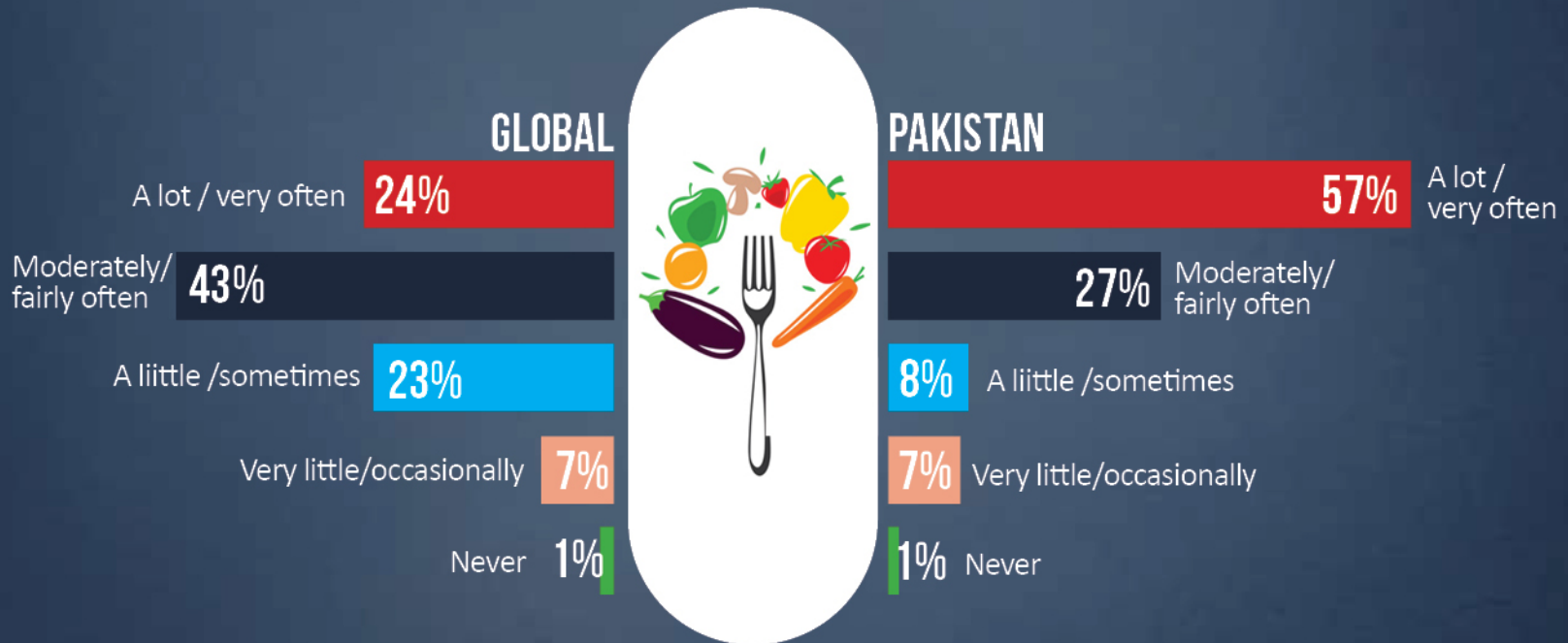


22nd April, 2022

AN OVERWHELMING 84% OF PAKISTANIS (17% HIGHER THAN THE GLOBAL AVERAGE) CLAIM TO EAT HEALTHILY; MORE MALES (85%) THAN FEMALES (77%) CLAIM THIS: GALLUP PAKISTAN AND WIN WORLD SURVEY REPORT RELEASED

84% پاکستانیوں کی ایک بڑی شرح صحت مند کھانا کھانے کا دعویٰ کرتی ہے (یہ شرح عالمی سطح سے 17% زیادہ ہے)، اس حوالے سے رائے رکھنے کا دعویٰ کرنے والوں کی شرح خواتین (77%) کی نسبت مرد حضرات (85%) میں زیادہ پائی گئی

Question: "How often would you say that you..? - Eat Healthy"



Don't know/No response Global:2%

Opinion Poll Health

An overwhelming 84% of Pakistanis (17% higher than the global average) claim to eat healthily; more males (85%) than females (77%) claim this: Gallup Pakistan and WIN World Survey report released

(Islamabad), April 22, 2022

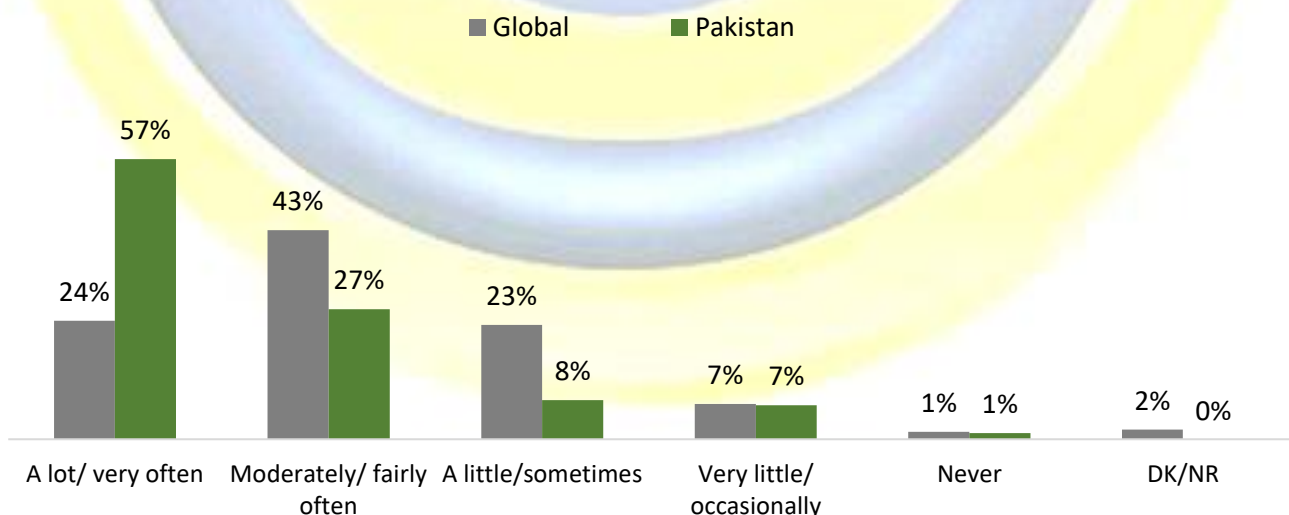
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world), an overwhelming 84% of Pakistanis (17% higher than the global average) claim to eat healthily; more males (85%) than females (77%) claim this.

These findings emerge from an international survey conducted across the globe by The Worldwide Independent Network of Market Research (WIN) - a global network conducting market research and opinion polls in every continent. WIN International has published the Annual WIN World Survey (WWS – 2021), exploring the views and beliefs of 33,236 individuals, among citizens from 39 countries across the globe. On International Health's Day, WIN releases the latest results of the survey, to understand health self-perception and related habits. The fieldwork for Pakistan was conducted between 15th October and 18th December 2021 and the sample size was 1000 individuals.

The international press release with the report can be accessed [here](#).

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “How often would you say that you..? – Eat Healthy” In response to this question in Pakistan, 57% said very often, 27% said fairly often, 8% said sometimes, 7% said occasionally and 1% said never.

Question: “How often would you say that you..? - Eat Healthy”



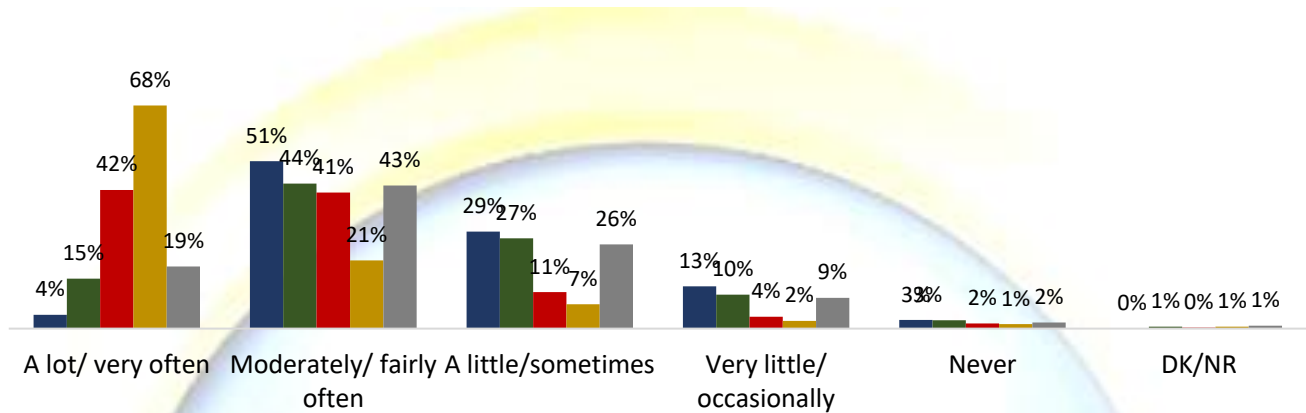
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Country Breakdown

Respondents from Kenya believe they eat healthily (68%) followed by India (42%), United States (19%), United Kingdom (15%) and China (4%).

Country Breakdown

■ China ■ United Kingdom ■ India ■ Kenya ■ United States



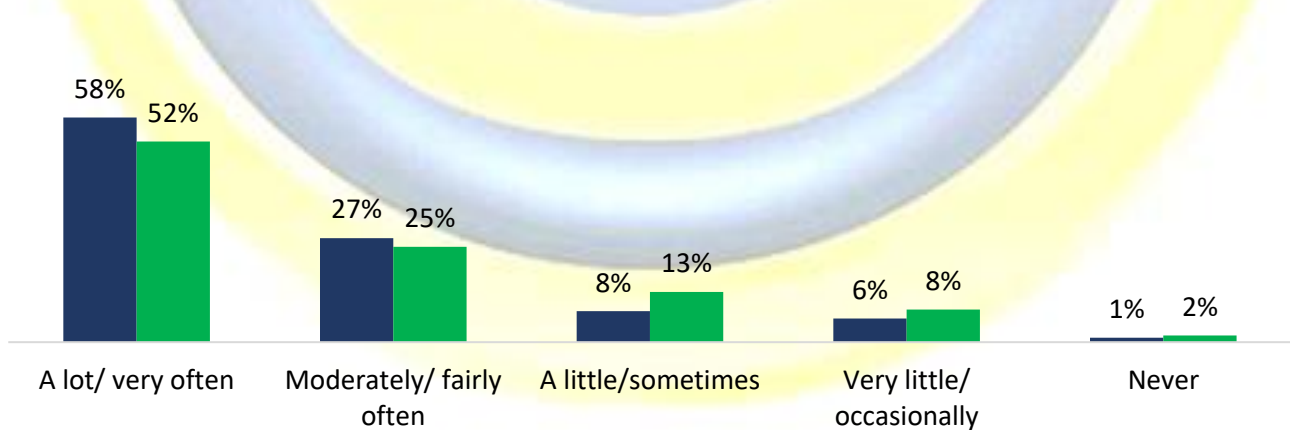
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Gender Breakdown

85% of males as compared to 77% of females in Pakistan report that they take care of their daily nutritional requirements.

Gender Breakdown

■ Male ■ Female



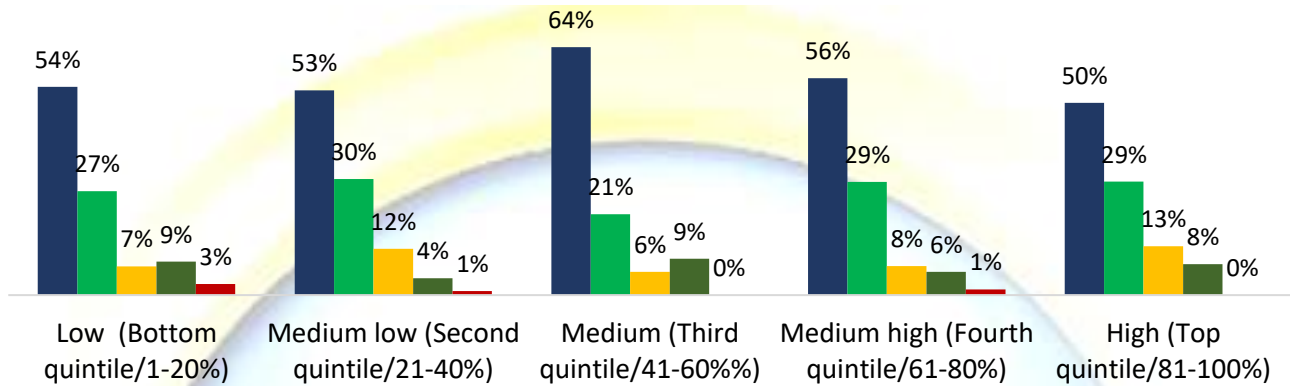
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Income Breakdown

In Pakistan, people with a higher income say that they eat healthily as compared to people with a lower income.

Income Breakdown

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



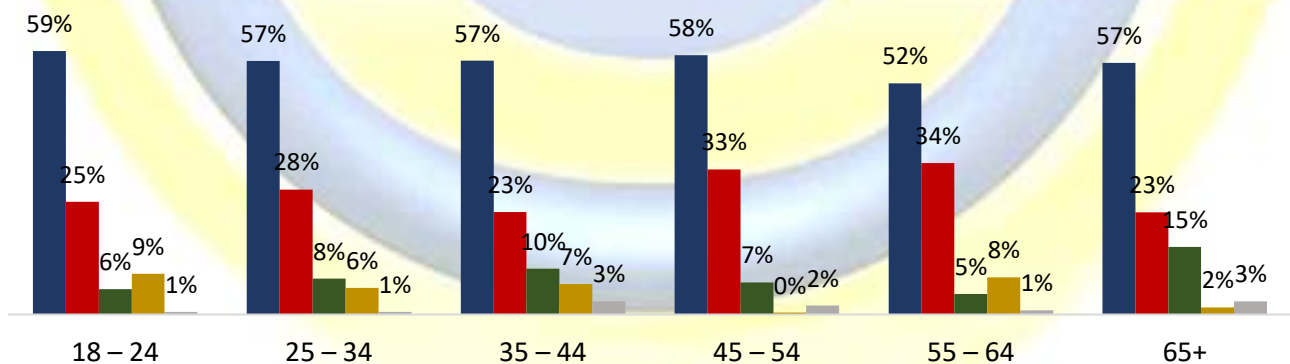
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Age Breakdown

In Pakistan, the younger and the older respondents believe they eat healthily.

Age Breakdown

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



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 1000 men and women in urban and rural areas of all four provinces of the country, October 15 – December 18, 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 CATI.



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*

Friday, April 22, 2022

(4 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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
2022



of Gallup Pakistan
(1980-2022)