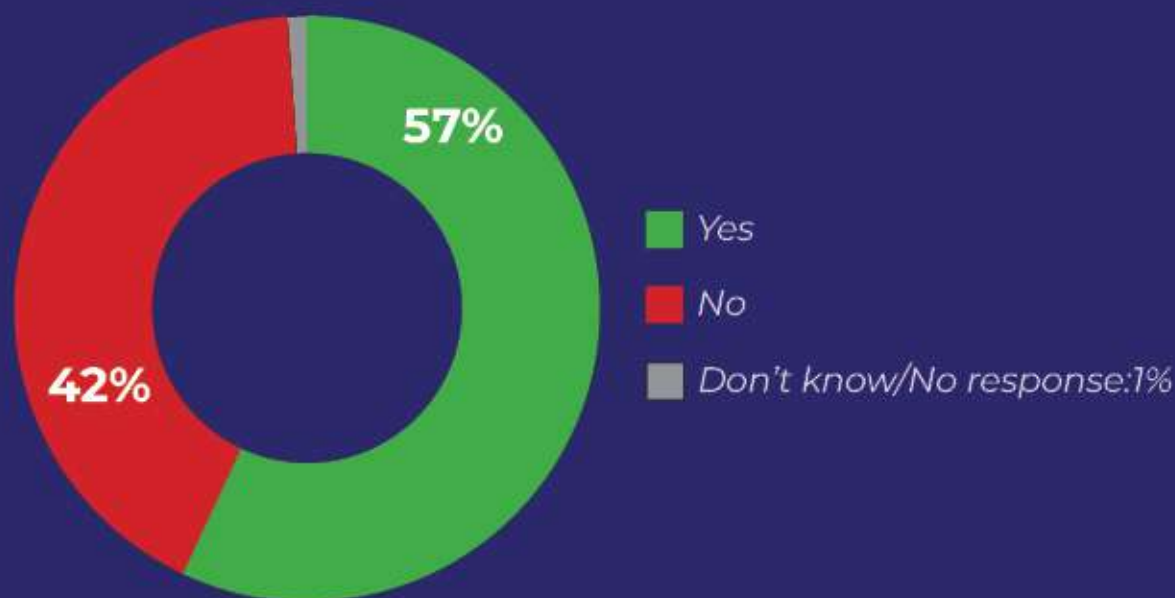


Health risk: 42% Pakistanis feel they have limited sun exposure and spend limited time outdoors

women significantly more likely to say they have limited outdoor and sun exposure



Question: In today's age where problems like Vitamin D deficiency are increasing day by day, and most people spend most of their time in their rooms or indoors where there is no sunlight at all. In this situation, there are some people who take time out of their busy schedules to sit in the sun in order to complete their vitamin D deficiency. Please tell me if you sit in the sun





PRESS RELEASE

Opinion Poll

Social

Social behavior

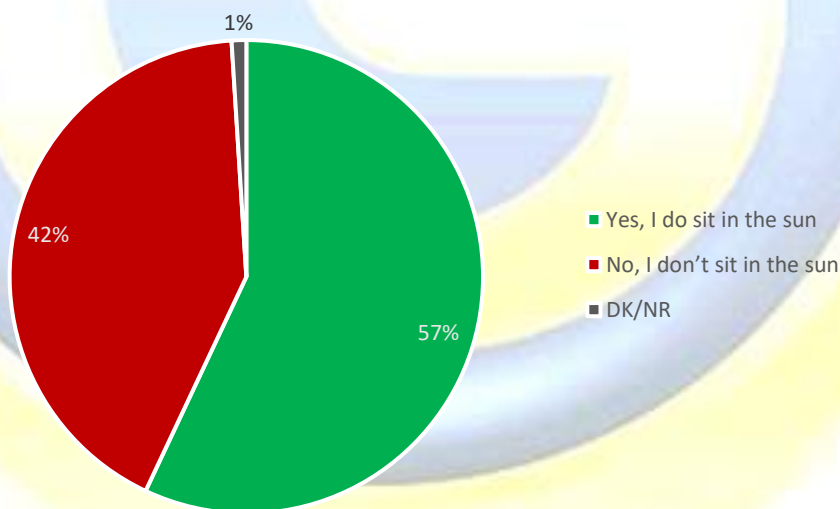
Health risk: 42% Pakistanis feel they have limited sun exposure and spend limited time outdoors, women significantly more likely to say they have limited outdoor and sun exposure: Gallup & Gilani Pakistan

(Islamabad) 13th November, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 42% Pakistanis feel they have limited sun exposure and spend limited time outdoors. Survey findings show that women have 16% less sun exposure than men.

A nationally representative sample of adult men and women from across the country was asked the question, *“In today's age where problems like Vitamin D deficiency are increasing day by day, and most people spend most of their time in their rooms or indoors where there is no sunlight at all. In this situation, there are some people who take time out of their busy schedules to sit in the sun in order to complete their vitamin D deficiency. Please tell me if you sit in the sun.”* In response, 57% said ‘Yes’, 42% said ‘No’, 1% responded they don’t know or gave no response.

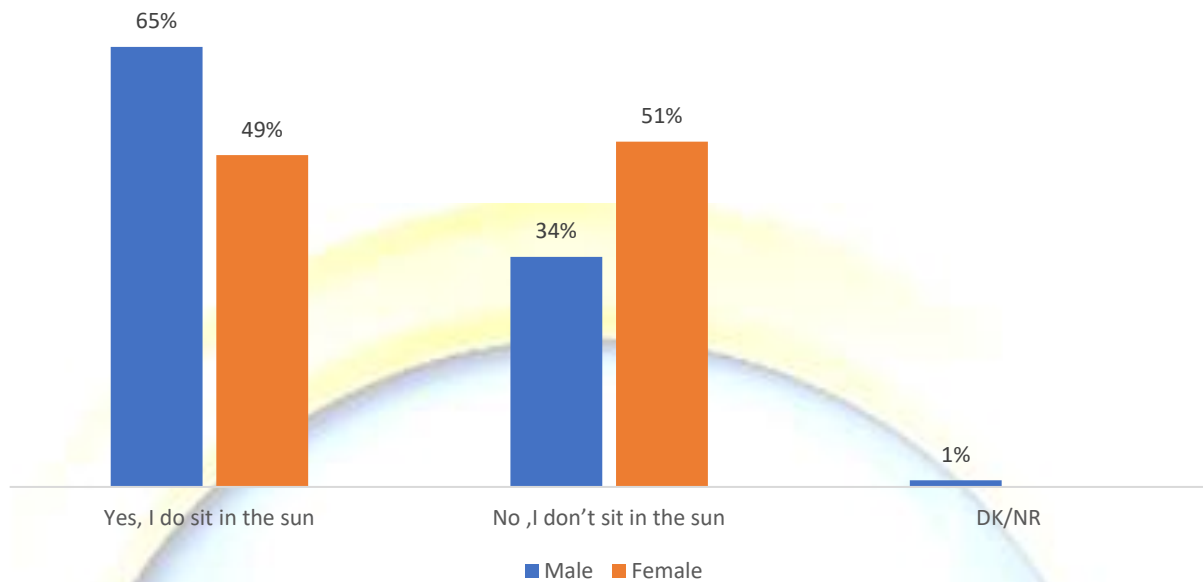
Question: In today's age where problems like Vitamin D deficiency are increasing day by day, and most people spend most of their time in their rooms or indoors where there is no sunlight at all. In this situation, there are some people who take time out of their busy schedules to sit in the sun in order to complete their vitamin D deficiency. Please tell me if you sit in the sun.



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

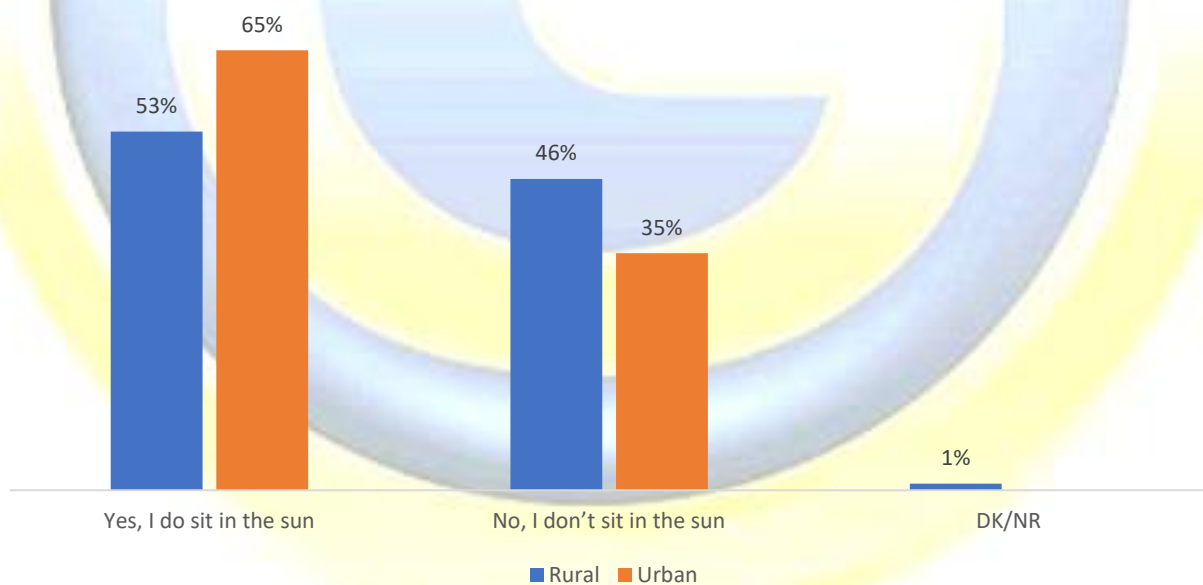
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1089 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September- 11th October 2024. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Across gender: Men were more likely than women to get sun exposure, with 65% of men reporting they sit in the sun compared to 49% of women.



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

Across rurality: Urban residents were more inclined 65% to have sun exposure compared to rural residents 53%.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 13th November, 2024

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Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)