

10th July, 2023

39% PAKISTANIS 'NEVER READ NUTRITIONAL INFORMATION OF THE PRODUCT BEFORE BUYING/CONSUMING IT': GALLUP & GILANI PAKISTAN

39% پاکستانی غذائی اشیاء خریدنے / استعمال کرنے سے پہلے پیکٹ پر موجود غذائی معلومات کبھی بھی نہیں پڑھتے ہیں۔

Question: "Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?"

Nutrition Facts	
8 servings per container	
Serving size	(500g)
Amount per serving	
Calories	250
% Daily Value*	
Total Fat 10g	15%
Saturated Fat 2g	7%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	5%
Total Carbohydrate 30g	10%
Dietary Fiber 2g	11%
Total Sugars 1g	25%
Incl. Added Sugars 5g	
Protein 5g	
Vitamin A 2mcg	8%
Vitamin C 5mcg	15%
Calcium 200mg	20%
Iron 10mg	40%

31% Always read carefully

24% Sometimes read

39% Never read

Don't know/ No response 6%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Health Care

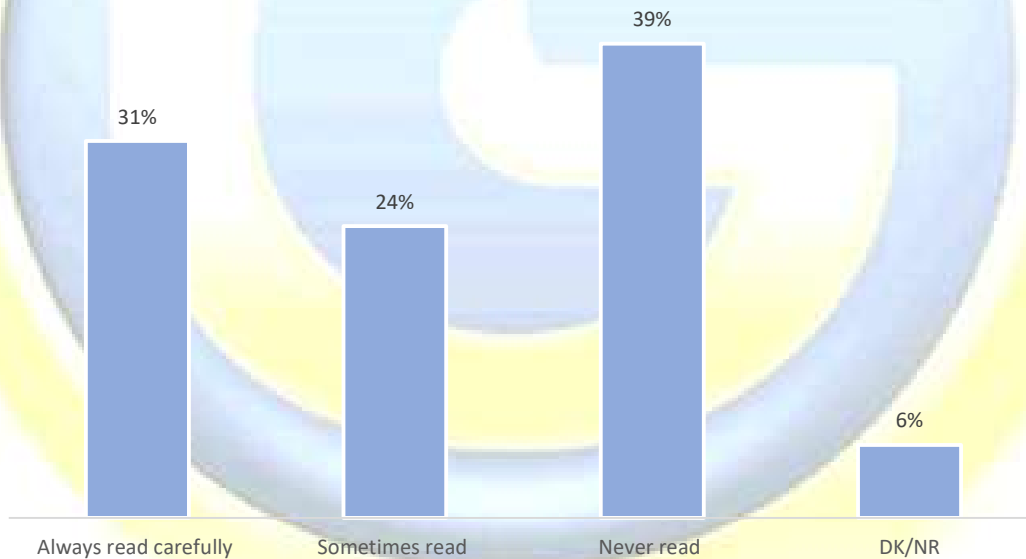
39% Pakistanis 'never read nutritional information of the product before buying/consuming it': Gallup & Gilani Pakistan

(Islamabad), July 10th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 39% Pakistanis 'never read nutritional information of the product before buying/consuming it'.

A nationally representative sample of adult men and women from across the country, was asked the question "Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?" In response, 31% said 'I always read carefully all the nutritional information of the product before buying/consuming it', 24% said 'I sometimes read most nutritional information of the product before buying/consuming it', 39% said 'I never read nutritional information of the product before buying/consuming it', and 6% said they do not know or gave no response.

Question: "Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?"



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

The study in Pakistan was conducted and 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 2091 men and women in urban and rural areas of all four provinces of the country, conducted during 16 November to 29 November 2022. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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(3 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*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)