

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON **TOBACCO ADDICTION**

Survey Dates: *October 26-27 2008*
Results released on: *March 27, 2009*

Conducted in Pakistan by



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

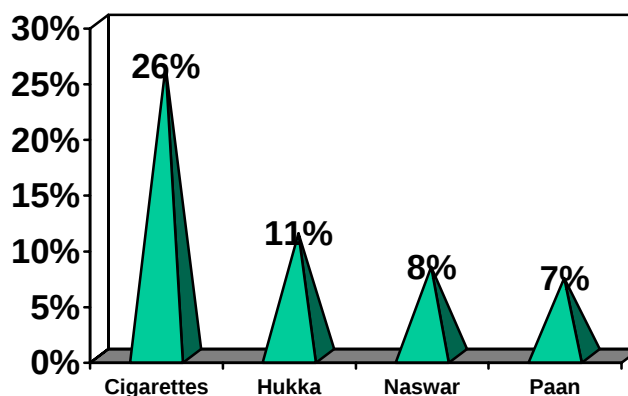
Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a Ph.d from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad,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

Nearly half of Pakistani men are tobacco users.

About half the smokers want to quit smoking

Islamabad: March 27, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, around 50% Pakistani men use tobacco in one or another form: cigarettes, Hukka (tobacco pipe), Naswar (a local sniff) or Paan (a special leaf with blended tobacco and other ingredients). Some of the respondents use more than one form of tobacco. However, the ones reported here are the main forms of tobacco consumption reflecting the broad picture.



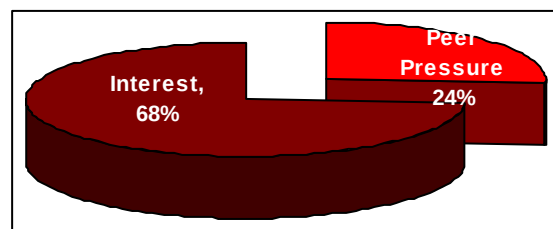
Among the four provinces, the consumption of Paan is highest in Sindh (16%). Naswar is most prevalent in NWFP (25%) and Hukka is more popular in Punjab (16%).

Among smokers, 52% smoke less than a pack a day, 28% smoke a pack a day, and 11% smoke more than one pack a day. About 57% of the smokers are convinced that they are addicted to smoking. Most of the smokers (58%) started smoking when they were 18 years old. 23% started smoking between the age of 16 to 18 years, and 10% smokers started smoking before the age of 16 years.

Awareness among people of health warnings about cigarettes is highest for “Smoking is injurious to health: Ministry of Health” with 68% people stating that they know this warning. 49% said they are aware of “Under age sale of cigarettes is prohibited” and “Smoking causes cancer and heart diseases” is known by 35%.

About half the smokers (52%) said they wanted to quit smoking but only 70% of these had actually tried to quit. Majority of those who never attempted to quit, don’t have any reason for it.

Among Pakistani cigarette smokers, many had begun smoking simply out of curiosity. The majority at 68% claimed they started because they were interested to know what it was like. About 24% said they succumbed to peer pressure.



The study was carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International, among a sample of 2555 men and women in rural and urban areas of the country during 26-27 October 2008. Error margin is estimated to be approx. + 2-3 per cent at 95% confidence level.

For more survey data on Health related and other issues see website www.gallup.com.pk

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