

4 March, 2021

56% PAKISTANIS SAY THAT NON-IODIZED SALT IS BETTER THAN IODIZED SALT: GALLUP & GILANI PAKISTAN

56% پاکستانیوں کے مطابق آیوڈین ملا نمک کی نسبت عام نمک زیادہ بہتر ہے

*Which do you think is better:
iodized or normal salt?*

56%

NORMAL

36%

IODIZED

Don't know/No Response: 8%



Special Press Release
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56 % Pakistanis say that non-iodized salt is better than iodized salt: Gallup & Gilani Pakistan

(Islamabad), March 4, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 56% Pakistanis think that non-iodized salt is better than iodized salt.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Which do you think is better: iodized or normal salt?” In response to this question, 36% said ‘Iodized’ while 56% said ‘Normal.’ 8% did not know/did not respond.

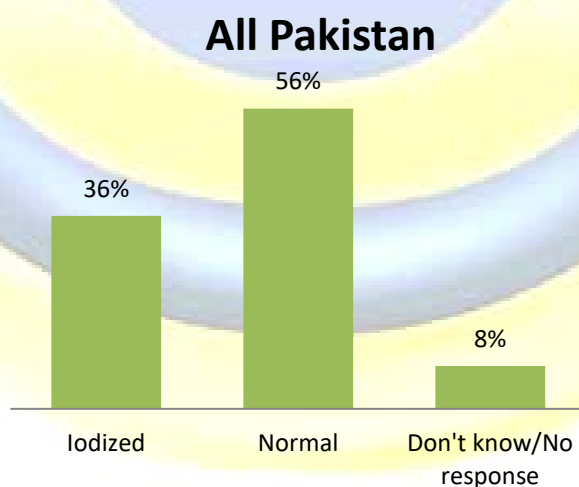
Why is this important?

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.

Question: “Which do you think is better: iodized or normal salt?”



Don't Know/No response not included

Source: Gallup & Gilani Pakistan

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

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

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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*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)