

Big Data Analysis | Drugs & Contraband

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Households Reporting Naswar Purchase



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



(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Drugs & Contraband

Naswar Is a KP–Balochistan Story: 35% of Households in KP and 27% in Balochistan Report Naswar Use, Compared to Just 7% in Punjab

(Islamabad), 6th February 2026

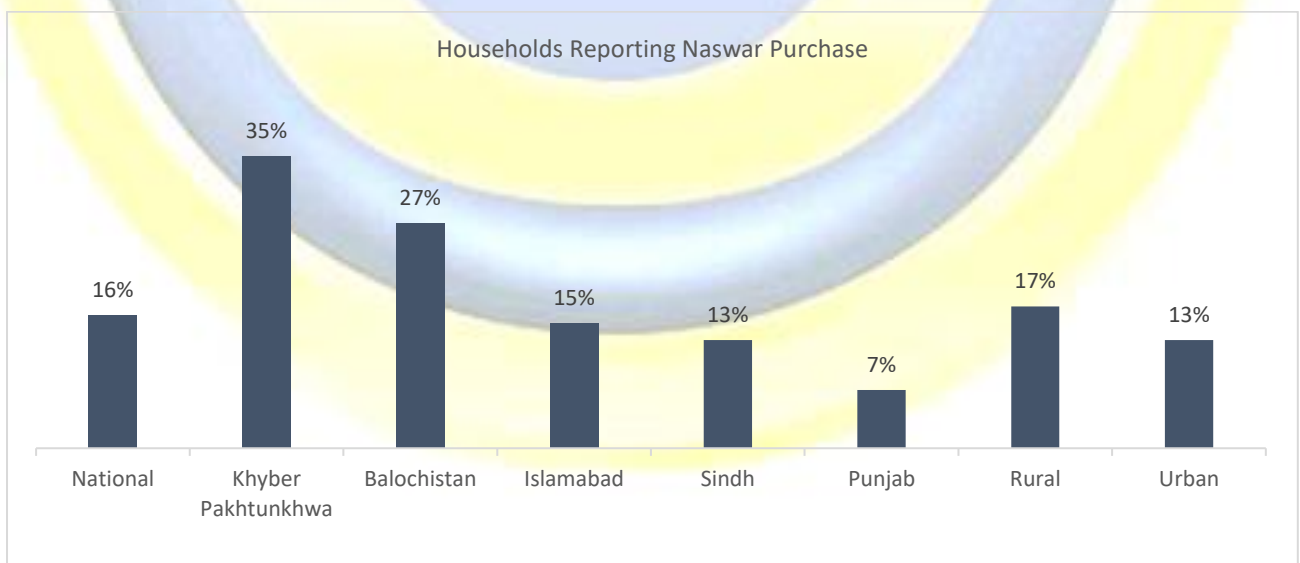
In Pakistan, 16% of households report spending on Naswar (betel nut) in the past fortnight, but the picture changes dramatically when we break it down by region. The national figure hides sharp regional contrasts, with Khyber Pakhtunkhwa (KP) and Balochistan leading in consumption.

In Khyber Pakhtunkhwa, 35% of households report purchasing Naswar in the past fortnight, which is the highest rate among all regions. This starkly contrasts with Punjab, where only 7% of households report the same behavior. In Balochistan, 27% of households are regular consumers of Naswar, indicating a significant regional preference that is still more widespread than in the rest of Pakistan.

Islamabad and Sindh present a moderate picture, with 15% and 13% of households respectively reporting spending on Naswar. These figures suggest a lower but still notable consumption trend, especially when compared to KP and Balochistan.

The urban-rural divide is also revealing. While 17% of rural households report purchasing Naswar, only 13% of urban households do the same. This rural-urban gap suggests that the habit is more entrenched in rural areas, possibly due to cultural practices, availability, and regional preferences.

This data sheds light on the cultural and social factors that influence consumption patterns, often hidden behind national averages. What appears to be a national trend is, in reality, a story of regional and rural-urban divides. The consumption of Naswar in Pakistan reflects deep-rooted cultural habits that vary significantly from one region to another, and even between rural and urban populations.



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

This analysis is based on the Household Integrated Economic Survey (HIES) data and visualized through Gallup Pakistan's Digital Analytics Dashboard. The full dashboard is available here: [Gallup Pakistan Digital Analytics Dashboard](#).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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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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of Gallup Pakistan
(1980-2026)