



Pakistan(Punjab and Sindh) STEPS Survey 2013-2014

Tobacco Fact Sheet

The WHO STEPwise approach to surveillance (STEPS) is a simple, standardized method for collecting, analyzing and disseminating data on noncommunicable diseases (NCDs) and risk factors. Data are collected on the established risk factors and NCD conditions that determine the major NCD burden, including tobacco use, unhealthy diet, insufficient physical activity, overweight and obesity, raised blood pressure, raised blood glucose, and abnormal blood lipids. Data from STEPS survey can be used by countries to help monitor progress in meeting the global voluntary targets related to specific risk factors such as tobacco, diet and physical inactivity. The tobacco indicators from STEPS can be used to evaluate and monitor existing tobacco-control policies and programs.*

The STEPS survey on NCD risk factors in Pakistan was carried out from November 2013 to April 2014. It was a population-based survey of adults aged 18-69. A two-stage sample design was used to produce representative data for that age range in Pakistan. Survey information was collected electronically using handheld devices. The survey was implemented by the Pakistan Medical Research Council. A total of 7710 adults participated in the Pakistan STEPS survey. The overall response rate was 95.4%. A repeat survey is planned for 5 years if funds permit.

Highlights

TOBACCO USE

- 27.8% of men, 4.2% of women, and 13.9% overall were current smokers of tobacco.
- 9.9% of men, 4.7% of women, and 6.9% overall were current users of smokeless tobacco.

CESSATION

- 6 in 10 current smokers tried to stop smoking in the last 12 months.
- 5 in 10 current smokers were advised by a health care provider to stop smoking in the last 12 months.

SECONDHAND SMOKE

- 16.5% of adults were exposed to tobacco smoke at the workplace.
- 27.3% of adults were exposed to tobacco smoke at home.

MEDIA

- 6 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 7 in 10 current smokers thought about quitting because of warning labels on cigarette packages.
- 0.5 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- 1 in 10 adults noticed cigarette promotions.

ECONOMICS

- Average monthly expenditure on manufactured cigarettes was Rs. 1241.55.

Data presented in this fact sheet relate only to select tobacco indicators. Additional information on tobacco or other NCD risk factors from the survey is available from sources listed below.

**For additional information, please contact:
Pakistan Medical Research Council
fa*Tobacco questions are drawn from the Tobacco Questions for Surveys(TQS)
<http://www.who.int/tobacco/publications/surveillance/tqs/en/>**

Results for adults aged 18-69 years	Overall %(95% CI)	Males %(95% CI)	Females %(95% CI)
Tobacco Use			
Current tobacco users(smoked and/or smokeless)¹			
Current tobacco users	19.7 (18.0-21.3)	35.6 (32.9-38.4)	8.7 (7.0-10.3)
Current daily tobacco users	18.2 (16.6-19.8)	32.9 (30.2-35.7)	8.0 (6.4-9.6)
Current tobacco smokers			
Current tobacco smokers	13.9 (12.4-15.3)	27.8 (25.2-30.3)	4.2 (3.1-5.4)
Current cigarette smokers ²	9.1 (8.2-10.0)	20.4 (18.5-22.3)	1.4 (0.9-1.8)
Current daily tobacco smokers	12.7 (11.3-14.1)	25.5 (23.0-28.1)	3.8 (2.7-4.8)
Current daily cigarette smokers*	8.1 (7.2-8.9)	18.4 (16.5-20.2)	1.1 (0.7-1.4)
Average age started tobacco smoking (years)	22.4 (21.7-23.1)	21.7 (21.0-22.4)	24.5 (23.4-27.5)
Average number of cigarettes smoked per day (among daily cigarette smokers)	14.8 (13.7-15.8)	15.0 (14.0-16.1)	11.7 (7.4-16.1)
Current smokeless tobacco users			
Current smokeless tobacco users	6.9 (5.7-8.0)	9.9 (8.2-11.6)	4.7 (3.5-6.0)
Current daily smokeless tobacco users	6.4 (5.3-7.5)	9.0 (7.4-10.6)	4.5 (3.3-5.7)
Current non-users(smoked and/or smokeless)¹			
Former tobacco users ³	3.2 (2.6-3.8)	4.3 (3.3-5.3)	2.4 (1.7-3.2)
Former tobacco smokers ⁴	1.9 (1.5-2.3)	4.0 (3.0-4.9)	0.5 (0.2-0.8)
Never users	77.1 (75.3-78.9)	60.1 (57.2-62.9)	88.9 (87.1-90.7)
Exposure to Second-hand smoke			
Adults exposed to second-hand smoke at home*	27.3 (25.6-28.9)	25.3 (23.2-27.3)	28.7 (26.5-30.9)
Adults exposed to second-hand smoke in the closed areas in their workplace*	16.5 (14.8-18.1)	30.7 (27.4-34.0)	7.2 (5.7-8.7)
Tobacco Cessation			
Current smokers who tried to stop smoking in past 12 months	58.2 (53.8-62.6)	58.5 (54.2-62.9)	56.7 (46.1-67.2)
Current smokers advised by a health care provider to stop smoking in past 12 months ⁵	50.9 (45.9-56.0)	52.4 (47.0-57.7)	44.8 (34.9-54.7)
Health Warnings			
Current smokers who thought about quitting because of a warning label†	66.4 (61.9-70.9)	65.9 (61.1-70.7)	70.4 (55.7-85.0)
Adults who noticed anti-cigarette smoking information on the television or radio*	62.1 (58.2-65.9)	67.7 (63.5-71.9)	58.1 (53.9-62.2)
Adults who noticed anti-cigarette smoking information in newspapers or magazines*	46.0 (42.6-49.3)	55.1 (51.2-58.9)	39.5 (35.9-43.0)
Tobacco Advertisement and Promotion			
Adults who noticed cigarette marketing in stores where cigarettes are sold*	4.8 (4.0-5.6)	8.0 (6.7-9.4)	2.5 (1.8-3.3)
Adults who noticed any cigarette promotions*	6.5 (5.6-7.4)	11.8 (10.2-13.5)	2.5 (1.8-3.1)
Economics			
	Local Currency		
Average amount spent on 20 manufactured cigarettes	Rs 82.66 (65.15-100.16)		
Average monthly expenditure on manufactured cigarettes	Rs 1241.55 (986.58-1496.52)		
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2013] ⁶	6.4 (5.0-7.7)		

1 Current use refers to daily and less than daily use. 2 Includes manufactured cigarettes and hand-rolled cigarettes. Adapted for other products as per country situation. 3 Current non-users. 4 Current non-smokers. 5 Among those who visited a health care provider in past 12 months. 6 World Bank, 2013. * During the past 30 days. † Promotions include free cigarette sample, cigarettes at sale prices, coupons for cigarettes, free gifts upon purchase of cigarettes, clothing or other items with cigarette brand name or logo and cigarette promotions in mail. Adults refer to persons age 18-69 years. Data have been weighted to be nationally representative of all men and women age 18-69 years. Technical assistance for the survey was provided by the World Health Organization (WHO). This document has been produced with a partial grant from the CDC Foundation, with financial support from the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. The contents of this document are the sole responsibility of the authors and can under no circumstances be regarded to reflect the positions of the CDC Foundation. * among smokers