



Opinion Poll

Special Press Release

Gallup Pakistan Big Data Analysis TOBACCO CONSUMPTION

4 in 10 Pakistanis consume tobacco-based products; cigarettes most popular (23 %) followed by Naswar/betel nut consumed by 13 %: Gallup Pakistan Analysis of PSLM Data

Islamabad, March 10, 2021

Introduction to the Gallup Data Analytics series on PSLM data:

This press release is the first part of a special Gallup Data Analytics series that aims to foster an empirical understanding of the consumption of tobacco products in Pakistan based on data generated by the Pakistan Bureau of Statistics.

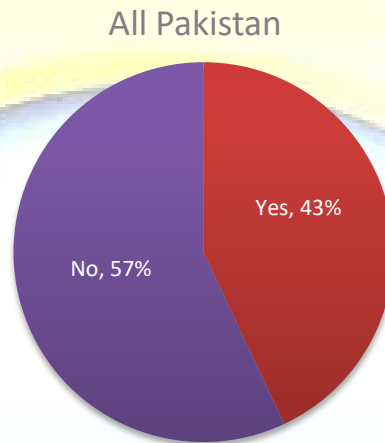
In this particular report, Gallup Pakistan has considered an indiscriminate survey from the citizens of Pakistan, PSLM 2018-19 to assess tobacco usage across the country. PSLM (Pakistan Social And Living Standards Measurement) is a yearly survey conducted by the Pakistan Bureau of Statistics to gather data from provincial and district level to assist the government of Pakistan. It focuses on multiple social and economic factors. Gallup Pakistan Data Analytics team has worked extensively on this data and this series of press releases are our attempt to publicize the great efforts done by hundreds of office bearers of Bureau of Statistics who have travelled far and wide to collect this data.

This particular press release aims to assess the consumption of tobacco-based products in Pakistan

Tobacco products pose grave health risks. It is imperative to understand consumption patterns of the various tobacco products so that targeted awareness campaigns can be conducted.

How many Pakistanis consume tobacco-based products/alcoholic beverages?

Data from PSLM reveals that overall, 43% Pakistanis claim to spend on tobacco-based products while 57% do not. Tobacco based products are further divided into cigarettes, *biri*, raw tobacco, pan prepared, pan leaves (*katha*, *choona*, *suparee* etc), *sonf*, *suparee*, chewing tobacco, *gutka*, *naswar*, betel nut, and sheesha/hookah.

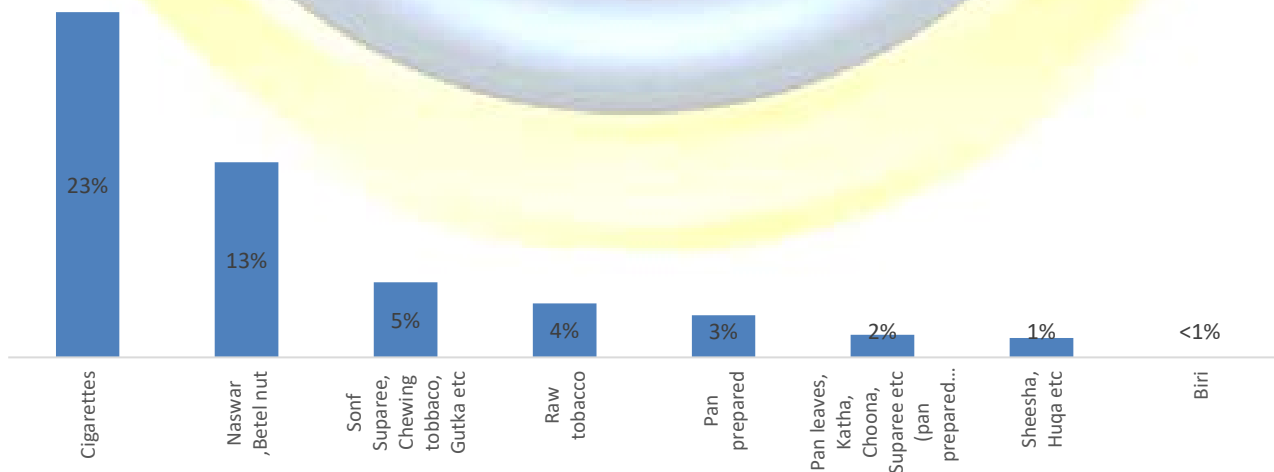


Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
<http://www.pbs.gov.pk>

Which tobacco products are most commonly used by Pakistanis?

23% Pakistanis report consuming cigarettes. Naswar/Betel nut is second in line with 13% reporting its use. This is followed by consumption of Sonf, suparee, chewing tobacco, gutka etc. 1% Pakistanis consume Sheesha/Hookah and less than 1% consume Biri.

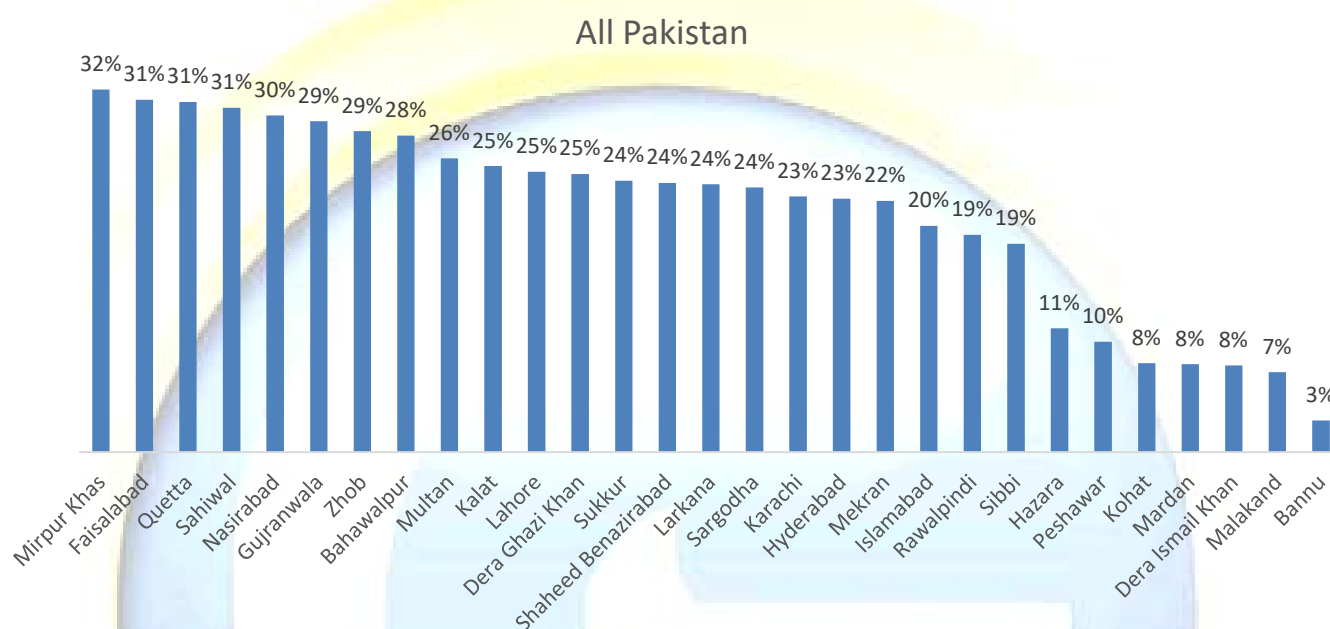
People who report using tobacco products



Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
<http://www.pbs.gov.pk>

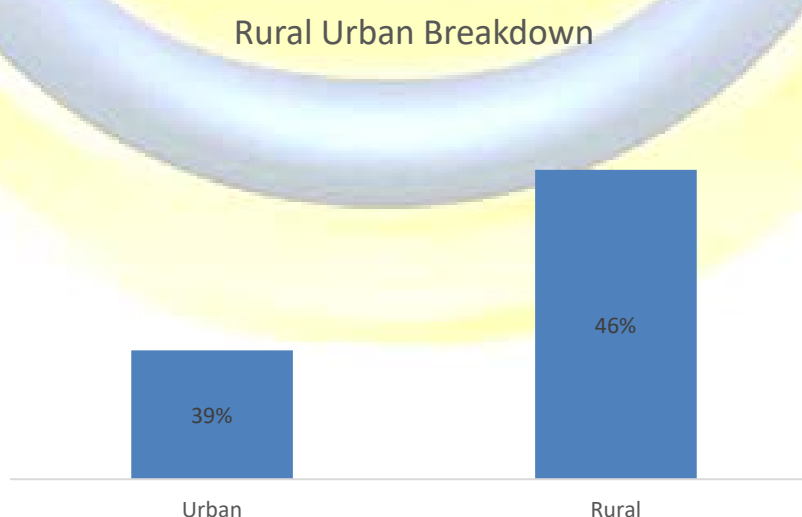
Cigarette consumption in the different areas of Pakistan: Mirpur Khas and Faisalabad are top two divisions with highest cigarette consumption.

25% in Lahore, 23% in Karachi and 20% in Islamabad report consuming cigarettes. Lowest cigarette consumption in Bannu (3%) followed by Malakand (7%). Naswar and Betel nut more popular in areas like Bannu (64%).



7% more rural area residents consume tobacco products as compared to urban area residents

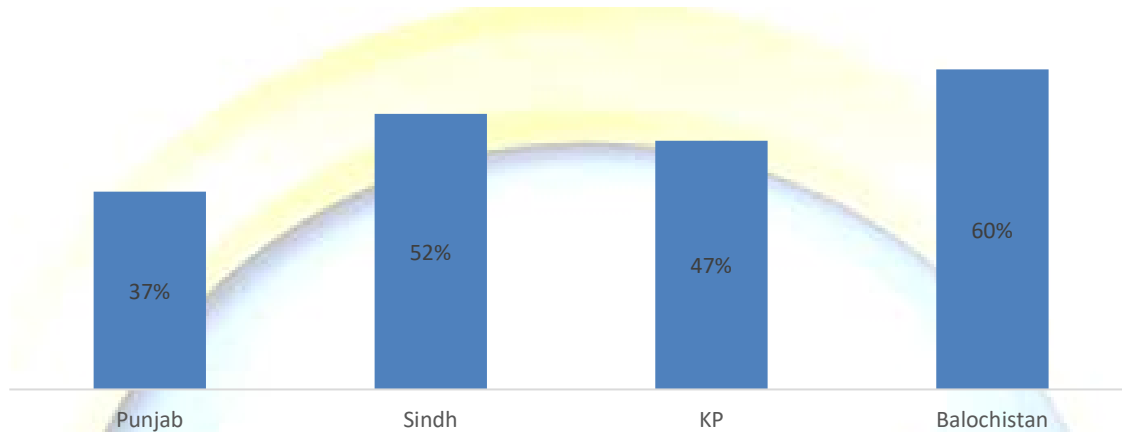
Disaggregating the data further reveals that consumption of such products is higher in rural areas as compared to urban. Rural consumption is 46% while urban is 39%, indicating a 7% difference.



Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
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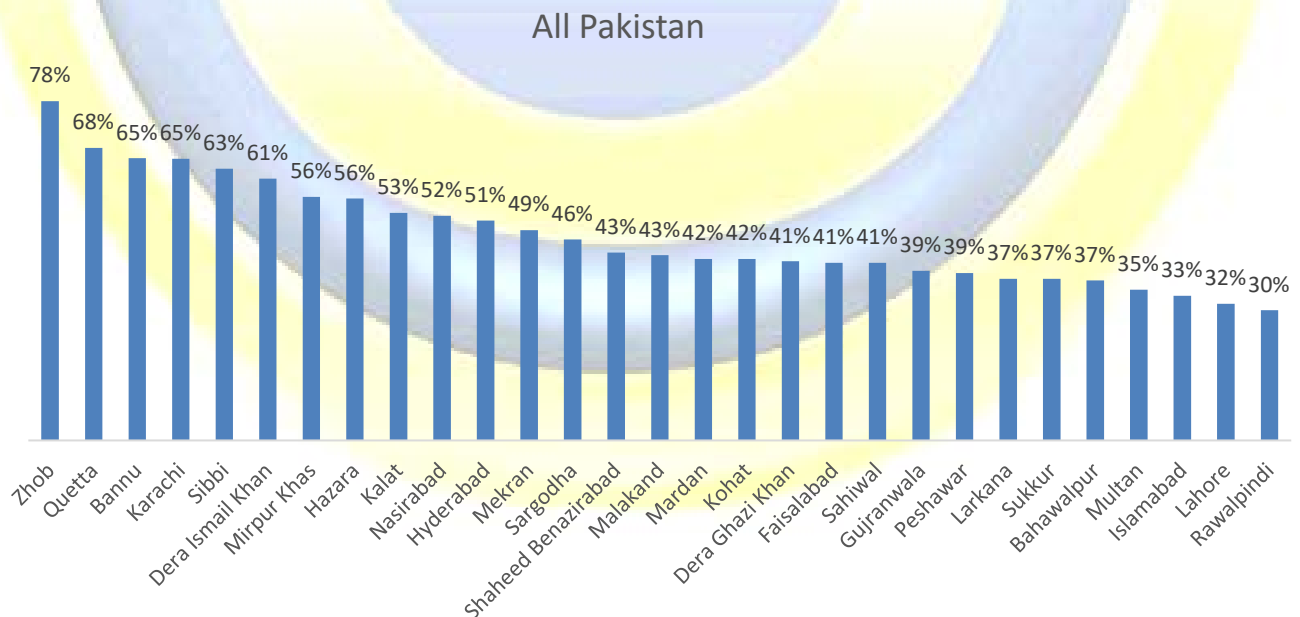
Provincial Breakdown: Assessing the data at provincial level, we see that consumption of these products is highest in Balochistan (60%), followed by Sindh (52%), KP (47%) and Punjab (37%).

Provincial Breakdown



Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
<http://www.pbs.gov.pk>

Divisions-wise breakdown: Highest consumption found in Zhob, followed by Quetta, Bannu and then Karachi



Source: Gallup Pakistan Report based on Data Analytics on PSLM 2018-19 data by Government of Pakistan
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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 PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Contact us:

Phone: +92-51-2655630

E-mail: caf@gallup.com.pk

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of Gallup Pakistan
(1980-2021)