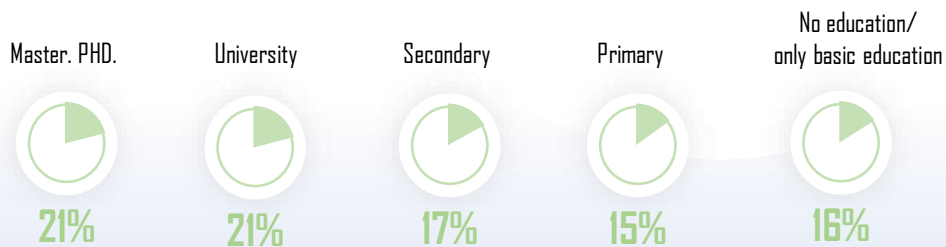


- A lot/ very often / Moderately/ fairly often
- Very little/ occasionally/ Never

BY GENDER



BY EDUCATION LEVEL



PAKISTAN

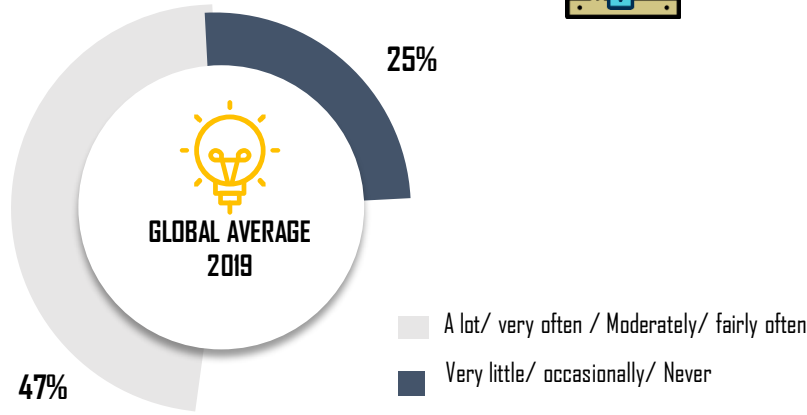
Very little/ occasionally/ Never

51%

A lot/ very often / Moderately/ fairly often

29%

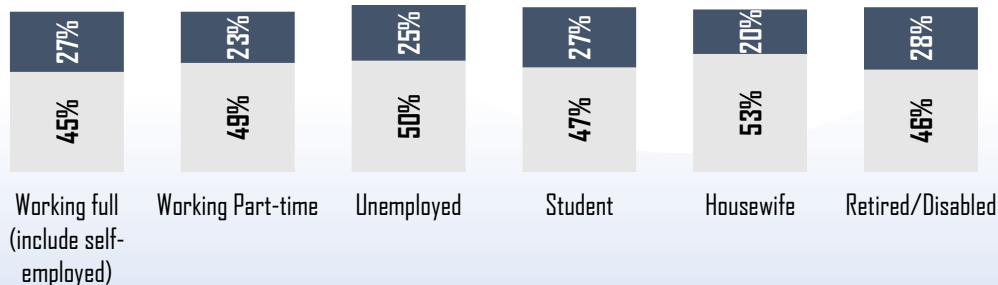
CONCERN ABOUT THE PRICES OF HEALTHY FOODS



BY GENDER



BY EMPLOYMENT



PAKISTAN

Very little/ occasionally/ Never

26%

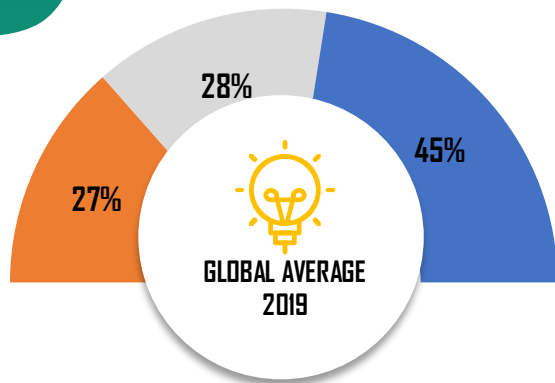
A lot/ very often / Moderately/ fairly often

54%

Q. How often would you say that you concern about the prices of healthy foods?



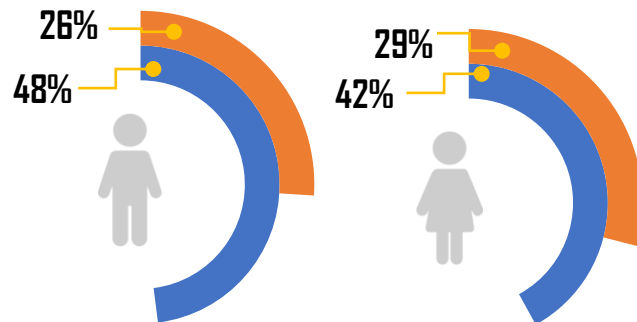
COUNTING CALORIES



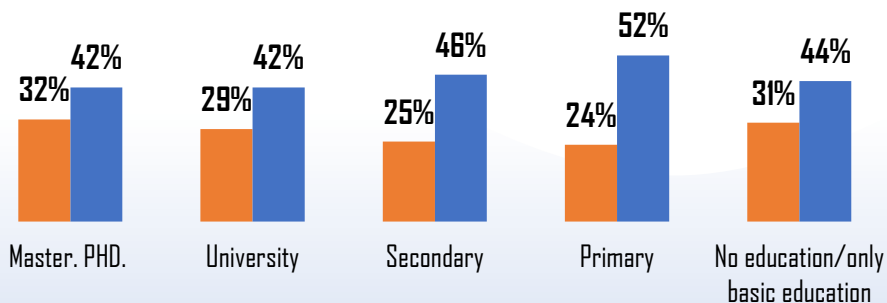
A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

BY GENDER



BY EDUCATION



PAKISTAN

Very little/ occasionally/ Never

53%

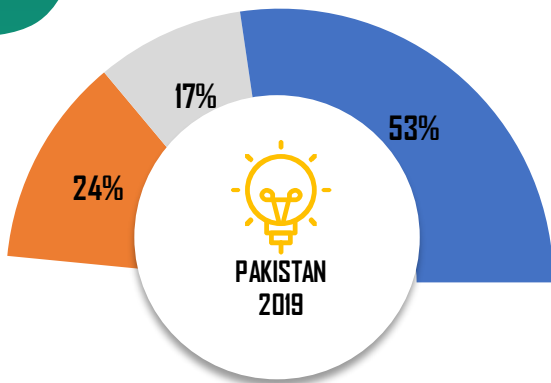
A lot/ very often / Moderately/ fairly often

29%

Q. How often would you say that you control the portions you eat (counting calories)?



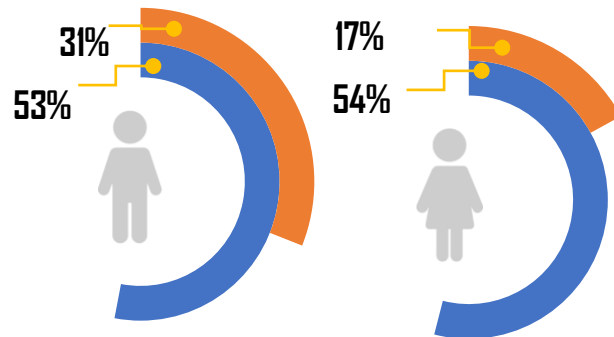
COUNTING CALORIES



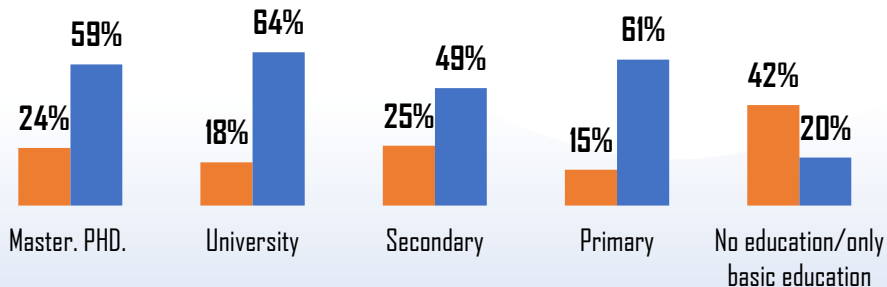
A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

BY GENDER



BY EDUCATION



PAKISTAN

Very little/ occasionally/ Never

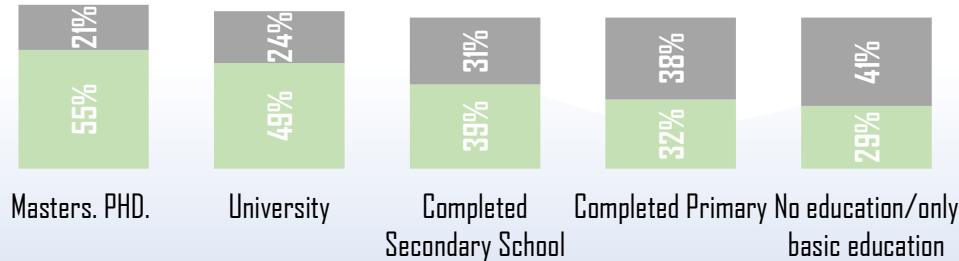
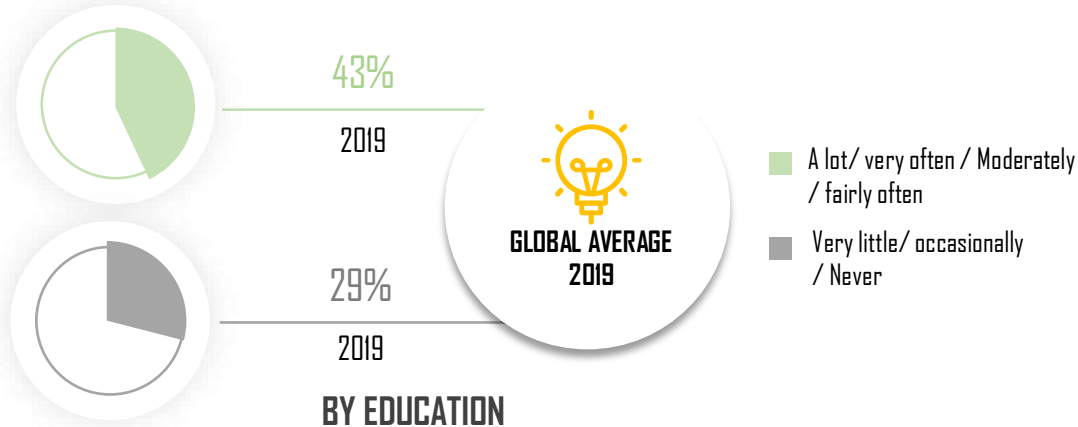
Urban 54%
Rural 53%

A lot/ very often / Moderately/ fairly often

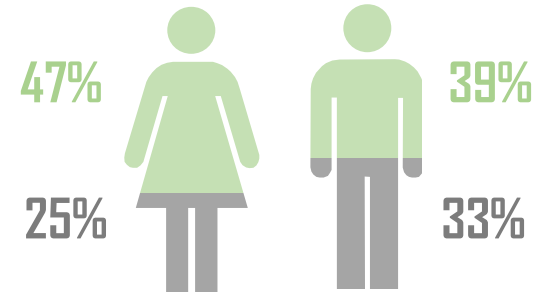
Urban 25%
Rural 24%

Q. How often would you say that you control the portions you eat (counting calories)?

READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS



BY GENDER



PAKISTAN

Very little/ occasionally/ Never

43%

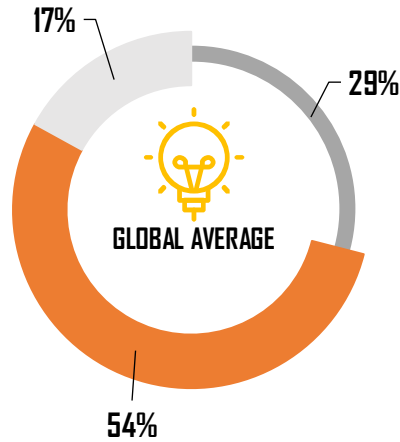
A lot/ very often / Moderately / fairly often

31%

Q. How often would you say that you read labels/nutritional information on products?



CONCERN ABOUT HEALTHY LIVING



- A lot/ very often / Moderately/ fairly often
- Very little/ occasionally/ Never

BY GENDER



PAKISTAN

Very little/ occasionally/
Never

29%

A lot/ very often / Moderately/
fairly often

45%

Q. How often would you say that you concern about healthy living?

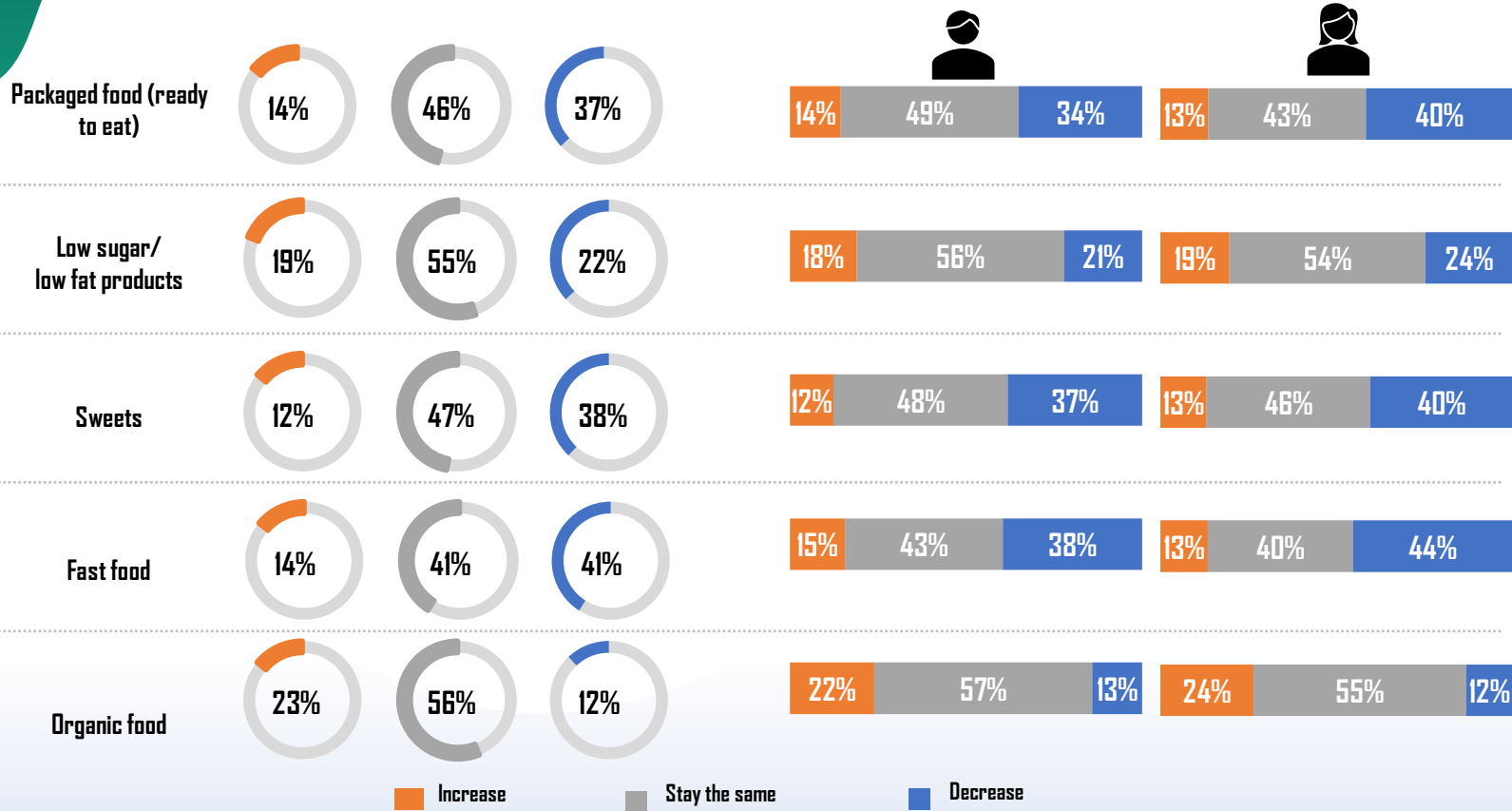


FOOD CONSUMPTION

FOOD CONSUMPTION

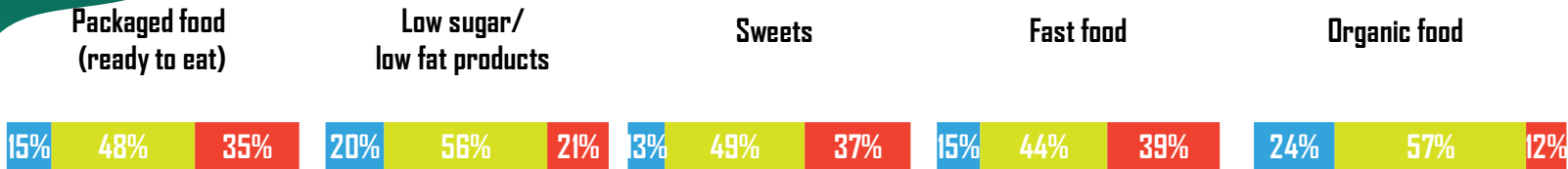
GLOBAL AVERAGE

BY GENDER



By Employment

Working full
(include self-employed)



Working
Part-time



Unemployed



Student



Housewife



Retired/
Disabled



Increase

Stay the same

Decrease



BY REGIONS	Packaged food (ready to eat)	Low sugar/ low fat products	Sweets	Fast food	Organic food
AMERICAS	▲ 8% ▼ 51%	▲ 18% ▼ 30%	▲ 11% ▼ 47%	▲ 12% ▼ 52%	▲ 21% ▼ 17%
EUROPE	▲ 8% ▼ 40%	▲ 17% ▼ 19%	▲ 8% ▼ 38%	▲ 7% ▼ 45%	▲ 22% ▼ 10%
AFRICA	▲ 22% ▼ 39%	▲ 22% ▼ 32%	▲ 16% ▼ 53%	▲ 25% ▼ 41%	▲ 34% ▼ 15%
MENA	▲ 15% ▼ 36%	▲ 18% ▼ 31%	▲ 18% ▼ 35%	▲ 17% ▼ 38%	▲ 26% ▼ 23%
APAC	▲ 22% ▼ 25%	▲ 20% ▼ 19%	▲ 16% ▼ 33%	▲ 20% ▼ 32%	▲ 23% ▼ 10%
▲ Increase ▼ Decrease					



BY REGIONS	Packaged food (ready to eat)	Low sugar/ low fat products	Sweets	Fast food	Organic food
PAKISTAN	 48%  16%	 46%  13%	 49%  16%	 50%  13%	 43%  12%
GLOBAL AVERAGE	 14%  37%	 19%  22%	 12%  38%	 14%  41%	 23%  12%

 Among Pakistanis, in past year food consumption of sweets, fast food and packaged food has increased in large proportions with nearly half of the respondents saying an increase in the last year. These proportions are much higher than the global average for unhealthy food consumption.



Increase



Decrease

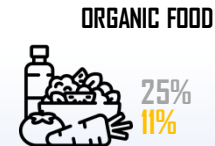
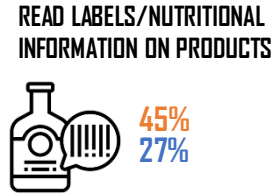
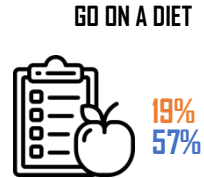
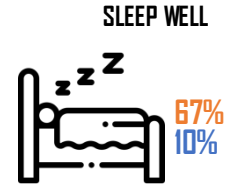
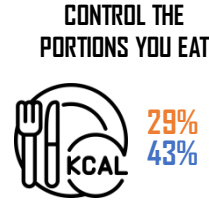
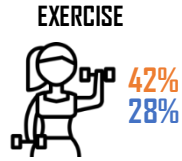
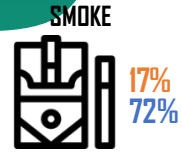


PEOPLE'S BEHAVIORS COMPARISSON - HEALTHY VS UNHEALTHY

Within People Who Consider Themselves To Be Healthy
(Based On The Health Perception Question Described Earlier)

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never



Q. How often would you say that you..?

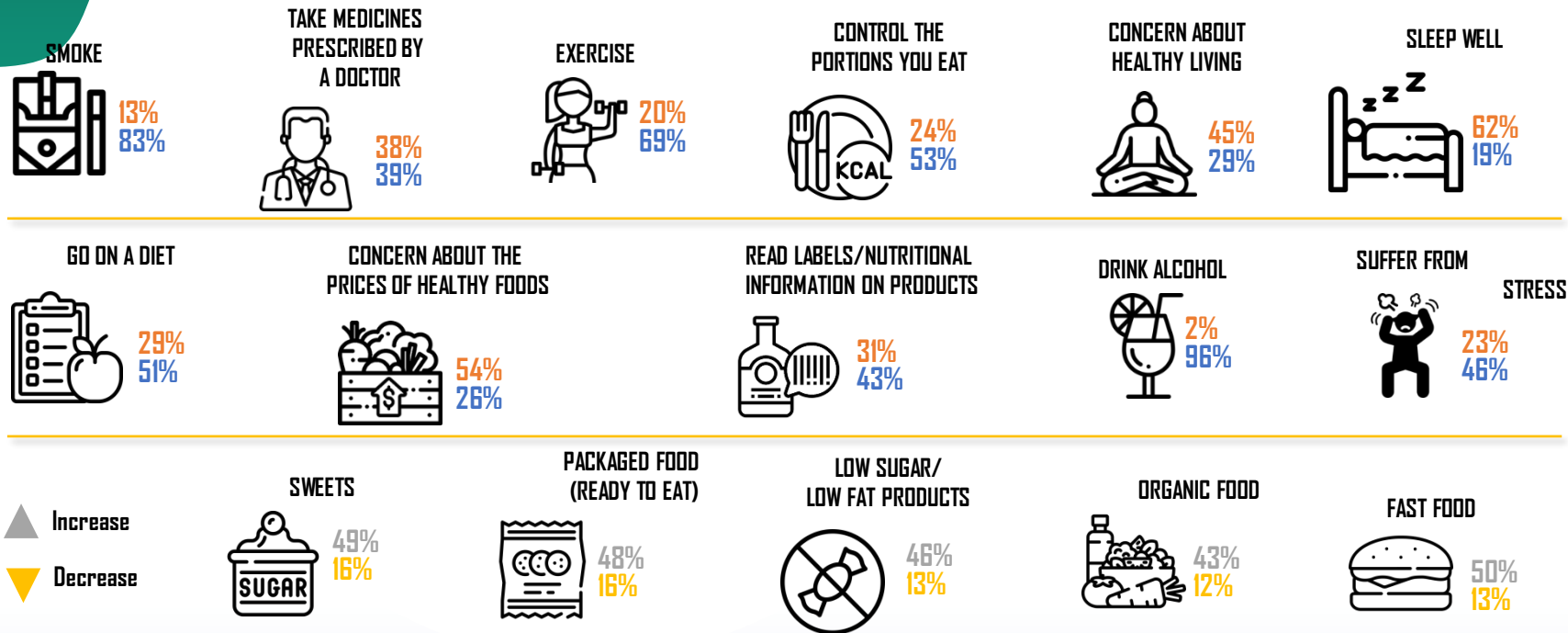
Q. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?



Within People Who Consider Themselves To Be Healthy (Based On The Health Perception Question Described Earlier)

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never



Among Pakistanis, who consider themselves healthy tend to report lower healthy habits as compared to global averages e.g. less exercise, less concerned about healthy living, less portion control and low healthy diet practice.

Q. How often would you say that you...?

Q. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

Within People Who Consider Themselves To Be Unhealthy
(Based On The Health Perception Question Described Earlier)

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

SMOKE



19%
70%

**TAKE MEDICINES
PRESCRIBED BY
A DOCTOR**



54%
28%

EXERCISE



23%
46%

**CONTROL THE
PORTIONS YOU EAT**



21%
52%

**CONCERN ABOUT
HEALTHY LIVING**



47%
20%

SLEEP WELL



67%
28%

GO ON A DIET



17%
59%

**CONCERN ABOUT THE
PRICES OF HEALTHY FOODS**



47%
26%

**READ LABELS/NUTRITIONAL
INFORMATION ON PRODUCTS**



38%
33%

DRINK ALCOHOL



17%
59%

SUFFER FROM



STRESS
46%
23%

▲ Increase
▼ Decrease

SWEETS



14%
39%

**PACKAGED FOOD
(READY TO EAT)**



13%
37%

**LOW SUGAR/
LOW FAT PRODUCTS**



18%
23%

ORGANIC FOOD



17%
16%

FAST FOOD



14%
43%

Q. How often would you say that you..?

Q. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?



Within People Who Consider Themselves To Be Unhealthy (Based On The Health Perception Question Described Earlier)

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

SMOKE



8%
83%

TAKE MEDICINES PRESCRIBED BY A DOCTOR



37%
54%

EXERCISE



31%
54%

CONTROL THE PORTIONS YOU EAT



8%
75%

CONCERN ABOUT HEALTHY LIVING



42%
8%

SLEEP WELL



42%
17%

GO ON A DIET



17%
67%

CONCERN ABOUT THE PRICES OF HEALTHY FOODS



31%
39%

READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS



17%
58%

DRINK ALCOHOL



0%
100%

SUFFER FROM



STRESS
23%
31%

▲ Increase
▼ Decrease

SWEETS



69%
15%

PACKAGED FOOD (READY TO EAT)



62%
15%

LOW SUGAR/ LOW FAT PRODUCTS



58%
25%

ORGANIC FOOD



33%
25%

FAST FOOD



50%
17%



Pakistanis who consider themselves unhealthy, tend to report some healthy habits in higher proportion than the global average e.g. less smoking, more exercising practice and lower stress level. However, these unhealthy people also report less control on portions and show poorer food choices than the global average.

Q. How often would you say that you...?

Q. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

DISCLAIMER

Survey for this report was done in pre Corona time period. We recognise that health perception may have significantly altered in the during and post corona time period.

We aim to therefore continue monitoring this and readers should watch Health Cyber letter future chapters for more updated data.

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