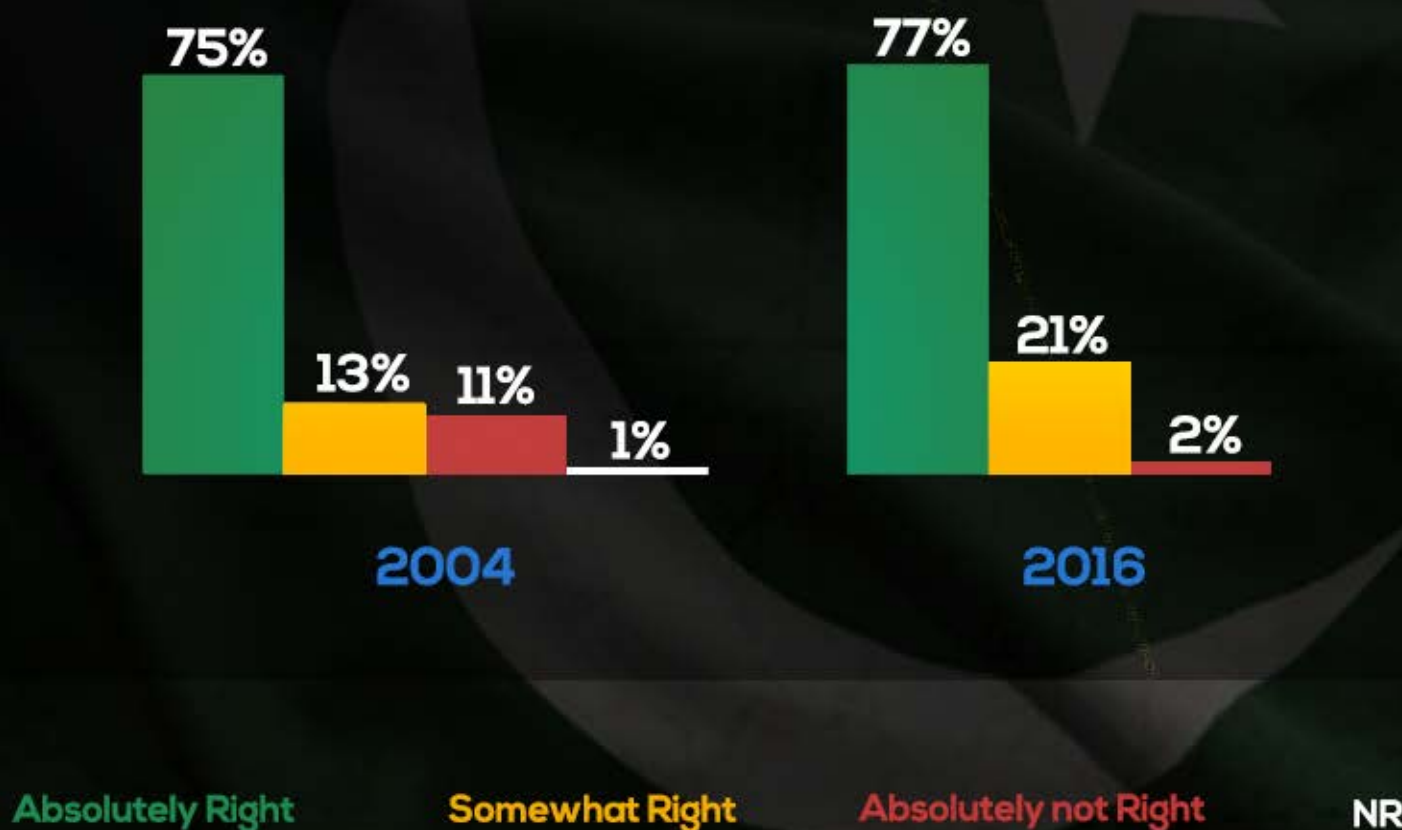


(2004-2016) 10% INCREASE IN THE PROPORTION OF PAKISTANIS WHO ARE AWARE THAT SMOKING CAUSES FATAL DISEASES.

Some people say that smoking causes fatal diseases such as heart attack, cancer etc, while others oppose this. What is your opinion in this regard?





Public Opinion in Pakistan in the Year 2004

HEALTH CARE Smoking

(2004-2016) 10% increase in the proportion of Pakistanis who are aware that smoking causes fatal diseases. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, March 21, 2017

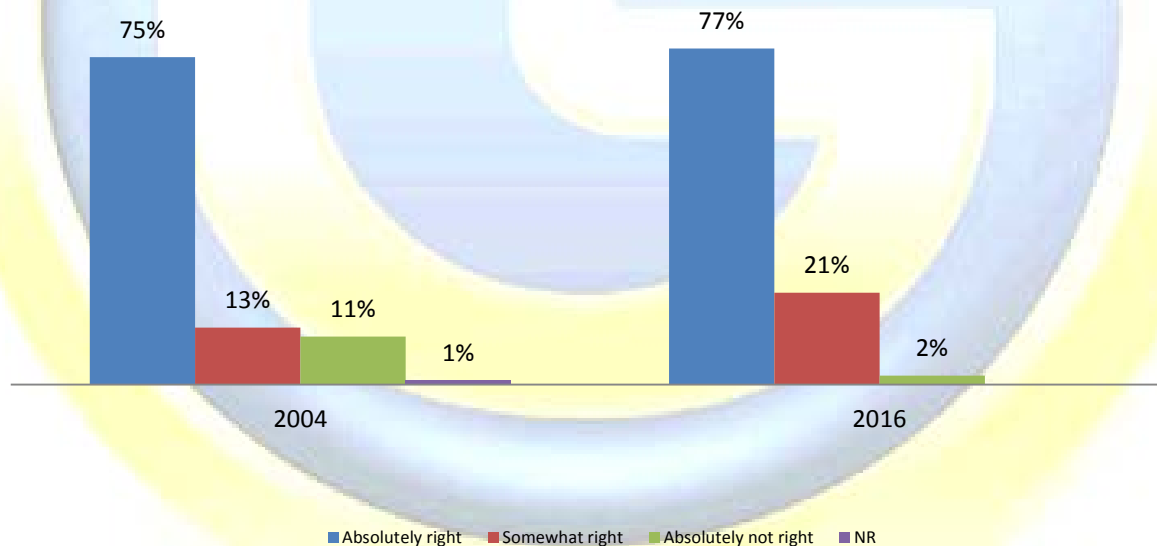
According to a Gallup & Gilani Pakistan National Survey conducted in the year 2004 (12 years ago) respondents were asked, "Some people say that smoking causes fatal diseases such as heart attack, cancer etc, while others oppose this. What is your opinion in this regard?" To this, 75% said this is absolutely right, 13% said somewhat right, 11% said absolutely not right. 1% did not respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 77% said this is absolutely right, 21% said somewhat right and 2% said absolutely not right.

According to public opinion, there has been a 2% increase in the proportion of Pakistanis who absolutely agree that smoking causes fatal diseases, an 8% increase in the proportion of Pakistanis who somewhat agree that smoking causes fatal diseases and a 9% decrease in the proportion of Pakistanis who absolutely disagree that smoking causes fatal diseases.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "Some people say that smoking causes fatal diseases such as heart attack, cancer etc, while others oppose this. What is your opinion in this regard?"



Source: Gallup and Gilani Pakistan Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup & Gilani Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.'

Opinion Poll from Gallup & Gilani Pakistan

The Pakistani Affiliate of Gallup International



Tuesday, March 21, 2017

(3 Pages including this)

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 PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup & Gilani Pakistan.

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

Best Regards,

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of Gallup Pakistan
(1980-2017)