



PRESENTED BY GALLUP PAKISTAN

# Survey on Public Awareness and Attitudes Toward Vaping and Chewing Tobacco in Pakistan

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# PART 1:

## FINDINGS

A close-up, black and white photograph of a person's face on the left, exhaling a thick, white plume of vapor from an e-cigarette. The person has a beard and is looking towards the right. The e-cigarette is held in their hand, and the vapor is captured in mid-air, creating a soft, ethereal glow. The background is dark and out of focus, with a subtle radial light effect emanating from the right side.

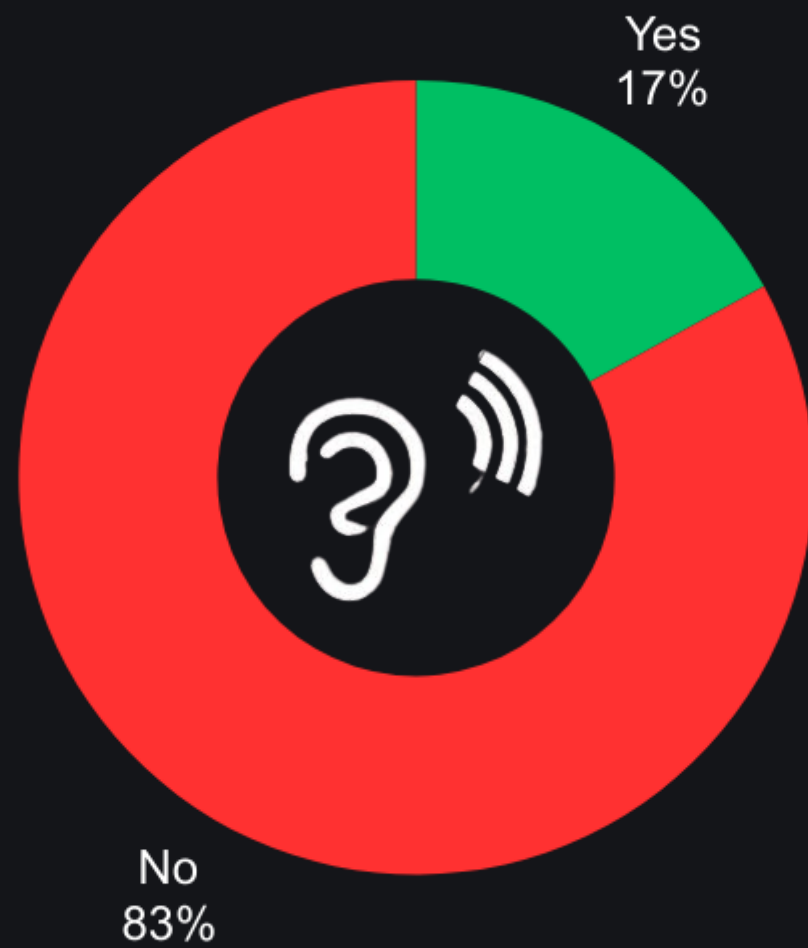
**SECTION 1:**

**Awareness and Attitudes Toward  
Electronic Cigarettes (Vaping)**

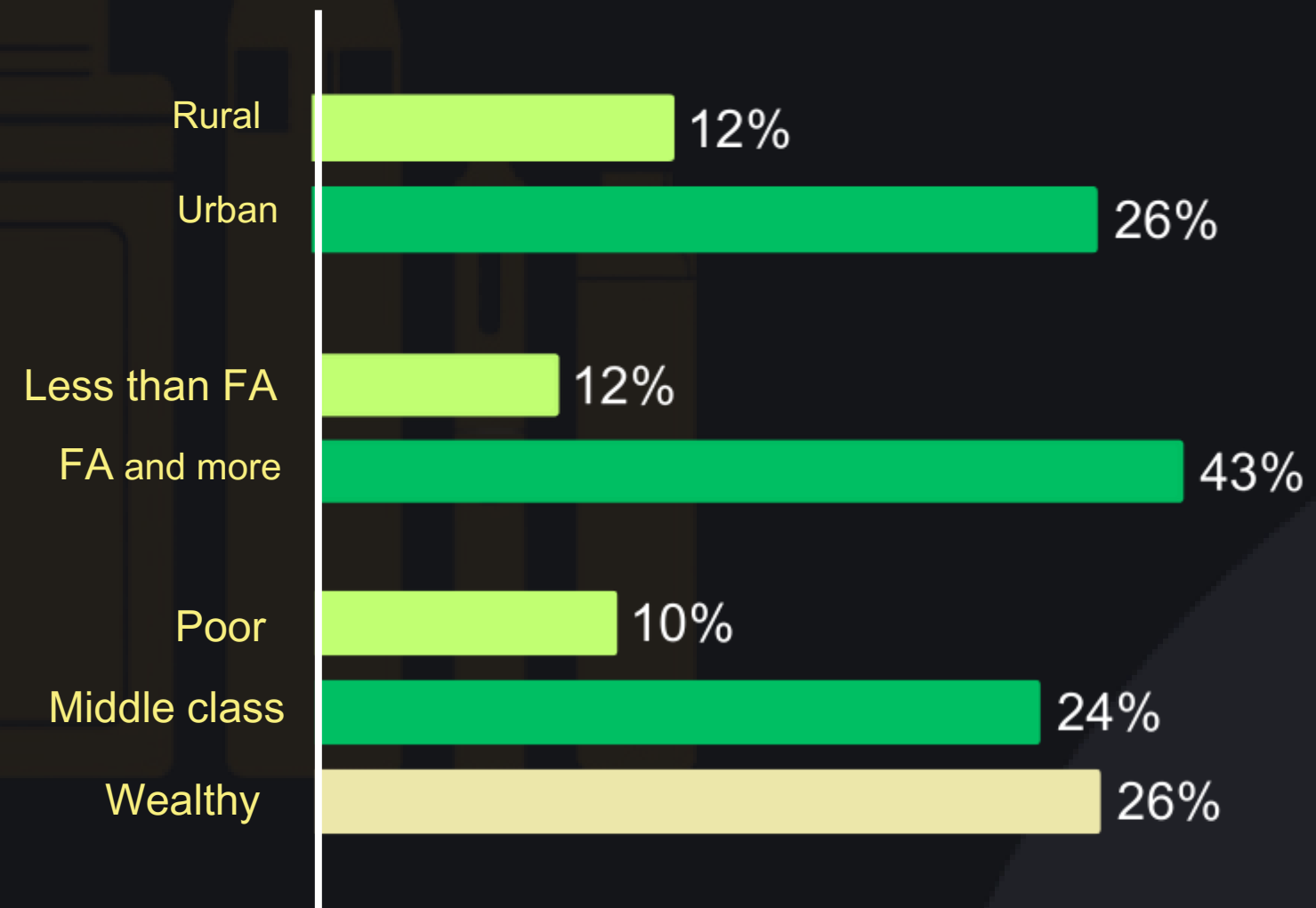
Only 17% of Pakistanis have heard of E-cigarettes or vaping — awareness remains limited.

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

برائے مہربانی بتائیں کہ آپ الیکٹرونک سگریٹ / ویپنگ کے بارے میں جانتے ہیں یا سنا ہے؟ (پڑھ کر سنائیں: الیکٹرونک سگریٹ / ویپنگ ایسا عمل ہے جیسے سگریٹ پینا، لیکن اس میں دھواں نہیں بلکہ بخارات ہوتے ہیں، جو ایک مشین / آلہ کے ذریعے لی جاتی ہے)



### Those who said Yes



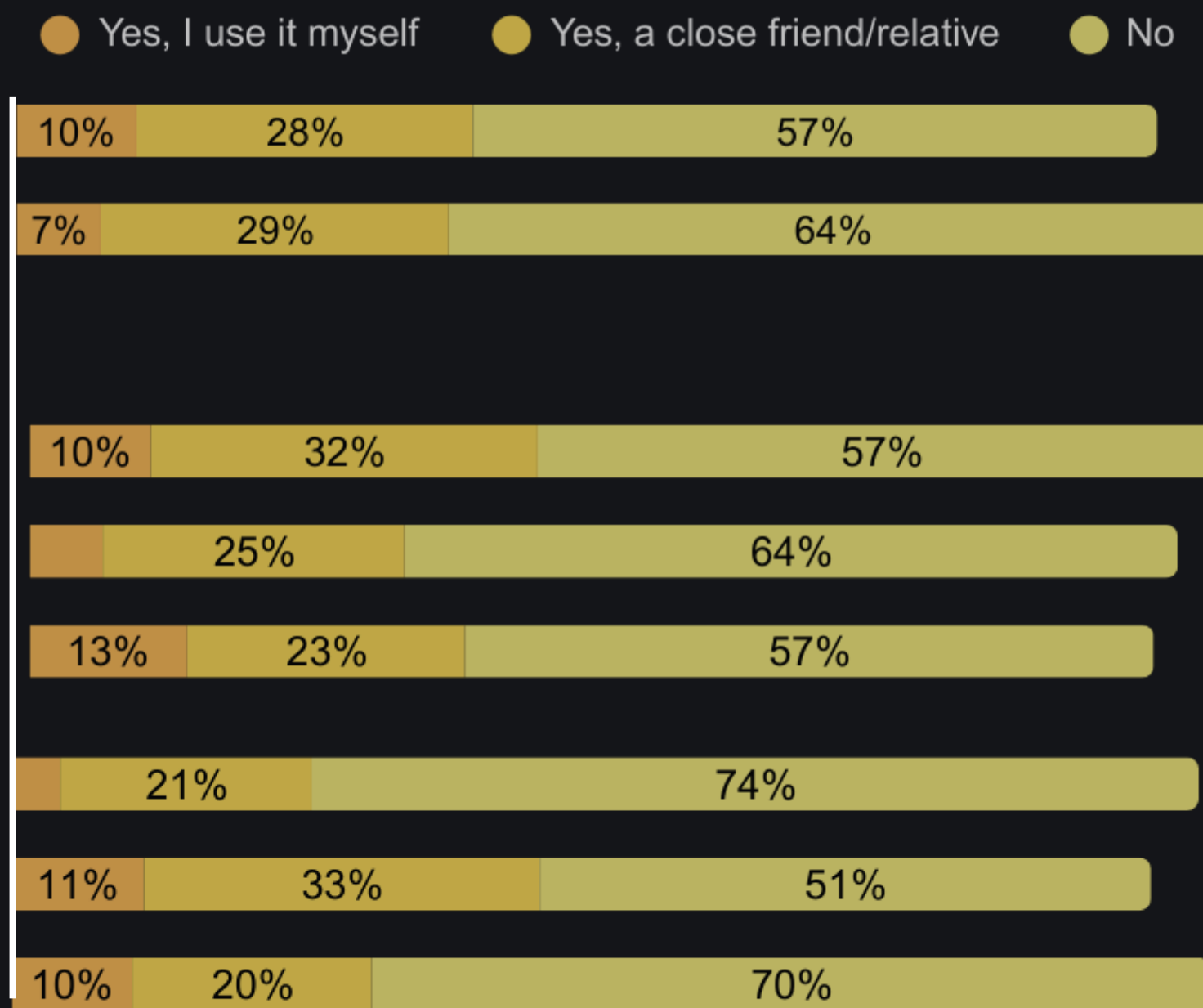
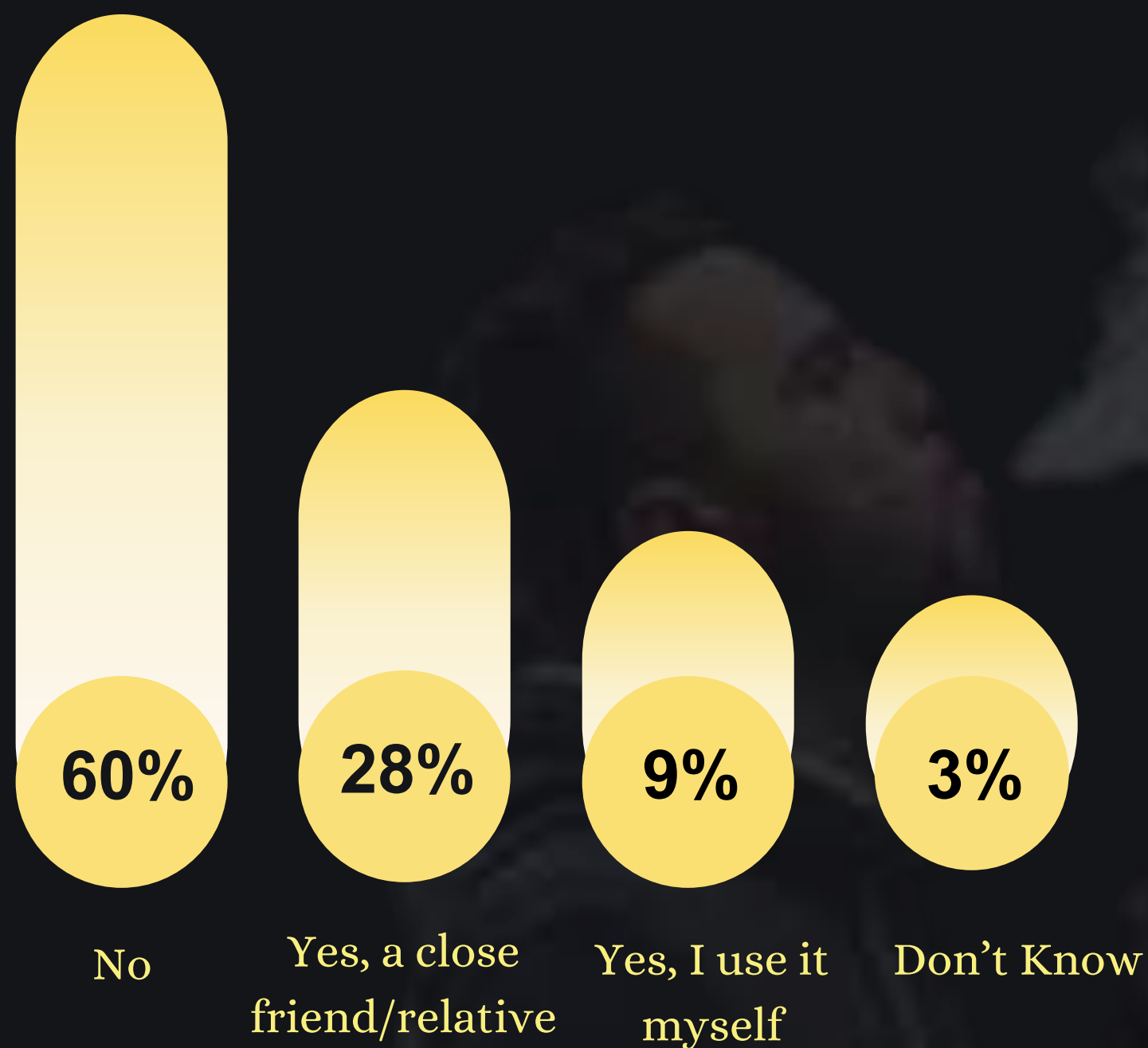
Source: Powered by Gallup Pakistan

Most Pakistanis (60%) have no link to vaping; only a few personally use or know users.



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

کیا آپ یا آپ کے جاننے والوں میں سے کوئی الیکٹرونک سگریٹ / ویپنگ کا استعمال کرتا ہے؟



Note: This question was asked of those who said "Yes," they knew about E-cigarettes/Vaping.

Source: Powered by Gallup Pakistan

Over 1 Million Pakistanis Now Using Vaping Devices.

## VAPING USERS IN PAKISTAN



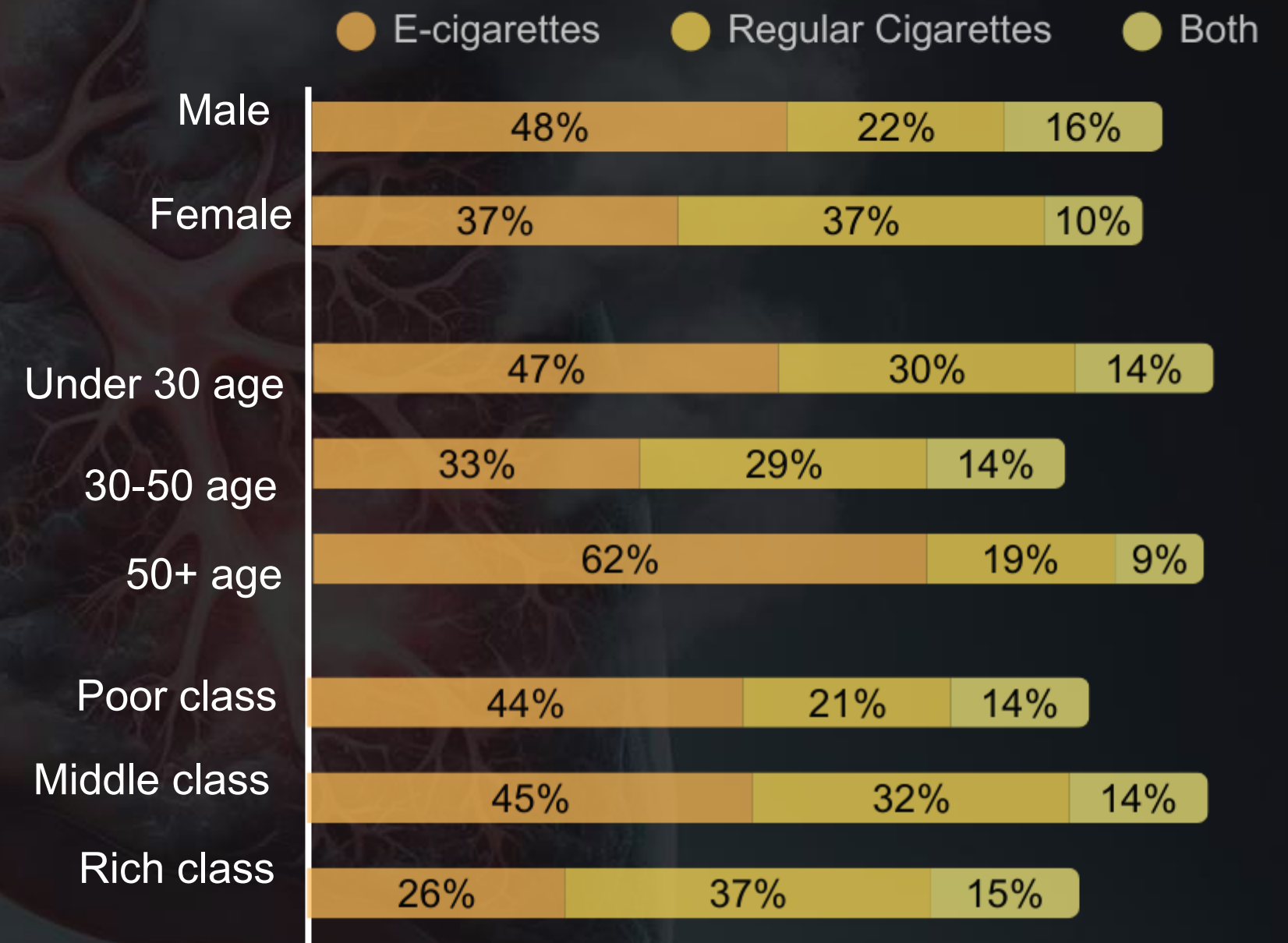
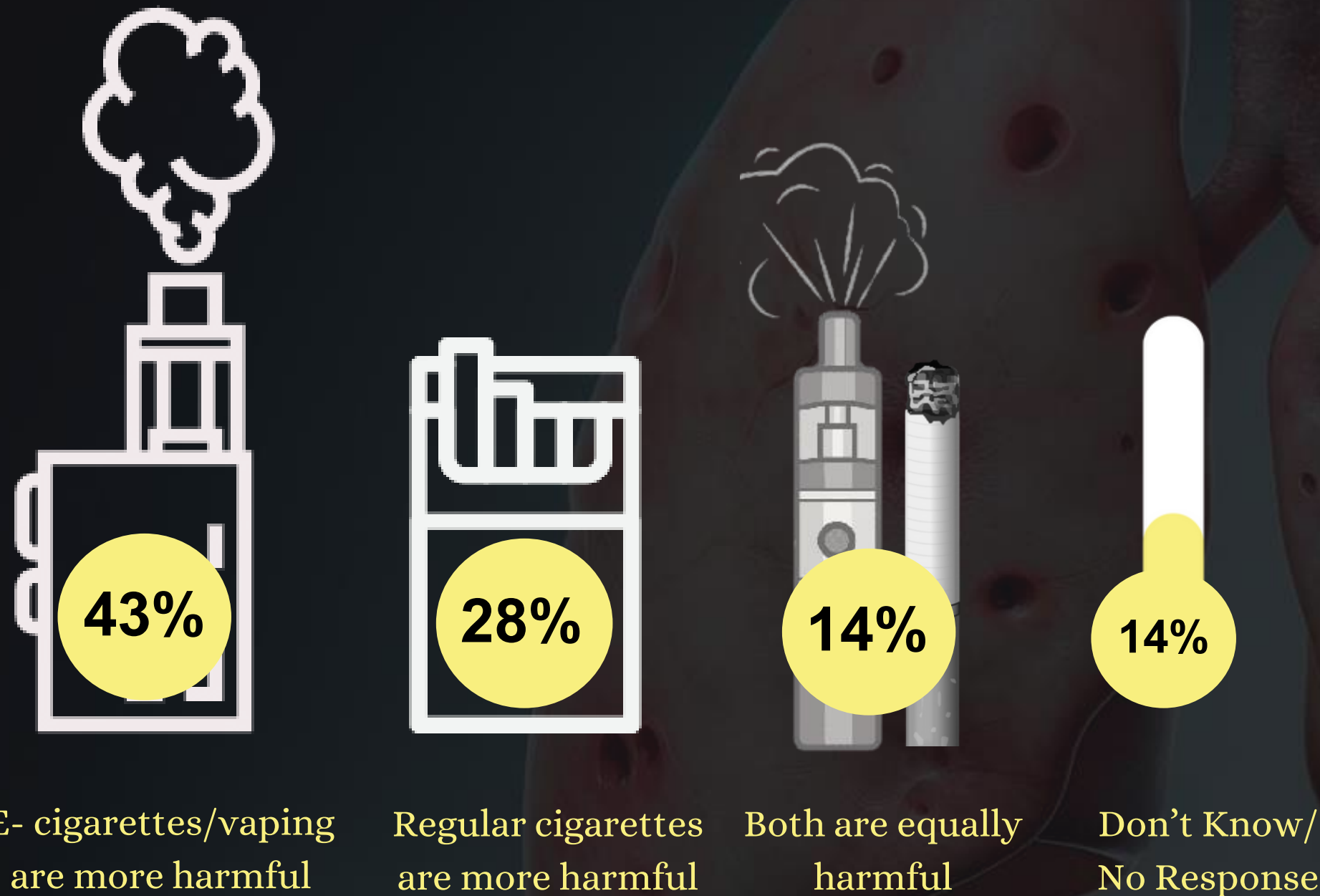
**1,200,000 (1.2 Million)**

Source: Powered by Gallup Pakistan

Only 43% view e-cigarettes as more harmful than regular ones, while 28% say cigarettes are worse and 14% see both as equal.

**Are electronic cigarettes/vaping more harmful, less harmful, or no different from regular cigarettes?**

آپ کے خیال میں الیکٹرونک سگریٹ / ویپنگ صحت کے لیے عام سگریٹ کی نسبت سے زیادہ نقصان دہ ہے، کم نقصان دہ ہے یا ان دونوں میں کوئی فرق نہیں؟



Note: This question was asked of those who said "Yes," they knew about E-cigarettes/Vaping.

Source: Powered by Gallup Pakistan

Three-quarters (71%) believe vaping can harm others like cigarette smoke — men (71%) and urban (87%) lead awareness.



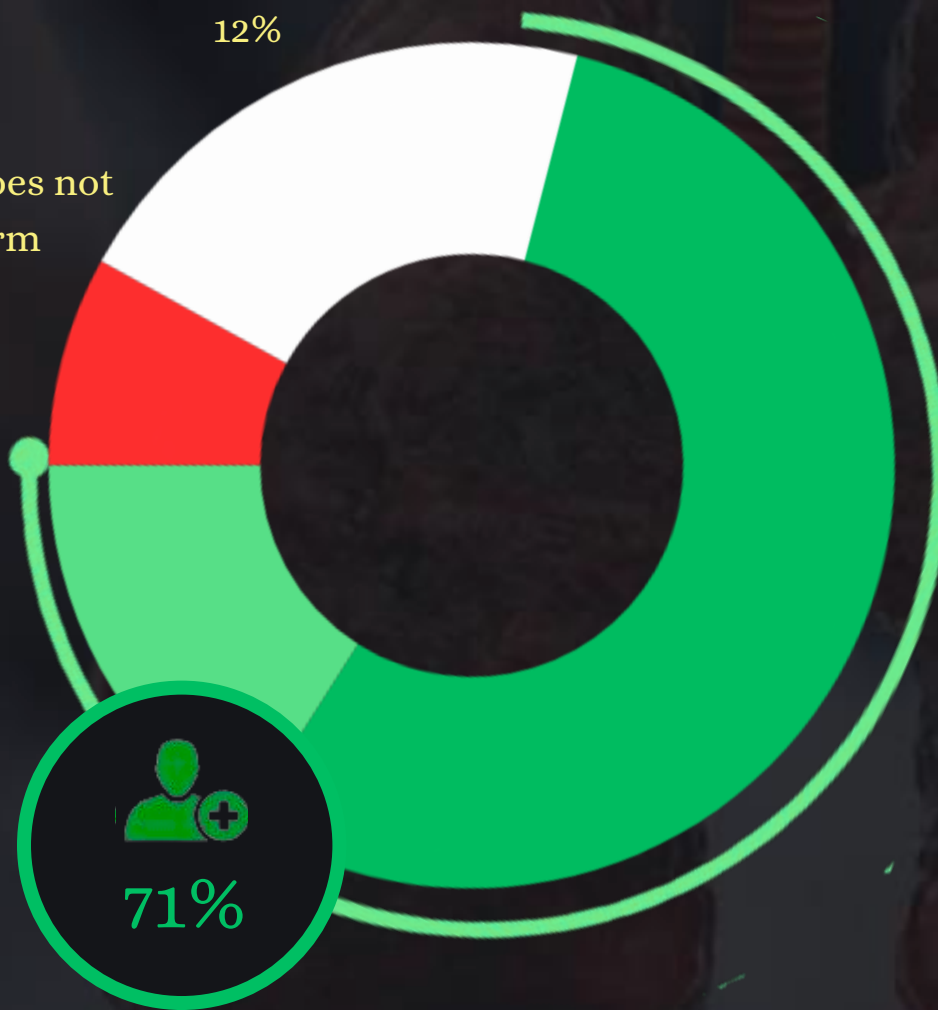
## Can electronic cigarettes/vaping harm others like cigarette smoke does?

آپ کے خیال میں کیا الیکٹرونک سگریٹ / ویپنگ سے دوسروں کو بھی نقصان ہو سکتا ہے جیسے سگریٹ کے دھوئیں سے ہوتا ہے؟

I don't know about this  
12%

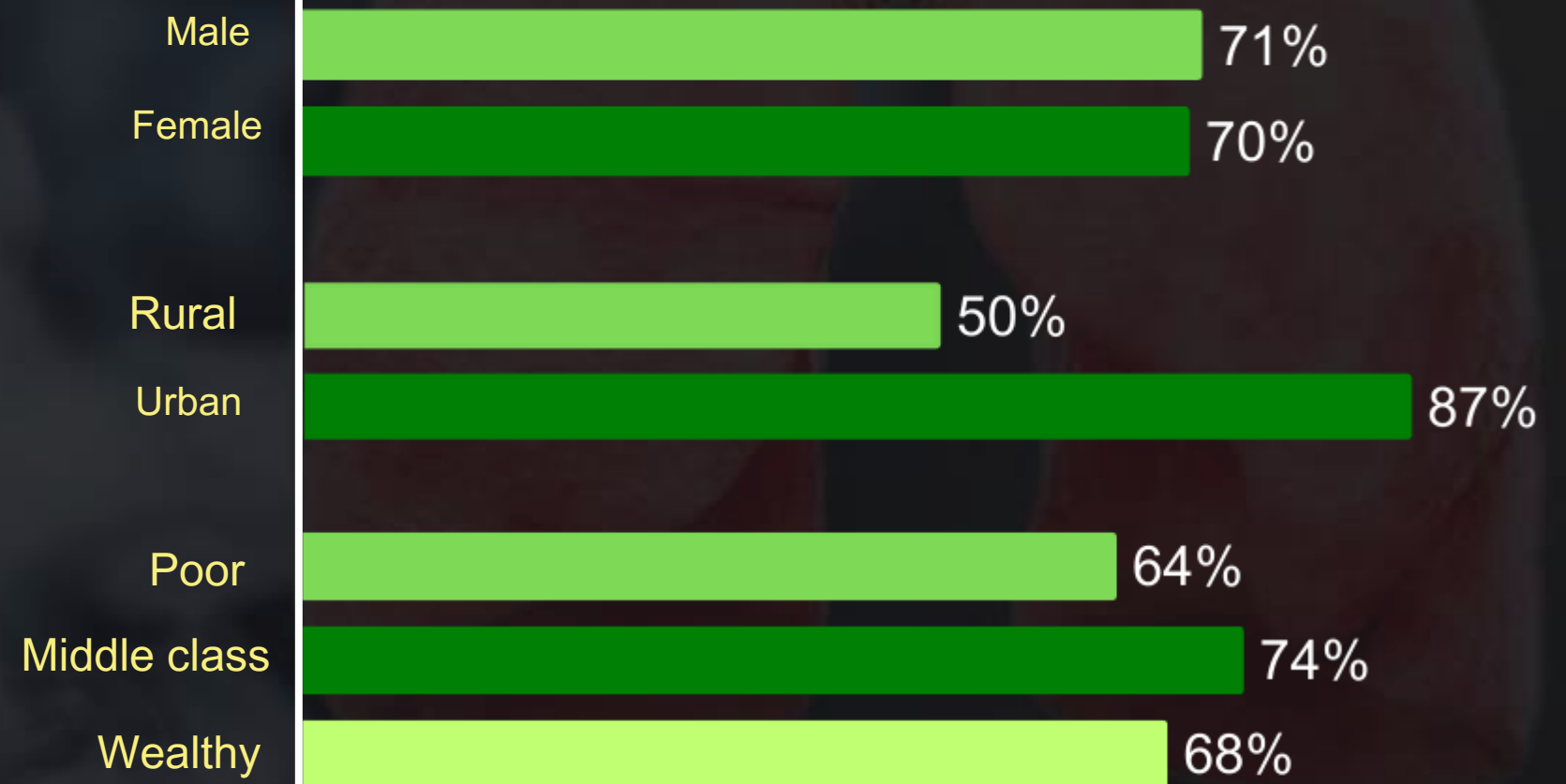
No, vaping does not cause harm  
8%

To some extent  
16%



Yes  
55%

### Those who said "Yes + To some extent"

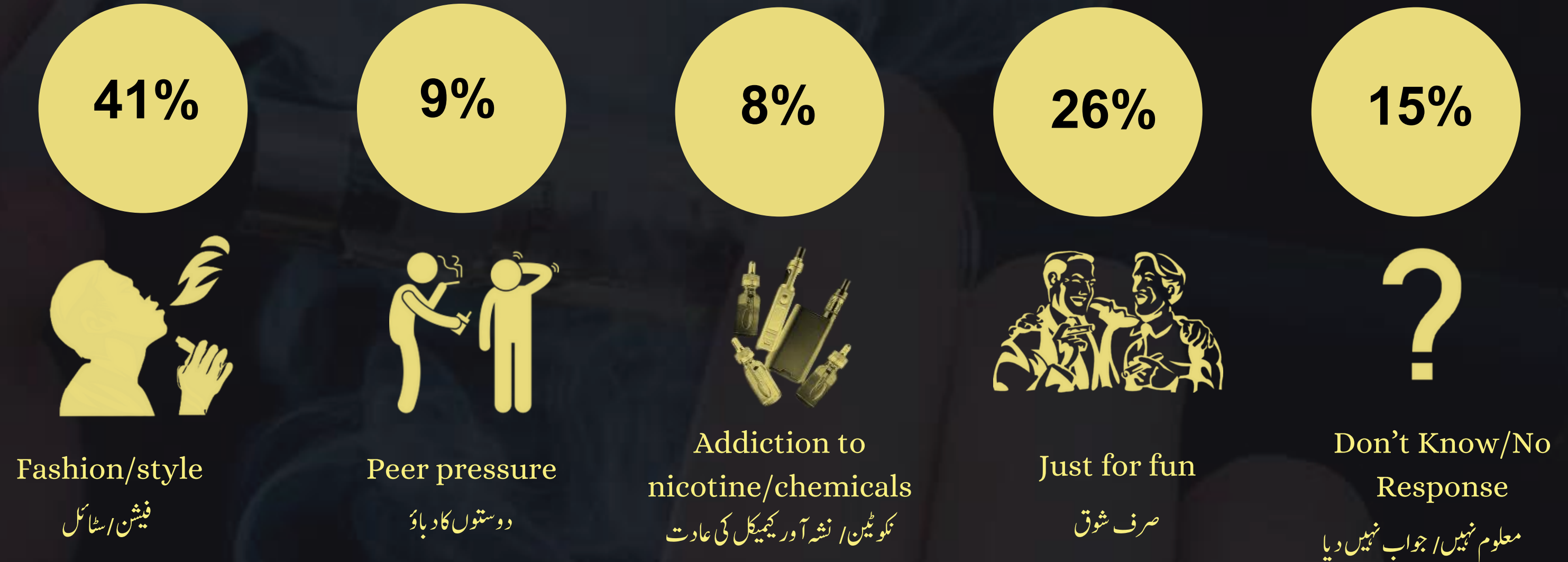


Note: This question was asked of those who said "Yes," they knew about chewing tobacco.

Style (41%) and fun (26%) drive vaping popularity among youth, while addiction (8%) and peer pressure (9%) rank lower.

## Why are electronic cigarettes/vaping popular among today's youth?

آپ کے خیال میں آج کے نوجوانوں میں الیکٹرونک سگریٹ / ویپنگ کے مقبول رجحان کی وجوہات کیا ہیں؟



Note: This question was asked of those who said "Yes," they knew about E-cigarettes/Vaping.

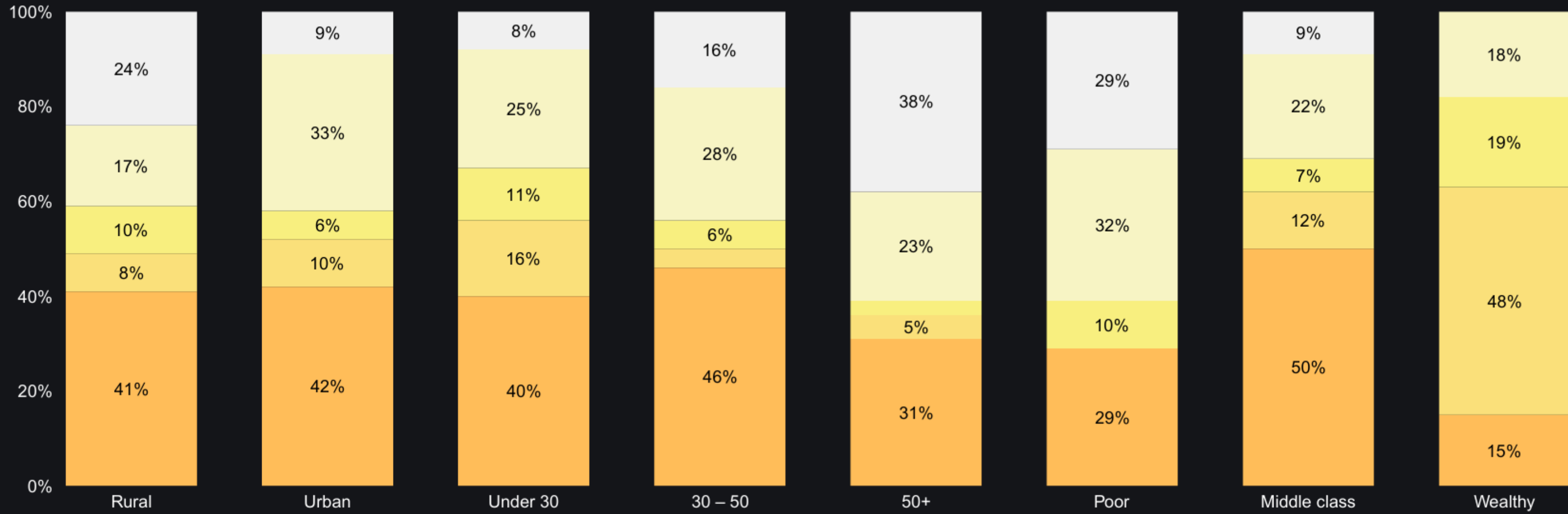


# Why are electronic cigarettes/vaping popular among today's youth?

آپ کے خیال میں آج کے نوجوانوں میں الیکٹرونک سگریٹ / ویپنگ کے مقبول رجحان کی وجوہات کیا ہیں؟



● Fashion/style ● Peer pressure ● Addiction to nicotine/chemicals ● Just for fun ● DK/NR



Location

Age

Class



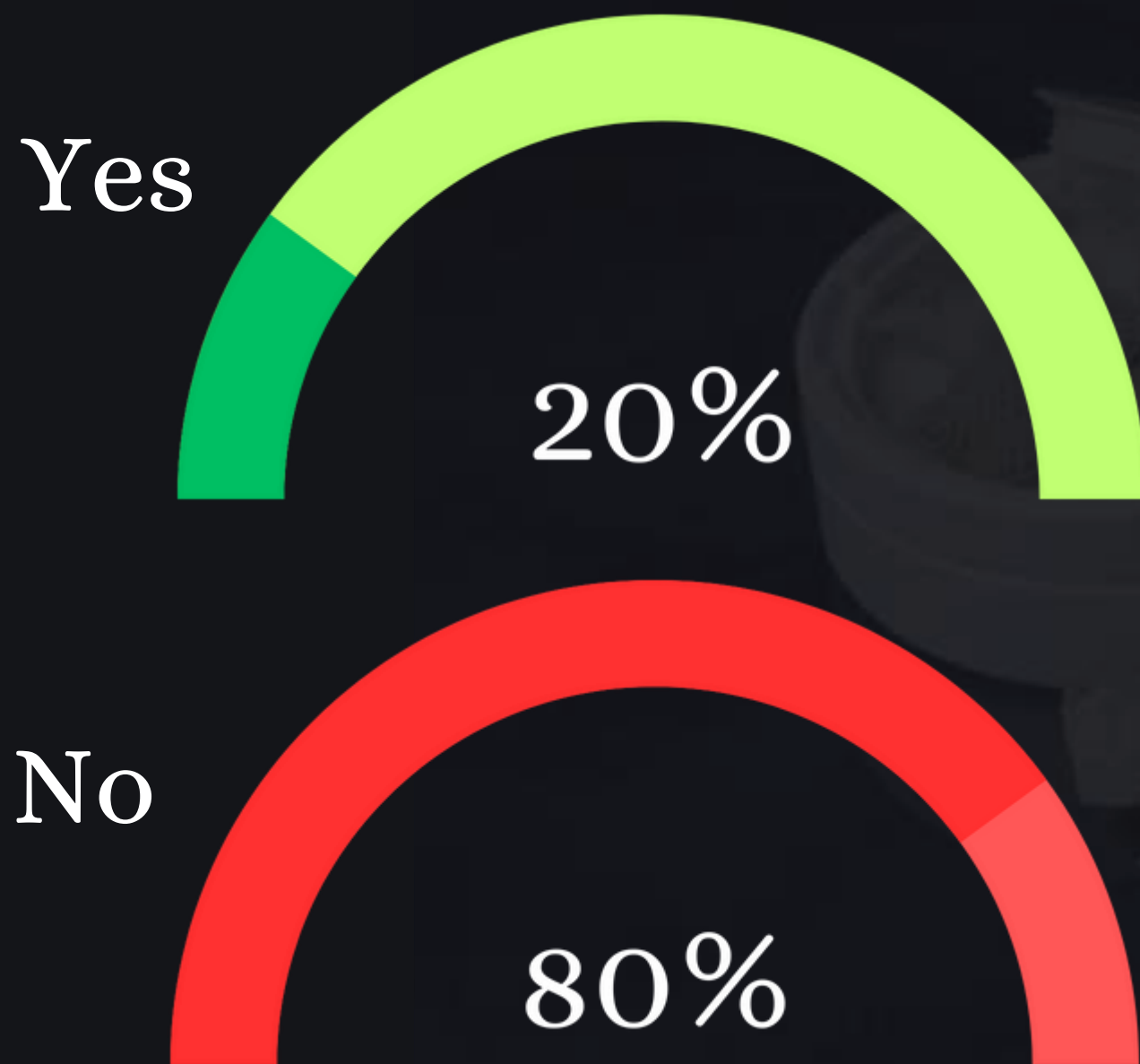
**SECTION 2:**

**Awareness and Perceptions of  
Chewing Tobacco Products**

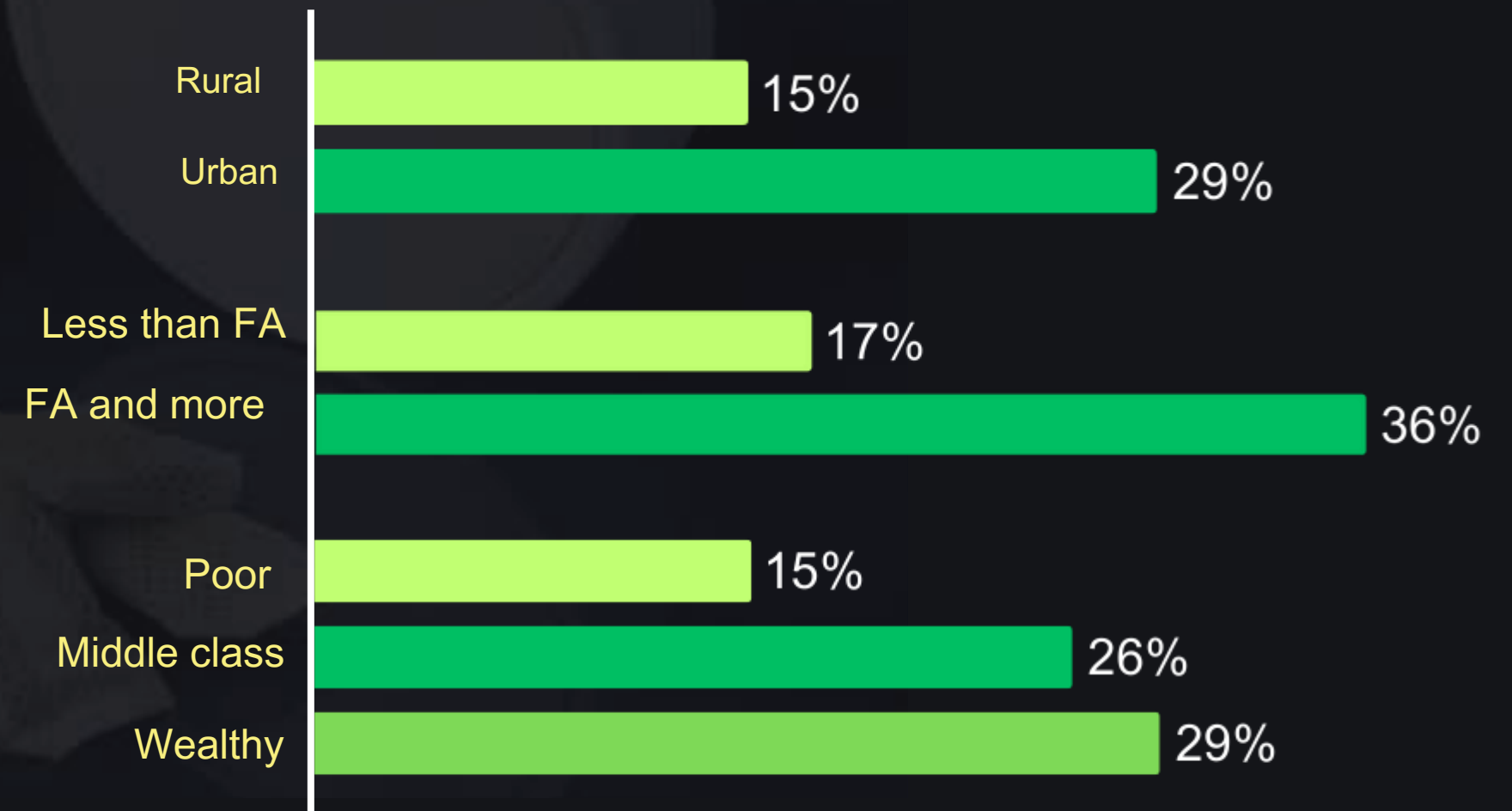
Only 20% Pakistanis have heard of chewing tobacco brands like zarda or snus; awareness peaks among urban and wealthy (29%).

Have you heard of chewing tobacco products (e.g., nicotine pouches, zarda, snus, Nicotine Pouches, etc.)?

کیا آپ نے چبانے والے تمباکو (جیسے نکوٹین پاؤچ، زردہ، سنس وغیرہ) کا نام سنا ہے؟



### Those who said Yes

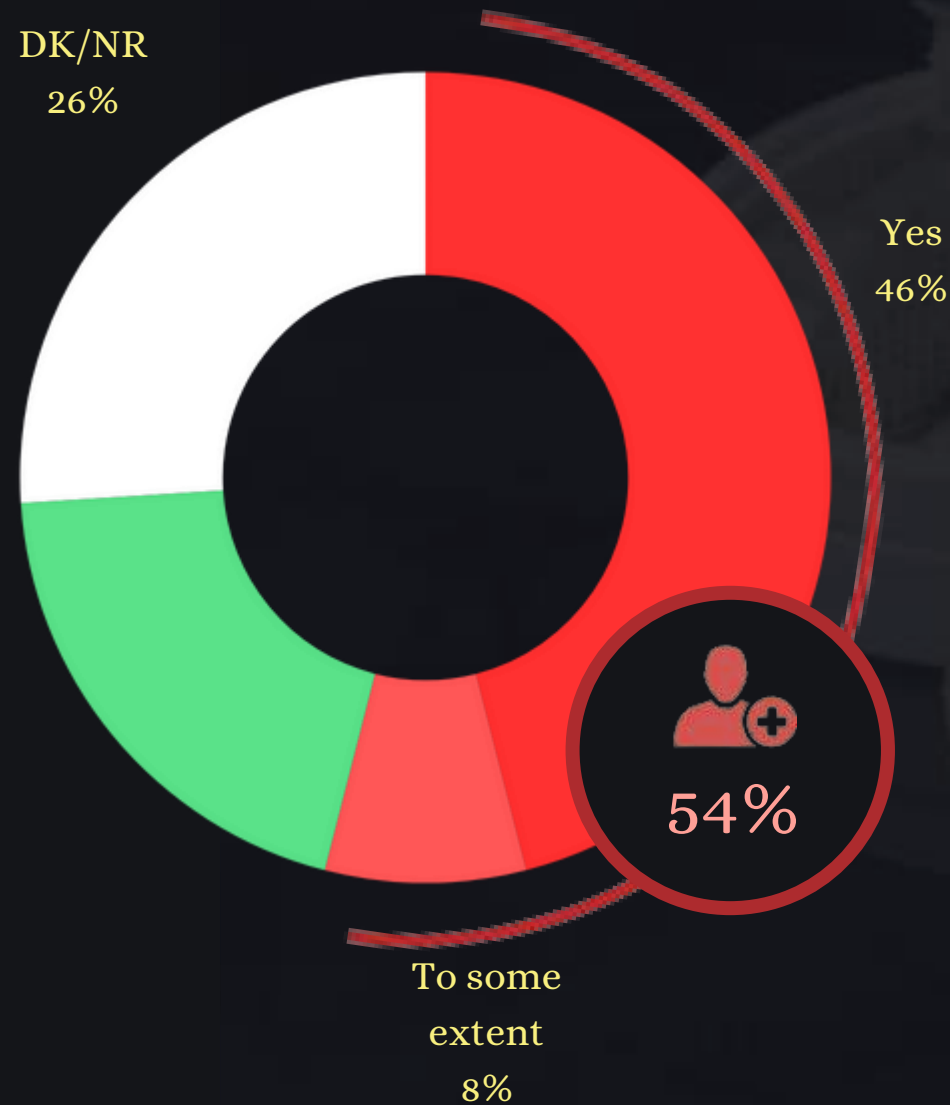


More than half (54%) Pakistani believe flavored chewing tobacco attracts today's youth.

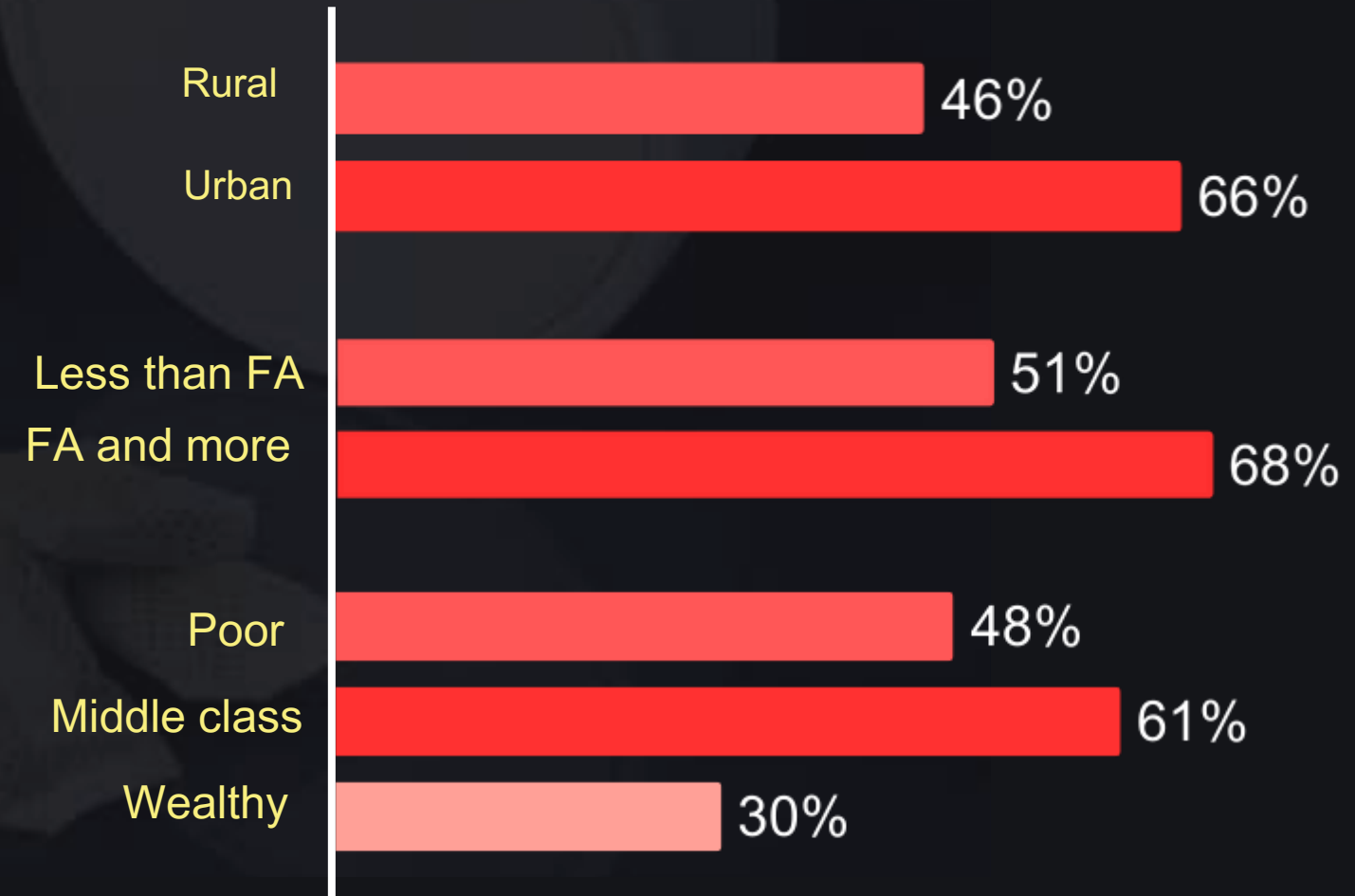


### Do the flavored varieties of chewing tobacco products attract today's youth?

آپ کے خیال میں کیا چبانے والے تمباکو میں استعمال ہونے والی مصنوعات کی خوشبودار فلیورز آج کے نوجوانوں کو راغب کرتی ہیں؟



### Those who said "Yes + To some extent"



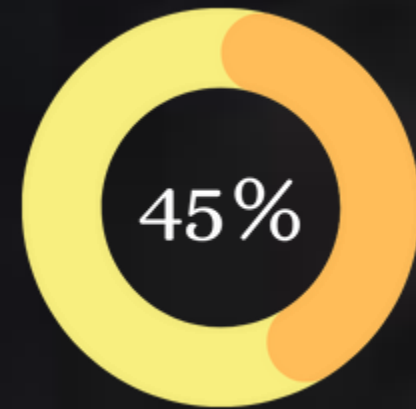
Note: This question was asked of those who said "Yes," they knew about chewing tobacco.

Source: Powered by Gallup Pakistan

Nearly 1 in 2 Pakistanis (45%) say youth are most affected by smoking, followed by the labor class (20%) and students (12%).

Which group in Pakistan is most affected by smoking?

آپ کے خیال میں تمباکو نوشی سے پاکستان کا کون سا طبقہ سب سے زیادہ متاثر ہو رہا ہے؟



Youth

نوجوان



Labor class

مزدور طبقہ



Students

طالبہ



Don't Know/No Response

معلوم نہیں / جواب نہیں دیا



# Which group in Pakistan is most affected by smoking?

آپ کے خیال میں تمباکو نوشی سے پاکستان کا کون سا طبقہ سب سے زیادہ متاثر ہو رہا ہے؟



Youth



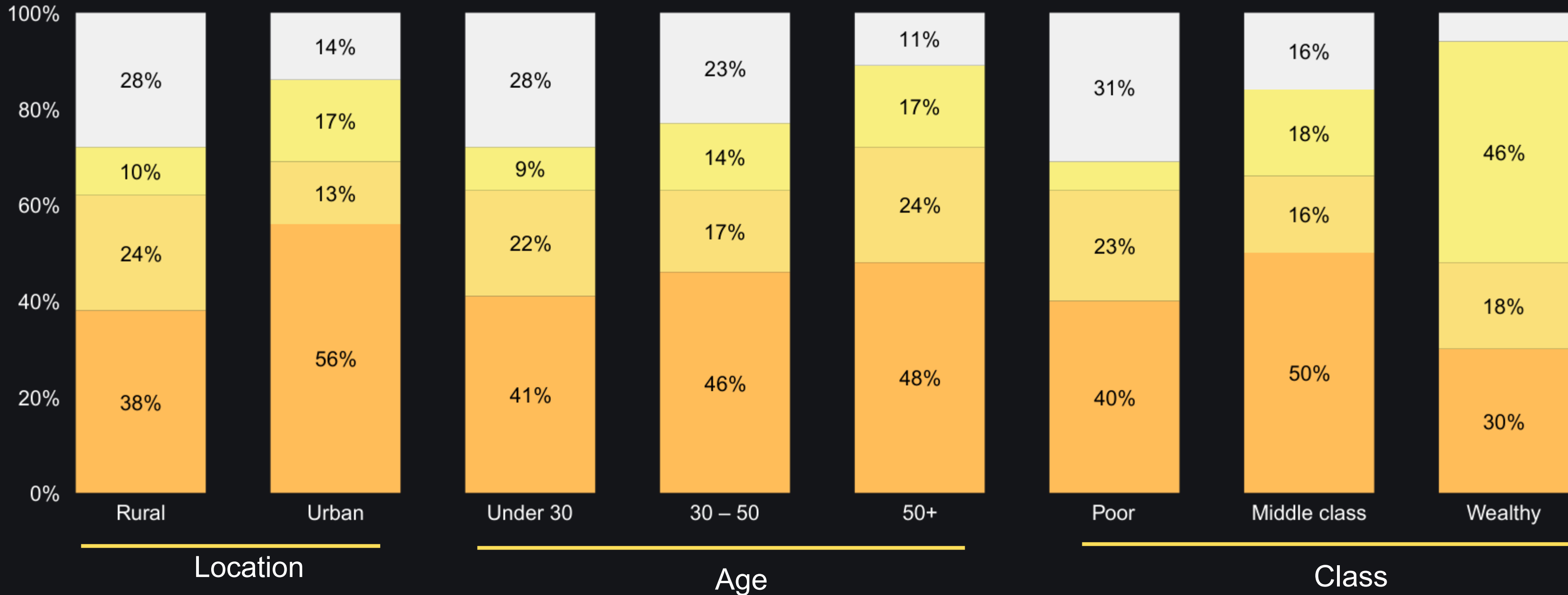
Labor class



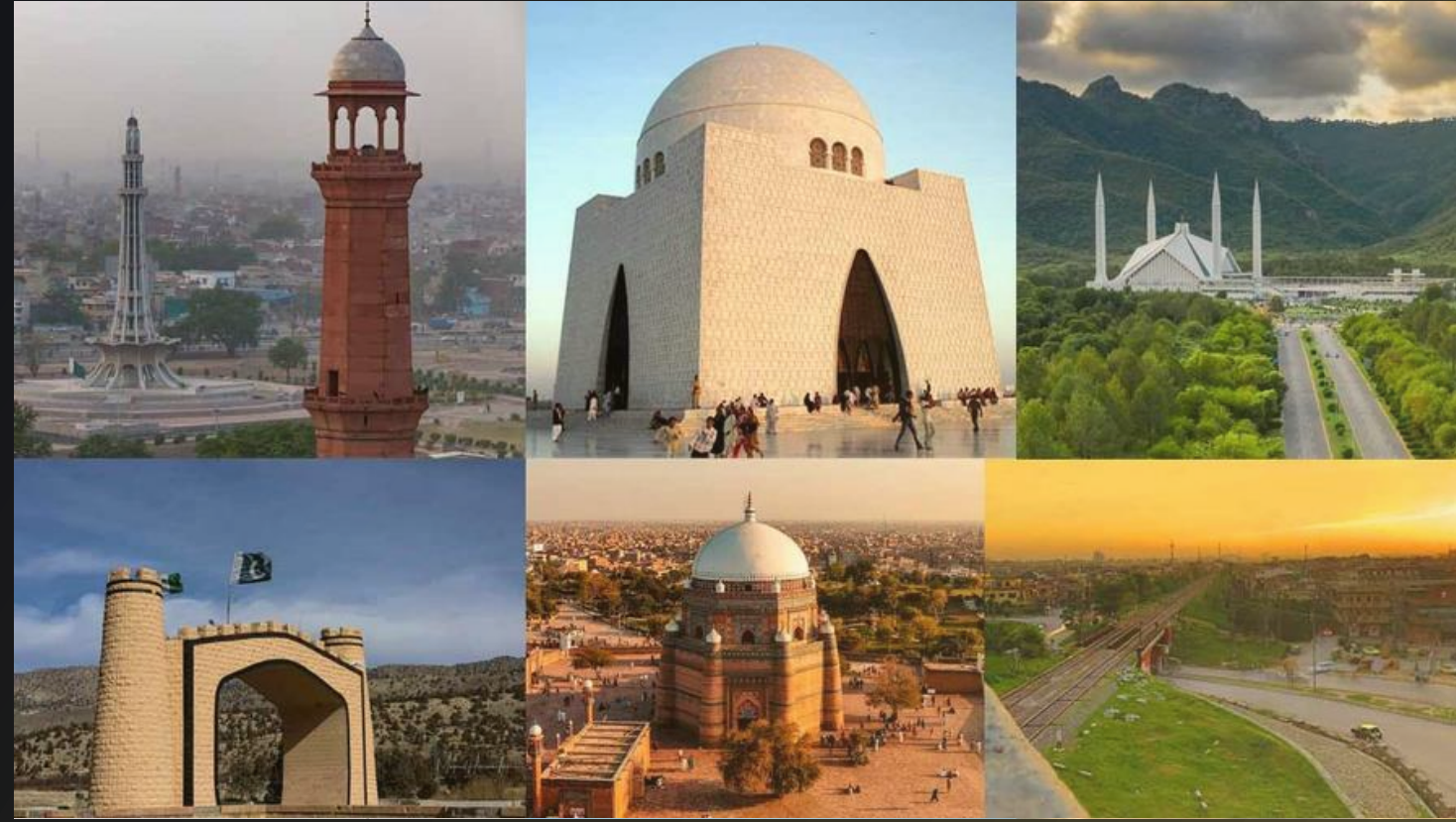
Students



DK/NR



# DEMOGRAPHIC PROFILE



# METHODOLOGY



**SAMPLE SIZE**  
1153 Respondents



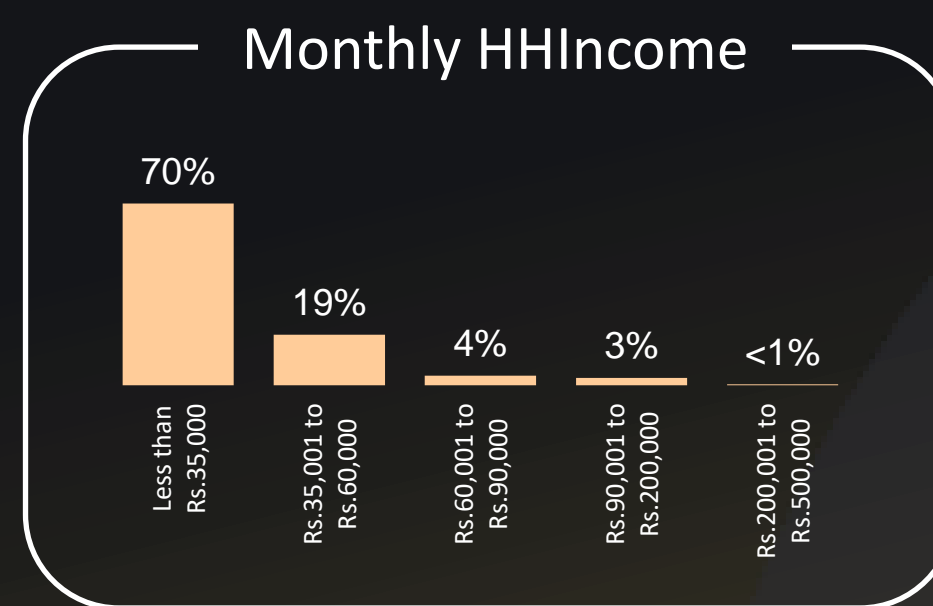
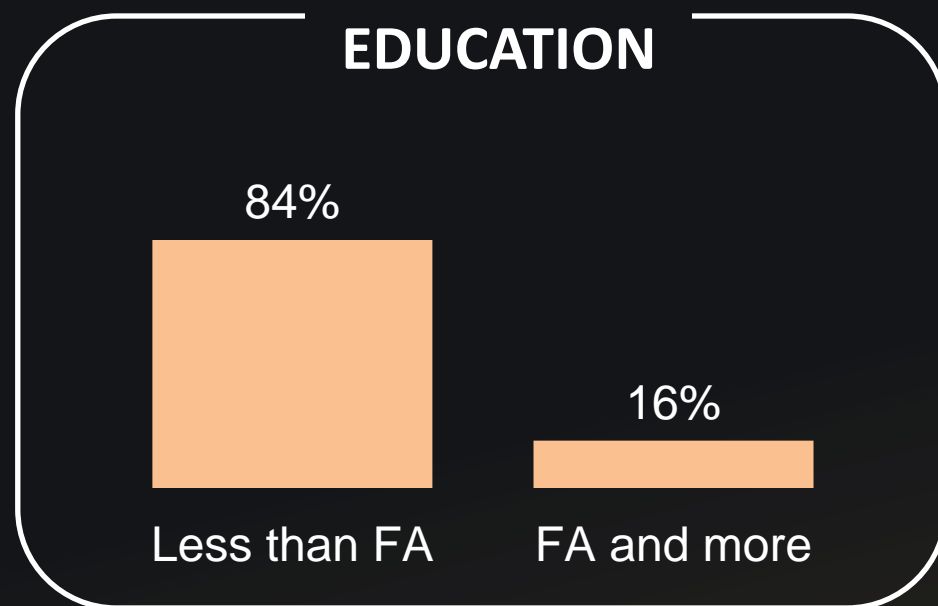
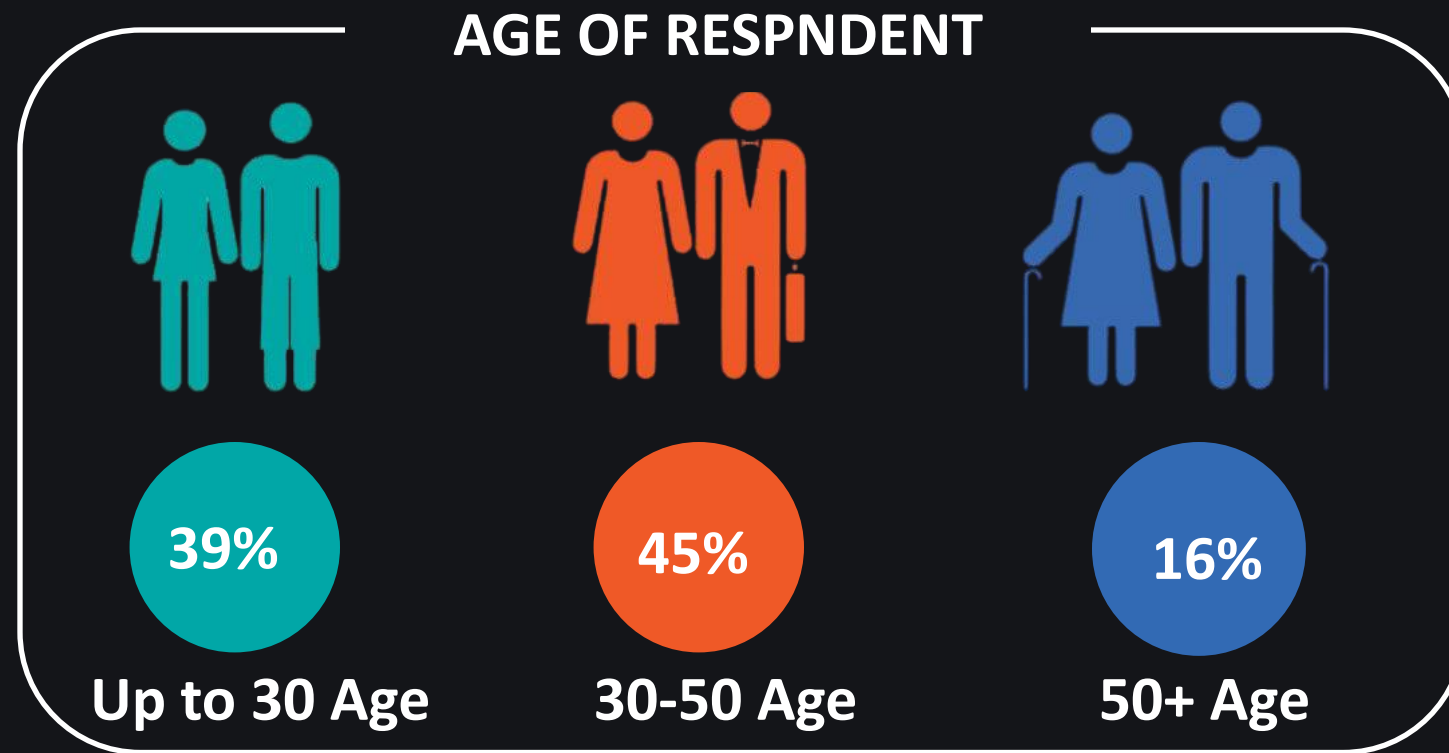
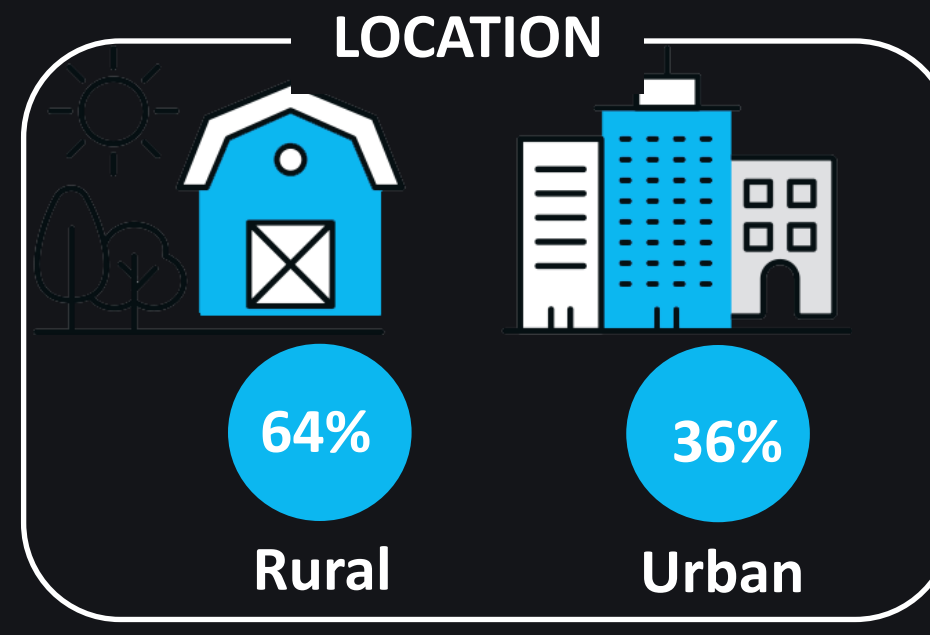
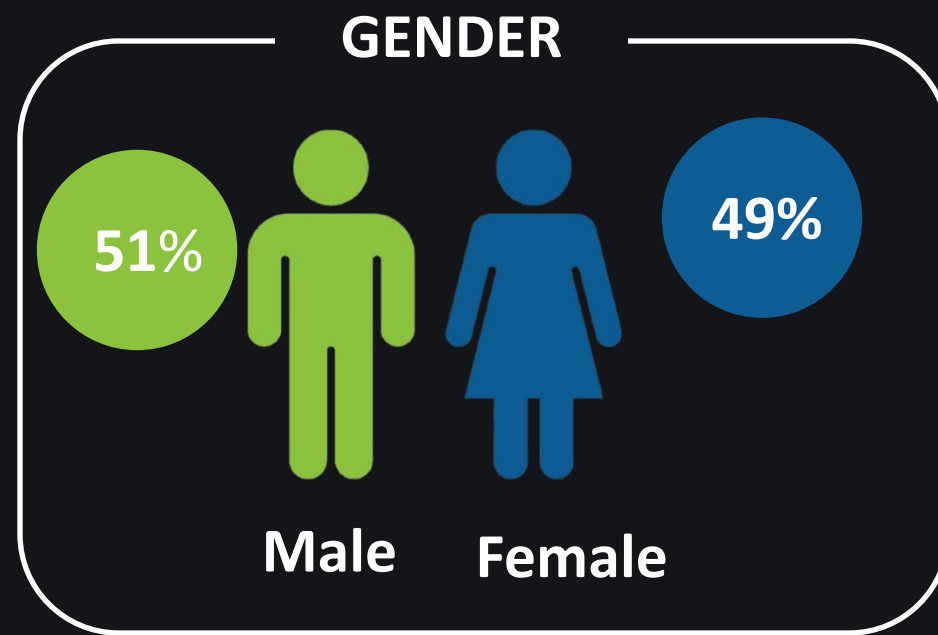
**CATI RANDOM INTERVIEWS**



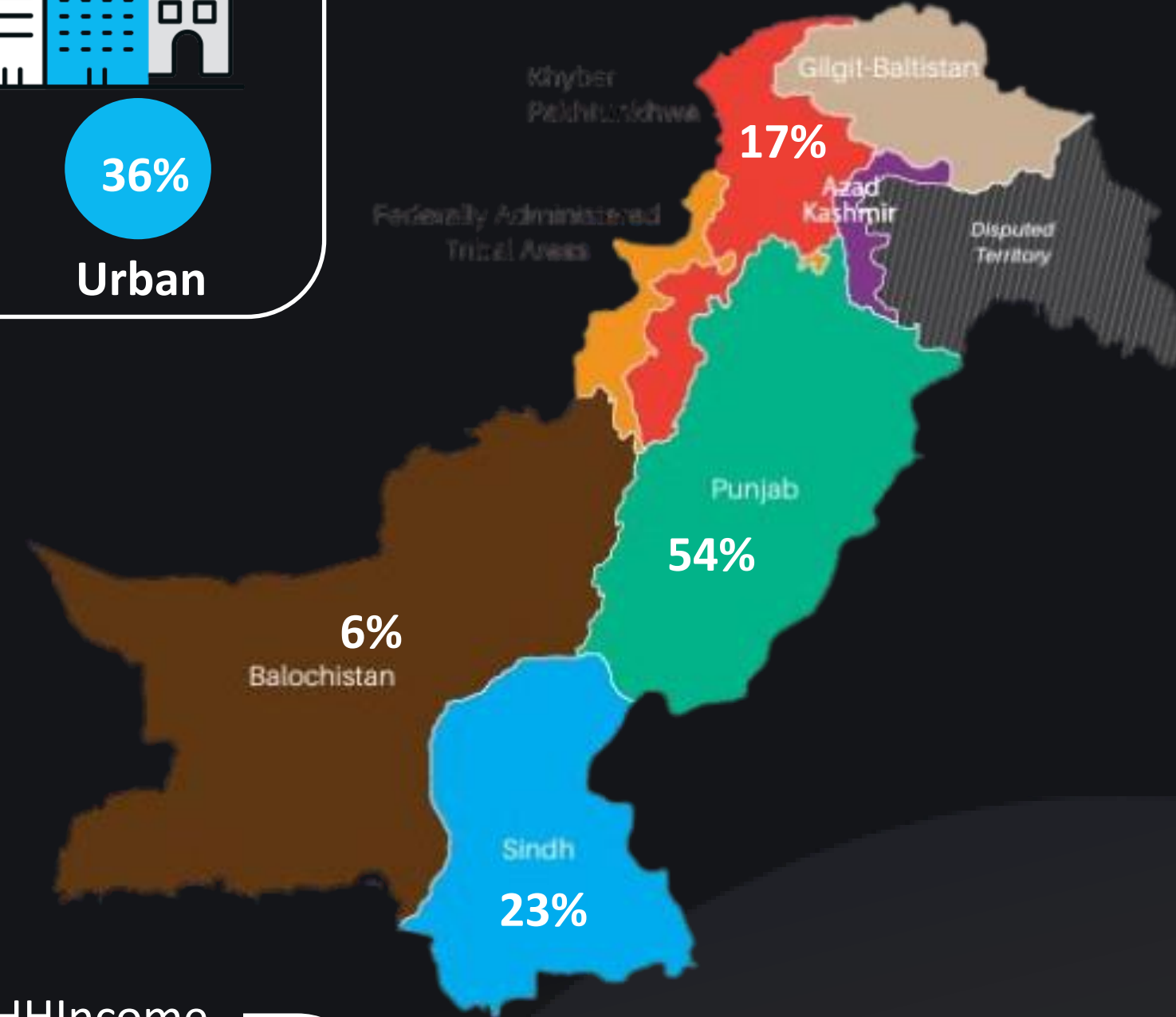
Sept 12 – Sept 23, 2025



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±2-3% at 95% confidence level



# SAMPLE PROFILE



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Contact Details :

Islamabad: +92-51-2655630

Email: [isb@gallup.com.pk](mailto:isb@gallup.com.pk)

[www.gallup-international.com](http://www.gallup-international.com)