



Report on Tobacco Usage and Smoking in Pakistan



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Methodology Statement

Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

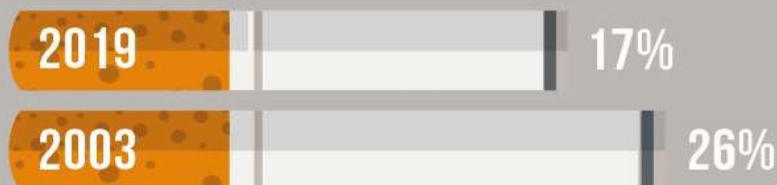
Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.

Executive Summary

Report on Tobacco Usage and Smoking in Pakistan

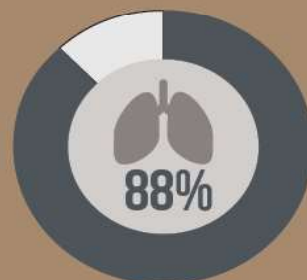
SMOKING HABITS

In 2019, only 17% Pakistanis claimed that they smoke, which was a significant decrease from 2003 when 26% claimed that they smoke.



OPINION ON SMOKING

88% Pakistanis are of the view that smoking is very harmful for health.



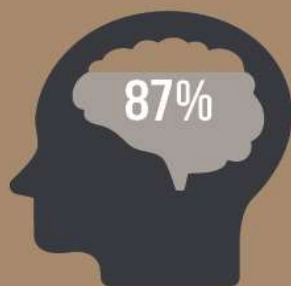
CIGARETTE BAN

93% Pakistanis in 2022 are of the view that there should be a ban on sale of cigarettes, this is 22% greater than the view held in 2003.

OPINION ON QUITTING SMOKING



If a ban on smoking is put in public places, 44% Pakistanis who smoke would think about quitting cigarette smoking to some extent.



OPINION ON OTHER SUBSTANCE ABUSE

In light of the News coming from around the country, 87% Pakistanis believe the use of narcotics is increasing in the country.



EXECUTIVE SUMMARY

According to the World Health Organization, The Tobacco Epidemic is one of the biggest public health threats the world has ever faced, killing over 8 million people a year around the world. More than 7 million of those deaths are the result of direct tobacco use while around 1.3 million are the result of non-smokers being exposed to second-hand smoke. Cigarette smoking is the most common form of tobacco use worldwide. Other tobacco products include waterpipe tobacco, cigars, cigarillos, heated tobacco, roll-your-own tobacco, pipe tobacco, bidis and kreteks, and smokeless tobacco products.

Around 80% of the 1.3 billion tobacco users worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest. Tobacco use contributes to poverty by diverting household spending from basic needs such as food and shelter to tobacco. This spending behavior is difficult to curb because tobacco is so addictive.

Gallup Pakistan has been tracking smoking habits and views on this public health issue for over four decades. This report aims to present the findings along with trend data based on multiple surveys conducted on nationally representative samples of adults (men and women) over these years.

KEY FINDINGS OF THE REPORT ARE SUMMARISED BELOW:

1) Smoking Habits

- a) In 2019, 17% Pakistanis claimed that they smoke, which was a significant decrease from 2003 when 26% claimed that they smoke.
- b) In 2019 out of the 17% Respondents who claimed they smoke, 1% were Female.
- c) In 2022, 9% of Pakistani Smokers indulged in consuming over 1 pack of cigarettes, marking a 5% decrease from the figures observed in 2005.
- d) The use of Hukka has drastically decreased from 7% in 2008 to just 2% in 2022.
- e) Among those who smoke, more than half (51%) of them started smoking after 18 years of age.
- f) The percentage of Pakistanis who started smoking upon a friend's suggestion has decreased from 25% in 2008 to 22% in 2022.

2) Opinion on Smoking

- a) 88% Pakistanis are of the view that smoking is very harmful for health.
- b) General awareness about smoking being equally harmful for men and women both has gone up from 75% in 2009 to 83% in 2022.



- c) Nearly all (94%) Pakistanis believe smoking causes lung disease.
- d) The opinion that cigarette manufacturing companies and cigarette smokers are both equally responsible for the bad effects of smoking on health has increased 8% from 2008 to a total of 48% in 2022.
- e) The statement “the sale of cigarettes to persons under the age of 18 is prohibited” is more heard by people in advertisements today than in 2008.

3) Opinion on Cigarette Ban

- a) 93% Pakistanis in 2022 are of the view that there should be a ban on sale of cigarettes, this is 22% greater than the view held in 2003.
- b) When asked if there should be a ban on Cigarette Ads on TV/radio, 81% Pakistanis said there should be a ban.
- c) In 2008, 68% Pakistanis were of the opinion that there should be a ban on smoking in recreation spaces and parks, in 2022, this opinion increased to 94%.
- d) 85% Pakistanis think there should be heavy taxes imposed on Cigarettes.

4) Opinion on Quitting Smoking

- a) If a ban on smoking is put in public places, 44% Pakistanis who smoke would think about quitting cigarette smoking to some extent.
- b) In 2022, 75% Pakistanis who smoke wanted to quit smoking, this was an increase of 15% from 2008.
- c) 93% Pakistanis who smoke and want to quit smoking, have tried quitting it.

5) Opinion on other Substance Abuse

- a) In light of the News coming from around the country, 87% Pakistanis believe the use of narcotics is increasing in the country.
- b) In terms of what the biggest disadvantage of continuous use of Narcotics is, Harm to health ranks the highest, followed by destruction of family life.
- c) For 61% Pakistanis, the main reason for not using narcotics is the health impact that they have.
- d) In 1998, when asked what substance is most harmful to health, majority (76%) said Heroin, and 2% said Tobacco. In 2022, when asked the same question, majority (56%) said Alcohol, and 11% said Tobacco.
- e) In terms of what attitude should be adopted towards addicts, majority (69%) Pakistanis believe they should be rehabilitated and given treatment.

DETAILED RESULTS AND TREND DATA IS PRESENTED IN THE FOLLOWING:

TOPIC 1:

Smoking Habits

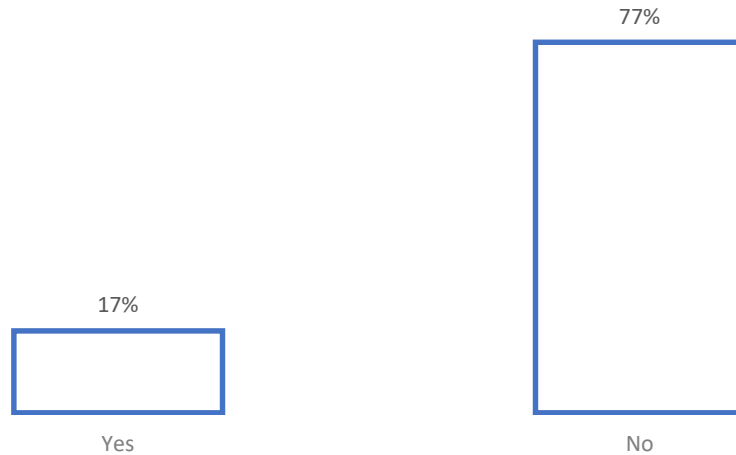




Item 1.1: Key Finding

Question: Do you smoke Cigarettes?

Fig. 1.1a.

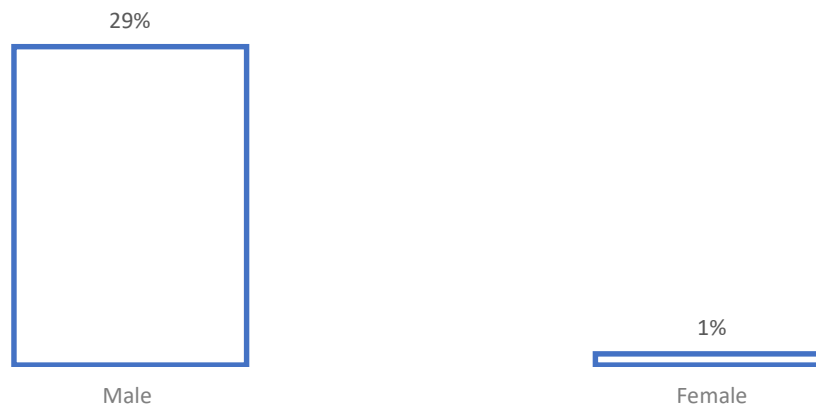


Source: Gallup Pakistan Survey, 2019

Fig. 1.1b.

By Gender Breakdown

■ % of Respondents who said Yes



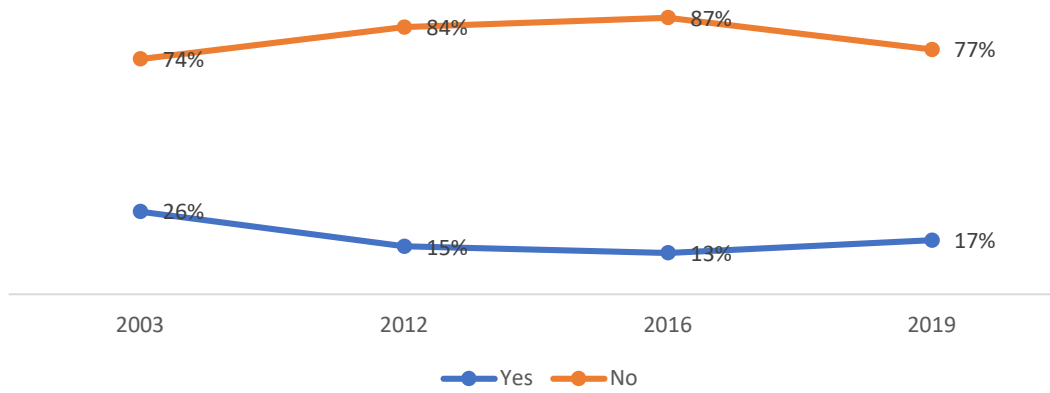
Source: Gallup Pakistan Survey, 2019



Report on Tobacco usage and Smoking in Pakistan

Topic 1: Smoking Habits

1.1c. Trend Data



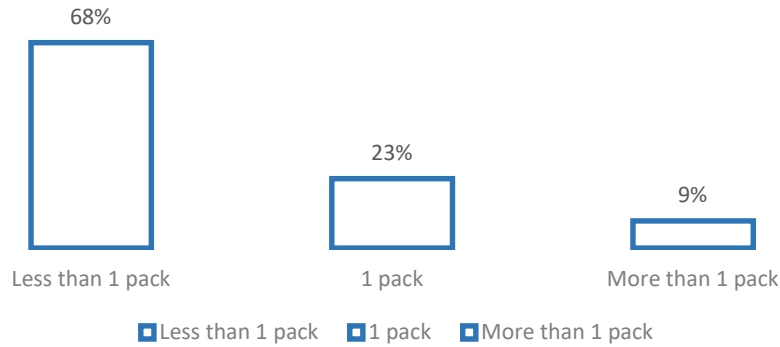
*Figures for Don't Know/No Response Excluded



Item 1.2: Key Finding

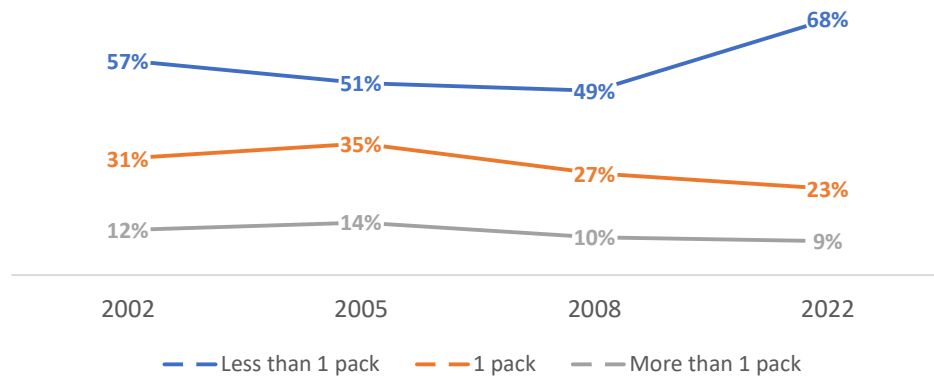
Question: How many packs of Cigarette do you smoke in a day on average*?

Fig. 1.2a.



Source: Gallup Pakistan Survey, 2022

1.2b. Trend Data



*Asked from those who Smoke

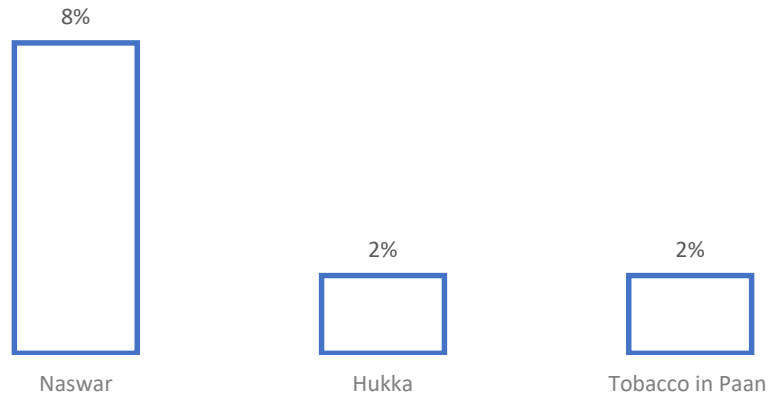
*Figures for Don't Know/No Response Excluded



Item 1.3: Key Finding

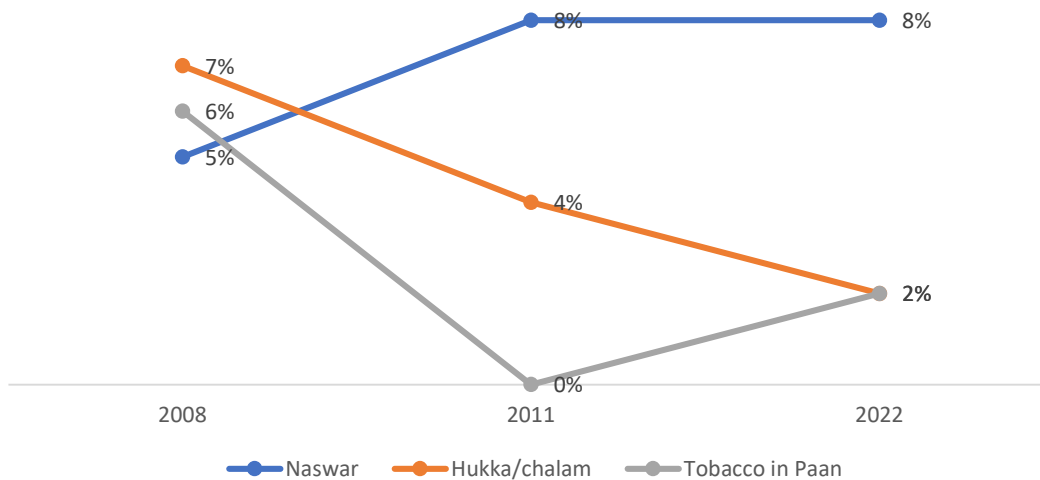
Question: Do you use tobacco in any of the following forms, e.g., Naswar, Hukka, Paan*?

1.3a. Trend Data



Source: Gallup Pakistan Survey, 2022

1.3b. Trend Data



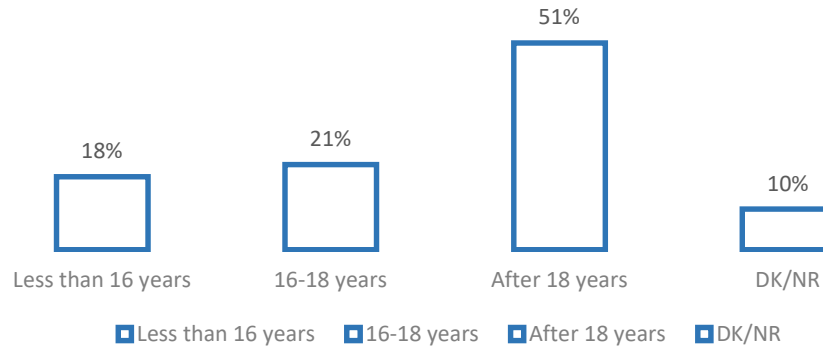
*Percentage of usage shown



Item 1.4: Key Finding

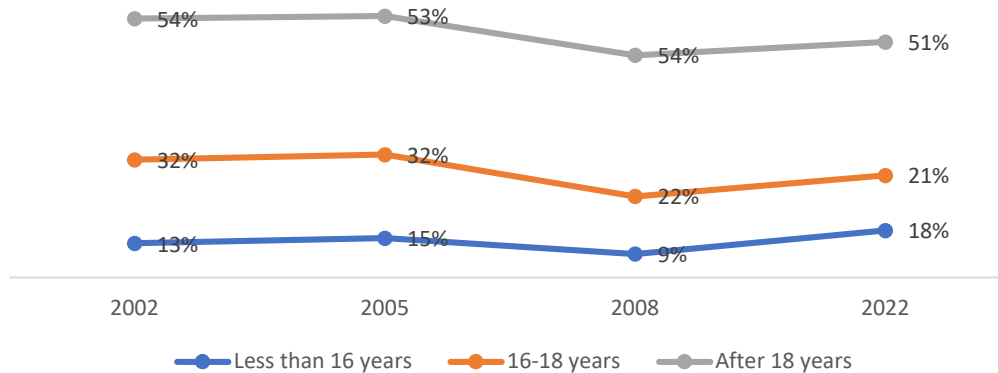
Question: At what age did you first start smoking*?

1.4a. Trend Data



Source: Gallup Pakistan Survey, 2022

1.4b. Trend Data



*Asked from those who smoke

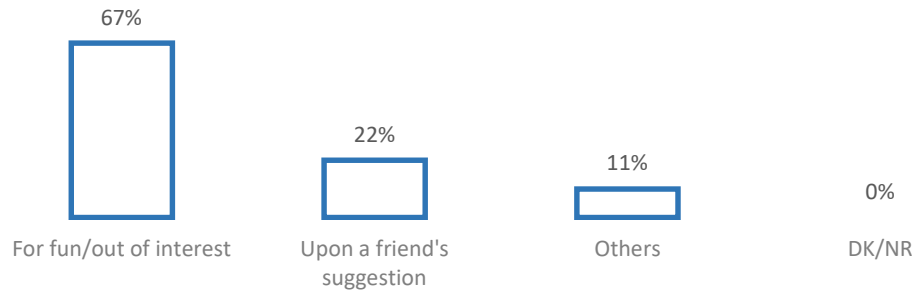
*Figures for Don't Know/No Response Excluded



Item 1.5: Key Finding

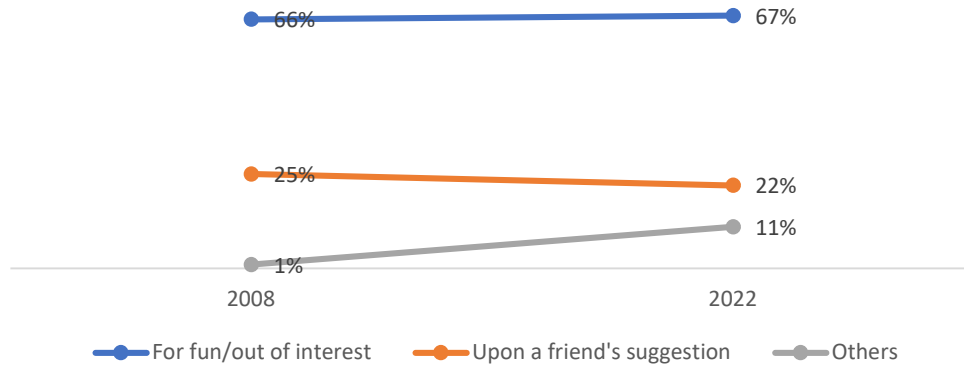
Question: Why did you first start smoking*?

Fig. 1.5a.



Source: Gallup Pakistan Survey, 2022

1.5b. Trend Data



*Asked from those who smoke

*Figures for Don't Know/No Response Excluded



TOPIC 2:

Opinion on Effects of Smoking

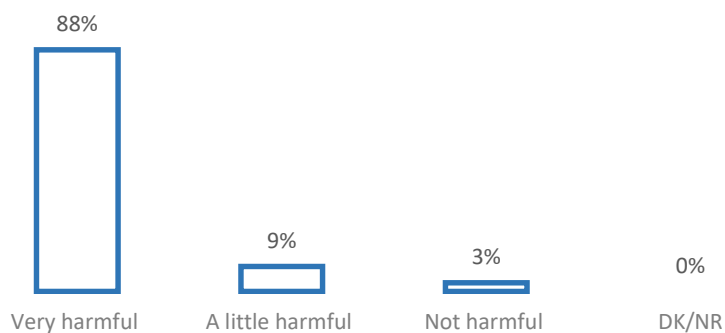




Item 2.1: Key Finding

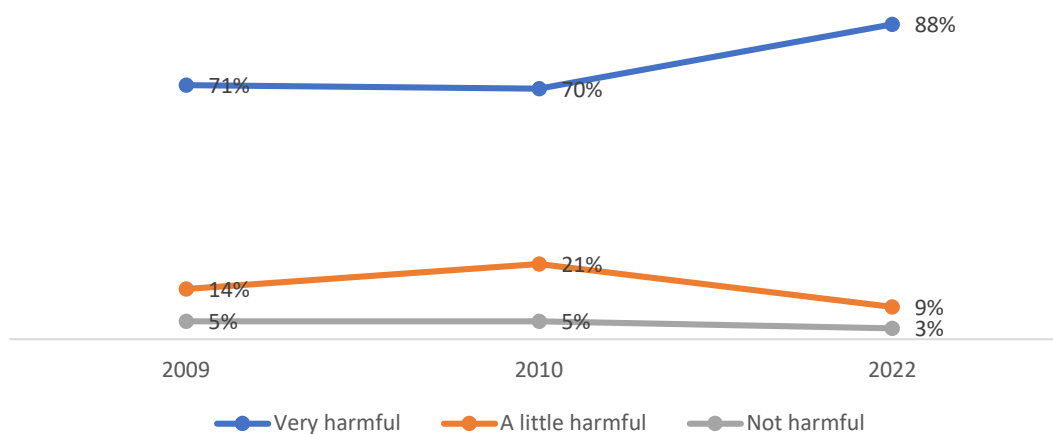
Question: In your opinion, how harmful is smoking for health?

Fig. 2.1a.



Source: Gallup Pakistan Survey, 2022

2.1b. Trend Data

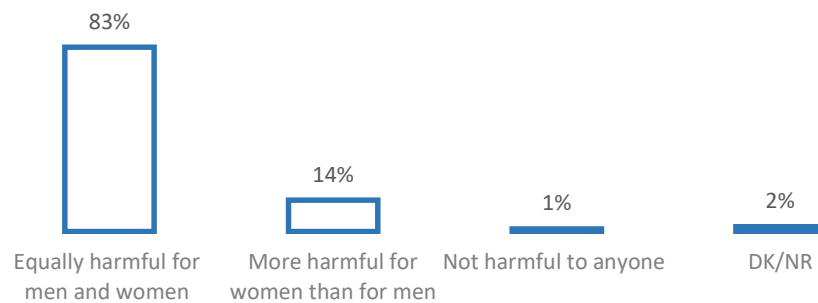


*Figures for Don't Know/No Response Excluded

Item 2.2: Key Finding

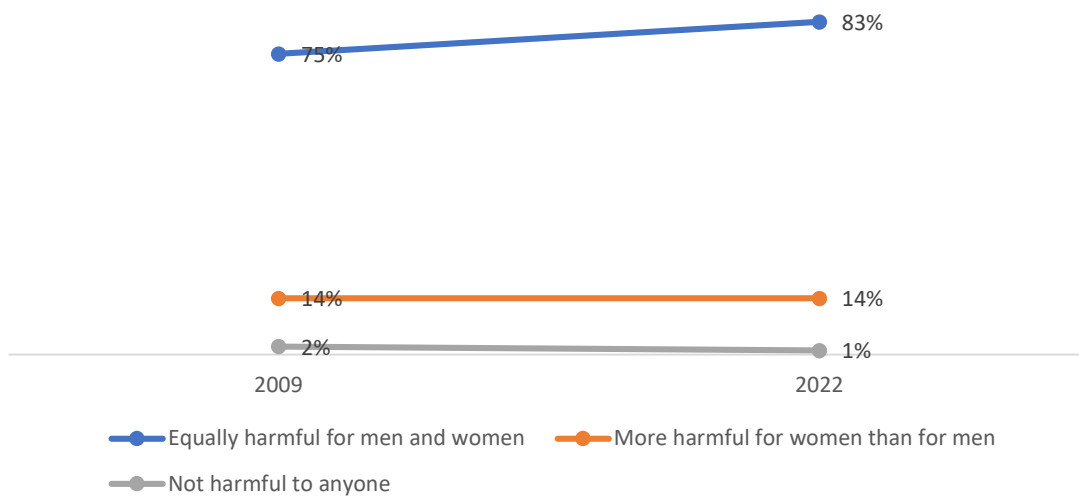
Question: Some people think that smoking is harmful for men's health and even more harmful for women's health. Others think that it is equally harmful for both. Still others say that it is not harmful for anyone. What is your opinion in this regard?

2.2a. Trend Data



Source: Gallup Pakistan Survey, 2022

2.2b. Trend Data



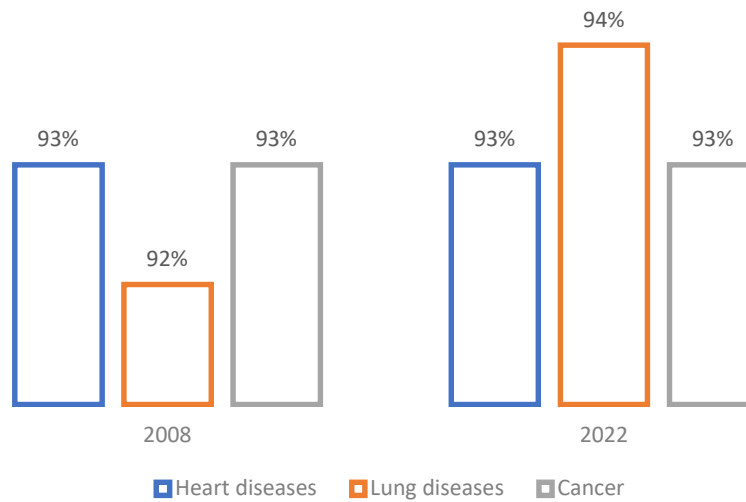
*Figures for Don't Know/No Response Excluded



Item 2.3: Key Finding

Question: Please tell how harmful is smoking for following **organs of the body** or how important is its role in causing following diseases of the human body*?

Fig. 2.3



Source: Gallup Pakistan Survey, 2022

*% of respondents saying yes to each disease.



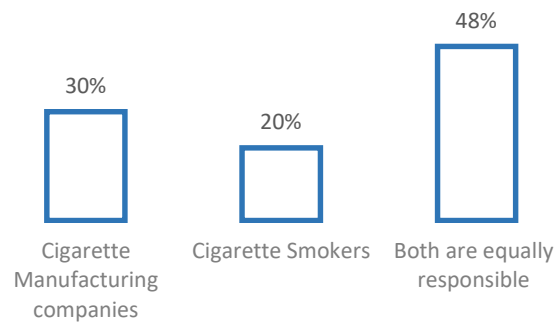
Report on Tobacco usage and Smoking in Pakistan

Topic 2: Opinion on Effects of Smoking

Item 2.4: Key Finding

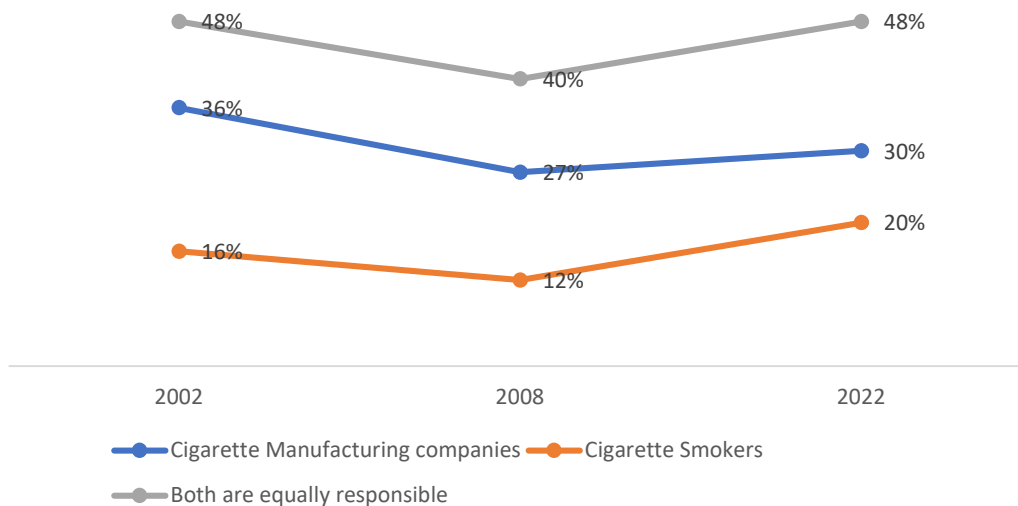
Question: Who do you think should be held responsible for bad effects of smoking on health?

Fig. 2.4a



Source: Gallup Pakistan Survey, 2022

2.4b. Trend Data



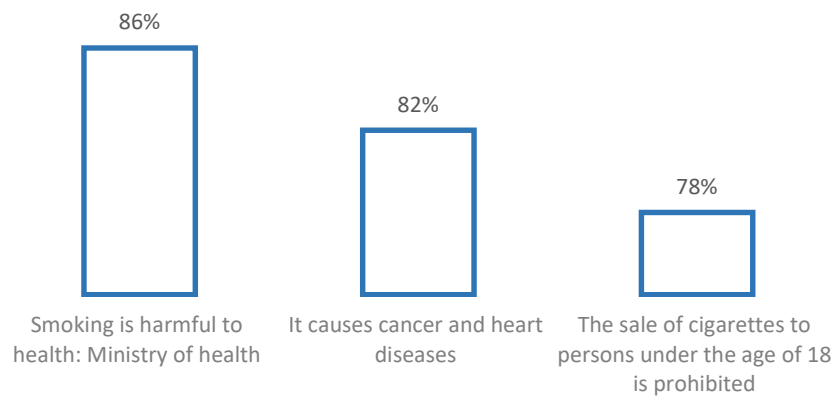
*Figures for Don't Know/No Response Excluded



Item 2.5: Key Finding

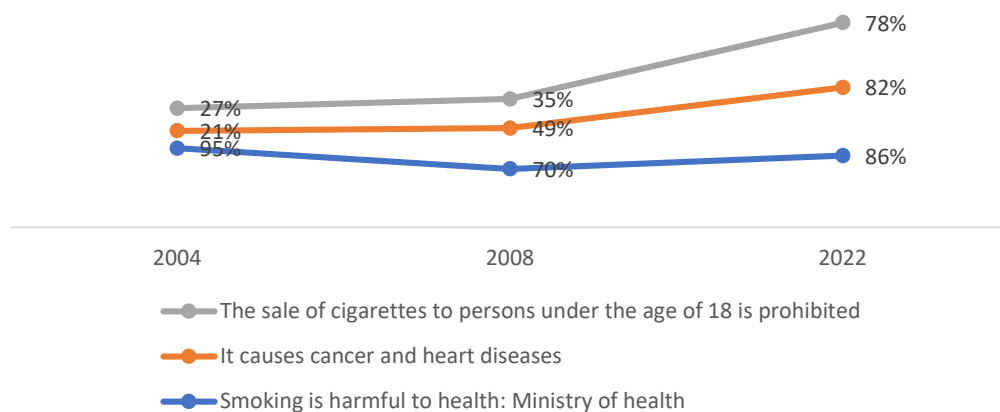
Question: Do you know which statements about adverse effects of smoking follow the ad. of Cigarettes?

Fig. 2.5a



Source: Gallup Pakistan Survey, 2022

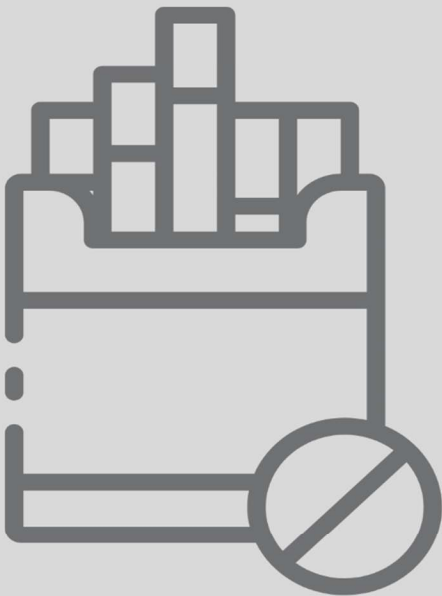
2.5b. Trend Data



*Figures for Don't Know/No Response Excluded

TOPIC 3:

Opinion on Cigarette Ban





Item 3.1: Key Finding

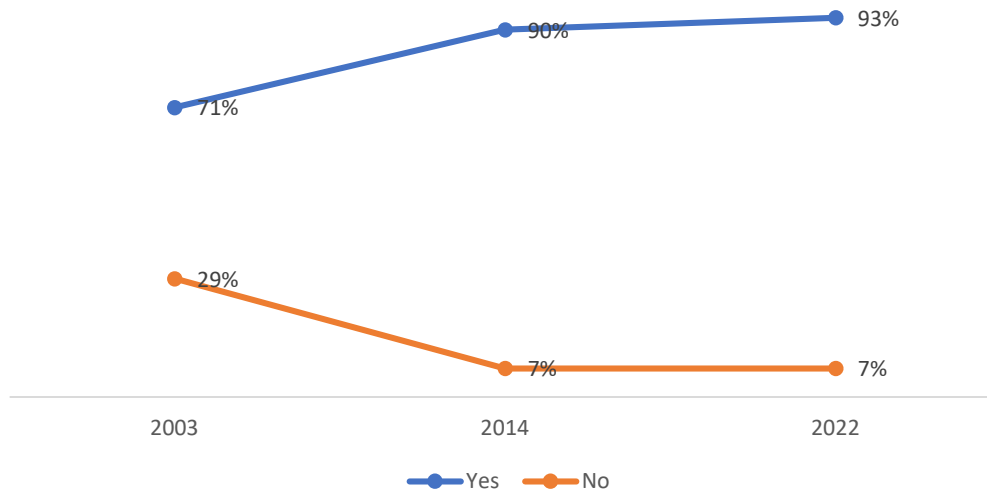
Question: Do you think there should be ban on **sale** of cigarettes?

Fig. 3.1a



Source: Gallup Pakistan Survey, 2022

3.1b. Trend Data



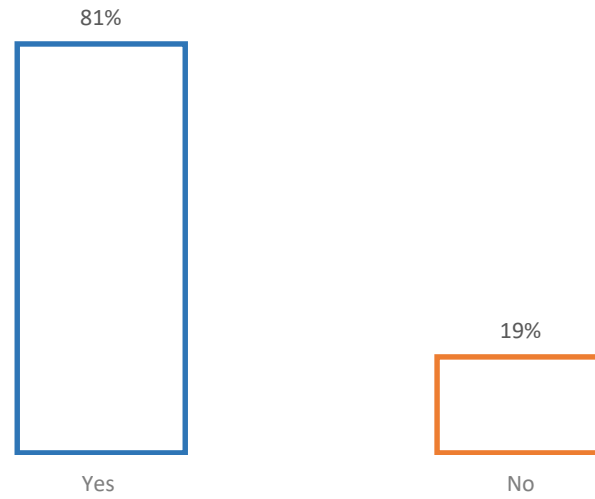
*Figures for Don't Know/No Response Excluded



Item 3.2: Key Finding

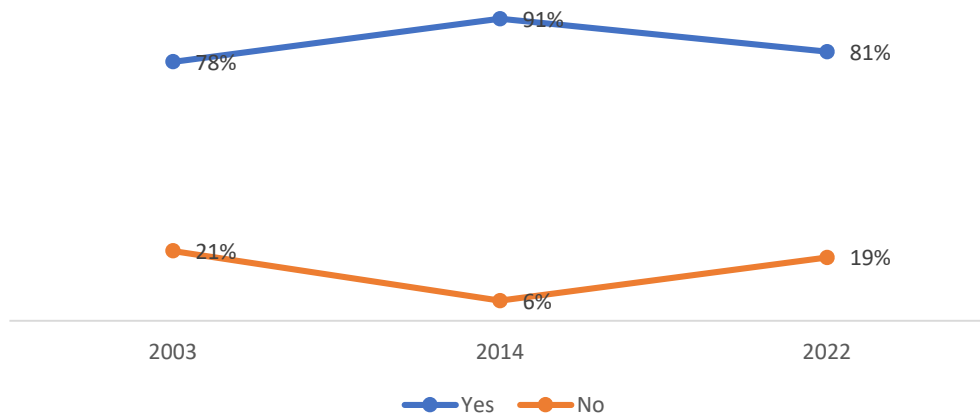
Question: Do you think there should be ban on **Cigarette Ads** on TV / radio?

Fig. 3.2a



Source: Gallup Pakistan Survey, 2022

3.2b. Trend Data

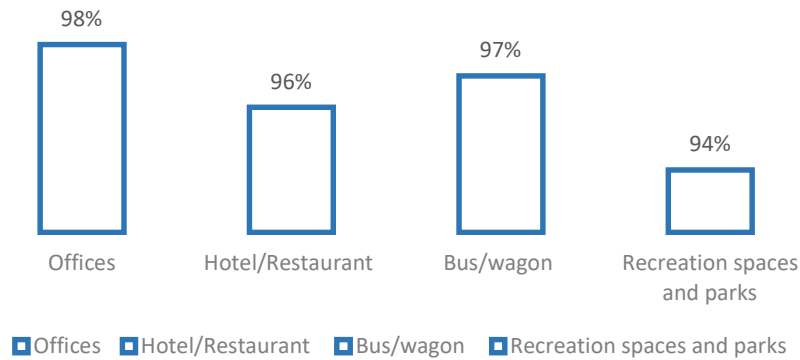




Item 3.3: Key Finding

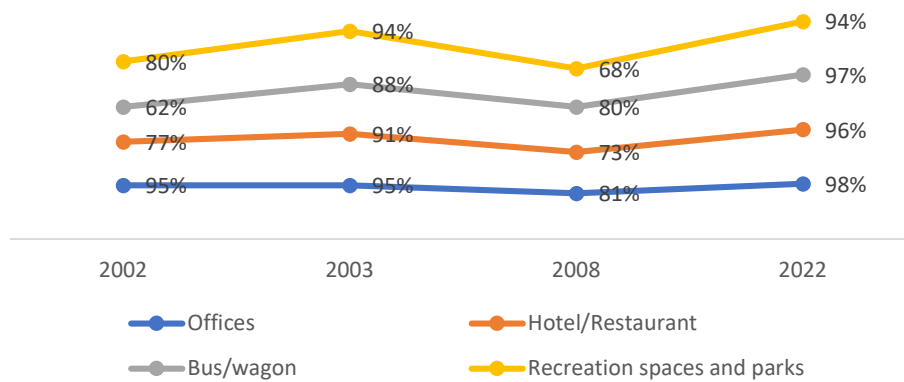
Question: In your opinion, should there be **ban on smoking in the following places***?

Fig. 3.3a



Source: Gallup Pakistan Survey, 2022

3.3b. Trend Data



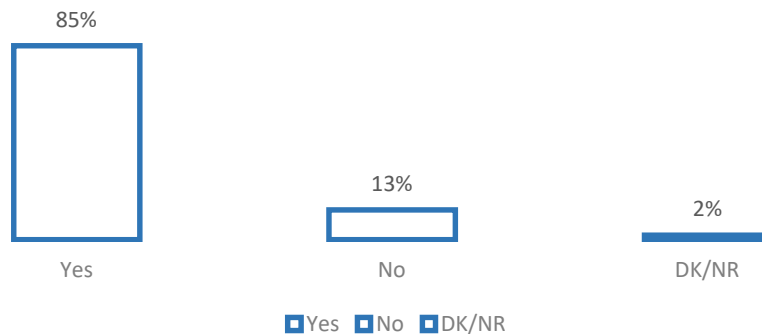
*Percentage of total ban



Item 3.4: Key Finding

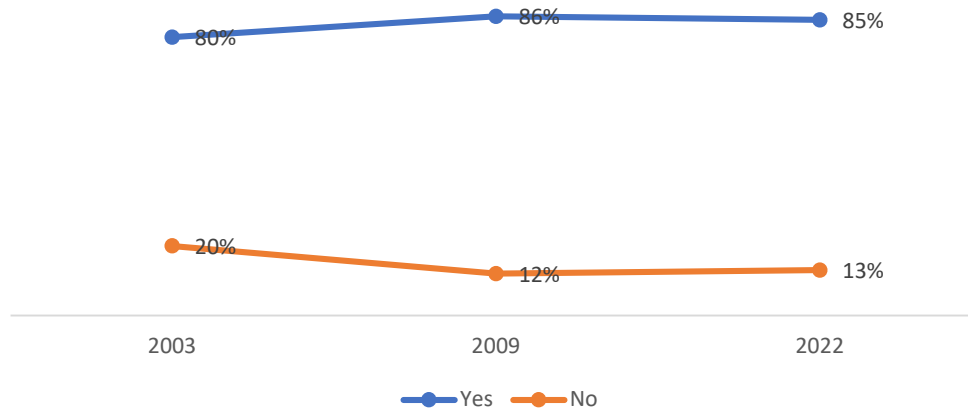
Question: Do you think, there should be **heavy taxes** imposed on Cigarettes?

Fig. 3.4a



Source: Gallup Pakistan Survey, 2022

3.4b. Trend Data

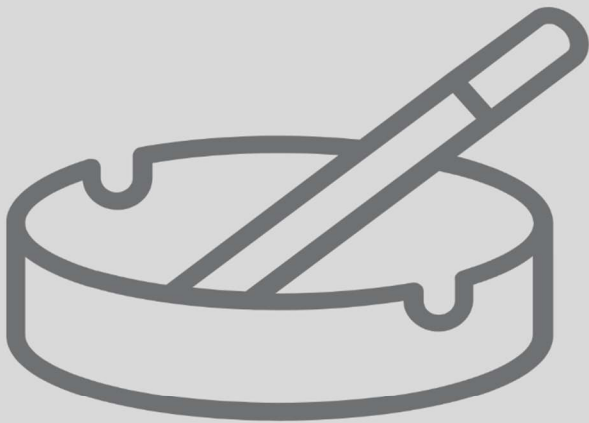


*Figures for Don't Know/No Response Excluded

TOPIC 4:

Opinion on

Quitting Smoking

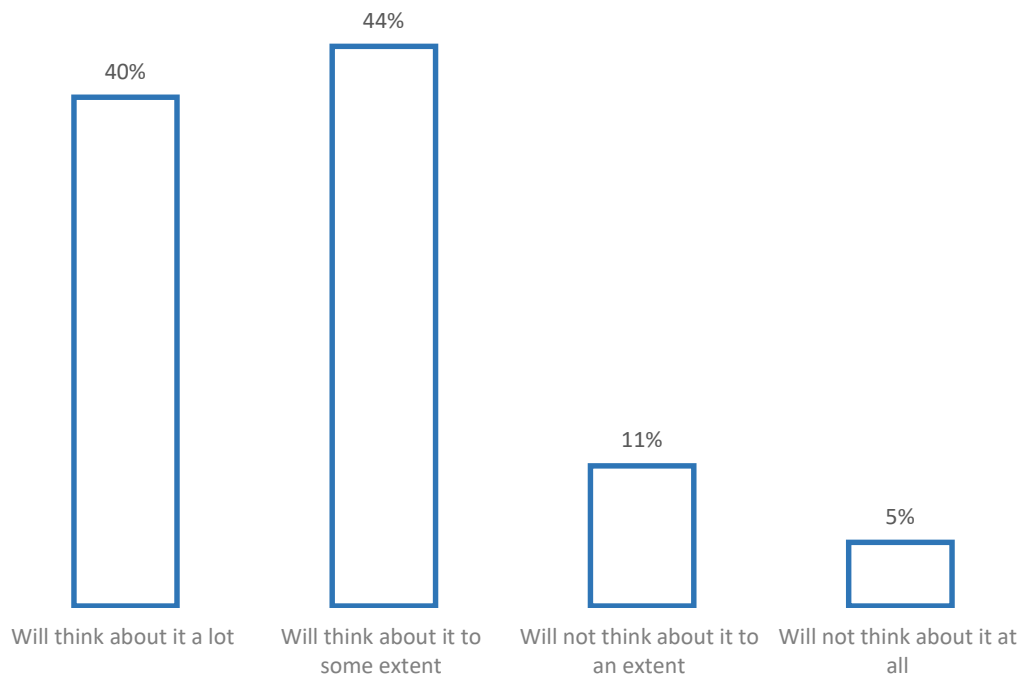




Item 4.1: Key Finding

Question: Suppose if smoking is prohibited in public places, then would you think about quitting cigarette smoking*?

Fig. 4.1a



Source: Gallup Pakistan Survey, 2016

*Asked from those who smoke cigarettes



Item 4.2: Key Finding

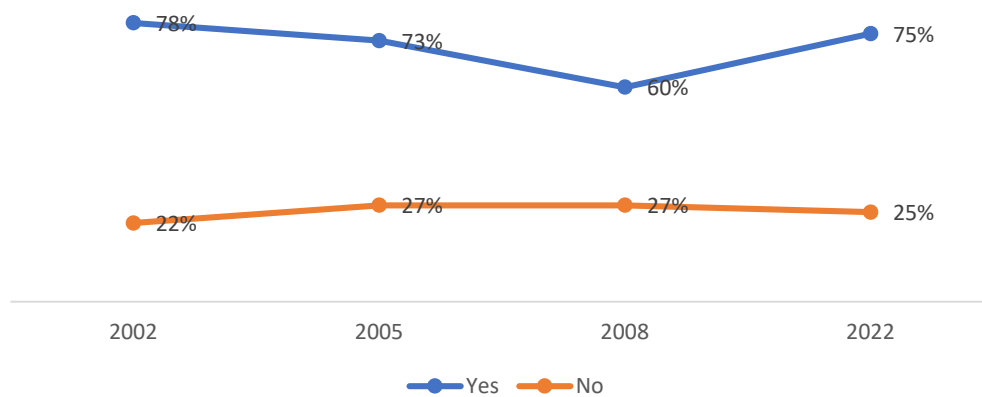
Question: Do you want to quit smoking*?

Fig 4.2a



Source: Gallup Pakistan Survey, 2022

4.2b. Trend Data



*Figures for Don't Know/No Response Excluded

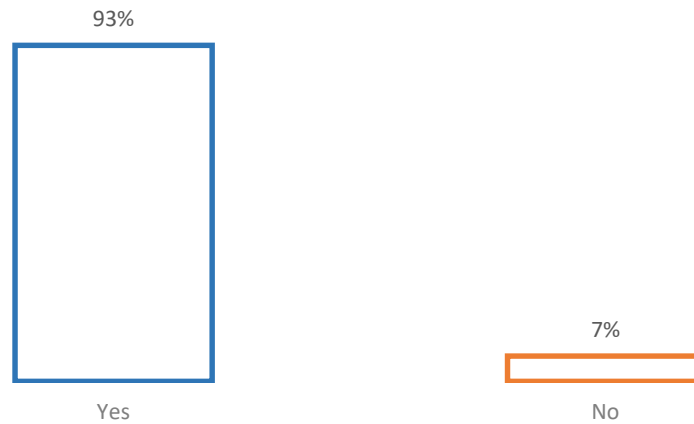
*Asked from those who smoke cigarettes



Item 4.3: Key Finding

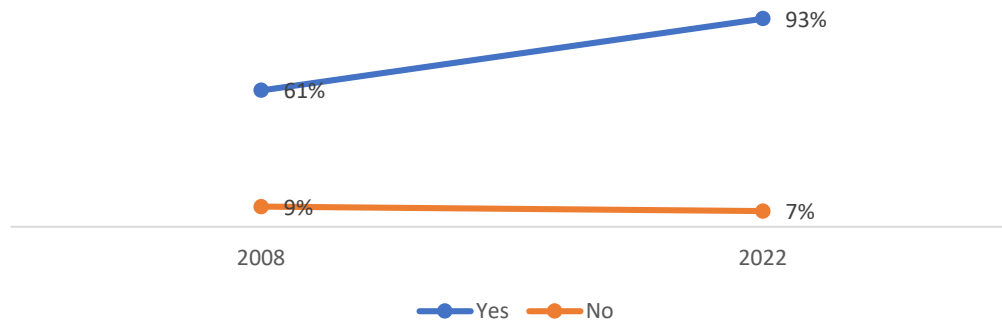
Question: If you want to quit smoking, have you ever tried it*?

Fig. 4.3a



Source: Gallup Pakistan Survey, 2022

4.3b. Trend Data



*Figures for Don't Know/No Response Excluded

***Asked from those who smoke cigarettes**

TOPIC 5:

Opinion on Other Substance Abuse

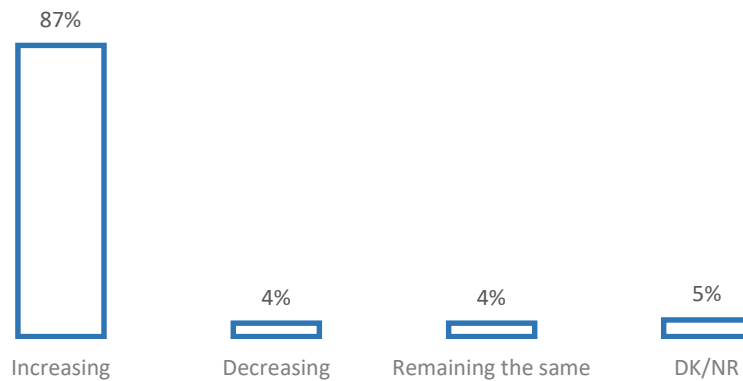




Item 5.1: Key Finding

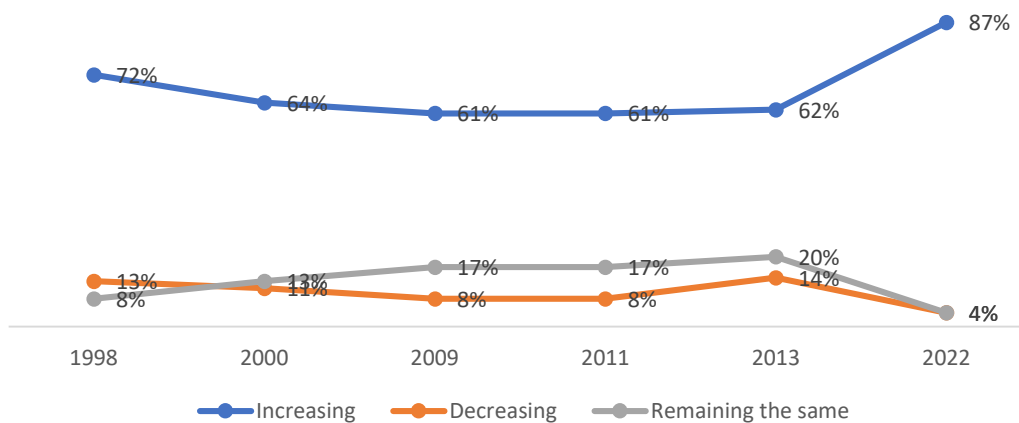
Question: In light of the News coming from around the country, in your opinion, is the use of Narcotics increasing or decreasing in the country?

Fig. 5.1a



Source: Gallup Pakistan Survey, 2022

5.1b. Trend Data



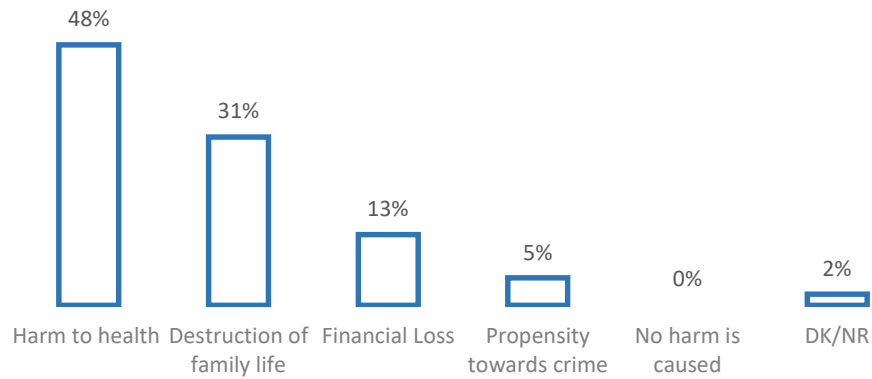
*Figures for Don't Know/No Response Excluded



Item 5.2: Key Finding

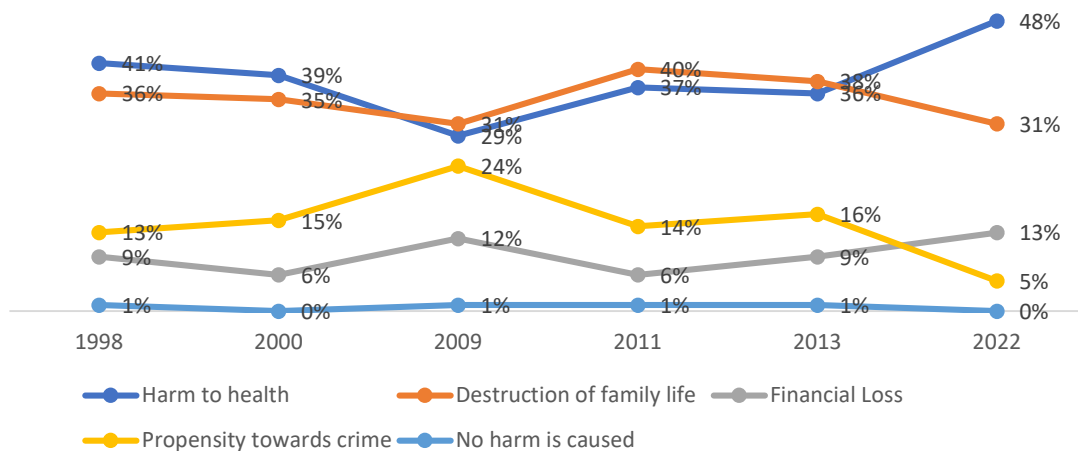
Question: In your opinion, what is the biggest disadvantage of continuous use of Narcotics?

Fig. 5.2a



Source: Gallup Pakistan Survey, 2022

5.2b. Trend Data



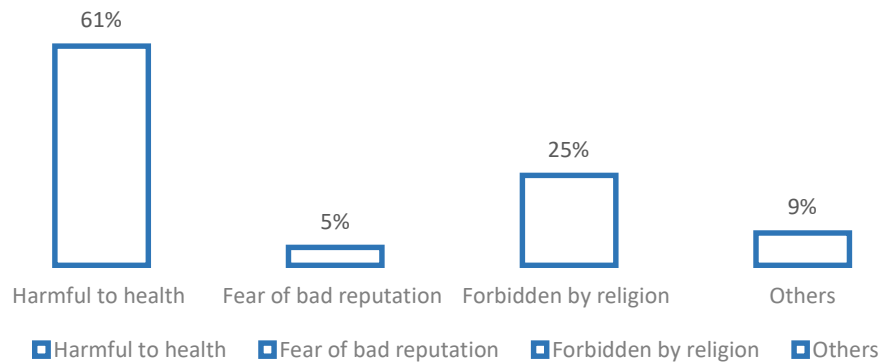
*Figures for Don't Know/No Response Excluded



Item 5.3: Key Finding

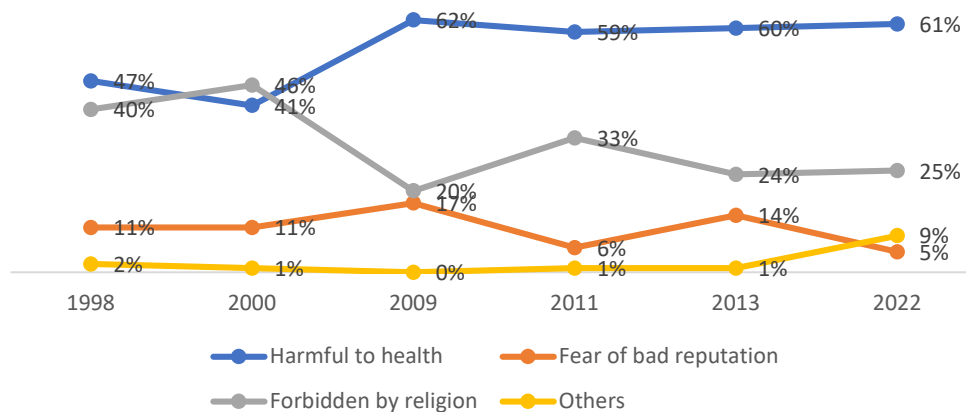
Question: Suppose, if you ever have a chance to use Narcotics and you prefer not to use them, then what would be the main reason for not using Narcotics?

Fig. 5.3a



Source: Gallup Pakistan Survey, 2022

5.3b. Trend Data



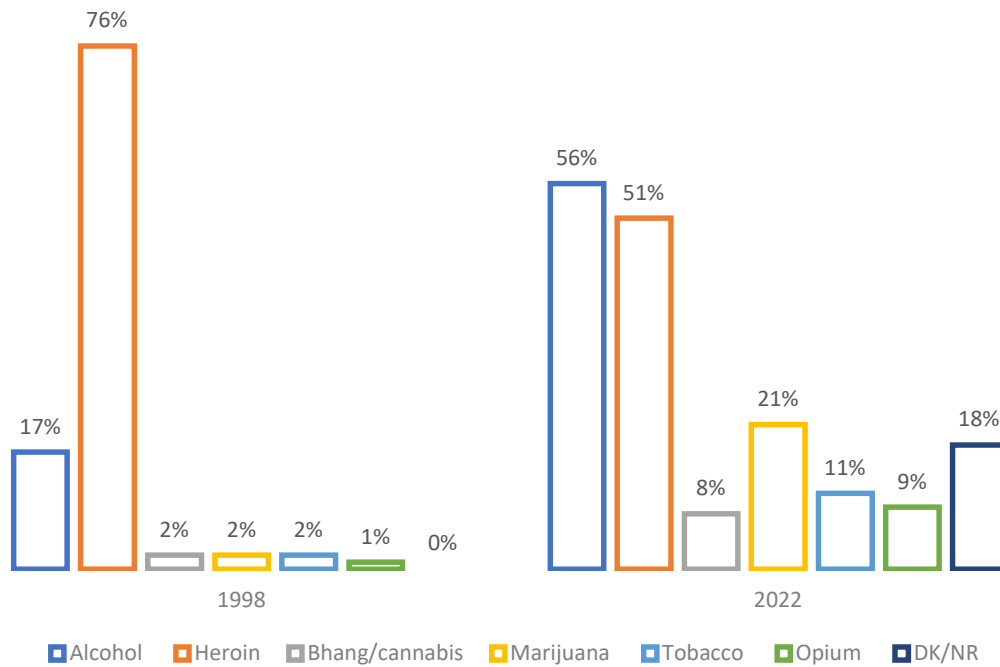
*Figures for Don't Know/No Response Excluded



Item 5.4: Key Finding

Question: I will enlist a few things that are harmful for health. In your view, which of these do you consider as the most harmful?

Fig. 5.4a



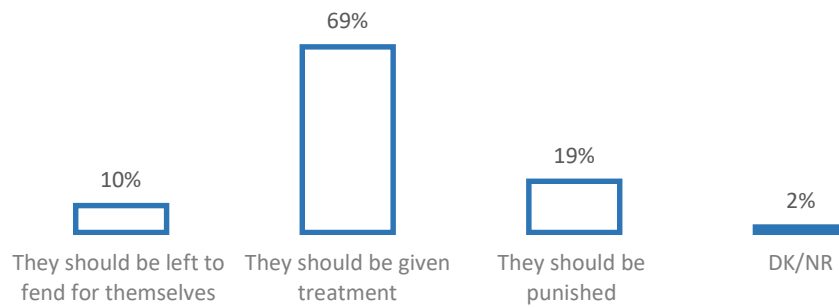
Source: Gallup Pakistan Survey, 2022



Item 5.5: Key Finding

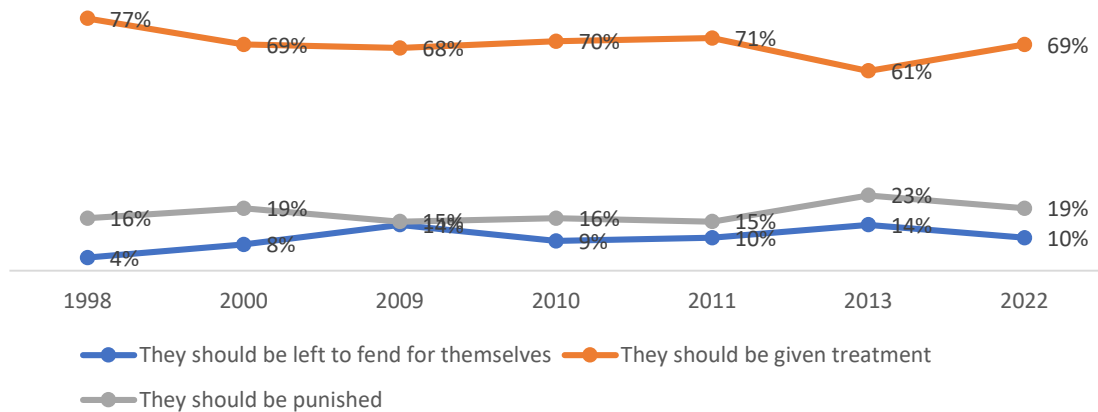
Question: In your opinion, what attitude should be adopted towards Addicts?

Fig. 5.5a



Source: Gallup Pakistan Survey, 2022

5.5b. Trend Data



*Figures for Don't Know/No Response Excluded



METHODOLOGY

The results presented in this report are from multiple *nationwide household surveys* carried out by Gallup Pakistan over the last three decades.

• SAMPLE PROFILE

The respondents in these surveys range from 1000-2500 men and women aged 18 and above, spread across the rural and urban areas of the four provinces of the country. They represent different age groups, education statuses and socioeconomic profiles.

• INTERVIEWING MODE

Face to face or Telephonic interviews.

• SAMPLING METHODOLOGY

Multi-stage random area probability sampling or Random Digit Dialing.

• SAMPLING ERROR

The error margin is estimated to be $\pm 2-3\%$ at 95% Confidence level.

• WEIGHTING

The data have been weighted to correspond with the census distribution of the population for the rural and urban areas of all four provinces.

• SURVEY DATES

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.



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