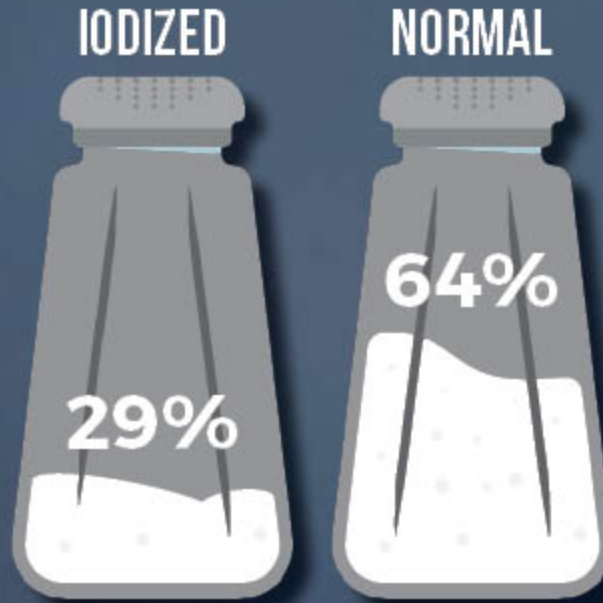


3rd March, 2021

2/3RD PAKISTANI HOUSEHOLDS SAY THAT USUALLY, NON-IODIZED SALT IS USED IN THEIR HOMES; USE OF IODIZED SALT HIGHER IN URBAN AREAS AND HIGHEST IN METROPOLITAN CITIES: GALLUP & GILANI PAKISTAN

دو تہائی پاکستانی گھرانوں کے مطابق عام طور پر ان کے گھروں میں بغیر آیوڈین ملا نمک استعمال کیا جاتا ہے۔ آیوڈین ملا نمک کو استعمال کرنے کی شرح شہری علاقوں میں زیادہ اور میٹروپولیٹن شہروں میں سب سے زیادہ پائی گئی

*Usually, which salt is used in your house?
Iodized salt or normal?"*



Don't know/No Response: 7%



Special Press Release Consumer / Commerical Products

2 / 3rd Pakistani households say that usually, non-iodized salt is used in their homes; use of iodized salt higher in urban areas and highest in metropolitan cities: Gallup & Gilani Pakistan

(Islamabad), March 3, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 64% Pakistanis say that usually, non-iodized salt is used in their house.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Usually, which salt is used in your house? Iodized salt or normal?” In response to this question, 29% said ‘Iodized’ while 64% said ‘Normal’. 7% did not know/did not respond.

Urban-rural breakdown: Use of iodized salt is more popular in urban areas as compared to rural areas

While refraining from iodized salt is more common in rural areas because of illiteracy, this issue is seen across the nation. When asked which salt is normally used in their house, 56% urban area respondents and 68% rural area respondents said ‘Normal salt’ while 36% urban and 25% rural area respondents said iodized salt. 8% from urban areas and 6% from rural areas did not know/did not respond.

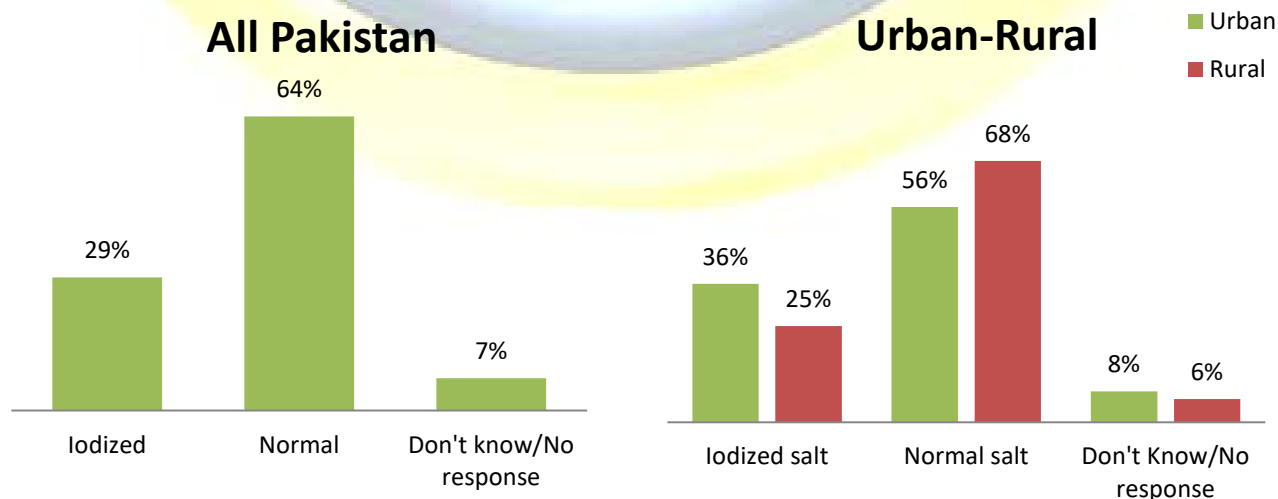
Why is this important?

In Pakistan, 76% women and 64% children of school-going age are iodine deficient. Because salt is universally used and is inexpensive, government encourages consumption of iodized salt. Iodine deficiency is linked with lower IQ, lethargy, stillbirth, goiter and other problems.

Misconceptions regarding iodized salt:

There exist many misconceptions which have been studied in academic literature for example the belief that iodized salt causes infertility. These myths and rumors have contributed to a massive health crisis. The matter is further worsened by the overall iodine-deficient soil in Pakistan due to flooding and erosion. Gallup Pakistan suggests further research on the topic including spot-checks of salt samples. This survey is based on perception and is prone to errors related to recall and other memory-based biases.

Question: “Usually, which salt is used in your house? Iodized salt or normal?”



The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,080 men and women in urban and rural areas of all four provinces of the country, during December 24, 2020 – January 15, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was phone interviews. Respondents hailed from over 100 districts of Pakistan.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup

Wednesday, March 3, 2021

(2 Pages, English version Only)



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 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)