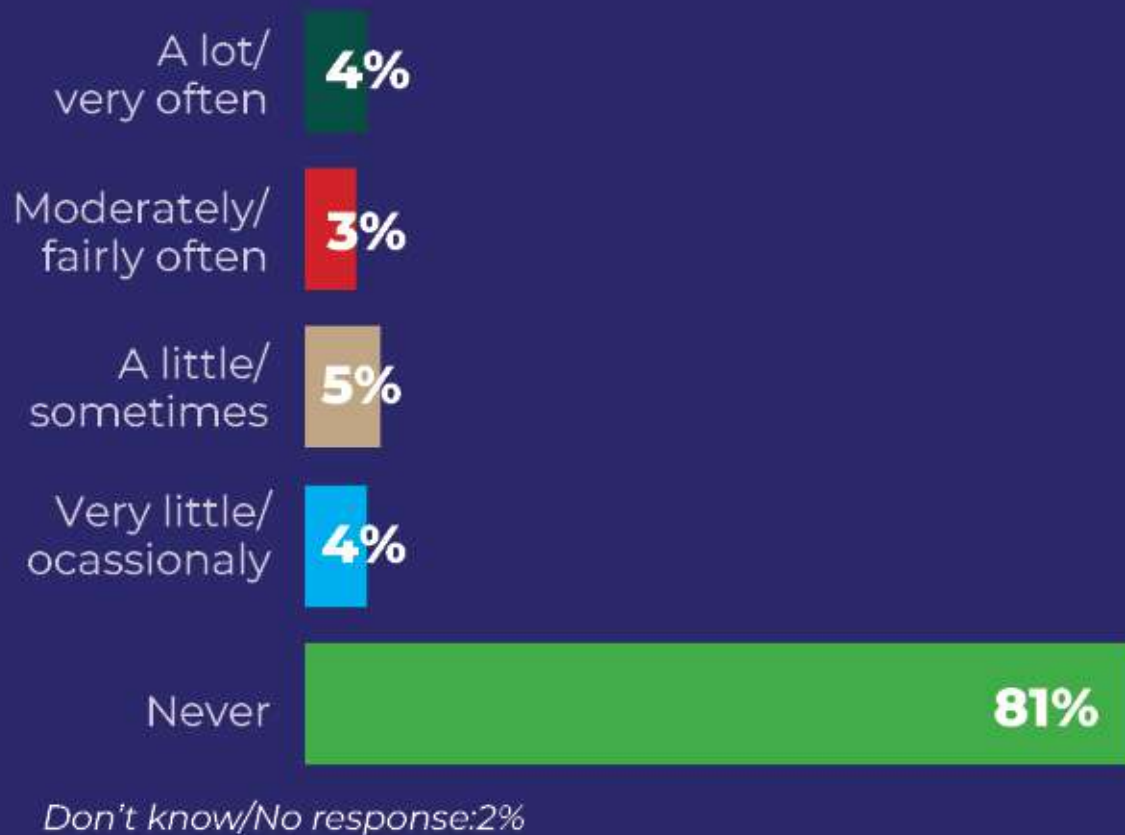


Among the 39 countries surveyed, Pakistan ranks 4th in terms of highest non-smokers, with the majority of Pakistanis (81%) claiming not to smoke



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





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Health care** General health & healthcare

Among the 39 countries surveyed, Pakistan ranks 4th in terms of highest non-smokers, with the majority of Pakistanis (81%) claiming not to smoke: Gallup Pakistan and WIN World Survey report released

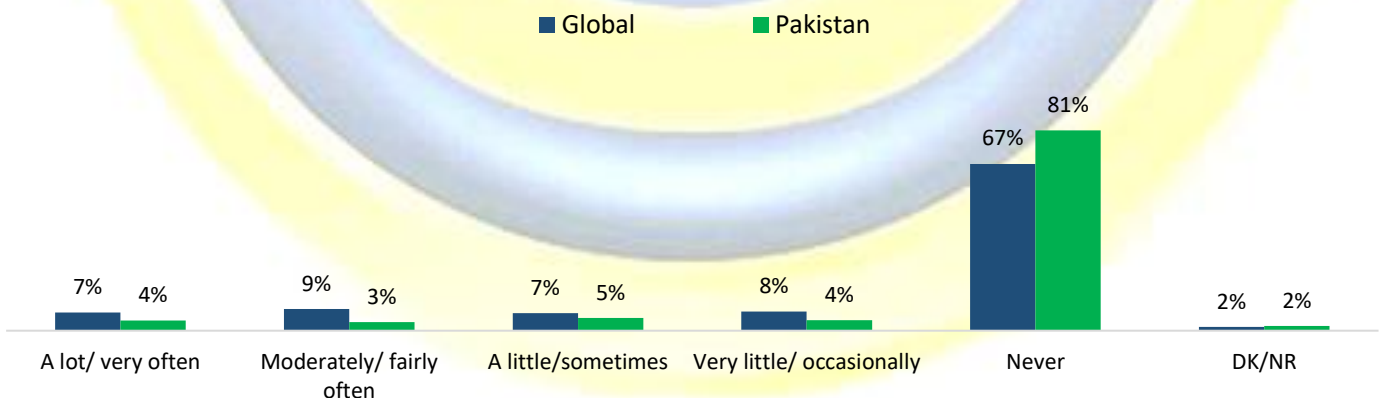
(Islamabad), 18th April 2025

According to a survey conducted by Gallup & Gilani Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world, among the 39 countries surveyed, Pakistan ranks 4th in terms of highest non-smokers, with the majority of Pakistanis (81%) claiming not to smoke.

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 Worldviews Survey (WWS – 2024), exploring the views and beliefs of 34,946 individuals, among citizens from 39 countries across the globe. On International Health Day, WIN releases the latest results of the survey to understand health self-perception and related habits and attitudes toward healthy living. The fieldwork for Pakistan was conducted between 6th December 2024 and 2nd Jan 2025, and the sample size was 1000 individuals.

A nationally representative sample of adult men and women from across Pakistan was asked the following question, “**How often would you say that you...? - Smoke**”. In response to this question in Pakistan, 4% said very often, 3% said fairly often, 5% said sometimes, 4% said occasionally, 81% said never, while 2% didn’t know or didn’t respond.

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



Source: Gallup Pakistan & WIN World Survey 2025
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released 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, conducted from 6th December 2024 – 2nd January 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

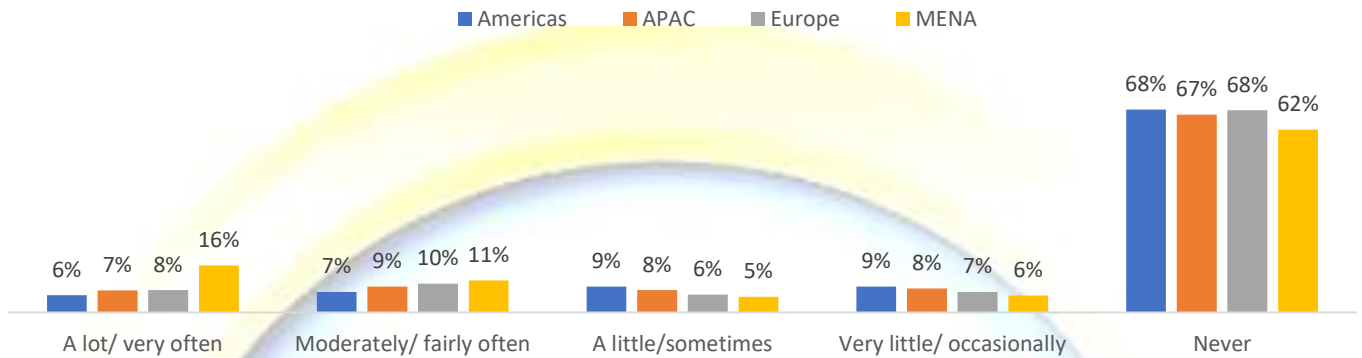


Worldwide
Independent Network
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Global Comparison: According to this global survey, people from the Americas and Europe are more likely to say they never smoke with 68%, followed by the APAC and MENA regions, with 67% and 62%.

Global Comparison



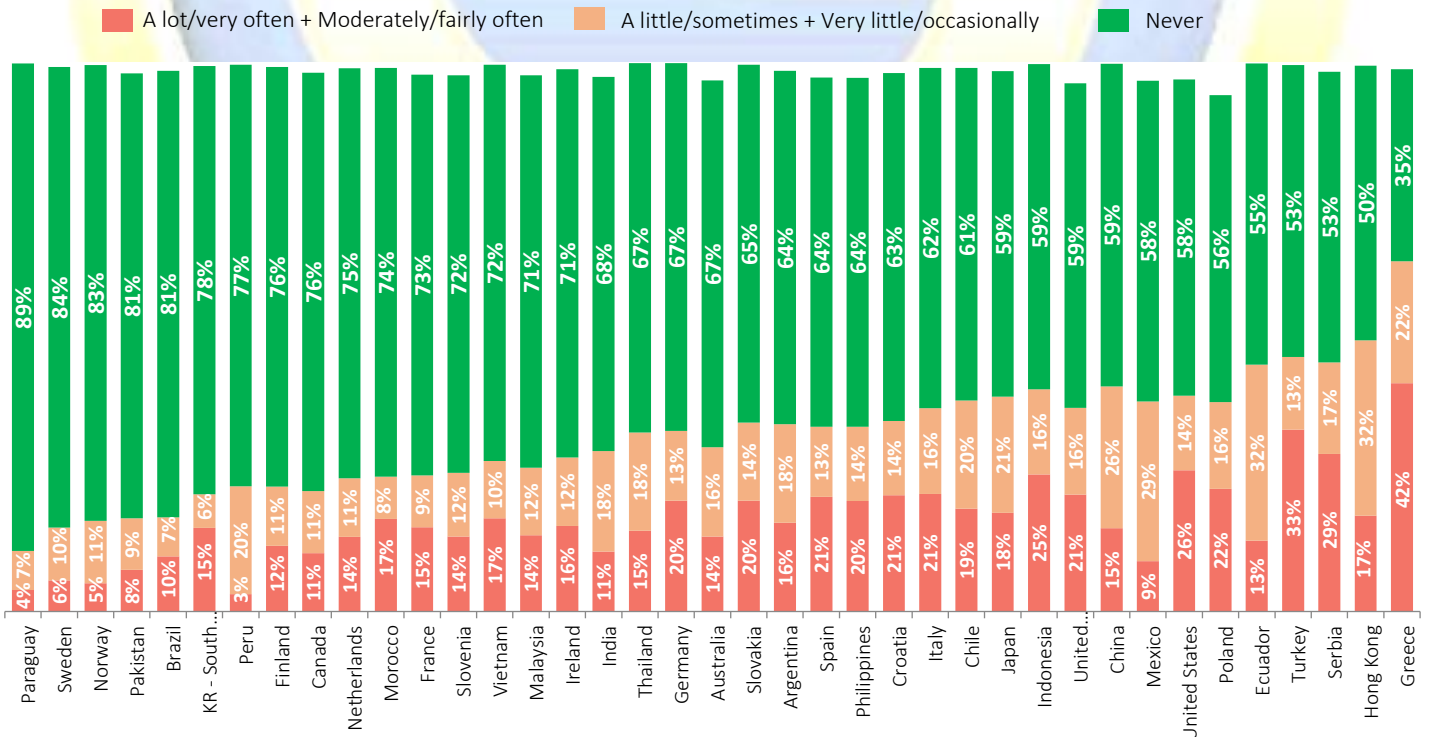
NOTE: The percentages of Don't Know / No Responses have not been plotted

Source: Gallup Pakistan & WIN World Survey 2025

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Country Breakdown: Paraguay (89%) and Sweden (84%) have the greatest number of people who say they never smoke. In contrast, Greece (35%) has the lowest percentage of non-smokers. However, Pakistan (81%) ranks fourth among the countries with having higher percentage of non-smokers.

Country Breakdown



NOTE: The percentages of Don't Know / No Responses have not been plotted

Source: Gallup Pakistan & WIN World Survey 2025

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

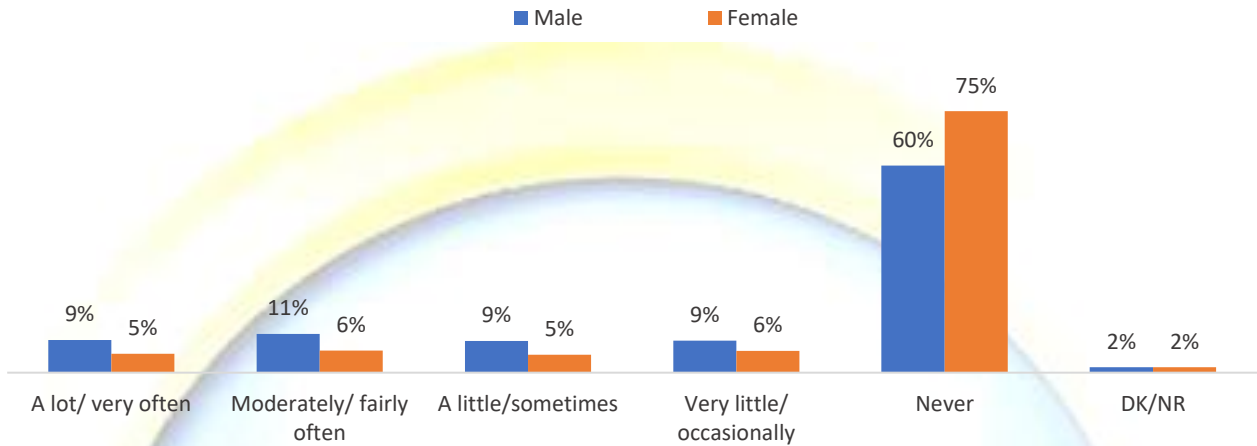


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Gender Breakdown: Globally, more females (75%) in comparison to males (60%) say that they never smoke.

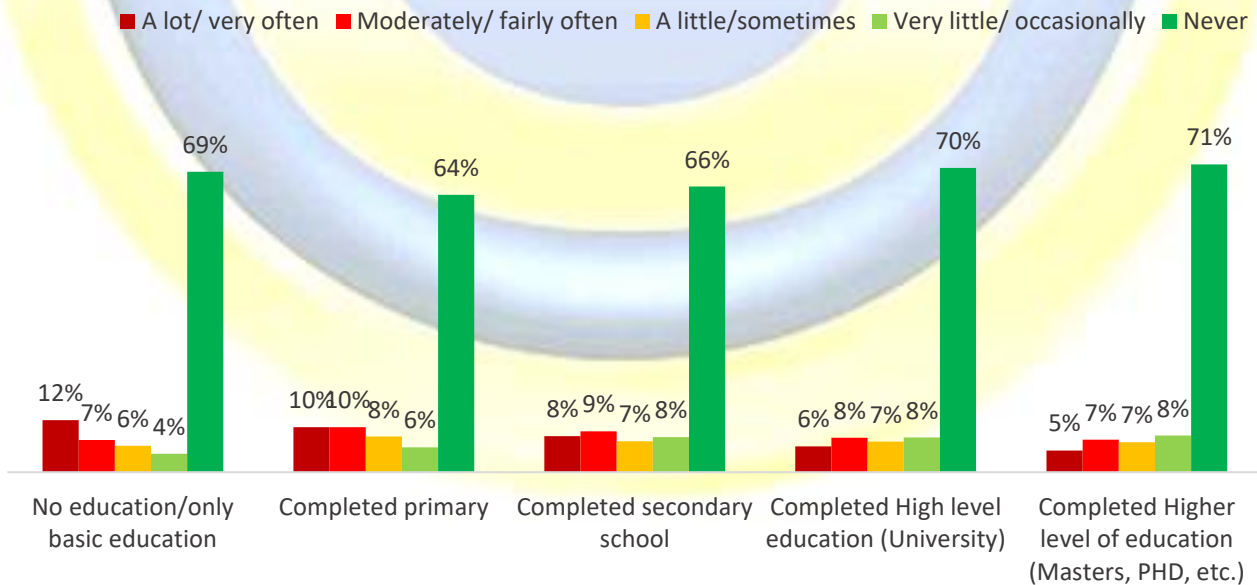
Gender Breakdown



Source: Gallup Pakistan & WIN World Survey 2025
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Educational Breakdown: Globally, the percentage of people who don't smoke increases with the level of education.

Educational Breakdown



NOTE: The percentages of Don't Know / No Responses have not been plotted

Source: Gallup Pakistan & WIN World Survey 2025
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



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



GILANI RESEARCH
FOUNDATION

Friday, 18th April 2025

(4 Pages, English version Only)

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*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)