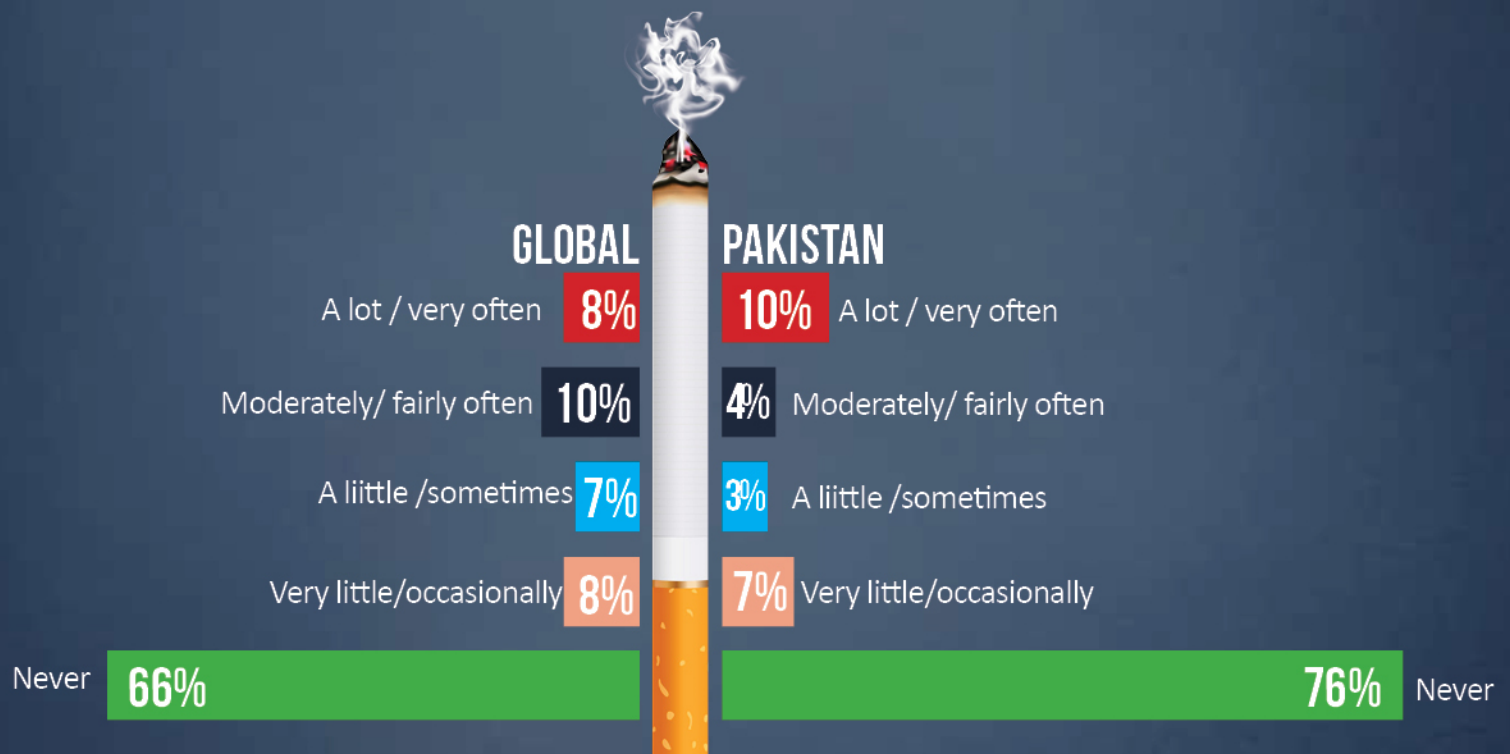


15th April, 2022

INCIDENCE OF SMOKING IN PAKISTAN IS LOWER THAN THE GLOBAL AVERAGE; A QUARTER OF THE MALE ADULT POPULATION AND 7% OF THE FEMALE POPULATION CLAIM TO SMOKE IN PAKISTAN: GALLUP PAKISTAN AND WIN WORLD SURVEY REPORT RELEASED

سگریٹ نوشی کے واقعات پاکستان میں عالمی سطح سے کم ہیں، پاکستان میں مرد حضرات کی ایک چوتھائی نوجوان آبادی اور خواتین کی 7% آبادی سگریٹ پینے کا دعویٰ کرتی ہے

Question: "How often would you say that you..? - Smoke"



Don't know/No response Global:1%

Opinion Poll Health

Incidence of smoking in Pakistan is lower than the global average; a quarter of the male adult population and 7% of the female population claim to smoke in Pakistan: Gallup Pakistan and WIN World Survey report released

(Islamabad), April 15, 2022

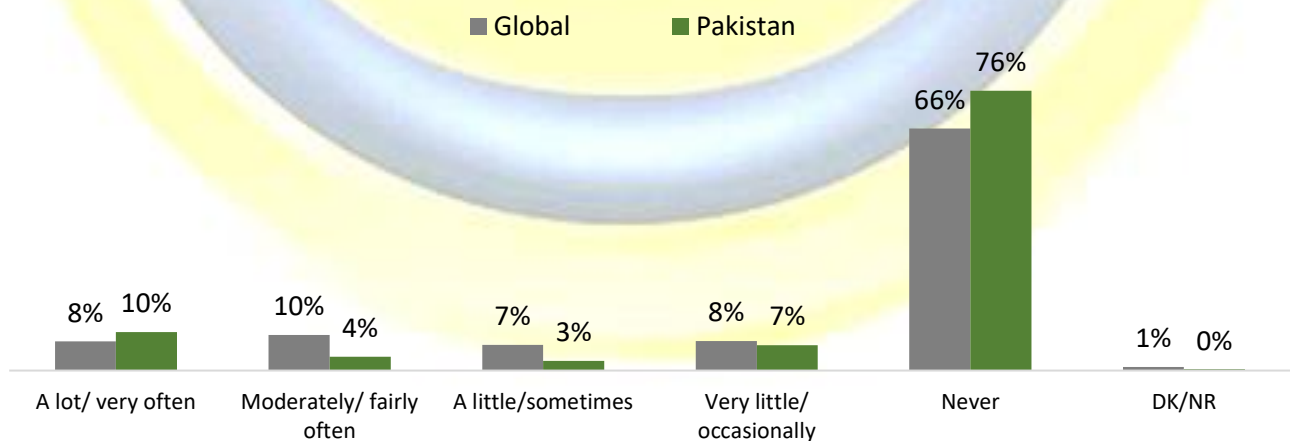
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world), the incidence of smoking in Pakistan is lower than the global average; a quarter of the male adult population and 7% of the female population claim to smoke in Pakistan.

These findings emerge from an international survey conducted across the globe by The Worldwide Independent Network of Market Research (WIN) - a global network conducting market research and opinion polls in every continent. WIN International has published the Annual WIN World Survey (WWS – 2021), exploring the views and beliefs of 33,236 individuals, among citizens from 39 countries across the globe. On International Health's Day, WIN releases the latest results of the survey, to understand health self-perception and related habits. The fieldwork for Pakistan was conducted between 15th October and 18th December 2021 and the sample size was 1000 individuals.

The international press release with the report can be accessed [here](#).

A nationally representative sample of adult men and women from across the four provinces was asked the following question, *"How often would you say that you...? - Smoke"* In response to this question in Pakistan, 10% said very often, 4% said fairly often, 3% said sometimes, 7% said occasionally and 76% said never.

Question: "How often would you say that you..? - Smoke"



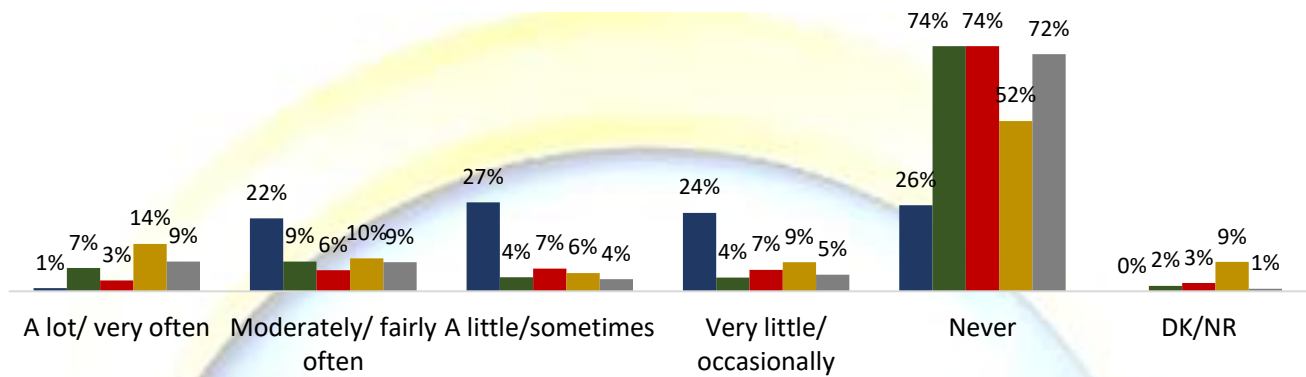
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Country Breakdown

United Kingdom (74%) and India (74%) have the greatest number of people who say they never smoke.

Country Breakdown

■ China ■ United Kingdom ■ India ■ Kenya ■ United States

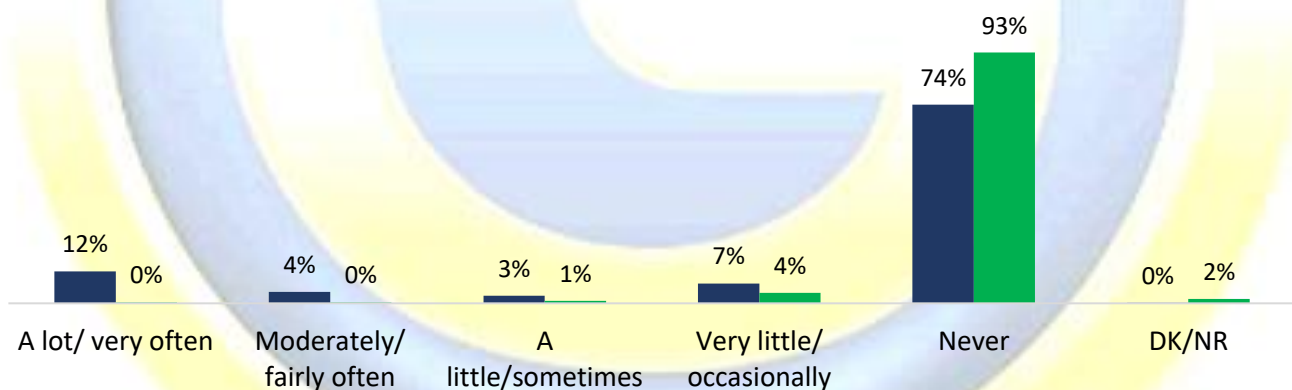


Gender Breakdown

More females (83%) in comparison to males (74%) in Pakistan say that they never smoke.

Gender Breakdown

■ Male ■ Female



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1000 men and women in urban and rural areas of all four provinces of the country, October 15 – December 18, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*

Friday, April 15, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)