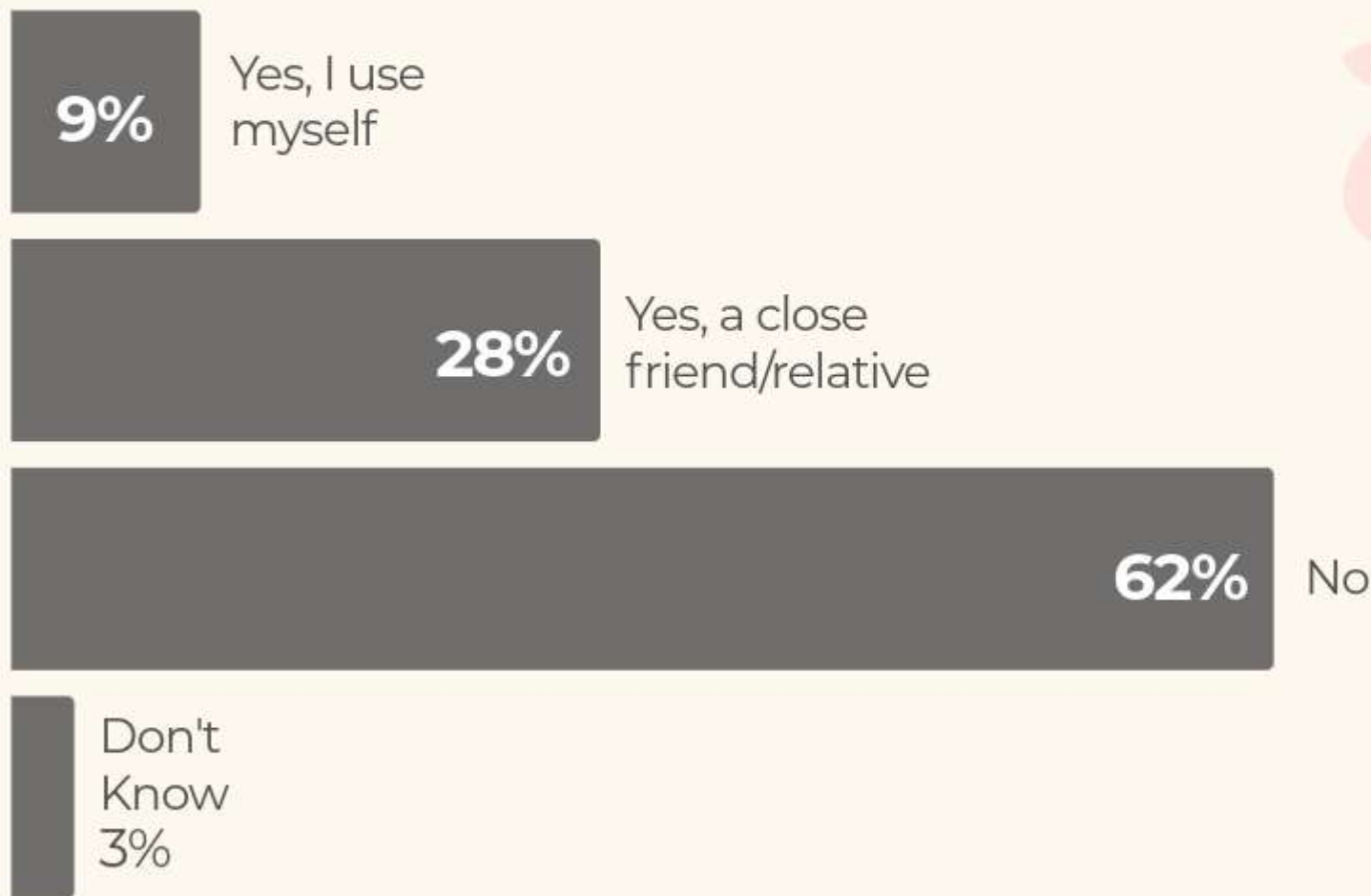


Tobacco & Nicotine Alternatives (Electronic cigarettes or Vaping)

Among Pakistanis who have heard of electronic cigarettes or vaping, a majority (60%) report no link to vaping, while 37% say they or someone they know uses such products; personal use remains low at 9%

Do you or anyone you know use electronic cigarettes/vaping?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll
Health care

Public Health Awareness

Tobacco & Nicotine Alternatives (Electronic cigarettes or Vaping)

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(Islamabad), 16th March 2026

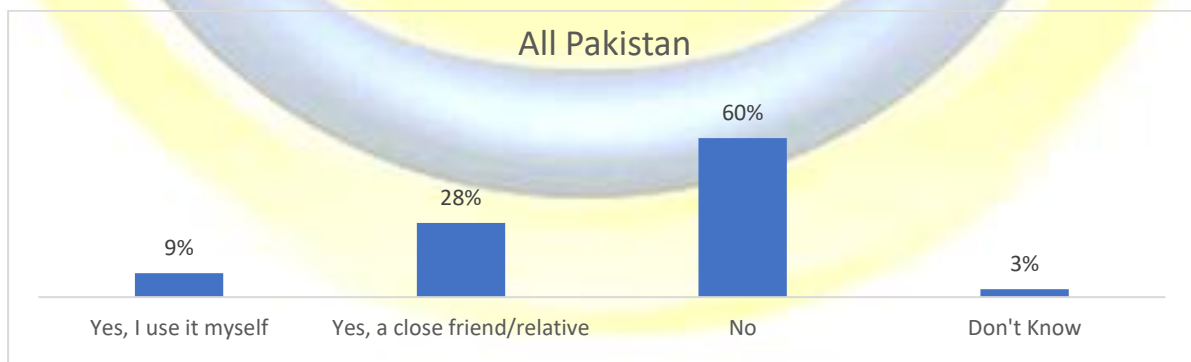
According to a survey conducted by Gallup & Gilani Pakistan, more than 1 in 3 Pakistanis (37%) who are aware of electronic cigarettes or vaping report either personal use or familiarity with someone who uses these devices, while a majority (60%) report no link to them.

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

A nationally representative sample of adult Pakistanis who have heard of electronic cigarettes or vaping from across the country was asked the following question: **“Do you or anyone you know use electronic cigarettes/vaping?”**. In response, 9% of respondents said they “personally use e-cigarettes or vaping devices”, while 28% reported that “a close friend or relative uses” them. A majority, 60%, stated that “neither they nor anyone they know uses” such products, and the remaining 3% said they did not know or were unsure.

While personal vaping remains relatively uncommon in Pakistan, the growing indirect exposure suggests that e-cigarette use is becoming more visible within social circles. This emerging pattern underscores the need for proactive public health communication and potential regulatory planning as new nicotine products gain traction.

“Do you or anyone you know use electronic cigarettes/vaping?”



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 2025 to 23 September 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Monday, 16th March 2026

(2 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*

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.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)