

# 44 YEARS OF HEALTH CARE, LIFESTYLES AND DISEASES

THE PERCEPTIONS OF  
THE PAKISTANI PUBLIC

**GALLUP**  
PAKISTAN

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## PART I:

### HEALTH AND HEALTHCARE

Health and disease are part and parcel of life. World Health Organization (WHO) defines health as a state of complete mental, physical and social well-being. The common belief is that in a developing country with poor socioeconomic conditions and low literacy rate, people are not health conscious. Interestingly, surveys conducted over the last three decades reveal that consistently the majority of Pakistanis report they are concerned a lot or somewhat (83%) about their health and the state of healthcare in the country. But this concern does not translate into action. 46% of Pakistanis consider their health to be better than last year.

*“To what extent are you concerned about your health?”*

|                   | 2000 | 2001 | 2003 | 2004 | 2005 | 2008 | 2009 | 2013 | 2022 |
|-------------------|------|------|------|------|------|------|------|------|------|
|                   | %    | %    | %    | %    | %    | %    | %    | %    | %    |
| <b>A lot</b>      | 36   | 36   | 31   | 36   | 33   | 28   | 30   | 31   | 57   |
| <b>Some what</b>  | 34   | 36   | 34   | 37   | 39   | 42   | 40   | 39   | 26   |
| <b>A Little</b>   | 13   | 18   | 18   | 16   | 12   | 14   | 16   | 19   | 10   |
| <b>Not at All</b> | 17   | 10   | 17   | 11   | 16   | 15   | 14   | 10   | 7    |
| <b>DK/NR</b>      | -    | -    | -    | -    | -    | 1    | -    | 1    |      |

*“How is your health during this year compared to the previous year?”*

|                   | 1998 | 2000 | 2006 | 2007 | 2008 | 2009 | 2022 |
|-------------------|------|------|------|------|------|------|------|
|                   | %    | %    | %    | %    | %    | %    | %    |
| <b>Better</b>     | 45   | 26   | 40   | 40   | 28   | 25   | 46   |
| <b>Worse</b>      | 29   | 35   | 24   | 25   | 23   | 30   | 28   |
| <b>Same</b>       | 26   | 39   | 33   | 30   | 41   | 44   | 26   |
| <b>Don't Know</b> | -    | -    | 3    | 5    | 8    | 1    | 1    |

#### **Healthcare Facilities**

Pakistan has a multifaceted healthcare system with Government and private facilities functioning simultaneously along with complementary and alternative medicine like Homeopathy, Hikmat, spiritual healers. Majority of Pakistanis (69%) prefer allopathic form of treatment followed by Hikmat (6%), Home treatment (13%) and then Spiritual treatment (7%). Over the forty years, preference for allopathic treatment has increased substantially from 59% in 1979 to 69% in 2022 at the expense of traditional treatment from Hakeems (traditional physicians).

*“Which form of medical treatment do you usually like?”*

|                            | 1979 | 2001 | 2009 | 2011 | 2019 | 2022 |
|----------------------------|------|------|------|------|------|------|
|                            | %    | %    | %    | %    | %    | %    |
| <b>Allopathic Doctor</b>   | 59   | 71   | 72   | 72   | 66   | 69   |
| <b>Hakeem</b>              | 27   | 14   | 13   | 11   | 13   | 6    |
| <b>Homeopathic</b>         | 4    | 9    | 6    | 6    | 12   | 4    |
| <b>Household tips</b>      | 3    | 4    | 7    | 7    | 4    | 13   |
| <b>Spiritual Treatment</b> | 5    | 2    | 1    | 3    | 4    | 7    |
| <b>Don't know</b>          | 2    | -    | 1    | 1    | 1    | 1    |

As common sense dictates most people say they will approach the government hospital for medical help in case of an illness in the household (42%) but when given a restricted choice between public and private healthcare facilities, it has been consistently government doctor consultation (50%) followed by treatment at a private hospital or dispensary (48%).

This preference for private facilities stems from the perception that expert doctors are more readily available in Private facilities. This is believed by 66% Pakistanis (26 % say only Private facilities, 40 % say private and government facilities). Interestingly, a significant percentage (73%; 33% Government only, 40% both) believes that expert doctors are also available at government facilities. Similarly, a significant number (76%) consider the standard of Government hospitals and dispensaries to be average or above average. Only 22% regard it as below average. Views about the standard of Government hospitals have improved over time. In 1991, more than half of the respondents (63%) considered the performance of Government health facilities to be below average.

Yet overall satisfaction with healthcare facilities in the area of residence remains high. The majority of the people (72%) expressed satisfaction, while 26 % expressed despondency and the remaining (2%) did not comment on this. The main problems encountered by people during consultation at a local public clinic or hospital were long waiting hours before consultation (58%), unavailability of medicine (47%), unhygienic facilities (43%), disrespectful behavior of the hospital staff (39%), and frequent absence of doctors (39 %).

*“In case of an emergency in the household, from where do you take medical treatment?”*

|                            | 2006 | 2007 | 2008 | 2009 | 2012 | 2014 | 2022 |
|----------------------------|------|------|------|------|------|------|------|
|                            | %    | %    | %    | %    | %    | %    | %    |
| <b>Government Hospital</b> | 13   | 24   | 24   | 20   | 18   | 29   | 42   |
| <b>Nearest Doctor</b>      | 54   | 38   | 44   | 47   | 41   | 47   | 19   |
| <b>Private Clinic</b>      | 28   | 32   | 24   | 28   | 36   | 21   | 35   |
| <b>Dispensary</b>          | 4    | 6    | 6    | 5    | 4    | 3    | 2    |
| <b>Others</b>              | -    | -    | -    | -    | -    | -    | 1    |
| <b>DK/NR</b>               | 1    | -    | 2    | -    | 1    | -    | -    |

*“Do you think expert doctors are available only in Government Hospitals or only in Private hospitals or in both?”*

|                            | 2009 | 2022 |
|----------------------------|------|------|
|                            | %    | %    |
| <b>Government Hospital</b> | 16   | 33   |
| <b>Private Hospital</b>    | 41   | 26   |
| <b>Both</b>                | 43   | 40   |

*“What in your view is the standard of Government Hospitals?”*

|                   | 1991 | 2009 | 2022 |
|-------------------|------|------|------|
|                   | %    | %    | %    |
| <b>Good</b>       | 10   | 21   | 44   |
| <b>Average</b>    | 21   | 33   | 22   |
| <b>Bad</b>        | 63   | 37   | 32   |
| <b>Don’t Know</b> | 6    | 9    | 3    |

*“Are you satisfied with the healthcare facilities provided in your area?”*

|                     | 2009 | 2022 |
|---------------------|------|------|
|                     | %    | %    |
| <b>Satisfied</b>    | 33   | 72   |
| <b>Dissatisfied</b> | 56   | 26   |
| <b>No Response</b>  | 12   | 2    |

*“Problems encountered at a Public Health Facility during the last 1 year”*

|                                                  | 2006 | 2022 |
|--------------------------------------------------|------|------|
|                                                  | %    | %    |
| <b>Long waiting hours</b>                        | 48   | 58   |
| <b>Unavailability of Medicine</b>                | 50   | 47   |
| <b>Unhygienic Facilities</b>                     | 44   | 43   |
| <b>Disrespectful behaviors of Hospital Staff</b> | 45   | 39   |
| <b>Frequent absence of Doctors</b>               | 35   | 39   |

The problems faced in Public Health facilities remain similar over the years. The issue of long waiting hours has worsened over time, most likely due to increased demand of these facilities. Given the socioeconomic conditions of the people, Government health facilities are a number one choice for nearly half of the population. People have trust in the expertise of doctors in these facilities, but a lot of improvement is needed in improving the infrastructure to improve patient satisfaction. Moreover, with the growing population there is a dire need to increase the capacity of healthcare facilities in the country.

### ***Trust in Doctors:***

Despite the report of problems faced at Healthcare facilities, Doctors as persons enjoy a lot of trust of the public. In 2022, 76% of people say that they have a lot or somewhat trust in Doctors as persons.

### ***Hospitalization***

Hospitalization is a traumatic time for families and individuals. It would appear that the suffering is exacerbated by a cumbersome hospitalization procedure at both private and public facilities. Half (50 %) respondents had a lot or some trouble during hospital admission process and 26% needed a reference to get admission.

The choice of doctor is dependent on gender. Overall 27% preferred their doctor to be male, 29% preferred female doctor whereas for the rest of the 44% gender made no difference.

*“If you get sick, would you prefer your doctor to be male or female, or it makes no difference?”*

|                      | 2005 | 2022 |
|----------------------|------|------|
|                      | %    | %    |
| <b>Male</b>          | 37   | 27   |
| <b>Female</b>        | 24   | 29   |
| <b>No Difference</b> | 38   | 44   |

### ***Blood and Organ Donation***

About two third of Pakistanis claim having had a blood test (63%) and knew their blood group (55%). More than quarter (28%) has donated blood, predominantly to relatives (80%). There is high level of awareness about organ donation, as 50% claimed that they had heard of people donating eyes in their lifetime. While 65% considered it to be the right thing to do, 45% said that they would like to donate their eyes in their life if they found a person in need of them. More awareness can be created about blood and organ donation as the proportion of people willing to participate in these activities has not increased over time.

|                         | <b>Blood Donation</b> |           |             |           |
|-------------------------|-----------------------|-----------|-------------|-----------|
|                         | <b>2007</b>           |           | <b>2022</b> |           |
|                         | <b>Yes</b>            | <b>No</b> | <b>Yes</b>  | <b>No</b> |
|                         | %                     | %         | %           | %         |
| <b>Had a Blood Test</b> | 67                    | 33        | 63          | 37        |
| <b>Know Blood Group</b> | 61                    | 39        | 55          | 45        |
| <b>Donated Blood</b>    | 25                    | 75        | 28          | 72        |

*“If you have donated blood, whom did you donate it to?”*

|                     | 2004 | 2022 |
|---------------------|------|------|
|                     | %    | %    |
| <b>Relatives</b>    | 93   | 80   |
| <b>Organization</b> | 7    | 30   |

### Organ Donation

|                                       | 2004 |    |            | 2022 |    |            |
|---------------------------------------|------|----|------------|------|----|------------|
|                                       | Yes  | No | Don't Know | Yes  | No | Don't Know |
|                                       | %    | %  | %          | %    | %  | %          |
| <b>Heard about Organ Donation</b>     | 77   | 22 | 1          | 50   | 50 | -          |
| <b>It is the right thing to do</b>    | 67   | 31 | 2          | 65   | 24 | 11         |
| <b>Would donate eyes to the needy</b> | 51   | 48 | 1          | 45   | 55 | -          |

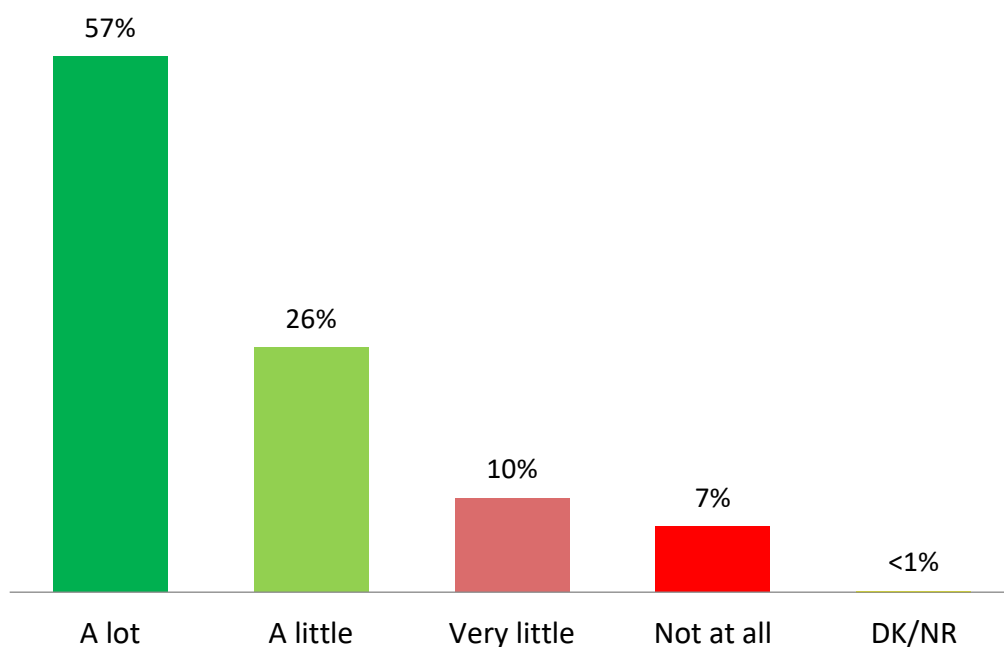
### *Awareness about Health Programs*

The proportion of people saying that they have heard of the Lady Health Worker program has considerably decreased over time from 92% in 2008 to 58% in 2022. This indicates that more resources need to be invested in such community health programs which can provide basic health services at the doorstep and can help to reduce the burden at tertiary care hospitals. The popularity of Polio program and immunization programs remains high given the continued efforts and media coverage. However, awareness about other programs like smoking cessation or hepatitis control program has decreased over time. A point to ponder is that with the changing lifestyles, improvement in life expectancy and the increase in burden of non-communicable diseases, is there a need for newer health programs to promote health of the population? The media campaigns for public health programs need to be maintained and given the increase in use of social media, the awareness programs can be restructured to improve their uptake.

## HEALTH AND HEALTH CARE

### CONCERN ABOUT HEALTH

Question: To what extent are you concerned about your health?



Source: Gallup Survey, 2022

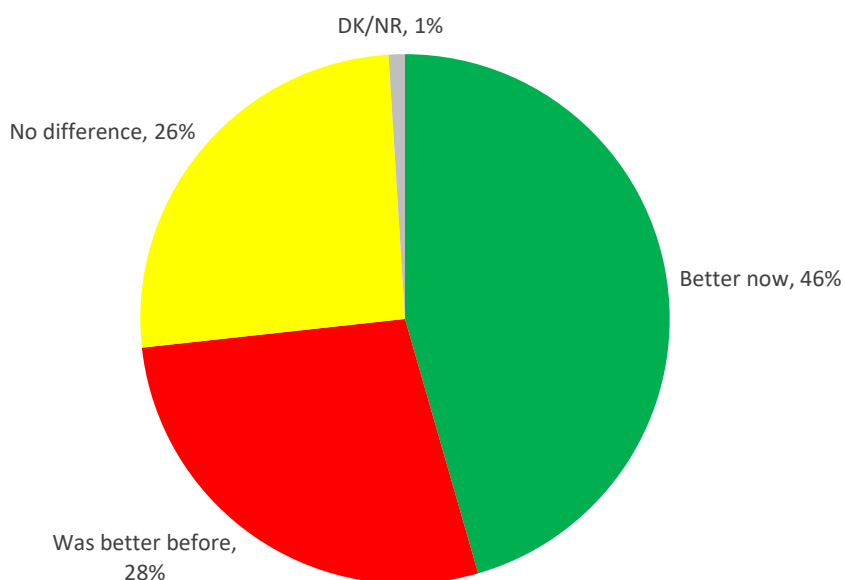
### Trend Data

|                          | 2000 | 2001 | 2003 | 2004 | 2005 | 2008 | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|------|------|------|------|------|------|
| A lot                    | 36%  | 30%  | 31%  | 36%  | 30%  | 28%  | 36%  | 25%  | 31%  | 57%  |
| A little                 | 34%  | 36%  | 34%  | 37%  | 50%  | 42%  | 26%  | 48%  | 39%  | 26%  |
| Very little              | 13%  | 18%  | -    | 15%  | -    | 14%  | 19%  | -    | 19%  | 10%  |
| Not at all               | 17%  | 15%  | 35%  | 11%  | 20%  | 15%  | 18%  | 27%  | 10%  | 7%   |
| Don't Know / No Response | -    | 1%   | -    | 1%   | -    | 1%   | 1%   | 0%   | 1%   | 0%   |

## HEALTH AND HEALTH CARE

### PERCEPTIONS ABOUT PERSONAL HEALTH

Question: How is your health during this year compared to the previous year?



Source: Gallup Survey, 2022

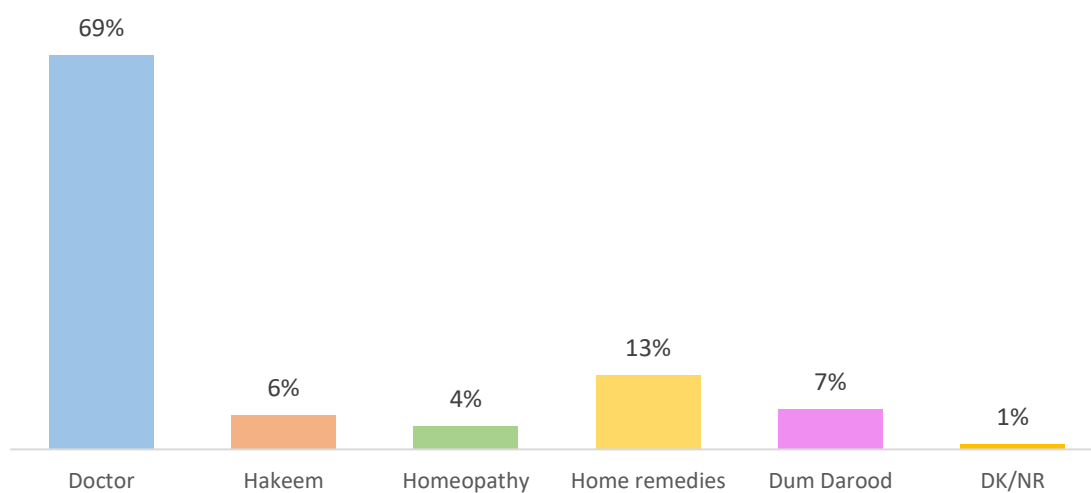
### Trend Data

|                          | 1998 | 2006 | 2007 | 2008 | 2009 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Better now               | 45%  | 40%  | 40%  | 28%  | 25%  | 46%  |
| Was better before        | 29%  | 24%  | 25%  | 23%  | 30%  | 28%  |
| No difference            | 26%  | 33%  | 30%  | 41%  | 44%  | 26%  |
| Don't Know / No Response | -    | 3%   | 5%   | 8%   | 1%   | 1%   |

## HEALTH AND HEALTH CARE

### CHOICE OF TREATMENT MODALITIES

Question: Which form of medical treatment do you usually like?



Source: Gallup Survey, 2022

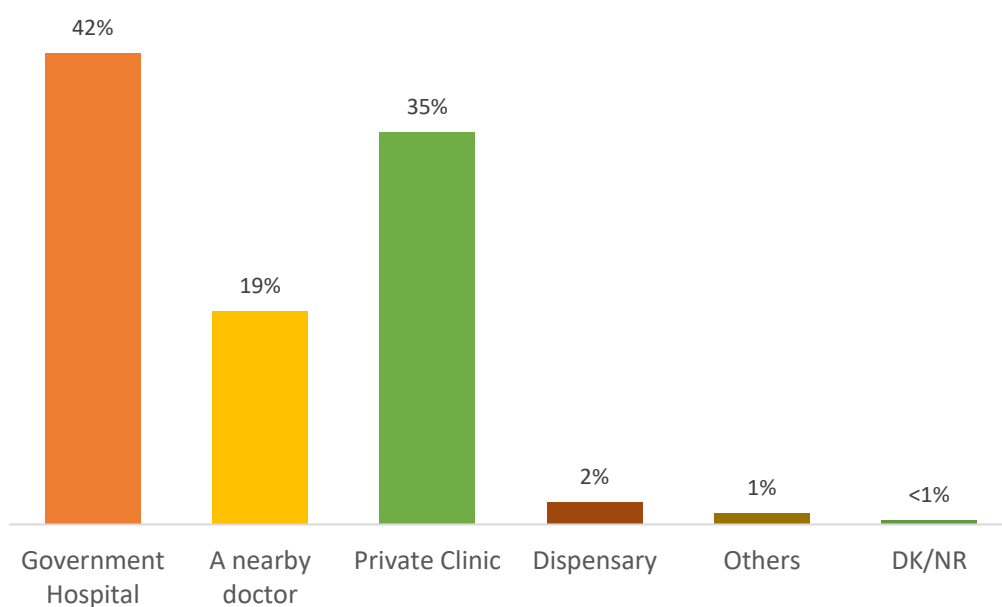
### Trend Data

|                          | 1979 | 2001 | 2009 | 2011 | 2019 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Doctor                   | 59%  | 71%  | 72%  | 77%  | 66%  | 69%  |
| Hakeem                   | 27%  | 14%  | 13%  | 9%   | 13%  | 6%   |
| Homeopathy               | 4%   | 9%   | 6%   | 5%   | 12%  | 4%   |
| Home remedies            | 3%   | 4%   | 7%   | 6%   | 4%   | 13%  |
| Dum Darood               | 5%   | 2%   | 1%   | 2%   | 4%   | 7%   |
| Don't know / No response | 2%   | -    | 1%   | -    | 1%   | 1%   |

## HEALTH AND HEALTH CARE

### PREFERENCE FOR HEALTH CARE FACILITY

Question: If God forbid, someone falls ill in the household, from where do you seek medical treatment?



Source: Gallup Survey, 2022

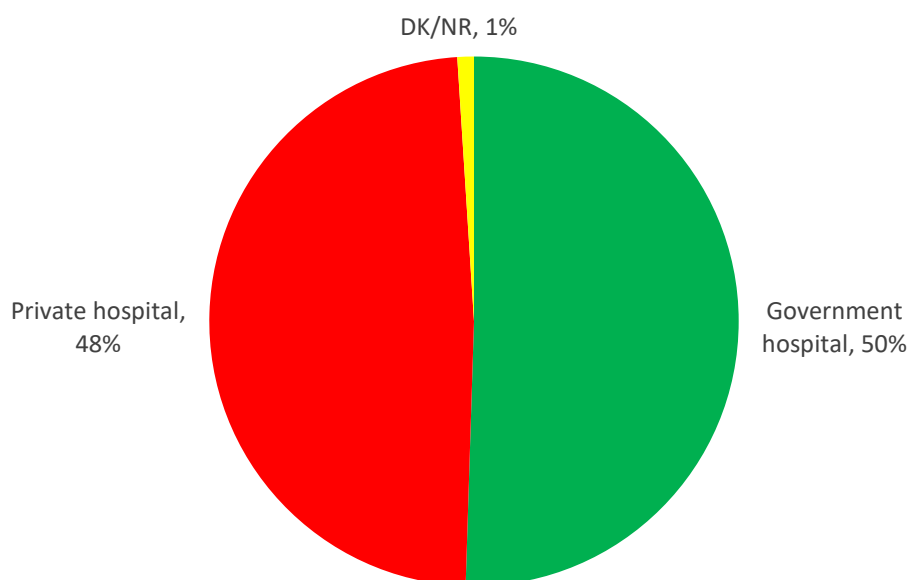
### Trend Data

|                          | 2006 | 2007 | 2008 | 2009 | 2012 | 2014 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Government Hospital      | 13%  | 24%  | 24%  | 20%  | 18%  | 29%  | 42%  |
| A nearby doctor          | 54%  | 38%  | 44%  | 47%  | 41%  | 47%  | 19%  |
| Private Clinic           | 28%  | 32%  | 24%  | 28%  | 36%  | 21%  | 35%  |
| Dispensary               | 4%   | 6%   | 6%   | 5%   | 4%   | 3%   | 2%   |
| Others                   | -    | -    | -    | -    | -    | -    | 1%   |
| Don't know / No response | 1%   | -    | 2%   | 1%   | -    | 1%   | 0%   |

## HEALTH AND HEALTH CARE

### PERCEPTIONS ABOUT PRIVATE VERSUS GOVERNMENT HEALTH FACILITIES

Question: In case of an illness in the household, would you prefer **Private or Government Health care facility** for seeking help?



Source: Gallup Survey, 2022

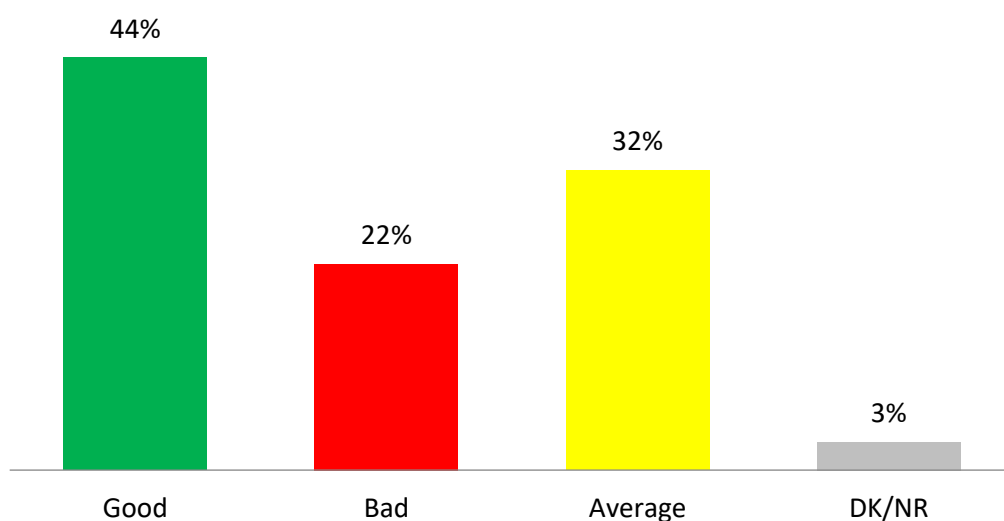
#### Trend Data

|                          | 2005 | 2022 |
|--------------------------|------|------|
| Government hospital      | 44%  | 50%  |
| Private hospital         | 55%  | 48%  |
| Don't Know / No Response | -    | 1%   |

## HEALTH AND HEALTH CARE

### VIEWS ABOUT GOVERNMENT HOSPITALS

Question: What is your opinion regarding the **standard** of Government Hospitals?



Source: Gallup Survey, 2022

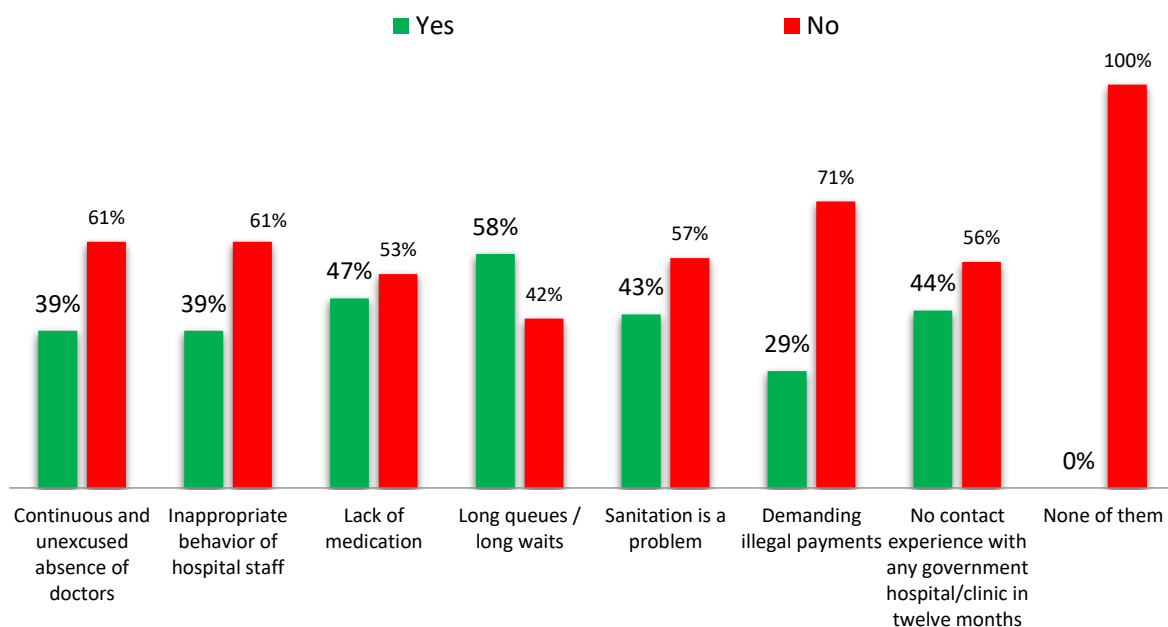
#### Trend Data

|                          | 1991 | 2006 | 2007 | 2008 | 2009 | 2010 | 2012 | 2015 | 2022 |
|--------------------------|------|------|------|------|------|------|------|------|------|
| Good                     | 10%  | 19%  | 33%  | 35%  | 21%  | 9%   | 18%  | 19%  | 44%  |
| Bad                      | 63%  | 36%  | 29%  | 27%  | 37%  | 48%  | 42%  | 35%  | 22%  |
| Average                  | 21%  | 40%  | 31%  | 32%  | 33%  | 37%  | 37%  | 36%  | 32%  |
| Don't Know / No Response | 6%   | 5%   | 7%   | 6%   | 9%   | 6%   | 3%   | 10%  | 3%   |

## HEALTH AND HEALTH CARE

### PROBLEMS OF PUBLIC HOSPITALS OR HEALTH CARE FACILITIES

Question: What problem did you encounter at a Public Health care facility during the last 1 year?



Source: Gallup Survey, 2022

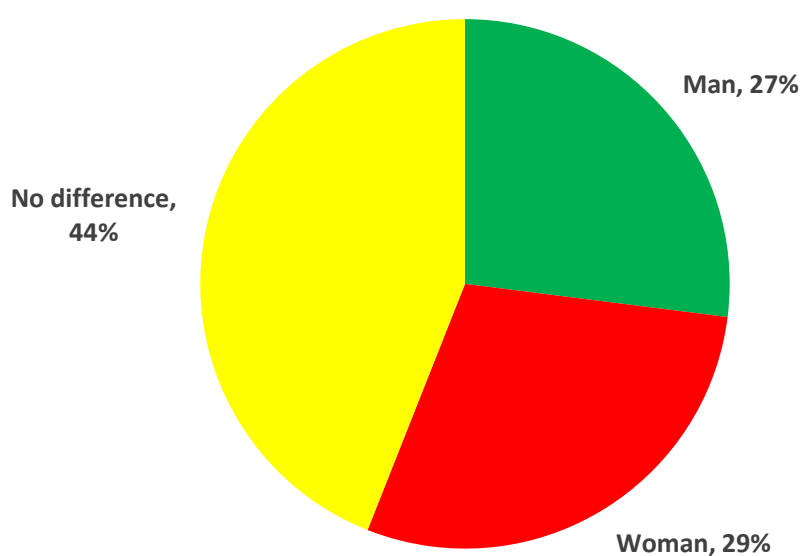
### Trend Data

|                                                                            | 2000 |     | 2022 |      |
|----------------------------------------------------------------------------|------|-----|------|------|
|                                                                            | Yes  | No  | Yes  | No   |
| Continuous and unexcused absence of doctors                                | 35%  | 65% | 39%  | 61%  |
| Inappropriate behavior of hospital staff                                   | 45%  | 55% | 39%  | 61%  |
| Lack of medication                                                         | 50%  | 50% | 47%  | 53%  |
| Long queues / long waits                                                   | 48%  | 52% | 58%  | 42%  |
| Sanitation is a problem                                                    | 44%  | 56% | 43%  | 57%  |
| Demanding illegal payments                                                 | 33%  | 67% | 29%  | 71%  |
| No contact experience with any government hospital/clinic in twelve months | 49%  | 51% | 44%  | 56%  |
| None of them                                                               |      |     | -    | 100% |

## HEALTH AND HEALTH CARE

### CHOICE OF DOCTOR: DOES GENDER MATTER?

Question: If you get sick, would you prefer your doctor to be male or female or does it make no difference?



Source: Gallup Survey, 2022

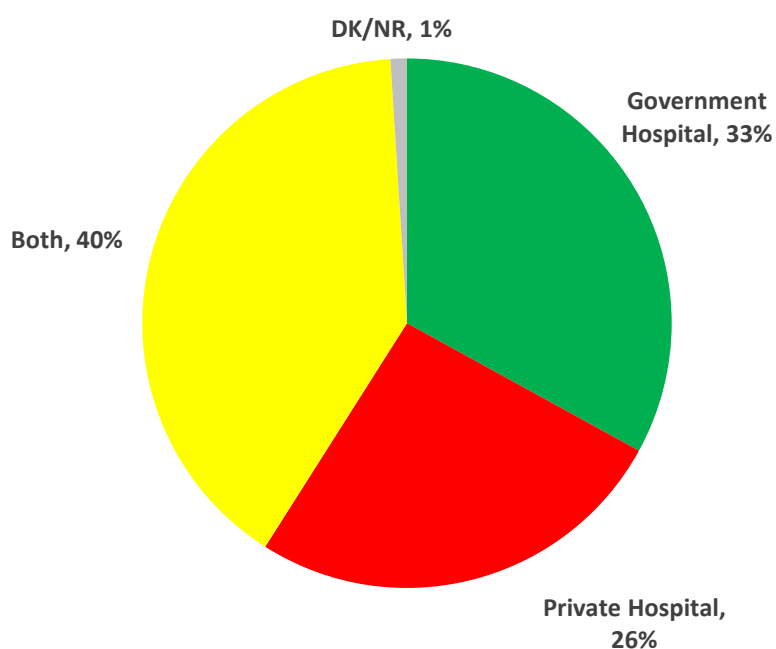
### Trend Data

|               | 2001 | 2005 | 2017 | 2022 |
|---------------|------|------|------|------|
| Man           | 48%  | 37%  | 27%  | 27%  |
| Woman         | 16%  | 24%  | 31%  | 29%  |
| No difference | 35%  | 38%  | 42%  | 44%  |

## HEALTH AND HEALTH CARE

### VIEWS ABOUT AVAILABILITY OF EXPERT DOCTORS

Question: Do you think that expert doctors are available only in Government Hospitals or only in Private hospitals or both?



Source: Gallup Survey, 2022

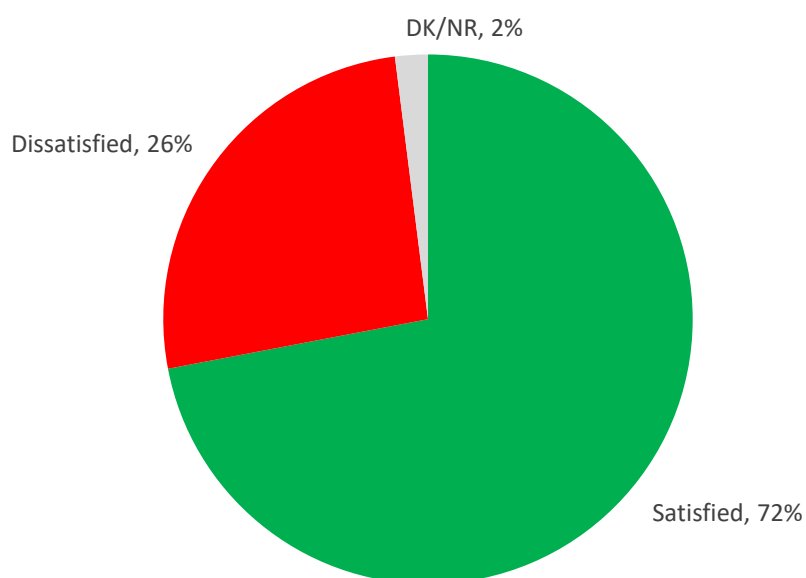
### Trend Data

|                          | 2006 | 2007 | 2008 | 2009 | 2012 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Government Hospital      | 15%  | 23%  | 17%  | 16%  | 19%  | 33%  |
| Private Hospital         | 53%  | 36%  | 38%  | 41%  | 40%  | 26%  |
| Both                     | 32%  | 41%  | 44%  | 43%  | 40%  | 40%  |
| Don't Know / No Response | -    | -    | 1%   | -    | 1%   | 1%   |

## HEALTH AND HEALTH CARE

### SATISFACTION WITH HEALTH CARE FACILITIES

Question: Are you satisfied with the health care facilities available in your area?



Source: Gallup Survey, 2022

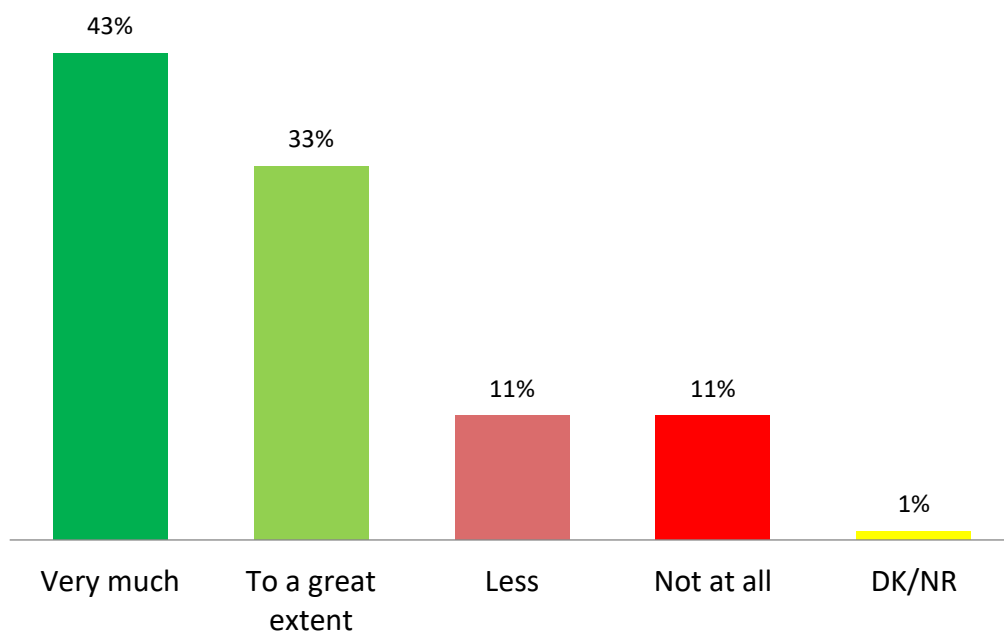
#### Trend Data

|                          | 2005 | 2008 | 2009 | 2012 | 2022 |
|--------------------------|------|------|------|------|------|
| Satisfied                | 35%  | 32%  | 41%  | 32%  | 72%  |
| Dissatisfied             | 62%  | 61%  | 50%  | 62%  | 26%  |
| Don't Know / No Response | 3%   | 7%   | 9%   | 6%   | 2%   |

## HEALTH AND HEALTH CARE

### TRUST IN DOCTORS

Question: How much trust do you have in doctors as persons?



Source: Gallup Survey, 2022

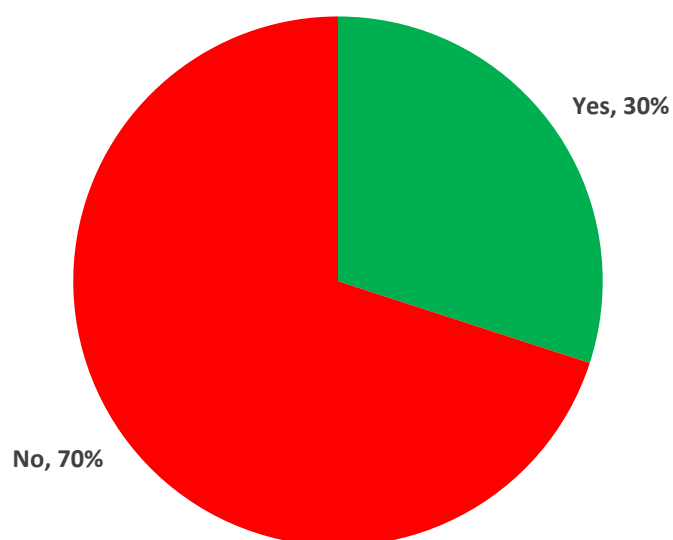
### Trend Data

|                   | 1996 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2014 | 2016 | 2017 | 2019 | 2022 |
|-------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Very much         | 41%  | 33%  | 44%  | 44%  | 43%  | 40%  | 43%  | 47%  | 42%  | 59%  | 37%  | 36%  | 48%  | 41%  | 32%  | 37%  | 43%  |
| To a great extent | 28%  | 39%  | 36%  | 32%  | 38%  | 39%  | 42%  | 44%  | 49%  | 27%  | 26%  | 43%  | 36%  | 41%  | 45%  | 36%  | 33%  |
| Less              | 18%  | 19%  | 14%  | 15%  | 13%  | 10%  | 10%  | 7%   | 6%   | 7%   | 11%  | 16%  | 12%  | 13%  | 18%  | 16%  | 11%  |
| Not at all        | 9%   | 7%   | 4%   | 5%   | 6%   | 9%   | 5%   | 2%   | 3%   | 6%   | 14%  | 5%   | 3%   | 4%   | 5%   | 10%  | 11%  |
| DK/NR             | 4%   | 2%   | 2%   | 4%   | -    | 2%   | 0%   | 0%   | -    | 1%   | 12%  | 0%   | 1%   | 1%   | -    | 1%   | 1%   |

## HEALTH AND HEALTH CARE

### VIEWS ABOUT HOSPITALIZATION

Question: Did anyone of your household need Hospitalization during last 1 year?



Source: Gallup Survey, 2022

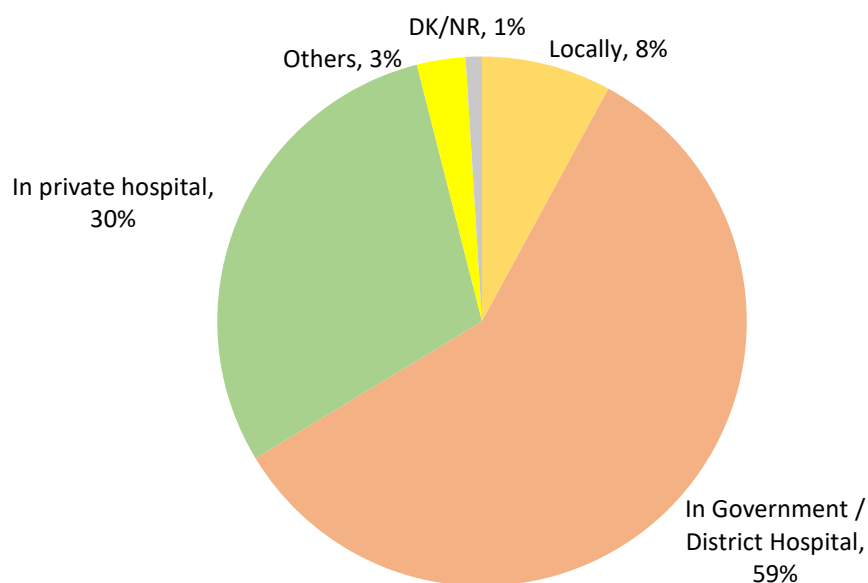
#### Trend Data

|                          | 1991 | 1998 | 2001 | 2015 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 21%  | 24%  | 16%  | 13%  | 30%  |
| No                       | 78%  | 74%  | 84%  | 87%  | 70%  |
| Don't know / No response | 1%   | 2%   | -    | -    | -    |

## HEALTH AND HEALTH CARE

### VIEWS ABOUT HOSPITALIZATION

Question: If anyone needed hospitalization, where was he/she admitted?



Source: Gallup Survey, 2022

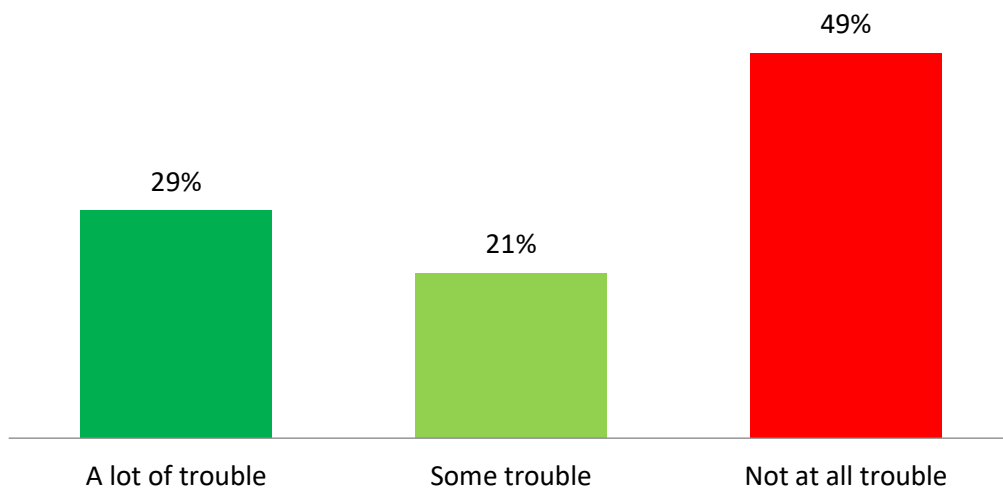
### Trend Data

|                                   | 1991 | 1998 | 2001 | 2015 | 2022 |
|-----------------------------------|------|------|------|------|------|
| Locally                           | 9%   | 11%  | 12%  | 24%  | 8%   |
| In Government / District Hospital | 56%  | 52%  | 50%  | 45%  | 59%  |
| In private hospital               | 26%  | 35%  | 37%  | 31%  | 30%  |
| Others                            | 9%   | 1%   | 1%   | -    | 3%   |
| Don't know / No response          | -    | 1%   | -    | -    | 1%   |

## HEALTH AND HEALTH CARE

### VIEWS ABOUT HOSPITALIZATION

Question: During Hospitalization, did you face any trouble / difficulty?



Source: Gallup Survey, 2022

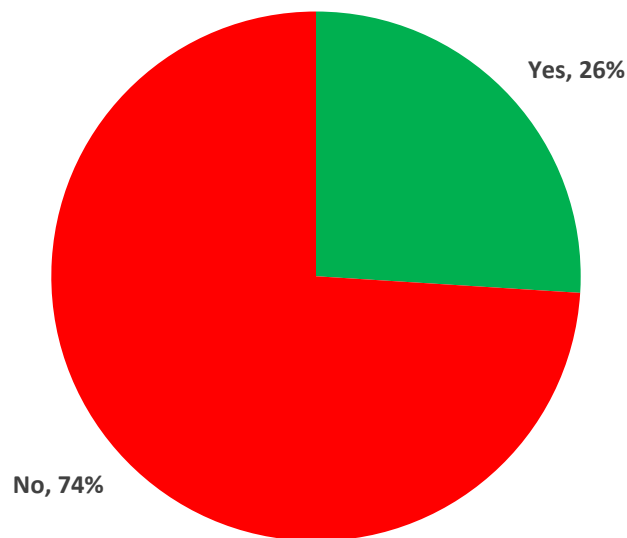
#### Trend Data

|                          | 1991 | 1998 | 2001 | 2015 | 2022 |
|--------------------------|------|------|------|------|------|
| A lot of trouble         | 32%  | 66%  | 23%  | 23%  | 29%  |
| Some trouble             | 14%  | 25%  | 23%  | 51%  | 21%  |
| Not at all trouble       | 48%  | 9%   | 51%  | 23%  | 49%  |
| Don't know / No Response | 6%   | -    | 3%   | 3%   | -    |

## HEALTH AND HEALTH CARE

### VIEWS ABOUT HOSPITALIZATION

Question: Did you need any Reference to facilitate Hospitalization procedure?



Source: Gallup Survey, 2022

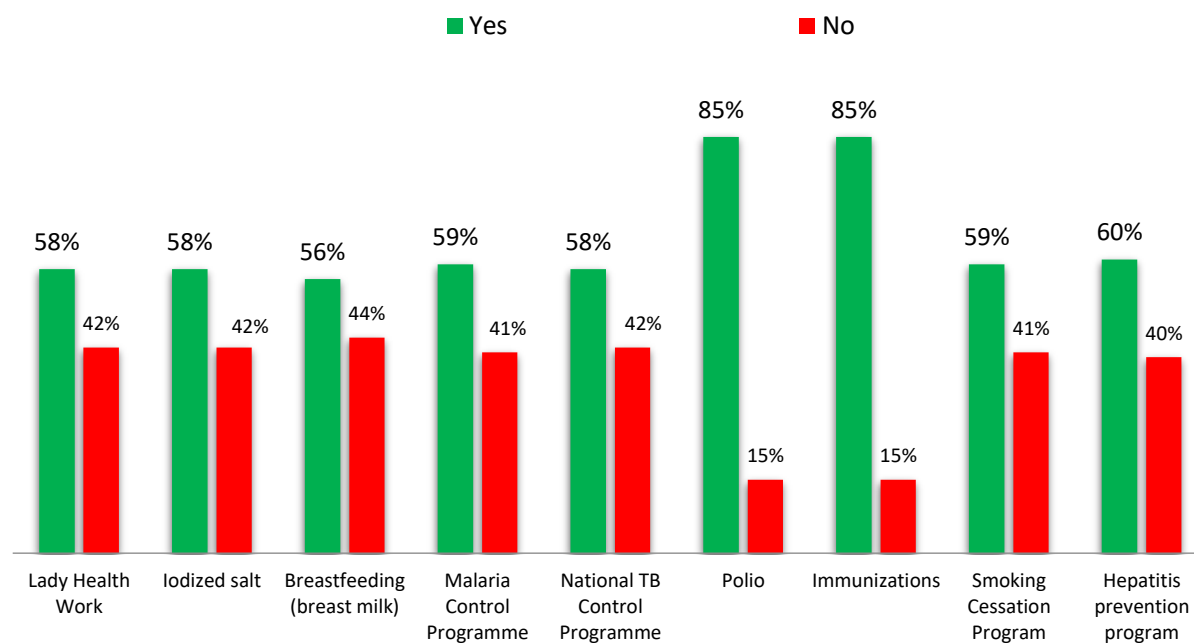
#### Trend Data

|                          | 1991 | 1998 | 2001 | 2015 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 71%  | 56%  | 24%  | 19%  | 26%  |
| No                       | 18%  | 40%  | 76%  | 78%  | 74%  |
| Don't Know / No Response | 11%  | -    | -    | 3%   | -    |

## HEALTH AND HEALTH CARE

### HEALTH AWARENESS

Question: Have you heard/read about following programs related to health?



Source: Gallup Survey, 2022

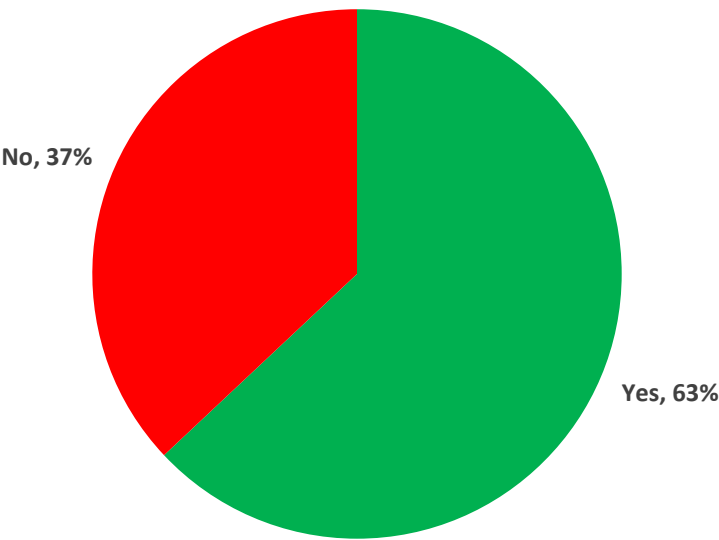
### Trend Data

|                              | 2008 |     |       | 2022 |     |
|------------------------------|------|-----|-------|------|-----|
|                              | YES  | NO  | DK/NR | YES  | NO  |
| Lady Health Worker Program   | 92%  | 7%  | 0%    | 58%  | 42% |
| Iodized salt                 | 89%  | 11% | 1%    | 58%  | 42% |
| Breastfeeding (breast milk)  | 80%  | 20% | 1%    | 56%  | 44% |
| Malaria Control Program      | 74%  | 26% | 0%    | 59%  | 41% |
| National TB Control Program  | 77%  | 23% | 0%    | 58%  | 42% |
| Polio                        | 95%  | 5%  | 0%    | 85%  | 15% |
| Immunizations                | 81%  | 19% | 0%    | 85%  | 15% |
| Smoking Cessation Program    | 75%  | 24% | 0%    | 59%  | 41% |
| Hepatitis prevention program | 65%  | 34% | 0%    | 60%  | 40% |

**HEALTH AND HEALTH CARE**

**EVER HAD A BLOOD TEST?**

Question: Have you ever had a Blood test?



Source: Gallup Survey, 2022

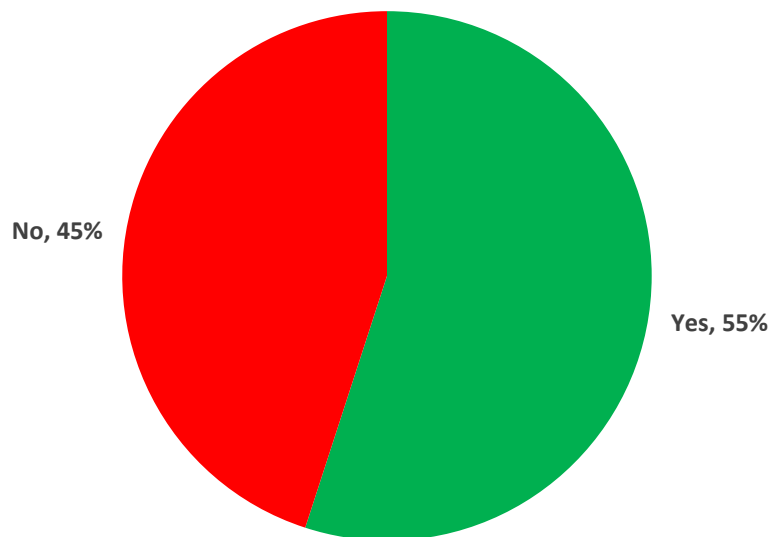
**Trend Data**

|     | 2001 | 2007 | 2022 |
|-----|------|------|------|
| Yes | 65%  | 67%  | 63%  |
| No  | 35%  | 33%  | 37%  |

## HEALTH AND HEALTH CARE

### AWARENESS OF BLOOD GROUP

Question: Do you know your Blood group?



Source: Gallup Survey, 2022

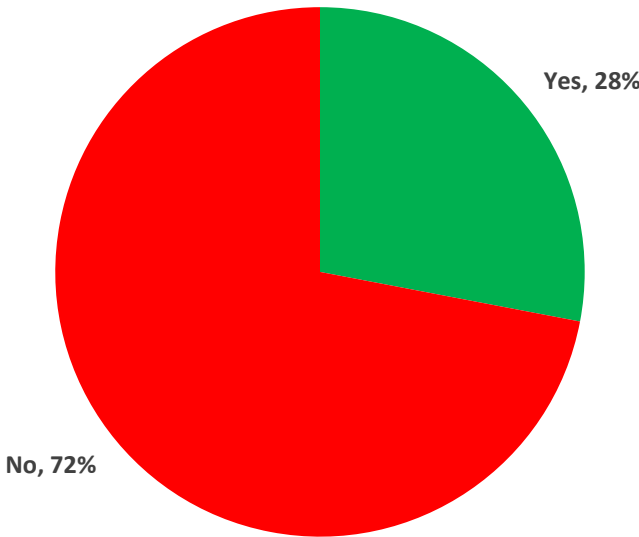
#### Trend Data

|     | 2007 | 2011 | 2014 | 2022 |
|-----|------|------|------|------|
| Yes | 61%  | 47%  | 57%  | 55%  |
| No  | 39%  | 53%  | 43%  | 45%  |

**HEALTH AND HEALTH CARE**

**BLOOD DONATION**

Question: Have you ever donated Blood?



Source: Gallup Survey, 2022

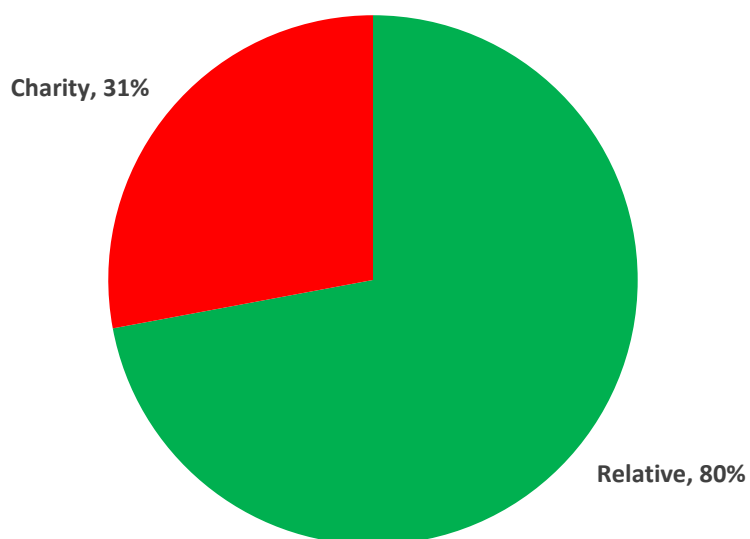
**Trend Data**

|                          | 2001 | 2004 | 2007 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 31%  | 25%  | 25%  | 16%  | 28%  |
| No                       | 68%  | 75%  | 75%  | 84%  | 72%  |
| Don't Know / No Response | 1%   | -    | -    | -    | -    |

## HEALTH AND HEALTH CARE

### BLOOD DONATION

Question: Where did you donate your blood?



Source: Gallup Survey, 2022

### Trend Data

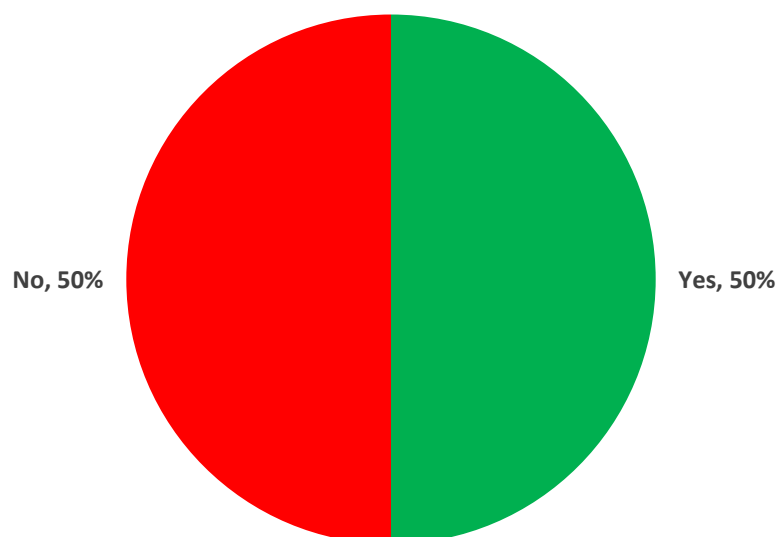
|                          | 2001 | 2004 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Relative                 | 87%  | 93%  | 90%  | 80%  |
| Charity                  | 8%   | 7%   | 11%  | 31%  |
| Don't Know / No Response | 5%   | -    | -    | 0%   |

\* Of those who had ever donated Blood.

## HEALTH AND HEALTH CARE

### ORGAN DOATION

Question: Have you heard that some people donate their eyes during their life?



Source: Gallup Survey, 2022

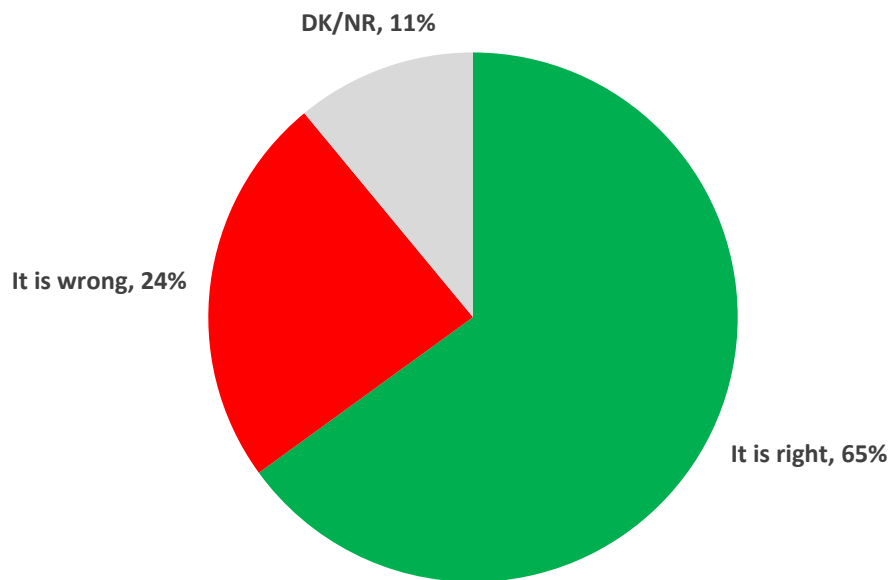
### Trend Data

|                          | 2001 | 2004 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 78%  | 77%  | 50%  |
| No                       | 20%  | 22%  | 50%  |
| Don't Know / No Response | 2%   | 1%   | -    |

## HEALTH AND HEALTH CARE

### ORGAN DONATION

Question: Do you think is it Right or Wrong to donate one's eyes during his / her life time?



Source: Gallup Survey, 2022

#### Trend Data

|                          | 2001 | 2004 | 2022 |
|--------------------------|------|------|------|
| It is right              | 60%  | 67%  | 65%  |
| It is wrong              | 38%  | 31%  | 24%  |
| Don't Know / No Response | 2%   | 1%   | 11%  |

## HEALTH AND HEALTH CARE

### ORGAN DONATION

Question: If ever you get a chance, would you like to donate your eyes to a needy person?



Source: Gallup Survey, 2022

#### Trend Data

|                          | 2001 | 2004 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 48%  | 51%  | 45%  |
| No                       | 50%  | 75%  | 55%  |
| Don't Know / No Response | 2%   | -    | -    |

# PART II: HEALTH AND DISEASE

## A. COMMUNICABLE DISEASES



Man has been trying to conquer diseases since ancient times. To this day the quest continues with old diseases being eradicated and new diseases emerging and re-emerging. This account gives occurrence of some diseases in our country and perceptions of common Pakistani about them.

## **A. COMMUNICABLE DISEASES**

First let us see the common infectious diseases like flu, diarrhea and malaria.

### ***Common Diseases***

#### ***Flu***

About a half (54%) of households had at least one family member who suffered from flu during the preceding month when our survey was carried out in 2022. As each person is unique, people respond differently to this common ailment. Majority (39%) go to a doctor, 25% drink Joshanda, 17% use some medicines on their own, 10% restrict on diet, 3% treat flu with resting for a while and 4% do nothing about it. Doctors might enlist a variety of microorganisms that cause flu but for a common man it is a result of a throat infection (12%), cold weather (61%), some infection in the body (14%) exposure to cold air (3%) or some stomach upset (1%).

#### ***Diarrhea***

Diarrhea is another common ailment. Because of the poor hygienic conditions it is one of the biggest killers of children in the developing world. About 10% of the households had someone suffering from diarrhea in 2022. It is encouraging to see some reduction in reported prevalence of diarrhea in the household over the years. This can be attributed to improvement in Water and Sanitation facilities in the country. According to PSLM 2018-19. 95% of Pakistani households have improved access to drinking water. However, more efforts are still needed to improve access to these facilities across the strata of the society.

A large number (40%) say that they contacted a trained physician for this episode, 24% took some medicine on their own, 23% avoided eating for some time and 9% used Ispaghola husk to improve bowel movements.

The major reason for diarrhea in view of the people is the use of unsafe water (59%) and stale food (37 %). One third (35 %) believe germs to be the main culprit and 33% believe that unclean food and drink utensils cause diarrhea. People believe that diarrhea is preventable as 12% say that it can be prevented by having a clean and hygienic diet, 32% believe by boiling water, 19% advocate that living in a clean environment can prevent diarrhea attacks and 9% stress on the use of clean food utensils to avoid this disease.

To have an idea of attitudes regarding different types of food contamination, 73% say that they would never eat a stale food item, 85% would never like to eat food contaminated by flies, 88% would not eat food with dirt or dust on it and 88% would not eat food which has been handled with dirty hands.

#### ***Malaria***

A survey done in the month of November in 2002 showed that in 4% of the households around the country, at least one of the family members had malaria in the last 15 days with an average of 1.19 people per household. Most of the people (73%) know of some measure to protect themselves from mosquitoes. Most (79%) know of coil where as 73% know about mats and cream/lotion/oil used topically to keep the insects away. The most common method used against mosquitoes is burning medicated coils or mats (46%) followed by use of mosquito nets (43%). The greatest benefit of such things in view of the people is to protect against malaria (46%) and enable them to sleep (34%).

### ***Tuberculosis:***

Our survey shows that 76% of our respondents claim to have heard of Tuberculosis. The most common symptom identified by the respondents was Cough (69%), Hemoptysis (52%), Fever (34%) and lack of appetite (21%). The diagnostic modalities identified by the participants are Clinical Examination (51%), Lab analysis of Sputum (31%), Blood Test (29%) and Chest X-ray (25%). 93% people think this disease is treatable. The treatment modalities identified by the respondents are Allopathic Medicines (95%), Hakim Treatment (9%), Spiritual Healing (7%) and Homeopathy (5%).

In case of improvement in symptoms within 1-2 months of taking Anti Tuberculosis Treatment, 84% think that the course should be completed according to Doctor's prescription whereas, 10% think the Drugs can be discontinued and 6% didn't give any answer. The perceptions have worsened on this issue over time.

Only 61% consider TB to be a communicable disease. Again, the awareness on this issue has decreased from the survey in 2009. The commonest mode of transmission identified is from using others' eating utensils (65%).

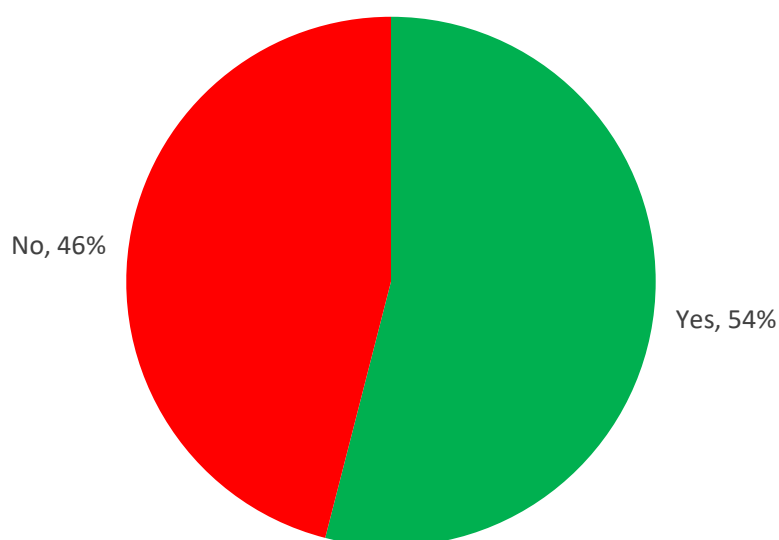
A large number of people think that having TB once in life can affect a person's later life in terms of education (61%) and employment, marital life (58%), parenthood (59%) and social life (63%). The stigma associated with the disease continues.

The public perceptions on this important health problem have not improved over time. For comparison, please consult a journal paper based on our 2009 data, available at: [https://jpma.org.pk/article-details/3249?article\\_id=3249](https://jpma.org.pk/article-details/3249?article_id=3249)

# HEALTH AND DISEASE

## FLU: FLU IN THE HOUSEHOLD

Question: Did anyone of your household suffer from Flu during the last month?



Source: Gallup Survey, 2022

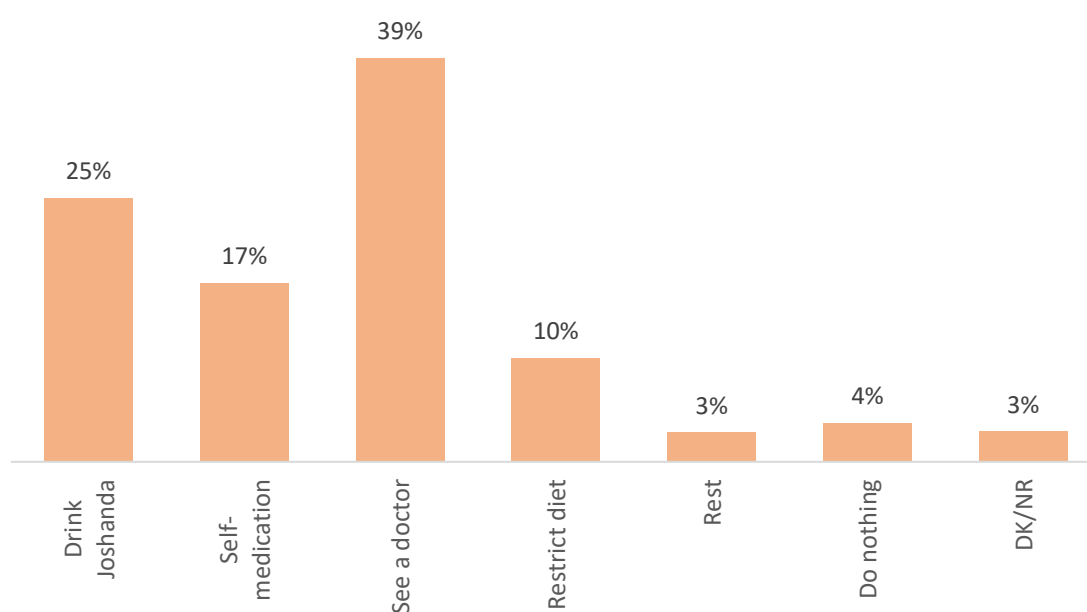
### Trend Data

|                          | 2006 | 2007 | 2008 | 2010 | 2011 | 2012 | 2013 | 2017 | 2022 |
|--------------------------|------|------|------|------|------|------|------|------|------|
| Yes                      | 63%  | 64%  | 72%  | 73%  | 78%  | 68%  | 64%  | 60%  | 54%  |
| No                       | 36%  | 31%  | 27%  | 24%  | 21%  | 31%  | 36%  | 40%  | 46%  |
| Don't Know / No Response | -    | 5%   | 1%   | 3%   | 1%   | 1%   | 0%   | 0%   | -    |

# HEALTH AND DISEASE

## FLU: HOW DO YOU TREAT IT?

Question: What do you do when you have flu?



Source: Gallup Survey, 2022

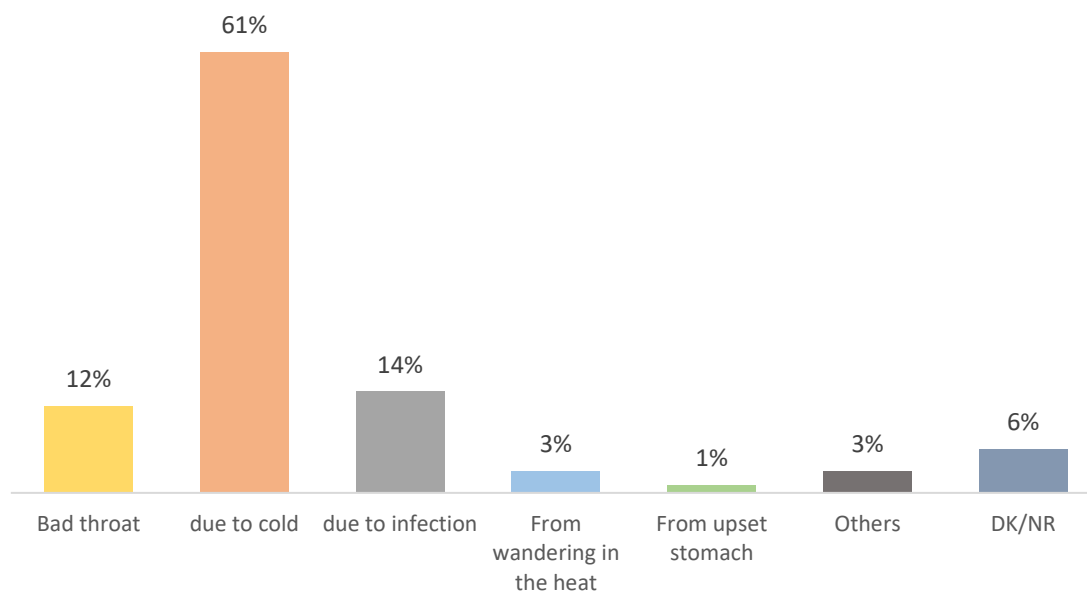
### Trend Data

|                          | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2017 | 2022 |
|--------------------------|------|------|------|------|------|------|------|------|------|------|
| Drink Joshanda           | 11%  | 7%   | 21%  | 20%  | 16%  | 22%  | 26%  | 21%  | 20%  | 25%  |
| Self-medication          | 20%  | 11%  | 20%  | 16%  | 26%  | 17%  | 28%  | 28%  | 25%  | 17%  |
| See a doctor             | 46%  | 23%  | 36%  | 44%  | 33%  | 44%  | 31%  | 37%  | 34%  | 39%  |
| Restrict diet            | 9%   | 5%   | 10%  | 10%  | 11%  | 11%  | 8%   | 9%   | 12%  | 10%  |
| Rest                     | 6%   | 2%   | 4%   | 5%   | 4%   | 5%   | 5%   | 5%   | 4%   | 3%   |
| Do nothing               | 7%   | 2%   | 5%   | 3%   | 8%   | 4%   | 3%   | 3%   | 5%   | 4%   |
| Others                   | -    | -    | 0%   | -    | 0%   | -    | -    | 0%   | -    | -    |
| Don't Know / No Response | -    | 42%  | 4%   | 2%   | 2%   | 1%   | 3%   | 0%   | -    | 3%   |

# HEALTH AND DISEASE

## FLU: WHAT ARE THE CAUSES?

Question: In your view, what are the reasons / causes for flu?



Source: Gallup Survey, 2022

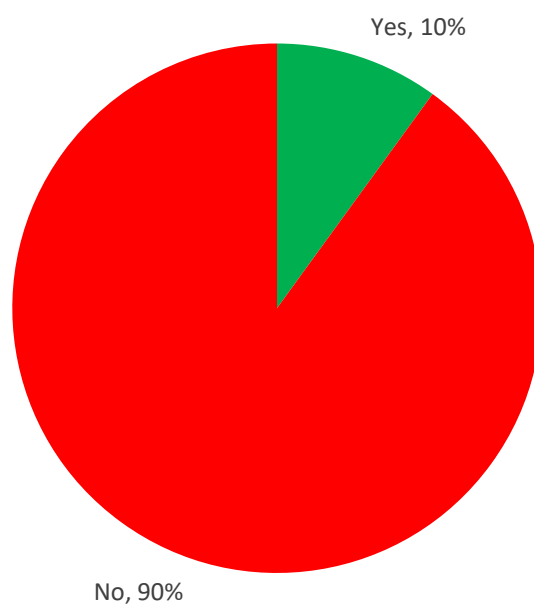
### Trend Data

|                            | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2017 | 2022 |
|----------------------------|------|------|------|------|------|------|------|------|------|
| Bad throat                 | 35%  | 11%  | 20%  | 12%  | 16%  | 19%  | 15%  | 26%  | 12%  |
| Due to cold                | 25%  | 32%  | 37%  | 58%  | 36%  | 58%  | 56%  | 41%  | 61%  |
| Due to infection           | 19%  | 12%  | 18%  | 22%  | 27%  | 23%  | 18%  | 21%  | 14%  |
| From wandering in the heat | 65%  | 1%   | 18%  | 1%   | 15%  | 2%   | 14%  | 8%   | 3%   |
| From upset stomach         | 7%   | 2%   | 3%   | 5%   | 2%   | 2%   | 2%   | 3%   | 1%   |
| Others                     | -    | -    | 1%   | -    | 0%   | -    | 0%   | -    | 3%   |
| Don't Know / No Response   | -    | 50%  | 3%   | 2%   | 4%   | 1%   | 0%   | 1%   | 6%   |

# HEALTH AND DISEASE

## DIARRHEA: DIARRHEA IN THE HOUSEHOLD

Question: Did any one of your households have diarrhea during the last month?



Source: Gallup Survey, 2022

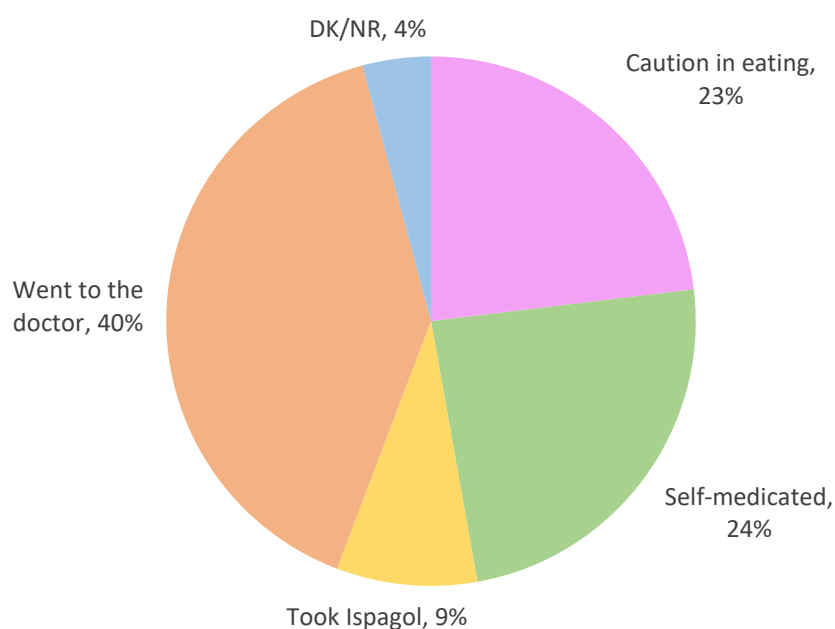
### Trend Data

|                          | 2006 | 2007 | 2008 | 2009 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 22%  | 37%  | 15%  | 24%  | 10%  |
| No                       | 68%  | 60%  | 78%  | 76%  | 90%  |
| Don't Know / No Response | 10%  | 3%   | 7%   | -    | -    |

# HEALTH AND DISEASE

## DIARRHEA: HOW DO YOU TREAT IT?

Question: How did you treat diarrhea?



Source: Gallup Survey, 2022

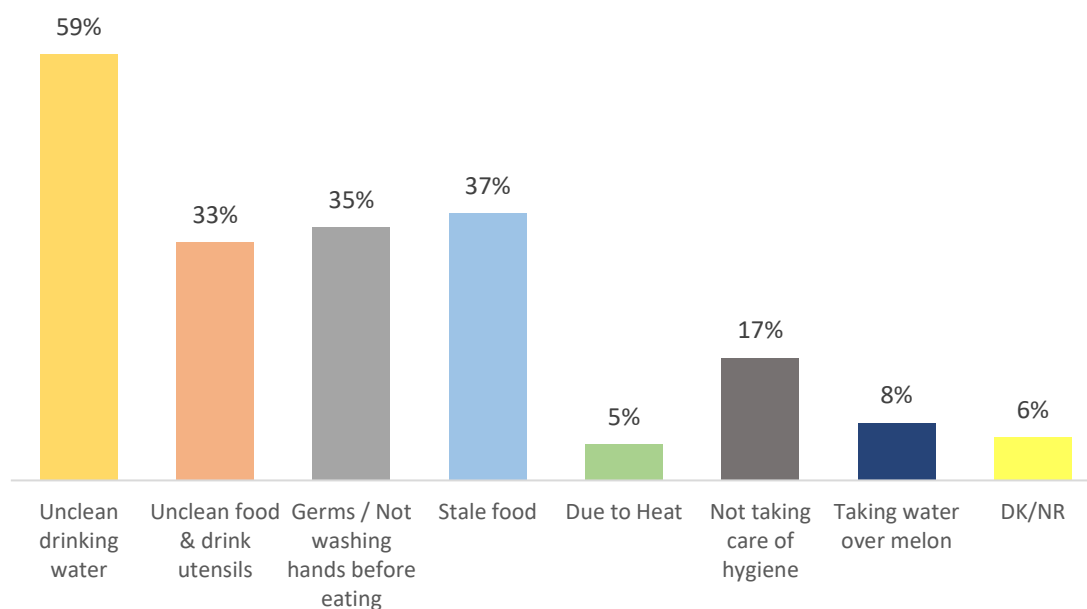
### Trend Data

|                              | 2007 | 2009 | 2022 |
|------------------------------|------|------|------|
| Caution in eating            | 13%  | 15%  | 23%  |
| Self-medicated               | 21%  | 10%  | 24%  |
| Took Ispagol (Psyllium Husk) | 4%   | 16%  | 9%   |
| Went to the doctor           | 62%  | 54%  | 40%  |
| Don't Know / No Response     | -    | 5%   | 4%   |

# HEALTH AND DISEASE

## DIARRHEA: WHAT ARE THE CAUSES?

Question: In your opinion, what is the cause of Diarrhea?



Source: Gallup Survey, 2022

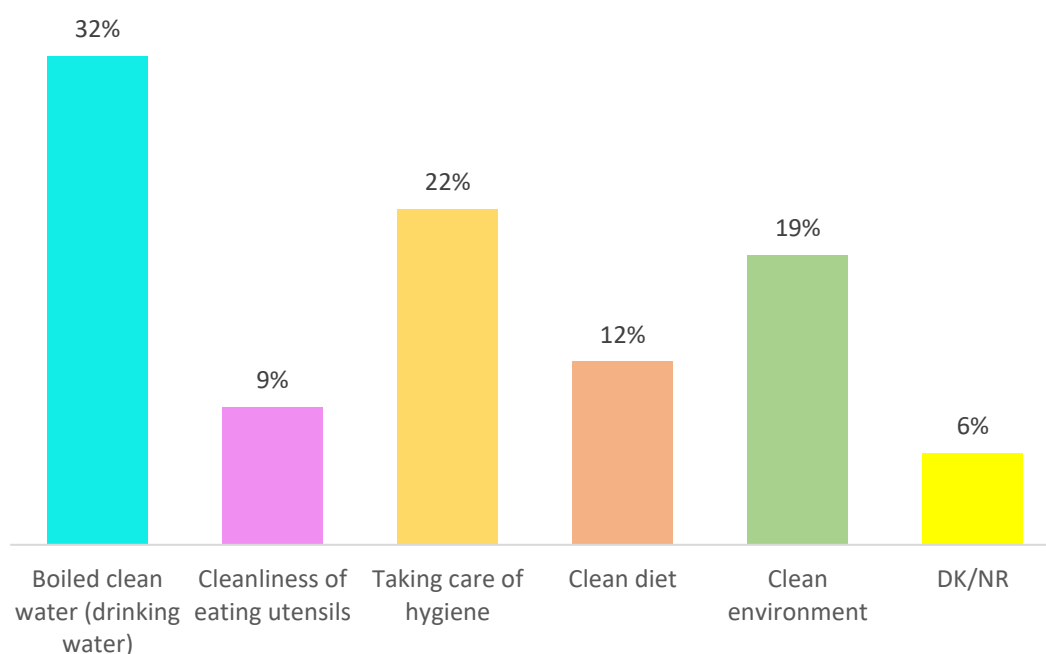
### Trend Data

|                                         | 2001 | 2006 | 2007 | 2008 | 2009 | 2013 | 2022 |
|-----------------------------------------|------|------|------|------|------|------|------|
| Unclean drinking water                  | 21%  | 33%  | 33%  | 3%   | 33%  | 60%  | 59%  |
| Unclean food & drink utensils           | 41%  | -    | -    | -    | -    | 36%  | 33%  |
| Germs / Not washing hands before eating | 19%  | 17%  | 21%  | 20%  | 19%  | 36%  | 35%  |
| Stale food                              | -    | 12%  | 8%   | 11%  | 13%  | 36%  | 37%  |
| Due to Heat                             | -    | 24%  | 28%  | 25%  | 24%  | 22%  | 5%   |
| Not taking care of hygiene              | 19%  | -    | -    | -    | -    | 23%  | 17%  |
| Taking water over melon                 | -    | 14%  | 9%   | 6%   | 17%  | -    | 8%   |
| Don't Know / No Response                | 1%   | -    | -    | -    | 4    | 3%   | 6%   |

# HEALTH AND DISEASE

## DIARRHEA: HOW TO PREVENT IT?

Question: In your opinion, how can diarrhea be prevented?



Source: Gallup Survey, 2022

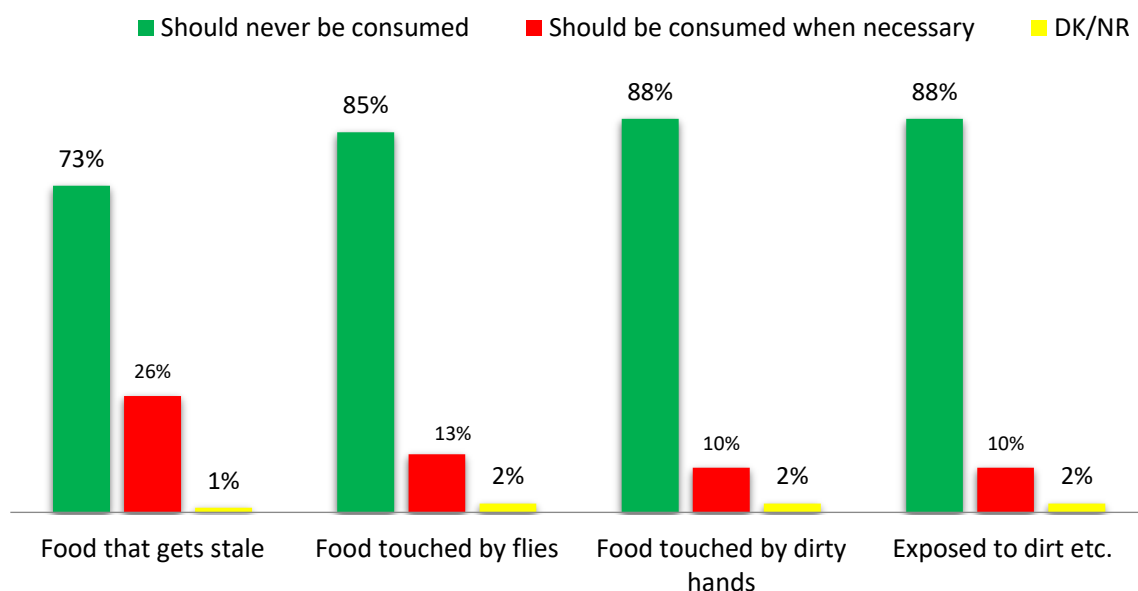
### Trend Data

|                                     | 2001 | 2013 | 2022 |
|-------------------------------------|------|------|------|
| Boiled clean water (drinking water) | 31%  | 60%  | 32%  |
| Cleanliness of eating utensils      | 9%   | 41%  | 9%   |
| Taking care of hygiene              | -    | 42%  | 22%  |
| Clean diet                          | 38%  | 43%  | 12%  |
| Clean environment                   | 20%  | 23%  | 19%  |
| Others                              | 1%   | -    | -    |
| Don't Know / No Response            | 1%   | -    | 6%   |

# HEALTH AND DISEASE

## DIARRHEA: PERCEPTIONS ABOUT CONTAMINATED FOOD?

Question: What kind of food would you never like to have, and which can be taken sometimes? Kindly give answer separately for each of the following?



Source: Gallup Survey, 2022

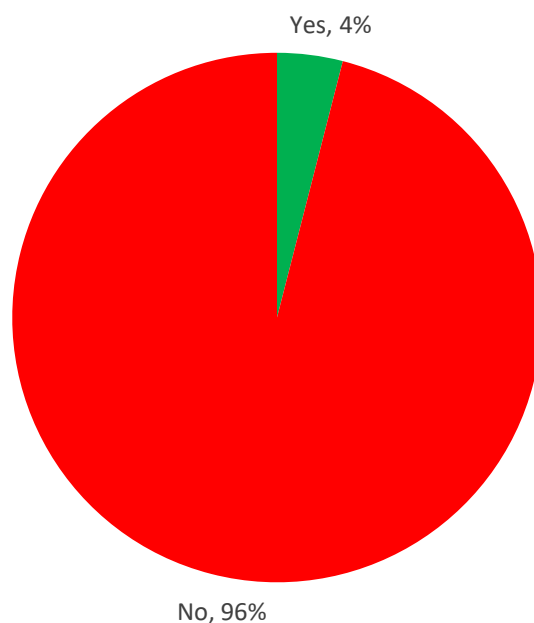
### Trend Data

|                             | 2000                     |                                   |       | 2022                     |                                   |       |
|-----------------------------|--------------------------|-----------------------------------|-------|--------------------------|-----------------------------------|-------|
|                             | Should never be consumed | Should be consumed when necessary | DK/NR | Should never be consumed | Should be consumed when necessary | DK/NR |
| Food that gets stale        | 64%                      | 32%                               | 4%    | 73%                      | 26%                               | 1%    |
| Food touched by flies       | 69%                      | 21%                               | 10%   | 85%                      | 13%                               | 2%    |
| Food touched by dirty hands | 68%                      | 20%                               | 12%   | 88%                      | 10%                               | 2%    |
| Exposed to dirt etc.        | 75%                      | 14%                               | 11%   | 88%                      | 10%                               | 2%    |

# HEALTH AND DISEASE

## MALARIA: MALARIA IN THE HOUSEHOLD

Question: Did anyone of your household have Malaria in the last 2 weeks? If yes then how many persons?



Average  
Number  
= 1.19  
members  
per  
household

Source: Gallup Survey, 2022

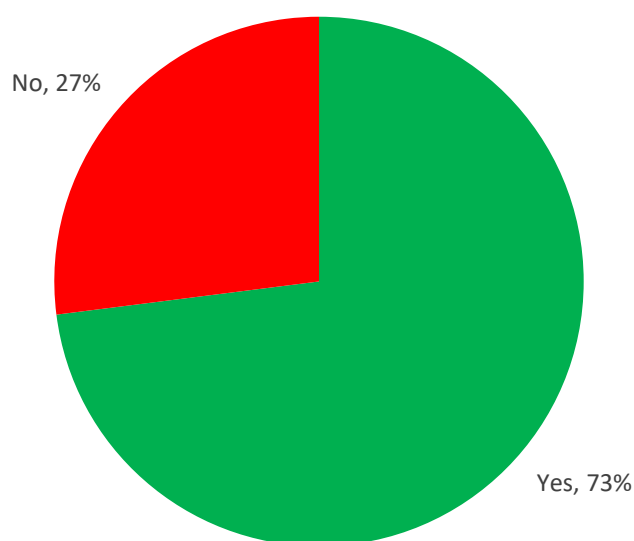
### Trend Data

|                          | 2000 | 2022 |
|--------------------------|------|------|
| Yes                      | 17%  | 4%   |
| No                       | 82%  | 96%  |
| Don't Know / No Response | 1%   | -    |

# HEALTH AND DISEASE

## MALARIA: KNOWLEDGE OF MEASURES TO KEEP MOSQUITOES AWAY

Question: Are you aware of things that don't kill flies / mosquitoes but keep them away?



Source: Gallup Survey, 2022

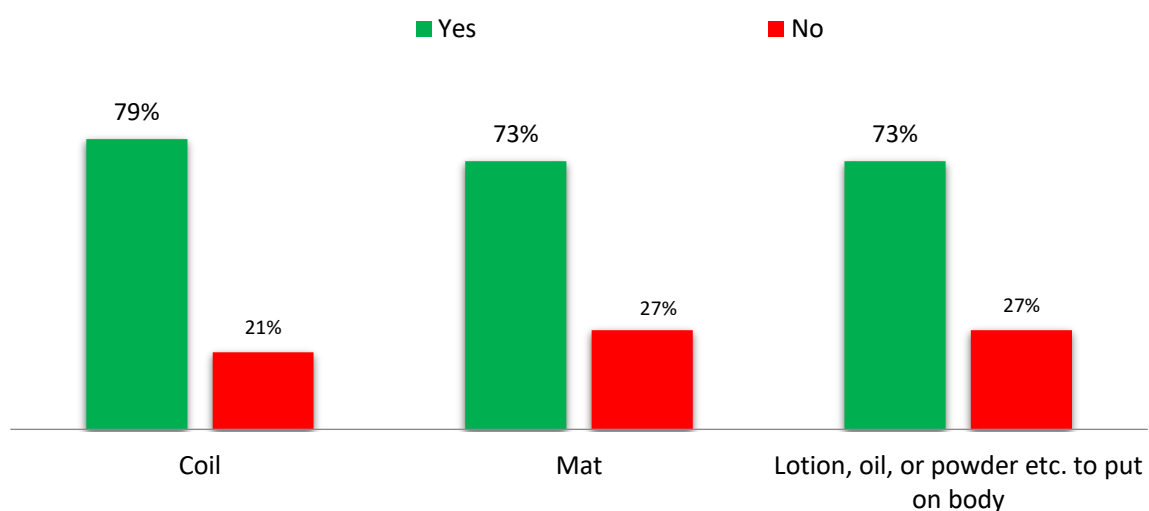
### Trend Data

|                          | 2000 | 2022 |
|--------------------------|------|------|
| Yes                      | 85%  | 73%  |
| No                       | 15%  | 27%  |
| Don't Know / No Response | -    | -    |

# HEALTH AND DISEASE

## MALARIA: KNOWLEDGE OF MEASURES TO KEEP MOSQUITOES AWAY

Question: What things/measures do you know of to keep mosquitoes away?



Source: Gallup Survey, 2022

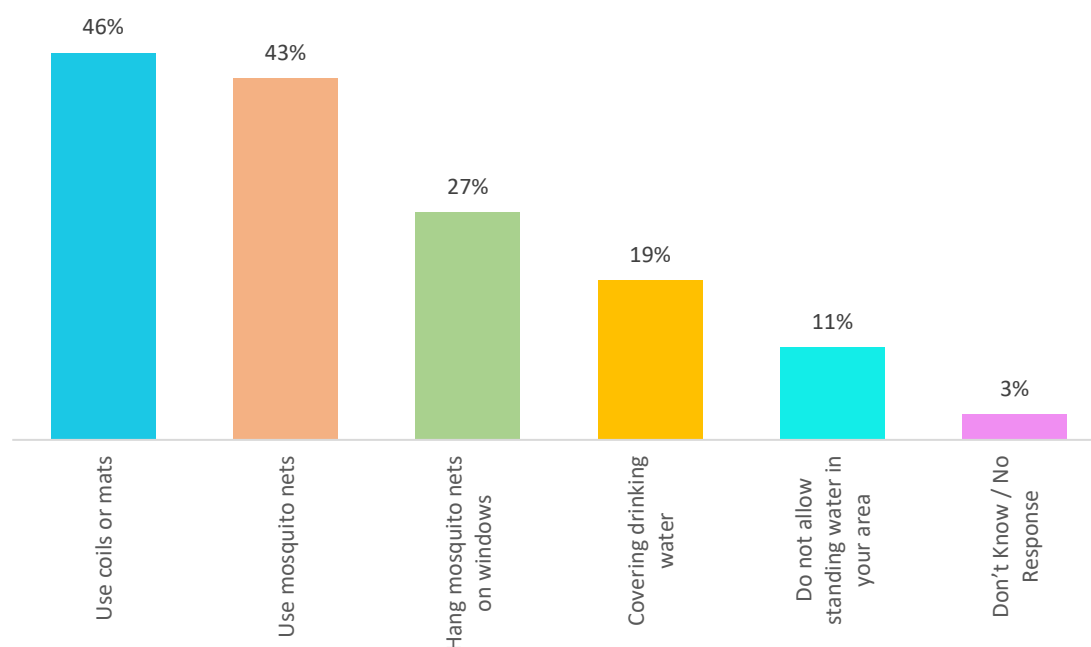
### Trend Data

|                                            | 2000 |     | 2022 |     |
|--------------------------------------------|------|-----|------|-----|
|                                            | YES  | NO  | YES  | NO  |
| Coil                                       | 66%  | 34% | 79%  | 21% |
| Mat                                        | 63%  | 37% | 73%  | 27% |
| Lotion, oil, or powder etc. to put on body | 33%  | 67% | 73%  | 27% |

# HEALTH AND DISEASE

## MALARIA: PRACTICE OF MEASURES TO PROTECT AGAINST MOSQUITOES

Question: What measure do you take in your household to protect yourself against mosquitoes?



Source: Gallup Survey, 2022

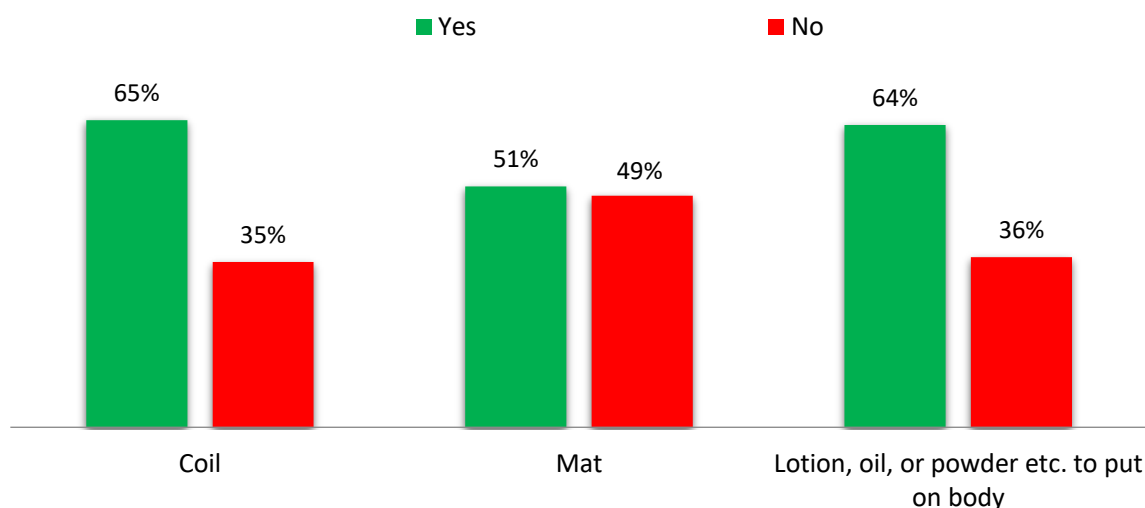
### Trend Data

|                                          | 2008 | 2022 |
|------------------------------------------|------|------|
| Use coils or mats                        | 37%  | 46%  |
| Use mosquito nets                        | 15%  | 43%  |
| Hang mosquito nets on windows            | 25%  | 27%  |
| Covering drinking water                  | 12%  | 19%  |
| Do not allow standing water in your area | 9%   | 11%  |
| Don't Know / No Response                 | 2%   | 3%   |

# HEALTH AND DISEASE

## MALARIA: WHAT DO YOU DO TO KEEP MOSQUITOES AWAY?

Question: Which measures / things have you used in your household to keep mosquitoes away in the last 3 years?



Source: Gallup Survey, 2022

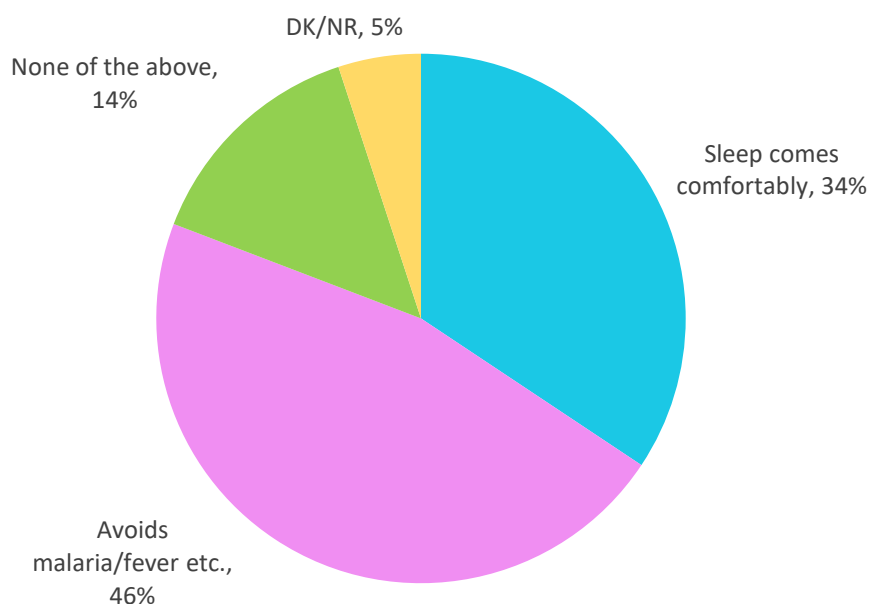
### Trend Data

|                                            | 2000 |     |     | 2022 |     |
|--------------------------------------------|------|-----|-----|------|-----|
|                                            | YES  | NO  | NR  | YES  | NO  |
| Coil                                       | 56%  | 33% | 11% | 65%  | 35% |
| Mat                                        | 46%  | 44% | 10% | 51%  | 49% |
| Lotion, oil, or powder etc. to put on body | 10%  | 66% | 24% | 64%  | 36% |

# HEALTH AND DISEASE

## MALARIA: BENEFIT OF KEEPING MOSQUITOES AWAY?

Question: In your opinion, which of the benefit of using measures to repel mosquitoes is more important for you?



Source: Gallup Survey, 2022

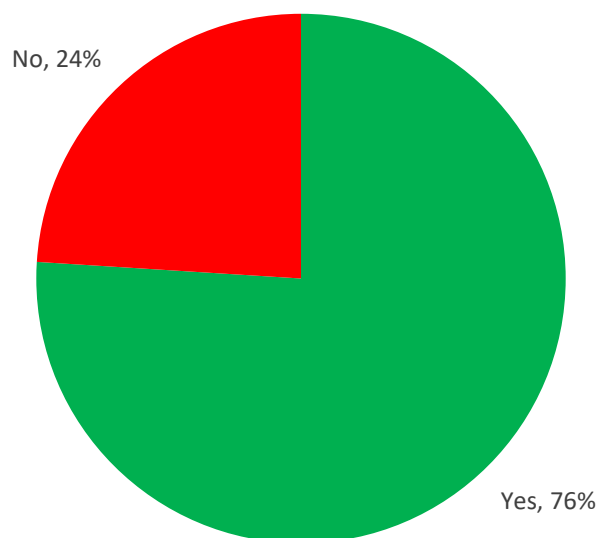
### Trend Data

|                           | 2000 | 2022 |
|---------------------------|------|------|
| Sleep comes comfortably   | 37%  | 34%  |
| Avoids malaria/fever etc. | 41%  | 46%  |
| None of the above         | 16%  | 14%  |
| Don't Know / No Response  | 6%   | 6%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: HEARD OF IT OR NOT?

Question: Have you ever heard of a disease called Tuberculosis/TB?



Source: Gallup Survey, 2022

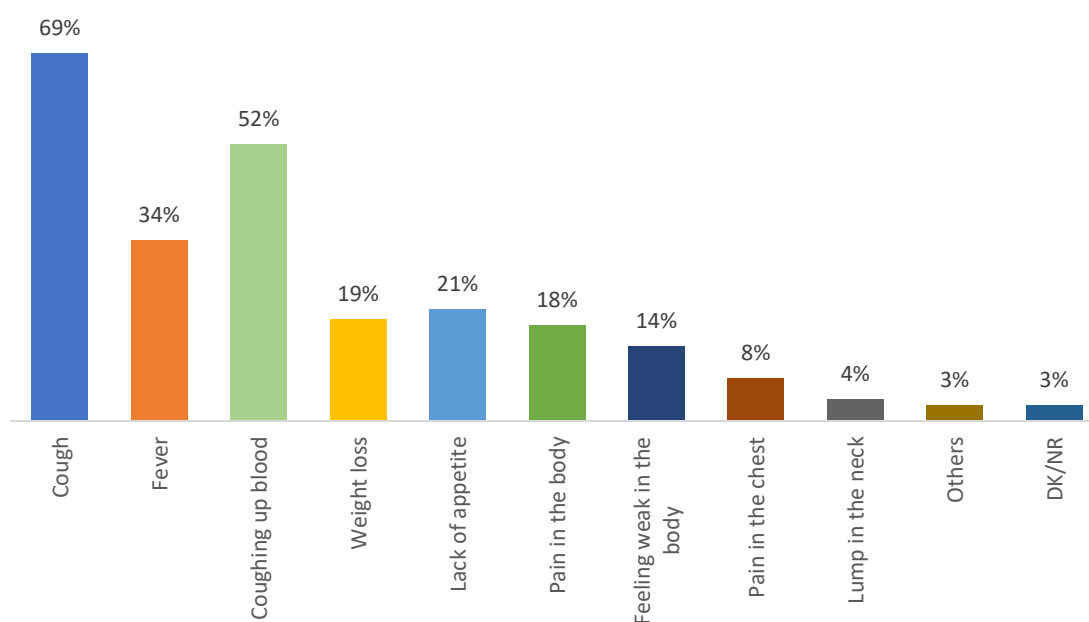
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 90%  | 76%  |
| No                       | 10%  | 24%  |
| Don't Know / No Response | -    | -    |

# HEALTH AND DISEASE

## TUBERCULOSIS: SYMPTOMS OF DISEASE

Question: In your opinion what are the symptoms of Tuberculosis?



Source: Gallup Survey, 2022

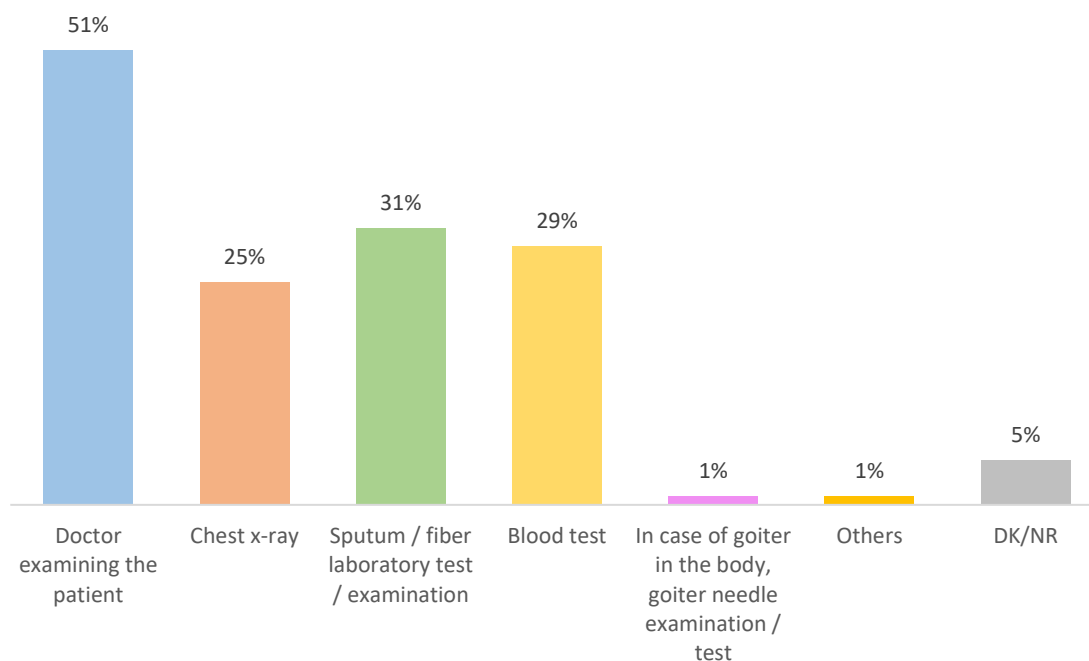
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Cough                    | 59%  | 69%  |
| Fever                    | 40%  | 34%  |
| Coughing up blood        | 51%  | 52%  |
| Weight loss              | 28%  | 19%  |
| Lack of appetite         | 18%  | 21%  |
| Pain in the body         | 18%  | 18%  |
| Feeling weak in the body | 17%  | 14%  |
| Pain in the chest        | 13%  | 8%   |
| Lump in the neck         | 1%   | 4%   |
| Others                   | -    | 3%   |
| Don't Know / No Response | 6%   | 3%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: DIAGNOSIS OF DISEASE

Question: In your opinion, how is TB diagnosed?



Source: Gallup Survey, 2022

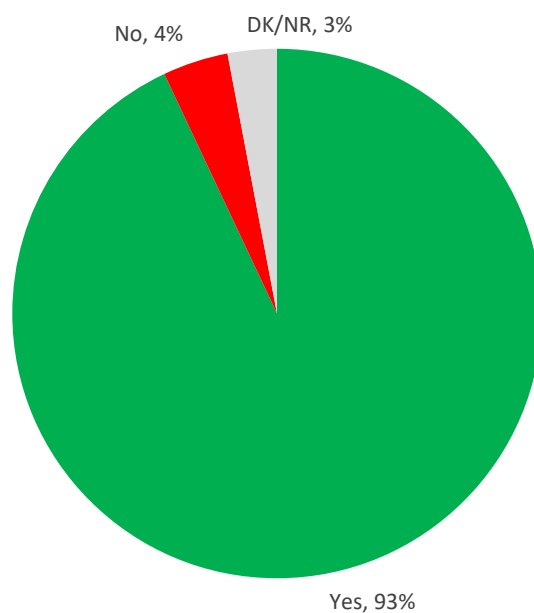
### Trend Data

|                                                                 | 2009 | 2022 |
|-----------------------------------------------------------------|------|------|
| Doctor examining the patient                                    | 61%  | 51%  |
| Chest x-ray                                                     | 33%  | 25%  |
| Sputum / fiber laboratory test / examination                    | 45%  | 31%  |
| Blood test                                                      | 28%  | 29%  |
| In case of goiter in the body, goiter needle examination / test | 1%   | 1%   |
| Others                                                          | -    | 1%   |
| Don't Know / No Response                                        | 3%   | 5%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: IS IT TREATABLE?

Question: Do you think there is any treatment for Tuberculosis?



Source: Gallup Survey, 2022

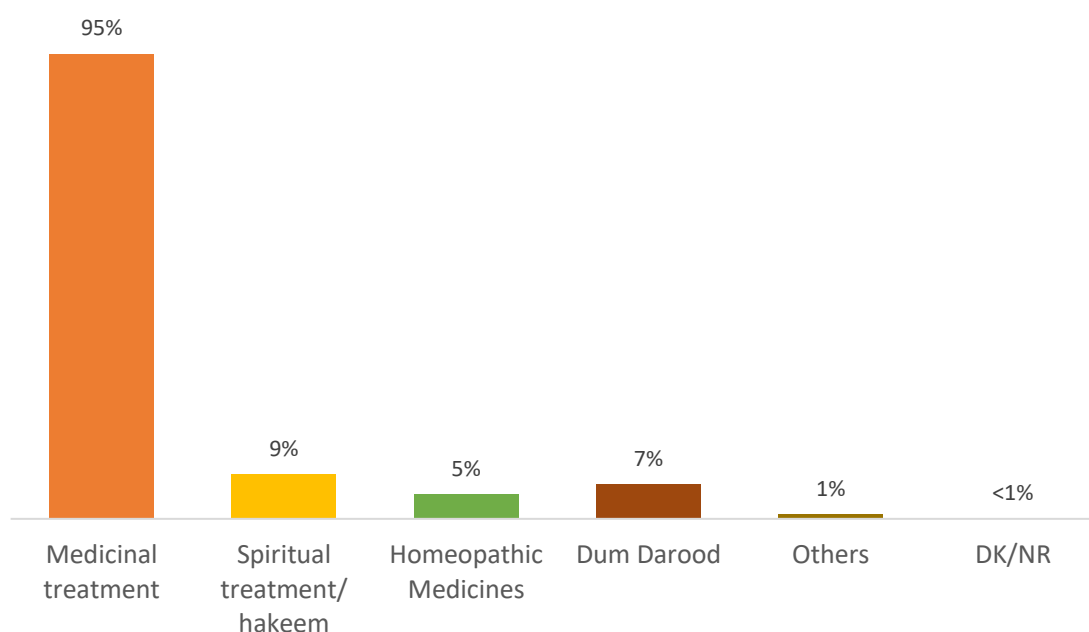
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 93%  | 93%  |
| No                       | 3%   | 4%   |
| Don't Know / No Response | 4%   | 3%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: HOW IS IT TREATED?

Question: If you think that TB is treatable, do you know of any treatment modality for TB?



Source: Gallup Survey, 2022

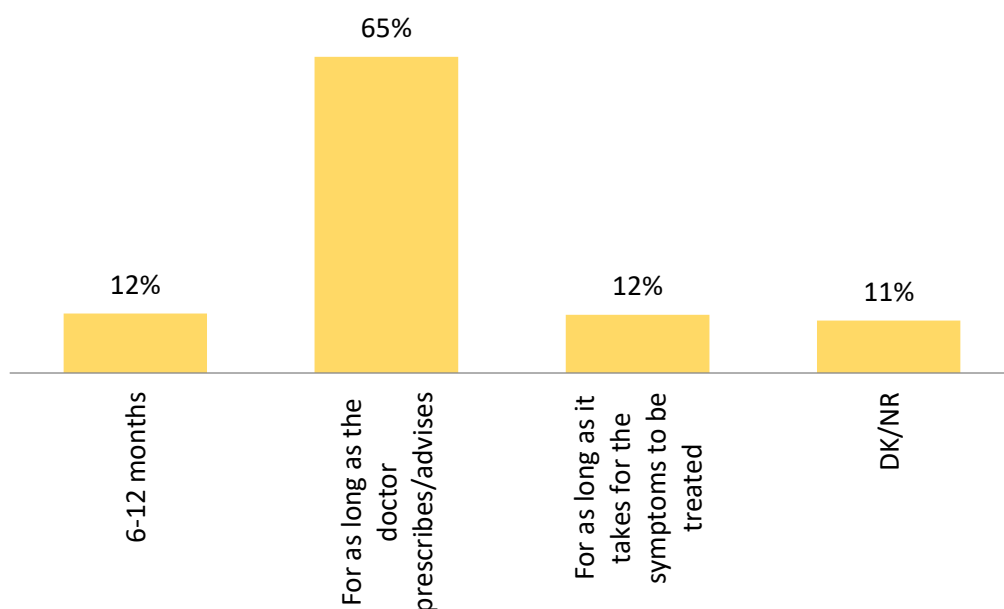
### Trend Data

|                             | 2009 | 2022 |
|-----------------------------|------|------|
| Medicinal treatment         | 90%  | 95%  |
| Spiritual treatment/ hakeem | 8%   | 9%   |
| Homeopathic Medicines       | 8%   | 5%   |
| Dum Darood                  | 1%   | 7%   |
| Others                      | -    | 1%   |
| Don't Know / No Response    | 3%   | 0%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: HOW LONG SHOULD IT BE TREATED?

Question: How long should the allopathic medicines used for treating TB be used?



Source: Gallup Survey, 2022

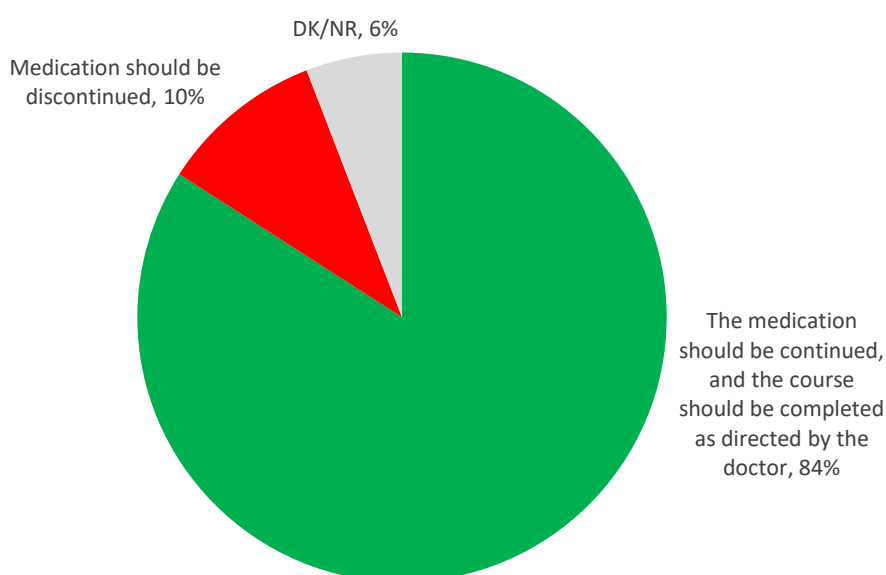
### Trend Data

|                                                        | 2009 | 2022 |
|--------------------------------------------------------|------|------|
| 6-12 months                                            | 23%  | 12%  |
| For as long as the doctor prescribes/advises           | 56%  | 65%  |
| For as long as it takes for the symptoms to be treated | 16%  | 12%  |
| Don't know / No Response                               | 6%   | 11%  |

# HEALTH AND DISEASE

## TUBERCULOSIS: WHEN TO STOP DRUGS?

Question: If within 1-2 months of taking medicines for treatment of TB, patient's fever/cough is resolved, and he /she feels improvement in overall condition then should the medicines be continued according to Doctor's prescription or can the medicines be stopped?



Source: Gallup Survey, 2022

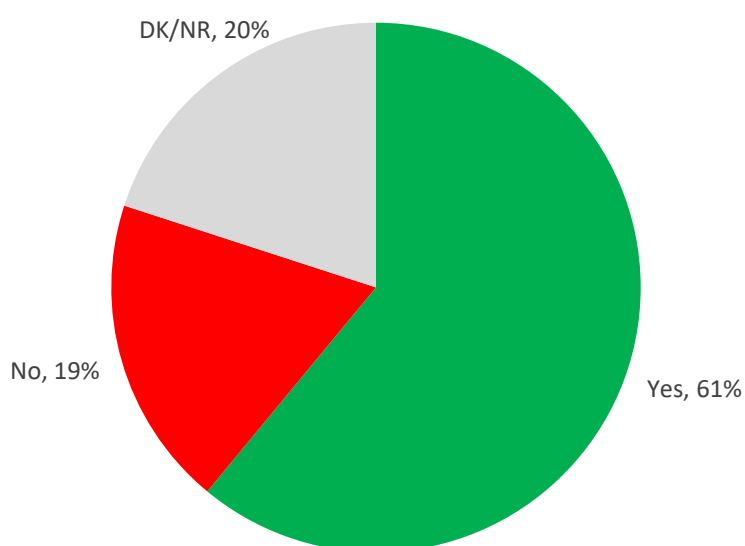
### Trend Data

|                                                                                                  | 2009 | 2022 |
|--------------------------------------------------------------------------------------------------|------|------|
| The medication should be continued, and the course should be completed as directed by the doctor | 91%  | 84%  |
| Medication should be discontinued                                                                | 4%   | 10%  |
| Don't Know / No Response                                                                         | 6%   | 6%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: IS IT TRANSMISSIBLE?

Question: Can TB be transmitted from one person to the other?



Source: Gallup Survey, 2022

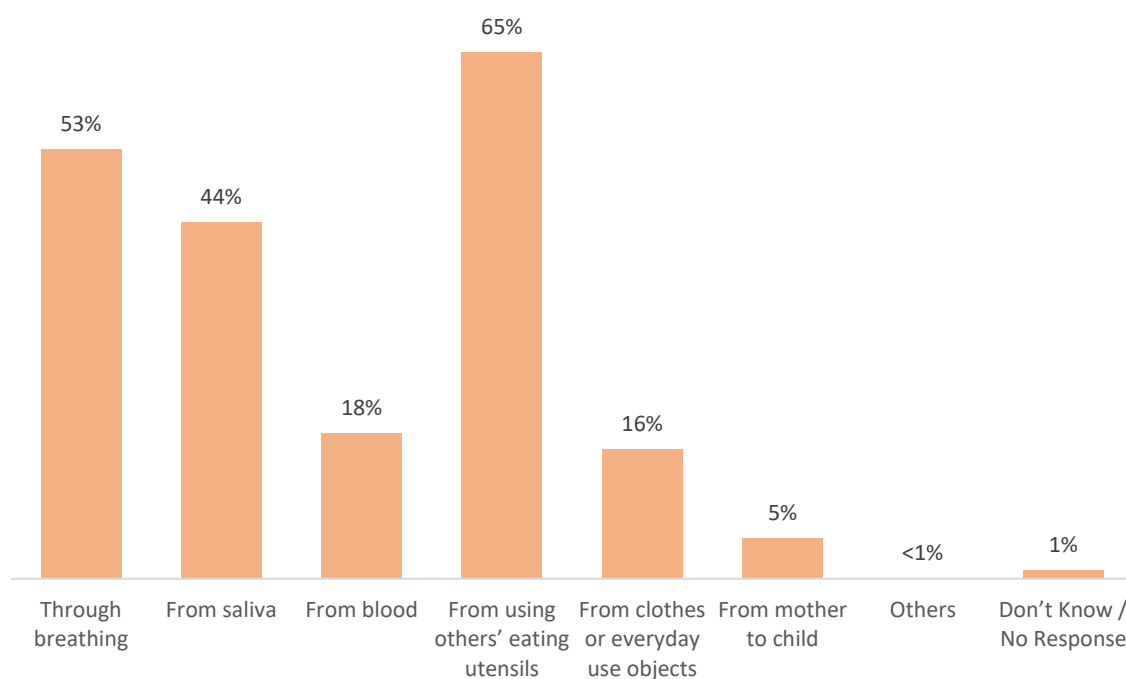
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 73%  | 61%  |
| No                       | 18%  | 19%  |
| Don't Know / No Response | 9%   | 20%  |

# HEALTH AND DISEASE

## TUBERCULOSIS: HOW IS IT TRANSMITTED?

Question: In your opinion how can TB be transmitted from one person to the other?



Source: Gallup Survey, 2022

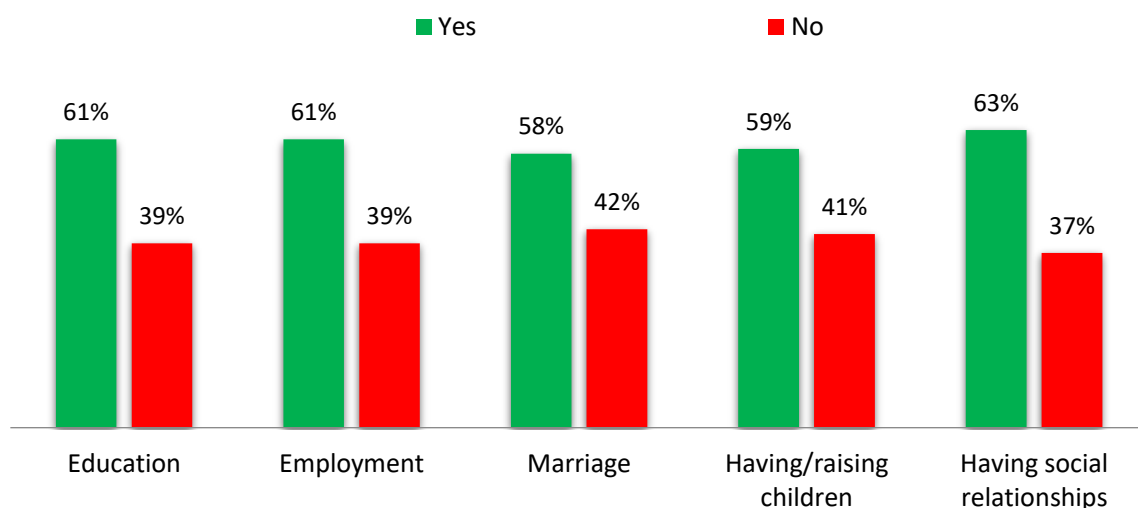
### Trend Data

|                                      | 2009 | 2022 |
|--------------------------------------|------|------|
| Through breathing                    | 42%  | 53%  |
| From saliva                          | 66%  | 44%  |
| From blood                           | 35%  | 18%  |
| From using others' eating utensils   | 37%  | 65%  |
| From clothes or everyday use objects | 9%   | 16%  |
| From mother to child                 | 9%   | 5%   |
| Others                               | 0%   | 0%   |
| Don't Know / No Response             | 1%   | 1%   |

# HEALTH AND DISEASE

## TUBERCULOSIS: DOES IT AFFECT YOUR LIFE?

Question: If a person gets TB, will it affect the following aspects of his life in the future?



Source: Gallup Survey, 2022

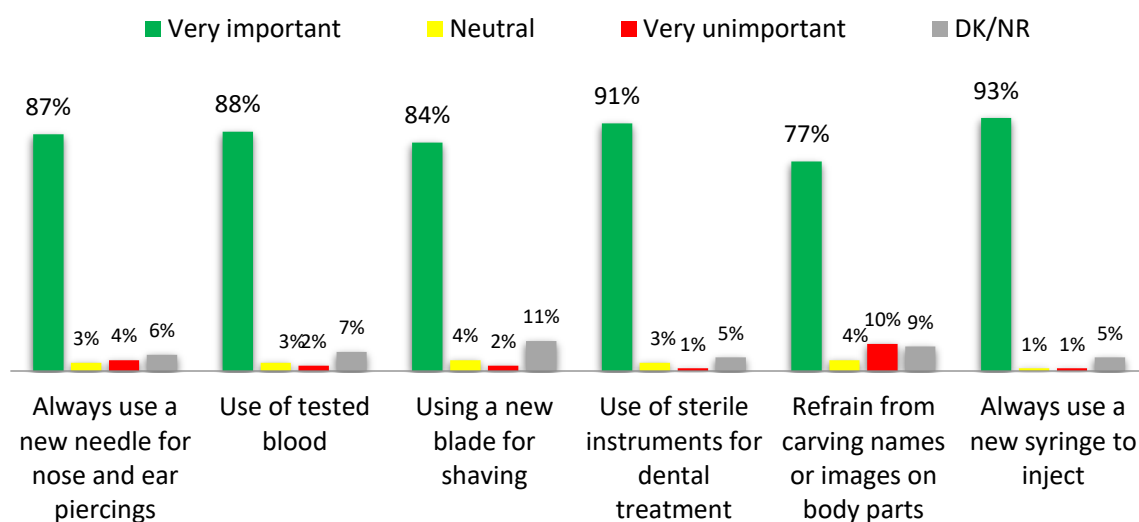
### Trend Data

|                             | 2009 |     |    | 2022 |     |
|-----------------------------|------|-----|----|------|-----|
|                             | YES  | NO  | NR | YES  | NO  |
| Education                   | 39%  | 59% | 2% | 61%  | 39% |
| Employment                  | 38%  | 60% | 2% | 61%  | 39% |
| Marriage                    | 40%  | 58% | 2% | 58%  | 42% |
| Having/raising children     | 37%  | 61% | 2% | 59%  | 41% |
| Having social relationships | 39%  | 59% | 2% | 63%  | 37% |

# HEALTH AND DISEASE

## HEPATITIS: HOW TO CONTROL IT?

Question: In your view opinion, how important are following measures to control Hepatitis?



Source: Gallup Survey, 2022

### Trend Data

|                                                    | 2008           |         |                  |       | 2022           |         |                  |       |
|----------------------------------------------------|----------------|---------|------------------|-------|----------------|---------|------------------|-------|
|                                                    | Very Important | Neutral | Very Unimportant | DK/NR | Very Important | Neutral | Very Unimportant | DK/NR |
| Always use a new needle for nose and ear piercings | 82%            | 13%     | 1%               | 4%    | 87%            | 3%      | 4%               | 6%    |
| Use of tested blood                                | 83%            | 7%      | 1%               | 9%    | 88%            | 3%      | 2%               | 7%    |
| Using a new blade for shaving                      | 83%            | 13%     | 2%               | 2%    | 84%            | 4%      | 2%               | 11%   |
| Use of sterile instruments for dental treatment    | 79%            | 17%     | 2%               | 2%    | 91%            | 3%      | 1%               | 5%    |
| Refrain from carving names or images on body parts | 75%            | 19%     | 3%               | 3%    | 77%            | 4%      | 10%              | 9%    |
| Always use a new syringe to inject                 | 92%            | 6%      | 1%               | 1%    | 93%            | 1%      | 1%               | 5%    |

# PART II: HEALTH AND DISEASE

**B: NON COMMUNICABLE**



## **B. NON COMMUNICABLE DISEASES**

### ***Chronic Diseases***

Now let us look at the chronic diseases, the so-called diseases of affluence and see what our people think about them.

### ***Hypertension***

About two third (69%) say that they have had a chance of getting their blood pressure checked. 63% think that their blood pressure usually remains in normal limits, 22% believe they have low Blood Pressure (BP) and 11% say that they usually have high BP.

The symptoms which alarm a person about his/her low BP are dizziness (57%), weakness (32%) and 6% say that they know they have low BP because the doctor told them so.

The people who usually have high BP say that they know of their high BP with headache (41%). 35% lose their temper and get angry on petty things whenever they have high BP, 15% feel hot and 9% know of the high BP because they have been told by the doctor. The remedy for high BP used by most (28%) people is taking some medicine. 27% take dietary measures, 26% decrease or stop salt intake, 8% rest for a while and 5% go for a walk when they have high BP.

According to a survey in 2000, 27% of the households reported having at least one person suffering from hypertension. Out of them, 79% households had one such person and 21% households had two hypertensives in the family. These hypertensive patients have a family history of hypertension with 44% having an affected parent, and 20% have hypertension among siblings.

In Survey in 2022, 43% respondents claimed to have a Hypertensive patient in the Household.

It is important to note that these are only people's own perceptions not the clinical assessment for hypertension. However, this does point out the marked increase in self-reported prevalence of the disease over time.

### ***Diabetes***

According to a survey in 2003, 12% of the households said that they have at least one person suffering from diabetes. These diabetics had a family history with 31% having a father, 16% have an affected mother, 8% had a diabetic brother and 9% had a diabetic sister. In 2022, 32% of our respondents claim to have a diabetic patient in the household showing an upward trend in the prevalence of the disease.

Majority of these diabetic patients had their sugar levels checked at home (43%), 34% checked it a private clinic or laboratory, 22% had it checked at a government hospital. At home, the commonest method used was glucometer (95%) and urine strips (4%).

### ***Heart Disease***

According to a survey in 2003, 7% of the households had a family member with heart disease. Out of these 90% had one affected person and 10% had two persons with heart disease. 14% of such persons had heart disease in mother, 19% had an affected father, and 8% had a brother suffering from heart disease.

In 2022, 17% of the households claim to have a person suffering from heart disease in the household.

### ***Cancer***

While 4% of the households have a person affected by cancer in the family. Interestingly 51% of the people think that cancer is caused by substandard foods with only 32% believing that cancer is hereditary.

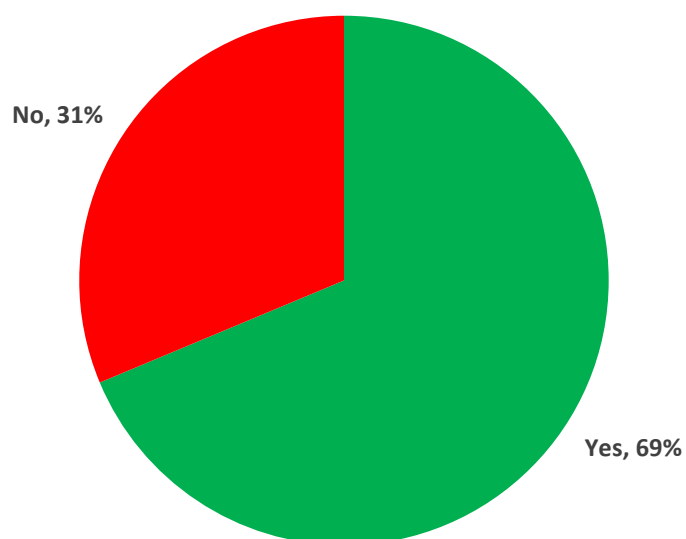
17% of the households have a family member who has some handicap with the commonest being physical handicap (28%), Poliomyelitis (22%), congenital mental retardation (15%), brain injury (8%), blindness (7%) and hearing impairment (6%).

The majority (75%) of these special persons are taken care of at home, 15% go to Special Schools. Only 23% use some special equipment to help in their disability. 22% of our respondents think that there are reasonable chances for special persons to progress in life in the country.

# HEALTH AND DISEASE

## HYPERTENSION: EVER MEASURED BP

Question: Have you ever had a chance of getting your blood pressure checked?



Source: Gallup Survey, 2022

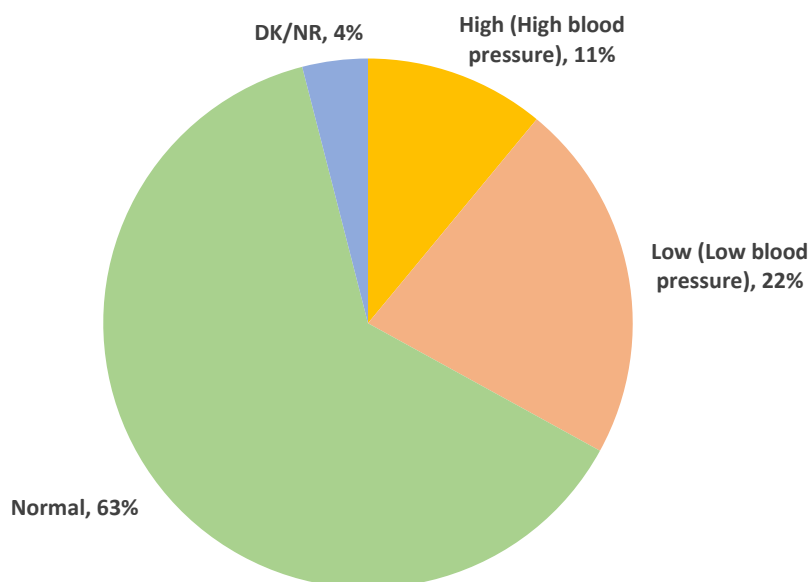
### Trend Data

|                          | 2001 | 2022 |
|--------------------------|------|------|
| Yes                      | 65%  | 69%  |
| No                       | 35%  | 31%  |
| Don't Know / No Response | -    | -    |

# HEALTH AND DISEASE

## HYPERTENSION: PERCEPTIONS ABOUT BP

Question: In your view, is your BP usually low, high or within normal limits?



Source: Gallup Survey, 2022

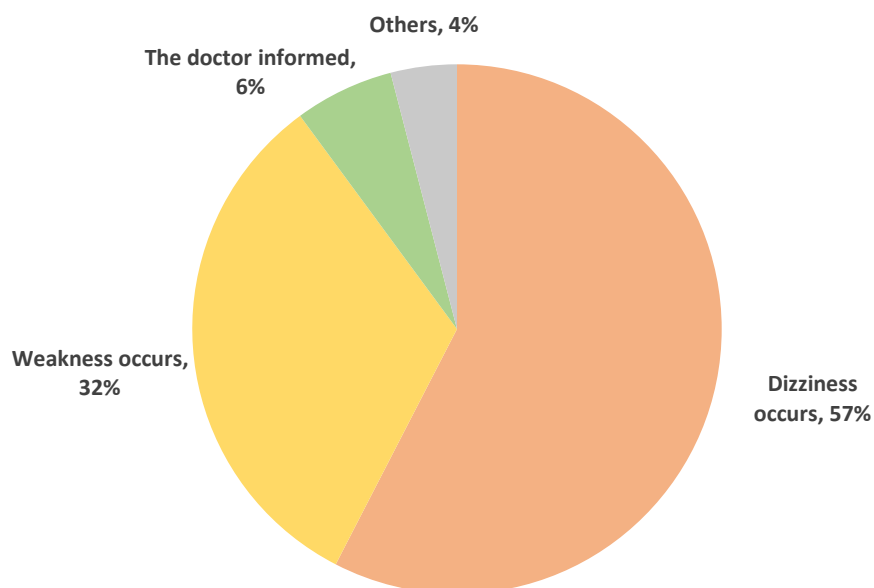
### Trend Data

|                            | 2002 | 2003 | 2011 | 2022 |
|----------------------------|------|------|------|------|
| High (High blood pressure) | 10%  | 14%  | 14%  | 11%  |
| Low (Low blood pressure)   | 10%  | 20%  | 12%  | 22%  |
| Normal                     | 58%  | 53%  | 56%  | 63%  |
| Don't Know / No Response   | 22%  | 13%  | 18%  | 4%   |

# HEALTH AND DISEASE

## HYPERTENSION: PERCEPTIONS OF LOW BP

Question: If you think that you usually have low BP, then how do you know that it is low?



Source: Gallup Survey, 2022

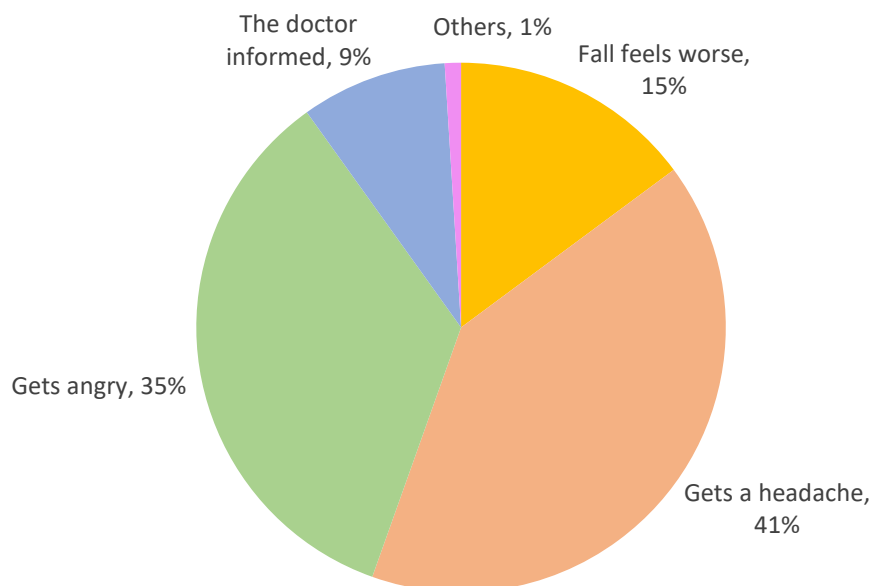
### Trend Data

|                          | 2002 | 2003 | 2011 | 2022 |
|--------------------------|------|------|------|------|
| Dizziness occurs         | 54%  | 52%  | 38%  | 57%  |
| Weakness occurs          | 26%  | 27%  | 46%  | 32%  |
| The doctor informed      | 13%  | 7%   | 16%  | 6%   |
| Others                   | 2%   | -    | 0%   | 4%   |
| Don't Know / No Response | 5%   | 14%  | 0%   | 0%   |

# HEALTH AND DISEASE

## HYPERTENSION: PERCEPTIONS OF HIGH BP

Question: How do you know that your BP is high?



Source: Gallup Survey, 2022

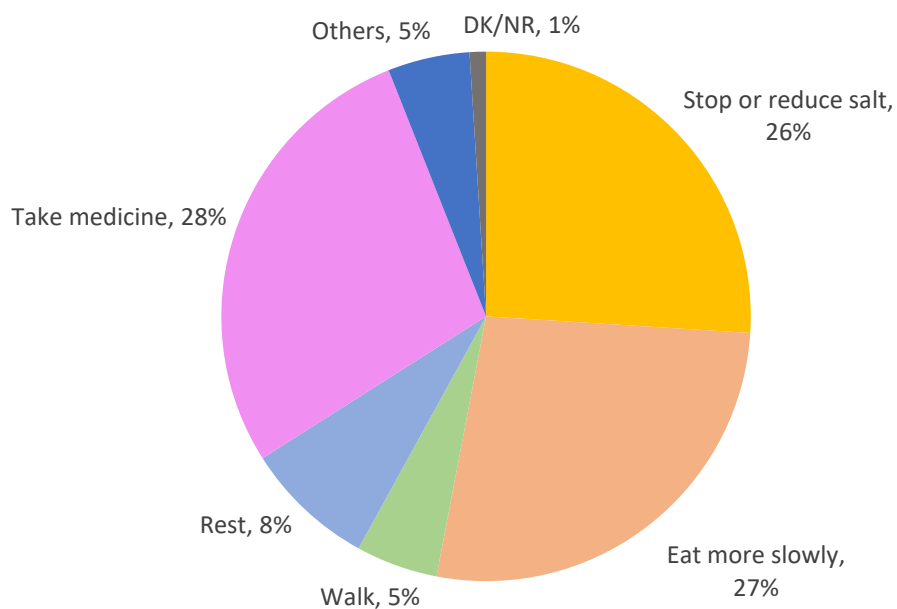
### Trend Data

|                          | 2002 | 2003 | 2011 | 2022 |
|--------------------------|------|------|------|------|
| Feel much hot            | 15%  | 17%  | 17%  | 15%  |
| Gets a headache          | 32%  | 29%  | 35%  | 41%  |
| Gets angry               | 44%  | 22%  | 31%  | 35%  |
| The doctor informed      | 7%   | 12%  | 13%  | 9%   |
| Others                   | 2%   | -    | 2%   | 1%   |
| Don't Know / No Response | -    | 20%  | 2%   | -    |

# HEALTH AND DISEASE

## HYPERTENSION: RESPONSE TO HIGH BP

Question: What do you do when you have high BP?



Source: Gallup Survey, 2022

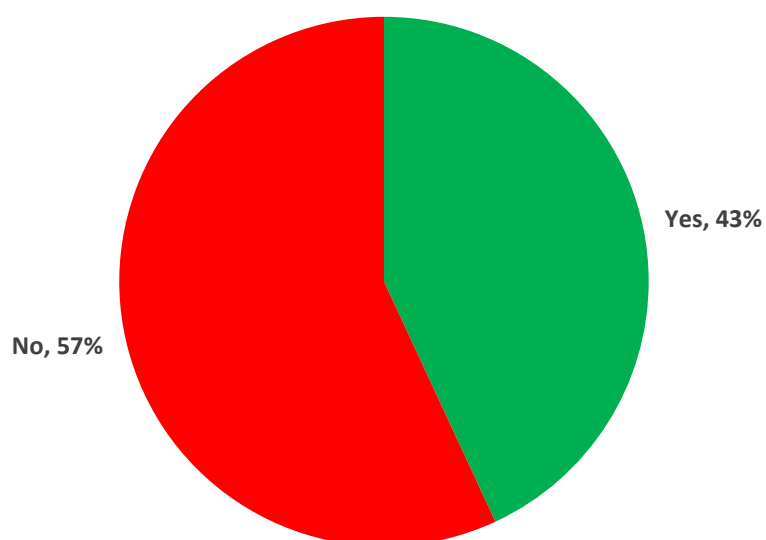
### Trend Data

|                          | 2002 | 2003 | 2011 | 2022 |
|--------------------------|------|------|------|------|
| Stop or reduce salt      | 11%  | 15%  | 25%  | 26%  |
| Eat more slowly          | 19%  | 19%  | 17%  | 27%  |
| Walk                     | 24%  | 5%   | 1%   | 5%   |
| Rest                     | 14%  | 11%  | 17%  | 8%   |
| Take medicine            | 32%  | 36%  | 37%  | 28%  |
| Others                   | -    | 14%  | -    | 5%   |
| Don't Know / No Response | -    | -    | 3%   | 1%   |

# HEALTH AND DISEASE

## HYPERTENSION: HYPERTENSIVE IN THE FAMILY?

Question: Do you or any member of the household suffer from Hypertension (as diagnosed by a doctor)?\*



Source: Gallup Survey, 2022

### Trend Data

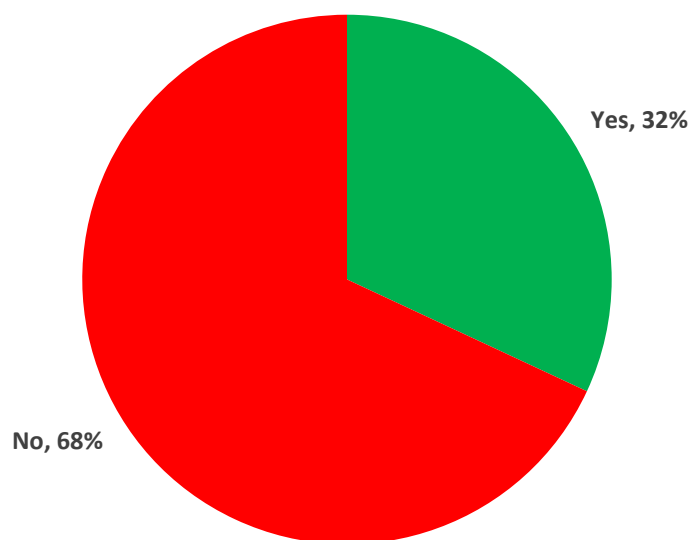
|                          | 2000 | 2019 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 27%  | 19%  | 43%  |
| No                       | 73%  | 70%  | 57%  |
| Don't Know / No Response | -    | 11%  | -    |

\* Please note that this is people's perception of Hypertension and not a clinical assessment.

# HEALTH AND DISEASE

## DIABETES: DIABETIC IN THE HOUSEHOLD?

Question: Does anyone / more of your family members (in the household) suffer from Diabetes?\*



Source: Gallup Survey, 2022

### Trend Data

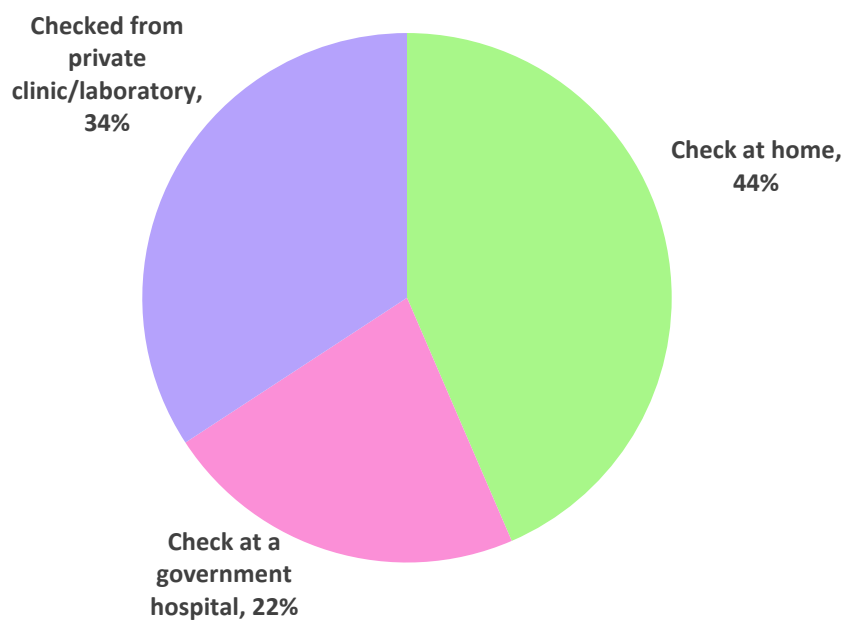
|                          | 2003 | 2009 | 2017 | 2021 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 12%  | 21%  | 10%  | 12%  | 32%  |
| No                       | 88%  | 79%  | 90%  | 79%  | 68%  |
| Don't Know / No Response | -    | -    | -    | 9%   | -    |

\* Please note that this is people's perception of Diabetes and not a clinical assessment.

# HEALTH AND DISEASE

## DIABETES: HOW DO YOU CHECK SUGER LEVEL?

Question: Where do you have your Blood Sugar Levels checked?\*



Source: Gallup Survey, 2022

### Trend Data

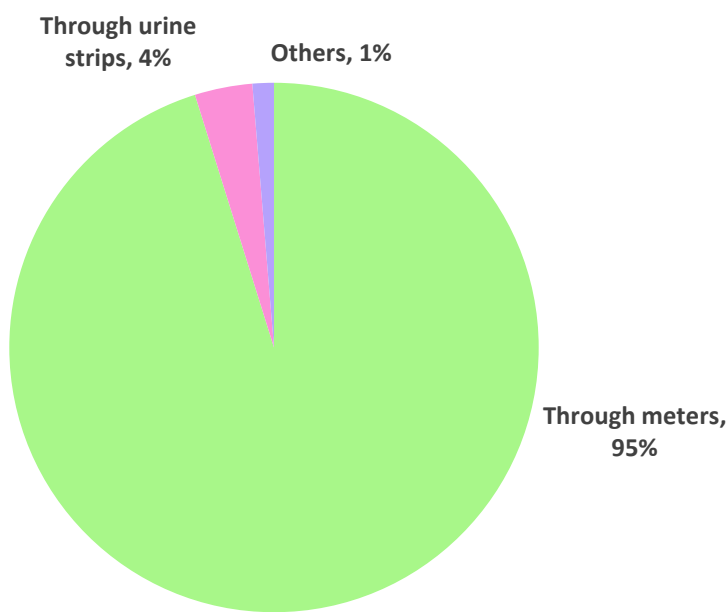
|                                        | 2005 | 2022 |
|----------------------------------------|------|------|
| Check at home                          | 25%  | 44%  |
| Check at a government hospital         | 31%  | 22%  |
| Checked from private clinic/laboratory | 43%  | 34%  |

\* Of those who claim to have a Diabetic Patient in household.

# HEALTH AND DISEASE

## DIABETES: HOW DO YOU CHECK SUGAR LEVEL?\*

Question: If you check your Sugar level at home, then how do you do it?



Source: Gallup Survey, 2022

### Trend Data

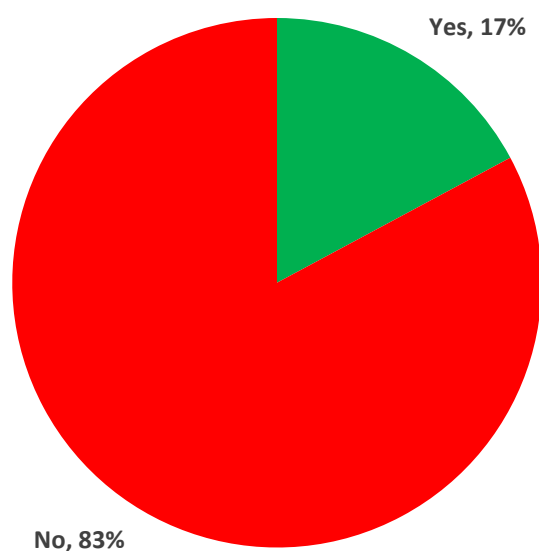
|                      | 2000 | 2022 |
|----------------------|------|------|
| Through meters       | 13%  | 95%  |
| Through urine strips | 84%  | 4%   |
| Others               | 3%   | 1%   |

\* Of those who check sugar levels at home.

# HEALTH AND DISEASE

## CARDIOVASCULAR DISEASE: HEART PATIENT IN THE HOUSEHOLD?

Question: Does anyone of your household suffer from Cardiovascular/Heart disease?



Source: Gallup Survey, 2022

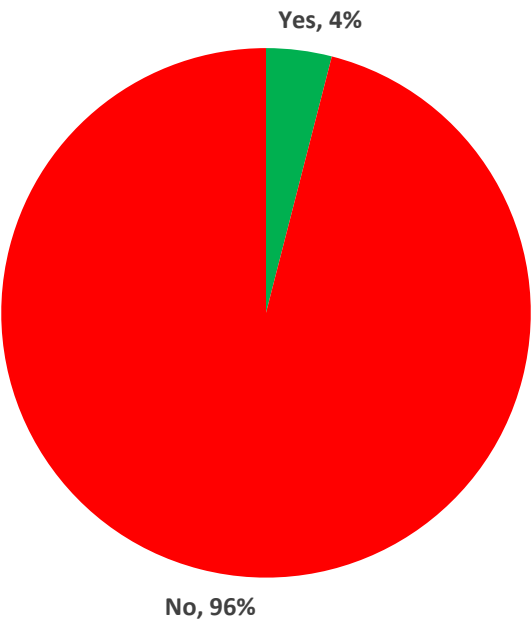
### Trend Data

|                          | 2008 | 2009 | 2017 | 2021 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 8%   | 10%  | 7%   | 4%   | 17%  |
| No                       | 89%  | 90%  | 93%  | 87%  | 83%  |
| Don't Know / No Response | 3%   | 0%   | -    | 9%   | -    |

# HEALTH AND DISEASE

## CANCER: ANYONE IN THE HOUSEHOLD?

Question: Does anyone of the household suffer from Cancer?



Source: Gallup Survey, 2022

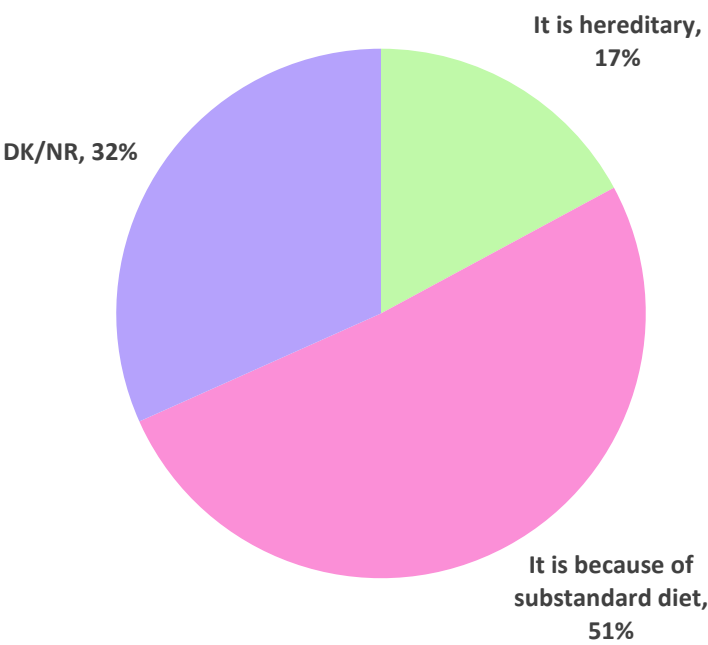
### Trend Data

|     | 2001 | 2017 | 2022 |
|-----|------|------|------|
| Yes | 1%   | 1%   | 4%   |
| No  | 99%  | 99%  | 96%  |

# HEALTH AND DISEASE

## CANCER: PERCEPTIONS OF ITS CAUSES

Question: What do you think are the causes of Cancer?



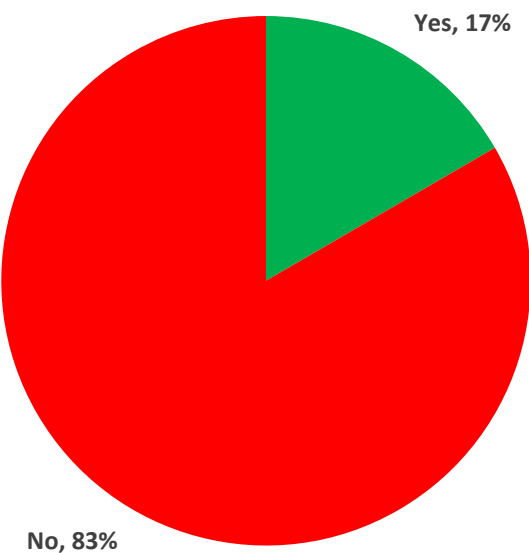
Source: Gallup Survey, 2022

### Trend Data

|                                   | 2001 | 2022 |
|-----------------------------------|------|------|
| It is hereditary                  | 0%   | 17%  |
| It is because of substandard diet | 79%  | 51%  |
| Don't Know / No Response          | 21%  | 32%  |

# HEALTH AND DISEASE

Question: Does *anyone of your household* have any kind of disability / handicap?



Source: Gallup Survey, 2022

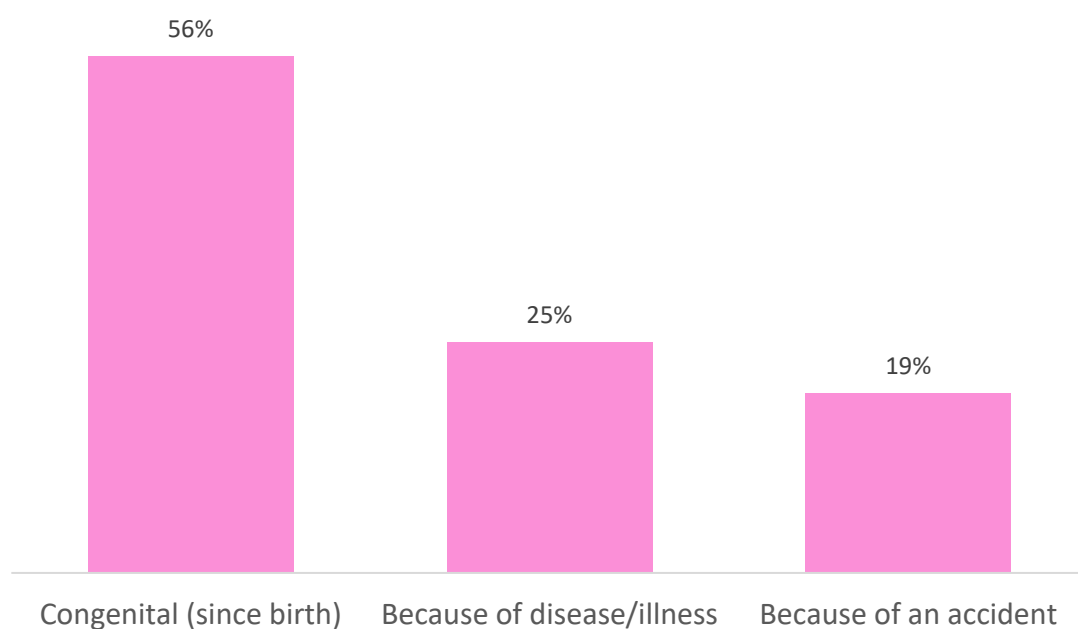
## Trend Data

|                          | 2009 | 2012 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 4%   | 4%   | 17%  |
| No                       | 96%  | 95%  | 83%  |
| Don't Know / No Response | 0%   | 1%   | -    |

# HEALTH AND DISEASE

## HANDICAP: CAUSE OF HANDICAP?

Question: Why / how did they get this Handicap?



Source: Gallup Survey, 2022

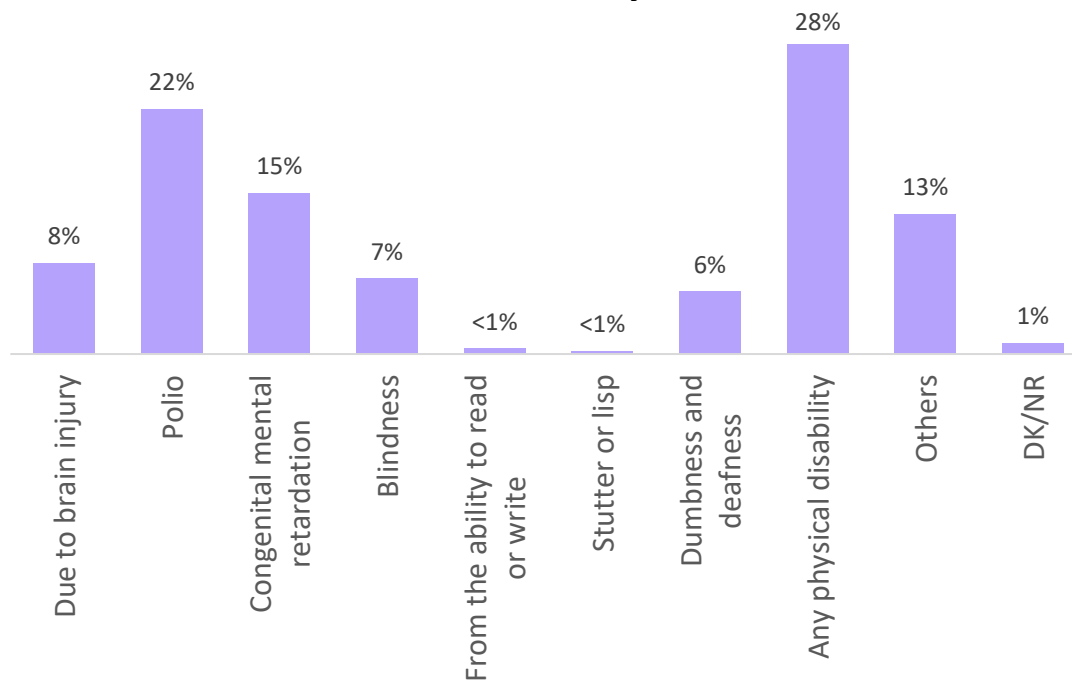
### Trend Data

|                            | 2009 | 2012 | 2022 |
|----------------------------|------|------|------|
| Congenital (since birth)   | 45%  | 33%  | 56%  |
| Because of disease/illness | 48%  | 44%  | 25%  |
| Because of an accident     | 4%   | 7%   | 19%  |
| Don't Know / No Response   | 3%   | 16%  | -    |

# HEALTH AND DISEASE

## HANDICAP: NATURE OF HANDICAP?

Question: What is the *Nature* of this Disability?



Source: Gallup Survey, 2022

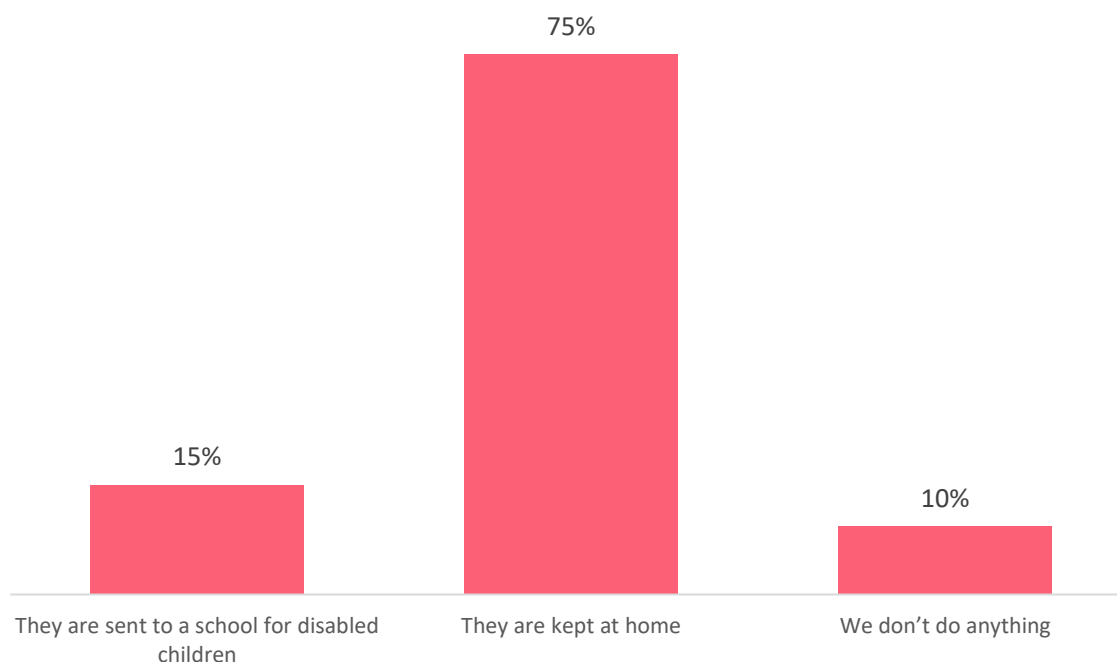
### Trend Data

|                                   | 2009 | 2012 | 2022 |
|-----------------------------------|------|------|------|
| Due to brain injury               | 18%  | 8%   | 8%   |
| Polio                             | 27%  | 31%  | 22%  |
| Congenital mental retardation     | 24%  | 30%  | 15%  |
| Blindness                         | 3%   | 2%   | 7%   |
| From the ability to read or write | 5%   | 4%   | 0%   |
| Stutter or lisp                   | 7%   | 2%   | 0%   |
| Dumbness and deafness             | 12%  | 5%   | 6%   |
| Deafness only                     | 2%   | -    | -    |
| Any physical disability           | 17%  | 16%  | 28%  |
| Others                            | 0%   | 1%   | 13%  |
| Don't Know / No Response          | 3%   | 1%   | 1%   |

# HEALTH AND DISEASE

## HANDICAP: CARETAKER?

Question: How are these special people taken care of at your household?



Source: Gallup Survey, 2022

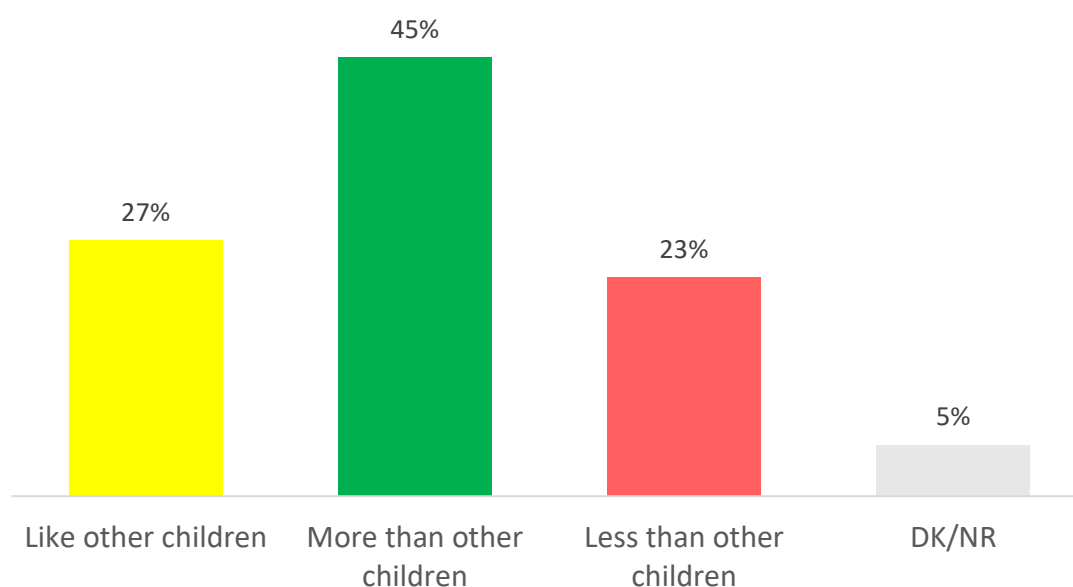
### Trend Data

|                                                               | 2008 | 2022 |
|---------------------------------------------------------------|------|------|
| They are sent to a school for disabled children               | 19%  | 15%  |
| They are kept at home                                         | 64%  | 75%  |
| They are not kept at home and are dropped off at an orphanage | 6%   | -    |
| We don't do anything                                          | 8%   | 10%  |
| Don't Know / No Response                                      | 3%   | -    |

# HEALTH AND DISEASE

## HANDICAP: ATTENTION AND LOVE?

Question: In your opinion, do the special children get the same kind of **attention and love** as the normal children from their family?



Source: Gallup Survey, 2022

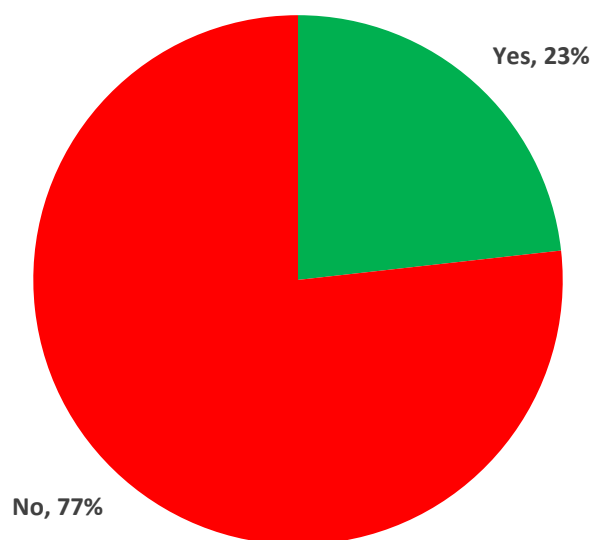
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Like other children      | 31%  | 27%  |
| More than other children | 32%  | 45%  |
| Less than other children | 22%  | 23%  |
| Don't Know / No Response | 15%  | 5%   |

# HEALTH AND DISEASE

## HANDICAP: USE OF AIDS?

Question: Does he/she use any *special instrument or equipment* (e-g wheelchair, hearing aid etc.) for help with the disability?



Source: Gallup Survey, 2022

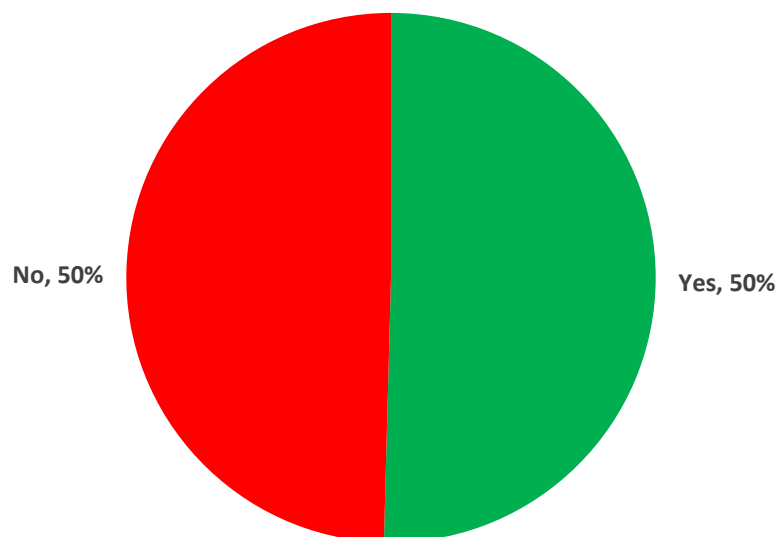
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 38%  | 23%  |
| No                       | 59%  | 77%  |
| Don't Know / No Response | 3%   | -    |

# HEALTH AND DISEASE

## HANDICAP: AVAILABLE?

Question: Are such equipments easily *available* in the Market?



Source: Gallup Survey, 2022

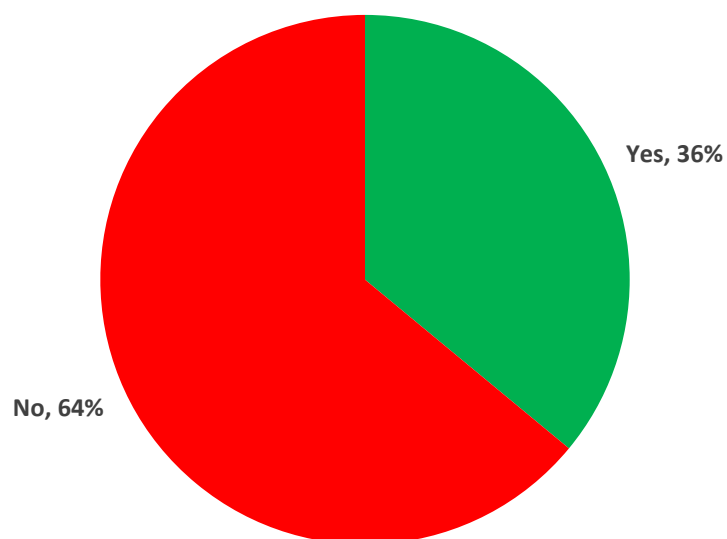
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 43%  | 50%  |
| No                       | 50%  | 50%  |
| Don't Know / No Response | 7%   | -    |

# HEALTH AND DISEASE

## HANDICAP: AFFORDABLE?

Question: Are such equipments *affordable* for a common man?



Source: Gallup Survey, 2022

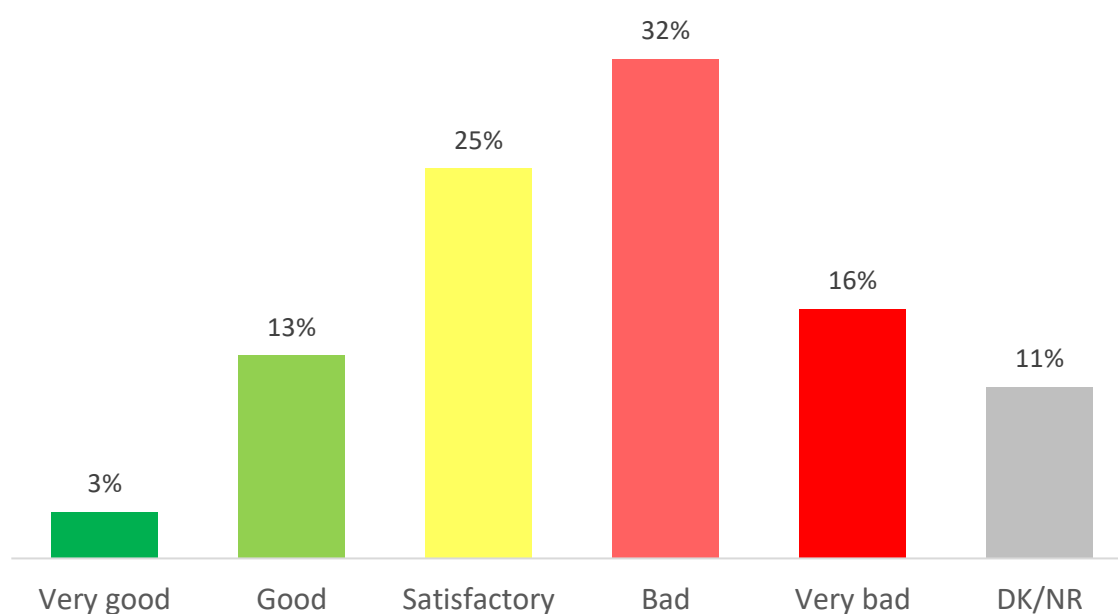
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 31%  | 36%  |
| No                       | 62%  | 64%  |
| Don't Know / No Response | 7%   | -    |

# HEALTH AND DISEASE

## HANDICAP: PERCEPTIONS ABOUT FACILITIES?

Question: What is your opinion regarding the *standard of facilities* for special people in your country?



Source: Gallup Survey, 2022

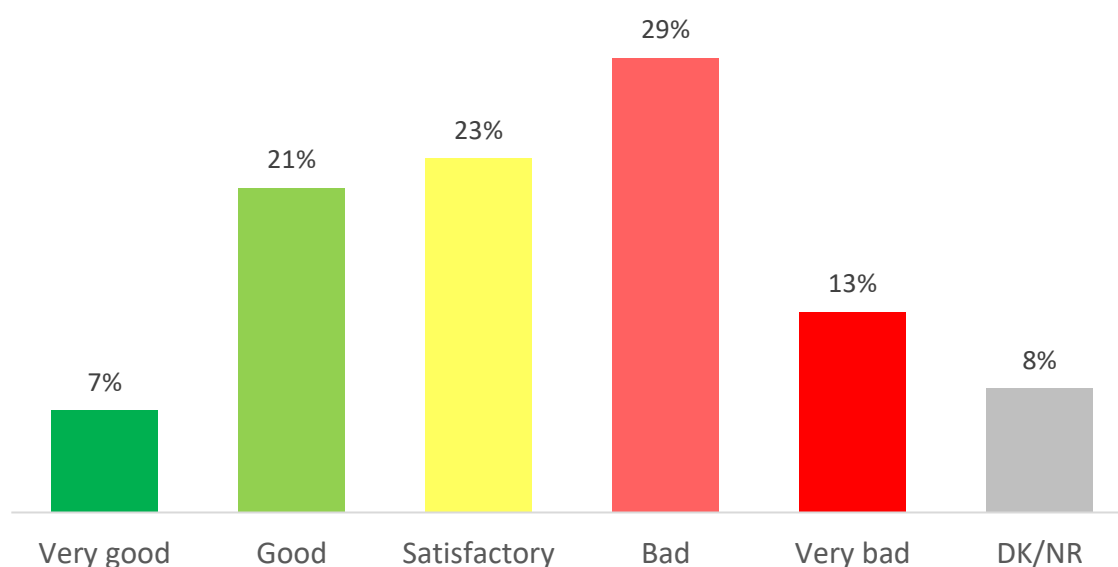
### Trend Data

|                          | 2009 | 2012 | 2022 |
|--------------------------|------|------|------|
| Very good                | 3%   | 2%   | 3%   |
| Good                     | 12%  | 11%  | 13%  |
| Satisfactory             | 33%  | 41%  | 25%  |
| Bad                      | 20%  | 20%  | 32%  |
| Very bad                 | 11%  | 9%   | 16%  |
| Don't Know / No Response | 21%  | 17%  | 11%  |

# HEALTH AND DISEASE

## HANDICAP: PERCEPTIONS ABOUT EDUCATION FACILITIES?

Question: What is the standard of *education facility* for special people in Pakistan?



Source: Gallup Survey, 2022

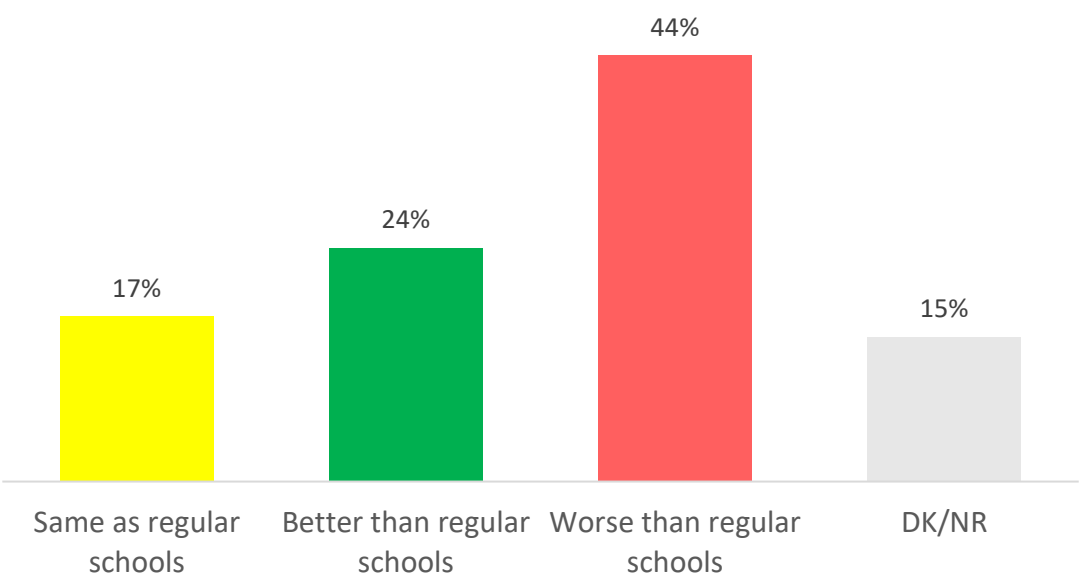
### Trend Data

|                          | 2009 | 2012 | 2022 |
|--------------------------|------|------|------|
| Very good                | 3%   | 1%   | 7%   |
| Good                     | 11%  | 11%  | 21%  |
| Satisfactory             | 32%  | 37%  | 23%  |
| Bad                      | 19%  | 19%  | 29%  |
| Very bad                 | 18%  | 13%  | 13%  |
| Don't Know / No Response | 16%  | 17%  | 8%   |

# HEALTH AND DISEASE

## HANDICAP: PERCEPTIONS ABOUT FACILITIES?

Question:How will you *compare the standard of education* of Schools for special children as compared to ordinary schools?



Source: Gallup Survey, 2022

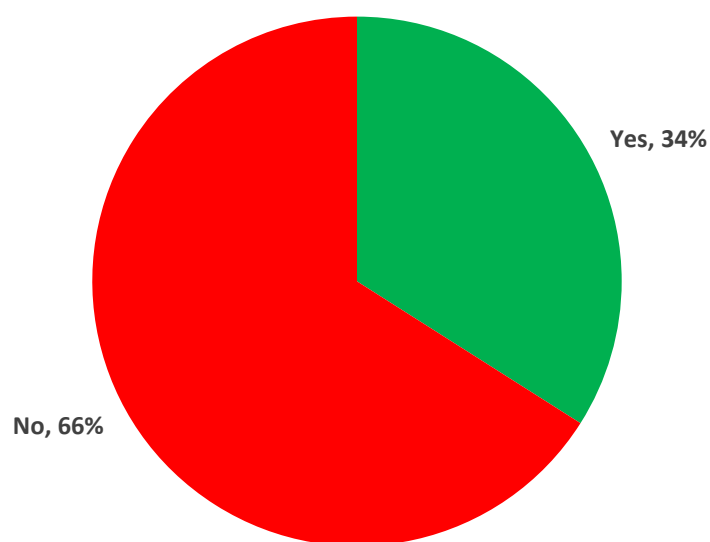
### Trend Data

|                             | 2009 | 2012 | 2022 |
|-----------------------------|------|------|------|
| Same as regular schools     | 24%  | 22%  | 17%  |
| Better than regular schools | 19%  | 24%  | 24%  |
| Worse than regular schools  | 36%  | 35%  | 44%  |
| Don't Know / No Response    | 21%  | 19%  | 15%  |

# HEALTH AND DISEASE

## HANDICAP: KNOW OF ANY SUCH PEOPLE

Question: There are many special people who have excelled in different fields of life e-g education, sports etc. Do you ***know of any such people?***



Source: Gallup Survey, 2022

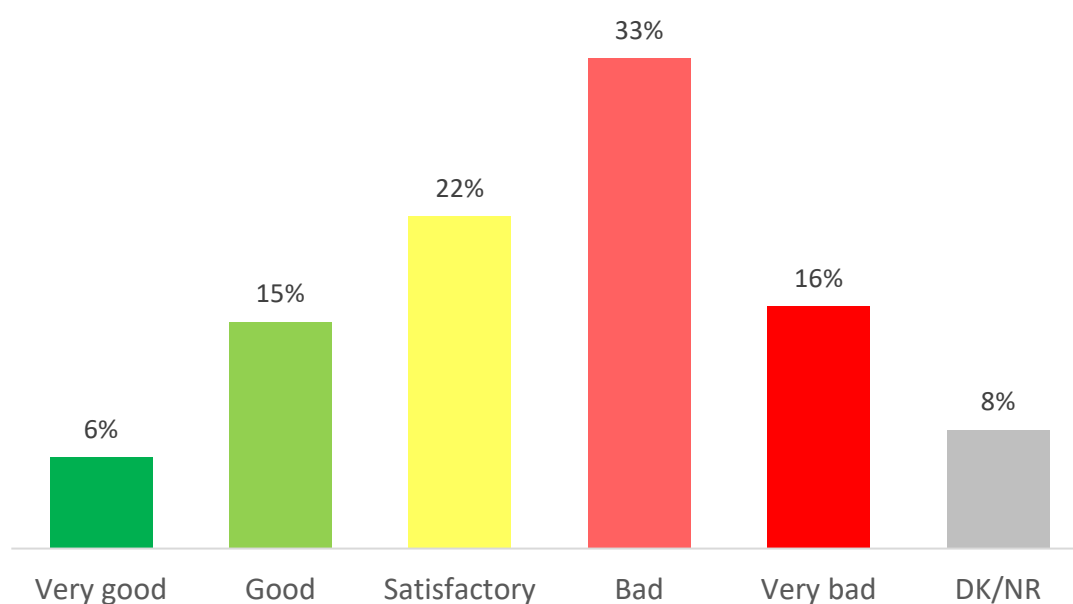
### Trend Data

|     | 2009 | 2022 |
|-----|------|------|
| Yes | 29%  | 34%  |
| No  | 71%  | 66%  |

# HEALTH AND DISEASE

## HANDICAP: PROGRESS IN LIFE

Question: In your opinion, how are the possibilities for special people to *progress in life* in your country?



Source: Gallup Survey, 2022

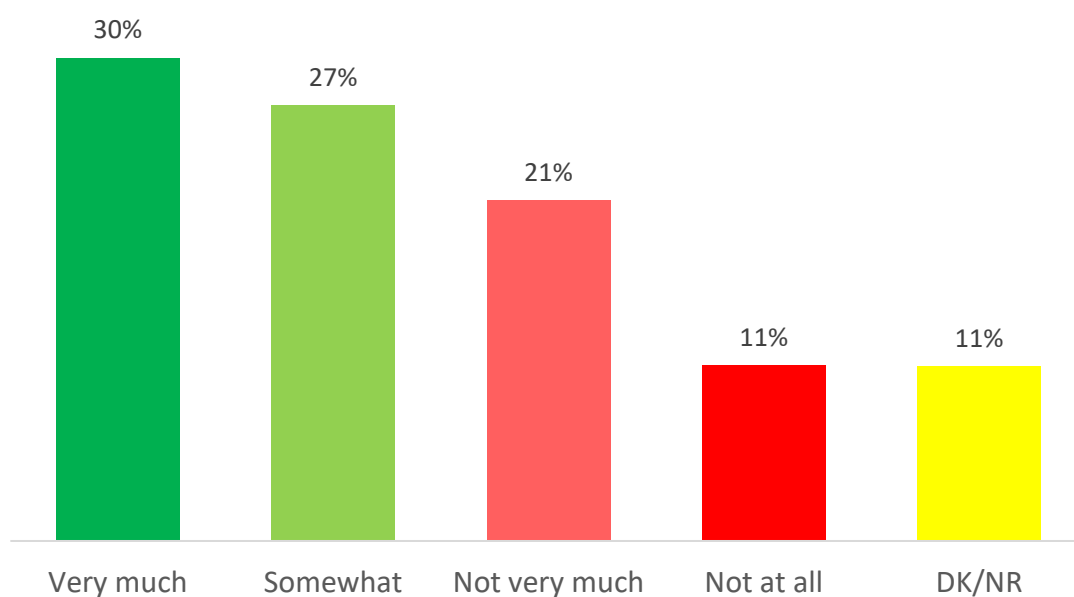
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Very good                | 3%   | 6%   |
| Good                     | 11%  | 15%  |
| Satisfactory             | 30%  | 22%  |
| Bad                      | 20%  | 33%  |
| Very bad                 | 18%  | 16%  |
| Don't Know / No Response | 18%  | 8%   |

# HEALTH AND DISEASE

## HANDICAP: HOPEFUL IN FUTURE

Question: How *hopeful* are you regarding the future prospects of special people?



Source: Gallup Survey, 2022

### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Very much                | 15%  | 30%  |
| Somewhat                 | 26%  | 27%  |
| Not very much            | 25%  | 21%  |
| Not at all               | 8%   | 11%  |
| Don't Know / No Response | 26%  | 11%  |

# PART II: HEALTH AND DISEASE

C: MISCELLANEOUS DISEASES



## **C. MISCELLANEOUS DISEASES:**

### ***Global Viruses and Infections***

Now let us see how much Pakistanis are aware of the diseases of global significance.

#### ***AIDS***

58% of the people say that they have heard or read about the disease of AIDS. This awareness has increased in the last twenty years when in 1988 only 26% had heard of this disease. A large number (63%) consider this disease to be very serious for the world and 55% of Pakistanis view AIDS to be a serious problem for Pakistan. 72% of the people support that there should be ads and programs about AIDS on TV whereas 28% oppose such ads.

Thirty eight percent (38%) of males who shave say that they are shaved at a barber's shop so it is very important to create awareness about the use of disposable razor to prevent the spread of blood borne infections and diseases.

#### ***Bird Flu***

In 2006 when there was an outbreak of bird flu in the region, 47% of Pakistanis believed that there was some chance the disease would spread in Pakistan and 37% considered that there was a lot of chance. Majority of the people (54%) believed that chicken should be avoided during those days. Half of the people (50%) interviewed during those days had not used chicken in the preceding week, out of whom 63% had not used it due to the fear of bird flu. Similarly 41% had not used eggs in the last week which was due to bird flu in 68% of the cases. More than half of the people reported that the use of chicken and eggs had decreased in their homes during that period (53% and 54% respectively).

Now few words about some of the common aspects of our daily life which are linked to our health.

#### ***Dental Care***

Seventy two percent (65%) of the people use toothpaste for cleaning their teeth and 27% use miswak whereas manjan is used by 4%. The use of toothpaste has increased over the years when in 1979 only 20% of urban households used toothpaste.

Interestingly, still 6% of respondents claim to be sharing their toothbrush with their family members, friends, or colleagues. So, it gives us an idea how important it is for a doctor to enquire about such practices and advise accordingly if there is a patient in the family with a communicable disease like hepatitis B and C.

53% claim to have had toothache. People think that the main reason for toothache is unclean teeth (45%), cavity in teeth (21%), cold/hot food (15%) and extra sweet food (15%). 46% of people consult a doctor for toothache. 23% clean teeth with a special toothpaste, 23% take some medicine on their own, 12% use clove in teeth and 10% take caution in food.

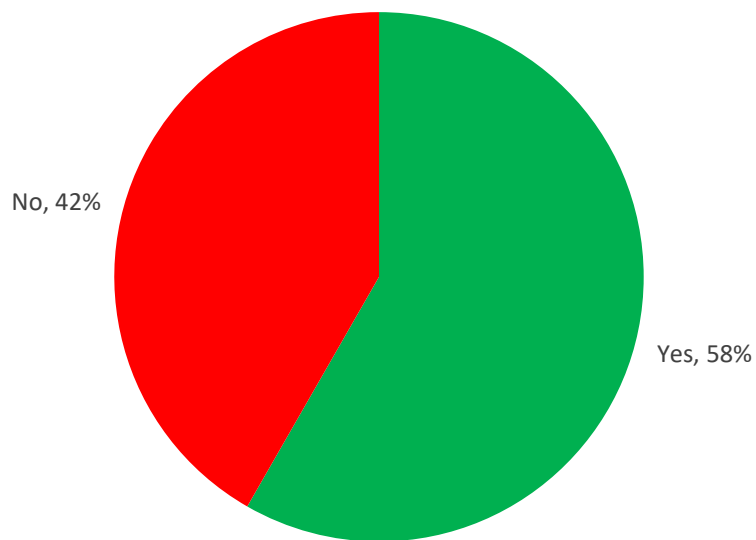
### ***Eye Sight***

If you wear glasses, you are not alone. Twenty eight percent (28%) of the Pakistanis wear glasses, out of which 9% wear sunglasses and 91% use them for weak eyesight. Out of these 65% use glasses for near vision and 35% for distant vision.

## Health and Disease

### **AIDS:** AWARE OF THE NAME?

**Question:** Have you heard/read about a disease called AIDS?



Source: Gallup Survey, 2022

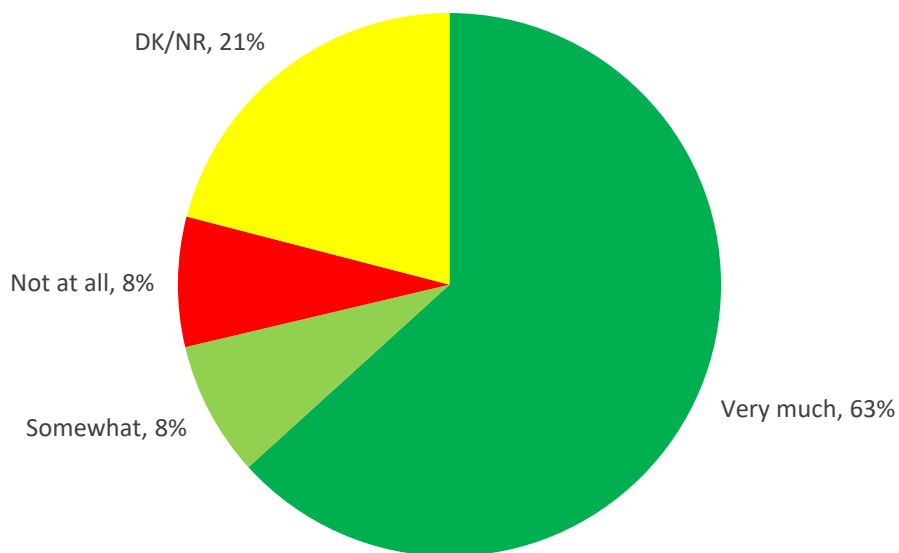
### Trend Data

|                          | 1998 | 2001 | 2003 | 2007 | 2012 | 2019 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Yes                      | 26%  | 90%  | 95%  | 94%  | 74%  | 59%  | 58%  |
| No                       | 42%  | 10%  | 5%   | 6%   | 26%  | 32%  | 42%  |
| Don't Know / No Response | 32%  | -    | -    | -    | 0%   | 9%   | -    |

## Health and Disease

### **AIDS: IS IT A SERIOUS PROBLEM?**

**Question:** In your view how serious is AIDS for the whole world?



Source: Gallup Survey, 2022

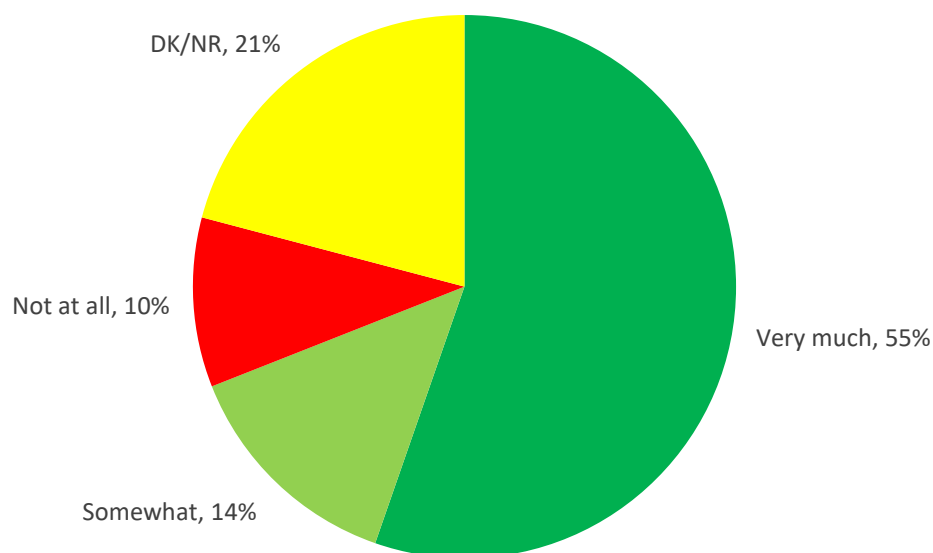
### Trend Data

|                          | 2001 | 2003 | 2007 | 2012 | 2022 |
|--------------------------|------|------|------|------|------|
| Very much                | 88%  | 15%  | 22%  | 83%  | 63%  |
| Somewhat                 | 5%   | 61%  | 46%  | 11%  | 8%   |
| Not at all               | 1%   | 16%  | 27%  | 2%   | 8%   |
| Don't Know / No Response | 6%   | 8%   | 5%   | 4%   | 21%  |

## Health and Disease

### **AIDS: IS IT A SERIOUS PROBLEM?**

**Question:** In your view how serious is AIDS for Pakistan?



Source: Gallup Survey, 2022

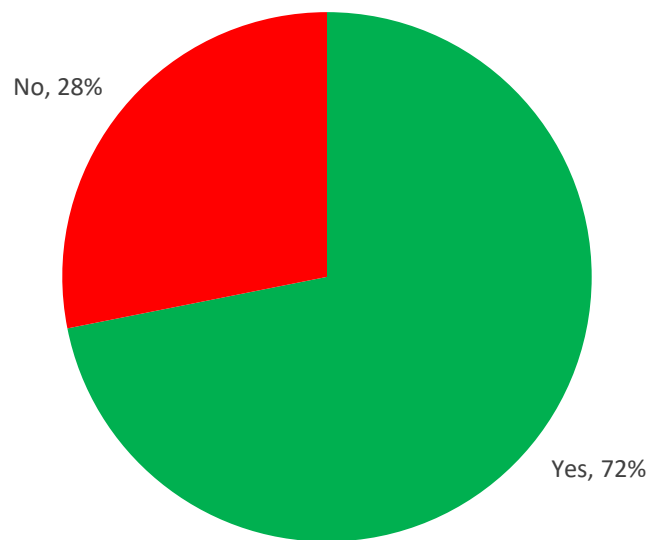
### Trend Data

|                          | 2001 | 2003 | 2007 | 2012 | 2022 |
|--------------------------|------|------|------|------|------|
| Very much                | 70%  | 71%  | 66%  | 67%  | 55%  |
| Somewhat                 | 16%  | 17%  | 25%  | 19%  | 14%  |
| Not at all               | 4%   | 4%   | 2%   | 9%   | 10%  |
| Don't Know / No Response | 10%  | 8%   | 7%   | 5%   | 21%  |

## Health and Disease

### **AIDS:** SHOULD THERE BE COVERAGE ON TV?

**Question:** Do you think there should be programs or advertisements about AIDS on TV or not?



Source: Gallup Survey, 2022

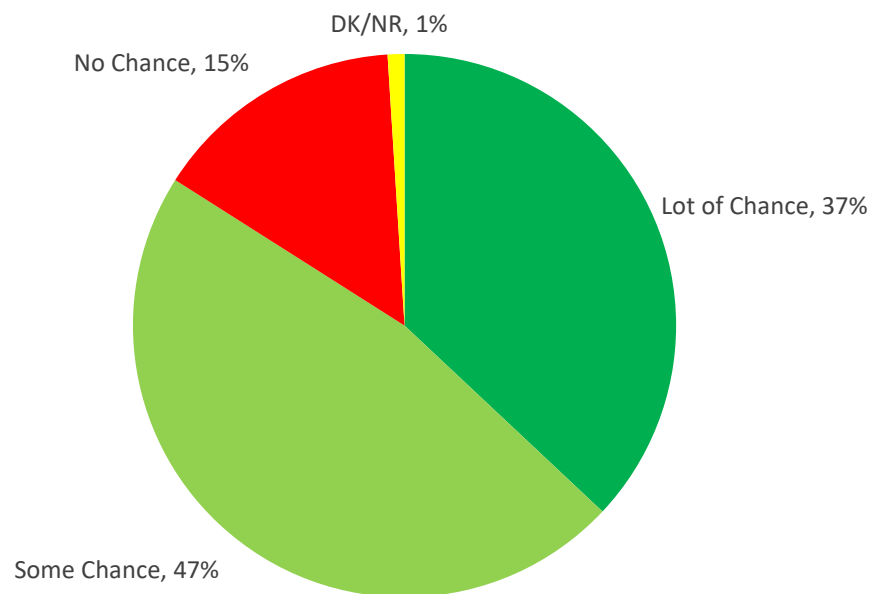
### Trend Data

|                          | 2001 | 2022 |
|--------------------------|------|------|
| Yes                      | 62%  | 72%  |
| No                       | 33%  | 28%  |
| Don't Know / No Response | 5%   | -    |

## Health and Disease

### **BIRD FLU: PERCEPTIONS OF A PAKISTANI**

**Question:** Recently, there is an outbreak of a disease called BIRD FLU in the region. In your view, what are the chances that it may occur in Pakistan?



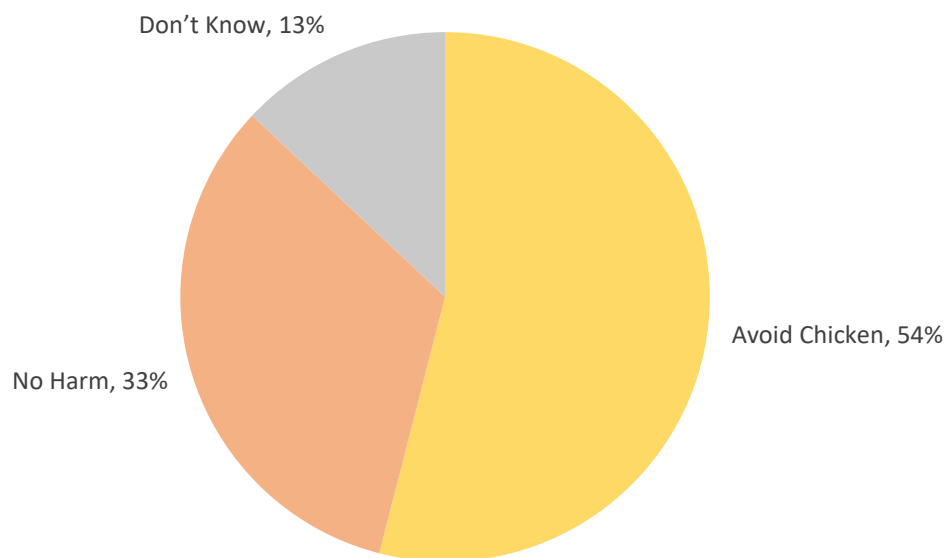
Source: Gallup Survey, 2006

**Note:** This survey was carried out when there was an outbreak of Bird Flu in the region in 2006

## Health and Disease

### **BIRD FLU: SHOULD CHICKEN BE AVOIDED?**

**Question:** Do you think because of scare of Bird Flu, should chicken be avoided these days or is there no harm in using chicken?



Source: Gallup Survey, 2006

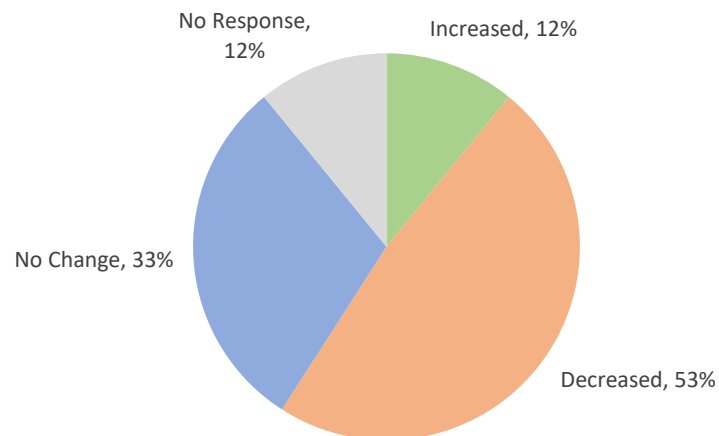
**Note:** This survey was carried out when there was an outbreak of Bird Flu in the region in 2006

## Health and Disease

### **BIRD FLU: EFFECT ON USE OF EGGS AND CHICKEN**

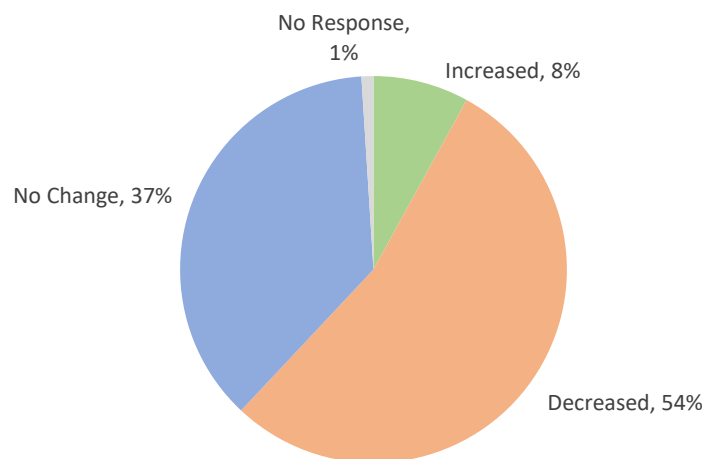
**Question:** Has the use of chicken and eggs increased/decreased or remained the same in your household?

#### **Chicken**



Source: Gallup Survey, 2006

#### **Eggs**



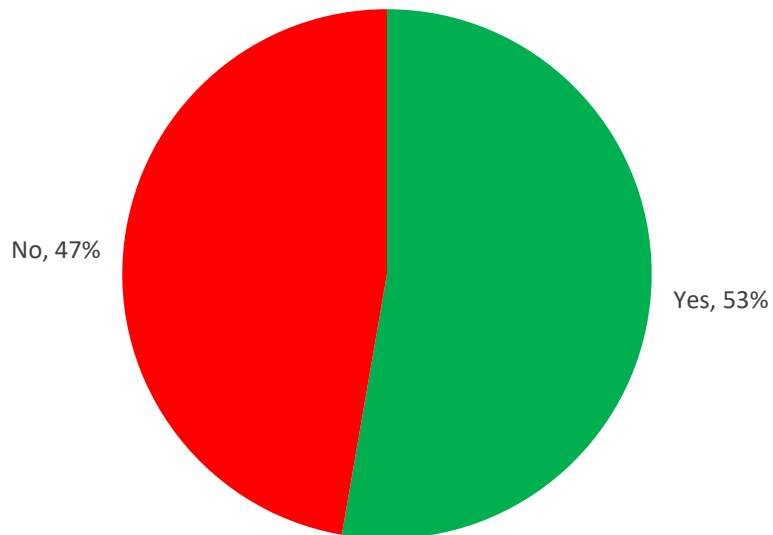
Source: Gallup Survey, 2006

**Note:** This survey was carried out when there was an outbreak of Bird Flu in the region in 2006

## Health and Disease

### **DENTAL CARE: TOOTH ACHE?**

**Question:** Have you ever experienced Toothache?



Source: Gallup Survey, 2022

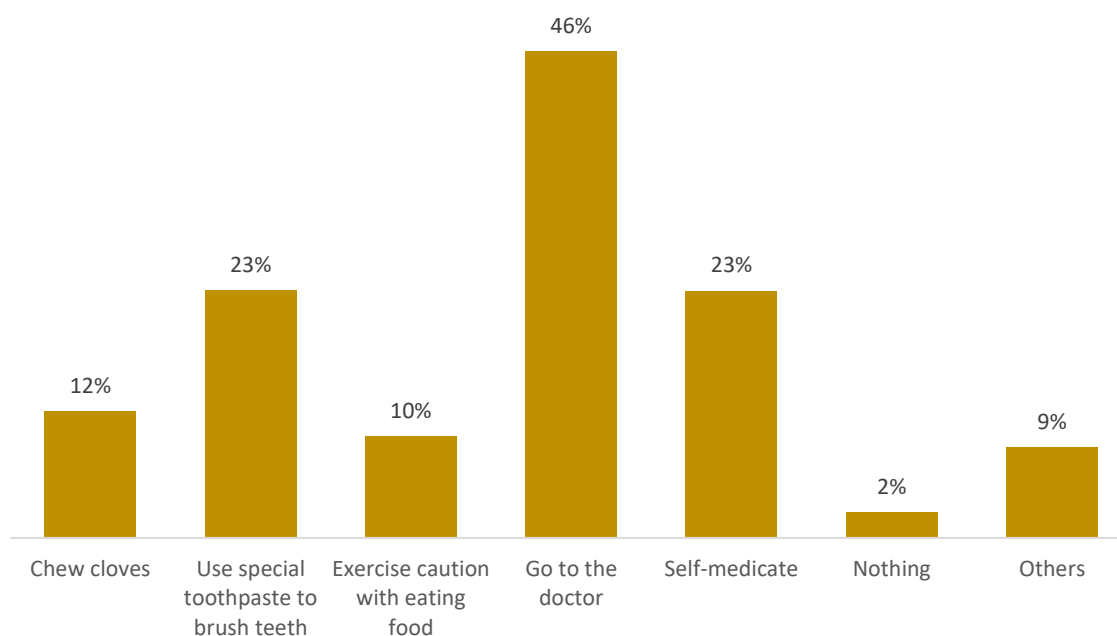
### Trend Data

|                          | 2006 | 2008 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 52%  | 48%  | 53%  |
| No                       | 48%  | 52%  | 47%  |
| Don't Know / No Response | -    | -    | -    |

## Health and Disease

### DENTAL CARE: TOOTHACHE TREATMENT

**Question:** How do you treat toothache?



Source: Gallup Survey, 2022

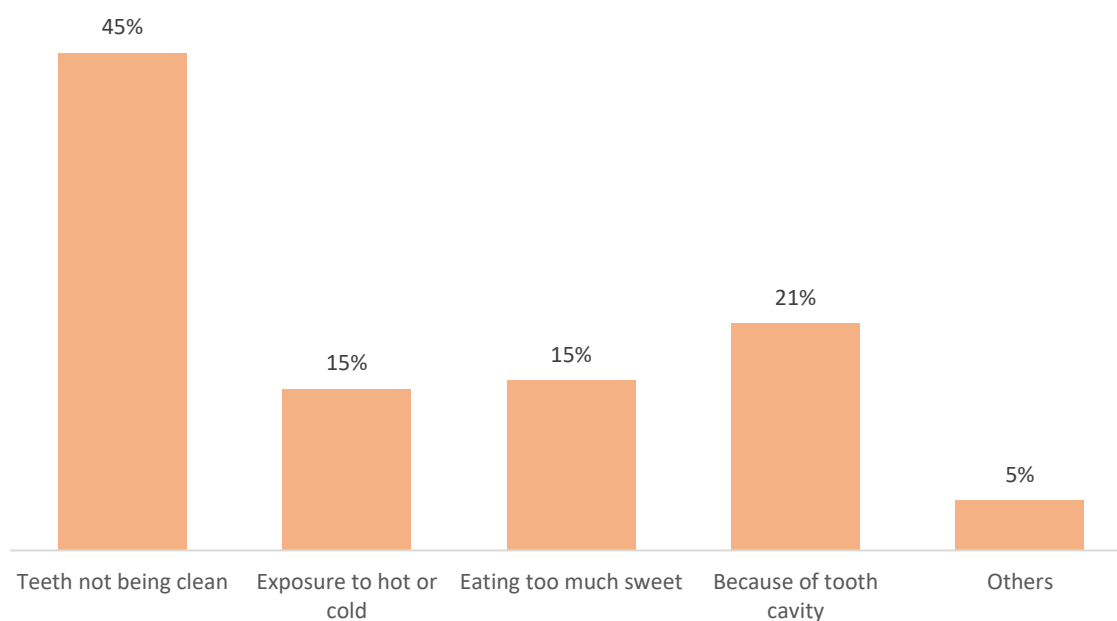
#### Trend Data

|                                       | 2006 | 2008 | 2022 |
|---------------------------------------|------|------|------|
| Chew cloves                           | 12%  | 11%  | 12%  |
| Use special toothpaste to brush teeth | 16%  | 14%  | 23%  |
| Exercise caution with eating food     | 4%   | 15%  | 10%  |
| Go to the doctor                      | 55%  | 52%  | 46%  |
| Self-medicate                         | 10%  | 13%  | 23%  |
| Nothing                               | 3%   | 1%   | 2%   |
| Others                                | -    | 0%   | 9%   |
| Don't Know / No Response              | -    | 1%   | -    |

## Health and Disease

### **DENTAL CARE: TOOTHACHE, PERCEPTIONS OF ITS CAUSE**

**Question:** In your opinion, what is the cause of toothache?



Source: Gallup Survey, 2022

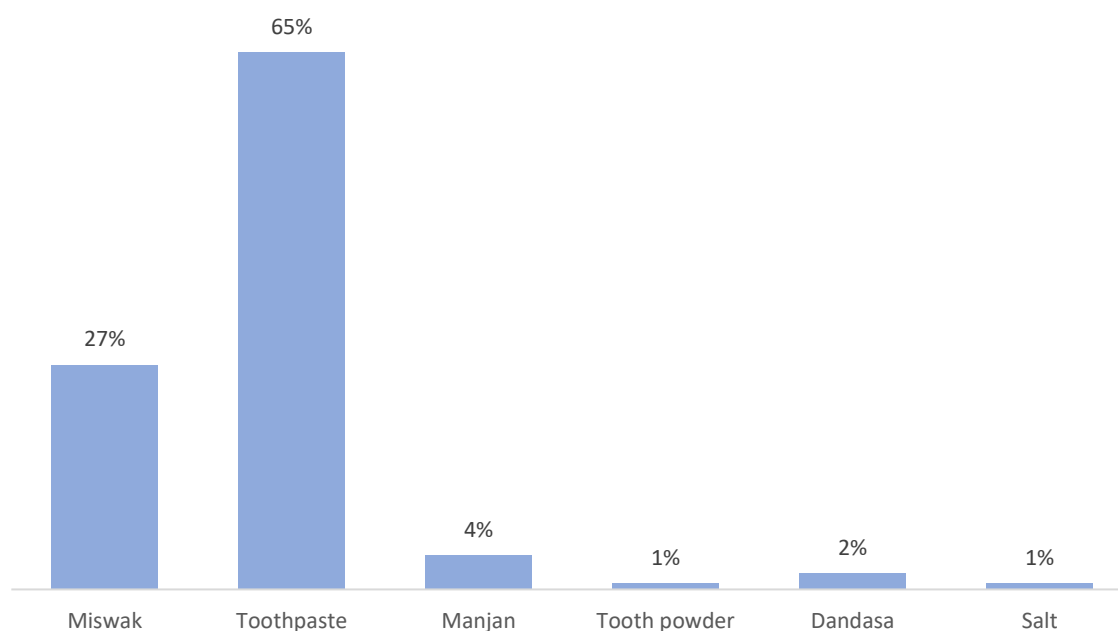
#### Trend Data

|                          | 2006 | 2008 | 2022 |
|--------------------------|------|------|------|
| Teeth not being clean    | 46%  | 43%  | 45%  |
| Exposure to hot or cold  | 16%  | 15%  | 15%  |
| Eating too much sweet    | 11%  | 13%  | 15%  |
| Because of tooth cavity  | 21%  | 28%  | 21%  |
| Others                   | -    | 0%   | 5%   |
| Don't Know / No Response | 6%   | 1%   | -    |

## Health and Disease

### DENTAL CARE: HOW DO YOU CLEAN YOUR TEETH?

**Question:** What do you use for cleaning your teeth?



Source: Gallup Survey, 2022

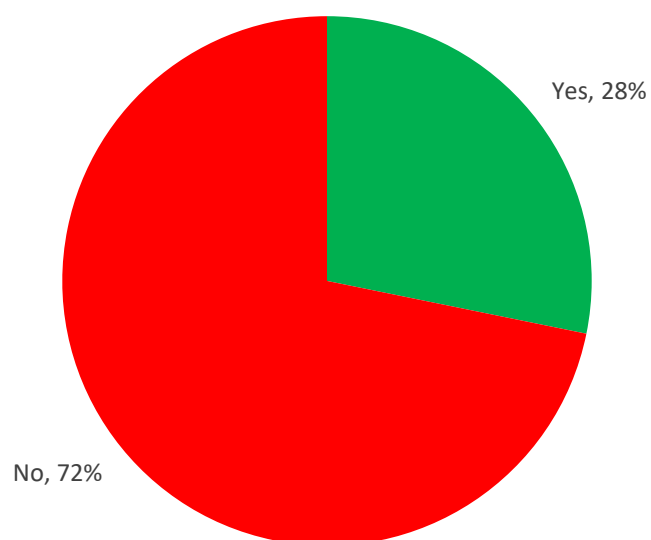
### Trend Data

|                          | 1979 | 2005 | 2007 | 2008 | 2009 | 2011 | 2014 | 2018 | 2022 |
|--------------------------|------|------|------|------|------|------|------|------|------|
| Miswak                   | 71%  | 21%  | 18%  | 16%  | 18%  | 14%  | 13%  | 30%  | 27%  |
| Toothpaste               | 20%  | 75%  | 72%  | 63%  | 72%  | 74%  | 69%  | 71%  | 65%  |
| Manjan                   | -    | 2%   | 6%   | 15%  | 9%   | 12%  | 7%   | 15%  | 4%   |
| Tooth powder             | -    | 2%   | 4%   | -    | -    | -    | 8%   | -    | 1%   |
| Dandasa                  | -    | -    | -    | -    | -    | -    | 3%   | 6%   | 2%   |
| Salt                     | -    | -    | -    | -    | -    | -    | 1%   | 4%   | 1%   |
| Others                   | 9%   | -    | -    | 5%   | -    | -    | -    | -    | -    |
| Don't Know / No Response | -    | -    | -    | 1%   | 1%   | -    | -    | 1%   | -    |

## Health and Disease

### **EYESIGHT: DO YOU WEAR GLASSES?**

**Question:** Do you wear glasses/spectacles?



Source: Gallup Survey, 2022

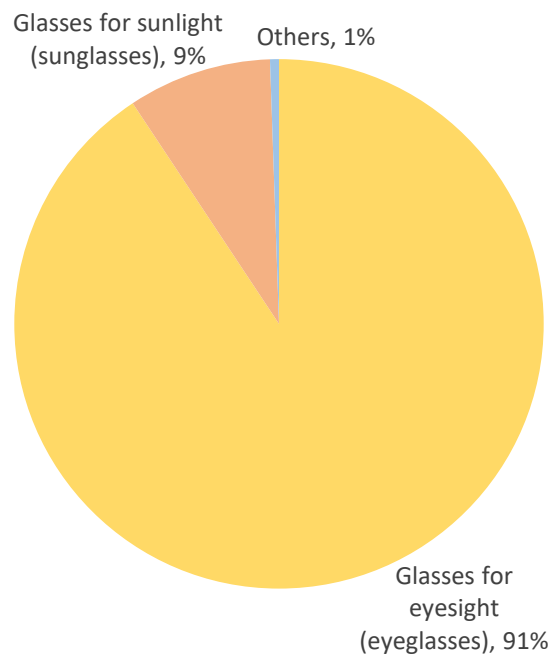
### Trend Data

|                          | 2000 | 2009 | 2012 | 2019 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 35%  | 23%  | 27%  | 21%  | 28%  |
| No                       | 65%  | 76%  | 72%  | 78%  | 72%  |
| Don't Know / No Response | -    | 1%   | 1%   | 1%   | -    |

## Health and Disease

### **EYESIGHT:** KIND OF GLASSES DO YOU WEAR?

**Question:** What kind of glasses do you wear?



Source: Gallup Survey, 2022

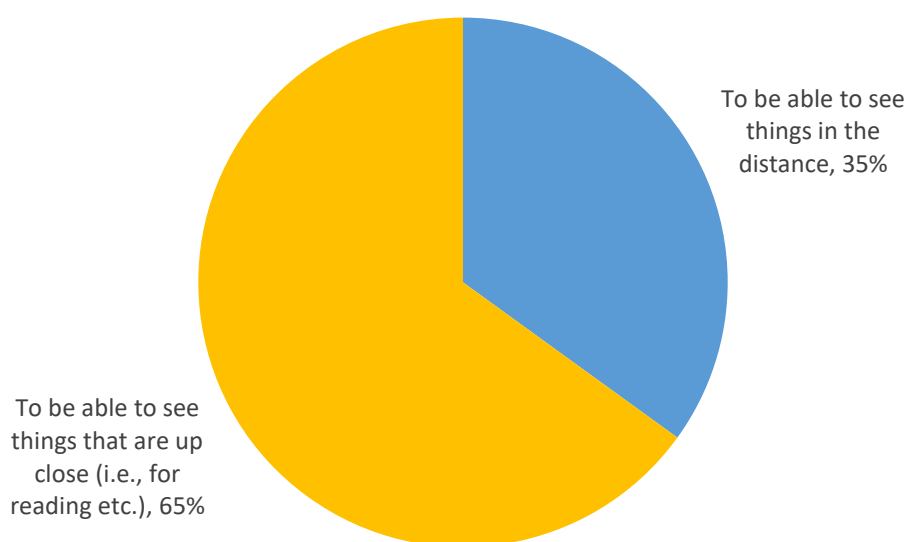
### Trend Data

|                                   | 2000 | 2009 | 2012 | 2019 | 2022 |
|-----------------------------------|------|------|------|------|------|
| Glasses for eyesight (eyeglasses) | 30%  | 69%  | 60%  | 57%  | 91%  |
| Glasses for sunlight (sunglasses) | 70%  | 25%  | 37%  | 43%  | 9%   |
| Others                            | -    | -    | -    | -    | 1%   |
| Don't Know / No Response          | -    | 6%   | 3%   | -    | -    |

## Health and Disease

### EYESIGHT: MYOPIA OR HYPERMETROPIA?

**Question:** If you wear Glasses for weak Eyesight is it for Near Vision or Distant Vision?



Source: Gallup Survey, 2022

### Trend Data

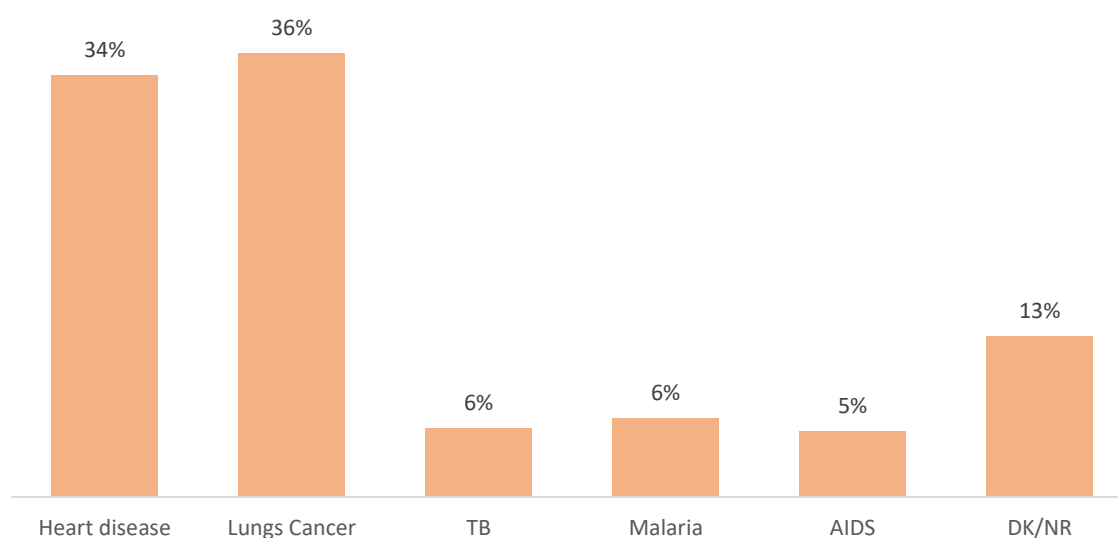
|                                                                     | 2000 | 2009 | 2012 | 2019 | 2022 |
|---------------------------------------------------------------------|------|------|------|------|------|
| To be able to see things in the distance                            | 26%  | 38%  | 37%  | 42%  | 35%  |
| To be able to see things that are up close (i.e., for reading etc.) | 59%  | 61%  | 44%  | 58%  | 65%  |
| Both                                                                | 12%  | -    | -    | -    | -    |
| Don't Know / No Response                                            | 3%   | 1%   | 19%  | -    | -    |

## Health and Disease

### WHICH IS THE GREATEST PROBLEM?

**Question:** I will name a few diseases which are among the greatest killers of humanity, worldwide. Out of these diseases, please pick one disease which deserves the greatest focus of Government of Pakistan in terms of efforts for disease prevention and treatment?

other?



Source: Gallup Survey, 2022

### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Heart disease            | 36%  | 34%  |
| Lungs Cancer             | 30%  | 36%  |
| TB                       | 14%  | 6%   |
| Malaria                  | 8%   | 6%   |
| AIDS                     | 11%  | 5%   |
| Don't Know / No Response | 1%   | 13%  |

# PART II: HEALTH AND DISEASE

D: PREVENTIVE MEDICINE



## D. PREVENTIVE MEDICINE

### ***Immunization***

Prevention is better than cure. Pakistan has an immunization program for protection against the preventable diseases of childhood along with the vaccination against hepatitis B virus. This is commonly referred to as Expanded Program on Immunization (EPI). The following chapter gives an insight into the perceptions of common man about these preventive strategies.

### ***Demand for Vaccination***

Most people (94%) consider that it is a very important duty of the parents to get their children vaccinated to prevent onset of diseases like Childhood Tuberculosis, Poliomyelitis, Diphtheria, Pertussis, Measles and Tetanus.

Overall 90% people said that they have had their children immunized against diseases. Ninety three percent (93%) said they administered the polio vaccine, 81% said measles vaccine, 69% got the DPT and 66% got BCG injection administered to their child.

### ***Drive against Polio***

Eighty-one percent (81%) people report that they have heard or read about the polio drives and 86% claim that the polio team visited their house. Similarly, 87% say they had polio drops administered to their children. However, a significant 11% did not do so during the campaign. When asked for a reason for not getting the vaccination, 4% did not have trust in the vaccine, 4% did not have trust on polio team members and 4% have said it is unnecessary.

About 55% of the people consider the efforts of the government to control polio as adequate, 24% said it is more than necessary, but 10% think that they are less than needed to achieve the aim of complete eradication.

### ***Misinformed***

As with most health drives, a significant aspect of the polio campaign is to dispel myths about the disease. A major misconception was that polio drops causes infertility, a myth that is slowly disappearing. In 2022, more than half (65%) of the people negated the allegation that polio drops have some drug that can cause infertility. Only 18% said that they think this statement is correct while 17% had no opinion about it.

There is another serious misconception that polio drops can protect the child against all other EPI diseases as well. Eighty Nine percent say they protect against poliomyelitis, 51% against measles, 50% against tetanus, 44% believe they can protect against diphtheria, and 46% believe that these drops can protect their child against pertusis, all of which are wrong.

Now let us shift our attention from children's health to the health of mothers and see what a common Pakistani thinks about family planning.

### ***Mother Care and Family Size***

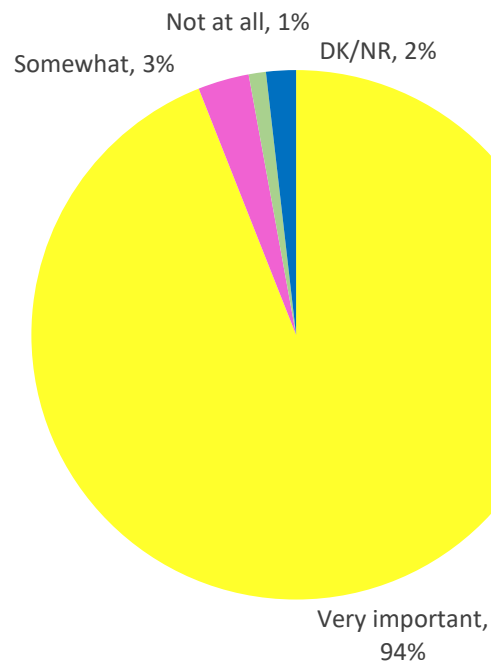
About two third (69%) Pakistanis think that there should be more than two children in an ideal family and 24% think one or two children to be enough for an ideal family. When we asked people of their opinion about the statements ‘there should be less number of children so that they can have good training’ or ‘the more the children the better it is’, 64% support less children whereas 27% of the people are in favor of more children. A large number (76%) favor that gap between children by family planning is good for the health of mother and child but 16% oppose this idea.

More than half (61%) of Pakistanis claim that they have not seen, heard or read any advertisement about family planning in the last month.

## Preventive Medicine

### **IMMUNIZATION: IS IT IMPORTANT?**

**Question:** How important do you think it for the parents to get their children immunized?



Source: Gallup Survey, 2022

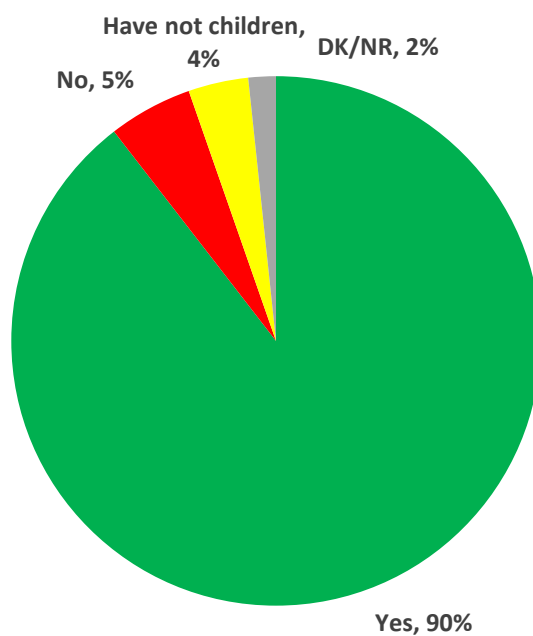
#### Trend Data

|                          | 2001 | 2022 |
|--------------------------|------|------|
| Very important           | 82%  | 94%  |
| Somewhat                 | 16%  | 3%   |
| Not at all               | 2%   | 1%   |
| Don't Know / No Response | -    | 2%   |

## Preventive Medicine

### **IMMUNIZATION:** IS YOUR CHILD PROTECTED?

**Question:** Did you get your child immunized?



Source: Gallup Survey, 2022

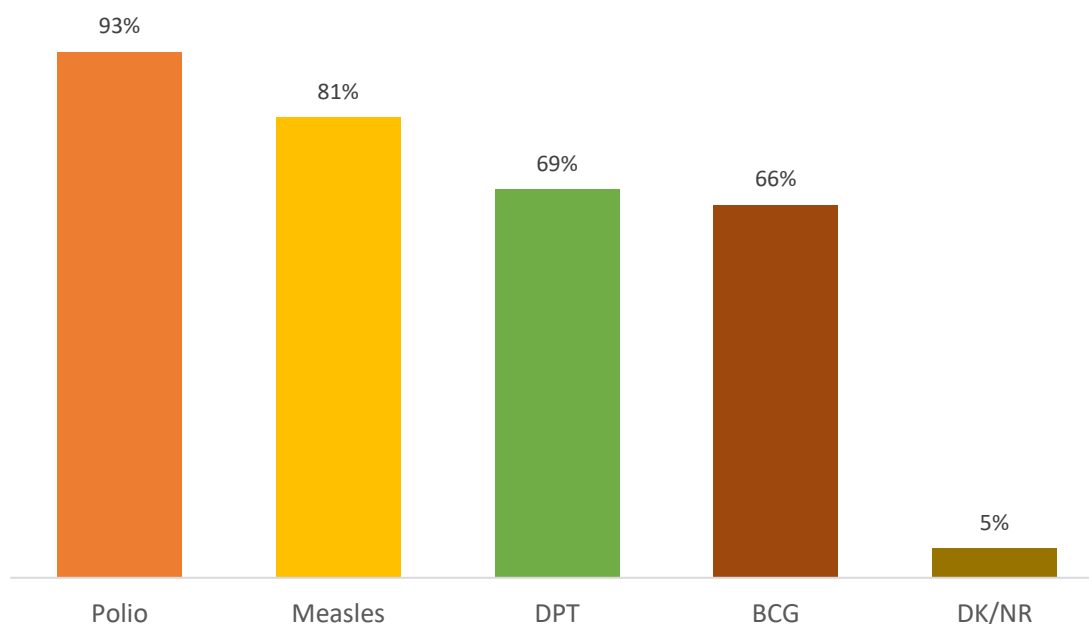
### Trend Data

|                          | 2001 | 2022 |
|--------------------------|------|------|
| Yes                      | 88%  | 90%  |
| No                       | 7%   | 5%   |
| Have not children        | -    | 4%   |
| Don't Know / No Response | 5%   | 2%   |

## Preventive Medicine

### **IMMUNIZATION:** IS YOUR CHILD PROTECTED?

**Question:** Which Vaccinations were given to your child?



Source: Gallup Survey, 2022

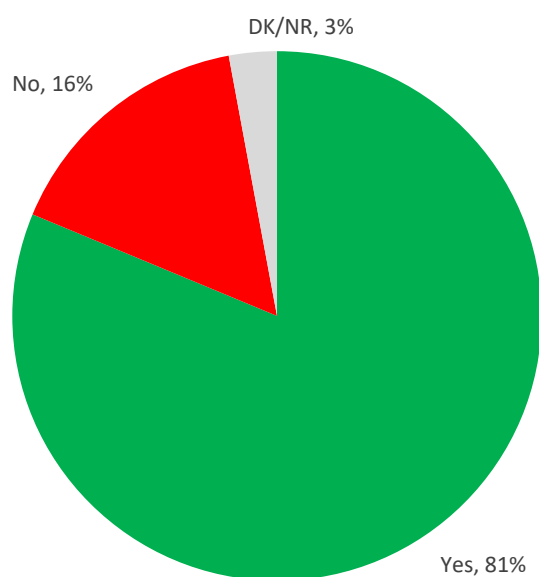
### Trend Data

|                          | 2001 | 2022 |
|--------------------------|------|------|
| BCG                      | 71%  | 66%  |
| Polio                    | 91%  | 93%  |
| DPT                      | 74%  | 69%  |
| Measles                  | 77%  | 81%  |
| Don't Know / No Response | -    | 5%   |

## Preventive Medicine

### **IMMUNIZATION: AWARE OF POLIO CAMPAIGN?**

**Question:** Have you heard or read of Polio campaign?



Source: Gallup Survey, 2022

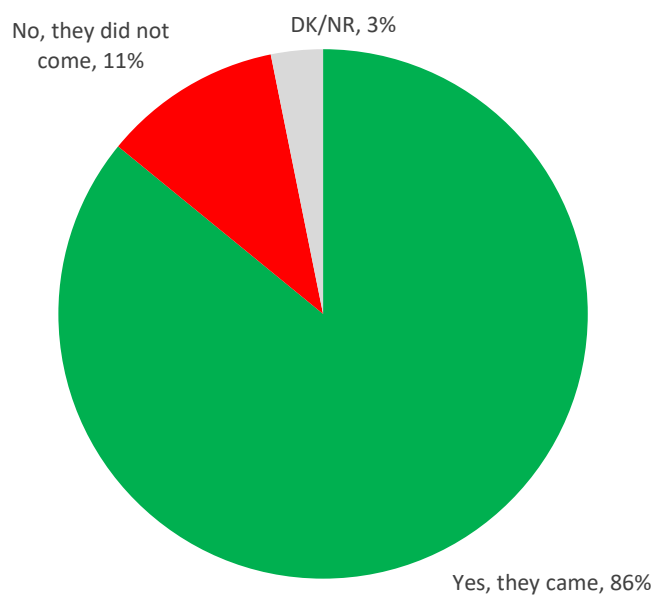
### Trend Data

|                          | 1999 | 2000 | 2007 | 2014 | 2015 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Yes                      | 87%  | 82%  | 91%  | 78%  | 72%  | 78%  | 81%  |
| No                       | 13%  | 17%  | 8%   | 22%  | 27%  | 22%  | 16%  |
| Don't Know / No Response | -    | 1%   | 1%   | -    | 1%   | -    | 3%   |

## Preventive Medicine

### **IMMUNIZATION:** DID THE POLIO TEAM VISIT?

**Question:** Did the Polio Team come to your home during the last Polio Campaign?



Source: Gallup Survey, 2022

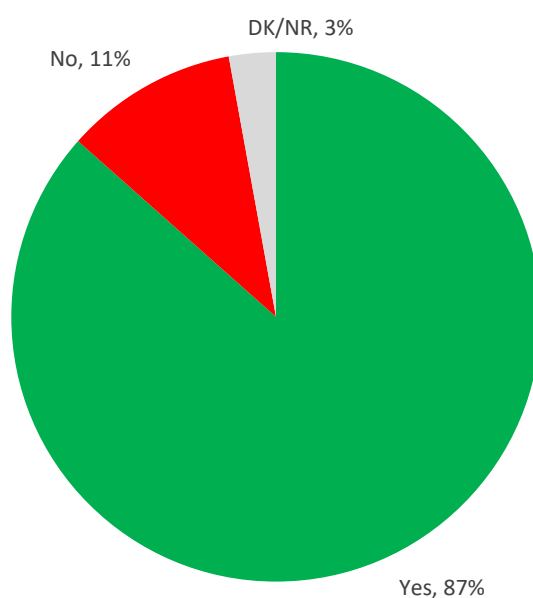
### Trend Data

|                          | 2002 | 2007 | 2014 | 2015 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Yes, they came           | 88%  | 79%  | 86%  | 81%  | 82%  | 86%  |
| No, they did not come    | 12%  | 21%  | 12%  | 17%  | 16%  | 11%  |
| Don't Know / No Response | -    | -    | 2%   | 2%   | 2%   | 3%   |

## Preventive Medicine

### **IMMUNIZATION:** DID YOU GET YOUR CHILD POLIO DROPS?

**Question:** If the Polio Team visited your house during the last campaign, did you get your child immunized?



Source: Gallup Survey, 2022

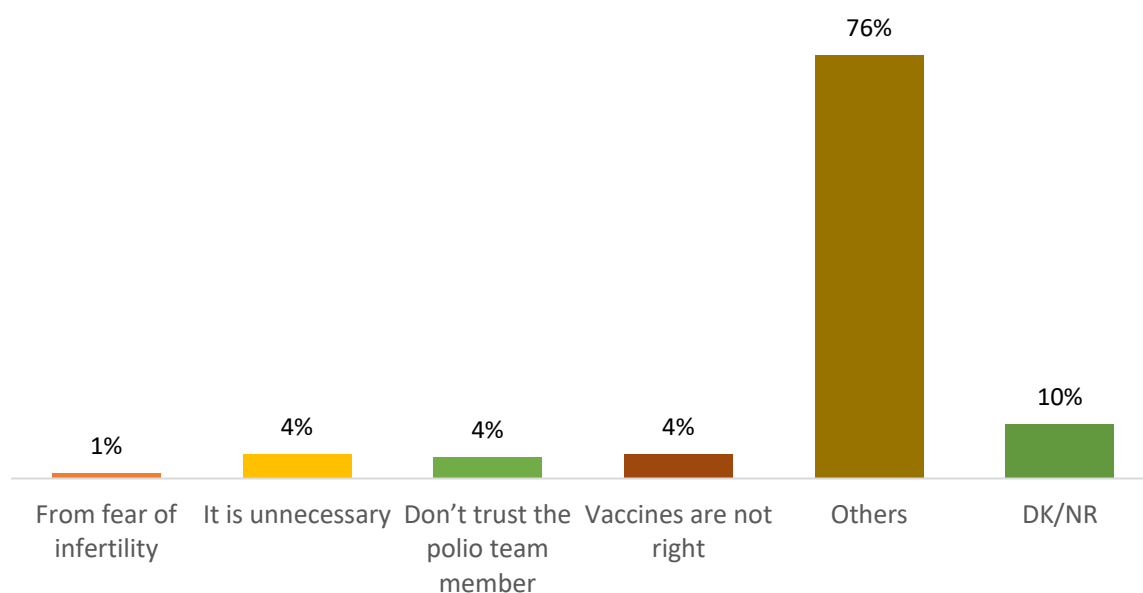
### Trend Data

|       | 2002 | 2007 | 2008 | 2009 | 2012 | 2014 | 2015 | 2016 | 2022 |
|-------|------|------|------|------|------|------|------|------|------|
| Yes   | 99%  | 76%  | 80%  | 75%  | 98%  | 61%  | 65%  | 65%  | 87%  |
| No    | 1%   | 24%  | 20%  | 23%  | 3%   | 38%  | 35%  | 35%  | 11%  |
| DK/NR | -    | -    | -    | 2%   | -    | -    | -    | -    | 3%   |

## Preventive Medicine

### **IMMUNIZATION:** WHY DID YOU REFUSE POLIO TEAM?

**Question:** If the Polio team visited your house but you did not get Polio drops administered, what was the Reason?



Source: Gallup Survey, 2022

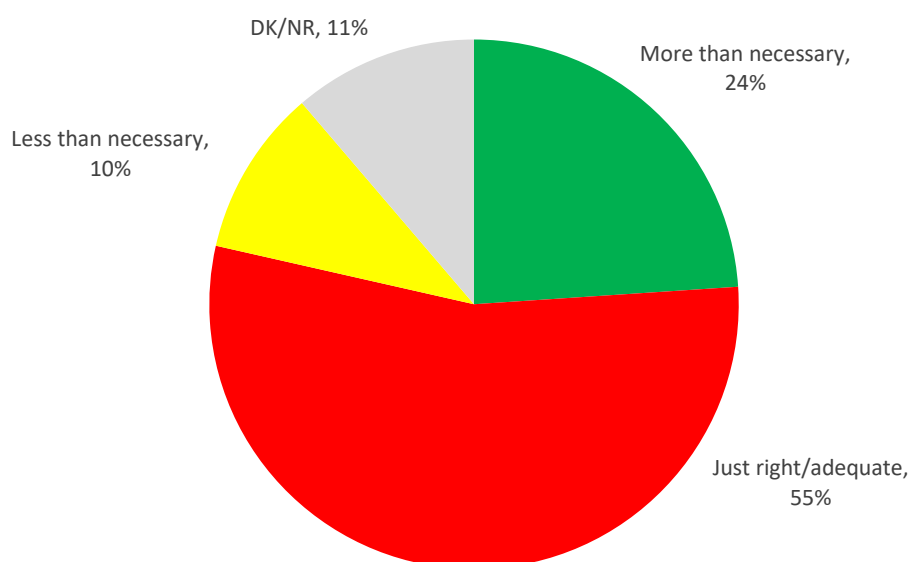
### Trend Data

|                                         | 2002 | 2008 | 2009 | 2012 | 2014 | 2015 | 2016 | 2022 |
|-----------------------------------------|------|------|------|------|------|------|------|------|
| Child was unavailable                   | 43%  | 40%  | 42%  | 65%  | 60%  | 58%  | 58%  | -    |
| Child was unwell                        | 25%  | 6%   | 4%   | 7%   | 1%   | 7%   | 8%   | -    |
| From fear of infertility                | -    | -    | -    | -    | -    | -    | -    | 1%   |
| It is unnecessary                       | -    | -    | -    | -    | -    | -    | -    | 4%   |
| Don't trust the polio team member       | -    | 1%   | 1%   | 3%   | 1%   | 6%   | 2%   | 4%   |
| Vaccines are not right                  | 2%   | 3%   | 4%   | 2%   | 3%   | 10%  | 6%   | 4%   |
| Fed up from giving children polio drops | -    | 3%   | 1%   | 2%   | 3%   | -    | -    | -    |
| No Child                                | -    | -    | -    | -    | 15%  | 14%  | 19%  | -    |
| Others                                  | 15%  | -    | -    | -    | 3%   | -    | -    | 76%  |
| Don't Know / No Response                | -    | -    | -    | -    | -    | -    | -    | 10%  |

## Preventive Medicine

### **IMMUNIZATION:** PERCEPTIONS ABOUT GOVERNMENT'S EFFORTS?

**Question:** Do you think that the efforts of the Government to eradicate Polio are according to the required need?



Source: Gallup Survey, 2022

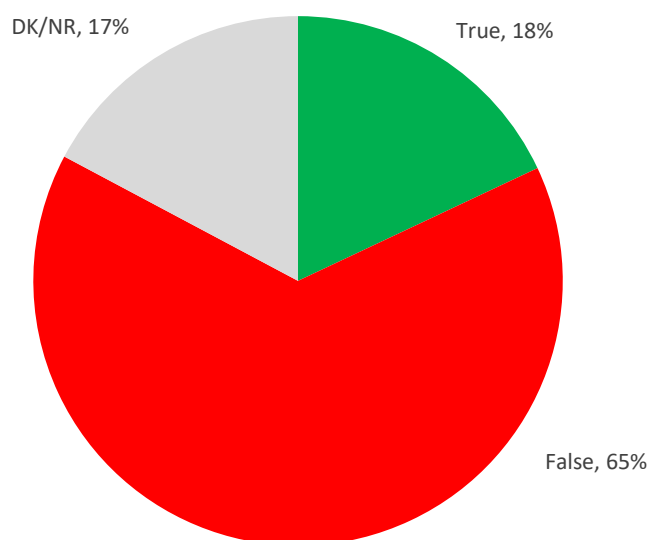
#### Trend Data

|                          | 2003 | 2022 |
|--------------------------|------|------|
| More than necessary      | 3%   | 24%  |
| Just right/adequate      | 77%  | 55%  |
| Less than necessary      | 20%  | 10%  |
| Don't Know / No Response | -    | 11%  |

## Preventive Medicine

### **IMMUNIZATION: MYTHS AND MISCONCEPTIONS**

**Question:** Do you think that Polio vaccine has some drug that can cause infertility?



Source: Gallup Survey, 2022

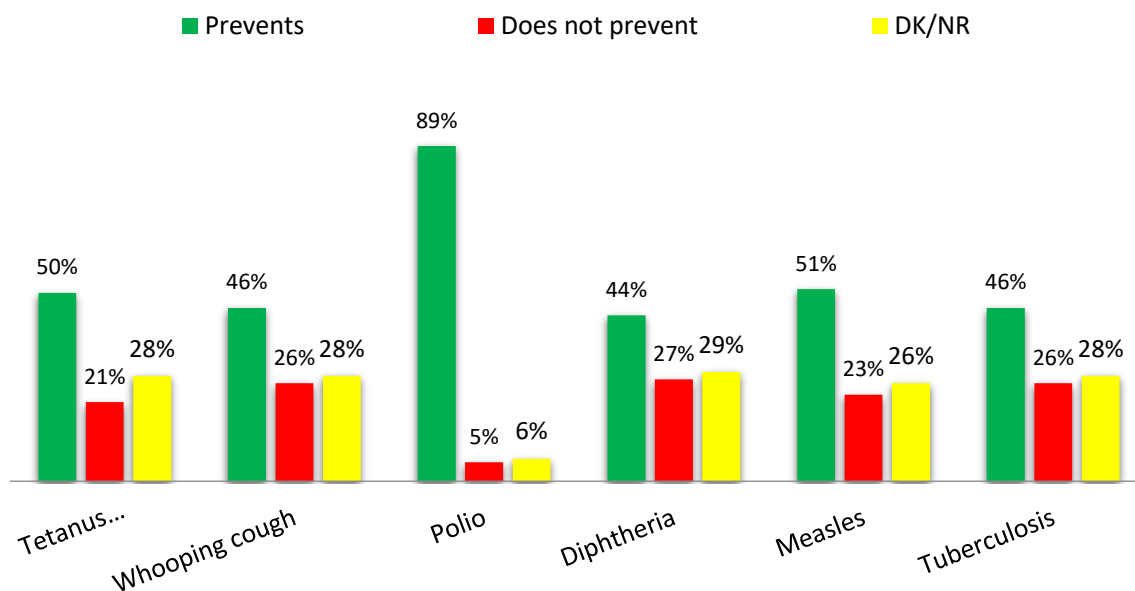
#### Trend Data

|                          | 2007 | 2022 |
|--------------------------|------|------|
| True                     | 14%  | 18%  |
| False                    | 58%  | 65%  |
| Don't Know / No Response | 28%  | 17%  |

## Preventive Medicine

### IMMUNIZATION: MYTHS AND MISCONCEPTIONS

**Question:** In your opinion Polio vaccine can protect your child against which of the following diseases?



Source: Gallup Survey, 2022

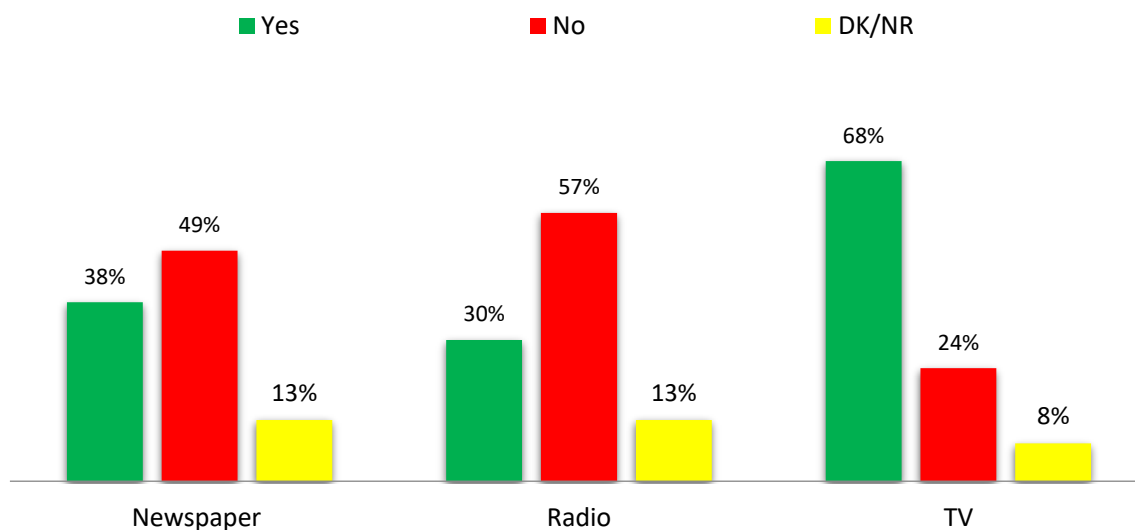
### Trend Data

|                      | 2008     |                  |       | 2009     |                  |       | 2012     |                  |       | 2022     |                  |       |
|----------------------|----------|------------------|-------|----------|------------------|-------|----------|------------------|-------|----------|------------------|-------|
|                      | Prevents | Does not prevent | DK/NR | Prevents | Does not prevent | DK/NR | Prevents | Does not prevent | DK/NR | Prevents | Does not prevent | DK/NR |
| Tetanus (meningitis) | 38%      | 58%              | 4%    | 56%      | 41%              | 3%    | 55%      | 39%              | 6%    | 50%      | 21%              | 28%   |
| Whooping cough       | 40%      | 55%              | 5%    | 48%      | 47%              | 5%    | 52%      | 37%              | 11%   | 46%      | 26%              | 28%   |
| Polio                | 97%      | 2%               | 1%    | 89%      | 8%               | 3%    | 93%      | 4%               | 4%    | 89%      | 5%               | 6%    |
| Diphtheria           | 44%      | 51%              | 5%    | 48%      | 47%              | 5%    | 50%      | 38%              | 12%   | 44%      | 27%              | 29%   |
| Measles              | 38%      | 58%              | 4%    | 48%      | 48%              | 4%    | 53%      | 35%              | 12%   | 51%      | 23%              | 26%   |
| Tuberculosis         | 36%      | 60%              | 4%    | 45%      | 51%              | 4%    | 50%      | 38%              | 13%   | 46%      | 26%              | 28%   |

## Preventive Medicine

### IMMUNIZATION: MEDIA COVERAGE?

**Question:** Have you heard /seen / read about “Two Drops of Polio for every child every time”, on radio / TV / Newspaper?



Source: Gallup Survey, 2022

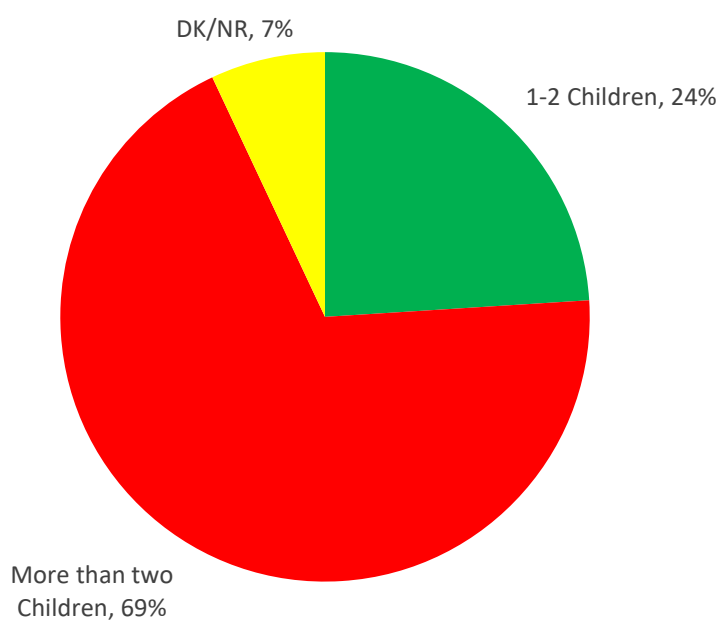
### Trend Data

|           | 2008 |     |       | 2009 |     |       | 2012 |     |       | 2022 |     |       |
|-----------|------|-----|-------|------|-----|-------|------|-----|-------|------|-----|-------|
|           | Yes  | No  | DK/NR | Yes  | No  | DK/NR | Yes  | No  | DK/NR | Yes  | No  | DK/NR |
| Newspaper | 59%  | 39% | 2%    | 55%  | 40% | 5%    | 55%  | 43% | 2%    | 38%  | 49% | 13%   |
| Radio     | 38%  | 59% | 2%    | 35%  | 60% | 5%    | 47%  | 52% | 2%    | 30%  | 57% | 13%   |
| TV        | 80%  | 19% | 1%    | 85%  | 14% | 2%    | 76%  | 23% | 1%    | 68%  | 24% | 8%    |

## Preventive Medicine

### **MOTHER'S HEALTH: IDEAL FAMILY SIZE?**

**Question:** In your opinion, what should be the number of children in an ideal family?



Source: Gallup Survey, 2022

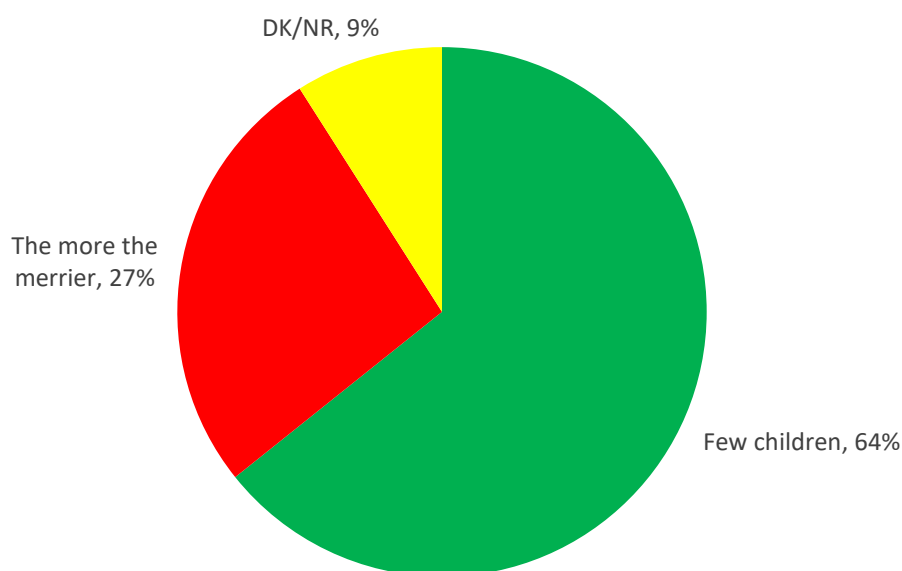
#### Trend Data

|                          | 2001 | 2022 |
|--------------------------|------|------|
| 1-2 Children             | 25%  | 24%  |
| More than two Children   | 66%  | 69%  |
| Don't Know / No Response | 9%   | 7%   |

## Preventive Medicine

### MOTHER'S HEALTH: SMALL FAMILY VS LARGE FAMILY

**Question:** Some people say that “there should be less number of children so that they can have good training”; others say “the more the children the better it is”. What is your opinion?



Source: Gallup Survey, 2022

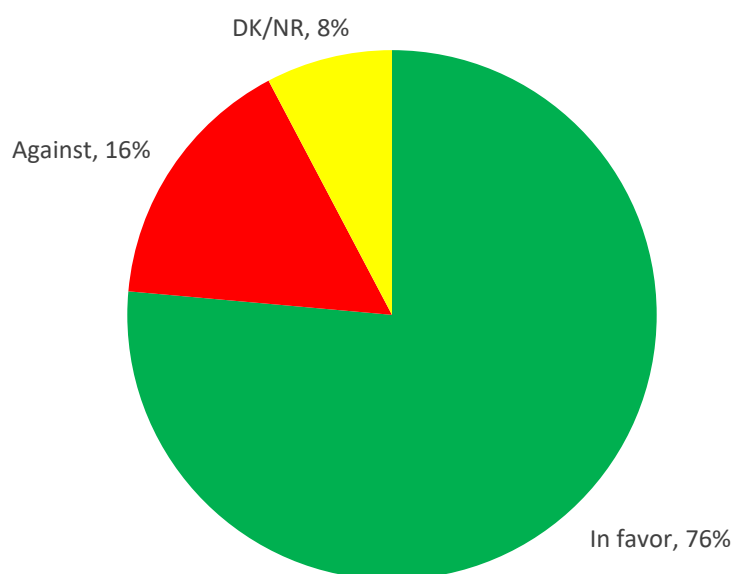
### Trend Data

|                          | 2000 | 2009 | 2012 | 2017 | 2022 |
|--------------------------|------|------|------|------|------|
| Few children             | 72%  | 72%  | 73%  | 69%  | 64%  |
| The more the merrier     | 25%  | 28%  | 24%  | 31%  | 27%  |
| Don't Know / No Response | 3%   | 0%   | 3%   | -    | 9%   |

## Preventive Medicine

### **MOTHER’S HEALTH: IS FAMILY PLANNING BENEFICIAL?**

**Question:** Some people say that “spacing between children by Family planning is good for health of mother and child”, others oppose it. Do you favor or oppose the above statement?



Source: Gallup Survey, 2022

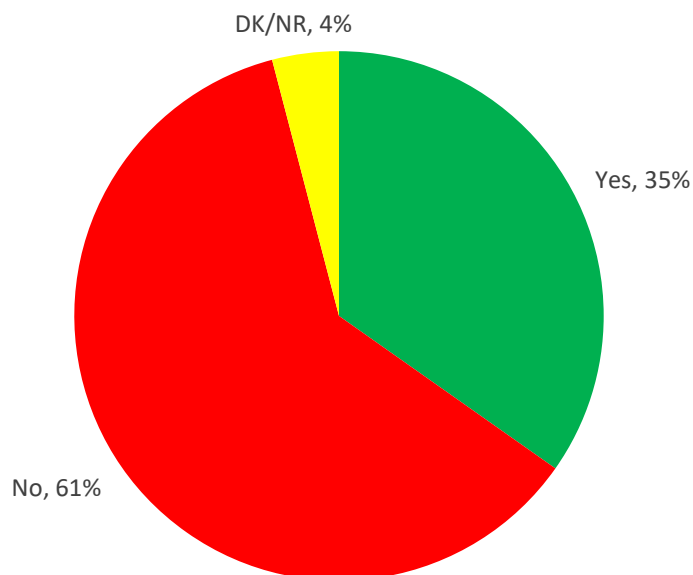
### Trend Data

|                          | 2004 | 2005 | 2022 |
|--------------------------|------|------|------|
| In favor                 | 64%  | 66%  | 76%  |
| Against                  | 35%  | 33%  | 16%  |
| Don't Know / No Response | 1%   | 1%   | 8%   |

## Preventive Medicine

### **FAMILY PLANNING: MEDIA COVERAGE?**

**Question:** Have you read/heard any Ad about family planning in the last month?



Source: Gallup Survey, 2022

### Trend Data

|                          | 2000 | 2005 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 63%  | 67%  | 35%  |
| No                       | 36%  | 33%  | 61%  |
| Don't Know / No Response | 1%   | -    | 4%   |

# PART III: HEALTH AND LIFESTYLE

A: HEALTH AND NUTRITION



## **PART III: HEALTH AND LIFESTYLE**

### **A. HEALTH AND NUTRITION**

#### **1. FOOD PATTERNS:**

Nutrition has an important role in maintaining human health. Our diet on one hand is governed by our social, cultural and financial status and on the other hand it affects our health. This account is meant to give an insight into the eating habits of Pakistani population from health's perspective.

Breakfast is important for a good start of the day. The majority of Pakistanis (50%) eat Paratha in the morning followed by bread (9%), tea (14%). At lunch and dinner, Roti is the staple diet (73%; 70%) followed by rice (14%; 14%). It is interesting to note that majority (47%) of our households claim having light meals at both lunch and dinner times with 16% having a heavy dinner only, 27% have heavy lunch only and 10% have a heavy meal at both times.

Majority (48%) Pakistanis eat meals two times a day. 43% have three meals, 6% have one meal and 3% eat meals more than thrice in a day.

45% of the survey population says that they are away from home at lunchtime. While 36% of them eat after returning home, 34% buy lunch from their workplace whereas 29% take it from home.

#### ***Meat Consumption***

Among meat, the choices are equally divided among mutton (41%), chicken (35%) and beef (23%). Overall the use of white meat (63%) outweighs the use of red meat (37%) in Pakistani households.

#### ***Preference for Food Components:***

Given the option that financial constraints are removed and the price of meat, pulses and vegetables is the same; 53% would prefer vegetables, 34% of the people would prefer meat and 11% would prefer pulses to be the main component of their daily diet.

During our field work, we asked our respondents about the food on that day in their household. 54% had vegetable, 16% had pulses, 12% had meat and 7% had rice in their food on a random day.

#### ***Ideas about Frozen Food:***

People prefer to buy fresh meat from the butcher's shop (69%); only 9% use frozen meat and 21% use fresh or frozen, as available. Majority (59%) of our population considers frozen foods as good and 37% say that frozen foods are as bad as fresh foods.

## ***Tea***

For health experts, tea goes beyond just being a symbol of culture and social gatherings. There is research on its antioxidant properties as well as its addictive component and much more. Among tea and its likes, ordinary tea is used in 91% of our households followed by green tea (45%) and coffee in 24% of households. Among the panel of our respondents, 92% personally take tea whereas 8% never have tea.

The majority of tea drinkers (41%) take 3 or more cups daily. 35% take tea two times a day whereas 25% have only one cup daily.

## ***Salt Consumption***

What is a talk about food without salt! 40% consider iodized salt to be beneficial for health, 17% consider it to be harmful. 17% think that it is neither beneficial nor harmful and 25% said they were not aware about it. So, a third of the population is aware about the benefits of iodized salt. This is further reflected in the trends of its usage, only 34% claim using iodized salt daily in their diet, 22% sometimes use it and 35% never use it.

Despite the continuous media campaign for promoting use of iodized salt, only 32% say that they have seen the ‘hand on a handi’ sign in any ad on TV/Newspaper.

## ***Oily Food***

Majority (76%) of our population considers oil to be better for health as compared to ghee. But still a fairly large number (23%) of households report using oil and ghee for cooking, 35% use oil only and exclusive ghee users are 42%.

## ***Spicy Food:***

Excessive use of hot and spicy food can cause peptic ulcers and other related problems. 52% of Pakistanis say that they like normal amount of spices in their food, 11% prefer hot and spicy food and 37% like fewer spices.

## ***Attitudes towards Diet:***

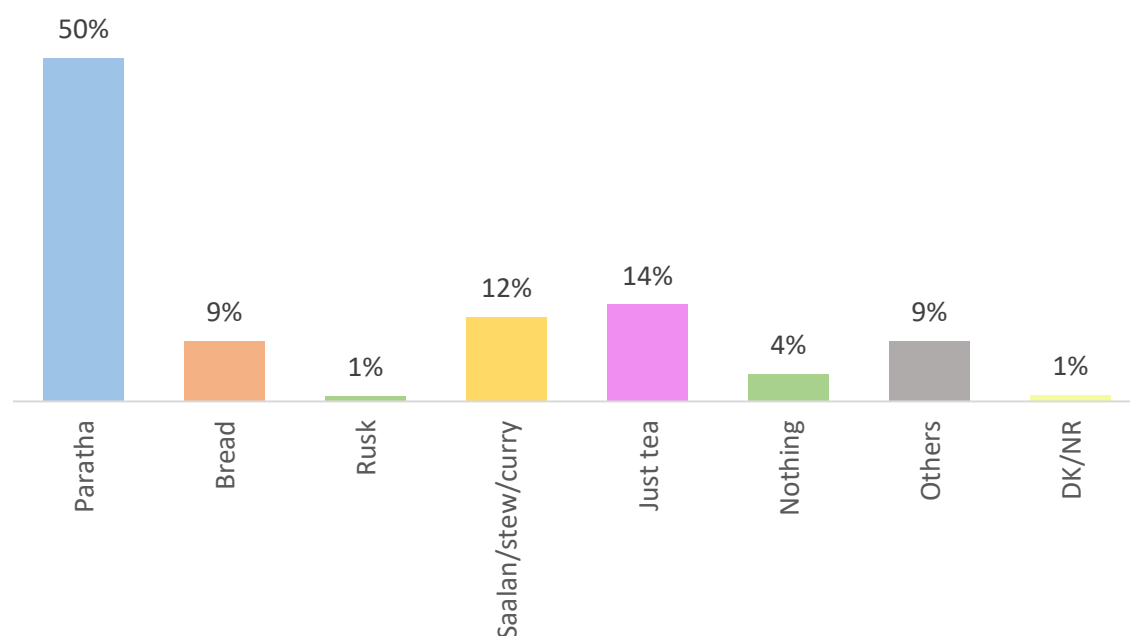
Regarding the attitudes of people about their diet, 63% of our respondents reported they read the ingredients of the pack before buying a packaged food item to know about healthy foods but 36% did not bother to add healthy food to their diet.

There appear to be some interesting change in food preferences over time which can be attributed to change in food prices and/or awareness about health aspects of diet. Please see the following pages for details.

## Health and Nutrition

### **BREAKFAST:** WHAT DOES A PAKISTANI EAT?

**Question:** Mostly, what do you like to take in your breakfast?



Source: Gallup Survey, 2022

### Trend Data

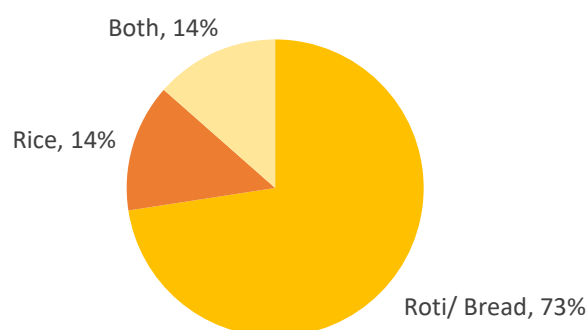
|                          | 2006 | 2008 | 2012 | 2013 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Paratha                  | 45%  | 41%  | 46%  | 53%  | 41%  | 50%  |
| Bread                    | 10%  | 11%  | 15%  | 12%  | 23%  | 9%   |
| Rusk                     | -    | -    | -    | -    | -    | 1%   |
| Saalan /Stew/Curry       | 34%  | 33%  | 25%  | 31%  | 16%  | 12%  |
| Just tea                 | 11%  | 13%  | 13%  | 19%  | 10%  | 14%  |
| Nothing                  | -    | -    | -    | -    | -    | 4%   |
| Others                   | -    | -    | -    | 1%   | 9%   | 9%   |
| Don't know / No response | -    | 2%   | 1%   | 0%   | 1%   | 1%   |

## Health and Nutrition

### LUNCH AND DINNER: WHAT DOES A PAKISTANI EAT?

**Question:** Mostly, what do you eat at lunch and dinner?

#### LUNCH

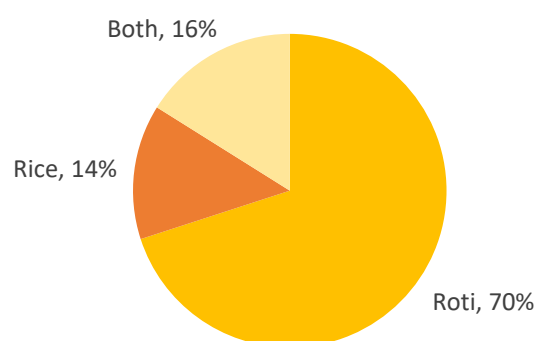


Source: Gallup Survey, 2022

#### Trend Data

|             | 1999 | 2000 | 2006 | 2008 | 2009 | 2010 | 2012 | 2013 | 2015 | 2016 | 2022 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|
| Roti/ Bread | 70%  | 90%  | 85%  | 77%  | 65%  | 66%  | 70%  | 69%  | 62%  | 57%  | 73%  |
| Rice        | 28%  | 10%  | 14%  | 21%  | 15%  | 31%  | 14%  | 30%  | 15%  | 18%  | 14%  |
| Both        | 2%   | -    | -    | -    | 20%  | -    | 15%  | 0%   | 23%  | 25%  | 14%  |
| DK/NR       | 0%   | -    | 1%   | 2%   | -    | 3%   | 1%   | 1%   | 0%   | -    | -    |

#### DINNER



Source: Gallup Survey, 2022

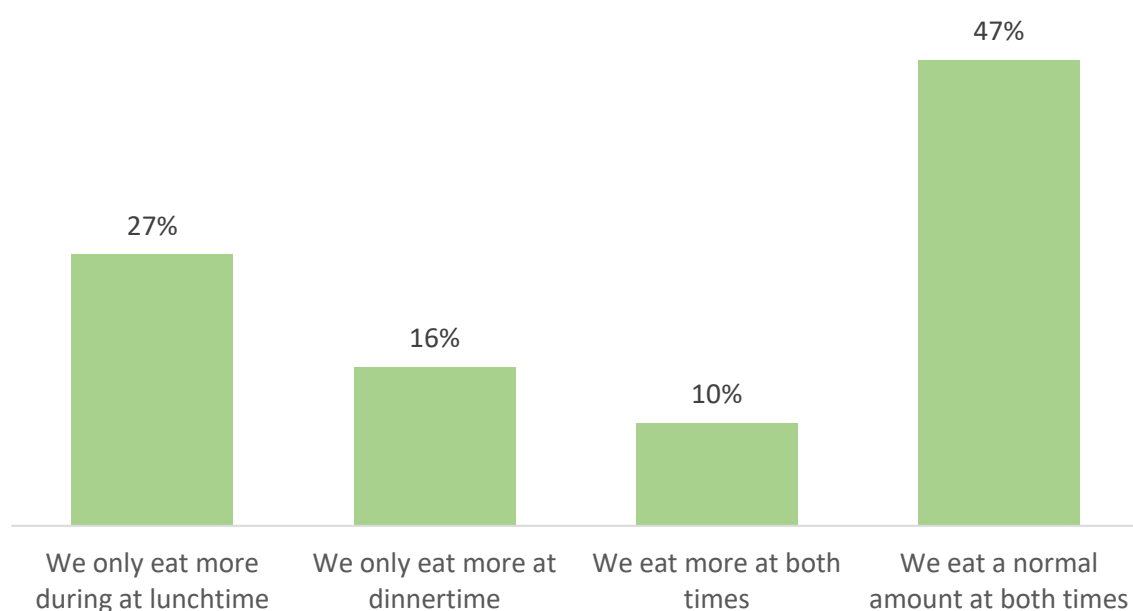
#### Trend Data

|             | 1999 | 2000 | 2006 | 2008 | 2009 | 2010 | 2012 | 2013 | 2015 | 2016 | 2022 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|
| Roti/ Bread | 79%  | 81%  | 67%  | 74%  | 65%  | 75%  | 69%  | 73%  | 48%  | 52%  | 70%  |
| Rice        | 20%  | 18%  | 30%  | 24%  | 18%  | 25%  | 13%  | 27%  | 20%  | 18%  | 14%  |
| Both        | 1%   | -    | -    | -    | 17%  | -    | 18%  | 0%   | 31%  | 30%  | 16%  |
| DK/NR       | -    | 1%   | 3%   | 2%   | -    | 0%   | 0%   | 0%   | 1%   | -    | -    |

## Health and Nutrition

### PREFERENCE FOR HEAVY AND LIGHT DIET

**Question:** Some people have heavy lunch or dinner or both. What do you have mostly?



Source: Gallup Survey, 2022

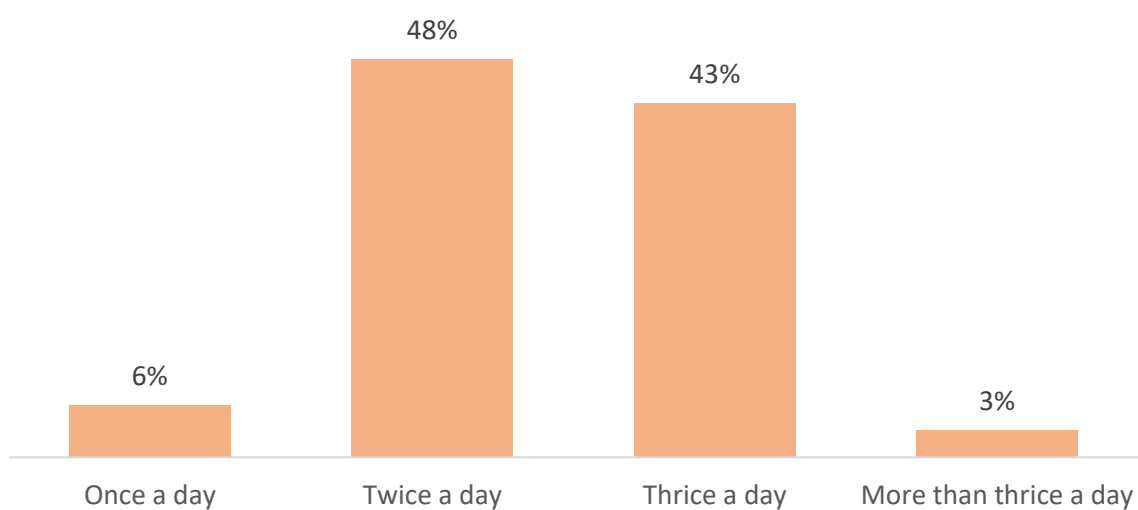
### Trend Data

|                                      | 2008 | 2013 | 2016 | 2022 |
|--------------------------------------|------|------|------|------|
| We only eat more during at lunchtime | 18%  | 21%  | 34%  | 27%  |
| We only eat more at dinnertime       | 19%  | 15%  | 19%  | 16%  |
| We eat more at both times            | 18%  | 40%  | 29%  | 10%  |
| We eat a normal amount at both times | 44%  | 24%  | 18%  | 47%  |
| Don't Know / No Response             | 1%   | 0%   | -    | -    |

## Health and Nutrition

### HOW MANY MEALS IN A DAY?

**Question:** How many meals **do you have** in a day?



Source: Gallup Survey, 2022

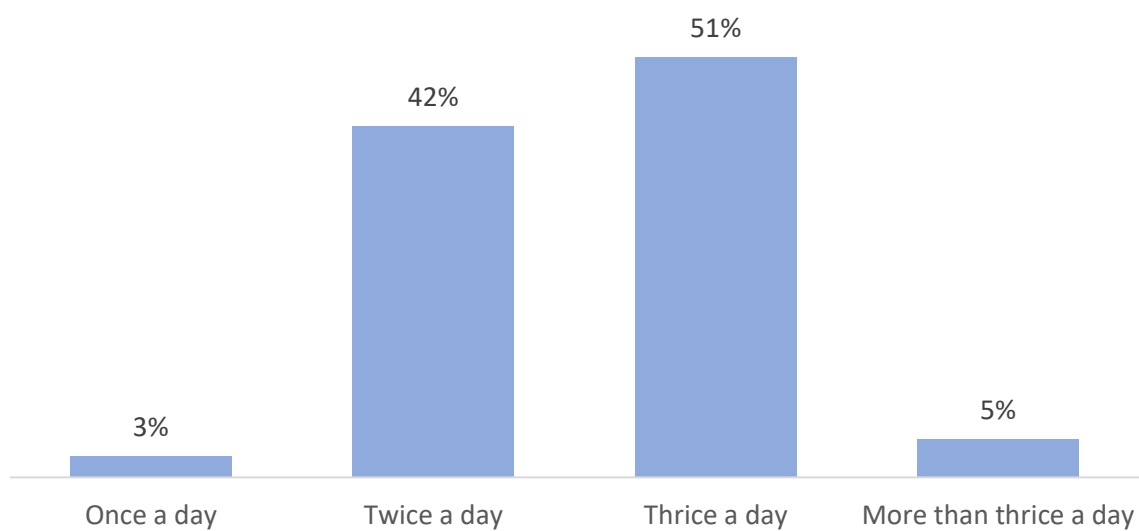
### Trend Data

|                          | 2009 | 2013 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Once a day               | 5%   | 8%   | 10%  | 6%   |
| Twice a day              | 37%  | 43%  | 41%  | 48%  |
| Thrice a day             | 52%  | 48%  | 43%  | 43%  |
| More than thrice a day   | 5%   | 1%   | 6%   | 3%   |
| Don't Know / No Response | 1%   | 0%   | -    | -    |

## Health and Nutrition

### HOW MANY MEALS IN A DAY?

**Question:** How many meals **should be taken** in your opinion, in a day?



Source: Gallup Survey, 2022

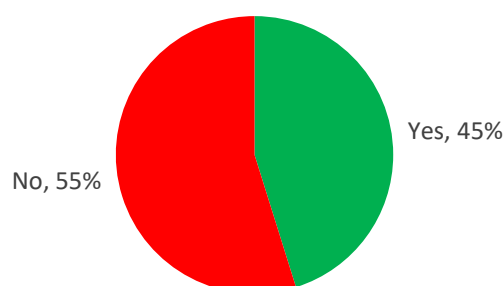
### Trend Data

|                          | 2009 | 2013 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Once a day               | 7%   | 7%   | 14%  | 3%   |
| Twice a day              | 33%  | 38%  | 39%  | 42%  |
| Thrice a day             | 55%  | 52%  | 43%  | 51%  |
| More than thrice a day   | 4%   | 3%   | 4%   | 5%   |
| Don't Know / No Response | 1%   | 0%   | -    | -    |

## Health and Nutrition

### PLACE OF LUNCH?

**Question:** Do you go away for work/employment? If yes, then what do you do for your lunch?

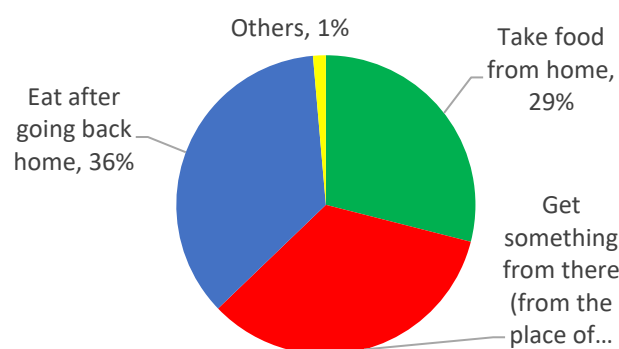


Source: Gallup Survey, 2022

#### Trend Data

|                          | 2003 | 2005 | 2012 | 2013 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Yes                      | 52%  | 32%  | 45%  | 40%  | 48%  | 45%  |
| No                       | 48%  | 68%  | 55%  | 59%  | 52%  | 55%  |
| Don't Know / No Response | -    | -    | -    | 1%   | -    | -    |

**Question:** If yes, then what do you do for your lunch?



Source: Gallup Survey, 2022

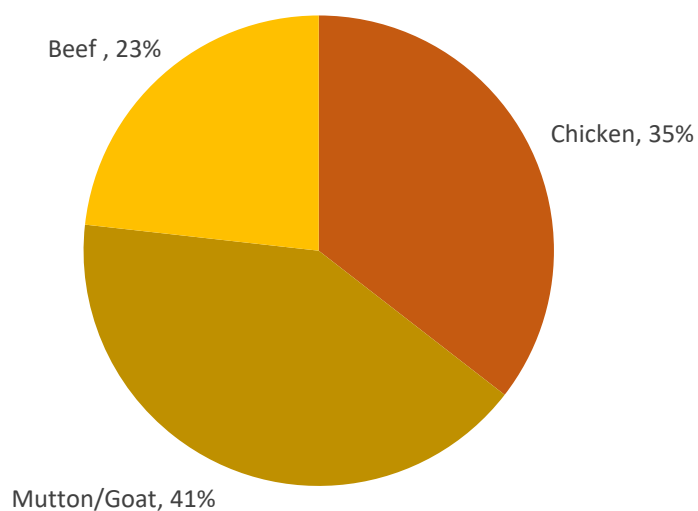
#### Trend Data

|                                                   | 2003 | 2005 | 2012 | 2013 | 2016 | 2022 |
|---------------------------------------------------|------|------|------|------|------|------|
| Take food from home                               | 16%  | 13%  | 22%  | 29%  | 25%  | 29%  |
| Get something from there (from the place of work) | 28%  | 34%  | 36%  | 36%  | 39%  | 34%  |
| Eat after going back home                         | 55%  | 53%  | 40%  | 34%  | 36%  | 36%  |
| Others                                            | 1%   | -    | 2%   | -    | -    | 1%   |

## Health and Nutrition

### CHOICE OF MEAT

**Question:** What type of meat do you **personally like** the most?



Source: Gallup Survey, 2022

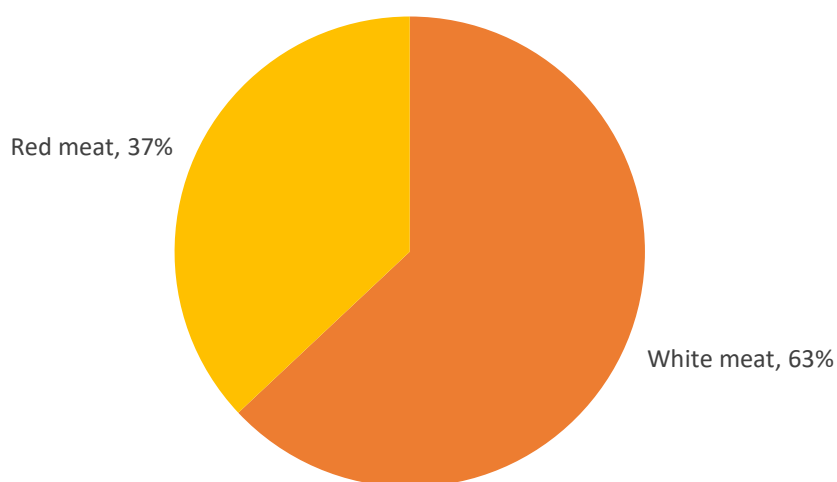
### Trend Data

|                          | 1999 | 2003 | 2005 | 2006 | 2007 | 2008 | 2010 | 2012 | 2015 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Chicken                  | 29%  | 18%  | 25%  | 32%  | 36%  | 27%  | 33%  | 20%  | 48%  | 44%  | 35%  |
| Mutton                   | 20%  | 39%  | 30%  | 41%  | 25%  | 36%  | 31%  | 38%  | 20%  | 25%  | 41%  |
| Beef                     | 49%  | 43%  | 45%  | 27%  | 39%  | 36%  | 34%  | 34%  | 31%  | 30%  | 23%  |
| Don't Know / No Response | 2%   | -    | -    | -    | 0%   | 1%   | 2%   | 8%   | 1%   | 1%   | -    |

## Health and Nutrition

### CHOICE OF MEAT

**Question:** What type of meat is **mostly used** in your household?



Source: Gallup Survey, 2022

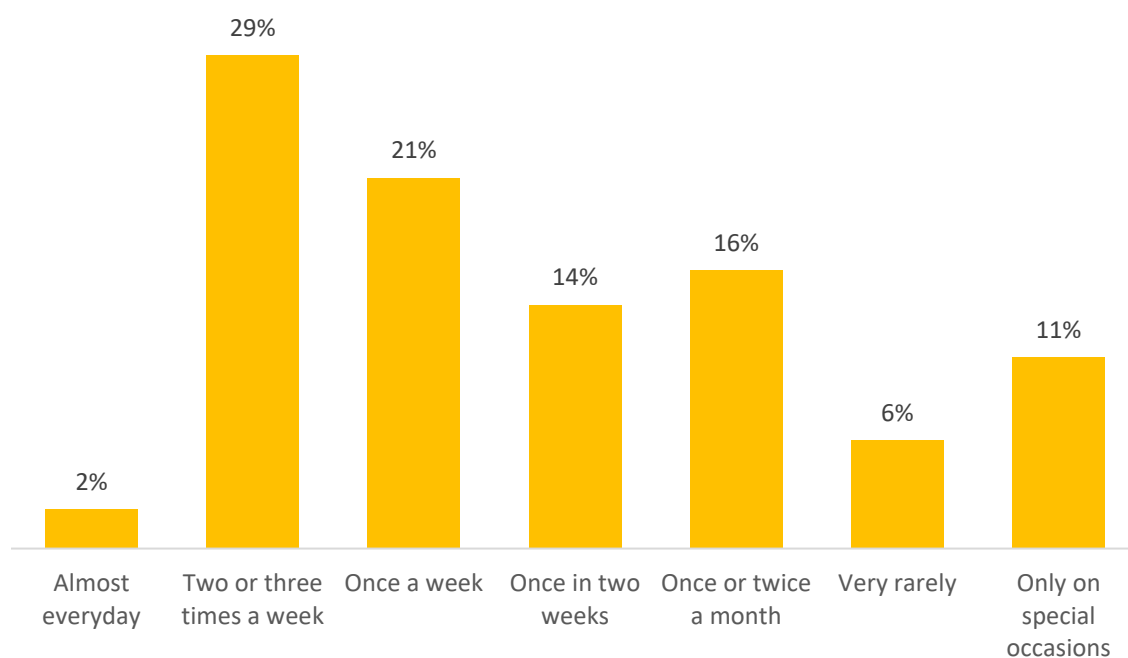
### Trend Data

|                          | 2005 | 2007 | 2008 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|
| White meat               | 41%  | 47%  | 39%  | 61%  | 63%  |
| Red meat                 | 59%  | 53%  | 60%  | 38%  | 37%  |
| Don't Know / No Response | -    | -    | 1%   | 1%   | -    |

## Health and Nutrition

### PREFERENCE FOR FOOD

**Question:** How often is meat eaten in your household?



Source: Gallup Survey, 2022

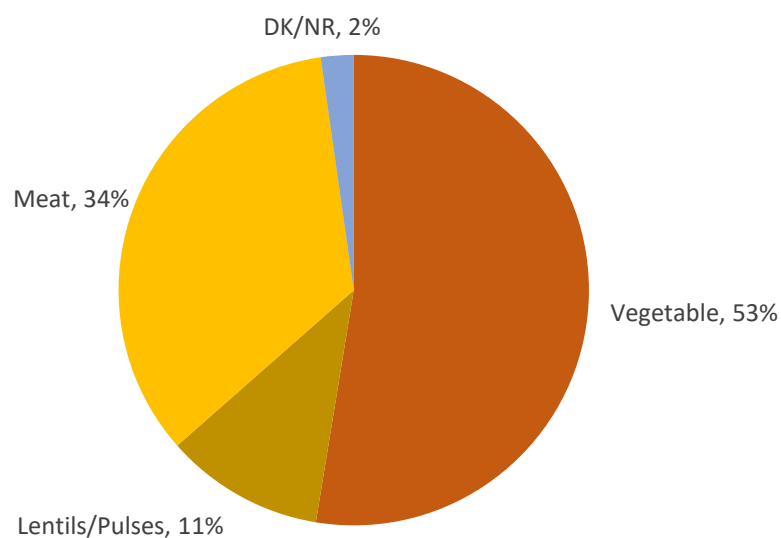
### Trend Data

|                           | 2008 | 2009 | 2012 | 2013 | 2016 | 2022 |
|---------------------------|------|------|------|------|------|------|
| Almost everyday           | 9%   | 9%   | 6%   | 8%   | 6%   | 2%   |
| Two or three times a week | 31%  | 41%  | 33%  | 34%  | 41%  | 29%  |
| Once a week               | 24%  | 24%  | 43%  | 28%  | 26%  | 21%  |
| Once in two weeks         | 14%  | 14%  | 11%  | 15%  | 12%  | 14%  |
| Once or twice a month     | 12%  | 7%   | 4%   | 6%   | 9%   | 16%  |
| Very rarely               | 5%   | 3%   | 3%   | 4%   | 2%   | 6%   |
| Only on special occasions | 3%   | 3%   | -    | 5%   | 3%   | 11%  |
| Don't Know / No Response  | 2%   | -    | 0%   | 0%   | 1%   | -    |

## Health and Nutrition

### PREFERENCE FOR FOOD

**Question:** If the price of all the three food items is equal, what would you prefer in your diet?



Source: Gallup Survey, 2022

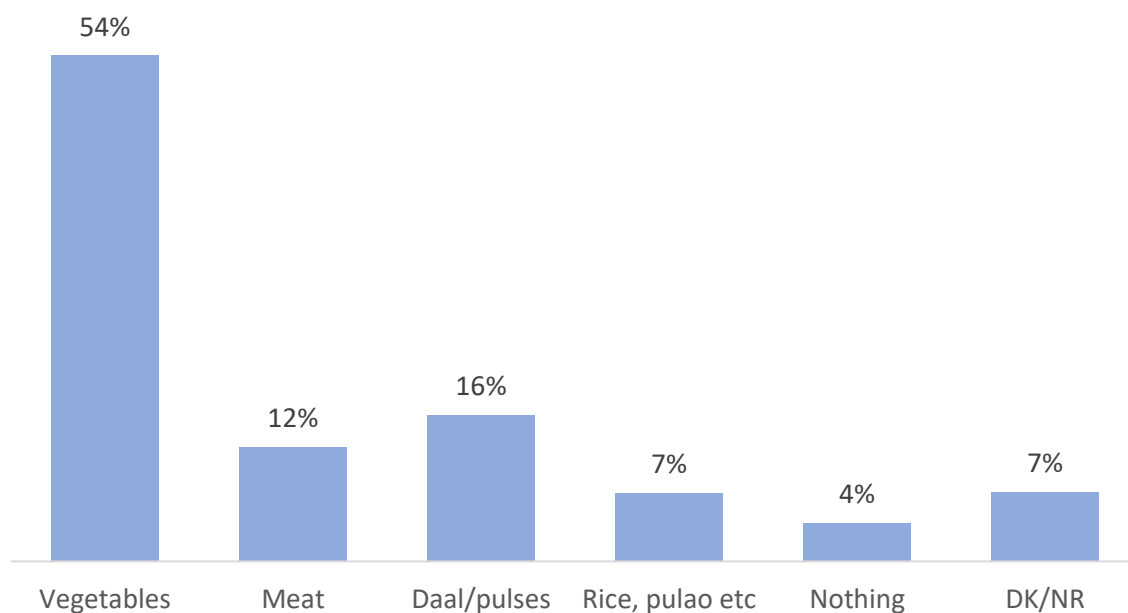
### Trend Data

|                          | 2005 | 2009 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Vegetable                | 44%  | 32%  | 47%  | 53%  |
| Lentils/Pulses           | 12%  | 15%  | 14%  | 11%  |
| Meat                     | 44%  | 51%  | 38%  | 34%  |
| Don't Know / No Response | -    | 2%   | 1%   | 2%   |

## Health and Nutrition

### **PREFERENCE FOR FOOD: FOOD ON A RANDOM DAY?**

**Question:** What is the menu of your meal today in the household?



Source: Gallup Survey, 2022

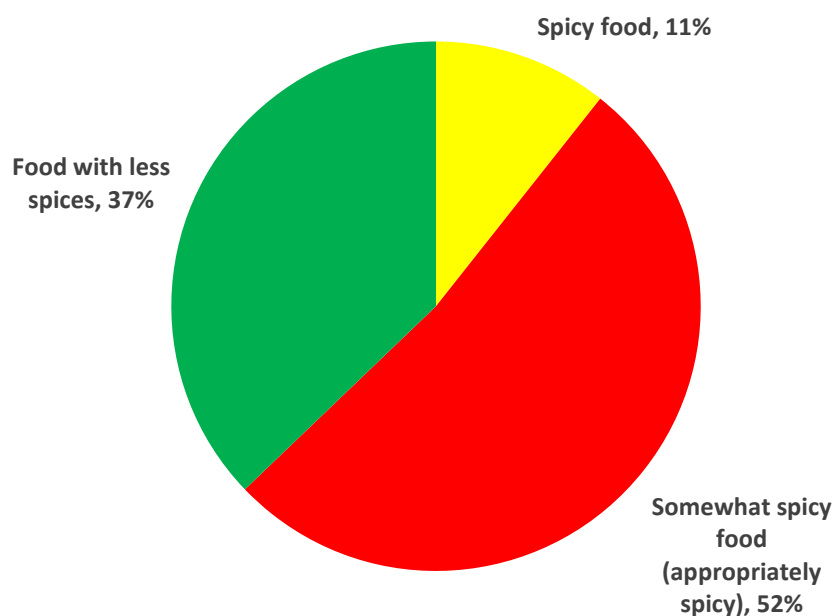
### Trend Data

|                          | 2009 | 2016 | 2022 |
|--------------------------|------|------|------|
| Vegetables               | 42%  | 35%  | 54%  |
| Meat                     | 27%  | 35%  | 12%  |
| Daal/pulses              | 17%  | 17%  | 16%  |
| Rice, pulao etc.         | 11%  | 9%   | 7%   |
| Nothing                  | -    | 1%   | 4%   |
| Don't Know / No Response | 3%   | 3%   | 7%   |

## Health and Nutrition

### PREFERENCE FOR SPICES

**Question:** Some people like hot and spicy food, others like fewer spices. What kind of food do you like?



Source: Gallup Survey, 2022

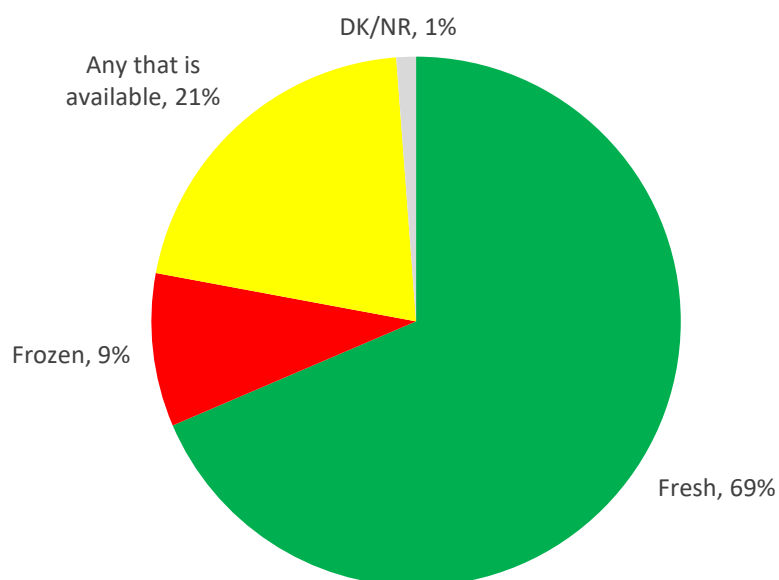
### Trend Data

|                                           | 2009 | 2013 | 2016 | 2022 |
|-------------------------------------------|------|------|------|------|
| Spicy food                                | 23%  | 14%  | 22%  | 11%  |
| Somewhat spicy food (appropriately spicy) | 50%  | 56%  | 52%  | 52%  |
| Food with less spices                     | 26%  | 29%  | 26%  | 37%  |
| Don't Know / No Response                  | 1%   | -    | -    | -    |

## Health and Nutrition

### PREFERENCE FOR FRESH AND FROZEN FOOD

**Question:** Do you buy **fresh meat** from butcher's shop or do you buy **frozen meat**?



Source: Gallup Survey, 2022

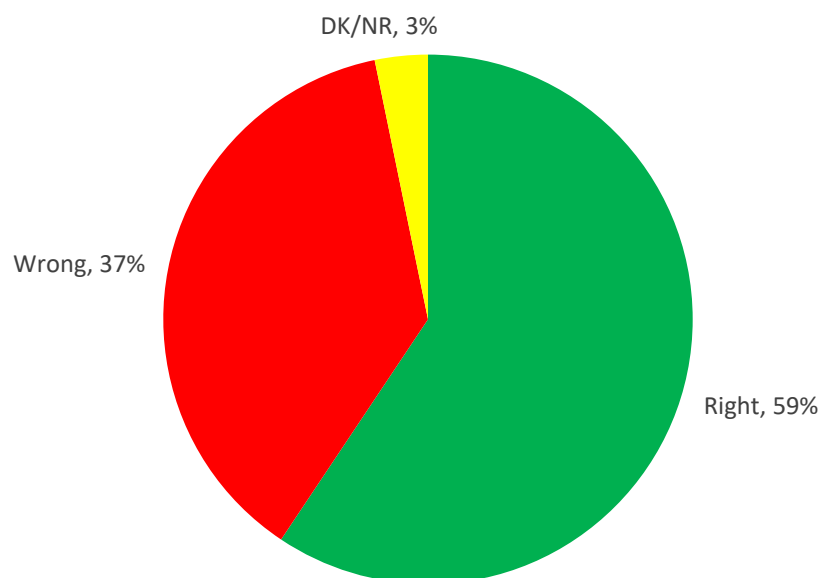
### Trend Data

|                          | 2006 | 2007 | 2011 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|
| Fresh                    | 81%  | 81%  | 68%  | 59%  | 69%  |
| Frozen                   | 11%  | 7%   | 8%   | 19%  | 9%   |
| Any that is available    | 8%   | 12%  | 24%  | 21%  | 21%  |
| Don't Know / No Response | -    | -    | -    | 1%   | 1%   |

## Health and Nutrition

### PREFERENCE FOR FRESH AND FROZEN FOOD

**Question:** Some people believe it is not good to use frozen food and others consider it good. What is your view regarding frozen food?



Source: Gallup Survey, 2022

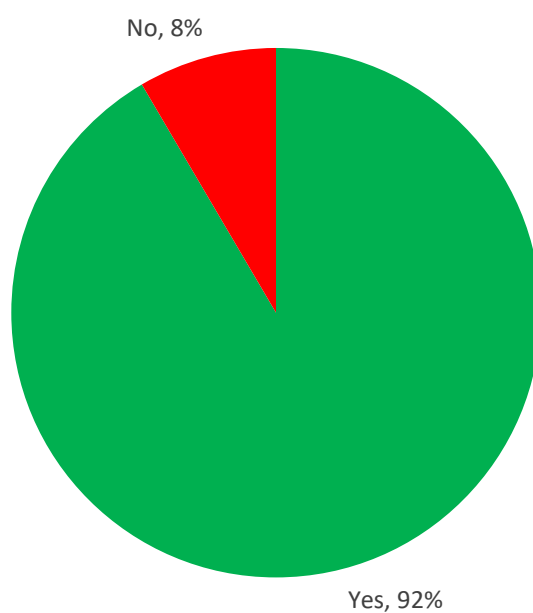
### Trend Data

|                          | 2006 | 2007 | 2011 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|
| Right                    | 42%  | 36%  | 37%  | 45%  | 59%  |
| Wrong                    | 47%  | 52%  | 48%  | 44%  | 37%  |
| Don't Know / No Response | 11%  | 12%  | 15%  | 11%  | 3%   |

## Health and Nutrition

### TEA

**Question:** Do you take tea (sometimes/often)?



Source: Gallup Survey, 2022

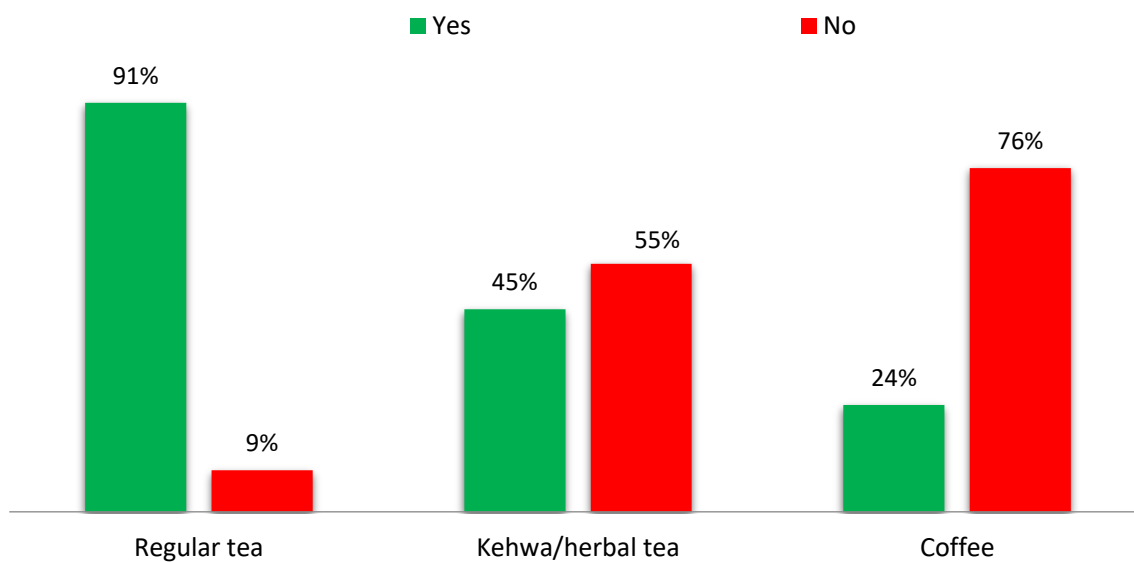
### Trend Data

|                          | 2009 | 2016 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 77%  | 84%  | 92%  |
| No                       | 20%  | 15%  | 8%   |
| Don't Know / No Response | 3%   | 1%   | -    |

## Health and Nutrition

### TEA AND ITS KINDS

**Question:** What is used in your household?



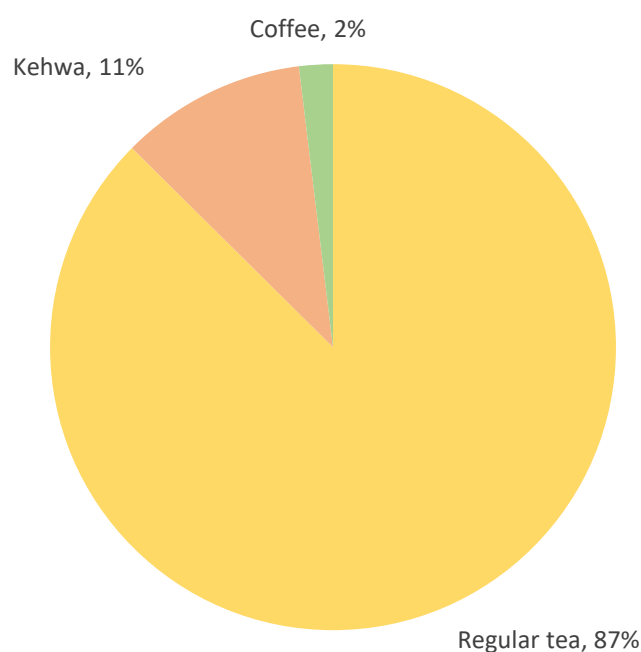
### Trend Data

|                  | 2005 |     |       | 2008 |     |       | 2009 |     |       | 2011 |     |       | 2016 |     |       | 2022 |     |       |
|------------------|------|-----|-------|------|-----|-------|------|-----|-------|------|-----|-------|------|-----|-------|------|-----|-------|
|                  | Yes  | No  | DK/NR | Yes  | No  | DK/NR | Yes  | No  | DK/NR | Yes  | No  | DK/NR | Yes  | No  | DK/NR | Yes  | No  | DK/NR |
| Regular tea      | 98%  | 2%  | -     | 91%  | 7%  | 2%    | 96%  | 3%  | -     | 98%  | 2%  | -     | 96%  | 4%  | -     | 91%  | 9%  | -     |
| Kehwa/herbal tea | 18%  | 73% | 9%    | 19%  | 69% | 12%   | 23%  | 71% | 6%    | 37%  | 61% | 2%    | 31%  | 68% | 2%    | 45%  | 55% | -     |
| Coffee           | 5%   | 78% | 17%   | 8%   | 80% | 12%   | 10%  | 83% | 7%    | 15%  | 78% | 7%    | 22%  | 76% | 2%    | 24%  | 76% | -     |

## Health and Nutrition

### TEA AND ITS KINDS

**Question:** Among tea and its kinds which one is used **most often** in your household?



Source: Gallup Survey, 2022

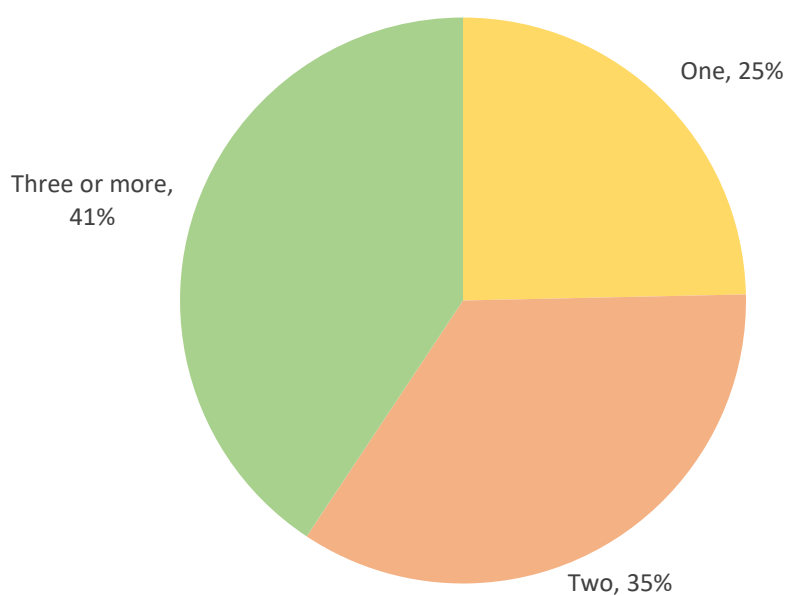
### Trend Data

|                          | 2005 | 2009 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Regular tea              | 96%  | 94%  | 89%  | 87%  |
| Kehwa                    | 4%   | 4%   | 4%   | 11%  |
| Coffee                   | -    | 2%   | 2%   | 2%   |
| Don't Know / No Response | -    | -    | 5%   | -    |

## Health and Nutrition

### TEA: HOW MANY CUPS IN A DAY?

**Question:** How many cups of tea do you take in a day?\*



Source: Gallup Survey, 2022

### Trend Data

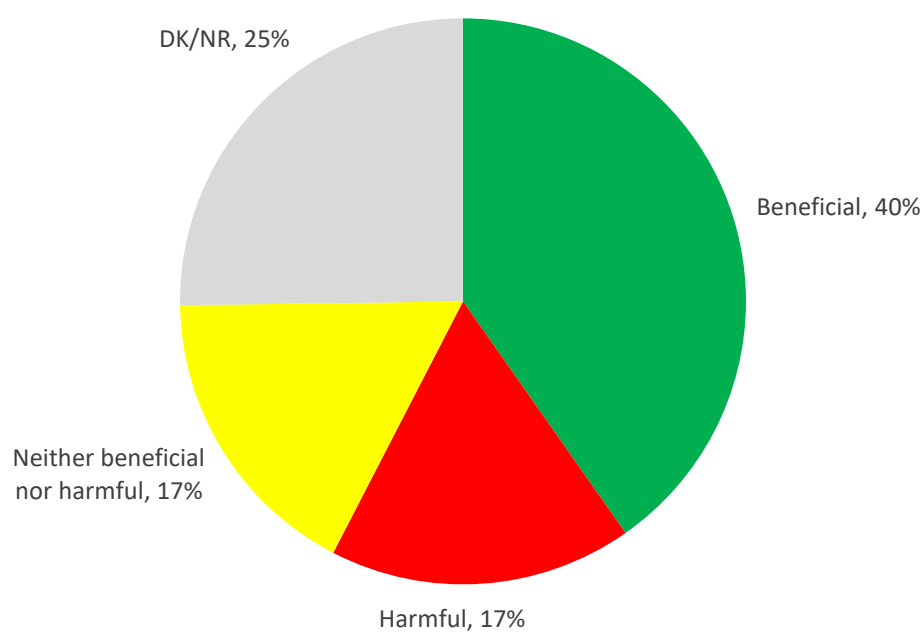
|                          | 2008 | 2009 | 2011 | 2016 | 2022 |
|--------------------------|------|------|------|------|------|
| One                      | 10%  | 12%  | 8%   | 25%  | 25%  |
| Two                      | 28%  | 46%  | 38%  | 42%  | 35%  |
| Three or more            | 48%  | 39%  | 50%  | 31%  | 41%  |
| Don't Know / No Response | 14%  | 3%   | 4%   | 2%   | -    |

\* Only among those who say they drink tea.

## Health and Nutrition

### PERCEPTIONS ABOUT IODIZED SALT

**Question:** In your view, is iodized salt beneficial or harmful for health?



Source: Gallup Survey, 2022

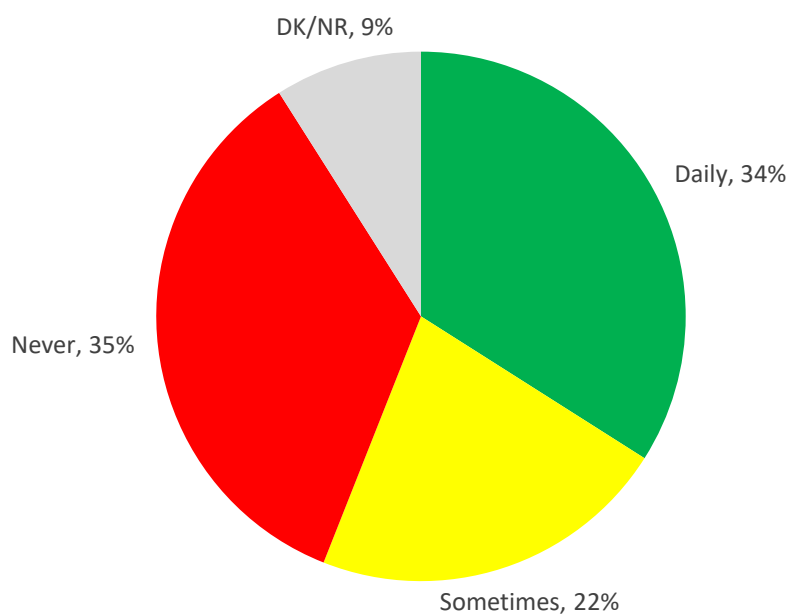
### Trend Data

|                                | 2008 | 2016 | 2022 |
|--------------------------------|------|------|------|
| Beneficial                     | 66%  | 50%  | 40%  |
| Harmful                        | 5%   | 14%  | 17%  |
| Neither beneficial nor harmful | 13%  | 24%  | 17%  |
| Don't Know / No Response       | 16%  | 13%  | 25%  |

## Health and Nutrition

### PRACTICE OF USE OF IODIZED SALT

**Question:** Do you use iodized salt in your household?



Source: Gallup Survey, 2022

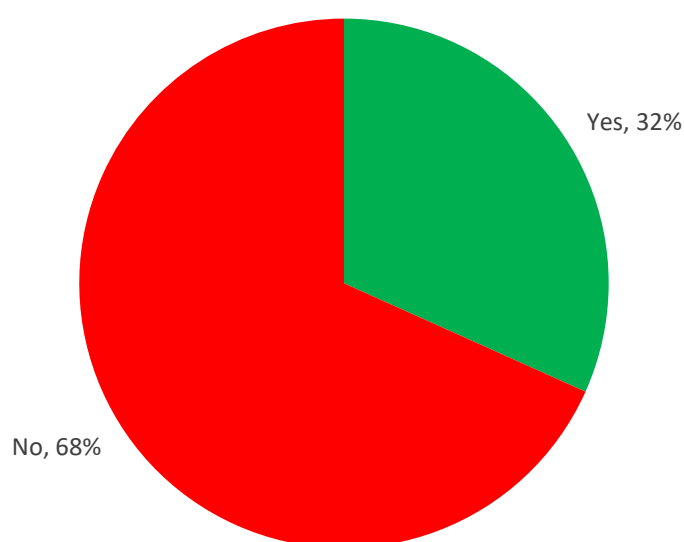
### Trend Data

|                          | 2008 | 2016 | 2022 |
|--------------------------|------|------|------|
| Daily                    | 40%  | 34%  | 34%  |
| Sometimes                | 36%  | 35%  | 22%  |
| Never                    | 23%  | 29%  | 35%  |
| Don't Know / No Response | 1%   | 2%   | 9%   |

## Health and Nutrition

### **MEDIA CAMPAIGN ON IODIZED SALT: DO PEOPLE REMEMBER?**

**Question:** Have you seen ‘Hand and Handi’ sign on any ad. on TV/newspaper?



Source: Gallup Survey, 2022

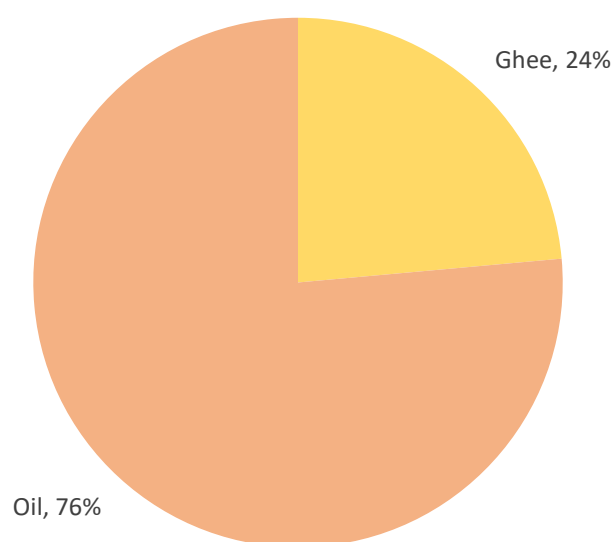
### Trend Data

|                          | 2008 | 2016 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 47%  | 14%  | 32%  |
| No                       | 52%  | 85%  | 68%  |
| Don't Know / No Response | 1%   | 1%   | -    |

## Health and Nutrition

### PERCEPTIONS ABOUT OIL / GHEE

**Question:** In your opinion, which one is better for health, oil or ghee?



Source: Gallup Survey, 2022

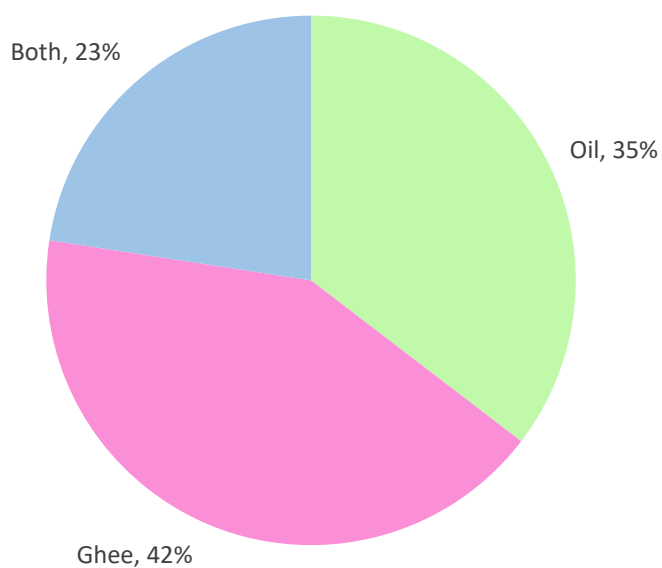
#### Trend Data

|                          | 2008 | 2016 | 2022 |
|--------------------------|------|------|------|
| Ghee                     | 31%  | 38%  | 24%  |
| Oil                      | 61%  | 61%  | 76%  |
| Don't Know / No Response | 8%   | 1%   | -    |

## Health and Nutrition

### USAGE OF OIL/GHEE

**Question:** What is used for cooking food in your household?



Source: Gallup Survey, 2022

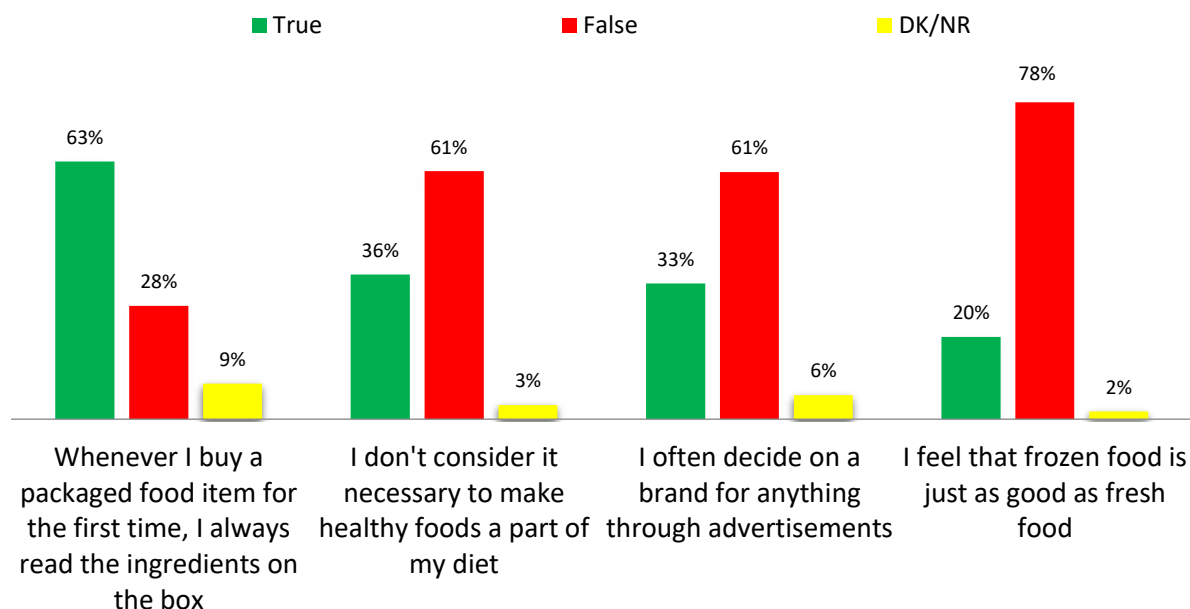
### Trend Data

|                          | 2000 | 2009 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Oil                      | 15%  | 45%  | 24%  | 35%  |
| Ghee                     | 41%  | 19%  | 40%  | 42%  |
| Both                     | 44%  | 33%  | 35%  | 23%  |
| Don't Know / No Response | -    | 3%   | 1%   | -    |

## Health and Nutrition

### ATTITUDES TOWARDS DIET

**Question:** I will read a few statements, please tell me whether you agree or disagree with each of the following?



Source: Gallup Survey, 2022

### Trend Data

|                                                                                                  | 2004 |       | 2008 |       | 2009 |       | 2016 |       | 2022 |       |       |
|--------------------------------------------------------------------------------------------------|------|-------|------|-------|------|-------|------|-------|------|-------|-------|
|                                                                                                  | True | False | True | False | True | False | True | False | True | False | DK/NR |
| Whenever I buy a packaged food item for the first time, I always read the ingredients on the box | 54%  | 46%   | 66%  | 34%   | 65%  | 35%   | 63%  | 37%   | 63%  | 28%   | 9%    |
| I don't consider it necessary to make healthy foods a part of my diet                            | 54%  | 46%   | 49%  | 51%   | 45%  | 55%   | 33%  | 67%   | 36%  | 61%   | 3%    |
| I often decide on a brand for anything through advertisements                                    | 35%  | 65%   | 50%  | 50%   | 47%  | 53%   | 38%  | 62%   | 33%  | 61%   | 6%    |
| I feel that frozen food is just as good as fresh food                                            | 35%  | 65%   | 31%  | 69%   | 40%  | 60%   | 42%  | 58%   | 20%  | 78%   | 2%    |

## **2. EXERCISE AND WEIGHT CONTROL:**

### ***Exercise***

Doctors advocate regular exercise for a healthy life and as a treatment for different diseases. Majority (86%) of Pakistanis consider exercise/walk to be important for health but more than half 55% of Pakistanis say that they go for a walk or do some exercise. Of those who claim to be doing some exercise, 67% do it daily, 18% do it once a week and 14% do it occasionally. There is some improvement in exercise practice over the years (please see trend data in the following pages). Considering the low practice of exercise in the community, it is important to create awareness about the health benefits of exercise and promotion of healthy lifestyles.

### ***Weight Control:***

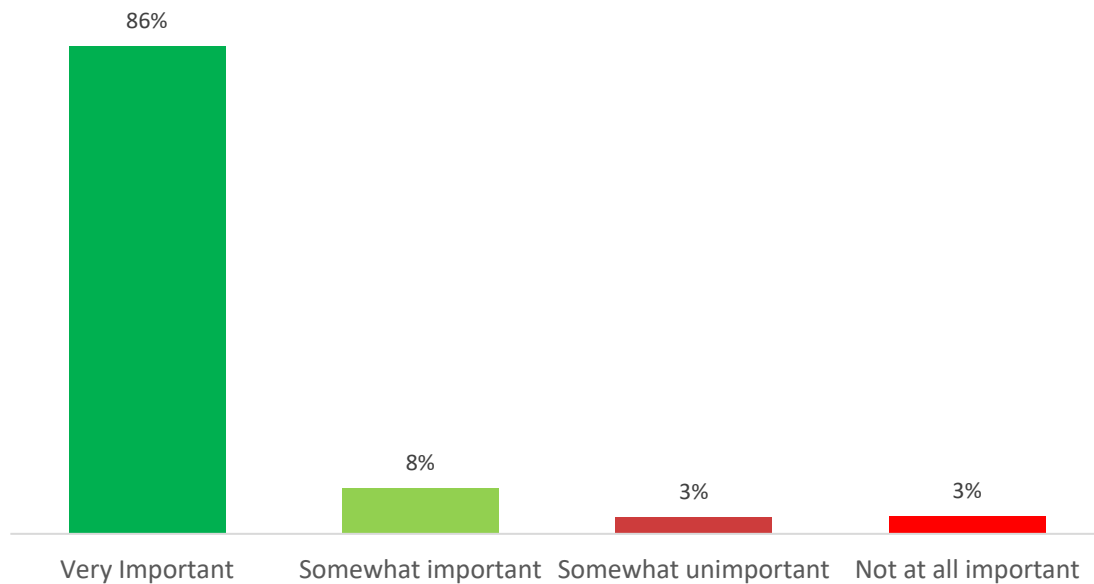
Obesity is a growing problem for the developed world. Pakistanis don't appear to be weight conscious. More than half 56% say that they have ever weighed themselves. We don't have any reliable data for the average body weight of an adult Pakistani. But 73% consider their body weight to be normal, 12% consider them to be overweight, 13% consider them underweight and 2% didn't comment about it. Only 29% say that they are concerned about the fluctuations in body weight.

Only 22% of respondents claim to have ever tried to reduce their weight by 'dieting'. The measure taken for 'dieting' was primarily dietary control (reduction in diet, 46%, avoiding fatty food, 40%). Only 14% did exercise to control their weight. The main reason for 'dieting' was obesity/being overweight (74%). 7% did it on doctor's advice, 5% did it to control high cholesterol levels and 2% did it to control diabetes.

## Health and Nutrition

### **EXERCISE: IS IT GOOD FOR HEALTH?**

**Question:** Do you think, is exercise and walk important for health?



Source: Gallup Survey, 2022

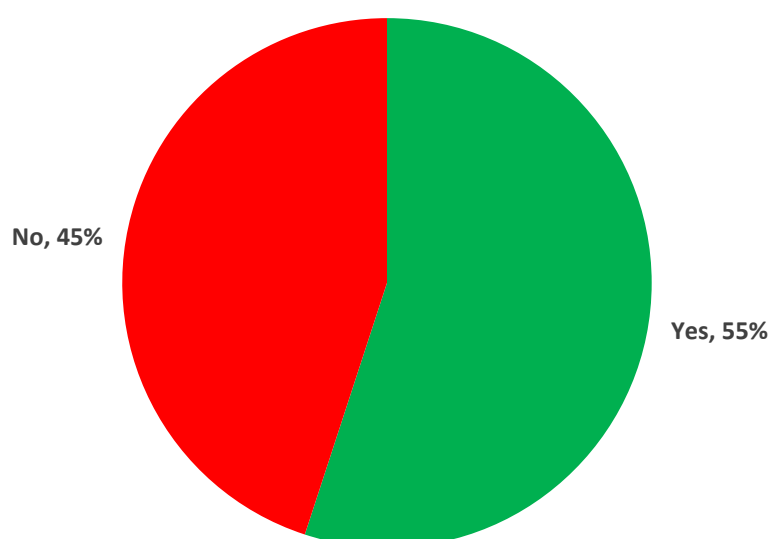
### Trend Data

|                          | 2000 | 2008 | 2016 | 2022 |
|--------------------------|------|------|------|------|
| Very Important           | 76%  | 58%  | 57%  | 86%  |
| Somewhat important       | 16%  | 25%  | 21%  | 8%   |
| Somewhat unimportant     | -    | -    | 14%  | 3%   |
| Not at all important     | 6%   | 16%  | 8%   | 3%   |
| Don't Know / No Response | 1%   | 1%   | 1%   | -    |

## Health and Nutrition

### **EXERCISE:** DO YOU DO IT?

**Question:** Some people do exercise or walk in order to remain fit and healthy. Have you ever done exercise or walk?



Source: Gallup Survey, 2022

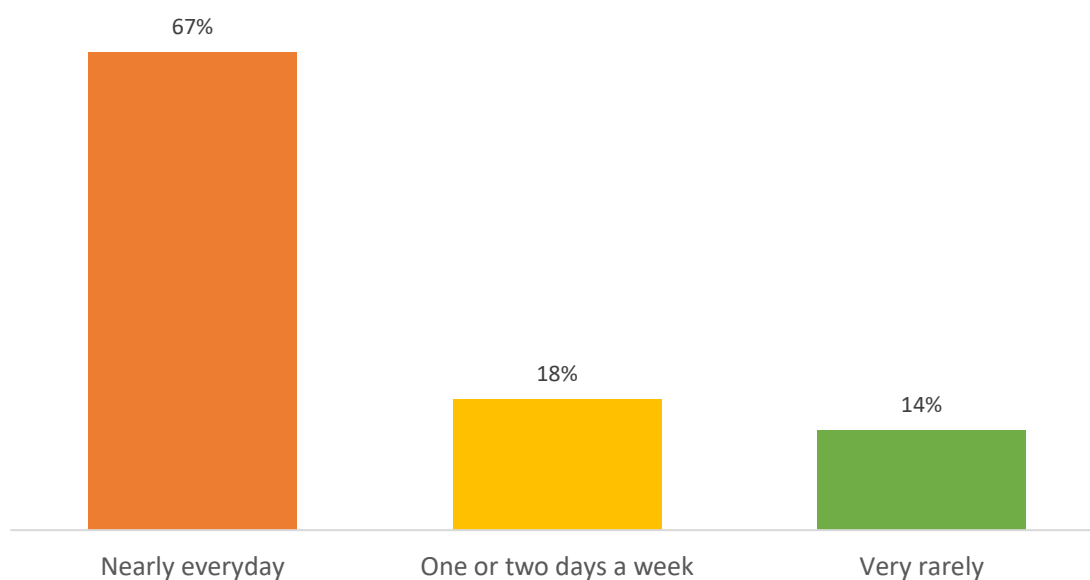
### Trend Data

|                          | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|
| Yes                      | 23%  | 36%  | 26%  | 55%  |
| No                       | 74%  | 62%  | 73%  | 45%  |
| Don't Know / No Response | 3%   | 2%   | 1%   | -    |

## Health and Exercise

### **EXERCISE:** HOW OFTEN?

**Question:** If you do exercise/walk, how often do you do it?\*



Source: Gallup Survey, 2022

### Trend Data

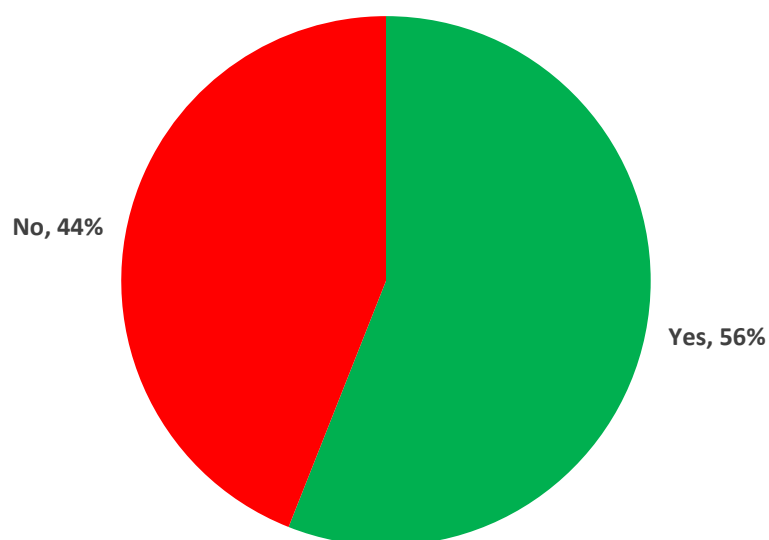
|                          | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|
| Nearly everyday          | 49%  | 35%  | 40%  | 67%  |
| One or two days a week   | 37%  | 42%  | 38%  | 18%  |
| Very rarely              | 13%  | 20%  | 22%  | 14%  |
| Don't Know / No Response | -    | 3%   | -    | -    |

\* Only those who say they have ever done exercise/walk.

## Health and Nutrition

### **WEIGHT CONSCIOUSNES:** EVER WEIGHED YOURSELF?

**Question:** Have you ever got a chance to weigh yourself?



Source: Gallup Survey, 2022

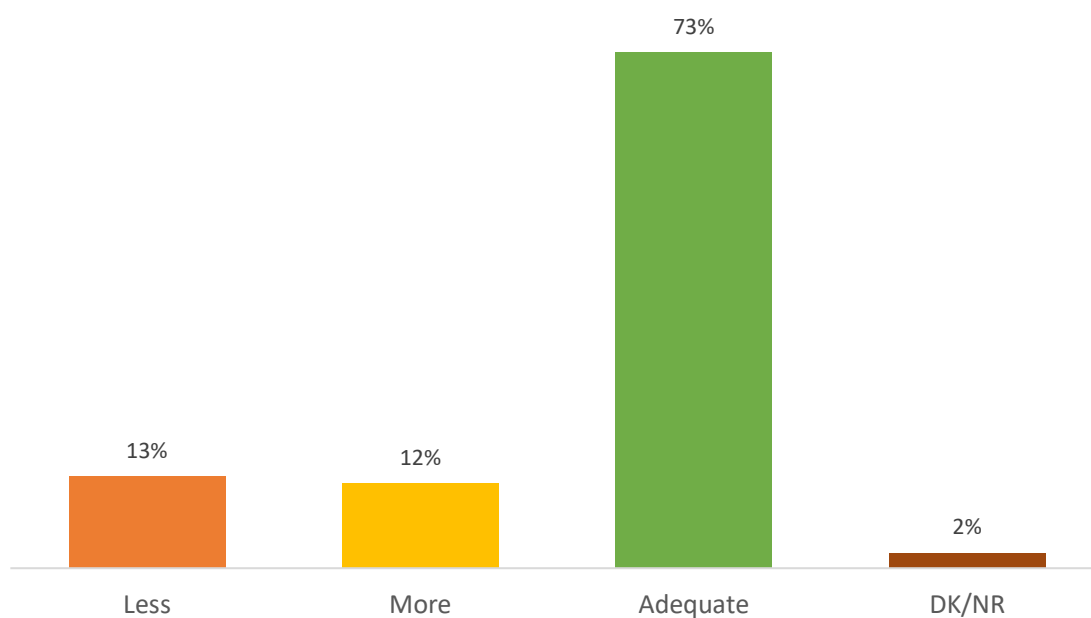
### Trend Data

|                          | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|
| Yes                      | 35%  | 49%  | 52%  | 56%  |
| No                       | 64%  | 51%  | 48%  | 44%  |
| Don't Know / No Response | -    | 1%   | -    | -    |

## Health and Nutrition

### **WEIGHT CONSCIOUSNES:** PERCEPTIONS ABOUT PERSONAL BODY WEIGHT?

**Question:** Overall, do you consider your body weight to be more than normal, less than normal or normal?



Source: Gallup Survey, 2022

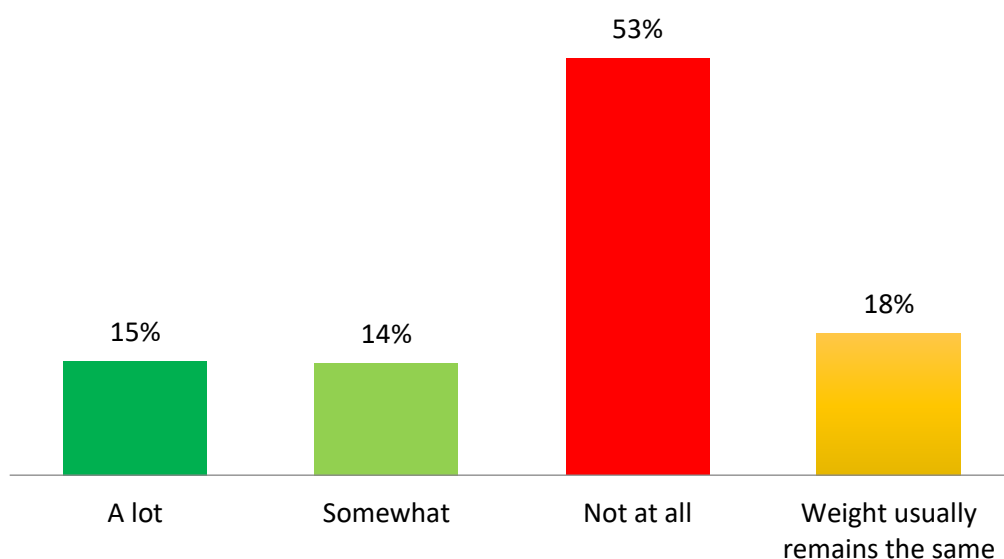
#### Trend Data

|                          | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|
| Less                     | 7%   | 8%   | 7%   | 13%  |
| More                     | 16%  | 17%  | 18%  | 12%  |
| Adequate                 | 54%  | 60%  | 61%  | 73%  |
| Don't Know / No Response | 23%  | 15%  | 14%  | 2%   |

## Health and Nutrition

### **WEIGHT CONSCIOUSNES:** DOES WEIGHT CHANGE MATTER?

**Question:** Usually how concerned are you about the increase or decrease in your body weight?



Source: Gallup Survey, 2022

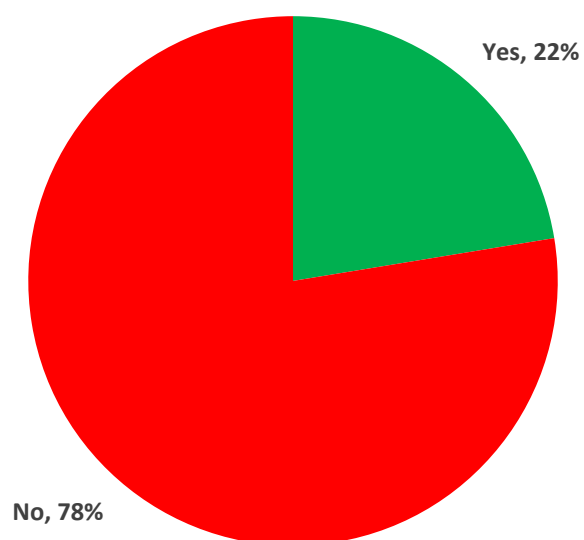
### Trend Data

|                                 | 2009 | 2011 | 2013 | 2022 |
|---------------------------------|------|------|------|------|
| A lot                           | 9%   | 11%  | 9%   | 15%  |
| Somewhat                        | 20%  | 19%  | 25%  | 14%  |
| Not at all                      | 42%  | 30%  | 32%  | 53%  |
| Weight usually remains the same | 28%  | 40%  | 33%  | 18%  |
| Don't Know / No Response        | 1%   | 1%   | 1%   | -    |

## Health and Nutrition

### **WEIGHT CONTROL: EVER TRIED TO REDUCE WEIGHT?**

**Question:** Have you ever tried ‘**dieting**’ in order to reduce your body weight?



Source: Gallup Survey, 2022

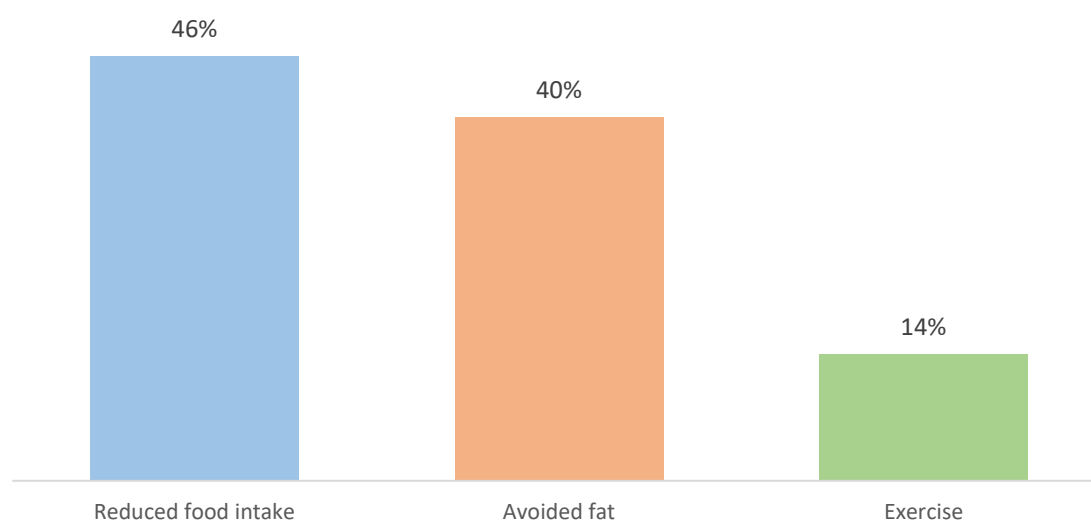
### Trend Data

|                          | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|
| Yes                      | 16%  | 21%  | 20%  | 22%  |
| No                       | 81%  | 78%  | 80%  | 78%  |
| Don't Know / No Response | 3%   | 1%   | 0%   | -    |

## Health and Nutrition

### **WEIGHT CONTROL: HOW TO DO IT?**

**Question:** If you ever tried to control weight, what measure did you take for it? \*



Source: Gallup Survey, 2022

### Trend Data

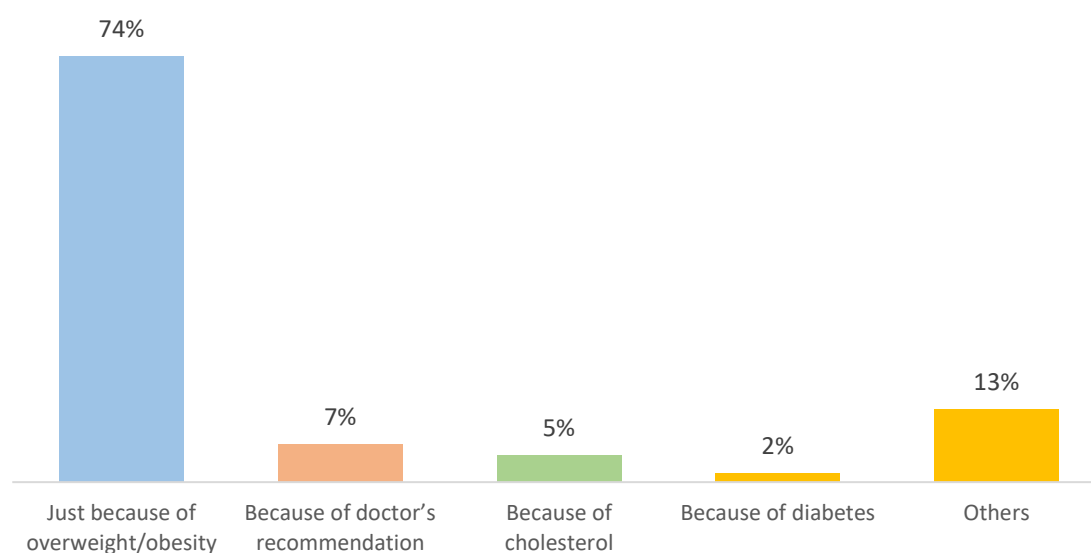
|                          | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|
| Reduced food intake      | 34%  | 28%  | 31%  | 46%  |
| Avoided fat              | 46%  | 55%  | 55%  | 40%  |
| Exercise                 | 19%  | 17%  | 11%  | 14%  |
| Don't Know / No Response | -    | -    | 3%   | -    |

\* Only those respondents who have ever tried to control weight.

## Health and Nutrition

### **WEIGHT CONTROL:** WHY DO PEOPLE TRY TO REDUCE WEIGHT?

**Question:** If you ever tried to control your body weight, what was the reason for doing it? \*



Source: Gallup Survey, 2022

### Trend Data

|                                    | 2003 | 2005 | 2008 | 2009 | 2010 | 2022 |
|------------------------------------|------|------|------|------|------|------|
| Just because of overweight/obesity | 57%  | 37%  | 47%  | 67%  | 63%  | 74%  |
| Because of doctor's recommendation | 17%  | 41%  | 24%  | 12%  | 17%  | 7%   |
| Because of cholesterol             | 18%  | 14%  | 20%  | 9%   | 16%  | 5%   |
| Because of diabetes                | 6%   | 9%   | 4%   | 4%   | 3%   | 2%   |
| Others                             | -    | -    | 1%   | -    | -    | 13%  |
| Don't Know / No Response           | -    | -    | 4%   | 8%   | -    | -    |

\* Only those respondents who claim to have ever tried to reduce their body weight.

# PART III: HEALTH AND LIFESTYLE

**B: SMOKING AND ADDICTION**



## B. SMOKING AND ADDICTION

The impacts of regular tobacco smoking are being recognized around the world as harmful to the health of the smokers as well as those breathing in the same atmosphere. Anti-smoking campaigns throughout the world have been successful in educating the general public about the possible links between tobacco and cancer. Gallup Pakistan has been conducting surveys since 1985 accessing popular views about smoking. The results provide revealing trends in public perceptions

There are different ways in which tobacco is smoked in this region. The most common among users are cigarettes (8%), followed by the *naswar* (8%), very few people eat tobacco, either in the form of *paan*, a traditional condiment (2%), or *hukka* (2 %).

*“In what form do you consume tobacco?”*

|                   | 2022 |
|-------------------|------|
|                   | %    |
| <b>Cigarettes</b> | 8    |
| <b>Hukka</b>      | 2    |
| <b>Paan</b>       | 2    |
| <b>Naswar</b>     | 8    |

The incidence of smoking cigarettes is high among Pakistani men. Majority of smokers (68%) report consuming less than a packet a day, followed by 23% who smoke one pack and 9% use more than one pack of cigarettes daily.

More than half of all smokers (51%) said they started smoking after the age of 18. 21% admit having started smoking between 16 to 18 years of age and 18% claim to have begun before 16 years of age. The recurrent reason for starting to smoke is curiosity. The majority (67%) claim to have started smoking for the sake of interest. A significant number, 22%, developed the habit under peer pressure. Interestingly, a large number (75%) of smokers say that they want to quit smoking and out of these 93% have ever tried to quit it. Those who have never tried quitting maintain that it is a firm habit now (7%).

There is wide acceptance of the fact that smoking is injurious to health. The majority (88% very harmful and 9% harmful) consider that smoking is harmful for health. The majority agrees that it plays an important role in causing lung diseases (94%), heart disease (93%), and cancer (93%). 83% say that smoking is equally harmful for men and women whereas, 14% consider it to be more harmful for women’s health as compared to men.

Generally (48%) people believe that smokers as well as cigarette manufacturing companies are equally responsible for the adverse effects of smoking on health, whereas 30% think that manufacturing companies are responsible and 20% hold smokers to be the main culprits for the negative impact of smoking.

Responding to national and international pressures, governments across the world have put various kinds of restriction on the advertising and sale of cigarettes. Majority of Pakistanis (85%) support heavy taxes on cigarettes, 81% think that there should be a ban on cigarette ads on TV/radio, while 93% advocate a complete ban on the sale of cigarettes altogether.

In Pakistan it is mandatory for cigarette companies to warn the user of its bad effects on health. However, these words of caution are not always getting across. When we asked people if they knew of the warnings that follow the cigarette advertisements, 86% knew the statement 'smoking is injurious to health: Ministry of Health.' 82% knew that there is a statement 'smoking causes cancer and heart diseases' at the end of every cigarettes ad. However, 78% people knew the statement 'under age sale of cigarettes is prohibited'.

Scientific studies reveal that passive smoking is as harmful as actively smoking a cigarette. Majority of the population supports ban on smoking in offices. Interestingly the largest support is for ban on smoking in offices (98%). Comparatively less people favor ban in public transport (97%) and hotels/restaurants (96%) and 84% favor ban on smoking in recreational places/parks.

It would appear that while smoking is a habit for many Pakistanis, it is a habit highly disapproved by many more. A journal paper based on 2012 data on smoking is available at:

<https://pophealthmetrics.biomedcentral.com/articles/10.1186/1478-7954-11-16>

There are some encouraging findings in the trend data (please see pages ahead). There is a slight decrease in cigarette use over the years. More cigarette users have tried to quit. It indicates the need for improved quitting help in the country.

### ***Narcotic Addiction***

Drug abuse and narcotics are a global concern and a rising social and health problem. Over the years we have compiled the views of Pakistanis on this issue, showing growing awareness and unfortunately growing abuse.

87% think that heroin and opium addiction is increasing in the country. In 1998 this figure was lower when 42% of urban male respondents considered addiction to be rising in the country. Half (50%) of Pakistanis think that addiction is more common in the youth while 37% think it affects all age groups.

Drugs are scorned for their adverse impact on personal health by 48% Pakistanis, while 31% think the fatal impact of drugs is on family life. 13% view the economic loss it causes as its greatest disadvantage while 5 % believe that the inculcation of criminal habits is the worst impact while.

In Pakistani society, while drug abuse is abhorred, drug addicts are not considered social outcasts. The majority of Pakistanis hold a reformatory view about these individuals, with 69% supporting proper treatment, and only 19% supporting punishment and even fewer (10%) think they should be left on their own. According to the public, the best method to reform addicts is with the help of family elders (61%), with the help of religious scholars (11%) and with involvement of prominent people of the neighborhood (11%).

We asked our respondents a hypothetical question that given a chance to use drugs, what would be the most compelling reason for them to resist. Sixty one percent (61%) said that they would not use them because of their adverse effects on health, 25% would avoid them because of religious reasons and 5% would not use because they fear the bad reputation associated with addiction.

It is interesting to note that when the same question was asked in 1998, the religious reasons were favored by 40% and health reasons by 47% as the reason for avoiding narcotic use.

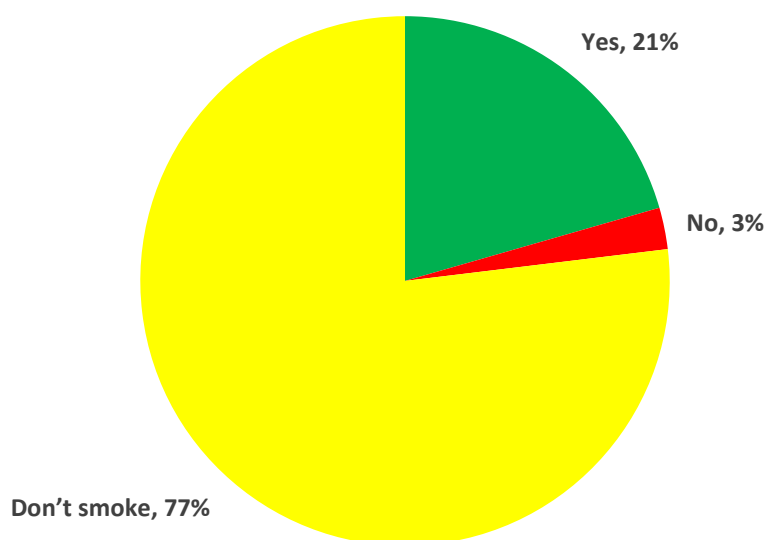
While the majority of the respondents (65%) claim to have never been acquainted with an addict in real life, 15% said they knew at least one person who has used drugs in the past or was an addict. 10% knew a few such persons while 10% knew many of such people.

Among a list of things which are harmful for health like drugs and alcohol, more than half (56%) consider alcohol to be the most harmful followed by heroin which is considered to be the most harmful by 51% of the people.

## Smoking and Addiction

### SMOKERS AND NON SMOKERS

**Question:** Have you got a chance to smoke in the last week?



Source: Gallup Survey, 2022

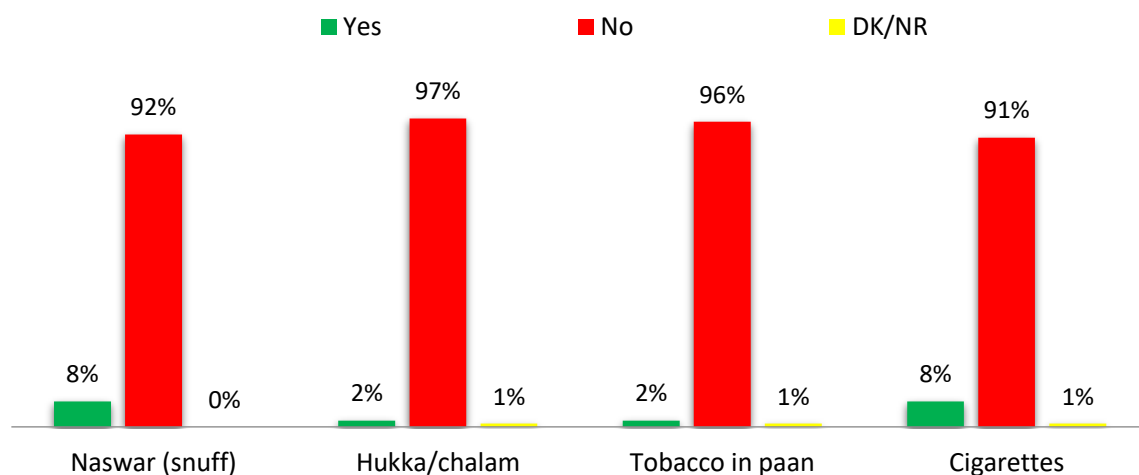
### Trend Data

|                          | 2002 | 2003 | 2005 | 2008 | 2011 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Yes                      | 24%  | 4%   | 23%  | 33%  | 87%  | 21%  |
| No                       | 76%  | 93%  | 21%  | 58%  | 10%  | 3%   |
| Don't smoke              | -    | 3%   | 36%  | 6%   | -    | 77%  |
| Don't Know / No Response | -    | -    | -    | 3%   | 3%   | -    |

## Smoking and Addiction

### DIFFERENT FORMS OF TOBACCO USE

**Question:** Do you use tobacco in any of the following forms?



Source: Gallup Survey, 2022

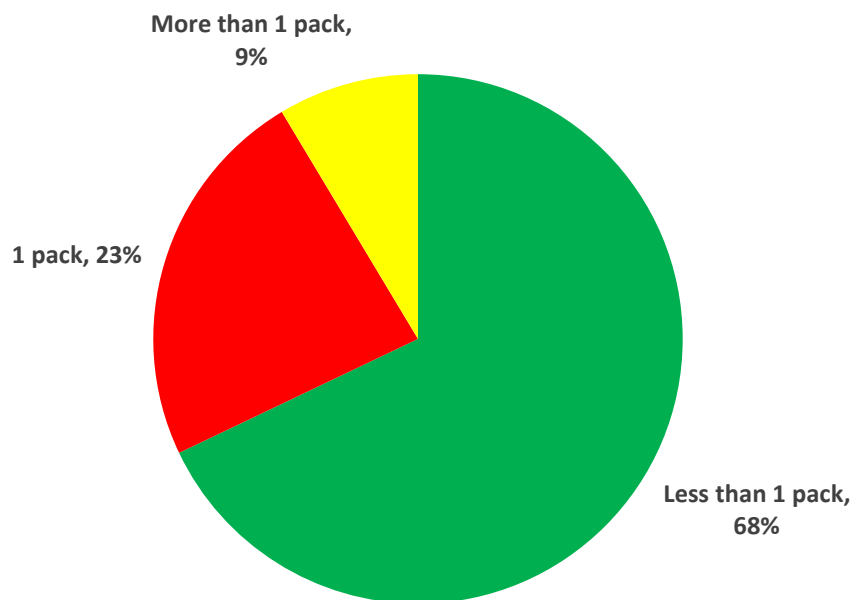
### Trend Data

|                 | 2008 |     |       | 2011 |     |       | 2011 |      | 2022 |     |       |
|-----------------|------|-----|-------|------|-----|-------|------|------|------|-----|-------|
|                 | YES  | NO  | DK/NR | YES  | NO  | DK/NR | YES  | NO   | YES  | NO  | DK/NR |
| Naswar (snuff)  | 5%   | 79% | 16%   | 8%   | 90% | 3%    | 8%   | 92%  | 8%   | 92% | 0%    |
| Hukka/chalam    | 7%   | 77% | 16%   | 9%   | 88% | 3%    | 4%   | 96%  | 2%   | 97% | 1%    |
| Tobacco in paan | 6%   | 78% | 16%   | 7%   | 90% | 3%    | -    | 100% | 2%   | 96% | 1%    |
| Cigarettes      | 15%  | 69% | 16%   |      |     |       | 11%  | 89%  | 8%   | 91% | 1%    |

## Smoking and Addiction

### **SMOKERS: FREQUENCY OF SMOKING**

**Question:** How many packs of Cigarette do you smoke in a day on average?



Source: Gallup Survey, 2022

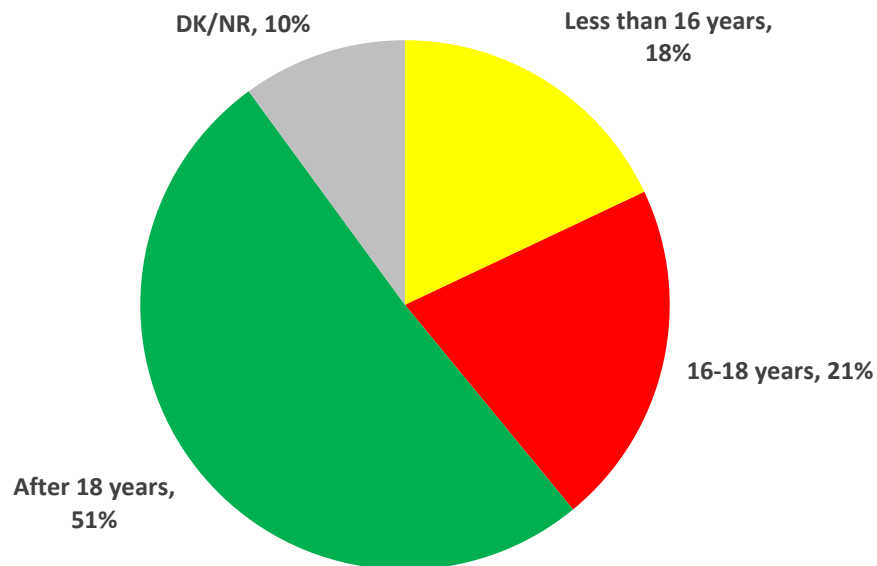
### Trend Data

|                          | 2002 | 2003 | 2005 | 2008 | 2022 |
|--------------------------|------|------|------|------|------|
| Less than 1 pack         | 57%  | 24%  | 51%  | 49%  | 68%  |
| 1 pack                   | 31%  | 17%  | 35%  | 27%  | 23%  |
| More than 1 pack         | 12%  | 3%   | 14%  | 10%  | 9%   |
| Don't Know / No Response | -    | -    | -    | 14%  | -    |

## Smoking and Addiction

### **SMOKERS: AGE OF STARTING SMOKING**

**Question:** At what age, did you first start Smoking?



Source: Gallup Survey, 2022

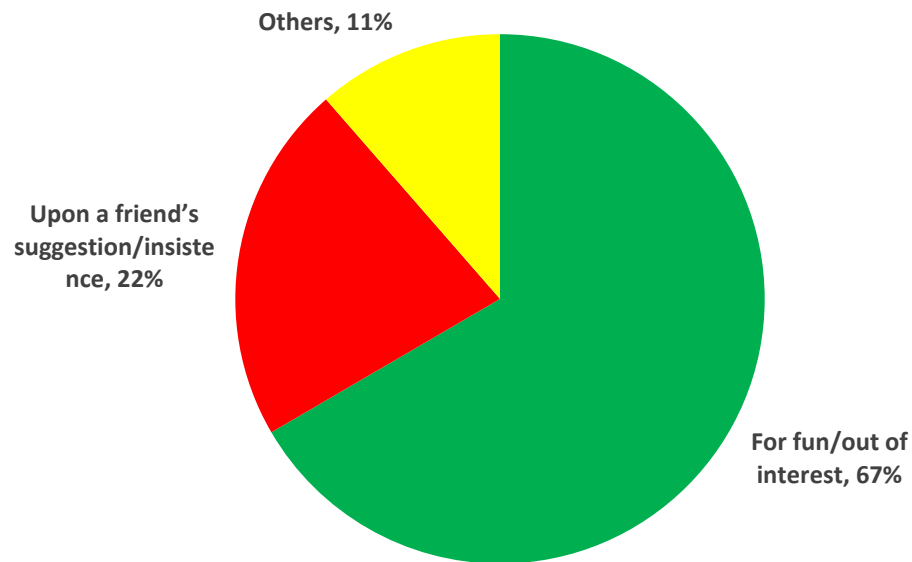
### Trend Data

|                          | 2002 | 2003 | 2005 | 2008 | 2022 |
|--------------------------|------|------|------|------|------|
| Less than 16 years       | 13%  | 44%  | 15%  | 9%   | 18%  |
| 16-18 years              | 32%  | 35%  | 32%  | 22%  | 21%  |
| After 18 years           | 54%  | 17%  | 53%  | 54%  | 51%  |
| Don't Know / No Response | -    | 4%   | -    | 14%  | 10%  |

## Smoking and Addiction

### **SMOKERS: WHY START SMOKING?**

**Question:** Why did you start smoking?



Source: Gallup Survey, 2022

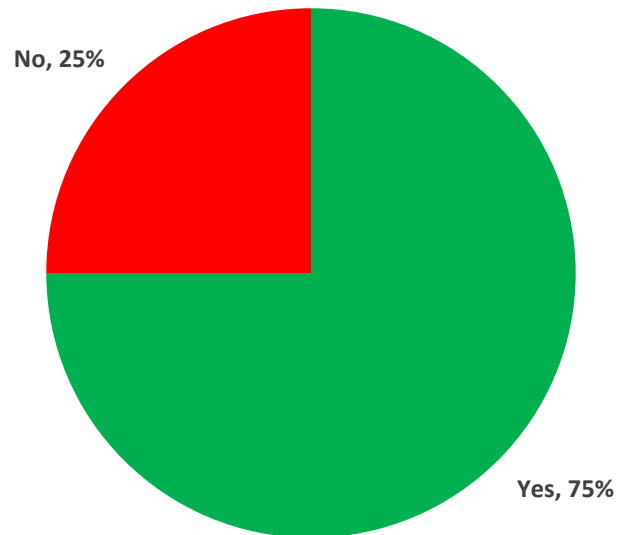
### Trend Data

|                                       | 2003 | 2008 | 2022 |
|---------------------------------------|------|------|------|
| For fun/out of interest               | 74%  | 66%  | 67%  |
| Upon a friend's suggestion/insistence | 53%  | 25%  | 22%  |
| Others                                | 1%   | 1%   | 11%  |
| Don't Know / No Response              | -    | 7%   | -    |

## Smoking and Addiction

### **SMOKERS: QUIT OR NOT?**

**Question:** Do you want to quit smoking?



Source: Gallup Survey, 2022

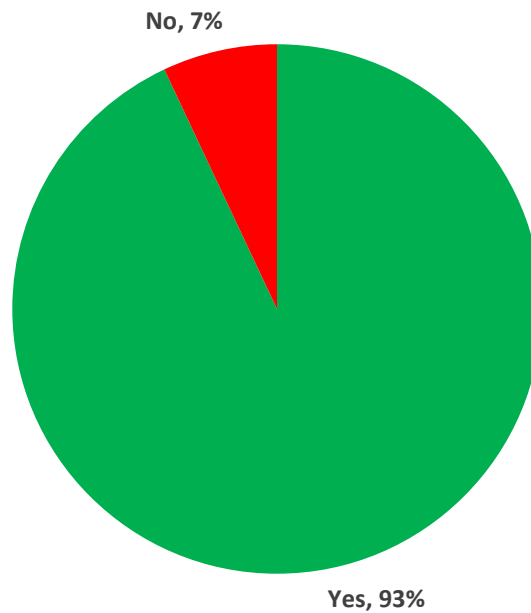
### Trend Data

|                          | 2002 | 2003 | 2005 | 2008 | 2022 |
|--------------------------|------|------|------|------|------|
| Yes                      | 78%  | 88%  | 73%  | 60%  | 75%  |
| No                       | 22%  | 12%  | 27%  | 27%  | 25%  |
| Don't Know / No Response | -    | -    | -    | 13%  | -    |

## Smoking and Addiction

### **SMOKERS: QUIT OR NOT?**

**Question:** If you want to quit smoking, have you ever tried it?



Source: Gallup Survey, 2022

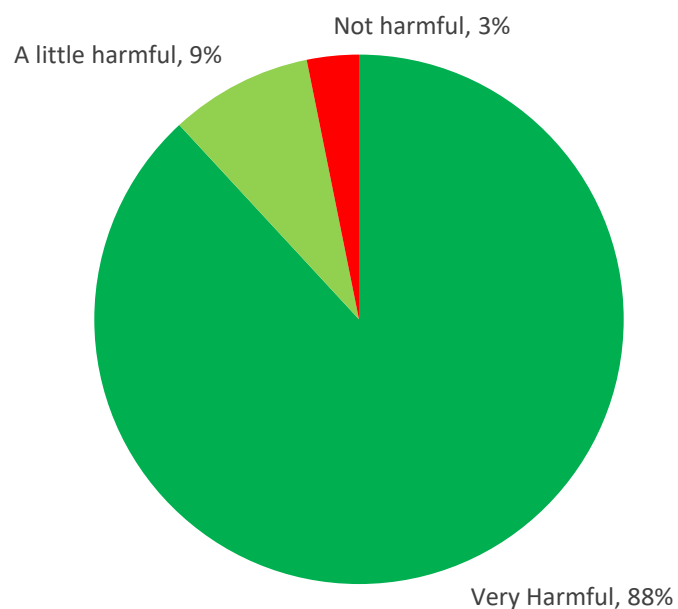
### Trend Data

|                          | 2003 | 2008 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 69%  | 61%  | 93%  |
| No                       | 31%  | 9%   | 7%   |
| Don't Know / No Response | -    | 30%  | -    |

## Smoking and Addiction

### PERCEPTIONS ABOUT ADVERSE EFFECTS OF SMOKING: HOW HARMFUL?

**Question:** In your opinion, how harmful is smoking for health?



Source: Gallup Survey, 2022

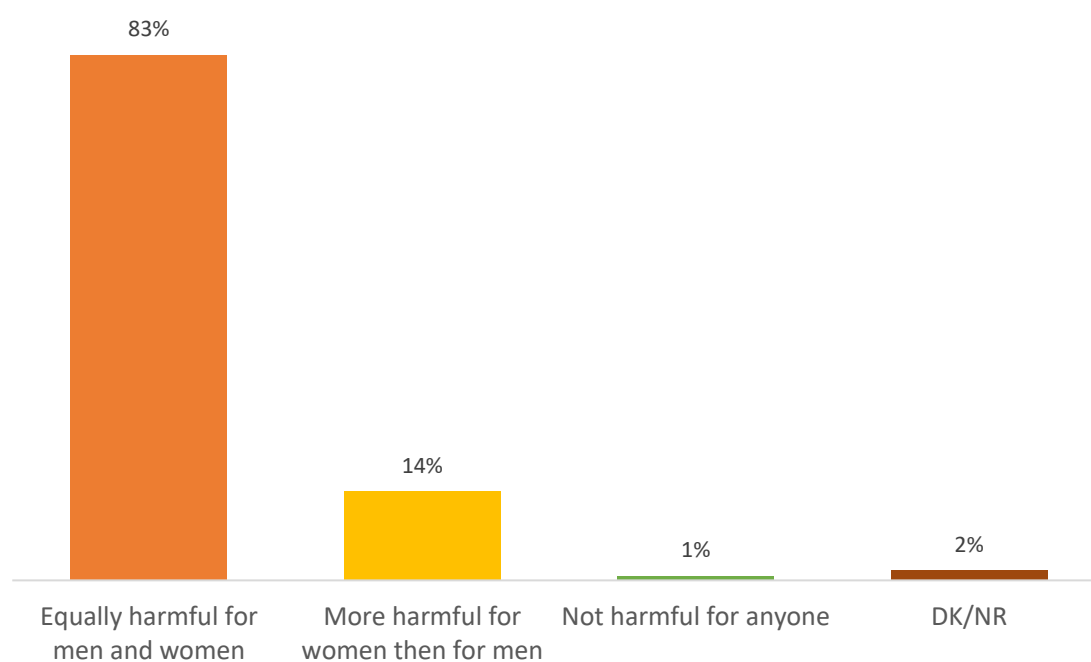
#### Trend Data

|                          | 2009 | 2010 | 2022 |
|--------------------------|------|------|------|
| Very Harmful             | 71%  | 70%  | 88%  |
| A little harmful         | 14%  | 21%  | 9%   |
| Not harmful              | 5%   | 5%   | 3%   |
| Don't Know / No Response | 10%  | 4%   | 0%   |

## Smoking and Addiction

### PERCEPTIONS ABOUT ADVERSE EFFECTS OF SMOKING: MEN VERSUS WOMEN

**Question:** Some people think that smoking is harmful for men’s health and even more harmful for women’s health. Others think that it is equally harmful for both. Still others say that it is not harmful for anyone. What is your opinion in this regard?



Source: Gallup Survey, 2022

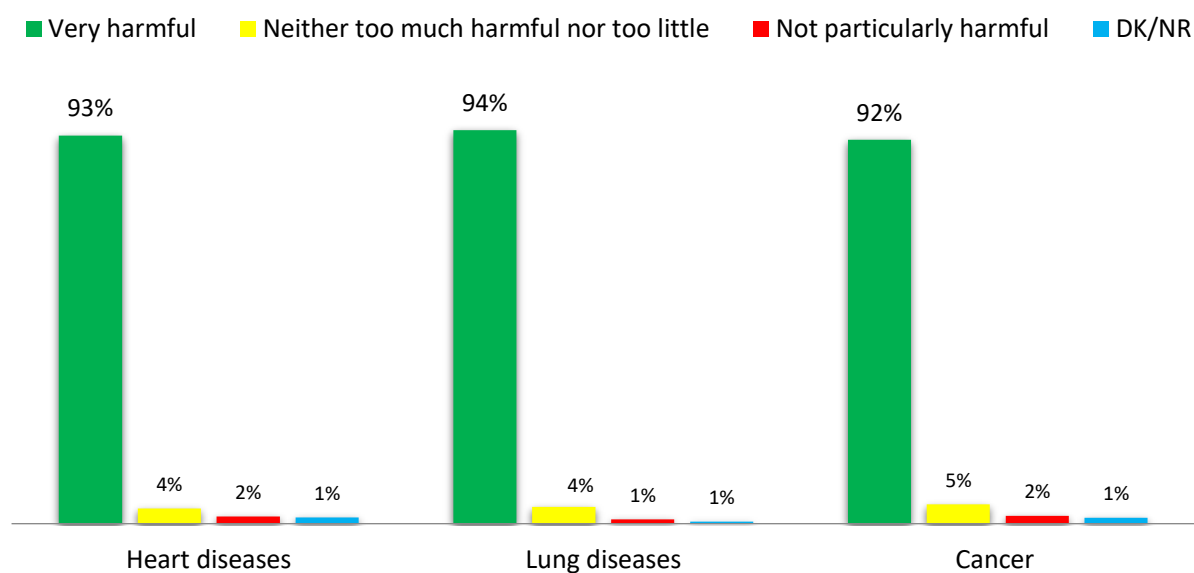
#### Trend Data

|                                     | 2009 | 2022 |
|-------------------------------------|------|------|
| Equally harmful for men and women   | 75%  | 83%  |
| More harmful for women then for men | 14%  | 14%  |
| Not harmful for anyone              | 2%   | 1%   |
| Don't Know / No Response            | 8%   | 2%   |

## Smoking and Addiction

### PERCEPTIONS ABOUT ADVERSE EFFECTS OF SMOKING

**Question:** Please tell how harmful is smoking for following **organs of the body** or how important is its role in causing following diseases of the human body?



Source: Gallup Survey, 2022

### Trend Data

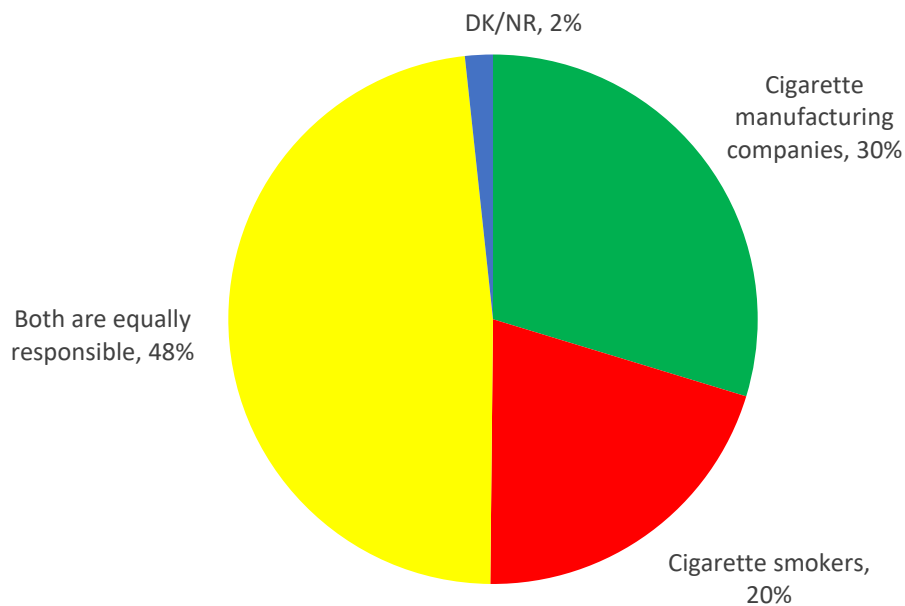
|                | 2008 | 2022 |
|----------------|------|------|
| Heart diseases | 93%  | 93%  |
| Lung diseases  | 92%  | 94%  |
| Cancer         | 93%  | 93%  |

**Note:** Those who “Very harmful” experience these states are shown

## Smoking and Addiction

### PERCEPTIONS ABOUT HARMFUL EFFECTS OF SMOKING: WHO IS RESPONSIBLE?

**Question:** Who do you think should be held responsible for bad effects of smoking on health?



Source: Gallup Survey, 2022

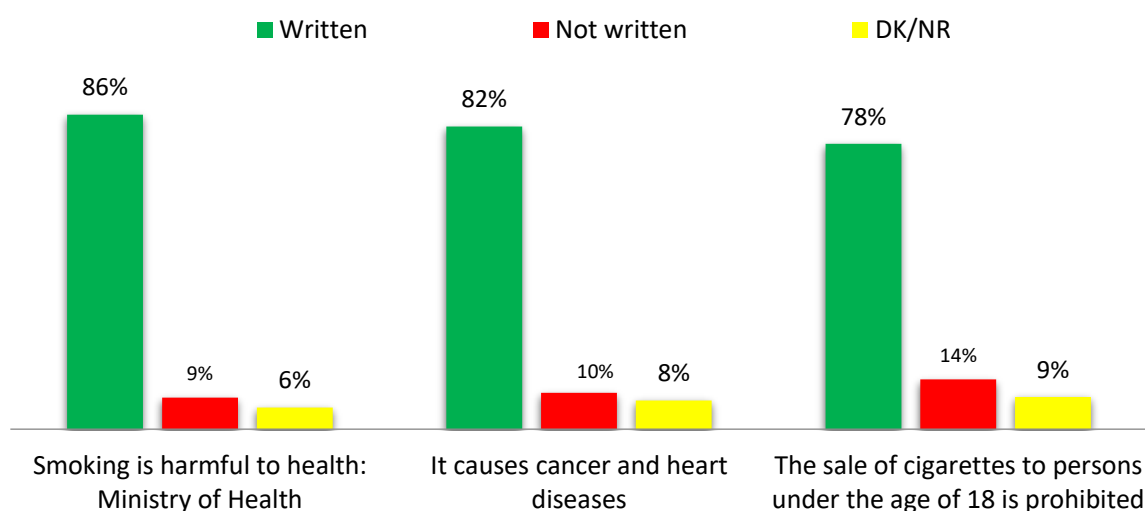
### Trend Data

|                                   | 2002 | 2003 | 2005 | 2008 | 2022 |
|-----------------------------------|------|------|------|------|------|
| Cigarette manufacturing companies | 36%  | 27%  | 25%  | 27%  | 30%  |
| Cigarette smokers                 | 16%  | 17%  | 13%  | 12%  | 20%  |
| Both are equally responsible      | 48%  | 43%  | 61%  | 40%  | 48%  |
| Don't Know / No Response          | -    | 1%   | -    | 21%  | 2%   |

## Smoking and Addiction

### **ANTI SMOKING CAMPAIGN:** DO PEOPLE REMEMBER THE MESSAGE?

**Question:** Do you know which statements about adverse effects of smoking follow the ad. of Cigarettes?



Source: Gallup Survey, 2022

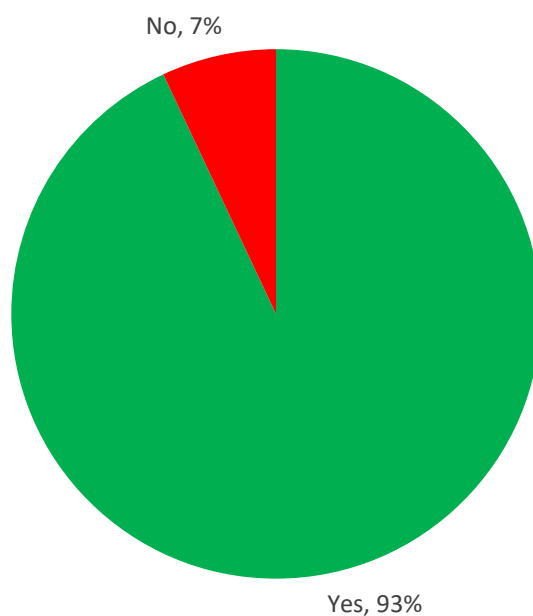
### Trend Data

|                                                                     | 2004    |             |       | 2008    |             |       | 2022    |             |       |
|---------------------------------------------------------------------|---------|-------------|-------|---------|-------------|-------|---------|-------------|-------|
|                                                                     | Written | Not written | DK/NR | Written | Not written | DK/NR | Written | Not written | DK/NR |
| Smoking is harmful to health: Ministry of Health                    | 95%     | 2%          | 3%    | 70%     | 1%          | 29%   | 86%     | 9%          | 6%    |
| It causes cancer and heart diseases                                 | 21%     | 49%         | 30%   | 49%     | 11%         | 40%   | 82%     | 10%         | 8%    |
| The sale of cigarettes to persons under the age of 18 is prohibited | 27%     | 37%         | 36%   | 35%     | 18%         | 47%   | 78%     | 14%         | 9%    |

## Smoking and Addiction

### **ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR BAN?**

**Question:** Do you think there should be ban on **sale** of cigarettes?



Source: Gallup Survey, 2022

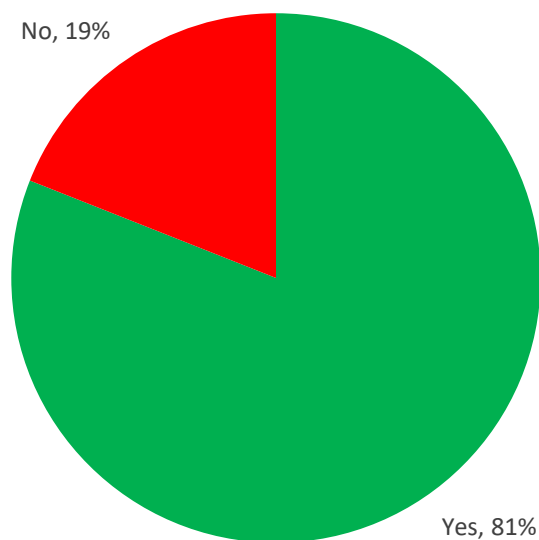
### Trend Data

|                          | 2003 | 2014 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 71%  | 90%  | 93%  |
| No                       | 29%  | 7%   | 7%   |
| Don't Know / No Response | -    | 3%   | -    |

## Smoking and Addiction

### **ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR BAN?**

**Question:** Do you think there should be ban on **Cigarette Ads** on TV / radio?



Source: Gallup Survey, 2022

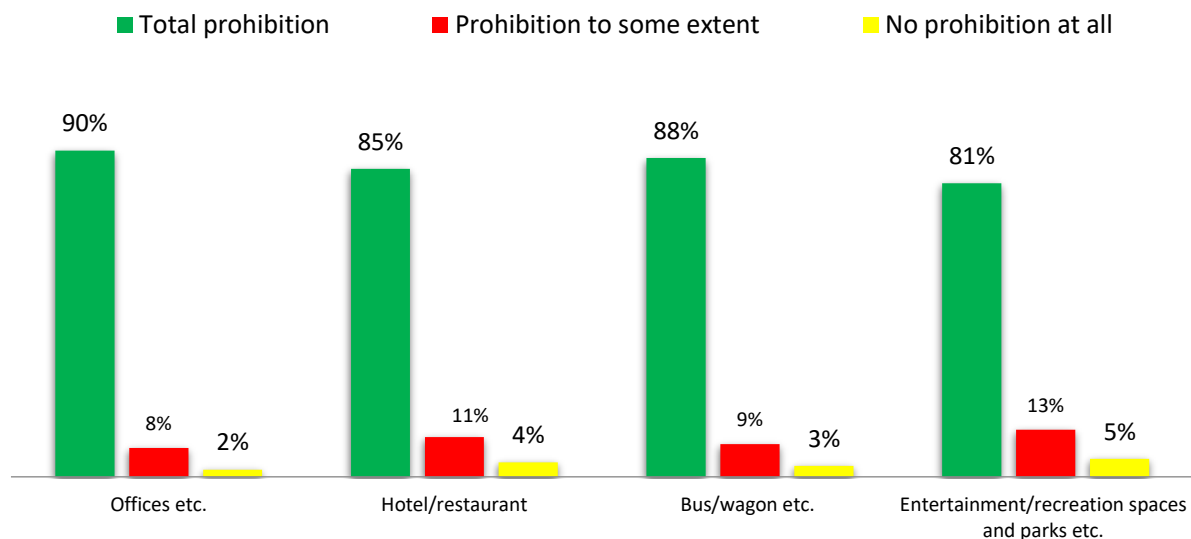
### Trend Data

|                          | 2003 | 2014 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 78%  | 91%  | 81%  |
| No                       | 21%  | 6%   | 19%  |
| Don't Know / No Response | 1%   | 3%   | -    |

## Smoking and Addiction

### ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR BAN?

**Question:** In your opinion, should there be **ban on smoking in following places?**



Source: Gallup Survey, 2022

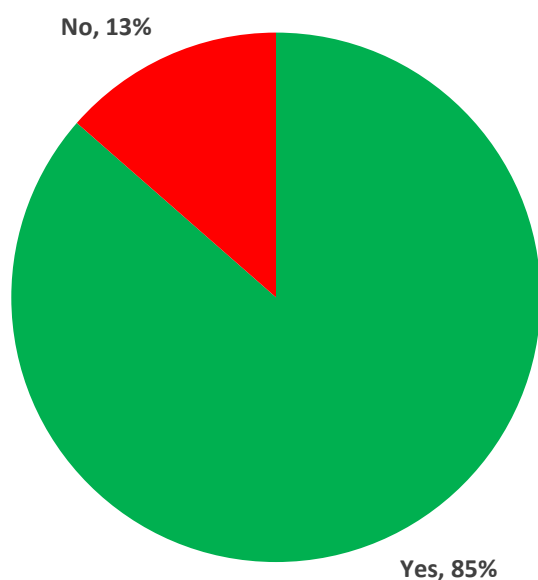
### Trend Data

|                                                | 2002              |                            |                       | 2003              |                            |                       | 2008              |                            |                       |       | 2022              |                            |                       |
|------------------------------------------------|-------------------|----------------------------|-----------------------|-------------------|----------------------------|-----------------------|-------------------|----------------------------|-----------------------|-------|-------------------|----------------------------|-----------------------|
|                                                | Total prohibition | Prohibition to some extent | No prohibition at all | Total prohibition | Prohibition to some extent | No prohibition at all | Total prohibition | Prohibition to some extent | No prohibition at all | DK/NR | Total prohibition | Prohibition to some extent | No prohibition at all |
| Offices etc.                                   | 67 %              | 28 %                       | 5%                    | 83 %              | 12 %                       | 4%                    | 70 %              | 11 %                       | 2%                    | 17 %  | 90 %              | 8%                         | 2%                    |
| Hotel/restaurant                               | 34 %              | 43 %                       | 23%                   | 70 %              | 21 %                       | 8%                    | 54 %              | 19 %                       | 9%                    | 18 %  | 85 %              | 11 %                       | 4%                    |
| Bus/wagon etc.                                 | 28 %              | 34 %                       | 39%                   | 68 %              | 20 %                       | 12 %                  | 70 %              | 10 %                       | 2%                    | 18 %  | 88 %              | 9%                         | 3%                    |
| Entertainment/recreation spaces and parks etc. | 59 %              | 21 %                       | 20%                   | 84 %              | 10 %                       | 6%                    | 53 %              | 15 %                       | 14 %                  | 18 %  | 81 %              | 13 %                       | 5%                    |

## Smoking and Addiction

### **ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR HEAVY TAXES?**

**Question:** Do you think, there should be **heavy taxes** imposed on Cigarettes?



Source: Gallup Survey, 2022

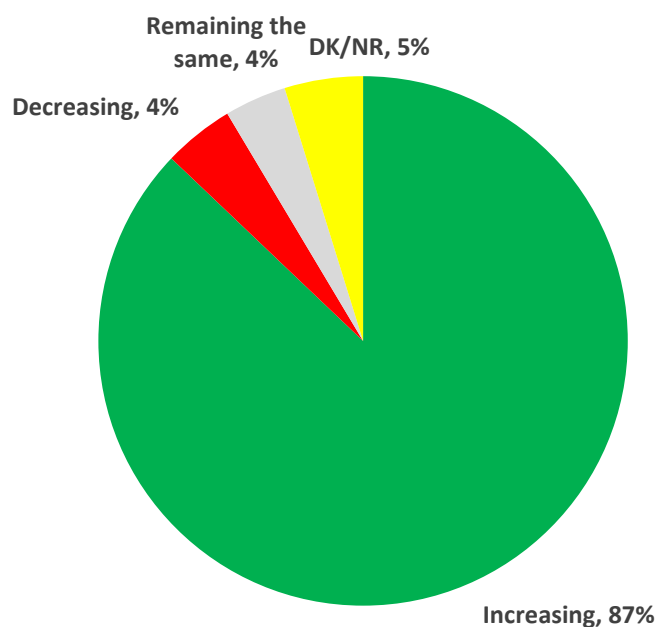
#### Trend Data

|                          | 2003 | 2009 | 2022 |
|--------------------------|------|------|------|
| Yes                      | 80%  | 86%  | 85%  |
| No                       | 20%  | 12%  | 13%  |
| Don't Know / No Response | -    | 2%   | 2%   |

## Smoking and Addiction

### **NARCOTICS:** PERCEPTIONS ABOUT ITS BURDEN IN THE COUNTRY

**Question:** In light of the News coming from around the country, in your opinion, is the use of Narcotics increasing or decreasing in the country?



Source: Gallup Survey, 2022

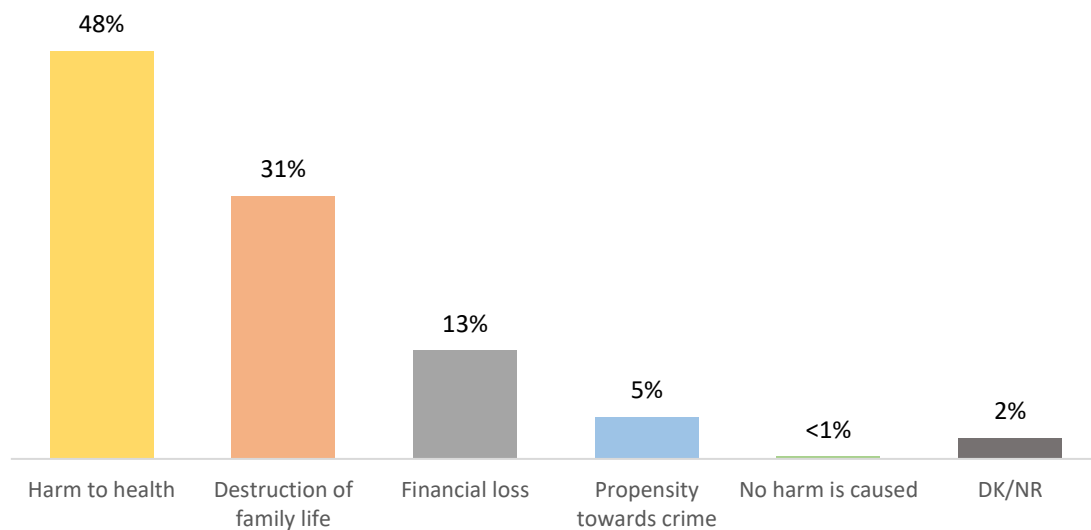
### Trend Data

|                          | 1998 | 2000 | 2009 | 2011 | 2013 | 2022 |
|--------------------------|------|------|------|------|------|------|
| Increasing               | 72%  | 64%  | 61%  | 61%  | 62%  | 87%  |
| Decreasing               | 13%  | 11%  | 14%  | 8%   | 14%  | 4%   |
| Remaining the same       | 8%   | 13%  | 15%  | 17%  | 20%  | 4%   |
| Don't Know / No Response | 7%   | 12%  | 10%  | 14%  | 4%   | 5%   |

## Smoking and Addiction

### **NARCOTICS:** PERCEPTIONS OF ITS ADVERSE EFFECTS

**Question:** In your opinion, what is the biggest disadvantage of continuous use of Narcotics?



Source: Gallup Survey, 2022

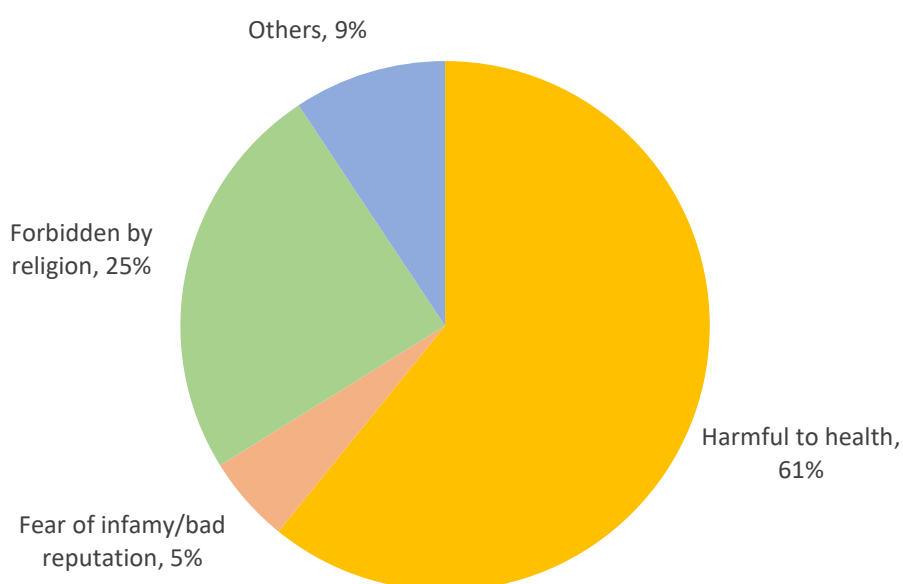
### Trend Data

|                            | 1998 | 2000 | 2009 | 2010 | 2011 | 2013 | 2022 |
|----------------------------|------|------|------|------|------|------|------|
| Harm to health             | 41%  | 39%  | 29%  | 42%  | 37%  | 36%  | 48%  |
| Destruction of family life | 36%  | 35%  | 31%  | 40%  | 40%  | 38%  | 31%  |
| Financial loss             | 9%   | 6%   | 12%  | 10%  | 6%   | 9%   | 13%  |
| Propensity towards crime   | 13%  | 15%  | 24%  | 4%   | 14%  | 16%  | 5%   |
| No harm is caused          | 1%   | -    | 1%   | 1%   | 1%   | 1%   | 0%   |
| Don't Know / No Response   | -    | 5%   | 3%   | 3%   | 2%   | -    | 2%   |

## Smoking and Addiction

### **NARCOTICS:** REASON FOR ABSTINENCE?

**Question:** Suppose, if you ever have a chance to use Narcotics and you prefer not to use them, then what would be the main reason for not using Narcotics?



Source: Gallup Survey, 2022

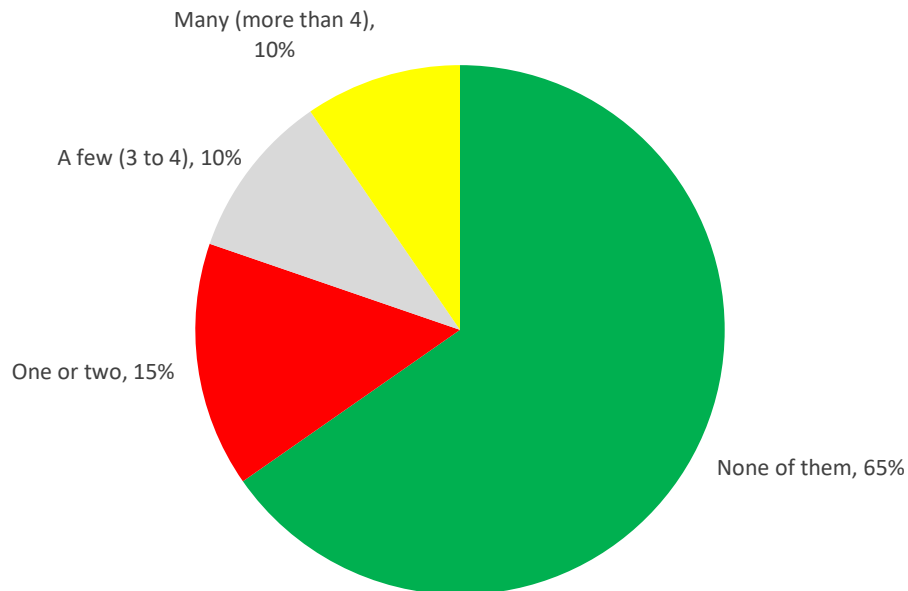
### Trend Data

|                               | 1998 | 2000 | 2009 | 2011 | 2013 | 2022 |
|-------------------------------|------|------|------|------|------|------|
| Harmful to health             | 47%  | 41%  | 62%  | 59%  | 60%  | 61%  |
| Fear of infamy/bad reputation | 11%  | 11%  | 17%  | 6%   | 14%  | 5%   |
| Forbidden by religion         | 40%  | 46%  | 20%  | 33%  | 24%  | 25%  |
| Others                        | 2%   | 1%   | -    | 1%   | 1%   | 9%   |
| Don't Know / No Response      | -    | 1%   | 1%   | 1%   | 1%   | -    |

## Smoking and Addiction

### **NARCOTICS:** ACQUAINTANCE WITH ADDICTS?

**Question:** Do you know of any individuals among your contacts who have ever been involved in using Narcotics?



Source: Gallup Survey, 2022

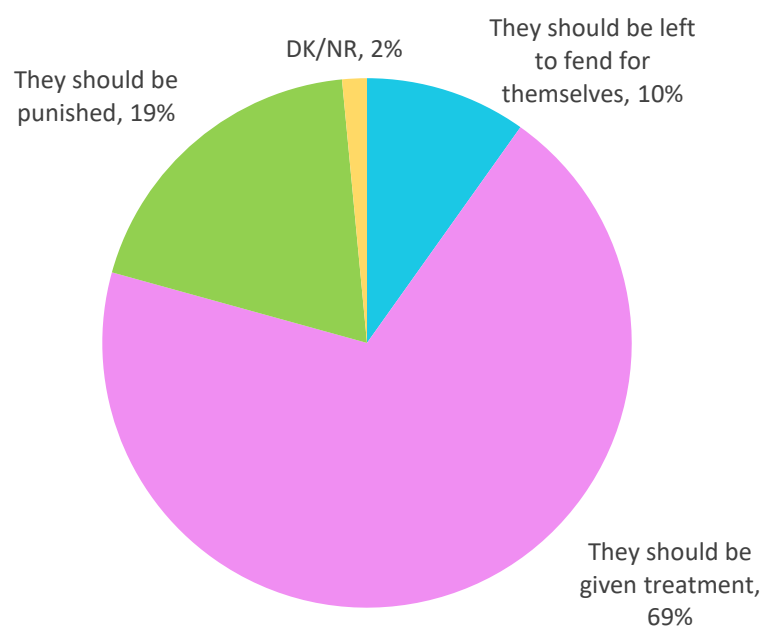
### Trend Data

|                    | 2009 | 2022 |
|--------------------|------|------|
| One or two         | 20%  | 15%  |
| A few (3 to 4)     | 10%  | 10%  |
| Many (more than 4) | 4%   | 10%  |
| None of them       | 66%  | 65%  |

## Smoking and Addiction

### **NARCOTICS:** HOW TO TREAT ADDICTS?

**Question:** In your opinion, what attitude should be adopted towards Addicts?



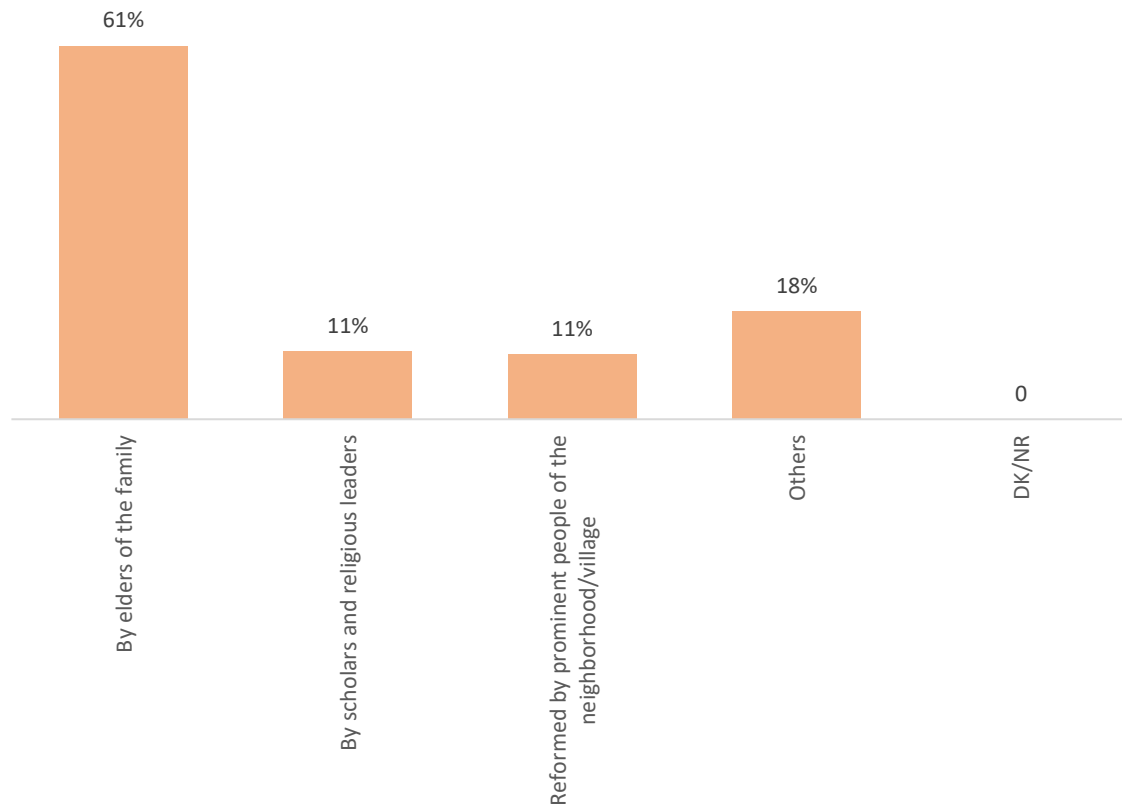
Source: Gallup Survey, 2022

### Trend Data

|                                            | 1998 | 2000 | 2009 | 2010 | 2011 | 2013 | 2022 |
|--------------------------------------------|------|------|------|------|------|------|------|
| They should be left to fend for themselves | 4%   | 8%   | 14%  | 9%   | 10%  | 14%  | 10%  |
| They should be given treatment             | 77%  | 69%  | 68%  | 70%  | 71%  | 61%  | 69%  |
| They should be punished                    | 16%  | 19%  | 15%  | 16%  | 15%  | 23%  | 19%  |
| Don't Know / No Response                   | 3%   | 4%   | 3%   | 5%   | 4%   | 2%   | 2%   |

## Smoking and Addiction

### **NARCOTICS: HOW TO TREAT ADDICTS?**



Source: Gallup Survey, 2022

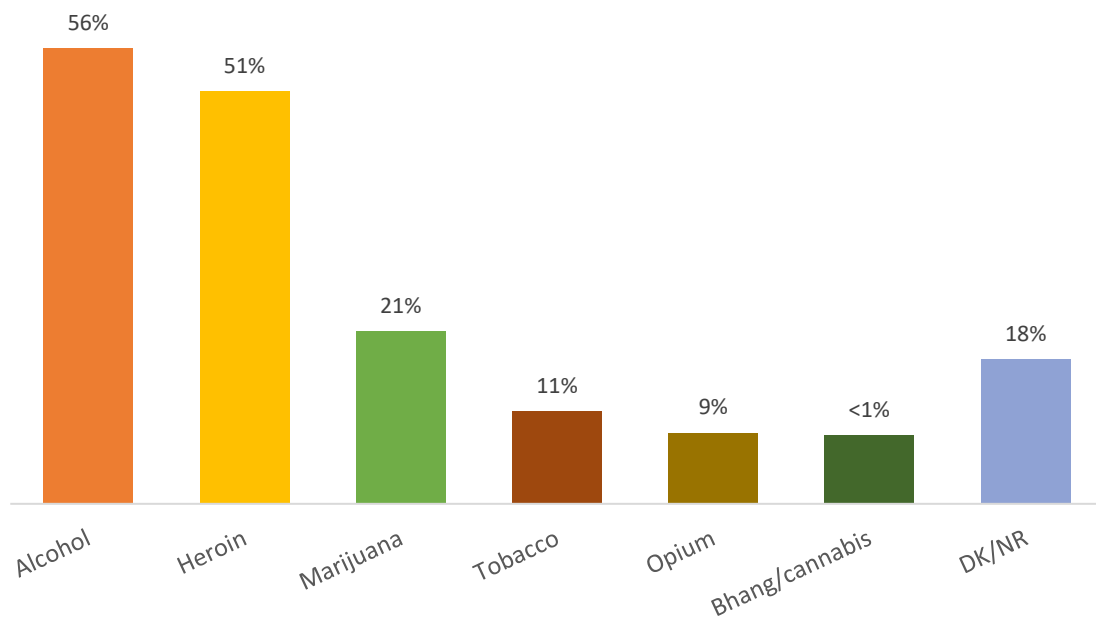
### Trend Data

|                                                          | 1998 | 2000 | 2009 | 2011 | 2013 | 2022 |
|----------------------------------------------------------|------|------|------|------|------|------|
| Reformed by prominent people of the neighborhood/village | 19%  | 21%  | 21%  | 32%  | 32%  | 11%  |
| By scholars and religious leaders                        | 15%  | 21%  | 31%  | 23%  | 32%  | 11%  |
| By elders of the family                                  | 25%  | 30%  | 31%  | 43%  | 33%  | 61%  |
| Media campaign                                           | 19%  | 22%  | 17%  | -    | -    | -    |
| Govt. center                                             | 21%  | -    | -    | -    | -    | -    |
| Others                                                   | 1%   | 6%   | 1%   | 1%   | 2%   | 18%  |
| Don't Know / No Response                                 | -    | -    | 1%   | 1%   | 1%   | -    |

## Smoking and Addiction

### PERCEPTION ABOUT DIFFERENT DRUGS

**Question:** I will enlist a few things that are harmful for health. In your view, which of these do you consider as the most harmful?



Source: Gallup Survey, 2022

### Trend Data

|                          | 1998 | 2022 |
|--------------------------|------|------|
| Alcohol                  | 17%  | 56%  |
| Heroin                   | 76%  | 51%  |
| Bhang/cannabis           | 2%   | 8%   |
| Marijuana                | 2%   | 21%  |
| Tobacco                  | 2%   | 11%  |
| Opium                    | 1%   | 9%   |
| Don't Know / No Response | -    | 18%  |

# PART III: HEALTH AND LIFESTYLE

C: HEALTH AND STRESS



## **C. HEALTH AND STRESS**

### ***Headache***

Aches and pains are a common presentation at a doctor's clinic. Every one of us has experienced headache sometime during life, so let us see how common this ailment is in our society.

24% of our respondents say that they often experience headache, 42% have it sometimes whereas 34% have never had it. For those who suffer from headaches, 17% experience it daily, 24% have it after two days, 28% have it at least once a week, 12% go through this anguish once a month and for the rest of 19% it occurs much more rarely.

Though doctors have a long list of conditions that cause headache but for a common person headache is caused by worries of life (55%), mental weakness (14%) and weak eyesight (9%). 11% of the people consider that headache is a disease in itself. The commonest remedy to treat headache is taking some medicine (35%), resting for a while (19%) and taking tea (15%). Nine percent (9%) consult a doctor, 19% continue to do their routine work and 3% go for some spiritual healing.

### ***Backache***

Another common complaint is backache. Forty one percent (41%) of Pakistanis report having experienced backache. Forty one percent of them (41%) have it sometimes, 13% experience it once a month, 20% have it once a week and 26% daily experience this malady. For half of these people (51%) backache was cured on its own, 21% got treatment and 26% claimed that they continue to have backache. Doctors might give multiple reasons for backache but for our respondents getting tired with stress of work is the most common cause (52%) followed by body weakness (31%), bad posture (8%) and uneven bed (3%).

### ***Memory Loss***

Nearly one third (29%) of Pakistanis say that they tend to forget the daily things primarily because of mental stress (38%), work overload (25%), 24% simply consider it a habit to forget things and manifestation of some disease (8%). 25% of those who remember easily remember on their own, 38% write the important things somewhere and 8% ask someone else to remind them if they forget.

### ***Anxiety***

We all get anxious in certain situations. Anxiety has its symptoms like disturbed sleep, restlessness, breathing difficulty, palpitations among others. Sometimes mental stress manifests as physical symptoms like a sense of fatigue without any exertion, aches and pains, excessive heartburn and many others. We have asked our study population if they have experienced these symptoms sometimes or experience them often or never had such symptoms. About 36% of the respondents sometimes feel fatigued without any exertion, 34% sometimes have palpitations without any physical exercise, 29% sometimes feel that their heart is sinking, 26% report having heartburn at times, 26% sometimes feel restless, 24% sometimes experience difficulty in breathing, 16% said they sometimes experience disturbed sleep. Nightmares haunt

26% of the people and 11% sometimes feel that they are under the effect of some spell or magic.

### ***Outlook to Life:***

Each one of us has a unique outlook to life. While 22% Pakistanis say that they worry a lot about their lives, 76% say they take life as it comes. Overall satisfaction with life is quite high as 51% Pakistanis say that they are very happy with their life, 37% are happy whereas only 12% are less happy with their life.

### ***Emotions:***

Majority of Pakistanis (29% very emotional and 34% emotional) consider themselves to be emotional. Despite being emotional, only 24% think that they base their decisions on emotions. Around 28% say they take decisions based on wisdom and for the rest of 47%, decision making depends on the situation.

Majority of Pakistanis think that they get angry easily (37% very easily and 20% easily).

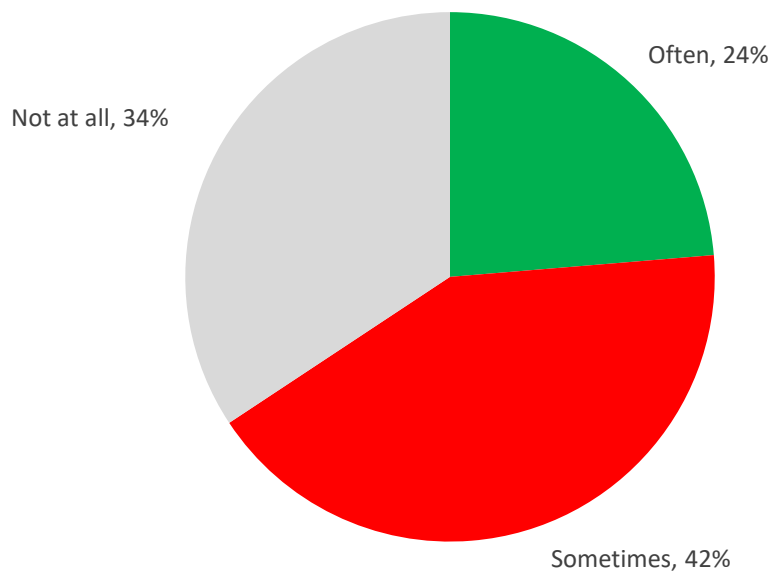
Interestingly, 71% consider their attitude towards the family as friendly, 17% consider it respectful and only 9% claim that they have an authoritative attitude towards their family members.

Majority of the respondents (77%) feel calm while at home. 70% are mostly happy.

## Health and Stress

### HEADACHE: DO YOU EXPERIENCE IT?

**Question:** Do you ever have headache?



Source: Gallup Survey, 2022

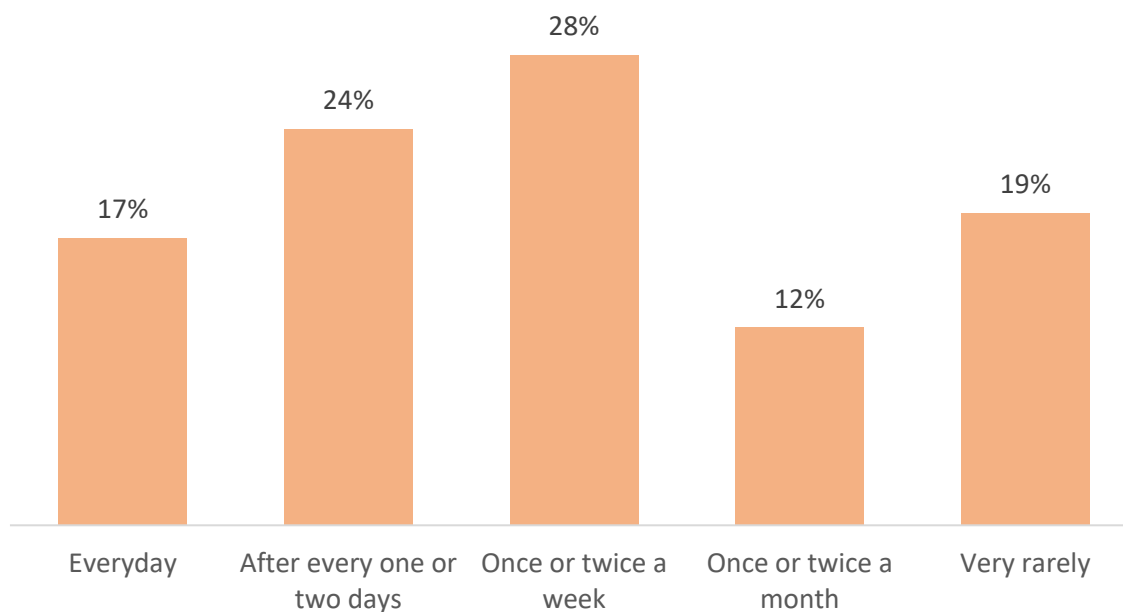
### Trend Data

|                          | 1998 | 2000 | 2001 | 2004 | 2009 | 2011 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Often                    | 31%  | 14%  | 9%   | 17%  | 14%  | 16%  | 24%  |
| Sometimes                | 50%  | 53%  | 59%  | 61%  | 52%  | 60%  | 42%  |
| Not at all               | 31%  | 33%  | 32%  | 22%  | 34%  | 25%  | 34%  |
| Don't Know / No Response | -    | 1%   | -    | -    | -    | -    | -    |

## Health and Stress

### HEADACHE: HOW OFTEN?

**Question:** How often do you experience headache?



Source: Gallup Survey, 2022

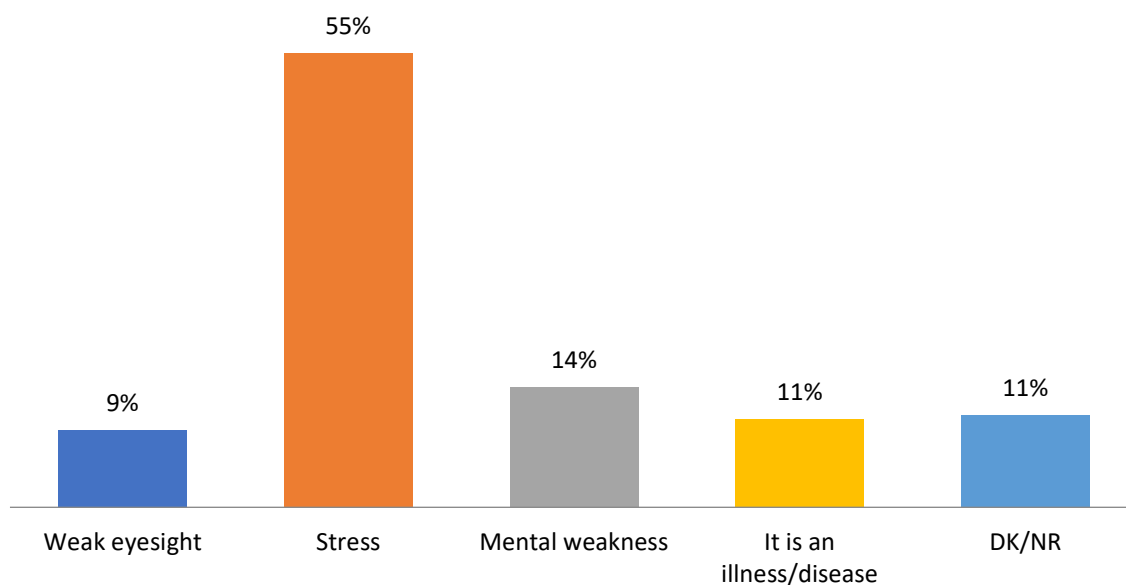
### Trend Data

|                             | 2001 | 2004 | 2009 | 2011 | 2022 |
|-----------------------------|------|------|------|------|------|
| Everyday                    | 5%   | 13%  | 6%   | 5%   | 17%  |
| After every one or two days |      |      | 18%  | 15%  | 24%  |
| Once or twice a week        | 24%  | 29%  | 27%  | 36%  | 28%  |
| Once or twice a month       | 32%  | 36%  | 28%  | 28%  | 12%  |
| Very rarely                 | 38%  | 22%  | 21%  | 16%  | 19%  |
| Don't Know / No Response    | 1%   | -    | 1%   | -    | -    |

## Health and Stress

### HEADACHE: WHAT IS THE CAUSE?

**Question:** What do you think is the cause of headache?



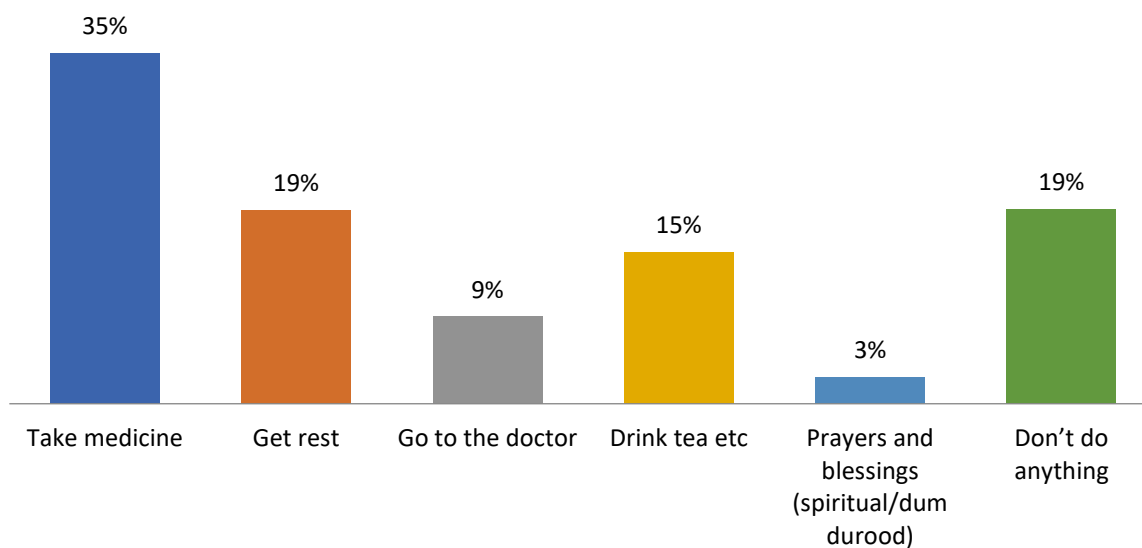
Source: Gallup Survey, 2022

### Trend Data

|                          | 2001 | 2004 | 2009 | 2011 | 2022 |
|--------------------------|------|------|------|------|------|
| Weak eyesight            | 11%  | 14%  | 16%  | 17%  | 9%   |
| Stress                   | 39%  | 38%  | 41%  | 47%  | 55%  |
| Mental weakness          | 31%  | 28%  | 33%  | 32%  | 14%  |
| It is an illness/disease | 12%  | 15%  | 16%  | 13%  | 11%  |
| Others                   | 4%   | 7%   | -    | -    | -    |
| Don't Know / No Response | 9%   | 11%  | 1%   | 1%   | -    |

## Health and Stress

### HEADACHE: TREATMENT OF HEADACHE?



Source: Gallup Survey, 2022

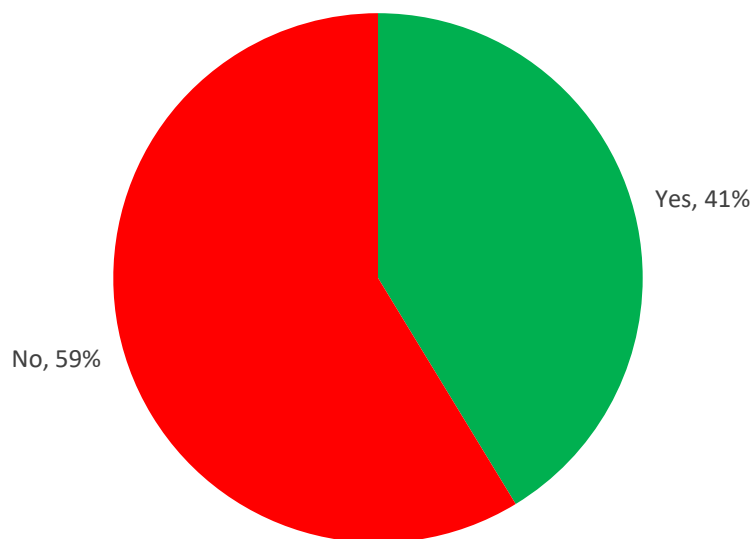
### Trend Data

|                                              | 2001 | 2004 | 2009 | 2011 | 2022 |
|----------------------------------------------|------|------|------|------|------|
| Take medicine                                | 37%  | 37%  | 30%  | 27%  | 35%  |
| Get rest                                     | 20%  | 28%  | 25%  | 18%  | 19%  |
| Go to the doctor                             | 13%  | 12%  | 12%  | 24%  | 9%   |
| Drink tea etc                                | 18%  | 21%  | 21%  | 28%  | 15%  |
| Prayers and blessings (spiritual/dum durood) | 6%   | 5%   | 5%   | 3%   | 3%   |
| Don't do anything                            | 5%   | 12%  | 11%  | 5%   | 19%  |
| Don't Know / No Response                     | 1%   | 1%   | 1%   | -    | -    |

## Health and Stress

### **BACKACHE: EVER EXPERIENCED?**

**Question:** Have you ever experienced backache?



Source: Gallup Survey, 2022

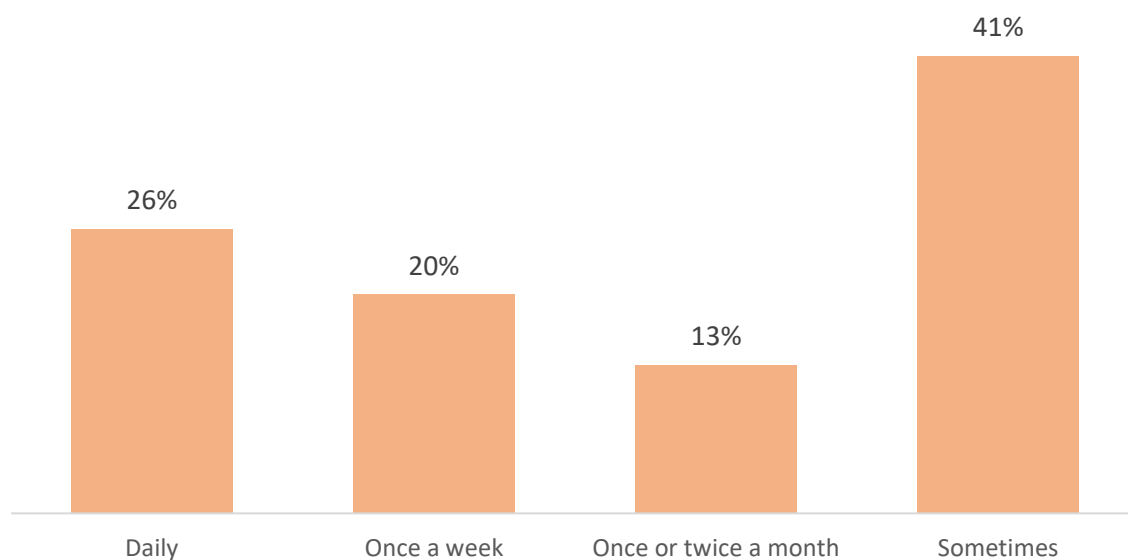
### Trend Data

|     | 2001 | 2022 |
|-----|------|------|
| Yes | 40%  | 41%  |
| No  | 60%  | 59%  |

## Health and Stress

### **BACKACHE: HOW OFTEN?**

**Question:** How often do you experience Backache?



Source: Gallup Survey, 2022

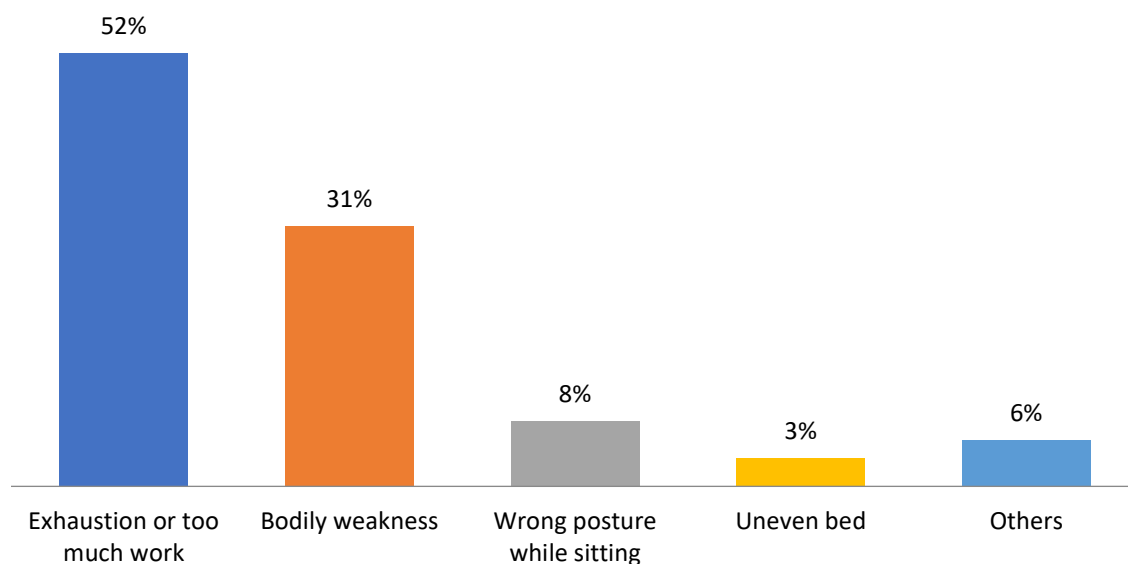
### Trend Data

|                       | 2001 | 2022 |
|-----------------------|------|------|
| Daily                 | 7%   | 26%  |
| Once a week           | 9%   | 20%  |
| Once or twice a month | 23%  | 13%  |
| Sometimes             | 61%  | 41%  |

## Health and Stress

### **BACKACHE: CAUSE?**

**Question:** What do you think are the causes of Backache?



Source: Gallup Survey, 2022

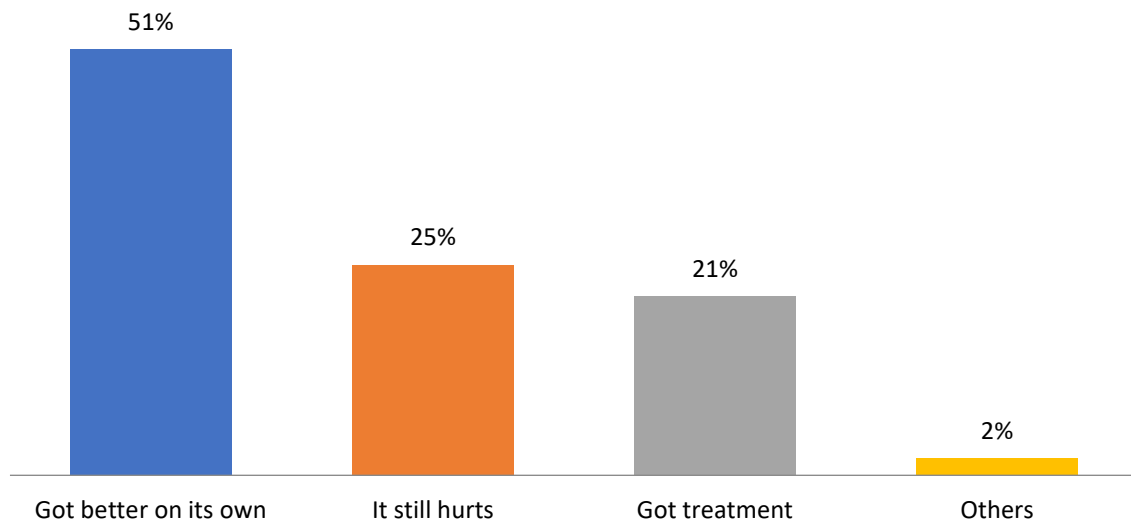
### Trend Data

|                             | 2001 | 2022 |
|-----------------------------|------|------|
| Wrong posture while sitting | 9%   | 8%   |
| Uneven bed                  | 10%  | 3%   |
| Body weakness               | 28%  | 31%  |
| Exhaustion or too much work | 39%  | 52%  |
| Others                      | 14%  | 6%   |

## Health and Stress

### **BACKACHE:** YOUR RESPONSE TO IT?

**Question:** If ever you experienced backache, what was your response towards it?



Source: Gallup Survey, 2022

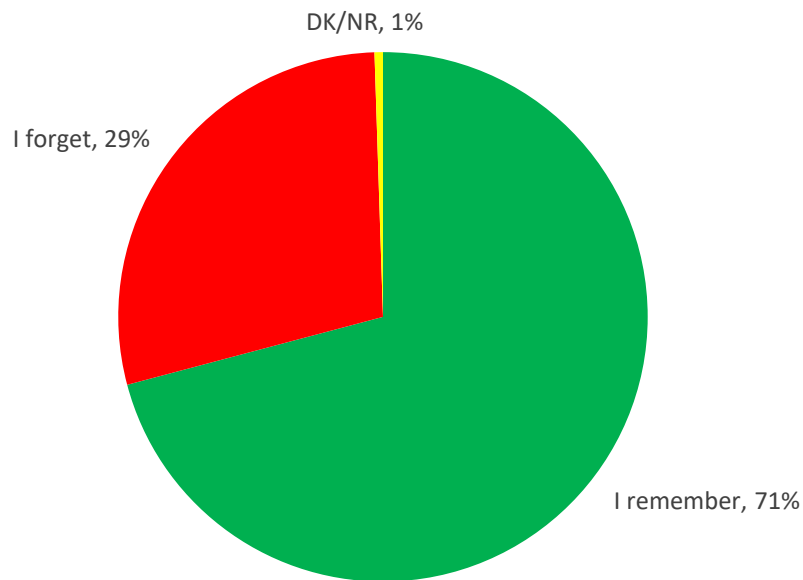
### Trend Data

|                       | 2001 | 2022 |
|-----------------------|------|------|
| Got treatment         | 43%  | 21%  |
| Got better on its own | 50%  | 51%  |
| It still hurts        | 7%   | 25%  |
| Others                | -    | 2%   |

## Health and Stress

### **MEMORY LOSS: EVER EXPERIENCED?**

**Question:** Do you usually remember daily things/matters or do you forget them?



Source: Gallup Survey, 2022

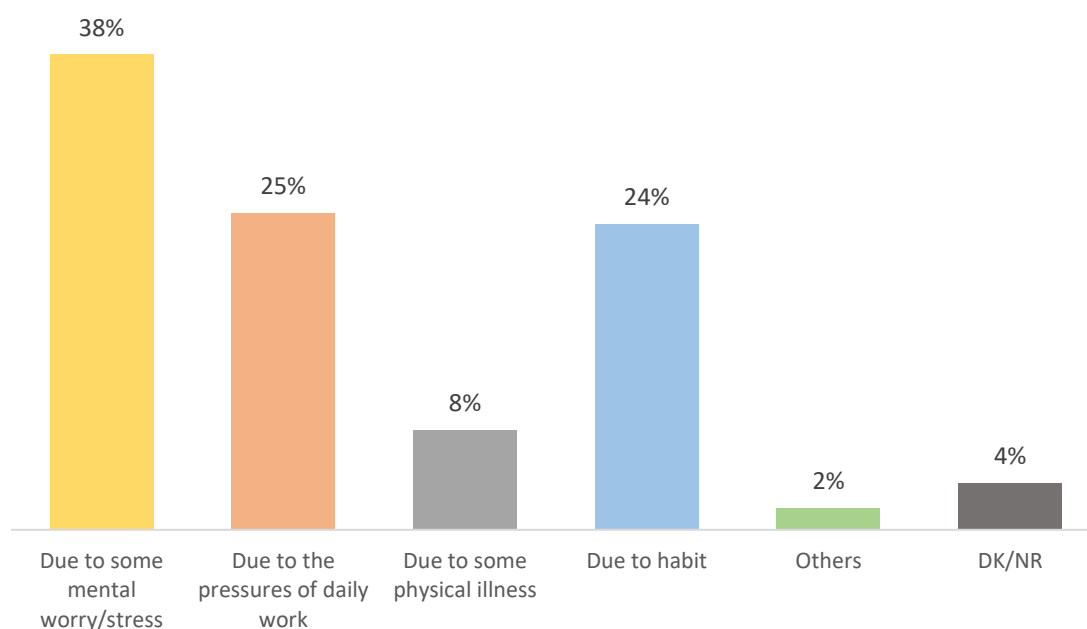
#### Trend Data

|                          | 2003 | 2022 |
|--------------------------|------|------|
| I remember               | 66%  | 71%  |
| I forget                 | 33%  | 29%  |
| Don't Know / No Response | 1%   | 1%   |

## Health and Stress

### MEMORY LOSS: WHY FORGET THINGS?

**Question:** If you tend to forget daily life matters, what do you think are the reasons?



Source: Gallup Survey, 2022

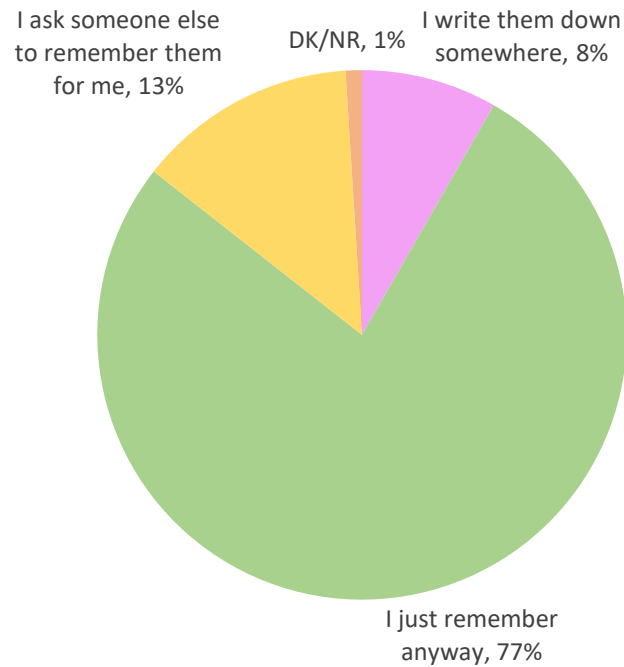
### Trend Data

|                                    | 2003 | 2022 |
|------------------------------------|------|------|
| Due to some mental worry/stress    | 22%  | 38%  |
| Due to the pressures of daily work | 37%  | 25%  |
| Due to some physical illness       | 17%  | 8%   |
| Due to habit                       | 19%  | 24%  |
| Others                             | 2%   | 2%   |
| Don't Know / No Response           | 3%   | 4%   |

## Health and Stress

### MEMORY LOSS: HOW TO REMEMBER THINGS?

**Question:** How do you remember daily life affairs?



Source: Gallup Survey, 2022

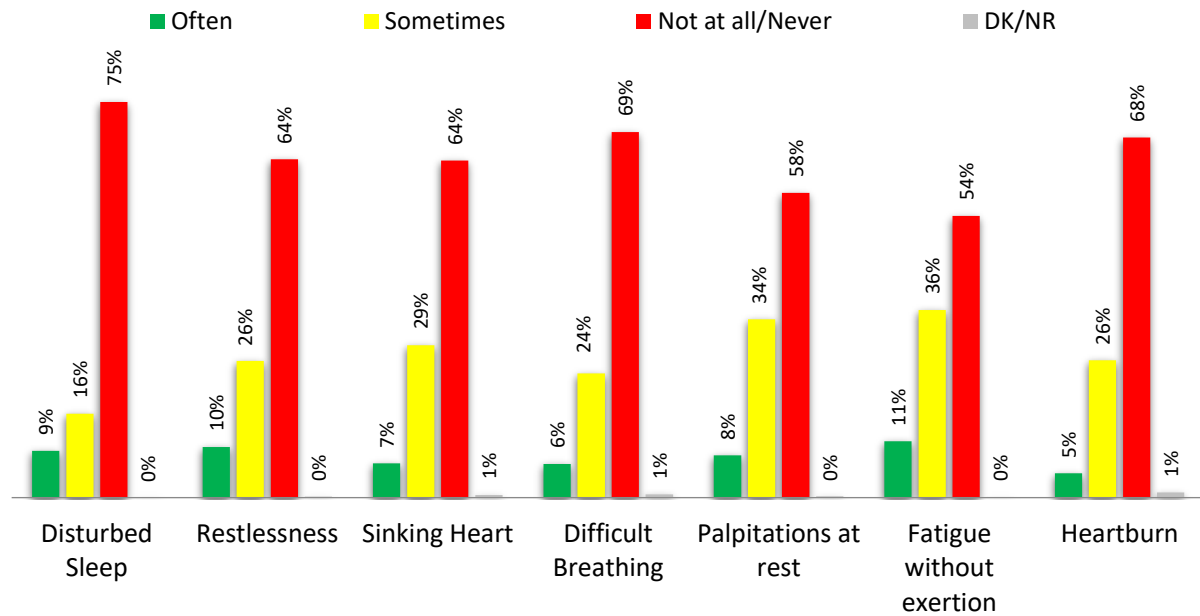
### Trend Data

|                                            | 2003 | 2022 |
|--------------------------------------------|------|------|
| I write them down somewhere                | 15%  | 8%   |
| I just remember anyway                     | 62%  | 77%  |
| I ask someone else to remember them for me | 11%  | 13%  |
| Don't Know / No Response                   | 11%  | 1%   |

## Health and Stress

### **ANXIETY: SYMPTOMS?**

**Question:** Do you sometimes/never/often experience following states:



Source: Gallup Survey, 2022

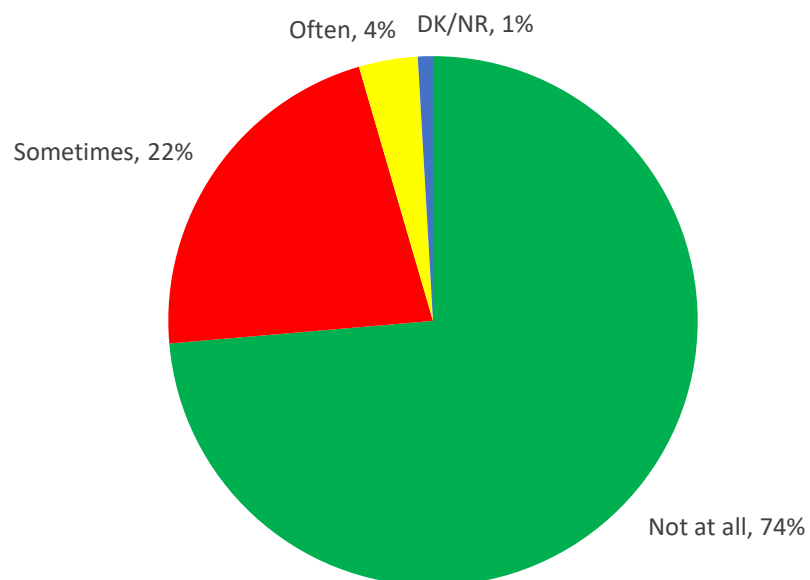
### Trend Data

|                          | 2007  |           |                      |       | 2022  |           |                      |       |
|--------------------------|-------|-----------|----------------------|-------|-------|-----------|----------------------|-------|
|                          | Often | Sometimes | Not at all/<br>Never | DK/NR | Often | Sometimes | Not at all/<br>Never | DK/NR |
| Disturbed Sleep          | 7%    | 33%       | 60%                  | -     | 9%    | 16%       | 75%                  | 0%    |
| Restlessness             | 9%    | 43%       | 48%                  | -     | 10%   | 26%       | 64%                  | 0%    |
| Sinking Heart            | 5%    | 28%       | 66%                  | 1%    | 7%    | 29%       | 64%                  | 0%    |
| Difficult Breathing      | 6%    | 21%       | 73%                  | -     | 6%    | 24%       | 69%                  | 1%    |
| Palpitations at rest     | 7%    | 35%       | 58%                  | -     | 8%    | 34%       | 58%                  | 0%    |
| Fatigue without exertion | 11%   | 45%       | 43%                  | 1%    | 11%   | 36%       | 54%                  | 0%    |
| Heartburn                | 11%   | 44%       | 44%                  | 1%    | 5%    | 26%       | 68%                  | 1%    |

## Health and Stress

### **ANXIETY: FEAR/NIGHTMARES?**

**Question:** Do you often have nightmares?



Source: Gallup Survey, 2022

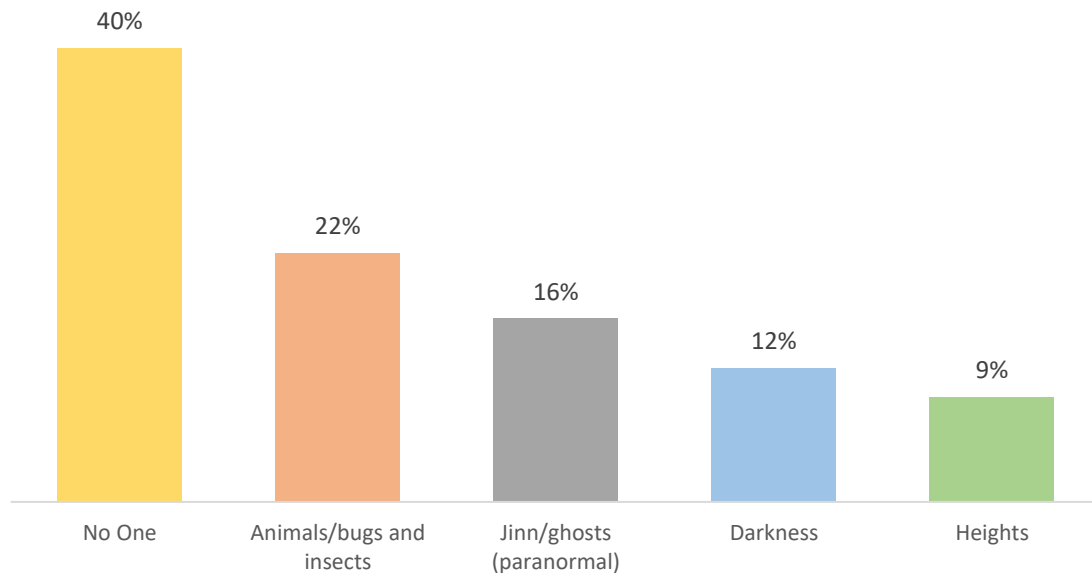
### Trend Data

|                          | 1998 | 2000 | 2009 | 2012 | 2022 |
|--------------------------|------|------|------|------|------|
| Not at all               | 60%  | 60%  | 42%  | 42%  | 74%  |
| Sometimes                | 30%  | 34%  | 33%  | 48%  | 22%  |
| Often                    | 10%  | 5%   | 24%  | 9%   | 4%   |
| Don't Know / No Response | -    | 1%   | 1%   | 2%   | 1%   |

## Health and Stress

### **ANXIETY: FEARS?**

**Question:** Out of the following things, which scares you the most?



Source: Gallup Survey, 2022

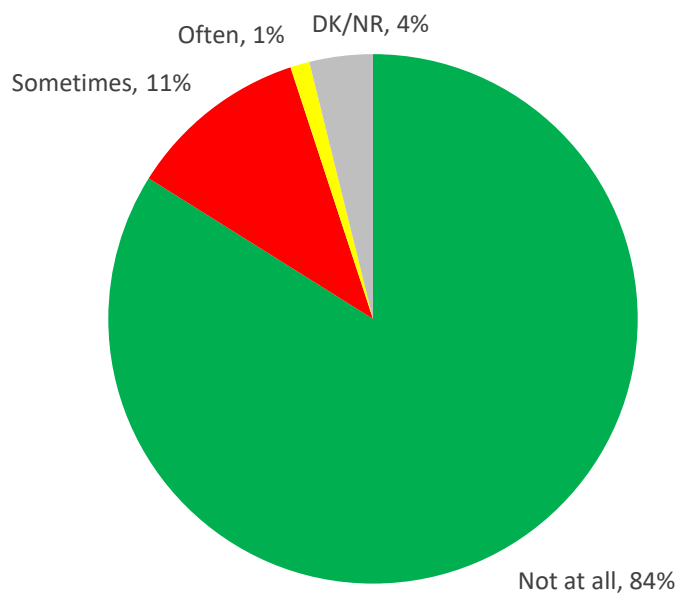
### Trend Data

|                          | 2001 | 2009 | 2017 | 2022 |
|--------------------------|------|------|------|------|
| No One                   | -    | -    | -    | 40%  |
| Animals/bugs and insects | 28%  | 34%  | 36%  | 22%  |
| Darkness                 | 16%  | 18%  | 24%  | 12%  |
| Heights                  | 17%  | 12%  | 19%  | 9%   |
| Jinn/ghosts (paranormal) | 37%  | 32%  | 21%  | 16%  |
| Don't know/ No Response  | 2%   | 4%   | -    | -    |

## Health and Stress

### **ANXIETY: FEARS?**

**Question:** Do you sometimes feel that you are under effect of some spell/magic?



Source: Gallup Survey, 2022

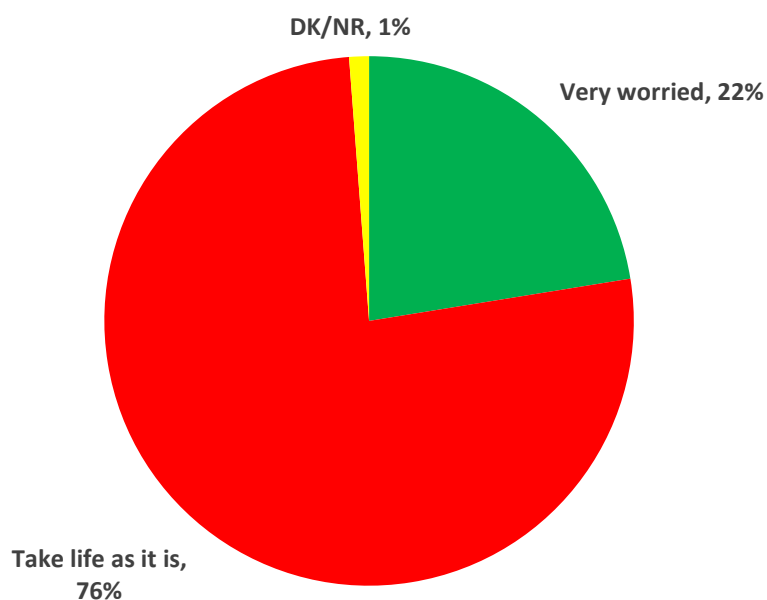
### Trend Data

|                          | 1998 | 2000 | 2009 | 2011 | 2022 |
|--------------------------|------|------|------|------|------|
| Not at all               | 77%  | 85%  | 62%  | 70%  | 84%  |
| Sometimes                | 16%  | 11%  | 18%  | 23%  | 11%  |
| Often                    | 7%   | 4%   | 15%  | 6%   | 1%   |
| Don't Know / No Response | -    | -    | 5%   | -    | 4%   |

## Health and Stress

### OUTLOOK TO LIFE

**Question:** Would you say that you worry a lot or do you take life as it comes?



Source: Gallup Survey, 2022

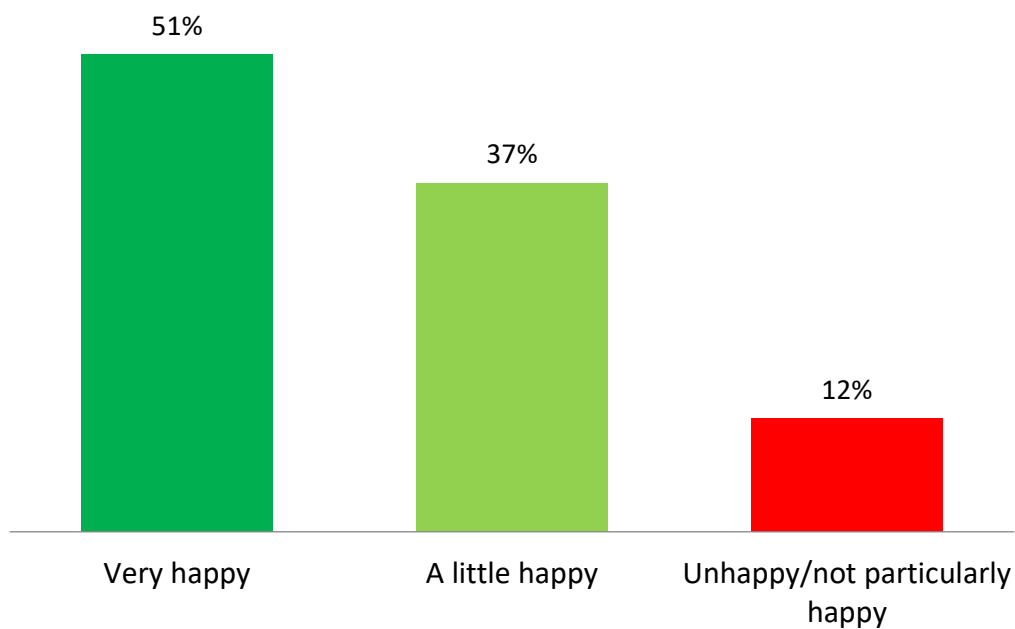
### Trend Data

|                          | 2006 | 2010 | 2011 | 2012 | 2013 | 2015 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Very worried             | 25%  | 28%  | 26%  | 29%  | 21%  | 30%  | 22%  |
| Take life as it is       | 69%  | 67%  | 68%  | 61%  | 74%  | 55%  | 76%  |
| Don't Know / No Response | 9%   | 5%   | 5%   | 9%   | 6%   | 15%  | 1%   |

## Health and Stress

### OUTLOOK TO LIFE

**Question:** How much happy are you with your life these days?



Source: Gallup Survey, 2022

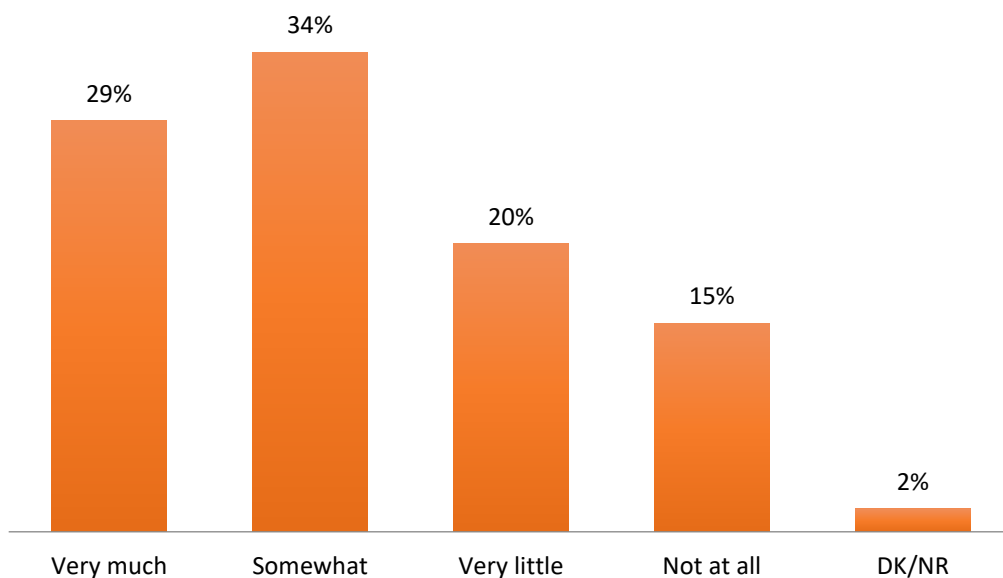
### Trend Data

|                                | 2008 | 2009 | 2010 | 2011 | 2013 | 2022 |
|--------------------------------|------|------|------|------|------|------|
| Very happy                     | 28%  | 35%  | 35%  | 41%  | 37%  | 51%  |
| A little happy                 | 40%  | 42%  | 42%  | 46%  | 45%  | 37%  |
| Unhappy/not particularly happy | 26%  | 20%  | 20%  | 11%  | 16%  | 12%  |
| Don't Know / No Response       | 6%   | 3%   | 3%   | 2%   | 2%   | -    |

## Health and Disease

### MENTAL HEALTH: EMOTIONS

**Question:** What would you say that how emotional are you?



Source: Gallup Survey, 2022

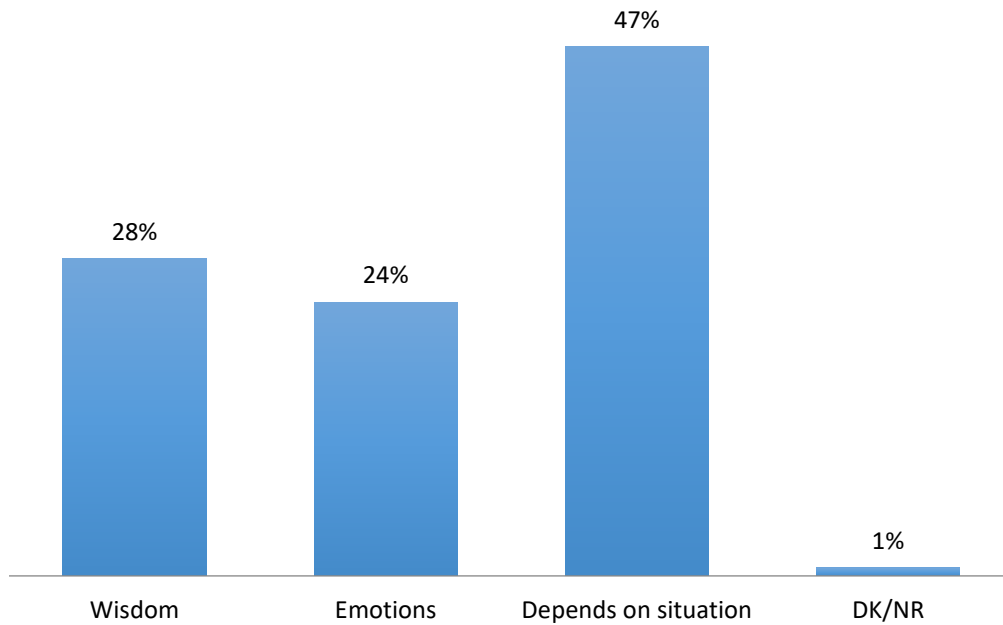
#### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Very emotional           | 13%  | 29%  |
| Somewhat emotional       | 41%  | 34%  |
| Very little emotional    | 28%  | 20%  |
| Not at all emotional     | 17%  | 15%  |
| Don't Know / No Response | 1%   | 2%   |

## Health and Disease

### MENTAL HEALTH: EMOTIONS

**Question:** Do you usually take decisions based on wisdom or emotions?



Source: Gallup Survey, 2022

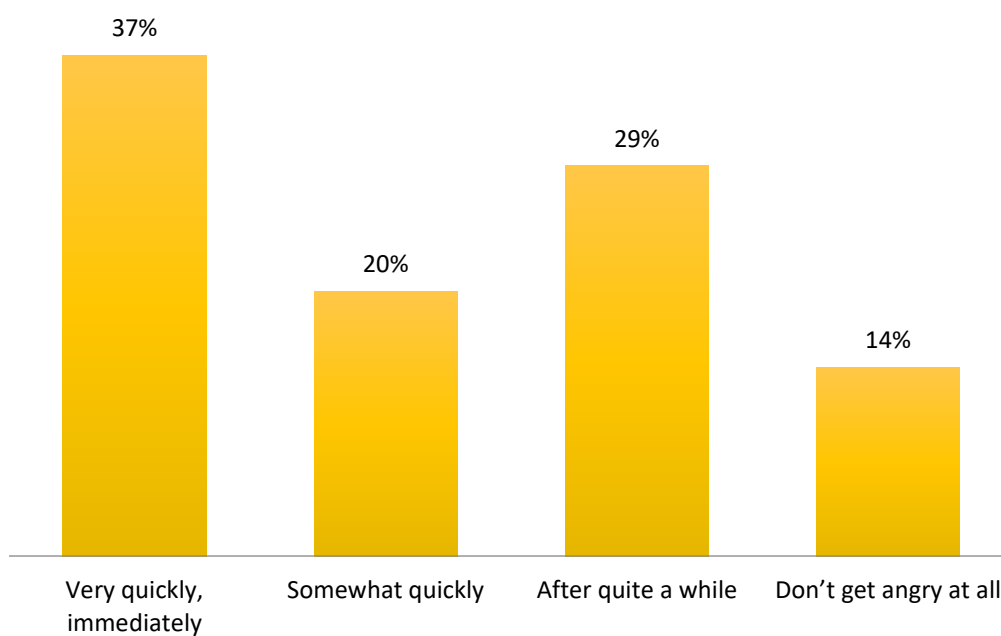
#### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Wisdom                   | 16%  | 28%  |
| Emotions                 | 19%  | 24%  |
| Depends on situation     | 43%  | 47%  |
| Don't Know / No Response | 1%   | 1%   |

## Health and Stress

### MENTAL HEALTH: ANGER?

**Question:** Some people get angry quickly whereas others are more patient. In your opinion do you get angry easily?



Source: Gallup Survey, 2022

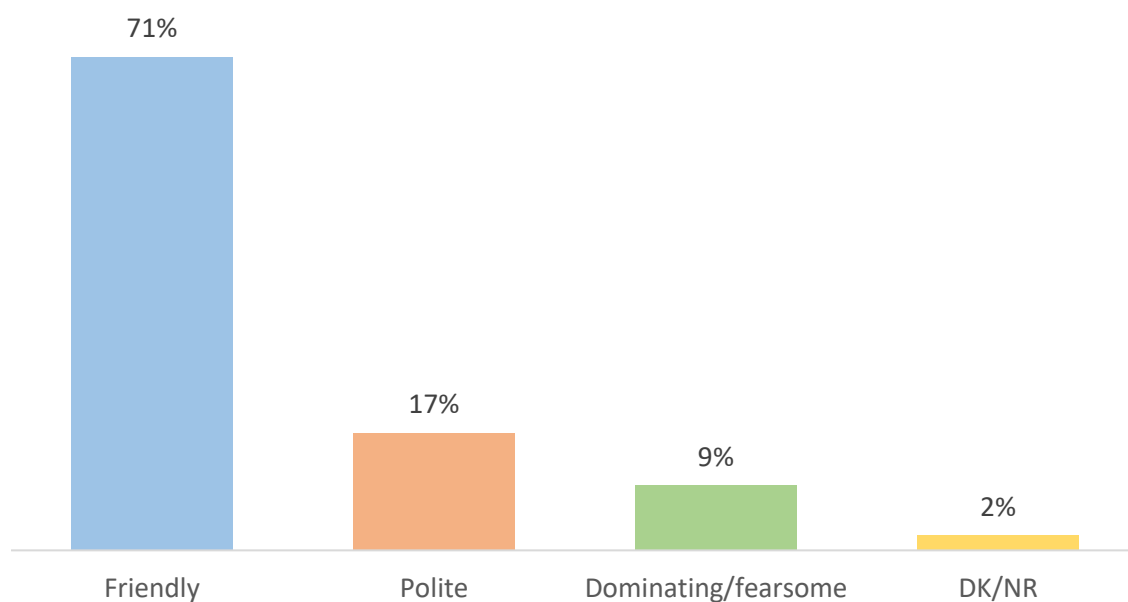
### Trend Data

|                           | 2009 | 2017 | 2022 |
|---------------------------|------|------|------|
| Very quickly, immediately | 17%  | 21%  | 37%  |
| Somewhat quickly          | 38%  | 29%  | 20%  |
| After quite a while       | 29%  | 29%  | 29%  |
| Don't get angry at all    | 16%  | 11%  | 14%  |

## Health and Stress

### MENTAL HEALTH: ATTITUDE TOWARDS FAMILY?

**Question:** How is your attitude towards your family members?



Source: Gallup Survey, 2022

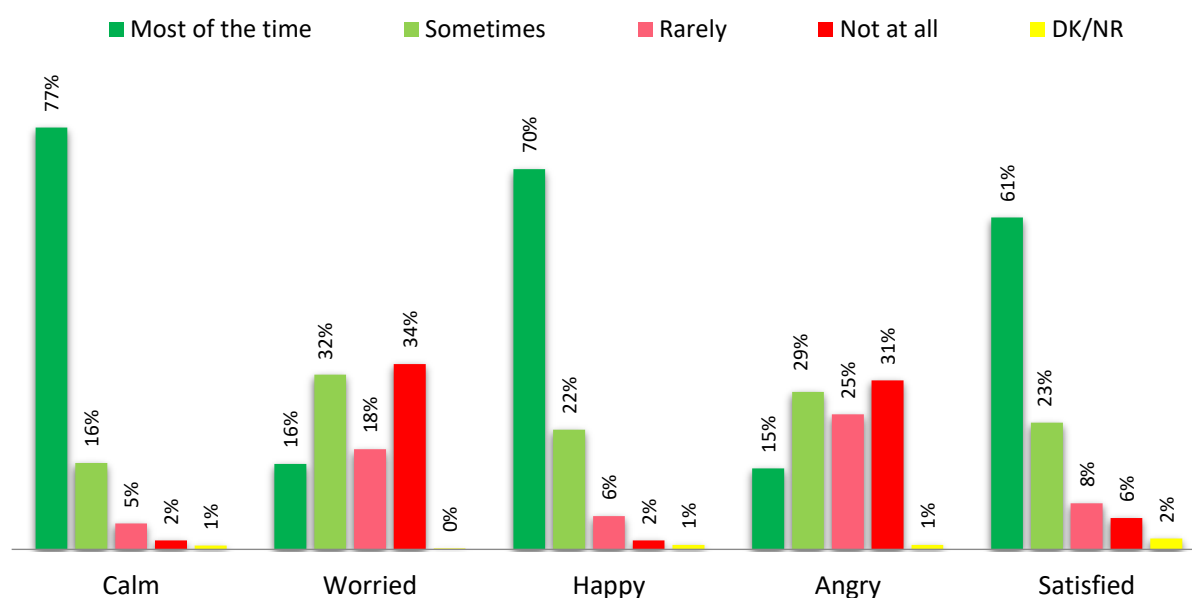
### Trend Data

|                        | 2009 | 2017 | 2022 |
|------------------------|------|------|------|
| Dominating/fearsome    | 20%  | 21%  | 9%   |
| Friendly               | 49%  | 56%  | 71%  |
| Polite                 | 30%  | 23%  | 17%  |
| Don't get angry at all | 1%   | -    | 2%   |

## Health and Stress

### MENTAL HEALTH: ATTITUDE TOWARDS FAMILY?

**Question:** Please tell us how do you feel while being at home?



Source: Gallup Survey, 2022

### Trend Data

|           | 2001             |           |        |            |       | 2009             |           |        |            |       | 2011             |           |        |            |       | 2022             |           |        |            |       |
|-----------|------------------|-----------|--------|------------|-------|------------------|-----------|--------|------------|-------|------------------|-----------|--------|------------|-------|------------------|-----------|--------|------------|-------|
|           | Most of the time | Sometimes | Rarely | Not at all | DK/NR | Most of the time | Sometimes | Rarely | Not at all | DK/NR | Most of the time | Sometimes | Rarely | Not at all | DK/NR | Most of the time | Sometimes | Rarely | Not at all | DK/NR |
| Calm      | 67%              | 22%       | 8%     | 2%         | 1%    | 55%              | 29%       | 12%    | 3%         | 1%    | 47%              | 37%       | 14%    | 2%         | 0%    | 77%              | 16%       | 5%     | 2%         | 0%    |
| Worried   | 13%              | 42%       | 29%    | 13%        | 3%    | 21%              | 42%       | 30%    | 5%         | 2%    | 17%              | 42%       | 35%    | 5%         | 1%    | 16%              | 32%       | 18%    | 34%        | 0%    |
| Happy     | 53%              | 33%       | 10%    | 2%         | 2%    | 42%              | 38%       | 16%    | 2%         | 2%    | 37%              | 42%       | 18%    | 2%         | 1%    | 70%              | 22%       | 6%     | 2%         | 0%    |
| Angry     | 11%              | 38%       | 35%    | 13%        | 3%    | 12%              | 43%       | 36%    | 8%         | 1%    | 9%               | 47%       | 37%    | 6%         | 1%    | 15%              | 29%       | 25%    | 31%        | 0%    |
| Satisfied | 39%              | 31%       | 17%    | 10%        | 3%    | 28%              | 40%       | 22%    | 9%         | 1%    | 24%              | 51%       | 19%    | 5%         | 1%    | 61%              | 23%       | 8%     | 6%         | 2%    |

# PART III: HEALTH AND LIFESTYLE

## D. HEALTH AND ENVIRONMENT



## ***D. HEALTH AND ENVIRONMENT***

Environment has an important role in shaping the health of a nation. Infectious diseases which are still the leading killers in the developing world have their basis in poor environmental conditions. This account is meant to give a brief idea of the situation of water sources, sanitation and the overall environment experienced by a common man in Pakistan.

They say life began in water, ever wondered what the source of water is for a Pakistani household? 46% have a Government supply water tap inside the house, 7% boil the supply water, 13% have a water filter in their home and 12% get water cans from Mineral Water Company. 14% of our households get it from a water filtration plant near our house whereas 2% use water from a well.

Interestingly, the significant majority of people (92%) consider the water they use to be safe for health; 6% consider it to be unsafe. Public health experts have sophisticated tests of water quality to render water unsafe, but for a common man water is unsafe because it causes him to have diarrhea (6%), a bad taste (34%), bad smell (13%) or it seems to be dirty (25%).

Though 6% people consider their water to be unsafe, 57% do nothing to clean their water. For those who clean it, filter is the most popular method (23%), 2% drain it through a sieve and 17% boil the water.

World Health Organization (WHO) had declared the year 2008 as the year of sanitation, so let us try to see what the situation in Pakistan is? 81% of the people say that they have a flush latrine in their houses, 16% have a hole in the ground for this purpose.

Regarding the overall cleanliness of their streets, 46% of the people consider it as good, 29% as very good, 15% as bad and 9% as very bad.

Among the environmental threats facing the world, clean water ranks as the top priority (37%) in view of the Pakistanis followed by preservation of biodiversity (19%), clean air (17%), and disposal of solid wastes (16%).

Pakistanis are equally divided on the issue that whether economic development is important in the form of more industries which spoil the environment with their exhaust and wastes (supported by 24%) or that it is more important to have environmental protection (favored by 60%).

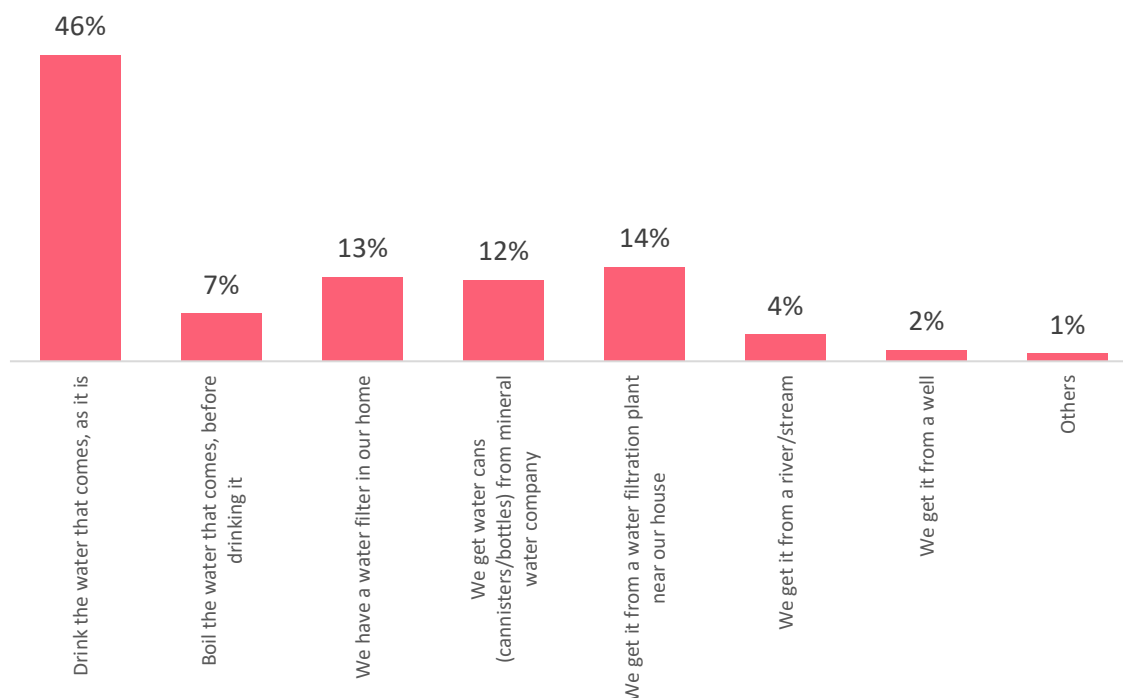
A large number report taking some personal measures to conserve the environment. 58% say they try to conserve electricity and gas in domestic use. 30% try to reduce junk/recycle goods. 48% conserve water to protect environment. 9% use such sprays which are not damaging to the ozone layer.

A large number (62%) say that they are ready to pay a bit more for a product which has been manufactured in an environment friendly manner. The use of plastic bags is quite high in the country as 76% of the households use it to bring grocery from the market, fabric bag is used by 17%, paper bag by 3% and 2% use a basket. 74% claim that they or anyone from their household has ever planted a tree.

## Health and Environment

### **WATER:** WHERE DOES IT COME FROM?

**Question:** What is the **main source** of Drinking water for your household?



Source: Gallup Survey, 2022

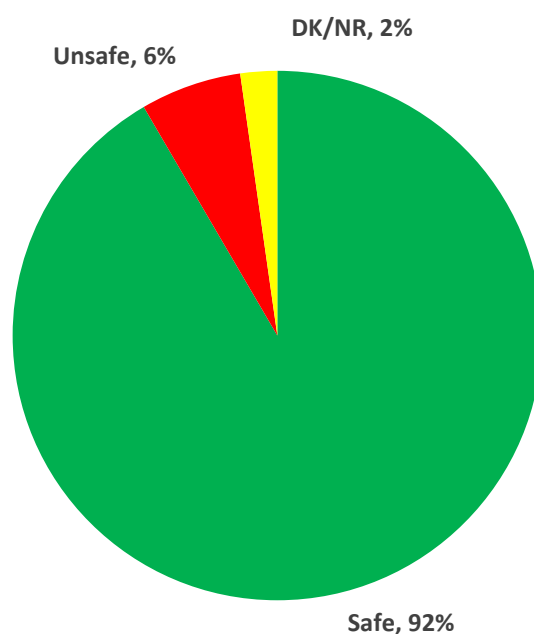
### Trend Data

|                                                                   | 2017 | 2022 |
|-------------------------------------------------------------------|------|------|
| Drink the water that comes, as it is                              | 46%  | 46%  |
| Boil the water that comes, before drinking it                     | 24%  | 7%   |
| We have a water filter in our home                                | 13%  | 13%  |
| We get water cans (cannisters/bottles) from mineral water company | 8%   | 12%  |
| We get it from a water filtration plant near our house            | 8%   | 14%  |
| We get it from a river/stream                                     | 0%   | 4%   |
| We get it from a well                                             | 0%   | 2%   |
| Others                                                            | -    | 1%   |
| Don't Know / No Response                                          | 1%   | -    |

## Health and Environment

### **WATER:** PERCEPTIONS ABOUT QUALITY

**Question:** In your view, is the water used in your household safe or unsafe?



Source: Gallup Survey, 2022

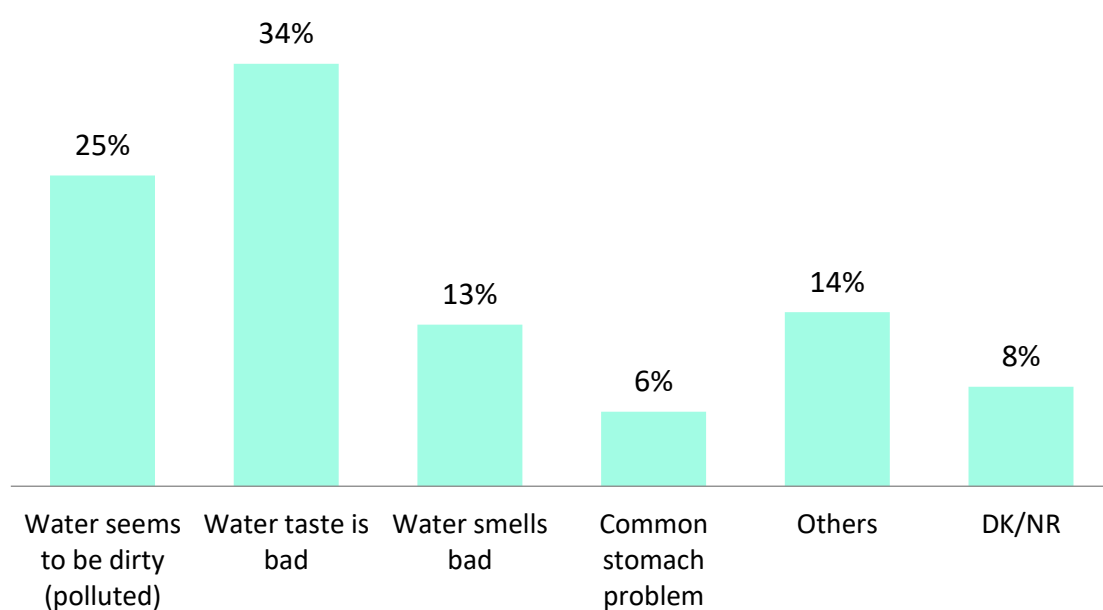
### Trend Data

|                          | 2006 | 2007 | 2009 | 2011 | 2012 | 2014 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Safe                     | 61%  | 55%  | 65%  | 44%  | 53%  | 75%  | 92%  |
| Unsafe                   | 28%  | 31%  | 25%  | 43%  | 38%  | 24%  | 6%   |
| Don't Know / No Response | 11%  | 14%  | 10%  | 13%  | 9%   | 1%   | 2%   |

## Health and Environment

### **WATER:** PERCEPTIONS ABOUT QUALITY

**Question:** If you think your water is unsafe, what is the reason?



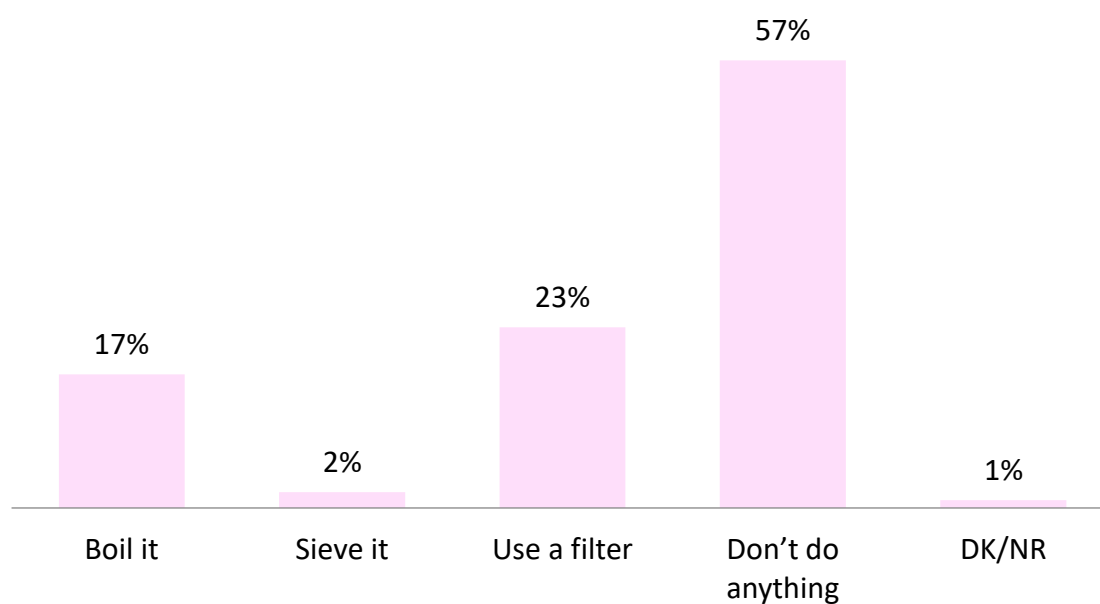
#### Trend Data

|                                    | 2006 | 2007 | 2009 | 2011 | 2012 | 2014 | 2022 |
|------------------------------------|------|------|------|------|------|------|------|
| Water seems to be dirty (polluted) | 44%  | 29%  | 29%  | 24%  | 22%  | 21%  | 25%  |
| Water taste is bad                 | 19%  | 26%  | 18%  | 22%  | 41%  | 44%  | 34%  |
| Water smells bad                   | 17%  | 12%  | 24%  | 20%  | 13%  | 15%  | 13%  |
| Common stomach problem             | 19%  | 30%  | 26%  | 34%  | 23%  | 20%  | 6%   |
| Others                             | 0%   | 0%   | 3%   | -    | 1%   | 0%   | 14%  |
| Don't Know / No Response           | 1%   | 3%   | 0%   | 0%   | 0%   | 0%   | 8%   |

## Health and Environment

### **WATER: DO YOU CLEAN IT?**

**Question:** How do you clean your drinking water?



Source: Gallup Survey, 2022

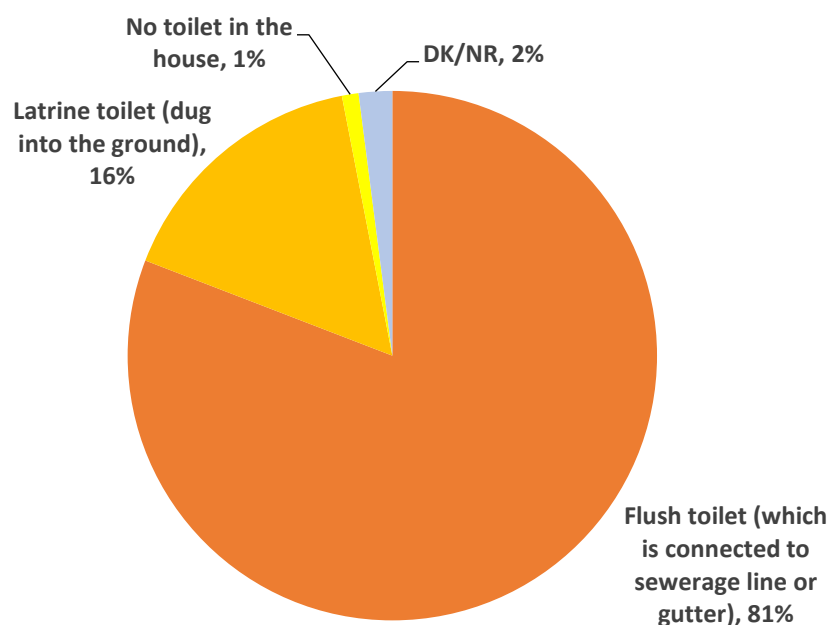
### Trend Data

|                          | 2006 | 2007 | 2009 | 2011 | 2012 | 2014 | 2022 |
|--------------------------|------|------|------|------|------|------|------|
| Boil it                  | 18%  | 26%  | 19%  | 25%  | 27%  | 22%  | 17%  |
| Sieve it                 | 5%   | 7%   | 5%   | 10%  | 5%   | 7%   | 2%   |
| Use a filter             | 15%  | 6%   | 8%   | 12%  | 10%  | 9%   | 23%  |
| Don't do anything        | 62%  | 61%  | 67%  | 52%  | 57%  | 61%  | 57%  |
| Don't Know / No Response | -    | -    | 1%   | 1%   | 1%   | 1%   | 1%   |

## Health and Environment

### **SANITATION: DISPOSAL OF SOLID WASTE?**

**Question:** What kind of Latrine/measure for disposal of solid waste/excreta do you have in your household?



Source: Gallup Survey, 2022

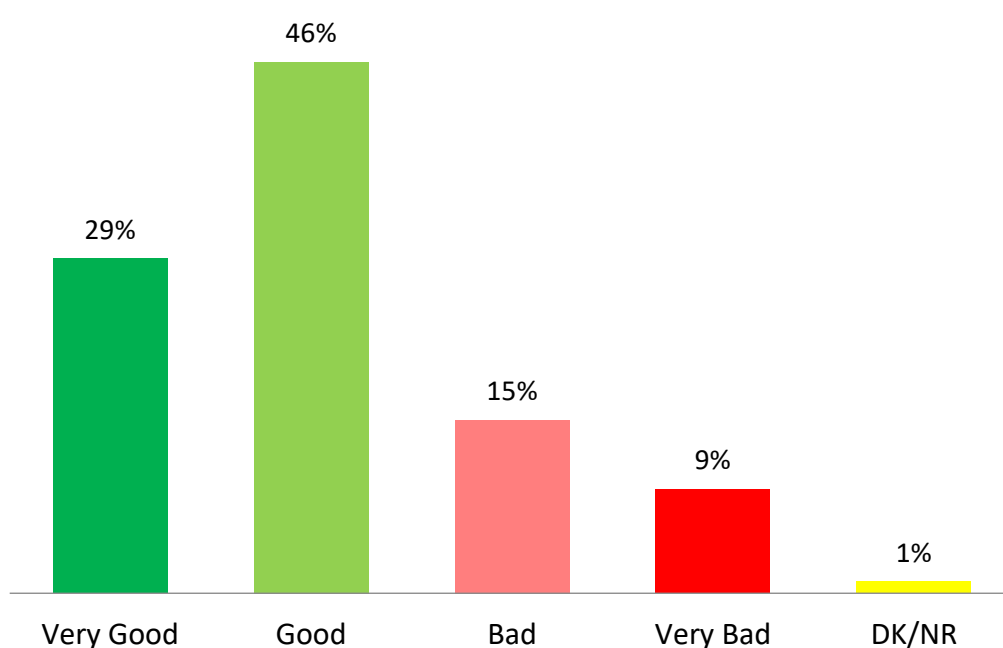
### Trend Data

|                                                              | 2011 | 2012 | 2022 |
|--------------------------------------------------------------|------|------|------|
| Flush toilet (which is connected to sewerage line or gutter) | 71%  | 69%  | 81%  |
| Latrine toilet (dug into the ground)                         | 25%  | 29%  | 16%  |
| No toilet in the house                                       | 1%   | 2%   | 1%   |
| Don't Know / No Response                                     | 3%   | 0%   | 2%   |

## Health and Environment

### **SANITATION:** PERCEPTIONS ABOUT SANITATION IN THE AREA

**Question:** What is your opinion regarding the state of cleanliness and sewage system in your area?



Source: Gallup Survey, 2022

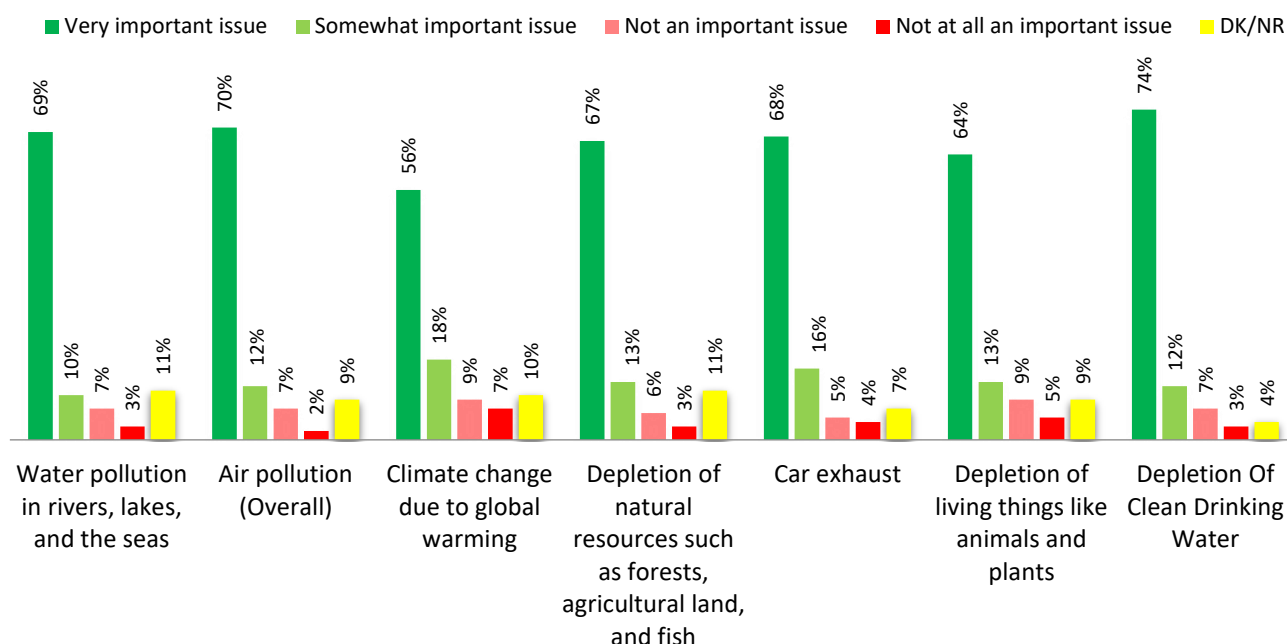
### Trend Data

|                          | 2004 | 2022 |
|--------------------------|------|------|
| Very Good                | 17%  | 29%  |
| Good                     | 40%  | 46%  |
| Bad                      | 25%  | 15%  |
| Very Bad                 | 17%  | 9%   |
| Don't Know / No Response | 1%   | 1%   |

## Health and Environment

### PERCEPTIONS ABOUT DIFFERENT ENVIRONMENT ISSUES

**Question:** How important or unimportant, in your view, are the following problems?



Source: Gallup Survey, 2022

### Trend Data

| Water pollution in rivers, lakes, and the seas |      |      |      |      |
|------------------------------------------------|------|------|------|------|
|                                                | 2012 | 2014 | 2015 | 2022 |
| Very important issue                           | 46%  | 39%  | 51%  | 69%  |
| Somewhat important issue                       | 33%  | 37%  | 24%  | 10%  |
| Not an important issue                         | 7%   | 15%  | 12%  | 7%   |
| Not at all an important issue                  | 2%   | 5%   | 12%  | 3%   |
| Don't Know / No Response                       | 12%  | 4%   | 2%   | 11%  |

| Air pollution (Overall)       |      |      |      |      |      |      |      |
|-------------------------------|------|------|------|------|------|------|------|
|                               | 2009 | 2010 | 2011 | 2012 | 2014 | 2015 | 2022 |
| Very important issue          | 59%  | 43%  | 54%  | 37%  | 36%  | 47%  | 70%  |
| Somewhat important issue      | 15%  | 34%  | 23%  | 42%  | 38%  | 29%  | 12%  |
| Not an important issue        | 11%  | 13%  | 6%   | 9%   | 18%  | 15%  | 7%   |
| Not at all an important issue | 3%   | 2%   | 2%   | 2%   | 4%   | 9%   | 2%   |
| Don't Know / No Response      | 12%  | 8%   | 15%  | 10%  | 4%   | 1%   | 9%   |

| Climate change due to global warming |      |      |      |      |
|--------------------------------------|------|------|------|------|
|                                      | 2012 | 2014 | 2015 | 2022 |
| Very important issue                 | 36%  | 27%  | 36%  | 56%  |
| Somewhat important issue             | 30%  | 35%  | 32%  | 18%  |
| Not an important issue               | 16%  | 23%  | 16%  | 9%   |
| Not at all an important issue        | 5%   | 9%   | 3%   | 7%   |
| Don't Know / No Response             | 13%  | 6%   | 13%  | 10%  |

| Depletion of natural resources such as forests, agricultural land, and fish |      |      |      |      |
|-----------------------------------------------------------------------------|------|------|------|------|
|                                                                             | 2012 | 2014 | 2015 | 2022 |
| Very important issue                                                        | 38%  | 39%  | 49%  | 67%  |
| Somewhat important issue                                                    | 30%  | 32%  | 35%  | 13%  |
| Not an important issue                                                      | 14%  | 13%  | 8%   | 6%   |
| Not at all an important issue                                               | 7%   | 10%  | 7%   | 3%   |
| Don't Know / No Response                                                    | 11%  | 6%   | 1%   | 11%  |

| Car exhaust                   |      |      |      |      |
|-------------------------------|------|------|------|------|
|                               | 2012 | 2014 | 2015 | 2022 |
| Very important issue          | 55%  | 40%  | 58%  | 68%  |
| Somewhat important issue      | 27%  | 33%  | 28%  | 16%  |
| Not an important issue        | 5%   | 18%  | 10%  | 5%   |
| Not at all an important issue | 2%   | 5%   | 2%   | 4%   |
| Don't Know / No Response      | 11%  | 4%   | 1%   | 7%   |

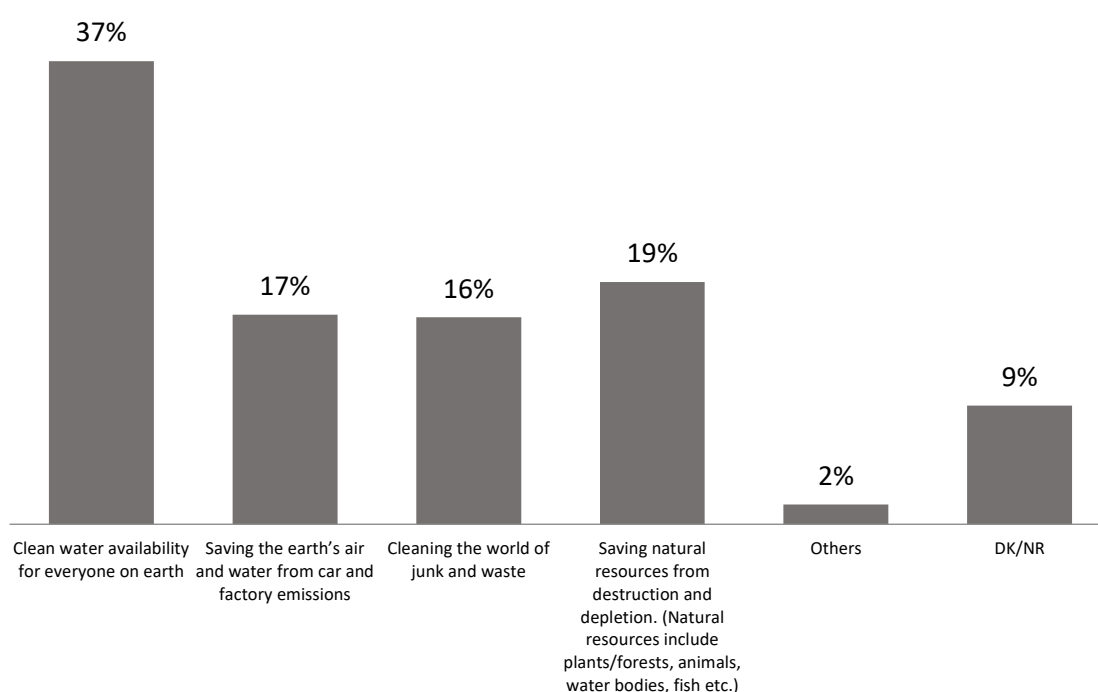
| Depletion of living things like animals and plants |      |      |      |      |
|----------------------------------------------------|------|------|------|------|
|                                                    | 2012 | 2014 | 2015 | 2022 |
| Very important issue                               | 40%  | 36%  | 49%  | 64%  |
| Somewhat important issue                           | 33%  | 32%  | 33%  | 13%  |
| Not an important issue                             | 9%   | 18%  | 9%   | 9%   |
| Not at all an important issue                      | 3%   | 9%   | 8%   | 5%   |
| Don't Know / No Response                           | 15%  | 5%   | 1%   | 9%   |

| Depletion Of Clean Drinking Water |      |      |      |      |      |      |      |
|-----------------------------------|------|------|------|------|------|------|------|
|                                   | 2009 | 2010 | 2011 | 2012 | 2014 | 2015 | 2022 |
| Very important issue              | 59%  | 68%  | 70%  | 68%  | 52%  | 76%  | 74%  |
| Somewhat important issue          | 15%  | 18%  | 9%   | 17%  | 26%  | 19%  | 12%  |
| Not an important issue            | 11%  | 7%   | 8%   | 5%   | 11%  | 3%   | 7%   |
| Not at all an important issue     | 3%   | 1%   | 2%   | 2%   | 9%   | 2%   | 3%   |
| Don't Know / No Response          | 12%  | 6%   | 11%  | 8%   | 2%   | 1%   | 4%   |

## Health and Environment

### PERCEPTIONS ABOUT ENVIRONMENTAL ISSUES

**Question:** The world is facing a number of environmental threats. Which **one** of these is the most important aspect of environment on which the Countries of the world should help one another?



Source: Gallup Survey, 2022

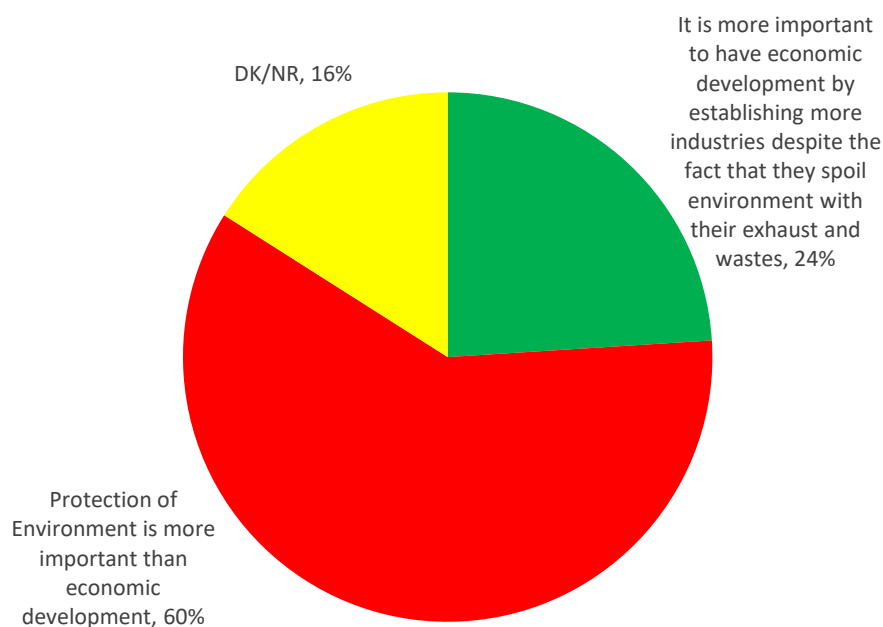
### Trend Data

|                                                                                                                                       | 2009 | 2002 |
|---------------------------------------------------------------------------------------------------------------------------------------|------|------|
| Clean water availability for everyone on earth                                                                                        | 40%  | 37%  |
| Saving the earth's air and water from car and factory emissions                                                                       | 33%  | 17%  |
| Cleaning the world of junk and waste                                                                                                  | 11%  | 16%  |
| Saving natural resources from destruction and depletion. (Natural resources include plants/forests, animals, water bodies, fish etc.) | 14%  | 19%  |
| Others                                                                                                                                | -    | 2%   |
| Don't Know / No Response                                                                                                              | 2%   | 9%   |

## Health and Environment

### PERCEPTIONS ABOUT ENVIRONMENTAL ISSUES

**Question:** I will read two statements, which one do you favor?



Source: Gallup Survey, 2022

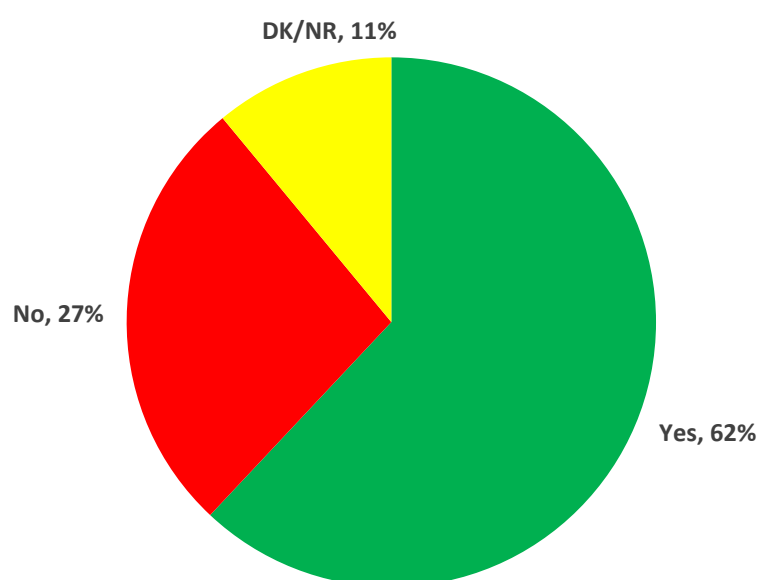
### Trend Data

|                                                                                                                                                                     | 1999 | 2022 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|
| It is more important to have <b>economic development</b> by establishing more industries despite the fact that they spoil environment with their exhaust and wastes | 49%  | 24%  |
| <b>Protection of Environment</b> is more important than economic development                                                                                        | 48%  | 60%  |
| Don't Know / No Response                                                                                                                                            | 3%   | 16%  |

## Health and Environment

### **TAKING CARE OF THE ENVIRONMENT: ENVIRONMENT FRIENDLY PRODUCTS?**

**Question:** Would you concert to **Pay a bit more** for a product that has been made in an environment friendly way?



Source: Gallup Survey, 2022

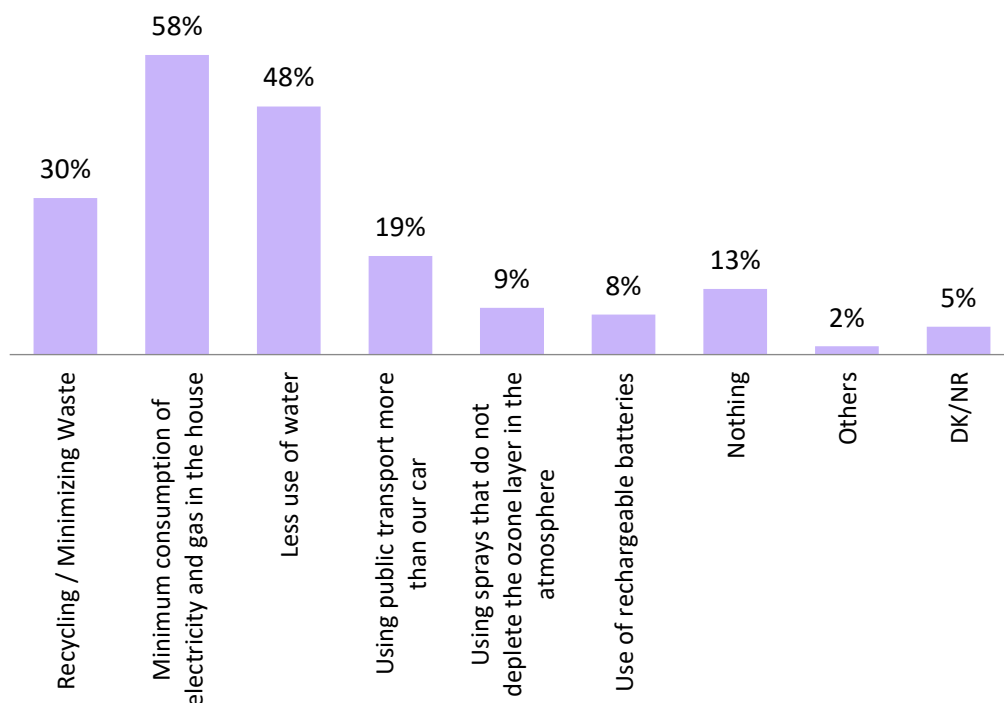
### Trend Data

|                          | 2006 | 2022 |
|--------------------------|------|------|
| Yes                      | 59%  | 62%  |
| No                       | 28%  | 27%  |
| Don't Know / No Response | 13%  | 11%  |

## Health and Environment

### TAKING CARE OF THE ENVIRONMENT: WHAT DO YOU DO?

**Question:** Which of the following steps are followed in your household in order to protect the environment?



Source: Gallup Survey, 2022

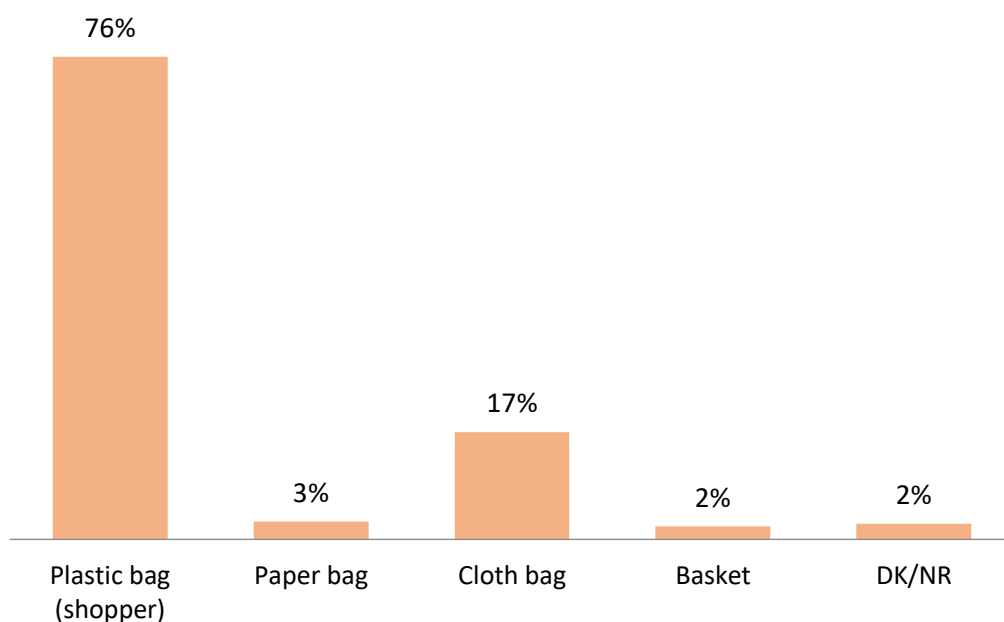
### Trend Data

|                                                                    | 2007 | 2009 | 2002 |
|--------------------------------------------------------------------|------|------|------|
| Recycling / Minimizing Waste                                       | 38%  | 27%  | 30%  |
| Minimum consumption of electricity and gas in the house            | 46%  | 40%  | 58%  |
| Less use of water                                                  | 37%  | 20%  | 48%  |
| Using public transport more than our car                           | 17%  | 9%   | 19%  |
| Using sprays that do not deplete the ozone layer in the atmosphere | 14%  | 12%  | 9%   |
| Use of rechargeable batteries                                      | 5%   | 3%   | 8%   |
| Nothing                                                            | 20%  | 12%  | 13%  |
| Others                                                             | -    | -    | 2%   |
| Don't Know / No Response                                           | 11%  | 7%   | 5%   |

## Health and Environment

### TAKING CARE OF THE ENVIRONMENT: USE OF PLASTIC BAGS?

**Question:** What is used in your household to bring grocery from the market?



Source: Gallup Survey, 2022

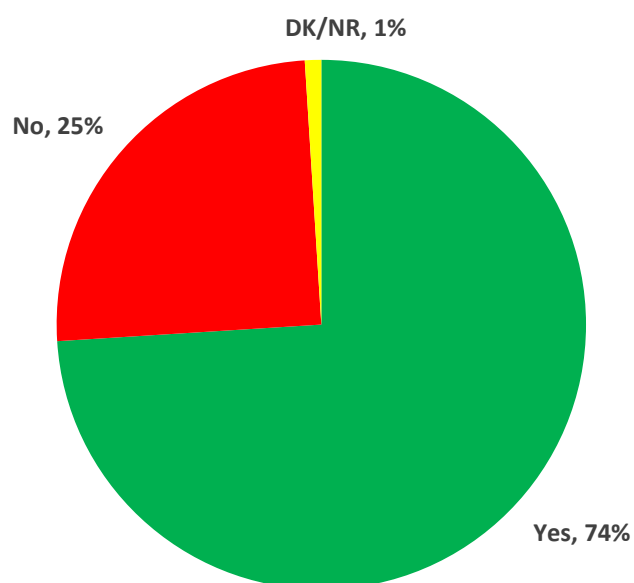
### Trend Data

|                          | 2006 | 2007 | 2008 | 2011 | 2014 | 2016 | 2002 |
|--------------------------|------|------|------|------|------|------|------|
| Plastic bag (shopper)    | 74%  | 76%  | 75%  | 80%  | 77%  | 73%  | 76%  |
| Paper bag                | 5%   | 3%   | 6%   | 3%   | 4%   | 10%  | 3%   |
| Cloth bag                | 17%  | 17%  | 14%  | 12%  | 17   | 13%  | 17%  |
| Basket                   | 4%   | 4%   | 4%   | 3%   | 3    | 4%   | 2%   |
| Don't Know / No Response | 0%   | 0%   | 1%   | 2%   | 0    | -    | 2%   |

## Health and Environment

### **TAKING CARE OF THE ENVIRONMENT: EVER PLANTED A TREE?**

**Question:** Have you or anyone from your household planted a tree in your house or anywhere else?



Source: Gallup Survey, 2022

### Trend Data

|                          | 2003 | 2022 |
|--------------------------|------|------|
| Yes                      | 64%  | 74%  |
| No                       | 36%  | 25%  |
| Don't Know / No Response | -    | 1%   |

# PART III: HEALTH AND LIFESTYLE

E: PERSONAL HABITS/MISCELLANEOUS



## **E. PERSONAL HABITS/MISCELLANEOUS:**

### ***Views on Spitting:***

Majority of Pakistanis consider spitting to be a very bad (70%) and bad (27%) habit. But 82% think that spitting here and there can spread any diseases. Among those who think that this can spread diseases, half of Pakistanis (50%) think that it can spread tuberculosis.

### ***Personal Habits as a risk for spreading Blood-borne Infections:***

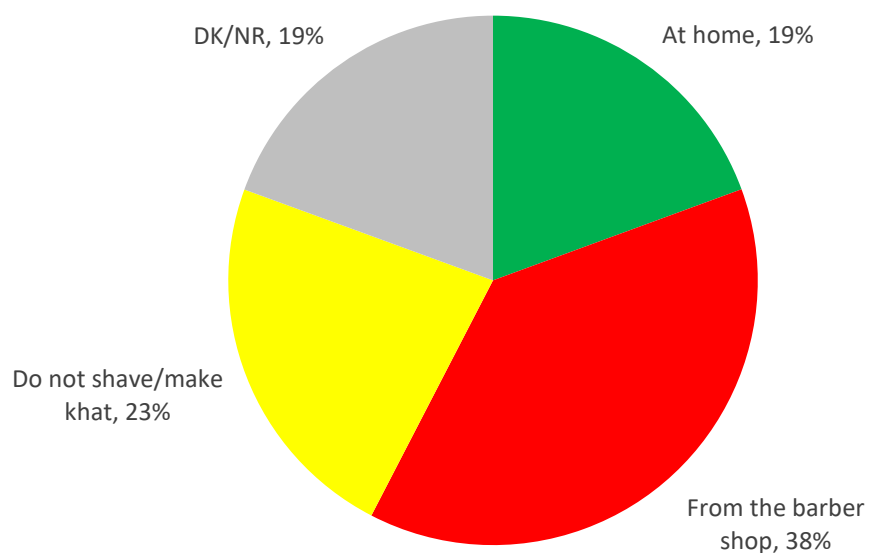
38% have their shave at a barber's shop. So it is very important to create awareness about the use of new razor each time in order to prevent transmission of infections like Hepatitis B, C, and HIV etc.

Only 6% of respondents claim to be sharing their toothbrush with their family members, friends, or colleagues. But in 2007, this figure was 34%. On the other hand, in 2007, 46% of respondents claimed to not share toothbrushes with anyone, but in 2022, majority of respondents claimed that we don't share toothbrushes with anyone.

## Health and Lifestyle

### **BLOOD BORNE INFECTIONS: SHAVING**

**Question:** Where do you have a shave?



Source: Gallup Survey, 2022

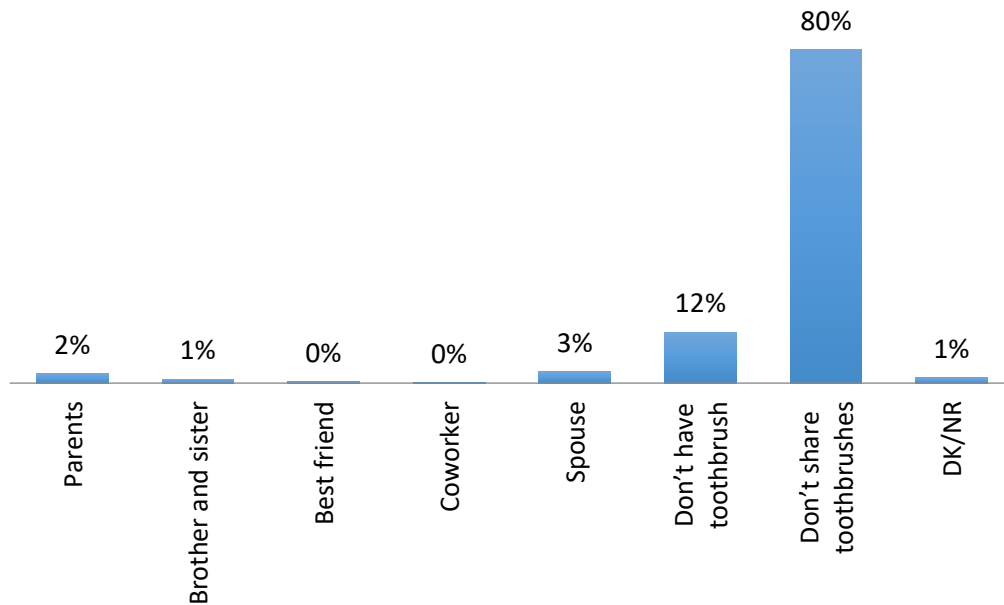
### Trend Data

|                          | 1999 | 2022 |
|--------------------------|------|------|
| At home                  | 63%  | 19%  |
| From the barber shop     | 29%  | 38%  |
| Do not shave/make khat   | 5%   | 23%  |
| Don't Know / No Response | -    | 19%  |

## Health and Lifestyle

### **BLOOD BORNE INFECTIONS: SHARING YOUR TOOTH BRUSH?**

**Question:** Please tell us, do you share your tooth brush with anyone?



Source: Gallup Survey, 2022

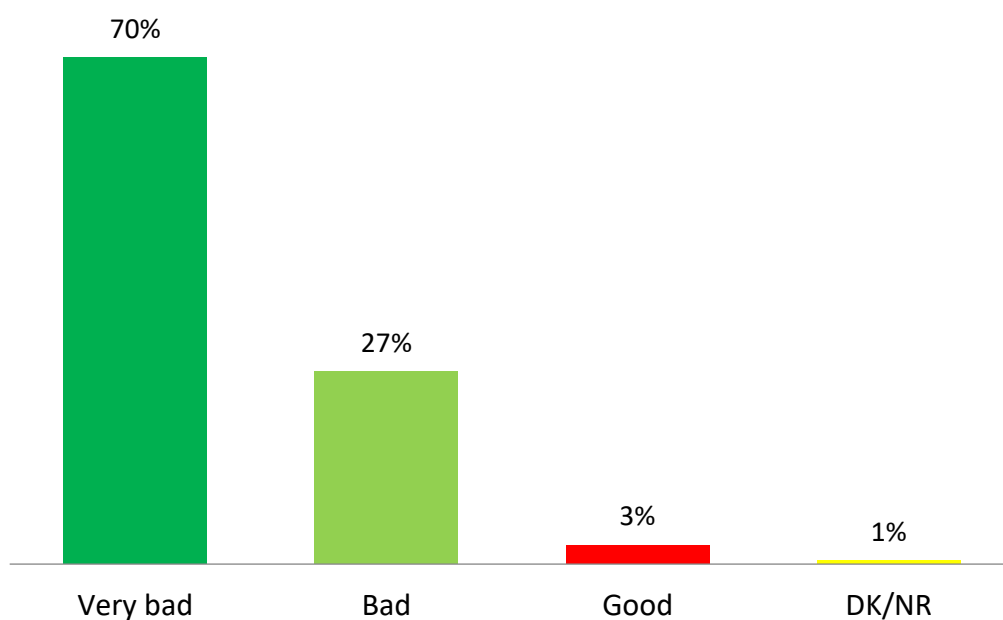
### Trend Data

|                          | 2007 | 2022 |
|--------------------------|------|------|
| Parents                  | 2%   | 2%   |
| Brother and sister       | 5%   | 1%   |
| Best friend              | 1%   | 0%   |
| Coworker                 | -    | 0%   |
| Spouse                   | 21%  | 3%   |
| Don't have toothbrush    | 25%  | 12%  |
| Don't share toothbrushes | 46%  | 80%  |
| Don't Know / No Response | 0%   | 1%   |

## Health and Lifestyle

### **SPITTING:** WHAT DO YOU THINK?

**Question:** What is your opinion, regarding spitting on the floor?



Source: Gallup Survey, 2022

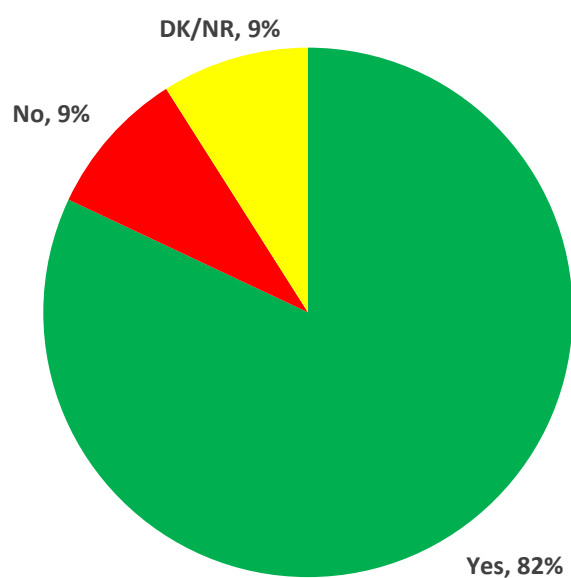
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Very bad                 | 74%  | 70%  |
| Bad                      | 22%  | 27%  |
| Good                     | 2%   | 3%   |
| Don't Know / No Response | 2%   | 1%   |

## Health and Lifestyle

### **SPITTING:** DOES IT SPREAD DISEASE?

**Question:** Do you think that any diseases can spread due to spitting on the floor?



Source: Gallup Survey, 2022

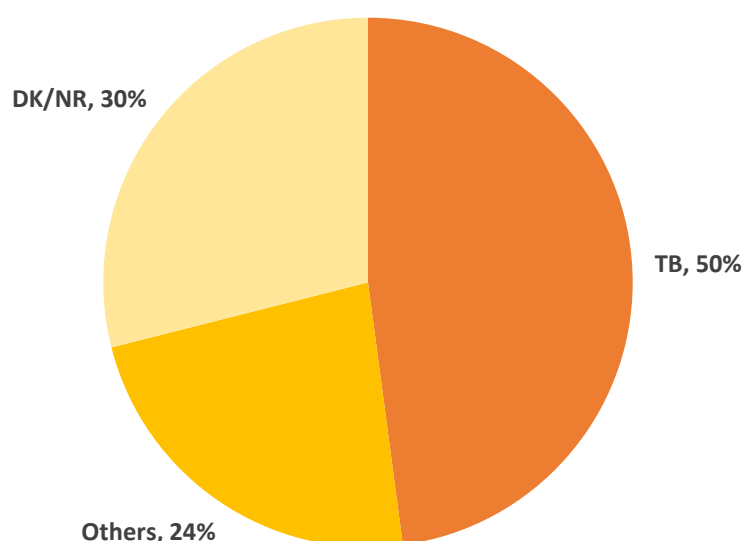
### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Yes                      | 78%  | 82%  |
| No                       | 15%  | 9%   |
| Don't Know / No Response | 6%   | 9%   |

## Health and Lifestyle

### **SPITTING:** DISEASE SPRED BY SPITTING?

**Question:** What are the diseases that can spread due to spitting?



Source: Gallup Survey, 2022

### Trend Data

|                          | 2009 | 2022 |
|--------------------------|------|------|
| Tuberculosis             | 87%  | 50%  |
| Others                   | 8%   | 24%  |
| Don't Know / No Response | 10%  | 30%  |

# PART IV: METHODOLOGY



## **METHODOLOGY:**

The results presented in this Book are from multiple ***nationwide household surveys*** carried out by Gallup Pakistan over the last four decades.

- **SAMPLE PROFILE:**

The respondents in these surveys range from 1000-2500 men and women of age 18 years and above spread across the rural and urban areas of the four provinces of the country. They represent different age groups, education status and socio economic profile.

- **INTERVIEWING MODE:**

Face to face or Telephonic interviews.

- **SAMPLING METHODOLOGY:**

Multi-stage random area probability sampling.

- **SAMPLING ERROR:**

Error margin is estimated to be  $\pm 2-3\%$  at 95% Confidence level.

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.

## FOREWORD

### Is Survey Data important in Public Health?

When people hear of survey research, the first thing that comes to mind is the Election Poll or Marketing research. However, surveys are an important source of data in public health as well. The '*cross-sectional/survey*' study design is taught as one of the research designs to measure '*distribution of health and disease*' in Epidemiology-one of the key disciplines in public health. Though considered lower in hierarchy of evidence, this study design is the beginning point to explore the '*determinants of health and disease*', again a key function of epidemiology and public health.

When we talk of health research, one might assume it constitutes of studies involving patients and being conducted in healthcare facilities. However, patients presenting at a health facility represent just the '*tip of iceberg*' in terms of prevalence of a health condition. Moreover, as

WHO defines health as 'a state of complete physical, mental and social wellbeing and not just the absence of disease', so understanding the community perceptions on health issues is equally important. This highlights the need for population level studies and surveys.

For the above mentioned reasons, Health Surveys are regularly conducted in different populations and countries to understand the health status of the people. The Health Survey of England, Behavioural Risk Factor Surveillance Studies conducted by CDC in the US, the Tromso study in Norway are some of the examples. Similarly, Demographic Health Surveys and Multiple Indicator Cluster Surveys are conducted regularly in many countries across the globe.

### What is the situation in Pakistan?

Research is an unexplored aspect in all fields in our country especially in public health. Fortunately, the situation has improved for some subject areas in recent years. The Pakistan Demographic Health Survey and Multiple Indicators Cluster Surveys have been regularly conducted in the country during the last two decades. They provide valuable information on mother and child health. The *demographic shift* is evident in developing countries like Pakistan and there is an increase in the burden of Noncommunicable diseases like cardiovascular diseases, diabetes, cancers and other chronic conditions. Despite these changes, there is lack of regular studies on these issues in Pakistani population. Most studies are conducted on small samples and in selected populations. The data is either old or recent data is not readily accessible. If we try to find prevalence data on these Noncommunicable diseases, we still come across surveys from 1990s as the recent survey data are not accessible.

Health is a multidimensional phenomenon. There is a growing realization of the fact that lifestyles and behaviors are instrumental in all aspects of health, be it preventive or curative. Things like what an average Pakistani eats in a day, do people exercise, do people know that their water can cause them any disease, do people trust doctors and allopathic form of treatment, have people even heard of the diseases the medical community keeps talking about, what are the myths about use of iodized salt etc., they might seem trivial at first look but, perhaps, knowing about them and many other aspects can help in prevention of disease and promotion of health. The age-old dictum that *prevention is better than cure* probably remains true even today and is definitely more cost effective. According to WHO estimates about 70% of burden of disease in the world can be decreased by prevention.

With this theme in mind, as Gallup Pakistan celebrates its 44<sup>th</sup> Anniversary, we plan to *disseminate* our 44 years' experience of public opinion on lifestyles, healthcare and diseases to all the stakeholders working for a *Healthy Pakistan*.

As we re organize our organization and activities, we look forward to your valuable suggestions and comments so that our mutual collaboration can help us realize the aim of ***“Health for All”***.

Following is a collection of Survey findings related to public opinion regarding healthcare, diseases and lifestyles in separate sections followed by brief Research Methodology. Each Part has a summary followed by the detailed data charts and tables.

Research is an unexplored aspect in all fields in our country especially in health and healthcare. As we look into the causes, we often come across certain key problems.

Firstly, there is **unavailability of data from the local set up** on most subjects. Consequently, the training, education of our medical doctors and ultimately the practice of Physicians and Health Professionals is based on facts and figures borrowed from foreign countries. They might not be entirely applicable to our unique circumstances.

Secondly, whatever research is being carried out, generally, remains **under utilized**. It may be remembered for a while after impressive presentations made at the end of huge projects. But thereafter, their findings remain buried in fancy reports and rarely translate to policy changes or any change in practice at the provider's or health professional's level.

Moreover, there appears to be a **gap** between the Public Health Professionals and the practicing Physicians. Also there is lack of collaboration between Individual Organizations working on Health, Society and related fields and the Health Professionals.

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With this theme in mind, as Gallup Pakistan celebrates its 40<sup>th</sup> Anniversary, we plan to **disseminate** our 40 years experience of public opinion on lifestyles, healthcare and diseases to all the stakeholders working for a **Healthy Pakistan**.

As we re organize our organization and activities, we look forward to your valuable suggestions and comments so that our mutual collaboration can help us realize the aim of **“Health for All”**.

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