

# global youth tobacco survey

## Country fact sheets

The World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC), Atlanta, developed the Global Youth Tobacco Survey to track tobacco use among youth across countries using a common methodology and core questionnaire. Information from the Survey is compiled within the participating country by a Research Coordinator nominated by the Ministry of Health, and technically reviewed by WHO and CDC. The content has not otherwise been edited by WHO or CDC.

All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.



**World Health  
Organization**

Regional Office for the Eastern Mediterranean



**CENTERS FOR DISEASE  
CONTROL AND PREVENTION**

# Pakistan – Islamabad (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Pakistan - Islamabad GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Pakistan - Islamabad could include in a comprehensive tobacco control program.

The Pakistan - Islamabad GYTS was a school-based survey of students in grades 8-10, conducted in 2003. A two-stage

cluster sample design was used to produce representative data for Pakistan - Islamabad. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 96.8%, the student response rate was 85.1%, and the overall response rate was 82.3%. A total of 1,130 students aged 13-15 participated in the Pakistan - Islamabad GYTS.

### Prevalence

- 7.1% of students had ever smoked cigarettes (Boy = 10.8%, Girl = 3.8%)
- 10.1% currently use any tobacco product (Boy = 12.4%, Girl = 7.5%)
- 1.4% currently smoke cigarettes (Boy = 2.3%, Girl = 0.6%)
- 9.5% currently use other tobacco products (Boy = 11.2%, Girl = 7.3%)
- 9.2% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 49.9% think boys and 35.9% think girls who smoke have more friends
- 11.5% think boys and 10.8% think girls who smoke look more attractive

### Environmental Tobacco Smoke

- 26.6% live in homes where others smoke in their presence
- 33.9% are around others who smoke in places outside their home
- 94.5% think smoking should be banned from public places
- 0.4% think smoke from others is harmful to them
- 20.3% have one or more parents who smoke
- 3.9% have most or all friends who smoke

### Media and Advertising

- 81.9% saw anti-smoking media messages, in the past 30 days
- 77.6% saw pro-cigarette ads on billboards, in the past 30 days
- 71.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 7.9% have an object with a cigarette brand logo
- 14.8% were offered free cigarettes by a tobacco company representative

### School

- 57.0% had been taught in class, during the past year, about the dangers of smoking
- 33.9% had discussed in class, during the past year, reasons why people their age smoke
- 43.8% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 10.1% of students currently use any form of tobacco; 1.4% currently smoke cigarettes; 9.5% currently use some other form of tobacco.
- ETS exposure is high – over one-quarter of the students live in homes where others smoke in their presence; More than one-third are exposed to smoke in public places; Approximately 1 in 5 have one or more parents who smoke.
- More than 9 in 10 students think smoking in public places should be banned.
- Over than 8 in 10 students saw anti-smoking media messages in the past 30 days; Almost three-quarters of the students saw pro-cigarette ads in the past 30 days.
- Nearly 1 in 12 students has an object with a cigarette brand logo on it.

# Pakistan – Lahore (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Pakistan - Lahore GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Pakistan - Lahore could include in a comprehensive tobacco control program.

The Pakistan - Lahore GYTS was a school-based survey of students in grades 8-10, conducted in 2003. A two-stage

cluster sample design was used to produce representative data for Pakistan - Lahore. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 87.8%, and the overall response rate was 87.8%. A total of 2132 students aged 13-15 participated in the Pakistan - Lahore GYTS.

### Prevalence

- 3.1% of students had ever smoked cigarettes (Boy = 6.5%, Girl = 0.8%)
- 4.0% currently use any tobacco product (Boy = 5.9%, Girl = 2.8%)
- 0.5% currently smoke cigarettes (Boy = 1.1%, Girl = 0.1%)
- 3.5% currently use other tobacco products (Boy = 4.9%, Girl = 2.7%)
- 7.9% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 28.0% think boys and 18.0% think girls who smoke have more friends
- 8.5% think boys and 5.3% think girls who smoke look more attractive

### Environmental Tobacco Smoke

- 22.2% live in homes where others smoke in their presence
- 27.7% are around others who smoke in places outside their home
- 96.9% think smoking should be banned from public places
- 1.6% think smoke from others is harmful to them
- 30.4% have one or more parents who smoke
- 6.7% have most or all friends who smoke

### Media and Advertising

- 83.6% saw anti-smoking media messages, in the past 30 days
- 81.0% saw pro-cigarette ads on billboards, in the past 30 days
- 77.5% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 10.5% have an object with a cigarette brand logo
- 19.0% were offered free cigarettes by a tobacco company representative

### School

- 60.1% had been taught in class, during the past year, about the dangers of smoking
- 27.8% had discussed in class, during the past year, reasons why people their age smoke
- 48.6% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 4% of students currently use any form of tobacco; 0.5% currently smoke cigarettes; 3.5% currently use some other form of tobacco.
- ETS exposure is high – more than 2 in 10 students live in homes where others smoke in their presence; over one-quarter are exposed to smoke in public places; More than 3 in 10 have one or more parents who smoke.
- More than 9 in 10 students think smoking in public places should be banned.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Nearly 8 in 10 students saw pro-cigarette ads in the past 30 days.
- More than 1 in 10 students has an object with a cigarette brand logo on it.

# Pakistan - Kasur (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Pakistan - Kasur GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Pakistan - Kasur could include in a comprehensive tobacco control program.

The Pakistan - Kasur GYTS was a school-based survey of students in form 8, 9 and 10 conducted in 2004.

A two-stage cluster sample design was used to produce representative data for Pakistan - Kasur. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100.0%, the class response rate was 100.0%, the student response rate was 90.9%, and the overall response rate was 90.9%. A total of 1,386 students aged 13-15 participated in the Pakistan - Kasur GYTS.

### Prevalence

- 9.7% of students had ever smoked cigarettes (Boy = 13.6%, Girl = 0.9%)
- 6.7% currently use any tobacco product (Boy = 8.2%, Girl = 2.6%)
- 1.1% currently smoke cigarettes (Boy = 1.3%, Girl = 0.0%)
- 5.9% currently use other tobacco products (Boy = 7.0%, Girl = 2.7%)
- 6.1% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 21.0% think boys and 13.3% think girls who smoke have more friends
- 12.8% think boys and 8.4% think girls who smoke look more attractive

### Exposure to Secondhand Smoke (SHS)

- 31.5% live in homes where others smoke in their presence
- 36.8% are around others who smoke in places outside their home
- 95.2% think smoking should be banned from public places
- 0.8% think smoke from others is harmful to them
- 44.4% have one or more parents who smoke
- 4.5% have most or all friends who smoke

### Media and Advertising

- 74.6% saw anti-smoking media messages, in the past 30 days
- 71.7% saw pro-cigarette ads on billboards, in the past 30 days
- 70.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 9.6% have an object with a cigarette brand logo
- 26.0% were offered free cigarettes by a tobacco company representative

### School

- 58.6% had been taught in class, during the past year, about the dangers of smoking
- 39.7% had discussed in class, during the past year, reasons why people their age smoke
- 54.0% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 6.7% of students currently use any form of tobacco; 1.1% currently smoke cigarettes; 5.9% currently use some other form of tobacco.
- SHS exposure is high – over 3 in 10 students live in homes where others smoke, and more than one-third of the students are exposed to smoke around others outside of the home; nearly half the students have at least one parent who smokes.
- 0.8% of students think smoke from others is harmful to them.
- Over 9 in 10 students think smoking in public places should be banned.
- One in 10 students has an object with a cigarette brand logo on it.
- Three-quarters of the students saw anti-smoking media messages in the past 30 days; 7 in 10 students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.

# Pakistan - Quetta (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Pakistan - Quetta GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Pakistan - Quetta could include in a comprehensive tobacco control program.

The Pakistan - Quetta GYTS was a school-based survey of students in form 8, 9 and 10 conducted in 2004.

A two-stage cluster sample design was used to produce representative data for Pakistan - Quetta. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100.0%, the class response rate was 100.0%, the student response rate was 87.2%, and the overall response rate was 87.2%. A total of 911 students aged 13-15 participated in the Pakistan - Quetta GYTS.

### Prevalence

- 12.0% of students had ever smoked cigarettes (Boy = 19.1%, Girl = 6.0%)
- 11.6% currently use any tobacco product (Boy = 14.5%, Girl = 8.5%)
  - 1.0% currently smoke cigarettes (Boy = 1.6%, Girl = 0.3%)
- 10.9% currently use other tobacco products (Boy = 13.4%, Girl = 8.3%)
- 13.8% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 22.3% think boys and 16.9% think girls who smoke have more friends
- 11.6% think boys and 10.4% think girls who smoke look more attractive

### Exposure to Secondhand Smoke (SHS)

- 33.5% live in homes where others smoke in their presence
- 34.3% are around others who smoke in places outside their home
- 93.4% think smoking should be banned from public places
  - 2.1% think smoke from others is harmful to them
- 37.0% have one or more parents who smoke
  - 4.5% have most or all friends who smoke

### Media and Advertising

- 80.3% saw anti-smoking media messages, in the past 30 days
- 71.3% saw pro-cigarette ads on billboards, in the past 30 days
- 68.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 14.5% have an object with a cigarette brand logo
- 18.7% were offered free cigarettes by a tobacco company representative

### School

- 44.6% had been taught in class, during the past year, about the dangers of smoking
- 26.0% had discussed in class, during the past year, reasons why people their age smoke
- 41.4% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 11.6% of students currently use any form of tobacco; 1.0% currently smoke cigarettes; 10.9% currently use some other form of tobacco.
- SHS exposure is high – one-third of the students live in homes where others smoke, and one-third of the students are exposed to smoke around others outside of the home; nearly 4 in 10 students have at least one parent who smokes.
- 2.1% of students think smoke from others is harmful to them.
- Over 9 in 10 students think smoking in public places should be banned.
- One in 7 students has an object with a cigarette brand logo on it.
- Eight in 10 students saw anti-smoking media messages in the past 30 days; 7 in 10 students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.

# Pakistan - Peshawar (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Pakistan - Peshawar GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Pakistan - Peshawar could include in a comprehensive tobacco control program.

The Pakistan - Peshawar GYTS was a school-based survey of students in form 8, 9 and 10 conducted in 2004.

A two-stage cluster sample design was used to produce representative data for Pakistan - Peshawar. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100.0%, the class response rate was 100.0%, the student response rate was 87.6%, and the overall response rate was 87.6%. A total of 1,216 students aged 13-15 participated in the Pakistan - Peshawar GYTS.

### Prevalence

- 13.0% of students had ever smoked cigarettes (Boy = 17.1%, Girl = 5.7%)
- 9.4% currently use any tobacco product (Boy = 10.8%, Girl = 4.1%)
- 2.6% currently smoke cigarettes (Boy = 2.7%, Girl = 1.7%)
- 7.9% currently use other tobacco products (Boy = 9.5%, Girl = 3.2%)
- 4.4% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 26.2% think boys and 18.6% think girls who smoke have more friends
- 15.1% think boys and 12.4% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 4.7% usually smoke at home
- 56.8% buy cigarettes in a store

### Exposure to Secondhand Smoke (SHS)

- 15.6% live in homes where others smoke in their presence
- 32.7% are around others who smoke in places outside their home
- 95.1% think smoking should be banned from public places
  - 1.2% think smoke from others is harmful to them
- 19.1% have one or more parents who smoke
- 5.2% have most or all friends who smoke

### Cessation - Current Smokers

- 100.0% have ever received help to stop smoking

### Media and Advertising

- 79.5% saw anti-smoking media messages, in the past 30 days
- 68.0% saw pro-cigarette ads on billboards, in the past 30 days
- 64.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 12.9% have an object with a cigarette brand logo
- 18.3% were offered free cigarettes by a tobacco company representative

### School

- 49.0% had been taught in class, during the past year, about the dangers of smoking
- 23.7% had discussed in class, during the past year, reasons why people their age smoke
- 46.1% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 9.4% of students currently use any form of tobacco; 2.6% currently smoke cigarettes; 7.9% currently use some other form of tobacco.
- SHS exposure is high – 15.6% of students live in homes where others smoke, and one-third of the students are exposed to smoke around others outside of the home; 1 in 5 the students have at least one parent who smokes.
- 1.2% of students think smoke from others is harmful to them.
- Over 9 in 10 students think smoking in public places should be banned.
- One in 8 students has an object with a cigarette brand logo on it.
- Eight in 10 students saw anti-smoking media messages in the past 30 days; two-thirds of the students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.