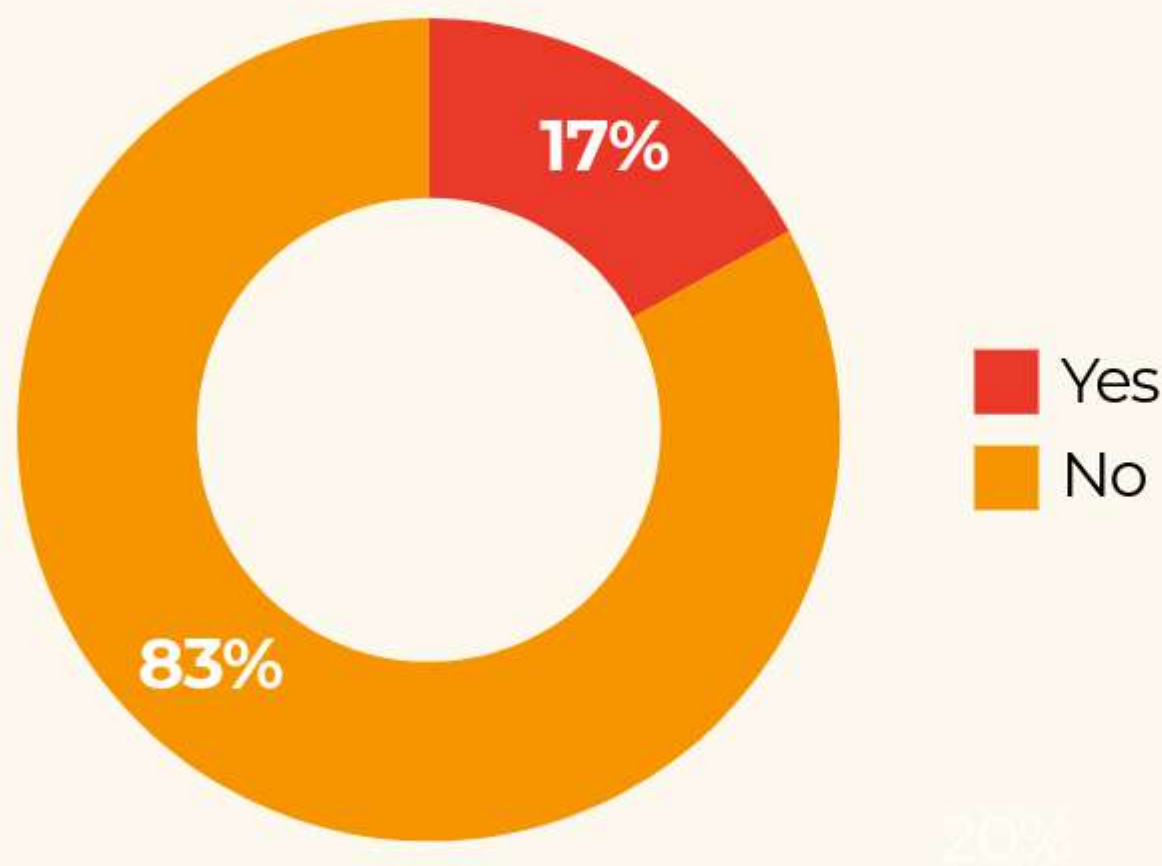


Only 17% Pakistanis have heard of electronic cigarettes or vaping; awareness significantly higher among youth, urban residents, and the educated groups.



*Have you heard of electronic cigarettes/vaping?
(Electronic cigarettes/vaping is like smoking, but vapors
are inhaled through a device rather than smoke.)?*





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll
Health care

Public Health Awareness

Tobacco & Nicotine Alternatives (Electronic cigarettes or Vaping)

Only 17% Pakistanis have heard of electronic cigarettes or vaping; awareness significantly higher among youth, urban residents, and the educated groups.

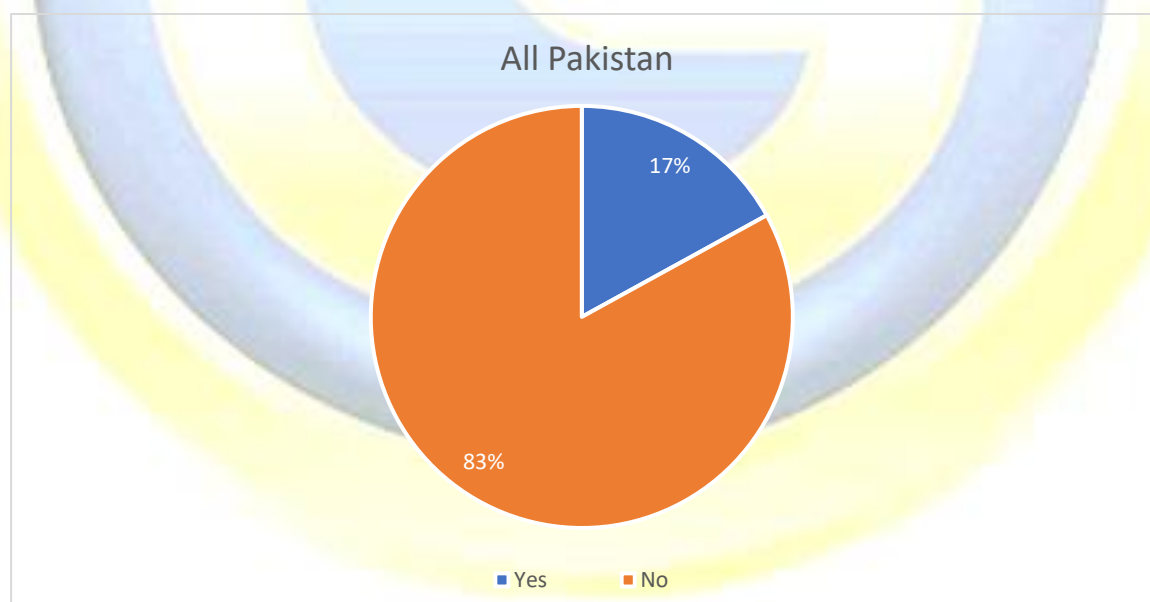
(Islamabad), 30th January 2026

According to a survey conducted by Gallup & Gilani Pakistan, only 17% of Pakistanis say they have heard of electronic cigarettes or vaping, while an overwhelming 83% report that they have not heard of them, indicating that awareness of vaping remains limited among the general public in Pakistan.

The detailed report on “Public Awareness and Attitudes Toward Vaping and Chewing Tobacco” can be accessed [here](#).

A nationally representative sample of adult Pakistanis from across the country was asked the following question: **“Have you heard of electronic cigarettes/vaping? (Electronic cigarettes/vaping is like smoking, but vapors are inhaled through a device rather than smoke.)?”**. In response, only 17% responded “Yes”, whereas 83% responded “No”.

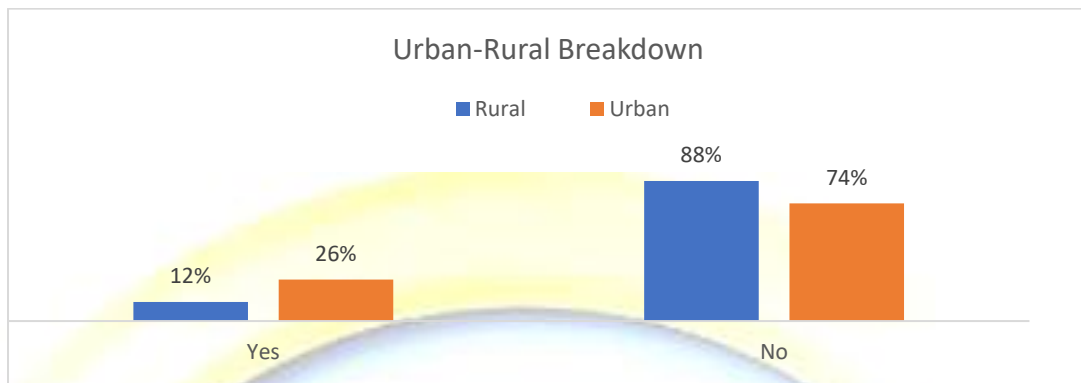
“ Have you heard of electronic cigarettes/vaping? (Electronic cigarettes/vaping is like smoking, but vapors are inhaled through a device rather than smoke.)?”



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

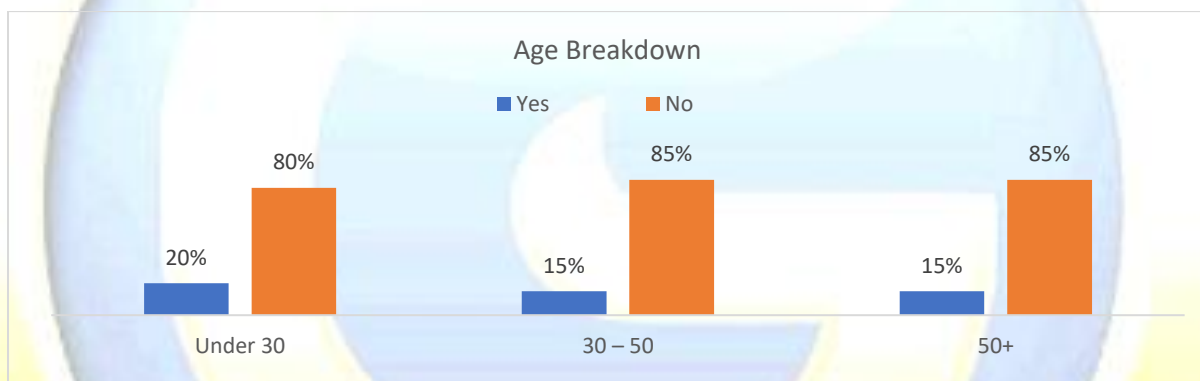
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1153 respondents across urban and rural areas of all four provinces of the country, conducted from 12 September 2026 to 23 September 2026. 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).

Urban-Rural Breakdown: A pronounced difference is observed by place of residence. 26% of urban respondents reported that they had heard of vaping, compared to only 12% of rural respondents.



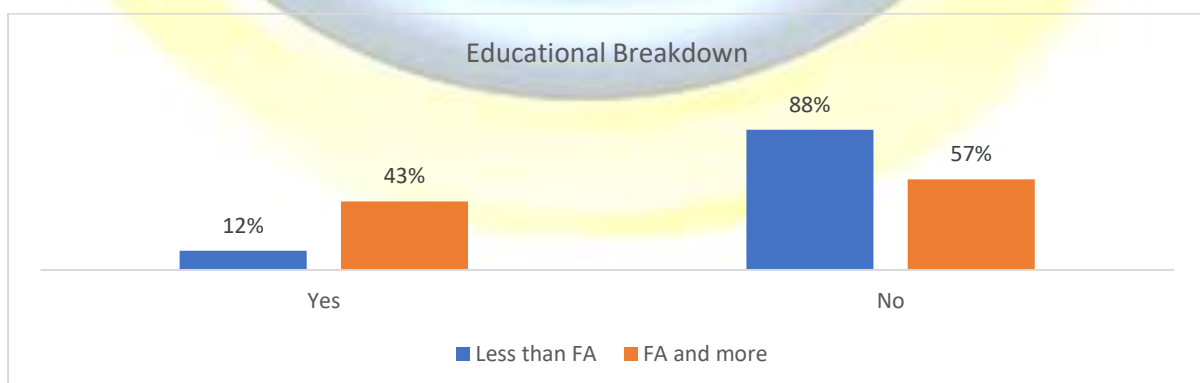
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Age Breakdown: Younger Pakistanis are more aware of vaping compared to older age groups. 20% of respondents under the age of 30 say they have heard of electronic cigarettes, compared to 15% among those aged 30–50 and 15% among those aged 50 and above.



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

Educational Breakdown: Education emerges as the strongest differentiator. Among respondents with FA education or above, 43% reported awareness of electronic cigarettes, compared to just 12% among those with less than FA education — a striking 31-point gap.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Friday, 30th January 2026

(3 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
2026



of Gallup Pakistan
(1980-2026)