

GATS Objectives

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 is a nationally representative survey, using a consistent and standard protocol across countries including Pakistan. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It also assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



Monitor tobacco use & 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, & sponsorship

Raise taxes on tobacco

GATS Methodology

GATS uses a global standardized methodology. It obtains information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Pakistan, GATS was conducted in 2014 as a household survey of persons 15 years of age and older by the Pakistan Bureau of Statistics (PBS), under the coordination of the Ministry of National Health Services, Regulations and Coordination (NHSRC) and the World Health Organization (WHO). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 9,856 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 7,831 completed individual interviews with an overall response rate of 81.0%.

GATS Highlights

TOBACCO USE (SMOKED AND/OR SMOKELESS)

- 31.8% of men, 5.8% of women, and 19.1% overall (23.9 million adults) currently used tobacco in any form.
- 22.2% of men, 2.1% of women, and 12.4% overall (15.6 million adults) currently smoked tobacco.
- 11.4% of men, 3.7% of women, and 7.7% overall (9.6 million adults) currently used smokeless tobacco.
- 4.7% of men, 1.1% of women, and 3.0% overall (3.7 million adults) currently used water pipes (hookah/shisha).

CESSATION

- About 1 in 4 smokers made a quit attempt in the past 12 months.
- About 1 in 2 smokers who visited a health care provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- About 7 in 10 adults (16.8 million adults) who worked indoors were exposed to tobacco smoke at the workplace.
- 5 in 10 adults (56.3 million adults) were exposed to tobacco smoke at home at least monthly.
- Nearly 9 in 10 adults (21.2 million adults) who visited restaurants were exposed to tobacco smoke.
- Nearly 8 in 10 adults (49.2 million adults) who used public transport were exposed to tobacco smoking.

ECONOMICS

- The average amount spent on 20 manufactured cigarettes was 40.9 Pakistan rupees.
- 74.8% of adults favored increasing taxes on tobacco products.

MEDIA

- About 3 in 10 adults noticed anti-cigarette-smoking information on television or radio.
- About 2 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- About 3 in 10 current smokers thought about quitting because of a warning label.

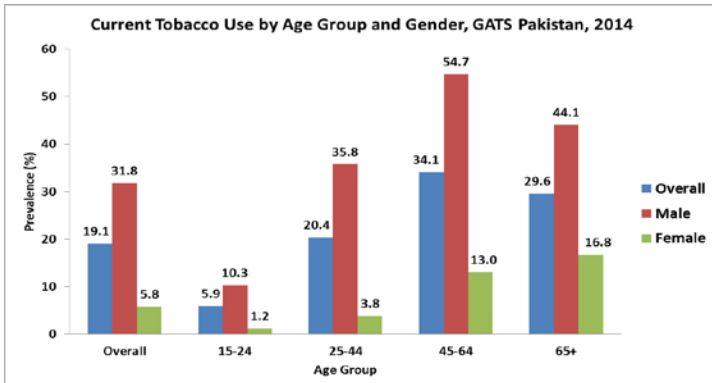
KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 85.8% adults believed smoking causes serious illness.
- 77.0% adults believed smokeless tobacco causes serious illness.



TOBACCO USE

TOBACCO USERS (<i>smoked and/or smokeless</i>)	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco users	31.8	5.8	19.1
TOBACCO SMOKERS			
Current tobacco smokers	22.2	2.1	12.4
Daily tobacco smokers	20.6	2.0	11.5
Current cigarette smokers ¹	19.4	1.0	10.5
Daily cigarette smokers ¹	17.9	1.0	9.6
Current water pipes (hookah/shisha) smokers	4.7	1.1	3.0
Daily water pipes smokers	4.4	1.0	2.7
Former daily tobacco smokers ² (among all adults)	1.8	0.3	1.1
Former daily tobacco smokers ² (among ever daily smokers)	7.9	13.3	8.4
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	11.4	3.7	7.7
Daily smokeless tobacco users	10.5	3.5	7.1



CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months ³	24.4	27.9	24.7
Current smokers who planned to or were thinking about quitting	22.9	15.4	22.3
Smokers advised to quit by a health care provider in past 12 months ^{3,4}	52.8	36.3	51.8
Smokeless users who made a quit attempt in past 12 months ⁵	19.0	28.2	21.1
Current smokeless users who planned to or were thinking about quitting	24.1	8.5	20.4
Smokeless users advised to quit by a health care provider in past 12 months ^{4,5}	32.3	39.1	33.7

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{6,†}	72.5	37.3	69.1
Adults exposed to tobacco smoke at home at least monthly	50.8	45.7	48.3
Adults exposed to tobacco smoke in restaurants ^{7,†}	88.8	55.7	86.0
Adults exposed to tobacco smoke in marriage halls ^{7,†}	79.2	43.9	65.7
Adults exposed to tobacco smoke in health care facilities ^{7,†}	42.3	32.8	37.6
Adults exposed to tobacco smoke on public transportation ^{7,†}	84.6	61.9	76.2
Adults who believe that smoking should not be allowed in indoor public places. ⁸	99.4	98.4	98.9

ECONOMICS

Average amount spent on 20 manufactured cigarettes (Pakistan Rupees)	40.9
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2014 ⁹	2.8
Average annual consumption among current manufactured cigarette smokers ¹⁰	4,500 sticks
Adults who favor increasing taxes on tobacco products	74.8%

MEDIA

TOBACCO ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{11,†}	34.4	17.4	19.5
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship [†]	41.9	28.4	30.1
COUNTER ADVERTISING	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who noticed smokeless tobacco marketing in stores where smokeless tobacco is sold	11.5	4.7	5.2
Adults who noticed any smokeless tobacco advertisements/ promotions (other than in stores), or sporting event sponsorship [†]	13.7	7.8	8.2
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	31.0	15.8	29.7
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	27.6	30.2	29.9

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	87.8	85.5	85.8
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	83.7	81.4	81.7
	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who believed smokeless tobacco use causes serious illness	75.9	77.1	77.0

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Includes current smokers and those who quit in the past 12 months. ⁴ Among those who visited a health care provider in past 12 months. ⁵ Includes current smokeless users and those who quit in past 12 months. ⁶ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁷ Among those who visited the place in the past 30 days. ⁸ Public places include hospitals, workplaces, restaurants, public transportation, schools, universities or places of worship. ⁹ Per capita GDP estimated for 2014 from the International Monetary Fund (IMF) website (accessed April 7, 2015). ¹⁰ Sticks include manufactured cigarettes, hand-rolled cigarettes and bidis. ¹¹ Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. [†] During the past 30 days.

NOTE: Current use refers to daily and less than daily use. Adults refer to persons aged 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

Financial support is provided by the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance is provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. Program support is provided by the CDC Foundation.