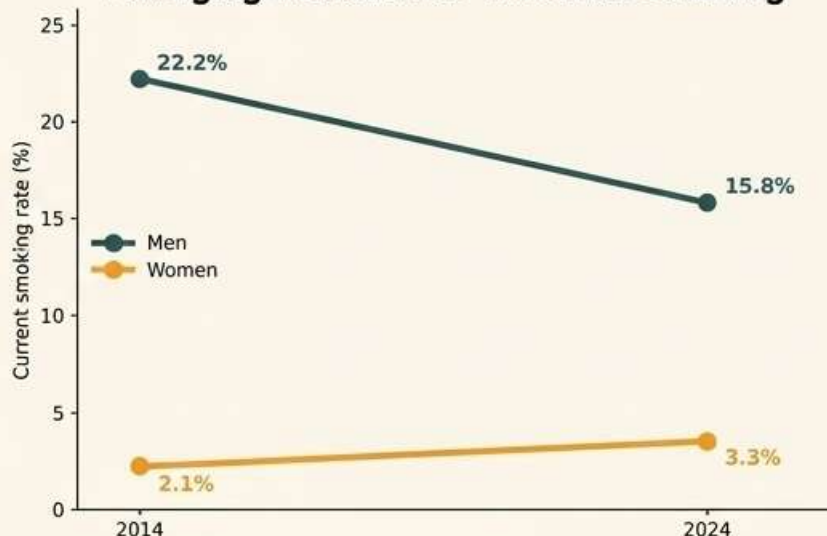


Big Data Analysis | Tobacco Use

Men Smoking Less. Women Smoking More?

Between 2014 and 2024, male smoking in Pakistan fell from 22.2% to 15.8% – a 29% relative decline. Over the same period, female smoking rose from 2.1% to 3.3% – a 57% relative increase. While female smoking is still a fraction in absolute terms, it is moving in the wrong direction.

Diverging Trends: Male vs Female Smoking



+57%

+57% Relative Increase
in Female Smoking.
(Men's rate fell by 29%)

Source: Gallup Pakistan Digital Analytics, Pakistan Tobacco Insights dashboard; **Global Adult Tobacco Survey (GATS)** and **Global Youth Tobacco Survey (GYTS) Pakistan, 2014-2024.**
www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com



(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Tobacco Use & Public Health

Men Are Smoking Less. Women Are Smoking More.

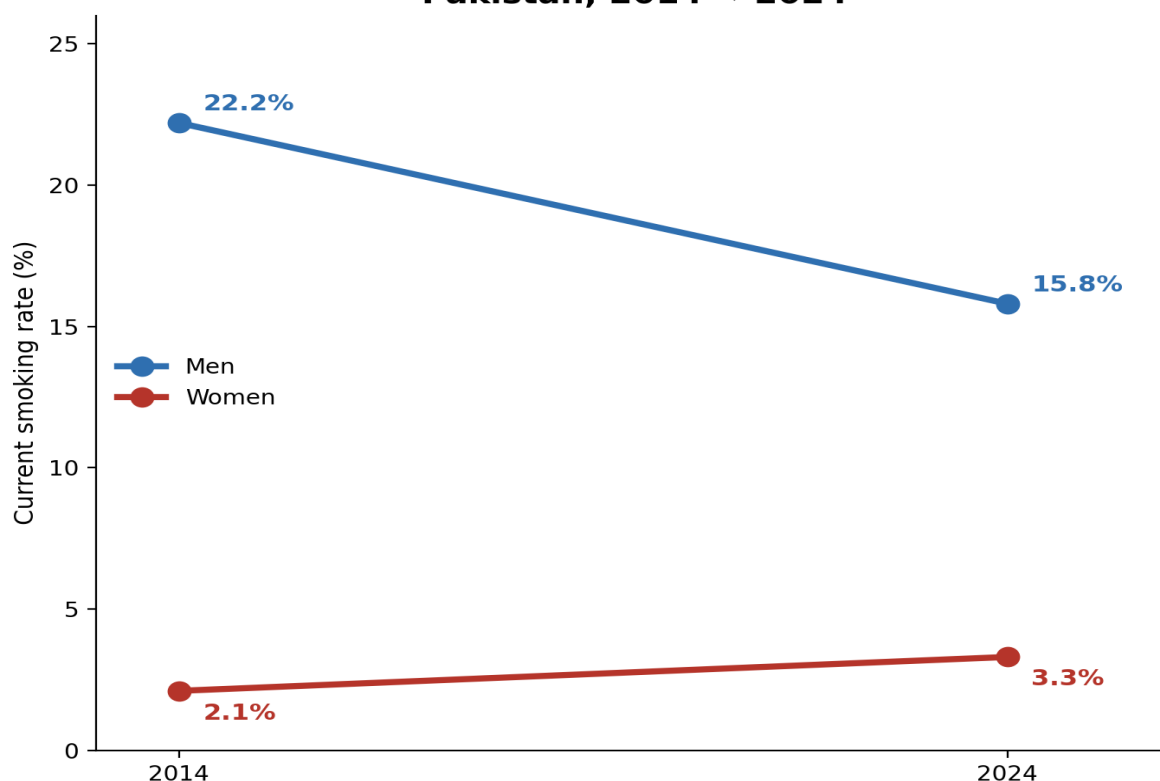
(Islamabad), 20th August 2026

Between 2014 and 2024, male smoking in Pakistan fell from 22.2% to 15.8% — a 29% relative decline, a real sign that a decade of tobacco control policy is working.

Over the same period, female smoking rose from 2.1% to 3.3% — a 57% relative increase.

Female smoking is still a fraction of male smoking in absolute terms. But it's the only group moving in the wrong direction, even as the national trend improves — exactly the kind of pattern that gets lost in a single national average.

**Diverging Trends: Male vs Female Smoking
Pakistan, 2014 → 2024**



Source: Gallup Pakistan Digital Analytics, Pakistan Tobacco Insights dashboard; Global Adult Tobacco Survey (GATS) and Global Youth Tobacco Survey (GYTS) Pakistan, 2014–2024.

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To track patterns like this, Gallup Pakistan Digital Analytics has just launched a new dashboard — [Pakistan Tobacco Insights](#) — now live on our website. It covers a decade of GATS and GYTS survey data: smoking rates by gender and age, secondhand smoke exposure by location, cigarette pricing trends, and public attitudes toward tobacco policy, all in one place.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 20th August 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*

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)