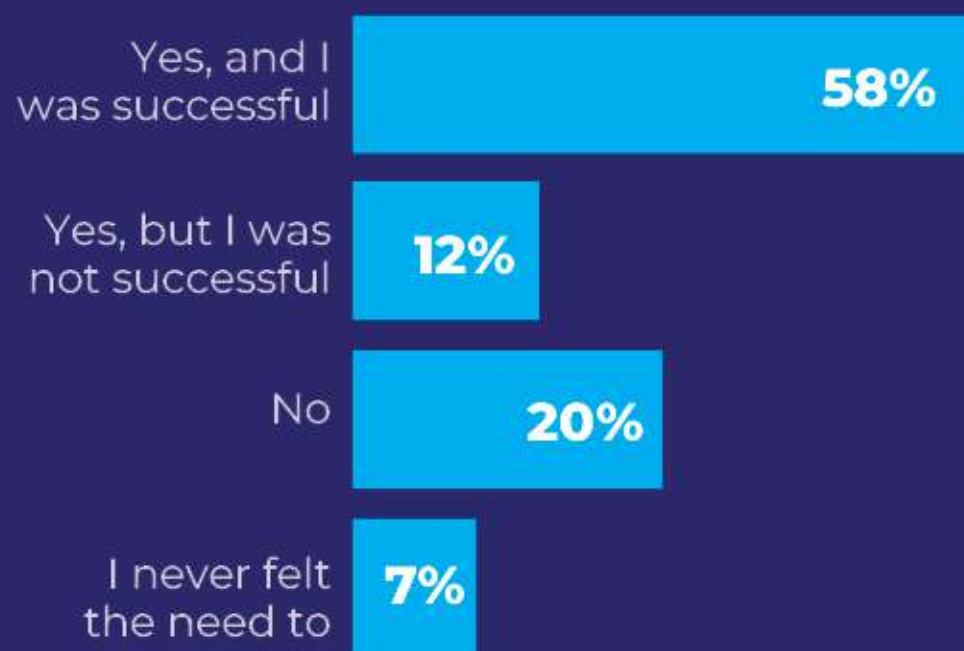


7 in 10 Pakistanis have attempted to improve their diets — 58% reported success while 12% tried but were unsuccessful.

Urban residents (67%) and women (61%) were more likely to report successful efforts to eat healthier, compared to 52% of rural residents and 55% of men.



Don't know/No response::3%

Question: Please tell us, have you ever tried to improve your regular diet to make it healthier?"





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Eating Habits/Cooking Habits

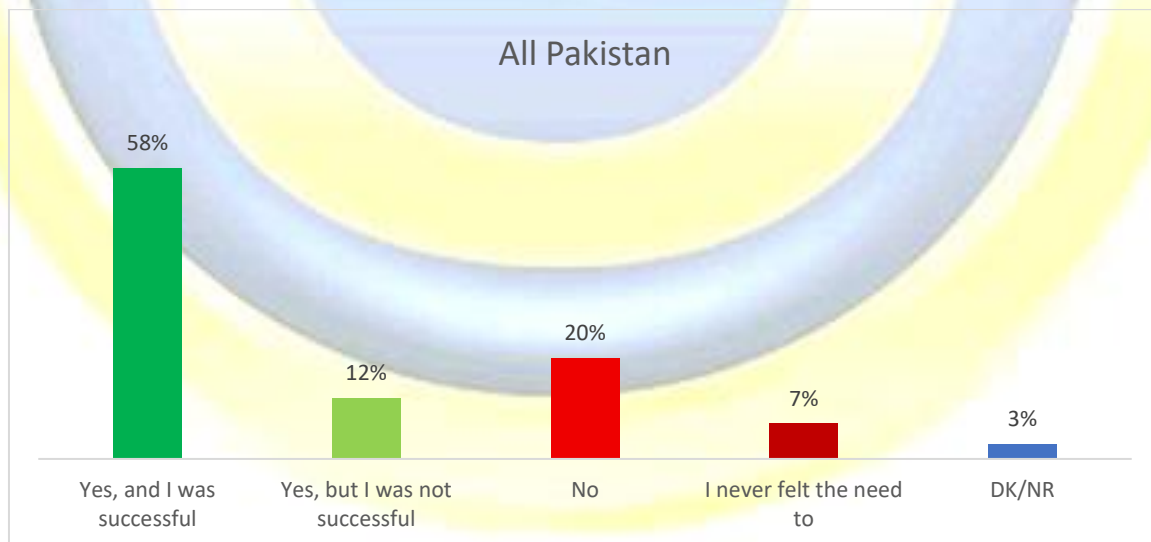
7 in 10 Pakistanis have attempted to improve their diets — 58% reported success while 12% tried but were unsuccessful. Urban residents (67%) and women (61%) were more likely to report successful efforts to eat healthier, compared to 52% of rural residents and 55% of men.
(Gallup & Gilani Survey)

(Islamabad), 02 July 2025

According to a survey conducted by Gallup & Gilani Pakistan, 70% of Pakistanis say they have made efforts to improve their diets—58% succeeded, while 12% tried but were unsuccessful. In contrast, 27% either never attempted or did not feel the need to make dietary changes. Urban residents (67%) and women (61%) were more likely to report successful efforts to eat healthier, compared to 52% of rural residents and 55% of men.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Please tell us, have you ever tried to improve your regular diet to make it healthier?”***. In response to this question, 58% said ‘Yes, and I was successful’, 12% said ‘Yes, but I was not successful’, 20% said ‘No’, 7% said ‘I never felt the need to’, while 3% didn’t know or didn’t respond.

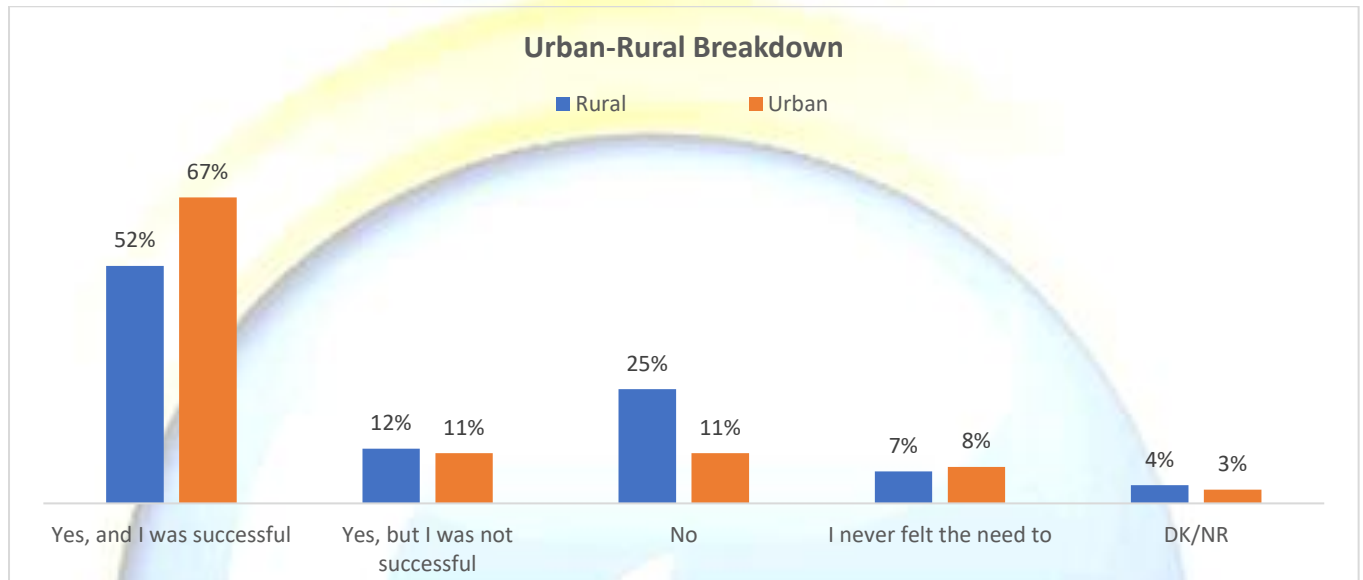
Question: Please tell us, have you ever tried to improve your regular diet to make it healthier?”



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

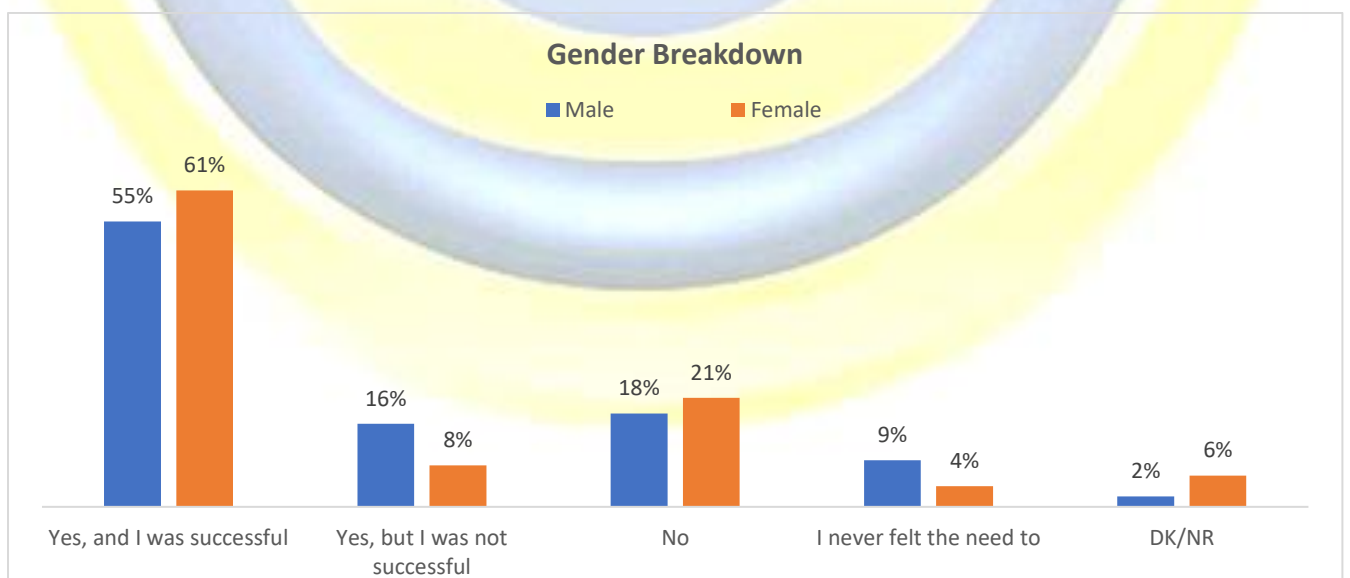
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 724 men and women in urban and rural areas of all four provinces of the country, conducted from 16th April to 30th April 2025. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Urban-Rural Breakdown: Urban residents lead in dietary improvements, with 67% of respondents claiming to have successfully improved their diet, compared to 52% in rural regions. While similar proportions in both groups tried but failed. Meanwhile, a notably higher 32% of rural residents never tried to improve their diet compared to 19% in urban areas. This suggests that urban populations may have better access to resources, information, or motivation for dietary change



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

Gender Breakdown: Women (61%) reported greater success in improving their diets than men (55%), while men were nearly twice as likely to have tried but failed (16% vs. 8%).



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, 02 July 2025

(3 Pages, English version Only)

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
2025



of Gallup Pakistan
(1980-2025)