

83% of Pakistanis perceive themselves as healthy. Men (44%) report higher levels of being “Very Healthy” than women (24%). Educational attainment and certain employment statuses, such as housewives, are associated with a higher likelihood of perceiving oneself as unhealthy.

Gallup Pakistan releases comprehensive report on health in Pakistan in collaboration with WIN Network

Islamabad, 2nd May, 2024

Gallup Pakistan has conducted a comprehensive study on health perceptions; physical and mental, in collaboration with the **Worldwide Independent Network of MR (WIN) for the Annual WIN World Survey**. Gallup Pakistan is a long time member of WIN which represents over 50 countries and their polling organizations. The survey, conducted with a diverse and representative sample of the Pakistani population, reveals an insightful examination of health perceptions and behaviors among the population of Pakistan, capturing societal attitudes towards overall health, fitness, weight, stress/mental health, and sleep.

Access the Pakistan specific report [here](#).

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, reveals the Annual WIN World Survey, exploring the views and beliefs of 33,866 people in 39 countries across the globe. WIN releases the latest results on **health** to track and understand if there are any improvements around the world in terms of equal opportunities and rights.

Access the full report [here](#).

Niha Nazar an analyst at Gallup Pakistan who compiled the Pakistani report says ‘In Pakistan, gender disparities in health perception and wellness are starkly evident, with significant discrepancies in how men and women view their health. 44% of men consider themselves "very healthy" compared to only 24% of women. Beyond one's own perception of health, there is apparent gender disparity in fitness, stress, and mental health, all of which women regularly report worse outcomes in. The results show a concerning pattern among the female respondents, particularly for housewives, who view themselves as less healthy and are impacted more severely by stress and poor sleep quality than members of other occupational categories. These differences highlight the need for focused health initiatives and policies that address the unique difficulties experienced by Pakistani women and housebound communities, guaranteeing fair access to healthcare for everyone.’

Key Findings:

1.General Health Perception: 83% of Pakistanis perceive themselves as healthy. Men (44%) report higher levels of being “Very Healthy” than women (24%). Educational attainment and certain employment statuses, such as housewives, are associated with a higher likelihood of perceiving oneself as unhealthy.

2.Fitness: Most Pakistanis view their fitness positively (85%), with men (88%) and younger age groups (91%) reporting higher fitness levels than women and older individuals. Older adults maintain relatively good fitness, with minimal decline over age.

3.Weight: Most Pakistanis (85%) view their weight positively, with men more favorable than women. The 55-64 age group is most critical of their weight. Housewives report the lowest satisfaction, while full-time workers are the most satisfied. Globally, Pakistan ranks third in positive weight perception, following Indonesia and Vietnam.

4.Stress/Mental Health: 14% of Pakistanis consider their mental health poor, with women notably more affected than men. Seniors (65+) report the best mental health, while higher education correlates with higher stress levels. Housewives experience the highest stress, significantly more than other employment groups.

5.Sleeping: 85% of Pakistanis are satisfied with their sleep quality, though men report better sleep than women by a 17% margin. The 55-64 age group is least satisfied, and university-educated individuals report the highest satisfaction. Housewives show the highest dissatisfaction, with 32% rating their sleep as poor.

6.Stress in Daily Life: 50% of Pakistanis frequently experience stress, with women and the 55-64 age group reporting higher levels. Higher education correlates with more stress, while retired/disabled individuals and those with less education report less. Pakistan ranks highest globally in the percentage of people who rarely experience stress.

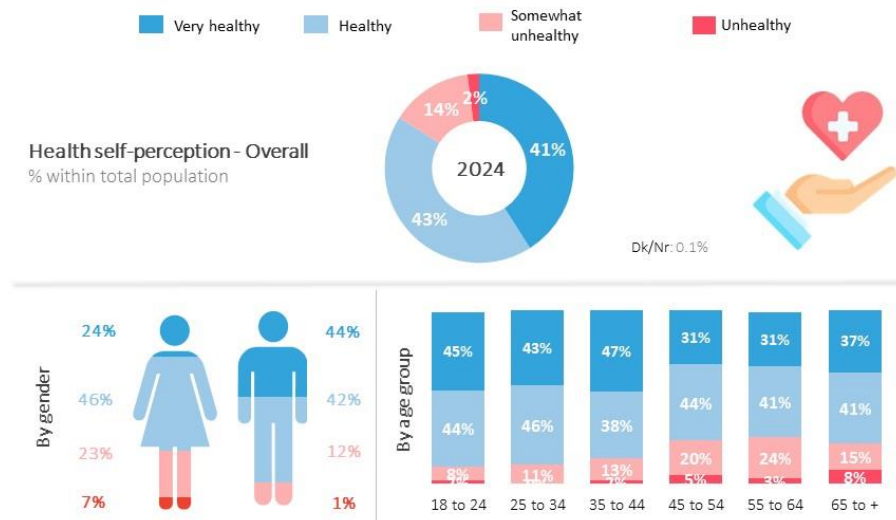
7.Causes of Stress: Family issues are the leading cause of stress for Pakistanis, particularly among women who report 20% more stress from family than men. Financial concerns and unemployment are also significant stressors, with young adults especially affected by job-related stress. Housewives report the highest stress over family matters compared to other employment groups.

1. General Health Perception

In terms of health self-perception, a significant majority (83%) of Pakistanis consider themselves to be Very Healthy/Healthy, as compared to those who think otherwise (16%). Split by gender, 20% more men (44%) consider themselves to be Very Healthy as compared to women (24%), while 6% more women (7%) consider themselves to be Unhealthy as compared to men (1%). Looking at the responses by age group shows that, those between the ages 18 to 24 and 25 to 35, consider themselves to be the healthiest. 89% of respondents from both age groups consider themselves to be Very Healthy/Healthy.

Additionally, respondents who have completed higher level of education are most likely to consider themselves unhealthy, with 23% of them considering themselves Somewhat Unhealthy/Unhealthy. In terms of employment, housewives follow a similar pattern with 31% considering themselves Somewhat Unhealthy/Unhealthy.

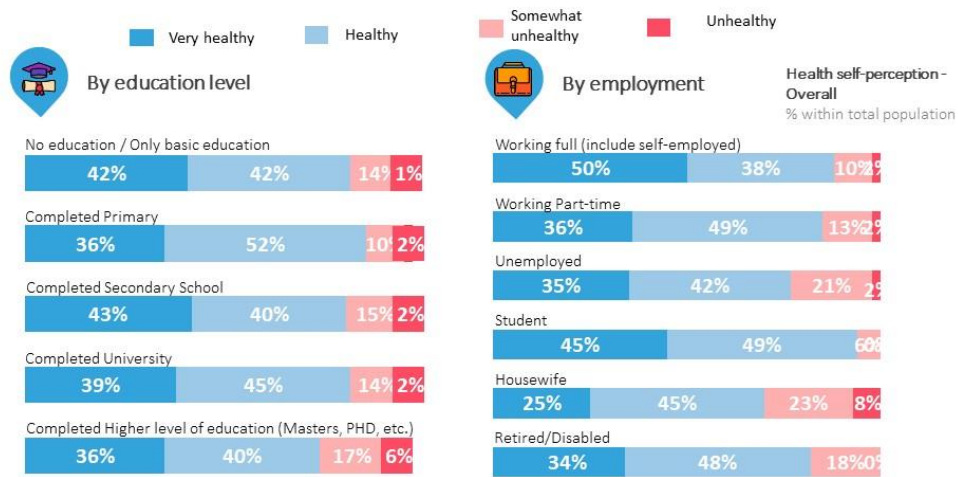
A significant majority (83%) of Pakistanis consider themselves to be Very Healthy/Healthy, as compared to those who think otherwise (16%).



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk/ Nr have not been plotted.

Q1. How do you consider your overall health in general?

Those who have completed higher level of education consider themselves to be the least healthy, with 23% of them responding as Somewhat unhealthy/Unhealthy



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

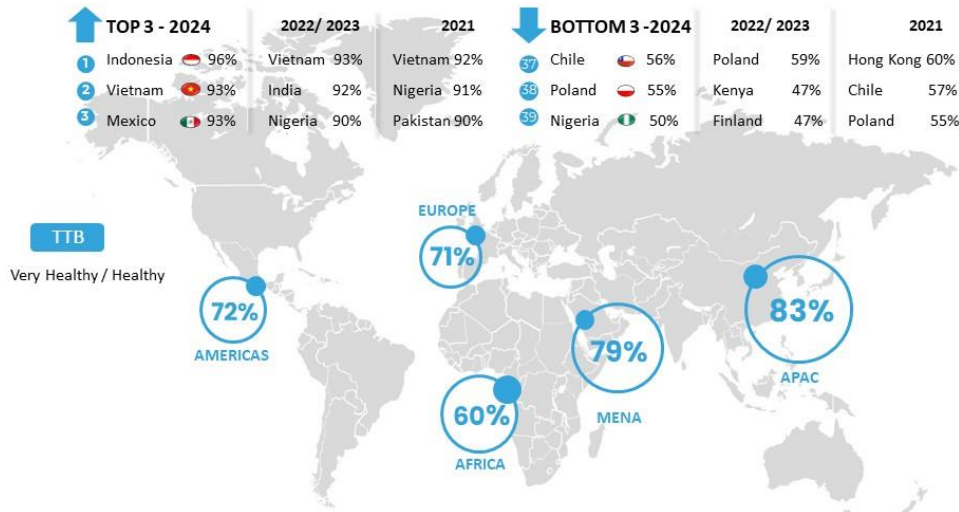


Q1. How do you consider your overall health in general?



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Global Comparison: The top 3 country with the highest percentage of Very Healthy/Healthy self-perception are, Indonesia (96%), Vietnam (93%) and Mexico (93%).



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.



Q1. How do you consider your overall health in general?



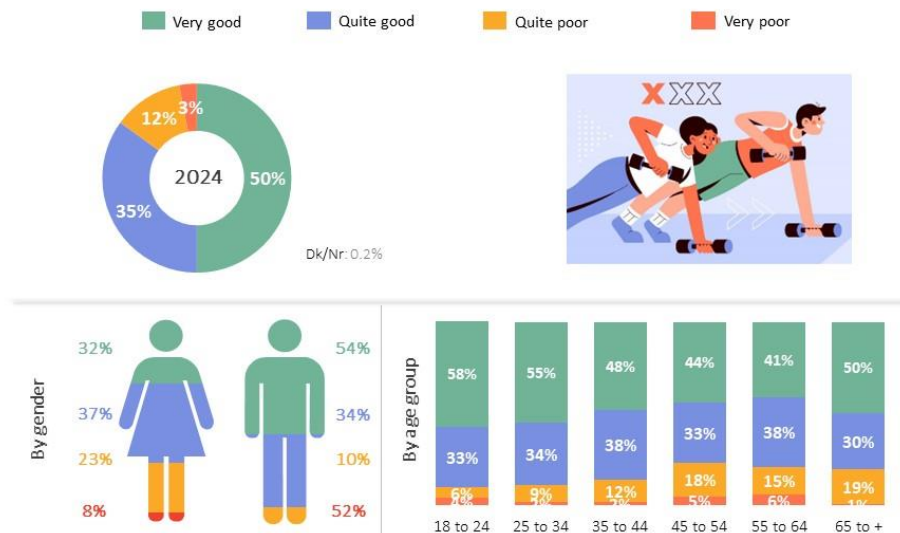
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2. Fitness

A significant majority (85%) of Pakistanis rate their fitness level to be Very/Quite Good. Only 15% consider it to be Quite/Very Poor. However, there are apparent gender differences present. There's a 19% difference between the fitness health rating between men (88%) and women (69%) who consider their fitness to be Very/Quite Good. Moreover, there is only a 11% difference between respondents in the 18-24 age group who rate their fitness level as Very/Quite Good (91%) and those who are 65+ (80%). This signifies that the older population is generally able to maintain their fitness as they age.

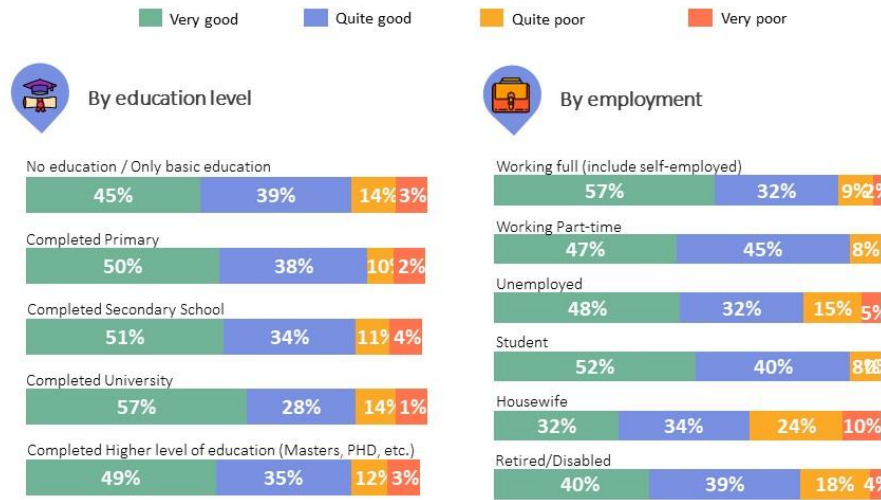
In terms of education level, those who have completed primary level education rate their fitness as highest (88%) amongst other educational levels. Those with No education/basic education and respondents who have completed higher level of education rate their fitness the lowest at 84%. However, the 4% gap is not that big. While looking at employment, housewives rate their fitness level the lowest with 66%. This is 26% less than those who are working part-time, or are students- both at 92%.

There's a 19% difference between the fitness health rating between men (88%) and women (69%) who consider their fitness to be Very good/Quite good.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk/ Nr have not been plotted.

Those working full time are 23% more likely to consider their fitness Very good/Quite good, as compared to housewives.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

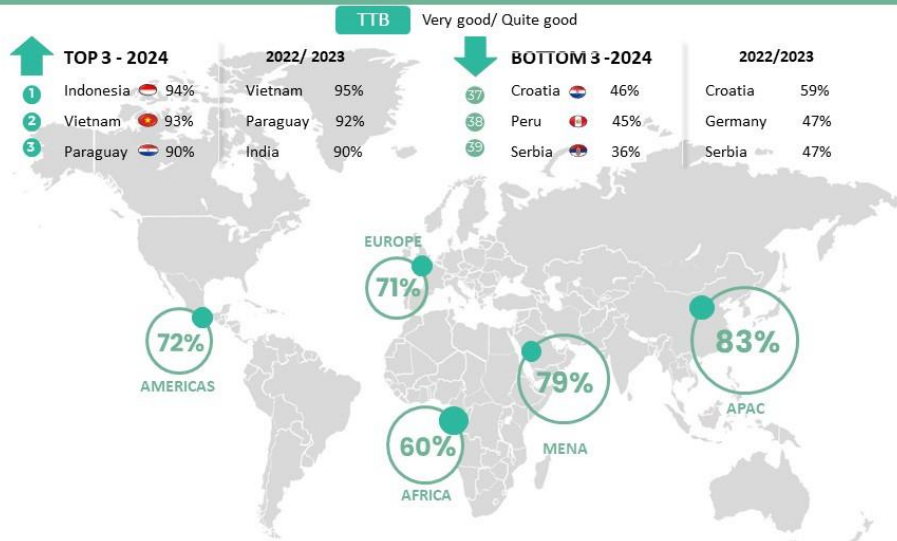


Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness



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Once again, Indonesia (94%) tops the list of countries with Very good/Quite good rating of fitness. Followed by Vietnam in second place (93%) and Paraguay in third (90%).



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.



Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness



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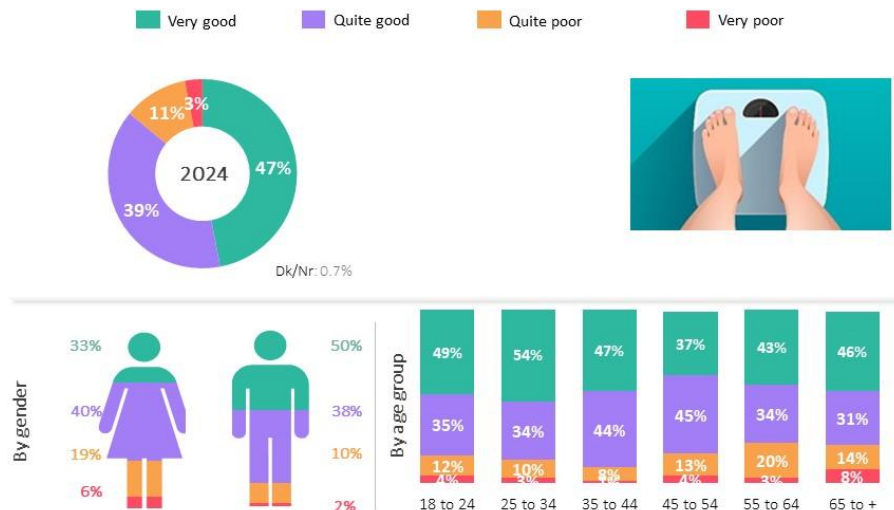
3. Weight

85% of all Pakistanis rate their weight as Very/Quite Good, with only 14% thinking otherwise. Men (88%) are 15% more likely to rate their weight positively as compared to women (73%). On the other hand, women (25%) are 13% more likely to rate their weight negatively as compared to men (12%). In terms of age group, those belonging to the 55-64 age group have the highest percentage (23%) of respondents whose overall health rating for weight was Quite/Very poor.

In terms of education level, respondents with no education/basic education have the highest percentage (90%) of overall health rating for weight as Very/Quite Good. Those who completed University follow as close second with 88% of them rating their weight positively. Gauging the results through employment, Housewives have the lowest percentage (74%) of a positive rating for their weight. On the flip side, those working full time have the highest percentage of positive rating with 89%.

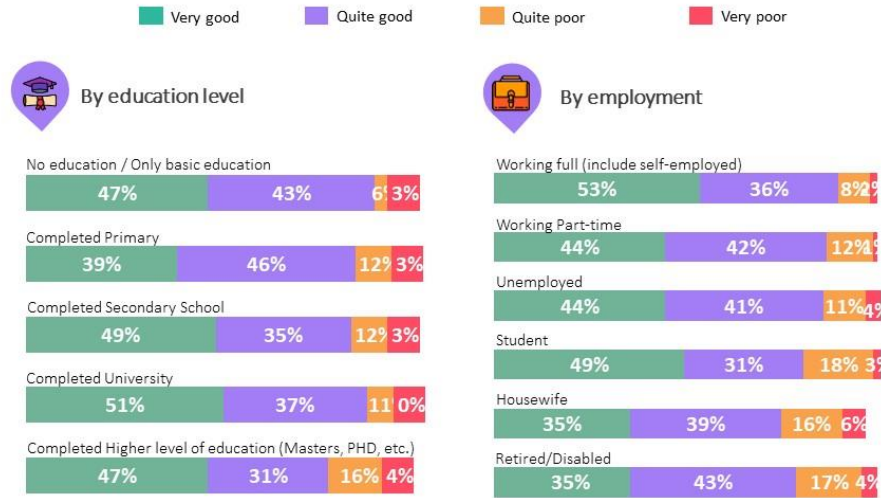
Pakistan comes in third overall, globally, with 86%. Indonesia comes in first with 94% and Vietnam, a close second with 92%.

Those belonging to the 55-64 age group have the highest percentage (23%) of respondents whose overall health rating for weight was Quite poor/Very poor.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

Respondents with no education/basic education have the highest percentage (90%) of overall health rating for weight as Very good/Quite good.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of DK / Nr have not been plotted.

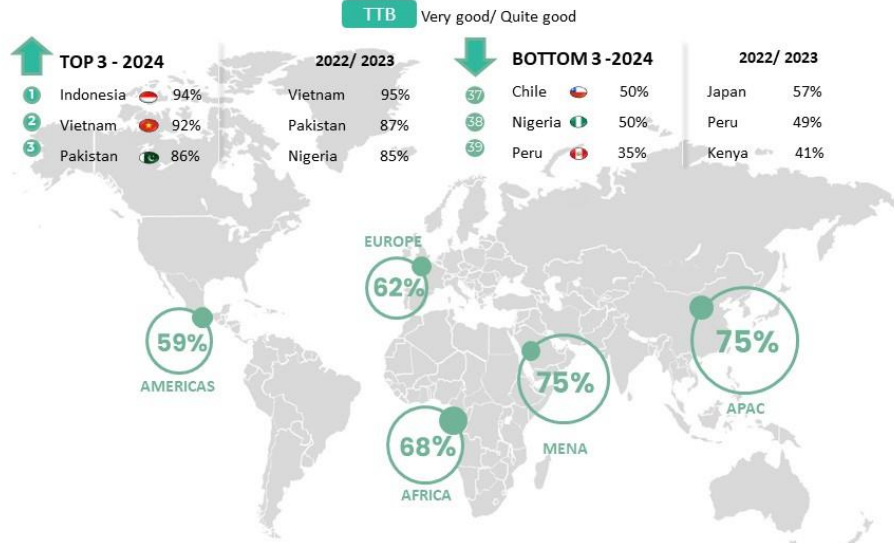


Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight



20

Pakistan comes in third (86%) in the list of countries with a high percentage of very good/Quite good overall health rating for weight.



Source: WIN 2024. Base: 33866 cases. The percentages of DK / Nr have not been plotted.



Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight



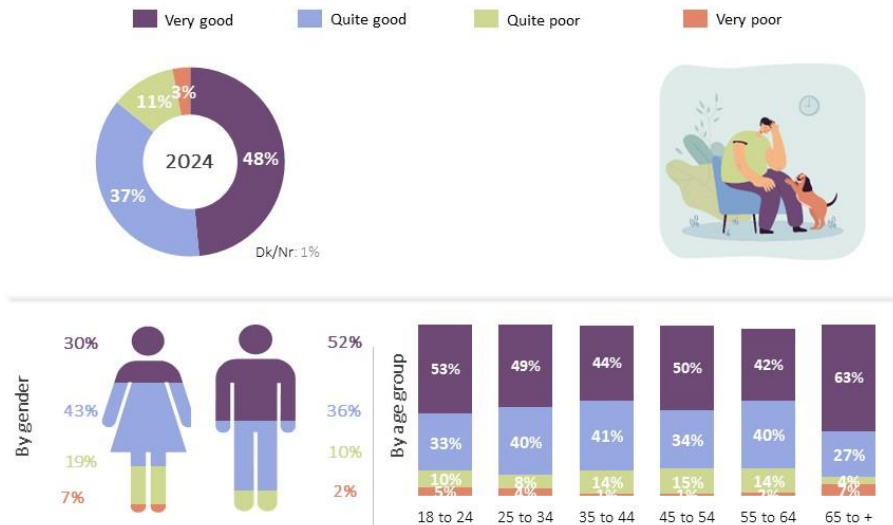
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4. Stress/Mental Health

14% of all Pakistanis rate their stress/mental health as Quite/Very poor. Out of which, there is a 14% difference between women (26%) and men (12%). In terms of age, those who are 65+ are the most likely to rate their mental health positively, with almost all (90%) of them rating it as Quite/Very Good. Viewing the results by education level shows that those who have completed higher level of education are the most likely (21%) to rate their mental health as Quite poor or Very Poor.

Employment wise, 30% of housewives rate their stress/mental health as Quite/Very poor- which is a significant difference as compared to retired/disabled (16%), students (12%), part-time employees (11%), full time employees (9%) and unemployed (5%).

There is a 15% difference between the percentage of men (88%) and women (73%) who rate their stress / mental health as Very good/Quite good.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

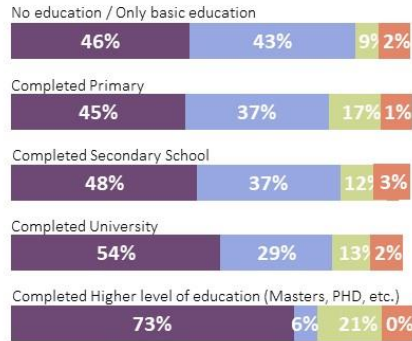
Q2. How would you rate each of the following aspects, when thinking of your overall health? –Stress/ Mental Health

30% of housewives rate their stress/mental health as Quite poor/ Very poor- which is a significant difference as compared to retired/disabled (16%), students (12%), part time employees (11%), full time employees (9%) and unemployed (5%).

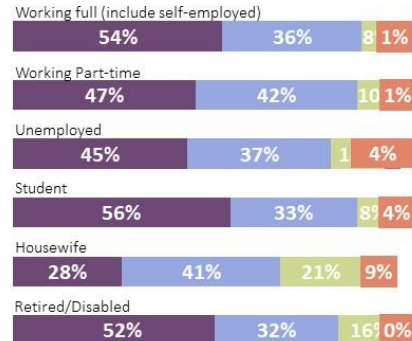
Very good Quite good Quite poor Very poor



By education level



By employment



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

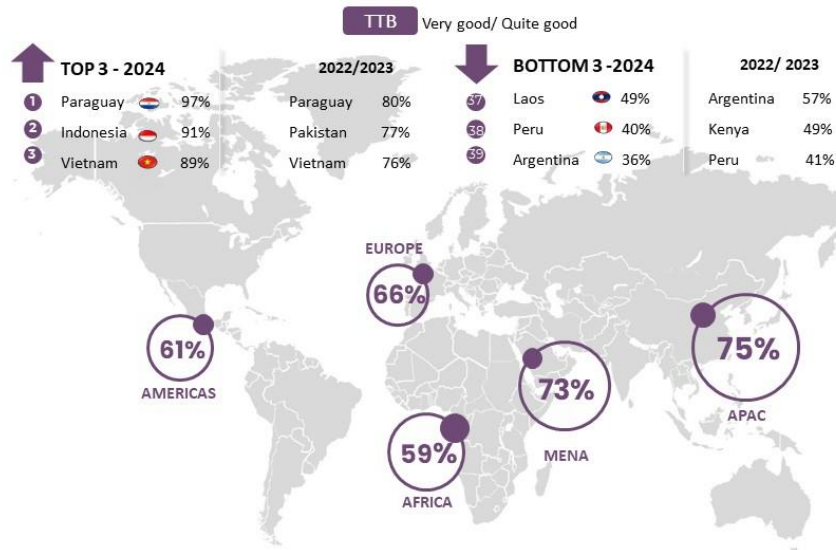


Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health



25

Laos (49%), Peru (40%) and Argentina (36%) are the bottom 3 countries when it comes to overall health rating – stress/mental health



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

*In 2022/2023, the question focused solely on stress.



Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health



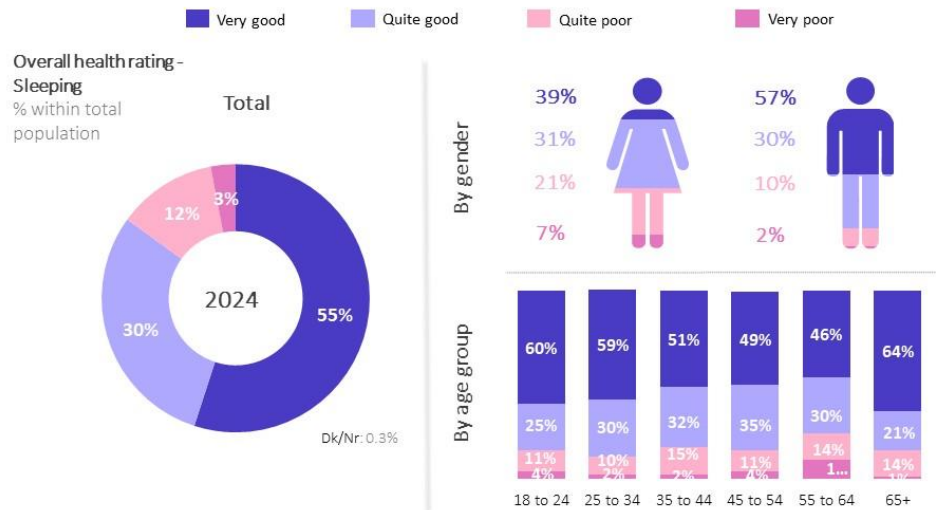
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5. Sleeping

85% of all Pakistani's rate their sleeping at Very/Quite Good, with 15% rating it negatively. The gender split highlights a 17% difference between men (87%) who rate their sleep positively, as compared to women (70%) who rate it the same. In terms of age, those between the ages of 55 and 64, are the least likely (76%) to rate their sleep as Very/Quite Good.

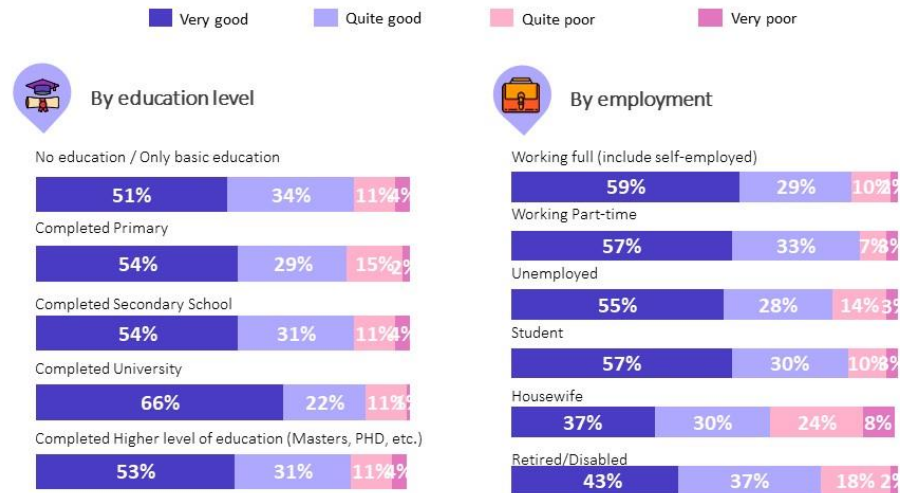
Those who completed University, have the highest percentage (88%) of respondents by education level, who rated their sleep as Very/Quite Good. In terms of employment, housewives had the highest percentage of negative ratings, with 32% of them rating their sleep as Quite/Very Poor.

28% females rate their sleeping as Quite poor/Very poor, as compared to 12% of the men who rate their sleeping similarly.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

Those who completed University, have the highest percentage of respondents, by education level, who rated their sleeping as Very good/Quite good.



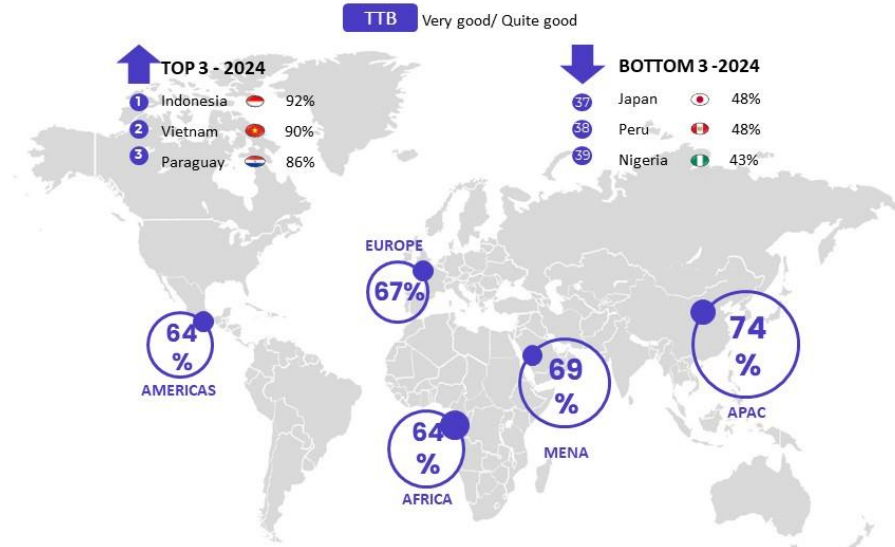
Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.



Q2. How would you rate each of the following aspects, when thinking of your overall health? - Sleeping



The bottom 3 countries in terms of health ratings – sleeping, are as follows: Japan (48%), Peru (48%) and Nigeria (43%).



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.



Q2. How would you rate each of the following aspects, when thinking of your overall health? - Sleeping



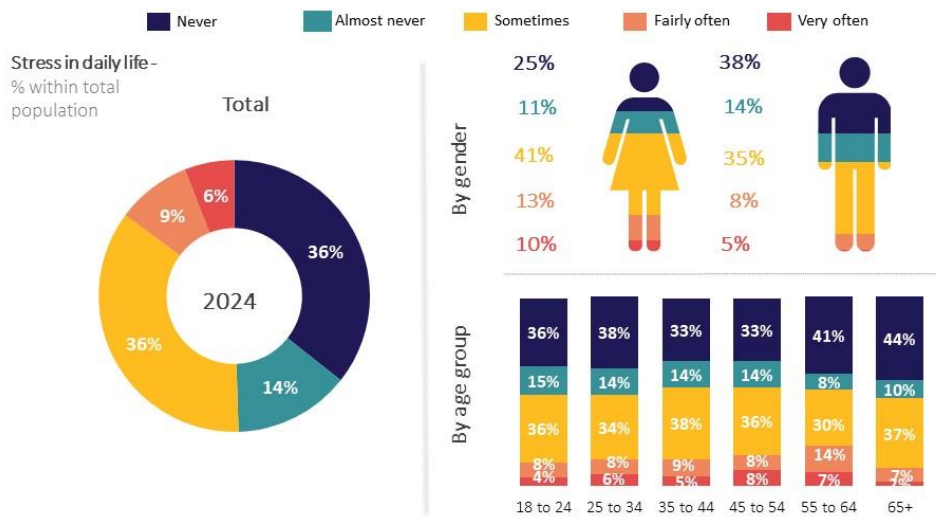
6. Stress in Daily Life

Half (50%) of all Pakistanis experience stress in their daily life Fairly/Very often. Women (23%) are more likely to experience stress as compared to men (13%) - with a 10% difference between the two. In terms of age group, those between 55 to 64, are significantly more prone to experiencing stress, with 21% of them stating that they experience stress Fairly/Very often.

Only 33% of those who have completed higher level of education Never/Almost Never experience stress. On the other hand, 60% of those with No education/Basic education report feeling the same. In terms of employment, 76% of those who are retired/disabled state that they Never/Almost Never experience stress in their daily life, as compared to 39% of the housewives who feel the same; amounting to a difference of 37%.

Pakistan tops the list of countries with the highest percentage of respondents who Never/Almost Never experience stress in their daily life.

Half (50%) of all Pakistanis experience stress in their daily life, fairly often/very often.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.



Q3. How often would you say you feel stress in your daily life?

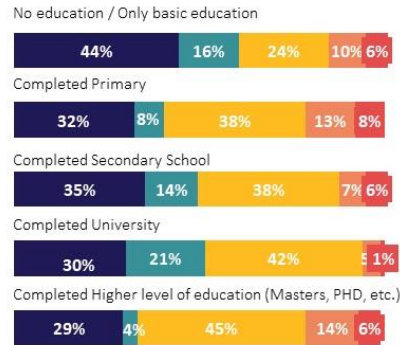


76% of those who are retired/disabled state that they never/almost never feel stress in their daily life, as compared to 39% of the housewives who feel the same; amounting to a difference of 37%.

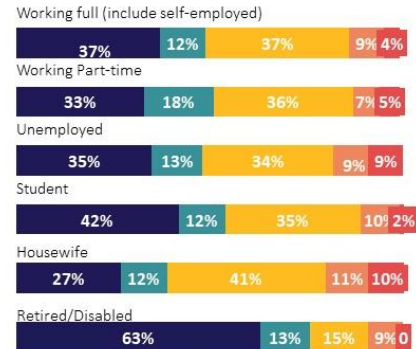
Never Almost never Sometimes Fairly often Very often



By education level



By employment



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.

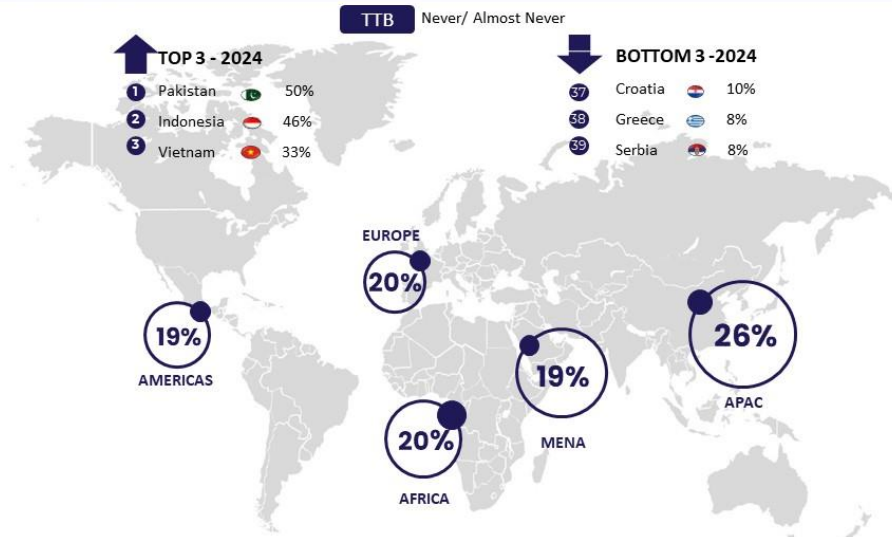


Q3. How often would you say you feel stress in your daily life?



34

Pakistan (50%) tops the list of countries with the highest percentage of respondents who never/almost never feel stress in their daily life, followed by Indonesia (46%) and Vietnam (33%).



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.



Q3. How often would you say you feel stress in your daily life?



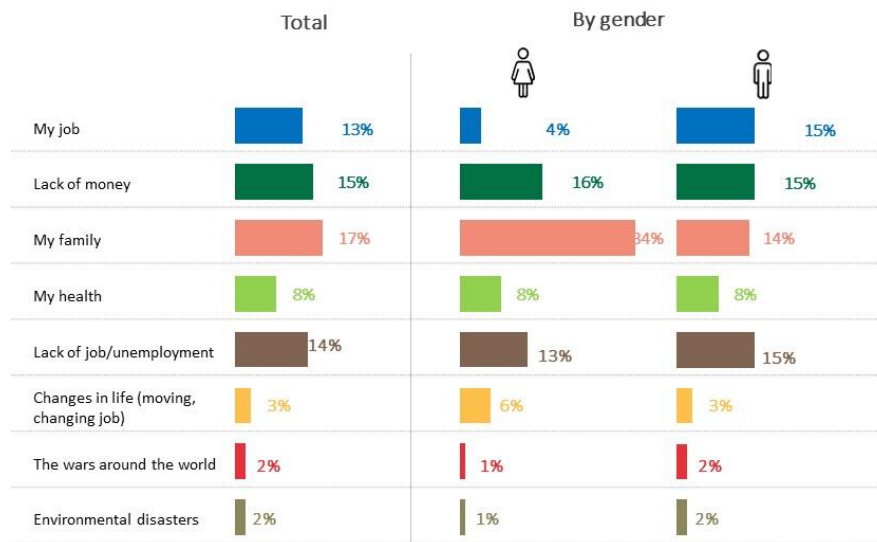
35

7. Causes of Stress

Most Pakistanis stated their family (17%) as a recent cause of stress, followed by lack of money (15%) and lack of job/employment (14%). In terms of gender split, women were significantly more prone to being stressed about their family as compared to men, with a difference of 20%. In the 18-24 bracket, 17% of the respondents' stress about lack of job/unemployment. This figure falls to 5% for the same category within the 65+ age group.

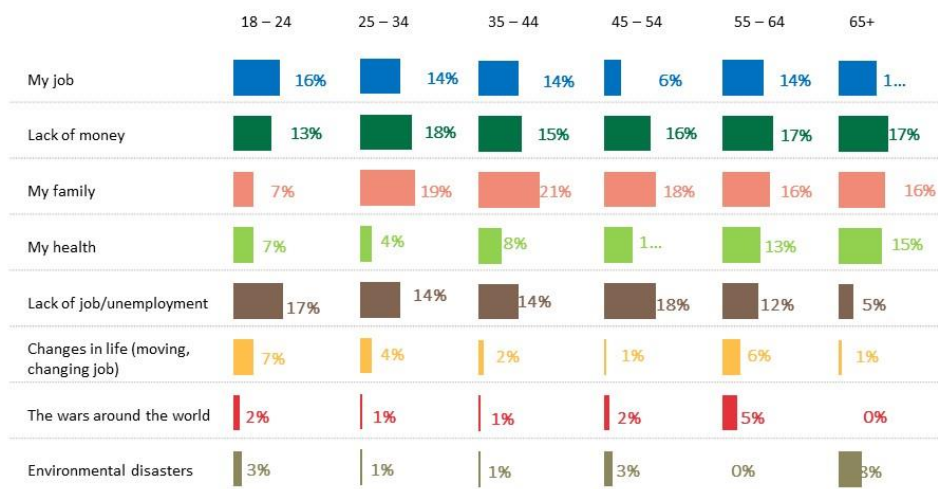
Furthermore, the percentage of respondents who experience stress regarding unemployment decreases as the level of education increases, with the difference between the last two being the only anomaly: Completed high level education (11%), Master, PhD (12%). Additionally, housewives are significantly more stressed about their family (35%) as compared to any other category of employment.

Most Pakistanis stated their family (17%) as a recent cause of stress, followed by lack of money (15%) and lack of job/employment (14%).



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk/ Nr have not been plotted.

In the 18-24 bracket, 17% of the respondents stress about lack of job/unemployment. This figure falls to 5% for the same category within the 65+ age group.



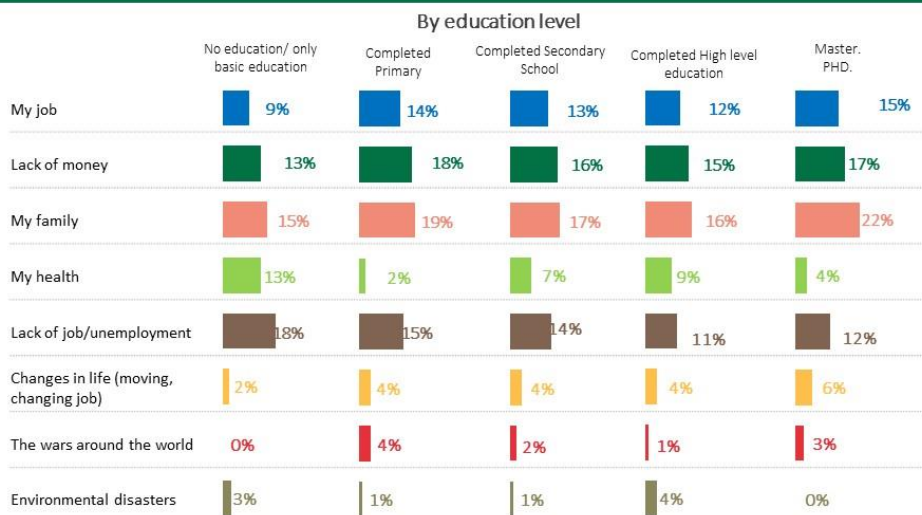
Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.



Q4: Thinking about the last time you were really stressed, what was it that made you stressed?



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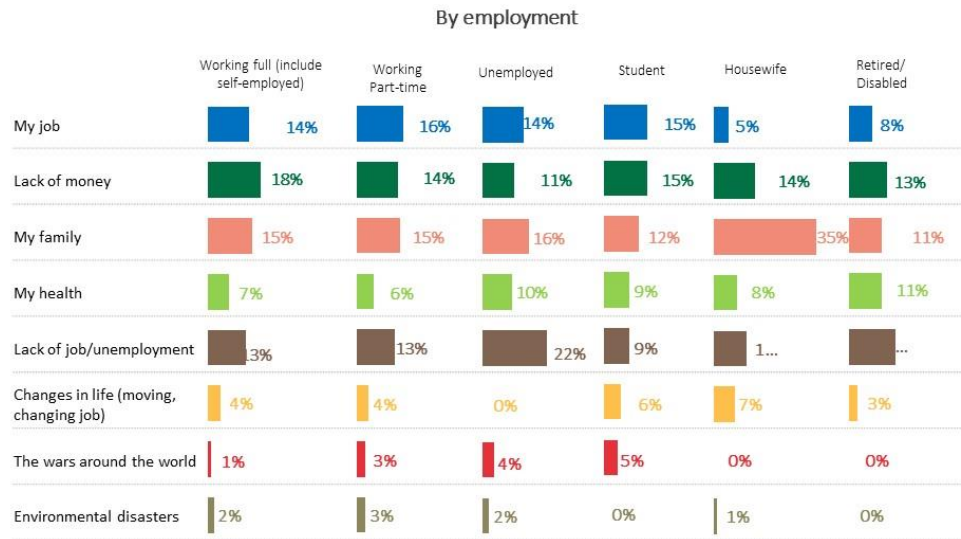
Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.



Q4: Thinking about the last time you were really stressed, what was it that made you stressed?



Housewives are significantly more stressed about their family (35%) as compared to any other category of employment.



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000 cases. The percentages of Dk / Nr have not been plotted.



Q4: Thinking about the last time you were really stressed, what was it that made you stressed?



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METHODOLOGY

SAMPLE SIZE	1000
INTERVIEW METHOD	Random Digit Dialing Phone Survey Methodology
ERROR MARGIN	±2 to 3% at 95% confidence level for national level results
FIELDWORK DATES	3-17 January 2024
NOTE	Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed. This methodology uses Random Digit Dialing approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.
EXCLUSION IN SAMPLE	According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

DEMOGRAPHICS

Demographic-Wise: Sample Profile

		All		
		Unweighted Count	Un-weighted Col%	weighted Col%
BASE: All		1000	100%	100%
D1. Gender	Male	821	82%	84%
	Female	179	18%	16%
D2B. Age Group	18 – 24	150	15%	15%
	25 – 34	315	32%	30%
	35 – 44	264	26%	27%
	45 – 54	159	16%	16%
	55 – 64	73	7%	8%
	65+	39	4%	5%
D3. Education: Highest attained	No education/only basic education	197	20%	23%
	Completed primary	112	11%	13%
	Completed secondary school	475	48%	46%
	Completed High level education	111	11%	10%
	Completed Higher level of education (Masters, PHD, etc.)	101	10%	8%
	Refused/DNK/DNA	4	0%	1%
D4. Employment	Working full (include self-employed)	461	46%	46%
	Working Part-time	155	16%	16%
	Unemployed	145	15%	17%
	Student	53	5%	5%
	Housewife	129	13%	11%
	Retired/Disabled	36	4%	3%
	Refused/DNK/DNA	21	2%	1%
	Living alone/single	71	7%	7%
D5. How would you describe your household?	Same sex couple	687	69%	69%
	Couple (married or not) with	45	5%	5%
	Young couple, no children	73	7%	7%
	Living with other friends and/or family (roommates)	118	12%	11%
	No Response	6	1%	1%
	Refused/DNK/DNA	21	2%	1%
D6. Do you own and use a smartphone regularly?	Yes	648	65%	59%
	No	350	35%	40%
	No Response	2	0%	0%

SOURCE : WIN 2023-24 Survey

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