

Global Adult Tobacco Survey

Pakistan



**GLOBAL ADULT TOBACCO SURVEY
PAKISTAN 2014**

COLLABORATING ORGANIZATIONS

Ministry of National Health Services, Regulation and Coordination (NHSRC)

Islamabad, Pakistan

Pakistan Bureau of Statistics (PBS)

Islamabad, Pakistan

Pakistan Health Research Council (PHRC)

Islamabad, Pakistan

Centers for Disease Control and Prevention (CDC)

United States of America

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Foreword

Smoked and smokeless tobacco comprising of cigarettes, gutka, paan with tobacco, naswar and nas are abundantly used in Pakistan. Apart from an increase in the use of smoked tobacco, the use of smokeless tobacco is also increasing, especially among younger age groups. Smokeless tobacco is kept in the mouth for several hours, where it is slowly absorbed, which can cause severe addiction. Young age cancer of the mouth and lungs is increasing in Pakistan due to tobacco use. The factors responsible for increased tobacco consumption are population growth, unemployment, less expensive tobacco products, easy availability, aggressive marketing, and lack of evidence-based tobacco control interventions. Responding to the need for proven tobacco control strategies, the government of Pakistan worked on improving public policy, ratified Framework Convention on Tobacco Control (FCTC), proposed more strict laws and regulations, and established a tobacco control unit within the ministry for better coordination. To deter tobacco use, the taxes on tobacco are increased periodically and there is expansion of smoke free areas in workplaces, airports, airlines and restaurants. Pictorial messages and health warning are placed on cigarette packs covering 35% of the front part of the pack. These pictures are changed periodically to continue to impact the population. There is also a complete ban on tobacco advertisement on media and in sports.

The Global Adult Tobacco Survey (GATS) was a joint effort of the Ministry of National Health Services Regulation and Coordination, World Health Organization (WHO), Pakistan Bureau of Statistics (PBS), U.S. Centers for Disease Control and Prevention (CDC) and Bloomberg Philanthropies. PBS completed the survey, while Pakistan Health Research Council was tasked with writing the report. The National Health Survey of Pakistan (1998) showed that 34% men and 12.5% women used some form of tobacco. GATS (2014) showed that any tobacco use is 31.8% in men and 5.8% in women. This slight decline in tobacco use across survey waves might be due to the implementation of tobacco control policies, including increasing taxes on tobacco. Overall, there are 23.9 million adults using tobacco in Pakistan and these adults are at a very high risk of developing tobacco related health hazards like cancer, heart disease and stroke. This high prevalence of tobacco use warrants urgent attention. To fully address this issue, there is a need to create public awareness, among both children and adults, about health hazards of tobacco. The education department and religious leaders, especially the khateeb/moulvis from the mosques, can play an important role in creating public awareness.

I would like to express my gratitude and appreciation to all partners in completing this important survey for Pakistan. I hope that its findings will help us and the world in preventing and reducing tobacco related disease and death.

Mrs. Saira Afzal Tarar,
State Minister
Government of Pakistan
Ministry of National Health Services
Regulations & Coordination
Islamabad, Pakistan

Foreword

On behalf of the World Health Organization (WHO), I congratulate Pakistan on the publication of the country report of the Global Adult Tobacco Survey (GATS). This report is part of the Global Tobacco Surveillance System's effort to monitor adult tobacco use and track key tobacco control indicators using a standardized methodology.

Pakistan, the largest country of the WHO Eastern Mediterranean Region, has a high burden of tobacco use. Nearly 15.6 million of the nation's adults aged 15 and above smoke tobacco and 9.6 use smokeless tobacco. With the known health hazards related to tobacco use, this translates into a heavy national burden of noncommunicable diseases, especially cardiovascular diseases, chronic lung disease and cancer. The good news, this GATS report reveals, is that most Pakistanis are aware of the dangers of tobacco use and support restrictions on the sale and use of tobacco.

It is now time for Pakistan to implement the tobacco control “best buys”: strict implementation of smoke-free laws; a comprehensive ban on tobacco advertisement, promotion and sponsorship; implementing large-sized graphic health warnings on cigarette packs; introducing plain packaging; and raising tobacco taxation.

The Ministry of National Health Services, Regulation and Coordination is to be commended for its leadership in making the survey a success and ensuring quality coordination among the survey partners, including the United States of America's Centers for Disease Control and Prevention (CDC), Pakistan Bureau of Statistics and Pakistan Medical Research Council.

Fighting tobacco in Pakistan will require a strong commitment to the WHO's Framework Convention on Tobacco Control (FCTC) and the related MPOWER strategies. These include continuing to Monitor tobacco use and prevention policies; Protecting people from secondhand smoke; Offering help to those who want to quit; Warning about the dangers of tobacco; Enforcing bans on tobacco advertising, promotion, and sponsorship; and Raising taxes on cigarettes. These are proven strategies that can help avert unnecessary illness and death.

WHO looks forward to the development of an evidence-based multisectoral plan of action for tobacco control in Pakistan that will pave the way to accelerating implementation of the WHO FCTC and achieving the global target of a 30% relative reduction in prevalence of current tobacco use in persons aged 15 years and over.

Dr Ala Alwan
WHO Regional Director
Eastern Mediterranean

Foreword

Tobacco use causes severe health and economic consequences to individuals and society. According to National Health Survey (1998), 1 out of every 5 men (34%) was using tobacco. Cigarettes were the preferred source of smoked tobacco in males, but now shisha is also emerging as a commonly smoked tobacco in the younger generation, especially females. Fashion and lack of awareness about shisha being tobacco are the main reasons for its use even among the educated class.

Use of smokeless tobacco has also increased, especially in the younger population, which can lead to cancers of the throat, mouth and lungs. To protect the Pakistani population from tobacco use and its related health and economic burden, the Ministry of National Health Services Regulations and Coordination (NHSRC) has not only signed the FCTC agreement, but also implemented tobacco control policies in public places and work areas, and banned tobacco advertisements. The Global Adult Tobacco Survey (GATS) Pakistan (2014) shows that 31.8% of adult men use tobacco; these figures are similar to NHSP data collected two decades ago, and underscore the importance for further efforts to implement proven tobacco control interventions. The GATS results can guide the Ministry of NHSRC in evaluating the impact of tobacco control and also in developing a comprehensive tobacco control policy

I acknowledge the contributions of all partners, especially WHO, CDC, CDC Foundation, and Bloomberg Philanthropies for assisting Pakistan in undertaking GATS. The untiring efforts of Pakistan Bureau of Statistics, who conducted the survey, and Pakistan Health Research Council for report writing, are greatly appreciated. The valuable technical and financial support from these organizations and all others who have contributed to the GATS are acknowledged.

Muhammad Ayub
Secretary
Government of Pakistan
Ministry of National Health Services
Regulations & Coordination
Islamabad, Pakistan

Foreword

On behalf of the World Health Organization (WHO) Country office, we congratulate the Government of Pakistan for publishing the Global Adult Tobacco Survey (GATS) results. This report marks another milestone to Pakistan's strong commitment towards tobacco control and fulfilling its obligations as a signatory of the WHO Framework Convention on Tobacco Control, (FCTC) ratified in 2004.

GATS report will serve as a very important benchmark for Pakistan to continue monitoring progress in tobacco control and the impact of the recent policy measures taken to protect people from exposure to second-hand smoke.

The GATS report shows that approximately 23.9 million adults in Pakistan use various kinds of tobacco products (smoking and smokeless). Of these, 15.6 million adults are current smokers. Moreover, 3.7 million adults smoke shisha in Pakistan.

Understanding the long term health hazards of tobacco, the Government of Pakistan is taking concrete steps to reduce the use of smoking and smokeless tobacco. Promulgation of the Prohibition of Smoking and Protection of Non-smokers Health Ordinance, 2002; ratification of the WHO FCTC and banning of designated smoking areas in enclosed public places are a few exceptional achievements.

A smoke free Pakistan can only, but, guarantee a new generation of robust adults. This imposes a constant challenge for all concerned parties to engage firmly and courageously towards this goal.

It is high time that Pakistan implements WHO MPOWER Strategies focussing on strict implementation of smoke-free laws; comprehensive ban on tobacco advertisement, promotion and sponsorship; implementing large-sized graphic health warning on cigarette packs; introducing plain packaging and raising the tobacco taxation thus making cigarettes unaffordable to the general public.

WHO is grateful for the fruitful collaboration of all partners including Centres for Disease Control and Prevention (CDC), Atlanta United States, Pakistan Bureau of Statistics (PBS), Pakistan Medical Research Council (PMRC) as well as the crucial support rendered by the Ministry of National Health Services, Regulations and coordination. WHO looks forward to continue working together with the partners to curb the global tobacco epidemic.

Dr. Michel Thieren J.J.
WHO Representative
Pakistan

Foreword

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators. GATS, Pakistan 2014 is the first nationally representative survey planned to collect data on tobacco use among adults, as well as their knowledge and attitudes toward tobacco control measures. The data will assist countries in tracking technical components of the WHO-MPOWER package.

The survey has been conducted with 7,831 randomly selected adults of age 15 years and above, to provide information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use at provincial, urban, and rural level.

The report contains nine chapters. These are: 1) Introduction; 2) Methodology; 3) Sample and Population Characteristics; 4) Tobacco Use; 5) Cessation; 6) Secondhand Smoke Exposure; 7) Economics; 8) Media; 9) and Knowledge, Attitude & Perception. I would like to congratulate the whole GATS team for the successful completion of the task. The report is also available on the website of PBS.

Comments and suggestions for improving future issues of this report will be most welcome.

Asif Bajwa
Chief Statistician
Government of Pakistan
Statistics Division
Pakistan Bureau of Statistics
Islamabad

Foreword

On behalf of the U.S. Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health, congratulations to Pakistan on releasing its first Global Adult Tobacco Survey (GATS) country report. This report demonstrates Pakistan's commitment to tracking adult tobacco use and key tobacco control indicators using global standards. The data reported have the potential to inform tobacco use prevention and control efforts in the country, which is supported by the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) and MPOWER measures— Monitor tobacco use and prevention policies; Protect people from tobacco smoke; Offer help to quit tobacco use; Warn about the dangers of tobacco; Enforce bans on tobacco advertising, promotion and sponsorship; and Raise taxes on tobacco.

Smoked and smokeless tobacco use is prevalent in Pakistan. Overall, 23.9 million (19.1%) adults currently use tobacco with the burden falling primarily on males—31.8% of men currently smoke tobacco compared to 5.8% of women. Additionally, most tobacco users in Pakistan are not interested in quitting; slightly more than 2 in 10 current tobacco users reported plans or thoughts to quit smoking (22.3%) or quit using smokeless tobacco (20.2%). There is encouraging news: Most adults support prohibiting smoking in a variety of indoor public places, thus protecting people from secondhand smoke exposure (ranges from 85.7%-97.1%); 74.8% of adults favor increasing taxes on tobacco products. Pakistan has the opportunity to harness what the GATS Pakistan data reveal in order to prevent unnecessary tragedy and suffering from tobacco-related death and disease.

Tobacco use still remains one of the biggest challenges our world faces in public health. As the largest preventable risk factor for four major noncommunicable diseases (cancer, cardiovascular disease, diabetes and chronic lung disease), tobacco use contributes greatly to rising health care costs and the loss of economic productivity. GATS provides countries with the mechanism to monitor both international and national targets, goals, and strategies. The GATS Pakistan data provide critical information to stakeholders and decision makers in Pakistan to protect the public's health and well-being. Addressing tobacco use as a contributing factor for morbidity and mortality in Pakistan will require strong commitment to high-level achievement, including implementation and enforcement of the WHO MPOWER measures.

With the GATS findings, Pakistan is well positioned to inform, support and scale-up tobacco control measures and policies that benefit the health of their citizens. Pakistan's Ministry of National Health Services, Regulations and Coordination (NHSRC), the Pakistan Bureau of Statistics (PBS), and WHO

are to be commended for their roles in making the 2015 GATS a success.

We thank you for your leadership and look forward to continued collaboration in tobacco prevention and control efforts.

A handwritten signature in black ink, appearing to read 'Indu Ahluwalia', with a long, sweeping horizontal line extending to the right.

Indu Ahluwalia, PHD, MPH
Branch Chief
Global Tobacco Control
Office on Smoking and Health
Centers for Disease Control and Prevention

Authors

Pakistan Health Research Council, Islamabad

Huma Qureshi, Executive Director

Muhammad Arif Munir, Principal Research Officer

Muhammad Arif Nadeem Saqib, Senior Research Officer

Ibrar Rafique, Research Officer

Pakistan Bureau of Statistics

Babur Wasim Arif, Sampling Statistician/Statistical Officer

Khalid Bhatti, Director Data Processing Center

Centers for Disease Control and Prevention

Rizwan Bashir, Survey Statistician

Jeremy Morton, Survey Methodologist

Glenda Blutcher-Nelson, Survey Analyst

Krishna Palipudi, GTSS Team Lead

World Health Organization

Shahzad Alam Khan, National Professional Officer

Dr Heba Fouad, Regional Surveillance Officer

Lubna Bhatti, Epidemiologist

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We would like to express our thanks to the World Health Organization (WHO) and the U.S. Centers for Disease Control and Prevention (CDC) for their technical support and collaboration. We are grateful for the support we received from WHO Headquarters and Regional and Country Offices. Many thanks are due to CDC Foundation for providing electronic equipment for carrying out data collection, coordination and program support.

We are also sincerely grateful to the Bloomberg Philanthropies for their collaboration and financial assistance in successfully conducting GATS in Pakistan.¹

This acknowledgement would not be complete without expressing appreciation for the hard work put in by the interviewers, supervisors and IT personnel involved in collecting data for GATS in Pakistan. We also gratefully acknowledge the administrative, accounts and other staff for their continuous cooperation during the entire project period.

And last but not least, credit goes to all of the men and women who took the time to respond to the lengthy questionnaire with tremendous patience and without any expectation from GATS.

Dr Huma Qureshi
Executive Director,
Pakistan Health Research Council,
Islamabad

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EXECUTIVE SUMMARY

The Global Adult Tobacco Survey (GATS) is the global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators. GATS Pakistan is a nationally representative household survey of non-institutionalized males and females aged 15 years and older. The survey was designed to produce internationally comparable data for the country as a whole, and by gender and place of residence (urban/rural).

GATS Pakistan was conducted by the Pakistan Bureau of Statistics (PBS) under the coordination of the Ministry of National Health Services, Regulations and Coordination (NHSRC). Technical assistance was provided by the World Health Organization (WHO) and the U.S. Centers for Disease Control and Prevention (CDC). Financial support for the survey was provided by Bloomberg Philanthropies.

GATS enhances a country's capacity to design, implement and monitor effective tobacco control programs and policies. It also fulfills Pakistan's obligations under the WHO Framework Convention on Tobacco Control (WHO FCTC), ratified in November 2004, to generate tobacco use data that are comparable within and across countries. WHO has identified a set of six evidence-based tobacco control strategies that are most effective in reducing tobacco use, known as MPOWER. These measures correspond to one or more of the demand-reduction measures included in WHO FCTC. The six proven strategies are:



METHODOLOGY

GATS uses a standard survey protocol across countries. In Pakistan, GATS was conducted in 2014 as a household survey of persons 15 years of age and older, and was the first stand-alone survey on tobacco use. A multi-stage stratified cluster design was used to obtain nationally representative data. Survey information was collected using electronic PDA (Personal Digital Assistant) handheld computers. A total of 9,856 households were sampled, and one individual was randomly selected from each participating

household to complete the survey. A total of 7,831 individuals completed interviews. The overall response rate, a combined household and person-level response rate, was 81.0%.

The survey collected information on background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke exposure, economic indicators, exposure to tobacco advertising and promotion, as well as knowledge, attitudes and perceptions towards tobacco use.

TOBACCO USE

In Pakistan, 19.1% (23.9 million) of adults (31.8% of males and 5.8% of females) currently (daily or less than daily) used tobacco products. Overall, 12.4% currently smoked tobacco. The prevalence of current tobacco smoking was 22.2% among males and 2.1% among females. Current tobacco smoking was higher in rural (13.9%) than in urban areas (10.0%). Among all adults, 11.5% were daily smokers and 0.9% were occasional (less than daily) smokers.

Almost 45% of current daily tobacco users (smokers and smokeless users) had their first tobacco product of the day within 30 minutes of waking up. Overall, daily cigarette smokers smoked an average of 13.6 cigarettes per day, with males smoking 13.7 and females smoking 10.3 cigarettes per day, respectively. The average age of daily smoking initiation among daily smokers (age 20-34 years) was 18.7 years.

Overall, 7.7% (9.6 million) of adults currently used smokeless tobacco products. The prevalence of current smokeless tobacco use was higher in rural areas (8.2%) than urban areas (6.7%).

CESSATION

Overall, among past-year tobacco smokers (current and former smokers who quit within past 12 months), 24.7% made a quit attempt in the past 12 months. More past-year tobacco smokers in urban (33.6%) than in rural (20.5%) areas made a quit attempt. By education, smokers educated up to secondary or high school had quit attempts of 30.9% and 34.8%, respectively. Of the past-year smokers who visited a health care provider in the past 12 months, 51.8% were advised to quit smoking. Almost 1 in 2 (49.2%) past-year tobacco smokers attempted to quit without assistance in the past 12 months, while 22.3% of current smokers planned to or were thinking about quitting.

SECONDHAND SMOKE

Among workers who usually worked indoors, or both indoors and outdoors, 69.1% were exposed to secondhand smoke (SHS) in the workplace in the 30 days preceding the survey. Almost half of adults (56.3 million) were exposed to SHS at home at least monthly. Over half of males and 45.7% of females

were exposed to SHS at home. Among adults who visited each respective location in the past 30 days, 86.0% of adults (21.2 million) were exposed to SHS in a restaurant, 76.2% of adults (49.2 million) were exposed to SHS on public transportation, and 37.6% adults were exposed to SHS in a health care facility.

ECONOMICS

Among current manufactured cigarette smokers, the most common purchase location for manufactured cigarettes was stores (90.4%), followed by street vendors (5.0%), kiosks (2.2%), and duty-free shops (1.7%). Among female cigarette smokers, 3.3% purchased cigarettes from another person, whereas only 0.2% of male smokers purchased from another person. The majority of current smokeless tobacco users purchased it from stores (73.8%), followed by street vendors (11.0%), kiosks (7.9%), and duty-free shops (2.9%). Among female smokeless tobacco users, 14.0% purchased it from another person, as opposed to only 1.0% of male users.

Over three-fourths (76.5%) of manufactured cigarette smokers purchased one of the five most popular brands. The average cost of 20 manufactured cigarettes was 40.9 Pakistani Rupee and the mean cost of 100 packs (or 2000 sticks) as a percentage of GDP [2014] was 2.8%. On average, current cigarette smokers spent 767.3 Pakistani Rupees per month on manufactured cigarettes and consumed 4500 cigarette sticks annually.

MEDIA

In the 30 days preceding the survey, 37.7% of adults (35.1% of current tobacco smokers and 38.1% of non-smokers) noticed anti-cigarette smoking information, which was mostly noticed on television or radio (29.9%). Among current smokers, 29.7% thought about quitting because of health warning labels on cigarette packages. A total of 17.6% of all adults noticed cigarette advertisements in stores where cigarettes were sold.

KNOWLEDGE, ATTITUDES AND PERCEPTION

Overall, 85.8% of adults (87.8% current smokers and 85.5% non-smokers) believed that smoking causes serious illness. Overall, 85.9% adults believed that smoking causes heart attack, 84.6% believed it causes lung cancer, 88.1% believed it causes mouth cancer, 61.8% believed it causes stomach cancer, 55.5% believed it causes stroke, and 50.5% believed it causes bladder cancer. Similarly, 81.7% of adults believed that breathing SHS caused serious illness in non-smokers. Over 85% of adults were in favor of prohibiting smoking in various public places, and 74.8% favored increasing taxes on tobacco products.

RECOMMENDATIONS:

In accordance with the six categories of recommendations outlined in the MPOWER package, the following evidence-based strategies have the potential to reduce tobacco use and tobacco-related disease and death:

1. Human and financial resources for effective tobacco control interventions as stipulated in the Tobacco Control Act of 2007 and Framework Convention on Tobacco Control (FCTC).
2. Tobacco cessation programs for tobacco users who are planning to quit, and increased access to nicotine replacement therapy as part of the cessation program.
3. Health promotion and communication strategies to raise awareness about the social, environmental, economic, and health consequences of tobacco use and exposure to secondhand smoke at the country and community levels.
4. Enforcement of: smoke-free work environments; pictorial health warnings on tobacco packaging, including smokeless tobacco; and the Tobacco Control Law provision on prohibiting cigarette sales by the stick.
5. Excise taxes on tobacco products.
6. Tobacco control education programs and anti-tobacco media messages.
7. Health services to effectively address tobacco-related diseases.

Table 1: MPOWER Summary Indicators, Global Adult Tobacco Survey-Pakistan, 2014.

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
M: Monitor tobacco use and prevention policies					
Current tobacco use	19.1	31.8	5.8	15.9	21.1
Current tobacco smokers	12.4	22.2	2.1	10.0	13.9
Current cigarette smokers	10.5	19.4	1.0	9.3	11.2
Current manufactured cigarette smokers	10.4	19.3	1.0	9.2	11.1
Current hand-rolled cigarette smokers	0.7	1.2	0.1	0.6	0.7
Current smokeless tobacco use	7.7	11.4	3.7	6.7	8.2
Average number of cigarettes smoked per day among daily smokers	13.6	13.7	10.3	14.1	13.3
Average age at daily smoking initiation among daily smokers of age 20-34 years	18.7	18.6	**	19.5	18.4
Time to first tobacco use within 30 minutes from waking among daily users	44.9	47.4	30.7	45.2	44.8
Former tobacco smokers among ever daily smokers	8.4	7.9	13.3	11.3	7.0
P: Protect people from tobacco smoke					
Exposure to secondhand smoke at home at least monthly	48.3	50.8	45.7	36.7	55.7

Exposure to secondhand smoke at work [†]	69.1	72.5	37.3	67.2	71.1
Exposure to secondhand smoke in public places[†]:					
Government buildings/offices	64.6	69.1	45.1	62.3	66.5
Health care facilities	37.6	42.3	32.8	35.8	38.7
Restaurants	86.0	88.8	55.7	79.7	90.5
Public Transportation	76.2	84.6	61.9	75.4	76.7
O: Offer help to quit tobacco use					
Made a quit attempt in the past 12 months ¹	24.7	24.4	27.9	33.6	20.5
Advised to quit smoking by a health care provider ¹	51.8	52.8	36.3	56.6	49.1
Attempted to quit smoking using a specific cessation method¹:					
Quit without assistance	49.2	49.4	47.0	40.4	56.2
Pharmacotherapy	9.1	9.7	4.3	10.5	8.1
Counseling/advice	14.7	13.9	21.7	13.4	15.7
Interest in quitting smoking ²	22.3	22.9	15.4	29.1	19.2
W: Warn about the dangers of tobacco					
Belief that tobacco smoking causes serious illness	85.8	87.2	84.4	87.8	84.6
Belief that smoking causes stroke	55.5	58.8	51.9	61.5	51.7
Belief that smoking causes heart attack	85.9	88.3	83.3	87.5	84.9
Belief that smoking causes lung cancer	84.6	87.8	81.3	87.6	82.7
Belief that breathing other peoples' smoke causes serious illness	81.7	85.4	77.8	86.2	78.9
Noticed anti-cigarette smoking information at any location [†]	37.7	43.6	31.4	48.4	31.0
Thinking of quitting because of health warnings on cigarette packages ²	29.7	31.0	15.8	37.4	26.1
E: Enforce bans on tobacco advertising, promotion, and sponsorship					
Noticed any cigarette advertisement, sponsorship or promotion [†]	36.6	49.7	22.1	38.0	35.8
Noticed any cigarette marketing in the stores where cigarettes are sold [†]	17.6	27.9	6.4	16.1	18.5
R: Raise taxes on tobacco³					
Last manufactured cigarette purchase was in a store	90.4	90.6	87.6	88.2	91.6
Average manufactured cigarette expenditure per month (<i>Pakistan rupee</i>)	767.3	786.6	385.7	844.0	727.3
Average amount paid for 20 manufactured cigarettes (<i>Pakistan rupee</i>)	40.9	41.4	26.7	45.2	38.6

¹ Among past year smokers (current smokers and former smokers who quit within the last 12 months).

² Among current smokers.

³ Among current smokers of manufactured cigarettes.

[†] In the last 30 days.

**Estimate has been suppressed because the sample size was less than 25.

1. INTRODUCTION

Pakistan is the 36th largest nation in the world by area. Its geography is a remarkable combination of landscapes varying from plains to deserts, forests, hills, and plateaus. Ranking 135th on the United Nation's Human Development Index, Pakistan has a population exceeding 184 million, with two-thirds (63.7%) of the population being rural.¹ Approximately 23% of the population lives below the international poverty line of US \$1.25 a day.²

Pakistan is one of the largest tobacco consuming countries in the world. Tobacco is consumed in many forms which include smoking of manufactured cigarettes, waterpipe (hookah/shisha), chewing paan, gutka, and naswar. Cigarettes account for most of smoked tobacco consumption. In 2011, Pakistan was the 10th largest tobacco growing country in the world and produced about 100,000 tons of tobacco.³ Similarly, Pakistan is the 7th largest Flue Cured Virginia (FCV) tobacco producer in the World where an average of 80-85 million kg of FCV (main ingredient of cigarettes) is produced every year.⁴ Pakistani cigarettes contain the highest levels of tar and nicotine in the World; therefore, its users have a very high risk of developing diseases related to tobacco use.⁵ Many locally manufactured tobacco products are sold at very low rates within Pakistan.⁶

1.1 Burden of Tobacco Use in Pakistan

Tobacco use is growing in Pakistan as seen from the annual consumption of cigarettes, which has increased from 292 cigarettes per capita in 1994 to 406 in 2007.⁶ In 2014, State Bank of Pakistan reported that Pakistanis smoked 64.48 billion cigarettes in the financial year 2014.⁷ In early 1990s, it was estimated that in Pakistan, 22-25 million people are smokers and 55% of households have at least one smoker.⁸ According to National Health Survey of Pakistan (NHSP) 1996, 36% males and 9% females used tobacco, giving a male to female ratio of 4:1.⁹ Similarly, it was reported that about 39% of individuals had smoked a full cigarette in their life time, while 25% had smoked more than 100 cigarettes in their life.¹⁰

The Global Youth Tobacco Survey (GYTS) 2013 showed that overall, 15.4% of surveyed youth aged 13-15 were using any type of tobacco products. Among them, 11.1% (12.9% of boys, and 8.3% of girls) were currently smoking tobacco, while 7.3% were using smokeless tobacco (Pan, Gutka etc.).¹¹ Hookah and shisha smoking is also common in Pakistan, which can be as harmful as cigarettes.¹² A national study conducted in major cities of Pakistan reported 20% of those in colleges and universities were shisha smokers¹³. One session of shisha smoking is equal to smoking 200 cigarettes¹⁴, but when asked from

shisha smokers and parents, most responded that it is just a flavored smoke which is harmless or less harmful than cigarette smoking. This indicates that knowledge about adverse effects of shisha smoking is extremely low.¹³ Risk factors for initiation of smoking among adolescents included social factors, smoking among family members, peers, teachers, psychological relaxation, and pleasure.¹⁵

In Pakistan, consumption of smokeless tobacco is also common. In 1996, NHSP reported that 15% males and 10% females were using smokeless tobacco of which Gutka, Naswar and Pan were the commonest forms.^{16,17} A study on medical students from different medical colleges of Pakistan reported that 6.4% were lifetime users of smokeless tobacco.¹⁸ Smokeless tobacco is a known risk factor for oral and pancreatic cancer.¹⁹

Exposure to secondhand smoke (SHS) is another major concern, as continuous exposure to SHS can cause asthma, chronic respiratory problems, and increased incidence of lung cancer.²² In Pakistan, 56% of non-smoking adults and 34% of youth (age 13-15) are exposed to SHS in public places, while 27% of youth are exposed to SHS in their homes.²³

1.2 Tobacco Related Health Problems

Tobacco use is a major preventable cause of premature death and disease. Currently, over five million deaths each year worldwide occur due to tobacco use, and these figures are expected to rise to over eight million deaths yearly by 2030.²⁴ By 2030, 70% of tobacco-related deaths will be in low and middle income countries.²⁵ The majority of the cardiovascular diseases, cancers and chronic lung diseases are directly attributable to tobacco consumption.^{26,27} Individuals who smoke cigarettes are 12 times more likely to die from lung cancer, 2-4 times more likely to develop coronary heart disease, twice as likely to have a stroke, and 10 times more likely to die from chronic obstructive lung disease.^{28,29}

In Pakistan, around 108,800 persons die every year due to tobacco use, or an estimated 298 deaths per day. About half of all tobacco deaths occur between the ages of 35 and 69, resulting in a loss of 20 to 25 years of life for smokers versus non-smokers.³⁰ It is estimated that in Pakistan tobacco use either directly or indirectly results in approximately 50% of cancers in males and 30% in females.³¹ According to the Pakistan Medical Association, there are 1.5 million oral cancer cases in Pakistan with many cases being under the age of 12 years⁶. The major risk factor for this cancer is the use of gutka and other types of smokeless tobacco.³²

1.3 Global Tobacco Control Policies

Tobacco consumption is a global health problem and the World Health Organization's (WHO) has launched the Tobacco Free Initiative (TFI) to reduce the global burden of diseases and deaths caused by tobacco, thereby protecting present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption, and exposure to tobacco smoke. The WHO Framework Convention on Tobacco Control (FCTC)³³ encourages countries to adhere to its principles, and TFI supports countries in their efforts to implement comprehensive tobacco control programs through MPOWER. MPOWER is a package of effective tobacco control policies in support of the implementation of the WHO FCTC and employs six effective strategies:

- **Monitor** tobacco use and interventions,
- **Protect** people from tobacco smoke,
- **Offer** help to quit tobacco use,
- **Warn** about the dangers of tobacco,
- **Enforce** bans on tobacco advertising, promotion and sponsorship,
- **Raise** on taxes tobacco and develop sustainable alternatives to tobacco growing.

Monitoring the tobacco epidemic through an efficient surveillance system is one of the essential components of a comprehensive tobacco control program. In August 2006, the WHO and the United States Centers for Disease Control and Prevention (CDC) convened a meeting of experts to discuss adult tobacco surveillance. The experts recommended that a standard survey protocol be developed for adult tobacco surveillance. The expert consultation also recognized the challenges of limited funding and methodological complexities when conducting systematic adult tobacco surveys and identified lack of comparability in current ongoing national surveys.

The Bloomberg Initiative to Reduce Tobacco Use (BI) offered resources to fill the data gap for measuring adult tobacco use globally and to optimize the reach and results of the ongoing Global Tobacco Surveillance System (GTSS), which was originally comprised of three school-based surveys for youth and selected adult populations, including the Global Youth Tobacco Survey (GYTS), the Global School Personnel Survey (GSPS), and the Global Health Professions Students Survey (GHPSS).³⁴

The Global Adult Tobacco Survey (GATS) is a household survey launched in February 2007 as a new component of the ongoing GTSS. The GATS enables countries to collect data on key tobacco control measures for adult's age 15 and older. Results from the GATS can assist countries in the formulation,

tracking and implementation of effective tobacco control interventions, and countries will be able to compare results of their surveys with those from other countries that are implementing GATS.³⁵

1.4 Tobacco Control Program in Pakistan

The perceived increase in the consumption of tobacco, especially among younger individuals, is a major concern for Pakistan. In response, the Federal Government has taken a number of initiatives, these include: (i) promulgation of the Cigarette (Printing of Warning) Ordinance, 1979 and the Prohibition of Smoking and Protection of Non-smokers Health Ordinance, 2002; (ii) signing and ratification of Framework Convention on Tobacco Control (FCTC); and (iii) creation of Tobacco Control Cell at Federal level.

Tobacco Control Cell (TCC) was created on 1st July, 2007 under the Director General (Implementation), as a part of non-development budget in Defunct Ministry of Health, to fulfill the obligations under Framework Convention on Tobacco Control (FCTC). In the wake of 18th Amendment (on 1st July, 2011), TCC was merged with Health Services Academy and placed under Ministry of Inter-Provincial Coordination. Currently, the Cell has been placed under Ministry of National Health Services, Regulations and Coordination (Mo NHSR&C). The Director General is heading the Tobacco Control Cell.

The objective of the Tobacco Control Cell is to reduce prevalence of tobacco use in Pakistan by taking administrative, legislative and coordinated measures for implementation of FCTC Articles. Major functions are:

- i. Coordination with relevant ministries/departments at federal and provincial level in taking administrative and legislative measures to reduce demand and supply of tobacco products (FCTC implementation)
- ii. Coordination with law enforcement agencies and other departments in enforcing tobacco control laws.
- iii. Raising awareness among law enforcement agencies and the general public on health hazards of tobacco use, secondhand tobacco smoke and tobacco control laws.

There are also many nongovernment organizations (NGOs) working on tobacco control activities.

Pakistan has implemented GATS to enhance the country's capacity to design, implement and evaluate tobacco control programs and provide key indicators for monitoring the MPOWER policy package.

1.5 Objectives

The objectives of the GATS are as follows:

- To monitor adult tobacco use (smoking and smokeless) and determine key tobacco control indicators
- To assess the implementation of FCTC-recommended policies outlined in the MPOWER package.

More specifically, the objectives of the survey are to provide updated information on adult tobacco use for both smoked and smokeless tobacco products and key tobacco control measures. The survey also provided an opportunity to compare population estimates of tobacco users at the national level as well as stratified by urban/rural areas and gender.

2. METHODOLOGY

The Global Adult Tobacco Survey (GATS) is a globally standardized tool for systematically collecting and monitoring adult tobacco use (smoked and smokeless) using key tobacco control indicators. All countries across the globe use a standard questionnaire and methodology. The consistent and standard use of questionnaire, sample design, and data management procedures allows the comparison of data across countries. GATS Pakistan was undertaken using a nationally representative household sample to collect information on tobacco use in adults. It also collected information on their knowledge and attitudes toward tobacco control measures. This chapter explains the methodology used for the survey.

2.1 Study Population

The target population for this survey included all males and females in Pakistan aged 15 years and above. The target population included all persons who considered Pakistan to be their usual place of residence, covering 98% of the total population. Adults excluded from the survey were individuals who were visiting Pakistan (e.g. tourists, those residing permanently in a military base, those living in dormitories/hostels, hotels, or who were institutionalized including people residing in hospitals, nursing homes, prisons and other such institutions). As a right of autonomy, all eligible respondents could withdraw from the survey at any time or refuse to answer any question without providing any reason.

The eligibility or inclusion of the individual for interview was based on the age reported at the time of the household interview. Therefore, a selected respondent was excluded from the survey if she/he was found younger than the 15 years of age during the individual interview.

The participation in the survey was on a voluntary basis. Before starting the interview, the interviewer readout the consent statement and proceeded for the interview only after the respondent consented for the same. In case of a minor respondent who was between 15–17 years of age, the interviewer took consent from the parent or guardian as well as from the respondent.

2.2 Sampling Design

In GATS Pakistan 2014, a three-stage, geographically clustered sample design was used to produce cross-sectional representative estimates for the country as a whole, as well as by urban/rural areas and by gender. The universe of the survey consisted of all urban and rural areas of four provinces; namely Punjab, Sindh, Khyber Pakhtunkhwa (KPK) and Baluchistan, excluding Federally Administered Tribal Areas (FATA) and Military Restricted Areas. The population of excluded areas constituted approximately 2% of the total population of the country.

Using the standard protocol of GATS, the initial target sample size was 8000 non-institutionalized households (2000 households each in urban, rural, males and females subgroups). After accounting for possible non-response and eligibility rates, sample size was inflated by 23.2 % (i.e. 9,856 households). This sample was distributed among four provinces using proportional allocation. Within each province, equal allocation was used to distribute the sample between urban and rural areas and between genders. The sampling frame used for GATS was developed by Pakistan Bureau of Statistics (PBS). PBS sampling frame is a list of small geographical areas (called Enumeration Blocks) each consisting of approximately 200 to 250 households with well-defined geographical boundaries recorded on prescribed forms and digitized maps and with physical features. The frame comprises of 104,028 Enumeration Block (EBs) and 48,716 urban blocks.

The survey used a three-stage stratified cluster sampling. In the first stage, enumeration blocks in urban and rural areas were used as the Primary Sampling Units (PSUs). A total of 352 PSUs were selected using Probability Proportional to Size (PPS) method where the number of households in each PSU (as per sampling frame) was used as measure of size (MoS). The explicit stratification used at the first stage of selection was based on administrative units (called divisions within each province) as well as on urban and rural designations. A household listing was carried out in all the selected PSUs prior to the main survey using sketch map of enumeration blocks demarcated by PBS.

At the second stage of selection, listed households within 352 sampled PSUs were treated as Secondary Sampling Units (SSUs). Considering the design effect and intra-class correlation of attributes within PSUs, it was decided to take 28 eligible households from each selected PSU. Lists of households in the sampled PSUs were used as sampling frame for the selection of 28 households from each PSU using systematic random sampling.

At the third stage of selection, individuals aged 15 years and older were treated as Tertiary Sampling Units (TSUs). One individual was randomly chosen from each selected household.

2.3 Survey Questionnaire

Based on the GATS Core Questionnaire, the questionnaire for the GATS Pakistan 2014 was developed by subject experts nominated by the Ministry of NHSRC, Government of Pakistan. Once finalized, it was approved by the GATS Questionnaire Review Committee (QRC). The questionnaire was translated into

the Urdu language and then back-translated and pretested. The adapted GATS questionnaire had two major parts, the household questionnaire and the individual questionnaire.

2.3.1 Questionnaire Programming and Preparation for Electronic Data Collection

The household questionnaire was completed by the head of the household or any adult if the head of the household was not available. This questionnaire collected information on total number of residents in the sampled house to identify all adult household members (15 years or above). Basic information was collected from all listed members, which included their name, year of birth, age and gender. The questionnaire also collected information on current use of smoked and smokeless tobacco. Elementary randomized sampling was also provided in the Hewlett Packard (HP) iPAQ Pocket PC (i.e. handheld devices to select individual respondents for interviewing).

2.3.2 Individual Questionnaire

The Individual questionnaire was administered to one selected individual who was aged 15 and above and was selected randomly for the interview using PDAs. The individual questionnaire had eight sections that are listed below:

- **Background characteristics:** This included information on gender, age, education, occupation, household items and marital status etc.
- **Tobacco smoking:** Questions in this section collected information on tobacco use (daily smoking, less than daily, not at all), former/past smoking, age of initiation of daily smoking, daily/weekly smoking of different combustible tobacco products (cigarettes, bidi, pipes, cigars and hookah/shisha), and questions pertaining to time to first smoke after waking up.
- **Smokeless tobacco:** This section collected information about using smokeless tobacco, such as naswar, nass (sniffed in the nose), paan with tobacco, gutka, mainpuri and others. Smokeless tobacco is tobacco that is not smoked, but is sniffed through the nose, held in the mouth, or chewed. Questions included pattern of use (daily use, less than daily use, not at all), current daily, less than daily or former/past use of smokeless tobacco, age of initiation of daily use of smokeless tobacco, consumption of different smokeless tobacco products, and questions pertaining to time to first use of smokeless tobacco after waking up.
- **Cessation:** This section included questions on any attempts to stop smoking that the person made during the past 12 months, advise to quit smoking by health care provider, methods used to quit smoking and future plans to quit smoking. Similar information was collected for smokeless tobacco.

- **Secondhand smoke:** Questions in this section were related to exposure to smoke to an individual who does not smoke. Exposure to secondhand smoke was questioned at home, workplace, government buildings/offices, health care facilities, restaurants, public transport, universities, schools or educational facilities. The section also collected information on knowledge about illness in non-smokers who get exposed to secondhand smoke.
- **Economics:** This section included questions on the type of tobacco product and quantity purchased, amount spent (in Pakistani Rupees) on tobacco products, brand, and source of last tobacco product purchased.
- **Media:** This section included questions on exposure to advertisement/ promotion related to tobacco on television, radio, billboards, posters, newspapers/magazines, cinema, internet, public transport, public walls, sponsorship of sporting events, during music, theatre etc. It also collected information and reaction to health warning labels on cigarette packages; exposure to anti-tobacco advertising and information. Similar questions were included for smokeless tobacco as well.
- **Knowledge, attitudes and perceptions:** Questions in this section were on knowledge about health effects of both smoking and smokeless tobacco.

2.4 Data Collection

The Ministry of National Health Services, Regulation and Coordination (NHSRC) designated Pakistan Bureau of Statistics (PBS) as the lead implementing agency for GATS in Pakistan. PBS did the sampling, household listing, conducted training of the teams and collected data. Ministry of NHSRC and World Health Organization (WHO) were the coordinating partners while Pakistan Health Research Council (PHRC) was assigned to writing the report, preparing the fact sheet and disseminating the results nationally.

WHO provided regional and in-country coordination, and CDC provided technical assistance for implementation of the survey. Financial assistance was provided by WHO under the Bloomberg Global Initiative to Reduce Tobacco Use.

The Ministry of NHSRC had also formed a technical committee of experts and members from within the Ministry of NHSRC, WHO and PBS (Appendix G) whose job was to oversee the project and resolve any issue that arose during the completion of the survey.

2.4.1 Questionnaire Programming and Preparation for Electronic Data Collection

GATS was the first survey conducted by PBS using electronic data collection methods. Windows Mobile 6.0, Pocket PC devices were utilized running the GATS proprietary General Survey System (GSS) software. The software facilitates the administration, collection and management of survey data on handheld devices. It supports field data collection and has built-in data quality control for questions.

Questionnaire programming utilizing the GSS was done in collaboration with Data Processing (DP) Center, PBS and CDC. Repeated quality-control mechanisms were used to test the quality of questionnaire programming. These included review of household and individual questionnaires, date and time, and skip patterns.

The program was finalized and the final questionnaire for data collection was uploaded onto the handheld devices in April 2014 by data processing personnel of PBS, with CDC providing support to maintain quality assurance. The electronic information used for identifying the selected household addresses was also uploaded to the devices immediately after household listing and selection of household was completed.

2.4.2 Pretest

Pakistan Bureau of Statistics tested the questionnaire for wording, comprehension, inconsistencies in skip patterns, sequencing of questions, completeness of response categories, workload, interview time, availability, call backs and any other issues. The programmed questionnaire for handheld data collection was also pretested to assess any problems in the process of data transfer and aggregation. Ten people were trained, of whom 2 were selected as supervisors while 8 conducted the interviews and fieldwork during the pretest. Training was conducted using GATS manuals and procedures, including class presentation, mock interviews, field practices and tests. Fieldwork was conducted in few purposive sampled households distributed by gender, urban/rural and smoking status. An attempt was made to obtain a good representation of individuals from different age groups.

2.4.3 Updating of the Households List

Updating the household list was the first GATS activity in the field. In each selected PSU, the list of households was updated by the field enumerator utilizing the map developed by PBS. Personnel of the PBS -Regional Offices worked at the field level to update the relevant information of the household a few weeks before the actual survey. The updated list of households was sent to PBS Headquarters for

household sample selection. The selected households were then prepared as a case file which was uploaded in the PDAs.

2.4.4 Training

In order to maintain homogeneous/uniform survey procedures and standard protocol, three manuals were developed in English using GATS guide. The first manual was for field interviewers; it contained interviewing techniques, field procedures, methods of asking questions, and the use of PDAs for data collection. The second was field supervisor manual which contained roles and responsibilities of the supervisor and procedures for data aggregation and transfer. The third was a question-by-question manual that provided instructions to the field interviewers for administering GATS household and individual questionnaires using the PDAs. This also contained information on range checks, response options, and the purpose and instructions on each question.

A total of 99 interviewers and 39 supervisors were trained in five stations across Pakistan (i.e., Lahore, Multan, Peshawar, Hyderabad and Karachi). Training included lectures on understanding the contents of the questionnaire, how to complete questionnaires using PDAs. Two teams (i.e. PBS district and regional PBS) imparted training on GATS using subject expert.

2.4.5 Fieldwork

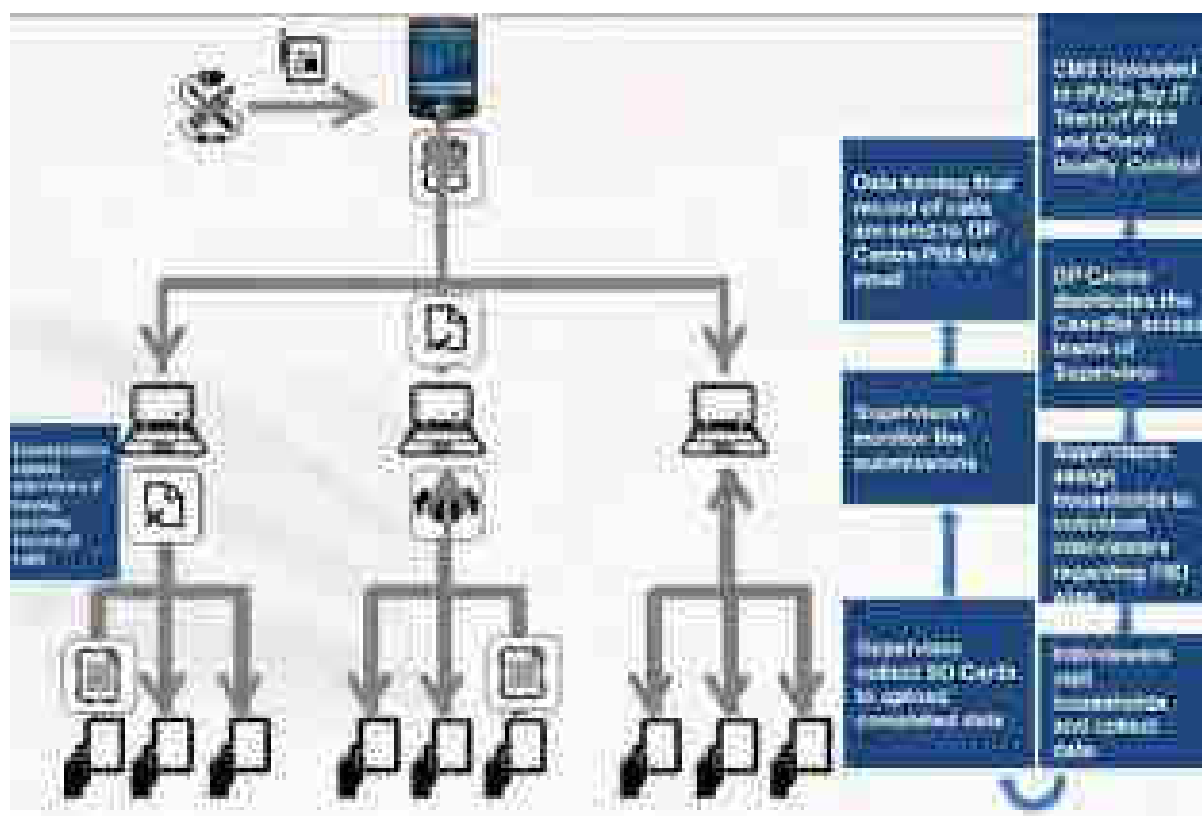
The GATS data were collected in 4 provinces (appendix F), from 352 PSUs by 99 field interviewers and 39 field supervisors. All field interviewers and supervisors were personnel from PBS regional district office, to facilitate good coordination and ensure speedy data collection. Field operations were undertaken in 12 weeks (June-September 2014). The field interviewers collected information on questionnaires using PDAs, while field supervisors were responsible for the overall operation of the field enumeration and also conducted spot checks to verify information collected by interviewers and the accuracy of household identification in the field. In each district, Chief Statistical Officers (CSOs) of PBS regional offices supervised the entire field activity while core members of the GATS PBS team from headquarter visited the field to monitor data collection and other activities.

2.5 Data Processing and Aggregation

All the data collected through interviews were aggregated by field supervisors on a weekly basis. Each supervisor exported the data from the field interviewer's handheld device onto the on board SD (Secure Digital) card. Utilizing a card reader and a laptop, the supervisor's then e-mailed the exported data from

the BPS-Regional Office to the Data Processing (DP) Centre at PBS headquarters. This data transmission process followed a partial internet-based network or “Model B” of the GATS standard data collection mechanism (Figure 2.1). DP personnel aggregated the data every three to four days and on the final aggregation day, merged and aggregated all the files to a single standard database format (SDF) file. The aggregated final file then underwent weighting process and after approval of the Survey Review Committee (SRC), the data were transposed to an analyzable raw data format that could be read in any statistical software available for further analysis and reporting.

Figure 2.1: Model showing mechanism for GATS data collection.



2.6 Statistical Analysis

Complex survey data analysis was performed to obtain population estimates and their 95% confidence intervals. Sample weights were developed for each respondent following the standard procedures established in the GATS sample design and sample weights manuals for GATS data. Base weights were developed by PBS and calibrations of sample weights were done by CDC. The details on sample weighting process are described in Appendix B. The final weights were used in all analyses to produce estimates of population parameters and their confidence intervals. All weighting, computations of estimates and their confidence intervals were performed using the SPSS 21.

3. SAMPLE AND POPULATION CHARACTERISTICS

The population estimates are based on the projected population of Pakistan in 2014 by the National Institute for Population Studies (NIPS).

3.1 Sample Coverage, Household and Person-Level Response Rates

Table 3.1 presents the number of households and persons interviewed, and the response rate by residence and region. Out of 9,856 sampled households, 8,612 households completed the household interviews, giving a household response rate of 88.8%. In urban areas, out of 4,928 households, 4,254 completed the household interviews, giving a household response rate of 87.4%, while in the rural areas, 4,358 households out of 4,928 completed the household interviews, giving a response rate of 90.3%.

Of the 8,612 households that had completed the household interview, 7,831 selected respondents completed the individual interview, giving a person-level response rate of 91.2%. In urban areas, 3,797 persons completed interviews, with person-level response rate of 89.4%, while in rural areas, 4,034 completed the individual interviews, with a person-level response rate of 92.8%.

The overall response rate was 81.0%, which was calculated from the household response rate and the person-level response rate. By residence, the overall response rate in urban and rural areas was 78.1% and 83.9%, respectively.

3.2 Characteristics of Sampled Respondents

Table 3.2 presents the un-weighted sample size and weighted population estimates by selected demographic characteristics. For the same year, the estimated populations for the age groups of 15-24, 25-44, 45-64 and 65 and above were 40.4, 51.8, 24.9 and 8.5 million respectively, which constituted 32.2%, 41.2%, 19.9%, and 6.7% respectively of the estimated population age 15 and above.

Classifying sample distribution by gender, the survey enumerated 3,782 males and 4,049 females. These sample counts yielded a population estimate of 64.3 million males and 61.3 million females or 51.2% males and 48.8% females. Based on un-weighted sample of 3,797 adults in urban and 4,034 adults in rural areas, the estimated weighted population of adults in rural areas was 77.2 million (61.4%) which was higher than 48.4 million (38.6%) in urban areas.

Almost 44.6% respondents had no formal schooling, 16.0% had primary or less education, 21.4% were primary passed but less than secondary, and 18.0% were secondary and above.

Table 3.1: Number and percent of households and persons interviewed and response rates by residence (un-weighted) – GATS Pakistan, 2014.

Selected household	Residence				Total	
	Urban		Rural			
	N	%	n	%	n	%
Completed - Person selected for individual interview (HC)	4,254	86.3	4,358	88.4	8,612	87.4
Completed - No one eligible for individual interview (HCNE)	0	0.0	1	0.0	1	0.0
Incomplete (HINC)	19	0.4	1	0.0	20	0.2
No Screening Respondent (HNS)	2	0.0	5	0.1	7	0.1
Nobody Home (NH)	234	4.7	136	2.8	370	3.8
Refused (HR)	175	3.6	77	1.6	252	2.6
Unoccupied (HUO)	44	0.9	81	1.6	125	1.3
Address not a Dwelling (HAND)	14	0.3	21	0.4	35	0.4
Other (HO) ¹	186	3.8	248	5.0	434	4.4
Total Number of Household Selected	4,928	100.0	4,928	100.0	9,856	100.0
Household Response Rate (HRR) (%) ²	87.4%		90.3%		88.8%	
Selected person						
Completed (PC)	3,797	89.3	4,034	92.6	7,831	90.9
Incomplete (PINC)	75	1.8	22	0.5	97	1.1
Not eligible (PNE)	9	0.2	13	0.3	22	0.3
Not at Home (PNAH)	262	6.2	214	4.9	476	5.5
Refused (PR)	80	1.9	26	0.6	106	1.2
Incapacitated (PI)	31	0.7	46	1.1	77	0.9
Other (PO) ¹	0	0.0	3	0.1	3	0.0
Total Number of Sampled Persons	4,254	100.0	4,358	100.0	8,612	100.0
Person-level Response Rate (PRR) (%) ³	89.4%		92.8%		91.2%	
Total Response Rate (TRR) (%) ⁴	78.1%		83.9%		81.0%	

¹ Other includes any other result code not listed.

² Calculate Household Response Rate (HRR) by $((HC + HCNE)/(HC + HCNE + HINC + HNS + NH + HR + 10 \text{ dropped psu} + HO)) * 100$

³ Calculate Person-level Response Rate (PRR) by: $(PC/(PC + PINC + PNAH + PR + PI + PO)) * 100$

⁴ Calculate Total Response Rate (TRR) by: $(HRR \times PRR) / 100$

Table 3.2: Distribution of adults ≥ 15 years old by selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Weighted			Un-weighted Number of Adults
	Percentage		Number of Adults	
	(95% CI ¹)		(in thousands)	
Overall	100		125,597.4	7,831
Gender				
Male	51.2	(49.6, 52.7)	64,284.0	3,782
Female	48.8	(47.3, 50.4)	61,313.3	4,049
Age (years)				
15-24	32.2	(30.8, 33.6)	40,424.3	2,110
25-44	41.2	(39.7, 42.8)	51,761.9	3,698
45-64	19.9	(18.6, 21.2)	24,950.3	1,565
65+	6.7	(6.0, 7.6)	8,460.9	458
Residence				
Urban	38.6	(35.3, 41.9)	48,430.3	3,797
Rural	61.4	(58.1, 64.7)	77,167.0	4,034
Education Level ²				
No education	44.6	(42.3, 47.0)	56,003.2	3,620
Primary or less	16.0	(14.9, 17.2)	20,139.9	1,206
Secondary or less	21.4	(20.0, 22.8)	26,863.7	1,636
High school or above	18.0	(16.3, 19.8)	22,589.9	1,368

¹ 95 % Confidence Interval

² Primary or less includes "Less than primary school completed" and "Primary school/equivalent completed"; Secondary or less includes "Less than secondary school completed" and "Secondary school/equivalent completed"; High school or above includes "High school/equivalent completed", "Graduate/equivalent" and "Post graduate/equivalent".

4. TOBACCO USE

This chapter describes data on tobacco use which includes information on two commonly used tobacco products in Pakistan: smoked tobacco products (cigarettes, shisha/waterpipe) and smokeless tobacco products (ghutka, niswar, paan, etc.). Different sections in this chapter present a detailed overview of smoking status, the number of smoked tobacco products used on a daily and non-daily basis, age at initiation of smoking, time since quitting smoking and time after waking up to first smoke of the day.

KEY FINDINGS

- 19.1% of adults (23.8 million) currently used tobacco; 12.4% of adults (15.6 million) currently smoked tobacco and 7.7% (9.6 million) used smokeless tobacco products.
- The majority of current smokers (92.8%) were daily smokers.
- On average, a daily cigarette smoker smoked 13.6 cigarettes per day.
- 29% of ever daily smokers 20–34 years old started smoking daily before the age of 17 years.
- 45% of daily tobacco users had their first tobacco product of the day within 30 minutes of waking up.
- 8.4% of those who have ever smoked on a daily basis have quit smoking.

4.1 Smoked Tobacco

4.1.1 Prevalence of Tobacco Use

Almost 12.4% (15.5 million) of adults were currently smoking in Pakistan. Males (22.2%, 14.2 million) were more likely to smoke tobacco than females (2.1%, 1.3 million). Overall, 20.6% (13.2 million) of males and 2.0% (1.2 million) of females were current daily smokers. The percentages of occasional smokers were 1.6% among males and 0.1% among females. A total of 74.5% (47.9 million) of males and 97.3% (59.6 million) of females reported that they had never smoked tobacco, while the remaining 3.3% males and 0.5% females were former smokers (Table 4.1, Table 4.2 and Figure 4.1)

4.1.2 Prevalence of Current Smokers by Smoked Tobacco Products

The overwhelming majority of tobacco smoking was in the form of manufactured cigarettes (10.4% prevalence rate among the population), which was seen in both genders, as well as urban and rural residents. Almost 12.4 million males and 0.6 million females smoked manufactured cigarettes in

Pakistan. Only 0.7% (1.2% males and 0.1% females) smoked hand-rolled cigarettes; and 3.0% (4.7% males and 1.1% females) smoked waterpipes (Table 4.3). Less than one percent (0.4%) smoked other forms of tobacco, such as pipes, cigars, etc. Most of the waterpipe users were 25 years of age or older. Current use was 20.1% in males and 4.8% in females of >65 years and greater in rural (4.4%) as compared to urban (0.7%) areas.

In line with overall tobacco consumption, consumption of manufactured cigarettes generally increased with age, and the highest prevalence was observed among those aged between 45-64 years (19.2%). There was a difference in any tobacco smoking rates by residence (10.0% versus 13.9% for urban and rural areas, respectively). There was a difference by urban-rural residence among males (any tobacco smoking was 18% in urban males and 24.8% in rural males), but not among females (1.6% urban versus 2.5% rural) in Table 4.3.

4.1.3 Frequency of Tobacco Use

Overall daily smoking was 11.5% and prevalence generally increased with the age (Table 4.5, Figure 4.2). Among males, daily smoking was most frequently seen in those aged 45-64 years (39.8%) followed by 35.0% in those 65 years and older. Among females, daily smoking was most frequent in those aged 65+ years (6.5%). The prevalence of smoking generally decreased with increasing educational level among both genders (Table 4.5).

4.1.4 Average Number of Cigarettes Smoked Per Day

Among current daily cigarette smokers, on average, males consumed more cigarettes per day (13.7 average) than females (10.3 average). An estimated 27.4% of current daily cigarette smokers consumed more than half a pack of cigarettes (10-19 cigarettes or more) per day; 41.7% consumed more than 20 cigarettes daily. More than 20 cigarettes per day were consumed by 42.5% of male daily cigarette smokers and 24.6% of female daily cigarette smokers. (Table 4.6).

4.1.5 Age at Smoking Initiation

The average age of starting daily smoking was 18.6 years for males. The minimum legal age for purchasing tobacco products in Pakistan is currently 18 years; nevertheless, 29.0% of ever daily smokers aged 20-34 started smoking daily before age 17. Initiation of daily smoking before the age 17 years was seen in 32.7% adults living in rural areas and 18.8% in urban areas (Table 4.7).

4.1.6 Former Daily Smoking Prevalence and Quit Ratio

The quit ratio for daily smoking (percent of former daily smokers among ever daily smokers) was 8.4%; 7.9% in males and 13.3% females. The quit ratio was 11.3% in urban areas and 7.0% in rural areas (Table 4.8). Overall, 14.1% of former daily smokers quit smoking within last 12 months and this estimate was higher among 25-44 years of age (Table 4.9).

4.1.7 Time to First Tobacco Use of the Day

Overall, 45.0% daily tobacco users used tobacco within 30 minutes of waking up in the morning, indicating strong addiction habit. Among daily tobacco users, 9.3% used tobacco within 5 minutes of waking; 13.0% among urban residents and 7.6% among rural residents. Males (37.8%) were more likely to use tobacco within 6-30 minutes of waking up than females (23.4%) in Table 4.11.

4.1.8 Time to First Smoke Upon Waking

Among daily smokers, 45.6% smoked tobacco within 30 minutes of waking up in the morning. Further, 10.6% smoked within 5 minutes of waking up. Smoking first cigarette within 30 minutes of waking up was reported in 47.2% of male daily smokers and 27.8% of female daily smokers. Pattern of distribution by education shows that more than half (50.9%) of tobacco users with high school or above education smoked tobacco within 30 minutes of waking up compared to those with a secondary or less education (42.5%). The percentage of smokers who smoked within 30 minutes did not differ much between urban and rural residents. However smoking within 5 minutes was much higher in urban residents (18.0%) than rural (7.3%) in Table 4.12.

4.2 Smokeless Tobacco

Overall 7.7% of the population were current users of smokeless tobacco which was higher in males (11.4%) than females (3.7%) (Table 4.3). The majority (7.1% of the population) of them were using it daily (Table 4.1a). Among different smokeless tobacco products, the use of *niswar* was highest (5.1%) which was most common (8.8%) among those 45-64 years of age. Similarly the consumption of *niswar* was almost double in rural areas (6.2%) than urban (3.4%). However, the use of *paan* with tobacco was more common in urban (2.8%) as compared to rural (0.8%) areas. The use of smokeless products was more common (10.1%) in those with no formal education compared to those with at least secondary (6.3%) or high school or greater (2.4%) education (Table 4.3a).

Among smokeless tobacco users, 42.4% used it within 30 minutes of awakening (7.8% within <5 minutes while 34.6% within 6-30 minutes). Use of smokeless tobacco within 30 minutes after waking was seen in 45.9% males and 31.6% females with no difference in rural and urban area as shown in Table 4.12a.

4.3 Type of Current Tobacco Use

Among current tobacco users, 59.7% used smoked tobacco, 35.0% used smokeless, and 5.3% used both types. Consumption of smokeless tobacco was double in female (62.8%) than males (30.2%). Similarly consumption of smokeless tobacco was highest among tobacco users age 15-24 (54.1%). Any current tobacco use decreased with higher education level (Table 4.10).

4.4 Use of Hookah/Shisha

This section describes data on tobacco in Shisha and waterpipes.

4.4.1 Prevalence of Tobacco Use in Waterpipes

In Pakistan, waterpipes are locally called as hookah. It is smoked by the rural population especially in the villages since decades. Shisha is a new version of hookah introduced in Pakistan in last two decades. It is smoked as a fashion, mostly in the urban population and younger age group. In this survey, both hookah and shisha use was categorized as waterpipes

Overall, 3.0% of adults were currently using waterpipes in Pakistan. Males (4.7 %) were more likely to smoke waterpipes than females (1.1%). Almost 2.7% of adults were current daily smokers; 4.4% of males and 1.0% of females. Occasional smokers of waterpipes were 0.3% in males and 0.1% in females. Almost 93.7% of males and 98.3% of females reported that they had never smoked waterpipes (Tables 4.13). Its use was highest (20.1% and 4.8%) in males and females of >65 years, and more common in rural (4.4%) as compared to urban (0.7%) areas (Table 4.3).

4.4.2 Age at Waterpipe Initiation

Overall, 34.7% of current waterpipe users initiated use of waterpipes at the age of less than 18 years while 36.6% at the age of 18-24 years. Males (38.9%) started using waterpipes before the age of 18 years more frequently as compared to females (13.0%). (Table 4.14).

For current waterpipe users who initiated at an age younger than 18 years, there was no difference to place of residence. Most rural waterpipe users initiated at ages 18-24; whereas the majority of urban waterpipe users initiated at ages 25 and older. Educational levels could not be compared due to low numbers in some categories (Table 4.14).

4.4.3 Duration of Smoking Waterpipes

Overall 55.2% current waterpipe users smoked for less than 30 min, while 13.1% smoked them for 30-59 minutes, and 31.7% for more than an hour. By gender, 15.0% of males smoked between 30-59 minutes as compared to 4.2% of females. Over 32.5% of rural waterpipe users smoked for over an hour at their

last session as compared to 22.0% of urban waterpipe users. Educational levels could not be compared due to low numbers in some categories (Table 4.15).

4.4.4 Average Number of People Participating in Waterpipe Smoking Session

At last smoking session, overall 22.5% of current waterpipe users reported not sharing waterpipes and smoking solo, while in 43.4% of reported session included 1-2 other adults and in 34.2%, 3 or more others were participating. By gender, 38.6% of male waterpipe users participated in smoking session comprising of 3 or more participants, while in 53.2% of current female waterpipe users reported a group between 1-2 persons. Overall, 46.2% current waterpipe users aged 25-44 years, and 49.6% aged 65+ were sharing waterpipe between 1-2 people at the last reported smoking session. Among current waterpipe users 25-44 years. Among current waterpipe tobacco users by residence, 65.4% urban and 41.1% rural users shared waterpipe between 1-2 participants at last smoking session, while 36.0% rural and 16.2% urban, shared waterpipe between 3 or more participants at last smoking session. Educational levels could not be compared due to low numbers (Table 4.16).

4.4.5 Location of Last Waterpipe Smoking Session

Overall, location of last waterpipes or shisha session was mostly home (90.9%) with similar majorities for both genders and all age groups. Other sites for waterpipes or shisha sessions were mostly seen in males (11.0%) as compared to females (1.0%). By age groups, as age increased, reporting a session outside of the home decreased. The home was the most reported site for both urban and rural residents. Educational levels could not be compared due to low numbers in some categories (Table 4.17).

4.4.6 Percentage of Waterpipes or Shisha Smokers who used Flavored Tobacco

Overall, 27.7% adults used flavored tobacco while 47.8% mixed other substances in waterpipes. Gender did not show any difference in the 2 groups. Flavored tobacco was used by 14.1% of adults aged 25-44 years; 35.3% in 45-64 years and 28.3% in 65+ years. No difference was seen in those who mixed water with other substances.

Flavored tobacco in waterpipes was used by 40.6% and 26.4% urban and rural waterpipe users, respectively. Among those with no formal education, 51.0% were mixing other substances in waterpipes while 25.2% were using flavored tobacco (Table 4.18).

Table 4.1: Percentage of adults ≥15 years old, by detailed smoking status and gender – GATS Pakistan, 2014.

Smoking Status	Overall		Male		Female	
	Percentage (95% CI)					
Current tobacco smoker	12.4	(11.2, 13.7)	22.2	(19.8, 24.7)	2.1	(1.6, 2.8)
Daily smoker	11.5	(10.3, 12.8)	20.6	(18.3, 23.1)	2.0	(1.5, 2.7)
Occasional smoker	0.9	(0.7, 1.2)	1.6	(1.2, 2.2)	0.1	(0.1, 0.4)
Occasional smoker, formerly daily	0.3	(0.2, 0.4)	0.5	(0.3, 0.8)	0.0	
Occasional smoker, never daily	0.6	(0.5, 0.9)	1.1	(0.8, 1.5)	0.1	(0.1, 0.4)
Non-smoker	87.6	(86.3, 88.8)	77.8	(75.3, 80.2)	97.9	(97.2, 98.4)
Former daily smoker	1.1	(0.8, 1.4)	1.8	(1.4, 2.3)	0.3	(0.2, 0.6)
Never daily smoker	86.5	(85.2, 87.8)	76.0	(73.4, 78.4)	97.6	(96.8, 98.1)
Former occasional smoker	0.9	(0.7, 1.2)	1.5	(1.1, 2.0)	0.2	(0.1, 0.6)
Never smoker	85.7	(84.3, 86.9)	74.5	(71.9, 77.0)	97.3	(96.6, 97.9)
Note: Current use includes both daily and occasional (less than daily) use.						

Table 4.1a: Percentage of adults ≥15 years old, by detailed smokeless tobacco use status and gender – GATS Pakistan, 2014.

Smokeless Tobacco Use Status	Overall		Male		Female	
	Percentage (95% CI)					
Current smokeless tobacco user	7.7	(6.6, 8.8)	11.4	(9.8, 13.3)	3.7	(2.9, 4.7)
Daily user	7.1	(6.1, 8.2)	10.5	(9.0, 12.3)	3.5	(2.7, 4.5)
Occasional user	0.6	(0.4, 0.8)	0.9	(0.6, 1.3)	0.2	(0.1, 0.5)
Occasional user, formerly daily	0.2	(0.1, 0.4)	0.4	(0.2, 0.8)	0.1	(0.0, 0.2)
Occasional user, never daily	0.3	(0.2, 0.5)	0.5	(0.3, 0.8)	0.2	(0.1, 0.5)
Non-user of smokeless tobacco	92.3	(91.2, 93.4)	88.6	(86.7, 90.2)	96.3	(95.3, 97.1)
Former daily user	0.4	(0.2, 0.6)	0.6	(0.4, 0.9)	0.2	(0.1, 0.4)
Never daily user	92.0	(90.8, 93.0)	88.0	(86.1, 89.7)	96.1	(95.1, 97.0)
Former occasional user	0.2	(0.1, 0.4)	0.3	(0.1, 0.7)	0.0	(0.0, 0.1)
Never user	91.8	(90.6, 92.9)	87.7	(85.7, 89.4)	96.1	(95.1, 97.0)

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.2: Number of adults ≥15 years old, by detailed smoking status and gender – GATS Pakistan, 2014.

Smoking Status	Overall	Male	Female
	<i>Number in thousands</i>		
Current tobacco smoker	15,570.2	14,262.7	1,307.5
Daily smoker	14,452.1	13,235.1	1,216.9
Occasional smoker	1,118.2	1,027.6	90.6
Occasional smoker, formerly daily	325.2	325.2	0.0
Occasional smoker, never daily	792.9	702.4	90.6
Non-smoker	110,027.1	50,021.4	60,005.8
Former daily smoker	1,347.6	1,161.6	186.1
Never daily smoker	108,679.5	48,859.8	59,819.7
Former occasional smoker	1,097.6	956.5	141.1
Never smoker	107,581.9	47,903.3	59,678.6

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.2a: Number of adults ≥15 years old, by detailed smokeless tobacco use status and gender – GATS Pakistan, 2014.

Smokeless Tobacco Use Status	Overall	Male	Female
	<i>Number in thousands</i>		
Current smokeless tobacco user	9,558.1	7,296.5	2,261.6
Daily user	8,859.4	6,725.2	2,134.2
Occasional user	698.7	571.3	127.4
Occasional user, formerly daily	282.6	251.1	31.5
Occasional user, never daily	416.1	320.2	95.9
Non-user of smokeless tobacco	115,383.5	56,609.9	58,773.6
Former daily user	472.1	376.5	95.5
Never daily user	114,911.4	56,233.3	58,678.1
Former occasional user	204.6	197.9	6.7
Never user	114,706.8	56,035.4	58,671.4

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.3: Percentage of adults ≥15 years old who are current smokers of various smoked tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smoked tobacco product		Any cigarette ¹		Type of Cigarette				Waterpipe ²		Other smoked tobacco ³	
					Manufactured		Hand-rolled					
	Percentage (95% CI)											
Overall	12.4	(11.2, 13.7)	10.5	(9.4, 11.6)	10.4	(9.3, 11.5)	0.7	(0.4, 1.1)	3.0	(2.3, 3.8)	0.4	(0.3, 0.6)
Age (years)												
15-24	2.7	(1.9, 4.0)	2.6	(1.7, 3.8)	2.6	(1.7, 3.8)	0.2	(0.1, 0.4)	0.5	(0.2, 1.4)	0.0	
25-44	13.2	(11.7, 15.0)	12.0	(10.5, 13.7)	11.8	(10.3, 13.5)	0.8	(0.5, 1.5)	1.9	(1.3, 2.7)	0.5	(0.2, 0.9)
45-64	23.3	(20.3, 26.6)	19.2	(16.7, 22.0)	19.2	(16.7, 22.0)	1.2	(0.6, 2.4)	6.1	(4.4, 8.5)	1.0	(0.6, 1.7)
65+	21.4	(16.7, 26.9)	12.7	(9.4, 16.9)	12.7	(9.4, 16.9)	0.7	(0.2, 2.3)	12.0	(8.2, 17.3)	0.7	(0.2, 2.1)
Residence												
Urban	10.0	(8.6, 11.6)	9.3	(8.0, 10.6)	9.2	(8.0, 10.6)	0.6	(0.4, 1.0)	0.7	(0.4, 1.1)	0.3	(0.2, 0.6)
Rural	13.9	(12.1, 15.9)	11.2	(9.7, 12.9)	11.1	(9.5, 12.8)	0.7	(0.4, 1.4)	4.4	(3.3, 5.8)	0.5	(0.3, 0.8)
Education Level												
No education	14.5	(12.6, 16.6)	11.1	(9.6, 12.9)	10.9	(9.4, 12.7)	0.8	(0.5, 1.4)	4.9	(3.7, 6.4)	0.8	(0.5, 1.2)
Primary or less	14.0	(11.3, 17.3)	12.6	(10.0, 15.7)	12.6	(10.0, 15.7)	0.5	(0.2, 1.2)	3.3	(2.1, 5.0)	0.4	(0.1, 1.0)
Secondary or less	10.9	(9.1, 13.1)	10.5	(8.8, 12.5)	10.5	(8.8, 12.5)	0.8	(0.4, 1.5)	1.0	(0.5, 1.7)	0.1	(0.0, 0.6)
High school or above	7.6	(5.6, 10.2)	6.8	(4.9, 9.3)	6.8	(4.9, 9.3)	0.4	(0.2, 0.9)	0.3	(0.1, 0.7)	0.0	

Note: Current use includes both daily and occasional (less than daily) use.

¹ Includes manufactured and hand rolled cigarettes.

² Includes hookah and shisha.

³ Includes bidis, pipes full of tobacco, cigars, and any other reported smoking tobacco products.

Table 4.3 (cont.): Percentage of adults ≥15 years old who are current smokers of various smoked tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smoked tobacco product		Any cigarette ¹		Type of Cigarette				Waterpipe ²		Other smoked tobacco ³	
					Manufactured		Hand-rolled					
	Percentage (95% CI)											
Male	22.2	(19.8, 24.7)	19.4	(17.4, 21.7)	19.3	(17.2, 21.5)	1.2	(0.8, 2.0)	4.7	(3.6, 6.2)	0.6	(0.4, 1.0)
Age (years)												
15-24	5.1	(3.4, 7.5)	5.0	(3.3, 7.4)	5.0	(3.3, 7.4)	0.3	(0.1, 0.7)	0.7	(0.2, 2.7)	0.0	
25-44	24.3	(21.3, 27.6)	22.5	(19.6, 25.7)	22.1	(19.2, 25.4)	1.4	(0.8, 2.7)	3.2	(2.1, 4.7)	0.7	(0.4, 1.6)
45-64	41.2	(35.8, 46.9)	35.5	(31.1, 40.3)	35.5	(31.1, 40.3)	2.2	(1.1, 4.6)	9.9	(6.9, 14.0)	1.3	(0.7, 2.6)
65+	37.3	(29.9, 45.4)	23.7	(17.7, 31.0)	23.7	(17.7, 31.0)	1.5	(0.5, 4.7)	20.1	(13.7, 28.5)	0.7	(0.1, 4.2)
Residence												
Urban	18.1	(15.5, 21.0)	17.2	(14.9, 19.7)	17.1	(14.9, 19.7)	1.1	(0.7, 1.8)	0.8	(0.5, 1.3)	0.4	(0.2, 0.9)
Rural	24.8	(21.2, 28.7)	20.9	(17.8, 24.3)	20.6	(17.5, 24.1)	1.3	(0.7, 2.6)	7.2	(5.3, 9.6)	0.7	(0.4, 1.4)
Education Level												
No education	32.3	(27.3, 37.7)	26.4	(22.3, 31.0)	25.9	(21.8, 30.5)	1.8	(1.0, 3.4)	9.7	(7.1, 13.2)	1.5	(0.9, 2.6)
Primary or less	22.8	(18.3, 28.0)	20.8	(16.5, 25.9)	20.8	(16.5, 25.9)	0.9	(0.4, 2.0)	5.2	(3.3, 8.1)	0.4	(0.1, 1.3)
Secondary or less	17.1	(14.3, 20.4)	16.5	(13.8, 19.6)	16.5	(13.8, 19.6)	1.2	(0.6, 2.3)	1.5	(0.8, 2.7)	0.1	(0.0, 0.9)
High school or above	12.3	(9.0, 16.5)	11.1	(8.1, 15.1)	11.0	(8.0, 15.0)	0.7	(0.3, 1.5)	0.5	(0.2, 1.2)	0.0	
Female	2.1	(1.6, 2.8)	1.0	(0.7, 1.5)	1.0	(0.7, 1.5)	0.1	(0.0, 0.3)	1.1	(0.7, 1.6)	0.2	(0.1, 0.5)
Age (years)												
15-24	0.2	(0.1, 0.9)	0.0		0.0		0.0		0.2	(0.1, 0.9)	0.0	
25-44	1.2	(0.8, 1.9)	0.7	(0.3, 1.3)	0.7	(0.3, 1.3)	0.2	(0.0, 0.8)	0.5	(0.3, 0.9)	0.2	(0.0, 0.7)
45-64	5.1	(3.5, 7.4)	2.6	(1.4, 4.8)	2.6	(1.4, 4.8)	0.2	(0.2, 0.2)	2.3	(1.5, 3.7)	0.7	(0.3, 1.5)
65+	7.2	(3.6, 14.2)	3.0	(1.2, 7.5)	3.0	(1.2, 7.5)	0.0		4.8	(1.8, 12.2)	0.6	(0.1, 2.6)
Residence												
Urban	1.6	(0.9, 2.9)	1.0	(0.5, 1.9)	1.0	(0.5, 1.9)	0.1	(0.1, 0.1)	0.6	(0.2, 1.4)	0.2	(0.1, 0.5)
Rural	2.5	(1.8, 3.4)	1.1	(0.6, 1.8)	1.1	(0.6, 1.8)	0.1	(0.0, 0.6)	1.4	(0.9, 2.2)	0.3	(0.1, 0.6)
Education Level												
No education	3.5	(2.6, 4.6)	1.7	(1.1, 2.6)	1.7	(1.1, 2.6)	0.2	(0.1, 0.5)	1.9	(1.2, 2.8)	0.3	(0.2, 0.7)
Primary or less	1.0	(0.4, 2.9)	0.4	(0.0, 2.5)	0.4	(0.0, 2.5)	0.0		0.4	(0.1, 1.3)	0.3	(0.0, 2.4)
Secondary or less	0.0		0.0		0.0		0.0		0.0		0.0	
High school or above	0.1	(0.0, 1.0)	0.1	(0.0, 1.0)	0.1	(0.0, 1.0)	0.0		0.0		0.0	

¹ Includes manufactured and hand rolled cigarettes.

² Includes hookah and shisha.

³ Includes bidis, pipes full of tobacco, cigars, and any other reported smoking tobacco products.

Table 4.3a: Percentage of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smokeless product		Naswar		Naas (sniffed in the nose)		Paan with Tobacco		Gutka		Mainpuri		Any others	
	Percentage (95% CI)													
Overall	7.7	(6.6, 8.8)	5.1	(4.4, 5.9)	0.4	(0.2, 0.6)	1.5	(1.1, 2.1)	0.8	(0.5, 1.4)	0.4	(0.1, 0.9)	0.2	(0.1, 0.3)
Age (years)														
15-24	3.4	(2.2, 5.2)	2.1	(1.3, 3.4)	0.3	(0.1, 0.9)	0.6	(0.2, 1.5)	0.7	(0.3, 2.0)	0.3	(0.1, 1.1)	0.1	(0.0, 0.5)
25-44	8.4	(7.1, 9.9)	5.5	(4.5, 6.7)	0.4	(0.2, 0.7)	1.4	(0.9, 2.0)	1.0	(0.7, 1.6)	0.5	(0.2, 1.3)	0.2	(0.1, 0.4)
45-64	12.7	(10.5, 15.2)	8.8	(6.9, 11.1)	0.4	(0.2, 0.8)	3.2	(2.0, 5.2)	0.6	(0.3, 1.3)	0.2	(0.1, 0.9)	0.3	(0.1, 0.7)
65+	8.8	(6.0, 12.6)	5.9	(4.1, 8.3)	1.0	(0.3, 3.5)	2.2	(0.7, 6.4)	0.0		0.0		0.0	
Residence														
Urban	6.7	(5.8, 7.7)	3.4	(2.7, 4.1)	0.3	(0.2, 0.5)	2.8	(1.9, 4.1)	0.7	(0.4, 1.2)	0.2	(0.1, 0.4)	0.2	(0.1, 0.3)
Rural	8.2	(6.7, 10.1)	6.2	(5.1, 7.5)	0.5	(0.3, 0.8)	0.8	(0.4, 1.3)	0.8	(0.4, 1.9)	0.5	(0.1, 1.5)	0.2	(0.1, 0.4)
Education Level														
No education	10.1	(8.5, 12.0)	6.2	(5.2, 7.6)	0.7	(0.5, 1.2)	1.7	(1.2, 2.6)	1.2	(0.6, 2.4)	0.4	(0.1, 1.1)	0.3	(0.1, 0.6)
Primary or less	8.6	(6.5, 11.4)	6.2	(4.5, 8.6)	0.1	(0.0, 0.5)	2.5	(1.1, 5.5)	0.6	(0.3, 1.1)	0.7	(0.2, 2.7)	0.2	(0.1, 0.7)
Secondary or less	6.3	(4.9, 8.1)	4.7	(3.5, 6.4)	0.0	(0.0, 0.3)	1.0	(0.6, 1.7)	0.6	(0.3, 1.2)	0.3	(0.1, 0.7)	0.0	(0.0, 0.1)
High school or above	2.4	(1.7, 3.4)	1.5	(1.0, 2.5)	0.2	(0.0, 1.1)	0.8	(0.4, 1.5)	0.1	(0.0, 0.4)	0.1	(0.0, 0.4)	0.1	(0.0, 0.4)

Note: Current use includes both daily and occasional (less than daily) use

Table 4.3a (cont.): Percentage of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smokeless product	Naswar		Naas (sniffed in the nose)			Paan with Tobacco	Gutka		Mainpuri		Any others		
		Percentage (95% CI)												
Male	11.4	(9.8, 13.3)	8.4	(7.1, 9.9)	0.2	(0.1, 0.4)	1.9	(1.2, 2.9)	1.3	(0.8, 1.9)	0.5	(0.2, 1.4)	0.3	(0.2, 0.6)
Age (years)														
15-24	5.7	(3.9, 8.3)	3.9	(2.4, 6.1)	0.2	(0.0, 1.1)	1.2	(0.5, 2.8)	0.9	(0.4, 2.0)	0.4	(0.1, 1.7)	0.1	(0.0, 0.9)
25-44	13.8	(11.5, 16.5)	9.5	(7.7, 11.7)	0.2	(0.1, 0.5)	2.1	(1.4, 3.1)	1.8	(1.2, 2.7)	0.8	(0.3, 1.7)	0.4	(0.2, 0.8)
45-64	16.9	(13.3, 21.4)	13.8	(10.4, 18.1)	0.2	(0.1, 0.4)	2.7	(1.0, 6.8)	1.1	(0.5, 2.3)	0.4	(0.1, 1.8)	0.5	(0.2, 1.3)
65+	7.9	(5.1, 12.1)	6.7	(4.3, 10.1)	0.3	(0.0, 2.0)	1.0	(0.1, 6.6)	0.0		0.0		0.0	
Residence														
Urban	9.5	(8.0, 11.4)	5.7	(4.6, 7.2)	0.2	(0.1, 0.4)	3.1	(1.7, 5.6)	1.3	(0.8, 2.2)	0.3	(0.1, 0.8)	0.3	(0.1, 0.6)
Rural	12.6	(10.1, 15.6)	10.0	(8.0, 12.4)	0.2	(0.1, 0.6)	1.1	(0.6, 2.0)	1.2	(0.7, 2.3)	0.7	(0.2, 2.3)	0.3	(0.1, 0.7)
Education Level														
No education	16.2	(13.0, 19.9)	11.7	(9.1, 14.8)	0.3	(0.1, 0.6)	1.4	(0.8, 2.6)	2.4	(1.4, 4.1)	0.6	(0.2, 1.7)	0.6	(0.2, 1.4)
Primary or less	14.1	(10.6, 18.6)	10.5	(7.5, 14.4)	0.2	(0.1, 0.8)	4.0	(1.7, 8.9)	0.9	(0.5, 1.8)	1.1	(0.3, 4.5)	0.4	(0.1, 1.2)
Secondary or less	9.7	(7.6, 12.3)	7.4	(5.6, 9.9)	0.1	(0.0, 0.4)	1.4	(0.8, 2.4)	1.0	(0.5, 1.9)	0.4	(0.2, 1.1)	0.1	(0.1, 0.1)
High school or above	3.9	(2.7, 5.6)	2.5	(1.6, 4.1)	0.2	(0.0, 1.8)	1.3	(0.7, 2.4)	0.1	(0.0, 0.7)	0.1	(0.0, 0.7)	0.1	(0.0, 0.7)
Female	3.7	(2.9, 4.7)	1.7	(1.2, 2.3)	0.6	(0.3, 1.0)	1.2	(0.8, 1.9)	0.3	(0.1, 1.1)	0.2	(0.1, 0.4)	0.0	(0.0, 0.1)
Age (years)														
15-24	0.9	(0.3, 2.8)	0.3	(0.1, 0.9)	0.4	(0.1, 1.6)	0.0		0.5	(0.1, 2.9)	0.1	(0.0, 0.8)	0.0	
25-44	2.5	(1.7, 3.7)	1.1	(0.6, 2.0)	0.5	(0.3, 1.1)	0.5	(0.2, 1.4)	0.2	(0.1, 0.7)	0.3	(0.1, 1.0)	0.1	(0.0, 0.2)
45-64	8.3	(6.1, 11.4)	3.7	(2.3, 6.0)	0.6	(0.2, 1.6)	3.8	(2.3, 6.3)	0.2	(0.1, 0.7)	0.0		0.1	(0.1, 0.1)
65+	9.5	(5.3, 16.4)	5.2	(2.9, 8.9)	1.6	(0.4, 6.6)	3.3	(0.9, 11.1)	0.0		0.0		0.0	
Residence														
Urban	3.7	(2.6, 5.3)	0.9	(0.6, 1.3)	0.4	(0.2, 0.7)	2.5	(1.5, 4.2)	0.1	(0.0, 0.1)	0.0	(0.0, 0.1)	0.1	(0.1, 0.1)
Rural	3.7	(2.6, 5.2)	2.2	(1.5, 3.2)	0.7	(0.4, 1.4)	0.4	(0.2, 1.0)	0.4	(0.1, 1.8)	0.2	(0.1, 0.7)	0.0	(0.0, 0.2)

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.4: Number of adults ≥15 years old who are current smokers of various smoked tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smoked tobacco product	Any cigarette ¹	Type of Cigarette		Waterpipe ²	Other smoked tobacco ³
			Manufactured	Hand-rolled		
	Number in thousands					
Overall	15,570.2	13,126.5	13,012.5	859.2	3,708.5	543.2
Age (years)						
15-24	1,108.3	1,033.5	1,033.5	64.3	189.0	0.0
25-44	6,848.2	6,226.4	6,112.5	430.7	975.1	240.5
45-64	5,807.2	4,790.4	4,790.4	304.5	1,529.6	247.5
65+	1,806.5	1,076.1	1,076.1	59.6	1,014.9	55.2
Residence						
Urban	4,863.4	4,482.5	4,476.0	292.9	341.8	158.5
Rural	10,706.8	8,643.9	8,536.5	566.2	3,366.7	384.7
Education Level						
No education	8,098.3	6,228.6	6,121.1	459.6	2,723.1	445.2
Primary or less	2,827.4	2,532.3	2,532.3	103.0	656.6	76.2
Secondary or less	2,938.3	2,827.0	2,827.0	204.1	258.5	21.8
High school or above	1,706.2	1,538.6	1,532.2	92.4	70.3	0.0

Note: Current use includes both daily and occasional (less than daily) use.

¹ Includes manufactured and hand rolled cigarettes.

² Includes hookah and shisha.

³ Includes bidis, pipes full of tobacco, cigars, and any other reported smoking tobacco products.

Table 4.4 (cont.): Number of adults ≥15 years old who are current smokers of various smoked tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smoked tobacco product	Any cigarette ¹	Type of Cigarette		Waterpipe ²	Other smoked tobacco ³
			Manufactured	Hand-rolled		
	Number in thousands					
Male	14,262.7	12,499.9	12,386.0	791.1	3,033.1	396.6
Age (years)						
15-24	1,061.2	1,033.5	1,033.5	64.3	141.9	0.0
25-44	6,541.5	6,061.9	5,947.9	388.0	853.7	201.0
45-64	5,178.8	4,464.6	4,464.6	279.3	1,240.3	166.4
65+	1,481.1	940.0	940.0	59.6	797.2	29.2
Residence						
Urban	4,483.4	4,256.7	4,250.3	267.7	205.8	109.9
Rural	9,779.2	8,243.2	8,135.8	523.4	2,827.3	286.7
Education Level						
No education	6,887.3	5,642.3	5,534.8	391.6	2,076.8	325.8
Primary or less	2,742.6	2,503.7	2,503.7	103.0	627.5	49.0
Secondary or less	2,938.3	2,827.0	2,827.0	204.1	258.5	21.8
High school or above	1,694.5	1,527.0	1,520.5	92.4	70.3	0.0
Female	1,307.5	626.5	626.5	68.0	675.5	146.6
Age (years)						
15-24	47.1	0.0	0.0	0.0	47.1	0.0
25-44	306.7	164.5	164.5	42.8	121.3	39.5
45-64	628.4	325.8	325.8	25.2	289.3	81.1
65+	325.3	136.2	136.2	0.0	217.7	26.0
Residence						
Urban	380.0	225.8	225.8	25.2	136.0	48.6
Rural	927.5	400.7	400.7	42.8	539.4	98.0
Education Level						
No education	1,211.0	586.3	586.3	68.0	646.3	119.4
Primary or less	84.8	28.5	28.5	0.0	29.1	27.2
Secondary or less	0.0	0.0	0.0	0.0	0.0	0.0
High school or above	11.7	11.7	11.7	0.0	0.0	0.0

¹ Includes manufactured and hand rolled cigarettes.

² Includes hookah and shisha

³ Includes bidis, pipes full of tobacco, cigars, and any other reported smoking tobacco products.

Table 4.4a: Number of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smokeless product	Naswar	Naas	Paan with Tobacco	Gutka	Mainpuri	Others
		<i>Number in thousands</i>					
Overall	9,558.1	6,345.9	488.7	1,931.4	991.3	447.9	218.0
<i>Age (years)</i>							
15-24	1,352.2	847.7	119.1	243.0	296.1	115.4	25.5
25-44	4,313.7	2,819.1	188.0	698.4	536.5	277.4	115.5
45-64	3,153.1	2,184.9	99.0	805.0	158.7	55.1	77.0
65+	739.1	494.2	82.5	185.0	0.0	0.0	0.0
<i>Residence</i>							
Urban	3,224.8	1,613.6	133.7	1,350.7	340.6	83.5	85.5
Rural	6,333.3	4,732.4	354.9	580.7	650.8	364.3	132.5
<i>Education Level</i>							
No education	5,610.1	3,481.8	416.3	971.1	685.6	219.7	144.5
Primary or less	1,721.2	1,247.6	28.1	508.1	116.6	140.4	48.1
Secondary or less	1,690.1	1,267.6	9.4	272.2	172.8	74.7	12.9
High school or above	536.0	348.3	34.3	180.0	16.3	13.1	12.6

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.4a (cont.): Number of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Any smokeless product	Naswar	Naas	Paan with Tobacco	Gutka	Mainpuri	Others
		<i>Number in thousands</i>					
Male	7,296.5	5,336.7	133.8	1,187.1	812.4	348.8	193.1
<i>Age (years)</i>							
15-24	1,173.1	798.0	40.0	243.0	195.6	90.9	25.5
25-44	3,684.5	2,545.5	52.5	567.3	482.6	202.7	102.7
45-64	2,127.0	1,730.7	30.0	338.8	134.2	55.1	64.9
65+	311.8	262.5	11.3	38.0	0.0	0.0	0.0
<i>Residence</i>							
Urban	2,350.5	1,411.7	45.2	758.1	324.7	73.0	70.4
Rural	4,946.0	3,925.0	88.6	429.0	487.8	275.7	122.7
<i>Education Level</i>							
No education	3,431.3	2,475.3	62.1	298.0	513.5	126.5	119.6
Primary or less	1,677.2	1,245.6	28.1	475.0	109.8	134.5	48.1
Secondary or less	1,652.0	1,267.6	9.4	234.1	172.8	74.7	12.9
High school or above	536.0	348.3	34.3	180.0	16.3	13.1	12.6
Female	2,261.6	1,009.2	354.8	744.3	178.9	99.1	24.9
<i>Age (years)</i>							
15-24	179.1	49.6	79.1	0.0	100.5	24.5	0.0
25-44	629.1	273.6	135.5	131.1	53.9	74.6	12.8
45-64	1,026.1	454.3	69.0	466.2	24.5	0.0	12.1
65+	427.3	231.7	71.2	147.0	0.0	0.0	0.0
<i>Residence</i>							
Urban	874.3	201.8	88.5	592.6	15.9	10.5	15.1
Rural	1,387.4	807.4	266.3	151.7	163.0	88.6	9.8
<i>Education Level</i>							
No education	2,178.8	1,006.5	354.2	673.1	172.1	93.2	24.9
Primary or less	44.1	2.1	0.0	33.1	6.8	6.0	0.0
Secondary or less	38.1	0.0	0.0	38.1	0.0	0.0	0.0
High school or above	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Note: Current use includes both daily and occasional (less than daily) use.

Table 4.5: Percentage distribution of adults ≥15 years old, by smoking frequency, gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Smoking Frequency						Total
	Daily		Occasional ¹		Non-smoker		
	Percentage (95% CI)						
Overall	11.5	(10.3, 12.8)	0.9	(0.7, 1.2)	87.6	(86.3, 88.8)	100
Age (years)							
15-24	2.1	(1.4, 3.1)	0.6	(0.3, 1.2)	97.3	(96.0, 98.1)	100
25-44	12.2	(10.7, 13.9)	1.0	(0.7, 1.5)	86.8	(85.0, 88.3)	100
45-64	22.4	(19.4, 25.7)	0.9	(0.5, 1.4)	76.7	(73.4, 79.7)	100
65+	19.9	(15.2, 25.5)	1.5	(0.7, 3.1)	78.6	(73.1, 83.3)	100
Residence							
Urban	9.0	(7.7, 10.6)	1.0	(0.7, 1.4)	90.0	(88.4, 91.4)	100
Rural	13.1	(11.3, 15.0)	0.8	(0.5, 1.3)	86.1	(84.1, 87.9)	100
Education Level							
No education	14.0	(12.1, 16.1)	0.5	(0.3, 0.8)	85.5	(83.4, 87.4)	100
Primary or less	12.9	(10.3, 16.1)	1.1	(0.6, 2.1)	86.0	(82.7, 88.7)	100
Secondary or less	9.7	(7.9, 11.9)	1.2	(0.8, 1.9)	89.1	(86.9, 90.9)	100
High school or above	6.2	(4.4, 8.8)	1.3	(0.7, 2.4)	92.4	(89.8, 94.4)	100

¹ Occasional refers to less than daily use.

Table 4.5 (cont.): Percentage distribution of adults ≥15 years old, by smoking frequency, gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Smoking Frequency						Total
	Daily		Occasional ¹		Non-smoker		
	Percentage (95% CI)						
Male	20.6	(18.3, 23.1)	1.6	(1.2, 2.2)	77.8	(75.3, 80.2)	100
Age (years)							
15-24	3.9	(2.6, 5.9)	1.2	(0.6, 2.3)	94.9	(92.5, 96.6)	100
25-44	22.4	(19.5, 25.6)	1.9	(1.3, 2.8)	75.7	(72.4, 78.7)	100
45-64	39.8	(34.3, 45.5)	1.4	(0.8, 2.5)	58.8	(53.1, 64.2)	100
65+	35.0	(27.6, 43.1)	2.4	(1.1, 5.0)	62.7	(54.6, 70.1)	100
Residence							
Urban	16.2	(13.6, 19.1)	1.9	(1.4, 2.6)	81.9	(79.0, 84.5)	100
Rural	23.4	(19.9, 27.2)	1.4	(0.9, 2.3)	75.2	(71.3, 78.8)	100
Education Level							
No education	31.4	(26.5, 36.8)	0.9	(0.5, 1.5)	67.7	(62.3, 72.7)	100
Primary or less	20.9	(16.7, 25.9)	1.8	(1.0, 3.5)	77.2	(72.0, 81.7)	100
Secondary or less	15.2	(12.4, 18.6)	1.9	(1.2, 2.9)	82.9	(79.6, 85.7)	100
High school or above	10.2	(7.1, 14.4)	2.1	(1.2, 3.9)	87.7	(83.5, 91.0)	100
Female	2.0	(1.5, 2.7)	0.1	(0.1, 0.4)	97.9	(97.2, 98.4)	100

<i>Age (years)</i>							
15-24	0.2	(0.0, 0.9)	0.1	(0.0, 0.4)	99.8	(99.1, 99.9)	100
25-44	1.2	(0.7, 1.9)	0.0	(0.0, 0.1)	98.8	(98.1, 99.2)	100
45-64	4.8	(3.2, 7.1)	0.3	(0.1, 1.2)	94.9	(92.6, 96.5)	100
65+	6.5	(3.1, 13.4)	0.7	(0.1, 4.9)	92.8	(85.8, 96.4)	100
<i>Residence</i>							
Urban	1.6	(0.8, 2.9)	0.0	(0.0, 0.1)	98.4	(97.1, 99.1)	100
Rural	2.3	(1.6, 3.2)	0.2	(0.1, 0.6)	97.5	(96.6, 98.2)	100
<i>Education Level</i>							
No education	3.2	(2.4, 4.4)	0.3	(0.1, 0.7)	96.5	(95.4, 97.4)	100
Primary or less	1.0	(0.4, 2.9)	0.0		99.0	(97.1, 99.6)	100
Secondary or less	0.0		0.0		100.0		100
High school or above	0.1	(0.0, 1.0)	0.0		99.9	(99.0, 100.0)	100

¹ Occasional refers to less than daily use.

Table 4.6: Average number and percentage distribution of cigarettes smoked per day among daily cigarette smokers ≥15 years old, by gender and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Average number of cigarettes smoked per day ¹		Distribution of number of cigarettes smoked on average per day ¹								Total
			<5		5-9		10-19		≥20		
	Mean (95% CI)		Percentage (95% CI)								
Overall	13.6	(12.8, 14.4)	16.0	(12.6, 20.1)	15.0	(11.6, 19.1)	27.4	(23.1, 32.1)	41.7	(36.8, 46.7)	100
Gender											
Male	13.7	(12.9, 14.6)	15.4	(12.0, 19.6)	14.7	(11.3, 18.8)	27.4	(23.0, 32.3)	42.5	(37.4, 47.8)	100
Female	10.3	(7.9, 12.6)	27.5	(12.6, 49.9)	21.2	(9.3, 41.4)	26.8	(12.6, 48.0)	24.6	(13.0, 41.4)	100
Age (years)											
15-24	14.6	(12.3, 17.0)	8.1	(3.0, 19.8)	19.2	(9.7, 34.4)	27.8	(13.4, 48.7)	45.0	(30.1, 60.8)	100
25-44	12.8	(11.9, 13.8)	15.6	(11.4, 21.1)	14.6	(10.1, 20.7)	31.6	(24.3, 39.9)	38.2	(31.8, 44.9)	100
45-64	14.3	(12.8, 15.9)	18.4	(12.4, 26.4)	12.9	(8.3, 19.5)	21.5	(16.0, 28.2)	47.2	(38.7, 56.0)	100
65+	13.3	(10.3, 16.3)	13.3	(6.1, 26.6)	24.2	(12.9, 40.8)	30.4	(16.1, 49.8)	32.1	(19.6, 47.8)	100
Residence											
Urban	14.1	(12.6, 15.5)	17.1	(11.4, 24.9)	16.1	(11.1, 22.8)	24.7	(19.3, 31.0)	42.1	(34.6, 50.0)	100
Rural	13.3	(12.4, 14.3)	15.5	(11.5, 20.5)	14.4	(10.3, 19.8)	28.7	(23.1, 35.1)	41.4	(35.2, 47.9)	100
Education Level											
No education	14.3	(13.2, 15.5)	13.1	(8.6, 19.6)	13.8	(9.8, 19.1)	24.5	(19.2, 30.7)	48.6	(41.5, 55.7)	100
Primary or less	13.2	(11.5, 15.0)	19.3	(10.8, 32.2)	11.1	(6.6, 18.2)	30.2	(21.1, 41.3)	39.3	(29.9, 49.7)	100
Secondary or less	12.4	(10.9, 14.0)	18.2	(13.0, 24.8)	16.5	(10.1, 25.8)	30.8	(21.0, 42.7)	34.6	(24.2, 46.6)	100
High school/ above	12.6	(9.2, 16.0)	19.3	(12.6, 28.4)	24.6	(12.3, 43.2)	29.0	(16.2, 46.4)	27.1	(15.6, 42.7)	100

¹ Among daily cigarette smokers. Cigarettes include manufactured and hand-rolled.

Table 4.7: Percentage distribution of ever daily smokers 20-34 years old by age at daily smoking initiation, gender and residence – GATS Pakistan, 2014.

Demographic Characteristics	Average age of initiation		Age at Daily Smoking Initiation (years) ¹								Total
			<15		15-16		17-19		20+		
	Mean (95% CI)		Percentage (95% CI)								
Overall	18.7	(17.9, 19.5)	15.3	(10.1, 22.5)	13.7	(8.8, 20.6)	27.3	(20.6, 35.2)	43.7	(35.1, 52.7)	100
Gender											
Male	18.6	(17.8, 19.3)	15.4	(10.1, 22.8)	14.2	(9.2, 21.3)	27.5	(20.5, 35.8)	42.9	(34.2, 52.1)	100
Female	*		*		*		*		*		100
Residence											
Urban	19.5	(18.6, 20.4)	10.3	(6.4, 16.2)	8.5	(5.0, 14.1)	28.0	(17.1, 42.3)	53.2	(38.9, 67.0)	100
Rural	18.4	(17.5, 19.3)	17.1	(10.5, 26.7)	15.6	(9.3, 24.8)	27.0	(19.1, 36.7)	40.3	(30.3, 51.2)	100
Education Level											
No education	18.3	(17.3, 19.2)	18.6	(10.9, 30.1)	19.3	(11.6,30.4)	21.5	(12.9, 33.6)	40.6	(28.2, 54.3)	100
Primary or less	18.1	(16.5, 19.6)	15.7	(7.1, 31.2)	15.0	(5.2, 36.3)	32.7	(19.8, 48.8)	36.6	(22.5, 53.5)	100
Secondary or less	19.5	(18.0, 21.1)	10.6	(4.4, 23.2)	9.5	(4.5, 19.1)	33.8	(20.5, 50.2)	46.1	(30.3, 62.8)	100
High school/above	19.7	(17.6, 21.8)	11.7	(3.6, 32.2)	0.7	(0.4, 1.4)	28.1	(8.9, 61.0)	59.5	(28.9, 84.1)	100

¹ Among respondents 20-34 years of age who are ever daily smokers.

* Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Table 4.8: Percentage of all adults and ever daily smokers ≥15 years old who are former daily smokers, by selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Former Daily Smokers ¹ (Among All Adults)		Former Daily Smokers ¹ (Among Ever Daily Smokers) ²	
	Percentage (95% CI)			
Overall	1.1	(0.8, 1.4)	8.4	(6.6, 10.6)
Gender				
Male	1.8	(1.4, 2.3)	7.9	(6.1, 10.1)
Female	0.3	(0.2, 0.6)	13.3	(7.0, 23.8)
Age (years)				
15-24	0.0		0.0	
25-44	0.7	(0.4, 1.2)	5.4	(3.3, 8.7)
45-64	2.6	(1.9, 3.7)	10.3	(7.3, 14.5)
65+	3.8	(2.6, 5.7)	15.7	(10.1, 23.4)
Residence				
Urban	1.2	(0.9, 1.6)	11.3	(8.0, 15.6)
Rural	1.0	(0.7, 1.4)	7.0	(5.0, 9.8)
Education Level				
No education	1.0	(0.7, 1.5)	6.9	(4.8, 9.7)
Primary or less	0.9	(0.5, 1.6)	6.3	(3.4, 11.3)
Secondary or less	1.4	(0.9, 2.4)	12.7	(7.8, 19.8)
High school or above	0.9	(0.5, 1.5)	11.5	(6.4, 19.9)

¹ Current non-smokers.

² Also known as the quit ratio for daily smoking.

Table 4.9: Percentage distribution of former daily smokers ≥15 years old, by time since quitting smoking and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Time since quitting smoking (years) ¹								Total
	<1		1 to <5		5 to <10		≥10		
	Percentage (95% CI)								
Overall	14.1	(8.5, 22.3)	24.3	(16.1, 35.0)	29.1	(18.4, 42.7)	32.5	(23.1, 43.6)	100
Gender									
Male	12.2	(7.1, 20.2)	24.7	(15.6, 36.7)	31.8	(19.8, 46.8)	31.3	(21.7, 42.9)	100
Female	*		*		*		*		100
Age (years)									
15-24	*		*		*		*		100
25-44	31.7	(15.1, 54.8)	20.3	(7.0, 46.1)	37.8	(15.0, 67.5)	10.2	(3.0, 29.8)	100
45-64	7.3	(3.0, 16.7)	31.9	(19.6, 47.3)	21.5	(10.5, 39.0)	39.3	(25.4, 55.2)	100
65+	*		*		*		*		100
Residence									
Urban	11.5	(6.6, 19.3)	18.8	(11.9, 28.6)	36.4	(19.5, 57.3)	33.3	(20.6, 49.0)	100
Rural	16.0	(7.9, 29.8)	28.4	(16.0, 45.1)	23.7	(12.4, 40.4)	32.0	(19.4, 47.9)	100
Education Level									
No education	11.8	(4.6, 27.1)	32.5	(20.5, 47.3)	16.9	(7.7, 33.2)	38.8	(26.1, 53.3)	100
Primary or less	*		*		*		*		100
Secondary or less	15.3	(5.5, 35.8)	13.4	(3.5, 39.8)	49.8	(26.5, 73.2)	21.5	(8.9, 43.6)	100
High school or above	*		*		*		*		100

¹ Among former daily smokers (current non-smokers).

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Table 4.10: Percentage distribution of current tobacco users ≥15 years old, by tobacco use pattern and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Current Tobacco Users ¹		Type of Current Tobacco Use						
			Smoked only		Smokeless only		Both smoked and smokeless		Total
	Percentage (95% CI)								
Overall	19.1	(17.5, 20.8)	59.7	(55.6, 63.7)	35.0	(31.2, 39.0)	5.3	(3.7, 7.6)	100
Gender									
Male	31.8	(28.8, 34.9)	63.9	(59.6, 68.0)	30.2	(26.4, 34.2)	6.0	(4.1, 8.6)	100
Female	5.8	(4.7, 7.0)	35.6	(27.5, 44.7)	62.8	(54.0, 70.9)	1.6	(0.5, 4.6)	100
Age (years)									
15-24	5.9	(4.3, 8.0)	41.8	(28.6, 56.3)	54.1	(40.4, 67.3)	4.1	(1.4, 11.2)	100
25-44	20.4	(18.4, 22.6)	58.7	(53.3, 63.9)	35.4	(30.6, 40.5)	5.9	(4.0, 8.8)	100
45-64	34.1	(30.8, 37.6)	62.7	(56.9, 68.2)	31.4	(25.9, 37.5)	5.8	(3.2, 10.4)	100
65+	29.6	(24.1, 35.6)	70.3	(60.1, 78.9)	27.5	(19.1, 37.9)	2.2	(0.6, 8.1)	100
Residence									
Urban	15.9	(14.4, 17.5)	57.9	(53.0, 62.6)	36.7	(31.5, 42.2)	5.4	(2.5, 11.2)	100
Rural	21.1	(18.5, 23.8)	60.6	(54.9, 65.9)	34.2	(29.2, 39.5)	5.3	(3.6, 7.7)	100
Education Level									
No education	23.7	(21.1, 26.5)	57.2	(51.9, 62.4)	39.0	(33.9, 44.4)	3.8	(2.5, 5.7)	100
Primary or less	20.6	(17.1, 24.6)	58.1	(49.4, 66.3)	31.2	(24.3, 39.2)	10.7	(5.4, 20.0)	100
Secondary or less	16.4	(14.2, 18.8)	61.1	(52.8, 68.8)	33.3	(26.8, 40.6)	5.5	(2.5, 11.7)	100
High school or above	9.6	(7.5, 12.1)	75.0	(64.6, 83.2)	21.0	(14.1, 30.1)	4.0	(0.9, 15.7)	100

¹ Includes daily and occasional (less than daily) smokers or smokeless users.

Table 4.10a: Number of current tobacco users ≥15 years old, by tobacco use pattern and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Current Tobacco Users ¹	Type of Current Tobacco Use		
		Smoked only	Smokeless only	Both smoked and smokeless
	<i>Number in thousands</i>			
Overall	23,869.7	14,163.6	8,299.5	1,258.6
<i>Gender</i>				
Male	20,355.4	12,910.9	6,092.7	1,203.8
Female	3,514.3	1,252.7	2,206.8	54.8
<i>Age (years)</i>				
15-24	2,366.4	971.8	1,258.1	94.2
25-44	10,543.5	6,127.9	3,695.3	618.4
45-64	8,468.2	5,311.4	2,660.9	492.2
65+	2,491.7	1,752.5	685.2	53.9
<i>Residence</i>				
Urban	7,673.8	4,435.6	2,810.4	414.4
Rural	16,195.9	9,728.0	5,489.1	844.2
<i>Education Level</i>				
No education	13,213.9	7,510.5	5,115.6	494.5
Primary or less	4,110.8	2,387.4	1,283.3	437.9
Secondary or less	4,387.3	2,656.1	1,449.0	241.1
High school or above	2,157.1	1,609.7	450.9	85.1

¹ Includes daily and occasional (less than daily) smokers or smokeless users.

Table 4.11: Percentage distribution of daily tobacco users ≥15 years old, by time to first tobacco use upon waking and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Time to first tobacco use								Total
	≤5 minutes		6-30 minutes		31-60 minutes		>60 minutes		
	Percentage (95% CI)								
Overall	9.3	(7.3, 11.7)	35.7	(32.0, 39.5)	29.8	(26.5, 33.2)	25.3	(21.9, 29.1)	100
Gender									
Male	9.6	(7.5, 12.2)	37.8	(33.9, 41.8)	28.3	(25.0, 31.9)	24.3	(20.8, 28.2)	100
Female	7.3	(4.3, 12.2)	23.4	(16.2, 32.6)	37.9	(29.1, 47.7)	31.4	(23.9, 39.9)	100
Age (years)									
15-24	8.4	(3.0, 21.7)	45.7	(33.8, 58.1)	19.6	(11.7, 31.0)	26.2	(16.2, 39.7)	100
25-44	6.9	(5.0, 9.3)	35.6	(30.6, 40.8)	30.9	(26.3, 35.8)	26.7	(22.3, 31.5)	100
45-64	12.0	(8.2, 17.2)	33.6	(28.7, 38.9)	31.7	(26.4, 37.5)	22.7	(18.1, 28.1)	100
65+	10.2	(6.1, 16.7)	34.6	(25.2, 45.4)	27.2	(18.9, 37.4)	28.0	(19.3, 38.9)	100
Residence									
Urban	13.0	(9.1, 18.2)	32.3	(27.4, 37.6)	27.5	(21.7, 34.2)	27.2	(22.0, 33.2)	100
Rural	7.6	(5.6, 10.2)	37.2	(32.4, 42.2)	30.8	(27.1, 34.7)	24.5	(20.2, 29.3)	100
Education Level									
No education	7.6	(5.4, 10.7)	35.6	(30.8, 40.8)	33.0	(29.0, 37.4)	23.7	(19.4, 28.7)	100
Primary/less	14.2	(8.3, 23.2)	34.7	(26.6, 43.9)	23.4	(17.4, 30.7)	27.6	(20.0, 36.8)	100
Secondary/less	10.4	(7.2, 14.8)	34.4	(26.5, 43.2)	25.2	(19.1, 32.6)	30.0	(22.9, 38.3)	100
High school or above	7.7	(3.3, 17.0)	40.6	(30.0, 52.2)	30.1	(19.3, 43.6)	21.6	(15.1, 29.8)	100

Table 4.12: Percentage distribution of daily smokers ≥15 years old, by time to first smoke upon waking and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Time to first smoke								Total
	≤5 minutes		6-30 minutes		31-60 minutes		>60 minutes		
	Percentage (95% CI)								
Overall	10.6	(7.9, 14.0)	35.0	(30.9, 39.2)	27.8	(23.7, 32.2)	26.7	(22.4, 31.4)	100
Gender									
Male	10.9	(8.1, 14.4)	36.3	(32.1, 40.7)	28.1	(23.9, 32.8)	24.7	(20.4, 29.5)	100
Female	7.6	(3.2, 16.9)	20.2	(10.4, 35.7)	23.7	(12.1, 41.3)	48.5	(33.8, 63.4)	100
Age (years)									
15-24	6.3	(2.0, 18.7)	41.3	(27.9, 56.1)	16.2	(6.3, 35.8)	36.1	(23.9, 50.5)	100
25-44	8.3	(6.0, 11.5)	36.6	(30.4, 43.4)	29.5	(24.1, 35.5)	25.6	(20.0, 32.1)	100
45-64	13.8	(8.8, 21.0)	33.5	(28.2, 39.2)	27.9	(21.9, 34.8)	24.9	(19.3, 31.4)	100
65+	10.7	(5.7, 19.2)	30.2	(20.1, 42.8)	27.0	(17.0, 40.0)	32.1	(20.8, 46.0)	100
Residence									
Urban	18.0	(12.5, 25.3)	33.2	(27.4, 39.6)	22.7	(15.6, 31.8)	26.1	(18.7, 35.2)	100
Rural	7.3	(4.9, 10.9)	35.7	(30.6, 41.2)	30.0	(25.4, 35.1)	26.9	(21.9, 32.7)	100
Education Level									
No education	8.5	(5.4, 13.1)	36.1	(30.8, 41.8)	29.8	(24.8, 35.4)	25.5	(20.2, 31.7)	100
Primary or less	17.9	(9.7, 30.5)	30.6	(21.8, 41.1)	25.4	(17.6, 35.2)	26.2	(17.4, 37.3)	100
Secondary or less	9.9	(6.6, 14.4)	32.6	(22.9, 44.0)	24.2	(17.0, 33.1)	33.4	(23.0, 45.6)	100
High school or above	10.2	(4.5, 21.2)	40.7	(28.5, 54.2)	27.3	(15.6, 43.2)	21.8	(14.9, 30.7)	100

Table 4.12a: Percentage distribution of daily smokeless tobacco users ≥15 years old, by time to first smokeless tobacco use upon waking and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Time to first use						Total		
	≤5 minutes	6-30 minutes		31-60 minutes		>60 minutes			
	Percentage (95% CI)								
Overall	7.8	(4.7, 12.6)	34.6	(29.2, 40.5)	33.1	(28.3, 38.2)	24.5	(19.9, 29.9)	100
Gender									
Male	8.1	(4.5, 13.9)	37.8	(31.3, 44.8)	28.8	(23.9, 34.3)	25.3	(20.2, 31.3)	100
Female	6.9	(3.4, 13.7)	24.7	(15.5, 36.9)	46.4	(34.9, 58.2)	22.0	(15.0, 31.2)	100
Age (years)									
15-24	9.7	(2.3, 32.5)	48.2	(31.4, 65.5)	21.7	(11.4, 37.4)	20.4	(8.8, 40.5)	100
25-44	3.8	(2.2, 6.6)	31.9	(25.7, 38.9)	33.0	(26.2, 40.6)	31.2	(24.7, 38.5)	100
45-64	11.8	(5.3, 24.1)	30.5	(22.2, 40.4)	39.4	(30.8, 48.8)	18.3	(12.4, 26.3)	100
65+	8.6	(3.2, 21.1)	43.0	(24.8, 63.2)	26.1	(14.4, 42.6)	22.4	(11.5, 39.0)	100
Residence									
Urban	8.7	(2.9, 23.3)	28.3	(19.9, 38.5)	32.1	(24.1, 41.2)	30.9	(24.2, 38.4)	100
Rural	7.3	(4.5, 11.8)	37.7	(30.8, 45.2)	33.6	(27.8, 39.9)	21.4	(15.5, 28.9)	100
Education Level									
No education	5.8	(3.6, 9.4)	32.8	(25.9, 40.6)	38.9	(32.1, 46.2)	22.4	(16.8, 29.2)	100
Primary or less	14.2	(4.3, 37.9)	36.0	(23.8, 50.3)	18.9	(10.8, 31.0)	30.9	(19.4, 45.3)	100
Secondary or less	10.4	(4.9, 20.5)	38.0	(25.8, 52.1)	24.7	(15.1, 37.7)	26.9	(18.3, 37.6)	100
High school or above	0.2	(0.1, 0.3)	39.3	(21.3, 60.8)	39.9	(21.5, 61.7)	20.5	(8.5, 41.9)	100

Table 4.13: Detailed hookah/shisha smoking status for adults ≥ 15 years old, by gender - GATS Pakistan, 2014.

	Overall					
Hookah/Shisha Smoking Status	Total		Male		Female	
	Percentage (95% CI)					
Current hookah/shisha Smoker	3.0	(2.3, 3.8)	4.7	(3.6, 6.2)	1.1	(0.7, 1.6)
Daily hookah/shisha Smoker	2.7	(2.1, 3.6)	4.4	(3.3, 5.8)	1.0	(0.7, 1.5)
Occasional hookah/shisha smoker	0.2	(0.1, 0.4)	0.3	(0.2, 0.6)	0.1	(0.0, 0.3)
Occasional hookah/shisha smoker, formerly daily	0.1	(0.0, 0.2)	0.2	(0.1, 0.4)	0.0	(0.0, 0.1)
Occasional hookah/shisha smoker, never daily	0.1	(0.0, 0.2)	0.2	(0.1, 0.4)	0.1	(0.0, 0.2)
Non-smoker of hookah/Shisha	97.0	(96.2, 97.7)	95.3	(93.8, 96.4)	98.9	(98.4, 99.3)
Former daily hookah/shisha smoker	0.6	(0.4, 0.9)	0.9	(0.6, 1.2)	0.4	(0.2, 0.6)
Never daily hookah/shisha smoker	96.3	(95.5, 97.0)	94.2	(92.8, 95.4)	98.5	(97.9, 98.9)
Former occasional hookah/shisha smoker	0.4	(0.2, 0.6)	0.5	(0.3, 0.9)	0.2	(0.0, 0.6)
Never hookah/shisha smoker	95.9	(95.1, 96.6)	93.7	(92.2, 94.9)	98.3	(97.7, 98.8)

Table 4.14: Percentage distribution of age at hookah/shisha smoking initiation among current hookah/shisha smokers, by selected demographic characteristics - GATS, Pakistan, 2014.

Demographic Characteristics	Age at Hookah/Shisha Smoking Initiation (years)						
	<18		18-24		25+		Total
	Percentage (95% CI)						
Overall	34.7	(26.9, 43.4)	36.6	(28.6, 45.3)	28.8	(21.3, 37.6)	100
Gender							
Male	38.9	(29.8, 48.9)	40.8	(31.9, 50.4)	20.3	(13.6, 29.0)	100
Female	13.0	(5.2, 29.2)	14.6	(5.8, 32.2)	72.4	(54.1, 85.4)	100
Residence							
Urban	33.0	(15.4, 57.2)	13.3	(6.4, 25.7)	53.7	(30.1, 75.7)	100
Rural	34.8	(26.5, 44.2)	38.7	(30.2, 48.0)	26.4	(19.1, 35.3)	100
Education Level							100
No education	33.7	(26.8, 41.5)	39.6	(30.2, 49.9)	26.6	(18.5, 36.7)	100
Primary or less	41.0	(22.1, 63.1)	26.4	(14.1, 44.0)	32.6	(17.0, 53.3)	
Secondary or less	*		*		*		100
High school or above	*		*		*		100

* Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Table 4.15: Percentage distribution of duration of last hookah/shisha smoking session among current hookah/shisha smokers, by selected demographic characteristics - GATS Pakistan, 2014.

Demographic Characteristics	Duration of Last Hookah/Shisha Smoking Session						
	<30 minutes		30 to 59 minutes		60 + minutes		Total
	Percentage (95% CI)						
Overall	55.2	(46.6, 63.5)	13.1	(8.7, 19.3)	31.7	(23.4, 41.4)	100
Gender							
Male	54.6	(45.9, 63.1)	15.0	(10.0, 22.0)	30.3	(22.2, 39.9)	100
Female	57.6	(34.2, 78.0)	4.2	(1.6, 10.9)	38.2	(18.2, 63.2)	100
Age (years)							
15-24	*		*		*		100
25-44	54.4	(37.8, 70.0)	10.8	(4.5, 23.6)	34.8	(20.9, 52.0)	100
45-64	54.4	(42.7, 65.7)	16.4	(8.7, 28.8)	29.2	(19.9, 40.6)	
65+	53.3	(33.3, 72.3)	7.2	(2.3, 20.2)	39.5	(21.9, 60.3)	100
Residence							
Urban	70.0	(50.2, 84.3)	8.0	(3.7, 16.5)	22.0	(10.9, 39.3)	100
Rural	53.9	(44.9, 62.8)	13.5	(8.9, 20.2)	32.5	(23.6, 43.0)	100
Education Level							
No education	50.8	(40.7, 60.8)	13.6	(8.0, 22.2)	35.7	(25.4, 47.5)	100
Primary or less	67.4	(48.4, 81.9)	11.0	(3.2, 31.8)	21.6	(9.2, 43.0)	100
Secondary or less	*		*		*		100
High school or above	*		*		*		100

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Table 4.16: Percentage distribution of number of people participating during the last hookah/shisha smoking session among current hookah/shisha smokers, by selected demographic characteristics - Pakistan, 2014.

Demographic Characteristics	Number of other people sharing the same hookah/shisha smoking						
	0		1 to 2		3 or more		Total
	Percentage (95% CI)						
Overall	22.5	(15.6, 31.2)	43.4	(36.8, 50.1)	34.2	(26.8, 42.4)	100
Gender							
Male	20.2	(13.5, 29.2)	41.2	(33.3, 49.5)	38.6	(29.7, 48.4)	100
Female	32.5	(17.5, 52.3)	53.2	(31.5, 73.7)	14.3	(6.0, 30.2)	100
Age (years)							
15-24	*		*		*		100
25-44	13.4	(5.9, 27.9)	46.2	(35.7, 57.1)	40.3	(26.2, 56.3)	100
45-64	27.2	(15.6, 43.1)	39.3	(28.8, 50.9)	33.5	(22.1, 47.2)	100
65+	24.0	(12.9, 40.1)	49.6	(31.5, 67.8)	26.4	(14.4, 43.4)	100
Residence							
Urban	18.4	(10.5, 30.2)	65.4	(45.5, 81.0)	16.2	(7.1, 32.9)	100
Rural	22.9	(15.4, 32.5)	41.1	(34.5, 48.1)	36.0	(28.1, 44.7)	100
Education Level							
No education	27.9	(19.0, 38.9)	40.8	(33.2, 48.8)	31.4	(22.5, 41.8)	100
Primary or less	4.2	(2.6, 6.9)	54.8	(37.2, 71.3)	41.0	(25.0, 59.1)	100
Secondary or less	*		*		*		100
High school or above	*		*		*		100

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Table 4.17: Percentage distribution of the location of the last hookah/shisha smoking session among current hookah/shisha smokers, by selected demographic characteristics - GATS Pakistan, 2014.

Demographic Characteristics	Location of last hookah/shisha smoking session				
	Home		Other		Total
	Percentage (95% CI)				
Overall	90.9	(85.5, 94.4)	9.1	(5.6, 14.5)	100
Gender					
Male	89.0	(82.7, 93.3)	11.0	(6.7, 17.3)	100
Female	99.0	(93.0, 99.9)	1.0	(0.1, 7.0)	100
Age (years)					
15-24	*		*		100
25-44	85.9	(75.2, 92.4)	14.1	(7.6, 24.8)	100
45-64	91.8	(79.4, 97.0)	8.2	(3.0, 20.6)	100
65+	97.0	(90.7, 99.1)	3.0	(0.9, 9.3)	100
Residence					
Urban	87.6	(71.3, 95.3)	12.4	(4.7, 28.7)	100
Rural	91.2	(85.3, 94.9)	8.8	(5.1, 14.7)	100
Education Level					
No education	93.6	(87.7, 96.7)	6.4	(3.3, 12.3)	100
Primary or less	82.2	(64.5, 92.2)	17.8	(7.8, 35.5)	100
Secondary or less	*		*		100
High school or above	*		*		100

* Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Table 4.18: Percentage of current hookah/shisha smokers ≥ 15 years old who smoked hookah/shisha with flavored tobacco and mixed the water in the hookah/shisha tank with other substances, by selected demographic characteristics - GATS Pakistan, 2014.

Demographic Characteristics	Smoked hookah/shisha with flavored tobacco ¹		Mixed water with other substances ¹	
	Percentage (95% CI)			
Overall	27.7	(19.5, 37.8)	47.8	(36.9, 58.8)
Gender				
Male	27.8	(19.0, 38.6)	48.3	(37.0, 59.8)
Female	27.5	(15.7, 43.6)	45.4	(30.3, 61.4)
Age (years)				
15-24	*		*	
25-44	14.1	(6.7, 27.3)	50.7	(37.1, 64.3)
45-64	35.3	(20.7, 53.3)	47.2	(30.5, 64.6)
65+	28.3	(17.1, 43.1)	53.5	(38.7, 67.7)
Residence				
Urban	40.6	(22.3, 61.9)	48.4	(28.1, 69.3)
Rural	26.4	(17.7, 37.4)	47.7	(36.0, 59.7)
Education Level				
No education	25.2	(16.3, 37.0)	51.0	(39.2, 62.7)
Primary or less	32.5	(17.6, 52.2)	33.6	(19.8, 51.0)
Secondary or less	*		*	
High school or above	*		*	

¹ During the last hookah/shisha smoking session.

Figure 4.1: Current tobacco smoking prevalence, by age groups and gender - GATS Pakistan, 2014.

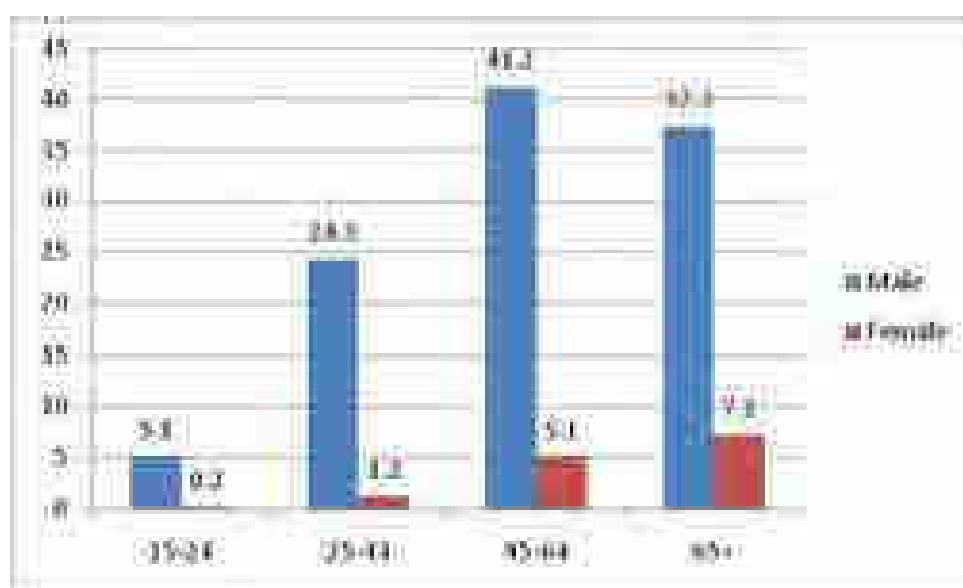
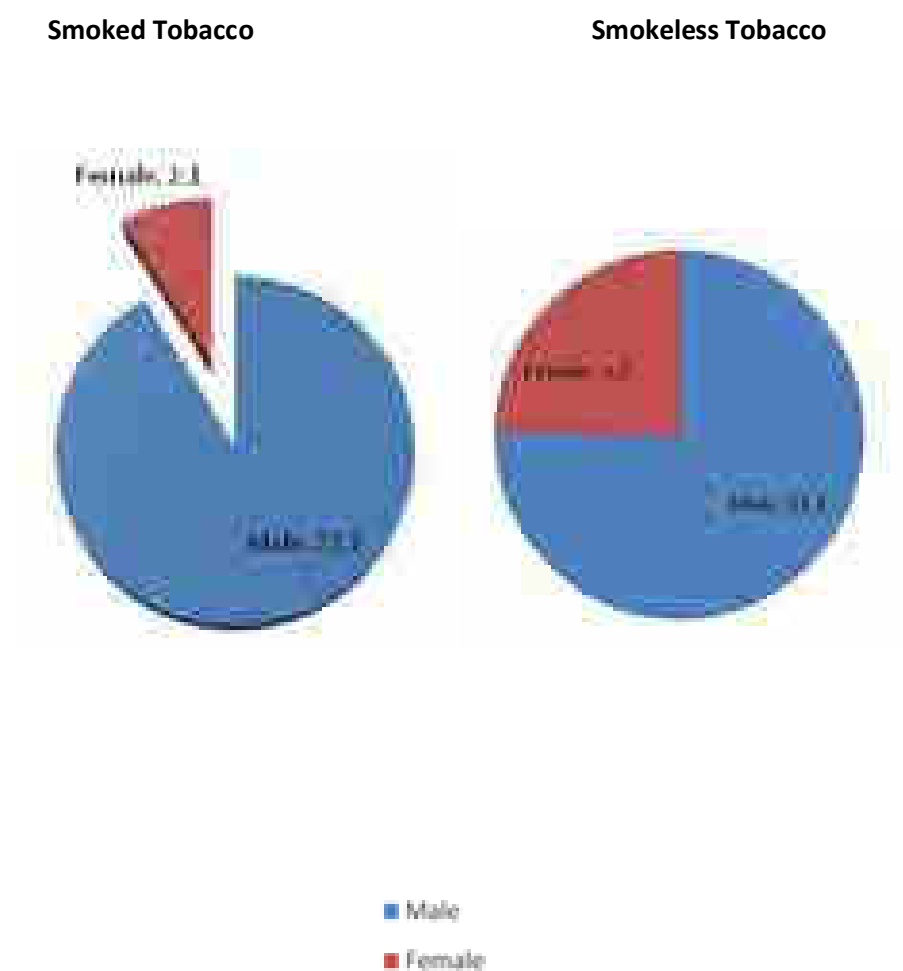


Figure 4.2: Current daily tobacco smoking prevalence, by age groups - GATS Pakistan, 2014.



Figure 4.3: Consumption of smoked and smokeless tobacco - GATS Pakistan, 2014.



5. CESSATION

In this chapter, questions regarding quit attempts, visits to health care provider (HCP), counseling, pharmacotherapy, quitting without assistance, and others, are described.

Key Findings

Smoked tobacco products

- 22.3% of current smokers planned to or were thinking about quitting.
- 24.7% of past-year smokers made a quit attempt in the past 12 months.
- 61% of past-year smokers who visited a health-care provider (HCP) in the past 12 months were asked about their smoking status and 51.8% were advised to quit smoking.
- 49.2% of past-year smokers attempted to quit without assistance in the past 12 months.

Smokeless tobacco products

- 20.4% of current smokeless tobacco users planned to or were thinking about quitting.
- 21.1% of past-year smokeless tobacco users made a quit attempt in the past 12 months.
- 43.7% of past-year smokeless tobacco users who visited a HCP in the past 12 months were asked about the use of smokeless tobacco products and 33.7% were advised to quit.
- 50.8% of past-year smokeless tobacco users attempted to quit without assistance in the past 12 months.

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5.1 Smoking Cessation and Health-Care Seeking Behaviors

Tables 5.1 and 5.1a shows the proportion of past year tobacco users who made a quit attempt in the past 12 months, visited a Health Care Provider (HCP), were asked about smoking by a HCP or had received advice from an HCP on quitting smoking.

5.1.1 Quit Attempts

Quit attempts were calculated among all tobacco users (smoked and smokeless) who used tobacco in the past 12 months, which included current users and former users who had made quit within the past 12 months.

Overall, 24.7% of past-year smokers made a quit attempt in the past 12 months. The percentage of those who made a quit attempt did not vary by gender, residence, age, and education level.

Overall, 21.1% past-year smokeless tobacco users made a quit attempt in the past 12 months, which was almost same as that of tobacco smokers (24.7%). There were differences in quit attempts by residence (34.2% urban versus 15.3% rural), but not by gender, age, or education.

5.1.2 Visited Health Care Provider (HCP)

Overall, 42.9% past-year smokers visited a HCP during the past 12 months (male 43.9% and female 32.0%). The percentage of those who visited HCP did not vary by age, residence, and education level.

Among past-year smokeless tobacco users, overall 43.3% visited a HCP during the past 12 months (males 45.6% and females 35.6%). There was no difference by age, residence, and education level.

5.1.3 Asking About the Use of Tobacco by an HCP

Among past-year smokers who visited a HCP during the previous 12 months, 61.0% were asked by the HCP whether they smoked. The percentage by gender was 62.2% in males and 44.0% in females. There was no difference by age, residence and education level.

Overall, 43.7% of past-year smokeless tobacco users were asked by the HCP whether they used smokeless tobacco. There was no difference in asking about the use of tobacco by HCPs by gender, age, residence, and education level.

5.1.4 Being Advised to Quit by a HCP

Overall, the percentage of past-year smokers who received advice to quit smoking by HCPs in the past 12 months was 51.8% (males 52.8% and females 36.3%). There was no difference within the age groups, residence and education level.

Overall, the rate of having received advice to quit using smokeless tobacco by HCPs in the past 12 months was 33.7%, which is far less than the corresponding figures for smokers (51.8%), as given in Table 5.1. There was no difference in receiving advice on quitting the use of smokeless tobacco products by gender, age, residence, and education level.

5.2 Cessation Methods Used

The survey collected information on cessation methods used by past-year smokers and smokeless users (current tobacco users and recent quitters [<12 months]) in the past 12 months to try and quit tobacco use. The four categories reported are: (1) pharmacotherapy, (2) counseling or advice, (3) attempt to quit without assistance and (4) other methods, including traditional medicines and any other methods reported by the respondents are shown in tables 5.2 and 5.2a.

5.2.1 Cessation Using Pharmacotherapy

Overall, 9.1% past-year smokers used pharmacotherapy for trying to quit smoking which was 9.7% in males and 4.3% in females. In urban areas, 10.5% of smokers used this method as compared to 8.1% in rural areas.

Among smokeless tobacco users, 6.2% quitted using tobacco with the help of pharmacotherapy which was 8.2% in males and 1.7% in females. Use of pharmacotherapy was 9.2% in rural and 3.5% in urban dwellers. Those having secondary level (11.9%) of education used pharmacotherapy more often than those having primary education (1.0%).

5.2.2 Cessation Using Counseling/Advice

Overall 14.7% attempted to quit smoking using counseling/advice which was 21.7% in females and 13.9% in males. No difference was seen among those living in urban or rural areas and with level of their education.

Overall, 22.5% received counseling/advice for quitting smokeless tobacco use which was more in females (53.8%) and those aged 45-64 years (48.4%). There was no difference by residence and education level.

5.2.3 Attempts to Quit Without Assistance

Most past-year smokers tried to quit on their own in the past 12 months (49.2%). The prevalence of those who tried to quit on their own did not vary by gender, age groups, residence and education level.

As in the case of smokers, most past-year smokeless tobacco users tried to quit on their own in the past 12 months (50.8%). Among past-year smokeless users, 71.8% females and 41.3% males tried to quit on their own. Within 45-64 years age group, 68.7% tried to quit as against 39.6% in 25-44 years of age. Among education levels, 37.2% with secondary, 31.2% with primary and 64.5% with no education tried to quit on their own. Overall, 5.3% used other methods of quitting.

5.3 Interest in Quitting Tobacco Use

Interest in quitting smoking among current smokers is defined as planning to quit or thinking about quitting smoking within the next month, 12 months, or someday. This includes five categories of quitting i.e. “planning to quit within the next month”, “thinking about quitting within the next 12 months”, “will quit someday, but not in the next 12 months”, “not interested in quitting” and “don’t know”.

The survey revealed that 59.8% of current smokers were not interested in quitting and 17.9% did not know if they would quit (Table 5.3). Among female smokers, 65.9% were not interested to quit. Desire not to quit was 50.1% in those aged 15-24 years and this generally increased by age, but not statistically different. Within residence, 62.2% rural current smokers were not interested in quitting as compared to those in urban areas (54.8%). Within education levels, 63.9% of current smokers with no education were not interested to quit (63.9%) and this percentage generally decreased as the education level improved to high school or above (46.9%).

Table 5.3a show the same five categories of “interest in quitting smokeless tobacco products” among current smokeless tobacco users. The majority of current smokeless tobacco users (58.9%) reported that they were not interested in quitting. These figures were almost the same as that of current smokers (59.8%). The proportion of those not interested in quitting was 63.9% for females and 57.3% for males.

Table 5.1: Percentage of past-year smokers ≥15 years old who made a quit attempt and received health care provider advice in the past 12 months, by selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Smoking cessation and health care seeking behavior							
	Made quit attempt ¹		Visited a HCP ^{1,2}		Asked by HCP if a smoker ^{2,3}		Advised to quit by HCP ^{2,3}	
	Percentage (95% CI)							
Overall	24.7	(21.3, 28.5)	42.9	(37.7, 48.3)	61.0	(54.9, 66.8)	51.8	(45.4, 58.1)
Gender								
Male	24.4	(21.0, 28.3)	43.9	(38.3, 49.7)	62.2	(55.8, 68.2)	52.8	(46.3, 59.3)
Female	27.9	(18.6, 39.7)	32.0	(22.4, 43.4)	44.0	(25.2, 64.8)	36.3	(20.1, 56.4)
Age (years)								
15-24	20.2	(10.7, 34.8)	51.3	(36.1, 66.3)	53.6	(35.5, 70.8)	35.7	(19.8, 55.5)
25-44	26.8	(22.0, 32.3)	39.2	(33.3, 45.4)	59.0	(50.5, 67.0)	48.1	(39.4, 56.9)
45-64	21.9	(16.8, 28.1)	46.6	(39.0, 54.3)	63.3	(51.7, 73.5)	56.2	(44.3, 67.4)
65+	28.4	(18.3, 41.1)	40.7	(29.4, 53.1)	66.4	(49.1, 80.3)	62.5	(45.4, 77.0)
Residence								
Urban	33.6	(27.5, 40.5)	48.0	(38.6, 57.5)	59.9	(47.2, 71.4)	56.6	(43.8, 68.6)
Rural	20.5	(16.5, 25.2)	40.5	(34.6, 46.8)	61.6	(55.2, 67.6)	49.1	(42.7, 55.6)
Education Level								
No education	21.4	(16.8, 26.8)	41.8	(35.5, 48.4)	62.8	(55.9, 69.3)	51.6	(44.7, 58.3)
Primary or less	21.3	(15.0, 29.2)	47.6	(37.3, 58.1)	60.1	(46.6, 72.1)	48.5	(33.6, 63.8)
Secondary/ less	30.9	(23.0, 40.1)	40.2	(30.2, 51.0)	53.4	(38.3, 67.9)	48.6	(33.8, 63.8)
High school/above	34.8	(25.9, 45.0)	45.4	(29.6, 62.2)	66.7	(51.8, 78.9)	63.1	(47.5, 76.4)

¹ Among current smokers and former smokers who have been abstinent for less than 12 months.

² HCP = health care provider.

³ Among current smokers and former smokers who have been abstinent for less than 12 months, and who visited a HCP during the past 12 months.

Table 5.1a: Percentage of past-year smokeless users ≥15 years old who made a quit attempt and received health care provider advice in the past 12 months, by selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Smokeless use cessation and health care seeking behavior							
	Made quit attempt ¹		Visited a HCP ^{1,2}		Asked by HCP if a smokeless user ^{2,3}		Advised to quit by HCP ^{2,3}	
	Percentage (95% CI)							
Overall	21.1	(17.1, 25.9)	43.3	(37.4, 49.3)	43.7	(36.0, 51.8)	33.7	(25.7, 42.7)
Gender								
Male	19.0	(14.8, 24.0)	45.6	(38.9, 52.5)	42.4	(33.3, 51.9)	32.3	(23.1, 43.1)
Female	28.2	(19.7, 38.5)	35.6	(26.1, 46.3)	49.4	(33.6, 65.4)	39.1	(23.2, 57.8)
Age (years)								
15-24	17.2	(8.3, 32.3)	41.6	(25.9, 59.2)	30.1	(14.1, 52.9)	24.6	(11.2, 45.7)
25-44	19.8	(14.7, 26.2)	45.3	(37.6, 53.1)	41.0	(31.0, 51.7)	27.8	(18.9, 38.9)
45-64	25.4	(18.8, 33.3)	35.9	(26.7, 46.2)	55.1	(40.5, 68.9)	44.9	(29.7, 61.0)
65+	18.4	(4.9, 49.9)	66.1	(48.3, 80.3)	45.3	(23.9, 68.6)	42.6	(21.3, 67.1)
Residence								
Urban	32.4	(25.0, 40.8)	41.0	(31.7, 51.0)	47.6	(33.3, 62.3)	39.9	(24.7, 57.4)
Rural	15.3	(10.8, 21.2)	44.4	(37.1, 51.9)	41.9	(33.1, 51.3)	30.7	(22.2, 40.7)
Education Level								
No education	18.3	(13.6, 24.2)	40.8	(33.1, 49.0)	40.9	(31.5, 51.0)	32.0	(22.2, 43.5)
Primary/less	19.8	(10.8, 33.6)	53.2	(40.4, 65.7)	60.6	(41.5, 76.9)	44.1	(24.5, 65.7)
Secondary/less	32.6	(23.1, 43.7)	41.4	(28.7, 55.3)	35.2	(17.9, 57.5)	29.2	(13.0, 53.3)
High school/above	18.8	(8.9, 35.5)	41.9	(25.1, 60.9)	*		*	

¹ Among current smokeless users and former smokers who have been abstinent for less than 12 months.

² HCP = health care provider.

³ Among current smokeless users and former users who have been abstinent for less than 12 months, and who visited a HCP during the past 12 months.

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

The percentage of the proportion of adult smokers who made a quit attempt and received health care provider assistance in past 12 months is shown in Figure 5.1.

Table 5.2: Percentage of past-year smokers aged 15 years and above who made a quit attempt and received health-care provider advice in the past 12 months, by selected demographic characteristics - GATS Pakistan, 2014.

Demographic Characteristics	Use of Cessation Method ¹							
	Pharmacotherapy ²		Counseling/Advice ₃		Attempt to quit without assistance		Other ⁴	
	Percentage (95% CI)							
Overall	9.1	(5.9, 14.0)	14.7	(10.4, 20.3)	49.2	(41.8, 56.6)	18.1	(13.0, 24.8)
Gender								
Male	9.7	(6.1, 15.0)	13.9	(9.8, 19.5)	49.4	(41.7, 57.1)	20.1	(14.4, 27.3)
Female	4.3	(1.6, 11.0)	21.7	(9.7, 41.8)	47.0	(28.6, 66.3)	0.0	
Age (years)								
15-24	*		*		*		*	
25-44	9.6	(5.2, 17.2)	13.1	(7.5, 22.0)	54.3	(43.9, 64.3)	29.4	(20.6, 40.1)
45-64	9.5	(4.4, 19.2)	13.6	(7.6, 23.1)	45.9	(33.6, 58.8)	10.7	(5.2, 20.6)
65+	*		*		*		*	
Residence								
Urban	10.5	(6.0, 17.8)	13.4	(9.2, 19.1)	40.4	(32.0, 49.3)	18.5	(14.0, 24.1)
Rural	8.1	(4.1, 15.5)	15.7	(9.3, 25.3)	56.2	(44.6, 67.3)	17.9	(10.1, 29.7)
Education Level								
No education	11.0	(6.0, 19.4)	18.1	(11.3, 27.6)	48.3	(37.5, 59.2)	14.4	(6.5, 28.9)
Primary or less	2.4	(0.3, 15.7)	9.3	(3.0, 25.4)	54.0	(35.6, 71.4)	6.5	(1.9, 19.6)
Secondary or less	9.4	(3.5, 23.3)	11.6	(4.9, 25.0)	41.8	(29.5, 55.3)	32.7	(22.6, 44.6)
High school/above	10.0	(3.4, 26.2)	15.3	(8.2, 26.7)	58.7	(37.9, 76.8)	17.2	(6.1, 39.9)

¹ Among current smokers who made a quit attempt in the past 12 months and former smokers who have been abstinent for less than 12 months.

² Pharmacotherapy includes nicotine replacement therapy and prescription medications.

³ Includes counseling at a cessation clinic and a telephone quit line/helpline.

⁴ Other includes traditional medicines, switching to smokeless tobacco, and any other reported methods.

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Table 5.2a: Percentage of past-year smokeless tobacco users aged 15 years and above who made a quit attempt and received health-care provider advice in the past 12 months, by selected demographic characteristics - GATS Pakistan, 2014.

Demographic Characteristics	Use of Cessation Method ¹						Others	
	Pharmacotherapy ²		Counseling/Advice ³		Attempt to quit without assistance			
	Percentage (95% CI)							
Overall	6.2	(2.6, 13.8)	22.5	(15.1, 32.1)	50.8	(40.2, 61.4)	5.3	(2.2,12.3)
Gender								
Male	8.2	(3.2, 19.4)	8.2	(3.7, 17.2)	41.3	(30.8, 52.6)	7.2	(2.8,17.2)
Female	1.7	(0.3, 10.4)	53.8	(32.2, 74.0)	71.8	(42.3, 89.9)	1.3	(0.2,8.8)
Age (years)								
15-24	*		*		*			
25-44	14.2	(6.0, 30.3)	2.6	(0.8, 8.4)	39.6	(27.5, 53.2)	10.4	(3.9, 25.3)
45-64	0.0		48.4	(32.7, 64.4)	68.7	(51.5, 81.9)	2.4	(0.5, 11.3)
65+	*		*		*			
Residence								
Urban	3.5	(2.0, 6.0)	26.7	(15.7, 41.6)	50.8	(37.5, 64.0)	0.8	(0.3, 2.0)
Rural	9.2	(2.8, 26.2)	17.8	(9.8, 30.1)	50.9	(34.5, 67.0)	10.3	(4.1, 23.9)
Education Level								
No education	1.1	(0.1, 7.3)	39.4	(25.0, 55.8)	64.5	(45.6, 79.7)	3.9	(1.3, 10.8)
Primary or less	1.0	(0.5, 1.9)	8.9	(1.8, 34.2)	31.2	(12.3, 59.4)	2.1	(0.6, 6.6)
Secondary or less	11.9	(3.6, 33.1)	4.2	(0.8, 20.5)	37.2	(24.9, 51.4)	2.1	(0.3, 13.7)
High school/above	*		*		*			

¹ Among current smokeless users who made a quit attempt in the past 12 months and former users who have been abstinent for less than 12 months.

² Pharmacotherapy includes nicotine replacement therapy and prescription medications.

³ Includes counseling at a cessation clinic and a telephone quit line/helpline.

⁴ Other includes traditional medicines and any other reported methods.

* Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Table 5.3: Percentage distribution of current smokers aged 15 years or above by interest in quitting smoking by selected demographic characteristics - GATS Pakistan, 2014.

Demographic Characteristics	Interest in Quitting Smoking ¹										Total
	Planning to Quit Within Next Month	Thinking About Quitting Within Next 12 Months	Will Quit Someday, But Not in the Next 12 Months	Not Interested in Quitting		Don't Know					
	Percentage (95% CI)										
Overall	9.5	(7.1, 12.6)	5.5	(3.8, 8.0)	7.2	(5.1, 10.2)	59.8	(55.6, 64.0)	17.9	(14.8, 21.4)	100
Gender											
Male	9.7	(7.1, 13.1)	5.7	(3.8, 8.4)	7.5	(5.3, 10.7)	59.3	(54.8, 63.6)	17.8	(14.6, 21.5)	100
Female	8.0	(3.3, 17.8)	3.5	(1.6, 7.5)	3.9	(2.6, 6.0)	65.9	(53.0, 76.8)	18.7	(10.4, 31.5)	100
Age (years)											
15-24	13.2	(6.6, 24.8)	8.0	(2.3, 24.8)	5.8	(1.9, 16.2)	50.1	(35.2, 65.0)	22.8	(11.1, 41.2)	100
25-44	8.7	(5.9, 12.5)	6.9	(4.2, 11.1)	8.9	(5.9, 13.1)	56.9	(50.6, 63.0)	18.6	(14.4, 23.8)	100
45-64	7.7	(4.7, 12.4)	4.1	(2.5, 6.6)	7.0	(4.2, 11.2)	64.7	(58.2, 70.7)	16.5	(12.4, 21.8)	100
65+	16.4	(8.1, 30.2)	3.5	(1.1, 10.8)	2.9	(0.9, 8.7)	60.9	(48.4, 72.1)	16.4	(8.9, 28.4)	100
Residence											
Urban	12.0	(8.6, 16.4)	5.2	(3.3, 8.1)	11.9	(7.1, 19.2)	54.8	(47.6, 61.7)	16.2	(12.2, 21.1)	100
Rural	8.4	(5.4, 12.8)	5.7	(3.4, 9.3)	5.1	(3.3, 7.9)	62.2	(56.8, 67.3)	18.6	(14.6, 23.4)	100
Education Level											
No education	7.5	(4.6, 11.8)	3.8	(2.3, 6.4)	5.4	(3.3, 8.6)	63.9	(58.2, 69.2)	19.5	(15.5, 24.2)	100
Primary or less	9.5	(5.2, 16.6)	4.5	(2.1, 9.1)	6.7	(4.1, 10.8)	62.2	(53.4, 70.2)	17.2	(11.8, 24.4)	100
Secondary/less	13.9	(8.2, 22.5)	7.5	(3.9, 13.8)	9.2	(5.8, 14.2)	54.0	(43.1, 64.5)	15.5	(10.3, 22.7)	100
High school/above	12.0	(7.0, 20.0)	12.0	(5.2, 25.1)	13.8	(4.5, 35.2)	46.9	(34.4, 59.7)	15.3	(7.8, 27.7)	100

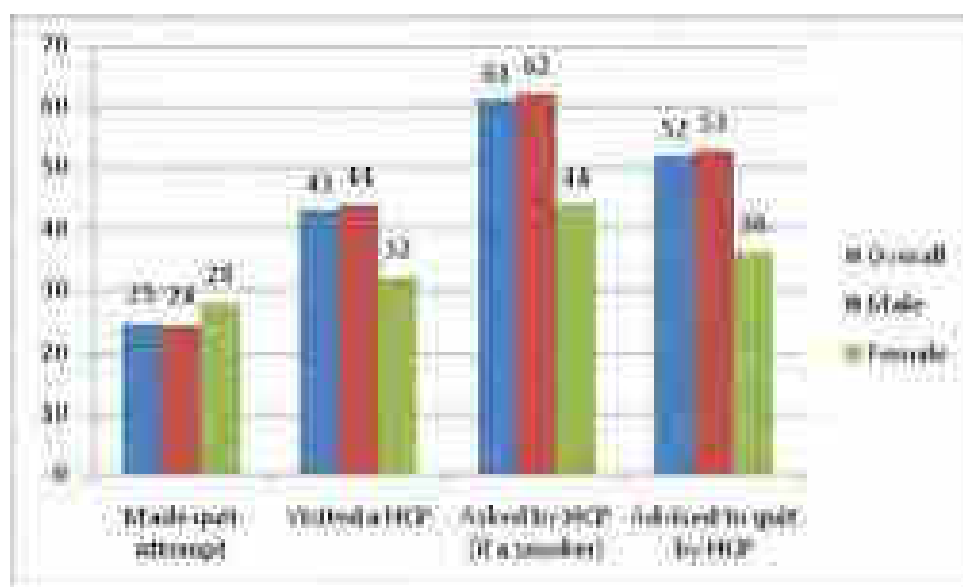
¹ Among current daily or less than daily smokers.

Table 5.3a: Percentage distribution of current smokeless tobacco users aged 15 years and above, by interest in quitting the use of smokeless tobacco products and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Interest in Quitting Using ¹										Total
	Planning to Quit Within Next Month	Thinking About Quitting Within Next 12 Months	Will Quit Someday, But Not in the Next 12 Months	Not Interested in Quitting	Don't Know						
	Percentage (95% CI)										
Overall	8.1	(6.1, 10.8)	4.3	(2.6, 7.2)	8.1	(5.7, 11.4)	58.9	(53.6, 64.0)	20.6	(16.3, 25.6)	100
Gender											
Male	10.0	(7.3, 13.5)	5.3	(3.1, 8.9)	9.1	(6.1, 13.3)	57.3	(51.1, 63.3)	18.4	(13.9, 23.8)	100
Female	2.1	(1.1, 4.1)	1.3	(0.4, 3.8)	5.0	(3.1, 8.0)	63.9	(53.3, 73.3)	27.6	(18.8, 38.6)	100
Age (years)											
15-24	4.1	(1.7, 9.4)	8.7	(2.7, 24.7)	9.9	(3.7, 23.9)	62.5	(49.9, 73.6)	14.8	(6.3, 31.2)	100
25-44	12.8	(8.8, 18.2)	4.7	(2.3, 9.4)	9.5	(5.7, 15.6)	56.3	(49.2, 63.1)	16.7	(12.1, 22.7)	100
45-64	4.7	(2.6, 8.4)	2.3	(0.9, 5.8)	7.0	(4.2, 11.5)	55.6	(45.0, 65.8)	30.3	(21.8, 40.4)	100
65+	2.4	(0.3, 16.0)	2.5	(1.7, 3.7)	0.7	(0.1, 5.1)	82.0	(64.4, 92.0)	12.3	(4.1, 31.4)	100
Residence											
Urban	10.8	(8.4, 13.9)	4.8	(2.6, 9.0)	7.3	(4.9, 10.7)	47.4	(37.9, 57.1)	29.6	(21.8, 38.9)	100
Rural	6.7	(4.1, 10.9)	4.1	(1.9, 8.3)	8.6	(5.3, 13.5)	64.8	(58.3, 70.7)	15.9	(11.3, 21.8)	100
Education Level											
No education	4.3	(2.6, 7.1)	2.1	(0.9, 4.8)	4.9	(3.1, 7.6)	63.2	(56.6, 69.3)	25.5	(19.8, 32.2)	100
Primary or less	6.3	(2.7, 14.0)	7.0	(2.4, 19.0)	14.9	(6.6, 30.4)	54.6	(40.8, 67.7)	17.1	(10.2, 27.4)	100
Secondary/less	20.6	(14.0, 29.2)	9.7	(4.2, 21.1)	6.9	(2.9, 15.6)	51.1	(41.0, 61.1)	11.6	(6.4, 20.4)	100
High school/above	14.8	(3.3, 46.7)	1.9	(0.3, 12.7)	23.8	(11.0, 44.1)	51.7	(32.9, 70.1)	7.8	(3.9, 15.1)	100

¹ Among current daily or less than daily users.

Figure 5.1: Percentage of past-year smokers who made a quit attempt and received health care provider (HCP) assistance in past 12 months, by gender - GATS Pakistan, 2014.



6. SECONDHAND SMOKE EXPOSURE

In Pakistan, all public places like schools, hospitals, parks, government buildings etc. are declared smoke-free by law. This chapter describes the data on exposure to secondhand smoke home and at various public places like indoor workplaces, government buildings, health-care facilities, restaurants, and public transport.

Key Findings

- 73.8% of all adults reported having been exposed to secondhand smoke when visiting any public place in the past 30 days.
- 86.0% of all adults (21.2 million) and 84.8% of non-smoking adults who visited restaurants were exposed to tobacco smoke in the past 30 days.
- 76.2% of adults (49.2 million) who used public transport in the past 30 days were exposed to tobacco smoking; 74.3% of non-smokers were exposed when using public transport.
- 69.1% of adults (16.8 million) who worked indoors were exposed to tobacco smoke at their workplace; 65.3% (12.5 million) of non-smokers were exposed at their workplace.
- Almost half of adults (48.3%, 56.3 million) were exposed to tobacco smoke at home at least monthly.
- 37.6% of adults who visited health care facilities in the past 30 days were exposed to tobacco smoke; 37.1% of non-smokers were exposed when visiting health care facilities.

6.1 Secondhand Smoke Exposure at Indoor Workplaces

The analysis showed that overall 69.1% (16.7 million) persons who worked indoors were exposed to secondhand smoke (SHS) at their indoor workplaces and this exposure was higher among males (72.5%) than females (37.3%). Among non-smokers, 65.3% (12.5 million) individuals who worked indoors were exposed to SHS at their indoor workplaces and again males (69.3%) were more exposed than females (35.9%) (Table 6.1).

6.2 SHS Exposure at Home

Overall, SHS exposure at home was reported by 48.3% (56.3 million) adults aged 15 years or above. Males were exposed to SHS at home (50.8%, 30.4 million) at approximately the same rate as females (45.7%, 25.9 million). The proportion exposed generally increased with age, though it was not statistically significant. Exposure to SHS at home in rural areas was higher (55.7%) than in urban areas (36.7%). Adults with no education were more exposed to SHS (56.7%), and this proportion generally decreased (49.9% to 31.2%) with increasing level of education (Table 6.2).

Among non-smokers, overall exposure to SHS at homes was 43.3%, and was higher (50.4%) in rural area than urban (32.7%) areas. Uneducated individuals (51.0%, 29 million) were more likely to be exposed to SHS than those with high school education or above (28.0%, 5.5 million). However no difference was seen by gender or age group (Table 6.2).

6.3 Exposure to SHS in Public Places

Table 6.3 and Figure 6.1 present the prevalence of SHS exposure for the overall populace and non-smokers among adults who visited these public places in the 30 days preceding the survey.

6.3.1 Exposure to SHS in Government Buildings

Overall exposure to SHS in government buildings was 64.6%, which was higher in males (69.1%) than females (45.1%). Among different age groups, adults between ages 25-44 years (71.0%) were more exposed to SHS than others ages. No difference was observed among rural urban residence and educational levels.

Overall 63.8% non-smokers were exposed to SHS in government buildings, which was higher in males (69.1%) than females (44.8%). Among different age groups, adults between ages 25-44 years (71.3%) were more exposed to SHS than others ages. No meaningful difference was observed among rural urban residence and educational levels.

6.3.2 Prevalence of Exposure to SHS at Health-Care Facilities

The survey revealed that overall 37.6% adults were exposed to SHS at health-care facilities and within gender, males (42.3%) were more exposed than females (32.8%). No major differences were observed across age groups, place of residence, and educational levels.

Among non-smokers, overall 37.1% were exposed to SHS exposure at health-care facilities and within genders, males (42.3%) were more exposed than females (32.8%). However no difference was seen among age groups, place of living and the educational level.

6.3.3 Prevalence of Exposure to SHS in Restaurants

Overall exposure to SHS at restaurants was 86.0% and was higher in males (88.8%) than females (55.7%). Uneducated individuals were most (95.3%) likely to be exposed to SHS in restaurants and this exposure decreased with an increase in the educational level (primary (89.1%), secondary (81.3%) or high school education (79.6%)).

In non-smokers, overall exposure to SHS at restaurants was 84.8% which much higher in males (88.1%) than females (56.5%). Exposure to SHS was higher in rural areas (88.8%) than in urban areas (79.6%). Uneducated individuals were more (94.5%) likely to be exposed to SHS in restaurants and this exposure generally decreased with an increase in the educational level {primary (90.2%), secondary (78.3%) or high school education (79.6%).

6.3.4 Exposure to SHS at Marriage Halls

Overall exposure to SHS in marriage halls was 65.7% with higher exposure among males (79.2%) than females (43.9%). Exposure to SHS among non-smokers in marriage halls was 62.8% with higher exposure among males (77.6%) than females (42.9%).

6.3.5 Exposure to SHS in Public transport

Overall, 76.2% adults were exposed to SHS in public transport. Among gender, males were more exposed (84.6%) than females (61.9%). Not much difference was seen among different age groups, rural and urban areas and educational level of individuals.

In non-smokers, overall exposure to SHS in public transport was 74.3% which was also higher in males (83.4%) than females (61.6%). No difference was seen among different age groups, rural and urban areas and the educational level of individuals.

6.3.6 Exposure to SHS in Educational facilities

Overall exposure to SHS in universities was 44.2% with no difference seen in genders. Among non-smokers, exposure to SHS in universities was 43.4%.

Overall exposure to SHS in schools and other educational facilities was 25.1% with 28.7% exposure among males and 18.8% among females. Exposure to SHS was 28.2% among rural and 22.7% among urban dwellers.

Among non-smokers, overall exposure to SHS in schools/educational facilities was 25.5%; prevalence was 29.6% among males and 19.0% among females. There were no differences in exposure by characteristics to SHS in the schools and other educational facilities.

Table 6.1: Percentage and number of adults ≥15 years old who work indoors and are exposed to tobacco smoke at work, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults Exposed to Tobacco Smoke at Work ¹				
	Overall		Non-smokers		
	Percentage (95% CI)	Number in thousands	Percentage (95% CI)	Number in thousands	Number in thousands
Overall	69.1	16,786.7	65.3	(60.6, 69.8)	12550.7
<i>Gender</i>					
Male	72.5	15,909.2	69.3	(64.6, 73.6)	11735.7
Female	37.3	877.5	35.9	(25.0, 48.4)	815.0
<i>Age (years)</i>					
15-24	69.2	3,745.0	68.1	(60.0, 75.3)	3473.3
25-44	68.3	8,980.0	65.5	(59.3, 71.3)	6953.6
45-64	70.9	3,656.1	60.8	(53.7, 67.5)	1904.5
65+	71.8	405.5	*		*
<i>Residence</i>					
Urban	67.2	8,394.7	63.2	(58.7, 67.5)	6242.4
Rural	71.1	8,392.0	67.6	(59.2, 75.0)	6308.3
<i>Education Level</i>					
No education	76.8	5,431.9	73.0	(64.4, 80.2)	3738.7
Primary or less	77.0	3,607.0	74.5	(64.9, 82.2)	2673.2
Secondary/less	65.1	3,652.7	60.6	(53.2, 67.4)	2760.7
High school/above	59.2	4,095.1	56.8	(49.4, 64.0)	3378.1

¹ In the past 30 days. Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors.

Table 6.2: Percentage and number of adults ≥15 years old who are exposed to tobacco smoke at home, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults Exposed to Tobacco Smoke at Home ¹				
	Overall		Non-smokers		
	Percentage (95% CI)	Number in thousands	Percentage (95% CI)		Number in thousands
Overall	48.3	(45.8, 50.9)	56,349.1	43.3	(40.6, 46.0)
Gender					
Male	50.8	(47.8, 53.8)	30,414.6	41.6	(37.8, 45.4)
Female	45.7	(42.7, 48.8)	25,934.5	44.8	(41.7, 47.8)
Age (years)					
15-24	44.3	(40.2, 48.5)	16,298.4	43.2	(39.1, 47.5)
25-44	49.5	(46.6, 52.3)	23,896.4	44.1	(41.2, 47.1)
45-64	50.8	(46.6, 55.0)	11,963.2	41.3	(37.1, 45.6)
65+	52.9	(46.3, 59.4)	4,191.1	43.9	(35.8, 52.3)
Residence					
Urban	36.7	(33.4, 40.2)	16,591.4	32.7	(29.4, 36.2)
Rural	55.7	(52.3, 59.0)	39,757.7	50.4	(46.7, 54.0)
Education Level					
No education	56.7	(53.0, 60.3)	29,087.7	51.0	(47.0, 55.0)
Primary or less	49.9	(45.3, 54.4)	9,367.2	45.4	(40.5, 50.3)
Secondary/less	44.8	(41.6, 48.0)	11,212.2	40.3	(37.1, 43.7)
High school/above	31.2	(26.9, 35.8)	6,681.3	28.0	(23.9, 32.5)

¹ Adults reporting that smoking inside their home occurs daily, weekly, or monthly.

Table 6.3: Percentage of adults ≥15 years old who visited various public places in the past 30 days and were exposed to tobacco smoke, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults Exposed to Tobacco Smoke ¹ in...								
	Government buildings	Private buildings/work places	Health care facilities	Restaurants	Any marriage halls	Public transportation	Universities	Schools/educational facilities	Any public place
	Percentage (95% CI)								
Overall	64.6(57.8,70.9)	77.3(73.9, 80.4)	37.6(33.3,42.1)	86.0(82.7,88.8)	65.7(59.2, 71.7)	76.2(73.1, 78.9)	44.2(36.0,52.8)	25.1(19.4, 31.8)	73.8(71.2, 76.2)
Gender									
Male	69.1(62.6, 74.9)	80.4(77.0, 83.5)	42.3(37.0, 47.7)	88.8(85.9, 91.2)	79.2(70.4, 85.9)	84.6(81.7, 87.0)	43.2(33.6,53.2)	28.7(21.2, 37.6)	85.6(83.4, 87.6)
Female	45.1(32.6, 58.2)	63.4(53.1, 72.6)	32.8(28.3, 37.6)	55.7(37.9, 72.1)	43.9(30.6, 58.1)	61.9(57.7, 65.9)	46.4(24.9, 69.3)	18.8(9.9, 32.6)	56.2(52.1, 60.2)
Age (years)									
15-24	56.8(47.1, 66.1)	73.6(66.9, 79.3)	38.8(29.8, 48.7)	82.2(75.9, 87.1)	63.9(52.6, 73.9)	74.2(68.9, 78.8)	47.5(37.6, 57.6)	25.5(18.0, 34.9)	72.8(69.4, 75.9)
25-44	71.0(62.6, 78.1)	79.2(74.7, 83.0)	37.4(32.8, 42.1)	88.4(85.0, 91.1)	66.7(58.2, 74.1)	78.5(75.1, 81.5)	47.4(32.9, 62.4)	21.5(12.8, 33.7)	75.5(72.1, 78.5)
45-64	64.6(56.7, 71.9)	80.2(71.9, 86.5)	36.8(31.4, 42.5)	86.0(77.7, 91.6)	69.0(56.1, 79.6)	75.3(70.8, 79.4)	37.4(17.7, 62.4)	34.2(16.9, 57.0)	72.3(66.9, 77.0)
65+	48.7(30.3, 67.3)	69.5(48.9, 84.5)	37.6(28.9, 47.3)	100.0	*	72.5(63.8, 79.8)	*	*	71.4(64.2, 77.6)
Residence									
Urban	62.3(56.7, 67.5)	75.4(70.6, 79.6)	35.8(31.4, 40.5)	79.7(74.9, 83.8)	59.0(51.6, 66.0)	75.4(71.5, 78.9)	50.9(41.7, 60.0)	22.7(16.3, 30.6)	72.8(69.4, 75.9)
Rural	66.5(55.2, 76.1)	78.8(74.0, 82.9)	38.7(32.5, 45.3)	90.5(86.1, 93.6)	74.5(62.9, 83.4)	76.7(72.2, 80.6)	32.5(18.9, 49.9)	28.2(18.9, 39.6)	74.5(70.8, 77.8)
Education Level									
No education	61.6(48.9, 72.8)	77.7(70.9, 83.2)	36.7(31.4, 42.4)	95.3(92.9, 97.0)	75.4(63.3, 84.4)	75.0(70.3, 79.2)	*	33.8(10.4, 69.1)	71.9(67.8, 75.6)
Primary or less	62.0(49.7, 72.9)	81.7(74.4, 87.3)	33.3(26.8, 40.6)	89.1(83.0, 93.2)	61.8(43.8, 77.1)	79.7(75.3, 83.4)	*	20.8(8.9, 41.4)	77.0(73.0, 80.6)
Secondary or less	60.7(51.3, 69.4)	74.1(66.7, 80.4)	38.3(32.5, 44.4)	81.3(75.6, 86.0)	62.5(50.8, 72.9)	75.1(71.1, 78.6)	40.7(23.5, 60.6)	18.1(12.4, 25.7)	72.3(68.3, 76.0)
High school/above	70.5(64.4, 75.9)	77.7(73.0, 81.8)	42.1(35.8, 48.7)	79.6(72.7, 85.0)	64.5(55.1, 72.8)	77.1(72.2, 81.3)	48.2(35.8, 60.9)	30.5(22.7, 39.5)	76.5(72.3, 80.2)
Non-smokers	63.8(56.1, 70.9)	75.7(71.8, 79.1)	37.1(32.3, 42.2)	84.8(80.8, 88.1)	62.8(55.8, 69.3)	74.3(70.9, 77.4)	43.4(35.3, 51.8)	25.5(19.6, 32.5)	71.9(69.1, 74.6)
Gender									
Male	69.1(61.8, 75.6)	79.1(75.1, 82.7)	42.3(35.8, 49.2)	88.1(84.7, 90.8)	77.6(67.5, 85.2)	83.4(80.1, 86.3)	41.5(32.0, 51.7)	29.6(21.7, 39.0)	85.4(83.0, 87.5)
Female	44.8(32.2, 58.2)	63.3(53.0, 72.6)	32.8(28.3, 37.7)	56.5(38.6, 72.8)	42.9(29.3, 57.6)	61.6(57.3, 65.7)	46.4(24.9, 69.3)	19.0(10.1, 32.9)	56.0(51.9, 60.1)
Age (years)									
15-24	56.3(46.4, 65.7)	73.3(66.4, 79.2)	38.1(28.9, 48.4)	82.0(75.3, 87.2)	63.5(51.8, 73.8)	73.9(68.5, 78.6)	47.3(37.2, 57.5)	25.7(18.1, 35.1)	72.3(68.8, 75.5)

Secondhand Smoke Exposure

25-44	71.3(62.0, 79.1)	77.4(72.2, 81.9)	36.9(31.9, 42.3)	86.8(82.5, 90.1)	64.2(55.1, 72.4)	76.3(72.4, 79.8)	39.1(25.3, 54.8)	22.2(13.0, 35.4)	73.1(69.2, 76.7)
45-64	63.8(55.0, 71.8)	78.3(67.5, 86.2)	36.4(30.8, 42.3)	85.8(78.0, 91.1)	61.7(48.8, 73.1)	70.9(65.3, 75.9)	*	36.2(16.8, 61.5)	68.8(63.9, 73.4)
65+	40.7(21.7, 63.0)	57.9(33.5, 79.0)	36.3(26.5, 47.3)	*	*	70.5(59.8, 79.4)	*	*	69.8(61.5, 76.9)
<i>Residence</i>									
Urban	61.1(55.0, 66.9)	74.1(68.9, 78.8)	35.4(31.0, 40.1)	79.6(74.1, 84.2)	55.7(48.2, 62.9)	74.2(70.4, 77.6)	51.8(43.3, 60.2)	22.8(16.1, 31.2)	72.2(69.0, 75.2)
Rural	66.1(53.0, 77.2)	76.9(71.4, 81.6)	38.2(31.1, 46.0)	88.8(83.0, 92.8)	72.5(59.3, 82.6)	74.4(69.1, 79.0)	28.7(16.6, 44.9)	28.9(19.5, 40.6)	71.7(67.3, 75.7)
<i>Education Level</i>									
No education	58.1(42.1, 72.5)	75.9(68.4, 82.2)	36.1(30.2, 42.4)	94.5(90.9, 96.7)	70.3(56.5, 81.2)	72.3(66.7, 77.3)	*	34.3(10.1, 70.6)	69.3(64.4, 73.8)
Primary or less	64.4(50.2, 76.5)	80.3(71.6, 86.8)	33.1(26.0, 41.1)	90.2(83.8, 94.3)	56.1(36.4, 74.1)	76.9(71.9, 81.2)	*	21.2(8.1, 45.3)	75.0(70.9, 78.7)
Secondary or less	59.1(49.1, 68.4)	72.2(64.1, 79.1)	38.1(31.6, 45.0)	78.3(71.5, 83.8)	62.4(50.2, 73.1)	73.9(69.8, 77.6)	32.5(17.7, 52.0)	17.4(11.6, 25.2)	70.2(66.0, 74.1)
High school/above	69.7(63.4, 75.4)	76.4(71.2, 80.9)	41.0(34.3, 48.0)	79.6(72.7, 85.1)	61.5(52.0, 70.2)	76.3(71.4, 80.7)	49.3(36.9, 61.9)	32.0(23.9, 41.4)	76.1(71.8, 80.0)

1 Among adults who visited in the past 30 days.

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Table 6.3a: Number of adults ≥15 years old who visited various public places in the past 30 days and were exposed to tobacco smoke, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

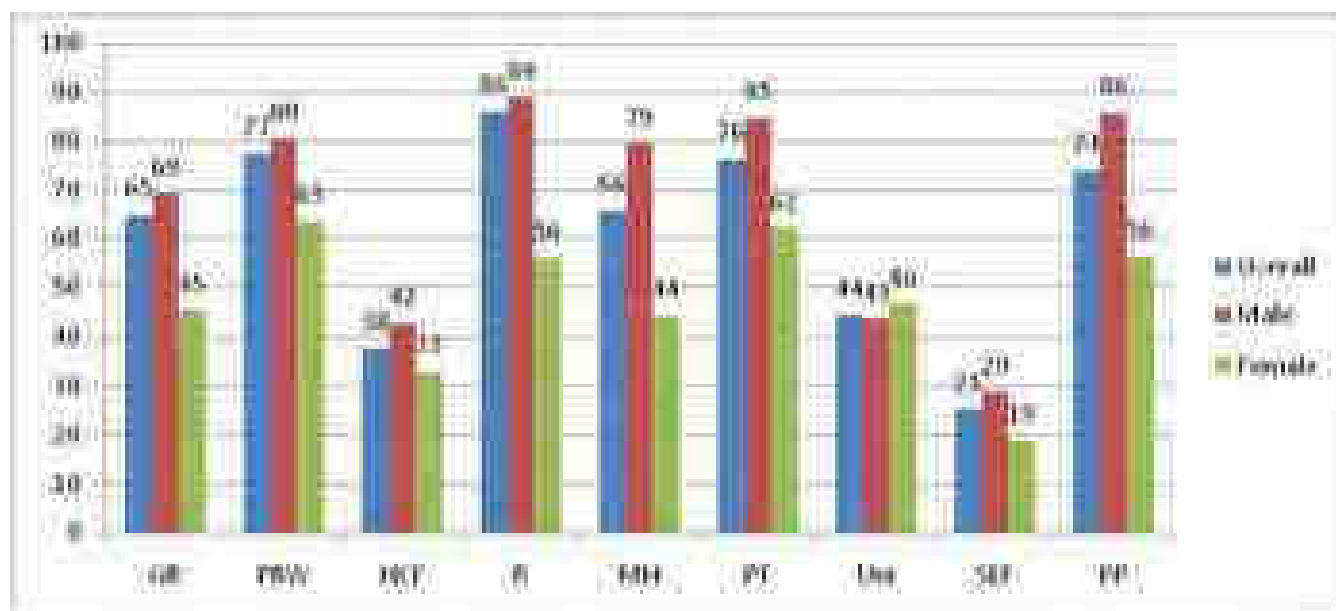
Demographic Characteristics	Adults Exposed to Tobacco Smoke ¹ in...							
	Government buildings	Private buildings/workplaces	Health care facilities	Restaurants	Any marriage halls	Public transportation	Universities	Schools/educational facilities
	<i>Number in thousands</i>							
Overall	14,414.4	21,820.0	16,805.2	21,152.0	5,290.2	49,161.0	1,468.9	2,789.6
<i>Gender</i>								
Male	12,525.7	18,528.3	9,651.3	19,997.6	3,942.0	34,379.6	964.5	2,027.3
Female	1,888.8	3,291.7	7,153.9	1,154.4	1,348.2	14,781.4	504.4	762.3
<i>Age (years)</i>								
15-24	4,016.1	6,614.6	4,337.4	7,249.1	1,773.1	15,677.8	940.7	1,488.1
25-44	7,365.0	10,720.1	7,506.4	9,949.4	2,365.3	21,930.5	391.2	813.3
45-64	2,675.5	3,947.7	3,714.2	3,454.1	1,034.3	9,212.9	133.0	479.2
65+	357.9	537.6	1,247.2	499.5	*	2,339.8	*	*
<i>Residence</i>								
Urban	6,125.5	9,259.0	6,066.3	8,100.2	2,692.4	19,230.2	1,076.3	1,417.2
Rural	8,288.9	12,561.0	10,738.9	13,051.8	2,597.9	29,930.8	392.6	1,372.4
<i>Education Level</i>								
No education	3,207.5	5,839.1	7,175.4	6,770.1	1,220.1	19,478.5	*	280.6
Primary or less	1,793.8	3,567.6	2,237.2	3,423.8	586.4	8,318.5	*	248.0
Secondary or less	3,712.9	5,870.6	3,684.5	4,695.7	1,602.7	11,592.4	222.2	750.4
High school/above	5,700.3	6,542.7	3,708.2	6,262.5	1,881.0	9,770.9	1,170.6	1,510.7
Non-smokers	12,027.6	17,822.4	14,388.9	16,785.2	4,425.4	41,519.6	1,261.9	2,681.6
<i>Gender</i>								
Male	10,179.9	14,547.9	7,400.8	15,630.8	3,133.0	27,050.5	757.5	1,919.3
Female	1,847.7	3,274.5	6,988.2	1,154.4	1,292.4	14,469.1	504.4	762.3
<i>Age (years)</i>								
15-24	3,878.4	6,328.6	4,127.7	6,811.8	1,707.1	15,129.4	926.6	1,481.5

25-44	6,051.2	8,529.1	6,513.3	7,619.0	1,958.3	18,234.5	256.7	775.7
45-64	1,883.4	2,695.8	2,833.3	2,143.5	712.2	6,473.2	*	424.5
65+	214.5	268.9	914.7	*	*	1,682.6	*	*
<i>Residence</i>								
Urban	5,338.7	7,880.8	5,424.3	6,837.9	2,267.7	17,038.6	958.3	1,323.9
Rural	6,688.9	9,941.6	8,964.7	9,947.3	2,157.6	24,481.0	303.6	1,357.7
<i>Education Level</i>								
No education	2,270.0	4,402.8	5,945.0	4,823.8	888.0	15,699.3	*	271.6
Primary or less	1,512.3	2,744.2	1,857.6	2,772.1	449.3	6,703.6	*	209.7
Secondary or less	3,004.7	4,877.9	3,270.8	3,615.1	1,495.9	10,102.0	148.1	702.0
High school/above	5,240.6	5,797.4	3,315.6	5,574.1	1,592.1	9,014.0	1,076.0	1,498.4

¹ Among adults who visited in the past 30 days

* Indicates estimate based on less than 25 unweighted cases and has been suppressed.

Figure 6.1: Exposure to secondhand smoke at various public places*, by gender - GATS Pakistan, 2014.



*Among those that visited the place in the past 30 days. GB; Government Buildings, PBW; Private Buildings and Work place, HCF; Health Care facilities, R; Restaurants, MH; Marriage Halls, PT; Public Transportation, Uni; Universities, SEF; School and Educational facilities, PP; Any Public Place

7. ECONOMICS

In this chapter, the details about different brands of cigarettes purchased by current smokers during their last purchase, their source of the last purchase and amount spent is described.

Key Findings

- The preferred cigarette Brands were Morven 27.2%, Capstan 18.3%, Gold Flake 17.8%, Gold leaf 9.1% and Red & White 3.5%.
- Overall 90.4% of manufactured cigarette smokers purchased cigarettes from stores.
- Other than stores, females purchased cigarettes from street vendors (8.0%).

7.1 Last Brand of Cigarettes Purchased

The survey revealed that among five popular cigarette brands, Morven was more commonly purchased cigarette (27.2%) followed by Capstan (18.3%), Gold Flake (17.8%), Gold leaf (9.1%) and Red & White (3.5%) (Table 7.1). Among males, Morven (27.5%), Capstan (18.8%), and Gold Flake (17.6%) were the most popular brands. Among females, Morven (22.0%), Gold Flake (21.4%) and Capstan (9.8%) were the most popular brands.

For residence, a significant difference was found for Red & White, as urban dwellers (16.1%) purchased this brand at a higher rate than rural dwellers (5.4%). Wide variations were seen in the consumption of different brands and educational levels. Morven was purchased more by uneducated individuals and Gold Leaf and Red & white by educated (Table 7.1).

7.2 Source of Last Purchase of Tobacco

The major source of last purchase of cigarettes was store (90.4%), followed by street vendors (5.0%), kiosks (2.2%) and duty free shops (1.7%). Other than stores, females bought their cigarettes from street vendors (8.0%). However no difference was seen for other sources within genders. Among those aged 15-24 years, duty free shops was the second preferred source of buying cigarettes while in those aged 25+, street vendors (5.3%) were the second preferred source. Street vendors were the second choice of buying cigarettes for both urban and rural residents (Table 7.2).

The major source of last purchase of smokeless tobacco product was store i.e. 73.8% followed by 11% from street vendor, 7.9% from kiosks, 4.1% from another person and 2.9% from duty free shop. Within

genders, the second source of purchase of smokeless tobacco in males was street vendors (12.8%) and then kiosks (9.5%) while females the second source of purchase was buying this from another person (14.0%). Within age groups and area of residence, street vendors and kiosks were the common source of purchase of smokeless tobacco after stores (Table 7.2a).

7.3 Expenditure on Cigarettes

Among current smokers overall, expenditure incurred on manufactured cigarettes per month was 767.3 PKR. Male smokers (786.6 PKR) were spending almost double on cigarettes than females (385.7 PKR). Within age groups, expenditure on cigarettes ranged from 728.1 PKR to 995.1 PKR. Urban residents were spending 844 PKR and rural 727.3 PKR. There was no difference in spending on cigarettes with educational level (Table 7.3).

Table 7.1: Percentage of current manufactured cigarette smokers ≥15 years old, by last brand purchased and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Last cigarette brand purchased									
	Morven		Capstan		Gold Flake		Gold Leaf		Red & White	
	Percentage (95% CI)									
Overall	27.2	(22.4, 32.7)	18.3	(15.1, 22.1)	17.8	(13.5, 23.2)	9.1	(7.1, 11.6)	3.5	(2.4, 5.2)
Gender										
Male	27.5	(22.6, 33.1)	18.8	(15.4, 22.6)	17.6	(13.2, 23.2)	9.6	(7.5, 12.2)	3.7	(2.5, 5.5)
Female	22.0	(10.3, 40.8)	9.8	(3.3, 25.7)	21.4	(8.7, 43.5)	0.0		0.0	
Age (years)										
15-24	23.1	(11.5, 41.0)	26.8	(14.8, 43.7)	21.1	(6.7, 49.8)	16.2	(8.0, 30.1)	3.5	(0.7, 15.3)
25-44	27.0	(21.0, 33.9)	19.9	(15.7, 25.0)	17.8	(12.9, 24.2)	12.1	(9.0, 16.3)	3.7	(2.0, 6.8)
45-64	28.7	(21.5, 37.2)	16.6	(11.0, 24.3)	17.1	(11.9, 23.9)	5.3	(2.9, 9.7)	2.6	(1.4, 4.9)
65+	25.9	(14.6, 41.6)	8.7	(3.6, 19.6)	18.0	(7.7, 36.8)	2.1	(0.3, 13.7)	6.9	(2.3, 18.8)
Residence										
Urban	22.0	(15.0, 31.1)	24.6	(18.6, 31.7)	18.6	(12.8, 26.2)	16.1	(12.4, 20.7)	4.1	(2.4, 6.9)
Rural	30.0	(23.8, 37.0)	15.1	(11.5, 19.6)	17.4	(11.8, 25.0)	5.4	(3.3, 8.9)	3.2	(1.8, 5.6)
Education Level										
No education	30.8	(24.1, 38.4)	14.5	(10.6, 19.5)	18.8	(13.5, 25.5)	2.5	(1.1, 5.8)	1.7	(1.0, 3.0)
Primary/less	21.6	(14.2, 31.4)	23.0	(13.8, 35.9)	17.9	(10.5, 28.7)	8.1	(3.8, 16.6)	6.9	(3.2, 14.4)
Secondary/less	28.9	(18.9, 41.5)	19.7	(13.6, 27.6)	16.1	(8.8, 27.7)	15.7	(10.9, 22.0)	2.6	(0.9, 7.2)
High school/above	19.1	(9.2, 35.5)	23.8	(15.6, 34.5)	16.9	(7.1, 35.1)	25.4	(15.5, 38.7)	7.0	(2.7, 16.8)

Note: Current manufactured cigarette smokers includes daily and occasional (less than daily) use. The top five reported brands last purchased among all manufactured cigarette smokers are shown here.

Table 7.2: Percentage distribution of manufactured cigarette smokers ≥15 years old, by the source of last purchase of cigarettes and selected demographic characteristics – GATS Pakistan, 2014.

Source	Overall	Gender		Age (years)		Residence					
		Male	Female	15-24	25+	Urban	Rural				
		Percentage (95% CI)									
Store	90.4 (86.2, 93.4)	90.6 (86.5, 93.5)	87.6 (68.7, 95.8)	94.9 (81.0, 98.8)	90.0 (85.9, 93.1)	88.2 (80.4, 93.2)	91.6 (86.2, 95.0)				
Pharmacy/medical store	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
Street vendor	5.0 (2.9, 8.5)	4.8 (2.8, 8.3)	8.0 (1.9, 28.1)	1.4 (0.9, 2.2)	5.3 (3.0, 9.1)	8.2 (3.8, 16.9)	3.3 (1.5, 6.8)				
Military store	0.1 (0.0, 0.9)	0.1 (0.0, 0.9)	0.0	0.0	0.1 (0.0, 1.0)	0.0	0.2 (0.0, 1.4)				
Duty-free shop	1.7 (0.8, 3.5)	1.8 (0.8, 3.7)	0.0	3.7 (0.5, 22.2)	1.5 (0.8, 2.7)	0.8 (0.3, 2.7)	2.1 (0.9, 5.1)				
Outside the country	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
Kiosks	2.2 (1.2, 4.0)	2.3 (1.2, 4.2)	1.1 (0.7, 1.7)	0.0	2.4 (1.3, 4.4)	2.4 (1.0, 5.9)	2.1 (0.9, 4.7)				
From another person	0.3 (0.1, 1.1)	0.2 (0.0, 0.8)	3.3 (0.5, 20.7)	0.0	0.4 (0.1, 1.2)	0.3 (0.0, 1.9)	0.4 (0.1, 1.6)				
Other	0.2 (0.1, 0.8)	0.3 (0.1, 0.8)	0.0	0.0	0.3 (0.1, 0.9)	0.0 (0.0, 0.0)	0.3 (0.1, 1.2)				
Total	100	100	100	100	100	100	100				

Table 7.2a: Percentage distribution of smokeless tobacco users ≥15 years old, by the source of last purchase of smokeless product and selected demographic characteristics – GATS Pakistan, 2014.

Source	Overall	Gender		Age (years)			Residence	
		Male	Female	15-24	25+	Urban	Rural	
Percentage (95% CI)								
Store	73.8 (68.1,78.8)	73.4 (66.9,79.0)	74.9 (62.8,84.1)	75.5 (58.0,87.2)	73.5 (67.6,78.6)	63.8 (53.4,73.0)	79.0 (72.1,84.5)	
Pharmacy/medical store	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Street vendor	11.0 (7.7, 15.3)	12.8 (8.8, 18.4)	4.9 (2.6, 9.1)	9.0 (3.9, 19.6)	11.3 (7.8, 16.1)	17.2 (10.3,27.4)	7.7 (4.9, 11.9)	
Restaurant/café	0.0 (0.0, 0.2)	0.0	0.1 (0.0, 0.9)	0.2 (0.0, 1.4)	0.0	0.0	0.0 (0.0, 0.3)	
Duty-free shop	2.9 (1.2, 6.5)	2.9 (1.1, 7.8)	2.6 (0.9, 7.5)	7.5 (1.2, 34.7)	2.0 (1.0, 4.1)	1.9 (0.7, 5.4)	3.3 (1.2, 9.2)	
Outside the country	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Kiosks	7.9 (5.2, 11.9)	9.5 (6.1, 14.5)	2.7 (1.0, 7.1)	3.5 (0.9, 12.0)	8.7 (5.7, 13.2)	12.0 (8.5, 16.5)	5.9 (2.6, 12.6)	
From another person	4.1 (2.1, 8.0)	1.0 (0.5, 2.3)	14.0 (6.3, 28.5)	3.3 (0.9, 11.7)	4.2 (2.0, 8.6)	4.1 (1.1, 14.9)	4.1 (1.9, 8.7)	
Other	0.3 (0.1, 1.3)	0.2 (0.0, 1.6)	0.7 (0.1, 4.5)	1.1 (0.1, 7.8)	0.2 (0.0, 1.3)	1.0 (0.2, 3.8)	0.0	
Total	100	100	100	100	100	100	100	

Table 7.3: Average cigarette expenditure per month among manufactured cigarette smokers ≥15 years old, by selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Cigarette expenditure per month	
	<i>(Pakistani Rupee)</i>	
	<i>Average (95% CI)</i>	
Overall	767.3	(654.4, 880.2)
<i>Gender</i>		
Male	786.6	(668.4, 904.8)
Female	385.7	(186.2, 585.2)
<i>Age (years)</i>		
15-24	728.1	(495.0, 961.2)
25-44	792.3	(614.7, 969.9)
45-64	695.1	(613.1, 777.1)
65+	995.1	(151.4, 1838.7)
<i>Residence</i>		
Urban	844.0	(636.7, 1051.4)
Rural	727.3	(594.0, 860.5)
<i>Education Level</i>		
No education	809.4	(636.5, 982.2)
Primary or less	801.8	(438.3, 1165.4)
Secondary or less	702.8	(574.2, 831.4)
High school or above	651.9	(481.8, 822.0)

8. MEDIA

This chapter describes perceptions of adults after noticing anti-cigarette smoking information through mass media, health warnings on tobacco products and different types of cigarette advertisements.

Key Findings

- Overall, 29.9% of adults noticed anti-cigarette smoking information on radio or television.
- 77.5% of current smokers noticed a health warning (HW) on cigarette packs in the past 30 days.
- 29.7% of current smokers thought about quitting as a result of seeing these warnings.
- 29.8% of current smokers noticed cigarette marketing in stores and 27.8% on posters
- 36.6% of adults noticed cigarette advertisements/promotions (other than stores) or sporting event sponsorship.

8.1 Source of Anti-Cigarette Smoking Information

Overall, 37.7% noticed anti-cigarette smoking information at any location, with 29.9% from television or radio, 28.9% from television, 13.1% from newspapers or magazines, 6.2% from billboards, 5.6% from somewhere else and 3.2% on radio. Anti-cigarette smoking information was noticed more by males than females from all sources. Similarly, people living in urban areas and younger age group (15–24 years) generally noticed anti-cigarette smoking information from some of the sources more than those living in rural area or age 25+. The anti-cigarette smoking information noticed by current smokers and non-smokers was almost similar to that observed by overall population (Table 8.1).

8.2 Health Warning Labels

Health warning messages on cigarettes packs have been used to warn smokers. The exposure to these warning is described in Table 8.2 and Figures 8.1a and 8.1b.

8.2.1 Noticed Health Warning Labels on Cigarette Packages

Overall 77.5% of current smokers noticed health warnings on cigarette packages which was higher in males (79.7%) than females (52.6%). Noticing health warning labels by age was as follows: 72.7% for 15–24 years, 81.3% for 25–44 years, 77.4% for 45–64 years, and 66.1% for 65+. The proportion of current smokers noticing health warnings on cigarettes generally increase with education level.

8.2.3 Thought of Quitting due to Warning Labels

Though 77.5% of current smokers noticed health warning on cigarettes packages, only 29.7% of current smokers thought of quitting smoking because of noticing these warning labels. This estimate was higher among those living in urban areas (37.4%) and having higher education (43.4%).

8.3 Noticed Cigarettes Marketing

Overall, 36.6% noticed any advertisement, sponsorship or promotion of cigarettes marketing (Table 8.3). The common sites of noticing these advertisements and promotions were posters (18.9%) followed by stores (17.6%), public walls (6.4%), public transportation (4.2%), television (4.0%) and coupons (3.4%). Males noticed cigarette marketing more than females.

8.3.1 Noticed Cigarettes Marketing in Rural and Urban areas

Marketing of cigarettes was seen as coupon promotions in 4.2% rural and 2.2% urban residents and these figures for free gifts/discounts were 2.1% and 1.4% respectively. Those living in urban areas compared to those in rural areas noticed cigarette marketing more on television (7.0% versus 2.2%), billboards (3.3% versus 0.8%), and public walls (8.5% versus 5%).

Rural and urban residence did not show any difference in noticing cigarette marketing from others sources like stores, posters, free sample, sale price, radio and cinema.

8.3.2 Noticed Cigarettes Marketing by Current Smokers and Non-smokers

Out of total current smokers, 51.9% noticed any advertisement, sponsorship or promotion of cigarettes marketing (Table 8.4). The common sites of noticing cigarettes advertisement was stores (29.8%) followed by posters (27.8%), public walls (8.5%), sale price (7.0%), coupons (7.0%), free gifts/discounts (5.0%), and free samples (4.8%). Males noticed cigarette marketing more than females.

In rural areas, current smokers noticed cigarette marketing in the form of free samples (5.4%), coupons (7.6%) and free gifts (5.3%) and among urban smokers the estimates were 3.5%, 5.9% and 4.4% respectively. In non-smokers, 34.4% noticed any advertisement, sponsorship or promotion of cigarettes marketing while the common sites of noticing cigarettes advertisement was posters (17.6%) followed by stores (15.8%), public walls (6.1%), public transportation (4.4%) and televisions (4.0%) (Table 8.5).

Overall, 11.9% noticed advertisement, sponsorship or promotion of smokeless tobacco. The common sites of marketing was stores (4.2%) followed by posters (2.4%) and public transportation (2.1%) while marketing on others sources like television, newspapers etc. was negligible (Table 8.3a). No difference

was seen for noticing marketing of smokeless tobacco among different age groups and genders. Similar pattern was observed for current smokeless tobacco users and non-users (Tables 8.4a and 8.5a).

Table 8.1: Percentage of adults ≥15 years old who noticed anti-cigarette smoking information during the last 30 days in various places, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall	Gender		Age (years)			Residence	
		Male	Female	15-24	25+		Urban	Rural
		Percentage (95% CI)						
In newspapers or in magazines	13.1 (11.5, 14.8)	17.3 (15.1, 19.8)	8.5 (7.0, 10.4)	16.7 (13.8, 20.2)	11.3 (9.9, 12.9)	19.8 (17.0, 22.9)	8.8 (7.1, 11.0)	
On television or the radio	29.9 (28.0, 31.9)	34.8 (32.3, 37.3)	24.8 (22.6, 27.1)	33.7 (30.6, 36.9)	28.1 (26.0, 30.3)	38.5 (35.4, 41.7)	24.5 (22.0, 27.3)	
On television	28.9 (26.9, 31.0)	33.6 (31.0, 36.3)	24.0 (21.8, 26.4)	32.6 (29.4, 36.0)	27.2 (25.1, 29.4)	37.9 (34.9, 41.1)	23.3 (20.6, 26.2)	
On the radio	3.2 (2.7, 3.9)	3.9 (3.2, 4.9)	2.5 (1.8, 3.3)	3.3 (2.5, 4.5)	3.2 (2.6, 3.9)	3.2 (2.4, 4.3)	3.2 (2.5, 4.2)	
On billboards	6.2 (4.9, 7.9)	8.2 (6.4, 10.6)	4.1 (3.1, 5.5)	6.8 (5.0, 9.2)	6.0 (4.7, 7.6)	8.3 (6.7, 10.3)	4.9 (3.3, 7.4)	
Somewhere else	5.6 (4.5, 6.9)	6.4 (5.1, 7.9)	4.7 (3.6, 6.2)	6.5 (4.7, 8.9)	5.1 (4.1, 6.4)	4.6 (3.8, 5.7)	6.2 (4.6, 8.3)	
Any Location	37.7 (35.3, 40.2)	43.6 (40.7, 46.5)	31.4 (28.9, 34.1)	42.5 (38.9, 46.3)	35.4 (32.9, 38.1)	48.4 (44.7, 52.1)	31.0 (27.8, 34.5)	
Current smokers¹								
In newspapers or in magazines	11.0 (7.7, 15.3)	11.8 (8.3, 16.5)	1.9 (0.7, 5.2)	10.7 (4.5, 23.5)	11.0 (7.6, 15.7)	23.7 (15.8, 33.8)	5.2 (2.9, 9.1)	
On television or the radio	27.6 (23.4, 32.1)	28.7 (24.4, 33.5)	14.0 (7.1, 25.7)	20.4 (10.9, 35.1)	28.1 (23.8, 32.9)	41.9 (34.4, 49.7)	21.1 (16.5, 26.6)	
On television	26.9 (22.8, 31.5)	28.3 (23.9, 33.0)	10.7 (5.2, 20.9)	19.9 (10.5, 34.6)	27.4 (23.1, 32.2)	40.6 (33.1, 48.7)	20.7 (16.1, 26.1)	
On the radio	2.3 (1.3, 3.9)	2.0 (1.1, 3.5)	5.0 (1.5, 16.0)	0.8 (0.3, 2.2)	2.4 (1.3, 4.2)	4.1 (1.8, 9.1)	1.4 (0.7, 2.9)	
On billboards	5.2 (3.2, 8.1)	5.6 (3.5, 8.8)	0.0	6.8 (2.7, 16.4)	5.0 (3.1, 8.2)	7.7 (4.9, 11.9)	4.0 (1.8, 8.6)	
Somewhere else	4.9 (3.1, 7.6)	4.9 (3.0, 7.8)	4.3 (1.5, 12.0)	7.1 (2.0, 22.0)	4.7 (2.9, 7.6)	2.5 (1.7, 3.7)	5.9 (3.5, 9.9)	
Any Location	35.1 (30.1, 40.4)	36.6 (31.4, 42.1)	17.4 (9.4, 29.9)	33.5 (19.7, 50.9)	35.2 (30.1, 40.8)	51.8 (43.5, 59.9)	27.6 (21.9, 34.2)	
Non-smokers²								
In newspapers or in magazines	13.4 (11.7, 15.3)	18.9 (16.4, 21.8)	8.7 (7.1, 10.6)	16.9 (13.9, 20.5)	11.4 (9.9, 13.0)	19.4 (16.5, 22.7)	9.4 (7.5, 11.8)	
On television or the radio	30.2 (28.3, 32.3)	36.5 (33.8, 39.3)	25.0 (22.7, 27.3)	34.1 (31.0, 37.3)	28.1 (25.9, 30.4)	38.1 (35.2, 41.2)	25.1 (22.4, 27.9)	
On television	29.2 (27.1, 31.4)	35.1 (32.3, 38.1)	24.3 (22.0, 26.7)	33.0 (29.7, 36.4)	27.1 (24.9, 29.5)	37.6 (34.7, 40.7)	23.7 (20.9, 26.8)	
On the radio	3.4 (2.8, 4.1)	4.5 (3.6, 5.6)	2.4 (1.8, 3.2)	3.4 (2.5, 4.6)	3.3 (2.7, 4.1)	3.1 (2.4, 4.1)	3.5 (2.6, 4.7)	
On billboards	6.4 (5.0, 8.2)	9.0 (6.7, 11.9)	4.2 (3.2, 5.6)	6.8 (5.0, 9.3)	6.2 (4.7, 7.9)	8.4 (6.7, 10.5)	5.1 (3.2, 7.9)	
Somewhere else	5.7 (4.6, 7.1)	6.8 (5.4, 8.5)	4.7 (3.6, 6.2)	6.5 (4.7, 8.9)	5.2 (4.2, 6.5)	4.9 (4.0, 6.0)	6.2 (4.5, 8.5)	
Any Location	38.1 (35.6, 40.6)	45.6 (42.5, 48.8)	31.7 (29.1, 34.4)	42.8 (39.1, 46.6)	35.5 (32.9, 38.1)	48.0 (44.3, 51.7)	31.6 (28.3, 35.1)	

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.

Table 8.2: Percentage of current smokers ≥15 years old who noticed health warnings on cigarette packages and considered quitting because of the warning labels during the last 30 days, by selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Current smokers ¹ who...		
	Noticed health warnings on cigarette package ²	Thought about quitting because of warning label ²	
	Percentage (95% CI)		
Overall	77.5	(73.3, 81.2)	29.7
<i>Gender</i>			
Male	79.7	(75.3, 83.5)	31.0
Female	52.6	(39.1, 65.7)	15.8
<i>Age (years)</i>			
15-24	72.7	(54.9, 85.4)	33.3
25-44	81.3	(75.4, 86.0)	28.4
45-64	77.4	(70.6, 83.0)	33.9
65+	66.1	(53.5, 76.9)	19.3
<i>Residence</i>			
Urban	83.4	(77.7, 87.8)	37.4
Rural	74.8	(69.3, 79.5)	26.1
<i>Education Level</i>			
No education	70.0	(64.0, 75.3)	23.5
Primary or less	83.8	(76.9, 88.9)	34.7
Secondary or less	88.3	(81.6, 92.7)	33.8
High school or above	83.6	(70.2, 91.7)	43.4

¹ Includes daily and occasional (less than daily) smokers.

² During the last 30 days.

Table 8.3: Percentage of adults ≥15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall		Gender		Age (years)			Residence						
			Male	Female	15-24	25+	Urban	Rural						
Percentage (95% CI)														
Noticed advertisements														
In stores	17.6	(15.9, 19.3)	27.9	(25.2, 30.8)	6.4	(5.2, 7.9)	17.9	(15.5, 20.6)	17.4	(15.6, 19.4)	16.1	(14.5, 17.9)	18.5	(16.1, 21.1)
On television	4.0	(3.2, 5.1)	4.4	(3.4, 5.6)	3.7	(2.8, 4.9)	4.7	(3.4, 6.4)	3.7	(2.9, 4.9)	7.0	(5.2, 9.4)	2.2	(1.6, 3.0)
On the radio	0.4	(0.3, 0.7)	0.5	(0.3, 0.9)	0.3	(0.2, 0.6)	0.3	(0.2, 0.7)	0.5	(0.3, 0.8)	0.8	(0.4, 1.4)	0.2	(0.1, 0.4)
On billboards	1.7	(1.3, 2.3)	2.4	(1.7, 3.2)	1.0	(0.6, 1.7)	1.9	(1.2, 3.0)	1.6	(1.2, 2.2)	3.3	(2.3, 4.7)	0.8	(0.4, 1.2)
On posters	18.9	(17.1, 20.8)	26.7	(24.2, 29.3)	10.6	(8.8, 12.7)	18.5	(16.1, 21.3)	19.0	(17.2, 21.0)	17.9	(15.9, 20.2)	19.5	(16.8, 22.4)
In newspapers or magazines	2.2	(1.6, 3.0)	2.3	(1.6, 3.4)	2.0	(1.4, 2.9)	2.7	(1.7, 4.3)	1.9	(1.4, 2.6)	4.0	(2.6, 5.9)	1.0	(0.7, 1.6)
In cinemas	0.4	(0.3, 0.7)	0.8	(0.5, 1.2)	0.1	(0.0, 0.4)	0.7	(0.4, 1.4)	0.3	(0.1, 0.5)	0.7	(0.4, 1.2)	0.3	(0.1, 0.5)
On the internet	1.0	(0.7, 1.4)	1.3	(0.9, 2.0)	0.6	(0.3, 1.1)	1.9	(1.2, 2.9)	0.5	(0.4, 0.8)	2.1	(1.4, 3.1)	0.3	(0.1, 0.5)
On public transportation	4.2	(3.4, 5.2)	6.1	(4.9, 7.7)	2.2	(1.6, 3.1)	4.6	(3.5, 5.9)	4.1	(3.1, 5.3)	5.5	(4.1, 7.2)	3.5	(2.5, 4.7)
On public walls	6.4	(5.4, 7.5)	8.8	(7.4, 10.4)	3.8	(2.8, 5.0)	7.2	(5.8, 8.9)	6.0	(4.9, 7.2)	8.5	(7.0, 10.3)	5.0	(3.9, 6.4)
Somewhere else	1.2	(0.7, 2.1)	1.4	(0.8, 2.5)	1.1	(0.7, 1.8)	0.7	(0.4, 1.3)	1.5	(0.8, 2.8)	1.1	(0.7, 1.6)	1.4	(0.6, 2.9)
Noticed sports sponsorship	0.9	(0.7, 1.2)	1.4	(1.0, 1.9)	0.5	(0.3, 0.7)	1.0	(0.7, 1.5)	0.9	(0.6, 1.3)	1.4	(1.0, 1.8)	0.6	(0.4, 1.2)
Noticed cigarette promotions														
Free samples	2.2	(1.7, 2.8)	3.5	(2.6, 4.5)	0.9	(0.6, 1.3)	1.7	(1.1, 2.7)	2.4	(1.9, 3.2)	2.1	(1.5, 2.9)	2.3	(1.6, 3.2)
Sale prices	2.7	(2.2, 3.4)	4.3	(3.3, 5.5)	1.1	(0.7, 1.7)	1.8	(1.2, 2.8)	3.2	(2.4, 4.1)	2.5	(1.9, 3.2)	2.9	(2.1, 4.0)
Coupons	3.4	(2.3, 5.0)	5.3	(3.5, 8.0)	1.4	(0.9, 2.2)	3.1	(2.2, 4.5)	3.6	(2.3, 5.4)	2.2	(1.5, 3.0)	4.2	(2.6, 6.8)
Free gifts/discounts on other products	1.9	(1.5, 2.3)	2.7	(2.2, 3.5)	0.9	(0.6, 1.6)	1.4	(1.0, 2.0)	2.1	(1.7, 2.6)	1.4	(1.1, 1.9)	2.1	(1.6, 2.8)

Clothing/item with brand name or logo	1.2	(0.9, 1.5)	1.9	(1.4, 2.6)	0.4	(0.2, 0.6)	1.3	(0.8, 2.0)	1.1	(0.8, 1.5)	2.0	(1.4, 2.7)	0.6	(0.4, 1.1)
Mail promoting cigarettes	0.4	(0.3, 0.6)	0.6	(0.4, 0.9)	0.3	(0.1, 0.5)	0.2	(0.1, 0.4)	0.5	(0.4, 0.8)	0.7	(0.4, 1.0)	0.3	(0.2, 0.6)
Noticed any advertisement, sponsorship, or promotion	36.6	(34.4, 39.0)	49.7	(46.6, 52.8)	22.1	(19.8, 24.7)	37.6	(34.6, 40.7)	36.2	(33.7, 38.8)	38.0	(34.9, 41.2)	35.8	(32.6, 39.1)

Table 8.3a: Percentage of adults ≥15 years old who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall		Gender		Age (years)			Residence						
			Male	Female	15-24		25+	Urban	Rural					
	Percentage (95% CI)													
Noticed advertisements														
In stores	4.2	(3.3, 5.5)	6.5	(5.2, 8.1)	1.8	(1.1, 3.0)	4.5	(2.9, 7.1)	4.1	(3.3, 5.0)	2.9	(2.3, 3.6)	5.1	(3.7, 7.1)
On television	0.8	(0.5, 1.2)	0.7	(0.4, 1.3)	0.8	(0.5, 1.3)	1.0	(0.6, 1.8)	0.7	(0.4, 1.0)	1.0	(0.6, 1.6)	0.7	(0.4, 1.2)
On the radio	0.2	(0.1, 0.4)	0.3	(0.1, 0.5)	0.2	(0.1, 0.5)	0.2	(0.1, 0.6)	0.3	(0.2, 0.4)	0.3	(0.1, 0.8)	0.2	(0.1, 0.4)
On billboards	0.6	(0.3, 1.0)	0.8	(0.4, 1.5)	0.3	(0.2, 0.6)	0.5	(0.2, 1.0)	0.6	(0.3, 1.1)	0.8	(0.4, 1.5)	0.4	(0.2, 1.0)
On posters	2.4	(1.8, 3.1)	3.5	(2.7, 4.5)	1.2	(0.7, 2.0)	2.8	(2.0, 4.0)	2.2	(1.6, 2.9)	1.8	(1.4, 2.2)	2.8	(2.0, 3.9)
In newspapers or magazines	0.8	(0.5, 1.4)	1.0	(0.6, 1.5)	0.7	(0.2, 1.9)	1.5	(0.7, 3.2)	0.5	(0.3, 0.7)	1.4	(0.8, 2.7)	0.4	(0.2, 0.9)
In cinemas	0.2	(0.1, 0.3)	0.3	(0.1, 0.5)	0.1	(0.0, 0.1)	0.3	(0.2, 0.7)	0.1	(0.0, 0.2)	0.1	(0.0, 0.2)	0.2	(0.1, 0.4)
On the internet	0.5	(0.3, 0.8)	0.6	(0.4, 1.1)	0.3	(0.2, 0.7)	0.9	(0.5, 1.7)	0.3	(0.2, 0.5)	0.9	(0.5, 1.6)	0.2	(0.1, 0.5)
On public transportation	2.1	(1.5, 2.8)	3.1	(2.2, 4.3)	1.0	(0.7, 1.5)	2.0	(1.4, 3.0)	2.1	(1.4, 3.0)	2.3	(1.4, 3.7)	1.9	(1.3, 2.8)
On public walls	1.2	(0.9, 1.6)	1.9	(1.4, 2.5)	0.5	(0.3, 0.8)	1.3	(0.8, 2.2)	1.1	(0.8, 1.5)	1.2	(0.8, 1.8)	1.2	(0.7, 1.8)
Somewhere else	0.2	(0.1, 0.4)	0.2	(0.1, 0.7)	0.1	(0.0, 0.4)	0.0	(0.0, 0.0)	0.3	(0.1, 0.6)	0.1	(0.0, 0.2)	0.3	(0.1, 0.6)
Noticed sports sponsorship	0.4	(0.3, 0.6)	0.6	(0.4, 0.9)	0.3	(0.2, 0.5)	0.7	(0.3, 1.2)	0.3	(0.2, 0.5)	0.7	(0.5, 1.1)	0.3	(0.1, 0.6)
Noticed cigarette promotions														
Free samples	0.5	(0.3, 0.8)	0.8	(0.4, 1.4)	0.2	(0.1, 0.6)	0.6	(0.2, 1.6)	0.5	(0.3, 0.8)	0.4	(0.2, 0.8)	0.6	(0.3, 1.1)
Sale prices	1.1	(0.7, 1.5)	1.8	(1.2, 2.6)	0.3	(0.1, 0.7)	0.9	(0.5, 1.7)	1.1	(0.8, 1.7)	0.6	(0.4, 1.0)	1.3	(0.9, 2.1)
Coupons	0.9	(0.5, 1.5)	0.9	(0.5, 1.5)	0.9	(0.5, 1.6)	0.8	(0.3, 1.9)	0.9	(0.5, 1.6)	0.3	(0.1, 0.6)	1.3	(0.7, 2.2)
Free gifts/discounts on other products	0.2	(0.1, 0.4)	0.2	(0.1, 0.5)	0.3	(0.1, 0.7)	0.1	(0.0, 0.2)	0.3	(0.2, 0.6)	0.2	(0.1, 0.3)	0.3	(0.1, 0.6)

Clothing/item with brand name or logo	0.2	(0.1, 0.4)	0.3	(0.1, 0.5)	0.2	(0.1, 0.4)	0.1	(0.0, 0.2)	0.3	(0.2, 0.5)	0.3	(0.1, 0.5)	0.2	(0.1, 0.4)
Mail promoting cigarettes	0.5	(0.3, 0.7)	0.6	(0.4, 0.9)	0.3	(0.2, 0.6)	0.3	(0.1, 0.5)	0.6	(0.4, 0.9)	0.6	(0.4, 0.9)	0.4	(0.2, 0.7)
Noticed any advertisement, sponsorship, or promotion	11.9	(10.4,13.7)	15.9	(13.8,18.3)	7.5	(6.1, 9.3)	13.0	(10.6,15.8)	11.4	(9.8, 13.3)	11.0	(9.3, 12.9)	12.6	(10.3,15.3)

Table 8.4: Percentage of current smokers ≥15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall	Gender		Age (years)			Residence							
		Male	Female	15-24	25+	Urban	Rural							
Percentage (95% CI)														
Noticed advertisements														
In stores	29.8	(25.2, 34.9)	31.3	(26.4, 36.7)	12.3	(6.4, 22.5)	33.4	(21.8, 47.5)	29.5	(24.7, 34.9)	32.9	(25.1, 41.9)	28.4	(22.8, 34.6)
On television	4.1	(2.5, 6.6)	4.4	(2.7, 7.1)	0.5	(0.1, 3.3)	7.4	(2.7, 19.1)	3.8	(2.2, 6.6)	9.0	(4.8, 16.1)	1.9	(1.0, 3.4)
On the radio	0.3	(0.1, 1.0)	0.3	(0.1, 1.1)	0.0		0.4	(0.1, 2.9)	0.3	(0.1, 1.0)	0.8	(0.2, 3.0)	0.1	(0.0, 0.7)
On billboards	2.1	(1.2, 3.7)	2.3	(1.3, 4.0)	0.0		3.1	(1.2, 7.7)	2.0	(1.1, 3.7)	3.1	(1.7, 5.7)	1.7	(0.7, 4.0)
On posters	27.8	(23.8, 32.2)	29.5	(25.1, 34.2)	8.4	(3.8, 17.2)	20.3	(10.1, 36.6)	28.4	(24.5, 32.6)	28.1	(21.9, 35.3)	27.6	(22.7, 33.2)
In newspapers or magazines	0.8	(0.4, 1.6)	0.8	(0.4, 1.7)	0.0		0.2	(0.0, 1.4)	0.8	(0.4, 1.7)	1.1	(0.4, 3.3)	0.6	(0.2, 1.6)
In cinemas	0.2	(0.0, 1.1)	0.2	(0.0, 1.2)	0.0		0.0		0.2	(0.0, 1.2)	0.5	(0.1, 3.4)	0.0	
On the internet	0.5	(0.2, 1.0)	0.5	(0.2, 1.1)	0.0		1.7	(0.3, 7.9)	0.4	(0.1, 0.9)	1.1	(0.5, 2.7)	0.1	(0.0, 1.0)
On public transportation	3.3	(2.2, 5.0)	3.5	(2.3, 5.3)	1.4	(0.3, 5.9)	8.9	(3.3, 21.7)	2.9	(1.9, 4.5)	5.7	(3.6, 8.8)	2.3	(1.1, 4.6)
On public walls	8.5	(6.3, 11.3)	8.7	(6.5, 11.5)	6.3	(2.4, 15.8)	1.5	(0.8, 2.8)	9.0	(6.7, 12.0)	11.4	(7.7, 16.7)	7.1	(4.7, 10.7)
Somewhere else	3.2	(1.3, 7.9)	3.4	(1.3, 8.5)	1.0	(0.7, 1.4)	0.5	(0.3, 0.7)	3.4	(1.3, 8.4)	0.9	(0.6, 1.4)	4.3	(1.5, 11.2)
Noticed sports sponsorship	1.1	(0.6, 2.1)	1.2	(0.7, 2.3)	0.0		0.5	(0.1, 3.6)	1.2	(0.6, 2.3)	2.1	(1.1, 4.1)	0.7	(0.2, 2.3)
Noticed cigarette promotions														
Free samples	4.8	(3.1, 7.3)	4.8	(3.2, 7.4)	4.2	(1.2, 13.5)	1.0	(0.3, 2.8)	5.1	(3.3, 7.8)	3.5	(2.3, 5.3)	5.4	(3.1, 9.1)
Sale prices	7.0	(4.7, 10.4)	7.2	(4.8, 10.7)	5.0	(1.4, 16.5)	3.5	(1.0, 12.2)	7.3	(4.8, 10.7)	8.7	(5.5, 13.4)	6.2	(3.4, 11.0)
Coupons	7.0	(4.9, 10.0)	7.7	(5.3, 10.9)	0.0		9.0	(2.5, 27.7)	6.9	(4.7, 9.9)	5.9	(3.6, 9.5)	7.6	(4.8, 11.8)
Free gifts/discounts on other products	5.0	(3.6, 7.0)	5.1	(3.5, 7.4)	4.1	(1.3, 11.9)	5.6	(1.6, 17.9)	5.0	(3.5, 7.1)	4.4	(2.8, 6.7)	5.3	(3.4, 8.2)
Clothing/item with brand name or logo	1.7	(1.0, 2.9)	1.9	(1.1, 3.1)	0.0		0.5	(0.3, 0.7)	1.8	(1.1, 3.1)	3.5	(2.0, 6.0)	0.9	(0.3, 2.5)
Mail promoting cigarettes	0.6	(0.3, 1.4)	0.6	(0.3, 1.5)	0.7	(0.5, 0.9)	0.5	(0.3, 0.8)	0.6	(0.3, 1.5)	0.8	(0.3, 2.1)	0.5	(0.2, 1.7)
Noticed any advertisement, sponsorship, or promotion	51.9	(47.1, 56.7)	53.9	(48.8, 58.9)	27.4	(18.4, 38.6)	53.0	(39.9, 65.6)	51.8	(46.8, 56.8)	56.1	(49.3, 62.7)	50.0	(43.7, 56.2)

Note: Current smokers includes daily and occasional (less than daily) smokers.

Table 8.4a: Percentage of current smokeless users ≥15 years old who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall	Gender			Age (years)			Residence						
		Male	Female		15-24	25+	Urban	Rural						
	Percentage (95% CI)													
Noticed advertisement														
In stores	9.0	(6.4, 12.5)	10.2	(7.1, 14.5)	4.4	(2.3, 8.4)	8.3	(4.1, 16.1)	9.1	(6.2, 13.2)	5.0	(3.8, 6.5)	10.9	(7.2, 16.1)
On television	0.4	(0.1, 1.4)	0.5	(0.2, 1.8)	0.2	(0.0, 1.2)	1.4	(0.2, 10.1)	0.3	(0.1, 1.0)	0.3	(0.1, 1.3)	0.5	(0.1, 2.1)
On the radio	0.5	(0.1, 1.6)	0.6	(0.2, 2.1)	0.0		1.4	(0.2, 10.1)	0.3	(0.1, 1.4)	0.8	(0.2, 3.4)	0.3	(0.0, 2.2)
On billboards	0.9	(0.4, 1.8)	1.1	(0.5, 2.3)	0.2	(0.1, 0.6)	1.4	(0.2, 10.1)	0.8	(0.3, 1.8)	0.8	(0.2, 2.5)	0.9	(0.3, 2.3)
On posters	5.8	(3.7, 8.9)	6.9	(4.2, 11.2)	2.3	(0.7, 6.8)	8.0	(2.5, 22.6)	5.5	(3.5, 8.4)	4.7	(2.2, 9.7)	6.4	(3.7, 10.7)
In newspapers or magazines	0.8	(0.3, 2.3)	1.1	(0.4, 3.0)	0.0		1.4	(0.2, 10.2)	0.7	(0.2, 2.4)	0.8	(0.2, 2.4)	0.8	(0.2, 3.5)
In cinemas	0.3	(0.1, 1.4)	0.5	(0.1, 1.9)	0.0		1.4	(0.2, 10.1)	0.2	(0.0, 1.2)	0.0		0.5	(0.1, 2.2)
On the internet	0.5	(0.1, 1.9)	0.3	(0.0, 1.9)	1.1	(0.2, 7.6)	1.4	(0.2, 10.1)	0.3	(0.0, 2.2)	0.0		0.7	(0.2, 2.9)
On public transportation	4.0	(2.3, 6.9)	4.8	(2.7, 8.5)	1.5	(0.3, 6.0)	3.1	(0.8, 11.6)	4.2	(2.3, 7.5)	5.1	(3.0, 8.4)	3.5	(1.4, 8.2)
On public walls	1.1	(0.6, 1.9)	1.4	(0.8, 2.5)	0.1	(0.0, 0.7)	2.0	(0.4, 8.4)	1.0	(0.5, 1.8)	1.7	(1.0, 3.0)	0.8	(0.3, 2.2)
Somewhere else	0.8	(0.2, 3.9)	0.9	(0.1, 5.8)	0.5	(0.4, 0.7)	0.0		0.9	(0.2, 4.6)	0.4	(0.3, 0.5)	1.0	(0.1, 6.4)
Noticed sports sponsorship	0.2	(0.1, 0.9)	0.3	(0.1, 1.1)	0.0		0.0		0.3	(0.1, 1.0)	0.1	(0.0, 0.7)	0.3	(0.1, 1.3)
Noticed cigarette promotions														
Free samples	1.4	(0.5, 3.8)	1.7	(0.6, 4.9)	0.2	(0.0, 1.5)	4.3	(0.6, 25.2)	0.9	(0.3, 2.4)	0.7	(0.3, 1.6)	1.7	(0.5, 5.7)
Sale prices	2.4	(1.4, 4.2)	3.0	(1.7, 5.1)	0.6	(0.1, 2.8)	0.7	(0.1, 3.6)	2.7	(1.5, 4.6)	0.7	(0.3, 1.3)	3.3	(1.8, 6.0)
Coupons	2.3	(1.2, 4.3)	2.1	(0.9, 4.4)	2.9	(0.8, 10.4)	2.7	(0.8, 9.4)	2.2	(1.1, 4.5)	0.0	(0.0, 0.0)	3.4	(1.8, 6.4)
Free gifts/discounts on other products														
Clothing/item with brand name or logo	0.5	(0.1, 1.9)	0.2	(0.0, 1.2)	1.4	(0.2, 9.6)	0.0		0.6	(0.1, 2.2)	0.1	(0.1, 0.1)	0.7	(0.2, 2.9)
	0.5	(0.1, 2.4)	0.7	(0.1, 3.2)	0.1	(0.0, 0.6)	0.0		0.6	(0.1, 2.8)	0.0		0.8	(0.2, 3.7)
Mail promoting cigarettes	0.9	(0.3, 2.9)	1.1	(0.3, 3.8)	0.0		0.0		1.0	(0.3, 3.4)	0.0		1.3	(0.4, 4.4)
Noticed any advertisement, sponsorship, or promotion	21.5	(16.9, 26.9)	23.5	(18.2, 29.8)	13.9	(8.2, 22.4)	22.2	(11.4, 38.8)	21.3	(16.6, 26.9)	15.5	(11.2, 20.9)	24.3	(18.0, 32.0)

Note: Current smokers includes daily and occasional (less than daily) smokers.

Table 8.5: Percentage of current non-smokers ≥15 years old who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall	Gender		Age (years)			Residence	
		Male	Female	15-24	25+		Urban	Rural
		<i>Percentage (95% CI)</i>						
<i>Noticed advertisement</i>								
In stores	15.8 (14.2, 17.6)	27.0 (24.1, 30.0)	6.3 (5.1, 7.8)	17.5 (15.1, 20.2)	14.9 (13.2, 16.8)	14.2 (12.8, 15.8)	16.9 (14.4, 19.7)	
On television	4.0 (3.2, 5.1)	4.4 (3.3, 5.7)	3.8 (2.9, 4.9)	4.6 (3.3, 6.2)	3.7 (2.9, 4.8)	6.8 (5.0, 9.1)	2.2 (1.6, 3.1)	
On the radio	0.5 (0.3, 0.7)	0.6 (0.3, 1.1)	0.3 (0.2, 0.6)	0.3 (0.1, 0.7)	0.5 (0.3, 1.0)	0.8 (0.4, 1.5)	0.3 (0.1, 0.5)	
On billboards	1.7 (1.2, 2.3)	2.4 (1.7, 3.3)	1.1 (0.7, 1.7)	1.8 (1.1, 3.0)	1.6 (1.1, 2.2)	3.3 (2.2, 4.9)	0.6 (0.4, 1.0)	
On posters	17.6 (15.7, 19.7)	25.9 (23.1, 28.8)	10.7 (8.8, 12.8)	18.5 (16.0, 21.3)	17.1 (15.1, 19.3)	16.8 (14.5, 19.3)	18.2 (15.4, 21.2)	
In newspapers or magazines	2.4 (1.7, 3.3)	2.8 (1.8, 4.2)	2.0 (1.4, 2.9)	2.8 (1.8, 4.4)	2.1 (1.6, 2.9)	4.3 (2.8, 6.5)	1.1 (0.7, 1.8)	
In cinemas	0.5 (0.3, 0.7)	0.9 (0.6, 1.5)	0.1 (0.0, 0.4)	0.7 (0.4, 1.4)	0.3 (0.2, 0.6)	0.7 (0.4, 1.3)	0.3 (0.1, 0.6)	
On the internet	1.1 (0.7, 1.5)	1.6 (1.0, 2.4)	0.6 (0.4, 1.1)	1.9 (1.2, 3.0)	0.6 (0.4, 0.9)	2.2 (1.5, 3.3)	0.3 (0.1, 0.6)	
On public transportation	4.4 (3.5, 5.4)	6.9 (5.4, 8.8)	2.2 (1.6, 3.1)	4.4 (3.4, 5.8)	4.3 (3.2, 5.7)	5.4 (4.1, 7.2)	3.7 (2.6, 5.1)	
On public walls	6.1 (5.1, 7.2)	8.8 (7.4, 10.6)	3.7 (2.8, 5.0)	7.4 (5.9, 9.2)	5.3 (4.3, 6.6)	8.1 (6.5, 10.2)	4.7 (3.6, 6.1)	
Somewhere else	1.0 (0.7, 1.4)	0.8 (0.5, 1.3)	1.1 (0.7, 1.8)	0.7 (0.4, 1.3)	1.1 (0.7, 1.7)	1.1 (0.7, 1.6)	0.9 (0.5, 1.7)	
Noticed sports sponsorship	0.9 (0.7, 1.2)	1.4 (1.0, 2.1)	0.5 (0.3, 0.7)	1.0 (0.7, 1.5)	0.8 (0.5, 1.2)	1.3 (1.0, 1.7)	0.6 (0.3, 1.2)	
<i>Noticed cigarette promotions</i>								
Free samples	1.8 (1.4, 2.5)	3.1 (2.1, 4.3)	0.8 (0.5, 1.2)	1.8 (1.1, 2.7)	1.9 (1.4, 2.6)	1.9 (1.3, 2.8)	1.8 (1.2, 2.7)	
Sale prices	2.1 (1.6, 2.8)	3.4 (2.6, 4.6)	1.0 (0.7, 1.6)	1.8 (1.1, 2.8)	2.3 (1.7, 3.2)	1.8 (1.3, 2.5)	2.4 (1.6, 3.4)	
Coupons	2.9 (1.9, 4.5)	4.6 (2.8, 7.7)	1.4 (0.9, 2.2)	3.0 (2.0, 4.3)	2.9 (1.7, 4.8)	1.7 (1.2, 2.6)	3.7 (2.1, 6.4)	
Free gifts/discounts on other products	1.4 (1.1, 1.9)	2.1 (1.5, 2.8)	0.9 (0.5, 1.5)	1.3 (0.9, 1.9)	1.5 (1.1, 2.0)	1.1 (0.8, 1.5)	1.6 (1.1, 2.4)	
Clothing/item with brand name or logo	1.1 (0.8, 1.5)	1.9 (1.3, 2.8)	0.4 (0.2, 0.6)	1.3 (0.8, 2.1)	1.0 (0.7, 1.3)	1.8 (1.2, 2.7)	0.6 (0.4, 1.0)	
Mail promoting cigarettes	0.4 (0.3, 0.6)	0.6 (0.4, 1.0)	0.3 (0.1, 0.5)	0.2 (0.1, 0.4)	0.5 (0.3, 0.8)	0.7 (0.4, 1.1)	0.3 (0.1, 0.5)	
Noticed any advertisement, sponsorship, or promotion	34.4 (32.0, 36.9)	48.4 (44.9, 51.9)	22.0 (19.6, 24.6)	37.1 (34.1, 40.3)	32.9 (30.3, 35.6)	35.9 (32.5, 39.3)	33.4 (30.2, 36.9)	

Note: Current non-smokers includes former and never smokers.

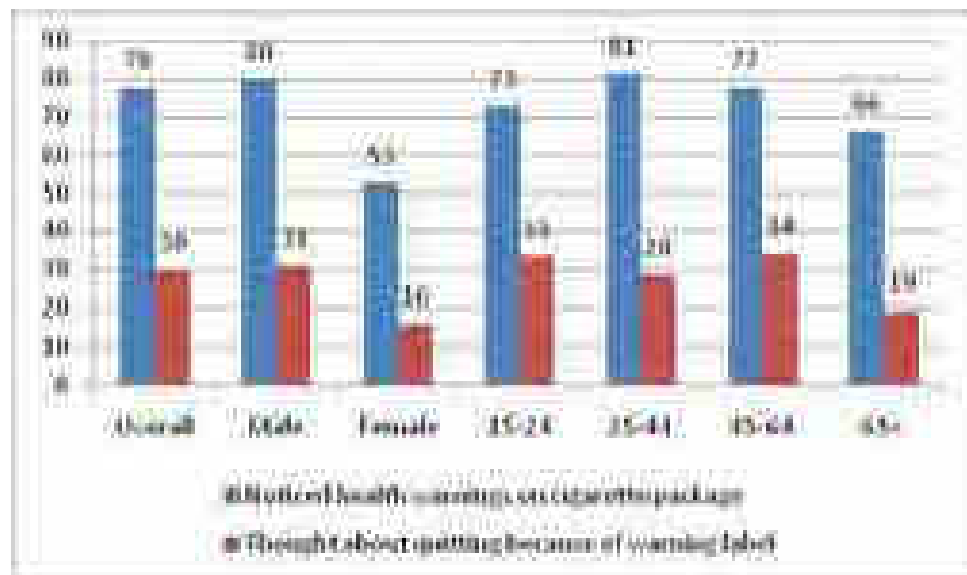
Table 8.5a: Percentage of current non-smokeless users ≥15 years old who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics – GATS Pakistan, 2014.

Places	Overall	Gender		Age (years)				Residence						
		Male	Female	15-24	25+	Urban	Rural							
	Percentage (95% CI)													
Noticed advertisements														
	3.9	(2.9, 5.2)	6.0	(4.7, 7.7)	1.7	(1.0, 2.9)	4.4	(2.7, 7.1)	3.6	(2.8, 4.5)	2.7	(2.1, 3.5)	4.6	(3.1, 6.7)
	0.8	(0.5, 1.2)	0.8	(0.4, 1.4)	0.9	(0.6, 1.4)	1.0	(0.6, 1.8)	0.7	(0.4, 1.1)	1.0	(0.6, 1.7)	0.7	(0.4, 1.3)
On the radio	0.2	(0.1, 0.4)	0.2	(0.1, 0.4)	0.2	(0.1, 0.5)	0.2	(0.1, 0.6)	0.3	(0.1, 0.4)	0.3	(0.1, 0.9)	0.2	(0.1, 0.3)
On billboards	0.5	(0.3, 1.0)	0.8	(0.4, 1.6)	0.3	(0.2, 0.6)	0.4	(0.2, 1.0)	0.6	(0.3, 1.2)	0.8	(0.4, 1.6)	0.4	(0.1, 1.1)
On posters	2.1	(1.6, 2.8)	3.1	(2.3, 4.1)	1.2	(0.7, 1.9)	2.6	(1.8, 3.8)	1.8	(1.3, 2.6)	1.6	(1.2, 2.0)	2.5	(1.6, 3.7)
In newspapers or magazines	0.8	(0.5, 1.4)	0.9	(0.6, 1.6)	0.7	(0.2, 1.9)	1.5	(0.7, 3.3)	0.4	(0.3, 0.7)	1.5	(0.8, 2.9)	0.4	(0.2, 0.9)
In cinemas	0.1	(0.1, 0.3)	0.2	(0.1, 0.5)	0.1	(0.0, 0.2)	0.3	(0.1, 0.6)	0.1	(0.0, 0.2)	0.1	(0.0, 0.3)	0.2	(0.1, 0.4)
On the internet	0.5	(0.3, 0.8)	0.7	(0.4, 1.2)	0.3	(0.1, 0.7)	0.9	(0.4, 1.7)	0.3	(0.2, 0.5)	0.9	(0.5, 1.7)	0.2	(0.1, 0.4)
On public transportation	1.9	(1.4, 2.6)	2.9	(2.0, 4.1)	1.0	(0.6, 1.5)	2.0	(1.3, 3.0)	1.9	(1.3, 2.7)	2.1	(1.3, 3.4)	1.8	(1.2, 2.6)
On public walls	1.2	(0.8, 1.6)	1.9	(1.4, 2.6)	0.5	(0.3, 0.9)	1.3	(0.8, 2.2)	1.1	(0.8, 1.6)	1.2	(0.8, 1.8)	1.2	(0.7, 1.9)
Somewhere else	0.1	(0.1, 0.3)	0.2	(0.0, 0.5)	0.1	(0.0, 0.4)	0.0	(0.0, 0.0)	0.2	(0.1, 0.5)	0.0	(0.0, 0.2)	0.2	(0.1, 0.5)
Noticed sports sponsorship	0.4	(0.3, 0.7)	0.6	(0.4, 1.0)	0.3	(0.2, 0.5)	0.7	(0.4, 1.3)	0.3	(0.2, 0.5)	0.7	(0.5, 1.1)	0.3	(0.1, 0.6)
Noticed cigarette promotions														
Free samples	0.5	(0.3, 0.8)	0.7	(0.3, 1.3)	0.2	(0.1, 0.6)	0.5	(0.2, 1.4)	0.4	(0.2, 0.8)	0.4	(0.2, 0.8)	0.5	(0.2, 1.0)
Sale prices	1.0	(0.7, 1.4)	1.6	(1.1, 2.5)	0.3	(0.1, 0.7)	0.9	(0.5, 1.8)	1.0	(0.6, 1.5)	0.6	(0.4, 1.0)	1.2	(0.7, 1.9)
Coupons	0.8	(0.5, 1.3)	0.7	(0.4, 1.4)	0.8	(0.4, 1.5)	0.7	(0.3, 1.7)	0.8	(0.5, 1.3)	0.3	(0.2, 0.7)	1.1	(0.6, 1.9)
Free gifts/discounts on other products	0.2	(0.1, 0.4)	0.2	(0.1, 0.5)	0.2	(0.1, 0.6)	0.1	(0.0, 0.2)	0.3	(0.1, 0.6)	0.2	(0.1, 0.3)	0.3	(0.1, 0.6)
Clothing/item with brand name or logo	0.2	(0.1, 0.3)	0.2	(0.1, 0.4)	0.2	(0.1, 0.4)	0.1	(0.0, 0.2)	0.2	(0.1, 0.4)	0.3	(0.2, 0.5)	0.1	(0.0, 0.3)
Mail promoting cigarettes	0.4	(0.3, 0.6)	0.5	(0.3, 0.9)	0.4	(0.2, 0.6)	0.3	(0.1, 0.5)	0.5	(0.3, 0.8)	0.6	(0.4, 1.0)	0.3	(0.2, 0.7)
Noticed any advertisement, sponsorship, or promotion	11.2	(9.6, 12.9)	15.0	(12.9, 17.4)	7.3	(5.9, 9.0)	12.7	(10.3, 15.5)	10.4	(8.9, 12.2)	10.7	(8.9, 12.7)	11.5	(9.2, 14.2)

Note: Current non-smokers include former and never smokers.

Figure 8.1: (a) Percentage of current smokers reported noticing health warnings and thinking about quitting because of the health warnings, by gender and age - GATS Pakistan, 2014, (b) Warning messages on cigarettes packs in Pakistan

(a)



(b)



9. KNOWLEDGE, ATTITUDES AND PERCEPTIONS

Key findings:

- 85.8 % of adults aged 15 years or older (87.8% of current smokers and 85.5% of non-smokers) believed that smoking causes serious illness.
- 81.7% of adults believed that breathing secondhand smoke (SHS) caused serious illness in non-smokers.
- 74.8% adults favored increasing taxes on tobacco products.

9.1 Knowledge of Health Effects of Tobacco Smoking

Overall 85.8% adults (87.8% current smokers and 85.5% non-smokers) believed smoking causes serious illness. This belief was 87.2% in males and 84.4% in females.

Variations were seen in specific tobacco related diseases among all respondents. A majority of respondents believed that smoking caused heart attack (85.9%), lung cancer (84.6%), throat/mouth cancer (88.1%) and stomach cancer (61.8%). However, lower proportions believed that smoking causes stroke (55.5%), bladder cancer (50.5%), bone loss (35.8%) and premature birth (26.8%) (Table 9.1 and Figure 9.1).

9.2 Knowledge of Health Effects of Smokeless Tobacco Products

For smokeless tobacco products, overall, 77.0% adults believed that they cause serious illness (current smokeless tobacco users 75.9% and non-users of smokeless tobacco 77.1%). This belief was more common in urban dwellers (81.8%) than rural (74.0%) and in those with the highest level of education compared to the uneducated group (71.8%) (Table 9.2).

9.3 Beliefs about Secondhand Smoke (SHS) Causing Serious Illness and Diseases

For beliefs regarding secondhand smoke (SHS), 81.7% believed that breathing other people's smoke cause serious illness and various diseases among non-smokers. The diseases mentioned included heart disease (75.6%), respiratory illness in children (71.7%), and lung cancer in adults (70.9%). A high percentage of current smokers (83.7%) and non-smokers (81.4%) believed that breathing SHS causes serious illness.

Comparison between genders, showed that females were less likely to believe in the health impact of SHS than males (77.8% and 85.4%). The difference was consistent for other specific diseases as well. Similarly, those living in rural areas were less aware that SHS causes serious illness (78.9% and 86.2%).

9.4 Support for Not Allowing Smoking in Various Indoor Public Places

There was extremely high support for banning smoking in various indoor public places, which included schools (97.1%), hospitals (96.8%), places of worship (96.1%), universities (93.5%), public transportation (91.1%), workplaces (89.0%), and restaurants (85.7%) (Table 9.4). Those residing in urban areas and educated were more likely to support not to allow smoking indoors as compared to those living in rural area and with no education.

9.5 Support for Increasing Taxes on Tobacco Products

Overall, 74.8% of adults (52.7% current smokers and 77.8% non-smokers) favored increasing taxes on tobacco products (Table 9.5). Males (77.3%), urban residents (81.4%) and those with high school or above education (88.9%) were more likely to favor increasing tobacco taxes. Age was inversely proportionate to those favoring increasing tobacco taxes; 78.9% of adults in age aged 15-24 years supported increasing taxes compared to 67.0% among those aged 65+ years.

Table 9.1: Percentage of adults ≥15 years old who believe that smoking causes serious illness and various diseases, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults who believe that smoking causes...									
	Serious illness	Stroke	Heart attack	Lung cancer	Bladder cancer	Stomach cancer	Throat/mouth cancer	Premature birth	Bone loss	
	Percentage (95% CI)									
	85.8 (83.9, 87.5)	55.5 (52.7, 58.2)	85.9 (84.2, 87.4)	84.6 (82.9, 86.2)	50.5 (47.7, 53.3)	61.8 (58.8, 64.8)	88.1 (86.8, 89.3)	26.8 (24.5, 29.3)	35.8 (33.3, 38.4)	
Smoking Status										
Current smokers ¹	87.8 (84.1, 90.7)	54.0 (48.7, 59.2)	86.4 (83.2, 89.1)	83.2 (79.6, 86.3)	47.9 (42.8, 53.1)	60.6 (56.1, 64.8)	89.2 (86.1, 91.6)	26.0 (21.6, 30.8)	33.9 (29.6, 38.4)	
Non-smokers ²	85.5 (83.6, 87.3)	55.7 (52.9, 58.5)	85.8 (84.0, 87.5)	84.8 (82.9, 86.6)	50.9 (48.0, 53.7)	62.0 (58.7, 65.2)	88.0 (86.6, 89.3)	26.9 (24.6, 29.4)	36.1 (33.5, 38.9)	
Gender										
Male	87.2 (84.6, 89.4)	58.8 (55.3, 62.3)	88.3 (86.3, 90.1)	87.8 (85.8, 89.6)	53.3 (50.1, 56.5)	64.2 (59.7, 68.4)	91.0 (89.3, 92.3)	28.2 (25.2, 31.4)	38.2 (35.1, 41.3)	
Female	84.4 (82.3, 86.3)	51.9 (49.0, 54.9)	83.3 (81.3, 85.2)	81.3 (79.1, 83.3)	47.5 (44.3, 50.7)	59.3 (56.6, 62.0)	85.2 (83.1, 87.0)	25.4 (22.9, 28.0)	33.4 (30.7, 36.3)	
Age (years)										
15-24	87.1 (84.5, 89.4)	55.8 (51.3, 60.1)	87.2 (84.8, 89.2)	86.0 (83.7, 88.1)	49.8 (45.6, 54.0)	62.3 (57.8, 66.7)	89.0 (86.9, 90.8)	23.2 (20.4, 26.4)	35.3 (31.6, 39.2)	
25-44	85.6 (83.1, 87.8)	56.6 (53.5, 59.7)	86.9 (84.9, 88.6)	86.1 (84.1, 87.9)	51.9 (48.9, 54.9)	62.9 (58.8, 66.8)	89.8 (88.4, 91.1)	29.6 (26.7, 32.7)	37.7 (34.8, 40.8)	
45-64	85.6 (82.5, 88.2)	55.0 (51.2, 58.8)	83.3 (80.1, 86.1)	83.0 (80.2, 85.4)	50.1 (46.1, 54.0)	60.8 (57.1, 64.3)	85.2 (82.6, 87.5)	27.7 (24.2, 31.4)	34.4 (30.5, 38.5)	
65+	81.4 (76.3, 85.6)	48.2 (41.6, 54.8)	81.6 (77.1, 85.5)	73.8 (68.0, 78.8)	46.7 (40.2, 53.3)	55.9 (49.9, 61.7)	82.4 (77.9, 86.2)	24.2 (17.3, 32.7)	31.1 (24.6, 38.5)	
Residence										
Urban	87.8 (85.7, 89.7)	61.5 (57.9, 64.9)	87.5 (85.6, 89.2)	87.6 (85.6, 89.4)	57.7 (53.8, 61.4)	68.8 (65.7, 71.8)	90.9 (89.5, 92.1)	32.3 (29.4, 35.3)	41.3 (37.8, 44.8)	
Rural	84.6 (81.7, 87.0)	51.7 (47.8, 55.6)	84.9 (82.3, 87.2)	82.7 (80.1, 85.1)	46.0 (42.2, 49.9)	57.4 (53.1, 61.6)	86.4 (84.5, 88.2)	23.4 (20.1, 27.0)	32.4 (28.9, 36.1)	
Education Level										
No education	81.3 (78.9, 83.5)	44.5 (40.9, 48.2)	78.9 (76.1, 81.4)	75.2 (72.4, 77.8)	39.2 (35.7, 42.7)	49.5 (46.1, 52.9)	81.8 (79.4, 84.0)	20.1 (17.3, 23.3)	26.8 (23.6, 30.3)	
Primary/less	87.6 (83.8, 90.6)	58.2 (53.9, 62.5)	89.9 (87.3, 92.0)	89.1 (86.3, 91.3)	55.3 (51.0, 59.5)	68.9 (64.5, 73.0)	90.5 (88.2, 92.4)	25.0 (21.5, 28.9)	34.8 (30.9, 38.8)	
Secondary/less	90.6 (87.8, 92.8)	62.6 (58.4, 66.6)	90.3 (88.0, 92.1)	91.7 (89.4, 93.6)	56.4 (52.5, 60.3)	68.5 (63.7, 73.0)	92.7 (90.6, 94.3)	27.6 (24.3, 31.2)	41.8 (37.9, 45.8)	
High sch./above	89.6 (87.0, 91.7)	71.5 (68.0, 74.8)	94.6 (92.8, 96.0)	95.6 (94.2, 96.6)	67.2 (62.9, 71.2)	77.9 (74.3, 81.1)	96.2 (94.5, 97.4)	44.0 (39.5, 48.6)	52.0 (47.2, 56.8)	

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.

Table 9.2: Percentage of adults ≥15 years old who believe that using smokeless tobacco causes serious illness, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults who believe that using smokeless products causes serious illness	
	Percentage (95% CI)	
Overall	77.0	(75.1, 78.8)
<i>Smokeless Status</i>		
Current users ¹	75.9	(71.8, 79.6)
Non-users ²	77.1	(75.2, 78.9)
<i>Gender</i>		
Male	78.9	(75.9, 81.6)
Female	75.1	(72.8, 77.2)
<i>Age (years)</i>		
15-24	76.1	(73.0, 78.9)
25-44	78.1	(75.9, 80.2)
45-64	77.5	(74.4, 80.3)
65+	73.2	(67.7, 78.1)
<i>Residence</i>		
Urban	81.8	(79.3, 84.2)
Rural	74.0	(71.4, 76.4)
<i>Education Level</i>		
No education	71.8	(68.9, 74.6)
Primary or less	80.1	(76.7, 83.1)
Secondary or less	78.3	(75.0, 81.2)
High school or above	85.6	(82.5, 88.2)

¹ Includes daily and occasional (less than daily) users.

² Includes former and never users.

Table 9.3: Percentage of adults ≥ 15 years old who believe that breathing other people's smoke causes serious illness and various diseases in non-smokers, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults who believe that breathing other people's smoke causes...							
	Serious illness		Heart disease in adults		Lung illness in children		Lung cancer in adults	
	Percentage (95% CI)							
Overall	81.7	(79.6, 83.6)	75.6	(73.5, 77.5)	71.7	(69.4, 73.8)	70.9	(68.0, 73.6)
Smoking Status								
Current smokers ¹	83.7	(80.1, 86.8)	72.0	(67.7, 75.9)	69.0	(64.4, 73.3)	67.8	(63.3, 71.9)
Non-smokers ²	81.4	(79.2, 83.4)	76.1	(74.0, 78.0)	72.0	(69.8, 74.2)	71.3	(68.3, 74.2)
Gender								
Male	85.4	(82.4, 88.0)	78.5	(75.5, 81.3)	73.8	(70.7, 76.7)	73.1	(68.8, 77.0)
Female	77.8	(75.6, 79.9)	72.4	(70.1, 74.7)	69.4	(66.8, 71.8)	68.6	(66.1, 71.0)
Age (years)								
15-24	81.8	(77.4, 85.4)	78.7	(75.4, 81.6)	74.3	(70.9, 77.3)	72.9	(69.1, 76.4)
25-44	83.1	(81.0, 85.1)	76.2	(73.8, 78.4)	72.0	(69.3, 74.5)	71.5	(67.4, 75.3)
45-64	80.9	(78.3, 83.3)	71.5	(68.0, 74.8)	68.7	(65.3, 72.0)	68.9	(65.4, 72.2)
65+	75.0	(69.2, 80.0)	68.8	(63.3, 73.8)	65.7	(59.8, 71.1)	63.0	(57.1, 68.6)
Residence								
Urban	86.2	(84.1, 88.0)	79.6	(77.4, 81.6)	77.1	(75.0, 79.0)	78.0	(75.8, 80.1)
Rural	78.9	(75.8, 81.6)	73.0	(70.1, 75.8)	68.2	(64.9, 71.4)	66.4	(62.2, 70.3)
Education Level								
No education	72.3	(69.0, 75.3)	63.6	(60.0, 67.0)	58.7	(55.1, 62.2)	57.9	(54.3, 61.3)
Primary or less	85.5	(82.5, 88.1)	81.0	(77.5, 84.1)	76.6	(72.8, 80.1)	78.0	(74.8, 80.9)
Secondary/less	89.0	(86.1, 91.4)	82.9	(80.2, 85.2)	81.2	(78.3, 83.9)	79.7	(75.2, 83.5)
High school/above	92.9	(90.7, 94.6)	91.6	(89.8, 93.2)	87.8	(85.1, 90.0)	86.3	(82.9, 89.2)

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.

Table 9.4: Percentage of adults ≥15 years old who support not allowing smoking in various indoor places, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Support not allowing smoking in *indoor areas* ...													
	Hospitals		Workplaces		Restaurants		Public transportation		Schools	Universities	Places of worship			
	Percentage (95% CI)													
Overall	96.8	(96.2, 97.4)	89.0	(87.8, 90.1)	85.7	(84.2, 87.0)	91.1	(90.1, 92.0)	97.1	(96.4, 97.6)	93.5	(92.6, 94.3)	96.1	(95.2, 96.8)
Smoking Status														
Current smokers ¹	96.5	(94.3, 97.9)												
Non-smokers ²	96.9	(96.2, 97.5)	90.4	(89.1, 91.5)	86.7	(85.1, 88.2)	91.8	(90.7, 92.7)	96.9	(96.2, 97.5)	93.5	(92.6, 94.3)	96.3	(95.5, 97.0)
Gender														
Male	97.8	(96.8, 98.5)	88.9	(87.4, 90.3)	85.5	(83.7, 87.1)	91.3	(90.0, 92.5)	98.1	(97.1, 98.7)	95.2	(93.8, 96.3)	96.9	(95.9, 97.7)
Female	95.8	(94.9, 96.6)	89.0	(87.6, 90.3)	85.9	(84.1, 87.5)	90.9	(89.7, 92.0)	96.0	(95.1, 96.7)	91.8	(90.4, 92.9)	95.2	(93.9, 96.2)
Age (years)														
15-24	97.6	(96.7, 98.2)	91.4	(89.6, 92.9)	86.9	(84.6, 88.9)	92.2	(90.6, 93.4)	97.8	(97.0, 98.4)	95.4	(94.1, 96.4)	97.2	(96.0, 98.0)
25-44	97.2	(96.3, 97.9)	88.8	(87.3, 90.2)	85.9	(84.1, 87.6)	91.1	(89.7, 92.4)	97.1	(96.2, 97.7)	93.6	(92.1, 94.8)	95.6	(94.1, 96.8)
45-64	95.8	(94.1, 97.0)	86.7	(84.3, 88.8)	84.1	(81.4, 86.5)	89.4	(87.4, 91.2)	96.5	(94.8, 97.6)	91.7	(89.6, 93.5)	95.8	(94.1, 97.0)
65+	94.3	(91.3, 96.3)	85.1	(80.5, 88.7)	82.7	(77.7, 86.7)	90.9	(87.0, 93.7)	95.2	(91.9, 97.2)	89.5	(86.0, 92.2)	94.6	(91.4, 96.7)
Residence														
Urban	98.1	(97.2, 98.7)	91.7	(90.4, 92.9)	88.3	(86.5, 89.9)	93.5	(92.6, 94.4)	98.6	(98.1, 99.0)	96.6	(95.8, 97.2)	98.0	(97.2, 98.5)
Rural	96.1	(95.0, 96.9)	87.3	(85.4, 89.0)	84.0	(81.6, 86.1)	89.6	(88.0, 91.0)	96.1	(94.9, 97.0)	91.6	(90.2, 92.8)	94.9	(93.6, 95.9)
Education Level														
No education	94.4	(93.2, 95.4)	83.4	(81.4, 85.2)	79.5	(76.9, 81.8)	85.8	(83.9, 87.5)	94.5	(93.2, 95.6)	88.2	(86.5, 89.6)	93.6	(92.0, 94.9)
Primary or less	97.9	(96.6, 98.7)	91.3	(88.8, 93.2)	88.7	(86.1, 90.8)	93.3	(91.1, 95.0)	98.6	(96.8, 99.4)	95.9	(93.9, 97.2)	98.1	(96.9, 98.8)
Secondary or less	99.2	(98.5, 99.5)	92.4	(90.3, 94.1)	89.9	(88.0, 91.6)	95.3	(94.0, 96.3)	99.1	(98.3, 99.5)	97.9	(96.1, 98.9)	96.8	(95.0, 97.9)
High school or above	99.3	(98.5, 99.7)	96.6	(95.6, 97.4)	93.1	(91.6, 94.4)	97.3	(96.6, 97.8)	99.6	(99.0, 99.8)	99.4	(98.8, 99.7)	99.5	(98.9, 99.8)

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.

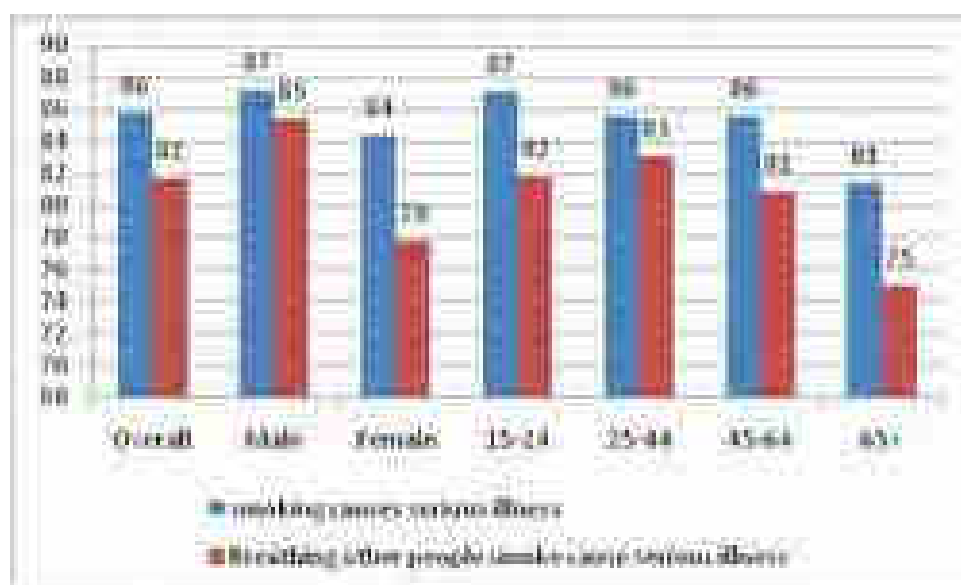
Table 9.5: Percentage of adults ≥15 years old who favor increasing taxes on tobacco products, by smoking status and selected demographic characteristics – GATS Pakistan, 2014.

Demographic Characteristics	Adults who favor increasing taxes on tobacco products	
	<i>Percentage (95% CI)</i>	
Overall	74.8	(73.0, 76.5)
<i>Smoking Status</i>		
Current smokers ¹	52.7	(48.3, 57.0)
Non-smokers ²	77.8	(76.0, 79.6)
<i>Gender</i>		
Male	77.3	(75.0, 79.3)
Female	72.2	(69.6, 74.6)
<i>Age (years)</i>		
15-24	78.9	(76.3, 81.3)
25-44	75.0	(72.6, 77.2)
45-64	70.2	(66.4, 73.8)
65+	67.0	(61.0, 72.4)
<i>Residence</i>		
Urban	81.4	(78.4, 84.1)
Rural	70.6	(68.3, 72.8)
<i>Education Level</i>		
No education	63.0	(60.3, 65.6)
Primary or less	79.0	(76.0, 81.7)
Secondary or less	84.0	(80.7, 86.8)
High school or above	88.9	(86.2, 91.1)

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.

Figure 9.1: Beliefs about the effects of smoking and secondhand smoke, by gender and age groups - GATS Pakistan, 2014.



10. RECOMMENDATIONS¹

The Government of Pakistan ratified the WHO Framework Convention on Tobacco Control (FCTC) in 2004 and passed the Tobacco Control Act in 2007. Subsequently, all public places, transport, health, and educational institutions have been become smoke-free and a tobacco control cell was established by the Ministry of Health for better coordination and implementation of tobacco policies. These were important milestones achieved by the Ministry of Health for tobacco control in Pakistan.

Since 2011, the tobacco control unit has now come under administrative control of Ministry of NHSRC. Tobacco Control Cell and Provincial Health Departments have been empowered to legislate and implement tobacco control policies, especially in public transport, workplaces and health and educational institutes.

The tobacco control unit and the Ministry of NHSRC can use the findings of GATS to help develop a National Tobacco Control Program (NTCP), which may be implemented by the Provinces.

The NTCP can implement evidence based strategies based on the MPOWER framework, such as smoke-free environment policies, increasing price of tobacco products, comprehensive laws to regulate and enforce prohibitions on sales, purchases, and consumption of tobacco products by youth, regulations of content, labeling, promotion, and advertising of tobacco products, and targeted mass media campaigns. GATS data can play a role in continuous monitoring and evaluation of these activities.

10.1 Policy Implications

Pakistan has a high proportion of tobacco use, where almost 23.8 million of adults smoke or use tobacco products by mouth or snuff. Tobacco use is a leading cause of oro-pharyngeal, lung and heart diseases in Pakistan. Children and young adults may be increasingly using smokeless tobacco, resulting in early oral cancer in our population. Therefore, it is critical to bring all stake holders on board to prevent and control tobacco use. The following are potential opportunities:

- Tobacco control policies prohibiting advertising, promotion, sponsorship, and cigarette sales by the stick, can be implemented and enforced by the Federal Capital and all Provinces.
- The enforcement of policy measures could protect people from the harms of tobacco and exposure to secondhand smoke.

¹ The recommendations in this report are those of the authors and do not necessarily represent the official positions of the U.S. Centers for Disease Control and Prevention (CDC).

- Pictorial health warnings on tobacco packaging can be changed regularly and their effectiveness monitored. The same may be done for smokeless tobacco packaging.
- Media may be used aggressively to inform people about adverse effects of tobacco. Drama writers and film makers may be taken on board to make dramas and films on effects of these addictions.
- Import restrictions and increasing taxes could reduce the consumption of tobacco products.
- Community elders can also be encouraged to propagate and spread knowledge about healthy life styles and disease prevention including adverse effects of tobacco use.
- Education departments in the Federal and Provincial setups can be involved with tobacco control. The curriculum of primary schools up to class 12 could include a chapter on preventive medicine with the adverse effects of tobacco. School and college administrations could ensure that their premises are tobacco free
- Health care providers can be regularly trained on disease prevention and the adverse effects of tobacco use. They can regularly inquire about tobacco use from all patients and advise current tobacco users to quit.
- All those desiring to quit can be encouraged and assisted to quit using available methods.

11. REFERENCES

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Appendix A: Questionnaire

Household Questionnaire

INTRO. [THE HOUSEHOLD SCREENING RESPONDENT SHOULD BE 18 YEARS OF AGE OR OLDER AND YOU MUST BE CONFIDENT THAT THIS PERSON CAN PROVIDE ACCURATE INFORMATION ABOUT ALL MEMBERS OF THE HOUSEHOLD. IF NEEDED, VERIFY THE AGE OF THE HOUSEHOLD SCREENING RESPONDENT TO MAKE SURE HE/SHE IS 18 YEARS OF AGE OR OLDER.

THE HOUSEHOLD SCREENING RESPONDENT CAN BE LESS THAN 18 YEARS OLD, ONLY IF NO HOUSEHOLD MEMBERS ARE 18 YEARS OF AGE OR OLDER.]

INTRO1. An important survey of adult tobacco use behavior is being conducted by the Tobacco Control Cell, Pakistan Bureau of Statistics and WHO throughout the country and your household has been selected to participate. All houses selected were chosen from a scientific sample and it is very important to the success of this project that each participates in the survey. All information gathered will be kept strictly confidential. I have a few questions to find out who in your household is eligible to participate.

HH1. First, I'd like to ask you a few questions about your household. In total, how many persons live in this household?

[INCLUDE ANYONE WHO CONSIDERS THIS HOUSEHOLD THEIR USUAL PLACE OF RESIDENCE]

--	--

HH2. How many of these household members are 15 years of age or older?

--	--

[IF HH2 = 00 (NO HOUSEHOLD MEMBERS ≥ 15 IN HOUSEHOLD)]

[THERE ARE NO ELIGIBLE HOUSEHOLD MEMBERS.

THANK THE RESPONDENT FOR HIS/HER TIME.

THIS WILL BE RECORDED IN THE RECORD OF CALLS AS A CODE 201.]

HH4both. I now would like to collect information about only these persons that live in this household who are 15 years of age or older. Let's start listing them from oldest to youngest.

HH4a. What is this person's first name?

HH4b. What is this person's age? IF RESPONDENT DOESN'T KNOW, PROBE FOR AN ESTIMATE

IF REPORTED AGE IS 15 THROUGH 17, ASK FOR BIRTH DATE:

HH4c. What is the month of this person's date of birth?

HH4cYEAR. What is the year of this person's date of birth?

VERIFY PERSON IS 15 YEARS OF AGE OR OLDER. IF NOT 15 OR OLDER, DELETE LINE.
IF RESPONDENT DOESN'T KNOW DATE OF BIRTH, CONTINUE TO HH4d.

HH4d. Is this person male or female?

HH4e. Does this person currently smoke tobacco, including *cigarettes, bidis, pipes, cigars, hookah/shisha*?

HH5. [ROSTER NUMBER AND NAME OF THE SELECTED ELIGIBLE PERSON IS:

ROSTER # _____ NAME: _____

ASK IF SELECTED RESPONDENT IS AVAILABLE AND IF SO, PROCEED TO THE INDIVIDUAL QUESTIONNAIRE.

IF SELECTED RESPONDENT IS NOT AVAILABLE, MAKE AN APPOINTMENT AND RECORD IT AS A COMMENT ON RECORD OF CALLS.]

Individual Questionnaire

CONSENT1. [SELECT THE APPROPRIATE AGE CATEGORY BELOW. IF NEEDED, CHECK THE AGE OF SELECTED RESPONDENT FROM THE “CASE INFO” SCREEN IN THE TOOLS MENU.]

15-17 ☐ 1 → **GO TO CONSENT2**

18 OR OLDER..... ☐ 2 → **GO TO CONSENT5**

EMANCIPATED MINOR (15-17) ☐ 3 → **GO TO CONSENT5**

CONSENT2. Before starting the interview, I need to obtain consent from a parent or guardian of [NAME OF RESPONDENT] and from [NAME OF RESPONDENT].

[IF BOTH SELECTED RESPONDENT AND PARENT/GUARDIAN ARE AVAILABLE, CONTINUE WITH INTERVIEW.

IF PARENT/GUARDIAN IS NOT AVAILABLE, BREAK-OFF INTERVIEW AND SCHEDULE AN APPOINTMENT TO RETURN.

IF MINOR RESPONDENT IS NOT AVAILABLE, CONTINUE WITH OBTAINING PARENTAL CONSENT.]

CONSENT3. [READ THE FOLLOWING TO THE PARENT/GUARDIAN AND SELECTED RESPONDENT (IF AVAILABLE):]

I am working with the Pakistan Bureau of Statistics. This institution is collecting information about tobacco use in Pakistan. This information will be used for public health purposes by the Ministry of Health.

Your household and [NAME OF RESPONDENT] have been selected at random. [NAME OF RESPONDENT] responses are very important to us and the community, as these answers will represent many other persons.

The interview will last around 30 minutes. [NAME OF RESPONDENT] participation in this survey is entirely voluntary. The information that [NAME OF RESPONDENT] will provide will be kept strictly confidential and [NAME OF RESPONDENT] will not be identified by his/her responses. Personal information will not be shared with anyone else, not even other family members including you. [NAME OF RESPONDENT] can withdraw from the study at any time, and may refuse to answer any question.

We will leave the necessary contact information with you. If you have any questions about this survey, you can contact the telephone numbers listed.

If you agree with [NAME OF RESPONDENT]'s participation in this survey, we will conduct a private interview with him/her.

[ASK PARENT/GUARDIAN:] Do you agree with [NAME OF RESPONDENT]'s participation?

YES ☐ 1 → **GO TO CONSENT4**

NO ☐ 2 → **END INTERVIEW**

CONSENT4. [WAS THE SELECTED MINOR RESPONDENT PRESENT?]

PRESENT ☐ 1 → **GO TO CONSENT6**
 NOT PRESENT ☐ 2 → **GO TO CONSENT5**

CONSENT5. [READ TO THE SELECTED RESPONDENT:]

I am working with the Pakistan Bureau of Statistics. This institution is collecting information about tobacco use in Pakistan. This information will be used for public health purposes by the Ministry of Health.

Your household and you have been selected at random. Your responses are very important to us and the community, as these answers will represent many other persons. The interview will last around 30 minutes. Your participation in this survey is entirely voluntary. The information that you will provide us will be kept strictly confidential, and you will not be identified by your responses. Personal information will not be shared with anyone else, not even other family members. You can withdraw from the study at any time, and may refuse to answer any question.

We will leave the necessary contact information with you. If you have any questions about this survey, you can contact the telephone numbers listed.

{FILL IF CONSENT4=2: Your parent/guardian has given his/her permission for you to participate in this study**}**

If you agree to participate, we will conduct a private interview with you.

CONSENT6. [ASK SELECTED RESPONDENT:] Do you agree to participate?

YES ☐ 1 → **PROCEED WITH INTERVIEW**
 NO ☐ 2 → **END INTERVIEW**

INTLANG. [INTERVIEW LANGUAGE]

URDU ☐ 1
 ENGLISH ☐ 2

Section A. Background Characteristics

A00. I am going to first ask you a few questions about your background.

A01. [RECORD GENDER FROM OBSERVATION. ASK IF NECESSARY.]

MALE ☐ 1

FEMALE ☐ 2

A02a. What is the month of your date of birth?

01..... ☐ 1

02..... ☐ 2

03..... ☐ 3

04..... ☐ 4

05..... ☐ 5

06..... ☐ 6

07..... ☐ 7

08..... ☐ 8

09..... ☐ 9

10..... ☐ 10

11..... ☐ 11

12..... ☐ 12

DON'T KNOW..... ☐ 77

REFUSED..... ☐ 99

A02b. What is the year of your date of birth?

[IF DON'T KNOW, ENTER 7777

IF REFUSED, ENTER 9999]

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CALCULATED AGE MUST BE 15 OR OVER TO CONTINUE

[IF MONTH=77/99 OR YEAR=7777/9999, ASK A03. OTHERWISE SKIP TO A12.]

A03. How old are you?

[IF RESPONDENT IS UNSURE, PROBE FOR AN ESTIMATE AND RECORD AN ANSWER.

IF REFUSED, BREAK-OFF AS WE CANNOT CONTINUE INTERVIEW WITHOUT AGE]

--	--	--

AGE MUST BE 15 OR OVER TO CONTINUE

A03a. [WAS RESPONSE ESTIMATED?]

YES..... ☐ 1

NO ☐ 2

DON'T KNOW..... ☐ 7

A12. Can you read and write with understanding in any language?

YES..... ☐ 1
 NO ☐ 2
 REFUSED..... ☐ 9

A04. What is the highest level of education you have completed?

[SELECT ONLY ONE CATEGORY]

NO EDUCATION ☐ 1
 LESS THAN PRIMARY SCHOOL COMPLETED ☐ 2
 PRIMARY SCHOOL/EQUIVALENT COMPLETED ☐ 3
 LESS THAN SECONDARY SCHOOL COMPLETED ☐ 4
 SECONDARY SCHOOL/EQUIVALENT COMPLETED ☐ 5
 HIGH SCHOOL/EQUIVALENT COMPLETED ☐ 6
 GRADUATE/EQUIVALENT ☐ 7
 POST GRADUATE/EQUIVALENT ☐ 8
 DON'T KNOW..... ☐ 77
 REFUSED..... ☐ 99

A05. Which of the following best describes your *main* work status over the past 12 months? Government employee, non-government employee, self-employed, student, homemaker, retired, unemployed-able to work, or unemployed-unable to work?

[INCLUDE SUBSISTENCE FARMING AS SELF-EMPLOYED]

GOVERNMENT EMPLOYEE ☐ 1
 NON-GOVERNMENT EMPLOYEE ☐ 2
 SELF-EMPLOYED..... ☐ 3
 STUDENT..... ☐ 4
 HOMEMAKER ☐ 5
 RETIRED ☐ 6
 UNEMPLOYED, ABLE TO WORK ☐ 7
 UNEMPLOYED, UNABLE TO WORK ☐ 8
 DON'T KNOW..... ☐ 77
 REFUSED..... ☐ 99

[IF A05 = 1, 2, or 3, GO TO A05a. ELSE GO TO A06]

A05a. Do you currently work full-time or part-time?

FULL TIME ☐ 1
 PART TIME..... ☐ 2
 REFUSED..... ☐ 9

A06. Please tell me whether this household or any person who lives in the household has the following items:

	YES ▼	NO ▼	DON'T KNOW ▼	REFUSED ▼
a. Electricity?	☐ 1	☐ 2	☐ 7	☐ 9
b. Flush toilet?	☐ 1	☐ 2	☐ 7	☐ 9
c. Fixed telephone?	☐ 1	☐ 2	☐ 7	☐ 9
d. Cell telephone?	☐ 1	☐ 2	☐ 7	☐ 9
e. Television?	☐ 1	☐ 2	☐ 7	☐ 9
f. Radio?	☐ 1	☐ 2	☐ 7	☐ 9
g. Refrigerator?	☐ 1	☐ 2	☐ 7	☐ 9
h. Car?	☐ 1	☐ 2	☐ 7	☐ 9
i. Moped/scooter/motorcycle?	☐ 1	☐ 2	☐ 7	☐ 9
j. Washing machine?	☐ 1	☐ 2	☐ 7	☐ 9

A08. How many rooms in your household are used for sleeping?

[IF DON'T KNOW, ENTER 77
IF REFUSED, ENTER 99]

--	--

A11. What is your marital status? Would you say single, engaged, married, separated, divorced, or widowed?

SINGLE.....	☐ 1
ENGAGED	☐ 2
MARRIED	☐ 3
SEPARATED	☐ 4
DIVORCED	☐ 5
WIDOWED.....	☐ 6
REFUSED.....	☐ 9

Section B. Tobacco Smoking

B00. I would now like to ask you some questions about *smoking* tobacco, including cigarettes, bidis, pipes, cigars, hookah/shisha.

Please do not answer about smokeless tobacco at this time.

B01. Do you *currently* smoke tobacco on a daily basis, less than daily, or not at all?

DAILY ☐ 1 → **SKIP TO B04**
 LESS THAN DAILY ☐ 2
 NOT AT ALL ☐ 3 → **SKIP TO B03**
 DON'T KNOW ☐ 7 → **SKIP TO NEXT SECTION**
 REFUSED ☐ 9 → **SKIP TO NEXT SECTION**

B02. Have you smoked tobacco daily in the past?

YES ☐ 1 → **SKIP TO B08**
 NO ☐ 2 → **SKIP TO B10**
 DON'T KNOW ☐ 7 → **SKIP TO B10**
 REFUSED ☐ 9 → **SKIP TO B10**

B03. In the *past*, have you smoked tobacco on a daily basis, less than daily, or not at all?

[IF RESPONDENT HAS DONE BOTH "DAILY" AND "LESS THAN DAILY" IN THE PAST, CHECK "DAILY"]

DAILY ☐ 1 → **SKIP TO B11**
 LESS THAN DAILY ☐ 2 → **SKIP TO B13**
 NOT AT ALL ☐ 3 → **SKIP TO NEXT SECTION**
 DON'T KNOW ☐ 7 → **SKIP TO NEXT SECTION**
 REFUSED ☐ 9 → **SKIP TO NEXT SECTION**

[CURRENT DAILY SMOKERS]

B04. How old were you when you first started smoking tobacco *daily*?

[IF DON'T KNOW OR REFUSED, ENTER 99]

--	--

[IF B04 = 99, ASK B05. OTHERWISE SKIP TO B06.]

B05. How many years ago did you first start smoking tobacco *daily*?

[IF REFUSED, ENTER 99]

--	--

- B06.** On average, how many of the following products do you currently smoke each day? Also, let me know if you smoke the product, but not every day.

[IF RESPONDENT REPORTS SMOKING THE PRODUCT BUT NOT EVERY DAY, ENTER 888]

IF RESPONDENT REPORTS IN PACKS OR CARTONS, PROBE TO FIND OUT HOW MANY ARE IN EACH AND CALCULATE TOTAL NUMBER]

a. Manufactured cigarettes?				PER DAY
a1. [IF B06a=888] On average, how many manufactured cigarettes do you currently smoke each week?				PER WEEK
b. Hand-rolled cigarettes?				PER DAY
b1. [IF B06b=888] On average, how many hand-rolled cigarettes do you currently smoke each week?				PER WEEK
c. Bidis?				PER DAY
c1. [IF B06c=888] On average, how many bidis do you currently smoke each week?				PER WEEK
d. Pipes full of tobacco?				PER DAY
d1. [IF B06d=888] On average, how many pipes full of tobacco do you currently smoke each week?				PER WEEK
e. Cigars?				PER DAY
e1. [IF B06e=888] On average, how many cigars do you currently smoke each week?				PER WEEK
f. Number of hookah/shisha sessions per day?				PER DAY
f1. [IF B06f=888] On average, how many hookah/shisha sessions do you currently participate in each week?				PER WEEK
g. Any others? (→ g1. Please specify the other type you currently smoke:_____)				PER DAY
g2. [IF B06g=888] On average, how many [FILL PRODUCT] do you currently smoke each week?				PER WEEK

- B07.** How soon after you wake up do you usually have your first smoke? Would you say within 5 minutes, 6 to 30 minutes, 31 to 60 minutes, or more than 60 minutes?

WITHIN 5 MINUTES ☐ 1
 6 TO 30 MINUTES ☐ 2
 31 TO 60 MINUTES ☐ 3
 MORE THAN 60 MINUTES ☐ 4
 REFUSED ☐ 9

[SKIP TO NEXT SECTION]

[CURRENT LESS THAN DAILY SMOKERS]**B08.** How old were you when you first started smoking tobacco *daily*?

[IF DON'T KNOW OR REFUSED, ENTER 99]

--	--

[IF B08 = 99, ASK B09. OTHERWISE SKIP TO B10.]**B09.** How many years ago did you first start smoking tobacco *daily*?

[IF REFUSED, ENTER 99]

--	--

B10. How many of the following do you currently smoke during a usual week?

[IF RESPONDENT REPORTS DOING THE ACTIVITY *WITHIN THE PAST 30 DAYS*, BUT LESS THAN ONCE PER WEEK, ENTER 888]

IF RESPONDENT REPORTS IN PACKS OR CARTONS, PROBE TO FIND OUT HOW MANY ARE IN EACH AND CALCULATE TOTAL NUMBER]

a. Manufactured cigarettes?				PER WEEK
b. Hand-rolled cigarettes?				PER WEEK
c. Bidis?				PER WEEK
d. Pipes full of tobacco?				PER WEEK
e. Cigars?				PER WEEK
f. Number of hookah/shisha sessions per week?				PER WEEK
g. Any others?				PER WEEK

→ g1. Please specify the other type you currently smoke:

[SKIP TO NEXT SECTION]

[FORMER SMOKERS]**B11.** How old were you when you first started smoking tobacco *daily*?

[IF DON'T KNOW OR REFUSED, ENTER 99]

--	--

[IF B11 = 99, ASK B12. OTHERWISE SKIP TO B13a.]**B12.** How many years ago did you first start smoking tobacco *daily*?

[IF REFUSED, ENTER 99]

--	--

B13a. How long has it been since you stopped smoking?

[ONLY INTERESTED IN WHEN RESPONDENT STOPPED SMOKING REGULARLY – DO NOT INCLUDE RARE INSTANCES OF SMOKING]

ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

- YEARS..... ☐ 1
 MONTHS ☐ 2
 WEEKS..... ☐ 3
 DAYS ☐ 4
 LESS THAN 1 DAY..... ☐ 5 → **SKIP TO B14**
 DON'T KNOW..... ☐ 7 → **SKIP TO BB1**
 REFUSED..... ☐ 9 → **SKIP TO BB1**

B13b. [ENTER NUMBER OF (YEARS/MONTHS/WEEKS/DAYS)]

--	--	--

[IF B13a/b < 1 YEAR (< 12 MONTHS), THEN CONTINUE WITH B14. OTHERWISE SKIP TO BB1.]**B14.** Have you visited a doctor or other health care provider in the past 12 months?

- YES..... ☐ 1
 NO ☐ 2 → **SKIP TO B18**
 REFUSED..... ☐ 9 → **SKIP TO B18**

B15. How many times did you visit a doctor or health care provider in the past 12 months? Would you say 1 or 2 times, 3 to 5 times, or 6 or more times?

- 1 OR 2 ☐ 1
 3 TO 5..... ☐ 2
 6 OR MORE..... ☐ 3
 REFUSED..... ☐ 9

- B16.** During any visit to a doctor or health care provider in the past 12 months, were you asked if you smoke tobacco?

YES..... ☐ 1
 NO ☐ 2 → **SKIP TO B18**
 REFUSED..... ☐ 9 → **SKIP TO B18**

- B17.** During any visit to a doctor or health care provider in the past 12 months, were you advised to quit smoking tobacco?

YES..... ☐ 1
 NO ☐ 2
 REFUSED..... ☐ 9

- B18.** During the past 12 months, did you use any of the following to try to stop smoking tobacco?

	YES	NO	REFUSED
a. Counseling, including at a smoking cessation clinic?	☐ 1	☐ 2	☐ 9
b. Nicotine replacement therapy, such as the patch or gum?	☐ 1	☐ 2	☐ 9
c. Other prescription medications, for example Tabex, Chantix?	☐ 1	☐ 2	☐ 9
d. Traditional medicines?	☐ 1	☐ 2	☐ 9
e. A quit line or a smoking telephone support line?	☐ 1	☐ 2	☐ 9
f. Switching to smokeless tobacco?	☐ 1	☐ 2	☐ 9
f1. Quit without assistance?	☐ 1	☐ 2	☐ 9
g. Anything else?	☐ 1	☐ 2	☐ 9

→ g1. Please specify what you used to try to stop smoking:

- BB1.** When you quit smoking, did you gradually decrease the amount that you smoked and then quit or did you stop smoking all of a sudden without first decreasing the amount?

GRADUALLY DECREASED ☐ 1
 STOPPED SMOKING ALL OF A SUDDEN ☐ 2
 REFUSED ☐ 9

- BB2.** Out of the following, what was the *main* approach you used to successfully stop smoking? Receiving counseling, taking medication, substituting smoking with another activity, quitting without any assistance, or another approach?

[INTERVIEWER: SELECT ONLY ONE]

COUNSELING (INCLUDE TELEPHONE SUPPORT) ☐ 1
 MEDICATION (INCLUDE NICOTINE REPLACEMENT – PATCH/GUM) ☐ 2
 SUBSTITUTING SMOKING WITH ANOTHER ACTIVITY ☐ 3
 QUITTING WITHOUT ASSISTANCE ☐ 4
 OTHER APPROACH (SPECIFY) ☐ 5 → **BB2a. [SPECIFY]**
 DON'T KNOW ☐ 7
 REFUSED ☐ 9

Section WP. Waterpipe (Shisha) Module

ROUTING: B06f/B10f ask for the number of waterpipe smoking sessions per day/week

- ☐ IF B01=3 AND B03=3 (NEVER SMOKERS), SKIP TO NEXT SECTION
- ☐ IF B01=3 AND B03=1 OR 2 (FORMER SMOKERS), GO TO WP2
- ☐ IF B01=1 AND B06f>0 AND <888 (CURRENT DAILY WATERPIPE SMOKERS), GO TO WP3
- ☐ IF B01=1 AND B06f=888 (CURRENT LESS THAN DAILY WATERPIPE SMOKERS), GO TO WP1
- ☐ IF B01=2 AND B10f>0 AND <=888 (CURRENT LESS THAN DAILY WATERPIPE SMOKERS), GO TO WP1
- ☐ IF (B01=1 OR 2) AND (B06f=0 OR B10f=0), GO TO WP2
- ☐ ELSE, GO TO NEXT SECTION C

WP1. I would now like to ask you some questions about smoking hookah/shisha.

Have you smoked hookah/shisha daily in the past?

- YES ☐ 1 → **SKIP TO WP3**
 NO ☐ 2 → **SKIP TO WP3**
 REFUSED ☐ 9 → **SKIP TO WP3**

WP2. I would now like to ask you some questions about smoking hookah/shisha.

In the *past*, have you smoked hookah/shisha on a daily basis, less than daily, or not at all?

[IF RESPONDENT HAS DONE BOTH “DAILY” AND “LESS THAN DAILY” IN THE PAST,
CHECK “DAILY”]

- DAILY ☐ 1
 LESS THAN DAILY ☐ 2
 NOT AT ALL ☐ 3 → **SKIP TO NEXT SECTION**
 REFUSED ☐ 9 → **SKIP TO NEXT SECTION**

WP3. (I would now like to ask you some questions about smoking hookah/shisha.)

How old were you when you first started smoking hookah/shisha?

[IF DON'T KNOW OR REFUSED, ENTER 99]

--	--

[IF WP3 = 99, ASK WP4. OTHERWISE SKIP TO NEXT ROUTING INSTRUCTION.]

WP4. How many years ago did you first start smoking hookah/shisha?

[IF REFUSED, ENTER 99]

--	--

ROUTING:

- ☐ **CURRENT WATERPIPE SMOKERS: IF (B01=1 OR 2) AND [(B06f>0 AND <=888) OR (B10f>0 AND <=888)],
GO TO WP5**
- ☐ **OTHERWISE, GO TO NEXT SECTION**

WP5. The last time you smoked hookah/shisha, how long did you participate in the hookah/shisha smoking session?

[ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

HOURS..... ☐ 1
 MINUTES..... ☐ 2
 DON'T KNOW..... ☐ 7 → **SKIP TO WP6**
 REFUSED..... ☐ 9 → **SKIP TO WP6**

WP5a. [ENTER NUMBER OF (HOURS/MINUTES)]

--	--

WP6. The last time you smoked hookah/shisha, how many other people did you share the same pipe with during the session?

[IF DON'T KNOW OR REFUSED, ENTER 99]

--	--

WP7. The last time you smoked hookah/shisha, about how many rocks were smoked while you were participating in the session?

LESS THAN 1..... ☐ 0
 1..... ☐ 1
 2..... ☐ 2
 3..... ☐ 3
 4..... ☐ 4
 5 OR MORE..... ☐ 5
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

WP8. The last time you smoked hookah/shisha, where did you smoke it?

- HOME ☐ 1
 COFFEE SHOP ☐ 2
 CLUB ☐ 3
 RESTAURANT ☐ 4
 OTHER ☐ 5 → WP8a. Specify other place: _____
 DON'T KNOW ☐ 7
 REFUSED ☐ 9

WP9. The last time you smoked hookah/shisha, did you smoke it with flavored tobacco, unflavored tobacco, or both?

- FLAVORED ☐ 1
 UNFLAVORED ☐ 2
 BOTH ☐ 3
 DON'T KNOW ☐ 7
 REFUSED ☐ 9

WP10. The last time you smoked hookah/shisha, was the water in the hookah/shisha tank mixed with other substances?

- YES ☐ 1
 NO ☐ 2
 DON'T KNOW ☐ 7
 REFUSED ☐ 9

WP11. During the past 7 days, how much money have you spent on buying hookah/shisha for yourself to smoke?

[PAKISTANI RUPEES]

- 0 ☐ 1
 1 TO 100 ☐ 2
 101 TO 200 ☐ 3
 201 TO 300 ☐ 4
 301 TO 400 ☐ 5
 401 OR MORE ☐ 6
 DON'T KNOW ☐ 7
 REFUSED ☐ 9

Section C. Smokeless Tobacco

C00. The next questions are about using smokeless tobacco, such as naswar, nass (sniffed in the nose), paan with tobacco, gutka, mainpuri and others. Smokeless tobacco is tobacco that is not smoked, but is sniffed through the nose, held in the mouth, or chewed.

C01. Do you **currently** use smokeless tobacco on a daily basis, less than daily, or not at all?

[IF RESPONDENT DOES NOT KNOW WHAT SMOKELESS TOBACCO IS, EITHER PRESENT A SHOWCARD OR READ DEFINITION FROM QXQ SCREEN]

DAILY ☐ 1 → **SKIP TO C04**
 LESS THAN DAILY ☐ 2
 NOT AT ALL ☐ 3 → **SKIP TO C03**
 DON'T KNOW ☐ 7 → **SKIP TO NEXT SECTION**
 REFUSED ☐ 9 → **SKIP TO NEXT SECTION**

C02. Have you used smokeless tobacco daily in the past?

YES ☐ 1 → **SKIP TO C08**
 NO ☐ 2 → **SKIP TO C10**
 DON'T KNOW ☐ 7 → **SKIP TO C10**
 REFUSED ☐ 9 → **SKIP TO C10**

C03. In the **past**, have you used smokeless tobacco on a daily basis, less than daily, or not at all?

[IF RESPONDENT HAS DONE BOTH "DAILY" AND "LESS THAN DAILY" IN THE PAST, CHECK "DAILY"]

DAILY ☐ 1 → **SKIP TO C11**
 LESS THAN DAILY ☐ 2 → **SKIP TO C13**
 NOT AT ALL ☐ 3 → **SKIP TO NEXT SECTION**
 DON'T KNOW ☐ 7 → **SKIP TO NEXT SECTION**
 REFUSED ☐ 9 → **SKIP TO NEXT SECTION**

[CURRENT DAILY SMOKELESS TOBACCO USERS]

C04. How old were you when you first started using smokeless tobacco **daily**?

[IF DON'T KNOW OR REFUSED, ENTER 99]

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[IF C04 = 99, ASK C05. OTHERWISE SKIP TO C06.]

C05. How many years ago did you first start using smokeless tobacco **daily**?

[IF REFUSED, ENTER 99]

--	--

- C06.** On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day.

[IF RESPONDENT REPORTS USING THE PRODUCT BUT NOT EVERY DAY, ENTER 888]

a. Naswar?				PER DAY
a1. [IF C06a=888] On average, how many times a week do you currently use naswar?				PER WEEK
b. Naas (sniffed in the nose)?				PER DAY
b1. [IF C06b=888] On average, how many times a week do you currently use naas (sniffed in the nose)?				PER WEEK
c. Paan with tobacco?				PER DAY
c1. [IF C06c=888] On average, how many times a week do you currently use paan with tobacco?				PER WEEK
d. Gutka?				PER DAY
d1. [IF C06d=888] On average, how many times a week do you currently use gutka?				PER WEEK
e. Mainpuri?				PER DAY
e1. [IF C06e=888] On average, how many times a week do you currently use mainpuri?				PER WEEK
f. Any others? (→ f1. Please specify the other type you currently use: _____)				PER DAY
f2. [IF C06f=888] On average, how many times a week do you currently use [FILL PRODUCT]?				PER WEEK

- C07.** How soon after you wake up do you usually use smokeless tobacco for the first time? Would you say within 5 minutes, 6 to 30 minutes, 31 to 60 minutes, or more than 60 minutes?

WITHIN 5 MINUTES ☐ 1
 6 TO 30 MINUTES ☐ 2
 31 TO 60 MINUTES ☐ 3
 MORE THAN 60 MINUTES ☐ 4
 REFUSED ☐ 9

[SKIP TO NEXT SECTION]

[CURRENT LESS THAN DAILY SMOKELESS TOBACCO USERS]**C08.** How old were you when you first started using smokeless tobacco *daily*?

[IF DON'T KNOW OR REFUSED, ENTER 99]

--	--

[IF C08 = 99, ASK C09. OTHERWISE SKIP TO C10.]**C09.** How many years ago did you first start using smokeless tobacco *daily*?

[IF REFUSED, ENTER 99]

--	--

C10. How many times a week do you usually use the following?

[IF RESPONDENT REPORTS DOING THE ACTIVITY *WITHIN THE PAST 30 DAYS*, BUT LESS THAN ONCE PER WEEK, ENTER 888]

a. Naswar?.....				<i>TIMES PER WEEK</i>
b. Naas (sniffed in the nose)?				<i>TIMES PER WEEK</i>
c. Paan with tobacco?.....				<i>TIMES PER WEEK</i>
d. Gutka?				<i>TIMES PER WEEK</i>
e. Mainpuri?				<i>TIMES PER WEEK</i>
f. Any others?.....				<i>TIMES PER WEEK</i>

→ f1. Please specify the other type you currently use:

C19. **[ADMINISTER IF B01=2 AND C01=2. ELSE GO TO NEXT SECTION.]**

You mentioned that you smoke tobacco, but not every day and that you also use smokeless tobacco, but not every day. Thinking about both smoking tobacco and using smokeless tobacco, would you say you use tobacco on a daily basis or less than daily?

DAILY ☐ 1
 LESS THAN DAILY..... ☐ 2
 REFUSED..... ☐ 9

[SKIP TO NEXT SECTION]

[FORMER SMOKELESS TOBACCO USERS]

C11. How old were you when you first started using smokeless tobacco *daily*?

[IF DON'T KNOW OR REFUSED, ENTER 99]

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[IF C11 = 99, ASK C12. OTHERWISE SKIP TO C13a.]

C12. How many years ago did you first start using smokeless tobacco *daily*?

[IF REFUSED, ENTER 99]

--	--

C13a. How long has it been since you stopped using smokeless tobacco?

[ONLY INTERESTED IN WHEN RESPONDENT STOPPED USING SMOKELESS TOBACCO REGULARLY
— DO NOT INCLUDE RARE INSTANCES OF USING SMOKELESS TOBACCO

ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

- YEARS..... ☐ 1
 MONTHS ☐ 2
 WEEKS..... ☐ 3
 DAYS ☐ 4
 LESS THAN 1 DAY..... ☐ 5 → **SKIP TO C14**
 DON'T KNOW..... ☐ 7 → **SKIP TO NEXT SECTION**
 REFUSED..... ☐ 9 → **SKIP TO NEXT SECTION**

C13b. [ENTER NUMBER OF (YEARS/MONTHS/WEEKS/DAYS)]

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[IF C13a/b < 1 YEAR (< 12 MONTHS), THEN CONTINUE. OTHERWISE SKIP TO NEXT SECTION.]

- | | |
|--|---------------------|
| ☐ IF B14 HAS NOT BEEN ASKED | → CONTINUE WITH C14 |
| ☐ IF B14 = YES | → SKIP TO C16 |
| ☐ IF B14 = NO OR REFUSED | → SKIP TO C18 |

C14. Have you visited a doctor or other health care provider in the past 12 months?

- YES..... ☐ 1
 NO ☐ 2 → **SKIP TO C18**
 REFUSED..... ☐ 9 → **SKIP TO C18**

- C15.** How many times did you visit a doctor or health care provider in the past 12 months? Would you say 1 or 2 times, 3 to 5 times, or 6 or more times?

1 OR 2 ☐ 1
 3 TO 5..... ☐ 2
 6 OR MORE..... ☐ 3
 REFUSED..... ☐ 9

- C16.** During any visit to a doctor or health care provider in the past 12 months, were you asked if you use smokeless tobacco?

YES..... ☐ 1
 NO ☐ 2 → **SKIP TO C18**
 REFUSED..... ☐ 9 → **SKIP TO C18**

- C17.** During any visit to a doctor or health care provider in the past 12 months, were you advised to stop using smokeless tobacco?

YES..... ☐ 1
 NO ☐ 2
 REFUSED..... ☐ 9

- C18.** During the past 12 months, did you use any of the following to try to stop using smokeless tobacco?

	YES ▼	NO ▼	REFUSED ▼
a. Counseling, including at a cessation clinic?	☐ 1	☐ 2	☐ 9
b. Nicotine replacement therapy, such as the patch or gum?	☐ 1	☐ 2	☐ 9
c. Other prescription medications, for example Tabex, Chantix?	☐ 1	☐ 2	☐ 9
d. Traditional medicines?.....	☐ 1	☐ 2	☐ 9
e. A quit line or a telephone support line?	☐ 1	☐ 2	☐ 9
f1. Quit without assistance?.....	☐ 1	☐ 2	☐ 9
g. Anything else?.....	☐ 1	☐ 2	☐ 9

→ g1. Please specify what you used to try to stop using smokeless tobacco:

Section D1. Cessation — Tobacco Smoking

- ☐ IF B01 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES TOBACCO), CONTINUE WITH THIS SECTION.
- ☐ IF B01 = 3, 7, OR 9 (RESPONDENT DOES NOT CURRENTLY SMOKE TOBACCO), SKIP TO NEXT SECTION D2.

D01. The next questions ask about any attempts to stop smoking that you might have made during the past 12 months. Please think about tobacco smoking.

During the past 12 months, have you tried to stop smoking?

- YES..... ☐ 1
- NO ☐ 2 → **SKIP TO INSTRUCTION BEFORE D04**
- REFUSED..... ☐ 9 → **SKIP TO INSTRUCTION BEFORE D04**

DD1. Thinking about the last time you tried to stop smoking, what was the primary reason for trying to stop?

- FINANCIAL/COST ☐ 1
- HEALTH CONCERNS ☐ 2
- FAMILY OR FRIEND WANTED RESPONDENT TO QUIT ☐ 3
- RELIGIOUS REASONS ☐ 4
- OTHER ☐ 5 → DD1a. [SPECIFY]: _____
- DON'T KNOW ☐ 7
- REFUSED ☐ 9

D02a. Thinking about the last time you tried to quit, how long did you stop smoking?

[ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

- MONTHS ☐ 1
- WEEKS ☐ 2
- DAYS ☐ 3
- LESS THAN 1 DAY (24 HOURS) ☐ 4 → **SKIP TO D03**
- DON'T KNOW ☐ 7 → **SKIP TO D03**
- REFUSED ☐ 9 → **SKIP TO D03**

D02b. [ENTER NUMBER OF (MONTHS/WEEKS/DAYS)]

--	--	--

D03. During the past 12 months, did you use any of the following to try to stop smoking tobacco?

- | | YES
▼ | NO
▼ | REFUSED
▼ |
|--|----------------------------|----------------------------|----------------------------|
| a. Counseling, including at a smoking cessation clinic? | ☐ 1 | ☐ 2 | ☐ 9 |
| b. Nicotine replacement therapy, such as the patch or gum? | ☐ 1 | ☐ 2 | ☐ 9 |
| c. Other prescription medications, for example Tabex, Chantix? | ☐ 1 | ☐ 2 | ☐ 9 |
| d. Traditional medicines? | ☐ 1 | ☐ 2 | ☐ 9 |
| e. A quit line or a smoking telephone support line? | ☐ 1 | ☐ 2 | ☐ 9 |
| f. Switching to smokeless tobacco? | ☐ 1 | ☐ 2 | ☐ 9 |
| f1. Quit without assistance? | ☐ 1 | ☐ 2 | ☐ 9 |
| g. Anything else? | ☐ 1 | ☐ 2 | ☐ 9 |

→ g1. Please specify what you used to try to stop smoking: _____

- ☐ IF C14 HAS NOT BEEN ASKED → CONTINUE WITH D04
- ☐ IF C14 = YES → SKIP TO D06
- ☐ IF C14 = NO OR REFUSED → SKIP TO D08

D04. Have you visited a doctor or other health care provider in the past 12 months?

YES..... ☐ 1
 NO ☐ 2 → **SKIP TO D08**
 REFUSED..... ☐ 9 → **SKIP TO D08**

D05. How many times did you visit a doctor or health care provider in the past 12 months? Would you say 1 or 2 times, 3 to 5 times, or 6 or more times?

1 OR 2 ☐ 1
 3 TO 5..... ☐ 2
 6 OR MORE..... ☐ 3
 REFUSED..... ☐ 9

D06. During any visit to a doctor or health care provider in the past 12 months, were you asked if you smoke tobacco?

YES..... ☐ 1
 NO ☐ 2 → **SKIP TO D08**
 REFUSED..... ☐ 9 → **SKIP TO D08**

D07. During any visit to a doctor or health care provider in the past 12 months, were you advised to quit smoking tobacco?

YES..... ☐ 1
 NO ☐ 2
 REFUSED..... ☐ 9

D08. Which of the following best describes your thinking about quitting smoking? I am planning to quit within the next month, I am thinking about quitting within the next 12 months, I will quit someday but not within the next 12 months, or I am not interested in quitting?

QUIT WITHIN THE NEXT MONTH..... ☐ 1
 THINKING WITHIN THE NEXT 12 MONTHS..... ☐ 2
 QUIT SOMEDAY, BUT NOT NEXT 12 MONTHS..... ☐ 3
 NOT INTERESTED IN QUITTING..... ☐ 4
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

Section D2. Cessation — Smokeless Tobacco

- ☐ IF C01 = 1 OR 2 (RESPONDENT CURRENTLY USES SMOKELESS TOBACCO), CONTINUE WITH THIS SECTION.
- ☐ IF C01 = 3, 7, OR 9 (RESPONDENT DOES NOT CURRENTLY USE SMOKELESS TOBACCO), SKIP TO NEXT SECTION.

D09. The next questions ask about any attempts to stop using smokeless tobacco that you might have made during the past 12 months. Please think about your use of smokeless tobacco.

During the past 12 months, have you tried to stop using smokeless tobacco?

- YES..... ☐ 1
- NO ☐ 2 → **SKIP TO INSTRUCTION BEFORE D12**
- REFUSED..... ☐ 9 → **SKIP TO INSTRUCTION BEFORE D12**

DD2. Thinking about the last time you tried to stop using smokeless tobacco, what was the primary reason for trying to stop?

- FINANCIAL/COST ☐ 1
- HEALTH CONCERNS ☐ 2
- FAMILY OR FRIEND WANTED RESPONDENT TO QUIT ☐ 3
- RELIGIOUS REASONS ☐ 4
- OTHER ☐ 5 → DD2a. [SPECIFY]: _____
- DON'T KNOW ☐ 7
- REFUSED ☐ 9

D10a. Thinking about the last time you tried to quit, how long did you stop using smokeless tobacco?

[ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

- MONTHS ☐ 1
- WEEKS ☐ 2
- DAYS ☐ 3
- LESS THAN 1 DAY (24 HOURS) ☐ 4 → **SKIP TO D11**
- DON'T KNOW ☐ 7 → **SKIP TO D11**
- REFUSED ☐ 9 → **SKIP TO D11**

D10b. [ENTER NUMBER OF (MONTHS/WEEKS/DAYS)]

--	--	--

D11. During the past 12 months, have you used any of the following to try and stop using smokeless tobacco?

- | | YES
▼ | NO
▼ | REFUSED
▼ |
|--|----------------------------|----------------------------|----------------------------|
| a. Counseling, including at a cessation clinic? | ☐ 1 | ☐ 2 | ☐ 9 |
| b. Nicotine replacement therapy, such as the patch or gum? | ☐ 1 | ☐ 2 | ☐ 9 |
| c. Other prescription medications, for example Tabex, Chantix? | ☐ 1 | ☐ 2 | ☐ 9 |
| d. Traditional medicines? | ☐ 1 | ☐ 2 | ☐ 9 |
| e. A quit line or a telephone support line? | ☐ 1 | ☐ 2 | ☐ 9 |
| f1. Quit without assistance? | ☐ 1 | ☐ 2 | ☐ 9 |
| g. Anything else? | ☐ 1 | ☐ 2 | ☐ 9 |

→ g1. Please specify what you used to try to stop using smokeless tobacco: _____

- ☐ IF BOTH B14 AND D04 HAVE NOT BEEN ASKED → CONTINUE WITH D12
- ☐ IF B14 OR D04 = YES → SKIP TO D14
- ☐ IF B14 OR D04 = NO OR REFUSED → SKIP TO D16

D12. Have you visited a doctor or other health care provider in the past 12 months?

- YES..... ☐ 1
- NO ☐ 2 → **SKIP TO D16**
- REFUSED..... ☐ 9 → **SKIP TO D16**

D13. How many times did you visit a doctor or health care provider in the past 12 months? Would you say 1 or 2 times, 3 to 5 times, or 6 or more times?

- 1 OR 2 ☐ 1
- 3 TO 5..... ☐ 2
- 6 OR MORE..... ☐ 3
- REFUSED..... ☐ 9

D14. During any visit to a doctor or health care provider in the past 12 months, were you asked if you use smokeless tobacco?

- YES..... ☐ 1
- NO ☐ 2 → **SKIP TO D16**
- REFUSED..... ☐ 9 → **SKIP TO D16**

D15. During any visit to a doctor or health care provider in the past 12 months, were you advised to stop using smokeless tobacco?

- YES..... ☐ 1
- NO ☐ 2
- REFUSED..... ☐ 9

D16. Which of the following best describes your thinking about quitting smokeless tobacco? I am planning to quit within the next month, I am thinking about quitting within the next 12 months, I will quit someday but not within the next 12 months, or I am not interested in quitting?

- QUIT WITHIN THE NEXT MONTH..... ☐ 1
- THINKING WITHIN THE NEXT 12 MONTHS..... ☐ 2
- QUIT SOMEDAY, BUT NOT NEXT 12 MONTHS..... ☐ 3
- NOT INTERESTED IN QUITTING..... ☐ 4
- DON'T KNOW..... ☐ 7
- REFUSED..... ☐ 9

Section E. Secondhand Smoke

E01. I would now like to ask you a few questions about smoking in various places.

Which of the following best describes the rules about smoking inside of your home: Smoking is allowed inside of your home, smoking is generally not allowed inside of your home but there are exceptions, smoking is never allowed inside of your home, or there are no rules about smoking in your home?

- ALLOWED ☐ 1
 NOT ALLOWED, BUT EXCEPTIONS..... ☐ 2
 NEVER ALLOWED ☐ 3 → **SKIP TO E04**
 NO RULES ☐ 4 → **SKIP TO E03**
 DON'T KNOW ☐ 7 → **SKIP TO E03**
 REFUSED..... ☐ 9 → **SKIP TO E03**

E02. Inside your home, is smoking allowed in every room?

- YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E03. How often does *anyone* smoke inside your home? Would you say daily, weekly, monthly, less than monthly, or never?

- DAILY ☐ 1
 WEEKLY ☐ 2
 MONTHLY ☐ 3
 LESS THAN MONTHLY ☐ 4
 NEVER ☐ 5
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E04. Do you currently work outside of your home?

- YES..... ☐ 1
 NO/DON'T WORK ☐ 2 → **SKIP TO E09**
 REFUSED..... ☐ 9 → **SKIP TO E09**

E05. Do you usually work indoors or outdoors?

- INDOORS ☐ 1 → **SKIP TO E07**
 OUTDOORS ☐ 2
 BOTH ☐ 3 → **SKIP TO E07**
 REFUSED..... ☐ 9

E06. Are there any indoor areas at your work place?

- YES..... ☐ 1
 NO ☐ 2 → **SKIP TO E09**
 DON'T KNOW..... ☐ 7 → **SKIP TO E09**
 REFUSED..... ☐ 9 → **SKIP TO E09**

E07. Which of the following best describes the indoor smoking policy where you work: Smoking is allowed anywhere, smoking is allowed only in some indoor areas, smoking is not allowed in any indoor areas, or there is no policy?

- ALLOWED ANYWHERE..... ☐ 1
 ALLOWED ONLY IN SOME INDOOR AREAS ☐ 2
 NOT ALLOWED IN ANY INDOOR AREAS ☐ 3
 THERE IS NO POLICY ☐ 4
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E08. During the past 30 days, did anyone smoke in indoor areas where you work?

- YES..... ☐ 1
 NO ☐ 2 → **SKIP TO E09**
 DON'T KNOW..... ☐ 7 → **SKIP TO E09**
 REFUSED..... ☐ 9 → **SKIP TO E09**

E08a. How often does anyone smoke in indoor areas where you work? Would you say daily, weekly, monthly, or less than monthly?

- DAILY ☐ 1
 WEEKLY ☐ 2
 MONTHLY ☐ 3
 LESS THAN MONTHLY ☐ 4
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E09. During the past 30 days, did you visit any government buildings or government offices?

- YES..... ☐ 1
 NO ☐ 2 → **SKIP TO E23**
 DON'T KNOW..... ☐ 7 → **SKIP TO E23**
 REFUSED..... ☐ 9 → **SKIP TO E23**

E10. Did anyone smoke inside of any government buildings or government offices that you visited in the past 30 days?

- YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E23. During the past 30 days, did you visit any private buildings or private workplaces other than your own?

- YES..... ☐ 1
NO ☐ 2 → **SKIP TO E11**
DON'T KNOW..... ☐ 7 → **SKIP TO E11**
REFUSED..... ☐ 9 → **SKIP TO E11**

E24. Did anyone smoke inside of any of these private buildings or private workplaces you visited in the past 30 days?

- YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

E11. During the past 30 days, did you visit any health care facilities?

- YES..... ☐ 1
NO ☐ 2 → **SKIP TO E13**
DON'T KNOW..... ☐ 7 → **SKIP TO E13**
REFUSED..... ☐ 9 → **SKIP TO E13**

E12. Did anyone smoke inside of any health care facilities that you visited in the past 30 days?

- YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

E13. During the past 30 days, did you visit any restaurants?

- YES..... ☐ 1
NO ☐ 2 → **SKIP TO EE1**
DON'T KNOW..... ☐ 7 → **SKIP TO EE1**
REFUSED..... ☐ 9 → **SKIP TO EE1**

E14. Did anyone smoke inside of any restaurants that you visited in the past 30 days?

- YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

EE1. During the past 30 days, did you visit any marriage halls?

YES..... ☐ 1
NO ☐ 2 → **SKIP TO E15**
DON'T KNOW..... ☐ 7 → **SKIP TO E15**
REFUSED..... ☐ 9 → **SKIP TO E15**

EE2. Did anyone smoke inside of any marriage halls that you visited in the past 30 days?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

E15. During the past 30 days, did you use any public transportation?

YES..... ☐ 1
NO ☐ 2 → **SKIP TO E21**
DON'T KNOW..... ☐ 7 → **SKIP TO E21**
REFUSED..... ☐ 9 → **SKIP TO E21**

E16. Did anyone smoke inside of any public transportation that you used in the past 30 days?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

E21. During the past 30 days, did you visit any universities?

YES..... ☐ 1
NO ☐ 2 → **SKIP TO E19**
DON'T KNOW..... ☐ 7 → **SKIP TO E19**
REFUSED..... ☐ 9 → **SKIP TO E19**

E22. Did anyone smoke inside of any universities that you visited in the past 30 days?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

E19. During the past 30 days, did you visit any other schools or educational facilities?

- YES..... ☐ 1
 NO ☐ 2 → **SKIP TO E17**
 DON'T KNOW..... ☐ 7 → **SKIP TO E17**
 REFUSED..... ☐ 9 → **SKIP TO E17**

E20. Did anyone smoke inside of any schools or educational facilities that you visited in the past 30 days?

- YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E17. Based on what you know or believe, does breathing other people's smoke cause serious illness in non-smokers?

- YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

E18. Based on what you know or believe, does breathing other people's smoke cause any of the following?

	YES ▼	NO ▼	DON'T KNOW ▼	REFUSED ▼
a. Heart disease in adults?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
b. Lung illnesses in children?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
c. Lung cancer in adults?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9

E29. For each of the following public places, please tell me if you think smoking should or should not be allowed in *indoor areas*.

	SHOULD BE ALLOWED ▼	SHOULD NOT BE ALLOWED ▼	DON'T KNOW ▼	REFUSED ▼
a. Hospitals?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
b. Workplaces?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
c. Restaurants?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
e. Public transportation vehicles?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
f. Schools?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
g. Universities?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
h. Places of worship?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9

Section F. Economics — Manufactured Cigarettes

IF [B01 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES DAILY OR LESS THAN DAILY)]

☐

AND

[(B06a OR B10a) > 0 AND <= 888 (RESPONDENT SMOKES MANUFACTURED CIGARETTES)],
THEN CONTINUE WITH THIS SECTION.

☐

OTHERWISE, SKIP TO NEXT SECTION.

F01a. The next few questions are about the last time you purchased cigarettes for yourself to smoke.

The last time you bought cigarettes for yourself, how many cigarettes did you buy?

[ENTER UNIT ON THIS SCREEN AND NUMBER ON NEXT SCREEN]

CIGARETTES..... ☐ 1
 PACKS..... ☐ 2
 CARTONS ☐ 3
 OTHER (SPECIFY)..... ☐ 4 → F01c. [SPECIFY THE UNIT]: _____
 NEVER BOUGHT CIGARETTES ☐ 5 → **SKIP TO NEXT SECTION**
 REFUSED..... ☐ 9 → **SKIP TO F03**

F01b. [ENTER NUMBER OF (CIGARETTES/PACKS/CARTONS/{F01c})]

--	--	--

[IF F01a=CIGARETTES, GO TO F02]
 [IF F01a=PACKS, GO TO F01dPack]
 [IF F01a=CARTONS, GO TO F01dCart]
 [IF F01a=OTHER, GO TO F01dOther]

F01dPack. Did each pack contain 20 cigarettes or another amount?

20..... ☐ 1
 OTHER AMOUNT..... ☐ 7 → F01dPackA. How many cigarettes were in each pack?
 REFUSED ☐ 9

[GO TO F02]

F01dCart. Did each carton contain 200 cigarettes or another amount?

200..... ☐ 1
 OTHER AMOUNT..... ☐ 7 → F01dCartA. How many cigarettes were in each carton?
 REFUSED ☐ 9

[GO TO F02]

F01dOther. How many cigarettes were in each {F01c}?

[IF REFUSED, ENTER 999]

--	--	--

[GO TO F02]

F02. In total, how much money did you pay for this purchase?

[IF DON'T KNOW OR REFUSED, ENTER 999]

--

[RANGE: 1 – 5000, 999]

FF1. During the past 7 days, how much money have you spent on buying cigarettes for yourself to smoke?

[PAKISTANI RUPEES]

- | | | |
|-------------------|--------------------------|---|
| 0..... | ☐ | 1 |
| 1 TO 200..... | ☐ | 2 |
| 201 TO 400..... | ☐ | 3 |
| 401 TO 600..... | ☐ | 4 |
| 601 TO 1000..... | ☐ | 5 |
| 1001 OR MORE..... | ☐ | 6 |
| DON'T KNOW..... | ☐ | 7 |
| REFUSED..... | ☐ | 9 |

F03. What brand did you buy the last time you purchased cigarettes for yourself?

- | | | |
|-------------------|--------------------------|---------------------------------|
| GOLD FLAKE | ☐ | 1 |
| MORVEN | ☐ | 2 |
| GOLD LEAF..... | ☐ | 3 |
| CAPSTAN..... | ☐ | 4 |
| RED & WHITE | ☐ | 5 |
| OTHER | ☐ | 6 → F03a. [SPECIFY BRAND]:_____ |
| REFUSED..... | ☐ | 99 |

FF2. In the last 12 months, have you switched the brand of cigarettes you usually smoke?

- | | | |
|---------------------------------|--------------------------|---|
| YES..... | ☐ | 1 |
| NO | ☐ | 2 |
| DID NOT HAVE A USUAL BRAND..... | ☐ | 7 |
| REFUSED..... | ☐ | 9 |

FF3. [ADMINISTER IF FF2=YES. ELSE GO TO F04.]

What was the primary reason why you switched to your current brand?

- LOWER PRICE..... ☐ 1
 REDUCE HEALTH RISKS..... ☐ 2
 BETTER/SMOOTHER TASTE ☐ 3
 UNAVAILABILITY OF PREVIOUS BRAND ☐ 4
 FOR A NEW EXPERIENCE ☐ 5
 OTHER REASON ☐ 6 → FF3a. [SPECIFY]: _____
 NO REASON ☐ 7
 DON'T KNOW..... ☐ 77
 REFUSED..... ☐ 99

F04. The last time you purchased cigarettes for yourself, where did you buy them?

- STORE ☐ 1
 PHARMACY/MEDICAL STORE ☐ 2
 STREET VENDOR ☐ 3
 MILITARY STORE..... ☐ 4
 DUTY-FREE SHOP ☐ 5
 OUTSIDE THE COUNTRY ☐ 6
 KIOSKS ☐ 7
 FROM ANOTHER PERSON..... ☐ 8
 OTHER ☐ 9 → F04a. [SPECIFY LOCATION]: _____
 DON'T REMEMBER..... ☐ 77
 REFUSED..... ☐ 99

F05. Were these cigarettes filtered or non-filtered?

- FILTERED ☐ 1
 NON-FILTERED ☐ 2
 REFUSED..... ☐ 9

F06. Were these cigarettes labeled as light, mild, or low tar?

- LIGHT ☐ 1
 MILD ☐ 2
 LOW TAR ☐ 3
 NONE OF THE ABOVE ☐ 4
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

Section FA. Economics — Smokeless Tobacco

- ☐ IF [C01 = 1 OR 2 (RESPONDENT CURRENTLY USES SMOKELESS TOBACCO DAILY OR LESS THAN DAILY)], THEN CONTINUE WITH THIS SECTION.
- ☐ OTHERWISE, SKIP TO NEXT SECTION.

FA1. During the past 7 days, how much money have you spent on buying smokeless tobacco for yourself to use?

[PAKISTANI RUPEES]

- 0..... ☐ 1
- 1 TO 100..... ☐ 2
- 101 TO 200..... ☐ 3
- 201 TO 300..... ☐ 4
- 301 TO 400..... ☐ 5
- 401 OR MORE..... ☐ 6
- DON'T KNOW..... ☐ 7
- REFUSED..... ☐ 9

FA2. The last time you purchased smokeless tobacco for yourself, where did you buy it?

- STORE ☐ 1
- PHARMACY/MEDICAL STORE ☐ 2
- STREET VENDOR ☐ 3
- RESTAURANT/CAFE ☐ 4
- DUTY-FREE SHOP ☐ 5
- OUTSIDE THE COUNTRY ☐ 6
- KIOSKS ☐ 7
- FROM ANOTHER PERSON ☐ 8
- OTHER ☐ 9 → FA2a. [SPECIFY LOCATION]: _____
- DON'T REMEMBER ☐ 77
- REFUSED..... ☐ 99

FA3. [ADMINISTER IF B03=1 OR 2. ELSE GO TO NEXT SECTION.]

You previously indicated that you smoked tobacco in the past and that you currently use smokeless tobacco. Which of the following statements is true about the time when you stopped smoking: you switched from smoking tobacco and immediately started using smokeless tobacco; you already were using smokeless tobacco when you stopped smoking; or you started using smokeless tobacco much later after you stopped smoking.

- SWITCHED TO SMOKELESS..... ☐ 1
- ALREADY USING SMOKELESS..... ☐ 2
- STARTED SMOKELESS MUCH LATER..... ☐ 3
- DON'T KNOW..... ☐ 7
- REFUSED..... ☐ 9

FA4. [ADMINISTER IF FA3=YES. ELSE GO TO NEXT SECTION.]

What was the primary reason why you switched to using smokeless tobacco after stopping smoking?

- LOWER PRICE..... ☐ 1
REDUCE HEALTH RISKS..... ☐ 2
BETTER/SMOOTHER TASTE ☐ 3
UNAVAILABILITY OF SMOKING PRODUCTS ☐ 4
FOR A NEW EXPERIENCE ☐ 5
OTHER REASON ☐ 6 → FA4a. [SPECIFY]: _____
NO REASON ☐ 7
DON'T KNOW..... ☐ 77
REFUSED..... ☐ 99

Section G. Media

G201intro. The next few questions ask about your exposure to the media and advertisements in the last 30 days.
For each item, I am going to ask about cigarettes and smokeless tobacco.

G201a. In the last 30 days, have you noticed any information in *newspapers or in magazines* about the dangers of use or that encourages quitting of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G201b**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G201b. In the last 30 days, have you seen any information on *television* about the dangers of use or that encourages quitting of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G201c**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G201c. In the last 30 days, have you heard any information on the *radio* about the dangers of use or that encourages quitting of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G201d**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G201d. In the last 30 days, have you noticed any information on *billboards* about the dangers of use or that encourages quitting of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
 NO ☐ 2
 NOT APPLICABLE ☐ 7 → **SKIP TO G201e**
 REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
 NO ☐ 2
 REFUSED..... ☐ 9

G201e. In the last 30 days, have you noticed any information *somewhere else* about the dangers of use or that encourages quitting of the following tobacco products?

1. Cigarettes?

[DO NOT INCLUDE HEALTH WARNINGS ON CIGARETTE PACKAGES]

YES..... ☐ 1 → a. Please specify where: _____
 NO ☐ 2
 REFUSED..... ☐ 9

2. Smokeless tobacco?

[DO NOT INCLUDE HEALTH WARNINGS ON SMOKELESS PACKAGES]

YES..... ☐ 1 → a. Please specify where: _____
 NO ☐ 2
 REFUSED..... ☐ 9

G202. In the last 30 days, did you notice any health warnings on cigarette packages?

YES..... ☐ 1
 NO ☐ 2 → **SKIP TO G202a**
 DID NOT SEE ANY CIGARETTE PACKAGES ☐ 3 → **SKIP TO G202a**
 REFUSED..... ☐ 9 → **SKIP TO G202a**

G203. **[ADMINISTER IF B01 = 1 OR 2. ELSE GO TO G202a]**

In the last 30 days, have warning labels on cigarette packages led you to think about quitting?

YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

G202a. In the last 30 days, did you notice any health warnings on smokeless tobacco products?

- YES..... ☐ 1
NO ☐ 2 → **SKIP TO G204a**
DID NOT SEE ANY SMOKELESS PRODUCTS ☐ 3 → **SKIP TO G204a**
REFUSED..... ☐ 9 → **SKIP TO G204a**

G203a. **[ADMINISTER IF C01 = 1 OR 2. ELSE GO TO G204a]**

In the last 30 days, have warning labels on smokeless tobacco products led you to think about quitting?

- YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G204a. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in *stores where the products are sold*?

1. Cigarettes?

- YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204b**
REFUSED..... ☐ 9

2. Smokeless tobacco?

- YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204b. In the last 30 days, have you seen any advertisements or signs promoting the following tobacco products on *television*?

1. Cigarettes?

- YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204c**
REFUSED..... ☐ 9

2. Smokeless tobacco?

- YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204c. In the last 30 days, have you heard any advertisements promoting the following tobacco products on the *radio*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204d**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204d. In the last 30 days, have you noticed any advertisements promoting the following tobacco products on *billboards*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204e**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204e. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on *posters*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204f**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204f. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in *newspapers or magazines*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204g**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204g. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in *cinemas*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204h**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204h. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on the *internet*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204i**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204i. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on *public transportation vehicles or stations*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204j**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204j. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on *public walls*?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
NOT APPLICABLE ☐ 7 → **SKIP TO G204k**
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
REFUSED..... ☐ 9

G204k. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products *anywhere else*?

1. Cigarettes?

YES..... ☐ 1 → a. Please specify where: _____
NO ☐ 2
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1 → a. Please specify where: _____
NO ☐ 2
REFUSED..... ☐ 9

G205. In the last 30 days, have you noticed any sport or sporting event that is associated with cigarette brands or cigarette companies?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G205a. In the last 30 days, have you noticed any sport or sporting event that is associated with smokeless tobacco brands or smokeless tobacco companies?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G206a. In the last 30 days, have you noticed any free samples of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G206b. In the last 30 days, have you noticed any of the following tobacco products sold at sale prices?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G206c. In the last 30 days, have you noticed any coupons for the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G206d. In the last 30 days, have you noticed any free gifts or special discount offers on other products when buying any of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G206e. In the last 30 days, have you noticed any clothing or other items with a brand name or logo of the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

G206f. In the last 30 days, have you noticed any promotions in the mail for the following tobacco products?

1. Cigarettes?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

2. Smokeless tobacco?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

Section H. Knowledge, Attitudes & Perceptions

H01. The next question is asking about *smoking* tobacco.

Based on what you know or believe, does smoking tobacco cause serious illness?

YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

H02. Based on what you know or believe, does smoking tobacco cause the following...

	YES ▼	NO ▼	DON'T KNOW ▼	REFUSED ▼
a. Stroke (blood clots in the brain that may cause paralysis)?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
b. Heart attack?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
c. Lung cancer?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
d. Bladder cancer?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
e. Stomach cancer?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
f. Throat/mouth cancer?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
g. Premature birth?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9
h. Bone loss?	☐ 1.....	☐ 2.....	☐ 7.....	☐ 9

H03. Based on what you know or believe, does using *smokeless tobacco* cause serious illness?

YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

HH01. Do you think mild/low tar/light cigarettes are less harmful, are no different, or are more harmful to health, compared to other cigarettes?

LESS HARMFUL ☐ 1
 NO DIFFERENT ☐ 2
 MORE HARMFUL..... ☐ 3
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

H02_3. Do you believe cigarettes are addictive?

YES..... ☐ 1
 NO ☐ 2
 DON'T KNOW..... ☐ 7
 REFUSED..... ☐ 9

H02_4. As far as you know, does your religion discourage smoking?

YES..... ☐ 1
NO ☐ 2
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

H05. Would you favor or oppose increasing taxes on tobacco products?

FAVOR ☐ 1 → **H05a.** Would you strongly favor or somewhat favor increasing taxes?
OPPOSE..... ☐ 2 → **H05b.** Would you strongly oppose or somewhat oppose increasing taxes?
DON'T KNOW..... ☐ 7
REFUSED..... ☐ 9

End Individual Questionnaire

I00. Those are all of the questions I have. Thank you very much for participating in this important survey.

I02. [RECORD ANY NOTES ABOUT INTERVIEW:]

Appendix B: Sample Design and Weighting Process

B1. Introduction

The GATS was the first survey of its kind conducted in Pakistan in 2014 to monitor tobacco use among adults. The main objectives of this survey were to provide estimates of tobacco use, exposure to SHS and frequency of quit attempts, and to monitor tobacco control interventions. Universe of the survey consists of all urban and rural areas of four provinces namely Punjab, Sindh, Khyber Pakhtunkhwa (KPK) and Baluchistan, excluding FATA and Military Restricted Areas. The target population of the GATS in Pakistan included all civilian non-institutionalized population aged 15 years and above.

The survey design requirements for this study were developed such that precise estimates could be generated for the country as a whole, as well as for two analysis groups defined by gender and urban/rural areas. Individuals 15 years of age and above who were explicitly excluded from the survey were those who, at the time that the Household Questionnaire was completed, were:

- Non-citizens visiting the country for a few weeks (e.g. tourists, in the country to see friends/relatives, etc.);
- Citizens in the military who indicated that their usual place of residence was a military base; or
- Citizens who were institutionalized – people in hospitals, prisons, nursing homes and other such institutions; such people were not sampled in the GATS.

B2. Sampling Frame

The sampling frame used for GATS was developed by Pakistan Bureau of Statistics (PBS). PBS sampling frame is a list of small geographical areas (called Enumeration Blocks) each consisting of 200 to 250 households on average with well-defined geographical boundaries recorded on the prescribed forms and digitized maps and with physical features. The frame comprises of 48,716 urban and 104,028 Enumeration Block (EBs).

B3. Sample Size

The GATS is designed in a way that estimates computed at the national level, by urban city, gender and the cross of gender and urban city should have a 95% confidence interval with a margin of error of 5 percentage points or less for tobacco use rates of 40%. Assuming a design effect of 2.00 for estimates computed at the national level by urban/rural classification, by gender and by the cross of gender and urban/rural area, the minimum sample sizes needed to accommodate these precision requirements were 2000 respondents in each of the four groups defined by the cross of urban/rural residence and gender. This resulted in a minimum expected respondent sample size of 8000. After accounting for

possible non-response and eligibility rates, sample size was inflated by 23.2 percent i.e. 9856 households. This sample was distributed among four provinces using proportional allocation. Within each province, equal allocation was used to distribute the sample between urban and rural areas and between genders.

B4. Sample Design

The survey applied a three-stage stratified cluster sampling. At the first stage, Enumeration Blocks in urban and rural areas were treated as Primary Sampling Units (PSU). Considering the design effect and intra-class correlation of attributes within PSUs, it was decided to have 28 eligible households from each PSU selected in the sample. This way, a sample of 352 PSUs was selected at the first stage using Probability Proportional to Size (PPS) method where the number of households in each PSU (as per sampling frame) was used as measure of size (MoS). The explicit stratification used at the first stage of selection was based on administrative units (called divisions within each province) as well as on urban and rural designations. A household listing operation was carried out in all the selected PSUs prior to the main survey. The sketch map of enumeration blocks demarcated by Pakistan Bureau of Statistics (PBS) was used to perform listing work.

At the second stage of selection, listed households within 352 sampled PSUs were treated as Secondary Sampling Units (SSUs). Lists of households for sampled PSUs were used as sampling frame for the selection of 28 households from each of sampled PSU using systematic random sampling. At the third stage of selection, individuals aged 15 years and above were treated as Tertiary Sampling Units (TSUs). At this stage one individual was randomly chosen from each selected household.

As aforementioned, initially a sample of 352 PSUs was selected, however, 10 sample PSUs from Baluchistan province were dropped due to unavoidable circumstances. The coverage detail of sampled PSUs is given below:

Table B-1: Coverage of PSUs by Province and Locality

	Actual Sample			Covered Sample		
	Rural	Urban	Total	Rural	Urban	Total
Punjab	88	84	172	88	84	172
Sindh	36	60	96	36	60	96
KPK	35	19	54	35	19	54
Baluchistan	17	13	30	10	10	20
Pakistan	176	176	352	169	173	342

According to scheme, 28 respondents were supposed to be selected from each sample PSU. Consequently, (342 x 28 =) 9576 respondents were supposed to be selected all together from 342 PSUs.

However, from a few sample PSUs, the coverage was less than 28. The coverage detail of sampled respondents is given below:

Table B-2: Coverage of Respondents by Gender, Province and Locality

Province	Rural			Urban		
	Female	Male	Both	Female	Male	Both
Punjab	1204	1037	2241	1004	1065	2069
Sindh	446	483	929	678	742	1420
KPK	518	382	900	242	228	470
Baluchistan	125	134	259	108	143	251
Pakistan	2293	2036	4329	2032	2178	4210

B5. Sampling Probabilities and Sampling Weights

The weighting process for the GATS involved a three-step process: (1) the base weight or design weight, calculated from all steps of random selection in the sample design, (2) an adjustment for non-response by sample households and sample individuals eligible for the survey, and (3) a post-stratification adjustment (calibration) of sample totals with the known population totals.

B5.1 Base weight

The inverse of the unconditional probability of selection was the final selection weight (base weight) for each respondent, which is the product of the probabilities of selection associated with each stage of the design. In order to calculate the sampling weights, sampling probabilities were calculated separately for each sampling stage:

$P_1 = P_{hi}$ = Unconditional probability of selecting the i th PSU in the stratum h ;

$P_2 = P_{hij}$ = Conditional probability (given PSU selections) of selecting the j th household in i th PSU of stratum h ;

$P_3 = P_{hijk}$ = Conditional probability (given PSU, household selections) of randomly selecting k th individual from j th household of i th PSU in stratum h .

The overall base weight (w_b) was calculated as $1/(P_1 \cdot P_2 \cdot P_3)$.

B5.2 Adjustment for unit non-response

The base weights were adjusted for non-response on two factors: household-level non-response adjustments, and person-level non-response adjustments. Household-level non-response adjustments were made within the PSU. The corresponding household-level weighting class adjustment was computed as one divided by the weighted household response rate for each sample PSU. The person-level response rate was computed by roster-reported gender, age and current smoking status.

B5.3 Post-stratification calibration adjustment

In principle, the goal of a calibration weight adjustment is to bring weighted sums of the sample data in line with the corresponding counts in the target population. Provisional population total projections of persons 15 years and above by urban/rural residence, and respondent-reported gender and age groups (15–24, 25–44, 45–64 and 65+ years) from the population projection of the 2014 were used for post-stratification calibration adjustment.

Ultimately, the final analysis weight for the k-th respondent data record was computed as the product of the base weights, the non-response adjustment and post-stratification calibration adjustment. The final weights were used in all analyses to produce estimates of population parameters.

Appendix C: Estimation of Sample Errors

Table C-1: Sampling Errors for National Sample, GATS Pakistan, 2014

Indicator	Estimate (R)	Standard Error (SE)	Sample size (n)	Design Effect (DEFF)	Relative Error (SE/R)	Margin of Error (MOE)	Confidence Limits	
							Lower Limit (R-1.96SE)	Upper Limit (R+1.96SE)
Current Tobacco Users	0.191	0.009	7,790	3.682	0.045	0.017	0.174	0.208
Current Tobacco Smokers	0.124	0.006	7,831	2.980	0.052	0.013	0.111	0.137
Current Cigarette Smokers	0.105	0.006	7,831	2.584	0.053	0.011	0.094	0.115
Current Users of Smokeless Tobacco	0.077	0.005	7,780	3.252	0.071	0.011	0.066	0.087
Daily Tobacco Smoker	0.115	0.006	7,831	2.968	0.054	0.012	0.103	0.127
Daily Cigarette Smokers	0.096	0.005	7,831	2.568	0.055	0.010	0.086	0.107
Daily Users of Smokeless Tobacco	0.071	0.005	7,780	3.155	0.073	0.010	0.061	0.081
Former Daily Tobacco Smokers Among All Adults	0.011	0.001	7,831	1.245	0.121	0.003	0.008	0.013
Former Tobacco Smokers Among Ever Daily Smokers	0.084	0.010	1,020	1.336	0.120	0.020	0.064	0.103
Time to First Smoke within 5 minutes of waking	0.093	0.011	1,460	2.161	0.120	0.022	0.071	0.114
Time to First Smoke within 6-30 minutes of waking	0.357	0.019	1,460	2.288	0.053	0.037	0.319	0.394
Smoking Quit Attempt in the Past 12 Months	0.247	0.018	984	1.736	0.073	0.036	0.212	0.283
Health Care Provider Asked about Smoking	0.610	0.030	434	1.657	0.049	0.059	0.551	0.669
Health Care Provider Advised Quitting Smoking	0.518	0.032	434	1.797	0.062	0.063	0.455	0.581
Use of Pharmacotherapy for Smoking Cessation	0.091	0.020	252	1.234	0.221	0.040	0.052	0.131
Use of Counseling/Advice or Quit Lines for Smoking Cessation	0.147	0.025	253	1.253	0.170	0.049	0.098	0.196
Planning to quit, thinking about quitting, or will quit smoking	0.223	0.020	951	2.108	0.088	0.038	0.184	0.261
Exposure to Secondhand at Home	0.483	0.013	7,197	4.760	0.027	0.025	0.458	0.509
Exposure to Secondhand at Workplace	0.691	0.019	1,526	2.641	0.028	0.038	0.654	0.729
Exposure to Secondhand in Government Buildings/Offices	0.116	0.012	7,685	11.639	0.107	0.024	0.092	0.141
Exposure to Secondhand in Health Care Facilities	0.135	0.012	7,739	8.934	0.086	0.023	0.112	0.158
Exposure to Secondhand in Restaurants	0.170	0.010	7,725	5.043	0.056	0.019	0.151	0.189
Exposure to Secondhand in Public Transportation	0.394	0.014	7,761	6.634	0.036	0.028	0.366	0.422
Last cigarette purchase in store	0.904	0.018	808	3.056	0.020	0.035	0.869	0.940
Noticed Anti-tobacco Information on radio or television	0.299	0.010	7,759	3.682	0.033	0.020	0.280	0.319
Noticed Health Warning Labels on Cigarette Packages	0.775	0.020	950	2.194	0.026	0.039	0.735	0.814
Thinking of Quitting Because of Health Warning Labels on Cigarette Package	0.297	0.020	946	1.750	0.066	0.039	0.258	0.336
Noticed Any Cigarette Advertisement or Promotion	0.366	0.012	7,273	4.262	0.032	0.023	0.343	0.389
Noticed Cigarette Marketing in Stores Where Cigarettes are Sold	0.176	0.009	7,675	4.013	0.050	0.017	0.159	0.193

Believes that Tobacco Smoking Causes Serious Illness	0.858	0.009	7,779	5.475	0.011	0.018	0.840	0.876
Believes that Tobacco Smoking Causes Strokes	0.555	0.014	7,782	6.151	0.025	0.027	0.527	0.582
Believes that Tobacco Smoking Causes Heart Attacks	0.859	0.008	7,800	4.367	0.010	0.016	0.843	0.875
Believes that Tobacco Smoking Causes Lung Cancer	0.846	0.008	7,797	4.239	0.010	0.016	0.830	0.863
Believes that Using Smokeless Tobacco Causes Serious Illness	0.770	0.009	7,775	3.809	0.012	0.018	0.752	0.788
Believes that Secondhand Causes Serious Illness in Non-Smokers	0.817	0.010	7,807	5.415	0.012	0.020	0.797	0.837
Number of Cigarettes Smoked per Day (by daily smokers)	13.558	0.406	754	1.555	0.030	0.796	12.763	14.354
Time since Quitting Smoking (in years)	8.891	1.172	104	1.526	0.132	2.298	6.593	11.188
Monthly Expenditures on Manufactured Cigarettes	767.295	57.166	786	1.044	0.075	112.046	655.249	879.341
Age at Daily Smoking Initiation Among Adult Age 20-34	18.700	0.378	233	1.513	0.020	0.741	17.958	19.441
Average Amount Spent on 20 Manufactured Cigarettes	40.869	2.933	786	2.428	0.072	5.749	35.120	46.618
Average cost per 100 packs of manufactured cigarettes	4,086.877	293.325	786	2.428	0.072	574.916	3,511.961	4,661.793

Table C-2: Sampling Errors for Male Sample, GATS Pakistan, 2014

Indicator	Estimate (R)	Standard Error (SE)	Sample size (n)	Design Effect (DEFF)	Relative Error (SE/R)	Margin of Error (MOE)	Confidence Limits	
							Lower Limit (R-1.96SE)	Upper Limit (R+1.96SE)
Current Tobacco Users	0.318	0.015	3,769	4.057	0.048	0.030	0.288	0.348
Current Tobacco Smokers	0.222	0.012	3,782	3.371	0.056	0.024	0.198	0.246
Current Cigarette Smokers	0.194	0.011	3,782	2.896	0.056	0.021	0.173	0.216
Current Users of Smokeless Tobacco	0.114	0.009	3,759	2.948	0.078	0.017	0.097	0.132
Daily Tobacco Smoker	0.206	0.012	3,782	3.318	0.058	0.023	0.182	0.229
Daily Cigarette Smokers	0.179	0.011	3,782	2.839	0.059	0.021	0.159	0.200
Daily Users of Smokeless Tobacco	0.105	0.009	3,759	2.901	0.081	0.017	0.089	0.122
Former Daily Tobacco Smokers Among All Adults	0.018	0.002	3,782	1.187	0.131	0.005	0.013	0.023
Former Tobacco Smokers Among Ever Daily Smokers	0.079	0.010	930	1.312	0.128	0.020	0.059	0.099
Time to First Smoke within 5 minutes of waking	0.096	0.012	1,236	2.002	0.124	0.023	0.073	0.119
Time to First Smoke within 6-30 minutes of waking	0.378	0.020	1,236	2.158	0.054	0.040	0.338	0.417
Smoking Quit Attempt in the Past 12 Months	0.244	0.018	894	1.648	0.076	0.036	0.208	0.281
Health Care Provider Asked about Smoking	0.622	0.032	399	1.681	0.051	0.062	0.560	0.683
Health Care Provider Advised Quitting Smoking	0.528	0.033	399	1.771	0.063	0.065	0.463	0.594
Use of Pharmacotherapy for Smoking Cessation	0.097	0.022	225	1.258	0.229	0.043	0.053	0.140
Use of Counseling/Advice or Quit Lines for Smoking Cessation	0.139	0.025	226	1.136	0.177	0.048	0.091	0.188
Planning to quit, thinking about	0.229	0.020	868	2.063	0.089	0.040	0.189	0.269

quitting, or will quit smoking								
Exposure to Secondhand at Home	0.508	0.015	3,493	3.267	0.030	0.030	0.478	0.538
Exposure to Secondhand at Workplace	0.725	0.019	1,354	2.455	0.026	0.037	0.688	0.763
Exposure to Secondhand in Government Buildings/Offices	0.196	0.019	3,734	8.251	0.095	0.037	0.160	0.233
Exposure to Secondhand in Health Care Facilities	0.151	0.014	3,754	6.014	0.095	0.028	0.123	0.179
Exposure to Secondhand in Restaurants	0.314	0.015	3,752	4.153	0.049	0.030	0.283	0.344
Exposure to Secondhand in Public Transportation	0.538	0.018	3,762	4.684	0.033	0.034	0.503	0.572
Last cigarette purchase in store	0.906	0.018	772	2.777	0.019	0.034	0.871	0.940
Noticed Anti-tobacco Information on radio or television	0.348	0.013	3,757	2.679	0.037	0.025	0.323	0.373
Noticed Health Warning Labels on Cigarette Packages	0.797	0.021	867	2.278	0.026	0.040	0.756	0.837
Thinking of Quitting Because of Health Warning Labels on Cigarette Package	0.310	0.019	862	1.526	0.063	0.038	0.271	0.348
Noticed Any Cigarette Advertisement or Promotion	0.497	0.016	3,620	3.574	0.032	0.031	0.466	0.527
Noticed Cigarette Marketing in Stores Where Cigarettes are Sold	0.279	0.014	3,750	3.737	0.051	0.028	0.252	0.307
Believes that Tobacco Smoking Causes Serious Illness	0.872	0.012	3,763	5.045	0.014	0.024	0.848	0.896
Believes that Tobacco Smoking Causes Strokes	0.588	0.018	3,766	4.888	0.030	0.035	0.554	0.623
Believes that Tobacco Smoking Causes Heart Attacks	0.883	0.010	3,771	3.394	0.011	0.019	0.865	0.902
Believes that Tobacco Smoking Causes Lung Cancer	0.878	0.009	3,772	3.180	0.011	0.019	0.860	0.897
Believes that Using Smokeless Tobacco Causes Serious Illness	0.789	0.014	3,763	4.600	0.018	0.028	0.761	0.817
Believes that Secondhand Causes Serious Illness in Non-Smokers	0.854	0.014	3,775	5.943	0.016	0.027	0.827	0.881
Number of Cigarettes Smoked per Day (by daily smokers)	13.724	0.418	720	1.549	0.030	0.820	12.904	14.544
Time since Quitting Smoking (in years)	8.575	1.082	93	1.192	0.126	2.120	6.455	10.695
Monthly Expenditures on Manufactured Cigarettes	786.574	59.856	751	1.045	0.076	117.318	669.256	903.892
Age at Daily Smoking Initiation Among Adult Age 20-34	18.579	0.382	219	1.570	0.021	0.750	17.829	19.328
Average Amount Spent on 20 Manufactured Cigarettes	41.414	3.031	751	2.424	0.073	5.941	35.473	47.354
Average cost per 100 packs of manufactured cigarettes	4,141.394	303.090	751	2.424	0.073	594.056	3,547.338	4,735.449

Table C-3: Sampling Errors for Female Sample, GATS Pakistan, 2014

Indicator	Estimate (R)	Standard Error (SE)	Sample size (n)	Design Effect (DEFF)	Relative Error (SE/R)	Margin of Error (MOE)	Confidence Limits	
							Lower Limit (R- 1.96SE)	Upper Limit (R+1.96SE)
Current Tobacco Users	0.058	0.006	4,021	2.332	0.097	0.011	0.047	0.069
Current Tobacco Smokers	0.021	0.003	4,049	1.847	0.145	0.006	0.015	0.027
Current Cigarette Smokers	0.010	0.002	4,049	1.826	0.209	0.004	0.006	0.014
Current Users of Smokeless Tobacco	0.037	0.005	4,021	2.429	0.125	0.009	0.028	0.046
Daily Tobacco Smoker	0.020	0.003	4,049	1.900	0.152	0.006	0.014	0.026
Daily Cigarette Smokers	0.010	0.002	4,049	1.848	0.218	0.004	0.005	0.014
Daily Users of Smokeless Tobacco	0.035	0.005	4,021	2.421	0.129	0.009	0.026	0.044
Former Daily Tobacco Smokers Among All Adults	0.003	0.001	4,049	1.307	0.326	0.002	0.001	0.005
Former Tobacco Smokers Among Ever Daily Smokers	0.133	0.042	90	1.348	0.315	0.082	0.051	0.214
Time to First Smoke within 5 minutes of waking	0.073	0.020	224	1.256	0.267	0.038	0.035	0.111
Time to First Smoke within 6-30 minutes of waking	0.234	0.042	224	2.178	0.179	0.082	0.152	0.316
Smoking Quit Attempt in the Past 12 Months	0.279	0.054	90	1.292	0.193	0.106	0.173	0.385
Health Care Provider Asked about Smoking	0.440	0.106	35	1.559	0.241	0.208	0.232	0.649
Health Care Provider Advised Quitting Smoking	0.363	0.096	35	1.362	0.265	0.189	0.175	0.552
Use of Pharmacotherapy for Smoking Cessation	0.043	0.021	27	0.285	0.495	0.041	0.001	0.084
Use of Counseling/Advice or Quit Lines for Smoking Cessation	0.217	0.082	27	1.030	0.378	0.161	0.056	0.378
Planning to quit, thinking about quitting, or will quit smoking	0.154	0.040	83	1.002	0.259	0.078	0.076	0.232
Exposure to Secondhand at Home	0.457	0.015	3,704	3.515	0.034	0.030	0.427	0.488
Exposure to Secondhand at Workplace	0.373	0.061	172	2.685	0.162	0.119	0.255	0.492
Exposure to Secondhand in Government Buildings/Offices	0.031	0.007	3,951	6.073	0.218	0.013	0.018	0.045
Exposure to Secondhand in Health Care Facilities	0.118	0.011	3,985	4.684	0.094	0.022	0.096	0.139
Exposure to Secondhand in Restaurants	0.019	0.006	3,973	7.362	0.309	0.012	0.008	0.031
Exposure to Secondhand in Public Transportation	0.243	0.013	3,999	3.477	0.052	0.025	0.218	0.268
Last cigarette purchase in store	0.876	0.064	36	1.333	0.073	0.126	0.750	1.002
Noticed Anti-tobacco Information on radio or television	0.248	0.012	4,002	2.849	0.047	0.023	0.225	0.270
Noticed Health Warning Labels on Cigarette Packages	0.526	0.069	83	1.573	0.132	0.136	0.390	0.661
Thinking of Quitting Because of Health Warning Labels on Cigarette Package	0.158	0.058	84	2.068	0.364	0.113	0.045	0.271
Noticed Any Cigarette Advertisement or Promotion	0.221	0.012	3,653	3.250	0.056	0.024	0.197	0.246
Noticed Cigarette Marketing in Stores Where Cigarettes are Sold	0.064	0.007	3,925	3.026	0.106	0.013	0.051	0.078
Believes that Tobacco Smoking Causes Serious Illness	0.844	0.010	4,016	3.077	0.012	0.020	0.824	0.864

Believes that Tobacco Smoking Causes Strokes	0.519	0.015	4,016	3.604	0.029	0.029	0.490	0.549
Believes that Tobacco Smoking Causes Heart Attacks	0.833	0.010	4,029	2.850	0.012	0.019	0.814	0.853
Believes that Tobacco Smoking Causes Lung Cancer	0.813	0.011	4,025	3.005	0.013	0.021	0.792	0.834
Believes that Using Smokeless Tobacco Causes Serious Illness	0.751	0.011	4,012	2.631	0.015	0.022	0.729	0.772
Believes that Secondhand Causes Serious Illness in Non-Smokers	0.778	0.011	4,032	2.851	0.014	0.022	0.756	0.800
Number of Cigarettes Smoked per Day (by daily smokers)	10.286	1.194	34	1.126	0.116	2.340	7.946	12.626
Time since Quitting Smoking (in years)	*	*	*	*	*	*	*	*
Monthly Expenditures on Manufactured Cigarettes	385.731	101.016	35	1.534	0.262	197.991	187.740	583.722
Age at Daily Smoking Initiation Among Adult Age 20-34	*	*	*	*	*	*	*	*
Average Amount Spent on 20 Manufactured Cigarettes	26.689	5.611	35	2.136	0.210	10.997	15.692	37.686
Average cost per 100 packs of manufactured cigarettes	2,668.899	561.051	35	2.136	0.210	1,099.660	1,569.239	3,768.558

* Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Table C-4: Sampling Errors for Urban Sample, GATS Pakistan, 2014

Indicator	Estimate (R)	Standard Error (SE)	Sample size (n)	Design Effect (DEFF)	Relative Error (SE/R)	Margin of Error (MOE)	Confidence Limits	
							Lower Limit (R-1.96SE)	Upper Limit (R+1.96SE)
Current Tobacco Users	0.159	0.008	3,774	1.752	0.049	0.015	0.144	0.175
Current Tobacco Smokers	0.100	0.008	3,797	2.396	0.075	0.015	0.086	0.115
Current Cigarette Smokers	0.093	0.007	3,797	1.946	0.071	0.013	0.080	0.105
Current Users of Smokeless Tobacco	0.067	0.005	3,770	1.389	0.072	0.009	0.058	0.076
Daily Tobacco Smoker	0.090	0.007	3,797	2.577	0.083	0.015	0.076	0.105
Daily Cigarette Smokers	0.082	0.007	3,797	2.292	0.082	0.013	0.069	0.096
Daily Users of Smokeless Tobacco	0.061	0.005	3,770	1.581	0.081	0.010	0.051	0.070
Former Daily Tobacco Smokers Among All Adults	0.012	0.002	3,797	1.225	0.164	0.004	0.008	0.016
Former Tobacco Smokers Among Ever Daily Smokers	0.113	0.019	427	1.522	0.168	0.037	0.076	0.150
Time to First Smoke within 5 minutes of waking	0.130	0.023	608	2.849	0.178	0.045	0.084	0.175
Time to First Smoke within 6-30 minutes of waking	0.323	0.026	608	1.873	0.080	0.051	0.272	0.374
Smoking Quit Attempt in the Past 12 Months	0.336	0.033	412	2.021	0.098	0.065	0.272	0.401
Health Care Provider Asked about Smoking	0.599	0.063	194	3.163	0.105	0.123	0.476	0.722
Health Care Provider Advised Quitting Smoking	0.566	0.064	194	3.237	0.113	0.126	0.440	0.692
Use of Pharmacotherapy for Smoking Cessation	0.105	0.029	129	1.163	0.279	0.057	0.048	0.162
Use of Counseling/Advice or Quit Lines for Smoking Cessation	0.134	0.025	130	0.692	0.187	0.049	0.085	0.183
Planning to quit, thinking about quitting, or will quit smoking	0.291	0.035	396	2.403	0.122	0.069	0.221	0.360
Exposure to Secondhand at Home	0.367	0.017	3,546	4.638	0.047	0.034	0.333	0.402

Exposure to Secondhand at Workplace	0.672	0.019	961	1.577	0.028	0.037	0.635	0.710
Exposure to Secondhand in Government Buildings/Offices	0.128	0.010	3,745	3.196	0.076	0.019	0.108	0.147
Exposure to Secondhand in Health Care Facilities	0.126	0.010	3,766	3.130	0.076	0.019	0.107	0.144
Exposure to Secondhand in Restaurants	0.168	0.013	3,768	4.220	0.074	0.025	0.144	0.193
Exposure to Secondhand in Public Transportation	0.398	0.015	3,774	3.600	0.038	0.030	0.368	0.428
Last cigarette purchase in store	0.882	0.032	366	3.560	0.036	0.062	0.820	0.945
Noticed Anti-tobacco Information on radio or television	0.385	0.016	3,752	3.963	0.041	0.031	0.354	0.416
Noticed Health Warning Labels on Cigarette Packages	0.834	0.025	397	1.855	0.031	0.050	0.784	0.883
Thinking of Quitting Because of Health Warning Labels on Cigarette Package	0.374	0.033	395	1.841	0.088	0.065	0.309	0.439
Noticed Any Cigarette Advertisement or Promotion	0.380	0.016	3,535	3.845	0.042	0.031	0.348	0.411
Noticed Cigarette Marketing in Stores Where Cigarettes are Sold	0.161	0.009	3,713	2.144	0.055	0.017	0.144	0.179
Believes that Tobacco Smoking Causes Serious Illness	0.878	0.010	3,773	3.654	0.012	0.020	0.858	0.898
Believes that Tobacco Smoking Causes Strokes	0.615	0.018	3,776	4.909	0.029	0.034	0.580	0.649
Believes that Tobacco Smoking Causes Heart Attacks	0.875	0.009	3,782	2.879	0.010	0.018	0.857	0.893
Believes that Tobacco Smoking Causes Lung Cancer	0.876	0.010	3,779	3.229	0.011	0.019	0.858	0.895
Believes that Using Smokeless Tobacco Causes Serious Illness	0.818	0.012	3,778	3.939	0.015	0.024	0.794	0.843
Believes that Secondhand Causes Serious Illness in Non-Smokers	0.862	0.010	3,784	3.195	0.012	0.020	0.842	0.881
Number of Cigarettes Smoked per Day (by daily smokers)	14.077	0.745	333	1.415	0.053	1.460	12.617	15.538
Time since Quitting Smoking (in years)	8.634	1.051	56	0.767	0.122	2.061	6.573	10.694
Monthly Expenditures on Manufactured Cigarettes	844.025	104.996	356	0.804	0.124	205.792	638.233	1,049.817
Age at Daily Smoking Initiation Among Adult Age 20-34	19.522	0.455	87	0.629	0.023	0.891	18.632	20.413
Average Amount Spent on 20 Manufactured Cigarettes	45.226	5.579	356	3.334	0.123	10.935	34.290	56.161
Average cost per 100 packs of manufactured cigarettes	4,522.580	557.927	356	3.334	0.123	1,093.537	3,429.043	5,616.118

Table C-5: Appendix C. Sampling Errors for Rural Sample, GATS Pakistan, 2014

Indicator	Estimate (R)	Standard Error (SE)	Sample size (n)	Design Effect (DEFF)	Relative Error (SE/R)	Margin of Error (MOE)	Confidence Limits	
							Lower Limit (R-1.96SE)	Upper Limit (R+1.96SE)
Current Tobacco Users	0.211	0.014	4,016	4.428	0.064	0.027	0.184	0.237
Current Tobacco Smokers	0.139	0.010	4,034	3.197	0.070	0.019	0.120	0.158
Current Cigarette Smokers	0.112	0.008	4,034	2.737	0.073	0.016	0.096	0.128
Current Users of Smokeless Tobacco	0.082	0.008	4,010	3.758	0.102	0.017	0.066	0.099
Daily Tobacco Smoker	0.131	0.009	4,034	3.131	0.072	0.018	0.112	0.149

Daily Cigarette Smokers	0.105	0.008	4,034	2.608	0.074	0.015	0.090	0.120
Daily Users of Smokeless Tobacco	0.077	0.008	4,010	3.545	0.103	0.016	0.062	0.093
Former Daily Tobacco Smokers Among All Adults	0.010	0.002	4,034	1.226	0.173	0.003	0.007	0.013
Former Tobacco Smokers Among Ever Daily Smokers	0.070	0.012	593	1.299	0.171	0.023	0.047	0.094
Time to First Smoke within 5 minutes of waking	0.076	0.012	852	1.672	0.155	0.023	0.053	0.099
Time to First Smoke within 6-30 minutes of waking	0.372	0.025	852	2.245	0.067	0.049	0.323	0.421
Smoking Quit Attempt in the Past 12 Months	0.205	0.022	572	1.683	0.107	0.043	0.162	0.248
Health Care Provider Asked about Smoking	0.616	0.032	240	1.018	0.052	0.062	0.554	0.678
Health Care Provider Advised Quitting Smoking	0.491	0.033	240	1.042	0.067	0.065	0.426	0.556
Use of Pharmacotherapy for Smoking Cessation	0.081	0.028	123	1.257	0.342	0.054	0.027	0.135
Use of Counseling/Advice or Quit Lines for Smoking Cessation	0.157	0.040	123	1.477	0.255	0.079	0.079	0.236
Planning to quit, thinking about quitting, or will quit smoking	0.192	0.024	555	2.006	0.123	0.046	0.146	0.238
Exposure to Secondhand at Home	0.557	0.017	3,651	4.348	0.031	0.034	0.523	0.590
Exposure to Secondhand at Workplace	0.711	0.033	565	3.078	0.047	0.066	0.646	0.777
Exposure to Secondhand in Government Buildings/Offices	0.109	0.020	3,940	15.733	0.181	0.039	0.071	0.148
Exposure to Secondhand in Health Care Facilities	0.141	0.018	3,973	10.363	0.126	0.035	0.106	0.175
Exposure to Secondhand in Restaurants	0.172	0.014	3,957	5.140	0.079	0.027	0.145	0.198
Exposure to Secondhand in Public Transportation	0.392	0.021	3,987	7.666	0.055	0.042	0.350	0.434
Last cigarette purchase in store	0.916	0.022	442	2.728	0.024	0.043	0.873	0.959
Noticed Anti-tobacco Information on radio or television	0.245	0.013	4,007	3.926	0.055	0.026	0.219	0.272
Noticed Health Warning Labels on Cigarette Packages	0.748	0.026	553	1.970	0.035	0.051	0.697	0.799
Thinking of Quitting Because of Health Warning Labels on Cigarette Package	0.261	0.024	551	1.589	0.090	0.046	0.215	0.308
Noticed Any Cigarette Advertisement or Promotion	0.358	0.016	3,738	4.347	0.046	0.032	0.326	0.390
Noticed Cigarette Marketing in Stores Where Cigarettes are Sold	0.185	0.013	3,962	4.364	0.070	0.025	0.159	0.210
Believes that Tobacco Smoking Causes Serious Illness	0.846	0.013	4,006	5.495	0.016	0.026	0.819	0.872
Believes that Tobacco Smoking Causes Strokes	0.517	0.020	4,006	6.306	0.038	0.039	0.478	0.556
Believes that Tobacco Smoking Causes Heart Attacks	0.849	0.012	4,018	4.693	0.014	0.024	0.825	0.873
Believes that Tobacco Smoking Causes Lung Cancer	0.827	0.013	4,018	4.529	0.015	0.025	0.803	0.852
Believes that Using Smokeless Tobacco Causes Serious Illness	0.740	0.013	3,997	3.410	0.017	0.025	0.715	0.765
Believes that Secondhand Causes Serious Illness in Non-Smokers	0.789	0.015	4,023	5.253	0.019	0.029	0.760	0.818

Number of Cigarettes Smoked per Day (by daily smokers)	13.303	0.482	421	1.650	0.036	0.944	12.359	14.247
Time since Quitting Smoking (in years)	9.082	1.888	48	1.837	0.208	3.700	5.382	12.781
Monthly Expenditures on Manufactured Cigarettes	727.295	67.477	430	1.298	0.093	132.255	595.039	859.550
Age at Daily Smoking Initiation Among Adult Age 20-34	18.401	0.467	146	1.675	0.025	0.916	17.485	19.317
Average Amount Spent on 20 Manufactured Cigarettes	38.618	3.410	430	2.066	0.088	6.685	31.933	45.302
Average cost per 100 packs of manufactured cigarettes	3,861.793	341.047	430	2.066	0.088	668.452	3,193.340	4,530.245

Appendix D: Glossary and Abbreviations

Glossary	
Adults	Population age 15 years and over
Tobacco Products	Two types of tobacco products: 1. Smoked tobacco: manufactured cigarettes, hand-rolled cigarettes, others smoked tobacco such as pipe, cigar, khi-yo, cheroots, waterpipes, hookah, and others. 2. Smokeless tobacco: snuff by keeping mouth/nose, chewing tobacco, betel quid with tobacco, and others
Smoking frequency	Classified into three categories, i.e., 1. Daily smoking means smoking at least one tobacco product every day or nearly every day over a period of a month or more 2. Occasional smoking (/less than daily). 3. Never smoking includes tried once or twice in lifetime
Current smoker	Smoker who daily and occasional smokes any tobacco product
Past-year smoker	Current smokers and former smokers who quit within the last 12 months
Prevalence (%)	Statistical concept referred to the number of occurrences of tobacco use that are present in a particular population, age 15 years and over at a given time
Quit attempt	The percent of past year smokers who tried to quit smoking
Interest in quitting smoking	Current tobacco smokers who are planning or thinking about quitting smoking within the next month, 12 months, or someday
HCPs	Healthcare Providers include various health professions such as medical doctors, nurses, pharmacist, health workers etc.
Exposure to secondhand smoke	1. Includes smoking by respondents and saw somebody smoke, smelled the smoke, or saw tobacco butts inside (indoor areas) the public places during their visit in the past 30 days, i.e., 2. Government Building: covering indoor areas which are non-smoking areas by the national smoke free laws 3. Healthcare Facilities: covering indoor areas of both public and private health care facilities which are non-smoking areas by the national smoke free laws 4. Restaurants: covering food and/ or beverage selling place inside the building, not include place in front of any building and wayside 5. Public Transportation: All public transport with both air conditioner and non air conditioner 6. Outside Market: means a place provided for vendors to shows and exchanges 162 goods and services, on a regular or temporary or specific-day basis

Exposure to secondhand smoke at Home	7. Emphasize inside the respondent's home, not include areas outside such as patios, balcony, garden, etc. that are not fully enclosed
Exposure to antismoking information	8. Respondents who have noticed information on various media in the last 30 days about the dangers of cigarettes smoking and those encourage quitting
Awareness of cigarettes advertising, promotion and sponsorship	9. Respondents who have noticed cigarettes at point of sale, free gifts or discount offers on other products when buy cigarettes, or any advertisement or signs promoting cigarettes in stores where cigarettes are sold in the last 30 days, or who have noticed any advertisement or signs promoting cigarettes of cigarettes company, sponsorship of sporting event or other that in store where cigarettes are sold in the last 30 days
Beliefs about the dangers of tobacco Smoking	10. Respondents who believe that tobacco smoking causes serious illness and specific diseases, i.e., stroke, heart attack, lung cancer, mouth cancer, larynx cancer, impotent, and emphysema
Beliefs about the dangers of secondhand smoke	11. Respondents who believe that breathing other smoke causes serious illness and specific disease in non-smokers, i.e., heart disease in adults, lung illness in children, lung cancer in adults, emphysema, low birth weight (< 2,500 grams), premature birth (28-34 weeks)

Abbreviations

GATS	Global Adult Tobacco Survey
FCTC	Framework Convention on Tobacco Control
PBS	Pakistan Bureau of Statistics
CDC	Centers for Disease Control
USA	United State of America
WHO	World Health Organization
NHSP	National Health Survey of Pakistan
NHSRC	National Health Services, Regulations and Coordination
SHS	Secondhand smoke
GDP	Gross domestic product
FCV	Flue Cured Virginia
GYTS	Global Youth Tobacco Survey
TFI	Tobacco Free Initiative
BI	Bloomberg Initiative
GTSS	Global Tobacco Surveillance System
GHPSS	Global Health Professions Students Survey

TCC	Tobacco Control Cell
FATA	Federally Administered Tribal Areas
KPK	Khyber Pakhtunkhawa
EBs	Enumeration Block
PSUs	Primary Sampling Units
PPS	Probability Proportional to Size
MoS	Measure of size
SSUs	Secondary Sampling Units
TSUs	Tertiary Sampling Units
QRC	Questionnaire Review Committee
iPAQ	Pocket PCs and PDAs by Compaq company
PDAs	Personal Digital Assistant
PHRC	Pakistan Health Research Council
GSS	General Survey System
DP	Data Processing
CSOs	Chief Statistical Officers
SDF	Standard data file
SRC	Survey Review Committee
NIPS	National Institute for Population Studies
HCNE	Completed - No one eligible for individual interview
HINC	Incomplete
HNS	No Screening Respondent
NH	Nobody Home
HR	Refused
HUO	Unoccupied
HAND	Address not a Dwelling
PC	Completed
PINC	Incomplete
PNE	Not eligible
PNAH	Not at Home
PRR	Person-level Response Rate
TRR	Total Response Rate

HCP	health-care provider
NTCP	National Tobacco Control Program

Appendix E: MPOWER Summary Indicators – GATS Pakistan, 2014

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
M: Monitor tobacco use and prevention policies					
Current tobacco use	19.1	31.8	5.8	15.9	21.1
Current tobacco smokers	12.4	22.2	2.1	10.0	13.9
Current cigarette smokers	10.5	19.4	1.0	9.3	11.2
Current manufactured cigarette smokers	10.4	19.3	1.0	9.2	11.1
Current hand-rolled cigarette smokers	0.7	1.2	0.1	0.6	0.7
Current smokeless tobacco use	7.7	11.4	3.7	6.7	8.2
Average number of cigarettes smoked per day among daily smokers	13.6	13.7	10.3	14.1	13.3
Average age at daily smoking initiation among daily smokers of age 20-34 years	18.7	18.6	**	19.5	18.4
Time to first tobacco use within 30 minutes from waking among daily users	44.9	47.4	30.7	45.2	44.8
Former tobacco smokers among ever daily smokers	8.4	7.9	13.3	11.3	7.0
P: Protect people from tobacco smoke					
Exposure to secondhand smoke at home at least monthly	48.3	50.8	45.7	36.7	55.7
Exposure to secondhand smoke at work [†]	69.1	72.5	37.3	67.2	71.1
Exposure to secondhand smoke in public places [†] :					
Government buildings/offices	64.6	69.1	45.1	62.3	66.5
Health care facilities	37.6	42.3	32.8	35.8	38.7
Restaurants	86.0	88.8	55.7	79.7	90.5
Public Transportation	76.2	84.6	61.9	75.4	76.7
O: Offer help to quit tobacco use					
Made a quit attempt in the past 12 months ¹	24.7	24.4	27.9	33.6	20.5
Advised to quit smoking by a health care provider ¹	51.8	52.8	36.3	56.6	49.1
Attempted to quit smoking using a specific cessation method ¹ :					
Quit without assistance	49.2	49.4	47.0	40.4	56.2
Pharmacotherapy	9.1	9.7	4.3	10.5	8.1
Counseling/advice	14.7	13.9	21.7	13.4	15.7
Interest in quitting smoking ²	22.3	22.9	15.4	29.1	19.2
W: Warn about the dangers of tobacco					
Belief that tobacco smoking causes serious illness	85.8	87.2	84.4	87.8	84.6
Belief that smoking causes stroke	55.5	58.8	51.9	61.5	51.7
Belief that smoking causes heart attack	85.9	88.3	83.3	87.5	84.9
Belief that smoking causes lung cancer	84.6	87.8	81.3	87.6	82.7
Belief that breathing other peoples' smoke causes serious illness	81.7	85.4	77.8	86.2	78.9
Noticed anti-cigarette smoking information at any location [†]	37.7	43.6	31.4	48.4	31.0
Thinking of quitting because of health warnings on cigarette packages ²	29.7	31.0	15.8	37.4	26.1
E: Enforce bans on tobacco advertising, promotion, and sponsorship					
Noticed any cigarette advertisement, sponsorship or promotion [†]	36.6	49.7	22.1	38.0	35.8
Noticed any cigarette marketing in the stores where cigarettes are sold [†]	17.6	27.9	6.4	16.1	18.5
R: Raise taxes on tobacco ³					
Last manufactured cigarette purchase was in a store	90.4	90.6	87.6	88.2	91.6
Average manufactured cigarette expenditure per month (Pakistan rupee)	767.3	786.6	385.7	844.0	727.3
Average amount paid for 20 manufactured cigarettes (Pakistan rupee)	40.9	41.4	26.7	45.2	38.6

Notes:

-All estimates are representative of persons 15 years of age or older, unless otherwise indicated.

¹ Among past year smokers (current smokers and former smokers who quit within the last 12 months).

² Among current smokers.

³ Among current smokers of manufactured cigarettes.

[†] In the last 30 days.

** Estimate has been suppressed because the sample size was less than 25.

Appendix F: List of Areas covered in GATS survey

PROVINCE	DIVISION	DISTRICT
ISLAMABAD	ISLAMABAD	ISLAMABAD
BALUCHISTAN	KALAT	LASBELA
BALUCHISTAN	NASIRABAD	JAFFARABAD
BALUCHISTAN	NASIRABAD	NASIRABAD
BALUCHISTAN	QUETTA	KILLA ABDULLAH
BALUCHISTAN	QUETTA	QUETTA
BALUCHISTAN	QUETTA	PISHIN
BALUCHISTAN	SIBI	SIBI
BALUCHISTAN	ZHOB	BARKHAN
BALUCHISTAN	ZHOB	LORALAI
BALUCHISTAN	ZHOB	MUSAKHEL
BALUCHISTAN	ZHOB	ZHOB
KPK	BANNU	BANNU
KPK	BANNU	LAKKI MARWAT
KPK	D. I. KHAN	D. I. KHAN
KPK	D. I. KHAN	TANK
KPK	HAZARA	ABBOTTABAD
KPK	HAZARA	HARIPUR
KPK	HAZARA	KOHISTAN
KPK	HAZARA	MANSEHRA
KPK	HAZARA	TOR GHAR
KPK	KOHAT	HANGU
KPK	KOHAT	KARAK
KPK	KOHAT	KOHAT
KPK	MALAKAND	BUNER
KPK	MALAKAND	CHITRAL
KPK	MALAKAND	LOWER DIR
KPK	MALAKAND	MALAKAND PROTECTED AREA
KPK	MALAKAND	SHANGLA
KPK	MALAKAND	SWAT
KPK	MALAKAND	UPPER DIR
KPK	MARDAN	MARDAN
KPK	MARDAN	SWABI
KPK	PESHAWAR	CHARSADDA
KPK	PESHAWAR	NOWSHERA

KPK	PESHAWAR	PESHAWAR
PUNJAB	BAHAWALPUR	BAHAWALNAGAR
PUNJAB	BAHAWALPUR	BAHAWALPUR
PUNJAB	BAHAWALPUR	RAHIM YAR KHAN
PUNJAB	D.G.KHAN	D.G.KHAN
PUNJAB	D.G.KHAN	LAYYAH
PUNJAB	D.G.KHAN	MUZAFFARGARH
PUNJAB	D.G.KHAN	RAJANPUR
PUNJAB	FAISALABAD	CHINIOT
PUNJAB	FAISALABAD	FAISALABAD
PUNJAB	FAISALABAD	JHANG
PUNJAB	FAISALABAD	TOBA TEK SINGH
PUNJAB	GUJRANWALA	GUJRANWALA
PUNJAB	GUJRANWALA	GUJRAT
PUNJAB	GUJRANWALA	HAFIZABAD
PUNJAB	GUJRANWALA	MANDI BAHAUDDIN
PUNJAB	GUJRANWALA	NAROWAL
PUNJAB	GUJRANWALA	SIALKOT
PUNJAB	LAHORE	KASUR
PUNJAB	LAHORE	LAHORE
PUNJAB	LAHORE	NANKANA SAHIB
PUNJAB	LAHORE	SHEIKHUPRA
PUNJAB	MULTAN	KHANEWAL
PUNJAB	MULTAN	LODHRAN
PUNJAB	MULTAN	MULTAN
PUNJAB	MULTAN	VEHARI
PUNJAB	RAWALPINDI	ATTOCK
PUNJAB	RAWALPINDI	CHAKWAL
PUNJAB	RAWALPINDI	JEHLUM
PUNJAB	RAWALPINDI	RAWALPINDI
PUNJAB	SAHIWAL	OKARA
PUNJAB	SAHIWAL	PAKPATTAN
PUNJAB	SAHIWAL	SAHIWAL
PUNJAB	SARGODHA	BHAKKAR
PUNJAB	SARGODHA	KHUSHAB
PUNJAB	SARGODHA	MIANWALI
PUNJAB	SARGODHA	SARGODHA
SINDH	HYDERABAD	BADIN
SINDH	HYDERABAD	DADU

SINDH	HYDERABAD	HYDERABAD
SINDH	HYDERABAD	JAMSHORO
SINDH	HYDERABAD	MATIARI
SINDH	HYDERABAD	SUJAWAL
SINDH	HYDERABAD	TANDO ALLAHYAR
SINDH	HYDERABAD	TANDO MUHAMMAD KHAN
SINDH	HYDERABAD	THATTA
SINDH	KARACHI	KARACHI CENTRAL
SINDH	KARACHI	KARACHI EAST
SINDH	KARACHI	KARACHI MALIR
SINDH	KARACHI	KARACHI SOUTH
SINDH	KARACHI	KARACHI WEST
SINDH	LARKANA	JACOBABAD
SINDH	LARKANA	KASHMORE
SINDH	LARKANA	LARKANA
SINDH	LARKANA	SHAH DAD KOT
SINDH	LARKANA	SHIKARPUR
SINDH	MIRPUR KHAS	MIRPUR KHAS
SINDH	MIRPUR KHAS	SANGHAR
SINDH	MIRPUR KHAS	THARPARKAR
SINDH	MIRPUR KHAS	UMER KOT
SINDH	SUKKUR	GHOTKI
SINDH	SUKKUR	KHAIRPUR
SINDH	SUKKUR	NAUSHAHRO FEROZE
SINDH	SUKKUR	SHAHEED BENAZIRABAD
SINDH	SUKKUR	SUKKUR

Appendix G: Technical and Survey Staff

Core Committee PBS

Arif Mehmood Cheema, Member National Accounts and Surveys

Khalid Bhatti, Director Data Processing Center

Fazil Baig, Director PBS, Coordinator/Focal Person for GATS

Technical Teams PBS

IT Team

Khalid Bhatti, Director Data Processing Center

Sobia Munawar, Chief System Analyst

Muhammad Irfan, Data Processing Assistant

Muhammad Zakria, Data Processing Assistant

Sampling Team

Naseer Ahmad, Chief Statistical Officer

Muhammad Waseem, Statistical Officer

Babur Wasim Arif, Sampling Statistician/Statistical Officer

Questionnaire Review Committee (QRC)

Gary Giovino (Chair)

Ron Borland

Prakash C. Gupta

Jeremy Morton

Sample Review Committee (SRC)

James Michael Bowling (Chair)

William D. Kalsbeek

Tarun K. Roy

Krishna Mohan Palipudi

Jason Hsia

Rizwan Bashir

Centers for Disease Control and Prevention

Rizwan Bashir

Jeremy Morton

Edward Rainey

Glenda Blutcher-Nelson

Linda Andes

Krishna Palipudi

RTI International

Steve Litavec

World Health Organization

Heba Fouad

Shahzad Alam Khan Ahmed

Lubna Bhatti

CDC Foundation

Rachna Chandora

Brandon Talley

