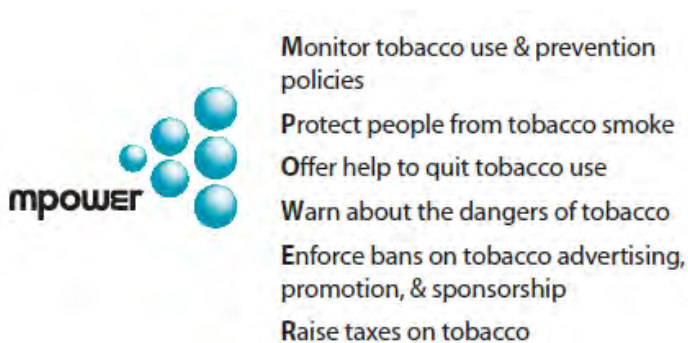


GYTS Objectives

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use and tracking key tobacco control indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 15 years. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It 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 technical package of selected demand reduction measures contained in the WHO FCTC:



GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that countries can adapt to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco advertising and promotion, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In Pakistan, GYTS was conducted in 2022 by the National Skills University in collaboration and coordination with the Ministry of National Health Services, Regulations and Coordination; Federal Directorate of Education; and provincial departments of education. The overall response rate was 72.0%. A total of 9,783 eligible students from grade 7 - 10 completed the survey, of which 6,350 were aged 13-15 years. Data are reported for students aged 13-15 years.

GYTS Highlights

TOBACCO USE

- 6.8% of students, 8.5% of boys, and 4.4% of girls currently used any tobacco products.
- 4.0% of students, 5.3% of boys, and 2.1% of girls currently smoked tobacco.
- 1.3% of students, 2.1% of boys, and 0.3% of girls currently smoked cigarettes.
- 4.4% of students, 5.5% of boys, and 2.9% of girls currently used smokeless tobacco.

ELECTRONIC CIGARETTES

- 3.1% of students, 4.1% of boys, and 2.0% of girls currently used electronic cigarettes.

CESSATION

- More than 7 in 10 (70.6%) students who currently smoked tobacco tried to stop smoking in the past 12 months.
- Almost 3 in 10 (29.5%) students who currently smoked tobacco wanted to stop smoking now.

SECONDHAND SMOKE

- 12.6% of students were exposed to tobacco smoke at home.
- 30.5% of students were exposed to tobacco smoke inside enclosed public places.

ACCESS & AVAILABILITY

- 75.3% of students who currently smoked cigarettes bought cigarettes from a store, shop, street vendor, or kiosk/khoka.
- Among students who currently smoked cigarettes who tried to buy cigarettes, 68.1% were not prevented from buying them because of their age.

ADVERTISING & PROMOTION

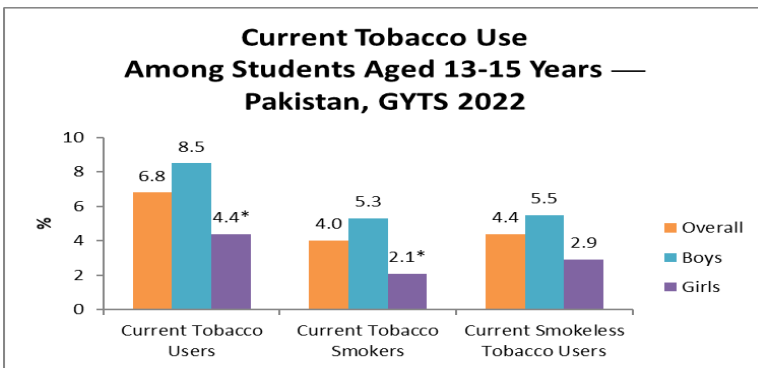
- More than 5 in 10 (50.7%) students noticed anti-tobacco messages in the media.
- Almost 3 in 10 (25.5%) students noticed tobacco advertisements or promotions when visiting points of sale.
- Almost 1 in 20 (5.0%) students had something with a tobacco brand logo on it.

KNOWLEDGE & ATTITUDES

- 54.5% of students definitely thought other people's tobacco smoking is harmful to them.
- 76.2% of students favored prohibiting smoking inside enclosed public places.

TOBACCO USE

ANY TOBACCO USE <i>(smoked and/or smokeless)</i>	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco users ¹	6.8	8.5	4.4*
Ever tobacco users ²	17.5	21.8	12.1*
SMOKED TOBACCO			
Current tobacco smokers ³	4.0	5.3	2.1*
Current cigarette smokers ⁴	1.3	2.1	0.3*
Frequent cigarette smokers ⁵	0.1	0.2	0.0
Current smokers of other tobacco ⁶	3.4	4.4	2.0
Ever tobacco smokers ⁷	12.0	15.3	7.7*
Ever cigarette smokers ⁸	7.2	10.0	3.8*
Ever smokers of other tobacco ⁹	7.2	8.8	5.1*
SMOKELESS TOBACCO			
Current smokeless tobacco users ¹⁰	4.4	5.5	2.9
Ever smokeless tobacco users ¹¹	10.0	12.7	6.5*
SUSCEPTIBILITY			
Never tobacco users susceptible to tobacco use in the future ¹²	11.8	13.8	9.9
Never tobacco smokers who thought they might enjoy smoking a cigarette ¹³	10.8	12.2	9.3



ELECTRONIC CIGARETTES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current electronic cigarette users ¹⁴	3.1	4.1	2.0*

CESSATION

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco smokers who tried to stop smoking in the past 12 months	70.6	68.0	--
Current tobacco smokers who wanted to stop smoking now	29.5	27.8	--
Current tobacco smokers who thought they would be able to stop smoking if they wanted to	58.9	56.3	--
Current tobacco smokers who have ever received help/advice from a program or professional to stop smoking	15.9	17.6	--

SECONDHAND SMOKE

	OVERALL (%)	BOYS (%)	GIRLS (%)
Exposure to tobacco smoke at home ¹⁵	12.6	14.7	10.1
Exposure to tobacco smoke inside any enclosed public place ¹⁵	30.5	34.4	26.1
Exposure to tobacco smoke at any outdoor public place ¹⁵	25.1	31.3	17.4*
Students who saw anyone smoking inside the school building or outside on school property ¹⁶	23.1	26.3	18.6*

ACCESS & AVAILABILITY

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current cigarette smokers who bought cigarettes from a store, shop, street vendor, or kiosk/khoka ¹⁷	75.3	75.4	--
Current cigarette smokers who were not prevented from buying cigarettes because of their age ¹⁸	68.1	65.6	--
Current cigarette smokers who bought cigarettes as individual sticks ¹⁹	60.3	61.4	--

ADVERTISING & PROMOTION

TOBACCO ADVERTISING & PROMOTION	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who noticed tobacco advertisements or promotions at points of sale ²⁰	25.5	29.7	20.2
Students who saw anyone using tobacco on television, videos, or movies ²¹	64.3	62.4	66.7
Students who were ever offered a free tobacco product from a tobacco company representative	4.8	6.3	3.1*
Students who had something with a tobacco brand logo on it	5.0	6.6	3.2*
ANTI-TOBACCO ADVERTISING & PROMOTION			
Students who noticed anti-tobacco messages in the media ¹⁶	50.7	47.8	54.2
Students who noticed anti-tobacco messages at sporting or community events ²²	29.2	28.6	30.7
Current tobacco smokers who thought about quitting because of a warning label ²³	29.0	35.2	12.1
Students who were taught in school about the dangers of tobacco use in the past 12 months	46.0	49.2	42.6

KNOWLEDGE & ATTITUDES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who definitely thought it is difficult to quit once someone starts smoking tobacco	6.7	4.3	9.6
Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	27.0	28.7	25.3
Students who definitely thought other people's tobacco smoking is harmful to them	54.5	52.1	57.2
Students who favored prohibiting smoking inside enclosed public places	76.2	73.6	79.9
Students who favored prohibiting smoking at outdoor public places	77.1	74.1	81.1

¹ Smoked cigarettes, smoked other type of tobacco, and/or used smokeless tobacco anytime during the past 30 days. ² Ever smoked tobacco and/or used smokeless tobacco. ³ Smoked cigarettes or other type of tobacco anytime during the past 30 days. ⁴ Smoked cigarettes anytime during the past 30 days. ⁵ Smoked cigarettes on 20 or more days of the past 30 days. ⁶ Smoked tobacco other than cigarettes anytime during the past 30 days. ⁷ Ever smoked cigarettes or other type of tobacco, even one or two puffs. ⁸ Ever smoked cigarettes, even one or two puffs. ⁹ Ever smoked tobacco other than cigarettes, even one or two puffs. ¹⁰ Used smokeless tobacco anytime during the past 30 days. ¹¹ Ever used smokeless tobacco. ¹² Susceptible to future tobacco use includes those who answered "definitely yes", "probably yes", or "probably not" to using tobacco if one of their best friends offered it to them, or "definitely yes", "probably yes", or "probably not" to using tobacco during the next 12 months. ¹³ Those who answered "Agree" or "Strongly Agree" to the statement: "I think I might enjoy smoking a cigarette". ¹⁴ Used electronic cigarettes anytime during the past 30 days. Current use of electronic cigarettes is assessed separately from cigarettes, other smoked tobacco products, and smokeless tobacco products and is not included in the current definition of current any tobacco use. ¹⁵ During the past 7 days. ¹⁶ During the past 30 days. ¹⁷ Outlet from which current cigarette smokers bought cigarettes the last time they smoked cigarettes in the past 30 days. ¹⁸ Among those who tried to buy cigarettes during the past 30 days. ¹⁹ Based on the last purchase, among those who bought cigarettes during the past 30 days. ²⁰ Among those who visited a point of sale in the past 30 days. ²¹ Among those who watched television, videos, or movies in the past 30 days. ²² Among those who attended sporting or community events in the past 30 days. ²³ Among those who noticed warning labels on cigarette packages in the past 30 days.

NOTE: Data are weighted to be nationally representative of all students aged 13-15 years who are enrolled in school. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

--Estimates based on unweighted cases less than 35 are not presented.
*Gender comparisons are statistically significant at p < 0.05.