Ministry of Health and Family Welfare

GLOBAL ADULT TOBACCO SURVEY
BANGLADESH REPORT 2009

World Health
Organization
Country Office for Bangladesh

CDC
Tobacco Control

Ministry of Health and Family Welfare

GLOBAL ADULT TOBACCO SURVEY: BANGLADESH REPORT 2009

World Health Organization
Country Office for Bangladesh

CDC
Tobacco Control

Message

It is a great pleasure to have this report of the Global Adult Tobacco Survey (GATS) 2009 in Bangladesh. It is the product of a long, sincere effort of GATS Bangladesh team.

This survey was designed to produce internationally comparable data on tobacco use and tobacco control measures using a standardized questionnaire, sample design, data collection and management procedures.

The Ministry of Health and Family Welfare designated the National Institute of Preventive and Social Medicine (NIPSOM) as the implementing agency for the survey. NIPSOM conducted GATS in collaboration with the Bangladesh Bureau of Statistics and National Institute of Population Research and Training. I am happy that they have completed the survey within the stipulated time.

In this regard, I am also grateful to the Bloomberg Philanthropies for their financial support, and to the World Health Organization and the Centers for Disease Control and Prevention (CDC), United States, for their technical assistance.

The present Government is committed to building a "Digital Bangladesh", and the GATS was the first ever survey using electronic means of data collection. This brings Bangladesh one step closer toward its goal.

I trust that this report will contribute to the monitoring of the MPOWER policy package for tobacco control in Bangladesh.

Professor Dr A.F.M. Ruhal Haque

**Advisor to
The Honorable Prime Minister of the
People's Republic of Bangladesh
(Health & Family Welfare & Social Welfare Ministry)**

Message

I feel proud that Bangladesh is one of the 15 countries in the world that has undertaken a Global Adult Tobacco Survey (GATS) in 2009. It is the second country to complete the study, after Thailand.

Surveillance and evaluation systems are an integral part of tobacco control programme. The development of such a system is an obligation for the parties to the WHO Framework Convention on Tobacco Control (FCTC). The GATS 2009 will help us monitor the tobacco consumption and other relevant issues necessary for tobacco control policies and programmes in Bangladesh. GATS, using electronic means of data collection, also helps us move towards fulfilling the Government's commitment to build a digital Bangladesh.

I must thank the National Institute of Preventive and Social Medicine for completing this challenging task in collaboration with Bangladesh Bureau of Statistics and National Institute of Population Research and Training. I am happy that they have set an example by completing the survey in time despite many obstacles, including a natural disaster.

In this regard, I would also like to thank the World Health Organization and the Centers for Disease Control and Prevention (CDC), United States, for their continuous support and technical assistance. We are grateful to the Bloomberg Philanthropies for their financial support.

I hope the findings will help in monitoring tobacco use in adults aged 15 years and above and in tracking the key tobacco control indicators of the WHO FCTC, as well as in monitoring implementation of the MPOWER policy package for tobacco control in Bangladesh.

Professor Dr Syed Modasser Ali

Message

I am pleased to know that the report of the Global Adult Tobacco Survey (GATS) Bangladesh 2009 is now being published after the successful completion of the survey. The survey was conducted by the National Institute of Preventive and Social Medicine in collaboration with Bangladesh Bureau of Statistics and the National Institute of Population Research and Training.

It is exciting to see that the survey covered the whole country, including some very hard-to-reach areas. The study was done even in areas affected by Cyclone Aila after the recession of the flood waters. The GATS is a real example of the increasing digital capacity of Bangladesh. The sampling frame that has been established for this study can be used for future health-related studies in Bangladesh, which will make it possibile to save time and resources.

I would like to thank the World Health Organization and the Centers for Disease Control and Prevention (CDC), United States, for their continuous support and technical guidance, and the Bloomberg Philanthropies for their financial support.

I hope the findings of this study will guide the way in monitoring tobacco use in adults and the implementation of the Tobacco Control Acts in Bangladesh.

Joy Bangla
Joy Bangabandhu

Dr Capt. (Retd.) Mozibur Rahman Fakir

Secretary
Ministry of Health and Family Welfare
Government of the People's Republic of Bangladesh

Message

I am very much pleased to know the National Institute of Preventive and Social Medicine with the collaboration of National Institute of Population Research and Training and Bangladesh Bureau of Statistics have completed the Global Adult Tobacco Survey successfully in Bangladesh.

Tobacco use is causing serious harms to the society both in terms of health and economic effects. For effective tobacco control, information related to its use and other indicators are required. Moreover as a signatory of WHO FCTC, we need to strengthen and monitor our tobacco control programme. I am sure that GATS Bangladesh report will provide us valuable information in this regard. I gratefully acknowledge the technical support provided by the World Health Organization and the U.S. Centers for Disease Control for the survey. We are also grateful to the Bloomberg Philanthropies for their financial support.

I believe that substantial capacity building and technology transfer were done through this survey for doing survey through electronic machines. Experience gained through this survey can be utilized for doing surveys using the new technology.

Shaikh Altaf Ali

Director General of Health Services
Government of the People's Republic of Bangladesh

Message

It gives me an immense pleasure to know that National Institute of Preventive and Social Medicine has completed the Global Adult Tobacco Survey in Bangladesh maintaining the requisite quality. It is indeed a great achievement of this premier institute of public health of this country. I thank National Institute for Population Research and Training and Bangladesh Bureau of Statistics (BBS) for their cooperation in this important survey.

Tobacco control is one of the important strategies for prevention of noncommunicable disease, which is on the rise in Bangladesh. We need to strengthen our tobacco programme to prevent the rise of noncommunicable diseases. I am sure the data from the GATS survey will help us to know the current status of tobacco use and other key tobacco control indicators. GATS data has shown that both smoking and smokeless tobacco consumption are high in Bangladesh and among the smoker a large number consume bidi. Based on the findings of this survey, we need to design appropriate intervention programme for specific target groups.

I thank World Health Organization and the U.S. Centers for Disease Control and Prevention for their technical support and collaboration. We acknowledge the financial support provided by Bloomberg Philanthropies for this survey. I am happy to learn that substantial capacity building for doing large scale survey by using electronic data collection system has been done through this survey. This will take the present government's commitment for a digital Bangladesh a step ahead. I am grateful to Ministry of Health and Family welfare for entrusting NIPSOM with this job and providing leadership.

Professor Shah Monir Hossain

Message

Tobacco use is a major cause of preventable deaths and disabilities. The Global Adult Tobacco Survey (GATS) provides information on various key indicators of tobacco control comparable across countries.

I am pleased to see that GATS in Bangladesh was completed successfully even in spite of challenging occurrences such as cyclone Aila. I commend the Ministry of Health and Family Welfare for their leadership in conducting the survey. The National Institute of Preventive and Social Medicine, the main implementing agency for the survey, did an excellent job in collaboration with the National Institute of Population Research and Training and the Bangladesh Bureau of Statistics. I gratefully acknowledge the technical support provided by the U.S. Centers for Disease Control and Prevention, Research Triangle Institute International and colleagues from the WHO Regional Office for South-East Asia and WHO headquarters.

This survey used electronic data capture machines, which has contributed substantially to capacity building of the country to conduct large and standardized surveys using information technology. The same machines are now used in the national survey of risk factors for noncommunicable diseases.

The GATS report has gathered important data on various aspects of tobacco use and of the tobacco control programme in Bangladesh. I am confident that this report will be useful in designing and implementing effective tobacco control policies and interventions in Bangladesh.

Dr Duangvadee Sungkhobol
WHO Representative to Bangladesh

Message

On behalf of the U.S. Centers for Disease Control and Prevention (CDC), I congratulate Bangladesh in publishing its first Global Adult Tobacco Survey results. This report marks a milestone in Bangladesh's participation in the first global survey to track adult tobacco use and related trends using standardized methods. This report has great potential to improve tobacco use prevention and control efforts in Bangladesh.

Bangladesh faces a serious tobacco epidemic. Nearly half of the nation's men are smokers. More than half of all adults are exposed to tobacco smoke in the workplace. Bidis, small hand-rolled cigarettes, pose a grave public health threat. Bidis are linked with several cancers, heart disease, heart attacks, emphysema, and chronic bronchitis. But there is promising news: the report shows that most of Bangladesh's adult population recognize the dangers of tobacco use and support some restrictions on tobacco.

Fighting tobacco in Bangladesh will require a strong commitment to the World Health Organization's MPOWER strategies. These includes continuing to **M**onitor tobacco use and prevention policies; **P**rotecting people from secondhand smoke; **O**ffering help to those who want to quit; **W**arning about the dangers of tobacco; **E**nforcing bans on tobacco advertising, promotion, and sponsorship; and **R**aising taxes on tobacco products. To make MPOWER a reality in Bangladesh means effectively taxing bidis and raising taxes on cigarettes, enacting and enforcing strong smoke-free laws, and preventing and countering the advertising tactics of tobacco companies. These are proven strategies that can help avert unnecessary illness and death.

Bangladesh has taken a crucial step in combating tobacco. I thank the Ministry of Health and Family Welfare, National Institute of Preventive and Social Medicine, National Institute of Population Research and Training, and the Bangladesh Bureau of Statistics for their leadership in making the Global Adult Tobacco Survey a success. As one of only 14 countries to participate in the survey so far, Bangladesh has shown a vision for saving lives and improving health. The global tobacco epidemic is predicted to kill 8 million people a year by 2030 and remains one of the biggest health challenges our world faces.

The U.S. Centers for Disease Control and Prevention looks forward to ongoing collaboration with you in our mutual mission to prevent the needless toll of tobacco in your country and all countries of the world.

Thomas R. Frieden, M.D., M.P.H.
Director, U.S. Centers for Disease Control and Prevention

Table of Contents

Preface

The Global Adult Tobacco Survey (GATS), Bangladesh is a nationally representative household survey of men and women aged 15 years and above. It is designed to produce internationally comparable data on tobacco use and tobacco control measures using a standardized questionnaire, sample design, data collection, aggregation and analysis procedures. In Bangladesh, the survey was implemented by the National Institute of Preventive and Social Medicine (NIPSOM) with the collaboration of National Institute of Population Research and Training (NIPORT) and the Bangladesh Bureau of Statistics (BBS). The Centers for Disease Control and Prevention (CDC), United States, and the World Health Organization provided technical assistance.

 GATS Bangladesh used handheld machines for data collection and data transmission to gather information from 400 sites from all over Bangladesh, and was Internet-based. This has contributed substantially to building the capacity of the country to conduct large-scale surveys using digital technology. NIPSOM now has the capacity to undertake national-level surveys in the future.

I thank the Ministry of Health and Family Welfare for providing leadership in conducting the survey. The members of the steering and technical committees formed by the ministry gave valuable input in all phases of the survey. I also thankfully acknowledge the guidance and cooperation provided by the DGHS during the survey. Experts from CDC, Research Triangle Institute International and WHO provided excellent logistics and technical advice throughout the process. BBS provided the updated maps and lists of the selected 400 sites. NIPORT also contributed substantially to the training, as well as monitoring of the fieldwork.

I would like to extend my gratitude and appreciation to the members of steering and technical committees and institutions involved in GATS in Bangladesh for their valuable contributions to the survey. I also express my heartfelt thanks to the GATS research team of NIPSOM and other faculties for their sincere efforts in successful completion of the survey.

Professor Dr Sk. Akhtar Ahmad
Director, NIPSOM
Principal Investigator
GATS Bangladesh

Executive summary

The Global Adult Tobacco Survey (GATS) is a nationally representative household survey of men and women aged 15 years or above designed to produce internationally comparable data on tobacco use and tobacco control measures using a standardized questionnaire, sample design, data collection and management procedures.

GATS was conducted by the National Institute of Preventive and Social Medicine in collaboration with the Bangladesh Bureau of Statistics and the National Institute of Population Research and Training. Technical assistance was provided by the World Health Organization and the U.S. Centers for Disease Control and Prevention. Financial support for the survey was provided by the Bloomberg Philanthropies.

The 2009 Bangladesh survey used a three-stage stratified cluster sampling and was designed to produce key indicators for the country as a whole stratified by genders and places of residences classified by urban and rural. Data were collected from 200 urban and 200 rural primary sampling units (*mauza* in rural and *mohalla* in urban areas). One individual was randomly chosen from each selected household to participate in the survey. Among the 11,200 selected households, a total of 10,751 households were screened and 9,629 individuals were successfully interviewed for an overall response rate of 93.6%.[1] This study provides information on tobacco use, cessation, second-hand smoke, economics, media, knowledge, attitudes and perceptions.

Tobacco use: The survey found that 23.0% of adult aged 15 years or above currently smoke tobacco in Bangladesh (for males 44.7% and for females 1.5%). The estimated number[2] of current adult tobacco smokers is 21.9 million (21.2 million males and 0.7 million females). The smoking rate in rural areas is slightly higher (23.6%) than in urban areas (21.3%). Half of the smokers use *bidis*, and the prevalence of *bidi* smoking in rural areas (13.5%) is higher than in urban areas (4.7%).

In Bangladesh, 27.2% (25.9 million) of the adult population currently use smokeless tobacco. Prevalence is similar in males (26.4%) and females (27.9%). Current smokeless tobacco use is more prevalent in rural areas (28.8%) compared to urban areas (22.5%).

Overall, current tobacco use (smoking or smokeless) among all adults is 43.3% (41.3 million). The proportion is higher in males (58.0%) than females (28.7%). Tobacco use is more prevalent in rural areas (45.1%) than urban areas (38.1%), and among persons with no formal education (62.9%) and in the lowest quintiles of socioeconomic status (SES) (55.6%).

Among male current tobacco users, 54.6% smoked tobacco only, 23.0% used smokeless tobacco mainly and 22.4% used both smokeless and smoking tobacco. Among female current tobacco users, 2.7% smoked tobacco only, 94.7% used smokeless tobacco products only and 2.6% used both.

---

[1] Calculated as household response rate × individual response rate/100.

[2] The population estimates are based on the provisional population totals of Bangladesh obtained through the Sample Vital Registration System of the Bangladesh Bureau of Statistics (SVRS, 2008).

The average number of cigarettes and *bidis* smoked per day were five and seven sticks, respectively. The average number of times smokeless tobacco was used per day was eight. The average age at initiation of daily smoking was 19 years (for males 18 years, for females 27 years).

Cessation: Nearly 70% of current smokers plan or are thinking about quiting. Almost half of smokers (47.3%) made an attempt to quit in the last 12 months. Among those who visited a health-care facility, 56% were asked about their history of tobacco smoking and 52.9% were advised to quit smoking. Of those who attempted to quit during the past 12 months, 14.9% used counseling and 14.5% used other methods, which includes traditional medicines.

Second-hand smoke (SHS): Among all adults, 45% were exposed to SHS in public places. Males (69.4%) were more exposed than females (20.8%). Restaurants (27.6%) and public transportation (26.3%) were the most common places people were exposed to SHS. Among all persons engaged in some occupation who work in indoor areas, 63% (11.5 million) were exposed to SHS in indoor areas of the workplace, and among non-smokers, 75.7% (5.1 million) were exposed to SHS at these workplaces.

Economics: Over nine in 10 smokers purchased cigarettes and *bidis* from stores. The average cigarette expenditure per month among cigarette smokers was 378 taka/month and among *bidi* smokers it was 131 taka. It is estimated that in Bangladesh total expenditure on cigarettes is 1.0% of gross domestic product (GDP) and on *bidis* is 0.4% of GDP. The price of 100 packs of manufactured cigarettes as a percentage of per capita GDP is 5% and the price of 100 packs of *bidis* as a percentage of per capita GDP is 1%.

Media: Nearly half of the adult population (49.8%) noticed anti-smoking information, mostly on radio and television (40.5%). People in the highest SES (68.4%) were more exposed to anti-smoking information compared to the lowest SES (30.8%). Cigarette advertising, sponsorship or promotion was noticed by nearly half of the population (48.7%). Among current smokers, 51.6% noticed health warnings on cigarette packages; 74.4% of them thought about quitting smoking because of those warnings.

Knowledge, attitudes and perceptions: Overall, 97.4% of adults believe that smoking causes serious illnesses. However, their beliefs differ regarding the causation of various diseases. A vast majority (93.4%) believe that exposure to SHS causes serious illness in non-smokers. This is true for smokeless tobacco also (92.7%). Four in five people (81%), including tobacco consumers, supported an increase in tobacco taxes.

Policy implications: GATS provides essential information on key indicators of tobacco control by socio-demographic characteristics and creates an opportunity for policy-makers and the tobacco control community to adapt or modify targeted interventions. Overall, findings from GATS indicate that there is a positive environment for tobacco control. Based on the findings, the specific recommendations are:

1. Public health policy and interventions including awareness programmes should cover smoking and smokeless tobacco products with equal emphasis.

2. There is a need to build capacity to implement programmes among health-care providers and to expand cessation facilities in health-care settings as well as in communities.

3. There is a need to formulate a 100% smoke-free policy for all public places and workplaces and to follow through with effective implementation.

4. Given the nearly equal prevalence of smoking of cigarettes and *bidis* and smokeless tobacco products, and the large difference in taxes on these types of products, there is a need to raise taxes on all types of tobacco products in a harmonized manner.

5. There is a need to amend the national tobacco control act to include smokeless tobacco products.

6. Anti-smoking media messages and pictorial health warnings on all tobacco products need to be set for better impact.

7. Given the fact that most smokers (> 90%) purchased cigarettes and *bidis* from stores and nearly half of them noticed cigarette advertisements in stores, national Tobacco Control Act needs to be amended to prohibit tobacco advertisements at the point of sale.

1. Introduction

Bangladesh, located in one of the largest deltas in the world, is in the northeastern part of South Asia with a total area of 147,570 square kilometres. It is almost entirely surrounded by India, except for a short southeastern frontier with Myanmar and a southern coastline on the Bay of Bengal. It lies between latitudes 20° 34' and 26° 38' north and longitudes 88° 01' and 92° 41' east, and it has a tropical climate. Bangladesh is the most densely populated country in the world, excluding city-states such as Singapore. The country has a population of about 144.5 million, with a population density of 979 persons per square kilometre.[1] One-third of the population is under 15 years of age, 63% are aged 15-64 years, and 4% are aged 65 or older.

Bangladesh is rich in cultural heritage. Social custom are an integral part of Bangla culture and tobacco use is one of the accepted social norms in the country. Recently the country has been experiencing health and economic transition, and has a double burden of communicable and noncommunicable diseases. Tobacco is the major risk factor for noncommunicable diseases.

Tobacco use is a major preventable cause of premature death and disease worldwide. Currently, more than 5 million people die globally each year due to tobacco related illness, a figure expected to increase to 8.3 million by 2030.[2] Tobacco-attributable deaths are projected to decline by 9% between 2002 and 2030 in high-income countries, but to double from 3.4 million to 6.8 million in low- and middle income countries.[3]

The World Health Organization (WHO) aims to reduce the global burden of disease and death 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. WHO provides global policy leadership, promoting the WHO Framework Convention on Tobacco Control (FCTC)[4] and the MPOWER policies packages[5] as a key entry point to the FCTC. The FCTC encourages countries to adhere to its principles, and supports them in their efforts to implement tobacco control measures through MPOWER.

Since 1999, WHO and the U.S. Centers for Disease Control and Prevention (CDC), along with their partners, have worked together to implement the Global Tobacco Surveillance System (GTSS).[6] GTSS enhances the capacity of countries to design, implement and evaluate a country's national comprehensive tobacco plan while monitoring key articles of the FCTC. The GTSS includes the collection of data through four surveys: the Global Youth Tobacco Survey (GYTS), the Global School Personnel Survey (GSPS), the Global Health Professions Students Survey (GHPSS) and Global Adult Tobacco Survey (GATS). Bangladesh has been implementing surveys under GTSS since 2004 regularly at periodical intervals.

GATS was implemented initially in 14 countries where more than half of the world's smokers live and that bear the highest burden of tobacco use including Bangladesh. The other countries in this initiative are Brazil, China, Egypt, India, Mexico, Philippines, Poland, Russian Federation, Thailand, Turkey, Ukraine, Uruguay and Vietnam.

GATS is a household survey of people 15 years or above using standard protocol in sample design, questionnaire, field implementation, data collection, aggregation and analysis. The purpose of GATS was to systematically monitor adult tobacco use (smoking and smokeless)

and track key tobacco control interventions. Results from the GATS assist countries in the formulation, tracking and implementation of effective tobacco control interventions.

1.1 Burden of tobacco in Bangladesh

1.1.1 Prevalence of smoked and smokeless tobacco use

Traditionally, Bangladeshi men smoke cigarettes and *bidi*, and chew tobacco leaf such as *zarda, sada pata, gul, khoinee*. However, women usually do not smoke but chew tobacco leaf.

The Bangladesh Health and Demographic Survey 1997 revealed that among the respondents aged 10 years or more 41.1% of males and 4% of females smoked cigarettes or other forms of smoking tobacco such as *bidi* or *hukkah*.[7] This survey also reported that respondents having no education and a lower standard of living had higher smoking rates while an inverse relationship was noted between monthly household income and smoking habits. However this survey did not report the use of smokeless tobacco.

A large-scale nationwide study on the impact of tobacco- related illnesses in Bangladesh conducted by WHO in 2004 found that 41% of male and 1.8% of female adult (15+ years) smoke daily while 14.8% of male and 24.4% of female adults (15+ years) use smokeless tobacco daily.[8] Overall, 37% of males and females use tobacco in some form.[8]

The Global Health Professional Survey done in Bangladesh in 2006 found that 22.2% of third-year dental students currently smoke cigarettes (males 46.7%, females 3.3%).[9] This survey was done among specific young professional students in the age group of 23 to 25 years. The Global Youth Tobacco Survey 2007 (GYTS) in Bangladesh has shown that 9.3% of school students aged 13-15 years were ever smokers of cigarettes (boys 15.8% and girls 4.8%).[10]

The Bangladesh Urban Health Survey done in 2006 reported the distribution of current smoking status among urban male respondents by four categories of tobacco consumption: cigarette smoker, *bidi* smoker, *bidi* and cigarette smoker, and nonsmoker. Higher prevalence of smoking of cigarettes or *bidi* was found among men in slums (59.6%) followed by district municipalities (50.6%). Lower prevalence was found in non-slums (46%).[11] The Demographic and Health survey 2007 reported tobacco smoking rates in those men who were ever married aged 15-64 years. About 60% were smokers and 21.4% used other forms of tobacco. Large differences were noted in smoking rates among the divisions of the country.[12]

A multi-site cross-sectional study on chronic noncommunicable diseases risk factors by the Health and Demographic Surveillance System of the INDEPTH network in 2005 reported tobacco use in four rural sites of Bangladesh. This study followed WHO STEPS methodology, and both smoking and nonsmoking tobacco use among adults aged 25 to 64 were reported. Tobacco smoking ranged from 42.6% to 62.0% in men while in women the smoking prevalence ranged from 0.3% to 2.7%. Smokeless tobacco use in men ranged from 15.1% to 31.7% and in women 29.6% to 37.7%.[13]

1.1.2 Economic impact of tobacco use

The cost of tobacco-related illnesses in Bangladesh attributable to tobacco usage was estimated at 50.9 billion taka, including 5.8 billion taka for illnesses resulting from second-hand smoke exposure in 2004. On the other hand, the total annual product of the tobacco sector was estimated at 24.8 billion taka from tax revenue and wages. The cost of tobacco

usage to the country thus exceeded its gain by 26.1 billion taka in 2004 (equivalent to US$ 442 million). It is estimated that on average a tobacco user spends about 4.5% of the monthly expenditure for tobacco consumption.[8]

1.1.3 Health impact of tobacco use

Bangladesh is overburdened with tobacco-related illnesses; 57,000 people died in 2004 due to tobacco-related diseases.[8] In one survey by WHO, 9% of the participants examined at households had at least one of eight selected tobacco-related diseases (ischemic heart disease, lung cancer, stroke, oral cancer, cancer of the larynx, chronic obstructive pulmonary disease, pulmonary tuberculosis or Buerger's disease). Also, 41% of these were attributable to tobacco. Hospital data indicated that 29% of inpatients aged 30 years or above were hospitalized due to these diseases. It was also estimated that they were responsible for 16% of all deaths in the country and 9% of them were attributable to tobacco. [8]

1.2 Current tobacco control policies in Bangladesh

The history of tobacco control in Bangladesh dates back to 1890 when The Railways Act of 1890 identified smoking in any compartment of a train without taking permission of the other passengers as an offence punishable by a fine. The Juvenile Smoking Act of 1919 banned selling of any tobacco product to minor (under the age of 16 years). Several metropolitan police ordinances of the 1980s and 1990s imposed fines for smoking in public buildings or ignoring the no-smoking signs posted by the authority of the buildings.[14]

The government of Bangladesh has taken several initiatives to reduce tobacco use. Bangladesh is one of the first signatory countries of WHO FCTC. Bangladesh signed on 16 June 2003 and ratified on 14 June 2004.[15] In 2005, government passed a comprehensive tobacco control law in line with FCTC and in 2006 passed rules to facilitate the enforcement of law.[14] The National Strategic Plan of Action for Tobacco Control (2007-2010) is currently being implemented.[16] The National Tobacco Control Cell (NTCC) has been established with the technical assistance of WHO, which has become the hub of national coordination of tobacco control activities and a referral and support centre for all tobacco control stakeholders, including NGOs, in Bangladesh.

The MPOWER package is a series of six proven policies aimed at reversing the global tobacco epidemic: **M**onitor tobacco use and prevention policies; **P**rotect people from tobacco smoke; **O**ffer help to quit tobacco use; **W**arn about the dangers of tobacco; **E**nforce bans on tobacco advertising, promotion, and sponsorship; and **R**aise taxes on tobacco.[5] Bangladesh launched the package in December 2008 and the tobacco control programme is implementing the policy.

Monitor tobacco use and prevention policies: Although various surveys have reported tobacco use in different years, there were differences in target population, method of sample selection and the questionnaire use. Therefore, it is difficult to have valid estimates of trends in tobacco use from those surveys. Moreover, only few surveys were done on adult tobacco consumption at population level.

Protect people from tobacco smoke: According to the Smoking and Using of Tobacco Products (Control) Act, 2005, to protect people from the hazard of tobacco smoke the government of Bangladesh declared health-care and educational facilities 100 % smoke-free:

however, there is a partial ban on smoking in universities, government facilities, indoor offices, restaurants, pubs and bars.

Offer help to quit tobacco use: Bangladesh has community cessation services in some communities and there are a few private tobacco cessation centres. Nicotine Replacement Therapy (NRT) and other pharmaco-therapeutic medications are not available in the country; however, some health settings have counseling facilities.

Warn about the dangers of tobacco: The current tobacco control act of the country made it compulsory for industries to provide written health warning on cigarettes packets. The attributes of the warnings are also clearly stated in the regulation. Health warnings on smoking tobacco products must cover 30% of the front and back surface, and six rotating warnings are to be used in six month rotation. Large tobacco industries producing cigarettes are conforming to the law for packet warning, but generally *bidi* makers are not. Smokeless tobacco products is not covered by the law.

Enforce bans on tobacco advertising, promotion, and sponsorship: The Bangladesh Tobacco Control Act 2005 prohibits tobacco advertising, promotion and sponsorship in national TV and radio, local magazines/newspapers, billboards/outdoor advertising, free distribution, non-tobacco products with tobacco brand names, or sponsored events.

Raise taxes on tobacco: Bangladesh's taxation on tobacco is a supplementary duty and value-added tax (VAT). In the last budget the tax has been raised on cigarette and *bidi*. Smokeless tobacco products are also brought under the tax net.

 Capacity building of the NGOs and government agencies is being done through the Bloomberg Initiatives (BI). NGOs and government agencies are working in different fields of tobacco control with grants from BI. One NGO has obtained a grant from BI for a project aiming to understand religious leaders' attitudes to smoking and smoke-free polices and to establish coalition of religious organizations, providing training and capacity building for leaders. Under a BI grant, a consortium of NGOs running a project to strengthen packaging and labeling laws by instituting pictorials warnings, strengthening existing warnings and addressing enforcement mechanisms, as well as to mobilize civil society, media, NGOs and other stakeholders in the drive to modify existing tobacco control legislation. Projects also has been undertaken to advocate for more effective tobacco tax policies, FCTC implementation, updating of current law and support for tobacco farmers to switch to food crops under a Bloomberg Initiative grant.

1.3 Survey objectives

The general objectives of GATS are:

- To systematically monitor adult tobacco use for both smoking and smokeless products and track key tobacco control indicators in Bangladesh
- To track implementation of FCTC-recommended policies outlined in the MPOWER package

More specifically, the objectives of the survey are to provide up-to-date information on adult tobacco use for both smoked and smokeless tobacco products, and on key tobacco control measures. The survey also provides an opportunity to compare population estimates at national level, as well as the urban, rural and gender proportions, across countries implanting GATS.

2. Methodology

GATS is the global standard for systematically monitoring adult tobacco use (smoking and smokeless) and for tracking key tobacco control indicators. GATS is a nationally representative survey, using a consistent and standard protocol across countries. The data will assist countries to track WHO FCTC implementation and policy components of the WHO MPOWER package.

2.1 Study population

The target population for this survey includes all men and women in Bangladesh of age 15 years and older. This target population includes all people who consider Bangladesh to be their primary place of residence. This definition includes those individuals residing in Bangladesh even though they may not be considered a citizen of the country. The only adults age 15 years old and older excluded from the study were those individual visiting Bangladesh (e.g. tourists), who indicate their primary place of residence as a military base or group quarters (e.g. a dormitory) or who were institutionalized—including people residing in hospitals, prisons, nursing homes and other such institutions. In addition, the eligible respondents could withdraw from the study at any time. They also had a right to refuse to answer any question without providing the reason for their decisions. Ethical clearance for conduction of the survey in Bangladesh was obtained form Bangladesh Medical Research Council (BMRC)

2.2 Sampling design

The sampling frame used for GATS Bangladesh design (see appendix B for details) was the population census of the People's Republic of Bangladesh conducted by Bangladesh Bureau of Statistic (BBS) in 2001. The survey was based on a three-stage stratified cluster sample of households. At the first stage 400 Primary Sampling Units (PSU)s (*Mauza* in rural and *Mohalla* in urban areas) were selected with probability proportional to size (PPS), followed by a random selection of one Secondary Sampling Unit (SSU) per selected PSU. At the third stage households were selected systematically within the listed households from a selected SSU. SSUs were based upon Enumeration Areas (EA) from the Bangladesh Agricultural Census conducted in 2008. These selected EAs were updated with mapping and listing. Typically these EAs consisted of 200 household units in *Mauzas* and 300 household units in each *Mohalla*. The explicit stratification used at the first stage of selection based upon urban (*Mahalla*) and rural (*Mauza)* designation of BBS. Each list of rural and urban geopolitical units was implicitly stratified by division, and within division by the percent literacy of women in each *Mahalla* and *Mauza*.

Following the standard protocol of GATS [17], the initial target was a representative sample of 8000 non-institutionalized households subject to the applicable non-response and eligibility rates (a target sample of 2000 households each in urban, rural, male and female subgroups). Sample design for Bangladesh consists of 400 PSUs, 200 in urban areas and 200 in rural areas. After accounting for possible nonresponse and eligibility rates, it was determined to have an average of 28 households (later randomized to produce equal male and female households based on design specifications) per selected SSU resulting in a total sample size of 11200 non-institutionalized households from all 6 administrative divisions covering 95.5% of the total population. As per design, one respondent was randomly selected for the interview from each

selected eligible household to participate in the survey. The Bangladesh sample design provides cross-sectional estimates for the country as a whole as well as by urban, rural and gender.

2.3 Survey questionnaire

GATS Bangladesh collected information on a variety of indicators that will assist monitoring tobacco use prevalence and aid policy-makers and programme managers to track and formulate tobacco control strategies. GATS in Bangladesh used two types of questionnaire: the household questionnaire, and the individual questionnaire for all the adults age 15 and older. The household and individual questionnaires (see appendix E for details) were based on GATS core questionnaire and optional questions,[18] which was designed for use in countries implementing GATS. In consultation with the NIPSOM, NIPORT, BBS, WHO Bangladesh and the technical committee under Ministry of Health and Family Welfare (MOHFW), these questionnaires were adapted and modified to reflect the relevant issues applicable for the country situation. The adaptations took place during a technical mission in consultation with Centers for Disease Control and Prevention (CDC), Atlanta and WHO South East Asia Regional Office (WHO- SEARO) in December 2007 in Dhaka, Bangladesh. The adapted questionnaire was approved by an in-country technical committee and questionnaire review committee. The questionnaire was developed in English and later translated into Bangla. The questionnaire was also back translated to check the quality of translations. The questionnaire was finalized in January 2009 after incorporating the changes suggested from the pretest experience. Informed consent was used for both household and individual questionnaires (separately).

Household questionnaire: The household questionnaire collected information on all usual residents in the sampled household to identify eligible persons from the household (either male or female based on sampling strategy) and collect their basic information to select a random eligible respondent for the individual questionnaire. For all listed household members, basic information on age and sex were collected. The questionnaire also collected information on current use of smoked and smokeless tobacco. The information on age was used to identify an eligible random respondent for the individual questionnaire.

Individual questionnaire: Individual questionnaire collected information from eligible selected male or female aged 15 years and older. The individual questionnaire consists of the eight sections:

a. Background characteristics: Questions on sex, age, education, occupations, and possession of household items and material used for roof of the house.

b. Tobacco smoking: Questions cover patterns of use (daily consumption, less than daily consumption, not at all), former/past tobacco consumption, age of initiation of daily smoking, consumption of different tobacco products (cigarettes, *bidi*, *hukkah*, pipes, cigars and other smoked tobacco), nicotine dependence and frequency of attempts to quit.

c. Smokeless tobacco: Questions cover patterns of use (daily consumption, less than daily consumption, not at all), former/past use of smokeless tobacco, age of initiation of daily use of smokeless tobacco, consumption of different smokeless tobacco products *(zarda, sada pata, gul, nosshi, khoinee* and other smokeless chewing tobacco products etc.), nicotine dependence, frequency of attempts to quit.

d. Cessation: Questions related to advice to quit smoking by health-care providers, methods used to try stop smoking. Similar information was solicited for cessation on smokeless tobacco as well.

e. Secondhand smoke: Questions were on smoking allowed in the home, exposure to secondhand smoke at home, indoor smoking policy at the work place, exposure in the last 30 days in the work place, government buildings/offices, health-care facilities, restaurants, and public transportation. There were some additional optional items on exposure that included universities, private workplaces, etc. as well as knowledge about serious illness in non-smokers due to secondhand smoke.

f. Economics: Questions cover type of tobacco product and quantity bought, cost of tobacco product(s), brand, type and source of last tobacco products purchased.

g. Media: Questions on exposure to advertising: television, radio, billboards, posters, newspapers/magazines, cinema, internet, public transportation, public walls, others; exposure to sporting events related to tobacco; exposure to music, theatre, art or fashion events connected with tobacco; exposure to tobacco promotion activities; reaction to health warning labels on cigarette packages; exposure to anti-tobacco advertising and information. Similar questions were included for smokeless tobacco as well. The reference period for the questions in this section was previous 30 days.

h. Knowledge, attitudes and perceptions: Questions regarding knowledge about health effects of both smoking and smokeless tobacco.

2.4 Questionnaire programming and handhelds preparation

GATS was the first survey ever conducted in Bangladesh that used electronic means of data collection to collect the information for both household and individual questionnaires in public sector. For this purpose, the General Survey System (GSS),[19] was used; this is a suite of software tools developed to facilitate the administration, collection, and management of survey data on handheld computers, specifically a Microsoft Windows-based platform running Windows Mobile 5.0 or Mobile 6.0, often called Pocket PC systems. The software system is designed to support field data collection activities where field interviewers collect data using handheld computers. (Refer to the manuals on General Survey System[19] and Data Management and Implementation Plan[20] for more details). The electronic data collection was useful to facilitate the complex skip pattern used in the GATS Bangladesh questionnaire, as well as some in-built validity checks on questions during the data collection.

Programming was supported mainly by Research Triangle Institute International (RTI) and WHO. The programming of the questionnaire using GSS was carried out in collaboration with in-country IT personnel involved in GATS Bangladesh. A repeated quality control mechanism was used to test the quality of questionnaire programming. The main steps involved in quality control checks were: version checking for household and individual questionnaires, checking date and time, skipping patterns, bug/error finding particularly in the Bangla version of the questionnaire and validation checks. The entire process including questionnaire, data collection using handheld machines and data aggregation to prepare a raw data for analysis was pretested.

Handheld programming was finalized and the final questionnaire for data collection was uploaded to handhelds by in-country IT Personnel and WHO IT Personnel. The case file, used for identifying the selected household addresses, containing the electronic information was also uploaded to the handhelds immediately after completion of mapping and listing activities. (Refer to GATS Quality Assurance Manual [21] for more details on the case file and a complete listing of quality control measures adopted in GATS).

2.5 Recruitment, training and fieldwork

2.5.1 Implementing agencies

The Ministry of Health and Family Welfare (MoHFW) is the national coordinating agency for GATS in Bangladesh. MoHFW has designated the National Institute of Preventive and Social Medicine (NIPSOM) as the main implementing agency responsible for the entire process of the GATS implementation. The Bangladesh Buearu of Statistics (BBS) is responsible for sampling, mapping and listing of households. BBS provided support in training and data collection also. The National Institute for Population Research and Training (NIPORT) was responsible for independent quality control on data collection.

WHO provided regional and in-country coordination. WHO and CDC (a WHO Collaborating Center on Global Tobacco Surveillance) jointly provided technical assistance for the implementation of the survey. Financial assistance was provided by Bloomberg Philanthropies under the Bloomberg Global Initiative to Reduce Tobacco Use through the CDC Foundation.

MoHFW has also established an in-country technical committee. This committee consists of national experts and senior representatives from MoHFW, NIPSOM, NIPORT, BBS, Bangabandhu Sheikh Mujib Medical University (BSMMU) and Jahangirnagar University to monitor and provide technical guidance related to implementation of the survey. (See Appendix D for details on the technical committee and personnel involved in survey implementation.

2.5.2 Pretest

NIPSOM conducted the pretest to test the questionnaire especially in terms of wording and comprehensibility, inconsistencies in skip patterns, sequencing of questions, completeness of response categories, workload, interview time, availability and call backs and any other issues. Another important objective of the pretest was to test the programmed questionnaire for handheld data collection and assess problems in the process of data transfer and aggregation. Pretest training took place in July 2008 with the last two days spent to train the supervisors to perform their tasks. Twelve people were trained during the training programme, of whom three were selected to perform tasks of a supervisor and nine interviewers conducted the actual field work during the pretest. Training was conducted based on standard GATS manuals and procedures including class presentation, mock interviews, field practices and tests. Pretest fieldwork lasted for four days. Fieldwork was conducted for a purposive sample of 144 households equally distributed between sex, urban/rural and smoking status. Good representation was also ensured of individuals of different age groups.

2.5.3 Training

In order to maintain uniform survey procedures and follow standard protocols established in GATS, three manuals were developed. The field interviewer manual[22] consists of instructions for interviewers regarding interviewing techniques, field procedures, methods of asking questions and most important, the use of handheld devices for data collection. The field supervisor manual[23] contains a detailed description of roles and responsibilities of the supervisor. It also contains the information on data aggregation and transfer procedures for supervisors. The question-by-question specifications manual[24] provides question-by-question instructions to the field interviewers for administering the GATS household and individual questionnaires using the handheld computer administration. This also contains information on range checks, response options, and the purpose and instructions on each question included in the survey. All the manuals were first developed in English and translated to Bangla for the training. A total of 72 interviewers and 18 supervisors were trained in two phases. The first phase of training took place over five days in February 2009 and the second phase of training took place over another five days in June 2009. A refresher training course was offered to all the interviewing teams including supervisors in July 2009, just before the start of fieldwork. Training included lectures on understanding the contents of the questionnaire, how to complete the questionnaires using handheld devices, mock interviews between participants and field practice interviews. Special lectures were arranged on tobacco use and the tobacco control situation in Bangladesh. A three-day training programme was also arranged for research officers (RO), coordinators and senior research staff from various partner organizations on monitoring and quality control of fieldwork.

2.5.4 Mapping and listing

Maps of selected PSUs from the Agricultural Census of 2008 were obtained from the department of cartography of BBS. The BBS personnel worked at field level and in headquarters (400 enumerators supervised by 23 Regional Statistical Officers at the local level and monitored by nine senior officers and one coordinator placed at BBS headquarters) to collect the relevant information and update the maps of the selected SSUs. The listing operation was conducted in June 2009 and provided the frame for household sample selection and case file preparation. A GATS manual on mapping and listing[25] designed for household listing teams containing standard procedures for adopting household listing was thoroughly followed to maintain the highest quality of mapping and listing operations. A two-day training for mapping and listing were arranged by BBS; the training was conducted by the trained resource persons to ensure the quality of mapping and listing procedures at the divisional level by BBS with assistance of NIPSOM and NIPORT in June 2009.

2.5.5 Fieldwork

The GATS data was collected by 18 interviewing teams. Each team consists of one field supervisor, two female and two male interviewers. There were two IT personnel to assist the data collection. All the interviewers and supervisors were specially hired, taking into account their educational background, experience, computer skills and other relevant qualifications. There were a total of 72 interviewers hired for the data collection. Equal numbers of males (36) and females (36) were recruited to ensure the cultural sensitivity and quality of reporting by ensuring female respondents were interviewed by female interviewers and male respondents

were interviewed by male interviewers. Field operations took place over a period of seven weeks from 16 July 2009 to 31 August 2009.

Field interviewers were responsible for collecting information on questionnaires using handheld devices. Field supervisors were responsible for the overall operation of the field team. In addition, the field supervisors conducted spot checks to verify information collected by interviewers and also to ensure the accuracy of household identification in the field. Field supervisors were also responsible for aggregating the interviewer-level data to their laptops and forwarding the information through Email to the central office through a secured system to a file transfer protocol (FTP) server for data processing at the national level, IT personnel were responsible for providing technical support with respect to the concerns raised during fieldwork and trouble-shooting any issues with the handheld devices.

NIPSOM appointed four research officers (RO) to help with monitoring throughout the training and fieldwork in order to ensure that correct and standard survey procedures were followed and data quality was maintained. Survey investigators and other senior faculty members of NIPSOM and staff from partner organizations (NIPORT, BBS and WHO Bangladesh) also visited the field to monitor the data collection in order to ensure that standard quality control procedures were followed. Field-level data were quickly aggregated every two days and analysed using microcomputers to identify certain types of data collection errors and skip patterns and to run consistency checks. Field-level feedback forms were analysed and feedback given to interviewers and supervisors so that their performance could be improved.

2.6 Data processing and aggregation

The aggregated data from the interviewers were sent to the FTP server by all field supervisors on a daily basis using Secured Digital (SD) cards specially designed with specific secure data protocols for GATS fieldwork data collection. In-county IT personnel aggregated the data that they had received from all supervisors on every alternate day and gave feedback to the field staff if problems observed. Refer to the Data Management Implementation Plan[26] for more detailed information on data aggregation and transfer procedures. Research officers cleaned the data files on a regular basis. IT personnel, with support from CDC, WHO and RTI merged and aggregated all the files to a single SDF file. Then, using an aggregation module in GSS software and a statistical software SPSS version 17.0, the aggregated data was transposed to an analysable raw data format that can be read by statistical software for further analysis and reporting.

2.7 Statistical analysis

Complex survey data analysis was performed to obtain population estimates and their 95% of confidence intervals. The sample weights were developed for each respondent following the standard procedures establishes in GATS sample design[17] and sample weights[27] manuals for GATS data. The details of the 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 were carried out using Statistical software SAS version 9.2 and all computations of estimates and their confidence intervals were performed using the SPSS 17 complex samples module*.*

3. Sample and population characteristics

This chapter presents information on sample coverage and characteristics of the population. The population estimates are based on the provisional population totals of Bangladesh obtained through the Sample Vital Registration System (SVRS, 2008)[28] by BBS in order to present a true value of population characteristics at any given time.

3.1 Coverage of the sample

Table 3.1 shows the unweighted number and percentage of households and individuals interviewed and response rates by place of residence in GATS Bangladesh. Of the 11,200 households selected for the survey, 10,751 (96.0%) households and 9,629 (86.0%) selected eligible individuals successfully completed the interview. The total response rate of the survey was 93.6%. The response rates were found to be nearly equal in both urban and rural areas (93.4% and 93.9%, respectively). The household response rate was 97.7%. There are no differences with respect to urban and rural household response rate. However, 1.7% households were found unoccupied, with a similar proportion in both urban and rural areas. In 0.7% of cases nobody was home and 0.4% of households had no screening respondent at the time of the interview. Out of 11,200 selected households, 10,050 were found to have an eligible person for the individual interview. The number of eligible persons in urban areas (5,087) was slightly higher than rural areas (4,963). The individual-level response rate was found to be 95.9% with 95.5% in urban and 96.2% in rural areas. Overall, 10.3% of respondents were found to be survey-ineligible. The percentages of ineligibility in urban and rural areas were 9.2% and 11.4%, respectively. The principal reasons for the individual-level non-response were due to not being at home (1.7%), refusal (0.2%) and incapacitation (0.6%). The proportion of not-at-homes was higher in urban areas (2.1%) compared to rural areas (1.3%) despite repeated visits to the household. Individual-level response rates (not shown in the table) by gender varies slightly, with 93.8% for males and 97.6% for females.

Table 3.1: Number and percent of households and individuals interviewed and response rates by residence–GATS Bangladesh, 2009

	Residence				Total	
	Urban		Rural			
	Number	Percent	Number	Percent	Number	Percent
Selected household						
Completed (HC)	5,376	96.0	5,375	96.0	10,751	96.0
Incomplete (HINC)	6	0.1	9	0.2	15	0.1
No screening respondent (HNS)	18	0.3	27	0.5	45	0.4
Nobody home (NHH)	48	0.9	29	0.5	77	0.7
Refused (HR)	15	0.3	1	0.0	16	0.1
Unoccupied (HUO)	95	1.7	93	1.7	188	1.7
Address not a dwelling (HAND)	6	0.1	1	0.0	7	0.1
Other (HO)	36	0.6	65	1.2	101	0.9
Total Households Selected	5,600	100	5,600	100	11,200	100
Household Response Rate (%) [1]	97.8%		97.6%		97.7%	
Selected individual						
Completed (PC)	4,857	86.7	4,772	85.2	9,629	86.0
Incomplete (PINC)	33	0.6	34	0.6	67	0.6
Not eligible (PNE)	513	9.2	637	11.4	1,150	10.3
Not at home (PNAH)	116	2.1	73	1.3	189	1.7
Refused (PR)	16	0.3	2	0.0	18	0.2
Incapacitated (PI)	36	0.6	28	0.5	64	0.6
Other (PO)	29	0.5	54	1.0	83	0.7
Number of Eligible individuals	5,087	100	4,963	100	10,050	100
Individual-level Response Rate (%) [2]	95.5%		96.2%		95.8%	
Total Response Rate (%) [3]	93.3%		93.9%		93.6%	

[1] Calculate Household Response Rate (HRR) by:

$$\frac{100*[HC]}{[HC]+[HINC]+[HNS]+[NHH]+[HR]+[HO]}$$

[2] Calculate Individual-level Response Rate (IRR) by:

$$\frac{100*[PC]}{[PC]+[PINC]+[PNAH]+[PR]+[PI]+[PO]}$$

[3] Calculate Total Response Rate (TRR) by: (HRR x IRR)/ 100

Note: 1. Notice that Household questionnaire incomplete [HINC] was not included in the numerator of the household response rate. Therefore, a household screening questionnaire that is incomplete (i.e., the roster could not be finished) was considered a non-respondent to the GATS.

2. Completed individual interview [PC] includes respondents who has completed at least question E1 and who provide valid answers to questions B1/B2/B3 and C1/C2/C3 (when applicable). Therefore, the respondents who did not met this criteria were considered as an eligible non-respondent to GATS and thus, incompletes [PINC], were not be included in the numerator of the individual response rate.

3.2 Characteristics of survey respondents

Table 3.2 presents the unweighted sample size and population estimates by selected demographic and socioeconomic characteristics of the household population and survey respondents including age, sex, place of residence, and level of education, socioeconomic and occupational status.

The unweighted sample count (complete responses) was 9,629. The estimated total Bangladesh de facto population aged 15 years and above was 95.4 million in 2008. In classifying sample distribution by sex, the survey enumerated a total of 4,468 males and 5,161 females. These sample counts yield a de facto population estimate of 47.4 million males (49.7%) and 48.0 million females (50.3%). The number of unweighted samples in urban areas was higher than in the rural areas (4,857 and 4,772 samples, respectively). However, the weighted population in the rural areas is higher than urban areas, with the ratio being 74:26.

Among the respondents, the overall mean (CI) age was 35.8 (35.4, 36.3) years, and for males and females the mean age were 36.4 (35.7, 37.2) years and 35.3 (34.7, 35.9) years, respectively. The mean (CI) of the age of urban and rural respondents were 34.9 (34.0, 35.7) years and 36.2 (35.6, 36.8) years respectively. A high proportion of adults were 25-44 years of age (43.1%). The proportion was 29.5% in the 15-24 age group followed by 20.8% in the 45-64 year age group and 6.6% in the age group 65 years and above.

For all eligible respondents aged 15 years and older, data were collected on the highest level of education completed. For the purpose of this report, the question on educational level was grouped into five categories: no formal schooling, less than primary, primary complete, less than secondary and secondary school complete and above. Most of the sample had no formal schooling (35.6%), followed by less than secondary education (21.6%). All other categories were more or less equal in proportion.

The 2009 GATS individual questionnaire asked all the respondents on their main work status during the past 12 months. Various categories reported in the questionnaire were merged to form seven exclusive occupation categories: employed (government and non government salaried employee), business, farmer, labourer, student, homemaker and unemployed. This categorization was used throughout the report for depicting differentials in various indicators. Table 3.2 presents these data on occupation. Overall, 6.4% of all adults were employed, while 9.4% were engaged in business; 39.2% reported to be homemakers, of whom a majority were female. The proportion of adults who reported their occupation as labourers was 20.2% whereas 11.6% were farmers and 7.9% were students. Only 5.3% of the total population was unemployed.

In this report, an index of household economic status was created and used as a background characteristic with information on household ownership of assets.[29] The economic status index used here was developed and tested in a large number of countries in relation to inequities in household income.[30] It is an indicator of the level of wealth that is consistent with expenditure and income measures.[31]

The wealth index was constructed using principal component analysis.[32] Asset information was collected with the GATS questionnaire and covered information on household ownership of a number of items, such as electricity, flush toilet, fixed telephone, cell telephone, television,

radio, refrigerator, car, moped/scooter/motorcycle, washing machine, bicycle, sewing machine, *almirah/* wardrobe, table, bed or cot, chair or bench, watch or clock, as well as the type of main material used for the roof of the main house (cement, tin and *katcha* such as bamboo/thatched/straw).

Each asset was assigned a weight (factor score) generated through principal components analysis, and the resulting asset scores were standardized in relation to a normal distribution with a mean of zero and standard deviation of one.[33] Each household was then assigned a score for each asset, and the scores were summed for each household; individuals were ranked according to the total score of the household in which they resided. The sample was then divided into quintiles from one (lowest) to five (highest). A single asset index was developed for the whole sample; indices were not prepared for urban and rural populations separately.

According to the index, the maximum respondents (23.2%) were from a low socioeconomic group, followed by high, middle, lowest and highest—22.6%, 20.4%, 18.8% and 15.0%, respectively.

Table 3.2: Distribution of adults ≥ 15 years old by selected demographic and socioeconomic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Weighted		Unweighted Number of Adults
	Percentage (95% CI[1])	Number of Adults	
Overall	100.0	95,417,840	9,629
Age (years)			
15-24	29.5 (28.1, 30.8)	28,112,227	2,073
25-44	43.1 (41.7, 44.5)	41,145,449	4,897
45-64	20.8 (19.7, 21.9)	19,852,160	2,084
65+	6.6 (5.9, 7.3)	6,308,004	575
Gender			
Male	49.7 (48.8, 50.7)	47,442,440	4,468
Female	50.3 (49.3, 51.2)	47,975,400	5,161
Residence			
Urban	26.2 (23.0, 29.3)	24,972,229	4,857
Rural	73.8 (70.7, 77.0)	70,445,611	4,772
Education level			
No formal education	35.6 (33.8, 37.4)	33,755,456	3,416
Less than primary	15.7 (14.6, 16.9)	14,925,049	1,487
Primary	12.3 (11.2, 13.3)	11,622,632	1,115
Less than secondary	21.6 (20.3, 22.9)	20,481,807	1,937
Secondary and above	14.8 (13.4, 16.3)	14,073,885	1,610
Wealth index			
Lowest	18.8 (17.2, 20.4)	17,973,669	1,866
Low	23.2 (21.8, 24.6)	22,144,097	2,068
Middle	20.4 (19.1, 21.8)	19,482,166	1,732
High	22.6 (20.6, 24.5)	21,528,624	2,040
Highest	15.0 (13.4, 16.5)	14,289,283	1,923
Occupation			
Employed	6.4 (5.6, 7.1)	6,068,254	961
Business	9.4 (8.4, 10.3)	8,936,814	993
Farmers	11.6 (10.4, 12.8)	11,069,959	826
Laborers	20.2 (18.8, 21.7)	19,304,531	1,925
Student	7.9 (6.9, 8.8)	7,493,390	460
Homemaker	39.2 (37.9, 40.5)	37,409,938	4,030
Unemployed	5.3 (4.6, 6.0)	5,074,915	422

Note: The following observations were missing: *64* for education and *12* for occupation.

[1] 95% Confidence Interval.

4. Tobacco use

Tobacco use prevalence is one of the key indicators of tobacco control. Several studies [7-13] in Bangladesh has provided information on tobacco use prevalence at national and sub-national populations but no comprehensive information is available to date on the use of various tobacco products and its patterns and frequency of usage.

This chapter presents data on tobacco use and includes information on two kinds of commonly used tobacco products in Bangladesh i.e. smoking and smokeless tobacco products. Smoking tobacco products in Bangladesh include manufactured cigarettes, *bidis*, hand-rolled cigarettes, pipes, cigars, water-pipes or hukkah, and other smoked tobacco products. Smokeless tobacco products used include a wide range: betel quid with *zarda, zarda* only, or *zarda* with supari; betel quid with *sada pata*; pan masala with tobacco; *sada pata* chewing; *gu*l; *khoinee* and other smokeless tobacco products.

Sections in this chapter covers topics such as smoking status, the number of smoking tobacco products used on daily and non daily basis, age of smoking initiation, time of quitting smoking, and first desire to smoke of the day. Similar information on smokeless tobacco use also presented in this chapter.

> ***Key findings***:
> - *23.0% (21.9 million) currently smoke tobacco, nearly half of them(10.1 million) do not have any formal education*
>
> - *27.2% (25.9 million) currently use smokeless tobacco products, over half of them (14.3 million) have no formal education*
>
> - *43.3% uses tobacco in any form*
>
> - *Smoking and smokeless tobacco use is more in rural population as compared to urban population*
>
> - *Among male current tobacco users, 54.6% smoked tobacco only, 23.0% used smokeless tobacco mainly and 22.4% used both smokeless tobacco and smoking tobacco*
>
> - *Among female current tobacco users, 2.7% smoked tobacco only, 94.7% used smokeless tobacco products only and 2.6% used both*.

4.1 Prevalence of tobacco use

4.1.1 Prevalence of smoking

In Table 4.1 the prevalence of smoking tobacco is presented by "current tobacco smoker" and "non-smoker". Current tobacco smokers include "daily smokers" and "occasional smokers" while non-smokers include "former daily smokers" and "never daily smokers". These tobacco use categories were presented for male, female and total separately in urban, rural and overall

---

[2] Overall, the smoked tobacco use among female was less and frequently these estimates by various demographic and socioeconomic characteristics were based on less than 25 respondents. As per GATS standard reporting, these estimates were shown in tables only and not reported in the description. However, smokeless tobacco use among Bangladeshi females was more common and cell sizes for these tables are adequate for reporting.

population of adults aged 15 and older. The overall prevalence of current smokers was 23.0%. Smoking was reported more among males (44.7%) than females (1.5%)[2]. A similar pattern was observed in both urban (42.1% in males and 0.8% in females) and rural areas (45.6% in male and 1.8% in females). Among current smokers, 20.9% were daily smokers and 2.1% were occasional smokers. The daily smoking pattern was almost similar in both urban and rural areas. However, the daily smoking prevalence among males was higher compared to females (40.7% and 1.3% respectively). The occasional smoking prevalence among males was 4.0% and among females 0.2%. Non-smokers account for 77.0% of the overall adult population. Among them, only 4.7% are former daily smokers and 72.3% were never daily smokers. For those who were never daily smokers, the survey found that 71.0% have never smoked in their lifetime and a small proportion (1.3%) of those never daily smokers was former occasional smokers. The proportion of never smokers among female was 97.3% compared to male population with 44.5% of never smokers. The prevalence of male and female estimates is quite similar in urban and rural strata.

Table 4.1: Percentage of adults ≥15 years old, by detailed smoking status, residence and gender–GATS Bangladesh, 2009.

Smoking Status	Overall					
	Male		Female		Total	
	Percentage (95% CI)					
Current tobacco smoker	44.7	(42.5, 47.0)	1.5	(1.1, 2.1)	23.0	(21.9, 24.2)
Daily smoker	40.7	(38.5, 42.9)	1.3	(0.9, 1.9)	20.9	(19.8, 22.0)
Occasional smoker	4.0	(3.3, 5.0)	0.2	(0.1, 0.4)*	2.1	(1.7, 2.6)
Occasional smoker, formerly daily	1.6	(1.2, 2.2)	0.0	(0.0, 0.2)*	0.8	(0.6, 1.1)
Occasional smoker, never daily	2.4	(1.9, 3.2)	0.1	(0.1, 0.3)*	1.3	(1.0, 1.7)
Non-smoker	55.3	(53.0, 57.5)	98.5	(97.9, 98.9)	77.0	(75.8, 78.1)
Former daily smoker	8.4	(7.3, 9.8)	1.0	(0.6, 1.5)	4.7	(4.1, 5.3)
Never daily smoker	46.8	(44.6, 49.1)	97.5	(96.6, 98.2)	72.3	(71.2, 73.5)
Former occasional smoker	2.4	(1.8, 3.2)	0.2	(0.1, 0.5)*	1.3	(1.0, 1.7)
Never smoker	44.5	(42.2, 46.8)	97.3	(96.4, 98.0)	71.0	(69.8, 72.2)

Note: Current use includes both daily and occasional (less than daily) use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.1 (cont.): Percentage of adults ≥15 years old, by detailed smoking status, residence, and gender–GATS Bangladesh, 2009.

Smoking Status	Urban			Rural		
	Male	Female	Total	Male	Female	Total
	Percentage (95% CI)					
Current tobacco smoker	42.1 (39.5, 44.7)	0.8 (0.5, 1.2)	21.3 (19.8, 22.9)	45.6 (42.8, 48.5)	1.8 (1.2, 2.6)	23.6 (22.2, 25.1)
Daily smoker	38.0 (35.4, 40.7)	0.7 (0.4, 1.1)*	19.2 (17.7, 20.8)	41.6 (38.8, 44.5)	1.6 (1.1, 2.3)	21.5 (20.1, 22.9)
Occasional smoker	4.1 (3.0, 5.5)	0.1 (0.1, 0.4)*	2.1 (1.6, 2.8)	4.0 (3.1, 5.2)	0.2 (0.1, 0.5)*	2.1 (1.6, 2.7)
Occasional smoker, formerly daily	1.5 (0.9, 2.4)	0.0 (0.0, 0.3)*	0.8 (0.5, 1.2)	1.6 (1.1, 2.4)	0.1 (0.0, 0.2)*	0.8 (0.6, 1.2)
Occasional smoker, never daily	2.6 (1.7, 3.8)	0.1 (0.0, 0.4)*	1.3 (0.9, 2.0)	2.4 (1.7, 3.4)	0.1 (0.0, 0.5)*	1.3 (0.9, 1.8)
Non-smoker	57.9 (55.3, 60.5)	99.2 (98.8, 99.5)	78.7 (77.1, 80.2)	54.4 (51.5, 57.2)	98.2 (97.4, 98.8)	76.4 (74.9, 77.8)
Former daily smoker	8.9 (7.0, 11.4)	0.5 (0.3, 1.0)*	4.7 (3.8, 5.8)	8.3 (6.9, 9.9)	1.1 (0.7, 1.9)	4.7 (4.0, 5.5)
Never daily smoker	49.0 (45.9, 52.0)	98.7 (98.0, 99.1)	74.0 (72.5, 75.5)	46.1 (43.3, 48.9)	97.1 (95.9, 98.0)	71.7 (70.2, 73.2)
Former occasional smoker	3.0 (2.1, 4.3)	0.1 (0.0, 0.3)*	1.5 (1.1, 2.2)	2.2 (1.5, 3.2)	0.3 (0.1, 0.7)*	1.2 (0.9, 1.7)
Never smoker	46.0 (42.7, 49.3)	98.6 (97.9, 99.0)	72.5 (71.0, 74.0)	43.9 (41.1, 46.9)	96.8 (95.6, 97.7)	70.5 (69.0, 72.0)

Note: Current use includes both daily and occasional (less than daily) use.
* Estimate based on fewer than 25 unweighted cases.

4.1.2 Prevalence of smokeless tobacco use

Table 4.1A presents the prevalence of smokeless tobacco use by gender and residence. Current smokeless tobacco use was 27.2%. The smokeless tobacco use prevalence in males and females was 26.4% and 27.9% respectively. The prevalence was higher in rural populations than in urban (28.8% against 22.5%); 23.7% of adults were daily users whereas 3.5% were non-daily (occasional) users. Females (26.6%) used smokeless tobacco more than males (20.7%) on a daily basis. In the daily users category, rural females (28.5%) reported a higher prevalence as compared to their urban counterparts (21.3%), while rural males (22.5%) used smokeless tobacco more than urban males (18.5%). Males in both urban (5.8%) and rural (5.6%) areas reported a high prevalence of occasional smokeless tobacco use as compared to their female counterparts (2.1% in urban and 1.1% in rural areas respectively). Overall, 72.8% were non-smokeless tobacco users, while male and female prevalence was nearly the same. Among them, only 1.4% were former daily users and 0.9% former occasional users. A high proportion of adults in urban areas (74.7%) had never used any smokeless tobacco in their lifetime as compared to the adults in rural areas (69.1%).

Table 4.1A: Percentage of adults ≥15 years old, by detailed smokeless tobacco use status, residence, and gender–GATS Bangladesh, 2009.

Smokeless tobacco use status	Overall					
	Male		Female		Total	
	Percentage (95% CI)					
Current smokeless tobacco user	26.4	(24.2, 28.6)	27.9	(25.9, 30.0)	27.2	(25.5, 28.9)
Daily user	20.7	(18.7, 22.9)	26.6	(24.7, 28.6)	23.7	(22.1, 25.3)
Occasional user	5.6	(4.7, 6.7)	1.3	(1.0, 1.8)	3.5	(3.0, 4.0)
Occasional user, formerly daily	0.8	(0.5, 1.2)	0.1	(0.0, 0.2)*	0.4	(0.3, 0.7)
Occasional user, never daily	4.8	(4.0, 5.8)	1.2	(0.9, 1.7)	3.0	(2.6, 3.5)
Non-smokeless tobacco user	73.6	(71.4, 75.8)	72.1	(70.0, 74.1)	72.8	(71.1, 74.5)
Former daily user	1.8	(1.4, 2.5)	1.0	(0.7, 1.3)	1.4	(1.1, 1.8)
Never daily user	71.8	(69.5, 73.9)	71.1	(69.0, 73.1)	71.4	(69.7, 73.1)
Former occasional user	1.3	(0.8, 1.9)	0.5	(0.3, 0.8)	0.9	(0.6, 1.2)
Never user	70.5	(68.2, 72.7)	70.6	(68.5, 72.7)	70.6	(68.9, 72.2)

Note: Current use includes both daily and occasional (less than daily) use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.1A (cont.): Percentage of adults ≥15 years old, by detailed smokeless tobacco use status, residence, and gender–GATS Bangladesh, 2009.

Smokeless Tobacco Use Status	Urban						Rural					
	Male		Female		Total		Male		Female		Total	
	Percentage (95% CI)											
Current smokeless tobacco user	21.6	(19.0, 24.4)	23.4	(20.6, 26.4)	22.5	(20.3, 24.8)	28.1	(25.3, 31.0)	29.6	(27.1, 32.1)	28.8	(26.8, 30.9)
Daily user	15.8	(13.4, 18.5)	21.3	(18.8, 24.0)	18.6	(16.5, 20.8)	22.5	(20.0, 25.2)	28.5	(26.1, 31.0)	25.5	(23.6, 27.5)
Occasional user	5.8	(4.4, 7.6)	2.1	(1.4, 3.1)	3.9	(3.2, 4.8)	5.6	(4.5, 6.9)	1.1	(0.7, 1.6)	3.3	(2.7, 4.0)
Occasional user, formerly daily	0.7	(0.4, 1.1)*	0.2	(0.1, 0.4)*	0.4	(0.3, 0.7)	0.8	(0.5, 1.4)*	0.1	(0.0, 0.3)*	0.4	(0.3, 0.7)*
Occasional user, never daily	5.1	(3.7, 7.0)	1.9	(1.2, 2.9)	3.5	(2.8, 4.4)	4.7	(3.7, 6.0)	1.0	(0.7, 1.5)	2.9	(2.4, 3.5)
Non-smokeless tobacco user	78.4	(75.6, 81.0)	76.6	(73.6, 79.4)	77.5	(75.2, 79.7)	71.9	(69.0, 74.7)	70.4	(67.9, 72.9)	71.2	(69.1, 73.2)
Former daily user	2.2	(1.5, 3.1)	0.9	(0.5, 1.5)	1.5	(1.2, 2.0)	1.7	(1.2, 2.6)	1.0	(0.7, 1.5)	1.4	(1.0, 1.8)
Never daily user	76.2	(73.3, 78.9)	75.8	(72.7, 78.6)	76.0	(73.7, 78.2)	70.2	(67.3, 73.0)	69.4	(66.9, 71.9)	69.8	(67.7, 71.9)
Former occasional user	2.3	(1.3, 4.0)	0.4	(0.2, 0.8)*	1.3	(0.8, 2.1)	0.9	(0.5, 1.5)*	0.5	(0.3, 0.9)*	0.7	(0.5, 1.0)
Never user	73.9	(70.6, 77.0)	75.4	(72.2, 78.2)	74.7	(72.4, 76.8)	69.3	(66.4, 72.1)	68.9	(66.3, 71.4)	69.1	(67.0, 71.2)

Note: Current use includes both daily and occasional (less than daily) use.
* Estimates based on less than 25 unweighted cases

4.2 Number of tobacco users

4.2.1 Number of smoked tobacco users

Table 4.2 presents the population totals corresponding to the prevalence estimates on smoking status in table 4.1 by gender and residence. The estimated number of current adult tobacco smokers was 21.9 million: 19.9 million smoked on a daily basis and 2 million on a non-daily (occasional) basis; 21.2 million were males and only 0.7 million were females; 16.6 million smokers belonged to rural areas and 5.3 million to urban areas. The number of daily smokers was 19.9 million (19.3 million were male and 0.6 million were female). The estimated number of non-smokers was 73.5 million among whom 4.4 million were former daily smokers and 69 million were never daily smokers.

Table 4.2: Number of adults ≥15 years old, by detailed smoking status, residence, and gender–GATS Bangladesh, 2009.

Smoking Status	Overall			Urban			Rural		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
	Number in thousands								
Current tobacco smoker	21,214.7	724.6	21,939.3	5,212.9	100.2	5,313.1	16,001.8	624.4	16,626.2
Daily smoker	19,302.3	637.5	19,939.8	4,709.0	82*	4,791.0	14,593.3	555.5	15,148.9
Occasional smoker	1,912.4	87.1*	1,999.5	503.9	18.2*	522.1	1,408.5	68.9*	1,477.4
Occasional smoker, formerly daily	751.1	23.7*	774.8	184.9	4.4*	189.3	566.1*	19.3*	585.5*
Occasional smoker, never daily	1,161.3	63.4*	1,224.7	319.0	13.8*	332.8	842.3	49.6*	891.9
Non-smoker	26,227.7	47,250.8	73,478.5	7,171.0	12,488.1	19,659.1	19,056.8	34,762.6	53,819.4
Former daily smoker	4,004.7	465.6	4,470.3	1,106.7	68.4*	1,175.2	2,898.0	397.2	3,295.2
Never daily smoker	22,223.0	46,785.2	69,008.2	6,064.2	12,419.7	18,484.0	16,158.8	34,365.5	50,524.2
Former occasional smoker	1,126.7	113.2*	1,239.9	370.9	12.8*	383.6	755.9	100.4*	856.3
Never smoker	21,096.3	46,672.0	67,768.3	5,693.4	12,407.0	18,100.3	15,402.9	34,265.1	49,667.9

Note: Current use includes both daily and occasional (less than daily) use.
* Estimates based on less than 25 unweighted cases

4.2.2 Number of smokeless tobacco use

Table 4.2A presents the population totals corresponding to the prevalence estimates presented on smoking status in table 4.1A by gender and residence. The estimated number of current users of smokeless tobacco in Bangladesh was 25.9 million, out of which 13.4 million females and 12.5 million males used smokeless tobacco products.

The number of adult current smokeless tobacco users was more or less equal among male and female in both urban and rural areas. The number of daily smokeless tobacco users was 22.6 million (9.8 million males and 12.8 million females) and 4.6 million in urban and 18.0 million in rural areas. The number of occasional smokeless tobacco users was 3.3 million. Out of 69.5 million non-smokeless tobacco users, only 1.3 million adults reported to be former daily users, whereas 68.2 million were never daily users. Among these never daily users, 67.3 million reported that they had never used any smokeless tobacco in the life time.

Table 4.2A: Number of adults ≥15 years old, by detailed smokeless tobacco use status, residence, and gender–GATS Bangladesh, 2009

Smokeless Tobacco Use Status	Overall			Urban			Rural		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
	Number in thousands								
Current smokeless tobacco user	12,511.3	13,402.6	25,914.0	2,671.9	2,939.6	5,611.5	9,839.4	10,463.1	20,302.5
Daily user	9,841.1	12,762.1	22,603.2	1,955.3	2,677.9	4,633.2	7,885.8	10,084.2	17,970.0
Occasional user	2,670.2	640.6	3,310.8	716.6	261.7	978.2	1,953.7	378.9	2,332.6
Occasional user, formerly daily	374.4	45.7*	420.1	82.5*	23.8*	106.3	291.9*	21.9*	313.8*
Occasional user, never daily	2,295.8	594.9	2,890.7	634.1	237.9	872.0	1,661.7	357.0	2,018.7
Non-smokeless tobacco user	34,931.1	34,572.8	69,503.8	9,712.0	9,648.8	19,360.8	25,219.1	24,924.0	50,143.1
Former daily user	876.8	458.6	1,335.3	272.9	110.0	382.9	603.8	348.6	952.4
Never daily user	34,054.3	34,114.2	68,168.5	9,439.0	9,538.8	18,977.8	24,615.3	24,575.3	49,190.7
Former occasional user	594.1	229.4	823.4	283.0	52.7*	335.7	311.1*	176.7*	487.7
Never user	33,460.3	33,884.8	67,345.1	9,156.0	9,486.1	18,642.1	24,304.2	24,398.7	48,702.9

Note: Current use includes both daily and occasional (less than daily) use.
* Estimates based on less than 25 unweighted cases

4.3 Current smokers of various smoked tobacco products

4.3.1 Prevalence of current smokers by smoked tobacco products

Table 4.3 presents data on smoking tobacco products. In Bangladesh these products include cigarettes, *bidis* and other smoked tobacco products such as pipes, cigars, water-pipes or *hukkah* and others. Cigarettes are of two categories: manufactured cigarettes and hand-rolled cigarettes. The overall prevalence rate of current smoking was 23.0%. The prevalence of current smoking of manufactured cigarettes and *bidis* were reported as 14.2% and 11.2%, respectively, whereas current smoking for hand-rolled cigarettes and other smoking was reported to be 0.4% and 1.0% respectively. By age group, the highest tobacco smoking rate was observed among persons aged 45-64 years of age (32.4%), followed by those 25-44 years of age (25.9%). By education and socioeconomic status current smoking shows an inverse pattern 31.3% in the "no formal education" group to 14.3% in secondary and above, and 29.2% in lowest socio economic status (SES) to 13.6% in highest SES. By occupation, the prevalence of use of any smoked tobacco products, was found to be highest in farmers (52.5%), followed by labourers (44.7%) and businessmen (43.6%). Students and homemakers used the least (3.4% and 1.4%, respectively).

Current cigarette and *bidi* smoking is reported to be high among males as compared to females. Prevalence of current manufactured cigarette use was high in urban (18.4%) areas compared to rural areas (12.6%). In contrast, the prevalence of *bidi* smoking was greater in rural areas (13.5%) than in urban areas (4.7%). By age group, the highest prevalence of current manufactured cigarette smoking was in the age group 25-44 years (16.8%), while highest prevalence of current *bidi* smoking was in the age group 45-64 years (19.1%). By education and socioeconomic grades, current manufactured cigarette smoking does not show any specific pattern, whereas current *bidi* smoking shows an inverse relation with education (19.6% in the no formal education group to 2.7% in the secondary and higher level group) and SES (highest SES 1.5% to 19.0 in lowest SES) levels. By age group, the highest prevalence of current manufactured cigarette smoking was noticed in the age group 25-44 years (16.8%) while the highest prevalence of current *bidi* smoking was noticed in the age group 45-64 years (19.1%). Prevalence of manufactured cigarettes smoking in the business occupation was the highest (36.1%) followed by employed people (25.0%). *Bidis* were smoked mostly by farmers (35.0%), followed by labourers (23.6%).

Among men 28.3% smoke manufactured cigarettes and 21.4% reported to smoke *bidis*. The pattern of smoking various tobacco products among males followed the pattern observed for adults overall. Overall prevalence estimates were compromised by the significantly low use of smoked tobacco products among females and the female smoking prevalence estimates within various demographic characteristics became unreasonably low to report. However the high prevalence rates of any smoked tobacco product was found among females in the age group of 45-64 (2.6%), rural (1.8%), no formal education level (3.5%), farmers (29.1%) and lowest socioeconomic level (4.9%) categories.

4.3.2 Number of current smokers by smoked tobacco products

Table 4.4 (based on Table 4.3) presents the estimated number of current smokers who smoked various tobacco products. Of those, 13.5 million smoked manufactured cigarettes while 10.6 million smoked *bidis,* and over 1 million smoked other products such as, hand-rolled cigarettes, pipes, cigars, and water-pipes (*hukkah)*.

Among males, 13.4 million smoked manufactured cigarettes while 0.3 million smoked hand-rolled cigarettes; 10.1 million smoked *bidis.* Among women, 0.5 million smoked *bidis*. The 25–44 year age group has the highest number of smokers in all categories of smoked tobacco products, i.e. any smoked tobacco product (10.6 million), manufactured cigarettes (6.9 million) and *bidis* (4.8 million). People living in rural areas (16.6 million) smoked any tobacco product more than in urban areas (5.3 million). The results also show that both manufactured cigarette and *bidi* smoking were more common in rural (8.9 million and 9.5 million, respectively) than urban areas (4.6 million and 1.2 million, respectively). Among current smokers, almost half of the smokers (10.5 million) had no formal education. The pattern was similar with respect to manufactured cigarettes and *bidis*; 4.8 million and 6.6 million adults reported to smoke these two types, respectively. By socioeconomic status, a large number adults with high socioeconomic level (3.6 million) smoked manufactured cigarettes whereas more adults with the lowest socioeconomic level (3.4 million) reported to smoke *bidis*. Irrespective of the type of tobacco product, a high number of adults reported smoking (4.8 million manufactured cigarettes and 4.6 million *bidis* smokers).

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 Bangladesh, 2009.

Demographic characteristics	Any smoked tobacco product		Any cigarette[1]		Type of cigarette				Bidis		Other smoked tobacco[2]	
					Manufactured		Hand-rolled					
					Percentage(95% CI)							
Overall	23.0	(21.9, 24.2)	14.2	(13.2, 15.2)	14.1	(13.2, 15.2)	0.4	(0.2, 0.7)	11.2	(10.0, 12.4)	1.0	(0.6, 1.7)
Age(years)												
15-24	12.0	(10.2, 14.1)	10.2	(8.5, 12.2)	10.2	(8.5, 12.2)	0.3	(0.1, 1.0)*	4.0	(2.8, 5.5)	0.4	(0.1, 1.0)*
25-44	25.9	(24.1, 27.8)	16.8	(15.3, 18.3)	16.8	(15.3, 18.3)	0.4	(0.2, 0.7)	11.6	(10.1, 13.2)	1.1	(0.5, 2.4)
45-64	32.4	(29.7, 35.2)	15.9	(14.0, 18.1)	15.9	(14.0, 18.1)	0.5	(0.2, 0.9)*	19.1	(16.7, 21.8)	1.0	(0.5, 1.9)
65+	23.5	(19.5, 28.0)	9.4	(7.0, 12.7)	9.0	(6.6, 12.2)	0.6	(0.2, 2.5)*	15.6	(12.1, 19.8)	2.3	(1.1, 4.8)*
Residence												
Urban	21.3	(19.8, 22.9)	18.4	(16.9, 19.9)	18.4	(16.9, 19.9)	0.8	(0.5, 1.3)	4.7	(3.7, 5.8)	1.1	(0.7, 1.8)
Rural	23.6	(22.2, 25.1)	12.7	(11.5, 14.0)	12.6	(11.4, 13.9)	0.3	(0.1, 0.7)*	13.5	(12.0, 15.0)	0.9	(0.4, 1.9)
Education level												
No formal education	31.1	(29.1, 33.3)	14.3	(12.7, 16.0)	14.2	(12.6, 15.9)	0.5	(0.2, 0.9)*	19.6	(17.6, 21.8)	1.6	(0.8, 3.2)
Less than primary	26.6	(23.6, 29.8)	16.7	(14.3, 19.4)	16.7	(14.3, 19.4)	0.4	(0.2, 0.8)*	12.7	(10.5, 15.3)	0.9	(0.5, 1.9)*
Primary	17.5	(14.7, 20.6)	13.0	(10.5, 16.1)	13.0	(10.5, 16.1)	0.1	(0.0, 0.5)*	6.0	(4.4, 8.0)	0.3	(0.1, 0.7)*
Less than secondary	16.7	(14.6, 19.0)	14.0	(12.2, 16.1)	14.0	(12.2, 16.1)	0.2	(0.1, 0.5)*	5.1	(3.8, 6.8)	0.3	(0.2, 0.6)*
Secondary and above	14.3	(11.9, 17.2)	13.0	(10.7, 15.7)	13.0	(10.7, 15.7)	0.8	(0.3, 2.5)*	2.7	(1.7, 4.3)	1.1	(0.4, 2.8)*
Wealth index												
Lowest	29.2	(26.4, 32.2)	11.9	(9.7, 14.5)	11.7	(9.5, 14.3)	0.4	(0.2, 1.0)*	19.0	(16.6, 21.6)	2.6	(1.0, 6.4)
Low	26.3	(24.0, 28.7)	14.6	(12.8, 16.7)	14.6	(12.7, 16.7)	0.3	(0.1, 0.7)*	15.1	(13.1, 17.3)	0.6	(0.3, 1.0)*
Middle	23.2	(20.6, 26.1)	13.6	(11.7, 15.8)	13.6	(11.7, 15.8)	0.4	(0.2, 0.9)*	12.3	(10.0, 15.0)	0.6	(0.3, 1.1)*
High	20.5	(18.2, 22.9)	16.9	(14.9, 19.1)	16.9	(14.9, 19.1)	0.5	(0.2, 1.3)*	6.0	(4.7, 7.5)	0.7	(0.3, 1.5)*
Highest	13.6	(11.8, 15.7)	13.0	(11.3, 15.0)	13.0	(11.3, 15.0)	0.4	(0.2, 0.9)*	1.5	(0.9, 2.5)	0.6	(0.3, 1.1)*
Occupation												
Employed	27.9	(23.5, 32.9)	25.0	(20.8, 29.8)	25.0	(20.8, 29.8)	0.4	(0.2, 1.0)*	3.6	(2.3, 5.7)	0.5	(0.2, 1.1)*
Business	43.6	(39.6, 47.7)	36.1	(32.4, 40.0)	36.1	(32.4, 40.0)	0.7	(0.3, 2.1)*	12.1	(9.5, 15.2)	1.1	(0.5, 2.5)*
Farmers	52.5	(48.2, 56.7)	24.8	(21.2, 28.7)	24.8	(21.2, 28.7)	0.2	(0.0, 1.2)*	35.0	(30.6, 39.8)	2.2	(0.8, 6.0)*
Labourers	44.7	(41.5, 48.1)	24.8	(21.8, 28.1)	24.8	(21.8, 28.1)	0.8	(0.4, 1.4)	23.6	(20.6, 26.9)	1.7	(1.0, 2.8)
Student	3.4	(1.5, 7.5)*	3.4	(1.5, 7.5)*	3.4	(1.5, 7.5)*	0.9	(0.3, 3.5)*	0.9	(0.3, 3.5)*	1.0	(0.3, 3.4)*
Homemaker	1.4	(1.0, 2.0)	0.3	(0.2, 0.8)*	0.3	(0.1, 0.6)*	0.1	(0.0, 0.4)*	0.9	(0.6, 1.4)	0.2	(0.1, 0.5)*
Unemployed	22.1	(17.1, 28.2)	16.8	(12.2, 22.8)	16.8	(12.2, 22.8)	0.3	(0.0, 1.7)*	9.9	(6.4, 15.1)	1.7	(0.6, 4.9)*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes manufactured cigarettes and hand rolled cigarettes. [2]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

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 Bangladesh, 2009.

Demographic characteristics	Any smoked tobacco product[1]		Type of cigarette					Bidis		Other smoked tobacco[2]	
			Any cigarette[1]		Manufactured		Hand-rolled					
					Percentage(95% CI)							
Male	44.7	(42.5, 47.0)	28.3	(26.3, 30.4)	28.3	(26.3, 30.4)	0.7	(0.4, 1.3)	21.4	(19.2, 23.7)	1.7	(1.0, 2.8)
Age(years)												
15-24	24.0	(20.4, 28.0)	20.3	(16.9, 24.3)	20.3	(16.9, 24.3)	0.6	(0.2, 1.9)*	7.9	(5.6, 11.1)	0.7	(0.3, 1.9)*
25-44	53.1	(50.1, 56.1)	35.1	(32.3, 38.2)	35.1	(32.3, 38.2)	0.9	(0.5, 1.4)	23.6	(20.8, 26.6)	2.0	(1.1, 3.9)
45-64	57.9	(53.6, 62.2)	29.3	(25.9, 33.0)	29.3	(25.9, 33.0)	0.8	(0.4, 1.5)*	33.4	(29.2, 37.9)	1.7	(0.9, 3.2)
65+	39.1	(32.7, 45.9)	17.3	(12.9, 23.0)	17.3	(12.9, 23.0)	0.4	(0.1, 1.8)*	26.0	(20.5, 32.3)	3.0	(1.2, 7.4)*
Residence												
Urban	42.1	(39.5, 44.7)	37.0	(34.2, 39.8)	37.0	(34.2, 39.8)	1.5	(0.9, 2.5)	8.8	(7.0, 10.9)	2.2	(1.4, 3.5)
Rural	45.6	(42.8, 48.5)	25.2	(22.8, 27.8)	25.2	(22.8, 27.8)	0.5	(0.2, 1.3)*	25.8	(23.0, 28.9)	1.5	(0.7, 3.1)
Education level												
No formal education	62.7	(59.2, 66.0)	30.0	(26.7, 33.6)	30.0	(26.7, 33.6)	0.8	(0.4, 1.5)*	39.2	(35.4, 43.1)	2.6	(1.3, 5.0)
Less than primary	47.5	(42.3, 52.7)	29.8	(25.7, 34.4)	29.8	(25.7, 34.4)	0.7	(0.3, 1.5)*	22.7	(18.7, 27.4)	1.6	(0.8, 3.4)*
Primary	40.3	(34.8, 46.1)	30.6	(25.2, 36.7)	30.6	(25.2, 36.7)	0.3	(0.1, 1.1)*	13.4	(10.0, 17.8)	0.7	(0.3, 1.6)*
Less than secondary	34.4	(30.3, 38.7)	28.9	(25.2, 33.0)	28.9	(25.2, 33.0)	0.4	(0.2, 1.0)*	10.6	(8.0, 14.0)	0.6	(0.3, 1.2)*
Secondary and above	23.5	(19.6, 28.0)	21.4	(17.7, 25.6)	21.4	(17.7, 25.6)	1.4	(0.4, 4.1)*	4.4	(2.7, 7.0)	1.8	(0.7, 4.5)*
Wealth index												
Lowest	59.0	(53.9, 63.9)	25.8	(21.3, 30.8)	25.8	(21.3, 30.8)	0.6	(0.2, 1.3)*	38.2	(32.9, 43.7)	4.1	(1.5, 10.7)
Low	50.7	(46.3, 55.0)	28.6	(25.0, 32.6)	28.6	(25.0, 32.6)	0.5	(0.2, 1.2)*	29.0	(25.0, 33.3)	1.0	(0.5, 1.9)*
Middle	44.8	(39.9, 49.8)	26.5	(22.7, 30.6)	26.5	(22.7, 30.6)	0.8	(0.4, 1.7)*	23.6	(19.4, 28.3)	1.1	(0.6, 2.1)*
High	39.2	(35.2, 43.4)	32.7	(29.0, 36.6)	32.7	(29.0, 36.6)	1.0	(0.4, 2.4)*	11.2	(8.9, 14.0)	1.4	(0.6, 2.8)*
Highest	27.5	(23.9, 31.3)	26.2	(22.8, 29.9)	26.2	(22.8, 29.9)	0.8	(0.3, 1.9)*	3.1	(1.9, 4.9)	1.2	(0.6, 2.3)*
Occupation												
Employed	37.0	(31.3, 43.1)	33.2	(27.8, 39.0)	33.2	(27.8, 39.0)	0.6	(0.3, 1.3)*	4.8	(3.0, 7.6)	0.6	(0.3, 1.4)*
Business	44.9	(40.7, 49.1)	37.2	(33.4, 41.2)	37.2	(33.4, 41.2)	0.8	(0.3, 2.1)*	12.4	(9.8, 15.6)	1.2	(0.5, 2.5)*
Farmers	52.8	(48.5, 57.2)	25.2	(21.4, 29.3)	25.2	(21.4, 29.3)	0.2	(0.0, 1.2)*	35.5	(31.1, 40.1)	1.9	(0.8, 4.6)*
Labourers	55.0	(51.2, 58.8)	31.1	(27.4, 35.1)	31.1	(27.4, 35.1)	1.0	(0.5, 1.7)	28.7	(25.1, 32.6)	1.9	(1.1, 3.0)
Student	5.6	(2.5, 12.1)*	5.6	(2.5, 12.1)*	5.6	(2.5, 12.1)*	1.5	(0.4, 5.6)*	1.5	(0.4, 5.6)*	1.7	(0.5, 5.5)*
Homemaker	24.4	(8.7, 52.2)*	19.0	(5.0, 51.2)*	19.0	(5.0, 51.2)*	0.0		5.5	(0.7, 33.2)*	0.0	
Unemployed	35.6	(28.0, 44.0)	27.3	(20.2, 35.9)	27.3	(20.2, 35.9)	0.5	(0.1, 2.7)*	15.8	(10.2, 23.6)	2.8	(1.0, 7.8)*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes manufactured cigarettes and hand rolled cigarettes. [2]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

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 Bangladesh, 2009.

Demographic characteristics	Any smoked tobacco product		Any cigarette[1]		Type of cigarette				Bidis		Other smoked tobacco[2]	
					Manufactured		Hand-rolled					
	Percentage	(95% CI)										
Female	1.5	(1.1, 2.1)	0.2	(0.1, 0.5)*	0.2	(0.1, 0.4)*	0.1	(0.0, 0.3)*	1.1	(0.7, 1.5)	0.3	(0.1, 0.7)*
Age (years)												
15-24	0.4	(0.1, 1.0)*	0.3	(0.1, 1.0)*	0.3	(0.1, 1.0)*	0.1		0.1	(0.0, 0.6)*	0.0	(0.0, 0.2)*
25-44	1.1	(0.6, 2.0)	0.0	(0.0, 0.1)*	0.0	(0.0, 0.1)*	0.0		0.6	(0.3, 1.4)*	0.3	(0.1, 1.2)*
45-64	2.6	(1.7, 4.0)	0.3	(0.1, 0.9)*	0.2	(0.1, 0.8)*	0.1	(0.0, 0.6)*	2.5	(1.6, 3.8)	0.2	(0.0, 0.8)*
65+	6.6	(3.5, 12.2)*	0.9	(0.1, 5.9)*	0.0		0.9	(0.1, 5.9)*	4.4	(2.0, 9.3)*	1.5	(0.4, 5.6)*
Residence												
Urban	0.8	(0.5, 1.2)	0.1	(0.1, 0.4)*	0.1	(0.1, 0.4)*	0.0		0.6	(0.4, 1.0)*	0.0	(0.0, 0.2)*
Rural	1.8	(1.2, 2.6)	0.3	(0.1, 0.6)*	0.2	(0.1, 0.5)*	0.1	(0.0, 0.5)*	1.2	(0.8, 1.9)	0.4	(0.1, 1.0)*
Education level												
No formal education	3.5	(2.4, 4.9)	0.4	(0.2, 1.0)*	0.2	(0.1, 0.6)*	0.2	(0.0, 0.9)*	2.5	(1.7, 3.7)	0.7	(0.3, 1.8)*
Less than primary	0.8	(0.3, 2.2)*	0.4	(0.0, 2.5)*	0.4	(0.0, 2.5)*	0.0		0.3	(0.1, 0.9)*	0.1	(0.0, 0.4)*
Primary	0.6	(0.2, 2.0)*	0.1	(0.0, 0.7)*	0.1	(0.0, 0.7)*	0.0		0.5	(0.1, 2.0)*	0.0	
Less than secondary	0.1	(0.0, 0.5)*	0.0		0.0		0.0		0.0		0.1	(0.0, 0.5)*
Secondary and above	0.0		0.0		0.0		0.0		0.0		0.0	
Wealth index												
Lowest	4.9	(3.3, 7.3)	0.6	(0.2, 1.7)*	0.3	(0.1, 1.0)*	0.3	(0.0, 1.9)*	3.4	(2.1, 5.5)	1.3	(0.5, 3.3)*
Low	1.4	(0.8, 2.3)*	0.3	(0.1, 1.3)*	0.3	(0.1, 1.3)*	0.1	(0.0, 0.5)*	0.9	(0.5, 1.6)*	0.1	(0.0, 0.6)*
Middle	0.3	(0.1, 1.1)*	0.0		0.0		0.0		0.3	(0.1, 1.1)*	0.0	
High	0.5	(0.1, 1.5)*	0.1	(0.0, 0.5)*	0.1	(0.0, 0.5)*	0.0		0.4	(0.1, 1.5)*	0.0	
Highest	0.1	(0.0, 0.6)*	0.1	(0.0, 0.6)*	0.1	(0.0, 0.6)*	0.0		0.0		0.0	
Occupation												
Employed	0.0		0.0		0.0		0.0		0.0		0.0	
Business	0.0		0.0		0.0		0.0		0.0		0.0	
Farmers	29.1	(19.0, 41.8)*	0.0		0.0		0.0		6.6	(0.8, 38.2)*	22.5	(10.7, 41.4)*
Labourers	4.8	(2.3, 9.5)*	0.4	(0.1, 2.7)*	0.4	(0.1, 2.7)*	0.0		3.9	(1.8, 8.1)*	0.9	(0.1, 5.9)*
Student	0.0		0.0		0.0		0.0		0.0		0.0	
Homemaker	1.3	(0.9, 1.8)	0.2	(0.1, 0.6)*	0.2	(0.1, 0.4)*	0.1	(0.0, 0.4)*	0.9	(0.6, 1.3)	0.2	(0.1, 0.5)*
Unemployed	0.5	(0.1, 2.5)*	0.0		0.0		0.0		0.5	(0.1, 2.5)*	0.0	

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

[1]Includes manufactured cigarettes and hand rolled cigarettes. [2]Includes *zarda, pan masala* etc.

* Estimate based on fewer than 25 unweighted cases.

4.4 Current users of various smokeless tobacco products

4.4.1 Prevalence of current users by smokeless tobacco products

Table 4.3.1 presents data on the use prevalence of various smokeless tobacco products. Use of any current smokeless tobacco was 27.2%. The prevalence of use of betel quid with tobacco was 24.3% followed by *gul* (5.3%), *sada pata* (1.8%), *khoinee* (1.5%) and others (1.4%).

The smokeless tobacco use rate was reported to increase persistently with age, ranging from 6.6% in the age group 15-24 years up to 56.4% in the age group 65 and above. Use of betel quid with tobacco (51.3%) was more common among adults age 65 and older, whereas a high proportion of *gul* users (9.8%) come from the age group 45-64 years. Irrespective of the product, the prevalence of smokeless tobacco use was found to be higher in rural areas compared to urban areas. For example, 25.7% of rural adults reported to use betel quid with tobacco, whereas 20.5% reported to use the product in urban areas. By education and socioeconomic level, a clear pattern was observed with respect to smokeless tobacco use where the prevalence decreased as education and socioeconomic level increased. Those current users with no formal education showed a higher rate (42.3%) compared to adult current smokers with less than primary (28.7%) and primary (24.9%) education levels. Similarly, 36.1% of current users of the lowest socioeconomic level reported to use any smokeless tobacco product, while only 17.3% did so among the highest socioeconomic level. The pattern was similar with respect to any specific smokeless tobacco product, except *khoinee*. Farmers (33.8%), the unemployed (31.9%) and labourers (30.9%) reported to use any smokeless tobacco at a higher rate.

Unlike the use of smoked tobacco products, the use of smokeless tobacco among males and females were reported at quite similar levels; in most cases, the use was higher in females. Overall, 26.4% of males and 27.9% of females used any smokeless tobacco product. Similar to overall estimates, betel quid with tobacco was predominantly used by both males (23.5%) and females (25.2%). The use of *gul* among males was 5.5% compared to 5.1% among females. Rural males and females (25.0% and 26.4%, respectively) used betel quid with tobacco more than their urban counterparts (19.3% and 21.7%, respectively). Similar to the pattern observed in overall prevalence, the use of smokeless tobacco products was decreased with an increase in education and socioeconomic level in both male and females. The rate of decrease was sharp among females compared to males. For example, use of betel quid with tobacco among males with no formal education was 30.9% compared to those with an educational level of secondary and above (12.2%) whereas the prevalence among females was 43.3% and 4.7% in the respective education categories. The prevalence varied between 30.3% in the lowest socioeconomic level and 13.0% in the highest socioeconomic level among males, compared to 32.1% in the lowest and 19.0% in the highest socioeconomic level among females. *Gul* and *khoinee* use were found to be highest among male current users in the occupation of labourers (7.5% and 2.8%, respectively) while among female current users homemaker reported more use of these two products (5.7% and 1.4%, respectively).

4.4.2 Number of current users by smokeless tobacco products

Table 4.4.1 (based on Table 4.3.1) presents the estimated number of current smokeless tobacco users who used various smokeless tobacco products; 25.9 million used any smokeless tobacco product; 23.2 million used betel quid with tobacco, 5.1 million used *gul*, 1.7 million used *sada pata*, 1.4 million used *khoinee* and 1.4 million used others products such as *zarda*, pan masala etc. As for the rural/urban split, 20.3 million rural population and 5.6 urban population used smokeless tobacco products.

By age, the 25–44 year age group has the highest number of smokeless tobacco users in two categories of smokeless tobacco products, i.e. betel quid with tobacco (9.8 million), and *gul* (2.3 million). The *sada pata* and *khoinee* use found to be higher among adults in the age group 45-64. The results also show that the use of all the specific products was more in rural areas (18.1 million betel quid with tobacco, 1.3 million *sada pata*, 3.9 million *gul* and 1.1 million *khoinee* users) compared to urban areas (5.1 million betel quid with tobacco, 0.4 million *sada pata*, 1.1 million *gul* and 0.4 million *khoinee* users). By education, the overall number of current smokeless tobacco users who had used any tobacco product was quite high among persons with no formal education (14.3 million) compared with those with any other education level. The pattern was similar with respect to betel quid with tobacco (12.6 million) and *gul* (2.6 million).

By socioeconomic status, large numbers of adults with the lowest and low socioeconomic levels used betel quid with tobacco (5.6 and 5.9 million, respectively) and *gul* (1.2 and 1.3 million, respectively). By occupation, the number of current users who use these two products was highest among homemakers (9.8 and 2.1 million, respectively). By gender, the number of current smokeless tobacco users among females (13.4 million) was more than among males (12.5 million). By products, there was not much difference between males and females. The pattern of various smokeless tobacco products was very similar to the overall pattern, and there were no marked differences observed between males and females.

Table 4.3.1: Percentage of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Any smokeless tobacco product		Type of smokeless tobacco									
			Betel quid with tobacco		Sada pata		Gul		Khoinee		Others[1]	
					Percentage(95% CI)							
Overall	27.2	(25.5, 28.9)	24.3	(22.7, 26.1)	1.8	(1.3, 2.4)	5.3	(4.5, 6.3)	1.5	(1.1, 2.2)	1.4	(0.9, 2.2)
Age(years)												
15-24	6.6	(5.1, 8.6)	5.9	(4.4, 7.9)	0.3	(0.1, 0.8)*	1.2	(0.8, 2.0)	0.4	(0.2, 0.9)*	0.3	(0.1, 0.7)*
25-44	26.8	(24.7, 29.0)	23.9	(21.8, 26.1)	1.2	(0.8, 1.8)	5.6	(4.6, 6.8)	1.3	(0.9, 1.9)	1.1	(0.7, 1.7)
45-64	47.7	(44.5, 51.0)	42.9	(39.6, 46.2)	4.1	(2.6, 6.2)	9.8	(7.6, 12.6)	3.4	(2.0, 5.5)	3.4	(1.9, 5.9)
65+	56.4	(51.3, 61.4)	51.3	(46.1, 56.5)	4.7	(2.9, 7.5)	7.2	(4.7, 10.8)	2.2	(1.1, 4.2)*	2.8	(1.6, 4.9)*
Residence												
Urban	22.5	(20.3, 24.8)	20.5	(18.5, 22.6)	1.5	(1.0, 2.3)	4.7	(3.6, 6.2)	1.5	(1.0, 2.3)	1.5	(1.0, 2.3)
Rural	28.8	(26.8, 30.9)	25.7	(23.6, 27.9)	1.9	(1.3, 2.7)	5.5	(4.5, 6.8)	1.5	(1.0, 2.4)	1.4	(0.8, 2.5)
Education level												
No formal education	42.3	(39.8, 44.9)	37.5	(35.0, 40.0)	2.4	(1.7, 3.2)	7.7	(6.4, 9.3)	1.6	(1.1, 2.4)	1.6	(0.9, 2.5)
Less than primary	28.7	(25.0, 32.8)	26.2	(22.6, 30.2)	2.7	(1.6, 4.6)	6.2	(4.5, 8.5)	2.6	(1.5, 4.4)	2.4	(1.4, 4.2)
Primary	24.9	(21.4, 28.7)	22.4	(19.1, 26.3)	0.9	(0.5, 1.6)*	4.9	(3.4, 6.8)	1.0	(0.5, 1.8)*	1.1	(0.5, 2.3)*
Less than secondary	13.5	(11.5, 15.7)	12.5	(10.7, 14.7)	0.9	(0.5, 1.7)*	2.4	(1.7, 3.4)	1.0	(0.6, 1.8)*	0.8	(0.5, 1.5)*
Secondary and above	10.2	(8.1, 12.7)	9.3	(7.2, 11.8)	1.4	(0.5, 3.9)*	2.7	(1.5, 4.8)	1.4	(0.5, 3.9)*	1.3	(0.5, 3.9)*
Wealth index												
Lowest	36.1	(32.6, 39.8)	31.3	(27.9, 34.9)	1.6	(1.1, 2.5)	6.8	(5.4, 8.6)	1.5	(0.9, 2.6)	1.5	(0.8, 2.6)
Low	30.3	(27.4, 33.3)	26.9	(24.1, 29.9)	2.4	(1.6, 3.5)	6.0	(4.7, 7.6)	1.4	(0.9, 2.3)	1.2	(0.7, 2.1)
Middle	26.3	(23.2, 29.6)	24.1	(21.2, 27.2)	1.9	(1.1, 3.1)	5.8	(4.3, 7.7)	1.8	(1.0, 3.0)	1.9	(1.1, 3.2)
High	23.8	(21.4, 26.3)	21.6	(19.3, 24.1)	1.8	(0.9, 3.3)	4.7	(3.4, 6.5)	1.9	(1.0, 3.4)	1.6	(0.8, 3.1)
Highest	17.3	(14.8, 20.1)	16.1	(13.6, 18.9)	0.9	(0.4, 2.1)*	2.6	(1.8, 3.8)	0.8	(0.4, 1.6)*	0.9	(0.4, 1.9)*
Occupation												
Employed	17.8	(14.5, 21.7)	16.2	(13.1, 20.0)	1.5	(0.7, 3.2)*	4.6	(3.0, 7.0)	1.8	(0.9, 3.5)*	1.8	(0.9, 3.7)*
Business	27.8	(23.9, 32.0)	25.2	(21.4, 29.4)	1.3	(0.5, 3.4)*	5.3	(3.6, 7.8)	1.6	(0.7, 3.6)*	1.3	(0.5, 3.4)*
Farmers	33.8	(30.0, 38.0)	30.3	(26.6, 34.4)	2.2	(1.3, 3.8)*	5.8	(4.0, 8.4)	1.5	(0.8, 2.9)*	1.6	(0.8, 3.1)*
Labourers	30.9	(27.5, 34.5)	26.9	(23.6, 30.5)	2.2	(1.1, 4.4)	6.8	(5.1, 9.1)	2.3	(1.2, 4.5)	2.1	(0.9, 4.6)
Student	1.0	(0.4, 2.6)*	1.0	(0.4, 2.6)*	0.3	(0.1, 1.3)*	0.3	(0.1, 1.3)*	0.3	(0.1, 1.3)*	0.2	(0.0, 1.4)*
Homemaker	29.2	(27.0, 31.6)	26.5	(24.2, 28.9)	1.7	(1.1, 2.5)	5.7	(4.6, 6.9)	1.4	(0.9, 2.2)	1.3	(0.8, 2.0)
Unemployed	31.9	(26.0, 38.4)	28.8	(23.3, 35.0)	3.1	(1.4, 6.5)*	4.3	(2.4, 7.5)*	1.0	(0.3, 2.8)*	1.6	(0.7, 3.7)*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

Table 4.3.1 (cont.): Percentage of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Any smokeless tobacco product	Type of smokeless tobacco				
		Betel quid with tobacco	Sada pata	Gul	Khoinee	Others[1]
			Percentage(95% CI)			
Male	26.4 (24.2, 28.6)	23.5 (21.5, 25.7)	2.0 (1.2, 3.2)	5.5 (4.3, 7.0)	1.9 (1.1, 3.1)	1.6 (0.9, 2.9)
Age(years)						
15-24	9.3 (6.6, 12.9)	8.4 (5.8, 12.0)	0.6 (0.2, 1.5)*	1.7 (0.9, 3.0)*	0.7 (0.3, 1.7)*	0.5 (0.2, 1.5)*
25-44	27.0 (24.3, 29.9)	23.5 (21.0, 26.2)	1.2 (0.7, 2.3)	6.8 (5.3, 8.6)	1.5 (0.9, 2.6)	1.1 (0.6, 2.2)
45-64	40.4 (36.0, 44.9)	36.9 (32.7, 41.3)	4.7 (2.4, 8.7)	7.9 (5.2, 11.8)	4.2 (2.1, 8.2)	4.0 (1.9, 8.2)
65+	49.3 (42.8, 55.8)	43.7 (37.3, 50.3)	3.7 (1.8, 7.2)*	6.4 (3.6, 11.0)*	1.2 (0.5, 2.7)*	1.6 (0.6, 4.1)*
Residence						
Urban	21.6 (19.0, 24.4)	19.3 (16.9, 21.9)	2.1 (1.2, 3.6)	5.5 (4.0, 7.6)	2.2 (1.3, 3.7)	1.6 (0.9, 3.0)
Rural	28.1 (25.3, 31.0)	25.0 (22.4, 27.8)	1.9 (1.0, 3.7)	5.5 (4.0, 7.5)	1.7 (0.9, 3.5)	1.7 (0.8, 3.4)
Education level						
No formal education	35.7 (32.4, 39.1)	30.9 (27.9, 34.0)	1.8 (1.0, 3.2)	6.7 (5.1, 8.9)	1.8 (1.0, 3.2)	1.4 (0.7, 2.9)
Less than primary	30.8 (25.8, 36.2)	28.0 (23.2, 33.4)	3.1 (1.6, 5.8)*	7.2 (4.7, 10.7)	2.7 (1.4, 5.4)*	2.1 (0.9, 4.8)*
Primary	28.0 (22.4, 34.3)	24.8 (19.6, 30.8)	1.0 (0.4, 2.4)*	5.5 (3.4, 8.8)	1.4 (0.6, 3.0)*	1.7 (0.6, 4.4)*
Less than secondary	18.4 (15.2, 22.2)	17.1 (14.1, 20.7)	1.6 (0.8, 3.2)*	3.4 (2.2, 5.2)	1.2 (0.5, 2.5)*	1.2 (0.6, 2.6)*
Secondary and above	13.2 (10.1, 17.0)	12.2 (9.2, 16.0)	2.3 (0.8, 6.3)*	4.0 (2.1, 7.5)	2.2 (0.8, 6.3)*	2.0 (0.6, 6.3)*
Wealth index						
Lowest	34.2 (29.4, 39.4)	30.3 (25.8, 35.3)	0.9 (0.4, 1.8)*	5.3 (3.7, 7.6)	1.1 (0.6, 2.0)*	0.6 (0.2, 1.7)*
Low	30.3 (26.2, 34.8)	26.1 (22.4, 30.3)	2.3 (1.2, 4.3)*	6.2 (4.3, 8.9)	1.2 (0.5, 2.9)*	1.0 (0.4, 2.7)*
Middle	27.6 (23.3, 32.3)	25.1 (21.1, 29.6)	2.5 (1.3, 4.6)	6.6 (4.5, 9.4)	2.5 (1.4, 4.7)	2.7 (1.4, 5.0)
High	23.1 (19.6, 26.9)	21.1 (17.8, 24.9)	2.6 (1.2, 5.7)*	5.2 (3.3, 8.1)	2.7 (1.3, 5.7)	2.6 (1.2, 5.7)*
Highest	14.6 (11.8, 17.8)	13.0 (10.3, 16.3)	1.0 (0.4, 2.7)*	3.5 (2.1, 5.6)	1.4 (0.6, 3.1)*	0.7 (0.2, 2.6)*
Occupation						
Employed	19.8 (15.7, 24.5)	18.1 (14.2, 22.8)	1.6 (0.6, 4.0)*	5.0 (3.0, 8.3)	2.0 (0.9, 4.4)*	1.9 (0.8, 4.4)*
Business	26.8 (22.9, 31.1)	24.5 (20.7, 28.7)	1.4 (0.5, 3.5)*	4.8 (3.1, 7.2)	1.6 (0.7, 3.7)*	1.3 (0.5, 3.5)*
Farmers	33.9 (29.9, 38.1)	30.4 (26.6, 34.5)	2.2 (1.3, 3.8)*	5.8 (4.0, 8.4)	1.5 (0.8, 2.9)*	1.6 (0.8, 3.2)*
Labourers	29.9 (26.2, 34.0)	26.0 (22.4, 29.9)	2.6 (1.2, 5.4)	7.5 (5.4, 10.4)	2.8 (1.4, 5.5)	2.3 (1.0, 5.2)
Student	1.1 (0.4, 3.0)*	1.1 (0.4, 3.0)*	0.5 (0.1, 2.1)*	0.5 (0.1, 2.1)*	0.5 (0.1, 2.1)*	0.3 (0.0, 2.3)*
Homemaker	61.3 (38.3, 80.1)*	61.3 (38.3, 80.1)*	0.0	0.0	0.0	0.0
Unemployed	26.0 (20.3, 32.6)	22.6 (17.5, 28.7)	2.5 (0.9, 6.5)*	5.1 (2.5, 10.1)*	1.0 (0.3, 3.3)*	1.0 (0.3, 3.3)*

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

[1]Includes *zarda, pan masala* etc.

* Estimate based on fewer than 25 unweighted cases.

Table 4.3.1 (cont.): Percentage of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Any smokeless tobacco product		Betel quid with tobacco		Sada pata		Gul		Khoinee		Others[1]	
					Percentage(95% CI)							
Female	27.9	(25.9, 30.0)	25.2	(23.1, 27.3)	1.6	(1.1, 2.2)	5.1	(4.2, 6.3)	1.2	(0.8, 1.9)	1.2	(0.8, 1.9)
Age(years)												
15-24	4.0	(2.9, 5.6)	3.5	(2.5, 4.8)	0.1	(0.0, 0.7)*	0.8	(0.4, 1.8)*	0.1	(0.0, 0.5)*	0.0	(0.0, 0.2)*
25-44	26.6	(23.9, 29.5)	24.2	(21.4, 27.1)	1.2	(0.8, 1.9)	4.6	(3.6, 5.9)	1.1	(0.7, 1.9)	1.1	(0.7, 1.7)
45-64	56.2	(52.1, 60.3)	49.8	(45.4, 54.3)	3.4	(2.1, 5.4)	12.1	(9.3, 15.6)	2.4	(1.3, 4.4)*	2.6	(1.5, 4.6)
65+	64.1	(56.3, 71.2)	59.5	(51.4, 67.2)	5.9	(3.0, 11.3)*	8.0	(4.7, 13.1)*	3.2	(1.3, 7.7)*	4.2	(2.1, 8.2)*
Residence												
Urban	23.4	(20.6, 26.4)	21.7	(19.1, 24.5)	0.9	(0.5, 1.5)	3.9	(2.8, 5.4)	0.8	(0.4, 1.5)	1.4	(0.8, 2.4)
Rural	29.6	(27.1, 32.1)	26.4	(23.9, 29.1)	1.8	(1.2, 2.7)	5.6	(4.4, 7.0)	1.4	(0.8, 2.2)	1.2	(0.7, 2.1)
Education level												
No formal education	48.2	(44.6, 51.8)	43.3	(39.6, 47.0)	2.8	(1.9, 4.1)	8.6	(6.8, 10.9)	1.5	(0.9, 2.6)	1.6	(1.0, 2.6)
Less than primary	26.2	(21.8, 31.1)	24.0	(19.7, 28.8)	2.3	(0.9, 5.7)*	5.1	(3.1, 8.1)	2.4	(1.0, 5.8)*	2.8	(1.3, 5.9)*
Primary	22.6	(18.6, 27.1)	20.7	(16.7, 25.4)	0.8	(0.3, 1.9)*	4.4	(2.8, 6.7)	0.7	(0.3, 1.8)*	0.7	(0.3, 1.8)*
Less than secondary	8.8	(6.9, 11.2)	8.2	(6.3, 10.5)	0.3	(0.1, 0.8)*	1.5	(1.0, 2.4)*	0.8	(0.3, 2.0)*	0.5	(0.2, 1.1)*
Secondary and above	5.4	(3.5, 8.4)	4.7	(2.8, 7.6)	0.1	(0.0, 0.8)*	0.6	(0.2, 1.7)*	0.2	(0.0, 0.7)*	0.3	(0.1, 1.2)*
Wealth index												
Lowest	37.6	(33.6, 41.8)	32.1	(28.2, 36.4)	2.2	(1.3, 3.8)*	8.0	(6.0, 10.7)	1.9	(0.9, 3.8)*	2.2	(1.1, 4.2)*
Low	30.2	(26.5, 34.2)	27.6	(24.0, 31.7)	2.5	(1.6, 4.0)	5.8	(4.4, 7.6)	1.6	(0.9, 2.8)*	1.4	(0.7, 2.5)*
Middle	24.9	(21.3, 29.1)	22.9	(19.5, 26.8)	1.2	(0.5, 3.0)*	5.0	(3.0, 8.2)	1.0	(0.3, 3.0)*	1.0	(0.4, 2.8)*
High	24.5	(21.5, 27.8)	22.2	(19.3, 25.5)	0.8	(0.4, 1.6)*	4.2	(3.0, 5.9)	1.0	(0.4, 2.3)*	0.5	(0.3, 1.1)*
Highest	20.0	(15.9, 24.9)	19.0	(15.0, 23.9)	0.8	(0.2, 3.4)*	1.7	(1.0, 3.0)*	0.2	(0.1, 0.5)*	1.1	(0.5, 2.6)*
Occupation												
Employed	11.8	(8.1, 16.7)	10.6	(7.2, 15.1)	1.0	(0.3, 3.1)*	3.2	(1.6, 6.3)*	1.1	(0.4, 3.2)*	1.6	(0.6, 4.7)*
Business	61.6	(42.6, 77.6)*	48.3	(29.9, 67.0)*	0.0		24.3	(12.1, 42.8)*	0.0		0.0	
Farmers	32.2	(21.4, 45.5)*	25.0	(14.2, 40.3)*	0.0		7.2	(0.7, 47.4)*	0.0		0.0	
Labourers	34.5	(28.7, 40.8)	30.4	(24.4, 37.3)	0.8	(0.3, 1.9)*	4.2	(2.4, 7.2)*	0.6	(0.3, 1.4)*	1.1	(0.4, 3.0)*
Student	0.9	(0.1, 6.1)*	0.9	(0.1, 6.1)*	0.0		0.0		0.0		0.0	
Homemaker	29.1	(26.8, 31.4)	26.3	(24.0, 28.7)	1.7	(1.1, 2.5)	5.7	(4.7, 7.0)	1.4	(0.9, 2.2)	1.3	(0.8, 2.0)
Unemployed	41.4	(30.4, 53.3)	38.7	(28.1, 50.6)	4.0	(1.2, 12.5)*	2.9	(1.1, 7.4)*	1.0	(0.1, 6.7)*	2.6	(0.8, 7.8)*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

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 Bangladesh, 2009.

Demographic characteristics	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Bidis	Other smoked tobacco[2]
			Manufactured	Hand-rolled		
			Number in thousands			
Overall	21,939.3	13,523.1	13,489.0	386.0	10,647.4	925.2
Age (years)						
15-24	3,382.6	2,865.1	2,865.1	85.7*	1,112.9	106.5*
25-44	10,646.3	6,899.9	6,899.9	168.6	4,759.4	469.2
45-64	6,428.0	3,162.8	3,155.4	91.3*	3,792.0	204.3
65+	1,482.4	595.4	568.7	40.3*	983.1	145.2*
Residence						
Urban	5,313.1	4,594.2	4,594.2	189.2	1,162.1	273.6
Rural	16,626.2	8,929.0	8,894.9	196.8*	9,485.3	651.5
Education level						
No formal education	10,504.5	4,813.7	4,779.6	155.1*	6,627.3	537.9
Less than primary	3,971.8	2,488.8	2,488.8	55.9*	1,895.7	140.1*
Primary	2,028.3	1,515.6	1,515.6	13.3*	695.8	32.6*
Less than secondary	3,421.1	2,873.0	2,873.0	44.0*	1,052.4	64.5*
Secondary and above	2,013.7	1,832.1	1,832.1	117.8*	376.3	150.1*
Wealth index						
Lowest	5,247.2	2,134.3	2,107.7	71.2*	3,415.7	458.6
Low	5,815.3	3,239.1	3,231.7	61.9*	3,335.7	122.8*
Middle	4,525.5	2,654.8	2,654.8	79.8*	2,394.8	110.8*
High	4,404.5	3,635.8	3,635.8	116.6*	1,283.4	150.1*
Highest	1,946.8	1,859.0	1,859.0	56.4*	217.8	82.8*
Occupation						
Employed	1,695.6	1,519.9	1,519.9	26.8*	219.9	29.0*
Business	3,894.4	3,226.5	3,226.5	66.6*	1,077.6	102.6*
Farmers	5,808.5	2,740.7	2,740.7	26.0*	3,878.2	243.2*
Labourers	8,636.6	4,794.8	4,794.8	147.5	4,557.3	320.2
Student	255.5*	255.5*	255.5*	70.4*	70.4*	75.8*
Homemaker	525.4	130.8*	96.7*	34.1*	340.5	66.1*
Unemployed	1,123.3	854.9	854.9	14.5*	503.6	88.2*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes manufactured cigarettes and hand-rolled cigarettes.
[2]Includes pipes, cheroots, cigars, cigarillos, and water pipes.
* Estimate based on fewer than 25 unweighted cases.

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 Bangladesh, 2009.

Demographic characteristics	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Bidis	Other smoked tobacco[2]
			Manufactured	Hand-rolled		
			Number in thousands			
Male	21,214.7	13,416.3	13,416.3	351.9	10,142.2	785.5
Age (years)						
15-24	3,331.6	2,825.3	2,825.3	85.7*	1,101.7	102.3*
25-44	10,416.4	6,889.9	6,889.9	168.6	4,622.5	398.2
45-64	6,185.6	3,132.4	3,132.4	83.8*	3,566.9	186.5
65+	1,281.0	568.7	568.7	13.7*	851.0	98.6*
Residence						
Urban	5,212.9	4,576.3	4,576.3	189.2	1,085.4	269.7
Rural	16,001.8	8,840.0	8,840.0	162.7*	9,056.8	515.8
Education level						
No formal education	9,881.5	4,737.0	4,737.0	121.0*	6,175.4	410.0
Less than primary	3,920.5	2,465.1	2,465.1	55.9*	1,878.5	136.2*
Primary	1,985.8	1,509.2	1,509.2	13.3*	659.7	32.6*
Less than secondary	3,413.2	2,873.0	2,873.0	44.0*	1,052.4	56.6*
Secondary and above	2,013.7	1,832.1	1,832.1	117.8*	376.3	150.1*
Wealth index						
Lowest	4,757.8	2,078.1	2,078.1	44.6*	3,078.6	334.5
Low	5,666.2	3,201.8	3,201.8	54.4*	3,240.5	107.3*
Middle	4,494.4	2,654.8	2,654.8	79.8*	2,363.6	110.8*
High	4,355.9	3,628.8	3,628.8	116.6*	1,241.8	150.1*
Highest	1,940.4	1,852.7	1,852.7	56.4*	217.8	82.8*
Occupation						
Employed	1,695.6	1,519.9	1,519.9	26.8*	219.9	29.0*
Business	3,894.4	3,226.5	3,226.5	66.6*	1,077.6	102.6*
Farmers	5,757.7	2,740.7	2,740.7	26.0*	3,866.6	203.9*
Labourers	8,448.6	4,779.8	4,779.8	147.5	4,403.6	285.9
Student	255.5*	255.5*	255.5*	70.4*	70.4*	75.8*
Homemaker	50.3*	39.1*	39.1*	0.0	11.2*	0.0
Unemployed	1,112.6	854.9	854.9	14.5*	492.9	88.2*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes manufactured cigarettes and hand-rolled cigarettes.
[2]Includes pipes, cheroots, cigars, cigarillos, and water pipes.
* Estimate based on fewer than 25 unweighted cases.

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 Bangladesh, 2009.

Demographic characteristics	Any smoked tobacco product	Any cigarette[1]	Type of cigarette		Bidis	Other smoked tobacco[2]
			Manufactured	Hand-rolled		
			Number in thousands			
Female	724.6	106.8*	72.8*	34.1*	505.2	139.6*
Age (years)						
15-24	51.0*	39.8*	39.8*	0.0	11.2*	4.3*
25-44	229.9	10.0*	10.0*	0.0	136.9*	71.0*
45-64	242.3	30.4*	22.9*	7.5*	225.1	17.8*
65+	201.4*	26.6*	0.0	26.6*	132.0*	46.6*
Residence						
Urban	100.2	17.9*	17.9*	0.0	76.7*	3.9*
Rural	624.4	88.9*	54.9*	34.1*	428.5	135.7*
Education level						
No formal education	623.0	76.7*	42.7*	34.1*	451.9	127.8*
Less than primary	51.3*	23.7*	23.7*	0.0	17.2*	3.9*
Primary	42.5*	6.4*	6.4*	0.0	36.1*	0.0
Less than secondary	7.9*	0.0	0.0	0.0	0.0	7.9*
Secondary and above	0.0	0.0	0.0	0.0	0.0	0.0
Wealth index						
Lowest	489.4	56.2*	29.6*	26.6*	337.2	124.1*
Low	149.1*	37.3*	29.8*	7.5*	95.2*	15.5*
Middle	31.1*	0.0	0.0	0.0	31.1*	0.0
High	48.6*	7.0*	7.0*	0.0	41.7*	0.0
Highest	6.4*	6.4*	6.4*	0.0	0.0	0.0
Occupation						
Employed	0.0	0.0	0.0	0.0	0.0	0.0
Business	0.0	0.0	0.0	0.0	0.0	0.0
Farmers	50.8*	0.0	0.0	0.0	11.5*	39.3*
Labourers	188.0*	15.1*	15.1*	0.0	153.8*	34.3*
Student	0.0	0.0	0.0	0.0	0.0	0.0
Homemaker	475.1	91.8*	57.7*	34.1*	329.2	66.1*
Unemployed	10.7*	0.0	0.0	0.0	10.7*	0.0

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes manufactured cigarettes and hand-rolled cigarettes.
[2]Includes pipes, cheroots, cigars, cigarillos, and water pipes.
* Estimate based on fewer than 25 unweighted cases.

Table 4.4.1: Number of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Any smokeless tobacco product	Type of smokeless tobacco				
		Betel quid with tobacco	*Sada pata*	*Gul*	*Khoinee*	Others[1]
		Number in thousands				
Overall	25,914.0	23,227.8	1,695.9	5,068.2	1,458.0	1,374.0
Age (years)						
15-24	1,863.8	1,660.9	94.5*	350.8	117.0*	75.6*
25-44	11,022.0	9,819.0	497.0	2,312.5	539.0	451.0
45-64	9,469.5	8,511.5	807.2	1,953.5	665.7	668.2
65+	3,558.8	3,236.5	297.3	451.3	136.3*	179.2*
Residence						
Urban	5,611.5	5,115.4	369.8	1,180.2	374.7	371.7
Rural	20,302.5	18,112.4	1,326.1	3,887.9	1,083.3	1,002.3
Education level						
No formal education	14,294.9	12,653.7	794.6	2,611.1	556.1	523.4
Less than primary	4,287.9	3,912.3	409.5	928.2	386.1	360.0
Primary	2,890.4	2,609.2	100.9*	564.9	114.2*	129.3*
Less than secondary	2,761.2	2,566.1	187.8*	500.3	202.5*	174.0*
Secondary and above	1,429.1	1,303.0	203.1*	376.3	199.2*	187.3*
Wealth index						
Lowest	6,491.0	5,629.2	291.9	1,226.8	276.9	266.8
Low	6,703.2	5,952.1	527.0	1,329.9	314.9	260.6
Middle	5,127.4	4,689.5	366.0	1,126.4	347.2	367.4
High	5,117.9	4,660.4	379.1	1,016.5	405.6	348.5
Highest	2,474.4	2,296.5	131.9*	368.6	113.4*	130.9*
Occupation						
Employed	1,080.0	985.3	89.8*	277.6	106.4*	111.3*
Business	2,482.3	2,250.4	119.3*	475.3	138.8*	116.6*
Farmers	3,746.6	3,358.5	243.0*	644.4	167.4*	172.2*
Labourers	5,960.6	5,194.4	431.5	1,313.0	453.5	399.3
Student	76.2*	76.2*	23.3*	23.3*	23.3*	14.5*
Homemaker	10,939.9	9,895.2	633.1	2,118.2	517.9	480.4
Unemployed	1,618.0	1,461.4	155.9*	216.3*	50.7*	79.6*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

Table 4.4.1 (cont.): Number of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Any smokeless tobacco product	Type of smokeless tobacco				
		Betel quid with tobacco	Sada pata	Gul	Khoinee	Others[1]
		Number in thousands				
Male	12,511.3	11,151.0	939.6	2,605.4	879.5	777.9
Age (years)						
15-24	1,291.0	1,169.2	80.8*	232.3*	103.0*	72.1*
25-44	5,294.9	4,612.0	241.6	1,323.4	291.9	224.6
45-64	4,308.4	3,936.7	497.4	840.3	445.4	429.4
65+	1,617.1	1,433.0	119.7*	209.4*	39.3*	51.8*
Residence						
Urban	2,671.9	2,385.1	258.5	686.9	274.1	199.3
Rural	9,839.4	8,765.9	681.1	1,918.5	605.4	578.5
Education level						
No formal education	5,630.9	4,869.6	285.0	1,059.9	280.3	228.0
Less than primary	2,540.2	2,312.9	253.2*	591.5	226.5*	176.3*
Primary	1,379.1	1,220.7	49.4*	272.1	68.8*	82.5*
Less than secondary	1,831.3	1,702.6	154.6*	340.0	114.7*	119.5*
Secondary and above	1,129.9	1,045.1	197.3*	341.8	189.2*	171.7*
Wealth index						
Lowest	2,761.2	2,446.0	70.3*	430.9	88.0*	52.3*
Low	3,391.7	2,921.6	251.8*	694.6	136.7*	112.1*
Middle	2,767.6	2,519.3	252.2	656.7	253.9	270.1
High	2,561.4	2,343.9	293.5*	578.5	300.9	291.2*
Highest	1,029.4	920.2	71.8*	244.6	100.0*	52.2*
Occupation						
Employed	905.4	828.7	74.9*	229.6	89.6*	87.0*
Business	2,323.1	2,125.7	119.3*	412.4	138.8*	116.6*
Farmers	3,690.3	3,314.8	243.0*	631.8	167.4*	172.2*
Labourers	4,598.9	3,992.8	401.3	1,148.5	428.8	357.6
Student	50.0*	50.0*	23.3*	23.3*	23.3*	14.5*
Homemaker	126.1*	126.1*	0.0	0.0	0.0	0.0
Unemployed	811.2	706.5	77.8*	159.7*	31.8*	29.9*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

Table 4.4.1 (cont.): Number of adults ≥15 years old who are current users of various smokeless tobacco products, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Any smokeless tobacco product	Type of smokeless tobacco				
		Betel quid with tobacco	*Sada pata*	*Gul*	*Khoinee*	Others[1]
		Number in thousands				
Female	13,402.6	12,076.8	756.4	2,462.8	578.5	596.2
Age (years)						
15-24	572.8	491.7	13.6*	118.5*	14.1*	3.5*
25-44	5,727.1	5,207.0	255.4	989.1	247.1	226.5
45-64	5,161.2	4,574.7	309.8	1,113.2	220.3*	238.8
65+	1,941.6	1,803.4	177.6*	241.9*	97.0*	127.4*
Residence						
Urban	2,939.6	2,730.3	111.3	493.3	100.6	172.4
Rural	10,463.1	9,346.5	645.1	1,969.4	477.9	423.8
Education level						
No formal education	8,664.1	7,784.1	509.6	1,551.1	275.8	295.5
Less than primary	1,747.7	1,599.3	156.2*	336.7	159.6*	183.7*
Primary	1,511.2	1,388.5	51.5*	292.9	45.3*	46.8*
Less than secondary	929.9	863.5	33.2*	160.3*	87.8*	54.5*
Secondary and above	299.2	257.9	5.8*	34.5*	10.0*	15.7*
Wealth index						
Lowest	3,729.9	3,183.3	221.6*	795.9	188.9*	214.4*
Low	3,311.6	3,030.5	275.2	635.3	178.2*	148.5*
Middle	2,359.8	2,170.2	113.8*	469.7	93.2*	97.3*
High	2,556.5	2,316.6	85.6*	437.9	104.7*	57.3*
Highest	1,445.0	1,376.3	60.2*	124.0*	13.4*	78.7*
Occupation						
Employed	174.6	156.6	14.9*	48.0*	16.9*	24.3*
Business	159.2*	124.7*	0.0	62.9*	0.0	0.0
Farmers	56.3*	43.7*	0.0	12.6*	0.0	0.0
Labourers	1,361.8	1,201.6	30.3*	164.5*	24.7*	41.7*
Student	26.2*	26.2*	0.0	0.0	0.0	0.0
Homemaker	10,813.7	9,769.1	633.1	2,118.2	517.9	480.4
Unemployed	806.8	754.9	78.1*	56.6*	18.9*	49.7*

Note: Current use includes both daily and occasional(less than daily) use.
[1]Includes *zarda, pan masala* etc.
* Estimate based on fewer than 25 unweighted cases.

4.5 Tobacco use frequency

4.5.1 Frequency of cigarette smoking

Table 4.5A reports frequency of cigarette smoking as three standard categories, "daily cigarette smokers", "occasional cigarette smokers" and "non-smokers of cigarettes" (the third category may include persons who smoke *bidis*.) The percentages of adults aged 15 years and over who are daily cigarette smokers, occasional cigarette smokers and non-smokers of cigarettes are 12.5%, 1.7% and 85.8%, respectively. The percentage of daily smokers among males is 25.0% and for females it is 0.2% (fewer than 25 respondents.) The percentage of male occasional smokers is 3.3%; 71.7% of males are non-smokers of cigarettes. Among females, 0% identified themselves as occasional smokers and 99.8% were non-smokers of cigarettes.

Given the low prevalence of cigarette smoking among females (0.2%) as compared to males (25.0%), data by demographic characteristics is provided below for males. Please note, table 4.5A also provides this data for the overall sample and for females, though cigarette smoking among females in Bangladesh is very low.

Among males, by age group, the highest percentages of daily cigarette smokers are in the 25-44 years and 45-64 years age groups (30.9% and 27.5%). The highest percentages of occasional cigarette smokers are in the 25-44 year age group and among those 65 or more years of age (4.3% and 3.4%). Among young people 15-24 years of age, 3.1% were occasional cigarette smokers.

Among males, by residence, the percentage of daily cigarette smokers in urban areas (33.1%) is higher than that found in rural areas (22.1%). However, the distribution of occasional cigarette smokers is similar by residence (3.8% urban, 3.2% rural). The percentage of rural male non-smokers of cigarettes is higher than urban non-cigarette smokers (74.7% and 63.1%, respectively).

Among males, smoking was reported more among those less educated (no formal education, less than primary, and less than secondary education, 27.1%, 27.4% and 27.8%, respectively) as compared to secondary and above (17.0%). By wealth index, 27.6% of males in the high SES category reported daily cigarette smoking; the distribution among other SES categories was similar (23.8% to 24.9%). Males in the high wealth index category also reported the highest occasional cigarette smoking (5.1%). By occupation, males who identified their occupation as business have the highest prevalence of daily cigarette smoking (32.7%); farmers (22.3%) and the unemployed (23.8%) report the lowest (note that students and homemakers lacked adequate cell size for inclusion.)

Table 4.5A: Percentage distribution of adults ≥15 years old, by cigarette smoking frequency, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of cigarette smoking						Total
	Daily		Occasional[1]		Non-smoker of cigarettes		
	Percentage (95% CI)						
Overall	12.5	(11.6, 13.5)	1.7	(1.3, 2.1)	85.8	(84.8, 86.8)	100
Age (years)							
15-24	8.6	(7.0, 10.6)	1.6	(0.9, 2.6)	89.8	(87.8, 91.5)	100
25-44	14.7	(13.5, 16.1)	2.0	(1.5, 2.8)	83.2	(81.7, 84.7)	100
45-64	14.9	(13.0, 17.0)	1.0	(0.6, 1.8)*	84.1	(81.9, 86.0)	100
65+	7.7	(5.5, 10.5)	1.8	(0.7, 4.2)*	90.6	(87.3, 93.0)	100
Residence							
Urban	16.5	(15.1, 18.0)	1.9	(1.4, 2.6)	81.6	(80.1, 83.1)	100
Rural	11.1	(10.0, 12.3)	1.6	(1.2, 2.1)	87.3	(86.0, 88.5)	100
Education level							
No formal education	12.9	(11.4, 14.5)	1.4	(0.9, 2.1)	85.7	(84.0, 87.3)	100
Less than primary	15.3	(13.0, 18.0)	1.3	(0.8, 2.3)*	83.3	(80.6, 85.7)	100
Primary	11.8	(9.4, 14.7)	1.3	(0.6, 2.7)*	87.0	(83.9, 89.5)	100
Less than secondary	12.1	(10.4, 14.1)	1.9	(1.1, 3.2)	86.0	(83.9, 87.8)	100
Secondary and above	10.3	(8.4, 12.6)	2.7	(1.6, 4.4)	87.0	(84.3, 89.3)	100
Wealth index							
Lowest	11.2	(9.0, 13.8)	0.7	(0.4, 1.3)*	88.1	(85.5, 90.3)	100
Low	12.7	(10.9, 14.8)	1.9	(1.2, 2.9)	85.4	(83.3, 87.2)	100
Middle	12.1	(10.2, 14.2)	1.6	(1.0, 2.5)*	86.4	(84.2, 88.3)	100
High	14.3	(12.5, 16.2)	2.6	(1.6, 4.2)	83.1	(80.9, 85.1)	100
Highest	11.8	(10.1, 13.7)	1.3	(0.9, 1.8)	87.0	(85.0, 88.7)	100
Occupation							
Employed	21.4	(17.7, 25.6)	3.7	(2.3, 5.8)	75.0	(70.2, 79.2)	100
Business	31.7	(28.3, 35.4)	4.4	(2.7, 7.1)	63.9	(60.0, 67.6)	100
Farmers	21.9	(18.4, 25.9)	2.8	(1.7, 4.7)*	75.2	(71.3, 78.8)	100
Labourers	22.5	(19.4, 25.8)	2.4	(1.6, 3.5)	75.2	(71.9, 78.2)	100
Student	2.6	(1.0, 6.7)*	0.8	(0.2, 3.5)*	96.6	(92.5, 98.5)	100
Homemaker	0.2	(0.1, 0.6)*	0.1	(0.0, 0.6)*	99.7	(99.2, 99.8)	100
Unemployed	14.7	(10.1, 20.7)	2.2	(1.1, 4.2)*	83.2	(77.2, 87.8)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.5A (cont.): Percentage distribution of adults ≥15 years old, by cigarette smoking frequency, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of cigarette smoking						Total
	Daily		Occasional[1]		Non-smoker of cigarettes		
	Percentage (95% CI)						
Male	25.0	(23.1, 26.9)	3.3	(2.6, 4.2)	71.7	(69.6, 73.7)	100
Age (years)							
15-24	17.3	(14.0, 21.1)	3.1	(1.8, 5.1)	79.7	(75.7, 83.1)	100
25-44	30.9	(28.2, 33.7)	4.3	(3.2, 5.7)	64.9	(61.8, 67.7)	100
45-64	27.5	(24.1, 31.1)	1.9	(1.0, 3.3)*	70.7	(67.0, 74.1)	100
65+	13.9	(10.1, 18.9)	3.4	(1.4, 8.0)*	82.7	(77.0, 87.1)	100
Residence							
Urban	33.1	(30.5, 35.9)	3.8	(2.8, 5.2)	63.0	(60.2, 65.8)	100
Rural	22.1	(19.8, 24.5)	3.2	(2.3, 4.3)	74.8	(72.2, 77.2)	100
Education level							
No formal education	27.1	(23.9, 30.5)	3.0	(2.0, 4.4)	70.0	(66.4, 73.3)	100
Less than primary	27.4	(23.3, 32.0)	2.4	(1.4, 4.1)*	70.2	(65.6, 74.3)	100
Primary	27.8	(22.6, 33.6)	2.9	(1.3, 6.1)*	69.4	(63.3, 74.8)	100
Less than secondary	25.0	(21.6, 28.8)	3.9	(2.3, 6.6)	71.1	(67.0, 74.8)	100
Secondary and above	17.0	(13.8, 20.6)	4.5	(2.7, 7.2)	78.6	(74.4, 82.3)	100
Wealth index							
Lowest	24.3	(19.8, 29.4)	1.4	(0.7, 2.8)*	74.2	(69.2, 78.7)	100
Low	24.9	(21.4, 28.8)	3.7	(2.4, 5.7)	71.4	(67.4, 75.0)	100
Middle	23.4	(19.7, 27.6)	3.1	(1.9, 4.9)*	73.5	(69.4, 77.3)	100
High	27.6	(24.3, 31.1)	5.1	(3.2, 8.1)	67.3	(63.4, 71.0)	100
Highest	23.8	(20.5, 27.4)	2.4	(1.7, 3.5)	73.8	(70.1, 77.2)	100
Occupation							
Employed	28.3	(23.6, 33.6)	4.8	(3.1, 7.6)	66.8	(61.0, 72.2)	100
Business	32.7	(29.1, 36.5)	4.5	(2.8, 7.3)	62.8	(58.8, 66.6)	100
Farmers	22.3	(18.6, 26.4)	2.9	(1.7, 4.8)*	74.8	(70.7, 78.6)	100
Labourers	28.2	(24.5, 32.2)	2.9	(1.9, 4.4)	68.9	(64.9, 72.6)	100
Student	4.3	(1.6, 10.9)*	1.3	(0.3, 5.6)*	94.4	(87.9, 97.5)	100
Homemaker	1.9	(0.2, 14.1)*	17.1	(3.7, 52.4)*	81.0	(48.8, 95.0)*	100
Unemployed	23.8	(16.8, 32.5)	3.6	(1.8, 6.9)*	72.7	(64.1, 79.8)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.5A (cont.): Percentage distribution of adults ≥15 years old, by cigarette smoking frequency, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of cigarette smoking						Total
	Daily		Occasional[1]		Non-smoker of cigarettes		
			Percentage (95% CI)				
Female	0.2	(0.1, 0.5)*	0.0	(0.0, 0.1)*	99.8	(99.5, 99.9)	100
Age (years)							
15-24	0.2	(0.0, 1.0)*	0.1	(0.0, 0.3)*	99.7	(99.0, 99.9)	100
25-44	0.0	(0.0, 0.1)*	0.0		100.0	(99.9, 100)	100
45-64	0.3	(0.1, 0.9)*	0.0		99.7	(99.1, 99.9)	100
65+	0.9	(0.1, 5.9)*	0.0		99.1	(94.1, 99.9)	100
Residence							
Urban	0.1	(0.0, 0.3)*	0.1	(0.0, 0.4)*	99.9	(99.6, 99.9)	100
Rural	0.2	(0.1, 0.6)*	0.0	(0.0, 0.1)*	99.7	(99.4, 99.9)	100
Education level							
No formal education	0.4	(0.2, 1.0)*	0.0	(0.0, 0.2)*	99.6	(99.0, 99.8)	100
Less than primary	0.4	(0.0, 2.5)*	0.0		99.6	(97.5, 100)	100
Primary	0.0		0.1	(0.0, 0.7)*	99.9	(99.3, 100)	100
Less than secondary	0.0		0.0		100.0		100
Secondary and above	0.0		0.0		100.0		100
Wealth index							
Lowest	0.5	(0.2, 1.6)*	0.0	(0.0, 0.3)*	99.4	(98.3, 99.8)	100
Low	0.3	(0.1, 1.3)*	0.0		99.7	(98.7, 99.9)	100
Middle	0.0		0.0		100.0		100
High	0.1	(0.0, 0.5)*	0.0		99.9	(99.5, 100)	100
Highest	0.0		0.1	(0.0, 0.6)*	99.9	(99.4, 100)	100
Occupation							
Employed	0.0		0.0		100.0		100
Business	0.0		0.0		100.0		100
Farmers	0.0		0.0		100.0	*	100
Labourers	0.3	(0.0, 1.9)*	0.1	(0.0, 0.8)*	99.6	(97.3, 99.9)	100
Student	0.0		0.0		100.0		100
Homemaker	0.2	(0.1, 0.6)*	0.0	(0.0, 0.1)*	99.8	(99.4, 99.9)	100
Unemployed	0.0		0.0		100.0		100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

4.5.2 Frequency of *bidi* smoking

Table 4.5B reports frequency of *bidi* smoking as three standard categories, "daily smokers", "occasional smokers" and "non-smokers of *bidis*" (the third category may include persons who smoke cigarettes.) The percentages of adults aged 15 years and over who are daily *bidi* smokers, occasional *bidi* smokers and non-smokers of *bidis* were 10.6%, 0.6% and 88.8%, respectively. The percentage of male daily *bidi* smokers was 20.3% and for females it was 1.0%. The percentage of male occasional *bidi* smokers was 1.1%, 78.6% of males were non-smokers of *bidis*. Among females, 0.1% identified themselves as occasional *bidi* smokers (cell size fewer than 25 respondents) and 98.9% were non-smokers of *bidis* cigarettes.

Among males, by age group, the highest percentage of daily *bidi* smokers was among those aged 45-64 years (32.7%) and the lowest was among the youngest age group 15-24 (7.0%). All age categories reported fewer than 25 respondents per cell for occasional *bidi* smoking.

Among males, by residence, the percentage of daily *bidi* smokers in rural areas (24.6%) is higher than that found in rural areas (7.9%), and 1.2% of rural males report occasional *bidi* smoking. The percentage of urban male non-smokers of *bidi* is higher than rural non-*bidi* smokers (91.2% and 74.2%, respectively).

Among males, by educational levels, the percentages of daily *bidi* smokers was higher among males with no formal education (37.1%) and those with less than primary education (22.2%). Males who had secondary education and above have the lowest prevalence of daily *bidi* smoking (3.5%). Males with no formal education also have the highest percentage of occasional *bidi* smoking (2.0%). By wealth index, males in the lowest category reported the highest prevalence of daily *bidi* smoking (36.6%). By occupation, males who identified their occupation as farmers have the highest prevalence of daily *bidi* smoking (smoking (34.6%), followed by labourers (27.3%) and the unemployed (14.0%).

Table 4.5B: Percentage distribution of adults ≥15 years old, by *bidi* smoking frequency, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of *bidi* smoking						Total
	Daily		Occasional[1]		Non-smoker of *bidis*		
	Percentage (95% CI)						
Overall	10.6	(9.5, 11.8)	0.6	(0.4, 0.8)	88.8	(87.6, 90.0)	100
Age (years)							
15-24	3.5	(2.5, 4.9)	0.5	(0.2, 1.2)*	96.0	(94.5, 97.2)	100
25-44	11.0	(9.6, 12.6)	0.5	(0.3, 0.8)*	88.4	(86.8, 89.9)	100
45-64	18.6	(16.3, 21.3)	0.5	(0.2, 0.9)*	80.9	(78.2, 83.3)	100
65+	13.6	(10.3, 17.7)	2.0	(0.9, 4.3)*	84.4	(80.2, 87.9)	100
Residence							
Urban	4.2	(3.2, 5.4)	0.5	(0.2, 1.0)*	95.3	(94.2, 96.3)	100
Rural	12.8	(11.5, 14.3)	0.6	(0.4, 0.9)	86.5	(85.0, 88.0)	100
Education level							
No formal education	18.6	(16.6, 20.7)	1.1	(0.7, 1.6)	80.4	(78.2, 82.4)	100
Less than primary	12.4	(10.2, 15.0)	0.3	(0.1, 0.9)*	87.3	(84.7, 89.5)	100
Primary	5.9	(4.4, 7.9)	0.1	(0.0, 0.5)*	94.0	(92.0, 95.6)	100
Less than secondary	4.8	(3.6, 6.4)	0.3	(0.1, 1.1)*	94.9	(93.2, 96.2)	100
Secondary and above	2.1	(1.4, 3.2)	0.6	(0.2, 2.0)*	97.3	(95.7, 98.3)	100
Wealth index							
Lowest	18.2	(15.8, 20.8)	0.8	(0.5, 1.4)*	81.0	(78.4, 83.4)	100
Low	14.1	(12.2, 16.3)	0.9	(0.5, 1.7)*	84.9	(82.7, 86.9)	100
Middle	11.8	(9.6, 14.4)	0.5	(0.2, 1.3)*	87.7	(85.0, 90.0)	100
High	5.6	(4.4, 7.0)	0.4	(0.1, 1.2)*	94.0	(92.5, 95.3)	100
Highest	1.4	(0.8, 2.3)*	0.1	(0.0, 0.6)*	98.5	(97.5, 99.1)	100
Occupation							
Employed	3.6	(2.3, 5.7)	0.0		96.4	(94.3, 97.7)	100
Business	10.8	(8.4, 13.8)	1.2	(0.5, 3.2)*	87.9	(84.8, 90.5)	100
Farmers	34.2	(29.8, 38.9)	0.8	(0.4, 1.8)*	65.0	(60.2, 69.4)	100
Labourers	22.5	(19.6, 25.6)	1.1	(0.7, 1.8)*	76.4	(73.1, 79.4)	100
Student	0.2	(0.0, 1.4)*	0.7	(0.2, 3.6)*	99.1	(96.5, 99.7)	100
Homemaker	0.8	(0.6, 1.3)	0.1	(0.0, 0.2)*	99.1	(98.6, 99.4)	100
Unemployed	8.8	(5.4, 14.0)	1.1	(0.5, 2.6)*	90.1	(84.9, 93.6)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.5B (cont.): Percentage distribution of adults ≥15 years old, by *bidi* smoking frequency, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Daily		Occasional[1]		Non-smoker of *bidis*		Total
			Percentage (95% CI)				
Male	20.3	(18.2, 22.6)	1.1	(0.8, 1.6)	78.6	(76.3, 80.8)	100
Age (years)							
15-24	7.0	(4.9, 9.9)	0.9	(0.3, 2.5)*	92.1	(88.9, 94.4)	100
25-44	22.6	(19.9, 25.6)	1.0	(0.6, 1.6)*	76.4	(73.4, 79.2)	100
45-64	32.7	(28.5, 37.1)	0.7	(0.4, 1.5)*	66.6	(62.1, 70.8)	100
65+	22.1	(17.0, 28.2)	3.8	(1.7, 8.1)*	74.0	(67.7, 79.5)	100
Residence							
Urban	7.9	(6.0, 10.2)	0.9	(0.4, 1.9)*	91.2	(89.1, 93.0)	100
Rural	24.6	(21.9, 27.6)	1.2	(0.8, 1.8)	74.2	(71.1, 77.0)	100
Education level							
No formal education	37.1	(33.4, 41.0)	2.0	(1.3, 3.1)	60.8	(56.9, 64.6)	100
Less than primary	22.2	(18.1, 26.8)	0.6	(0.2, 1.7)*	77.3	(72.6, 81.3)	100
Primary	13.2	(9.8, 17.6)	0.2	(0.0, 1.2)*	86.6	(82.2, 90.0)	100
Less than secondary	9.9	(7.4, 13.1)	0.7	(0.2, 2.3)*	89.4	(86.0, 92.0)	100
Secondary and above	3.5	(2.2, 5.3)	0.9	(0.3, 3.2)*	95.6	(93.0, 97.3)	100
Wealth index							
Lowest	36.6	(31.4, 42.0)	1.6	(0.9, 2.8)*	61.8	(56.3, 67.1)	100
Low	27.1	(23.3, 31.2)	1.9	(1.0, 3.4)*	71.0	(66.7, 75.0)	100
Middle	22.7	(18.7, 27.4)	0.9	(0.3, 2.5)*	76.4	(71.7, 80.6)	100
High	10.4	(8.2, 13.1)	0.8	(0.3, 2.3)*	88.8	(86.0, 91.1)	100
Highest	2.8	(1.7, 4.7)*	0.2	(0.0, 1.1)*	96.9	(95.1, 98.1)	100
Occupation							
Employed	4.8	(3.0, 7.6)	0.0		95.2	(92.4, 97.0)	100
Business	11.1	(8.7, 14.2)	1.3	(0.5, 3.3)*	87.6	(84.4, 90.2)	100
Farmers	34.6	(30.3, 39.3)	0.8	(0.4, 1.8)*	64.5	(59.9, 68.9)	100
Labourers	27.3	(23.9, 31.0)	1.4	(0.9, 2.2)*	71.3	(67.4, 74.9)	100
Student	0.3	(0.0, 2.3)*	1.2	(0.3, 5.7)*	98.5	(94.4, 99.6)	100
Homemaker	5.5	(0.7, 33.2)*	0.0		94.5	(66.8, 99.3)*	100
Unemployed	14.0	(8.6, 22.0)	1.8	(0.8, 4.2)*	84.2	(76.4, 89.8)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.5B (cont.): Percentage distribution of adults ≥15 years old, by *bidi* smoking frequency, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Daily		Occasional[1]		Non-smoker of *bidis*		Total
	Percentage (95% CI)						
Female	1.0	(0.7, 1.4)	0.1	(0.0, 0.2)*	98.9	(98.5, 99.3)	100
Age (years)							
15-24	0.1	(0.0, 0.6)*	0.0		99.9	(99.4, 100)	100
25-44	0.5	(0.2, 1.2)*	0.1	(0.0, 0.3)*	99.4	(98.6, 99.7)	100
45-64	2.3	(1.5, 3.6)	0.1	(0.0, 0.6)*	97.5	(96.2, 98.4)	100
65+	4.4	(2.0, 9.3)*	0.0		95.6	(90.7, 98.0)	100
Residence							
Urban	0.6	(0.3, 0.9)*	0.0	(0.0, 0.2)*	99.4	(99.0, 99.6)	100
Rural	1.1	(0.7, 1.8)	0.1	(0.0, 0.2)*	98.8	(98.1, 99.2)	100
Education level							
No formal education	2.3	(1.6, 3.4)	0.2	(0.1, 0.5)*	97.5	(96.3, 98.3)	100
Less than primary	0.3	(0.1, 0.9)*	0.0		99.7	(99.1, 99.9)	100
Primary	0.5	(0.1, 2.0)*	0.0		99.5	(98.0, 99.9)	100
Less than secondary	0.0		0.0		100.0		100
Secondary and above	0.0		0.0		100.0		100
Wealth index							
Lowest	3.2	(2.0, 5.2)	0.2	(0.1, 0.7)*	96.6	(94.5, 97.9)	100
Low	0.9	(0.5, 1.6)*	0.0		99.1	(98.4, 99.5)	100
Middle	0.2	(0.0, 1.2)*	0.2	(0.0, 0.7)*	99.7	(98.9, 99.9)	100
High	0.4	(0.1, 1.5)*	0.0		99.6	(98.5, 99.9)	100
Highest	0.0		0.0		100.0		100
Occupation							
Employed	0.0		0.0		100.0		100
Business	0.0		0.0		100.0		100
Farmers	6.6	(0.8, 38.2)*	0.0		93.4	(61.8, 99.2)*	100
Labourers	3.7	(1.8, 7.6)*	0.2	(0.0, 1.5)*	96.1	(91.9, 98.2)	100
Student	0.0		0.0		100.0		100
Homemaker	0.8	(0.5, 1.2)	0.1	(0.0, 0.2)*	99.1	(98.7, 99.4)	100
Unemployed	0.5	(0.1, 2.5)*	0.0		99.5	(97.5, 99.9)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

4.5.3 Frequency of smokeless tobacco use

Table 4.5C reports the frequency of smokeless tobacco. Smokeless tobacco use includes the following products in Bangladesh: betel quid with *zarda*, *zarda* only, or *zarda* with *supari*. The frequency of use of these products is divided into three standard categories as is done for smoked products; daily, occasional and non-users.

Among adults aged 15 years and over, daily smokeless tobacco users were 23.7% and occasional smokeless tobacco users were 3.5%. Among males daily smokeless tobacco users were 20.7% and among females 26.6%. The percentage of male occasional smokeless tobacco users was 5.6%, 1.3% identified themselves as occasional smokeless tobacco users.

Daily smokeless tobacco use prevalence increased with age, persons 65 years of age and older having the greatest percentage of daily smokeless tobacco use (52.5%), followed by the age groups 45-64 years of age (43.3%), 25-44 years (22.8%) and 15-24 years (4.7%).

Among males, prevalence of smokeless tobacco use increased with age; the highest percentage was in the 65 years and older age group (43.0%) and the lowest among the youngest age group 15-24 years (6.2%).

Among females, prevalence of daily smokeless tobacco use increased with age, the highest percentage was also in the 65 years and older age groups (62.7%) and the lowest among the youngest age group of 15-24 years (3.1%).

Overall by residence, more persons in rural areas reported daily smokeless tobacco use (25.5%) than those in urban areas (18.6%). The same pattern was reported for males (rural 22.5% and urban 15.8%) and females (rural 28.5% and urban 21.3%).

Overall, daily smokeless tobacco use prevalence decreased with increasing level of education. Daily smokeless tobacco use prevalence was 37.8% among persons with no formal education; the prevalence decreased as the level of education rose and was reported lowest among those with less secondary education and above (7.7%). A similar pattern was seen among males by educational level; those with no formal education have the highest prevalence of daily smokeless tobacco use (28.1%) and those with a secondary education or above had the lowest (10.2%). This was also the case among females; those with no formal education had the highest prevalence of current smokeless tobacco use (46.4%) and those with a secondary or higher level of education have the lowest prevalence (4.0%).

Prevalence of daily smokeless tobacco use varied inversely with wealth index. Persons in the lowest SES had the highest prevalence of daily smokeless tobacco use (32.5%), and persons in the highest SES category had the lowest prevalence (14.5%). A similar pattern was seen by gender. Males in the lowest wealth index had the highest prevalence of smokeless tobacco use (28.2%) and those in the highest wealth index had the lowest prevalence (10.5%). Females in the lowest wealth index had the highest prevalence (36.1%) and those in the highest index (18.3%) the lowest prevalence.

By occupation, persons who were unemployed had the highest prevalence of daily smokeless tobacco use (28.8%), followed by homemakers (27.9%); employed persons had the lowest prevalence of daily smokeless tobacco use (14.0%). Labourers had the highest prevalence of occasional smokeless tobacco use (5.7%). Among males, farmers had the highest smokeless tobacco use (27.6%). Among females, the unemployed category had the highest smokeless tobacco use (39.6%) and labourers had the next highest (32.7%).

Table 4.5C: Percentage distribution of adults ≥15 years old by frequency of smokeless tobacco use, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of non-smokeless tobacco use						Total
	Daily		Occasional[1]		Non-smokeless tobacco user		
	Percentage (95% CI)						
Overall	23.7	(22.1, 25.3)	3.5	(3.0, 4.0)	72.8	(71.1, 74.5)	100
Age (years)							
15-24	4.7	(3.3, 6.5)	2.0	(1.3, 3.0)	93.4	(91.4, 94.9)	100
25-44	22.8	(20.8, 25.0)	4.0	(3.3, 4.8)	73.2	(71.0, 75.3)	100
45-64	43.3	(40.2, 46.5)	4.4	(3.3, 5.8)	52.3	(49.0, 55.5)	100
65+	52.5	(47.3, 57.6)	3.9	(2.3, 6.7)*	43.6	(38.6, 48.7)	100
Residence							
Urban	18.6	(16.5, 20.8)	3.9	(3.2, 4.8)	77.5	(75.2, 79.7)	100
Rural	25.5	(23.6, 27.5)	3.3	(2.7, 4.0)	71.2	(69.1, 73.2)	100
Education level							
No formal education	37.8	(35.3, 40.4)	4.5	(3.7, 5.6)	57.7	(55.1, 60.2)	100
Less than primary	24.8	(21.1, 29.0)	3.9	(2.9, 5.2)	71.3	(67.2, 75.0)	100
Primary	22.3	(19.1, 26.0)	2.6	(1.6, 4.0)	75.1	(71.3, 78.6)	100
Less than secondary	10.7	(9.0, 12.7)	2.8	(1.9, 3.9)	86.5	(84.3, 88.5)	100
Secondary and above	7.7	(5.9, 10.1)	2.4	(1.7, 3.5)	89.8	(87.3, 91.9)	100
Wealth index							
Lowest	32.5	(29.2, 36.1)	3.6	(2.7, 4.7)	63.9	(60.2, 67.4)	100
Low	26.6	(23.9, 29.6)	3.6	(2.7, 4.9)	69.7	(66.7, 72.6)	100
Middle	22.7	(20.0, 25.7)	3.6	(2.5, 5.1)	73.7	(70.4, 76.8)	100
High	20.3	(18.1, 22.6)	3.5	(2.6, 4.7)	76.2	(73.7, 78.6)	100
Highest	14.5	(12.1, 17.1)	2.9	(2.0, 4.0)	82.7	(79.9, 85.2)	100
Occupation							
Employed	14.0	(11.0, 17.8)	3.7	(2.3, 6.0)	82.2	(78.3, 85.5)	100
Business	21.4	(17.8, 25.4)	6.4	(4.6, 8.8)	72.2	(68.0, 76.1)	100
Farmers	27.6	(24.0, 31.5)	6.3	(4.4, 8.8)	66.2	(62.0, 70.0)	100
Labourers	25.2	(21.9, 28.7)	5.7	(4.3, 7.5)	69.1	(65.5, 72.5)	100
Student	0.1	(0.0, 0.8)*	0.9	(0.3, 2.5)*	99.0	(97.4, 99.6)	100
Homemaker	27.9	(25.8, 30.3)	1.3	(0.9, 1.8)	70.8	(68.4, 73.0)	100
Unemployed	28.8	(23.2, 35.2)	3.1	(1.7, 5.4)*	68.1	(61.6, 74.0)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.5C (cont.): Percentage distribution of adults ≥15 years old by frequency of smokeless tobacco use, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of non-smokeless tobacco use						Total
	Daily		Occasional[1]		Non-smokeless tobacco user		
	Percentage (95% CI)						
Male	20.7	(18.7, 22.9)	5.6	(4.7, 6.7)	73.6	(71.4, 75.8)	100
Age (years)							
15-24	6.2	(3.9, 9.7)	3.1	(1.8, 5.0)	90.7	(87.1, 93.4)	100
25-44	20.4	(17.9, 23.1)	6.6	(5.4, 8.2)	73.0	(70.1, 75.7)	100
45-64	33.4	(29.2, 37.9)	6.9	(5.0, 9.5)	59.6	(55.1, 64.0)	100
65+	43.0	(36.6, 49.6)	6.3	(3.5, 10.9)*	50.7	(44.2, 57.2)	100
Residence							
Urban	15.8	(13.4, 18.5)	5.8	(4.4, 7.6)	78.4	(75.6, 81.0)	100
Rural	22.5	(20.0, 25.2)	5.6	(4.5, 6.9)	71.9	(69.0, 74.7)	100
Education level							
No formal education	28.1	(25.1, 31.2)	7.6	(5.9, 9.8)	64.3	(60.9, 67.6)	100
Less than primary	24.4	(19.5, 30.1)	6.4	(4.6, 8.8)	69.2	(63.8, 74.2)	100
Primary	24.3	(19.1, 30.3)	3.7	(2.1, 6.5)*	72.0	(65.7, 77.6)	100
Less than secondary	13.5	(10.8, 16.6)	5.0	(3.4, 7.2)	81.6	(77.8, 84.8)	100
Secondary and above	10.2	(7.3, 13.9)	3.0	(2.0, 4.6)	86.8	(83.0, 89.9)	100
Wealth index							
Lowest	28.2	(23.9, 32.9)	6.1	(4.3, 8.4)	65.8	(60.6, 70.6)	100
Low	24.5	(20.6, 28.8)	5.9	(4.1, 8.4)	69.7	(65.2, 73.8)	100
Middle	21.4	(17.6, 25.8)	6.2	(4.1, 9.1)	72.4	(67.7, 76.7)	100
High	17.5	(14.6, 20.8)	5.6	(4.0, 7.8)	76.9	(73.1, 80.4)	100
Highest	10.5	(8.2, 13.5)	4.0	(2.8, 5.9)	85.4	(82.2, 88.2)	100
Occupation							
Employed	15.3	(11.6, 20.0)	4.4	(2.6, 7.4)	80.2	(75.5, 84.3)	100
Business	20.2	(16.7, 24.2)	6.6	(4.7, 9.1)	73.2	(68.9, 77.1)	100
Farmers	27.6	(23.9, 31.6)	6.3	(4.5, 8.9)	66.1	(61.9, 70.1)	100
Labourers	23.2	(19.8, 27.1)	6.7	(5.0, 8.9)	70.1	(66.0, 73.8)	100
Student	0.2	(0.0, 1.4)*	0.9	(0.3, 2.9)*	98.9	(97.0, 99.6)	100
Homemaker	58.2	(35.7, 77.8)*	3.1	(0.4, 21.1)*	38.7	(19.9, 61.7)*	100
Unemployed	22.0	(16.7, 28.5)	3.9	(2.1, 7.3)*	74.0	(67.4, 79.7)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

Table 4.5C (cont.): Percentage distribution of adults ≥15 years old by frequency of smokeless tobacco use, gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Frequency of non-smokeless tobacco use						Total
	Daily		Occasional[1]		Non-smokeless tobacco user		
	Percentage (95% CI)						
Female	26.6	(24.7, 28.6)	1.3	(1.0, 1.8)	72.1	(70.0, 74.1)	100
Age (years)							
15-24	3.1	(2.1, 4.5)	0.9	(0.5, 1.7)*	96.0	(94.4, 97.1)	100
25-44	25.0	(22.4, 27.9)	1.6	(1.1, 2.3)	73.4	(70.5, 76.1)	100
45-64	54.8	(50.6, 58.9)	1.4	(0.8, 2.6)*	43.8	(39.7, 47.9)	100
65+	62.7	(54.9, 69.9)	1.4	(0.5, 3.9)*	35.9	(28.8, 43.7)	100
Residence							
Urban	21.3	(18.8, 24.0)	2.1	(1.4, 3.1)	76.6	(73.6, 79.4)	100
Rural	28.5	(26.1, 31.0)	1.1	(0.7, 1.6)	70.4	(67.9, 72.9)	100
Education level							
No formal education	46.4	(42.8, 50.0)	1.8	(1.2, 2.6)	51.8	(48.2, 55.4)	100
Less than primary	25.4	(21.1, 30.2)	0.8	(0.4, 1.8)*	73.8	(68.9, 78.2)	100
Primary	20.9	(17.0, 25.4)	1.7	(0.9, 3.2)*	77.4	(72.9, 81.4)	100
Less than secondary	8.2	(6.3, 10.5)	0.7	(0.3, 1.5)*	91.2	(88.8, 93.1)	100
Secondary and above	4.0	(2.6, 6.0)	1.5	(0.6, 3.3)*	94.6	(91.6, 96.5)	100
Wealth index							
Lowest	36.1	(32.2, 40.2)	1.5	(0.9, 2.6)*	62.4	(58.2, 66.4)	100
Low	28.9	(25.3, 32.7)	1.4	(0.7, 2.5)*	69.8	(65.8, 73.5)	100
Middle	24.0	(20.4, 28.1)	0.9	(0.5, 1.8)*	75.1	(70.9, 78.7)	100
High	23.3	(20.3, 26.6)	1.2	(0.7, 2.2)*	75.5	(72.2, 78.5)	100
Highest	18.3	(14.4, 23.0)	1.7	(0.9, 3.3)*	80.0	(75.1, 84.1)	100
Occupation							
Employed	10.1	(6.9, 14.6)	1.7	(0.7, 3.9)*	88.2	(83.3, 91.9)	100
Business	60.6	(41.7, 76.8)*	1.0	(0.1, 7.1)*	38.4	(22.4, 57.4)*	100
Farmers	29.7	(18.7, 43.8)*	2.5	(0.2, 22.2)*	67.8	(54.5, 78.6)*	100
Labourers	32.7	(26.9, 39.1)	1.8	(0.9, 3.5)*	65.5	(59.2, 71.3)	100
Student	0.0		0.9	(0.1, 6.1)*	99.1	(93.9, 99.9)	100
Homemaker	27.8	(25.6, 30.1)	1.3	(0.9, 1.8)	70.9	(68.6, 73.2)	100
Unemployed	39.6	(28.9, 51.5)	1.8	(0.5, 5.7)*	58.6	(46.7, 69.6)	100

[1]Occasional refers to less than daily use.
* Estimate based on fewer than 25 unweighted cases.

4.6 Smoked and smokeless tobacco use per day

The overall mean figures (CI) for the number of cigarettes and *bidi*s smoked per day were 5.1 (4.6, 5.6) sticks and 6.9 (6.2, 7.6) sticks; for males those were 5.2 (4.7, 5.7) cigarettes and 7.0 (6.3, 7.7) *bidis* and for female 0.8 (0.2, 1.4) cigarettes and 4.3 (2.4, 6.2) *bidis,* respectively. The mean figures (CI) of the number of cigarettes and *bidis* smoked per day in urban respondents were 8.5 (7.6, 9.5) cigarettes and 2.7 (1.9, 3.4) *bidis* and in rural respondents were 4.0 (3.5, 4.5) cigarettes and 8.3 (7.4, 9.1) *bidis*.

The overall mean (CI) of the number of times smokeless tobacco used per day was 8.1 (7.7, 8.5), for males was 8.3 (7.6, 8.9) and for females 7.9 (7.4, 8.5) products. The mean (CI) of the number of times smokeless tobacco used per day in urban respondents was 8.1 (7.4, 8.8) and in rural respondents was 8.1 (7.6, 8.5).

4.6.1 Number of cigarettes smoked per day

Table 4.6 reports the number of cigarettes smoked on average per day by five standard categories: <5, 5-9, 10-14, 15-24, ≥25. Overall, 28.1% of persons smoke <5 cigarettes per day, 27.5% smoke 5-9 cigarettes per day, 27.7% smoke 10-14 cigarettes per day, 14.9% smoke 15-24 cigarettes per day and 1.8% smoke ≥25 cigarettes per day.

By age category, among 15-24 year olds 40.6% smoked <5 cigarettes per day, 30.3% smoked 5-9 cigarettes per day and 21.2% smoked 10-14 per day. Among 25-44 year olds; 29.0% smoked 10-14 cigarettes per day, 27.2% smoked 5-9 cigarettes per day and 23% smoked <5 per day. Among 45-64 year olds, 30.7 smoked 10-14 cigarettes per day, 27.2% smoked <5 cigarettes per day and 24.9% smoked 5-9 per day. Among males, 15-24 year olds 39.8% smoked <5 cigarettes per day and 31.0% of 45-64 year olds smoked 10-14 cigarettes per day. Among 25-44 year olds, 29.0% smoke 10-14 cigarettes per day. By residence, among males, the highest prevalence is among rural males who smoke <5 cigarettes per day (31.3%). Among urban males, the highest prevalence is among those who smoke 5-9 cigarettes per day (28.3%) and the least is among those who smoke ≥25 cigarettes per day (2.9%).

By education level, among males 30.3% of those with no formal schooling smoke 10-14 cigarettes per day, and 31.5 % of those with less than primary education smoke 10-14 cigarettes per day. Among those with a primary education, 37.4% smoked 5-9 cigarettes per day; among those with less than secondary level of education, 29.0% smoked <5 cigarettes per day. Among those with education of secondary level and above, 34.6% smoked 5-9 per day. By wealth index, among males, those in the low category smoked 10-14 cigarettes per day (32.6%), followed by those in the middle category who smoked 5-9 cigarettes per day (31.9%), while those in the lowest category smoked <5 cigarettes per day (31.2%) and those in the high and highest categories smoked 5-9 cigarettes per day (30.5% and 30.1%, respectively). By occupation, among males, 39.2% of farmers report smoking <5 cigarettes per day; among business persons, 32.7% report smoking 5-9 cigarettes per day; among labourers 33.3% report smoking 10-14 cigarettes per day and among the employed 32.8% smoke 5-9 cigarettes per day.

4.6.2 Number of *bidis* smoked per day

Table 4.6A reports the number of *bidi*s smoked on average per day. The same five standard categories that were used to report the number of cigarettes per day are again used, i.e. <5, 5-9, 10-14, 15-24 and ≥25 per day. Overall, 13.6% of persons smoke <5 *bidis* per day, 21.2% smoke 5-9 *bidis* per day, 22.5% smoke 10-14 per day, 17.9% smoke 15-24 and 24.8% smoke ≥25 per day. Among males, 11.1% smoke <5 *bidis* per day, 21.3% smoke 5-9 *bidis* per day, 23.2% smoke 10-14 *bidis* per day, 18.7% smoke 15-24 *bidis* per day and 25.7% smoke ≥25 *bidis* per day. Among females, 64.2% smoke <5 *bidis* per day. The other categories of frequency for females have fewer than 25 respondents per cell.

Among males, those in the 25-44 year and 45-64 year age categories have the highest prevalence; in these categories, 28.6% and 28.1% smoked ≥25 *bidis* per day, respectively. The percentage for the same age categories of those who smoke 10-14 *bidis* per day were, 25.0% and 22.1% and for those who smoke 5-9 *bidis* per day, 20.1% and 20.3% respectively.

Among males, those in urban areas, who smoked <5 *bidis* per day represented 23.4%, compared to 9.4% in rural areas. For those who smoke 5-9 *bidis* per day, the figure was 17.6% for urban residents and 21.7% in rural areas. Among those that smoke 10-14 *bidis* per day, the figure were 18.4% for urban residents and 23.7% for rural residents. Distributions among those who that smoked 15-24 *bidis* per day were similar for rural and urban residents, 18.4% and 18.8%, respectively. Among those who smoked ≥25 *bidis* per day, the figure were 22.2% (urban) and 26.1% (rural).

By education level, 24.6% of males with no formal education smoked ≥25 *bidis* per day; among those with less than primary education, 31.1% smoked ≥25 *bidis* per day. By wealth index, 27.1% of those in the lowest category smoked ≥25 *bidis* per day and 10.3% smoked <5 *bidis* per day. Among those males in the low income category, 26.7% smoked 10-14 *bidis* per day and 10.5% smoked <5 *bidis* per day. Among those in the middle category, 31% smoked ≥25 *bidis* per day and 10.8% smoked <5 per day. Among those in the high category, 26.6% smoked 10-14 *bidis* per day.

By occupation among males, farmers and labourers smoke *bidis* more on average per day than other occupational categories. Among males in the business category, 26.3% report smoking ≥25 *bidis* per day, while among farmers and labourers almost 27% report smoking ≥25 *bidis* per day.

4.6.3 Number of times smokeless tobacco used per day

Table 4.6B reports the number of times smokeless tobacco is used on average per day. The categories presented are similar to that for smoked forms of tobacco: <5, 5-9, 10-14, 15-24 and ≥25 per day. Overall, 30.9% of persons use smokeless tobacco <5 times per day, 37.0% use smokeless tobacco 5-9 times per day, 18.9% of persons use smokeless tobacco 10-14 times per day, 10.2% of persons use smokeless tobacco 15-24 times per day and 3.0% use smokeless tobacco ≥25 times per day.

Among males, 31.8% use smokeless tobacco <5 times per day, 32.3% use smokeless tobacco 5-9 times per day, and 32.2% use smokeless tobacco 5-9 times per day. Further, 20.9%

of males use tobacco 10-14 times per day, 11.2% of males use smokeless tobacco 15-24 times per day and 3.8% use smokeless tobacco ≥25 times per day. Among females, 30.1% use smokeless tobacco < 5 times per day, 40.6% use smokeless tobacco 5-9 times per day, 17.4% use smokeless tobacco 10-14 times per day, 9.5% of females use smokeless tobacco 15-24 times per day and 2.4% use smokeless tobacco ≥25 times per day.

Among all, male and female the figures for the use of smokeless tobacco at a rate of 5-9 times per day was most common in 65 years and above age group, in which the figure were (43.0%, 37.6% and 46.9% for all persons, males, and females respectively).

Overall both persons in urban and rural areas used similar amounts of smokeless tobacco per day. Among those who lived in urban areas 32.0% used smokeless tobacco <5 times per day and 30.6% of person in rural areas used smokeless tobacco <5 times per day. In urban areas 35.4% used smokeless tobacco 5-9 times per day while the figure was 37.4% in rural areas. In urban areas, 18.3% used smokeless tobacco 10-14 times per day, 19.1% used the same average amount per day in rural areas.

By education level, among those with no formal education 37.1% used smokeless tobacco 5-9 times per day. Those with less than primary education also have a similar pattern, with 40.4% using smokeless tobacco 5-9 times per day. Among those with primary education 35.4% use smokeless tobacco 5-9 times per day and 38.0% of those with less than secondary use smokeless tobacco <5 times per day. Those with secondary level and above also use smokeless tobacco 5-9 times per day (38.6%).

By wealth index, across all wealth categories, the highest percentages were in the category of persons using smokeless tobacco 5-9 times per day. Among persons in the lowest category the figure was 39.5%, in the low category 34.1%, in the middle category, 35.0%, in the high category 35.1% and in the highest category 46.2%.

By occupational category, among the employed, most persons used smokeless tobacco <5 or 5-9 times per day (33.0% and 32.7%), respectively. Among business persons, the same pattern was seen: 31.1% used smokeless tobacco <5 times per day and 31.8% used it 5-9 times per day. Among farmers, 32.9% used smokeless tobacco 5-9 times per day and 28.4% used it <5 times per day. Among labourers, 35.0% used smokeless tobacco <5 times per day and 29.4% used it 5-9 times per day. Among homemakers, the figure for smokeless tobacco were 41.1% at 5-9 times per day and 30.3% at <5 times per day. Among the unemployed, 50.3% used smokeless tobacco 5-9 times per day and 25.1% used it <5 times per day.

Table 4.6: Percentage distribution of cigarettes smoked per day among daily cigarette smokers ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Number of cigarettes smoked on average per day[1]										Total
	<5		5-9		10-14		15-24		≥25		
	Percentage(95% CI)										
Overall	28.1	(24.5, 32.0)	27.5	(24.3, 31.0)	27.7	(23.9, 31.8)	14.9	(11.7, 18.7)	1.8	(1.2, 2.6)	100
Age(years)											
15-24	40.6	(30.0, 52.1)	30.3	(20.8, 41.9)	21.2	(13.5, 31.6)	7.0	(3.2, 14.3)*	1.0	(0.2, 4.2)*	100
25-44	23.0	(19.1, 27.4)	27.2	(23.4, 31.4)	29.0	(24.2, 34.3)	19.0	(14.6, 24.3)	1.8	(1.1, 3.0)*	100
45-64	27.2	(20.5, 35.0)	24.9	(19.4, 31.5)	30.7	(24.5, 37.6)	14.6	(10.7, 19.5)	2.6	(1.3, 5.2)*	100
65+	36.0	(20.6, 55.1)*	32.8	(17.9, 52.2)*	25.8	(13.8, 43.1)*	5.4	(1.5, 17.1)*	0.0		100
Residence											
Urban	21.2	(17.6, 25.2)	28.4	(24.5, 32.6)	26.8	(22.0, 32.2)	20.7	(14.5, 28.6)	3.0	(1.9, 4.8)	100
Rural	31.9	(26.8, 37.4)	27.1	(22.6, 32.0)	28.2	(23.1, 33.9)	11.8	(8.8, 15.5)	1.1	(0.6, 2.2)*	100
Education level											
No formal education	26.7	(21.5, 32.7)	23.3	(18.4, 29.0)	29.8	(24.6, 35.7)	17.8	(12.1, 25.4)	2.4	(1.3, 4.2)*	100
Less than primary	28.3	(21.0, 37.0)	24.2	(18.3, 31.2)	31.2	(23.0, 40.6)	14.3	(9.7, 20.5)	2.0	(0.9, 4.4)*	100
Primary	27.2	(17.8, 39.3)	37.4	(26.7, 49.5)	20.9	(13.2, 31.5)	12.4	(6.8, 21.8)*	2.1	(0.6, 6.9)*	100
Less than secondary	28.8	(21.6, 37.3)	28.2	(21.0, 36.8)	29.0	(22.1, 37.0)	13.3	(8.8, 19.7)	0.7	(0.2, 2.6)*	100
Secondary and above	31.7	(20.8, 45.1)	34.6	(24.5, 46.3)	20.1	(13.5, 28.7)	12.3	(7.9, 18.8)	1.3	(0.4, 4.2)*	100
Wealth index											
Lowest	32.7	(23.6, 43.3)	19.0	(12.7, 27.4)	26.0	(18.4, 35.5)	21.0	(10.5, 37.4)	1.3	(0.3, 5.2)*	100
Low	27.6	(21.1, 35.2)	24.9	(19.3, 31.5)	32.2	(25.1, 40.3)	12.9	(9.0, 18.0)	2.4	(1.1, 5.0)*	100
Middle	28.3	(20.8, 37.3)	31.9	(23.1, 42.2)	26.4	(19.1, 35.3)	11.1	(7.0, 17.1)	2.4	(1.1, 5.1)*	100
High	25.6	(18.3, 34.5)	30.5	(24.4, 37.2)	27.0	(20.8, 34.4)	15.7	(11.5, 21.1)	1.2	(0.5, 3.0)*	100
Highest	28.3	(20.9, 37.2)	30.1	(22.7, 38.6)	25.0	(18.2, 33.3)	15.1	(10.3, 21.4)	1.5	(0.6, 3.8)*	100
Occupation											
Employed	23.0	(16.7, 30.8)	32.8	(24.1, 42.9)	31.2	(23.5, 40.2)	11.2	(7.0, 17.3)	1.8	(0.6, 5.0)*	100
Business	19.3	(13.8, 26.2)	32.7	(26.2, 39.9)	25.4	(20.3, 31.2)	20.6	(15.4, 26.9)	2.1	(1.0, 4.1)*	100
Farmers	39.2	(29.7, 49.6)	25.8	(18.5, 34.8)	25.8	(17.3, 36.6)	7.7	(4.6, 12.4)*	1.5	(0.5, 4.8)*	100
Labourers	25.5	(20.4, 31.4)	22.4	(18.1, 27.3)	33.2	(26.3, 40.9)	16.7	(11.4, 23.8)	2.2	(1.2, 3.9)*	100
Student	66.1	(25.3, 91.8)*	7.3	(1.0, 38.0)*	26.1	(5.6, 67.8)*	0.5	(0.1, 4.1)*	0.0		100
Homemaker	80.4	(48.1, 94.8)*	4.3	(0.5, 27.8)*	2.6	(0.3, 18.5)*	12.7	(2.5, 45.6)*	0.0		100
Unemployed	35.6	(20.6, 54.0)*	40.9	(23.5, 60.8)*	8.0	(3.4, 17.9)*	15.5	(7.5, 29.4)*	0.0		100

[1] Among daily cigarette smokers. Cigarettes include manufactured and hand-rolled.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6 (cont.): Percentage distribution of cigarettes smoked per day among daily cigarette smokers ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Number of cigarettes smoked on average per day[1]					Total
	<5	5-9	10-14	15-24	≥25	
	Percentage(95% CI)					
Male	27.7 (24.1, 31.7)	27.6 (24.4, 31.1)	27.9 (24.1, 32.1)	14.9 (11.8, 18.8)	1.8 (1.2, 2.7)	100
Age(years)						
15-24	39.8 (29.1, 51.6)	30.7 (21.1, 42.4)	21.4 (13.7, 32.0)	7.0 (3.3, 14.6)*	1.0 (0.2, 4.3)*	100
25-44	23.0 (19.1, 27.4)	27.2 (23.4, 31.4)	29.0 (24.2, 34.3)	19.0 (14.6, 24.4)	1.8 (1.1, 3.0)*	100
45-64	26.9 (20.3, 34.8)	25.0 (19.4, 31.6)	31.0 (24.8, 38.0)	14.5 (10.6, 19.4)	2.7 (1.3, 5.3)*	100
65+	32.1 (17.6, 51.1)*	34.8 (19.2, 54.5)*	27.4 (14.7, 45.2)*	5.7 (1.6, 18.0)*	0.0	100
Residence						
Urban	21.1 (17.5, 25.2)	28.3 (24.4, 32.6)	26.8 (22.0, 32.3)	20.7 (14.6, 28.6)	3.0 (1.9, 4.8)	100
Rural	31.3 (26.2, 36.9)	27.3 (22.8, 32.2)	28.5 (23.4, 34.2)	11.8 (8.8, 15.6)	1.1 (0.6, 2.3)*	100
Education level						
No formal education	25.9 (20.7, 31.9)	23.4 (18.5, 29.2)	30.3 (25.0, 36.2)	17.9 (12.1, 25.6)	2.4 (1.4, 4.2)*	100
Less than primary	27.6 (20.3, 36.3)	24.4 (18.4, 31.6)	31.5 (23.3, 41.0)	14.5 (9.9, 20.7)	2.0 (0.9, 4.4)*	100
Primary	27.2 (17.8, 39.3)	37.4 (26.7, 49.5)	20.9 (13.2, 31.5)	12.4 (6.8, 21.8)*	2.1 (0.6, 6.9)*	100
Less than secondary	28.8 (21.6, 37.3)	28.2 (21.0, 36.8)	29.0 (22.1, 37.0)	13.3 (8.8, 19.7)	0.7 (0.2, 2.6)*	100
Secondary and above	31.7 (20.8, 45.1)	34.6 (24.5, 46.3)	20.1 (13.5, 28.7)	12.3 (7.9, 18.8)	1.3 (0.4, 4.2)*	100
Wealth index						
Lowest	31.2 (22.3, 41.7)	19.1 (12.7, 27.8)	26.8 (18.9, 36.5)	21.6 (10.8, 38.3)	1.4 (0.3, 5.4)*	100
Low	27.1 (20.5, 34.9)	25.1 (19.4, 31.7)	32.6 (25.3, 40.8)	12.8 (8.9, 18.0)	2.4 (1.2, 5.0)*	100
Middle	28.3 (20.8, 37.3)	31.9 (23.1, 42.2)	26.4 (19.1, 35.3)	11.1 (7.0, 17.1)	2.4 (1.1, 5.1)*	100
High	25.4 (18.1, 34.4)	30.5 (24.5, 37.3)	27.1 (20.8, 34.5)	15.7 (11.5, 21.1)	1.2 (0.5, 3.0)*	100
Highest	28.3 (20.9, 37.2)	30.1 (22.7, 38.6)	25.0 (18.2, 33.3)	15.1 (10.3, 21.4)	1.5 (0.6, 3.8)*	100
Occupation						
Employed	23.0 (16.7, 30.8)	32.8 (24.1, 42.9)	31.2 (23.5, 40.2)	11.2 (7.0, 17.3)	1.8 (0.6, 5.0)*	100
Business	19.3 (13.8, 26.2)	32.7 (26.2, 39.9)	25.4 (20.3, 31.2)	20.6 (15.4, 26.9)	2.1 (1.0, 4.1)*	100
Farmers	39.2 (29.7, 49.6)	25.8 (18.5, 34.8)	25.8 (17.3, 36.6)	7.7 (4.6, 12.4)*	1.5 (0.5, 4.8)*	100
Labourers	25.5 (20.4, 31.4)	22.3 (18.0, 27.3)	33.3 (26.4, 41.0)	16.7 (11.4, 23.8)	2.2 (1.2, 4.0)*	100
Student	66.1 (25.3, 91.8)*	7.3 (1.0, 38.0)*	26.1 (5.6, 67.8)*	0.5 (0.1, 4.1)*	0.0	100
Homemaker	0.0	0.0	0.0	100.0 *	0.0	100
Unemployed	35.6 (20.6, 54.0)*	40.9 (23.5, 60.8)*	8.0 (3.4, 17.9)*	15.5 (7.5, 29.4)*	0.0	100

[1] Among daily cigarette smokers. Cigarettes include manufactured and hand-rolled.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6 (cont.): Percentage distribution of cigarettes smoked per day among daily cigarette smokers ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Number of cigarettes smoked on average per day[1]					Total
	<5	5-9	10-14	15-24	≥25	
	Percentage (95% CI)					
Female	78.8 (47.6, 93.8)*	11.1 (2.4, 39.0)*	2.4 (0.3, 17.2)*	7.7 (1.0, 42.1)*	0.0	100
Age (years)						
15-24	100.0 *	0.0	0.0	0.0	0.0	100
25-44	39.2 (5.4, 88.0)*	37.9 (5.1, 87.5)*	22.9 (2.6, 76.8)*	0.0	0.0	100
45-64	52.9 (13.4, 89.1)*	22.6 (2.9, 74.1)*	0.0	24.5 (3.2, 76.1)*	0.0	100
65+	100.0 *	0.0	0.0	0.0	0.0	100
Residence						
Urban	47.1 (7.2, 91.1)*	33.0 (4.0, 85.5)*	19.9 (2.1, 73.8)*	0.0	0.0	100
Rural	83.1 (47.6, 96.4)*	8.1 (1.1, 42.1)*	0.0	8.8 (1.0, 46.8)*	0.0	100
Education level						
No formal education	71.8 (36.5, 91.9)*	14.7 (3.2, 47.6)*	3.2 (0.4, 22.2)*	10.3 (1.3, 50.7)*	0.0	100
Less than primary	100.0 *	0.0	0.0	0.0	0.0	100
Primary	0.0	0.0	0.0	0.0	0.0	0
Less than secondary	0.0	0.0	0.0	0.0	0.0	0
Secondary and above	0.0	0.0	0.0	0.0	0.0	0
Wealth index						
Lowest	86.8 (42.2, 98.3)*	13.2 (1.7, 57.8)*	0.0	0.0	0.0	100
Low	63.7 (14.4, 94.8)*	10.2 (1.0, 56.9)*	6.2 (0.6, 42.5)*	20.0 (1.9, 75.9)*	0.0	100
Middle	0.0	0.0	0.0	0.0	0.0	0
High	100.0 *	0.0	0.0	0.0	0.0	100
Highest	0.0	0.0	0.0	0.0	0.0	0
Occupation						
Employed	0.0	0.0	0.0	0.0	0.0	0
Business	0.0	0.0	0.0	0.0	0.0	0
Farmers	0.0	0.0	0.0	0.0	0.0	0
Labourers	36.4 (36.4, 36.4)*	63.6 (63.6, 63.6)*	0.0	0.0	0.0	100
Student	0.0	0.0	0.0	0.0	0.0	0
Homemaker	84.1 (50.9, 96.4)*	4.5 (0.5, 29.1)*	2.7 (0.3, 19.5)*	8.7 (1.1, 46.2)*	0.0	100
Unemployed	0.0	0.0	0.0	0.0	0.0	0

[1] Among daily cigarette smokers. Cigarettes include manufactured and hand-rolled.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6A: Percentage distribution of *bidis* smoked per day among daily *bidi* smokers ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Number of *bidis* smoked on average per day[1]					Total
	<5	5-9	10-14	15-24	≥25	
			Percentage(95% CI)			
Overall	13.6 (11.1, 16.6)	21.2 (17.7, 25.2)	22.5 (19.2, 26.1)	17.9 (14.9, 21.4)	24.8 (21.6, 28.3)	100
Age(years)						
15-24	14.4 (6.6, 28.4)*	25.2 (12.0, 45.5)*	20.9 (11.0, 36.1)*	30.1 (14.3, 52.6)*	9.4 (3.9, 20.8)*	100
25-44	9.5 (7.0, 12.8)	20.6 (16.1, 26.0)	24.5 (19.9, 29.9)	17.4 (13.6, 22.0)	27.9 (23.3, 33.0)	100
45-64	14.2 (10.1, 19.7)	19.8 (14.5, 26.5)	21.3 (16.0, 27.6)	17.5 (12.9, 23.3)	27.2 (21.7, 33.6)	100
65+	32.1 (20.4, 46.6)	25.7 (15.4, 39.7)*	18.4 (10.7, 30.0)*	9.6 (4.3, 20.0)*	14.1 (7.2, 25.8)*	100
Residence						
Urban	26.1 (17.7, 36.7)	17.6 (12.2, 24.7)	18.5 (12.0, 27.4)	17.1 (11.9, 24.1)	20.7 (15.1, 27.6)	100
Rural	12.2 (9.6, 15.4)	21.6 (17.8, 26.0)	22.9 (19.4, 26.9)	18.0 (14.8, 21.8)	25.3 (21.8, 29.1)	100
Education level						
No formal education	13.4 (10.4, 17.2)	22.0 (17.6, 27.2)	22.7 (18.8, 27.2)	18.6 (14.7, 23.2)	23.2 (19.1, 27.9)	100
Less than primary	13.7 (8.2, 21.9)	18.4 (12.7, 26.1)	24.2 (17.4, 32.6)	13.0 (8.4, 19.7)*	30.7 (23.0, 39.6)	100
Primary	9.8 (3.8, 23.2)*	22.0 (11.6, 37.8)*	17.2 (8.6, 31.2)*	14.6 (7.6, 26.1)*	36.5 (23.4, 51.8)*	100
Less than secondary	15.2 (8.2, 26.5)*	18.1 (9.4, 32.1)*	20.4 (12.1, 32.1)*	25.3 (12.0, 45.7)*	21.0 (12.5, 33.1)*	100
Secondary and above	21.4 (9.0, 42.9)*	28.0 (11.6, 53.5)*	25.2 (11.5, 46.6)*	19.2 (6.7, 43.9)*	6.2 (1.3, 24.6)*	100
Wealth index						
Lowest	16.1 (11.9, 21.5)	20.7 (16.1, 26.2)	20.2 (15.3, 26.3)	18.0 (13.1, 24.2)	24.9 (20.0, 30.6)	100
Low	11.6 (7.6, 17.4)	21.6 (15.6, 29.1)	26.4 (20.5, 33.4)	17.2 (12.6, 23.1)	23.1 (17.5, 29.9)	100
Middle	10.8 (6.6, 17.2)	20.1 (13.1, 29.6)	18.1 (12.1, 26.2)	19.7 (12.5, 29.4)	31.4 (22.7, 41.5)	100
High	15.3 (8.9, 24.9)*	23.2 (15.2, 33.7)*	26.1 (18.1, 36.0)	16.7 (9.8, 26.8)*	18.8 (11.0, 30.3)*	100
Highest	26.6 (11.1, 51.4)*	23.8 (8.4, 51.5)*	24.7 (6.7, 59.9)*	15.4 (5.2, 37.8)*	9.4 (2.0, 34.6)*	100
Occupation						
Employed	16.8 (7.2, 34.6)*	38.6 (18.9, 63.0)*	17.8 (6.0, 42.3)*	18.2 (7.7, 37.4)*	8.6 (2.0, 30.1)*	100
Business	14.5 (8.1, 24.5)*	17.2 (10.0, 28.1)*	22.2 (14.8, 32.0)*	19.7 (11.7, 31.2)*	26.3 (17.9, 37.0)	100
Farmers	10.4 (6.8, 15.5)	24.2 (18.2, 31.5)	23.1 (17.6, 29.7)	15.2 (11.0, 20.6)	27.1 (21.7, 33.3)	100
Labourers	11.1 (8.0, 15.2)	18.8 (14.6, 23.8)	24.3 (19.6, 29.7)	19.5 (14.9, 25.0)	26.3 (21.4, 31.9)	100
Student	100.0 *	0.0	0.0	0.0	0.0	100
Homemaker	66.1 (45.8, 81.8)*	21.7 (9.4, 42.5)*	4.6 (1.2, 16.5)*	2.4 (0.3, 15.5)*	5.2 (0.7, 29.3)*	100
Unemployed	23.1 (9.8, 45.5)*	19.2 (7.8, 40.1)*	14.3 (4.9, 35.0)*	36.0 (11.6, 70.7)*	7.4 (2.2, 21.8)*	100

[1] Among daily *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6A (cont.): Percentage distribution of *bidis* smoked per day among daily *bidi* smokers ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Number of *bidis* smoked on average per day[1]					Total
	<5	5-9	10-14	15-24	≥25	
	Percentage(95% CI)					
Male	11.1 (8.8, 13.9)	21.3 (17.7, 25.5)	23.2 (19.8, 27.0)	18.7 (15.6, 22.3)	25.7 (22.3, 29.3)	100
Age(years)						
15-24	13.3 (5.9, 27.5)*	25.6 (12.2, 46.0)*	21.2 (11.1, 36.5)*	30.5 (14.5, 53.1)*	9.5 (4.0, 21.1)*	100
25-44	8.5 (6.1, 11.7)	20.1 (15.5, 25.7)	25.0 (20.3, 30.5)	17.8 (14.0, 22.5)	28.5 (23.7, 33.7)	100
45-64	11.1 (7.3, 16.6)	20.3 (14.7, 27.3)	22.1 (16.5, 28.8)	18.4 (13.5, 24.5)	28.2 (22.4, 34.8)	100
65+	24.2 (13.7, 39.2)*	28.0 (16.7, 43.1)*	19.7 (11.3, 32.2)*	11.3 (5.1, 23.2)*	16.7 (8.4, 30.6)*	100
Residence						
Urban	23.4 (15.5, 33.9)	17.6 (12.0, 25.0)	18.4 (11.6, 28.0)	18.4 (12.8, 25.6)	22.2 (16.2, 29.7)	100
Rural	9.7 (7.4, 12.7)	21.7 (17.8, 26.3)	23.7 (20.0, 27.8)	18.8 (15.4, 22.7)	26.1 (22.4, 30.0)	100
Education level						
No formal education	9.4 (6.9, 12.8)	22.5 (17.8, 28.0)	23.7 (19.6, 28.5)	19.8 (15.7, 24.7)	24.6 (20.3, 29.5)	100
Less than primary	13.1 (7.7, 21.4)	18.3 (12.6, 26.0)	24.4 (17.5, 32.9)	13.1 (8.4, 19.9)*	31.0 (23.2, 40.0)	100
Primary	10.4 (4.0, 24.4)*	20.5 (10.3, 36.8)*	17.8 (8.8, 32.5)*	15.4 (8.0, 27.4)*	35.9 (22.7, 51.8)*	100
Less than secondary	15.2 (8.2, 26.5)*	18.1 (9.4, 32.1)*	20.4 (12.1, 32.1)*	25.3 (12.0, 45.7)*	21.0 (12.5, 33.1)*	100
Secondary and above	21.4 (9.0, 42.9)*	28.0 (11.6, 53.5)*	25.2 (11.5, 46.6)*	19.2 (6.7, 43.9)*	6.2 (1.3, 24.6)*	100
Wealth index						
Lowest	10.3 (7.1, 14.8)	20.8 (15.9, 26.9)	21.8 (16.4, 28.4)	20.0 (14.7, 26.5)	27.1 (21.8, 33.0)	100
Low	10.5 (6.6, 16.5)	21.4 (15.2, 29.1)	26.7 (20.6, 33.9)	17.5 (12.7, 23.5)	23.9 (18.0, 30.9)	100
Middle	10.8 (6.6, 17.3)	20.2 (13.2, 29.8)	18.2 (12.2, 26.4)	19.8 (12.7, 29.6)	30.9 (22.2, 41.0)	100
High	12.6 (7.1, 21.4)*	24.0 (15.8, 34.8)*	26.6 (18.4, 36.8)	17.3 (10.2, 27.7)*	19.5 (11.5, 31.3)*	100
Highest	26.6 (11.1, 51.4)*	23.8 (8.4, 51.5)*	24.7 (6.7, 59.9)*	15.4 (5.2, 37.8)*	9.4 (2.0, 34.6)*	100
Occupation						
Employed	16.8 (7.2, 34.6)*	38.6 (18.9, 63.0)*	17.8 (6.0, 42.3)*	18.2 (7.7, 37.4)*	8.6 (2.0, 30.1)*	100
Business	14.5 (8.1, 24.5)*	17.2 (10.0, 28.1)*	22.2 (14.8, 32.0)*	19.7 (11.7, 31.2)*	26.3 (17.9, 37.0)	100
Farmers	10.4 (6.9, 15.6)	24.3 (18.2, 31.6)	23.1 (17.6, 29.7)	15.2 (11.0, 20.7)	26.9 (21.5, 33.1)	100
Labourers	9.5 (6.7, 13.2)	18.7 (14.4, 23.9)	24.6 (19.8, 30.2)	20.2 (15.5, 25.8)	27.1 (22.0, 32.8)	100
Student	100.0 *	0.0	0.0	0.0	0.0	100
Homemaker	0.0	100.0 *	0.0	0.0	0.0	100
Unemployed	20.9 (8.2, 43.8)*	19.8 (7.9, 41.3)*	14.7 (5.0, 36.0)*	37.0 (12.0, 71.7)*	7.6 (2.3, 22.5)*	100

[1] Among daily *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6A (cont.): Percentage distribution of *bidis* smoked per day among daily *bidi* smokers ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Number of bidis smoked on average per day[1]					Total
	<5	5-9	10-14	15-24	≥25	
	Percentage(95% CI)					
Female	64.2 (46.8, 78.5)	18.8 (9.3, 34.6)*	8.3 (3.6, 18.2)*	1.6 (0.2, 10.7)*	7.1 (2.2, 20.1)*	100
Age(years)						
15-24	100.0 *	0.0	0.0	0.0	0.0	100
25-44	46.9 (19.3, 76.6)*	39.3 (16.6, 67.8)*	5.9 (0.7, 35.4)*	0.0	7.8 (1.7, 29.8)*	100
45-64	64.9 (41.7, 82.7)*	12.2 (3.5, 34.8)*	8.0 (2.2, 24.9)*	3.5 (0.5, 21.8)*	11.4 (2.6, 38.0)*	100
65+	75.3 (39.0, 93.6)*	13.1 (1.7, 56.6)*	11.6 (2.6, 38.9)*	0.0	0.0	100
Residence						
Urban	61.7 (36.9, 81.5)*	18.4 (6.3, 42.8)*	20.0 (7.2, 44.6)*	0.0	0.0	100
Rural	64.7 (44.6, 80.6)*	18.9 (8.3, 37.4)*	6.3 (1.9, 18.4)*	1.9 (0.2, 12.6)*	8.3 (2.6, 23.3)*	100
Education level						
No formal education	69.4 (50.3, 83.6)	15.9 (6.9, 32.7)*	8.8 (3.7, 19.7)*	1.8 (0.2, 12.0)*	4.0 (1.1, 14.1)*	100
Less than primary	71.7 (17.7, 96.8)*	28.3 (3.2, 82.3)*	0.0	0.0	0.0	100
Primary	0.0	48.0 (6.2, 92.8)*	6.5 (0.6, 43.8)*	0.0	45.4 (5.6, 92.1)*	100
Less than secondary	0.0	0.0	0.0	0.0	0.0	0
Secondary and above	0.0	0.0	0.0	0.0	0.0	0
Wealth index						
Lowest	69.8 (47.0, 85.7)*	19.1 (8.0, 39.0)*	5.8 (1.8, 17.1)*	0.0	5.3 (1.4, 17.9)*	100
Low	46.1 (20.3, 74.1)*	29.4 (8.7, 64.4)*	16.7 (4.0, 48.8)*	7.8 (1.1, 40.3)*	0.0	100
Middle	0.0	0.0	0.0	0.0	100.0 *	100
High	88.5 (39.4, 98.9)*	0.0	11.5 (1.1, 60.6)*	0.0	0.0	100
Highest	0.0	0.0	0.0	0.0	0.0	0
Occupation						
Employed	0.0	0.0	0.0	0.0	0.0	0
Business	0.0	0.0	0.0	0.0	0.0	0
Farmers	0.0	0.0	21.1 (1.6, 81.2)*	0.0	78.9 (18.8, 98.4)*	100
Labourers	57.5 (26.9, 83.3)*	21.8 (6.7, 51.9)*	15.3 (4.7, 39.8)*	0.0	5.3 (0.7, 32.1)*	100
Student	0.0	0.0	0.0	0.0	0.0	0
Homemaker	68.6 (47.8, 83.9)*	18.8 (7.4, 40.3)*	4.8 (1.2, 17.1)*	2.5 (0.3, 16.0)*	5.4 (0.7, 30.2)*	100
Unemployed	100.0 *	0.0	0.0	0.0	0.0	100

[1] Among daily *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6B: Percentage distribution of smokeless tobacco use per day among daily smokeless tobacco users ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	<5		5-9		10-14		15-24		≥25		Total
					Percentage(95% CI)						
Overall	30.9	(28.0, 33.9)	37.0	(34.2, 39.8)	18.9	(16.6, 21.5)	10.2	(8.4, 12.3)	3.0	(2.3, 4.0)	100
Age(years)											
15-24	42.6	(25.3, 61.8)	23.7	(14.2, 36.9)	20.0	(9.9, 36.2)*	12.9	(6.1, 25.4)*	0.8	(0.1, 5.8)*	100
25-44	33.9	(29.9, 38.2)	35.2	(31.5, 39.1)	19.1	(16.3, 22.3)	9.0	(6.8, 11.7)	2.7	(1.7, 4.3)	100
45-64	27.7	(23.7, 32.0)	38.6	(33.6, 43.7)	20.4	(16.5, 24.9)	9.7	(7.6, 12.4)	3.7	(2.4, 5.5)	100
65+	25.9	(20.0, 32.9)	43.0	(36.4, 49.8)	14.1	(10.2, 19.4)	13.8	(9.2, 20.3)	3.1	(1.4, 6.7)*	100
Residence											
Urban	32.0	(25.4, 39.4)	35.4	(30.7, 40.3)	18.3	(15.0, 22.1)	11.5	(9.0, 14.5)	2.9	(1.8, 4.6)	100
Rural	30.6	(27.5, 33.8)	37.4	(34.1, 40.8)	19.1	(16.3, 22.2)	9.9	(7.8, 12.5)	3.1	(2.2, 4.3)	100
Education level											
No formal education	30.1	(27.0, 33.4)	37.1	(33.8, 40.5)	19.0	(16.3, 22.1)	10.3	(8.1, 13.1)	3.4	(2.5, 4.8)	100
Less than primary	28.0	(21.9, 35.0)	40.4	(33.3, 47.9)	19.2	(14.1, 25.5)	9.2	(6.2, 13.4)	3.2	(1.5, 7.1)*	100
Primary	33.1	(23.7, 44.2)	35.4	(26.8, 45.1)	15.6	(10.7, 22.2)	12.5	(7.9, 19.4)	3.4	(1.7, 6.6)*	100
Less than secondary	38.0	(30.9, 45.7)	29.3	(23.1, 36.5)	21.8	(15.9, 29.1)	9.8	(5.9, 15.7)*	1.0	(0.4, 2.8)*	100
Secondary and above	31.1	(20.9, 43.6)	38.6	(27.4, 51.1)	20.3	(8.8, 40.3)*	8.7	(3.4, 20.7)*	1.3	(0.3, 6.0)*	100
Wealth index											
Lowest	32.6	(27.9, 37.6)	39.5	(35.0, 44.2)	15.3	(12.3, 19.0)	9.8	(7.0, 13.5)	2.8	(1.7, 4.6)*	100
Low	31.7	(26.8, 37.0)	34.1	(29.9, 38.6)	17.8	(14.3, 22.0)	12.2	(9.4, 15.8)	4.1	(2.4, 6.9)*	100
Middle	27.8	(22.9, 33.4)	35.0	(29.1, 41.3)	25.8	(20.2, 32.2)	9.2	(6.0, 13.8)	2.3	(1.2, 4.4)*	100
High	32.6	(25.7, 40.4)	35.1	(29.3, 41.3)	18.6	(13.6, 25.0)	10.8	(7.4, 15.5)	2.8	(1.4, 5.7)*	100
Highest	26.4	(19.8, 34.2)	46.2	(36.5, 56.1)	18.2	(12.3, 26.2)	6.6	(3.2, 13.3)*	2.6	(1.2, 5.7)*	100
Occupation											
Employed	33.0	(23.7, 43.9)	32.7	(23.7, 43.2)	17.7	(11.4, 26.5)	12.6	(7.0, 21.7)*	4.0	(1.5, 10.0)*	100
Business	31.1	(23.0, 40.5)	31.8	(24.6, 40.1)	19.4	(11.5, 30.7)	11.6	(7.0, 18.8)*	6.1	(3.0, 11.8)*	100
Farmers	28.4	(21.8, 36.0)	32.9	(26.3, 40.2)	19.3	(14.1, 25.8)	13.9	(9.3, 20.2)	5.6	(3.1, 9.9)*	100
Labourers	35.0	(29.1, 41.4)	29.4	(23.8, 35.7)	23.5	(18.2, 29.8)	9.5	(6.8, 13.1)	2.6	(1.5, 4.5)*	100
Student	0.0		0.0		100.0	*	0.0		0.0		100
Homemaker	30.3	(26.3, 34.6)	41.1	(37.3, 45.0)	17.4	(14.6, 20.7)	9.1	(6.7, 12.4)	2.0	(1.2, 3.4)*	100
Unemployed	25.1	(17.1, 35.3)	50.3	(39.3, 61.4)	13.3	(7.8, 21.5)*	9.6	(4.4, 19.6)*	1.7	(0.5, 5.4)*	100

[1] Among daily smokeless tobacco users. Smokeless tobacco includes Betel quid with *zarda, zarda, zarda only, or zarda with supari*, Betel quid with *sada pata, Pan Masala* with tobacco, *Sada pata chewing, Gul, Khoinee,* or other.

* Estimate based on fewer than 25 unweighted cases.

Table 4.6B (cont.): Percentage distribution of smokeless tobacco use per day among daily smokeless tobacco users ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Number of times smokeless tobacco used on average per day[1]										Total
	<5		5-9		10-14		15-24		≥25		
					Percentage(95% CI)						
Male	31.8	(27.4, 36.6)	32.3	(28.7, 36.1)	20.9	(16.6, 26.0)	11.2	(8.7, 14.2)	3.8	(2.6, 5.7)	100
Age(years)											
15-24	49.6	(26.2, 73.2)*	18.0	(8.2, 35.3)*	23.9	(9.7, 47.8)*	8.4	(2.9, 22.1)*	0.0		100
25-44	31.6	(26.2, 37.7)	34.1	(28.4, 40.3)	20.2	(15.6, 25.8)	9.9	(6.9, 14.0)	4.2	(2.5, 7.0)*	100
45-64	28.2	(22.0, 35.3)	31.5	(25.0, 38.8)	23.3	(15.8, 33.0)	12.2	(8.5, 17.2)	4.8	(2.6, 8.7)*	100
65+	30.6	(21.4, 41.7)	37.6	(27.8, 48.5)	15.2	(9.1, 24.1)*	14.0	(7.3, 25.2)*	2.6	(0.6, 10.8)*	100
Residence											
Urban	30.7	(24.5, 37.6)	33.5	(28.5, 38.9)	20.5	(15.6, 26.5)	12.6	(8.8, 17.7)	2.7	(1.4, 5.1)*	100
Rural	32.1	(26.9, 37.8)	31.9	(27.7, 36.5)	21.0	(15.8, 27.4)	10.8	(8.0, 14.5)	4.1	(2.6, 6.4)*	100
Education level											
No formal education	33.5	(28.0, 39.4)	29.5	(24.7, 34.9)	20.9	(16.2, 26.5)	11.7	(8.3, 16.4)	4.4	(2.6, 7.1)*	100
Less than primary	29.2	(19.4, 41.5)	35.6	(26.9, 45.5)	22.1	(14.5, 32.1)	8.0	(4.7, 13.2)*	5.0	(2.0, 12.2)*	100
Primary	25.9	(17.1, 37.1)	34.9	(23.8, 48.0)	18.1	(10.4, 29.5)*	16.3	(9.3, 27.0)*	4.8	(2.0, 11.2)*	100
Less than secondary	38.3	(27.6, 50.2)	31.1	(23.1, 40.4)	19.6	(12.4, 29.7)	10.1	(5.3, 18.3)*	0.9	(0.2, 4.3)*	100
Secondary and above	27.6	(16.9, 41.6)	36.2	(23.9, 50.8)	24.1	(10.2, 47.0)*	10.5	(3.9, 25.1)*	1.6	(0.3, 7.4)*	100
Wealth index											
Lowest	32.5	(25.6, 40.3)	38.6	(31.8, 45.8)	14.6	(10.3, 20.3)	10.6	(6.2, 17.3)*	3.8	(1.8, 7.7)*	100
Low	34.8	(26.6, 44.2)	31.0	(24.9, 37.8)	16.8	(11.5, 23.9)	12.3	(8.3, 18.0)	5.1	(2.3, 10.5)*	100
Middle	27.8	(20.2, 36.9)	24.7	(17.7, 33.3)	31.2	(21.7, 42.5)	13.9	(8.6, 21.7)*	2.5	(1.1, 5.5)*	100
High	34.5	(25.8, 44.4)	29.1	(21.8, 37.8)	24.6	(15.7, 36.5)	8.1	(4.9, 13.2)*	3.6	(1.4, 8.8)*	100
Highest	23.2	(14.3, 35.3)	47.6	(33.9, 61.6)	16.5	(8.7, 29.1)*	8.9	(2.7, 25.7)*	3.9	(1.2, 12.0)*	100
Occupation											
Employed	34.1	(23.2, 47.0)	33.1	(22.8, 45.4)	17.1	(10.1, 27.6)*	12.2	(6.4, 22.1)*	3.4	(1.0, 10.9)*	100
Business	30.6	(22.3, 40.3)	32.6	(24.6, 41.7)	20.6	(12.2, 32.7)	11.6	(6.7, 19.3)*	4.6	(2.1, 10.0)*	100
Farmers	28.9	(22.2, 36.6)	33.0	(26.5, 40.3)	19.6	(14.4, 26.3)	12.8	(8.6, 18.6)	5.7	(3.2, 10.1)*	100
Labourers	34.9	(28.3, 42.1)	30.7	(24.5, 37.6)	23.1	(16.2, 31.8)	9.1	(6.1, 13.4)	2.2	(1.0, 4.6)*	100
Student	0.0		0.0		100.0	*	0.0		0.0		100
Homemaker	0.0		32.6	(7.4, 74.5)*	28.7	(4.2, 78.9)*	28.8	(4.2, 78.9)*	9.9	(1.2, 50.1)*	100
Unemployed	35.4	(21.8, 51.9)*	35.6	(22.4, 51.3)	17.4	(8.9, 31.4)*	9.9	(3.4, 25.5)*	1.6	(0.2, 10.9)*	100

[1] Among daily smokeless tobacco users. Smokeless tobacco includes Betel quid with *zarda, zarda* only, or *zarda* with *supari*, Betel quid with *sada pata, Pan Masala* with tobacco, *Sada pata* chewing, *Gul, Khoinee*, or other.
* Estimate based on fewer than 25 unweighted cases.

Table 4.6B (cont.): Percentage distribution of smokeless tobacco use per day among daily smokeless tobacco users ≥15 years old, by gender and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Number of times smokeless tobacco used on average per day[1]					Total
	<5	5-9	10-14	15-24	≥25	
	Percentage(95% CI)					
Female	30.1 (26.6, 33.9)	40.6 (37.1, 44.2)	17.4 (15.1, 20.0)	9.5 (7.3, 12.2)	2.4 (1.6, 3.7)	100
Age(years)						
15-24	28.9 (14.5, 49.5)*	34.7 (20.0, 52.9)*	12.5 (5.8, 24.9)*	21.5 (8.4, 45.2)*	2.4 (0.3, 15.3)*	100
25-44	35.6 (30.7, 40.7)	36.1 (31.4, 41.0)	18.3 (15.1, 22.1)	8.3 (5.7, 12.0)	1.7 (0.6, 4.2)*	100
45-64	27.3 (22.6, 32.6)	43.5 (37.9, 49.2)	18.3 (14.5, 22.9)	8.0 (5.8, 11.1)	2.8 (1.6, 5.0)*	100
65+	22.5 (15.6, 31.2)	46.9 (37.9, 56.2)	13.4 (8.7, 20.2)*	13.7 (7.7, 23.3)*	3.5 (1.3, 8.7)*	100
Residence						
Urban	33.0 (24.5, 42.8)	36.7 (30.6, 43.3)	16.7 (12.8, 21.4)	10.6 (7.5, 14.9)	3.0 (1.6, 5.6)*	100
Rural	29.4 (25.7, 33.3)	41.6 (37.5, 45.8)	17.6 (14.9, 20.7)	9.2 (6.6, 12.6)	2.3 (1.3, 3.9)*	100
Education level						
No formal education	28.4 (24.8, 32.2)	41.0 (37.2, 44.9)	18.1 (14.9, 21.7)	9.6 (7.1, 12.7)	3.0 (1.8, 4.8)*	100
Less than primary	26.5 (19.5, 34.9)	46.1 (36.5, 55.9)	15.8 (10.3, 23.4)	10.5 (5.3, 19.8)*	1.1 (0.4, 3.4)*	100
Primary	39.2 (24.9, 55.7)	35.8 (24.7, 48.6)	13.5 (8.1, 21.7)*	9.4 (4.5, 18.6)*	2.1 (0.7, 6.2)*	100
Less than secondary	37.7 (28.0, 48.5)	26.6 (17.9, 37.7)	25.2 (15.9, 37.5)*	9.3 (3.8, 20.9)*	1.3 (0.4, 4.2)*	100
Secondary and above	45.8 (24.7, 68.6)*	48.3 (26.9, 70.3)*	4.6 (1.1, 17.9)*	1.3 (0.2, 9.0)*	0.0	100
Wealth index						
Lowest	32.6 (26.8, 39.1)	40.1 (34.9, 45.6)	15.8 (11.8, 21.0)	9.2 (6.1, 13.7)	2.2 (1.0, 4.5)*	100
Low	29.0 (23.0, 35.9)	36.9 (31.0, 43.1)	18.7 (14.2, 24.3)	12.1 (8.3, 17.5)	3.3 (1.7, 6.6)*	100
Middle	27.9 (21.5, 35.2)	44.5 (36.7, 52.5)	20.7 (15.1, 27.8)	4.9 (2.6, 9.1)*	2.1 (0.7, 6.2)*	100
High	31.2 (22.6, 41.3)	39.8 (31.9, 48.3)	13.9 (9.4, 20.2)	12.9 (7.8, 20.7)	2.2 (0.7, 7.0)*	100
Highest	28.2 (19.6, 38.6)	45.4 (32.6, 58.8)	19.2 (11.7, 29.9)*	5.3 (2.2, 12.4)*	1.9 (0.7, 5.4)*	100
Occupation						
Employed	28.0 (16.5, 43.3)*	30.8 (17.9, 47.7)*	20.3 (10.4, 35.8)*	14.4 (5.6, 31.9)*	6.5 (1.6, 23.3)*	100
Business	36.6 (17.4, 61.3)*	23.5 (7.9, 52.3)*	5.3 (0.7, 30.4)*	12.2 (3.7, 33.7)*	22.4 (5.5, 58.6)*	100
Farmers	0.0	24.3 (1.9, 83.9)*	0.0	75.7 (16.1, 98.1)*	0.0	100
Labourers	35.2 (25.5, 46.2)	25.9 (18.1, 35.5)	24.7 (17.7, 33.2)	10.6 (6.0, 18.0)*	3.7 (1.6, 8.3)*	100
Student	0.0	0.0	0.0	0.0	0.0	0
Homemaker	30.6 (26.6, 34.9)	41.2 (37.4, 45.1)	17.3 (14.5, 20.5)	8.9 (6.6, 11.9)	1.9 (1.1, 3.3)*	100
Unemployed	15.9 (8.3, 28.5)*	63.4 (49.2, 75.7)	9.6 (4.2, 20.2)*	9.3 (3.0, 25.5)*	1.7 (0.4, 6.9)*	100

[1] Among daily smokeless tobacco users. Smokeless tobacco includes Betel quid with *zarda*, *zarda* only, or *zarda* with *supari*, Betel quid with *sada pata*, *Pan Masala* with tobacco, *Sada pata* chewing, *Gul*, *Khoinee*, or other.

* Estimate based on fewer than 25 unweighted cases.

4.7 Age at smoking initiation

The overall mean (CI) of the age at daily smoking initiation was 18.8 (18.4, 19.2) years and for male smokers 18.4 (18.1, 18.8) years, and for female smokers 26.5 (21.6, 31.3) years respectively. The mean (CI) of the age at daily smoking initiation in urban respondents was 18.5 (17.9, 19.1) years and in rural respondents 18.9 (18.4, 19.3) years.

Table 4.7 reports the age of smoking initiation among daily smokers ages 20-34 years. Overall, most smokers report initiating smoking at age 20 and over (38.0%); 25% began smoking between the ages of 15 and16, and 18.5% began smoking between the ages of 17-19 and <15 years of age. By gender, males and females began smoking aged 20 years and older, with 61.5% of females reporting smoking initiation at aged 20 and over (the figure was 37.0% for males). Among males, 25.5% began smoking between the ages of 15-16 years and 18.4% began smoking under age 15; 19.1% began between the ages of 17 and 19 years.

By residence, the distribution of initiation of smoking does not vary greatly; 19% of rural smokers began smoking under the age of 15 and 16.7% of urban smokers. Among those who began smoking between the ages of 15-16 years, 24.4% were rural residents and 26.7% urban residents. Among urban smokers, 21.0% initiate smoking between the ages 17-19, compared to 17.7% of rural smokers. Significant percentages of both urban and rural smokers begin smoking after age 20 years (35.6% and 38.9%).

By education level, across all levels of education, most persons began smoking after age 20–48.3% of those with secondary education and above, and 35.5% of those with no formal schooling. Nine percent of those with secondary and above education who are smokers, began smoking under the age of 15, compare to 26.6% of persons with no formal schooling. A similar pattern is seen by wealth index. Across all wealth index categories the majority of people begin smoking after age 20. Of those in the highest category 47.8% began smoking after age 20, compared to 33.2% of those in the lowest category. Among those in the highest category, 11.5% began smoking at less than 15 years of age; the comparable figure in the lowest category was more than double (26.6%).

In term of occupational category, most employed persons began smoking after age 20 (48.3%), and only 7.6% began before under the age of 15 years. Among business people a similar pattern is seen; most began after age 20 (45.2%) and only 14.3% began before age 15 years. Among farmers, 16.9% began under the age of 15 years and 39.4% began after age 20. Among labourers, the age distribution is less marked, 29.8% having begun smoking after age 20, 18.6% between 17-19 years, 29.1% between ages 15 and 16 years and 22.5% before age of 15. Among homemakers 64.3% began after age 20 and among the unemployed 23.1% began before age of 15.

Table 4.7: Percentage distribution of age at smoking initiation among ever daily smokers 20-34 years old, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Age at Smoking Initiation (years)[1]								
	<15		15-16		17-19		20+		Total
	Percentage (95% CI)								
Overall	18.5	(16.3, 20.9)	25.0	(22.6, 27.6)	18.5	(16.5, 20.7)	38.0	(35.4, 40.7)	100
Gender									
Male	18.4	(16.3, 20.8)	25.5	(23.1, 28.0)	19.1	(17.0, 21.3)	37.0	(34.4, 39.8)	100
Female	19.5	(10.3, 33.9)*	14.2	(6.7, 27.6)*	4.8	(2.0, 11.4)*	61.5	(48.7, 72.8)	100
Residence									
Urban	16.7	(14.1, 19.7)	26.7	(23.5, 30.2)	21.0	(18.5, 23.8)	35.5	(30.1, 41.4)	100
Rural	19.0	(16.3, 22.1)	24.4	(21.5, 27.6)	17.7	(15.2, 20.4)	38.9	(36.0, 41.8)	100
Education level									
No formal education	22.8	(19.3, 26.6)	26.4	(22.7, 30.4)	15.3	(12.6, 18.5)	35.5	(32.0, 39.2)	100
Less than primary	16.1	(11.5, 22.0)	26.2	(21.7, 31.2)	23.5	(17.8, 30.4)	34.2	(28.8, 40.0)	100
Primary	13.1	(8.8, 19.0)	26.4	(18.8, 35.8)	19.9	(13.9, 27.7)	40.6	(32.3, 49.4)	100
Less than secondary	16.5	(11.3, 23.7)	21.1	(15.2, 28.4)	19.1	(14.7, 24.4)	43.3	(36.4, 50.5)	100
Secondary and above	9.0	(5.1, 15.3)	20.4	(15.0, 27.1)	22.3	(16.9, 29.0)	48.3	(40.6, 56.1)	100
Wealth index									
Lowest	26.6	(21.6, 32.2)	23.8	(19.1, 29.3)	16.4	(13.0, 20.5)	33.3	(28.9, 38.0)	100
Low	20.2	(16.2, 25.0)	28.2	(23.7, 33.2)	17.8	(14.1, 22.4)	33.8	(29.2, 38.6)	100
Middle	12.7	(8.9, 17.7)	29.5	(24.3, 35.3)	17.6	(13.5, 22.6)	40.2	(34.4, 46.3)	100
High	16.1	(12.2, 20.9)	21.1	(16.9, 26.1)	20.4	(15.4, 26.6)	42.4	(36.0, 49.1)	100
Highest	11.5	(7.1, 18.1)	17.2	(13.1, 22.4)	23.5	(17.6, 30.6)	47.8	(40.2, 55.5)	100
Occupation									
Employed	7.6	(4.7, 12.1)	20.9	(16.1, 26.6)	23.2	(17.1, 30.8)	48.2	(39.4, 57.2)	100
Business	14.3	(10.9, 18.6)	21.6	(17.4, 26.4)	18.9	(14.4, 24.4)	45.2	(38.0, 52.6)	100
Farmers	16.9	(13.3, 21.3)	22.8	(18.6, 27.6)	20.9	(16.9, 25.6)	39.4	(34.4, 44.6)	100
Labourers	22.5	(18.9, 26.4)	29.1	(25.0, 33.4)	18.6	(15.2, 22.6)	29.9	(26.4, 33.6)	100
Student	16.9	(4.2, 48.5)*	30.0	(8.0, 67.9)*	33.4	(13.7, 61.2)*	19.8	(7.1, 44.4)*	100
Homemaker	22.2	(10.2, 41.9)*	10.6	(4.5, 23.0)*	2.9	(0.9, 9.1)*	64.3	(47.4, 78.2)	100
Unemployed	23.1	(15.1, 33.6)	30.1	(19.9, 42.8)	8.1	(4.8, 13.2)*	38.7	(29.0, 49.5)	100

[1]Among respondents 20-34 years of age who are ever daily smokers
* Estimate based on fewer than 25 unweighted cases.

4.8 Former daily smoking prevalence and quit ratio

Quit ratio is the percentage of ever daily tobacco smokers who currently do not smoke tobacco. The indicator indicates the success of efforts to encourage cessation among established tobacco smokers. Table 4.8 presents the prevalence rate of former daily smokers among all adults aged 15 years and over and the quit rate among those who had ever smoked daily. The prevalence rate of those who are former daily smokers among adults aged 15 years and over was 4.7%, and the quit rate was 17.8%. By demographic characteristics, the prevalence rate among male former daily smokers is 8 times that of females (8.4% and 1.0%). However, female former daily smokers have a higher quit rate than male daily smokers (41.3% against 16.6%). By age group, 15–24 years has the lowest rate (though too insignificant to report due to cell size) and the age group of 65 years and older has the highest proportion of former daily smokers (0.9% and 21.1%, respectively) among all adults . They (15-24 years and 65 years and above) also have the lowest and highest quit rates of 7.7% and 48.4%, respectively among the ever daily smokers.

Though the percentage for former daily smokers among all adults in both rural and urban areas (4.7%) was same, but among ever daily smokers, urban areas have a slightly higher quit

rate than rural areas (19.1% and 17.3%, respectively). By educational level, the highest percentages of former daily smokers were found among those with no formal education or less than primary education (6.1%). Persons with a secondary school education and above have the highest quit rate (23.2%).

By socioeconomic status, the highest proportion of former daily smokers was found in the lowest SES (4.8%) category whereas the highest quit rate (24.0%) was found in the highest SES category. By occupation, unemployed adults (14.8%) followed by the business category (10.3%) have the highest rate of former daily smokers, while homemakers (43.9%) followed by unemployed (41.0%) adults have the highest quit rates.

Table 4.8: Percentage of all adults and ever daily smokers ≥15 years old who are former daily smokers, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Former Daily Smokers[1] (Among All Adults)		Former Daily Smokers[1] (Among Ever Daily Smokers)[2]	
	Percentage (95% CI)			
Overall	4.7	(4.1, 5.3)	17.8	(15.6, 20.1)
Gender				
Male	8.4	(7.3, 9.8)	16.6	(14.5, 19.1)
Female	1.0	(0.6, 1.5)	41.3	(31.1, 52.3)
Age (years)				
15-24	0.9	(0.4, 2.0)*	7.7	(3.4, 16.6)*
25-44	2.3	(1.7, 3.0)	8.6	(6.4, 11.5)
45-64	9.8	(8.2, 11.8)	23.5	(19.6, 27.9)
65+	21.1	(17.1, 25.7)	48.4	(40.7, 56.1)
Residence				
Urban	4.7	(3.8, 5.8)	19.1	(15.6, 23.2)
Rural	4.7	(4.0, 5.5)	17.3	(14.8, 20.1)
Education level				
No formal education	6.1	(5.2, 7.3)	17.0	(14.4, 19.9)
Less than primary	6.1	(4.4, 8.6)	19.4	(14.0, 26.3)
Primary	2.6	(1.6, 4.0)	13.5	(8.8, 20.3)
Less than secondary	3.2	(2.4, 4.3)	17.4	(13.2, 22.5)
Secondary and above	3.7	(2.8, 4.9)	23.2	(17.9, 29.6)
Wealth index				
Lowest	4.8	(3.8, 6.2)	14.5	(11.5, 18.2)
Low	4.7	(3.5, 6.3)	16.2	(12.2, 21.2)
Middle	5.2	(4.0, 6.7)	18.8	(14.6, 23.8)
High	4.5	(3.3, 6.2)	19.6	(14.3, 26.1)
Highest	4.0	(3.1, 5.2)	24.0	(18.9, 29.9)
Occupation				
Employed	3.8	(2.8, 5.3)	13.4	(9.5, 18.5)
Business	10.3	(6.7, 15.3)	20.1	(13.9, 28.2)
Farmers	9.3	(7.4, 11.8)	15.7	(12.5, 19.5)
Labourers	5.9	(4.5, 7.6)	12.1	(9.4, 15.5)
Student	0.4	(0.1, 2.8)*	12.8	(1.7, 55.9)*
Homemaker	1.0	(0.6, 1.6)	43.9	(30.5, 58.3)
Unemployed	14.8	(10.9, 19.7)	41.0	(31.2, 51.6)

[1] Current non-smokers.
[2] Also known as the quit ratio for daily smoking.
* Estimate based on fewer than 25 unweighted cases.

4.9 Time since quitting smoking and smokeless tobacco

The overall mean (CI) of the time since quitting smoking in years was 12.0 (10.5, 13.6); for males it was 11.8 (10.2, 13.4) years and for females it was 14.1 (9.5, 18.8) years. The mean (CI) of the time since quitting smoking in years in urban respondents was 11.4 (8.0, 14.7) years and in rural respondents was 12.3 (10.6, 13.9) years.

The overall mean (CI) of the time since quitting smokeless tobacco use in years was 13.2 (7.1, 19.3) years; for males it was 12.4 (6.3, 18.4) years and for females it was 26.2 (1.3, 51.1) years. The mean (CI) of the time since quitting smokeless tobacco use in years in urban respondents was 10.7 (6.7, 14.7) years and in rural respondents was 14.6 (5.5, 23.7) years.

Table 4.9 and 4.9a show the time since quitting smoking and smokeless tobacco among former daily smokers and smokeless tobacco users aged 15 years and above, respectively. These were classified into four categories according to the time since they quit smoking: less than 1 year, 1 to less than 5 years, 5 to less than 10 years, and 10 years or more. Among these categories the majority of smokers who quit smoking were in the group who had quit for 10 years or more (49.6%), followed by 5 to less than 10 years (20.5%), 1 to less than 5 years (16.8%), and less than 1 year (13.1%). The estimates in Table 4.9a were based on fewer than 25 unweighted cases and thus not reported for any demographic characteristics.

When classified by demographic characteristics such as sex, age (except young smokers), residence, educational status, SES and occupation, most of the former daily smokers from all categories reported quitting smoking for more than 10 years. Female former daily smokers have a higher prevalence of having quit for more than 10 years than males (49.6% and 48.3%, respectively). Former daily smokers who are 65 or more years old have the highest proportion of those having quit smoking for more than 10 years (63.1%). The proportion of those having quit smoking for more than 10 years among former daily smokers in rural areas was higher than for urban areas (51.3% and 44.5%, respectively).

The highest and lowest proportions of those having quit smoking for more than 10 years are found among former daily smokers who have no formal education, and those with less than primary-level education (54.9% and 38.9%, respectively). By SES, proportions of former daily smokers who had quit smoking for more than 10 years varied between 38.8% in high SES to 58.7% in middle SES. Among all occupation categories, the majority had quit smoking for more than 10 years with the highest rate being reported among farmers (70.2%).

Table 4.9: Percentage distribution of time since quitting among former daily smokers ≥15 years old, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Time since quitting smoking (years)[1]								Total
	<1		1 to <5		5 to <10		≥10		
	Percentage (95% CI)								
Overall	13.1	(8.0, 20.8)	16.8	(12.8, 21.8)	20.5	(15.6, 26.5)	49.5	(42.2, 56.8)	100
Gender									
Male	14.2	(8.6, 22.6)	15.7	(11.7, 20.6)	20.5	(15.6, 26.5)	49.6	(41.9, 57.3)	100
Female	3.6	(1.0, 12.3)*	27.4	(13.1, 48.7)*	20.7	(8.0, 43.9)*	48.3	(26.8, 70.5)*	100
Age (years)									
15-24	26.5	(7.1, 63.0)*	32.3	(8.5, 71.1)*	41.2	(9.7, 82.0)*	0.0		100
25-44	28.3	(12.2, 53.0)*	29.5	(19.1, 42.6)	20.9	(12.9, 32.0)	21.2	(13.0, 32.8)	100
45-64	7.8	(4.3, 14.0)*	12.2	(7.7, 18.8)	19.7	(12.8, 29.1)	60.2	(50.9, 68.7)	100
65+	7.6	(2.7, 19.7)*	11.7	(6.6, 20.0)*	17.6	(10.3, 28.4)*	63.1	(51.5, 73.3)	100
Residence									
Urban	18.0	(6.3, 41.6)*	17.5	(10.9, 26.9)	20.0	(15.0, 26.1)	44.5	(30.2, 59.7)	100
Rural	11.4	(7.1, 17.7)	16.6	(11.9, 22.7)	20.7	(14.5, 28.7)	51.3	(43.2, 59.3)	100
Education level									
No formal education	12.6	(7.6, 20.2)	16.5	(11.2, 23.7)	16.0	(10.7, 23.3)	54.9	(45.4, 63.9)	100
Less than primary	19.7	(5.1, 53.0)*	17.1	(8.2, 32.2)*	24.3	(11.0, 45.5)*	38.9	(22.6, 58.3)	100
Primary	0.0		11.7	(3.9, 30.1)*	29.6	(12.4, 55.6)*	58.6	(35.9, 78.2)*	100
Less than secondary	13.8	(6.6, 26.9)*	16.4	(8.1, 30.5)*	30.3	(17.1, 47.7)*	39.5	(26.0, 54.9)	100
Secondary and above	10.5	(3.5, 27.8)*	21.1	(11.7, 34.9)*	14.3	(7.2, 26.3)*	54.1	(39.9, 67.7)	100
Wealth index									
Lowest	19.5	(9.7, 35.2)*	18.5	(10.6, 30.2)*	14.8	(8.3, 25.0)*	47.2	(33.1, 61.9)	100
Low	6.3	(2.8, 13.8)*	18.7	(10.7, 30.6)*	22.3	(10.7, 40.6)*	52.7	(38.9, 66.2)	100
Middle	7.9	(3.8, 16.0)*	10.7	(5.7, 19.2)*	22.6	(12.4, 37.5)*	58.7	(44.7, 71.5)	100
High	23.2	(7.8, 51.6)*	19.1	(10.3, 32.8)*	18.9	(10.1, 32.5)*	38.8	(24.6, 55.3)	100
Highest	8.0	(3.5, 17.3)*	17.5	(10.1, 28.7)*	25.3	(13.1, 43.0)*	49.2	(35.3, 63.2)	100
Occupation									
Employed	12.0	(4.6, 28.1)*	20.8	(10.9, 36.0)*	22.1	(11.0, 39.3)*	45.1	(29.3, 62.0)*	100
Business	27.2	(11.8, 51.1)*	16.0	(8.6, 27.8)*	20.6	(12.4, 32.3)*	36.2	(20.5, 55.5)	100
Farmers	8.1	(2.6, 22.8)*	11.6	(5.7, 22.4)*	10.1	(5.3, 18.4)*	70.2	(56.7, 80.9)	100
Labourers	15.4	(8.7, 25.9)*	21.8	(13.5, 33.3)	25.8	(14.9, 40.8)	37.0	(26.6, 48.8)	100
Student	100.0	*	0.0		0.0		0.0		100
Homemaker	4.3	(1.1, 15.3)*	25.5	(10.5, 50.1)*	13.8	(5.3, 31.3)*	56.4	(32.9, 77.4)*	100
Unemployed	0.3	(0.0, 2.5)*	12.5	(6.4, 23.2)*	31.0	(17.6, 48.6)*	56.2	(40.5, 70.7)	100

[1]Among former daily smokers (current non-smokers).
* Estimate based on fewer than 25 unweighted cases.

Table 4.9A: Percentage distribution of time since quitting among former daily smokeless tobacco users ≥15 years old, by selected demographic characteristics–GATS Bangladesh, 2009

Demographic characteristics	Time since quitting smokeless tobacco (years)[1]								Total
	<1		1 to <5		5 to <10		≥10		
	Percentage (95% CI)								
Overall	4.2	(1.3, 12.5)*	18.0	(7.6, 36.9)*	37.7	(18.1, 62.4)*	40.1	(23.7, 59.0)*	100
Gender									
Male	4.4	(1.4, 13.3)*	19.2	(8.2, 38.8)*	37.6	(17.3, 63.5)*	38.7	(22.2, 58.3)*	100
Female	0.0		0.0		39.4	(3.9, 91.4)*	60.6	(8.6, 96.1)*	100
Age (years)									
15-24	0.0		0.0		0.0		0.0		0
25-44	69.2	(21.5, 94.9)*	0.0		9.1	(1.0, 50.2)*	21.7	(2.5, 74.8)*	100
45-64	2.0	(0.4, 8.6)*	24.9	(10.2, 49.1)*	37.4	(13.6, 69.4)*	35.7	(18.0, 58.4)*	100
65+	0.0		6.1	(1.0, 29.1)*	42.2	(13.4, 77.4)*	51.7	(19.7, 82.4)*	100
Residence									
Urban	11.6	(3.3, 33.5)*	8.3	(1.9, 29.1)*	40.3	(10.8, 79.0)*	39.8	(14.5, 72.0)*	100
Rural	0.0		23.5	(9.3, 47.9)*	36.3	(14.5, 65.7)*	40.2	(21.1, 62.9)*	100
Education level									
No formal education	8.6	(2.3, 27.1)*	14.8	(2.8, 50.7)*	30.7	(10.4, 62.8)*	45.9	(19.9, 74.3)*	100
Less than primary	0.0		16.3	(3.1, 54.3)*	2.2	(0.3, 17.1)*	81.5	(44.2, 96.1)*	100
Primary	0.0		100.0	*	0.0		0.0		100
Less than secondary	0.0		21.9	(2.8, 73.0)*	66.8	(23.4, 93.0)*	11.2	(2.1, 42.4)*	100
Secondary and above	6.3	(0.8, 36.0)*	19.0	(2.7, 66.6)*	34.9	(9.2, 74.0)*	39.8	(12.2, 75.9)*	100
Wealth index									
Lowest	3.5	(0.4, 23.8)*	27.4	(4.2, 76.7)*	13.5	(1.7, 57.9)*	55.6	(18.2, 87.6)*	100
Low	15.2	(1.7, 65.5)*	9.2	(1.0, 51.3)*	26.7	(3.1, 80.3)*	48.9	(8.6, 90.7)*	100
Middle	0.0		4.2	(0.5, 28.1)*	48.2	(12.9, 85.4)*	47.6	(12.8, 84.9)*	100
High	5.2	(0.6, 32.5)*	57.6	(20.9, 87.5)*	12.5	(1.6, 56.1)*	24.7	(6.6, 60.4)*	100
Highest	2.6	(0.3, 19.6)*	1.2	(0.1, 9.7)*	67.8	(28.6, 91.7)*	28.4	(7.0, 67.6)*	100
Occupation									
Employed	0.0		33.1	(4.5, 83.7)*	66.9	(16.3, 95.5)*	0.0		100
Business	1.8	(0.2, 14.2)*	22.8	(6.4, 56.1)*	41.6	(8.7, 84.2)*	33.9	(13.1, 63.4)*	100
Farmers	0.0		25.9	(3.9, 75.2)*	30.4	(7.1, 71.3)*	43.8	(13.1, 80.0)*	100
Labourers	33.8	(7.1, 77.2)*	12.7	(1.6, 57.5)*	0.0		53.4	(15.4, 87.9)*	100
Student	0.0		0.0		0.0		0.0		0
Homemaker	0.0		0.0		0.0		0.0		0
Unemployed	2.2	(0.3, 15.7)*	5.1	(0.9, 24.6)*	42.5	(12.3, 79.6)*	50.2	(17.2, 83.1)*	100

[1]Among former daily smokeless tobacco users (current non-smokeless tobacco users).
* Estimate based on fewer than 25 unweighted cases.

4.10 Type of current tobacco use

Current tobacco users include current tobacco smokers who are daily and occasional tobacco smokers as well as smokeless tobacco users. Table 4.10 presents the prevalence of current tobacco users aged 15 years and over by selected demographic characteristics. The overall prevalence of tobacco use is 43.3%.

Classified by gender, it is found that the proportion of current tobacco users among males was almost twice that of females (58.0% and 28.7%, respectively). By age groups, the 65 years and older and 15-24 year age groups have the highest and lowest percentages of current tobacco users, respectively (16.9% and 70.8%). By residence, rural areas have a higher percentage of current tobacco users than urban areas (45.1% and 38.1%, respectively). By educational status, the highest and lowest percentages of current tobacco users are found among those with no formal education (62.9%) and secondary and above-level education (21.7%), respectively. Use of tobacco was found to decrease as SES increases. By socioeconomic status, the highest and lowest percentages of current tobacco users are found in lowest and highest SES categories, with 55.6% and 28.1%, respectively.

Type of tobacco use was classified into three categories: "smoked only", "both smoked and smokeless", and "smokeless only". Current tobacco users mostly fall in the category of smokeless tobacco only (46.9%), followed by smoked tobacco only (37.3%); those using both smoked and smokeless tobacco represented 15.8%. By gender, most male current tobacco users use smoked tobacco only (54.6%). In contrast, most female current tobacco users use only smokeless tobacco (94.7%). Among the lowest age group (15-24 years), the smoked tobacco use rate is the highest (60.8%), while in the oldest age group (65 years or more) this use rate was 20.4%. Among the oldest age group, smokeless tobacco use rate was 66.8%, while it was 28.9% among those aged 15 to 24 years.

Classified by residence, the smoked tobacco use rate in urban areas was higher than that in rural areas (41.1% and 36.1%, respectively); the smokeless tobacco use rate in rural areas was 47.7%, compared to the rate in urban areas of 44.2%. By educational status, the smoked tobacco use rate was highest among those with a secondary and above education level (53.1%) and the rate among those with no formal education was 32.7%. The smokeless tobacco use rate among those with no formal education was 50.6%. By SES, the rate of smokeless tobacco use among current tobacco users varied between 45.4% and 51.4%, whereas the variation was between 35.1% and 38.9% for smoked tobacco use. Smoked tobacco use was found lowest among homemakers and unemployed current tobacco users (2.7% and 35.4%, respectively). Similarly smokeless tobacco use was found highest among homemakers followed by unemployed current tobacco users (95.3% and 55.2%, respectively).

Table 4.10: Percentage distribution of tobacco use patterns among current tobacco users ≥15 years old by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Current Tobacco Users[1]		Type of Current Tobacco Use						Total
			Smoked only		Smokeless only		Both smoked and smokeless		
					Percentage (95% CI)				
Overall	43.3	(41.7, 45.0)	37.3	(34.9, 39.7)	46.9	(44.5, 49.3)	15.8	(14.3, 17.5)	100
Gender									
Male	58.0	(55.9, 60.1)	54.6	(51.4, 57.7)	23.0	(20.3, 25.9)	22.5	(20.2, 24.9)	100
Female	28.7	(26.7, 30.8)	2.7	(1.7, 4.3)	94.7	(92.7, 96.2)	2.5	(1.6, 4.0)	100
Age (years)									
15-24	16.9	(14.7, 19.4)	60.8	(52.7, 68.4)	28.9	(21.6, 37.6)	10.2	(6.6, 15.5)	100
25-44	44.8	(42.3, 47.3)	40.2	(37.0, 43.5)	42.2	(39.2, 45.3)	17.5	(15.4, 19.9)	100
45-64	68.8	(65.9, 71.5)	30.7	(27.1, 34.4)	52.9	(49.1, 56.7)	16.4	(14.0, 19.1)	100
65+	70.8	(66.2, 75.1)	20.4	(16.0, 25.6)	66.8	(61.0, 72.2)	12.8	(9.3, 17.4)	100
Residence									
Urban	38.1	(35.6, 40.7)	41.1	(37.5, 44.7)	44.2	(41.1, 47.4)	14.7	(12.5, 17.2)	100
Rural	45.1	(43.2, 47.1)	36.1	(33.2, 39.1)	47.7	(44.8, 50.7)	16.2	(14.3, 18.2)	100
Education level									
No formal education	62.9	(60.7, 65.1)	32.7	(29.9, 35.7)	50.6	(47.5, 53.6)	16.7	(14.7, 19.0)	100
Less than primary	47.2	(43.0, 51.4)	39.1	(33.9, 44.7)	43.6	(38.3, 49.1)	17.2	(13.9, 21.2)	100
Primary	37.6	(34.0, 41.3)	33.8	(27.6, 40.7)	53.6	(46.3, 60.7)	12.6	(9.1, 17.2)	100
Less than secondary	26.2	(23.5, 29.0)	48.5	(43.0, 54.0)	36.2	(31.1, 41.6)	15.4	(11.7, 19.9)	100
Secondary and above	21.7	(18.7, 25.0)	53.1	(45.2, 60.9)	33.9	(26.9, 41.8)	12.9	(8.2, 19.8)	100
Wealth index									
Lowest	55.6	(52.7, 58.5)	35.1	(30.2, 40.3)	47.5	(42.8, 52.3)	17.4	(14.8, 20.4)	100
Low	48.1	(45.2, 51.0)	37.0	(32.9, 41.3)	45.4	(41.3, 49.5)	17.6	(14.9, 20.7)	100
Middle	43.1	(39.6, 46.6)	38.9	(33.9, 44.2)	46.1	(41.0, 51.2)	15.0	(11.8, 18.8)	100
High	38.4	(35.6, 41.4)	38.2	(33.2, 43.4)	46.8	(42.4, 51.3)	15.1	(11.8, 19.0)	100
Highest	28.1	(25.1, 31.2)	38.3	(32.9, 43.9)	51.4	(45.5, 57.3)	10.3	(7.4, 14.2)	100
Occupation									
Employed	38.0	(33.3, 43.0)	53.2	(46.5, 59.8)	26.5	(20.7, 33.3)	20.3	(14.3, 27.9)	100
Business	59.1	(54.6, 63.4)	53.0	(47.3, 58.6)	26.2	(21.6, 31.5)	20.8	(17.0, 25.2)	100
Farmers	69.3	(64.7, 73.5)	51.1	(46.4, 55.8)	24.2	(20.1, 28.9)	24.6	(20.6, 29.1)	100
Labourers	62.0	(58.8, 65.2)	50.2	(45.5, 54.9)	27.9	(23.9, 32.3)	21.9	(18.8, 25.4)	100
Student	4.4	(2.3, 8.3)*	77.0	(48.6, 92.2)*	23.0	(7.8, 51.4)*	0.0		100
Homemaker	30.1	(27.8, 32.4)	2.7	(1.7, 4.4)	95.3	(93.5, 96.7)	1.9	(1.2, 3.2)*	100
Unemployed	49.4	(42.7, 56.0)	35.4	(26.9, 44.9)	55.2	(45.6, 64.3)	9.4	(5.7, 15.2)*	100

[1] Includes daily and occasional (less than daily) smokers or smokeless users.
* Estimate based on fewer than 25 unweighted cases.

4.11 Time to first cigarette of the day

One measure of evaluating nicotine dependence is the time taken to smoke the first cigarette of the day after waking. Table 4.11 shows the time to the first smoke or use of smokeless tobacco of the day. The survey found that most daily tobacco users have their first use of tobacco of the day later than 60 minutes after waking (34.3%), followed by those who had it between 6 and 30 minutes (31.2%). The average time to the first smoke or use of smokeless tobacco of the day differs by gender only among those reported to make their first use of the day after more than 60 minutes (39.8% in females and 31.5% in males). A high percentage of daily tobacco users in the age group of 15-24 years and the oldest age group of 65 years and older have their use of smoke or smokeless tobacco more than 60 minutes after waking up (45.5% and 36.4%, respectively). On the other hand, many of those in the age group of 15-24 years have their first use 31-60 minutes after waking (29.2%), and in the 45-64 years age group 34.2% have their first smoke or smokeless tobacco use 6-30 minutes after waking up.

When classified by residence, most daily tobacco users in both rural and urban areas have their first smoke or smokeless tobacco use only after 60 minutes after waking up (39.8% and 32.7%, respectively). By educational level, most daily tobacco users among all educational levels have their first use after 60 minutes, except for those with no formal education. The differences among educational levels in terms of first use were found to be higher. The daily tobacco users who first smoke or use smokeless tobacco within 5 minutes after waking up is higher (14.0%) in no formal education group compared to any other education categories (6.4% in less than primary, 8.1% in primary, 5.5% in less than secondary). Similar patterns were observed with respect to SES categories as well. A high percentage of daily tobacco users from the lowest and low SES categories, have their first use of smoked or smokeless tobacco product 6-30 minutes after waking up. The highest and lowest proportions of tobacco users having their first use between 6-30 minutes of waking up are found in the low and highest SES categories (35.1% and 21.8%, respectively). By occupation, 14.6% of labourers reported to have their first use of smoked or smokeless tobacco within 5 minutes of waking up.

Table 4.11: Percentage distribution of time to first tobacco use upon waking among daily smokers and/or smokeless tobacco users ≥15 years old, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Time to first smoke or smokeless tobacco use								Total
	≤5 minutes		6-30 minutes		31-60 minutes		>60 minutes		
	Percentage (95% CI)								
Overall	10.5	(9.1, 12.0)	31.2	(29.0, 33.4)	24.0	(22.0, 26.2)	34.3	(31.8, 36.9)	100
Gender									
Male	10.7	(9.0, 12.7)	31.6	(29.2, 34.2)	26.2	(23.6, 29.0)	31.5	(28.4, 34.6)	100
Female	10.0	(7.8, 12.8)	30.3	(26.7, 34.2)	19.9	(16.8, 23.4)	39.8	(35.6, 44.2)	100
Age (years)									
15-24	8.3	(4.6, 14.5)	17.0	(12.1, 23.4)	29.2	(21.9, 37.7)	45.5	(36.2, 55.2)	100
25-44	11.7	(9.9, 13.8)	31.4	(28.7, 34.3)	22.2	(19.6, 25.1)	34.7	(31.8, 37.7)	100
45-64	11.0	(8.8, 13.5)	34.2	(31.2, 37.5)	24.9	(21.9, 28.2)	29.9	(26.3, 33.7)	100
65+	6.0	(3.7, 9.5)	33.9	(27.9, 40.6)	23.7	(18.5, 29.9)	36.4	(30.6, 42.6)	100
Residence									
Urban	10.4	(7.9, 13.4)	27.4	(24.4, 30.7)	22.4	(19.0, 26.3)	39.8	(36.5, 43.1)	100
Rural	10.5	(8.9, 12.4)	32.3	(29.7, 35.0)	24.5	(22.0, 27.1)	32.7	(29.8, 35.9)	100
Education level									
No formal education	14.0	(11.9, 16.3)	33.4	(30.7, 36.3)	23.2	(20.6, 25.9)	29.5	(26.6, 32.5)	100
Less than primary	6.4	(4.5, 9.0)	33.8	(29.4, 38.6)	25.7	(21.3, 30.7)	34.1	(28.9, 39.6)	100
Primary	8.1	(5.4, 12.1)	26.7	(21.3, 33.0)	22.7	(17.7, 28.6)	42.5	(34.9, 50.4)	100
Less than secondary	5.5	(3.2, 9.2)	29.0	(24.4, 34.0)	23.6	(18.8, 29.3)	41.9	(36.5, 47.5)	100
Secondary and above	7.6	(4.6, 12.3)*	18.7	(13.9, 24.6)	27.3	(19.6, 36.6)	46.4	(37.8, 55.2)	100
Wealth index									
Lowest	15.4	(12.0, 19.7)	33.9	(30.1, 37.9)	20.2	(17.0, 23.9)	30.4	(26.6, 34.6)	100
Low	11.0	(8.7, 13.9)	35.1	(31.0, 39.3)	24.1	(20.5, 28.2)	29.8	(25.8, 34.2)	100
Middle	9.9	(7.3, 13.3)	29.5	(25.2, 34.2)	27.0	(22.8, 31.6)	33.7	(29.2, 38.5)	100
High	6.2	(4.4, 8.7)	28.9	(24.9, 33.3)	24.5	(20.4, 29.2)	40.4	(35.5, 45.4)	100
Highest	5.8	(3.4, 9.5)	21.8	(16.9, 27.5)	26.5	(21.0, 32.7)	46.0	(39.4, 52.7)	100
Occupation									
Employed	6.0	(3.4, 10.3)*	25.9	(20.5, 32.1)	25.4	(20.2, 31.4)	42.8	(36.1, 49.8)	100
Business	9.2	(6.5, 13.0)	31.0	(26.2, 36.3)	24.2	(19.9, 29.1)	35.6	(30.2, 41.3)	100
Farmers	9.8	(7.3, 13.2)	35.7	(31.2, 40.4)	26.0	(21.5, 31.1)	28.4	(24.0, 33.4)	100
Labourers	14.6	(11.6, 18.2)	31.2	(27.4, 35.2)	26.2	(22.3, 30.5)	28.1	(24.1, 32.4)	100
Student	0.0		6.0	(0.7, 36.6)*	23.4	(5.2, 62.9)*	70.6	(31.6, 92.6)*	100
Homemaker	9.6	(7.3, 12.6)	29.2	(25.4, 33.4)	20.3	(16.9, 24.2)	40.8	(35.9, 45.9)	100
Unemployed	3.6	(1.7, 7.5)*	33.9	(25.0, 44.1)	23.3	(15.4, 33.7)	39.3	(29.5, 49.9)	100

* Estimate based on fewer than 25 unweighted cases.

74

5. Cessation

Tobacco cessation in Bangladesh mainly includes two approaches: 1) advice and counseling by any health-care provider or through a quit line, and 2) other cessation methods such as the use of traditional medicines (Ayurvedic, Unani), switching to smokeless tobacco and other methods. Pharmacotherapy is another proven approach for cessation. However, this is not available in Bangladesh.[14] This chapter presents findings on these tobacco cessation practices and health-care-seeking behaviour, cessation methods used and the degree of interest in quitting.

Key findings:

- *Nearly 5 in 10 current smokers made attempts to quit.*
- *Nearly 6 in 10 current smokers were asked if they smoked tobacco by a doctor or health-care provider in the last 12 months.*
- *5 in 10 current smokers received advice to quit smoking by a doctor or health-care provider in the last 12 months.*
- *Counseling was the most common cessation method reported by current smokers who had made an attempt to quit in the past 12 months.*

5.1 Smoking cessation and health-care seeking behaviours

A quit attempt is defined as when current tobacco smokers and former tobacco smokers who have been abstinent for less than 12 months. Table 5.1 reports the proportion of adult smokers who made a quit attempt, visited a health-care provider (HCP), and were asked about smoking and received advice by an HCP on quitting smoking.

5.1.1 Quit attempts among current tobacco smokers

Among current tobacco smokers and former tobacco smokers, approximately half of (47.3%) had made an attempt to quit in the previous 12 months. Males (47.8%) attempted more than females (31.5%). Smokers who live in urban areas (53.4%) have a slightly higher rate of quit attempts than those in rural areas (45.3%). Classified by age group, quit attempt rates ranged from 44.3% (15-24 years) to 48.2% (65 years and older). Classified by education levels, smokers with secondary education and above have the highest percentage of quit attempts (54.2%) and the rate is lowest among smokers with education levels less than primary (43.7%). By socioeconomic status, quit attempts varied from 54.9% (high SES) to 41.8% (lowest SES).

5.1.2 Visits to health-care provider

The percentage of smokers (including current tobacco smokers and recent quitters, <12 months) who visited a health-care provider during the past 12 months is 38.3%. Male smokers have a higher proportion of HCP visits than female smokers (38.8% against 24.2%). Smokers aged 65 years and over have the highest rate of HCP visits (53.3%). The percentages are similar in both urban and rural areas (41.2% and 37.4%, respectively). By education level, smokers with less than secondary education have the highest rate of HCP visits (43.7%). Smokers in the highest SES (44.4%) visited HCP more than smokers in the low or lowest SES (34.7%).

5.1.3 Health-care provider asking tobacco smoking history

Among the smokers who have visited an HCP during the previous 12 months 56.0% were asked about their history of tobacco smoking. The proportion asked about tobacco smoking by the HCP among female smokers (64.6%) is higher than for male smokers (55.9%). The proportions are similar in urban and rural areas (52.3% and 57.4%). Classified by educational level, the proportion ranged from 45.7% (less than primary) to 61.9% (secondary and above education). Classified by socioeconomic status, it ranged from 47.8% (high) to 62.0% (highest). By occupation, it ranged from 46.2% (unemployed) to 63.8% (farmers). Classified by age group, the proportion who had an HCP ask about their smoking history ranged from 69.2% (age group 45-64) to 31.3% (15-24 years). Over half of smokers in both rural (57.4%) and urban areas (52.3%) were asked about their history of smoking.

5.1.4 Advice to quit tobacco smoking

Approximately half of all smokers (52.9%) ever received advice to quit smoking by the HCP. The rate of getting advice from the HCP is slightly higher among female smokers (61.6%) than among male (52.7%). The proportion receiving advice on quitting smoking is highest among smokers aged 45-64 years and over (67.3%). The lowest proportion is found among younger smokers aged 15-24 years (24.9%).

Quitting advice was received more by smokers in urban areas (54.3%) than in rural areas (49.0%). By education, it varied from 42.1% (less than primary level) to 58.3% (no formal education). By socioeconomic status it varies from 58.2% (lowest SES) to 44.0% (high SES). By occupational category, more than half of smokers in employed, farmers, labourer, category were advised by physicians to quit; however only 42.2% in unemployed category were advised to quit with least frequency.

Table 5.1: Percentage of 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 Bangladesh, 2009.

Demographic characteristics	Smoking cessation and health-care seeking behaviour							
	Made quit attempt[1]		Visited an HCP[1,2]		Asked by HCP if a smoker[3]		Advised to quit by HCP[3]	
	Percentage (95% CI)							
Overall	47.3	(43.9, 50.8)	38.3	(35.0, 41.8)	56.0	(49.9, 62.0)	52.9	(47.0, 58.6)
Gender								
Male	47.8	(44.4, 51.3)	38.8	(35.4, 42.2)	55.9	(49.7, 61.9)	52.7	(46.8, 58.5)
Female	31.5	(18.4, 48.4)	24.2	(14.2, 38.1)	64.6	(40.4, 83.0)*	61.6	(38.0, 80.7)*
Age (years)								
15-24	44.3	(35.2, 53.7)	33.5	(25.7, 42.2)	31.3	(20.4, 44.9)	24.9	(15.5, 37.4)
25-44	48.0	(43.6, 52.6)	37.4	(32.3, 42.8)	54.2	(44.1, 63.9)	50.6	(41.0, 60.1)
45-64	47.5	(42.4, 52.7)	38.8	(34.4, 43.5)	69.2	(61.8, 75.8)	67.3	(59.8, 73.9)
65+	48.2	(37.8, 58.7)	53.3	(42.2, 64.0)	60.1	(45.7, 73.0)	60.1	(45.7, 73.0)
Residence								
Urban	53.4	(48.7, 58.0)	41.2	(35.2, 47.4)	52.3	(37.6, 66.5)	49.0	(35.3, 62.9)
Rural	45.3	(41.1, 49.6)	37.4	(33.5, 41.4)	57.4	(51.4, 63.2)	54.3	(48.4, 60.0)
Education level								
No formal education	45.9	(41.2, 50.7)	38.3	(33.8, 43.0)	61.4	(53.5, 68.8)	58.3	(50.6, 65.6)
Less than primary	43.7	(37.3, 50.4)	39.3	(32.1, 47.0)	45.7	(32.9, 59.1)	42.1	(30.1, 55.1)
Primary	47.3	(38.0, 56.8)	33.2	(25.0, 42.6)	54.7	(39.4, 69.2)	52.1	(37.2, 66.7)
Less than secondary	51.8	(44.1, 59.3)	43.7	(36.9, 50.7)	50.7	(39.8, 61.5)	49.0	(38.3, 59.8)
Secondary and above	54.2	(44.1, 63.9)	32.3	(24.4, 41.4)	61.9	(47.7, 74.3)	55.4	(42.0, 68.0)
Wealth index								
Lowest	41.8	(35.9, 48.0)	34.7	(28.9, 40.9)	61.8	(52.0, 70.7)	58.2	(48.8, 67.1)
Low	44.8	(39.0, 50.7)	34.7	(29.7, 40.0)	58.6	(49.7, 66.9)	55.0	(46.6, 63.1)
Middle	46.4	(39.2, 53.8)	39.1	(32.0, 46.6)	53.5	(43.3, 63.5)	52.3	(42.1, 62.3)
High	54.9	(48.1, 61.5)	43.7	(35.7, 52.1)	47.8	(34.6, 61.3)	44.0	(31.8, 57.1)
Highest	54.1	(46.1, 61.8)	44.4	(36.9, 52.1)	62.0	(50.1, 72.6)	58.1	(46.1, 69.3)
Occupation								
Employed	62.1	(52.8, 70.5)	37.8	(29.9, 46.4)	59.2	(44.8, 72.2)	51.5	(38.5, 64.3)
Business	52.0	(45.5, 58.4)	41.7	(35.1, 48.7)	51.1	(37.9, 64.2)	48.7	(35.9, 61.7)
Farmers	49.0	(42.5, 55.5)	39.4	(33.6, 45.5)	63.8	(55.1, 71.7)	61.5	(52.7, 69.6)
Labourers	42.2	(37.7, 46.9)	35.9	(31.6, 40.4)	54.9	(46.3, 63.3)	51.8	(43.5, 59.9)
Student	28.4	(9.4, 60.3)*	17.5	(5.5, 43.3)*	16.9	(2.1, 65.9)*	16.9	(2.1, 65.9)*
Homemaker	25.7	(13.6, 43.3)*	19.7	(10.5, 33.7)*	58.8	(27.9, 84.0)*	53.9	(25.4, 80.1)*
Unemployed	54.4	(41.1, 67.1)	54.4	(40.3, 67.9)	46.2	(29.2, 64.2)	42.2	(26.5, 59.7)

Note: Estimates in this table are based on current smokers and former smokers who have been abstinent for less than 12 months.
[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 an HCP during the past 12 months.
* Estimate based on fewer than 25 unweighted cases.

5.2 Use of cessation method

The cessation methods for smokers (current tobacco smokers and recent quitters of <12 months) covered in GATS Bangladesh are: (1) counseling and advice, including counseling at a cessation clinic or a telephone quit line/helpline; and (2) other methods including traditional methods (Ayurvedic, Unani) and switching to smokeless tobacco.

The data show that counseling (14.9%) and other methods (14.5%) were almost equally reported as being the most often tried cessation methods to quit smoking within the last 12 months.

Though the female estimates are based on less than 25 unweighted cases, females (25.9%) used counseling more than their male counterparts (14.7%) in quitting smoking. Categorized by age group, the proportion who reported for counseling as the cessation method varied from 12.5% (25-44 years) to 20.2% (45-64 years). In rural areas (16.1%) the counseling approach was tried more than in urban areas (11.8%). By occupation, the counseling method varies from 10.9% (labourers) to 20.6% (farmers). Smokers in urban areas (17.8%) used other methods more than smokers in rural areas (13.3%). By socioeconomic category, proportion using other method of counseling varies from 11.4% in (low SES) to 19.6% (lowest SES). By occupational category, it varies from 12.7% (business) to 18.4% (labourers).

Table 5.2: Percentage of smokers[1] ≥15 years old who attempted to quit smoking in the past 12 months, by cessation methods used and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Use of cessation method[1]			
	Counseling/Advice[2]		Other[3]	
	Percentage (95% CI)			
Overall	14.9	(11.8, 18.7)	14.5	(11.5, 18.1)
Gender				
Male	14.7	(11.5, 18.5)	14.4	(11.4, 18.1)
Female	25.9	(11.6, 48.2)*	18.7	(7.3, 40.1)*
Age (years)				
15-24	4.3	(1.9, 9.3)*	5.0	(2.1, 11.4)*
25-44	12.5	(9.1, 16.8)	15.7	(11.1, 21.7)
45-64	20.2	(14.6, 27.3)	17.1	(12.0, 23.9)
65+	32.7	(19.6, 49.1)*	16.0	(7.1, 32.2)*
Residence				
Urban	11.8	(8.5, 16.3)	17.8	(11.9, 25.7)
Rural	16.1	(12.2, 21.1)	13.3	(10.1, 17.3)
Education level				
No formal education	19.1	(13.7, 26.0)	18.9	(13.6, 25.6)
Less than primary	9.2	(5.7, 14.5)*	12.4	(7.4, 20.1)
Primary	8.4	(3.5, 18.8)*	10.9	(4.9, 22.8)*
Less than secondary	14.4	(9.1, 22.1)	11.2	(6.9, 17.5)
Secondary and above	12.4	(6.6, 22.3)*	7.5	(3.9, 13.7)*
Wealth index				
Lowest	14.0	(9.3, 20.6)	19.6	(12.2, 30.0)
Low	11.9	(7.9, 17.6)	11.4	(7.7, 16.6)
Middle	17.5	(11.2, 26.2)	11.8	(7.0, 19.4)
High	18.0	(11.9, 26.2)	14.1	(9.5, 20.5)
Highest	12.1	(6.6, 21.3)*	18.1	(11.1, 28.1)
Occupation				
Employed	14.2	(9.0, 21.7)	10.6	(6.4, 17.1)*
Business	14.4	(9.6, 21.1)	12.7	(8.7, 18.3)
Farmers	20.6	(12.7, 31.7)	13.9	(8.7, 21.6)
Labourers	10.9	(7.6, 15.4)	18.4	(13.0, 25.5)
Student	0.0		10.8	(1.4, 51.3)*
Homemaker	24.9	(7.3, 58.2)*	25.3	(8.9, 54.2)*
Unemployed	16.0	(7.5, 30.9)*	4.8	(1.5, 13.9)*

Note: Estimates in this table are based on current smokers and former smokers who have been abstinent for less than 12 months.

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

[3] Other includes traditional medicines and other products.

* Estimate based on fewer than 25 unweighted cases.

5.3 Interest in quitting smoking and smokeless tobacco

In GATS, interest in quitting smoking was defined as current tobacco smokers who are planning to quit or thinking about quitting smoking. In GATS Bangladesh the information was collected in five major categories of interest; planning to quit within the next month, thinking about quitting within the next 12 months, will quit some day but not in the next 12 months, not interested in quitting, or don't know. Table 5.3 presents data on these five categories of interest in quitting smoking.

Among all smokers, nearly one fifth of current smokers reported planning to quit next month (19.3%) and planning to quit within next 12 months (19.8%), while nearly one third (28.9%) of smokers reported intending to quit but not within the next 12 months. Nearly one fifth (21.2%) of smokers said that they are not interested in quitting and one in ten were in the category "don't know". Within the category of planning to quit next month and planning to quit within the next 12 months there is not much difference among different socio-demographic characteristics (Table 5.3).

Among cigarette smokers, nearly one fifth of current cigarette smokers reported planning to quit within the next month (21.4%) and planning to quit within 12 months (22.5%); however, nearly one third (28.6%) of current cigarette smokers reported thinking of quitting but not in the next 12 months. Nearly one third are either not interested in quitting (18.2%) or responded "don't know "(9.3%) (Table 5.3A).

Among *bidi* smokers, nearly one fifth of current *bidi* smokers reported planning to quit within the next month (21.5%) or thinking about quitting within next 12 months (17.3%); however, nearly one third of current *bidi* smokers (27.7%) responded that they will quit someday but not in the next 12 months. Nearly one third either responded "not interested" in quitting (22.1%) or "don't know" (11.4%) (Table 5.3B).

Among smokeless tobacco users, nearly one fourth reported planning to quit within the next month (13.7%) and within the next 12 months (14.0%); however nearly one fifth (21.0%) responded that they will quit someday but not in the next 12 months. Nearly half of smokeless tobacco users either responded "not interested" in quitting (43.3%) or "don't know" (8.0%) (Table 5.3C). Among male smokeless tobacco users, three in five responded that they were planning to quit either within the next month (16.9%) or within the next 12 months (20.2%) or sometimes but not within 12 months (23.9%). However, two in five responded either "not interested" in quitting (28.2%) or "don't know" (10.8%). Among female smokeless tobacco users two in five responded that they intended to quit either within the next month (10.7%) or within the next 12 months (8.4%) or sometime but not within 12 months (18.3%); however, nearly three in five responded either "not interested" in quitting (57.0%) or "don't know" (5.6%).

Table 5.3: Percentage distribution of current smokers ≥15 years old, by interest in quitting smoking and selected demographic characteristics– GATS Bangladesh, 2009.

Demographic characteristics	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	Total
			Percentage (95% CI)			
Overall	19.3 (16.6, 22.3)	19.8 (17.1, 22.7)	28.9 (25.8, 32.2)	21.2 (18.0, 24.7)	10.8 (8.8, 13.3)	100
Gender						
Male	19.4 (16.7, 22.5)	20.3 (17.5, 23.3)	29.4 (26.2, 32.7)	20.1 (17.0, 23.6)	10.8 (8.8, 13.4)	100
Female	16.1 (6.9, 33.3)*	5.8 (2.2, 14.3)*	15.0 (6.5, 31.0)*	53.0 (36.0, 69.3)	10.1 (3.7, 24.7)*	100
Age (years)						
15-24	22.7 (15.6, 31.8)	22.0 (15.7, 29.9)	31.0 (23.5, 39.6)	15.3 (10.0, 22.8)	9.0 (4.9, 15.8)*	100
25-44	17.3 (14.3, 20.9)	18.6 (15.5, 22.2)	31.2 (27.3, 35.3)	21.9 (18.4, 25.9)	11.0 (8.5, 14.2)	100
45-64	20.0 (15.6, 25.2)	19.8 (15.1, 25.4)	26.0 (21.7, 30.7)	23.5 (18.7, 29.0)	10.9 (7.7, 15.0)	100
65+	23.1 (14.9, 34.1)	23.2 (15.4, 33.5)	21.0 (13.8, 30.6)	19.2 (12.2, 29.0)*	13.5 (8.3, 21.1)*	100
Residence						
Urban	18.7 (14.8, 23.4)	21.8 (18.2, 26.0)	28.9 (23.7, 34.7)	22.6 (17.8, 28.3)	8.0 (5.8, 10.8)	100
Rural	19.5 (16.2, 23.3)	19.1 (15.9, 22.8)	28.9 (25.2, 32.9)	20.7 (16.9, 25.0)	11.8 (9.2, 14.9)	100
Education Level						
No formal education	19.3 (15.5, 23.7)	18.6 (15.3, 22.4)	28.0 (24.0, 32.4)	21.7 (17.7, 26.3)	12.4 (9.6, 16.0)	100
Less than primary	15.5 (11.5, 20.5)	18.4 (13.7, 24.4)	30.5 (24.5, 37.2)	27.0 (20.5, 34.6)	8.6 (5.8, 12.5)	100
Primary	20.3 (13.5, 29.4)	24.2 (17.0, 33.2)	27.2 (19.1, 37.1)	20.5 (14.0, 29.1)	7.8 (4.2, 14.1)*	100
Less than secondary	21.4 (14.9, 29.6)	20.3 (15.2, 26.5)	32.7 (26.2, 39.9)	18.0 (13.1, 24.4)	7.6 (4.8, 12.1)	100
Secondary and above	22.6 (15.4, 31.8)	23.5 (15.6, 33.7)	25.8 (19.0, 34.0)	12.8 (7.1, 21.9)	15.4 (9.4, 24.2)	100
Wealth index						
Lowest	16.8 (12.1, 22.8)	16.4 (12.5, 21.2)	30.1 (24.8, 36.1)	26.2 (21.4, 31.6)	10.5 (7.3, 15.0)	100
Low	17.3 (13.4, 22.0)	20.6 (16.0, 26.1)	32.0 (27.0, 37.3)	20.0 (15.3, 25.7)	10.1 (7.1, 14.2)	100
Middle	23.2 (17.7, 29.8)	19.7 (15.2, 25.0)	25.7 (20.0, 32.4)	21.7 (16.0, 28.7)	9.7 (6.7, 14.0)	100
High	20.2 (15.4, 26.0)	21.1 (15.5, 28.1)	29.0 (23.0, 35.8)	16.9 (12.1, 22.9)	12.8 (9.1, 18.0)	100
Highest	21.3 (15.7, 28.3)	23.5 (17.5, 30.8)	23.9 (18.6, 30.1)	19.8 (13.6, 28.0)	11.5 (6.9, 18.5)	100

Header span: **Interest in quitting smoking[1]**

[1]Among current daily or less than daily smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 5.3 (cont.): Percentage distribution of current smokers ≥15 years old, by interest in quitting smoking and selected demographic characteristics– GATS Bangladesh, 2009.

Demographic characteristics	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	Total
			Percentage (95% CI)			
Occupation						
Employed	16.2 (11.3, 22.6)	24.0 (16.6, 33.3)	34.5 (26.4, 43.6)	14.9 (8.3, 25.2)	10.4 (6.2, 17.3)	100
Business	23.0 (17.7, 29.4)	19.8 (15.1, 25.5)	31.0 (24.8, 38.0)	16.0 (11.9, 21.3)	10.2 (6.9, 14.6)	100
Farmers	17.3 (12.8, 23.1)	22.7 (16.6, 30.1)	26.0 (20.5, 32.4)	22.2 (17.0, 28.5)	11.8 (8.5, 16.1)	100
Laborers	17.2 (13.8, 21.2)	17.2 (14.0, 21.0)	31.8 (27.2, 36.7)	23.7 (19.1, 29.0)	10.1 (7.6, 13.4)	100
Student	41.4 (20.3, 66.4)*	3.5 (0.4, 23.9)*	28.7 (9.8, 59.8)*	21.6 (5.6, 56.3)*	4.8 (0.9, 20.4)*	100
Homemaker	22.7 (9.7, 44.6)*	7.5 (2.6, 19.7)*	9.7 (4.1, 21.4)*	51.1 (33.6, 68.4)*	9.0 (2.8, 25.3)*	100
Unemployed	30.8 (17.4, 48.3)	27.5 (16.1, 42.7)*	15.5 (8.5, 26.8)*	10.0 (4.7, 20.0)*	16.2 (8.1, 30.0)*	100

[1] Among current daily or less than daily smokers. .
* Estimate based on fewer than 25 unweighted cases.

Table 5.3A: Percentage distribution of current cigarette smokers ≥15 years old, by interest in quitting smoking and selected demographic characteristics—GATS Bangladesh, 2009.

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	21.4 (18.0, 25.2)	22.5 (19.2, 26.1)	28.6 (25.0, 32.5)	18.2 (15.1, 21.7)	9.3 (7.3, 12.1)	100
Gender						
Male	21.2 (17.8, 25.1)	22.6 (19.4, 26.3)	28.8 (25.2, 32.8)	17.8 (14.7, 21.4)	9.6 (7.3, 12.1)	100
Female	36.7 (10.2, 74.8)*	0.0	3.6 (0.4, 23.6)*	59.7 (23.4, 87.8)*	0.0	100
Age (years)						
15-24	25.6 (17.4, 36.1)	23.4 (16.3, 32.5)	29.3 (21.2, 38.9)	13.4 (8.2, 21.2)	8.3 (4.3, 15.2)*	100
25-44	19.4 (15.6, 23.8)	20.9 (17.1, 25.2)	30.3 (25.9, 35.2)	19.6 (16.0, 23.9)	9.8 (7.2, 13.0)	100
45-64	21.4 (16.3, 27.7)	23.0 (17.3, 30.0)	26.8 (21.4, 33.0)	19.5 (14.2, 26.1)	9.3 (6.0, 14.1)	100
65+	23.8 (11.8, 42.2)*	32.7 (19.2, 49.7)*	15.6 (7.9, 28.3)*	16.6 (7.6, 32.3)*	11.3 (4.4, 26.5)*	100
Residence						
Urban	19.7 (15.4, 24.8)	22.7 (18.8, 27.1)	26.7 (21.5, 32.7)	22.7 (17.5, 28.8)	8.2 (5.9, 11.3)	100
Rural	22.2 (17.7, 27.5)	22.3 (17.9, 27.5)	29.6 (25.0, 34.7)	15.8 (12.3, 20.1)	10.1 (7.1, 13.8)	100
Education level						
No formal education	21.3 (15.7, 28.2)	22.9 (18.1, 28.4)	29.0 (23.3, 35.4)	17.3 (13.4, 22.1)	9.5 (6.5, 13.9)	100
Less than primary	17.2 (12.5, 23.3)	19.3 (13.8, 26.2)	29.4 (22.4, 37.5)	25.5 (17.7, 35.3)	8.6 (5.4, 13.3)	100
Primary	24.0 (15.6, 35.0)	25.0 (16.7, 35.6)	27.7 (18.7, 39.0)	15.5 (9.4, 24.4)	7.8 (3.7, 15.7)*	100
Less than secondary	21.6 (14.4, 31.0)	22.4 (16.5, 29.6)	30.9 (23.8, 39.0)	17.2 (11.7, 24.4)	7.9 (4.6, 13.4)*	100
Secondary and above	24.7 (17.0, 34.5)	23.9 (15.7, 34.6)	23.8 (17.2, 32.0)	14.1 (7.9, 23.9)	13.5 (7.7, 22.8)	100
Wealth index						
Lowest	17.9 (10.3, 29.3)	22.1 (15.4, 30.7)	34.6 (26.3, 44.1)	20.0 (14.7, 26.6)	5.4 (2.5, 11.0)*	100
Low	17.6 (12.8, 23.7)	21.7 (16.0, 28.7)	33.7 (27.0, 41.0)	18.3 (13.5, 24.5)	8.7 (5.4, 13.6)	100
Middle	30.2 (22.1, 39.8)	21.1 (15.2, 28.4)	23.3 (16.9, 31.2)	19.0 (12.7, 27.5)	6.4 (3.7, 10.8)*	100
High	20.1 (14.8, 26.7)	24.0 (17.6, 31.9)	27.1 (20.6, 34.7)	15.6 (10.6, 22.2)	13.2 (8.8, 19.3)	100
Highest	21.7 (15.9, 28.8)	23.0 (17.0, 30.4)	23.6 (18.2, 30.1)	19.6 (13.2, 28.1)	12.1 (7.3, 19.2)	100

[1]Among current daily or less than daily cigarette smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 5.3A (cont.): Percentage distribution of current cigarette smokers ≥15 years old, by interest in quitting smoking and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Planning to quit within next month		Thinking about quitting within next 12 months		Interest in quitting smoking[1] Will quit someday, but not in the next 12 months		Not interested in quitting		Don't know		Total
					Percentage (95% CI)						
Occupation											
Employed	18.1	(12.6, 25.2)	24.7	(17.3, 34.0)	31.6	(24.0, 40.3)	14.1	(7.3, 25.6)	11.5	(6.7, 19.0)	100
Business	24.8	(19.1, 31.4)	21.5	(16.3, 27.8)	30.1	(23.7, 37.4)	13.9	(10.0, 18.8)	9.7	(6.2, 14.9)	100
Farmers	19.8	(13.6, 27.9)	27.5	(19.0, 38.2)	24.8	(18.1, 32.8)	19.4	(13.0, 27.8)	8.5	(5.1, 13.9)*	100
Laborers	16.9	(12.5, 22.3)	20.3	(15.5, 26.1)	32.2	(26.0, 39.2)	22.7	(16.9, 29.7)	7.9	(5.5, 11.5)	100
Student	41.4	(20.2, 66.4)*	3.5	(0.4, 23.9)*	28.7	(9.8, 59.8)*	21.6	(5.6, 56.3)*	4.8	(0.9, 20.4)*	100
Homemaker	56.8	(21.7, 86.2)*	0.0		2.9	(0.4, 20.1)*	37.3	(10.9, 74.4)*	3.0	(0.4, 20.6)*	100
Unemployed	32.6	(16.5, 54.2)*	27.4	(14.5, 45.8)*	14.2	(6.6, 28.1)*	8.4	(3.1, 20.7)*	17.4	(7.5, 34.9)*	100

[1]Among current daily or less than daily cigarette smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 5.3B: Percentage distribution of current *bidi* smokers ≥15 years old, by interest in quitting smoking and selected demographic characteristics—GATS Bangladesh, 2009

Demographic characteristics	Interest in quitting smoking[1]					
	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	Total
	Percentage (95% CI)					
Overall	21.5 (17.5, 26.2)	17.3 (13.8, 21.4)	27.7 (23.4, 32.5)	22.1 (17.7, 27.2)	11.4 (8.6, 15.0)	100
Gender						
Male	21.7 (17.6, 26.5)	17.7 (14.1, 22.0)	28.5 (24.0, 33.5)	20.8 (16.4, 25.9)	11.3 (8.3, 15.0)	100
Female	17.2 (6.3, 39.0)*	8.5 (3.2, 20.4)*	11.2 (4.8, 24.0)*	48.5 (29.5, 67.9)*	14.6 (5.5, 33.5)*	100
Age (years)						
15-24	34.1 (19.6, 52.4)*	15.0 (7.0, 29.3)*	24.6 (13.6, 40.3)*	19.8 (10.2, 34.9)*	6.5 (1.5, 24.2)*	100
25-44	18.0 (13.7, 23.4)	15.8 (12.0, 20.3)	31.3 (25.8, 37.3)	23.3 (18.2, 29.5)	11.6 (8.1, 16.3)	100
45-64	20.2 (14.2, 27.9)	20.3 (13.8, 28.9)	25.3 (19.6, 32.0)	23.2 (17.2, 30.5)	11.0 (7.1, 16.6)	100
65+	29.3 (18.3, 43.5)*	15.4 (8.6, 26.1)*	23.4 (14.0, 36.3)*	14.4 (7.1, 27.1)*	17.5 (10.4, 27.8)*	100
Residence						
Urban	27.3 (18.5, 38.3)	15.6 (10.5, 22.5)	33.1 (25.5, 41.6)	18.2 (11.5, 27.6)	5.8 (3.2, 10.5)*	100
Rural	20.8 (16.5, 25.9)	17.5 (13.7, 22.1)	27.1 (22.4, 32.3)	22.6 (17.7, 28.2)	12.0 (9.0, 16.1)	100
Education level						
No formal education	22.1 (17.4, 27.7)	15.7 (11.8, 20.7)	26.0 (21.2, 31.4)	22.5 (17.6, 28.5)	13.7 (9.9, 18.4)	100
Less than primary	14.5 (9.1, 22.3)	21.1 (14.0, 30.4)	31.2 (22.6, 41.3)	24.2 (16.4, 34.2)	9.0 (4.9, 16.0)*	100
Primary	14.8 (7.0, 28.6)*	25.2 (14.3, 40.6)*	23.9 (12.6, 40.7)*	30.2 (17.3, 47.3)*	5.9 (1.8, 17.2)*	100
Less than secondary	31.2 (17.4, 49.5)*	13.4 (6.6, 25.1)*	34.6 (23.5, 47.7)	16.1 (9.3, 26.3)*	4.8 (1.8, 11.9)*	100
Secondary and above	30.9 (11.5, 60.7)*	21.8 (8.5, 45.5)*	27.1 (13.0, 48.0)*	6.3 (1.5, 22.9)*	13.9 (4.0, 38.5)*	100
Wealth index						
Lowest	18.1 (13.3, 24.1)	14.2 (10.5, 19.1)	26.3 (20.2, 33.5)	28.1 (21.8, 35.3)	13.3 (9.0, 19.3)	100
Low	21.5 (15.8, 28.6)	20.0 (14.2, 27.4)	28.9 (23.1, 35.5)	18.2 (12.6, 25.4)	11.4 (7.3, 17.4)	100
Middle	22.2 (14.3, 32.6)	17.7 (11.5, 26.1)	26.9 (18.5, 37.5)	21.9 (14.2, 32.2)	11.3 (6.9, 18.2)*	100
High	27.4 (18.6, 38.3)	15.9 (8.5, 27.7)*	29.0 (20.4, 39.6)	19.1 (12.4, 28.4)	8.6 (4.3, 16.5)*	100
Highest	31.7 (14.5, 55.9)*	26.6 (10.8, 52.2)*	31.4 (12.1, 60.4)*	10.3 (3.0, 29.8)*	0.0	100

[1]Among current daily or less than daily *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 5.3B (cont.): Percentage distribution of current *bidi* smokers ≥15 years old, by interest in quitting smoking and selected demographic characteristics–GATS Bangladesh, 2009

Demographic characteristics	Interest in quitting smoking[1]					
	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	Total
	Percentage (95% CI)					
Occupation						
Employed	16.5 (7.1, 33.9)*	15.0 (3.6, 45.8)*	38.4 (17.8, 64.2)*	28.1 (12.2, 52.4)*	2.0 (0.3, 13.0)*	100
Business	24.9 (13.8, 40.6)*	14.5 (8.5, 23.6)*	30.3 (20.2, 42.7)	21.0 (12.7, 32.7)	9.3 (5.0, 17.0)*	100
Farmers	18.1 (12.5, 25.6)	21.1 (13.8, 30.9)	26.2 (19.6, 34.1)	21.6 (15.6, 29.1)	13.0 (8.9, 18.4)	100
Laborers	21.1 (16.4, 26.6)	14.8 (11.2, 19.2)	30.4 (24.7, 36.8)	22.5 (17.2, 28.8)	11.2 (7.6, 16.2)	100
Student	100.0 *	0.0	0.0	0.0	0.0	100
Homemaker	15.4 (4.4, 41.7)*	11.8 (4.1, 29.7)*	11.7 (4.0, 29.4)*	48.2 (27.8, 69.2)*	12.9 (3.7, 36.6)*	100
Unemployed	39.1 (17.4, 66.3)*	23.0 (10.3, 43.8)*	19.4 (7.9, 40.5)*	8.0 (2.9, 20.2)*	10.5 (3.7, 25.9)*	100

[1]Among current daily or less than daily *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 5.3C: Percentage distribution of current smokeless tobacco users ≥15 years old, by interest in quitting smokeless tobacco use and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Interest in quitting smokeless tobacco[1]					
	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	Total
	Percentage (95% CI)					
Overall	13.7 (11.6, 16.0)	14.0 (11.8, 16.5)	21.0 (18.5, 23.7)	43.3 (40.0, 46.6)	8.0 (6.6, 9.8)	100
Gender						
Male	16.9 (13.4, 21.1)	20.2 (16.1, 24.9)	23.9 (20.0, 28.3)	28.2 (23.5, 33.3)	10.8 (8.1, 14.1)	100
Female	10.7 (8.2, 13.8)	8.4 (6.6, 10.6)	18.3 (15.3, 21.8)	57.0 (53.2, 60.7)	5.6 (4.1, 7.5)	100
Age (years)						
15-24	17.9 (11.4, 26.8)*	26.4 (17.6, 37.5)	26.3 (16.3, 39.7)	23.7 (15.7, 34.1)	5.7 (2.2, 14.2)*	100
25-44	14.1 (11.4, 17.3)	15.7 (12.9, 18.9)	22.9 (19.6, 26.6)	38.1 (34.1, 42.2)	9.2 (7.2, 11.8)	100
45-64	13.6 (10.8, 17.1)	11.9 (9.2, 15.4)	18.4 (15.0, 22.4)	48.6 (44.0, 53.2)	7.5 (5.5, 10.0)	100
65+	10.4 (6.7, 15.9)	8.2 (5.4, 12.2)	19.4 (14.8, 24.9)	54.8 (47.9, 61.4)	7.2 (4.2, 12.1)*	100
Residence						
Urban	16.3 (12.4, 21.0)	12.4 (9.7, 15.7)	25.7 (21.5, 30.5)	37.4 (32.0, 43.1)	8.2 (6.3, 10.7)	100
Rural	13.0 (10.6, 15.7)	14.5 (11.8, 17.6)	19.7 (16.8, 22.9)	44.9 (41.0, 48.8)	7.9 (6.2, 10.2)	100
Education level						
No formal education	13.5 (11.0, 16.5)	13.0 (10.5, 15.9)	17.4 (15.0, 20.1)	48.6 (44.7, 52.5)	7.5 (5.8, 9.6)	100
Less than primary	11.9 (8.0, 17.4)	15.4 (11.3, 20.7)	23.6 (17.2, 31.3)	39.8 (33.2, 46.8)	9.3 (6.0, 14.2)	100
Primary	14.4 (9.7, 20.8)	13.8 (9.1, 20.4)	25.0 (16.1, 36.7)	37.4 (29.6, 45.8)	9.4 (5.8, 15.0)	100
Less than secondary	16.0 (11.0, 22.7)	15.3 (10.7, 21.3)	31.8 (25.4, 39.0)	29.5 (23.7, 36.1)	7.4 (4.4, 11.9)	100
Secondary and above	17.2 (10.8, 26.4)	20.8 (13.0, 31.5)	24.1 (14.2, 37.8)	27.7 (18.4, 39.3)	10.2 (5.4, 18.8)*	100
Wealth index						
Lowest	10.3 (7.6, 13.8)	10.5 (8.1, 13.5)	21.5 (17.4, 26.3)	49.7 (44.6, 54.8)	8.0 (5.7, 11.2)	100
Low	12.7 (9.4, 16.8)	18.7 (14.5, 23.7)	19.3 (15.3, 24.1)	42.5 (36.9, 48.2)	6.8 (4.6, 10.2)	100
Middle	17.3 (12.8, 23.1)	12.8 (9.1, 17.6)	19.6 (15.5, 24.6)	42.3 (35.9, 48.9)	8.0 (5.3, 11.9)	100
High	13.0 (9.2, 18.2)	12.8 (9.4, 17.3)	25.8 (19.9, 32.8)	38.4 (31.8, 45.3)	10.0 (7.1, 13.7)	100
Highest	19.1 (12.7, 27.6)	15.5 (10.7, 22.0)	17.1 (12.7, 22.6)	40.8 (33.5, 48.5)	7.5 (4.6, 12.2)	100

[1] Among current daily or less than daily smokeless tobacco users.
* Estimate based on fewer than 25 unweighted cases.

Table 5.3C (cont.): Percentage distribution of current smokeless tobacco users ≥15 years old, by interest in quitting smokeless tobacco use and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Interest in quitting smokeless tobacco[1]					
	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	Total
	Percentage (95% CI)					
Occupation						
Employed	15.7 (9.2, 25.4)*	20.2 (12.6, 30.8)	23.1 (16.4, 31.5)	31.0 (20.8, 43.5)	10.0 (6.0, 16.1)*	100
Business	25.5 (17.7, 35.3)	19.2 (13.6, 26.5)	23.1 (17.0, 30.6)	22.6 (16.3, 30.5)	9.6 (5.7, 15.4)	100
Farmers	10.5 (7.0, 15.5)	24.4 (18.0, 32.1)	18.7 (13.9, 24.6)	35.8 (28.5, 43.9)	10.6 (7.2, 15.6)	100
Laborers	14.1 (10.6, 18.5)	17.9 (13.4, 23.5)	26.9 (21.6, 33.0)	30.3 (25.4, 35.8)	10.8 (7.4, 15.3)	100
Student	29.1 (4.0, 80.3)*	37.1 (5.8, 85.1)*	17.5 (2.1, 67.5)*	7.3 (0.8, 42.5)*	9.1 (1.0, 48.8)*	100
Homemaker	11.1 (8.2, 14.9)	7.8 (6.0, 9.9)	18.9 (15.4, 23.0)	56.6 (52.2, 60.9)	5.6 (4.0, 7.5)	100
Unemployed	16.1 (9.4, 26.3)*	6.3 (3.2, 11.9)*	15.0 (9.3, 23.4)	56.3 (46.4, 65.8)	6.3 (3.1, 12.1)*	100

[1]Among current daily or less than daily smokeless tobacco users.
* Estimate based on fewer than 25 unweighted cases.

6. Second-hand smoke

In Bangladesh smoking in public places is prohibited by law. Health-care facilities and educational facilities are 100% smoke-free by law; however, there is a partial ban in other public places. The Global Youth Tobacco Survey[10] shows that more than 40% of students aged 13-15 years were exposed to second-hand smoke (SHS) in public places and the Global Health Professions Students Survey[9] results show that more than 70% of third-year medical and dental students were exposed to second-hand smoke (SHS) in public places. However, there was no data on SHS exposure among the general adult population in public places, including workplaces before GATS in Bangladesh.

This chapter measures exposure to second-hand smoke in public places like indoor workplaces, government buildings, health-care facilities, restaurants and public transport.

Key findings:

- *Among those who work indoors, 6 in 10 were exposed to SHS at indoor workplaces in the 30 days preceding the survey.*

- *More than 4 in 10 respondents reported exposure to SHS in public places.*

- *Almost more than one fourth of all adults were exposed to SHS in restaurants and public transports.*

6.1 SHS exposure in indoor workplaces

Prevalence and estimated numbers of people exposed to SHS in indoor workplaces over the preceding 30 days are shown in Table 6.1.

6.1.1 Prevalence of SHS exposure in indoor workplaces

Exposure to SHS in indoor workplaces was inquired about from those who work outside the home and usually work indoors. Overall, 63% of workers are exposed to SHS at indoor workplaces. Male workers (67.8%) have higher exposure to SHS than female workers (30.4%). Nearly 6 in 10 (57.7%) of young (15-24 years of age) workers were exposed to SHS at workplaces. Workers living in rural (66.0%) areas have more exposure to SHS at indoor workplaces than those living in urban areas (58.7%). Workers with low education (no formal education, 70.9%; and less than primary education, 70.6%) were more exposed to SHS in indoor workplaces than those with secondary and above education (49.4%). By socioeconomic status, workers with lowest (65.9%), low (67.5%) and middle (62.1%) SES were more exposed to SHS in indoor workplaces than those belonging to the highest SES levels (59.0%). By occupational category, exposure varied from 44.4% (unemployed) to 80.6% (business).

Among non-smoking workers, 75.7% were exposed to SHS in indoor workplaces. Non-smoking female workers (91.0%) were exposed more to SHS compared to their male (75.6%) counterparts. Nearly 7 in 10 (70.5%) of the young (15-24 years of age) non-smokers were exposed to SHS in indoor workplaces. Non-smoking workers living in urban areas (75.6%) and

rural areas (75.8%) were equally exposed to SHS at indoor workplaces. Non-smoking workers with lower educational levels (no formal education, 82.4%) were more exposed to SHS at indoor workplaces than smokers with in higher education levels (secondary and above, 69.2%). Classified by socioeconomic status, the lowest SES (81.9%) was more exposed to SHS in indoor workplaces than the highest SES (73.2%).

6.1.2 Number of workers exposed to SHS in indoor workplaces:

Overall 11.5 million workers are exposed to SHS in the indoor areas of their workplaces; 10.8 million male workers and 0.7 million female workers are exposed to SHS in indoor workplaces. Classified by age group, adult workers in the age group 25-44 were most prominently (5.7 million) exposed to SHS in indoor workplaces.

The estimated number of workers living in rural areas who were exposed to SHS in indoor workplaces is 7.1 million whereas those living in urban areas is 4.4 million. Nearly the same number of adults are exposed to SHS in the workplace in each of the educational categories (no formal education, 2.6 million; less then primary, 2.2 million; less then secondary, 2.8 million, and secondary and above, 2.4 million) except primary education level (1.3 million). Similarly, classified by SES group, equal numbers from low SES (lowest 1.2 million, low 2.2 million, and middle 2.2 million) and high SES (high 3.2 million, highest 2.6 million) were exposed to SHS at the worksite. Lastly, 3.6 million labourers and 4.2 million in the business category and 2.1 million employed persons were exposed to SHS at workplaces.

Five million non-smoking workers (predominantly male) are exposed to SHS at indoor workplaces. Non-smoking workers in the age category 25-44 years have the highest number of persons who are exposed to SHS in indoor workplaces (2.7 million); 3.1 million non-smokers in rural areas and 1.9 million in urban areas are exposed to SHS. Nearly 2 million non-smokers in low SES (lowest, low, SES together) , over 1 million in middle SES and nearly 2 million in high SES (high and highest SES together)are exposed to SHS.

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 Bangladesh, 2009.

Demographic characteristics	Adults exposed to tobacco smoke at work[1]		
	Percentage (95% CI)		*Number in thousands*
Overall	63.0	(59.2, 66.7)	11,546.3
Gender			
Male	67.8	(63.7, 71.6)	10,830.4
Female	30.4	(24.1, 37.6)	715.9
Age (years)			
15-24	57.7	(50.7, 64.4)	3,060.9
25-44	64.7	(60.2, 69.0)	5,720.1
45-64	66.5	(59.9, 72.5)	2,411.4
65+	63.8	(46.5, 78.1)	353.9
Residence			
Urban	58.7	(53.5, 63.8)	4,429.1
Rural	66.0	(60.4, 71.2)	7,117.2
Education level			
No formal education	70.9	(64.7, 76.4)	2,683.9
Less than primary	70.6	(62.5, 77.6)	2,203.3
Primary	66.6	(57.4, 74.6)	1,375.9
Less than secondary	64.1	(57.3, 70.4)	2,810.3
Secondary and above	49.4	(43.1, 55.7)	2,442.4
Wealth index			
Lowest	65.9	(56.7, 74.1)	1,205.4
Low	67.5	(59.6, 74.6)	2,207.2
Middle	62.1	(54.2, 69.4)	2,221.0
High	63.1	(55.6, 70.0)	3,296.9
Highest	59.0	(52.9, 64.8)	2,615.8
Occupation			
Employed	44.4	(39.0, 50.0)	2,101.4
Business	80.6	(75.1, 85.2)	4,205.5
Farmers	68.1	(57.1, 77.4)	1,198.9
Labourers	69.5	(63.7, 74.7)	3,675.9
Student	20.6	(10.7, 36.0)*	207.0*
Homemaker	50.4	(30.5, 70.2)*	94.6*
Unemployed	47.6	(14.8, 82.7)*	56.6*

[1] In the past 30 days. Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors.
* Estimate based on fewer than 25 unweighted cases.

Table 6.1 (cont.): 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 Bangladesh, 2009.

Demographic characteristics	Adults exposed to tobacco smoke at work[1]		
	Percentage (95% CI)		*Number in thousands*
Non-smokers	75.7	(70.1, 80.6)	5,094.1
Gender			
Male	75.6	(70.0, 80.5)	5,055.5
Female	91.0	(52.4, 98.9)*	38.6*
Age (years)			
15-24	70.5	(55.9, 81.8)	861.4
25-44	77.8	(70.6, 83.7)	2,728.3
45-64	75.8	(67.2, 82.7)	1,379.4
65+	69.4	(38.1, 89.3)*	125.1*
Residence			
Urban	75.6	(69.7, 80.7)	1,933.6
Rural	75.8	(67.2, 82.7)	3,160.5
Education Level			
No formal education	82.4	(74.5, 88.3)	1,709.1
Less than primary	76.0	(65.2, 84.3)	912.4
Primary	79.5	(66.7, 88.2)	605.3
Less than secondary	69.6	(60.7, 77.2)	1,039.3
Secondary and above	69.2	(55.6, 80.1)	828.0
Wealth index			
Lowest	81.9	(70.1, 89.7)	637.3
Low	78.3	(68.4, 85.8)	1,249.2
Middle	76.6	(65.7, 84.9)	1,129.5
High	71.5	(60.1, 80.7)	1,233.1
Highest	73.2	(64.0, 80.7)	845.0
Occupation			
Employed	52.9	(41.4, 64.1)	668.4
Business	83.7	(74.9, 89.9)	1,837.3
Farmers	76.1	(60.5, 86.8)	574.1
Labourers	82.7	(75.5, 88.2)	1,967.3
Student	18.1	(1.9, 71.7)*	13.8*
Homemaker	40.2	(7.6, 84.5)*	5.2*
Unemployed	60.8	(13.8, 93.7)*	28.0*

[1] In the past 30 days. Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors.
* Estimate based on fewer than 25 unweighted cases.

6.2 SHS exposure in public places

Common sites of exposure to SHS in public places are government buildings, health-care facilities, restaurants, public transport or other places. Table 6.2 presents the prevalence rate of SHS exposure in these public places for the preceding 30 days for all adults and for non-smokers aged 15 years and over, respectively.

6.2.1 Prevalence of adults exposed to SHS in all public places

Among all adults, 45% were exposed to second-hand smoke in any of the public places. It was found that 69.4% of the male and 20.8 % of the female adult population are exposed to SHS in public places. Urban and rural figures are almost similar (urban 46.6%, rural 44.4%). By occupational category, it varies from 20.6% (homemakers) to 78.3% (business). By SES category, it varies from 37.9% (lowest) to 49.1% (highest) and by education category from 39.2% (no formal education) to 58.3% (secondary and above education).

Among non-smokers, 7 in 10 (70.1%) non-smokers are exposed to SHS in public places (predominantly males 72.1%). Classified by age, it varies from 80.1% (15-24 years) to 47.1% (65 years and older). Exposure in public places is similar among non-smokers in rural areas (70.4%) and urban areas (70.2%) areas; classified by educational level, it varies from 64.0% (no formal education) to 84.1% (secondary and above education); by wealth index, it varies from 64.4% (lowest SES) to 79.1% (highest SES); by occupational category, it varies from 61.4% (unemployed) to 81.3% (business).

Among the four main categories of public places people are exposed more in restaurants (27.6%) and public transportation (26.3%) than health-care facilities (5.8%) and government buildings (5.4%).

6.2.2 Prevalence of exposure to SHS in public transportation

Among all adults, over one fourth of adults population (26.3%) traveling in public transport were exposed to SHS in the past 30 days. Males (35.9%) were exposed more compared to the females (16.9%): By age, exposure ranged from 13.9% (65 years and older) to 28.1% (15-24 years); categorized by education the variation was from 24.6% (no formal education) to 34.5% (secondary and above); and by SES group, from 22.5% (lowest SES) to 29.4% (highest SES).

Among non-smokers, of 35.9% non-smokers were exposed to SHS in public transportation (predominantly males, 36.6%); by age, the figure varied from 20.1% (65 years and older) to 40.9% (25-44 years). By occupational category, the variation was from 28.0% (unemployed) to 41.8% (business).

6.2.3 Prevalence of exposure to SHS in restaurants

Among all adults, nearly one fourth (27.6%) of visitors to restaurants were exposed to SHS during the last 30 day. Males (53.4%) were exposed to SHS more than females (2.2%) in restaurants during last 30 days. By age category, it varies from 14.2% (65 years and above) to 29.6% (15-24 years); by educational category, exposure varied from 22.7% (no formal education) to 36.8% (secondary and above); by SES, it varies from 23.0% (lowest) to 30.2% (high SES); and by occupational category it varies from 1.8% (homemaker) to 62.5% (business).

More than half (55.4%) of non-smokers were exposed to SHS during a visit to a restaurant in the last 30 days. Males (57.2%) were exposed more compared to females (2.6%). By age, SHS exposure varied from 65.4% (15-24 years) to 32.1% (65 years and above); by educational category it ranged from 48.4% (no formal education) to 66.6% (secondary and above education); by SES categories, it varies from 47.8% (lowest SES) to 64.2% (highest SES); and by occupational category it varies from 47.7% (unemployed) to 68.9% (business).

Table 6.2: Percentage of adults ≥15 years old, who were exposed to tobacco smoke in public places in the past 30 days, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Adults exposed to tobacco smoke[1] in …				
	Government buildings	Health-care facilities	Restaurants	Public transportation	Any of these places[2]
			Percentage (95% CI)		
Overall	5.4 (4.8, 6.0)	5.8 (5.0, 6.6)	27.6 (26.1, 29.2)	26.3 (24.8, 27.9)	45.0 (43.4, 46.5)
Gender					
Male	9.2 (8.1, 10.5)	7.1 (5.7, 8.8)	53.4 (50.4, 56.3)	35.9 (33.5, 38.3)	69.4 (67.0, 71.6)
Female	1.5 (1.2, 2.0)	4.4 (3.7, 5.4)	2.2 (1.6, 2.8)	16.9 (15.2, 18.7)	20.8 (19.1, 22.7)
Age (years)					
15-24	3.9 (2.9, 5.3)	6.7 (5.3, 8.4)	29.6 (26.6, 32.7)	28.1 (25.4, 30.9)	48.0 (44.7, 51.2)
25-44	5.5 (4.7, 6.3)	5.9 (4.9, 7.2)	29.5 (27.5, 31.5)	27.2 (25.3, 29.1)	46.2 (44.2, 48.1)
45-64	7.6 (6.1, 9.4)	4.7 (3.6, 6.3)	25.2 (22.5, 28.1)	26.2 (23.6, 28.9)	44.0 (41.1, 46.9)
65+	4.3 (2.8, 6.4)	3.6 (2.2, 5.8)	14.2 (11.2, 17.8)	13.9 (10.7, 17.8)	26.7 (22.8, 31.0)
Residence					
Urban	7.8 (6.5, 9.2)	6.8 (5.2, 8.9)	29.9 (28.2, 31.7)	26.4 (24.5, 28.3)	46.6 (44.5, 48.6)
Rural	4.5 (3.8, 5.3)	5.4 (4.6, 6.3)	26.8 (24.8, 28.9)	26.3 (24.4, 28.3)	44.4 (42.4, 46.4)
Education level					
No formal education	3.5 (2.7, 4.4)	4.3 (3.4, 5.5)	22.7 (20.6, 25.1)	24.6 (22.1, 27.2)	39.2 (36.8, 41.7)
Less than primary	3.5 (2.5, 4.9)	5.7 (4.0, 8.1)	31.9 (28.5, 35.6)	25.8 (22.8, 29.1)	47.3 (43.9, 50.7)
Primary	2.6 (1.8, 3.9)	4.9 (3.4, 7.1)	24.4 (20.8, 28.5)	23.5 (20.0, 27.4)	40.8 (36.1, 45.7)
Less than secondary	6.6 (5.2, 8.3)	6.8 (5.3, 8.7)	28.8 (26.1, 31.6)	26.2 (23.5, 29.2)	46.9 (43.7, 50.1)
Secondary and above	12.7 (10.4, 15.3)	8.3 (6.3, 10.9)	36.8 (32.9, 40.9)	34.5 (30.9, 38.3)	58.3 (54.5, 62.0)
Wealth index					
Lowest	2.2 (1.3, 3.6)	4.1 (2.9, 5.8)	23.0 (20.4, 26.0)	22.5 (19.7, 25.6)	37.9 (34.8, 41.1)
Low	3.1 (2.3, 4.2)	3.9 (2.9, 5.1)	26.8 (23.9, 29.9)	24.8 (22.0, 27.8)	42.7 (39.6, 45.9)
Middle	5.2 (3.9, 6.9)	5.7 (4.3, 7.6)	29.3 (25.9, 32.9)	28.4 (25.2, 31.8)	47.1 (43.2, 51.0)
High	7.5 (5.8, 9.6)	8.4 (6.4, 11.0)	30.2 (27.3, 33.4)	27.2 (24.3, 30.3)	48.4 (45.3, 51.6)
Highest	10.0 (8.3, 12.0)	6.8 (5.2, 8.7)	28.4 (25.5, 31.6)	29.4 (26.1, 32.9)	49.1 (45.4, 52.7)

[1] In the past 30 days.
[2] Respondents reporting smoking occurred in government buildings, health-care facilities, restaurants, or public transportation.
* Estimate based on fewer than 25 unweighted cases.

Table 6.2 (cont.): Percentage of adults ≥15 years old, who were exposed to tobacco smoke in public places in the past 30 days, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Adults exposed to tobacco smoke[1] in ...									
	Government buildings		Health-care facilities		Restaurants		Public transportation		Any of these places[2]	
	Percentage (95% CI)									
Occupation										
Employed	15.3	(12.2, 19.0)	7.5	(5.3, 10.3)	45.0	(40.5, 49.5)	30.8	(26.9, 35.0)	63.1	(58.7, 67.2)
Business	10.2	(7.9, 13.2)	8.9	(5.5, 13.9)	62.5	(57.7, 67.1)	43.8	(39.3, 48.4)	78.3	(74.4, 81.8)
Farmers	9.6	(7.5, 12.3)	5.9	(4.2, 8.4)	47.6	(42.5, 52.7)	34.8	(30.5, 39.4)	66.5	(62.2, 70.6)
Labourers	5.0	(3.6, 7.1)	4.7	(3.4, 6.3)	42.5	(38.4, 46.6)	29.4	(26.0, 33.0)	57.2	(53.4, 61.0)
Student	6.7	(4.3, 10.2)	10.0	(6.4, 15.4)	36.8	(31.1, 43.0)	36.2	(30.1, 42.7)	57.3	(51.2, 63.2)
Homemaker	1.4	(1.0, 1.9)	4.6	(3.7, 5.7)	1.8	(1.3, 2.4)	16.6	(14.8, 18.6)	20.6	(18.6, 22.6)
Unemployed	4.3	(2.4, 7.6)	4.3	(2.6, 6.9)	22.5	(17.2, 28.8)	17.2	(12.9, 22.5)	32.3	(26.5, 38.7)
Non-smokers	9.2	(7.7, 10.9)	5.8	(4.4, 7.6)	55.4	(52.1, 58.7)	35.9	(32.6, 39.3)	70.3	(67.6, 72.9)
Gender										
Male	9.4	(7.9, 11.1)	5.8	(4.4, 7.6)	57.2	(53.8, 60.6)	36.6	(33.3, 40.1)	72.1	(69.4, 74.7)
Female	3.0	(0.9, 8.9)*	5.0	(1.7, 14.2)*	2.6	(0.8, 8.4)*	14.9	(6.7, 30.0)*	18.7	(9.8, 32.8)*
Age (years)										
15-24	8.0	(4.3, 14.2)*	8.7	(4.6, 15.9)*	65.4	(55.9, 73.7)	39.8	(31.1, 49.1)	80.1	(71.9, 86.4)
25-44	9.6	(7.4, 12.2)	7.0	(4.9, 9.8)	61.4	(57.3, 65.3)	40.9	(36.9, 45.1)	75.1	(71.8, 78.1)
45-64	10.3	(7.7, 13.6)	3.6	(2.2, 5.7)	45.7	(40.4, 51.0)	29.2	(24.6, 34.3)	62.7	(57.8, 67.3)
65+	4.5	(1.7, 11.1)*	0.1	(0.0, 1.0)*	32.1	(23.6, 41.9)	20.1	(12.6, 30.6)	47.1	(37.1, 57.3)
Residence										
Urban	14.2	(11.0, 18.1)	6.6	(4.1, 10.5)	55.9	(50.2, 61.4)	32.3	(28.5, 36.3)	70.2	(65.3, 74.6)
Rural	7.6	(6.1, 9.4)	5.5	(3.9, 7.6)	55.3	(51.2, 59.2)	37.1	(32.9, 41.4)	70.4	(67.1, 73.5)
Education level										
No formal education	6.7	(4.7, 9.5)	5.1	(3.3, 8.0)	48.4	(43.9, 52.8)	36.2	(31.8, 40.9)	64.0	(60.2, 67.6)
Less than primary	4.8	(2.9, 7.9)	2.5	(1.3, 4.8)*	57.3	(50.6, 63.8)	32.5	(26.8, 38.9)	66.8	(59.7, 73.2)
Primary	4.1	(1.7, 9.5)*	3.1	(1.5, 6.3)*	60.2	(51.3, 68.5)	39.7	(30.9, 49.2)	78.5	(70.8, 84.6)
Less than secondary	13.7	(9.6, 19.3)	7.0	(4.2, 11.5)*	65.5	(57.8, 72.4)	37.4	(30.5, 44.7)	81.1	(75.6, 85.5)
Secondary and above	27.9	(21.1, 35.9)	16.0	(9.5, 25.7)	66.6	(57.2, 74.8)	34.9	(25.8, 45.1)	84.1	(77.2, 89.2)

[1] In the past 30 days.

[2] Respondents reporting smoking occurred in government buildings, health-care facilities, restaurants, or public transportation.

* Estimate based on fewer than 25 unweighted cases.

Table 6.2 (cont.): Percentage of adults ≥15 years old, who were exposed to tobacco smoke in public places in the past 30 days, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Adults exposed to tobacco smoke[1] in ...				
	Government buildings	Health-care facilities	Restaurants	Public transportation	Any of these places[2]
			Percentage (95% CI)		
Wealth index					
Lowest	5.0 (2.4, 10.0)*	5.1 (2.5, 10.2)*	47.8 (42.3, 53.3)	38.0 (31.6, 44.8)	64.4 (58.8, 69.6)
Low	5.3 (3.7, 7.5)	3.1 (1.8, 5.3)*	54.4 (48.7, 60.1)	35.8 (30.6, 41.4)	65.7 (60.1, 70.9)
Middle	9.4 (6.3, 13.8)	6.1 (3.2, 11.2)	57.8 (51.3, 64.1)	39.2 (32.6, 46.1)	76.2 (70.4, 81.2)
High	14.3 (10.2, 19.8)	7.5 (4.3, 12.6)	59.4 (52.0, 66.4)	32.0 (26.3, 38.4)	73.6 (66.6, 79.6)
Highest	20.2 (14.5, 27.3)	10.8 (6.3, 17.8)	64.2 (57.1, 70.7)	31.8 (25.1, 39.3)	79.1 (73.0, 84.1)
Occupation					
Employed	18.6 (13.1, 25.7)	6.1 (3.5, 10.5)*	62.0 (53.6, 69.6)	31.7 (24.0, 40.6)	76.0 (68.5, 82.2)
Business	11.5 (8.0, 16.2)	9.7 (5.4, 16.7)	68.9 (62.6, 74.5)	41.8 (35.5, 48.4)	81.3 (75.5, 86.0)
Farmers	9.9 (7.0, 13.7)	4.8 (2.7, 8.6)*	50.4 (44.0, 56.7)	38.0 (32.2, 44.2)	70.3 (65.1, 75.0)
Labourers	6.0 (3.9, 9.2)	4.1 (2.4, 7.0)	54.6 (49.6, 59.6)	34.8 (30.1, 39.8)	67.7 (63.6, 71.7)
Student	14.7 (3.8, 42.5)*	31.3 (11.9, 60.7)*	89.9 (67.5, 97.5)*	31.5 (8.4, 69.7)*	95.3 (79.6, 99.1)*
Homemaker	4.8 (1.7, 12.9)*	3.5 (0.9, 12.3)*	2.7 (0.6, 11.2)*	19.2 (8.9, 36.6)*	20.7 (10.1, 37.7)*
Unemployed	8.8 (3.0, 23.1)*	4.4 (1.6, 11.7)*	47.7 (33.6, 62.2)	28.0 (17.5, 41.5)	61.4 (46.8, 74.2)

[1] In the past 30 days.
[2] Respondents reporting smoking occurred in government buildings, health-care facilities, restaurants, or public transportation.
* Estimate based on fewer than 25 unweighted cases.

7. Economics

Bangladesh is a tobacco-producing country; in 2007, the total number of cigarettes manufactured was 22,524 millions and the annual per capita cigarette consumption was 172 sticks. The price of internationally recognized brands was $1.16 (Taka 80) and a local brand was $0.58 (Taka 40).[34]

One study has shown that cheaper brands of cigarettes are most popular in both urban and rural areas.[35] While, there is no study available on *bidi* brand preference and the pattern of *bidi* consumption.

Bangladesh's taxation on tobacco is a supplementary duty and value-added tax (VAT). According to the tariff value of a pack of 10 sticks, cigarettes products are divided into four slabs and progressively higher supplementary duties ranging from 32% to 57% are imposed for higher-priced cigarette brands. On top of that, 15% VAT is added. In the case of *bidi*, for a pack of 25 sticks, the tariff value is taka 3.47 and supplementary duty and VAT are 20% and 15% respectively.[36] For smokeless tobacco 15% VAT is added to the tariff value.

This chapter focuses on different brands purchased by current smokers in the last purchase, source of last purchase, expenditure on cigarettes or *bidi*.

> ### *Key Findings:*
>
> - *The most used cigarette brand was Star*
> - *The most used bidi brand was Akij*
> - *All most all of current smokers buy manufactured cigarettes and bidi from stores*
> - *On average a current cigarette smoker spends 377.8 taka/month on manufactured cigarettes and a current bidi smoker spends 130.5 taka/month*
> - *Average price of a pack of manufactured cigarettes is 32.1 taka*

7.1 Brand of manufactured cigarettes in the last purchase

Current smokers of manufactured cigarettes were asked to report on the brand names of the last cigarettes they purchased. The GATS demonstrated that in Bangladesh more than 35 brands were currently being used by adults. Out of these, the top five reported brands most purchased were shown in Table 7.1. Among the top five reported brands, three brands (Sheikh, Navy, and Marise) were produced by local companies and two brands (Star and Gold Leaf) were produced by multinational companies.

Among the five most-purchased brands, a high proportion of those purchased by current manufactured cigarette smokers were Star (25.6%), Sheikh (18.3%) and Navy (13.7%). By demographic characteristics, all groups of current manufactured cigarette smokers mostly bought the Star brand at their last purchase. The largest proportions buying this brand of cigarettes are: males (25.6%), persons aged 15-24 years (26.8%), those living in rural areas (29.2%), with primary education (33.7%), in the middle quintal (29.6%) of the wealth index and farmers (34.9%).

7.2 Brand of *bidi* in the last purchase

Current *bidi* smokers were asked to report on the brand names of the last *bidi* purchased. The survey demonstrated that in Bangladesh more than 60 brands were currently being used by adults. Out of these, the top four reported brands most purchased are shown in table 7.1A. Among the five most purchased brands, Akij (29.1 %) was most popular followed by Aziz (10.8%). By demographic characteristics, taken together all groups of *bidi* smokers mostly bought the Akij brand at their last purchase. The largest proportions buying this brand of *bidi* are: males (29.2%), aged 65 years or more (34.4%), those living in urban areas (35.4%) and those from high SES (39.6%).

Table 7.1: Percentage of current manufactured cigarette smokers ≥15 years old, by last brand purchased and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Last cigarette brand purchased									
	Star		Sheikh		Navy		Gold Leaf		Marise	
	Percentage (95% CI)									
Overall	25.6	(21.6, 30.1)	18.3	(15.8, 21.2)	13.7	(10.8, 17.2)	10.3	(8.2, 12.8)	8.9	(6.5, 12.1)
Gender										
Male	25.6	(21.6, 30.1)	18.3	(15.8, 21.2)	13.7	(10.8, 17.3)	10.3	(8.2, 12.8)	8.9	(6.5, 12.1)
Female	6.8	(0.8, 41.5)*	11.3	(1.3, 55.7)*	0.0		0.0		20.7	(2.5, 72.8)*
Age (years)										
15-24	26.8	(18.3, 37.5)	15.5	(9.5, 24.3)	20.2	(12.9, 30.1)	15.0	(9.5, 22.9)	3.3	(1.3, 8.3)*
25-44	26.0	(21.7, 30.8)	17.0	(13.8, 20.7)	12.0	(9.1, 15.7)	10.5	(8.0, 13.7)	10.3	(7.4, 14.1)
45-64	23.2	(17.1, 30.7)	23.3	(17.9, 29.8)	11.4	(7.6, 16.7)	6.6	(4.3, 9.9)	10.4	(5.8, 17.8)
65+	28.6	(15.1, 47.5)*	21.8	(10.4, 40.2)*	14.0	(5.6, 31.0)*	2.8	(0.6, 11.9)*	13.7	(5.2, 31.8)*
Residence										
Urban	18.7	(14.3, 24.0)	19.1	(16.3, 22.1)	15.2	(11.2, 20.3)	17.8	(14.0, 22.3)	5.2	(3.3, 8.0)
Rural	29.2	(23.6, 35.6)	17.9	(14.4, 22.1)	12.9	(9.2, 17.8)	6.4	(4.0, 10.0)	10.9	(7.4, 15.7)
Education Level										
No formal education	25.4	(19.6, 32.1)	26.7	(21.2, 33.1)	8.9	(6.2, 12.6)	2.3	(1.2, 4.4)*	15.6	(10.8, 21.9)
Less than primary	30.7	(23.2, 39.3)	14.7	(10.6, 20.0)	13.9	(9.4, 20.1)	4.3	(2.4, 7.6)*	9.9	(5.5, 17.3)*
Primary	33.7	(24.4, 44.4)	14.5	(9.0, 22.3)	15.6	(8.3, 27.5)*	9.8	(5.6, 16.7)*	8.0	(3.8, 16.0)*
Less than secondary	26.8	(19.6, 35.5)	17.7	(11.8, 25.7)	16.9	(11.9, 23.5)	14.3	(10.3, 19.4)	3.0	(1.4, 6.0)*
Secondary and above	10.7	(6.1, 18.0)*	6.2	(3.5, 10.8)*	18.7	(11.2, 29.6)*	32.8	(24.4, 42.5)	0.9	(0.3, 2.9)*
Wealth index										
Lowest	21.5	(14.0, 31.6)	28.3	(20.9, 37.1)	7.1	(3.7, 13.0)*	0.7	(0.2, 2.4)*	14.3	(7.8, 24.8)
Low	27.9	(21.3, 35.7)	20.6	(15.7, 26.6)	13.5	(9.0, 19.8)	1.4	(0.6, 3.7)*	15.0	(10.4, 21.2)
Middle	29.6	(21.5, 39.2)	21.8	(15.7, 29.3)	17.6	(12.1, 25.1)	6.0	(3.7, 9.6)	6.9	(3.4, 13.4)*
High	27.3	(20.7, 35.2)	13.2	(9.5, 17.9)	17.4	(12.4, 23.8)	15.0	(9.9, 22.2)	6.4	(3.6, 11.1)
Highest	17.1	(11.4, 24.9)	8.7	(4.5, 16.1)*	8.4	(5.1, 13.4)*	32.6	(25.4, 40.6)	0.5	(0.1, 1.9)*

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.
* Estimate based on fewer than 25 unweighted cases.

Table 7.1: Percentage of current manufactured cigarette smokers ≥15 years old, by last brand purchased and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Last cigarette brand purchased				
	Star	Sheikh	Navy	Gold Leaf	Marise
	Percentage (95% CI)				
Occupation					
Employed	20.8 (14.1, 29.6)	15.4 (10.3, 22.4)	12.4 (7.2, 20.5)	23.3 (16.8, 31.5)	2.8 (1.3, 6.0)*
Business	25.7 (19.9, 32.5)	11.6 (8.1, 16.3)	17.7 (12.9, 23.9)	14.3 (9.8, 20.3)	6.8 (3.6, 12.3)*
Farmers	34.9 (26.6, 44.2)	19.9 (13.9, 27.6)	9.9 (6.0, 15.8)*	1.2 (0.4, 3.6)*	7.7 (4.2, 13.6)*
Labourers	22.7 (17.1, 29.5)	24.0 (19.9, 28.6)	12.0 (8.1, 17.4)	5.7 (3.8, 8.5)	13.4 (9.1, 19.2)
Student	0.4 (0.0, 2.9)*	0.0	37.9 (15.3, 67.3)*	40.4 (21.6, 62.6)*	0.0
Homemaker	4.0 (0.4, 30.6)*	6.6 (0.7, 43.3)*	61.1 (15.1, 93.3)*	0.0	12.1 (1.2, 60.7)*
Unemployed	29.8 (14.0, 52.4)*	18.4 (9.4, 32.8)*	11.7 (4.6, 26.4)*	17.9 (8.0, 35.2)*	9.7 (2.5, 30.8)*

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.
* Estimate based on fewer than 25 unweighted cases.

Table 7.1A: Percentage of current *bidi* smokers ≥15 years old, by last brand purchased and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Last *bidi* brand purchased				
	Akij *Bidi*	Aziz *Bidi*	Local *Bidi*[1]	Ansar *Bidi*	Nasir *Bidi*
	Percentage (95% CI)				
Overall	29.1 (23.6, 35.4)	10.8 (7.1, 16.0)	10.4 (7.4, 14.6)	4.8 (2.6, 8.7)	4.7 (2.5, 8.4)
Gender					
Male	29.2 (23.6, 35.5)	11.2 (7.4, 16.6)	10.6 (7.4, 14.9)	4.7 (2.5, 8.7)	4.6 (2.5, 8.1)
Female	27.9 (15.3, 45.4)*	0.0	6.5 (2.3, 17.3)*	7.3 (1.4, 29.9)*	7.0 (1.3, 31.2)*
Age (years)					
15-24	18.7 (8.9, 35.1)*	6.2 (2.3, 15.7)*	22.3 (8.7, 46.2)*	2.6 (0.6, 10.1)*	0.7 (0.2, 3.1)*
25-44	30.3 (24.0, 37.5)	9.7 (6.2, 14.9)	9.2 (5.9, 14.2)	4.7 (2.3, 9.4)*	6.4 (3.3, 11.8)
45-64	29.1 (22.3, 36.9)	13.1 (7.8, 21.1)	10.0 (6.4, 15.3)	5.7 (2.7, 11.7)*	4.2 (1.8, 9.6)*
65+	34.4 (22.4, 48.8)	12.0 (5.6, 23.8)*	6.0 (2.2, 15.6)*	4.2 (1.0, 15.2)*	1.9 (0.4, 7.9)*
Residence					
Urban	35.4 (24.7, 47.7)	12.7 (4.3, 32.2)*	7.4 (3.7, 14.0)*	3.5 (1.1, 10.6)*	3.5 (1.1, 10.6)*
Rural	28.4 (22.5, 35.3)	10.6 (6.7, 16.2)	10.8 (7.4, 15.4)	4.9 (2.6, 9.3)	4.8 (2.5, 9.0)
Education level					
No formal education	28.0 (22.1, 34.8)	10.3 (6.5, 16.0)	8.8 (5.9, 13.0)	4.1 (2.0, 8.2)*	5.3 (2.7, 10.2)
Less than primary	32.0 (23.5, 41.8)	8.3 (4.3, 15.5)*	11.4 (6.4, 19.5)*	8.7 (4.1, 17.5)*	4.5 (1.7, 11.5)*
Primary	39.9 (25.6, 56.2)*	5.4 (1.3, 19.6)*	4.6 (1.8, 11.7)*	4.4 (1.4, 13.2)*	2.2 (0.5, 9.4)*
Less than secondary	18.6 (10.6, 30.5)*	18.6 (9.2, 33.9)*	22.7 (9.5, 45.1)*	3.4 (1.0, 10.6)*	2.3 (0.6, 8.1)*
Secondary and above	45.0 (24.2, 67.8)*	24.1 (9.3, 49.7)*	14.2 (4.8, 35.5)*	0.0	4.1 (0.6, 24.5)*

Note: Current *bidi* smokers includes daily and occasional(less than daily) use. The top four reported brands last purchased among all *bidi* smokers are shown here.
[1] Local *bidi* products include products such as Gopal, Sonali, Halim, Maya, Karigarh, Rashid, Manmohan etc.
* Estimates based on less than 25 unweighted cases.

Table 7.1A (cont.): Percentage of current *bidi* smokers ≥15 years old, by last brand purchased and selected demographic characteristics—GATS Bangladesh, 2009.

Demographic characteristics	Last *bidi* brand purchased				
	Akij *Bidi*	Aziz *Bidi*	Local *Bidi*[1]	Ansar *Bidi*	Nasir *Bidi*
	Percentage (95% CI)				
Wealth index					
Lowest	28.3 (21.5, 36.3)	9.1 (5.2, 15.5)	7.6 (4.9, 11.5)	5.6 (2.8, 10.8)*	4.0 (1.7, 9.3)*
Low	29.0 (21.7, 37.5)	9.9 (5.9, 16.0)	14.4 (8.8, 22.6)	4.9 (2.3, 10.3)*	5.6 (2.7, 11.5)*
Middle	26.1 (17.7, 36.7)	11.4 (6.2, 19.9)*	9.9 (4.3, 21.5)*	6.2 (2.7, 13.6)*	4.7 (1.9, 11.2)*
High	39.6 (28.6, 51.7)	15.2 (8.2, 26.4)*	8.0 (3.5, 17.0)*	0.0	4.2 (1.3, 12.7)*
Highest	20.5 (7.3, 45.8)*	21.9 (5.1, 59.4)*	11.5 (2.2, 42.7)*	0.0	0.0
Occupation					
Employed	21.3 (8.2, 45.0)*	21.4 (5.3, 56.8)*	10.6 (2.9, 31.6)*	10.1 (2.5, 33.4)*	0.0
Business	29.7 (19.3, 42.8)	9.2 (4.2, 18.9)*	11.7 (5.8, 22.1)*	5.5 (2.0, 14.2)*	1.0 (0.1, 6.8)*
Farmers	29.0 (21.1, 38.4)	10.5 (6.4, 16.6)	10.6 (6.5, 16.7)	4.3 (1.7, 10.6)*	4.2 (1.9, 8.8)*
Labourers	28.7 (22.3, 36.2)	11.7 (7.2, 18.2)	8.9 (5.3, 14.3)	5.0 (2.6, 9.4)*	5.9 (2.8, 11.8)*
Student	0.0	0.0	0.0	0.0	0.0
Homemaker	25.3 (12.8, 44.0)*	0.0	3.1 (0.4, 19.7)*	4.7 (0.6, 27.3)*	11.8 (2.2, 44.7)*
Unemployed	37.7 (19.4, 60.4)*	9.1 (2.2, 31.4)*	25.1 (5.9, 64.2)*	2.9 (0.4, 18.9)*	3.9 (0.8, 16.0)*

Note: Current *bidi* smokers includes daily and occasional(less than daily) use. The top four reported brands last purchased among all *bidi* smokers are shown here.
[1] Local *bidi* products include products such as Gopal, Sonali, Halim, Maya, Karigarh, Rashid, Manmohan etc.
* Estimates based on less than 25 unweighted cases.

7.3 Source of last purchase of cigarettes and *bidis*

Table 7.2 presents the most common source of last purchased of cigarettes among current smokers of manufactured cigarettes. The most common source from which the majority of manufactured cigarette smokers last bought their cigarettes was stores (98.7%), and this was similar across all the demographic characteristics such as gender, age group, residence, and wealth index. The other sources (1.3%) include wholesale shops/department stores, street vendors, hawkers, flea markets, duty-free shops, outside the country, Internet, military stores, from another person and others.

Table 7.2A presents the most common source of last purchased *bidis* among current *bidi* smokers. The most common source was stores (92.4%). About 22.5% women and 12.6% urban residents mentioned "other" as the source of last purchase. The other sources (7.6%) include wholesale shops/department stores, street vendors, hawkers, flea markets, duty-free shops, outside the country, Internet, military stores, from another person and others.

Table 7.2: Percentage distribution of the source of last purchase of cigarettes among manufactured cigarette smokers ≥15 years old, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Source of last purchase				Total
	Store		Others		
	Percentage (95% CI)				
Overall	98.7	(97.8, 99.2)	1.3	(0.8, 2.2)*	100.0
Gender					
Male	98.7	(97.8, 99.2)	1.3	(0.8, 2.2)*	100.0
Female	100	*	0		100.0
Age (years)					
15-24	99.0	(97.1, 99.7)	1	(0.3, 2.9)*	100.0
≥ 25	98.6	(97.4, 99.2)	1.4	(0.8, 2.6)*	100.0
Residence					
Urban	98.3	(97.1, 99.0)	1.7	(1.0, 2.9)*	100.0
Rural	98.9	(97.4, 99.5)	1.1	(0.5, 2.6)*	100.0
Wealth index					
Lowest	99.6	(98.2, 99.9)	0.4	(0.1, 1.8)*	100.0
Low	97.3	(93.7, 98.9)	2.7	(1.1, 6.3)*	100.0
Middle	98.4	(96.0, 99.4)	1.6	(0.6, 4.0)*	100.0
High	99.4	(98.2, 99.8)	0.6	(0.2, 1.8)*	100.0
Highest	99.1	(97.3, 99.7)	0.9	(0.3, 2.7)*	100.0

* Estimate based on fewer than 25 unweighted cases.

Table 7.2A: Percentage distribution of the source of last purchase of *bidi* among manufactured cigarette smokers ≥15 years old, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Source of last purchase		Total
	Store	**Others**	
	Percentage (95% CI)		
Overall	92.4 (89.4, 94.5)	7.6 (5.5, 10.6)	100.0
Gender			
Male	92.9 (90.0, 95.0)	7.1 (5.0, 10.0)	100.0
Female	77.5 (51.7, 91.7)	22.5 (8.3, 48.3)*	100.0
Age (years)			
15-24	94.4 (85.7, 97.9)	5.6 (2.1, 14.3)*	100.0
≥ 25	92.1 (89.0, 94.4)	7.9 (5.6, 11.0)	100.0
Residence			
Urban	87.4 (77.1, 93.5)	12.6 (6.5, 22.9)	100.0
Rural	92.9 (89.7, 95.1)	7.1 (4.9, 10.3)	100.0
Wealth index			
Lowest	90.7 (85.6, 94.1)	9.3 (5.9, 14.4)	100.0
Low	92.5 (86.6, 95.9)	7.5 (4.1, 13.4)*	100.0
Middle	94.7 (90.1, 97.3)	5.3 (2.7, 9.9)*	100.0
High	91.1 (82.2, 95.7)	8.9 (4.3, 17.8)*	100.0
Highest	97.8 (84.8, 99.7)*	2.2 (0.3, 15.2)*	100.0

* Estimate based on fewer than 25 unweighted cases.

7.4 Expenditure on cigarettes and *bidis*

The information was collected from all current manufactured cigarette and *bidi* smokers on money spent for their last purchase. An average expenditure for both cigarettes and *bidi* among manufactured cigarettes and *bidi* smokers in Bangladesh was calculated and is presented individually in Table 7.3.

On average a current cigarette smoker spends 377.8 taka/month on manufactured cigarettes whereas a current *bidi* smoker spends 130.5 taka/month. The highest-spending age group for manufactured cigarettes was smokers aged 25-44 years at 398.5 taka/month, while for *bidi*, the highest-spending age group was 15-24 years, at 227.6 taka/month. Urban cigarette smokers spend 516.1 taka/month, which is 210 taka higher than the average amount spent by rural cigarette smokers. For *bidi*, urban smokers spend about 87.5 taka/month while rural smokers spend 135.2 taka/month.

Cigarettes smokers with a secondary education level or above spend the highest amount (465.3 taka/month) for purchasing cigarettes while *bidi* smokers with less than primary education spend the highest amount (177.7 taka/month) for purchasing *bidi*. Cigarette smokers in the highest wealth index category spend 610.6 taka/month while *bidi* smoker in the middle category spend 205.4 taka/month. Among the occupational categories, smokers from the business category spend the highest amount (484.8 taka/month) on cigarettes, while bidi smokers from the farmer category spend the highest amount (160.0 taka/month) on bidis.

Survey results also show that the average price per pack of manufactured cigarettes (of 20 sticks) was 32.1 taka and the average price per pack of *bidis* (of 25 sticks) was 6.23 taka.

It is estimated that in Bangladesh total expenditure on cigarettes is 1.0% of gross domestic product (GDP) and on *bidi* is 0.4% of GDP. Calculating the average price of 100 packs of manufactured cigarettes (3210 taka) and factoring in the gross domestic product (GDP) as of September 2009 (6149.43 billion taka GDP equivalent to 64731 taka per capita based on current population)[37], it is estimated that price of 100 packs of manufactured cigarettes as a percentage of per capita GDP is 5%. For *bidis*, price of 100 packs as a percentage of per capita GDP is 1%.

Table 7.3: Average cigarette and *bidi* expenditures per month among manufactured cigarette smokers and *bidi* smokers ≥15 years old, by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Cigarette expenditure per month[1] (*Taka*)		*Bidi* expenditure per month[2] (*Taka*)	
	Average (95% CI)			
Overall	377.8	(348.2, 407.4)	130.5	(91.9, 169.0)
Gender				
Male	378.4	(348.8, 408.1)	131.1	(91.1, 171.0)
Female	128.2	(55.2, 201.1)*	114.2	(25.1, 203.2)
Age (years)				
15-24	340.8	(264.1, 417.6)	227.6	(-60.5, 515.7)
25-44	398.5	(361.4, 435.5)	124.4	(79.7, 169.2)
45-64	385.8	(329.8, 441.8)	129.9	(71.6, 188.1)
65+	241.2	(175.6, 306.7)	61.7	(47.1, 76.4)
Residence				
Urban	516.1	(470.9, 561.2)	87.5	(72.7, 102.3)
Rural	306.4	(270.9, 341.9)	135.2	(92.4, 178.0)
Education level				
No formal education	337.1	(284.6, 389.7)	124.9	(78.9, 170.9)
Less than primary	357.6	(280.4, 434.8)	177.7	(29.2, 326.1)
Primary	355.9	(299.8, 412.0)	122.3	(60.7, 183.9)
Less than secondary	416.6	(358.6, 474.6)	96.3	(77.4, 115.1)
Secondary and above	465.3	(380.2, 550.5)	76.3	(44.1, 108.6)*
Wealth index				
Lowest	330.1	(229.0, 431.1)	92.1	(81.5, 102.7)
Low	292.9	(254.6, 331.2)	124.6	(62.5, 186.7)
Middle	334.6	(292.5, 376.8)	205.4	(58.4, 352.4)
High	390.7	(326.6, 454.9)	110.4	(69.9, 150.9)
Highest	610.6	(526.0, 695.2)	93	(40.7, 145.3)*
Occupation				
Employed	416.9	(353.3, 480.6)	70.4	(55.3, 85.5)*
Business	484.8	(426.2, 543.4)	96.7	(79.8, 113.7)
Farmers	278.1	(229.5, 326.7)	160.0	(73.8, 246.3)
Labourers	363.1	(308.0, 418.2)	121.9	(73.7, 170.0)
Student	417.4	(87.4, 747.4)*	0	
Homemaker	114.0	(-1.0, 229.0)*	93.2	(-7.6, 194.0)
Unemployed	306.2	(227.2, 385.2)	84.9	(52.1, 117.7)

[1] Among current manufactured cigarette smokers.
[2] Among current *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

8. Media

A comprehensive ban on marketing and promotion is a powerful weapon against the tobacco epidemic. To be effective, bans must be complete and apply to all marketing and promotional categories.[5] It reduces the social desirability of smoking, in particular among young people. The Tobacco Control Act of Bangladesh has banned all forms of advertisement of tobacco products. However, advertisement at point of sale is allowed in a restricted form. Tobacco industries are using various ways for direct and indirect advertisement. GYTS Bangladesh has shown that 12.8% of students of age 13-15 years had seen an object with a cigarette or tobacco logo on it, while 10% of the students were offered free cigarettes by a tobacco company representative.[38] Therefore, monitoring of implementaton of the ban is important. Various nongovernmental organizations have been campaigning for tobacco control for the last two decades by raising awareness both among the general public and policy-makers for enforcement of the ban. The Government has taken steps to remove visible signboards and billboards with tobacco advertsements and formed local-level committees to facilitate enforcement of the Tobacco Control Act. The Act made it compulsory for the industry to provide specific textual health warnings on packets of all smoking tobacco products; however, it applies to cigarette packets only. Six rotating warnings are to be used in six-monthly rotations. Smokeless tobacco products are not covered by the Act.

> ### *Key findings:*
>
> - *Half of adults noticed anti-smoking information in the media and public places*
>
> - *Half of current smokers noticed a health warning on cigarette packages and 7 in 10 current cigarette smokers thought about quitting because of the health warning*
>
> - *Half of adults noticed tobacco marketing activities*

GATS in Bangladesh provides an opportunity to track tobacco control interventions, focusing on media awareness in both smokers and non-smokers. The data presented in this chapter relay information on perceptions by adults of anti-smoking information in various mass media and public places, health warnings on different tobacco products and all forms of cigarette advertising.

8.1. Anti-smoking information in various places

The percentages of adults ≥15 years who noticed anti-smoking information during the last 30 days in various places are presented in Table 8.1. Overall, about 49.8% have noticed anti-smoking information in newspapers, magazines, television, radio, billboards, posters or other locations. The largest percentage noticed that information while watching television or listening to radio programmes (40.5%). Other common sites were billboards (16.6%), posters (14.6%) and newspapers (9.1%). The lowest percentage was for people who noticed the information in magazines (2.3%). A larger percentage of men noticed anti-smoking information

than women (56.5% and 43.2%, respectively). In terms of age, people 15-24 years old noticed that information more than 25 years or more age group (58.7% and 46.1%). For any location, urban people noticed anti-smoking information more than rural people (57.0% and 47.3%), and also for specific locations. However, rural people had more exposure to radio (12.2%) than urban people (8.7%). The higher the wealth index category the higher was the exposure to anti-smoking information.

Among current tobacco smokers, 51.1% have noticed anti-smoking information in some location. The largest percentage noticed information while watching television or listening to radio programmes (40.5%). Other common sites were billboards (17.8%), posters (17.0%), and newspapers (9.4%). A higher percentage of men (53.1%) noticed anti-smoking information than women (19.4%). Between the age groups, current smokers of 15-24 years noticed that information more than other groups (59.1% versus 50.9%). Urban and rural current tobacco smokers has almost similar exposure to anti-smoking information (56.8% and 50.6%, respectively). However, 15% of rural current smokers received information from radio, while 8.8% of urban smokers received information that way. By wealth index category, exposure to anti-smoking information for current tobacco smokers was similar to that for all adult people aged 15 years and older.

Among non-smokers, 49.9% have noticed anti-smoking information in any of the locations. Similar to the figures for smokers, the largest percentage of non-smokers noticed information while watching television or listening to radio programmes (39.9%). Other common sites were billboards (16.2%), posters (14.0%) and newspapers (9.0%). The percentage of non-smoking men and women exposed to anti-smoking information were 59.2% and 43.5%, respectively. Non-smokers 15-24 years old noticed that information more than the older age group (58.6 % and 44.3%, respectively), while urban non-smokers noticed anti-smoking information more than rural people (57.1% versus 46.2%). Non-smokers of higher wealth index noticed anti-smoking information more than the lower categories.

Table 8.1: Percentage of adults ≥15 years old, who noticed anti-smoking information[1] during the last 30 days in various places, by smoking status and selected demographic characteristics—GATS, Bangladesh 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥25		Urban		Rural	
							Percentage (95% CI)							
Overall														
In newspapers	9.1	(8.2, 10.2)	13.9	(12.3, 15.8)	4.4	(3.7, 5.2)	11.3	(9.4, 13.5)	8.2	(7.3, 9.3)	13.5	(11.7, 15.6)	7.6	(6.5, 8.8)
In magazines	2.3	(1.8, 2.9)	3.4	(2.6, 4.5)	1.2	(0.7, 1.8)	3.2	(2.3, 4.4)	1.9	(1.4, 2.5)	3.6	(2.7, 4.7)	1.8	(1.3, 2.6)
On television or radio	40.5	(38.5, 42.6)	45.1	(42.3, 47.9)	36.0	(33.7, 38.3)	48.3	(44.7, 51.8)	37.3	(35.3, 39.3)	45.4	(42.8, 48.0)	38.8	(36.2, 41.4)
On television	36.6	(34.5, 38.8)	41.6	(38.8, 44.4)	31.7	(29.3, 34.1)	44.1	(40.5, 47.8)	33.5	(31.4, 35.6)	43.4	(40.7, 46.2)	34.2	(31.5, 37.0)
On the radio	11.0	(9.8, 12.2)	14.0	(12.1, 16.2)	8.0	(6.7, 9.4)	13.0	(10.9, 15.4)	10.2	(9.0, 11.4)	7.6	(6.4, 8.9)	12.2	(10.7, 13.9)
On billboards	16.6	(15.0, 18.2)	20.8	(18.6, 23.2)	12.3	(10.7, 14.2)	20.2	(17.4, 23.3)	15.0	(13.6, 16.6)	20.8	(17.4, 24.6)	15.1	(13.3, 17.0)
On posters	14.6	(13.2, 16.2)	20.7	(18.4, 23.2)	8.7	(7.5, 10.1)	18.7	(15.8, 22.0)	12.9	(11.7, 14.3)	17.7	(15.5, 20.1)	13.6	(11.8, 15.6)
Somewhere else	4.2	(3.5, 5.1)	5.1	(4.0, 6.4)	3.4	(2.6, 4.4)	5.8	(4.3, 7.7)	3.6	(2.9, 4.4)	5.3	(4.0, 6.9)	3.9	(3.0, 5.0)
Any location	49.8	(47.6, 52.0)	56.5	(53.6, 59.3)	43.2	(40.7, 45.7)	58.7	(55.0, 62.3)	46.1	(43.9, 48.3)	57.0	(53.7, 60.3)	47.3	(44.5, 50.1)
Current tobacco smokers[2]														
In newspapers	9.4	(7.8, 11.3)	9.7	(8.0, 11.6)	1.9	(0.4, 8.1)*	10.0	(5.8, 16.6)	9.3	(7.7, 11.3)	13.8	(10.8, 17.6)	8.0	(6.2, 10.3)
In magazines	1.7	(1.1, 2.5)	1.7	(1.2, 2.6)	0.0		2.4	(0.9, 6.0)*	1.5	(1.0, 2.3)	2.7	(1.8, 3.9)	1.3	(0.7, 2.5)*
On television or radio	42.7	(39.2, 46.2)	43.6	(40.1, 47.2)	14.9	(7.1, 28.6)*	51.3	(42.6, 59.9)	41.1	(37.6, 44.7)	43.8	(37.4, 50.4)	42.3	(38.2, 46.5)
On television	40.1	(36.6, 43.7)	41.1	(37.6, 44.8)	8.6	(3.4, 20.1)*	48.8	(40.2, 57.5)	38.5	(35.0, 42.1)	42.5	(36.1, 49.0)	39.3	(35.2, 43.6)
On radio	13.6	(11.2, 16.4)	13.8	(11.4, 16.7)	6.4	(1.9, 19.6)*	19.9	(13.0, 29.2)	12.4	(10.3, 14.9)	8.8	(6.5, 11.9)	15.1	(12.1, 18.7)
On billboards	17.8	(15.4, 20.4)	18.3	(15.8, 21.0)	1.6	(0.4, 6.5)*	22.2	(15.3, 31.2)	16.9	(14.5, 19.6)	23.2	(18.9, 28.1)	16.0	(13.2, 19.3)
On posters	17.0	(14.8, 19.4)	17.5	(15.3, 20.0)	0.7	(0.1, 5.1)*	22.6	(15.7, 31.4)	15.9	(13.8, 18.3)	22.6	(18.9, 26.7)	15.2	(12.6, 18.1)
Somewhere else	3.9	(2.9, 5.3)	4.0	(3.0, 5.4)	0.0		3.4	(1.6, 7.4)*	4.0	(2.9, 5.5)	3.5	(2.2, 5.7)	4.0	(2.8, 5.8)
Any location	52.1	(48.5, 55.7)	53.1	(49.5, 56.7)	19.4	(10.1, 34.0)*	59.1	(50.3, 67.3)	50.9	(47.2, 54.5)	56.8	(50.1, 63.3)	50.6	(46.3, 54.9)

[1] Noticing anti-smoking information includes noticing anti-cigarette or anti-*bidi* information.
[2] Includes daily and occasional (less than daily) smokers.
[3] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.1 (cont.): Percentage of adults ≥15 years old, who noticed anti-smoking information[1] during the last 30 days in various places, by smoking status and selected demographic characteristics–GATS, Bangladesh 2009.

Places	Overall	Gender		Age (years)		Residence	
		Male	Female	15-24	≥25	Urban	Rural
	Percentage (95% CI)						
Non-smokers[3]							
In newspapers	9.0 (8.0, 10.2)	17.4 (15.0, 20.0)	4.4 (3.7, 5.3)	11.5 (9.6, 13.7)	7.8 (6.8, 9.0)	13.4 (11.6, 15.6)	7.4 (6.3, 8.8)
In magazines	2.5 (1.9, 3.2)	4.8 (3.6, 6.5)	1.2 (0.7, 1.9)	3.3 (2.4, 4.7)	2.0 (1.5, 2.8)	3.8 (2.9, 5.1)	2.0 (1.3, 3.0)
On television or radio	39.9 (37.7, 42.1)	46.3 (42.8, 49.8)	36.3 (34.0, 38.6)	47.8 (44.2, 51.5)	35.8 (33.7, 38.0)	45.8 (42.8, 48.8)	37.7 (35.0, 40.4)
On television	35.6 (33.4, 37.8)	42.0 (38.4, 45.6)	32.0 (29.7, 34.5)	43.5 (39.7, 47.4)	31.5 (29.4, 33.8)	43.7 (40.9, 46.6)	32.6 (29.8, 35.5)
On the radio	10.2 (9.0, 11.5)	14.2 (12.0, 16.7)	8.0 (6.7, 9.4)	12.0 (10.0, 14.4)	9.3 (8.1, 10.7)	7.2 (5.8, 8.9)	11.3 (9.8, 13.0)
On billboards	16.2 (14.6, 18.0)	22.9 (20.1, 26.0)	12.5 (10.9, 14.3)	19.9 (17.1, 23.1)	14.3 (12.8, 15.9)	20.1 (16.6, 24.2)	14.8 (12.9, 16.8)
On posters	14.0 (12.4, 15.7)	23.2 (20.0, 26.8)	8.8 (7.6, 10.2)	18.2 (15.1, 21.8)	11.8 (10.5, 13.3)	16.4 (14.1, 19.0)	13.1 (11.1, 15.3)
Somewhere else	4.3 (3.5, 5.3)	5.9 (4.4, 7.8)	3.5 (2.7, 4.5)	6.1 (4.5, 8.3)	3.4 (2.7, 4.4)	5.7 (4.3, 7.6)	3.8 (2.9, 5.0)
Any location	49.1 (46.8, 51.4)	59.2 (55.5, 62.7)	43.5 (41.0, 46.0)	58.6 (54.7, 62.4)	44.3 (42.0, 46.6)	57.1 (53.9, 60.2)	46.2 (43.3, 49.2)

[1] Noticing anti-smoking information includes noticing anti-cigarette or anti-*bidi* information.
[2] Includes daily and occasional (less than daily) smokers.
[3] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.1 (Cont.): Percentage of adults ≥15 years old, who noticed anti-smoking information[1] during the last 30 days in various places, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Overall					
In newspapers	2.4 (1.5, 3.7)	4.8 (3.7, 6.3)	7.5 (5.9, 9.6)	12.2 (10.1, 14.7)	21.9 (19.0, 25.0)
In magazines	0.3 (0.1, 1.2)*	0.8 (0.4, 1.6)*	1.8 (1.1, 2.9)	3.0 (2.0, 4.5)	6.6 (4.8, 9.1)
On television or radio	23.7 (20.8, 27.0)	31.3 (28.2, 34.5)	42.5 (39.2, 45.9)	52.9 (49.5, 56.2)	54.5 (50.5, 58.4)
On television	19.8 (17.2, 22.8)	27.1 (24.2, 30.2)	36.0 (32.7, 39.5)	50.2 (46.5, 53.8)	52.8 (48.9, 56.7)
On the radio	8.7 (7.0, 10.8)	10.5 (8.7, 12.5)	15.1 (12.5, 18.1)	11.7 (9.7, 14.1)	7.9 (6.1, 10.2)
On billboards	7.2 (5.4, 9.6)	11.3 (9.5, 13.4)	16.5 (13.8, 19.7)	21.2 (18.2, 24.7)	29.4 (25.9, 33.1)
On posters	8.1 (6.2, 10.6)	12.2 (9.7, 15.1)	14.3 (11.9, 16.9)	18.7 (16.3, 21.3)	21.2 (18.4, 24.3)
Somewhere else	2.9 (2.0, 4.2)	3.8 (2.6, 5.5)	4.3 (3.0, 6.1)	4.2 (3.0, 5.8)	6.7 (4.6, 9.6)
Any location	30.8 (27.1, 34.7)	39.9 (36.2, 43.7)	52.5 (48.9, 56.1)	60.8 (57.6, 63.9)	68.4 (65.0, 71.6)
Current tobacco smokers[2]					
In newspapers	3.3 (1.7, 6.2)*	4.0 (2.7, 5.9)	8.4 (5.7, 12.2)	19.6 (14.5, 26.1)	21.6 (16.3, 28.1)
In magazines	0.4 (0.1, 1.3)*	0.6 (0.2, 1.4)*	1.0 (0.4, 2.6)*	2.4 (1.1, 5.3)*	8.3 (4.9, 13.6)
On television or radio	27.8 (22.5, 33.7)	41.7 (36.4, 47.2)	43.3 (37.0, 49.8)	56.6 (49.9, 63.0)	52.9 (45.1, 60.5)
On television	24.4 (19.4, 30.1)	39.2 (33.9, 44.8)	40.7 (34.4, 47.3)	54.8 (48.1, 61.4)	50.1 (42.4, 57.7)
On the radio	11.5 (8.4, 15.4)	12.6 (9.3, 16.9)	14.9 (10.3, 21.1)	17.3 (12.1, 24.1)	10.8 (6.6, 17.2)
On billboards	7.7 (5.1, 11.6)	13.0 (9.9, 16.9)	19.9 (14.8, 26.2)	26.3 (20.6, 33.0)	34.3 (27.2, 42.2)
On posters	11.2 (8.0, 15.6)	15.1 (11.5, 19.7)	16.9 (12.7, 22.1)	22.9 (17.6, 29.2)	24.7 (18.9, 31.5)
Somewhere else	3.2 (1.8, 5.6)*	2.9 (1.6, 5.2)*	3.4 (1.9, 6.0)*	5.4 (2.8, 9.9)*	6.5 (3.7, 11.2)*
Any location	36.2 (29.9, 43.0)	48.9 (43.5, 54.4)	55.5 (48.7, 62.0)	64.7 (58.3, 70.5)	67.6 (60.2, 74.2)

[1] Noticing anti-smoking information includes noticing anti-cigarette or anti-*bidi* information.
[2] Includes daily and occasional (less than daily) smokers.
[3] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.1 (Cont.): Percentage of adults ≥15 years old, who noticed anti-smoking information[1] during the last 30 days in various places, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Non-smokers[3]					
In newspapers	2.0 (1.1, 3.6)*	5.1 (3.7, 7.0)	7.3 (5.4, 9.8)	10.3 (8.2, 12.8)	21.9 (18.7, 25.5)
In magazines	0.3 (0.1, 1.9)*	0.9 (0.4, 2.0)*	2.0 (1.2, 3.4)	3.2 (2.0, 5.0)	6.4 (4.4, 9.1)
On television or radio	22.1 (18.9, 25.6)	27.5 (24.1, 31.2)	42.3 (38.5, 46.2)	51.9 (48.3, 55.5)	54.8 (50.5, 58.9)
On television	18.0 (15.1, 21.2)	22.7 (19.6, 26.2)	34.6 (30.7, 38.7)	49.0 (45.1, 52.9)	53.3 (49.1, 57.4)
On the radio	7.6 (5.7, 10.0)	9.7 (7.6, 12.3)	15.2 (12.5, 18.4)	10.3 (8.3, 12.7)	7.4 (5.6, 9.9)
On billboards	7.0 (5.1, 9.6)	10.7 (8.6, 13.3)	15.5 (12.5, 19.1)	19.9 (16.8, 23.4)	28.6 (24.9, 32.6)
On posters	6.8 (4.8, 9.5)	11.1 (8.2, 14.8)	13.5 (11.0, 16.5)	17.6 (15.0, 20.5)	20.7 (17.7, 24.0)
Somewhere else	2.7 (1.7, 4.3)	4.1 (2.7, 6.1)	4.5 (3.0, 6.8)	3.9 (2.6, 5.7)	6.7 (4.5, 10.0)
Any location	28.6 (24.7, 32.8)	36.6 (32.4, 41.1)	51.6 (47.5, 55.7)	59.8 (56.5, 63.1)	68.5 (64.8, 72.0)

[1] Noticing anti-smoking information includes noticing anti-cigarette or anti-*bidi* information.
[2] Includes daily and occasional (less than daily) smokers.
[3] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

8.2 Noticing of health warning label on cigarette packages and thinking about quitting

Table 8.2 shows the percentage of current tobacco users ≥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. Among current tobacco smokers, 51.6% noticed health warnings on cigarette packages and 74.4% of them thought about quitting smoking because of those health warnings. A higher percentage of males noticed health warnings on cigarette packages compared to females (75.3% and 28.1%); 63.6% of smokers in the 15-24 year age group and 50.4% in the 25-44 year age group noticed those health warnings. Higher percentages of current tobacco smokers in younger age groups have noticed health warnings on cigarette packages, but a higher percentage of older people had thought of quitting because of the warning labels. With respect to residence, almost equal proportion of current tobacco smokers in urban and rural areas have noticed warnings on cigarette packages (54.6% and 50.6%, respectively) and thought about quitting smoking for those warnings (74.1% and 74.5%). More than 50% of current tobacco users who had any level of education had noticed warnings on cigarette packages. However, only 32.8% of people who had no formal education had noticed warnings on cigarette packages. A lower proportion of people from the lower wealth index category noticed health warnings on cigarette packages. By occupation, the homemaker group had the lowest proportion for noticing of health warning on cigarette packages.

Table 8.2: Percentage of current tobacco users ≥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 Bangladesh, 2009.

Demographic characteristics	Current tobacco smokers[1] who ...			
	Noticed health warnings on cigarette packages[2]		Thought about quitting because of warning labels[2]	
	Percentage (95% CI)		*Percentage (95% CI)*	
Overall	51.6	(49.9, 53.3)	74.4	(70.8, 77.7)
Gender				
Male	75.3	(73.1, 77.4)	74.5	(71.0, 77.8)
Female	28.1	(26.2, 30.0)	51.1	(13.6, 87.3)*
Age (years)				
15-24	63.6	(60.4, 66.6)	68.5	(58.5, 77.1)
25-44	50.4	(48.1, 52.7)	74.7	(70.2, 78.8)
45-64	44.3	(41.3, 47.2)	77.4	(71.9, 82.1)
65+	28.8	(24.3, 33.6)	76.5	(64.5, 85.4)
Residence				
Urban	54.6	(52.2, 56.9)	74.1	(69.1, 78.5)
Rural	50.6	(48.4, 52.7)	74.5	(69.8, 78.7)
Education level				
No formal education	32.8	(30.5, 35.3)	76.1	(70.9, 80.6)
Less than primary	51.9	(48.1, 55.7)	73.9	(67.1, 79.7)
Primary	54.8	(50.7, 58.9)	73.1	(62.9, 81.4)
Less than secondary	69.2	(66.2, 72.0)	74	(66.0, 80.7)
Secondary and above	69.1	(65.3, 72.7)	71.5	(61.5, 79.8)
Wealth index				
Lowest	37.4	(34.0, 41.0)	71.5	(64.2, 77.9)
Low	48.8	(45.7, 52.0)	71.4	(64.7, 77.3)
Middle	55.4	(52.2, 58.7)	77.1	(69.0, 83.7)
High	58.1	(55.2, 61.0)	79.9	(73.6, 84.9)
Highest	58.5	(54.7, 62.1)	69.3	(61.3, 76.3)
Occupation				
Employed	71.2	(67.2, 75.0)	79.1	(68.1, 87.1)
Business	85.5	(82.4, 88.2)	79.6	(73.5, 84.5)
Farmers	68.3	(63.6, 72.7)	80.8	(74.3, 85.9)
Labourers	62.8	(59.6, 65.9)	68.2	(62.1, 73.7)
Student	74.1	(68.4, 79.1)	56.3	(33.3, 76.9)*
Homemaker	25.6	(23.5, 27.8)	85.8	(58.5, 96.3)*
Unemployed	47.6	(40.6, 54.7)	63.4	(44.1, 79.2)

[1] Includes daily and occasional (less than daily) smokers.
[2] During the last 30 days.
* Estimate based on fewer than 25 unweighted cases.

8.3 Tobacco marketing in various public places

8.3.1. Noticing of cigarette marketing in various public places

Table 8.3 shows the distribution of adults aged 15 years and above who noticed cigarette marketing in public places and media, such as in stores where cigarettes are sold, on television, radio, billboards, posters, newspapers or magazines, Internet and cinemas, as well as cigarette promotion by methods such as free samples, sale price , coupons and free gifts, in last 30 days. The percentage of people aged 15 years or above who noticed some cigarette advertisement, sponsorship and promotion was 48.7%. The most common site for noticing cigarette advertisements was in a store (33.2%). Other sites were posters (14.1%), public transportation (8.4%), public walls (6.5%), billboards (6.1%), television (5.4%), cinemas (3.1), newspapers (1.8%) and radio (1.2%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotion activities noticed were free sample (6.9%), coupons (5.7%) and clothing items with a brand name or logo (4.8%). A higher percentage of males (68.0%) noticed some advertisement or promotion compared with females (29.3%). A higher percentage of younger people (55.4%) noticed some advertisement or promotion than the older age group (45.9%). No urban-rural difference or differences among the wealth index categories were observed.

The distribution of current tobacco smokers who noticed cigarette marketing in public places and media in the last 30 days is presented in Table 8.3A. The percentage of current tobacco smokers who noticed some cigarette advertisement, sponsorship or promotion was 66.6%; the most common site was in stores (49.3%). Other sites were posters (23.2%), public transportation (12.1%), billboards (9.0%), public walls (8.7%), television (5.7%), cinemas (4.1), newspapers (1.9%) and radio (1.0%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotion activities noticed were free samples (13.5%), coupons (7.9%) and clothing items with a brand name or logo (6.8%). Higher percentages of males (67.6%) noticed some advertisement or promotion than females (36.7%). No gender, urban-rural wealth index category differences were observed.

The distribution of current non-smokers aged 15 years or above who noticed cigarette marketing in public places and media in last 30 days by demographic characteristics are presented in Table 8.3B. The percentage of current non-smokers who noticed some cigarette advertisement, sponsorship and promotion was 43.3%. The most common site for noticing cigarette advertisements was in stores (28.4%). Other sites were posters (11.4%), public transportation (7.3%), public walls (5.9%), billboards (5.2%), television (5.3%), cinemas (2.8), newspapers (1.7%) and radio (1.2%). The most common type of promotion noticed was free gifts/discounts on other product (8.8%). Other promotional activities noticed were coupons (5.1%), free sample (4.9%) and clothing items with brand name or logo (4.2%). Higher percentages of males (68.0%) noticed some advertisement or promotion than females (29.1%). A higher percentage of the younger population noticed advertisements or promotions than older populations (53.5% and 38.0%, respectively). No urban-rural difference or differences among the wealth index categories were observed.

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 Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥25		Urban		Rural	
							Percentage (95% CI)							
Noticed advertisements														
In stores	33.2	(30.6, 36.0)	48.6	(45.2, 52.1)	17.9	(15.1, 21.1)	36.6	(32.8, 40.7)	31.8	(29.1, 34.6)	31.0	(26.0, 36.6)	34.0	(30.9, 37.2)
On television	5.4	(4.4, 6.6)	6.6	(5.0, 8.6)	4.3	(3.3, 5.5)	7.0	(5.4, 8.9)	4.8	(3.8, 6.0)	6.3	(4.5, 8.6)	5.1	(4.0, 6.6)
On the radio	1.2	(0.8, 1.6)	1.0	(0.6, 1.7)	1.3	(0.8, 1.9)	1.1	(0.7, 1.7)	1.2	(0.8, 1.7)	0.9	(0.5, 1.4)	1.3	(0.8, 1.9)
On billboards	6.1	(5.1, 7.1)	9.9	(8.2, 12.0)	2.2	(1.6, 3.0)	6.7	(5.2, 8.5)	5.8	(4.8, 7.0)	6.4	(5.0, 8.2)	5.9	(4.8, 7.3)
On posters	14.1	(12.4, 16.0)	23.9	(20.9, 27.1)	4.5	(3.4, 5.9)	17.4	(14.1, 21.1)	12.7	(11.3, 14.4)	14.0	(11.7, 16.8)	14.1	(12.0, 16.6)
In newspapers	1.8	(1.3, 2.4)	3.1	(2.2, 4.3)	0.4	(0.2, 0.8)*	2.5	(1.6, 3.7)	1.5	(1.0, 2.1)	3.4	(2.3, 5.1)	1.2	(0.7, 1.9)
In magazines	0.2	(0.2, 0.4)	0.5	(0.3, 0.7)*	0.0	(0.0, 0.1)*	0.2	(0.1, 0.5)*	0.2	(0.1, 0.4)*	0.6	(0.3, 1.0)*	0.1	(0.1, 0.3)*
In cinemas	3.1	(2.4, 4.1)	5.2	(3.8, 7.2)	1.1	(0.7, 1.5)	4.1	(3.1, 5.5)	2.7	(1.9, 3.8)	4.7	(3.2, 6.8)	2.6	(1.8, 3.8)
On the Internet	0.1	(0.0, 0.2)*	0.1	(0.0, 0.3)*	0.0	(0.0, 0.2)*	0.0	(0.0, 0.1)*	0.1	(0.0, 0.2)*	0.0	(0.0, 0.1)*	0.1	(0.0, 0.2)*
On public transportation	8.4	(7.3, 9.7)	13.1	(11.2, 15.4)	3.8	(2.9, 4.9)	10.7	(8.6, 13.3)	7.5	(6.5, 8.6)	7.9	(6.1, 10.2)	8.6	(7.2, 10.2)
On public walls	6.5	(5.5, 7.7)	10.5	(8.8, 12.4)	2.6	(2.0, 3.4)	8.3	(6.6, 10.4)	5.8	(4.8, 6.9)	7.6	(5.9, 9.7)	6.1	(5.0, 7.5)
Somewhere else	1.9	(1.4, 2.6)	2.9	(2.1, 4.1)	0.8	(0.5, 1.3)	1.9	(1.2, 3.0)	1.9	(1.3, 2.6)	2.0	(1.2, 3.3)	1.8	(1.3, 2.7)
Noticed sports sponsorship	1.2	(0.8, 1.8)	1.9	(1.3, 3.0)	0.5	(0.3, 1.0)*	1.5	(0.9, 2.4)	1.1	(0.7, 1.7)	1.9	(1.0, 3.3)	1.0	(0.6, 1.7)
Noticed music, theater, art, fashion sponsorship	1.7	(1.2, 2.5)	3.1	(2.1, 4.4)	0.4	(0.2, 0.7)*	2.4	(1.5, 3.7)	1.4	(0.9, 2.1)	2.2	(1.3, 3.7)	1.5	(0.9, 2.5)
Noticed cigarette promotions														
Free samples	6.9	(5.9, 8.0)	11.6	(9.9, 13.6)	2.2	(1.6, 3.0)	7.5	(6.1, 9.2)	6.6	(5.6, 7.8)	7.0	(5.6, 8.8)	6.8	(5.7, 8.2)
Sale prices	1.8	(1.4, 2.4)	2.1	(1.6, 2.9)	1.5	(1.0, 2.4)	2.6	(1.7, 3.9)	1.5	(1.1, 2.0)	1.8	(1.3, 2.5)	1.9	(1.3, 2.6)
Coupons	5.7	(4.7, 6.9)	8.3	(6.8, 10.2)	3.2	(2.1, 4.8)	6.5	(5.1, 8.3)	5.4	(4.3, 6.8)	6.1	(4.5, 8.1)	5.6	(4.4, 7.1)
Free gifts/discounts on other products	10.4	(8.9, 12.1)	13.7	(11.7, 16.0)	7.1	(5.5, 9.0)	12.9	(10.7, 15.4)	9.3	(7.8, 11.1)	9.9	(7.5, 12.9)	10.6	(8.8, 12.6)
Clothing/item with brand name or logo	4.8	(4.0, 5.7)	8.5	(6.9, 10.3)	1.2	(0.8, 1.7)	6.8	(5.3, 8.8)	4.0	(3.3, 4.8)	6.3	(5.0, 7.9)	4.3	(3.4, 5.4)
Mail promoting cigarettes	0.8	(0.4, 1.5)	1.4	(0.7, 2.9)	0.1	(0.0, 0.4)*	0.7	(0.3, 2.0)*	0.8	(0.4, 1.5)	0.7	(0.2, 2.7)*	0.8	(0.4, 1.7)
Noticed any cigarette advertisement, sponsorship, or promotion	48.7	(46.2, 51.2)	68.0	(64.9, 71.0)	29.3	(26.1, 32.6)	55.4	(51.5, 59.2)	45.9	(43.3, 48.5)	48.3	(44.5, 52.1)	48.8	(45.7, 52.0)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3 (Cont.): Percentage of adults ≥15 years old, who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index									
	Lowest		Low		Middle		High		Highest	
	Percentage (95% CI)									
Noticed advertisements										
In stores	30.4	(26.3, 35.0)	35.0	(31.5, 38.6)	36.3	(32.4, 40.3)	33.7	(29.2, 38.4)	29.1	(25.2, 33.5)
On television	3.7	(2.5, 5.7)	5.8	(4.2, 8.0)	4.4	(3.2, 6.0)	6.2	(4.5, 8.4)	7.3	(5.3, 9.9)
On the radio	1.0	(0.5, 2.0)*	1.2	(0.6, 2.2)*	1.2	(0.7, 2.1)*	1.5	(0.9, 2.6)*	0.6	(0.3, 1.3)*
On billboards	4.4	(2.8, 6.7)	5.0	(3.7, 6.6)	5.8	(4.4, 7.7)	7.7	(5.9, 9.9)	7.9	(6.0, 10.2)
On posters	11.6	(9.1, 14.6)	14.6	(11.9, 17.9)	15.2	(12.5, 18.4)	15.0	(12.4, 18.1)	13.6	(10.9, 16.7)
In newspapers	0.6	(0.2, 1.5)*	1.6	(0.8, 3.1)	1.3	(0.7, 2.3)*	1.7	(1.0, 2.7)	4.4	(2.7, 7.0)
In magazines	0.0	(0.0, 0.1)*	0.4	(0.1, 0.9)*	0.1	(0.0, 0.6)*	0.2	(0.1, 0.5)*	0.6	(0.3, 1.2)*
In cinemas	2.8	(1.7, 4.7)	4.5	(3.0, 6.6)	2.3	(1.5, 3.4)	2.7	(1.8, 4.0)	3.2	(1.9, 5.5)
On the Internet	0.0		0.1	(0.0, 0.6)*	0.1	(0.0, 0.7)*	0.1	(0.0, 0.4)*	0.1	(0.0, 0.2)*
On public transportation	4.8	(3.6, 6.4)	9.0	(7.1, 11.3)	9.1	(7.1, 11.6)	9.3	(7.4, 11.7)	9.9	(7.7, 12.7)
On public walls	3.3	(2.3, 4.8)	5.2	(4.0, 6.8)	7.1	(5.3, 9.4)	8.0	(6.2, 10.3)	9.5	(7.3, 12.2)
Somewhere else	2.1	(1.2, 3.5)	2.4	(1.5, 3.7)	1.5	(0.9, 2.6)*	1.2	(0.7, 2.0)*	2.5	(1.4, 4.5)
Noticed sports sponsorship	0.5	(0.2, 1.3)*	1.6	(0.8, 3.0)*	1.0	(0.4, 2.4)*	0.8	(0.4, 1.4)*	2.6	(1.3, 5.0)
Noticed music, theater, art, fashion sponsorship	1.4	(0.7, 2.7)*	2.2	(1.3, 4.0)	1.3	(0.6, 2.6)*	0.9	(0.5, 1.8)*	2.9	(1.6, 5.1)
Noticed cigarette promotions										
Free samples	6.6	(5.0, 8.6)	5.4	(4.2, 7.1)	8.1	(6.2, 10.5)	8.4	(6.6, 10.6)	5.5	(4.0, 7.4)
Sale prices	1.5	(0.9, 2.5)	1.3	(0.8, 2.1)	2.2	(1.4, 3.6)	2.2	(1.4, 3.4)	2.0	(1.2, 3.2)
Coupons	3.9	(2.7, 5.6)	6.1	(4.5, 8.2)	6.2	(4.7, 8.2)	6.9	(5.0, 9.5)	5.0	(3.4, 7.2)
Free gifts/discounts on other products	9.9	(7.5, 13.0)	9.0	(7.2, 11.2)	11.3	(8.9, 14.2)	12.9	(10.0, 16.5)	8.2	(6.3, 10.5)
Clothing/item with brand name or logo	2.9	(2.0, 4.3)	3.4	(2.3, 4.9)	5.5	(4.1, 7.3)	7.2	(5.1, 10.0)	5.0	(3.6, 6.8)
Mail promoting cigarettes	0.1	(0.0, 0.4)*	0.4	(0.1, 1.3)*	1.2	(0.5, 2.6)*	1.3	(0.5, 3.6)*	0.8	(0.2, 3.0)*
Noticed any cigarette advertisement, sponsorship, or promotion	42.6	(38.3, 47.0)	49.0	(45.5, 52.5)	50.5	(46.7, 54.2)	51.6	(47.7, 55.5)	49.0	(44.4, 53.5)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3A: Percentage of current tobacco smokers ≥15 years old, who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥25		Urban		Rural	
							Percentage (95% CI)							
Noticed advertisements														
In stores	49.3	(45.5, 53.2)	50.0	(46.1, 54.0)	28.9	(15.9, 46.6)*	51.2	(42.0, 60.4)	49.0	(45.2, 52.9)	47.8	(41.3, 54.3)	49.9	(45.2, 54.5)
On television	5.7	(4.1, 7.8)	5.8	(4.2, 8.0)	0.9	(0.2, 4.3)*	5.6	(2.5, 12.0)*	5.7	(4.0, 8.0)	7.2	(4.7, 10.9)	5.2	(3.4, 7.9)
On the radio	1.0	(0.5, 2.1)*	1.0	(0.5, 2.0)*	3.1	(0.4, 19.2)*	1.3	(0.4, 4.0)*	1.0	(0.4, 2.2)*	0.7	(0.3, 1.6)*	1.1	(0.5, 2.6)*
On billboards	9.0	(7.1, 11.4)	9.2	(7.3, 11.4)	5.5	(0.8, 30.2)*	8.9	(5.5, 14.1)*	9.1	(7.1, 11.5)	9.9	(7.2, 13.4)	8.8	(6.5, 11.7)
On posters	23.2	(20.1, 26.5)	23.6	(20.5, 27.0)	10.6	(3.3, 29.1)*	28.7	(21.4, 37.4)	22.2	(19.1, 25.5)	23.6	(19.7, 27.9)	23.1	(19.3, 27.3)
In newspapers	1.9	(1.2, 3.1)	2.0	(1.2, 3.2)	0.0		1.8	(0.8, 4.0)*	1.9	(1.1, 3.3)	4.1	(2.2, 7.5)	1.2	(0.6, 2.5)*
In magazines	0.3	(0.2, 0.7)*	0.3	(0.2, 0.7)*	0.0		0.1	(0.0, 0.6)*	0.4	(0.2, 0.8)*	0.9	(0.4, 2.1)*	0.1	(0.0, 0.6)*
In cinemas	4.1	(2.8, 6.1)	4.2	(2.9, 6.3)	0.0		3.9	(2.0, 7.4)*	4.1	(2.7, 6.4)	6.3	(3.9, 9.9)	3.4	(1.9, 6.0)
On the Internet	0.0	(0.0, 0.1)*	0.0	(0.0, 0.1)*	0.0		0.1	(0.0, 0.6)*	0.0		0.0	(0.0, 0.4)*	0.0	
On public transportation	12.1	(10.1, 14.5)	12.5	(10.4, 14.9)	1.4	(0.2, 9.0)*	13.2	(8.6, 19.8)	11.9	(9.9, 14.4)	11.3	(8.3, 15.1)	12.4	(10.0, 15.3)
On public walls	8.7	(7.1, 10.6)	8.9	(7.3, 10.9)	1.9	(0.5, 7.4)*	11.2	(7.3, 16.6)	8.2	(6.6, 10.1)	13.1	(9.8, 17.3)	7.2	(5.5, 9.5)
Somewhere else	2.2	(1.5, 3.3)	2.3	(1.5, 3.4)	0.0		1.2	(0.4, 3.7)*	2.4	(1.6, 3.7)	2.4	(1.4, 4.3)*	2.1	(1.3, 3.6)
Noticed sports sponsorship	1.5	(0.9, 2.5)	1.5	(0.9, 2.6)	1.3	(0.2, 8.2)*	1.4	(0.4, 5.0)*	1.5	(0.9, 2.6)	2.9	(1.5, 5.3)*	1.1	(0.5, 2.4)*
Noticed music, theater, art, fashion sponsorship	2.0	(1.2, 3.1)	2.0	(1.3, 3.2)	0.0		2.5	(0.9, 6.7)*	1.9	(1.2, 2.9)	3.0	(1.5, 6.0)*	1.6	(0.9, 2.9)*
Noticed cigarette promotions														
Free samples	13.5	(11.1, 16.2)	13.8	(11.4, 16.6)	3.3	(1.1, 9.5)*	15.8	(10.3, 23.6)	13.0	(10.6, 15.9)	14.2	(11.0, 18.1)	13.2	(10.4, 16.7)
Sale prices	2.6	(1.7, 4.0)	2.7	(1.8, 4.1)	1.3	(0.2, 7.9)*	3.4	(1.4, 8.0)*	2.5	(1.6, 4.0)	2.7	(1.6, 4.7)	2.6	(1.5, 4.4)
Coupons	7.9	(6.3, 9.8)	8.1	(6.5, 10.0)	1.2	(0.2, 8.1)*	9.0	(5.4, 14.7)*	7.6	(6.0, 9.8)	7.8	(5.7, 10.6)	7.9	(6.0, 10.3)
Free gifts/discounts on other products	15.8	(13.1, 19.1)	16.1	(13.4, 19.3)	7.7	(1.9, 26.7)*	19.4	(13.3, 27.4)	15.2	(12.3, 18.7)	18.3	(13.3, 24.5)	15.1	(11.9, 18.9)
Clothing/item with brand name or logo	6.8	(5.3, 8.7)	7.0	(5.5, 8.9)	1.3	(0.2, 8.1)*	12.0	(7.1, 19.5)	5.9	(4.6, 7.5)	9.1	(6.8, 12.0)	6.1	(4.3, 8.5)
Mail promoting cigarettes	0.8	(0.3, 2.0)*	0.7	(0.3, 2.1)*	1.9	(0.3, 9.3)*	2.1	(0.6, 7.5)*	0.5	(0.2, 1.2)*	0.3	(0.1, 0.6)*	0.9	(0.3, 2.6)*
Noticed any cigarette advertisement, sponsorship, or promotion	66.6	(62.8, 70.2)	67.6	(63.8, 71.2)	36.7	(23.0, 52.9)	68.9	(59.4, 77.0)	66.2	(62.4, 69.8)	68.0	(63.3, 72.3)	66.2	(61.4, 70.7)

Note: Current tobacco smokers include manufactured, hand-rolled cigarette smokers and *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.3A (Cont.): Percentage of current tobacco smokers ≥15 years old, who noticed cigarette marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Noticed advertisements					
In stores	42.6 (35.8, 49.6)	53.1 (47.4, 58.8)	49.9 (42.3, 57.5)	51.5 (44.1, 58.8)	50.2 (41.9, 58.4)
On television	4.5 (2.5, 7.7)*	8.2 (5.1, 12.8)	3.4 (1.4, 7.9)*	5.6 (2.8, 11.0)*	7.1 (3.9, 12.4)*
On the radio	1.0 (0.3, 2.9)*	1.1 (0.4, 2.9)*	0.4 (0.1, 1.3)*	1.8 (0.6, 5.7)*	0.8 (0.2, 2.6)*
On billboards	8.9 (5.1, 15.1)	6.4 (4.3, 9.4)	7.4 (4.9, 11.1)	13.4 (9.4, 18.9)	11.2 (7.5, 16.4)
On posters	19.5 (14.1, 26.3)	23.7 (19.0, 29.3)	24.8 (19.1, 31.5)	24.5 (19.1, 30.9)	24.7 (18.6, 31.9)
In newspapers	1.3 (0.4, 4.8)*	1.2 (0.5, 2.8)*	1.4 (0.6, 3.3)*	2.7 (1.1, 6.5)*	4.9 (2.4, 9.6)*
In magazines	0.1 (0.0, 0.4)*	0.3 (0.1, 1.0)*	0.3 (0.0, 2.3)*	0.1 (0.0, 0.6)*	1.9 (0.7, 5.1)*
In cinemas	3.5 (1.8, 6.7)*	7.0 (4.1, 11.6)	2.7 (1.3, 5.2)*	2.6 (1.1, 5.8)*	4.1 (1.8, 8.9)*
On the Internet	0.0	0.0	0.0	0.0	0.1 (0.0, 1.0)*
On public transportation	7.3 (4.9, 10.7)	13.4 (10.1, 17.4)	12.3 (8.8, 16.8)	15.5 (11.3, 21.0)	13.5 (9.4, 18.9)
On public walls	5.4 (3.3, 8.7)	8.4 (6.0, 11.6)	8.0 (5.5, 11.4)	10.5 (7.4, 14.6)	15.8 (11.3, 21.6)
Somewhere else	1.5 (0.7, 3.1)*	3.4 (2.0, 5.8)*	1.9 (0.8, 4.4)*	1.3 (0.5, 3.4)*	3.4 (1.5, 7.8)*
Noticed sports sponsorship	0.7 (0.3, 1.9)*	2.2 (0.9, 5.1)*	0.9 (0.3, 3.2)*	1.0 (0.4, 2.5)*	4.2 (1.8, 9.5)*
Noticed music, theater, art, fashion sponsorship	1.4 (0.6, 3.6)*	3.1 (1.6, 6.0)*	1.1 (0.3, 3.5)*	0.8 (0.3, 2.3)*	4.5 (1.8, 10.5)*
Noticed cigarette promotions					
Free samples	12.1 (8.7, 16.7)	9.8 (7.0, 13.6)	16.8 (11.8, 23.3)	17.0 (12.3, 23.0)	12.0 (8.1, 17.3)
Sale prices	1.9 (0.9, 3.6)*	2.7 (1.5, 4.6)*	5.0 (2.3, 10.3)*	1.5 (0.6, 3.3)*	1.8 (0.8, 4.0)*
Coupons	5.5 (3.4, 9.0)	10.1 (6.9, 14.7)	9.8 (6.6, 14.5)	5.7 (3.6, 8.8)	7.6 (4.5, 12.4)
Free gifts/discounts on other products	16.3 (10.9, 23.7)	11.3 (8.2, 15.4)	20.6 (15.2, 27.2)	18.7 (13.2, 25.8)	10.7 (6.9, 16.1)
Clothing/item with brand name or logo	3.9 (2.3, 6.6)*	6.1 (4.1, 9.1)	6.5 (4.0, 10.6)	10.5 (7.1, 15.2)	9.0 (5.9, 13.5)
Mail promoting cigarettes	0.0 (0.0, 0.2)*	0.6 (0.2, 1.8)*	1.3 (0.5, 3.5)*	1.3 (0.3, 6.0)*	1.2 (0.3, 4.9)*
Noticed any cigarette advertisement, sponsorship, or promotion	60.2 (54.2, 65.9)	70.7 (65.4, 75.5)	65.0 (56.8, 72.4)	70.5 (63.6, 76.6)	66.5 (58.4, 73.8)

Note: Current tobacco smokers include manufactured, hand-rolled cigarette smokers and *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.3B: 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 Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥25		Urban		Rural	
	Percentage (95% CI)													
Noticed advertisements														
In stores	28.4	(25.6, 31.3)	47.5	(43.6, 51.4)	17.7	(14.9, 20.9)	34.6	(30.7, 38.8)	25.2	(22.5, 28.2)	26.5	(21.5, 32.1)	29.1	(25.9, 32.5)
On television	5.3	(4.3, 6.6)	7.2	(5.2, 9.9)	4.3	(3.4, 5.5)	7.1	(5.5, 9.3)	4.4	(3.5, 5.6)	6.0	(4.3, 8.4)	5.1	(3.9, 6.7)
On the radio	1.2	(0.8, 1.7)	1.1	(0.6, 1.9)*	1.2	(0.8, 1.9)	1.1	(0.7, 1.7)	1.2	(0.8, 1.9)	0.9	(0.5, 1.5)	1.3	(0.8, 2.0)
On billboards	5.2	(4.3, 6.2)	10.6	(8.5, 13.1)	2.1	(1.5, 3.0)	6.4	(4.9, 8.2)	4.6	(3.7, 5.6)	5.5	(4.1, 7.2)	5.1	(4.0, 6.3)
On posters	11.4	(9.7, 13.4)	24.1	(20.4, 28.1)	4.4	(3.3, 5.7)	15.8	(12.5, 19.8)	9.2	(7.8, 10.7)	11.5	(9.2, 14.3)	11.4	(9.3, 13.9)
In newspapers	1.7	(1.2, 2.4)	4.0	(2.8, 5.7)	0.4	(0.2, 0.8)*	2.6	(1.7, 3.9)	1.3	(0.9, 1.9)	3.3	(2.1, 5.0)	1.2	(0.7, 1.9)
In magazines	0.2	(0.1, 0.4)*	0.5	(0.3, 1.0)*	0.0	(0.0, 0.1)*	0.3	(0.1, 0.6)*	0.2	(0.1, 0.5)*	0.5	(0.2, 0.9)*	0.1	(0.0, 0.4)*
In cinemas	2.8	(2.2, 3.7)	6.0	(4.3, 8.4)	1.1	(0.7, 1.6)	4.2	(3.0, 5.7)	2.2	(1.5, 3.1)	4.3	(2.9, 6.2)	2.3	(1.6, 3.4)
On the Internet	0.1	(0.0, 0.2)*	0.2	(0.0, 0.5)*	0.0	(0.0, 0.2)*	0.0	(0.0, 0.1)*	0.1	(0.0, 0.3)*	0.0	(0.0, 0.1)*	0.1	(0.0, 0.3)*
On public transportation	7.3	(6.2, 8.7)	13.7	(11.3, 16.5)	3.8	(2.9, 4.9)	10.4	(8.1, 13.2)	5.8	(4.8, 6.9)	7.0	(5.2, 9.3)	7.4	(6.1, 9.1)
On public walls	5.9	(4.9, 7.0)	11.7	(9.6, 14.3)	2.6	(2.0, 3.5)	7.9	(6.1, 10.2)	4.8	(3.9, 5.9)	6.1	(4.7, 8.0)	5.8	(4.6, 7.3)
Somewhere else	1.8	(1.3, 2.5)	3.5	(2.4, 5.1)	0.9	(0.5, 1.4)	2.0	(1.3, 3.2)	1.7	(1.1, 2.5)	1.9	(1.1, 3.2)	1.8	(1.2, 2.6)
Noticed sports sponsorship	1.1	(0.7, 1.8)	2.3	(1.4, 3.8)	0.5	(0.3, 1.0)*	1.5	(0.9, 2.5)	1.0	(0.6, 1.6)	1.6	(0.8, 3.2)	1.0	(0.5, 1.7)*
Noticed music, theater, art, fashion sponsorship	1.6	(1.1, 2.4)	3.9	(2.6, 5.8)	0.4	(0.2, 0.7)*	2.4	(1.5, 3.8)	1.2	(0.8, 1.9)	1.9	(1.1, 3.5)	1.5	(0.9, 2.5)
Noticed cigarette promotions														
Free samples	4.9	(4.1, 5.9)	9.8	(8.0, 12.0)	2.2	(1.6, 3.0)	6.3	(5.0, 8.1)	4.2	(3.4, 5.2)	5.1	(3.9, 6.7)	4.8	(3.8, 6.1)
Sale prices	1.6	(1.2, 2.2)	1.7	(1.1, 2.6)	1.5	(1.0, 2.4)	2.5	(1.6, 3.9)	1.1	(0.8, 1.6)	1.5	(1.0, 2.3)	1.6	(1.1, 2.5)
Coupons	5.1	(4.0, 6.5)	8.5	(6.2, 11.5)	3.2	(2.1, 4.9)	6.2	(4.7, 8.1)	4.5	(3.3, 6.2)	5.6	(3.7, 8.4)	4.9	(3.6, 6.6)
Free gifts/discounts on other products	8.8	(7.3, 10.4)	11.8	(9.6, 14.4)	7.1	(5.5, 9.0)	12.0	(9.8, 14.5)	7.1	(5.8, 8.7)	7.6	(5.8, 10.1)	9.2	(7.4, 11.3)
Clothing/item with brand name or logo	4.2	(3.4, 5.2)	9.7	(7.5, 12.4)	1.2	(0.8, 1.7)	6.1	(4.7, 8.0)	3.3	(2.6, 4.2)	5.5	(3.9, 7.7)	3.8	(2.9, 4.8)
Mail promoting cigarettes	0.8	(0.4, 1.5)	2.0	(1.0, 4.1)	0.1	(0.0, 0.3)*	0.5	(0.2, 1.5)*	0.9	(0.4, 1.8)	0.9	(0.2, 3.5)*	0.7	(0.3, 1.6)*
Noticed any cigarette advertisement, sponsorship, or promotion	43.3	(40.6, 46.0)	68.3	(64.8, 71.6)	29.1	(26.0, 32.5)	53.5	(49.6, 57.4)	38.0	(35.3, 40.8)	42.9	(38.8, 47.1)	43.4	(40.2, 46.7)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3B (Cont.): 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 Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Noticed advertisements					
In stores	25.4 (21.0, 30.4)	28.5 (24.8, 32.5)	32.2 (28.0, 36.7)	29.1 (24.7, 33.8)	25.8 (21.8, 30.3)
On television	3.5 (2.1, 5.5)	4.9 (3.4, 7.1)	4.7 (3.3, 6.6)	6.3 (4.5, 8.7)	7.3 (5.2, 10.2)
On the radio	1.0 (0.4, 2.5)*	1.2 (0.6, 2.6)*	1.5 (0.8, 2.6)*	1.5 (0.8, 2.5)*	0.6 (0.2, 1.4)*
On billboards	2.5 (1.5, 4.1)	4.5 (3.1, 6.3)	5.3 (3.7, 7.5)	6.2 (4.5, 8.4)	7.4 (5.5, 9.8)
On posters	8.3 (6.1, 11.3)	11.4 (8.6, 15.0)	12.4 (9.5, 16.0)	12.6 (10.0, 15.7)	11.8 (9.2, 15.0)
In newspapers	0.3 (0.1, 0.9)*	1.7 (0.8, 3.4)*	1.2 (0.6, 2.5)*	1.4 (0.8, 2.4)	4.3 (2.5, 7.1)
In magazines	0.0	0.4 (0.1, 1.2)*	0.0	0.3 (0.1, 0.7)*	0.4 (0.2, 1.0)*
In cinemas	2.6 (1.5, 4.4)	3.6 (2.3, 5.6)	2.2 (1.4, 3.5)	2.7 (1.8, 4.2)	3.1 (1.7, 5.6)
On the Internet	0.0	0.1 (0.0, 0.8)*	0.1 (0.0, 0.9)*	0.1 (0.0, 0.5)*	0.0 (0.0, 0.2)*
On public transportation	3.8 (2.6, 5.4)	7.4 (5.5, 9.9)	8.2 (5.9, 11.2)	7.7 (5.8, 10.1)	9.3 (7.1, 12.2)
On public walls	2.5 (1.5, 4.1)	4.1 (2.8, 5.9)	6.8 (4.7, 9.8)	7.4 (5.6, 9.7)	8.5 (6.2, 11.5)
Somewhere else	2.3 (1.2, 4.2)*	2.0 (1.1, 3.4)*	1.4 (0.7, 2.8)*	1.2 (0.6, 2.1)*	2.4 (1.3, 4.5)
Noticed sports sponsorship	0.5 (0.1, 1.8)*	1.3 (0.6, 3.1)*	1.0 (0.4, 2.5)*	0.7 (0.4, 1.5)*	2.3 (1.0, 5.0)
Noticed music, theater, art, fashion sponsorship	1.4 (0.6, 2.9)*	1.9 (1.0, 3.9)*	1.4 (0.7, 2.6)*	1.0 (0.5, 1.9)*	2.6 (1.4, 5.0)
Noticed cigarette promotions					
Free samples	4.3 (3.0, 6.1)	3.9 (2.7, 5.5)	5.5 (3.9, 7.7)	6.2 (4.6, 8.4)	4.4 (3.0, 6.5)
Sale prices	1.4 (0.7, 2.6)*	0.8 (0.4, 1.8)*	1.4 (0.8, 2.5)*	2.4 (1.5, 3.8)	2.0 (1.2, 3.4)
Coupons	3.3 (2.2, 4.9)	4.7 (3.2, 6.8)	5.1 (3.5, 7.5)	7.2 (4.9, 10.4)	4.5 (2.9, 7.1)
Free gifts/discounts on other products	7.2 (5.4, 9.5)	8.2 (6.1, 10.9)	8.4 (6.0, 11.8)	11.4 (8.6, 15.1)	7.8 (5.8, 10.4)
Clothing/item with brand name or logo	2.6 (1.5, 4.3)	2.4 (1.3, 4.3)	5.2 (3.6, 7.3)	6.3 (4.0, 9.7)	4.3 (3.0, 6.3)
Mail promoting cigarettes	0.1 (0.0, 0.6)*	0.3 (0.1, 1.1)*	1.2 (0.5, 2.8)*	1.3 (0.4, 4.1)*	0.7 (0.2, 2.8)*
Noticed any cigarette advertisement, sponsorship, or promotion	35.3 (30.6, 40.4)	41.2 (37.3, 45.1)	46.0 (41.7, 50.4)	46.7 (42.4, 51.0)	46.1 (41.3, 51.0)

* Estimate based on fewer than 25 unweighted cases.

8.3.2. Noticing of *bidi* marketing in various public places

The distribution of adults aged 15 years or above who noticed *bidi* marketing in public places and media in the last 30 days by demographic characteristics is presented in Table 8.3C. The percentage of people who noticed some *bidi* advertisement, sponsorship or promotion was 84.0%. The most common site for noticing such advertisements was in stores (23.1%). Other common sites were posters (11.6%), cinemas (6.0%), public transportation (5.9%), billboards (5.9%), television (5.8%), public walls (5.2%), newspapers (3.4%) and radio (2.4%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotional activities noticed were clothing items with a brand name or logo (4.0%), free samples (2.9%), free gifts/discounts on other products (2.7%) and coupons (2.2%). Almost similar percentages of males and females noticed some advertisement or promotion of *bidi* (85.9% and 80.1%). A higher percentage of rural people (86.7%) noticed some advertisement or promotion than urban people (75.5%). A highest percentage of attention to *bidi* marketing activity was noted in the lowest wealth index category (92.7%) while the lowest was in the highest wealth index category (68.8%)

The distribution of current tobacco smokers aged 15 years or above who noticed *bidi* marketing in public places and media in the last 30 days are presented in Table 8.3D. The percentage of tobacco users who noticed some *bidi* advertisements, sponsorship or promotion was 87.3%. The most common site for noticing *bidi* advertisements was in stores (27.2%). Other sites were posters (16.3%), cinemas (8.1%), public transportation (8.0%), billboards (7.6%), public walls (6.6%), television (6.1%), newspapers (3.2%) and radio (2.0%). The most common type of promotion noticed was a clothing item with a brand name or logo (5.9%). Other promotional activities noticed were free samples (5.1%) and free gifts/discounts on other products (3.7%). A higher percentage of rural people (90.5%) had noticed some advertisement or promotion than urban people (77.1%). The highest percentage of *bidi* marketing activity noticed was in the lowest wealth index category (94.2%) while the lowest was in the highest wealth index category (67.0%)

The distribution of current non-smokers who noticed *bidi* marketing in public places and media in last 30 days is presented in Table 8.3E. The percentage of non-smokers who noticed some *bidi* advertisement, sponsorship or promotion was 82.7%. The most common site for noticing *bidi* advertising was in stores (21.6%). Other sites were posters (9.9%), television (5.8%), cinemas (5.3), public transportation (5.2%), billboards (5.2%), public walls (4.7%), newspapers (3.4%) and radio (2.5%). The most common type of promotion noticed was clothing items with a brand name or logo (3.4%). Other promotional activities noticed were free gifts/discounts on other products (2.4%) and free samples (2.2%). A higher percentage of rural people (85.2%) had noticed some advertisement or promotion than urban people (74.8%). For non-smokers as well, the highest percentage of *bidi* marketing activity noticed was in the lowest wealth index category (91.8%) while the lowest was in the highest wealth index category (69.2%).

Table 8.3C: Percentage of adults ≥15 years old, who noticed *bidi* marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
							Percentage (95% CI)							
Noticed advertisements														
In stores	23.1	(20.7, 25.8)	27.4	(24.4, 30.6)	17.4	(14.4, 20.8)	23.4	(19.9, 27.3)	23.0	(20.5, 25.7)	18.1	(14.1, 22.9)	24.9	(22.0, 28.1)
On television	5.8	(4.5, 7.6)	6.9	(5.0, 9.5)	4.6	(3.3, 6.2)	6.7	(4.8, 9.2)	5.4	(4.1, 7.2)	4.7	(3.0, 7.3)	6.4	(4.6, 8.7)
On the radio	2.4	(1.6, 3.6)	2.0	(1.1, 3.5)	2.8	(1.7, 4.8)	1.8	(1.0, 3.3)*	2.6	(1.7, 4.1)	1.0	(0.6, 1.9)*	2.8	(1.8, 4.4)
On billboards	5.9	(4.7, 7.3)	8.0	(6.2, 10.2)	2.7	(1.7, 4.3)	6.2	(4.5, 8.4)	5.7	(4.6, 7.2)	3.7	(2.6, 5.1)	6.8	(5.3, 8.7)
On posters	11.6	(9.9, 13.6)	16.5	(13.9, 19.4)	4.5	(3.3, 6.3)	12.5	(9.6, 16.1)	11.2	(9.6, 13.1)	8.3	(6.6, 10.5)	12.9	(10.6, 15.6)
In newspapers	3.4	(2.4, 4.8)	4.5	(3.1, 6.6)	1.3	(0.6, 2.6)*	3.9	(2.4, 6.1)	3.1	(2.0, 4.7)	4.1	(2.7, 6.2)	3.0	(1.8, 5.0)
In magazines	0.5	(0.3, 1.0)*	0.7	(0.3, 1.6)*	0.3	(0.1, 0.9)*	0.4	(0.1, 1.2)*	0.6	(0.3, 1.4)*	0.5	(0.3, 1.2)*	0.5	(0.2, 1.3)*
In cinemas	6.0	(4.3, 8.2)	9.4	(6.6, 13.2)	1.8	(1.1, 3.0)	5.3	(3.6, 7.8)	6.3	(4.4, 9.0)	6.3	(3.9, 10.0)	5.8	(3.8, 8.8)
On the Internet	0.2	(0.1, 0.8)*	0.3	(0.1, 1.2)*	0.0		0.1	(0.0, 0.5)*	0.3	(0.1, 1.1)*	0.1	(0.0, 0.5)*	0.3	(0.1, 1.3)*
On public transportation	5.9	(4.8, 7.2)	8.7	(6.9, 10.9)	2.4	(1.8, 3.3)	7.7	(5.7, 10.4)	5.1	(4.2, 6.3)	4.3	(3.2, 5.7)	6.6	(5.2, 8.3)
On public walls	5.2	(4.2, 6.3)	7.4	(6.0, 9.2)	2.4	(1.5, 3.8)	5.9	(4.4, 8.0)	4.8	(3.8, 6.0)	4.4	(3.2, 5.9)	5.4	(4.2, 7.0)
Somewhere else	0.4	(0.3, 0.7)	0.5	(0.2, 0.9)*	0.4	(0.2, 0.7)*	0.4	(0.2, 1.0)*	0.4	(0.3, 0.7)	0.4	(0.2, 1.0)*	0.4	(0.3, 0.8)*
Noticed sports sponsorship	0.7	(0.4, 1.1)	1.0	(0.6, 1.8)	0.3	(0.1, 0.6)*	1.0	(0.5, 1.9)*	0.5	(0.3, 0.9)	0.8	(0.4, 1.6)	0.6	(0.3, 1.2)*
Noticed music, theater, art, fashion sponsorship	1.3	(0.9, 2.0)	2.4	(1.6, 3.7)	0.3	(0.1, 0.7)*	1.8	(1.0, 3.1)	1.2	(0.7, 1.8)	1.2	(0.6, 2.4)	1.4	(0.8, 2.3)
Noticed bidi promotions														
Free samples	2.9	(2.4, 3.5)	4.8	(3.8, 5.9)	1.0	(0.6, 1.5)	3.3	(2.4, 4.6)	2.7	(2.2, 3.3)	1.8	(1.3, 2.6)	3.2	(2.6, 4.0)
Sale prices	1.3	(1.0, 1.7)	1.2	(0.8, 1.9)	1.4	(0.9, 2.0)	1.6	(1.0, 2.5)	1.2	(0.8, 1.6)	0.9	(0.5, 1.6)	1.4	(1.0, 1.9)
Coupons	2.2	(1.7, 2.8)	2.6	(1.9, 3.5)	1.7	(1.1, 2.7)	2.3	(1.6, 3.4)	2.1	(1.6, 2.8)	1.4	(0.9, 2.1)	2.5	(1.8, 3.3)
Free gifts/discounts on other products	2.7	(2.1, 3.5)	3.2	(2.3, 4.4)	2.2	(1.4, 3.4)	3.5	(2.4, 5.1)	2.3	(1.8, 3.0)	1.7	(1.2, 2.4)	3.0	(2.2, 4.1)
Clothing/item with brand name or logo	4.0	(3.2, 4.9)	6.9	(5.5, 8.7)	1.0	(0.6, 1.5)	5.7	(4.2, 7.6)	3.2	(2.5, 4.1)	2.0	(1.4, 2.7)	4.7	(3.7, 5.9)
Mail promoting *bidis*	0.6	(0.3, 1.5)	1.3	(0.5, 2.9)	0.0	(0.0, 0.2)*	0.6	(0.2, 2.0)*	0.7	(0.3, 1.5)	0.6	(0.1, 2.9)*	0.6	(0.2, 1.7)
Noticed any bidi advertisement, sponsorship, or promotion	84.0	(80.5, 87.0)	85.9	(81.8, 89.2)	80.1	(73.7, 85.4)	86.9	(82.6, 90.2)	82.7	(78.9, 85.9)	75.5	(69.4, 80.7)	86.7	(82.4, 90.1)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3C (Cont.): Percentage of adults ≥15 years old who noticed *bidi* marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index									
	Lowest		Low		Middle		High		Highest	
	Percentage (95% CI)									
Noticed advertisements										
In stores	24.8	(20.7, 29.5)	24.8	(21.4, 28.6)	24.7	(20.9, 28.9)	23.7	(20.3, 27.4)	15.5	(12.0, 19.7)
On television	6.4	(4.0, 10.1)	8.6	(5.9, 12.3)	4.3	(2.8, 6.5)	5.4	(3.7, 7.9)	4.9	(3.2, 7.3)
On the radio	3.1	(1.5, 6.4)*	2.8	(1.5, 5.5)*	2.5	(1.3, 5.0)*	2.6	(1.3, 5.0)*	0.4	(0.1, 2.0)*
On billboards	6.2	(4.0, 9.6)	5.5	(3.8, 8.0)	5.9	(4.1, 8.5)	6.9	(4.9, 9.6)	4.6	(2.9, 7.2)
On posters	13.2	(9.7, 17.8)	12.9	(10.3, 16.1)	12.1	(9.2, 15.8)	11.1	(8.8, 13.9)	8.4	(6.1, 11.6)
In newspapers	2.4	(0.7, 8.2)*	5.1	(2.6, 9.9)*	2.8	(1.4, 5.5)*	2.8	(1.7, 4.6)	3.5	(2.0, 6.2)
In magazines	0.2	(0.0, 1.2)*	1.0	(0.2, 3.9)*	0.9	(0.3, 2.8)*	0.2	(0.0, 0.8)*	0.4	(0.2, 1.2)*
In cinemas	8.4	(4.9, 14.0)	10.8	(7.2, 15.9)	3.9	(2.4, 6.5)	4.0	(2.6, 6.1)	3.9	(2.0, 7.3)
On the Internet	0.0		0.0		0.0		1.0	(0.2, 3.8)*	0.1	(0.0, 0.6)*
On public transportation	3.5	(2.4, 5.0)	6.9	(4.9, 9.5)	6.9	(5.0, 9.4)	6.6	(4.8, 9.1)	4.8	(3.3, 7.0)
On public walls	3.2	(2.2, 4.7)	4.8	(3.4, 6.6)	7.1	(5.2, 9.6)	5.5	(4.0, 7.6)	4.8	(3.4, 6.9)
Somewhere else	0.8	(0.4, 1.5)*	0.4	(0.2, 1.0)*	0.5	(0.2, 1.5)*	0.2	(0.1, 0.4)*	0.2	(0.1, 0.8)*
Noticed sports sponsorship	0.2	(0.0, 1.0)*	0.9	(0.4, 2.1)*	0.8	(0.2, 2.4)*	0.4	(0.2, 0.9)*	1.1	(0.5, 2.3)*
Noticed music, theater, art, fashion sponsorship	1.1	(0.6, 2.3)*	2.1	(1.1, 3.7)	1.2	(0.6, 2.6)*	0.8	(0.4, 1.5)*	1.5	(0.8, 3.0)*
Noticed bidi promotions										
Free samples	2.7	(1.8, 4.2)	2.8	(2.0, 3.8)	4.0	(2.8, 5.9)	3.1	(2.3, 4.2)	1.2	(0.6, 2.4)*
Sale prices	1.3	(0.8, 2.4)*	1.0	(0.5, 1.8)*	1.5	(0.9, 2.5)*	1.3	(0.8, 2.1)*	1.5	(0.8, 2.8)*
Coupons	2.4	(1.5, 3.9)	2.1	(1.4, 3.2)	3.1	(2.1, 4.5)	1.8	(1.1, 2.9)	1.2	(0.6, 2.2)*
Free gifts/discounts on other products	2.3	(1.6, 3.4)	2.3	(1.5, 3.6)	3.6	(2.3, 5.5)	3.1	(2.0, 4.9)	1.9	(1.1, 3.2)
Clothing/item with brand name or logo	2.7	(1.8, 4.2)	4.0	(2.8, 5.8)	5.5	(4.0, 7.5)	4.6	(3.2, 6.4)	2.4	(1.5, 3.7)
Mail promoting *bidis*	0.1	(0.0, 0.4)*	0.1	(0.0, 0.4)*	0.9	(0.4, 2.2)*	1.4	(0.5, 3.9)*	0.7	(0.1, 3.2)*
Noticed any *bidi* advertisement, sponsorship, or promotion	92.7	(88.4, 95.5)	84.1	(78.8, 88.3)	86.8	(81.7, 90.7)	85.4	(80.6, 89.1)	68.8	(61.1, 75.5)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3D: Percentage of current tobacco smokers ≥15 years old, who noticed *bidi* marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
						Percentage (95% CI)								
Noticed advertisements														
In stores	27.2	(24.0, 30.7)	27.0	(23.8, 30.5)	35.7	(19.8, 55.5)*	25.2	(18.1, 33.8)	27.6	(24.3, 31.2)	22.3	(17.7, 27.8)	28.8	(24.9, 33.1)
On television	6.1	(4.1, 8.9)	6.1	(4.1, 9.0)	3.0	(0.4, 19.5)*	6.4	(2.5, 15.8)*	6.0	(3.9, 9.0)	5.0	(2.7, 9.0)	6.4	(4.0, 10.3)
On the radio	2.0	(1.0, 4.2)*	1.8	(0.8, 3.9)*	18.4	(2.7, 65.0)*	0.4	(0.1, 2.8)*	2.4	(1.1, 5.0)*	0.5	(0.1, 2.1)*	2.5	(1.1, 5.3)*
On billboards	7.6	(5.8, 10.0)	7.5	(5.6, 9.8)	22.2	(3.5, 69.2)*	8.9	(5.1, 15.2)*	7.4	(5.6, 9.7)	5.2	(3.3, 8.1)	8.5	(6.1, 11.6)
On posters	16.3	(13.5, 19.5)	16.1	(13.4, 19.2)	30.3	(9.7, 63.6)*	19.9	(13.1, 28.9)	15.6	(12.8, 18.9)	13.0	(9.7, 17.3)	17.4	(13.9, 21.5)
In newspapers	3.2	(1.8, 5.5)	3.2	(1.8, 5.6)	0.0		1.3	(0.3, 5.2)*	3.6	(2.0, 6.4)	5.1	(2.2, 11.5)*	2.4	(1.1, 5.0)*
In magazines	0.7	(0.2, 1.9)*	0.7	(0.2, 1.9)*	0.0		0.3	(0.0, 2.3)*	0.7	(0.2, 2.3)*	0.7	(0.2, 2.2)*	0.7	(0.2, 2.8)*
In cinemas	8.1	(5.3, 12.1)	8.1	(5.3, 12.3)	0.0		4.5	(1.9, 10.3)*	9.0	(5.7, 13.8)	9.8	(5.8, 16.1)	7.5	(4.2, 12.9)
On the Internet	0.1	(0.0, 0.8)*	0.1	(0.0, 0.8)*	0.0		0.9	(0.1, 6.2)*	0.0		0.3	(0.0, 2.0)*	0.0	
On public transportation	8.0	(6.3, 10.2)	8.1	(6.3, 10.3)	3.7	(0.5, 22.7)*	10.2	(5.7, 17.5)*	7.6	(6.0, 9.7)	5.2	(3.6, 7.3)	9.0	(6.8, 11.8)
On public walls	6.6	(5.1, 8.4)	6.7	(5.2, 8.5)	0.0		6.6	(3.6, 11.8)*	6.6	(5.1, 8.5)	6.5	(4.5, 9.1)	6.6	(4.8, 9.0)
Somewhere else	0.4	(0.1, 0.9)*	0.4	(0.2, 0.9)*	0.0		0.8	(0.2, 3.2)*	0.3	(0.1, 0.8)*	0.0		0.5	(0.2, 1.2)*
Noticed sports sponsorship	0.6	(0.3, 1.3)*	0.6	(0.2, 1.3)*	1.3	(0.2, 8.2)*	0.8	(0.1, 5.5)*	0.5	(0.2, 1.2)*	1.4	(0.5, 4.0)*	0.3	(0.1, 1.1)*
Noticed music, theater, art, fashion sponsorship	1.5	(0.9, 2.5)	1.6	(1.0, 2.6)	0.0		1.2	(0.3, 5.0)*	1.6	(1.0, 2.6)	2.5	(1.1, 5.4)*	1.2	(0.7, 2.3)*
Noticed bidi promotions														
Free samples	5.1	(3.9, 6.6)	5.3	(4.1, 6.8)	0.2	(0.0, 1.3)*	4.6	(2.3, 9.1)*	5.2	(4.0, 6.8)	3.9	(2.4, 6.4)	5.5	(4.1, 7.3)
Sale prices	1.8	(1.1, 2.8)	1.7	(1.0, 2.8)	3.7	(1.0, 13.4)*	2.5	(0.8, 7.5)*	1.6	(1.0, 2.8)	0.6	(0.2, 1.3)*	2.2	(1.3, 3.6)
Coupons	2.7	(1.8, 4.0)	2.7	(1.8, 4.0)	1.2	(0.2, 8.1)*	3.2	(1.1, 9.1)*	2.6	(1.7, 4.0)	1.3	(0.6, 2.9)*	3.1	(2.0, 4.8)
Free gifts/discounts on other products	3.7	(2.5, 5.3)	3.8	(2.6, 5.5)	0.0		3.3	(1.3, 8.5)*	3.8	(2.6, 5.3)	2.7	(1.7, 4.3)	4.0	(2.6, 6.2)
Clothing/item with brand name or logo	5.9	(4.3, 8.1)	6.1	(4.5, 8.3)	1.3	(0.2, 8.1)*	7.2	(3.4, 14.7)*	5.7	(4.1, 7.9)	2.6	(1.5, 4.4)	7.0	(5.0, 9.8)
Mail promoting bidis	0.5	(0.1, 2.0)*	0.5	(0.1, 2.1)*	0.3	(0.0, 2.4)*	1.7	(0.3, 7.7)*	0.3	(0.1, 1.0)*	0.2	(0.1, 0.5)*	0.7	(0.2, 2.7)*
Noticed any bidi advertisement, sponsorship, or promotion	87.3	(83.0, 90.7)	87.0	(82.6, 90.5)	0.0		91.1	(84.5, 95.1)	86.6	(81.8, 90.3)	77.1	(70.4, 82.7)	90.5	(84.8, 94.2)

Note: Current tobacco smokers include manufactured, hand-rolled cigarette smokers and *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.3D(Cont.): Percentage of current tobacco smokers ≥15 years old, who noticed *bidi* marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Noticed advertisements					
In stores	25.0 (19.0, 32.1)	32.4 (27.1, 38.2)	25.7 (20.1, 32.1)	26.6 (21.5, 32.5)	22.6 (16.5, 30.1)
On television	5.1 (2.5, 10.4)*	11.3 (6.9, 18.0)	2.3 (1.0, 5.1)*	5.3 (2.4, 11.3)*	4.2 (1.9, 9.2)*
On the radio	2.5 (0.8, 7.9)*	1.5 (0.6, 4.0)*	0.7 (0.1, 2.9)*	4.1 (1.3, 12.0)*	0.7 (0.1, 4.9)*
On billboards	7.9 (4.5, 13.5)*	5.0 (3.0, 8.2)*	7.4 (4.5, 11.8)	11.5 (7.6, 17.0)	5.9 (3.3, 10.5)*
On posters	18.1 (11.9, 26.7)	17.9 (13.4, 23.5)	14.7 (10.4, 20.4)	15.3 (11.0, 20.9)	13.0 (8.2, 20.0)
In newspapers	4.9 (1.1, 19.3)*	2.8 (1.1, 6.9)*	1.9 (0.6, 5.7)*	3.0 (1.0, 8.8)*	4.5 (1.9, 10.1)*
In magazines	0.5 (0.1, 3.4)*	1.1 (0.2, 4.6)*	1.3 (0.2, 9.1)*	0.0	0.3 (0.0, 2.3)*
In cinemas	8.8 (4.4, 17.0)*	14.9 (8.9, 23.8)	4.0 (1.8, 8.8)*	4.6 (1.8, 11.5)*	6.2 (2.7, 13.8)*
On the Internet	0.0	0.0	0.0	0.0	0.5 (0.1, 3.6)*
On public transportation	4.6 (2.8, 7.6)*	8.8 (5.8, 13.1)	8.1 (5.4, 12.0)	11.4 (7.4, 17.0)	6.1 (3.8, 9.8)*
On public walls	4.8 (2.9, 7.9)*	6.6 (4.5, 9.6)	7.2 (4.7, 11.0)	6.6 (4.0, 10.8)	9.3 (5.8, 14.7)*
Somewhere else	0.8 (0.2, 2.4)*	0.5 (0.1, 2.0)*	0.0	0.2 (0.0, 1.6)*	0.0
Noticed sports sponsorship	0.2 (0.0, 1.2)*	0.2 (0.1, 1.1)*	0.8 (0.2, 3.3)*	0.2 (0.0, 1.2)*	3.1 (1.1, 8.6)*
Noticed music, theater, art, fashion sponsorship	1.0 (0.4, 2.7)*	2.4 (1.2, 4.6)*	1.1 (0.3, 3.5)*	0.7 (0.3, 2.1)*	3.3 (1.1, 9.4)*
Noticed bidi promotions					
Free samples	5.1 (3.3, 7.7)	4.0 (2.5, 6.4)	7.0 (4.3, 11.3)*	6.4 (4.3, 9.3)	1.0 (0.3, 3.3)*
Sale prices	1.9 (0.8, 4.5)*	1.0 (0.4, 2.4)*	3.6 (1.7, 7.5)*	1.2 (0.5, 3.1)*	0.8 (0.2, 2.6)*
Coupons	3.3 (1.6, 6.7)*	2.3 (1.2, 4.2)*	4.5 (2.3, 8.6)*	1.4 (0.5, 3.8)*	1.0 (0.3, 3.1)*
Free gifts/discounts on other products	2.1 (1.0, 4.2)*	2.7 (1.5, 4.8)*	6.6 (3.9, 10.9)*	4.6 (2.6, 8.0)*	2.1 (0.9, 4.7)*
Clothing/item with brand name or logo	3.8 (2.1, 6.7)*	6.6 (4.3, 10.1)	6.9 (4.0, 11.7)*	7.9 (5.0, 12.2)	2.9 (1.4, 6.1)*
Mail promoting *bidis*	0.0 (0.0, 0.2)*	0.1 (0.0, 0.2)*	1.1 (0.3, 3.3)*	1.0 (0.1, 6.7)*	1.1 (0.2, 5.1)*
Noticed any bidi advertisement, sponsorship, or promotion	94.2 (89.0, 97.0)	91.0 (86.4, 94.2)	86.4 (77.8, 92.0)	86.2 (77.8, 91.7)	67.0 (55.1, 77.1)

Note: Current tobacco smokers include manufactured, hand-rolled cigarette smokers and *bidi* smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 8.3E: Percentage of current non-smokers ≥15 years old, who noticed *bidi* marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall		Gender			Age (years)			Residence		
			Male		Female		15-24		≥25		Urban
						Percentage (95% CI)					
Noticed advertisements											
In stores	21.6	(19.0, 24.5)	27.7 (24.0, 31.8)		17.1 (14.2, 20.4)		23.2 (19.4, 27.4)		20.8 (18.0, 23.8)		16.7 (12.5, 22.0)
On television	5.8	(4.4, 7.6)	7.6 (5.2, 11.0)		4.6 (3.3, 6.2)		6.7 (4.8, 9.4)		5.2 (3.9, 6.9)		4.6 (2.9, 7.2)
On the radio	2.5	(1.6, 3.9)	2.1 (1.1, 4.1)*		2.7 (1.6, 4.7)		2.0 (1.1, 3.8)*		2.8 (1.7, 4.5)		1.2 (0.6, 2.3)*
On billboards	5.2	(4.1, 6.6)	8.4 (6.4, 11.0)		2.6 (1.6, 4.1)		5.7 (4.1, 8.0)		4.9 (3.8, 6.4)		3.2 (2.2, 4.5)
On posters	9.9	(8.1, 12.1)	16.8 (13.5, 20.6)		4.3 (3.1, 6.0)		11.4 (8.3, 15.4)		9.1 (7.5, 11.0)		6.8 (5.3, 8.8)
In newspapers	3.4	(2.4, 5.0)	5.4 (3.6, 8.0)		1.3 (0.6, 2.6)*		4.2 (2.7, 6.7)		2.8 (1.7, 4.5)		3.8 (2.4, 5.8)
In magazines	0.5	(0.2, 1.1)*	0.7 (0.3, 2.2)*		0.3 (0.1, 0.9)*		0.4 (0.1, 1.3)*		0.5 (0.2, 1.6)*		0.5 (0.2, 1.3)*
In cinemas	5.3	(3.8, 7.3)	10.5 (7.1, 15.1)		1.9 (1.1, 3.0)		5.5 (3.6, 8.2)		5.1 (3.5, 7.6)		5.4 (3.3, 8.7)
On the Internet	0.2	(0.1, 1.0)*	0.5 (0.1, 1.9)*		0.0		0.0		0.4 (0.1, 1.6)*		0.0
On public transportation	5.2	(4.1, 6.5)	9.2 (7.0, 12.2)		2.4 (1.7, 3.3)		7.3 (5.2, 10.2)		4.0 (3.1, 5.1)		4.0 (2.9, 5.4)
On public walls	4.7	(3.7, 5.9)	8.0 (6.2, 10.3)		2.5 (1.6, 3.9)		5.8 (4.2, 8.1)		4.0 (3.0, 5.3)		3.8 (2.7, 5.2)
Somewhere else	0.5	(0.3, 0.8)	0.6 (0.2, 1.3)*		0.4 (0.2, 0.7)*		0.4 (0.1, 1.1)*		0.5 (0.3, 0.9)*		0.5 (0.2, 1.3)*
Noticed sports sponsorship	0.7	(0.4, 1.2)	1.4 (0.7, 2.7)		0.3 (0.1, 0.6)*		1.0 (0.5, 2.0)*		0.5 (0.3, 1.0)*		0.6 (0.2, 1.5)*
Noticed music, theater, art, fashion sponsorship	1.3	(0.8, 2.0)	3.1 (1.9, 4.8)		0.3 (0.1, 0.7)*		1.9 (1.1, 3.2)*		1.0 (0.6, 1.6)		0.9 (0.4, 1.8)
Noticed bidi promotions											
Free samples	2.2	(1.7, 2.8)	4.4 (3.3, 5.9)		1.0 (0.6, 1.5)		3.2 (2.2, 4.5)		1.7 (1.3, 2.2)		1.3 (0.8, 2.0)
Sale prices	1.2	(0.8, 1.6)	0.9 (0.5, 1.5)*		1.3 (0.9, 2.0)		1.5 (0.9, 2.4)		1.0 (0.6, 1.5)		1.0 (0.6, 1.8)
Coupons	2.0	(1.5, 2.7)	2.5 (1.7, 3.7)		1.7 (1.1, 2.7)		2.2 (1.5, 3.3)		1.9 (1.4, 2.7)		1.4 (0.8, 2.2)
Free gifts/discounts on other products	2.4	(1.8, 3.2)	2.7 (1.8, 4.2)		2.2 (1.4, 3.4)		3.6 (2.4, 5.2)		1.8 (1.3, 2.5)		1.4 (0.9, 2.2)
Clothing/item with brand name or logo	3.4	(2.7, 4.2)	7.6 (5.9, 9.8)		1.0 (0.6, 1.5)		5.5 (4.0, 7.5)		2.3 (1.7, 3.0)		1.8 (1.2, 2.6)
Mail promoting *bidis*	0.7	(0.3, 1.5)	1.9 (0.8, 4.2)		0.0 (0.0, 0.2)*		0.4 (0.1, 1.5)*		0.8 (0.4, 1.8)		0.8 (0.2, 3.7)*
Noticed any bidi advertisement, sponsorship, or promotion	82.7	(78.6, 86.1)	85.1 (80.3, 88.9)		79.7 (73.1, 85.0)		86.2 (81.3, 89.9)		80.4 (75.7, 84.4)		74.8 (67.9, 80.7)

Rural column:
Places	Rural
In stores	23.4 (20.2, 26.9)
On television	6.3 (4.5, 8.8)
On the radio	2.9 (1.7, 4.9)
On billboards	6.1 (4.7, 8.1)
On posters	11.2 (8.8, 14.2)
In newspapers	3.3 (1.9, 5.5)
In magazines	0.5 (0.1, 1.5)*
In cinemas	5.2 (3.4, 8.0)
On the Internet	0.4 (0.1, 1.6)*
On public transportation	5.7 (4.3, 7.5)
On public walls	5.0 (3.7, 6.8)
Somewhere else	0.4 (0.2, 0.8)*
Noticed sports sponsorship	0.7 (0.4, 1.4)*
Noticed music, theater, art, fashion sponsorship	1.4 (0.8, 2.4)
Free samples	2.5 (1.9, 3.4)
Sale prices	1.2 (0.8, 1.8)
Coupons	2.3 (1.6, 3.2)
Free gifts/discounts on other products	2.7 (1.9, 3.9)
Clothing/item with brand name or logo	3.9 (3.0, 5.1)
Mail promoting bidis	0.6 (0.3, 1.6)*
Noticed any bidi advertisement, sponsorship, or promotion	85.2 (80.1, 89.1)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3E (Cont.): Percentage of current non-smokers ≥15 years old, who noticed *bidi* marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Noticed advertisements					
In stores	24.7 (20.1, 30.1)	21.6 (17.8, 26.0)	24.3 (20.0, 29.2)	22.7 (19.0, 26.9)	14.1 (10.6, 18.6)
On television	7.1 (4.4, 11.4)	7.3 (4.7, 11.1)	5.0 (3.2, 7.7)	5.5 (3.7, 8.1)	5.0 (3.2, 7.7)
On the radio	3.4 (1.4, 8.3)*	3.4 (1.6, 7.2)*	3.1 (1.5, 6.4)*	2.1 (1.1, 4.2)*	0.4 (0.1, 2.6)*
On billboards	5.2 (3.0, 8.8)	5.8 (3.7, 8.8)	5.4 (3.5, 8.2)	5.5 (3.5, 8.4)	4.4 (2.7, 7.2)
On posters	10.3 (7.0, 15.1)	10.7 (7.9, 14.4)	11.2 (7.8, 15.9)	9.8 (7.5, 12.8)	7.6 (5.2, 11.0)
In newspapers	0.8 (0.2, 3.6)*	6.3 (3.1, 12.3)*	3.2 (1.5, 6.6)*	2.7 (1.6, 4.7)*	3.4 (1.8, 6.3)
In magazines	0.0	0.9 (0.1, 6.2)*	0.7 (0.2, 3.0)*	0.2 (0.0, 1.0)*	0.5 (0.2, 1.4)*
In cinemas	8.1 (4.6, 14.0)	9.0 (5.6, 14.0)	3.9 (2.1, 7.1)*	3.8 (2.4, 6.1)	3.5 (1.7, 7.3)
On the Internet	0.0	0.0	0.0	1.2 (0.3, 4.8)*	0.0
On public transportation	2.9 (1.6, 5.1)*	6.0 (3.9, 9.1)	6.5 (4.3, 9.7)	5.2 (3.6, 7.6)	4.6 (3.1, 6.8)
On public walls	2.5 (1.5, 4.1)	4.0 (2.4, 6.4)	7.0 (4.7, 10.3)	5.2 (3.6, 7.4)	4.1 (2.7, 6.2)
Somewhere else	0.8 (0.3, 1.8)*	0.4 (0.2, 1.1)*	0.7 (0.3, 1.9)*	0.1 (0.0, 0.4)*	0.3 (0.1, 1.0)*
Noticed sports sponsorship	0.2 (0.0, 1.6)*	1.1 (0.4, 2.7)*	0.8 (0.2, 2.4)*	0.5 (0.2, 1.2)*	0.8 (0.3, 2.0)*
Noticed music, theater, art, fashion sponsorship	1.2 (0.5, 2.7)*	1.9 (1.0, 3.9)*	1.3 (0.6, 2.6)*	0.8 (0.4, 1.6)*	1.2 (0.5, 2.7)*
Noticed bidi promotions					
Free samples	1.8 (1.0, 3.2)*	2.3 (1.6, 3.5)	3.1 (1.9, 5.1)	2.3 (1.5, 3.5)	1.3 (0.6, 2.7)*
Sale prices	1.1 (0.5, 2.4)*	1.0 (0.5, 2.0)*	0.9 (0.4, 1.7)*	1.3 (0.8, 2.2)*	1.6 (0.8, 3.1)*
Coupons	2.0 (1.2, 3.4)	2.1 (1.3, 3.4)	2.7 (1.7, 4.2)	2.0 (1.2, 3.3)	1.2 (0.6, 2.5)*
Free gifts/discounts on other products	2.4 (1.5, 3.8)	2.2 (1.3, 3.6)	2.7 (1.5, 4.7)	2.7 (1.5, 5.0)	1.8 (1.0, 3.4)*
Clothing/item with brand name or logo	2.3 (1.3, 3.9)*	3.1 (1.9, 5.1)	5.0 (3.4, 7.4)	3.7 (2.5, 5.5)	2.3 (1.4, 3.8)
Mail promoting *bidis*	0.1 (0.0, 0.6)*	0.1 (0.0, 0.5)*	0.8 (0.3, 2.2)*	1.5 (0.5, 4.3)*	0.6 (0.1, 2.9)*
Noticed any bidi advertisement, sponsorship, or promotion	91.8 (85.6, 95.5)	80.4 (73.1, 86.0)	87.0 (81.1, 91.2)	85.1 (79.6, 89.3)	69.2 (60.7, 76.6)

* Estimate based on fewer than 25 unweighted cases.

8.3.3. Noticing of smokeless tobacco marketing in various public places

The distribution of adults aged 15 years or above who noticed marketing of smokeless tobacco products in public places and media in the last 30 days by demographic characteristics is presented in Table 8.3F. The percentage of people who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 70.5%; the most common site was in a store (13.1%). Other common sites were posters (3.1%), public transportation (3.4%), television (3.4%), cinemas (3.1%), billboards (2.6%) and public walls (1.8%). The most common type of promotion noticed was clothing items with a brand name or logo (4.0%). Figures for other promotional activities were very low. Almost similar percentages of males and females noticed some advertisement or promotion of *bidi* (70.8.9% and 69.9%). Higher percentages of rural people (74.1%) had noticed some advertisement or promotion than urban people (61.1%). The highest percentage of smokeless tobacco marketing activity noticed was in the lowest wealth index category (84.1%), while the lowest was in the highest wealth index category (51.7%).

The distribution of smokeless tobacco users who noticed smokeless tobacco products marketing in public places and media in the last 30 days is presented in Table 8.3G. The percentage of current smokeless tobacco users who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 72.9%. The most common site for noticing smokeless tobacco advertisement was in stores (14.2%). Other common sites were cinemas (3.1%), public transportation (4.7%), posters (4.5%), television (4.3%), billboards (2.6%) and public walls (1.2%). The percentage of smokeless tobacco users noticing promotional activities of smokeless tobacco use was very low and the most common type of promotion noticed was clothing items with a brand name or logo (1.0%) Almost similar percentages of males and females noticed some advertisement or promotion of smokeless tobacco use (73.6% and 71.8%). Higher percentages of rural people (74.0%) had noticed some advertisement or promotion than urban people (69.6%). The highest percentages of smokeless tobacco marketing activity noticed was in the lowest wealth index category (85.1%), while the lowest was in the highest wealth index category (63.7%).

The distribution of current non-smokeless tobacco users who noticed smokeless tobacco products marketing in public places and media in the last 30 days is presented in Table 8.3H. The percentage of current non-smokeless tobacco users who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 69.5%; the most common site was in a store (12.7%). Other common sites were public posters (3.7%), transportation (3.0%), television (3.1%), billboards (2.7%), cinemas (2.3%) and public walls (2.1%). The percentage of smokeless tobacco users noticing promotional activities of smokeless tobacco was very low and the most common type of promotion noticed was clothing items with a brand name or logo (1.0%). A higher percentage of rural people (74.1%) noticed some advertisement or promotion than urban people (50.6%). The highest percentage of smokeless tobacco product marketing activity noticed was in the lowest wealth index category (83.1%), while the lowest was in the highest wealth index category (49.4%).

There are differences between current tobacco smokers and non-smokers in noticing some cigarette advertisement, sponsorship or promotional activity. Current tobacco smokers reported a higher percentage (66.6%) compared to non-smokers (43.3%) for noticing tobacco marketing; 53.5% of non-smoking people in the younger age group people were exposed to marketing activity, while 68.9% of tobacco-smoking young people were so exposed. On the other hand, only 38% of non-smoking older people were exposed to tobacco marketing activities. However, for *bidi* smokers and smokeless tobacco users, no such differences were noted.

Table 8.3F: Percentage of adults ≥15 years old, who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall	Gender		Age (years)		Residence	
		Male	Female	15-24	≥ 25	Urban	Rural
				Percentage (95% CI)			
Noticed advertisements							
In stores	13.1 (11.3, 15.1)	12.9 (10.8, 15.5)	13.3 (10.5, 16.6)	12.7 (10.3, 15.6)	13.2 (11.4, 15.4)	11.0 (8.4, 14.3)	13.8 (11.7, 16.3)
On television	3.4 (2.5, 4.6)	3.2 (2.2, 4.8)	3.5 (2.5, 5.1)	3.9 (2.7, 5.6)	3.1 (2.3, 4.3)	3.0 (1.9, 4.7)	3.5 (2.4, 5.2)
On the radio	1.2 (0.7, 2.0)	0.3 (0.1, 0.7)*	2.3 (1.3, 4.2)	0.4 (0.1, 1.2)*	1.6 (1.0, 2.6)	0.7 (0.3, 1.5)*	1.4 (0.8, 2.5)
On billboards	2.6 (1.8, 3.8)	3.6 (2.4, 5.5)	1.2 (0.6, 2.2)	2.4 (1.4, 4.2)	2.7 (2.0, 3.8)	1.6 (1.1, 2.4)	3.1 (2.0, 4.7)
On posters	3.9 (3.1, 4.9)	5.4 (4.1, 7.1)	1.7 (1.1, 2.7)	3.2 (2.1, 4.7)	4.3 (3.4, 5.3)	3.1 (2.3, 4.2)	4.2 (3.2, 5.6)
In newspapers	1.3 (0.8, 2.0)	1.6 (0.9, 2.7)	0.7 (0.3, 1.4)*	1.5 (0.7, 3.1)*	1.1 (0.7, 1.9)	1.6 (0.9, 2.8)	1.1 (0.6, 2.1)*
In magazines	0.5 (0.2, 1.1)*	0.8 (0.4, 1.8)*	0.1 (0.0, 0.5)*	0.2 (0.0, 0.8)*	0.7 (0.3, 1.6)*	0.5 (0.2, 1.5)*	0.5 (0.2, 1.4)*
In cinemas	3.1 (2.1, 4.6)	5.0 (3.2, 7.5)	0.9 (0.5, 1.7)	2.9 (1.8, 4.6)	3.2 (2.1, 5.0)	4.2 (2.4, 7.3)	2.7 (1.6, 4.4)
On the Internet	0.2 (0.0, 0.8)*	0.3 (0.1, 1.2)*	0.0	0.0	0.3 (0.1, 1.1)*	0.0	0.3 (0.1, 1.3)*
On public transportation	3.4 (2.6, 4.5)	4.8 (3.5, 6.6)	1.6 (1.1, 2.4)	4.1 (2.8, 5.9)	3.1 (2.4, 4.1)	2.2 (1.5, 3.0)	3.9 (2.9, 5.3)
On public walls	1.8 (1.3, 2.5)	2.9 (2.0, 4.2)	0.5 (0.3, 0.9)	1.6 (0.9, 2.5)	1.9 (1.4, 2.8)	1.6 (1.1, 2.6)	1.9 (1.3, 2.8)
Somewhere else	0.2 (0.1, 0.4)*	0.1 (0.0, 0.7)*	0.2 (0.1, 0.5)*	0.3 (0.1, 0.9)*	0.1 (0.1, 0.3)*	0.1 (0.0, 0.4)*	0.2 (0.1, 0.5)*
Noticed sports sponsorship	0.4 (0.2, 0.8)	0.6 (0.3, 1.3)*	0.3 (0.1, 0.6)*	0.5 (0.3, 1.1)*	0.4 (0.2, 0.7)*	0.3 (0.1, 0.8)*	0.5 (0.2, 0.9)*
Noticed music, theater, art, fashion sponsorship	0.4 (0.3, 0.7)	0.5 (0.3, 1.0)*	0.3 (0.2, 0.7)*	0.5 (0.2, 1.1)*	0.4 (0.2, 0.7)*	0.5 (0.2, 1.2)*	0.4 (0.2, 0.8)*
Noticed smokeless tobacco promotions							
Free samples	0.8 (0.5, 1.1)	1.1 (0.7, 1.8)	0.4 (0.3, 0.7)	0.9 (0.5, 1.7)*	0.7 (0.4, 1.1)	0.5 (0.3, 0.8)	0.8 (0.5, 1.3)
Sale prices	0.6 (0.4, 0.9)	0.3 (0.2, 0.5)*	0.9 (0.6, 1.5)	0.7 (0.4, 1.3)*	0.6 (0.4, 0.9)	0.7 (0.4, 1.3)	0.6 (0.4, 0.9)
Coupons	0.6 (0.4, 0.9)	0.7 (0.4, 1.3)*	0.5 (0.3, 1.0)*	0.9 (0.5, 1.6)*	0.5 (0.3, 0.9)	0.4 (0.2, 0.7)*	0.7 (0.4, 1.1)
Free gifts/discounts on other products	0.6 (0.4, 0.9)	0.4 (0.2, 0.8)	0.8 (0.5, 1.4)	0.9 (0.6, 1.6)*	0.5 (0.3, 0.8)	0.6 (0.3, 0.9)	0.7 (0.4, 1.1)
Clothing/item with brand name or logo	1.4 (1.0, 2.0)	2.3 (1.5, 3.6)	0.5 (0.3, 0.9)*	1.5 (0.9, 2.4)	1.4 (0.9, 2.1)	1.2 (0.7, 1.9)	1.5 (1.0, 2.4)
Mail promoting smokeless tobacco	0.7 (0.3, 1.5)	1.3 (0.5, 2.9)	0.0 (0.0, 0.2)*	0.6 (0.2, 2.0)*	0.7 (0.3, 1.5)	0.6 (0.1, 2.9)*	0.7 (0.3, 1.7)
Noticed any smokeless tobacco advertisement, sponsorship, or promotion	70.5 (65.1, 75.3)	70.8 (64.1, 76.7)	69.9 (61.4, 77.2)	72.2 (65.1, 78.3)	69.7 (64.1, 74.8)	61.1 (53.0, 68.6)	74.1 (67.2, 80.0)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3F (cont.): Percentage of adults ≥15 years old, who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
			Percentage (95% CI)		
Noticed advertisements					
In stores	13.2 (10.3, 16.8)	13.0 (10.5, 16.0)	14.7 (11.9, 18.0)	14.4 (11.5, 18.0)	8.8 (6.8, 11.5)
On television	2.7 (1.4, 5.4)*	4.5 (2.9, 6.8)	3.3 (2.1, 5.2)	3.1 (2.0, 4.9)	3.1 (1.8, 5.3)
On the radio	2.7 (1.2, 6.1)*	1.2 (0.5, 2.9)*	1.6 (0.7, 3.5)*	0.5 (0.2, 1.4)*	0.3 (0.0, 2.2)*
On billboards	1.7 (0.7, 4.5)*	2.2 (1.3, 3.8)	3.0 (1.8, 5.1)	3.6 (2.2, 5.8)	2.1 (1.0, 4.2)
On posters	3.1 (2.0, 4.7)	4.7 (3.3, 6.6)	3.8 (2.5, 5.7)	4.2 (2.8, 6.1)	3.4 (2.1, 5.6)
In newspapers	0.9 (0.3, 2.7)*	1.9 (0.7, 5.0)*	1.1 (0.4, 2.8)*	0.7 (0.2, 1.9)*	1.7 (0.8, 3.4)*
In magazines	0.0	1.3 (0.4, 4.2)*	0.5 (0.1, 2.3)*	0.1 (0.0, 0.9)*	0.5 (0.2, 1.7)*
In cinemas	4.3 (2.2, 8.4)*	5.0 (2.9, 8.4)	2.3 (1.2, 4.4)*	2.0 (1.1, 3.5)*	2.6 (1.4, 4.6)*
On the Internet	0.0	0.0	0.0	1.0 (0.2, 3.8)*	0.0
On public transportation	1.7 (0.9, 3.1)*	3.9 (2.4, 6.1)	4.1 (2.7, 6.1)	4.3 (2.9, 6.4)	2.4 (1.3, 4.3)
On public walls	0.7 (0.3, 1.6)*	2.0 (1.2, 3.4)	2.4 (1.5, 4.0)	1.9 (1.1, 3.1)	1.9 (1.1, 3.0)
Somewhere else	0.3 (0.1, 0.8)*	0.0 (0.0, 0.1)*	0.4 (0.1, 1.4)*	0.0	0.2 (0.0, 0.6)*
Noticed sports sponsorship	0.3 (0.1, 1.1)*	0.6 (0.2, 1.8)*	0.3 (0.1, 1.5)*	0.2 (0.1, 0.8)*	0.7 (0.3, 1.6)*
Noticed music, theater, art, fashion sponsorship	0.4 (0.1, 1.2)*	0.7 (0.3, 1.7)*	0.5 (0.2, 1.1)*	0.3 (0.1, 0.8)*	0.2 (0.0, 1.1)*
Noticed smokeless tobacco promotions					
Free samples	0.7 (0.3, 1.7)*	0.4 (0.2, 0.8)*	1.1 (0.5, 2.2)*	1.1 (0.5, 2.3)*	0.4 (0.2, 0.9)*
Sale prices	0.7 (0.3, 1.3)*	0.6 (0.3, 1.2)*	0.4 (0.2, 0.9)*	0.5 (0.3, 1.1)*	1.0 (0.5, 2.1)*
Coupons	0.4 (0.2, 0.9)*	0.3 (0.1, 0.7)*	1.4 (0.8, 2.6)*	0.6 (0.3, 1.2)*	0.3 (0.1, 0.6)*
Free gifts/discounts on other products	0.7 (0.4, 1.3)*	0.3 (0.1, 0.7)*	0.8 (0.4, 1.7)*	0.7 (0.3, 1.3)*	0.8 (0.4, 1.6)*
Clothing/item with brand name or logo	0.6 (0.2, 1.3)*	1.8 (1.0, 3.4)	1.8 (1.0, 3.2)	1.7 (1.0, 2.9)	0.9 (0.5, 1.7)*
Mail promoting smokeless tobacco	0.1 (0.0, 0.3)*	0.2 (0.1, 0.5)*	0.9 (0.4, 2.2)*	1.4 (0.5, 3.9)*	0.7 (0.2, 3.1)*
Noticed any smokeless tobacco advertisement, sponsorship, or promotion	84.1 (76.6, 89.6)	69.4 (62.0, 76.0)	74.7 (66.7, 81.3)	73.1 (65.3, 79.6)	51.7 (43.3, 60.0)

* Estimate based on fewer than 25 unweighted cases.

GATS Bangladesh Report-2009

Table 8.3G: Percentage of current smokeless tobacco users ≥15 years old, who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
---	---	---	Male		Female		15-24		≥25		Urban		Rural	
							Percentage (95% CI)							
Noticed advertisements														
In stores	14.2	(11.7, 17.3)	14.3	(11.1, 18.1)	14.1	(10.3, 19.1)	10.4	(5.3, 19.3)*	14.6	(11.9, 17.7)	14.3	(10.1, 19.9)	14.2	(11.2, 17.8)
On television	4.3	(2.9, 6.5)	5.7	(3.5, 9.0)	2.7	(1.5, 4.9)*	4.8	(1.6, 13.2)*	4.3	(2.8, 6.4)	5.1	(2.5, 10.0)	4.1	(2.4, 6.7)
On the radio	1.8	(0.9, 3.4)*	0.4	(0.1, 1.3)*	3.6	(1.7, 7.4)*	0.2	(0.0, 1.4)*	2.0	(1.0, 3.8)*	2.2	(0.9, 5.3)*	1.7	(0.7, 3.9)*
On billboards	2.6	(1.4, 4.6)	3.8	(2.0, 7.3)	0.7	(0.3, 1.7)*	1.2	(0.2, 7.8)*	2.7	(1.5, 4.8)	2.1	(1.3, 3.6)*	2.7	(1.3, 5.5)*
On posters	4.5	(3.1, 6.6)	6.5	(4.2, 9.8)	1.7	(0.8, 3.4)*	5.2	(2.1, 12.3)*	4.5	(3.0, 6.5)	4.2	(2.8, 6.2)	4.6	(2.9, 7.3)
In newspapers	1.4	(0.8, 2.6)*	1.7	(0.9, 3.3)*	0.7	(0.1, 3.5)*	1.5	(0.2, 9.9)*	1.4	(0.7, 2.5)*	3.1	(1.4, 6.4)*	0.8	(0.3, 2.1)*
In magazines	0.0		0.0		0.0		0.0		0.0		0.0		0.0	
In cinemas	5.7	(3.4, 9.4)	9.4	(5.5, 15.5)	0.8	(0.3, 2.2)*	11.1	(4.5, 24.8)*	5.1	(2.9, 8.6)	6.9	(3.4, 13.6)	5.2	(2.6, 10.2)*
On the Internet	0.4	(0.1, 2.8)*	0.6	(0.1, 4.1)*	0.0		0.0		0.4	(0.1, 3.2)*	0.0		0.5	(0.1, 3.8)*
On public transportation	4.7	(3.2, 7.0)	7.2	(4.6, 11.2)	1.8	(1.0, 3.3)*	13.0	(5.9, 26.2)*	4.1	(2.7, 6.2)	2.5	(1.4, 4.4)	5.4	(3.5, 8.4)
On public walls	1.2	(0.7, 2.0)	1.7	(0.9, 3.2)*	0.6	(0.3, 1.2)*	0.8	(0.1, 4.0)*	1.2	(0.7, 2.1)	2.0	(1.0, 3.6)*	0.9	(0.4, 2.0)*
Somewhere else	0.2	(0.1, 0.7)*	0.0	(0.0, 0.2)*	0.4	(0.1, 1.3)*	0.0		0.3	(0.1, 0.7)*	0.2	(0.1, 0.6)*	0.2	(0.1, 0.8)*
Noticed sports sponsorship	0.4	(0.1, 1.2)*	0.8	(0.2, 2.5)*	0.1	(0.0, 0.4)*	1.5	(0.2, 10.2)*	0.3	(0.1, 1.2)*	0.0	(0.0, 0.2)*	0.5	(0.2, 1.6)*
Noticed music, theater, art, fashion sponsorship	0.4	(0.2, 1.0)*	0.6	(0.2, 1.7)*	0.3	(0.1, 1.2)*	2.2	(0.5, 9.4)*	0.3	(0.1, 0.8)*	0.9	(0.3, 2.8)*	0.3	(0.1, 1.0)*
Noticed smokeless tobacco promotions														
Free samples	0.8	(0.4, 1.8)*	1.2	(0.4, 3.6)*	0.4	(0.2, 1.0)*	0.0		0.9	(0.4, 2.0)*	0.5	(0.2, 1.4)*	0.9	(0.3, 2.3)*
Sale prices	0.8	(0.5, 1.3)*	0.6	(0.3, 1.1)*	1.0	(0.5, 1.9)*	0.1	(0.0, 0.8)*	0.8	(0.5, 1.4)*	0.9	(0.4, 2.4)*	0.7	(0.4, 1.3)*
Coupons	0.6	(0.3, 1.4)*	0.8	(0.2, 2.5)*	0.4	(0.2, 1.1)*	3.1	(1.0, 9.4)*	0.4	(0.1, 1.2)*	0.4	(0.1, 1.4)*	0.7	(0.3, 1.7)*
Free gifts/discounts on other products	0.3	(0.2, 0.6)*	0.2	(0.1, 0.6)*	0.4	(0.2, 0.9)*	0.8	(0.2, 3.4)*	0.2	(0.1, 0.5)*	0.3	(0.1, 1.0)*	0.3	(0.1, 0.6)*
Clothing/item with brand name or logo	1.1	(0.6, 2.0)	1.8	(0.9, 3.8)	0.4	(0.2, 1.0)*	1.6	(0.2, 10.3)*	1.1	(0.6, 1.9)	1.4	(0.5, 4.0)*	1.0	(0.5, 2.1)*
Mail promoting smokeless tobacco	1.1	(0.4, 2.6)	2.2	(0.9, 5.4)	0.0	(0.0, 0.1)*	1.5	(0.4, 5.8)*	1.0	(0.4, 2.6)*	0.3	(0.1, 0.8)*	1.3	(0.5, 3.3)*
Noticed any smokeless tobacco advertisement, sponsorship, or promotion	72.9	(65.6, 79.2)	73.6	(64.3, 81.2)	71.8	(59.6, 81.5)	75.5	(56.2, 88.1)	72.6	(65.1, 79.1)	69.6	(57.6, 79.4)	74.0	(64.9, 81.3)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3G (Cont.): Percentage of current smokeless tobacco users ≥15 years old, who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
	Percentage (95% CI)				
Noticed advertisements					
In stores	15.1 (11.0, 20.4)	13.0 (9.6, 17.5)	18.9 (13.3, 26.1)	11.8 (8.0, 17.0)	10.6 (6.2, 17.4)
On television	4.1 (1.8, 9.2)*	6.6 (3.6, 11.9)*	2.2 (0.9, 5.2)*	1.9 (0.8, 4.4)*	9.0 (4.8, 16.5)*
On the radio	3.1 (1.1, 8.8)*	1.7 (0.7, 4.2)*	2.0 (0.4, 10.0)*	0.8 (0.2, 3.1)*	1.7 (0.2, 10.9)*
On billboards	1.7 (0.5, 5.6)*	1.0 (0.5, 2.3)*	5.0 (2.6, 9.5)*	2.8 (1.0, 8.0)*	2.3 (0.5, 10.1)*
On posters	3.8 (2.1, 6.7)*	3.6 (2.0, 6.2)*	6.9 (3.9, 11.8)	3.8 (1.8, 8.1)*	5.1 (2.2, 11.4)*
In newspapers	1.0 (0.1, 6.9)*	2.0 (0.6, 6.5)*	0.5 (0.1, 3.3)*	0.8 (0.2, 3.8)*	2.8 (1.1, 7.3)*
In magazines	0.0	0.0	0.0	0.0	0.0
In cinemas	7.3 (3.3, 15.5)*	8.7 (4.3, 16.6)*	2.9 (1.2, 7.2)*	3.7 (1.6, 8.1)*	5.9 (1.9, 17.0)*
On the Internet	0.0	0.0	0.0	1.8 (0.2, 12.1)*	0.0
On public transportation	1.7 (0.8, 3.6)*	5.3 (2.7, 10.2)*	7.6 (4.3, 13.3)	4.5 (2.1, 9.3)*	4.5 (1.8, 10.6)*
On public walls	0.3 (0.1, 1.2)*	0.7 (0.3, 2.1)*	2.8 (1.1, 6.8)*	0.9 (0.3, 2.5)*	1.6 (0.6, 4.0)*
Somewhere else	0.4 (0.1, 1.8)*	0.0 (0.0, 0.3)*	0.5 (0.1, 3.3)*	0.0	0.3 (0.1, 1.3)*
Noticed sports sponsorship	0.3 (0.0, 2.3)*	0.5 (0.1, 2.6)*	0.9 (0.1, 6.1)*	0.0 (0.0, 0.2)*	0.0
Noticed music, theater, art, fashion sponsorship	0.5 (0.1, 2.4)*	0.7 (0.2, 2.8)*	0.7 (0.2, 2.8)*	0.0 (0.0, 0.2)*	0.0
Noticed smokeless tobacco promotions					
Free samples	0.4 (0.1, 1.4)*	0.3 (0.1, 1.3)*	0.3 (0.1, 1.5)*	2.4 (0.6, 8.7)*	0.9 (0.2, 3.3)*
Sale prices	0.6 (0.2, 1.8)*	1.1 (0.5, 2.3)*	0.3 (0.1, 1.7)*	0.5 (0.2, 1.6)*	1.7 (0.5, 5.4)*
Coupons	0.5 (0.1, 1.9)*	0.1 (0.0, 0.7)*	1.9 (0.6, 5.9)*	0.3 (0.1, 1.3)*	0.4 (0.0, 2.5)*
Free gifts/discounts on other products	0.3 (0.1, 1.2)*	0.5 (0.2, 1.4)*	0.2 (0.0, 1.3)*	0.0 (0.0, 0.2)*	0.5 (0.1, 2.2)*
Clothing/item with brand name or logo	0.2 (0.1, 0.9)*	0.9 (0.4, 2.0)*	2.8 (1.1, 7.1)*	1.2 (0.5, 3.4)*	0.1 (0.0, 0.6)*
Mail promoting smokeless tobacco	0.2 (0.0, 1.0)*	0.5 (0.2, 1.5)*	2.5 (1.0, 6.2)*	1.2 (0.2, 5.9)*	1.6 (0.3, 7.9)*
Noticed any smokeless tobacco advertisement, sponsorship, or promotion	85.5 (73.6, 92.6)	67.4 (56.8, 76.4)	80.1 (69.1, 87.8)	64.3 (49.6, 76.7)	63.7 (46.2, 78.2)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3H: Percentage of current non-smokeless tobacco users ≥15 years old, who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Overall		Gender				Age (years)				Residence			
			Male		Female		15-24		≥ 25		Urban		Rural	
	Percentage (95% CI)													
Noticed advertisements														
In stores	12.7	(10.9, 14.7)	12.5	(10.2, 15.1)	12.9	(10.1, 16.4)	12.9	(10.5, 15.8)	12.5	(10.6, 14.8)	10.0	(7.7, 12.9)	13.7	(11.4, 16.3)
On television	3.1	(2.2, 4.2)	2.4	(1.5, 3.8)	3.8	(2.5, 5.7)	3.8	(2.6, 5.5)	2.5	(1.8, 3.6)	2.5	(1.6, 3.8)	3.4	(2.2, 5.0)
On the radio	1.0	(0.5, 1.8)*	0.3	(0.1, 0.9)*	1.8	(0.9, 3.8)*	0.4	(0.1, 1.3)*	1.4	(0.8, 2.5)*	0.2	(0.1, 0.6)*	1.3	(0.6, 2.4)*
On billboards	2.7	(1.9, 3.8)	3.6	(2.4, 5.4)	1.3	(0.6, 2.7)	2.5	(1.4, 4.4)	2.8	(1.9, 4.1)	1.5	(1.0, 2.3)	3.2	(2.1, 4.8)
On posters	3.7	(2.9, 4.7)	5.1	(3.9, 6.6)	1.7	(1.0, 3.0)	3.0	(2.0, 4.6)	4.2	(3.2, 5.3)	2.8	(2.0, 4.1)	4.1	(3.1, 5.4)
In newspapers	1.2	(0.7, 2.0)	1.5	(0.8, 2.8)*	0.6	(0.3, 1.5)*	1.5	(0.7, 3.2)*	1.0	(0.5, 2.0)*	1.2	(0.6, 2.4)*	1.2	(0.6, 2.4)*
In magazines	0.7	(0.3, 1.4)*	1.1	(0.5, 2.4)*	0.1	(0.0, 0.6)*	0.2	(0.1, 0.9)*	1.0	(0.4, 2.3)*	0.6	(0.2, 1.8)*	0.7	(0.3, 1.8)*
In cinemas	2.3	(1.6, 3.3)	3.4	(2.2, 5.2)	0.9	(0.5, 1.8)*	2.3	(1.4, 3.7)	2.3	(1.4, 3.6)	3.5	(2.0, 5.8)	1.7	(1.1, 2.8)*
On the Internet	0.1	(0.0, 0.8)*	0.2	(0.0, 1.4)*	0.0		0.0		0.2	(0.0, 1.4)*	0.0		0.2	(0.0, 1.4)*
On public transportation	3.0	(2.2, 3.9)	4.0	(2.9, 5.6)	1.6	(1.0, 2.6)	3.5	(2.3, 5.3)	2.6	(1.9, 3.6)	2.1	(1.4, 3.0)	3.3	(2.4, 4.7)
On public walls	2.1	(1.5, 2.9)	3.3	(2.3, 4.8)	0.5	(0.2, 0.9)*	1.6	(1.0, 2.7)*	2.3	(1.6, 3.4)	1.6	(0.9, 2.6)	2.3	(1.5, 3.4)
Somewhere else	0.2	(0.1, 0.5)*	0.2	(0.0, 1.0)*	0.1	(0.0, 0.4)*	0.3	(0.1, 1.0)*	0.1	(0.0, 0.3)*	0.1	(0.0, 0.5)*	0.2	(0.1, 0.6)*
Noticed sports sponsorship	0.4	(0.2, 0.8)	0.5	(0.2, 1.2)*	0.4	(0.2, 0.8)*	0.5	(0.2, 1.0)*	0.4	(0.2, 0.8)*	0.4	(0.2, 1.1)*	0.4	(0.2, 1.0)*
Noticed music, theater, art, fashion sponsorship	0.4	(0.2, 0.8)*	0.5	(0.2, 1.2)*	0.3	(0.1, 0.8)*	0.4	(0.1, 0.9)*	0.5	(0.2, 0.9)*	0.4	(0.1, 1.2)*	0.4	(0.2, 0.9)*
Noticed smokeless tobacco promotions														
Free samples	0.7	(0.5, 1.1)	1.1	(0.6, 1.8)	0.4	(0.2, 0.7)*	1.0	(0.6, 1.8)*	0.6	(0.4, 0.9)	0.5	(0.3, 0.9)*	0.8	(0.5, 1.4)
Sale prices	0.6	(0.3, 0.9)	0.2	(0.1, 0.5)*	0.9	(0.5, 1.6)*	0.7	(0.4, 1.4)*	0.4	(0.2, 0.8)*	0.6	(0.3, 1.3)*	0.5	(0.3, 1.0)*
Coupons	0.6	(0.4, 1.0)	0.7	(0.4, 1.2)*	0.5	(0.2, 1.2)*	0.7	(0.4, 1.4)*	0.6	(0.3, 0.9)*	0.4	(0.2, 0.7)*	0.7	(0.4, 1.2)*
Free gifts/discounts on other products	0.8	(0.5, 1.1)	0.5	(0.3, 1.0)*	1.0	(0.6, 1.7)	1.0	(0.5, 1.7)*	0.6	(0.4, 1.0)	0.6	(0.4, 1.0)*	0.8	(0.5, 1.3)
Clothing/item with brand name or logo	1.5	(1.0, 2.3)	2.5	(1.6, 4.0)	0.5	(0.3, 1.0)*	1.5	(0.9, 2.4)	1.6	(1.0, 2.5)	1.1	(0.7, 1.7)	1.7	(1.1, 2.8)
Mail promoting smokeless tobacco	0.5	(0.2, 1.3)*	0.9	(0.3, 2.5)*	0.1	(0.0, 0.2)*	0.6	(0.2, 2.0)*	0.5	(0.1, 1.7)*	0.8	(0.1, 3.9)*	0.4	(0.1, 1.1)*
Noticed any smokeless tobacco advertisement, sponsorship, or promotion	69.5	(63.9, 74.6)	69.7	(62.3, 76.2)	69.2	(60.7, 76.6)	71.8	(64.3, 78.2)	68.0	(61.9, 73.5)	58.3	(50.5, 65.7)	74.1	(66.6, 80.4)

* Estimate based on fewer than 25 unweighted cases.

Table 8.3H (Cont.): Percentage of current non-smokeless tobacco users ≥15 years old, who noticed smokeless tobacco marketing during the last 30 days in various places, by selected demographic characteristics–GATS Bangladesh, 2009.

Places	Wealth index				
	Lowest	Low	Middle	High	Highest
			Percentage (95% CI)		
Noticed advertisements					
In stores	12.1 (9.0, 16.0)	13.0 (10.2, 16.5)	13.2 (10.3, 16.8)	15.2 (12.0, 19.1)	8.5 (6.5, 11.0)
On television	2.0 (1.0, 4.2)*	3.7 (2.1, 6.3)	3.7 (2.2, 6.1)	3.5 (2.2, 5.5)	1.9 (1.0, 3.5)
On the radio	2.5 (1.0, 6.3)*	1.0 (0.3, 3.1)*	1.4 (0.6, 3.4)*	0.4 (0.1, 1.6)*	0.0
On billboards	1.8 (0.7, 4.5)*	2.7 (1.5, 4.9)	2.4 (1.2, 4.6)*	3.8 (2.3, 6.1)	2.0 (1.1, 3.7)
On posters	2.7 (1.5, 4.8)*	5.1 (3.4, 7.7)	2.7 (1.7, 4.4)	4.2 (2.9, 6.2)	3.1 (1.9, 5.0)
In newspapers	0.8 (0.2, 3.3)*	1.9 (0.6, 6.2)*	1.3 (0.4, 3.6)*	0.6 (0.2, 2.3)*	1.5 (0.6, 3.5)*
In magazines	0.0	1.8 (0.5, 6.1)*	0.7 (0.2, 2.9)*	0.1 (0.0, 1.1)*	0.6 (0.2, 2.0)*
In cinemas	2.7 (1.4, 5.2)*	3.6 (1.7, 7.2)*	2.1 (1.0, 4.5)*	1.5 (0.7, 3.3)*	1.9 (1.0, 3.5)*
On the Internet	0.0	0.0	0.0	0.6 (0.1, 4.3)*	0.0
On public transportation	1.7 (0.7, 3.9)*	3.3 (1.8, 5.8)	2.9 (1.8, 4.7)	4.2 (2.8, 6.4)	2.0 (1.1, 3.5)
On public walls	0.9 (0.4, 2.3)*	2.6 (1.4, 4.6)	2.3 (1.3, 4.0)*	2.2 (1.2, 3.8)	1.9 (1.1, 3.3)
Somewhere else	0.3 (0.1, 1.0)*	0.0	0.4 (0.1, 1.9)*	0.0	0.1 (0.0, 0.8)*
Noticed sports sponsorship	0.3 (0.1, 1.6)*	0.6 (0.1, 2.5)*	0.1 (0.0, 0.9)*	0.3 (0.1, 1.0)*	0.9 (0.4, 1.9)*
Noticed music, theater, art, fashion sponsorship	0.3 (0.1, 1.6)*	0.7 (0.2, 2.1)*	0.4 (0.1, 1.3)*	0.4 (0.1, 1.1)*	0.3 (0.1, 1.4)*
Noticed smokeless tobacco promotions					
Free samples	0.9 (0.3, 2.5)*	0.4 (0.2, 1.0)*	1.3 (0.6, 2.9)*	0.7 (0.4, 1.3)*	0.3 (0.1, 0.8)*
Sale prices	0.7 (0.3, 1.7)*	0.4 (0.1, 1.2)*	0.4 (0.1, 1.2)*	0.5 (0.2, 1.2)*	0.9 (0.3, 2.2)*
Coupons	0.4 (0.2, 0.9)*	0.4 (0.2, 1.0)*	1.2 (0.6, 2.6)*	0.7 (0.3, 1.5)*	0.3 (0.1, 0.7)*
Free gifts/discounts on other products	1.0 (0.5, 1.7)*	0.2 (0.1, 0.6)*	1.0 (0.5, 2.2)*	0.9 (0.4, 1.7)*	0.8 (0.4, 1.9)*
Clothing/item with brand name or logo	0.7 (0.3, 2.0)*	2.3 (1.1, 4.5)	1.4 (0.8, 2.8)*	1.8 (1.0, 3.4)	1.1 (0.6, 2.0)*
Mail promoting smokeless tobacco	0.0	0.0 (0.0, 0.0)*	0.3 (0.1, 1.2)*	1.4 (0.5, 4.5)*	0.6 (0.1, 2.1)*
Noticed any smokeless tobacco advertisement, sponsorship, or promotion	83.1 (74.4, 89.3)	70.5 (61.7, 78.1)	72.6 (63.0, 80.5)	75.8 (67.8, 82.3)	49.4 (40.8, 58.1)

* Estimate based on fewer than 25 unweighted cases.

9. Knowledge, attitudes and perceptions

Despite conclusive evidence on the dangers of tobacco relatively few tobacco user understand the full extent of the health risks. People may know generally that tobacco use is harmful but they may not name specific diseases caused by smoking other than lung cancer.[5] It has been shown that knowledge of specific harms of tobacco helps increase in people's motivation for quitting.

This chapter presents the beliefs among the population aged 15 years and older about the health effects of tobacco use in various forms, such as smoked and smokeless tobacco, as well as of the adverse health effects caused by exposure to other people's smoke.

> ### *Key findings:*
>
> - *97.4% of adults believe that smoking causes serious illness.*
> - *93.4% of adults believe that exposure to other people's smoke causes serious illness in non-smokers.*
> - *92.7% of adults believe smokeless tobacco use causes serious illness.*
> - *81% of adults including the smokers favored raising tax on tobacco products.*

9.1 Beliefs about health effects of tobacco use

9.1.1 Health effects of tobacco smoking

The survey collects information on general beliefs about the health effects of tobacco smoking among the population aged 15 years and older, as well as on its role in causing various diseases. Table 9.1 shows the percentages of adults who believe that smoking causes serious illness, stroke, heart attack, lung cancer and long-term respiratory distress by current smoking status and selected demographic characteristics. Overall, most of the adult population in Bangladesh believes that smoking causes serious illnesses (97.4%) and this knowledge did not differ according to various demographic characteristics. However, knowledge about specific diseases caused by smoking varied among adults. A vast majority of adults reported that smoking causes stroke (81.6%), lung cancer (91.5%), long-term respiratory distress (90.3%), and heart attack (85.9%). More males compared to females believe that smoking causes stroke (87.2% and 76.0%, respectively), heart attack (90.2% and 81.6%), lung cancer (94.2% and 88.9%) and long-term respiratory distress (91.8% and 88.8%). Knowledge about various health effects was found more among young adults aged 15-24 years (stroke, 83.8%; heart attack, 88.3%; lung cancer, 93.8% and long-term respiratory distress, 91.4%), urban population (stroke, 86.3%; heart attack, 90.3%; lung cancer, 94.6%; and long-term respiratory distress, 92.0%), those with secondary school education and above (stroke, 92.3%; heart attack, 96.4%; lung cancer, 97.9%; and long-term respiratory distress, 96.8%) and in the highest SES level (stroke, 86.9%; heart attack, 91.8%; lung cancer, 94.9%; and long-term respiratory distress, 93.0%). When looking at the differences by smoking status, in general, non-smokers reported to have more knowledge on any specific disease caused by smoking compared to current smokers.

Among the current tobacco smokers, most of them (96.8%) believe that smoking tobacco causes serious illness and other diseases such as stroke (84.2%), heart attack (87.0%), lung cancer (92.0%) and long-term respiratory distress (89.9%). By gender, the female population (86.1%) knew less than the male population (97.1%) about the effect on overall serious illness, and also for stroke (38.0% and 85%), heart attack (51.7% and 88%), lung cancer (60.7% and 93%) and long-term respiratory diseases (68.1% and 90.2%). The population aged 65 years and above knew less about health hazards than other groups. Current smokers living in urban areas with higher education levels and higher SES had

more knowledge about different diseases caused by smoking. The highest knowledge was found among the businessman current smoker (98.7%) followed by employed, farmers and laborers (96.0%, 97.1% and 96.9%), whereas homemakers and students had the least knowledge (84.3% and 89.5%).

Among non-smokers, 97.6% believed that smoking causes serious illness and diseases such as stroke (80.8.2%), heart attack (85.5.0%), lung cancer (91.4%) and long-term respiratory distress (90.4%). Similar percentages of non-smoking males and females believe that smoking cause serious illness (98.0% and 97.3%); however, higher percentage of men believe that smoking causes disease such as stroke (88.3%), heart attack (91.7%), lung cancer (95.2%), and long-term respiratory distress (92.6%). The population aged 65 years and above know less about health hazards than other groups (91.9%). Non-smokers living in urban areas, those with higher education levels and higher SES had more knowledge about different diseases caused by smoking.

Table 9.1: Percentage of adults ≥15 years old, who believe that smoking causes serious illness, stroke, heart attack, lung cancer, or long-term respiratory distress, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Serious illness		Stroke		Heart attack		Lung cancer		Long-term respiratory distress	
					Percentage (95% CI)					
Overall	97.4	(96.8, 97.8)	81.6	(79.8, 83.2)	85.9	(84.5, 87.2)	91.5	(90.5, 92.5)	90.3	(89.2, 91.3)
Gender										
Male	97.6	(96.8, 98.2)	87.2	(85.0, 89.1)	90.2	(88.6, 91.6)	94.2	(93.0, 95.2)	91.8	(90.3, 93.0)
Female	97.2	(96.4, 97.8)	76.0	(73.5, 78.4)	81.6	(79.5, 83.6)	88.9	(87.2, 90.3)	88.8	(87.3, 90.2)
Age (years)										
15-24	98.0	(96.9, 98.7)	83.8	(81.5, 86.0)	88.3	(86.2, 90.1)	93.8	(92.2, 95.1)	91.4	(89.5, 92.9)
25-44	98.2	(97.7, 98.6)	82.7	(80.5, 84.7)	86.8	(85.1, 88.4)	92.5	(91.3, 93.6)	91.0	(89.6, 92.3)
45-64	96.3	(95.0, 97.4)	79.8	(77.1, 82.3)	84.6	(82.0, 86.9)	89.9	(87.8, 91.7)	90.2	(88.4, 91.7)
65+	92.7	(89.0, 95.3)	69.6	(64.4, 74.3)	72.7	(67.6, 77.3)	79.4	(74.6, 83.5)	80.9	(76.3, 84.7)
Residence										
Urban	97.5	(96.7, 98.1)	86.3	(83.9, 88.5)	90.3	(88.3, 92.1)	94.6	(93.2, 95.6)	92.0	(90.3, 93.5)
Rural	97.3	(96.7, 97.9)	79.9	(77.8, 81.8)	84.3	(82.6, 85.8)	90.4	(89.1, 91.6)	89.7	(88.3, 90.9)
Education level										
No formal education	95.5	(94.3, 96.4)	73.9	(71.2, 76.4)	78.3	(76.1, 80.3)	85.8	(83.9, 87.5)	84.5	(82.6, 86.2)
Less than primary	97.9	(96.8, 98.6)	79.6	(76.2, 82.5)	83.7	(80.8, 86.3)	91.2	(88.7, 93.2)	90.1	(87.8, 92.0)
Primary	98.9	(97.7, 99.4)	82.3	(78.7, 85.3)	86.2	(82.7, 89.1)	92.3	(89.9, 94.2)	91.8	(89.3, 93.8)
Less than secondary	98.9	(98.2, 99.3)	88.2	(86.0, 90.1)	93.1	(91.4, 94.5)	96.7	(95.5, 97.6)	94.6	(92.7, 96.1)
Secondary and above	98.4	(97.2, 99.1)	92.3	(90.2, 94.0)	96.4	(95.0, 97.3)	97.9	(96.6, 98.7)	96.8	(95.2, 97.9)

[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 9.1 (cont.): Percentage of adults ≥15 years old, who believe that smoking causes serious illness, stroke, heart attack, lung cancer, or long-term respiratory distress, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Adults who believe that smoking causes:				
	Serious illness	Stroke	Heart attack	Lung cancer	Long-term respiratory distress
Wealth index					
Lowest	95.9 (94.5, 97.0)	72.7 (69.1, 76.0)	77.7 (74.9, 80.3)	85.9 (83.4, 88.0)	84.7 (82.3, 86.8)
Low	97.2 (96.2, 98.0)	79.3 (76.4, 81.9)	82.9 (80.3, 85.2)	89.8 (87.7, 91.7)	89.4 (87.3, 91.2)
Middle	97.7 (96.5, 98.5)	83.3 (80.8, 85.6)	86.9 (84.3, 89.1)	92.5 (90.6, 94.0)	91.0 (89.1, 92.6)
High	98.3 (97.3, 99.0)	86.2 (83.4, 88.5)	90.9 (88.8, 92.7)	94.8 (93.2, 96.1)	93.4 (91.4, 94.9)
Highest	97.6 (96.4, 98.4)	86.9 (83.9, 89.5)	91.8 (90.0, 93.3)	94.9 (93.2, 96.2)	93.0 (90.7, 94.8)
Occupation					
Employed	97.8 (96.3, 98.7)	89.6 (86.7, 91.8)	93.4 (91.1, 95.1)	96.8 (95.3, 97.9)	92.2 (89.2, 94.3)
Business	98.5 (97.2, 99.2)	91.6 (88.1, 94.2)	95.0 (93.1, 96.3)	97.0 (95.4, 98.0)	94.7 (91.5, 96.7)
Farmers	97.4 (95.5, 98.6)	87.6 (83.9, 90.5)	90.2 (87.4, 92.5)	94.9 (92.6, 96.5)	93.1 (90.6, 94.9)
Labourers	96.9 (95.7, 97.8)	78.7 (75.2, 81.7)	81.6 (78.3, 84.5)	89.8 (87.6, 91.6)	88.9 (86.5, 90.8)
Student	98.4 (95.8, 99.4)	92.1 (88.4, 94.7)	95.3 (92.2, 97.2)	97.0 (93.8, 98.6)	94.5 (90.8, 96.8)
Homemaker	97.6 (96.7, 98.2)	75.8 (73.1, 78.4)	82.5 (80.2, 84.6)	89.5 (87.6, 91.2)	89.0 (87.2, 90.5)
Unemployed	93.7 (89.8, 96.2)	79.0 (73.5, 83.6)	78.4 (72.6, 83.4)	81.4 (76.0, 85.8)	83.0 (77.8, 87.2)
Current tobacco smokers[1]	96.8 (95.6, 97.7)	84.2 (81.6, 86.5)	87.0 (84.8, 89.0)	92.0 (90.2, 93.4)	89.9 (88.0, 91.6)
Gender					
Male	97.1 (96.0, 98.0)	85.7 (83.2, 88.0)	88.2 (86.0, 90.1)	93.0 (91.3, 94.4)	90.7 (88.7, 92.3)
Female	86.1 (72.4, 93.5)	38.0 (24.4, 53.9)	51.7 (36.2, 66.8)	60.7 (45.0, 74.5)	68.1 (52.9, 80.2)
Age (years)					
15-24	96.8 (91.9, 98.7)	87.5 (81.6, 91.6)	88.9 (83.0, 92.9)	92.3 (86.9, 95.6)	89.7 (84.1, 93.4)
25-44	97.3 (96.0, 98.3)	84.7 (81.4, 87.6)	87.6 (84.6, 90.0)	93.2 (90.9, 94.9)	90.1 (87.4, 92.3)
45-64	96.1 (93.8, 97.6)	83.1 (78.9, 86.7)	86.8 (83.3, 89.7)	91.8 (88.8, 94.1)	90.5 (87.5, 92.8)
65+	95.5 (89.2, 98.2)	77.2 (66.7, 85.2)	79.9 (69.5, 87.4)	83.0 (71.2, 90.6)	86.9 (78.6, 92.4)
Residence					
Urban	96.6 (94.3, 98.0)	86.4 (82.7, 89.3)	89.4 (86.3, 91.9)	92.9 (89.9, 95.0)	89.0 (85.8, 91.6)
Rural	96.8 (95.3, 97.8)	83.5 (80.2, 86.3)	86.3 (83.4, 88.7)	91.7 (89.4, 93.5)	90.2 (87.8, 92.2)

[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

Table 9.1 (cont.): Percentage of adults ≥15 years old, who believe that smoking causes serious illness, stroke, heart attack, lung cancer, or long-term respiratory distress, by smoking status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Adults who believe that smoking causes:				
	Serious illness	Stroke	Heart attack	Lung cancer	Long-term respiratory distress
Age (years)					
15-24	98.1 (97.0, 98.8)	83.3 (80.8, 85.6)	88.2 (86.0, 90.1)	94.1 (92.4, 95.4)	91.6 (89.6, 93.3)
25-44	98.5 (97.9, 98.9)	82.0 (79.4, 84.3)	86.6 (84.6, 88.4)	92.3 (90.8, 93.6)	91.4 (89.7, 92.8)
45-64	96.5 (94.7, 97.7)	78.2 (74.7, 81.3)	83.5 (80.2, 86.4)	89.0 (86.1, 91.4)	90.0 (87.8, 91.9)
65+	91.9 (87.0, 95.1)	67.3 (61.0, 72.9)	70.5 (64.3, 76.1)	78.4 (72.7, 83.1)	79.0 (73.3, 83.7)
Residence					
Urban	97.7 (96.8, 98.4)	86.3 (83.7, 88.6)	90.6 (88.4, 92.4)	95.0 (93.6, 96.1)	92.9 (91.0, 94.3)
Rural	97.5 (96.7, 98.1)	78.7 (76.5, 80.9)	83.7 (81.9, 85.3)	90.1 (88.6, 91.3)	89.5 (88.0, 90.9)
Education level					
No formal education	95.1 (93.6, 96.3)	71.3 (68.1, 74.2)	76.5 (73.7, 79.0)	84.3 (82.0, 86.4)	83.5 (81.1, 85.6)
Less than primary	98.5 (97.6, 99.1)	78.3 (74.2, 81.8)	82.7 (79.1, 85.8)	90.7 (87.8, 93.0)	89.9 (87.2, 92.0)
Primary	98.8 (97.3, 99.5)	81.9 (77.9, 85.4)	85.5 (81.5, 88.7)	91.6 (88.8, 93.7)	91.8 (89.0, 94.0)
Less than secondary	99.1 (98.5, 99.4)	87.2 (84.7, 89.5)	92.5 (90.5, 94.2)	96.8 (95.4, 97.7)	94.7 (92.5, 96.3)
Secondary and above	98.7 (97.3, 99.3)	92.0 (89.5, 93.9)	96.6 (95.1, 97.6)	98.4 (97.3, 99.1)	97.0 (95.1, 98.1)
Wealth index					
Lowest	95.7 (93.8, 97.0)	70.7 (66.7, 74.4)	76.8 (73.6, 79.7)	84.6 (81.6, 87.1)	83.9 (81.1, 86.4)
Low	97.2 (96.0, 98.0)	78.6 (75.4, 81.5)	81.9 (78.9, 84.5)	89.4 (86.9, 91.4)	89.3 (86.8, 91.3)
Middle	98.1 (96.8, 98.9)	82.1 (79.2, 84.6)	86.2 (83.4, 88.6)	92.4 (90.2, 94.1)	91.6 (89.5, 93.3)
High	98.6 (97.5, 99.3)	84.8 (81.4, 87.7)	90.3 (87.8, 92.4)	94.8 (92.9, 96.2)	93.3 (91.0, 95.0)
Highest	97.9 (96.5, 98.7)	87.0 (83.8, 89.5)	91.8 (89.8, 93.5)	95.2 (93.3, 96.6)	93.1 (90.3, 95.1)
Occupation					
Employed	98.5 (96.7, 99.3)	89.4 (85.9, 92.2)	93.5 (90.7, 95.5)	97.5 (95.8, 98.5)	93.3 (89.8, 95.6)
Business	98.4 (96.1, 99.3)	91.5 (85.5, 95.1)	95.7 (93.3, 97.3)	97.1 (94.8, 98.4)	94.8 (88.7, 97.7)
Farmers	97.9 (94.2, 99.2)	87.4 (81.4, 91.7)	92.0 (87.6, 94.9)	96.4 (93.1, 98.2)	94.5 (91.1, 96.7)
Labourers	96.9 (95.3, 97.9)	78.1 (74.2, 81.6)	80.1 (76.3, 83.5)	89.0 (86.0, 91.5)	89.2 (86.0, 91.7)
Student	98.8 (96.0, 99.6)	92.2 (88.4, 94.9)	95.5 (92.4, 97.4)	97.8 (94.6, 99.1)	94.7 (90.9, 96.9)
Homemaker	97.8 (96.9, 98.4)	76.4 (73.7, 79.0)	82.9 (80.7, 85.0)	89.9 (88.1, 91.5)	89.4 (87.7, 90.9)
Unemployed	93.0 (88.4, 95.9)	75.8 (69.3, 81.3)	75.3 (68.4, 81.1)	78.8 (72.4, 84.0)	80.8 (74.6, 85.7)

[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases.

9.1.2 Health effects of smokeless tobacco use

This survey provides information about beliefs regarding health effects caused by smokeless tobacco among the adult population aged 15 years and above (Table 9.1A). The percentage of adults who believe smokeless tobacco can cause serious illness is 92.7% while for specific illnesses, adults reported 83% for mouth cancer, 75.7% for heart attack and 73.5% for stroke. There is little difference in the overall belief among the male and female populations. However, the percentage of the male population that believe that specific diseases are caused by smokeless tobacco was higher than for females e.g. for stroke (81.6% and 65.4%, respectively), heart attack (82.7% and 68.9%) and mouth cancer (86.7% and 79.4%). Knowledge about various health effects is found more among the 25-44 year age group (93.6%) in comparison with those aged 65 years and above (87.1%). Urban populations (94.9%), adults with secondary school education and above (97.2%) and those with the highest SES level (95.3%) have more knowledge that smokeless tobacco causes serious illness compared to rural populations (92.0%), the non-formally educated (89.5%), and those in the lowest SES (88.7%). Moreover, the employed population (97.3%), businessmen (94.5%) and students (94.0%) know more about serious illness caused by smokeless tobacco use than the unemployed population (88.5%), labourers (90.4%), homemakers (93.6%) and farmers (91.2%). The differences in knowledge between these groups on all specific diseases was greater.

Among current smokeless tobacco users, most of them (91.5%) believe that smokeless tobacco causes serious illness and other diseases such as stroke (71.7%), heart attack (73.6%) and mouth cancer (79.7%). The percentages related to knowledge about serious illness among the male and female population are 91.3% and 91.8%, respectively. However, male population knew more about specific diseases that can be caused by smokeless tobacco than female population, e.g. for stroke (80.8% and 63.2%, respectively), heart attack (81.2% against 66.5%) and mouth cancer (85.5% against 74.3%). The population aged 65 years and above knew less about health hazards than the other groups. Current smokeless tobacco users living in urban areas (93.5%) with secondary school education and above (98.7%) and highest SES (95.0%) were found to be more knowledgeable about different diseases caused by smokeless tobacco use. The highest level of knowledge was found among the employed current smokeless tobacco users (97.0%) followed by homemakers, businessmen and farmers (92.8%, 91.9% and 91.4%, respectively), whereas the unemployed and labourers have the least knowledge (82.9% and 90.3%, respectively).

Among non-smokeless tobacco users, 93.2% believe that smokeless tobacco causes serious illness; respectively, 74.1%, 76.5% and 84.3% believe that stroke, heart attack and mouth cancer can be caused by the effects of smokeless tobacco use. Knowledge and perception patterns about health effects are almost the same as among current smokeless tobacco users with respect to gender, residence, educational level and wealth index category, but not occupation.

Table 9.1A (cont.): Percentage of adults ≥15 years old, who believe that using smokeless tobacco causes serious illness, stroke, heart attack or cancer of the mouth, by smokeless tobacco use status and selected demographic characteristics–GATS Bangladesh, 2009.

Demographic characteristics	Adults who believe that smokeless tobacco use causes:							
	Serious illness		**Stroke**		**Heart attack**		**Mouth cancer**	
	Percentage (95% CI)							
Wealth index								
Lowest	89.1	(85.3, 92.0)	65.4	(60.3, 70.2)	70.9	(66.3, 75.0)	75.6	(71.3, 79.4)
Low	89.1	(85.1, 92.1)	72.3	(67.9, 76.4)	71.3	(66.7, 75.6)	78.4	(73.9, 82.2)
Middle	94.0	(90.9, 96.1)	69.4	(63.4, 74.8)	72.4	(66.8, 77.4)	81.6	(76.8, 85.6)
High	93.7	(90.0, 96.1)	75.4	(69.5, 80.4)	76.8	(70.9, 81.9)	82.3	(76.8, 86.7)
Highest	95.0	(89.4, 97.7)	83.6	(77.2, 88.5)	82.7	(76.2, 87.7)	84.8	(78.1, 89.7)
Occupation								
Employed	97.0	(93.8, 98.6)	85.3	(78.5, 90.3)	87.0	(80.8, 91.4)	91.6	(86.1, 95.1)
Business	91.9	(86.8, 95.2)	84.9	(78.7, 89.6)	83.3	(76.6, 88.4)	87.0	(81.5, 91.1)
Farmers	91.4	(86.9, 94.5)	78.9	(72.5, 84.2)	81.1	(75.1, 86.0)	83.5	(77.9, 87.9)
Labourers	90.3	(85.9, 93.4)	74.7	(69.4, 79.4)	73.9	(68.4, 78.7)	83.2	(78.4, 87.1)
Student	100.0	*	65.6	(17.3, 94.6)*	65.6	(17.3, 94.6)*	65.6	(17.3, 94.6)*
Homemaker	92.8	(90.5, 94.6)	64.4	(59.9, 68.7)	68.8	(64.7, 72.6)	75.2	(71.7, 78.5)
Unemployed	82.9	(73.1, 89.6)	63.6	(53.4, 72.7)	63.9	(52.9, 73.7)	69.4	(58.1, 78.8)
Non-smokeless users²	93.2	(92.0, 94.2)	74.1	(72.0, 76.1)	76.5	(74.7, 78.3)	84.3	(82.7, 85.7)
Gender								
Male	93.1	(91.5, 94.4)	81.9	(79.3, 84.2)	83.2	(80.8, 85.3)	87.1	(85.1, 88.9)
Female	93.3	(91.8, 94.5)	66.2	(63.2, 69.2)	69.8	(67.1, 72.4)	81.4	(79.3, 83.4)
Age (years)								
15-24	93.1	(91.4, 94.6)	73.7	(70.9, 76.4)	75.2	(72.5, 77.7)	83.5	(81.0, 85.7)
25-44	93.9	(92.5, 95.0)	74.9	(72.2, 77.5)	78.3	(76.2, 80.4)	85.2	(83.2, 86.9)
45-64	92.6	(90.1, 94.6)	74.0	(69.9, 77.8)	77.0	(72.9, 80.7)	84.9	(81.7, 87.5)
65+	88.6	(82.6, 92.7)	69.0	(61.3, 75.7)	68.1	(60.4, 74.9)	79.8	(73.1, 85.2)
Residence								
Urban	95.3	(93.7, 96.5)	78.0	(74.3, 81.3)	78.7	(75.3, 81.8)	88.3	(86.3, 90.1)
Rural	92.4	(90.8, 93.7)	72.6	(70.2, 74.9)	75.7	(73.5, 77.8)	82.7	(80.8, 84.5)
Education level								
No formal education	89.0	(86.6, 91.0)	67.3	(63.6, 70.7)	69.9	(66.4, 73.2)	79.2	(76.5, 81.7)
Less than primary	93.3	(91.0, 95.1)	72.4	(67.5, 76.7)	73.8	(69.2, 77.9)	83.2	(79.5, 86.3)
Primary	92.8	(90.0, 94.9)	74.1	(69.6, 78.1)	77.1	(73.0, 80.7)	82.3	(78.3, 85.7)
Less than secondary	95.1	(92.9, 96.6)	76.3	(73.3, 79.1)	78.7	(75.7, 81.4)	86.1	(83.6, 88.3)
Secondary and above	97.1	(95.1, 98.3)	83.6	(80.0, 86.6)	86.1	(82.8, 88.8)	92.1	(89.6, 94.0)
Wealth index								
Lowest	88.5	(85.5, 90.9)	65.2	(60.9, 69.3)	69.3	(65.1, 73.2)	75.7	(71.9, 79.2)
Low	92.2	(90.2, 93.9)	70.3	(66.4, 73.8)	72.0	(68.1, 75.6)	82.7	(80.0, 85.2)
Middle	93.4	(91.5, 94.9)	75.5	(71.9, 78.8)	76.8	(73.0, 80.1)	85.2	(82.3, 87.6)
High	95.6	(93.8, 96.9)	80.7	(77.0, 84.0)	83.4	(80.5, 86.0)	87.7	(84.8, 90.2)
Highest	95.4	(92.5, 97.2)	76.8	(73.4, 80.0)	79.6	(76.1, 82.7)	88.7	(85.5, 91.3)
Occupation								
Employed	97.3	(95.8, 98.3)	83.7	(79.5, 87.1)	86.5	(82.8, 89.5)	91.4	(88.0, 93.9)
Business	95.5	(91.0, 97.8)	86.7	(81.8, 90.4)	88.7	(84.0, 92.2)	90.5	(85.8, 93.7)
Farmers	91.0	(87.5, 93.7)	82.5	(78.1, 86.1)	83.4	(79.0, 87.1)	87.1	(83.4, 90.1)
Labourers	90.4	(87.5, 92.7)	71.3	(66.9, 75.2)	72.4	(68.2, 76.4)	80.7	(76.8, 84.0)
Student	93.9	(89.8, 96.5)	78.9	(73.7, 83.3)	79.7	(74.3, 84.2)	85.5	(80.6, 89.2)
Homemaker	93.9	(92.4, 95.1)	66.6	(63.1, 70.0)	71.1	(67.9, 74.0)	82.5	(80.1, 84.7)
Unemployed	91.1	(85.3, 94.8)	78.0	(70.5, 84.0)	76.2	(68.6, 82.5)	81.4	(74.2, 86.9)

1 Includes daily and occasional (less than daily) smokeless tobacco users.
2 Includes former and never smokeless tobacco users.
* Estimate based on fewer than 25 unweighted cases.

9.2 Health effects of second-hand smoke

Table 9.2 presents information on the percentage of adults who believe breathing other people's smoke causes serious illness in non-smokers, and includes information by their smoking status. Overall, 93.4% of adults 15 years and older believe that breathing other people's smoke can cause serious illness in non-smokers; 95.2% of current smokers and 92.9% of non-smokers believe this (Table 9.2). By gender, irrespective of the smoking status, the percentage of males who believe in the adverse effects of other people's smoke on health is higher than among females (97.6% compared with 89.9%). By gender the percentages were 96.3% and 62.1% in current smokers and 97.6% and 90.3% in non-smokers. Here it should be noticed that non-smoking females had at a higher rate than current female smokers. Overall young adults aged 15-24 years have reported in higher proportion that other people's smoke causes serious illness (95.2%) when compared to adults aged 65 years and over (81.5%). This proportion is also higher in non-smoking young adults (95.2%) than any other age group. Among current smokers, the 25-44 year age group had a higher rate (97.1%), followed by the 15-24 year age group (95.9%). There is little difference in belief among the urban and rural populations about serious illness caused by other people's smoke; however, overall, urban people (96.7%) had a higher rate of belief than rural (92.3%). The figures were also higher for urbanites than rural populations in the categories of current smokers (97.6% against 94.4%) and non-smokers (96.4% against 91.6%).

By education, belief that other people's smoke causes serious illness in non-smokers increased with educational level. The pattern is persistent with wealth index as well. For example, 99.0% of adults in the higher educational category believe that breathing others people's smoke causes serious illness in non-smokers whereas this proportion is only 88.7% among those with no formal education. Similarly, 97.7% of adults from the highest SES level believe that breathing others people's smoke causes serious illness in non-smokers, compared to 85.9% among the adults in the lowest SES level. These proportions were observed to follow similar patterns in both current smokers and non-smoking adults. However, current smokers reported a higher belief in all the categories compared to non-smokers. The percentage of believe is highest among businessmen (99.2%) followed by the employed (98.4%) and students (98.1%). Though the percentage of belief among all occupation groups is almost the same, it was found that homemaker current smokers believed the least (61.6%) in comparison with others.

Table 9.2: Percentage of adults ≥ 15 years old who believe that breathing other people's smoke causes serious illness in non-smokers, by smoking status and selected demographic characteristics-GATS Bangladesh, 2009.

Demographic characteristics	Believe that breathing other people's smoke causes serious illness in non-smokers		
	Overall	Current smokers[1]	Non-smokers[2]
	Percentage (95% CI)		
Overall	93.4 (92.6, 94.2)	95.2 (93.7, 96.3)	92.9 (91.9, 93.8)
Gender			
Male	97.0 (96.2, 97.6)	96.3 (94.9, 97.3)	97.6 (96.6, 98.3)
Female	89.9 (88.3, 91.2)	62.1 (45.5, 76.3)	90.3 (88.8, 91.6)
Age (years)			
15-24	95.2 (94.0, 96.2)	95.9 (91.4, 98.1)	95.2 (93.8, 96.2)
25-44	94.9 (93.8, 95.7)	97.1 (95.8, 98.0)	94.1 (92.7, 95.2)
45-64	91.6 (89.8, 93.1)	93.8 (91.0, 95.8)	90.6 (88.3, 92.4)
65+	81.5 (77.2, 85.1)	85.3 (73.9, 92.2)	80.3 (75.5, 84.4)
Residence			
Urban	96.7 (95.8, 97.3)	97.6 (96.3, 98.5)	96.4 (95.4, 97.2)
Rural	92.3 (91.2, 93.2)	94.4 (92.4, 95.8)	91.6 (90.4, 92.7)
Education level			
No formal education	88.7 (87.1, 90.1)	93.0 (90.6, 94.8)	86.7 (84.7, 88.5)
Less than primary	93.4 (91.6, 94.9)	96.2 (92.8, 98.0)	92.4 (90.0, 94.3)
Primary	94.4 (92.0, 96.0)	95.9 (91.0, 98.2)	94.0 (91.3, 95.9)
Less than secondary	97.2 (96.1, 98.0)	97.6 (93.0, 99.2)	97.2 (95.9, 98.0)
Secondary and above	99.0 (97.9, 99.5)	99.6 (98.3, 99.9)	98.9 (97.6, 99.5)
Wealth index			
Lowest	85.9 (83.6, 88.0)	89.9 (85.7, 92.9)	84.3 (81.6, 86.7)
Low	92.3 (90.8, 93.6)	94.6 (91.2, 96.7)	91.5 (89.6, 93.1)
Middle	94.7 (93.3, 95.9)	97.1 (94.5, 98.5)	94.0 (92.3, 95.4)
High	96.7 (95.5, 97.6)	98.6 (96.4, 99.5)	96.3 (94.8, 97.3)
Highest	97.7 (96.5, 98.5)	98.9 (96.9, 99.6)	97.5 (96.1, 98.4)
Occupation			
Employed	98.4 (97.2, 99.0)	98.8 (96.6, 99.6)	98.2 (96.6, 99.0)
Business	99.2 (98.3, 99.6)	98.8 (97.1, 99.5)	99.4 (98.6, 99.8)
Farmers	95.9 (93.9, 97.3)	94.5 (91.2, 96.6)	97.5 (95.0, 98.8)
Labourers	93.9 (92.1, 95.4)	95.2 (92.6, 97.0)	92.9 (90.3, 94.8)
Student	98.1 (95.8, 99.1)	97.9 (84.4, 99.7)*	98.1 (95.7, 99.2)
Homemaker	89.9 (88.2, 91.3)	61.6 (43.9, 76.7)	90.3 (88.6, 91.7)
Unemployed	89.2 (85.2, 92.2)	94.8 (86.2, 98.2)	87.6 (82.6, 91.3)

[1] Includes daily and occasional (less than daily) smokers.
[2] Includes former and never smokers.
* Estimate based on fewer than 25 unweighted cases

147

9.3 Opinion on increasing taxes on tobacco products

Table 9.3 presents information on the opinion of adults on raising tobacco taxation. Overall 81% of the people aged 15 years or more were in favor of raising tax on all kind of tobacco products. By Gender higher percentage of female (84%) favored increase taxation than men (78%). Higher percentage of 15-24 years aged population (84.7%) opined for raising tax compared to other older age group. Similar percentage of people in urban and rural area had favored raising tax. By educational level, lower percentage of people with no formal education (72.9%) favored tax raise compared to other higher educational group. People in lowest SES had lowest percentage of people (70.4) favoring tax rise on tobacco products.

Table 9.3: Percentage distribution of adults ≥15 years old, by their opinion of increasing taxes on tobacco products by selected demographic characteristics–GATS Bangladesh, 2009.

Demographic Characteristics	Favor		Oppose		Don't know		Total
			Percentage (95% CI)				
Overall	81.0	(79.2, 82.7)	13.5	(12.0, 15.1)	5.5	(4.8, 6.4)	100
Gender							
Male	78.0	(75.4, 80.4)	18.3	(16.1, 20.8)	3.7	(2.9, 4.6)	100
Female	84.0	(81.6, 86.1)	8.7	(7.2, 10.4)	7.3	(6.0, 9.0)	100
Age (years)							
15-24	84.7	(82.1, 87.1)	10.7	(8.7, 13.0)	4.6	(3.4, 6.2)	100
25-44	82.2	(79.7, 84.5)	13.4	(11.5, 15.7)	4.4	(3.5, 5.4)	100
45-64	76.8	(74.0, 79.5)	16.4	(14.1, 18.9)	6.8	(5.3, 8.7)	100
65+	69.0	(63.1, 74.4)	16.8	(12.6, 22.0)	14.2	(10.4, 19.0)	100
Residence							
Urban	83.7	(80.6, 86.3)	12.2	(10.1, 14.6)	4.1	(3.2, 5.4)	100
Rural	80.1	(77.9, 82.2)	13.9	(12.1, 15.9)	6.0	(5.1, 7.1)	100
Education Level							
No formal education	72.9	(70.0, 75.5)	17.6	(15.2, 20.2)	9.5	(8.1, 11.2)	100
Less than primary	81.5	(78.0, 84.5)	13.6	(11.0, 16.6)	4.9	(3.6, 6.7)	100
Primary	82.1	(78.2, 85.4)	12.0	(9.3, 15.5)	5.9	(4.2, 8.2)	100
Less than secondary	88.0	(85.4, 90.3)	9.6	(7.8, 11.8)	2.4	(1.4, 3.9)	100
Secondary and above	89.7	(86.8, 92.1)	9.7	(7.4, 12.7)	0.6	(0.3, 0.9)*	100
Wealth index							
Lowest	70.4	(66.8, 73.8)	20.5	(17.5, 23.9)	9.1	(7.4, 11.0)	100
Low	77.4	(74.4, 80.2)	15.7	(13.3, 18.6)	6.9	(5.4, 8.6)	100
Middle	82.2	(79.3, 84.7)	12.4	(10.3, 15.0)	5.4	(4.0, 7.2)	100
High	86.3	(83.4, 88.7)	10.2	(8.1, 12.7)	3.5	(2.5, 4.8)	100
Highest	90.6	(87.6, 92.9)	7.2	(5.0, 10.3)	2.2	(1.5, 3.3)	100
Occupation							
Employed	87.7	(84.1, 90.5)	10.5	(8.0, 13.8)	1.8	(1.0, 3.3)*	100
Business	83.3	(79.2, 86.7)	15.4	(12.2, 19.3)	1.3	(0.8, 2.3)*	100
Farmers	74.9	(70.1, 79.2)	20.3	(16.3, 25.1)	4.8	(3.2, 7.1)	100
Laborers	72.0	(68.5, 75.3)	22.3	(19.4, 25.5)	5.7	(4.2, 7.6)	100
Student	89.7	(84.7, 93.2)	9.4	(6.1, 14.5)	0.9	(0.3, 2.2)*	100
Homemaker	84.8	(82.2, 87.0)	7.4	(6.0, 9.1)	7.8	(6.3, 9.7)	100
Unemployed	75.7	(68.9, 81.4)	16.1	(11.4, 22.3)	8.2	(5.4, 12.3)	100

* Estimate based on fewer than 25 unweighted cases.

10. Conclusion and policy implications

10.1 Conclusion

The GATS is a global standard tool for systematically monitoring adult tobacco use and for tracking key tobacco control indicators, which can be utilized by policy-makers for strengthening tobacco control. In addition, it allows international comparability and an opportunity to learn lessons from tobacco control from different other countries.

GATS Bangladesh has provided national estimate for both smoking and smokeless tobacco usages by urban-rural and by gender. In addition, indicators for various dimensions of tobacco control such as exposure to second-hand smoke, exposure through media to anti-tobacco information, exposure to tobacco advertisements and expenditures related to tobacco are also generated. This is the first nationwide survey to provide extensive information on all kinds of tobacco products, including smokeless tobacco, and other key indicators of tobacco control.

This is the first survey in Bangladesh that used electronic data collection devices for collecting data from all the selected 11,200 households widely scattered throughout Bangladesh. Capacity building of national staff and technology transfer through collaboration with international partners has led to the successful completion of the survey. Implementing agencies are now capable of doing other surveys through electronic data collection and many staff were trained, including both IT and survey experts in different phases by the international partners such as CDC, RTI and WHO.

This survey shows that overall, 43.3% of adults aged 15 years or above use some form of tobacco in Bangladesh. Tobacco use prevalence as reported in GATS Bangladesh is comparable with findings of other surveys done in Bangladesh.[7,8] As there are methodological differences between these surveys[11,12], a direct comparison of rates needs to be interpreted cautiously.

The previous national survey on tobacco done in 2004 had reported that 37% of the same age group people used tobacco in some form. The impact of the tobacco control programme may take decades to become visible. The apparent rise in tobacco use over the last five years may be due to the methodological differences of the surveys. However, the increase is not very large and coordinated efforts by government and nongovernmental organizations may have impacted the rise. Further multisectoral action is required to reverse the rise of tobacco use.

In this study a very high percentage of subjects had knowledge about harmful effects of tobacco in general. Surprisingly, more than 80% of respondent had knowledge about specific diseases (e.g. ischaemic heart diseases , strokes , lung cancer, long-term respiratory distress). This had happened because of the fact that response options were read out. There were high probability of guess answers in many instances. Therefore this finding should be cautiously interpreted.

10.2 Policy implications

The results from GATS provided recent information on the use of tobacco, both smoking and smokeless, and added new information on key indicators related to different provisions of the WHO Framework Convention on Tobacco Control and MPOWER policy package, which will help evaluating tobacco control policies and implementing the WHO FCTC provisions. Some

policy recommendations are mentioned aimed to develop, track and implement more effective tobacco control interventions, specifically under WHO's MPOWER guidelines.

M: Monitor

GATS Bangladesh has provided national representative data on both smoking and smokeless tobacco use among the adult population for the year 2009. However, for effective monitoring of tobacco use and its control programme, regular surveillance on key indicators is necessary. Key strategies should be implemented for effective monitoring of tobacco use, such as:

a) Periodic implementation of surveys under the Global Tobacco Surveillance System (GTSS);

b) increase collaboration among tobacco control experts from various institutes and also tobacco control stakeholders for strengthening the tobacco surveillance system;

c) establish communication with national and international agencies for technical and financial support to administer surveys regularly under GTSS; and

d) develop a monitoring plan responding to indicators and FCTC guidelines.

P: Protect

GATS Bangladesh has shown that a high percentage of people are exposed to second-hand smoke in the workplace and also in public places. Steps to protect people protected from tobacco smoke are:

a) To advocate for the amendment of the current law to include 100% smoke–free environments to cover more public places and protect the public from exposure to tobacco smoke pollution.

b) to enforce smoke–free provisions of the current law actively and effectively;

c) mount a public awareness campaign through different media to increase knowledge of the harms from tobacco and exposure to tobacco smoke.

O: Offer help

GATS Bangladesh has shown that almost 70% of current smokers have an interest in quitting smoking. However, only 30% of smokers received some forms of counseling for quitting. Only half of the adults received advice to quit tobacco use when visiting health-care providers. Users of either smoked or smokeless tobacco products should be offered help to quit by:

a) Establishing tobacco cessation centre as a clinic or in the community;

b) training nurses and health workers in counseling skills;

c) making available nicotine replacement therapy (NRT) and other pharmaco-therapeutic agents used in cessation;

d) leaders at workplaces and in the community, as well as volunteers and school teachers should be trained on cessation skills;

e) establish health promotion activities including tobacco cessation in private and public health-care facilities;

f) provide formal training to health professional students;

g)   integrate tobacco cessation services in primary health care settings; and

h)   establish a national tobacco quit line.

W: Warn

GATS Bangladesh has shown that only 50% of the adult population has been exposed to anti-tobacco information. Only 50% of cigarette smokers have noticed health warnings on cigarette packets. Warning messages have reached to a limited number of smokers population because they are in textual form. Nonreaders and people with lower educational levels cannot read and understand textual health warnings on cigarette packets. Better impact through public education may be achieved by:

- Formulating and enacting effective pictorial health warnings on all types of smoking and smokeless tobacco products;
- disseminating information on the health and economic impact caused by smoking and exposure to second-hand smoke through media campaigns.

E: Enforce

By law, tobacco advertisements for all smoking products is banned in Bangladesh. But GATS Bangladesh has shown that almost 50% of adults are exposed to some form of tobacco marketing activities. Bans on tobacco advertising, promotion and sponsorship should be enhanced through:

- Modification of the national Tobacco Control Act to include a ban on advertisement of all kinds of tobacco products, including smokeless tobacco;
- raising social awareness regarding tobacco's harm and exposing the selfishness of the tobacco industry's through promotion of tobacco;
- coordinating with government and nongovernmental organizations for tobacco control at every level and especially in remote areas for systematic monitoring of tobacco industry advertising;
- rigorously enforcing laws and regulations to eliminate tobacco industry advertising; and
- increasing capacity of the task force to enforce tobacco legislation.

R: Raise taxes on tobacco

Increasing the excise tax on tobacco products has been referred to as a one of the most effective ways to discourage youth from starting to smoke, reduce tobacco use and save lives. In this study 81% people supported increase in tobacco taxes.

 Further steps include:

a)   Advocacy for raising taxes on all types of tobacco products;

b)   enhancing political commitment to regularly revise and increase taxes on tobacco products including *bidi*, smokeless tobacco and imported cigarettes;

c)   strengthening community-monitoring of local grocery stores where cigarettes are sold to ensure that youth under 18 years old cannot access them.

References

1. Bangladesh Bureau of Statistics. Statistical pocketbook Bangladesh, 2008. Ministry of Finance and Planning, Planning Division, Government of Bangladesh, Dhaka 2008.

2. Mathers CD, Loncar D. Projection of global mortality and burden of disease from 2002 to 2030. Plos medicine, 2006, 3(11):e442.

3. Majid E, Lopez AD, Rodgers A, Vander Hoorn S, Murray CJL and the Comparative Risk Assessment Collaborating Group. Selected major risk factors and global and regional burden of disease. Lancet 2002;360:1347–60.

4. World Health Organization. WHO framework convention on tobacco control. Geneva: WHO, 2003. (http://www.who.int/fctc/text_download/en/index.html– accessed on 15 November 2009 <http://www.who.int/fctc/text_download/en/index.html%20 accessed%207%20May%202009>).

5. World Health Organization. WHO report on the global tobacco epidemic, 2008: the MPOWER package. Geneva: World Health Organization, 2008. (http://www.who.int/ tobacco/mpower/mpower_report_full_2008.pdf - accessed on 15 November 2009).

6. The GTSS Collaborative Group. The Global Tobacco Surveillance System. Tobacco Control 2006;15 (Suppl II):ii1–ii3.

7. Bangladesh Health and Demographic and Survey. Report of survey on prevalence of morbidity, treatment status, treatment expenditures, fertility, immunization and smoking, July 1997. Bangladesh Bureau of Statistics, Dhaka, 1999.

8. Zaman MM, Nargis N, Perucic AM, Rahman K (Editors). Impact of Tobacco Related Illness in Bangladesh. World Health Organization, Regional Office for South East Asia, New Delhi, 2007. (http://intranet/LinkFiles/Tobacco_Free_Initiative_Health_Cost_bangladesh.pdf)

9. World Health Organization, Regional Office for South-East Asia Region. Fact Sheet. Bangladesh–Dental Students Global Health Professionals Survey (GHPS). (http:// www.searo.who.int/LinkFiles/GHPS_Factsheet_Ban.pdf. Accessed on 3 December 2009)

10. WHO, Report on Global Youth Tobacco Survey (GYTS) and Global School Personnel Survey (GSPS) in Bangladesh, World Health Organization, Office for South-East Asia Region, New Delhi, 2007 (http://www.searo.who.int/LinkFiles/GYTS_BAN2007.pdf Accessed on 3 December 2009)

11. National Institute of Population Research and Training (NIPORT), MEASURE evaluation, International Centre for Diarrhoeal Disease Research, Bangladesh (ICDDR,B), and Associates for Community and Population Research (ACRP). 2006 Bangladesh Urban Health Survey. Dhaka, Bangladesh and Chapel Hill, NC, USA: NIPORT, MEASURE Evaluation, ICDDR,B, and ACPR; 2008.

12. Bangladesh Demographic and Health Survey 2007. National Institute of Population Research and Training (NIPORT), Mitra and Associates, and ORC Macro (2007). Dhaka, Bangladesh and Calverton, Maryland. (http://www.measuredhs.com/pubs/pdf/ FR207/FR207[April-10-2009].pdf)

13. Ashraf A, Quaiyum MA, Nawi Ng et al Self-reported use of tobacco products in nine rural INDEPTH Health and Demographic Surveillance Systems in Asia. Global Health Action Supplement 1, 2009.19DOI: 10.3402/gha.v2i0.1997.

14. Government of People's Republic of Bangladesh, Ministry of Health and Family Welfare, Smoking and tobacco products usage (control) act, 2005. In: National strategic plan of action for tobacco control, 2007-2010. Dhaka: MOHFW, 2009. pp 24-28. (http://www.whoban.org/pdf/Tobacco_full_book.pdf – accessed on 15 November 2009).

15. WHO, Parties to the WHO Framework Convention on Tobacco Control. List of Convention to the party World Health Organization, Geneva 2009 (http://www.who.int/fctc/ signatories_parties/en/index.html; accessed on 15 November 2009).

16. National Strategic Plan of Action for Tobacco Control, 2007-2010. Ministry of Health and Family Welfare, Govt. of Bangladesh, Dhaka, 2007. (http://www.whoban.org/pdf/ Tobacco_full_book.pdf).

17. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Sample Design Manual. 2009.

18. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Core Questionnaire with Optional Questions. 2009.

19. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Programmer's Guide to General Survey System. 2009.

20. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Data Management Implementation Plan. 2009.

21. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Quality Assurance: Guidelines and Documentation. 2009.

22. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Field Interviewer Manual. 2009.

23. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Field Supervisor Manual. 2009.

24. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Question by Question Specifications. 2009.

25. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Mapping and Listing Manual. 2009.

26. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Data management implementation plan 2009.

27. Global Tobacco Surveillance System (GTSS), Global Adult Tobacco Survey (GATS): Sample Weights Manual. 2009.

28. Report on Sample Vital Registration System 2008 (2009). Bangladesh Bureau of Statistics, Ministry of Finance and Planning, Planning Division, Government of Bangladesh (in press).

29. Ahmed, M.S. 2003. Intimate partner violence against women: Experience from a woman-focused development programme in Matlab, Bangladesh. Journal of Health, Population and Nutrition 23(1): 95-101.

30. Gwatkin, D.R., S. Rutstein, K. Johnson, R.P. Pande, and A. Wagstaff. 2000. Socio-economic differences in health, nutrition and poverty. HNP/Poverty Thematic Group of The World Bank. Washington, D.C.: The World Bank.

31. Rutstein, S. 1999. Wealth versus expenditure: Comparison between the DHS wealth index and household expenditures in four departments of Guatemala. Calverton, Maryland: ORC Macro.

32. Rutstein and Johnson, 2004. Principal Component Analysis.

33. Rutstein, S., K. Johnson, and D. Gwatkin. 2000. Poverty, health inequality, and its health and demographic effects. Paper presented at the 2000 Annual Meeting of the Population Association of America, Los Angeles, California.

34. Omar Shafey, Michael Erikson, Hana Ross, Judith Mackay (2009), The Tobacco Atlas. 3rd Edition 2009. American Cancer Society. Atlanta.

35. Howlader SR et al. (2003) Prevalence of and Economic Impact of Tobacco consumption in Bangladesh: A Household survey in Selected Rural and Urban Areas. Institute of Health Economics, University of Dhaka. Dhaka.

36. Bangladesh gazettes (additional). 11 June 2009. National Board of Revenue. Government of Bangladesh.

37. Monthly economic trends. September 2009. Statistics Department, Bangladesh Bank. Dhaka.

38. CDC, Fact sheet, Bangladesh, Global Youth Tobacco Survey 2004, Center for Disease Control and Prevention, Atlanta. (http://www.cdc.gov/TOBACCO/global/gyts/ factsheets/ sear/2004/BangladeshDhaka_factsheet.htm accessed on 15 November 2009).

Appendix A: Estimates of sampling errors

The estimates from a sample survey are affected by two types of error: (i) non-sampling errors, and (ii) sampling errors. Non-sampling errors are the results of errors or mistakes that cannot be attributed to sampling and were made during the implementation of data collection and data processing. These include errors in coverage, response errors, non-response errors, faulty questionnaires, interviewer's recording errors, data processing errors, etc. Although numerous efforts were made during the implementation of GATS to minimize these errors, non-sampling errors are impossible to avoid and difficult to evaluate statistically.

The sample of respondents selected in GATS is only one of the samples that could have been selected from the same population using the same design and sample size. Each of these samples would thus yield results that differ somewhat from the results of the actual sample selected. Sampling errors are a measure of the variability between all possible samples. The extent of variability is not known exactly, but can be estimated statistically from the survey results.

The following sampling error measures are presented for each of the selected indicators:

- *Standard error (SE):* Sampling errors are usually measured in terms of standard errors for a particular estimate or indicator (R). Standard error of an estimate is thus simply the square root of the variance of that estimate, and is computed in the same units as the estimate.

- *Design effect (DEFT)* is the ratio of the actual variance of an indicator, under the sampling method used in the survey, to the variance calculated under the assumption of simple random sampling. The square root of the design effect (DEFT) is used to show the efficiency of the sample design. A DEFT value of 1.0 indicates that the sample design is as efficient as a simple random sample, while a DEFT value above 1.0 indicates the increase in the standard error due to the use of a more complex sample design. In general, for a well designed study, the DEFT usually ranges from 1 to 3. It is common, however, for the DEFT to be much larger; up to 7 or 8.

- *Relative standard error (SE/R)* is the ratio of the standard error to the value of the indicator.

- *Confidence limits* (R±1.96SE) are calculated to show the interval within which the true value for the population can be reasonably assumed to fall. For any given statistic calculated from the survey, the value of that statistic will fall within a range of plus or minus two times the standard error of the statistic in 95 per cent of all possible samples of identical size and design.

Calculation of standard error:

If the sample of respondents had been selected as a simple random sample, it would have been possible to use straightforward formulas for calculating sampling errors. However, the GATS 2009 sample is the result of a multistage stratified design, and consequently, it was necessary to use more complex formulae. For the calculation of sampling errors from GATS

data, SPSS Version 17 with a complex samples module was used. The Taylor linearization method of variance estimation for survey estimates that are means or proportions was used.

The Taylor linearization method treats any percentage or average as a ratio estimate, *r = y/x*, where *y* represents the total sample value for variable *y*, and *x* represents the total number of cases in the group or subgroup under consideration. The variance of *r* is computed using the formula given below:

$$SE^2(r) = \text{var}(r) = \frac{1-f}{x^2} \sum_{h=1}^{2} \left[\frac{m_h}{m_h - 1} \left(\sum_{i=1}^{m_h} Z_{hi}^2 - \frac{Z_h^2}{m_h} \right) \right]$$

in which, $Z_{hi} = y_{hi} - rx_{hi}$, and $Z_h = y_h - rx_h$

where *h (=1 or 2)* represents the stratum which is urban or rural;

m_h is the total number of PSUs selected in the *h*th stratum;

y_{hi} is the sum of the weighted values of variable *y* in the *i*th PSU in the *h*th stratum;

x_{hi} is the sum of the weighted number of cases in the *i*th PSU in the *h*th stratum; and,

f is the overall sampling fraction which is so small that it is ignored.

The results are presented in this appendix for the country as a whole, for urban and rural areas, and classified by gender. For each variable or indicator, the type of statistic (mean, proportion or rate) and the base population are given in Table A.1. In addition to the sampling error (SE) described above, the tables (Tables A.2 to A.6) include the value of the estimate (R), the number of unweighted and weighted counts, the design effect (DEFT), the relative standard error (SE/R), and the 95 percent confidence limits (R±1.96SE) for each variable or indicator.

Appendix A.1 List of indicators for sampling errors, GATS Bangladesh 2009

Indicator	Estimate	Base Population
Current tobacco users	Proportion	Adults $\geq$ 15 years old
Current tobacco smokers	Proportion	Adults $\geq$ 15 years old
Current smokeless tobacco users	Proportion	Adults $\geq$15 years old
Current manufactured cigarette smokers	Proportion	Adults $\geq$ 15 years old
Current *bidi* smokers	Proportion	Adults $\geq$ 15 years old
Daily tobacco smokers	Proportion	Adults $\geq$ 15 years old
Daily smokeless tobacco-users	Proportion	Adults $\geq$ 15 years old
Daily manufactured cigarette smokers	Proportion	Adults $\geq$ 15 years old
Daily *bidi* smokers	Proportion	Adults $\geq$ 15 years old
Former daily tobacco smokers among all adults	Proportion	Adults $\geq$ 15 years old
Former tobacco smokers among ever-daily smokers	Proportion	Ever daily smokers $\geq$ 15 years old
Former daily smokeless tobacco users among all adults	Proportion	Adults $\geq$ 15 years old
Former smokeless tobacco users among ever-daily users	Proportion	Ever daily users $\geq$ 15 years old
First tobacco use within 5 minutes of waking	Proportion	Current tobacco users $\geq$ 15 years old
Attempt to quit smoking in the past 12 months	Proportion	Adults $\geq$ 15 years old
Visited a health-care provider in the past 12 months	Proportion	Current tobacco users $\geq$ 15 years old
Health-care provider asked about smoking	Proportion	Current smokers $\geq$ 15 years old
Health-care provider advised to quit smoking	Proportion	Current smokers $\geq$ 15 years old
Planning to quit or thinking about quitting smoking	Proportion	Current smokers $\geq$ 15 years old
Planning to quit or thinking about quitting smokeless tobacco	Proportion	Current smokers $\geq$ 15 years old
Exposure to second-hand smoke at work	Proportion	Adults $\geq$ 15 years old
Exposure to second-hand smoke in government buildings	Proportion	Adults $\geq$ 15 years old
Exposure to second-hand smoke in health-care facilities	Proportion	Adults $\geq$ 15 years old
Exposure to second-hand smoke in restaurants	Proportion	Adults $\geq$ 15 years old
Exposure to second-hand smoke on public transport	Proportion	Adults $\geq$ 15 years old
Last cigarette purchase in store	Proportion	Current smokers $\geq$ 15 years old
Last *bidi* purchase in store	Proportion	Current smokers $\geq$ 15 years old

Appendix A.1 (cont.): List of indicators for sampling errors, GATS Bangladesh 2009

Indicator	Estimate	Base Population
Noticed anti-cigarette or *bidi* information at any location	Proportion	Adults ≥ 15 years old
Noticed health warning labels on cigarettes	Proportion	Adults ≥ 15 years old
Thinking of quitting because of health warning labels on cigarettes	Proportion	Current cigarette smokers ≥ 15 years old
Noticed health warning labels on *bidis*	Proportion	Adults ≥ 15 years old
Thinking of quitting because of health warning labels on *bidis*	Proportion	Current *bidi* smokers ≥ 15 years old
Noticed health warning labels on smokeless	Proportion	Adults ≥ 15 years old
Thinking of quitting because of health warning labels on smokeless tobacco	Proportion	Current smokeless tobacco users ≥ 15 years old
Noticed any cigarette advertisement, sponsorship or promotion	Proportion	Adults ≥ 15 years old
Noticed any *bidi* advertisement, sponsorship or promotion	Proportion	Adults ≥ 15 years old
Noticed any smokeless tobacco advertisement, sponsorship or promotion	Proportion	Adults ≥ 15 years old
Believes that smoking causes serious illness	Proportion	Adults ≥ 15 years old
Believes that smokeless tobacco causes serious illness	Proportion	Adults ≥ 15 years old
Believes that second-hand smoke causes serious illness in non-smokers	Proportion	Adults ≥ 15 years old
Number of cigarettes smoked per day (by daily smokers)	Mean	Current cigarette smokers ≥ 15 years old
Number of *bidis* smoked per day (by daily smokers)	Mean	Current *bidi* smokers ≥ 15 years old
Number of smokeless tobacco use instances per day (by daily users)	Mean	Current smokeless tobacco users ≥ 15 years old
Age at daily smoking initiation	Mean	Ever daily smokers ≥ 15 years old
Time since quitting smoking (in years)	Mean	Former smokers ≥ 15 years old
Time since quitting smokeless tobacco use (in years)	Mean	Former smokeless users ≥ 15 years old
Total monthly expenditure on manufactured cigarettes	Mean	Current cigarette smokers ≥ 15 years old
Total monthly expenditures on *bidis*	Mean	Current *bidi* smokers ≥ 15 years old

Appendix A.2 Sampling errors for National Sample, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents		Design effect (DEFT)	Relative error (SE/R)	Confidence limits	
			unweighted (N)	Weighted (000s) (WN)			Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.433	0.008	9629	95418	2.784	0.020	0.417	0.450
Current tobacco smokers	0.230	0.006	9629	95418	1.862	0.025	0.219	0.241
Current smokeless tobacco users	0.272	0.009	9629	95418	3.544	0.031	0.255	0.288
Current manufactured cigarette Smokers	0.141	0.005	9629	95418	2.066	0.036	0.131	0.151
Current *bidi* smokers	0.112	0.006	9629	95418	3.425	0.053	0.100	0.123
Daily tobacco smoker	0.209	0.006	9629	95418	1.908	0.027	0.198	0.220
Daily smokeless tobacco use	0.237	0.008	9629	95418	3.595	0.035	0.221	0.253
Daily manufactured cigarette smokers	0.122	0.005	9629	95418	2.057	0.039	0.113	0.132
Daily *bidi* smoking	0.106	0.006	9629	95418	3.447	0.055	0.094	0.117
Former daily tobacco smokers among all adults	0.047	0.003	9629	95418	2.136	0.067	0.041	0.053
Former tobacco smokers among ever-daily smokers	0.178	0.011	2567	25185	2.247	0.064	0.155	0.200
Former daily smokeless tobacco users among all adults	0.014	0.002	9629	95418	1.774	0.114	0.011	0.017
Former smokeless tobacco users among ever-daily users	0.005	0.006	2528	24358	1.897	0.114	0.004	0.007
First tobacco use within 5 minutes of waking	0.105	0.008	3910	38025	2.357	0.072	0.090	0.119
Smoking quit attempt in the past 12 months	0.473	0.018	2280	22671	2.805	0.037	0.439	0.507
Visited a health-care provider in the past 12 months	0.383	0.017	2277	22546	2.872	0.045	0.349	0.417
Health-care provider asked about smoking	0.560	0.031	881	8690	3.382	0.055	0.500	0.621
Health-care provider advised to quit smoking	0.529	0.030	881	8690	3.119	0.056	0.470	0.587
Planning to quit or thinking about quitting smoking	0.680	0.018	2191	21458	3.331	0.027	0.645	0.716
Planning to quit or thinking about quitting use of smokeless tobacco	0.487	0.019	2650	25449	3.720	0.039	0.450	0.524
Exposure to second-hand smoke at work	0.630	0.019	2164	18327	3.389	0.030	0.593	0.668
Exposure to second-hand smoke in government buildings	0.054	0.003	9618	95234	1.954	0.060	0.047	0.060
Exposure to second-hand smoke in health-care facilities	0.058	0.004	9623	95385	3.081	0.072	0.049	0.066
Exposure to second-hand smoke in restaurants	0.276	0.008	9625	95373	3.129	0.029	0.260	0.292
Exposure to second-hand smoke on public transport	0.263	0.008	9620	95338	3.000	0.030	0.248	0.279
Last cigarette purchase in store	0.987	0.004	1454	13136	1.464	0.004	0.980	0.994
Last *bidi* purchase in store	0.924	0.013	907	10184	2.135	0.014	0.898	0.949

Appendix A.2 (cont.): Sampling errors for National Sample, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents		Design effect (DEFT)	Relative error (SE/R)	Confidence limits	
			unweighted (N)	Weighted (000s) (WN)			Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Noticed anti-cigarette or bidi information at any location	0.498	0.011	9525	94564	4.829	0.023	0.476	0.520
Noticed health warning labels on cigarettes	0.516	0.008	9568	94878	2.720	0.016	0.500	0.533
Thinking of quitting because of health warning labels on cigarettes	0.744	0.018	1738	16914	2.850	0.024	0.709	0.779
Noticed health warning labels on *bidis*	0.234	0.010	9570	94865	5.171	0.042	0.215	0.254
Thinking of quitting because of health warning labels on *bidis*	0.772	0.020	758	8182	1.717	0.026	0.732	0.811
Noticed health warning labels on smokeless tobacco products	0.075	0.005	9571	94872	3.020	0.063	0.066	0.084
Thinking of quitting because of health warning labels on smokeless tobacco	0.720	0.044	225	2086	2.125	0.061	0.634	0.806
Noticed any cigarette advertisement, sponsorship or promotion	0.487	0.013	9476	94201	6.265	0.026	0.462	0.512
Noticed any *bidi* advertisement, sponsorship or promotion	0.840	0.016	3219	33385	6.435	0.020	0.808	0.873
Noticed any smokeless tobacco advertisement, sponsorship or promotion	0.705	0.026	2164	21598	6.989	0.037	0.654	0.756
Believes that smoking causes serious illness	0.974	0.003	9619	95340	2.323	0.003	0.969	0.979
Believes that use of smokeless tobacco causes serious illness	0.927	0.005	9614	95286	4.198	0.006	0.917	0.938
Believes that second-hand smoke causes serious illness in non-smokers	0.934	0.004	9628	95411	2.521	0.004	0.926	0.942
Number of cigarettes smoked per day (by daily smokers)	5.077	0.260	2038	19940	3.333	0.051	4.567	5.587
Number of *bidis* smoked per day (by daily smokers)	6.915	0.351	2038	19940	2.941	0.051	6.228	7.602
Number of instances of smokeless tobacco use per day (by daily users)	8.068	0.204	2336	22603	2.132	0.025	7.668	8.468
Age at daily smoking initiation	18.768	0.200	2531	24831	2.026	0.011	18.377	19.158
Time since quitting smoking (in years)	12.029	0.777	455	4451	2.095	0.065	10.506	13.551
Time since quitting smokeless tobacco (in years)	13.199	2.981	39	396	1.926	0.226	7.356	19.042
Total monthly expenditure on manufactured cigarettes	377.792	15.038	1446	13097	2.042	0.040	348.316	407.267
Total monthly expenditure on *bidis*	130.455	19.605	905	10174	1.295	0.150	92.030	168.880

Appendix A.3 Sampling errors for males, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Number of respondents Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Confidence limits Upper limit (R+1.96SE)
Current tobacco users	0.580	0.011	4468	47442	2.129	0.019	0.559	0.602
Current tobacco smokers	0.447	0.011	4468	47442	2.326	0.025	0.425	0.469
Current smokeless tobacco users	0.264	0.011	4468	47442	2.916	0.043	0.242	0.286
Current manufactured cigarette smokers	0.283	0.011	4468	47442	2.407	0.037	0.262	0.303
Current *bidi* smokers	0.214	0.012	4468	47442	3.511	0.054	0.191	0.236
Daily tobacco smoker	0.407	0.011	4468	47442	2.283	0.027	0.385	0.429
Daily smokeless tobacco use	0.207	0.011	4468	47442	3.065	0.051	0.187	0.228
Daily manufactured cigarette smokers	0.245	0.010	4468	47442	2.321	0.040	0.226	0.264
Daily *bidi* smoking	0.203	0.011	4468	47442	3.462	0.055	0.181	0.225
Former daily tobacco smokers among all adults	0.084	0.006	4468	47442	2.271	0.074	0.072	0.097
Former tobacco smokers among ever-daily smokers	0.167	0.012	2457	24058	2.451	0.071	0.143	0.190
Former daily smokeless tobacco users among all adults	0.019	0.003	4468	47442	1.890	0.150	0.013	0.024
Former smokeless tobacco users among ever-daily users	0.079	0.012	1111	11092	2.320	0.153	0.058	0.106
First tobacco use within 5 minutes of waking	0.107	0.010	2521	25008	2.421	0.090	0.088	0.126
Attempts to quit smoking in the past 12 months	0.478	0.018	2201	21931	2.780	0.037	0.444	0.513
Visited a health-care provider in the past 12 months	0.388	0.017	2199	21816	2.771	0.045	0.354	0.422
Health-care provider asked about smoking	0.559	0.031	854	8503	3.358	0.056	0.497	0.620
Health-care provider advised to quit smoking	0.527	0.030	854	8503	3.092	0.057	0.468	0.586
Planning to quit or thinking about quitting smoking	0.691	0.018	2117	20757	3.224	0.026	0.655	0.726
Planning to quit or thinking about quitting smokeless tobacco	0.611	0.029	1221	12119	4.308	0.047	0.554	0.668
Exposure to second-hand smoke at work	0.678	0.020	1761	15975	3.265	0.030	0.639	0.717
Exposure to second-hand smoke in government buildings	0.092	0.006	4461	47317	1.948	0.066	0.081	0.104
Exposure to second-hand smoke in health-care facilities	0.071	0.008	4465	47429	4.408	0.114	0.055	0.087
Exposure to second-hand smoke in restaurants	0.534	0.015	4464	47398	3.990	0.028	0.505	0.563
Exposure to second-hand smoke on public transport	0.359	0.012	4463	47389	2.903	0.034	0.335	0.383
Last cigarette purchase in store	0.987	0.004	1447	13102	1.461	0.004	0.980	0.994
Last *bidi* purchase in store	0.929	0.013	863	9815	2.100	0.014	0.904	0.954

Appendix A.3 (cont.): Sampling errors for males, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Noticed anti-cigarette or *bidi* information at any location	0.565	0.015	4443	47229	3.932	0.026	0.536	0.594
Noticed health warning labels on cigarettes	0.753	0.011	4441	47256	2.926	0.015	0.732	0.775
Thinking of quitting because of health warning labels on cigarettes	0.745	0.018	1729	16814	2.777	0.023	0.711	0.780
Noticed health warning labels on *bidis*	0.356	0.016	4440	47232	4.895	0.045	0.325	0.387
Thinking of quitting because of health warning labels on bidis	0.773	0.020	750	8116	1.743	0.026	0.733	0.812
Noticed health warning labels on smokeless tobacco products	0.087	0.008	4442	47241	3.240	0.087	0.072	0.102
Thinking of quitting because of health warning labels on smokeless tobacco	0.741	0.060	131	1257	2.445	0.081	0.623	0.858
Noticed any cigarette advertisement, sponsorship or promotion	0.680	0.016	4446	47231	4.923	0.023	0.650	0.710
Noticed any *bidi* advertisement, sponsorship or promotion	0.859	0.019	2090	22437	6.058	0.022	0.823	0.896
Noticed any smokeless tobacco advertisement, sponsorship or promotion	0.708	0.032	1285	13418	6.492	0.046	0.645	0.772
Believes that smoking causes serious illness	0.976	0.004	4464	47432	2.392	0.004	0.969	0.983
Believes that use of smokeless tobacco causes serious illness	0.926	0.007	4460	47396	2.981	0.007	0.913	0.940
Believes that second-hand smoke causes serious illness in non-smokers	0.970	0.004	4467	47435	2.047	0.004	0.963	0.977
Number of cigarettes smoked per day (by daily smokers)	5.219	0.264	1972	19302	3.290	0.051	4.701	5.738
Number of *bidis* smoked per day (by daily smokers)	7.001	0.357	1972	19302	2.902	0.051	6.302	7.700
Number of smokeless tobacco uses per day (by daily users)	8.250	0.312	980	9841	2.049	0.038	7.639	8.862
Age at daily smoking initiation	18.439	0.174	2431	23814	1.916	0.009	18.098	18.780
Time since quitting smoking (in years)	11.795	0.807	415	4005	2.151	0.069	10.212	13.377
Time since quitting smokeless tobacco (in years)	12.353	2.958	37	372	2.001	0.239	6.556	18.151
Total monthly expenditure on manufactured cigarettes	378.433	15.078	1439	13063	2.045	0.040	348.880	407.986
Total monthly expenditures on *bidis*	131.051	20.302	863	9815	1.308	0.155	91.259	170.842

Appendix A.4 Sampling errors for females, GATS Bangladesh, 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.287	0.010	5161	47975	2.696	0.036	0.267	0.308
Current tobacco smokers	0.015	0.003	5161	47975	2.229	0.168	0.010	0.020
Current smokeless tobacco users	0.279	0.010	5161	47975	2.757	0.037	0.259	0.300
Current manufactured cigarette smokers	0.002	0.001	5161	47975	1.493	0.436	0.000	0.003
Current *bidi* smokers	0.011	0.002	5161	47975	2.109	0.196	0.007	0.015
Daily tobacco smoker	0.013	0.002	5161	47975	2.131	0.175	0.009	0.018
Daily smokeless tobacco use	0.266	0.010	5161	47975	2.708	0.038	0.246	0.286
Daily manufactured cigarette smokers	0.002	0.001	5161	47975	1.790	0.416	0.000	0.004
Daily bidi smoking	0.010	0.002	5161	47975	1.933	0.194	0.006	0.014
Former daily tobacco smokers among all adults	0.010	0.002	5161	47975	2.693	0.231	0.005	0.014
Former tobacco smokers among ever daily smokers	0.413	0.055	110	1127	1.343	0.132	0.306	0.520
Former daily smokeless tobacco users among all adults	0.010	0.002	5161	47975	1.465	0.172	0.006	0.013
Former smokeless tobacco users among ever daily users	0.035	0.006	1417	13266	1.386	0.168	0.025	0.048
First tobacco use within 5 minutes of waking	0.100	0.013	1389	13017	2.454	0.126	0.075	0.125
Smoking quit attempt in the past 12 months	0.315	0.078	79	741	2.207	0.248	0.162	0.468
Visited a health-care provider in the past 12 months	0.242	0.061	78	730	1.574	0.253	0.122	0.362
Health-care provider asked about smoking	0.646	0.115	27	187	1.503	0.178	0.421	0.871
Health-care provider advised to quit smoking	0.616	0.116	27	187	1.471	0.188	0.389	0.843
Planning to quit or thinking about quitting smoking	0.369	0.079	74	701	1.942	0.213	0.215	0.523
Planning to quit or thinking about quitting smokeless tobacco	0.374	0.019	1429	13330	2.171	0.050	0.337	0.411
Exposure to second-hand smoke at work	0.304	0.034	403	2351	2.250	0.113	0.237	0.372
Exposure to second-hand smoke in government buildings	0.016	0.002	5157	47916	1.359	0.130	0.012	0.019
Exposure to second-hand smoke in health-care facilities	0.044	0.004	5158	47956	2.258	0.097	0.036	0.053
Exposure to second-hand smoke in restaurants	0.022	0.003	5161	47975	2.147	0.138	0.016	0.027
Exposure to second-hand smoke on public transport	0.169	0.009	5157	47949	2.872	0.052	0.152	0.186
Last cigarette purchase in store	1.000	0.000	7	34		0.000	1.000	1.000
Last *bidi* purchase in store	0.775	0.104	44	369	2.651	0.134	0.571	0.978

Appendix A.4 (cont.): Sampling errors for females, GATS Bangladesh, 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents		Design effect (DEFT)	Relative error (SE/R)	Confidence limits	
			unweighted (N)	Weighted (000s) (WN)			Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Noticed anti-cigarette or *bidi* information at any location	0.432	0.013	5082	47334	3.369	0.030	0.407	0.457
Noticed health warning labels on cigarettes	0.281	0.010	5127	47622	2.448	0.035	0.261	0.300
Thinking of quitting because of health warning labels on cigarettes	0.511	0.240	9	100	1.843	0.470	0.040	0.981
Noticed health warning labels on *bidis*	0.113	0.008	5130	47633	3.486	0.073	0.097	0.130
Thinking of quitting because of health warning labels on *bidis*	0.630	0.186	8	66	1.038	0.295	0.265	0.994
Noticed health warning labels on smokeless tobacco products	0.063	0.006	5129	47631	3.167	0.096	0.051	0.074
Thinking of quitting because of health warning labels on smokeless tobacco products	0.689	0.061	94	829	1.618	0.089	0.570	0.809
Noticed any cigarette advertisement, sponsorship or promotion	0.293	0.017	5030	46970	6.730	0.057	0.260	0.325
Noticed any bidi advertisement, sponsorship or promotion	0.802	0.030	1129	10948	6.276	0.037	0.743	0.860
Noticed any smokeless tobacco advertisement, sponsorship or promotion	0.699	0.041	879	8180	6.851	0.058	0.620	0.779
Believes that smoking causes serious illness	0.972	0.004	5155	47908	2.310	0.004	0.965	0.979
Believes that smokeless tobacco causes serious illness	0.929	0.007	5154	47890	3.397	0.007	0.916	0.942
Believes that second-hand smoke causes serious illness in non-smokers	0.899	0.007	5161	47975	3.078	0.008	0.884	0.913
Number of cigarettes smoked per day (by daily smokers)	0.767	0.310	66	638	0.968	0.404	0.159	1.374
Number of *bidis* smoked per day (by daily smokers)	4.294	0.949	66	638	1.582	0.221	2.434	6.154
Number of smokeless tobacco uses per day (by daily users)	7.927	0.279	1356	12762	2.355	0.035	7.380	8.474
Age at daily smoking initiation	26.462	2.478	100	1017	2.515	0.094	21.604	31.319
Time since quitting smoking (in years)	14.127	2.368	40	447	1.348	0.168	9.487	18.768
Time since quitting smokeless tobacco products (in years)	26.198	12.237	2	24	1.189	0.467	2.214	50.182
Total monthly expenditure on manufactured cigarettes	128.157	37.116	7	34	0.254	0.290	55.411	200.904
Total monthly expenditure on *bidis*	114.181	45.227	42	359	0.741	0.396	25.537	202.825

Appendix A.5 Sampling errors for urban population, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.381	0.013	4857	24972	3.454	0.034	0.356	0.407
Current tobacco smokers	0.213	0.008	4857	24972	1.800	0.037	0.197	0.228
Current smokeless tobacco users	0.225	0.012	4857	24972	3.713	0.051	0.202	0.247
Current manufactured cigarette smokers	0.184	0.008	4857	24972	1.870	0.041	0.169	0.199
Current *bidi* smokers	0.047	0.005	4857	24972	2.917	0.111	0.036	0.057
Daily tobacco smoker	0.192	0.008	4857	24972	1.973	0.041	0.176	0.207
Daily smokeless tobacco use	0.186	0.011	4857	24972	3.926	0.060	0.164	0.207
Daily manufactured cigarette smokers	0.164	0.008	4857	24972	1.986	0.046	0.150	0.179
Daily *bidi* smoking	0.042	0.006	4857	24972	3.847	0.135	0.031	0.053
Former daily tobacco smokers among all adults	0.047	0.005	4857	24972	2.874	0.110	0.037	0.057
Former tobacco smokers among ever-daily smokers	0.191	0.019	1226	6155	2.935	0.101	0.153	0.229
Former daily smokeless tobacco users among all adults	0.015	0.002	4857	24972	1.527	0.142	0.011	0.020
Former smokeless tobacco users among ever-daily users	0.075	0.012	1085	5122	1.025	0.154	0.055	0.101
First tobacco use within 5 minutes of waking	0.104	0.014	1753	8496	3.696	0.135	0.076	0.131
Attempts to quit smoking in the past 12 months	0.534	0.024	1080	5557	2.436	0.044	0.487	0.580
Visited a health-care provider in the past 12 months	0.412	0.031	1086	5579	4.376	0.076	0.350	0.473
Health-care provider asked about smoking	0.523	0.076	439	2312	10.066	0.145	0.374	0.671
Health-care provider advised to quit smoking	0.490	0.072	439	2312	9.070	0.147	0.349	0.631
Planning to quit or thinking about quitting smoking	0.695	0.025	1052	5258	3.130	0.036	0.645	0.744
Planning to quit or thinking about quitting smokeless tobacco use	0.544	0.034	1144	5489	5.280	0.062	0.477	0.610
Exposure to second-hand smoke at work	0.588	0.026	1487	7539	4.245	0.045	0.536	0.639
Exposure to second-hand smoke in government buildings	0.078	0.007	4851	24926	3.056	0.087	0.064	0.091
Exposure to second-hand smoke in health-care facilities	0.068	0.010	4851	24939	6.965	0.140	0.049	0.087
Exposure to second-hand smoke in restaurants	0.299	0.009	4856	24962	1.843	0.030	0.282	0.317
Exposure to second-hand smoke on public transport	0.264	0.010	4850	24919	2.355	0.037	0.245	0.283
Last cigarette purchase in store	0.983	0.005	882	4491	1.219	0.005	0.974	0.993
Last *bidi* purchase in store	0.874	0.041	232	1018	3.472	0.047	0.795	0.954

Appendix A.5 (cont.): Sampling errors for urban population, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Noticed anti-cigarette or *bidi* information at any location	0.570	0.017	4806	24759	5.450	0.029	0.538	0.603
Noticed health warning labels on cigarettes	0.546	0.012	4828	24846	2.751	0.022	0.522	0.569
Thinking of quitting because of health warning labels on cigarettes	0.741	0.024	892	4543	2.665	0.032	0.694	0.788
Noticed health warning labels on *bidis*	0.177	0.013	4832	24862	5.465	0.073	0.152	0.202
Thinking of quitting because of health warning labels on *bidis*	0.767	0.040	284	1516	2.498	0.052	0.689	0.845
Noticed health warning labels on smokeless	0.063	0.005	4835	24880	2.166	0.082	0.053	0.073
Thinking of quitting because of health warning labels on smokeless tobacco	0.763	0.053	106	491	1.629	0.069	0.660	0.867
Noticed any cigarette advertisement, sponsorship or promotion	0.483	0.020	4758	24463	7.290	0.041	0.445	0.521
Noticed any *bidi* advertisement, sponsorship or promotion	0.755	0.029	1572	8051	7.115	0.038	0.698	0.812
Noticed any smokeless tobacco advertisement, sponsorship or promotion	0.611	0.040	1129	5977	7.579	0.065	0.532	0.689
Believes that smoking causes serious illness	0.975	0.004	4851	24941	2.729	0.004	0.968	0.982
Believes that smokeless tobacco causes serious illness	0.949	0.007	4849	24929	5.036	0.008	0.935	0.963
Believes that second-hand smoke causes serious illness in non-smokers	0.967	0.004	4857	24972	2.328	0.004	0.959	0.974
Number of cigarettes smoked per day (by daily smokers)	8.513	0.491	964	4791	2.272	0.058	7.552	9.474
Number of *bidis* smoked per day (by daily smokers)	2.654	0.371	964	4791	1.451	0.140	1.928	3.381
Number of smokeless tobacco uses per day (by daily users)	8.062	0.354	978	4633	1.443	0.044	7.367	8.756
Age at daily smoking initiation	18.522	0.302	1208	6061	1.352	0.016	17.931	19.114
Time since quitting smoking (in years)	11.352	1.704	229	1175	2.477	0.150	8.011	14.692
Time since quitting smokeless tobacco (in years)	10.683	1.981	23	142	0.803	0.186	6.799	14.566
Total monthly expenditures on manufactured cigarettes	516.052	22.949	875	4459	1.028	0.045	471.072	561.032
Total monthly expenditures on *bidis*	87.471	7.521	230	1008	0.573	0.086	72.730	102.212

Appendix A.6 Sampling errors for rural population, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Current tobacco users	0.451	0.010	4772	70446	1.924	0.022	0.432	0.471
Current tobacco smokers	0.236	0.007	4772	70446	1.428	0.031	0.222	0.250
Current smokeless tobacco users	0.288	0.011	4772	70446	2.596	0.037	0.268	0.309
Current manufactured cigarette smokers	0.126	0.006	4772	70446	1.767	0.051	0.114	0.139
Current *bidi* smokers	0.135	0.008	4772	70446	2.332	0.056	0.120	0.149
Daily tobacco smoker	0.215	0.007	4772	70446	1.446	0.033	0.201	0.229
Daily smokeless tobacco use	0.255	0.010	4772	70446	2.551	0.040	0.235	0.275
Daily manufactured cigarette smokers	0.107	0.006	4772	70446	1.765	0.055	0.096	0.119
Daily *bidi* smoking	0.128	0.007	4772	70446	2.240	0.057	0.114	0.143
Former daily tobacco smokers among all adults	0.047	0.004	4772	70446	1.587	0.082	0.039	0.054
Former tobacco smokers among ever-daily smokers	0.173	0.014	1341	19029	1.708	0.078	0.147	0.200
Former daily smokeless tobacco users among all adults	0.014	0.002	4772	70446	1.448	0.149	0.010	0.018
Former smokeless tobacco users among ever-daily users	0.050	0.007	1443	19236	2.211	0.146	0.037	0.066
First tobacco use within 5 minutes of waking	0.105	0.009	2157	29530	1.780	0.084	0.088	0.122
Attempts to quit smoking in the past 12 months	0.453	0.022	1200	17114	2.285	0.048	0.411	0.496
Visited a health-care provider in the past 12 months	0.374	0.020	1191	16967	2.089	0.054	0.334	0.414
Health-care provider asked about smoking	0.574	0.030	442	6378	1.646	0.053	0.515	0.633
Health-care provider advised to quit smoking	0.543	0.030	442	6378	1.557	0.055	0.485	0.601
Planning to quit or thinking about quitting smoking	0.676	0.023	1139	16201	2.680	0.034	0.631	0.720
Planning to quit or thinking about quitting smokeless tobacco	0.471	0.022	1506	19961	2.853	0.046	0.429	0.514
Exposure to second-hand smoke at work	0.660	0.028	677	10788	2.275	0.042	0.606	0.714
Exposure to second-hand smoke in government buildings	0.045	0.004	4767	70307	1.537	0.083	0.038	0.053
Exposure to second-hand smoke in health-care facilities	0.054	0.004	4772	70446	1.775	0.081	0.045	0.062
Exposure to second-hand smoke in restaurants	0.268	0.010	4769	70411	2.651	0.039	0.247	0.288
Exposure to second-hand smoke on public transport	0.263	0.010	4770	70420	2.436	0.038	0.244	0.283
Last cigarette purchase in store	0.989	0.005	572	8645	1.246	0.005	0.979	0.999
Last *bidi* purchase in store	0.929	0.014	675	9167	1.880	0.015	0.902	0.956

Appendix A.6 (cont.): Sampling errors for rural population, GATS Bangladesh 2009

Indicator	Estimate (R)	Standard error (SE)	Number of respondents unweighted (N)	Weighted (000s) (WN)	Design effect (DEFT)	Relative error (SE/R)	Confidence limits Lower limit (R-1.96SE)	Upper limit (R+1.96SE)
Noticed anti-cigarette or *bidi* information at any location	0.473	0.014	4719	69804	3.896	0.030	0.445	0.501
Noticed health warning labels on cigarettes	0.506	0.011	4740	70032	2.177	0.021	0.485	0.527
Thinking of quitting because of health warning labels on cigarettes	0.745	0.023	846	12372	2.256	0.030	0.701	0.789
Noticed health warning labels on *bidis*	0.255	0.013	4738	70003	3.959	0.050	0.230	0.279
Thinking of quitting because of health warning labels on *bidis*	0.773	0.023	474	6666	1.402	0.030	0.728	0.817
Noticed health warning labels on smokeless tobacco products	0.079	0.006	4736	69992	2.431	0.077	0.067	0.091
Thinking of quitting because of health warning labels on smokeless tobacco	0.707	0.055	119	1595	1.691	0.077	0.600	0.814
Noticed any cigarette advertisement, sponsorship or promotion	0.488	0.016	4718	69737	4.795	0.033	0.457	0.519
Noticed any *bidi* advertisement, sponsorship or promotion	0.868	0.020	1647	25334	5.499	0.023	0.829	0.906
Noticed any smokeless tobacco advertisement, sponsorship or promotion	0.741	0.033	1035	15621	5.731	0.044	0.677	0.805
Believes that smoking causes serious illness	0.973	0.003	4768	70398	1.757	0.003	0.967	0.980
Believes that smokeless tobacco causes serious illness	0.920	0.007	4765	70358	2.963	0.007	0.907	0.933
Believes that second-hand smoke causes serious illness in non-smokers	0.923	0.005	4771	70438	1.722	0.006	0.913	0.933
Number of cigarettes smoked per day (by daily smokers)	3.990	0.273	1074	15149	3.490	0.069	3.455	4.526
Number of *bidis* smoked per day (by daily smokers)	8.262	0.423	1074	15149	3.086	0.051	7.433	9.091
Number of instances of smokeless tobacco use per day (by daily users)	8.069	0.240	1358	17970	2.290	0.030	7.599	8.540
Age at daily smoking initiation	18.847	0.244	1323	18770	2.178	0.013	18.369	19.325
Time since quitting smoking (in years)	12.272	0.837	226	3276	1.843	0.068	10.630	13.913
Time since quitting smokeless tobacco (in years)	14.603	4.488	16	254	2.131	0.307	5.807	23.399
Total monthly expenditures on manufactured cigarettes	306.415	18.051	571	8638	3.185	0.059	271.035	341.796
Total monthly expenditure on *bidis*	135.183	21.728	675	9166	1.296	0.161	92.596	177.771

Appendix B: Sample design

B.1 INTRODUCTION

The Global Adult Tobacco Survey was the first of its kind to be conducted in Bangladesh in 2009 (GATS-Bangladesh 2009) to monitor tobacco use. It is designed to be a nationally representative household survey of all non-institutionalized men and women aged 15 years or older. The main objectives of this survey are to provide estimates of tobacco use, exposure to second-hand smoke and frequency of quit attempts, and to monitor tobacco control interventions. The survey design requirements for this study have been developed so that precise estimates can be generated for Bangladesh as a whole as well as for two analysis groups defined by urban/rural areas and gender.

The target population for this survey includes all people residing in all geographical areas of the country who consider Bangladesh to be their primary place of residence. This definition includes those individuals residing in Bangladesh even though they may not be citizens of that country. The only adults aged 15 years or older who will be excluded from the study are those individuals visiting Bangladesh (e.g. tourists), who have indicated their primary place of residence to be a military base or group quarters (e.g. a dormitory), and those who are institutionalized—including people residing in hospitals, prisons, nursing homes and other such institutions.

B.2 SAMPLING FRAME

The sampling frame used for GATS Bangladesh 2009 was the Population Census of the People's Republic of Bangladesh conducted in 2001 (PCPRB 2001), provided by the Bangladesh Bureau of Statistics (BBS). The population coverage rate of this Census 2001 is around 95.5% of the total population.

There are six divisions in Bangladesh, which are the largest administrative units. Each division is divided into several districts (*zilla*) and sub-districts (*upazilla*). Within sub-districts are m*auzas* and *mahallas* that are the smallest units with a defined area in urban and rural Bangladesh respectively. In the case of the GATS Bangladesh, it was decided that primary sampling units (PSUs) for the rural stratum will be the m*auza*, the smallest rural geographical revenue unit having a jurisdiction list number for which census information is available with clear and updated boundaries. For the urban stratum, PSUs will be based on the *mahalla* which is the lowest urban geographical unit having identifiable boundaries. Households in this survey were defined according to BBS as "a dwelling in which persons either related or unrelated (were) living together and taking food from the same kitchen".

According to the census of 2001, the sampling frame comprised 64,407 PSUs (*mauzas* and *mahallas*) in Bangladesh, which also included cantonment areas and "depopulated" areas such as areas with less than five households. PSUs with less than five households and cantonment areas were deleted from the sample frame and PSUs with households numbering between 5 and 49 were merged with adjacent PSUs. After this merger, the total number of PSUs came to 58,755. These PSUs allowed the country as a whole to be easily classified into the rural (49,281 PSUs) and urban (94,74 PSUs) stratum. The urban stratum includes Urban and Statistical Metropolitan Areas (SMA) and rural stratum includes rural and Other Urban Areas of Bangladesh.

B.3 SAMPLE DESIGN

The sample for GATS Bangladesh 2009 was a three-stage stratified cluster sample of households. The explicit stratification used at the first stage of selection was based on urban (*mahalla*) and rural (*mauza)* designation from BBS. Each of the rural and urban geopolitical units are implicitly stratified by division, noting that some divisions are mostly urban or mostly rural, and within each division by the percentage literacy of women in each *mahalla and mauza.*

At the first stage, a total of 400 PSUs were selected systematically with probability proportionate to size (PPS), and with an equal allocation to urban and rural statum (200 PSUs each to both urban and rural strata). The size measure used to select PSUs is the total number of households in the 2001 Census. Secondary Sampling Units (SSUs) were based upon Census Enumeration Areas defined in the 2008 Bangladesh Agricultural Census. This Census was conduced in the entire country with mapping of each *mauza* and *mahalla* performed and EA's construction based upon 200 households units in *mauzas* and 300 household units in each *mahalla*. In each *mauza* and *mahalla* one SSU was selected using simple random sampling (SRS). Household selection in the third stage was an equal probability systematic selection with 28 households per SSU using a fractional interval technique. Selected households in all the selected segments of mauzzas/mahalla's were randomly assigned as "male" or "female" in a ratio that produces equal numbers of male and female households. Finally, one individual was randomly chosen from all the eligible males/females in a participating household. No replacements and no changes of the pre-selected households were allowed in the implementing stages in order to prevent bias.

B.4 SAMPLE SIZE

GATS was designed to produce estimates that meet the following precision requirements:

1. Estimates computed at the national level, by urban/rural classification, by gender and by the cross of gender and urban/rural should have a 95% margin of error of 3 percentage points or less for tobacco use rates of 40%.

2. Sample sizes should be sufficiently large to accommodate the statistical power requirements for tests to detect differences between survey rounds with independently chosen samples

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, the minimum sample sizes needed to accommodate these precision requirements are 2000 respondents in each of the four groups defined by the cross of urban/rural and gender. This results in a minimum expected respondent sample of 8000. Based on the information from Demographic Health Surveys and previous BBS surveys, the following anticipated non-response rates at the household and individual level were considered: household eligibility rate (90%), household response rate (98%), household screening rate (95%), person eligibility rate (98%) and person response rate (85% for male and 90% for female). As a result, the number of households selected in each SSU was fixed to 28 households and a final adjusted sample size of 11 200 households.

Among the 400 PSUs/SSUs selected, 200 PSUs/SSUs were allocated to urban areas and 200 to rural areas. Among the expected 11 200 individual interviews, 5600 were in urban areas and 5600 were in rural areas. The households were equally allocated to each strata and gender in order to obtain comparable survey precision between each subgroup.

Table B.1 below shows the total number of PSUs in Bangladesh according to division and by type of residence; Table B.2 below shows the sample distribution of PSUs according to division and by type of residence; Table B.3 below shows the sample distribution of households or individuals according to division and gender by type of residence.

Table B.1 Total number of Mauzas/Mohallas by division and urban/rural

Division	Number of Mauzas/Mohallas		
	Total	Urban	Rural
Barisal	3,231	394	2,837
Chittagong	8,489	1,623	6,866
Dhaka	16,886	3,365	13,521
Khulna	7,103	1,059	6,044
Rajshahi	17,888	2,416	15,472
Sylhet	5,158	617	4,541
Overall	58,755	9,474	49,281

Table B.2 Number of sampled Mauzas/Mohallas by division and urban/rural

Division	Number of Mauzas/Mohallas		
	Total	Urban	Rural
Barisal	20	5	15
Chittagong	74	39	35
Dhaka	152	98	54
Khulna	47	21	26
Rajshahi	89	31	58
Sylhet	18	6	12
Overall	400	200	200

Table B.3 Number of sampled households/individuals by division, gender and urban/rural

Division	Total	Number of households/individuals			
		Urban		Rural	
		Male	Female	Male	Female
Barisal	560	70	70	210	210
Chittagong	2,072	546	546	490	490
Dhaka	4,256	1,372	1,372	756	756
Khulna	1,316	294	294	364	364
Rajshahi	2,492	434	434	812	812
Sylhet	504	84	84	168	168
Overall	11,200	2,800	2,800	2,800	2,800

B.5 SAMPLING PROBABILITIES AND SAMPLING WEIGHTS

Due to non-proportional allocation of the sample to the different strata, sampling weights will be required to ensure the actual representativeness of the sample at the national level as well as stratum level (urban/rural areas).

The weighting process for 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 to the known population totals.

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:

The subscripts and k (jointly for the $-th$ PSU and $k-th$ SSU, respectively) in this description jointly correspond to the "area" (segment) $g,$ which is chosen in two sampling stages in selecting a respondent R:

$p_{\alpha k}^{(1)}$ = Unconditional probability of selecting the $-th$ PSU (geo-political area unit in which R lives) and $k-th$ SSU (segment in which R lives);

$p_{\alpha k}^{(2)}$ = Conditional probability (given PSU and SSU selections) of selecting the household in which R lives;

$p_{\alpha ki}^{(3)}$ = Conditional probability (given PSU, SSU, and household selections) of randomly assigning R's household to be a "male/female" household;

$p_{\alpha kij}^{(4)}$ = Conditional probability (given PSU, SSU, household selections and gender allocation) of randomly selecting one respondent per household.

Then the unconditional joint probability of selecting R (the $-th$ person) into the GATS sample is:

$$p_{\alpha kij} = p_{\alpha k}^{(1)} * p_{\alpha k}^{(2)} * p_{\alpha ki}^{(3)} * p_{\alpha kij}^{(4)} \ .$$

Thus, the associated base weight for R is:

$$B_{\alpha kij} = \frac{1}{p_{\alpha kij}} = \frac{1}{p_{\alpha k}^{(1)} * p_{\alpha k}^{(2)} * p_{\alpha ki}^{(3)} * p_{\alpha kij}^{(4)}}$$

Each of the selection probabilities in the above equation were calculated are as follows:

The unconditional joint probability of selecting R's PSU and R's SSU is,

$$p_{\alpha k}^{(1)} = p_{\alpha}^{(1)} * p_{k(\alpha)}^{(1)} = \left[\frac{I * N_{\alpha}}{\sum_{\alpha} N_{\alpha}} \right] * \left[\frac{K_{\alpha}}{S_{\alpha}} \right] ,$$ where N_{α} was the size measure (in number of households

as of the last census) for R's PSU, I was the number of PSUs chosen in the sampling stratum from which R's PSU was chosen, and $\sum_{\alpha} N_{\alpha}$ was the sum of size measures for all PSUs in that stratum, k_{α} was the number of segments chosen (typically 1 segment per PSU) by (without-replacement) simple random sampling and S_{α} was the total number of segments in R's PSU.

The conditional probability of selecting R's household was: $p_{\alpha k}^{(2)} = \frac{H_{\alpha k}}{L_{\alpha k}}$, where $H_{\alpha k}$ was the number of households selected (typically 28 fixed households per SSU) by without-replacement simple random sampling and $L_{\alpha k}$ was the listed households in the αk -th segment in which R's household is located.

In general, $M_{\alpha ki}$ and $F_{\alpha ki}$ were respectively the number of selected households in the αk -th "area" (segment) assigned to be "male" and "female" households, then the conditional probability of randomly assigning the households was: $p_{\alpha ki}^{(3)} = \frac{M_{\alpha ki}}{H_{\alpha ki}}$ for male respondents, and $p_{\alpha ki}^{(3)} = \frac{F_{\alpha ki}}{H_{\alpha ki}}$ for female respondents where $H_{\alpha ki} = M_{\alpha ki} + F_{\alpha ki}$.

A spreadsheet containing all sampling parameters and selection probabilities was prepared to facilitate the calculation of base weight.

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 PSU. The corresponding household-level weighting class adjustment were computed as one divided by the weighted household response rate for each sample PSUs. The person level response rate was computed by roster-reported gender, age and current smoking status.

3) Post-stratification calibration adjustment

In principle, the goal of a calibration weight adjustment is to bring weighted sums of the sample data into line with the corresponding counts in the target population. Provisional population totals projections of persons aged 15 years and above by urban/rural residence, and respondent-reported gender and age group (15-24, 25-44, 45-64 and 65+) from the sample registration system (SVRS) 2008 were used for a post-stratification calibration adjustment.

Ultimately, the final analysis weight (W) for the *j-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..

SHOWING AREA OF COVERAGE OF GLOBAL ADULT TOBACCO SURVEY (GATS), BANGLADESH, 2009

INDIA

INDIA

BURMA

Bay of Bengal

N

0   50   100km

LEGEND

International Boundary
Division Boundary
District Boundary
Primary Sampling Unit

Prepared by : Progaammer, BBS
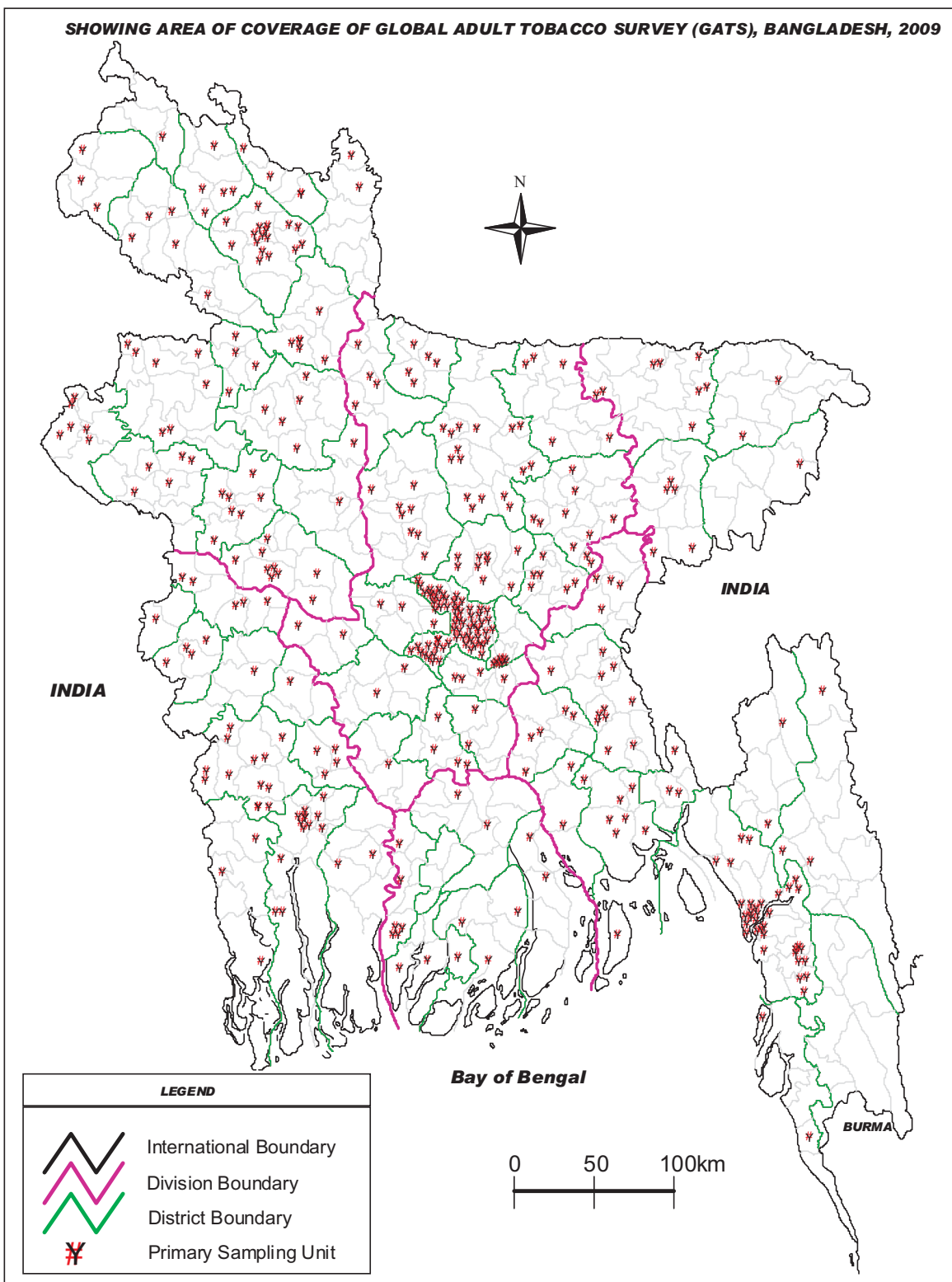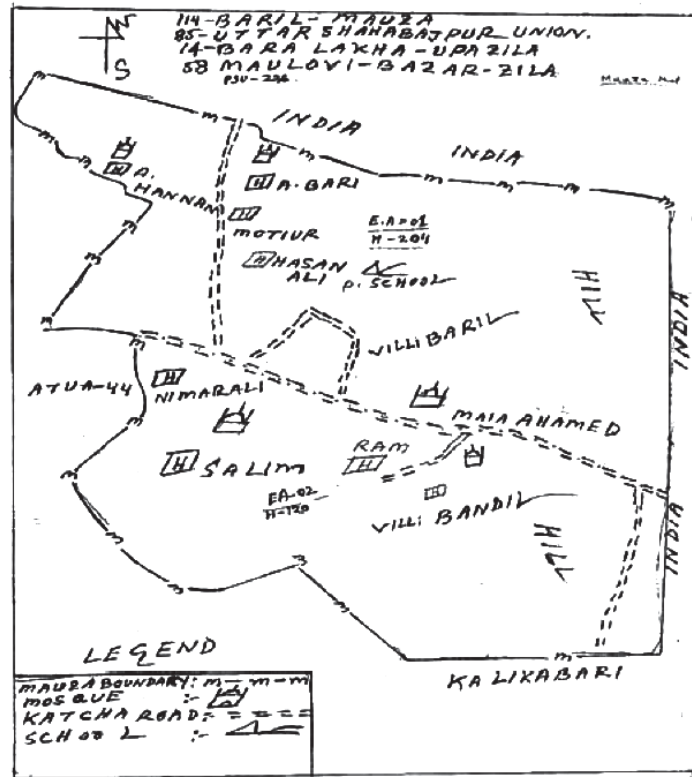
Fig: Sample map of PSU
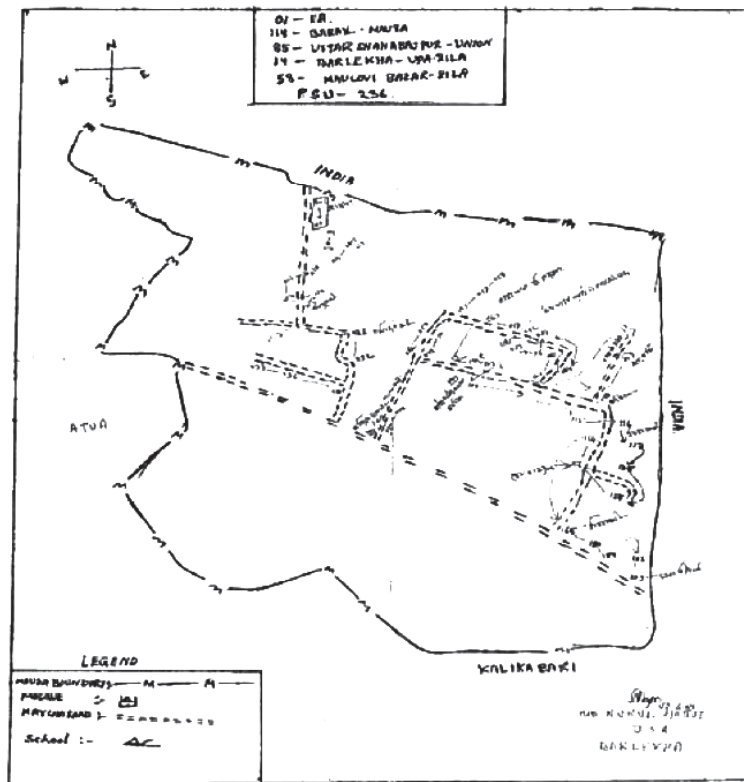
Fig: Sample map of SSU

Appendix C: Glossary of terms

GATS	Global Adult Tobacco Survey
WHO FCTC	WHO Framework Convention on Tobacco Control
MPOWER	WHO publication with six key strategies on tobacco control (2008)
	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
	Raise taxes on tobacco
NIPSOM	National Institute of Preventive and Social Medicine
NIPORT	National Institute of Population Research and Training
BBS	Bangladesh Bureau of Statistics
PSUs	primary sampling units
SSUs	secondary sampling units
FSs	Field Supervisors
FIs	Field Interviewers
Adults	Population aged 15 years and over
Tobacco Products	Two types of tobacco products, i.e. 1) Smoked tobacco: Includes manufactured cigarettes, *bidi, hukkah* (waterpipes), hand–rolled cigarettes, pipes full of tobacco, cigars, cherrots or, cigarillos, and any other. Others include dhaba (waterpipes made of bamboo). 2) Smokeless tobacco: Includes *zarda, sada pata, gul, khoinee* and others. Others include *kimam*, different brands of *zarda, musuri bakor* (a type of pan masala) etc.
Smoking frequency	Classified into three categories, i.e.: 1) Daily smoking means smoking at least one tobacco product every day over a period of a month or more. 2) Occasional smoking (less than daily). 3) Never smoking means person who has never tried smoking or has just tried the same once or twice ever.
Frequency of smokeless tobacco use	Classified into three categories, i.e.: 1) Daily smokeless tobacco use means use of at least one smokeless tobacco product every day over a period of month or more. 2) Occasional smokeless tobacco use (less than daily). 3) Never smokeless tobacco users means a person who has never tried smokeless tobacco products or has just tried once or twice ever.

Frequency of tobacco use	Classified into three categories, i.e.: 1) Current tobacco use means daily smoking and smokeless tobacco use means use of any tobacco product every day over a period of month or more. 2) Occasional smoking and smokeless tobacco use (less than daily).
Current smoker	Smokers who are daily or occasional smokers of any smoking tobacco product.
Current smokeless tobacco products	Smokeless tobacco users who are daily or occasional users of any smokeless tobacco product.
Prevalence (%)	Statistical concept that refers to the number of occurrences of tobacco use that are present in a particular population aged 15 years and over at a given time.
Quit attempt	Current tobacco smokers and smokeless tobacco users who tried to quit during the past 12 months and former tobacco smokers and smokeless tobacco users who have been abstinent for >12 months.
Interest in quitting smoking	Current tobacco smokers who are planning or thinking about quitting smoking within the next month, next 12 months or some day.
Interest in quitting smokeless tobacco use	Current smokeless tobacco users who are planning or thinking about quitting smokeless tobacco use within the next month, next 12 months or some day.
HCPs	Health-care providers include various health professions such as medical doctors, nurses, pharmacists, health professionals, etc.
Exposure to secondhand smoke	Persons who saw somebody smoking or smelled tobacco smoke, or saw tobacco butts inside (indoor areas) public places of interest during their visit there in the past 30 days, including:
	o *Government building: covering indoor areas which are declared as non-smoking areas by national smoke free laws.*
	o *Health-care facilities: covering indoor areas of both public and private health-care facilities which are declared non-smoking areas by national smoke free laws.*
	o *Restaurants: covering food and/or beverage selling areas inside the building, not including places in front of any building and on the wayside.*
	o *Public transport: All public transport, both air-conditioned and non-air-conditioned.*
Exposure to secondhand smoke at home	Persons who were exposed to SHS inside the respondent's home, which does not include outside areas such as patios, balcony, garden, etc., that are not fully enclosed.

Exposure to anti tobacco information	Respondents who have noticed any information about the dangers of smoking cigarettes or bidis and of smokeless tobacco, or that which encourages the quitting of these tobacco products in newspapers, magazines, television, radio, billboards, posters and somewhere else in the last 30 days.
Exposure to cigarettes, *bidi* and smokeless tobacco advertisement, promotion and sponsorship	Respondents who have noticed any advertisement or signs at the point of sale, or on television, radio, billboards, posters, newspapers, magazines, cinemas, the Internet, public transport vehicles or stations, public walls, and anywhere else in the last 30 days.
Beliefs about the dangers of tobacco smoking	Respondents who believe that tobacco smoking causes serious illness and specific diseases, i.e. stroke, heart attack, lung cancer, and long-term respiratory distress.
Beliefs about the dangers of smokeless tobacco use	Respondents who believe that smokeless tobacco use causes serious illness and specific diseases, i.e., stroke, heart attack, cancer of mouth.
Beliefs about the dangers of secondhand smoke	Respondents who believe that breathing smoke from other peoples' smoke causes serious illness and specific disease in non-smokers, i.e., heart in adults, stroke in adults, lung cancer in adults, lung illness in children.
Health warning	Six rotatory textual health warnings on cigarette packages covering 30% of the front and back.

Appendix D: Technical and survey staff

Members of Steering Committee

Secretary, Ministry of Health & Family Welfare, Bangladesh Secretariat	Chairman
Director General, Directorate of Health Services	Member
Joint Secretary (PH&WHO), Ministry of Health & Family Welfare, Bangladesh Secretariat	Member
Deputy Secretary (WHO), Ministry of Health & Family Welfare, Bangladesh Secretariat	Member
Director, National Institute of Preventive and Social Medicine	Member
Director General, National Institute of Population, Training and Research	Member
Director General, Bangladesh Bureau of Statistics	Member
Director, Medical Information System, Directorate of Health Services	Member
Director, Primary Health Care, Directorate of Health Services	Member
Director, Institute of Epidemiology, Disease Control and Research	Member
Dr Mostafa Zaman, National Professional Officer (NCD), World Health Organization, Bangladesh	Member
Prof. Syed Md Akram Hussain, Chairman, Department of Oncology, Bangabandhu Sheikh Mujib Medical University	Member
Director, Disease Control, Directorate of Health Services	Member Secretary

Members of Technical Committee

Joint Secretary (PH&WHO), Ministry of Health & Family Welfare	Chairman
Director, National Institute of Preventive and Social Medicine	Member
Director, Institute of Epidemiology, Disease Control and Research	Member
Deputy Secretary (WHO), Ministry of Health & Family Welfare	Member
Director (Research). National Institute of Population, Research and Training	Member
Head, Department of Epidemiology, National Institute of Preventive and Social Medicine	Member
Head, Department of Environmental and Occupational Health, National Institute of Preventive and Social Medicine	Member
Director (Demography and Health), Bangladesh Bureau of Statistics	Member
Prof. M. Kabir, Professor of Statistics. Department of Statistics, Jahangirnagar University	Member
Dr Md. Mizanur Rahman, Associate Professor, National Institute of Preventive and Social Medicine	Member
Director, Disease Control, Directorate of Health Services	Member
Prof. Syed Md Akram Hussain, Chairman, Department of Oncology, Bangabandhu Sheikh Mujib Medical University	Member
Technical Officer (Surveillance of Tobacco Control), World Health Organization, Bangladesh, Dhaka.	Member
Senior Assistant Secretary (WHO-2), Ministry of Health & Family Welfare, Bangladesh Secretariat	Member Secretary

Research and technical team members of implementing agencies

Principal Investigator (Director, NIPSOM)

Professor (Dr) Sk. Akhtar Ahmad (16 Sept 2009 – 30 November 2009)

Professor (Dr) Abdur Rahman, (15 Feb 2009 – 15 September 2009)

Professor (Dr) Zaforullah Chowdhury (till 15 February 2009)

Co-Principal investigators

Dr Md. Amirul Hassan, Associate Professor, NIPSOM (16 June 2009 – 30 November 2009)

Dr Md. Mizanur Rahman, Associate Professor, NIPSOM (till 15 June 2009)

Co Investigators

Professor (Dr.) Md. Anisur Rahman, NIPSOM

Dr Md. Shafiqul Islam, Associate Professor NIPSOM

Dr Md. Nazrul Islam, Assistant Professor, NIPSOM

Dr Kazi Shafiqul Halim, Assistant Professor, NIPSOM

Dr Mahmudul Haque, Medical Officer, NIPSOM

Md. Ahsanul Alam, Evaluation Specialist and Deputy Program Manager, NIPORT

Prof. Syed Mohammad Akram Hussain, BSMMU

Research Officers

Dr Mahfuzur Rahman Bhuiyan, GATS, Bangladesh.

Dr Sheikh Mohammad Mahbubus Sobhan, GATS, Bangladesh.

Suraya Aktar, GATS, Bangladesh.

Dr Jakir Hossain Bhuiyan Masud, GATS, Bangladesh.

IT professionals

ABM Kamruzzaman, Programmer and Network Specialist

Md Hasanuzzaman Khan, Database & IT Specialist

Administrative staff

Sere Buland Khan, Administrative cum Account Officer

Member of Quality Control Team

NIPSOM	NIPORT	World Health Organization
Professor (Dr) Abdur Rahman	KC Mondal	Dr M Mostafa Zaman
Professor (Dr) Md. Anisur Rahman	Md Ahsanul Alam	Dr Sohel Reza Chouduhry
Professor (Dr) Md. Emdadul Haque	Shahin Sultana	Dr Syed Mahfuzul Huq
Professor (Dr) Shaila Hossain	Subrata Kumar Bhadra	Dr Iqbal Kabir
Dr. Md.Amirul Hassan	Md. Mahbubur Rahman	Ishrat Chowdhury
Dr Md. Shafiqul Islam	Shahina Alam	
Dr Musarrat Haque	Rita Farah Naz	
Dr Md. Nazrul Islam	Dipak Chandra Roy	
Dr Ashit Barun Biswas		
Dr A. Wazed		
Dr Kazi Shafiqul Halim		
Dr Abul Masud Md. Nurul Karim		

Bangladesh Bureau of Statistics (Mapping and Listing)

Director General, Bangladesh Bureau of Statistics
Director, Demography and Health Wing
Deputy Director, Demography and Health Wing
Officials of Demography and Health Wing

Data Collectors

Field Supervisors

Mahfuzur Rahman	Mohammad Shafiqul Alam Bhuiyan
Md Mizanur Rahman	Muhammad Iftekharul Alam
Miraj Mowla Chowdhury	Abul Khayer Mohammad Rajibul Amin
Md Omar Faruk Sarkar	Mohammad Alauddin Chowdhury
Md. Anwaruzzaman	Kamal Hossain
Md Zahidul Haque	Md Ataur Rahman (Masud)
AHM Mostafa Kamal	ANM Khairul Basar
Md Shamim Hossain	Shah Mohammad Mamun Hossain
Md Jafar Iqbal	Monirul Alam Bhuiyan

Male Interviewers

Mahadi Hasan/Tushar Ahmed	Kazi Mozammel Haque
Obaydul Haque	Nasir Uddin
Iqbal Hossain	Abdur Rab Sikdar
Rezaul Kabir	Jahidur Rahman
Md Atiar Rahman	Rupesh Chakma
Korshed Alam Bhuiyan	Abul Kher
Zakir Sikder	Md. Najrul Islam
Moidul Islam	Sagar Kumar Bishwash
Sultan Mahmud	Shubash Brto Chakma
Masud Rana	Atikur Rahman
Mahbubul Haque	Md Rohidul Islam
Abu Sayem Md Tanjid	Mohsin Habib
Md.Mahbubur Rahman	Mortuza Ali
Md Abdul Hakim	Azmol Hassan
Ataur Rahman Mondol	Bazlul Karim
Md Mahbubur Rahman	Rezaul Karim
Zakir Hosain Choudhury	Yeahia
Harun or Rasid	Fazlul Haque

Female interviewers

Afroza Khatun Sheuly	Rubayda Mostofa
Mahbuba Khatun Tushir	Nazmun Nahar
Morzina Khanam	Umme Kulsum Shipu
Jesmin Akthar	Rabeya Begum
Tahmina Ferdus	Rabey Rahman
Gulshan Ara Sarmin	Shewli Aktar
Rozina Aktar	Doulat Ara Munni
Rabeya Begam	Samima Sultana
Manjura Parveen	Mukta Roy
Ferdous Ara	Safia Jerin
Afroza Begum	Bilkis Sultana
Mahmuda Begum	Kafura Alam
Arfia Naz	Asma Akthar
Amrita Gosh	Nasima Aktar
Janatul Ferdus	Shamim Ara
Dilara Islam	Forsheda begum Akand
Fatema Khanam	Israt Ila Sakina
Farhana Khan	Afroza sultana

World Health Organization

Dr M Mostafa Zaman, National Professional Officer, WHO Bangladesh

Dr Sohel Reza Choudhury, Technical Officer (Surveillance of Tobacco Control), WHO Bangladesh.

Dr Dhirendra Narain Sinha, Technical Officer-TFI, WHO Regional Office for South-East Asia, New Delhi

Mr Sameer Pujari, Data Manager, WHO/HQ, Geneva

Centers for Disease Control and Prevention (CDC)

Dr Krishna Mohan Palipudi, Senior Survey Statistician, CDC, Atlanta, USA

List of contributors to the report:

Dr Dhirendra Narain Sinha, WHO SEARO

Dr Krishna Mohan Palipudi, CDC

Dr Sohel Reza Choudhury, WHO, Bangladesh

Dr M Mostafa Zaman, WHO, Bangladesh

Dr Md Shafiqul Islam, NIPSOM

Dr Md. Amirul Hassan, NIPSOM

Professor (Dr) Sk. Akhtar Ahmad, NIPSOM

List of technical reviewers of the report:

Professor Shah Monir Hossain, DGHS

Professor Mahmudur Rahman, IEDCR

Professor Abul Kalam Azad, MIS

Dr G H Rabbani, ICDDRB

Mr Durgapada Bhattachariya, BBS

Mr Ahsanul Alam, NIPORT

Appendix E: Questionnaire

GLOBAL ADULT TOBACCO SURVEY (GATS)
BANGLADESH

QUESTIONNAIRE ID NUMBER ___ ___ ___ ___ ___[USE PRE-PRINTED LABEL IF APPLICABLE]

HOUSEHOLD DESIGNATION: MALE   FEMALE

DIVISION___ ___
DISTRICT ___ ___
UPAZILLA (SUB DISTRICT) _____ _____
UNION/WARD___ ___
VILLAGE/ MOUZA /MOHALLAH _____
STREET ADDRESS/LANE ADDRESS_____

URBAN/RURAL _____
PSU No_____
HOUSEHOLD # ___ ___ ___

VISIT RECORD				
Visit Number	1	2	3	4
Date of visit	___ ___ Day Month	___ ___ Day Month	___ ___ Day Month	___ ___ Day Month
Household Result*	____	____	____	____
Individual Result*	____	____	____	____
Interviewer	___ ___	___ ___	___ ___	___ ___
Editor	___ ___	___ ___	___ ___	___ ___
Supervisor	___ ___	___ ___	___ ___	___ ___

Result Codes

Household Questionnaire Pending Result Codes

102:	Completed Part of Household Questionnaire, Could Not Finish Roster
103:	Household Questionnaire Not Complete, Could Not Identify An Appropriate Screening Respondent
104:	Household Refusal
105:	Unoccupied/Vacant/Demolished House
106:	Selected Address is Not a Household
107:	Household Respondent Incapacitated
108:	Other Household Nonresponse
109:	Nobody Home

Household Questionnaire Final Result Codes

200:	Completed Household Questionnaire, One Person Selected
201:	Completed Household Questionnaire, No One Selected
202:	Completed Part of Household Questionnaire, Could Not Finish Roster
203:	Household Questionnaire Not Complete, Could Not Identify An Appropriate Screening Respondent
204:	Household Refusal
205:	Unoccupied/Vacant/Demolished House
206:	Selected Address is Not a Household
207:	Household Respondent Incapacitated
208:	Other Household Nonresponse
888:	Household Transferred to Another Field Interviewer
999:	Household Replaced by Another Randomly Selected Address in the Missed Housing Unit Procedure

Individual Questionnaire Pending Result Codes

302:	Completed Part of Individual Questionnaire
303:	Selected Individual was Later Determine to be Survey Ineligible
304:	Selected Respondent Refusal
307:	Selected Respondent Incapacitated
308:	Other Individual Nonresponse
309:	Selected Respondent Not Home

Individual Questionnaire Final Result Codes

400:	Completed Individual Questionnaire
401:	Not Eligible for Individual Questionnaire
403:	Selected Individual Was Later Determine to Be Survey Ineligible
404:	Selected Respondent Refusal
407:	Selected Respondent Incapacitated
408:	Other Individual Nonresponse
888:	Transferred to Another Field Interviewer
999:	Household Replaced by Another Randomly Selected Address in the Missed Housing Unit Procedure

Household Questionnaire

TIME HH INTERVIEW STARTED
[24 HOUR CLOCK] ___ ___ : ___ ___
HRS   MINS

INTERVIEWER: THE HOUSEHOLD SCREENING RESPONDENT MUST 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.

INTRO: An important survey of adult tobacco use behavior is being conducted by the Ministry of Health and Family Welfare throughout Bangladesh 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 PRIMARY PLACE OF RESIDENCE LAST NIGHT

☐☐ PERSONS

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

☐☐ PERSONS

HH3.   How many (male/female) household members are 15 years of age or older?

☐☐ PERSONS

IF HH3 = 00 (NO ELIGIBLE MALES/FEMALES IN HOUSEHOLD), END INTERVIEW AND GO TO PAGE 6 TO RECORD THE TIME THE INTERVIEW ENDED. ENTER RESULT CODE 2.

HH4.   I now would like to collect information about the (males/females) that live in this household who are 15 years of age or older. Let's start listing the (males/females) from oldest to youngest.

ASK THE FOLLOWING QUESTIONS AND RECORD ANSWERS IN TABLE BELOW

a. What is this person's full name?

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

c. IF REPORTED AGE IS 15 THROUGH 17, ASK FOR BIRTH DATE: What is the month and year of this person's date of birth?

CHECK TO VERIFY IF DATE OF BIRTH FALLS BEFORE THE DATE OF [FILL MONTH/YEAR] TO MAKE SURE PERSON IS 15 OR OLDER. IF NOT 15 OR OLDER, DELETE LINE.

IF RESPONDENT DOESN'T KNOW DATE OF BIRTH, CONTINUE TO d

d. RECORD GENDER

e. Does this person currently smoke tobacco, including cigarettes, bidi, hukkah, cigars, pipes?

f. Does this person currently use any smokeless tobacco product, including Zarda, Gul, Sada pata, Khoinee, Nosshi?

MALE DESIGNATED HH............☐1
FEMALE DESIGNATED HH........☐2

	a. Full Name	b. Age	ONLY IF AGE = 15-17 c. Date of Birth	d. Gender		e. Current Smoker?			f. Current Smokeless Tobacco user?		
				M	F	YES	NO	DK	YES	NO	DK
1	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
2	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
3	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
4	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
5	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
6	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
7	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
8	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
9	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7
10	_____	__ __	Month: __ __ Year: __ __ __ __	☐	☐	☐1	☐2	☐7	☐1	☐2	☐7

*DK indicates do not know

NOTE: **SELECTION OF INDIVIDUAL RESPONDENT WILL BE PERFORMED AUTOMATICALLY BY THE iPAQ HANDHELD PROGRAM. HH5 AND HH6 WILL ALSO BE CODED AUTOMATICALLY.**

NUMBER OF ELIGIBLE MALES/FEMALES IN HOUSEHOLD	LAST DIGIT OF QUESTIONNAIRE ID NUMBER									
	0	1	2	3	4	5	6	7	8	9
0	END INTERVIEW									
1	1	1	1	1	1	1	1	1	1	1
2	1	2	1	2	1	2	1	2	1	2
3	3	1	2	3	1	2	3	1	2	3
4	1	2	3	4	1	2	3	4	1	2
5	1	2	3	4	5	1	2	3	4	5
6	6	1	2	3	4	5	6	1	2	3
7	5	6	7	1	2	3	4	5	6	7
8	1	2	3	4	5	6	7	8	1	2
9	8	9	1	2	3	4	5	6	7	8
10	9	10	1	2	3	4	5	6	7	8

USE RANDOMIZATION TABLE ABOVE TO SELECT INDIVIDUAL RESPONDENT AND WRITE THE SELECTED NUMBER IN HH5 BELOW

   -IF ONLY ONE ELIGIBLE (MALE/FEMALE) LIVES IN THE HOUSEHOLD, WRITE "1" IN HH5

   -IF NO ELIGIBLE (MALES/FEMALES) LIVE IN THE HOUSEHOLD, WRITE "0" IN HH5 AND END INTERVIEW

   -IF MORE THAN 10 (MALES/FEMALES) LIVE IN THE HOUSEHOLD, END THE INTERVIEW AND CONSULT WITH YOUR SUPERVISOR BEFORE SELECTING ANYONE FOR THE INDIVIDUAL INTERVIEW

HH5.　　HOUSEHOLD ROSTER NUMBER OF THE SELECTED ELIGIBLE MALE/FEMALE

HH6.　　FILL IN QUESTIONNAIRE ID NUMBER

　　　　QUESTIONNAIRE ID NUMBER: ___ ___ ___ ___ ___ - ___ ___

INTERVIEWER: IF YOU DO NOT SPEAK WITH THE SELECTED RESPONDENT OR IF HE/SHE IS NOT AVAILABLE FOR AN INTERVIEW AT THAT TIME, WRITE DOWN HIS/HER NAME AND SCHEDULE ANOTHER VISIT (DATE AND TIME)

NAME _____

DATE OF THE NEXT VISIT: _____   TIME: _____

DATE OF THE NEXT VISIT: _____   TIME: _____

DATE OF THE NEXT VISIT: _____   TIME: _____

DATE OF THE NEXT VISIT: _____   TIME: _____

TIME HH INTERVIEW STARTED [24 HOUR CLOCK]	___ ___ : ___ ___ HRS MINS

Individual Questionnaire

QUESTIONNAIRE ID NUMBER	___ ___ ___ ___ ___ - ___ ___

CONSENT1.   CHECK AGE OF SELECTED RESPONDENT FROM THE HOUSEHOLD QUESTIONNAIRE CASE DETAILS, AND SELECT THE APPROPRIATE CATEGORY BELOW:

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 National Institute of Preventive and Social Medicine (NIPSOM) under Ministry of Health and Family Welfare. This institution is collecting information about tobacco use in Bangladesh. This information will be used for public health purposes by the Ministry of Health and Family Welfare.

Your household and [NAME OF RESPONDENT] have been selected at random. [NAME OF RESPONDENT] responses are very important to us and the community.

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 National Institute of Preventive and Social Medicine (NIPSOM) under Ministry of Health and Family Welfare. This institution is collecting information about tobacco use in Bangladesh. This information will be used for public health purposes by the Ministry of Health and Family Welfare.

Your household and you have been selected at random. Your responses are very important to us and the community.

 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]

FILL IN THE FOLLOWING INFORMATION:

INTERVIEW LANGUAGE	☐1 ENGLISH ☐2 BANGLA
TIME INTERVIEW BEGAN [24 HOUR CLOCK]	___ ___ : ___ ___ HRS MINS

SECTION A. BACKGROUND CHARACTERISTICS

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

A1.   INTERVIEWER: RECORD GENDER FROM OBSERVATION. ASK IF NECESSARY.

    MALE .... ☐1
    FEMALE .... ☐2

A2.   What is the month and year of your date of birth?

MONTH: ☐☐   IF DON'T KNOW, ENTER "77", &
                      IF REFUSED, ENTER"99"

YEAR: ☐☐☐   IF DON'T KNOW, ENTER "7777"
                      & IF REFUSED, ENTER"9999"

INTERVIEWER: IF MONTH=77 OR 99 OR YEAR=7777 OR 9999 IN A2, ASK A3. OTHERWISE SKIP TO A4.

A3.   How old are you?

    INTERVIEWER: IF RESPONDENT IS UNSURE, PROBE FOR AN ESTIMATE AND RECORD AN ANSWER. IF REFUSED ENTER 999

    ☐☐   YEARS OLD

A3a.   INTERVIEWER: WAS RESPONSE ESTIMATED?

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

A4.   What is the highest level of education you have completed?

    INTERVIEWER: SELECT ONLY ONE CATEGORY

    NO FORMAL SCHOOLING .... ☐1
    LESS THAN PRIMARY SCHOOL COMPLETED .... ☐2
    PRIMARY SCHOOL COMPLETED .... ☐3
    LESS THAN SECONDARY SCHOOL COMPLETED .... ☐4
    SECONDARY SCHOOL COMPLETED... ☐5
    HIGH SCHOOL COMPLETED... ☐6
    COLLEGE/UNIVERSITY COMPLETED .... ☐7
    POST GRADUATE DEGREE COMPLETED.................................... ☐8
    DON'T KNOW .... ☐77
    REFUSED………………………………………………….. .... ☐99

A5.   Which of the following best describes your <u>main</u> work status over the past 12 months?

Government employee, Non-government employee, Business (small), Business (large), Farming (land owner & farmer), Agricultural worker, Industrial worker, Daily laborer, Other self-employed, Student, Homemaker/ housework, Retired, Unemployed-able to work or Unemployed, unable to work,

INTERVIEWER: INCLUDE SUBSISTENCE FARMING AS SELF-EMPLOYED

GOVERNMENT EMPLOYEE .... ☐1
NON-GOVERNMENT EMPLOYEE .... ☐2
BUSINESS (SMALL) .... ☐3
BUSINESS (LARGE)... ☐4
FARMING (LAND OWNER & FARMER).................... ☐5
AGRICULTURAL WORKER .... ☐6
INDUSTRIAL WORKER .... ☐7
DAILY LABORER .... ☐8
OTHER SELF-EMPLOYED .... ☐9
STUDENT .... ☐10
HOMEMAKER/ HOUSEWORK................................. ☐11
RETIRED .... ☐12
UNEMPLOYED, ABLE TO WORK.............................. ☐13
UNEMPLOYED, UNABLE TO WORK......................... ☐14
OTHER (SPECIFY) .... ☐15
DON'T KNOW .... ☐77
REFUSED .... ☐99

A6.   Please tell me whether this household or any person who lives in the household has the following items:

READ EACH ITEM:	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
k. Bicycle?	☐1	☐2	☐7	☐9
l. Sewing machine?	☐1	☐2	☐7	☐9
m. Almirah / wardrobe?	☐1	☐2	☐7	☐9
n. Table?	☐1	☐2	☐7	☐9
o. Bed or cot?	☐1	☐2	☐7	☐9
p. Chair or Bench?	☐1	☐2	☐7	☐9
q. Watch or Clock?	☐1	☐2	☐7	☐9

A8.   How many rooms in your household are used for sleeping?

[   ] ROOMS

IF DON'T KNOW ENTER 77 OR IF REFUSED, ENTER "99"

A14.   WHAT IS THE MAIN MATERIAL OF THE ROOF OF MAIN HOUSE? (RECORD OBSERVATION)

KATCHA (BAMBOO/THATCHED/STRAW)........ [ ]1
TIN/TILED .... [ ]2
CEMENT/CONCRETE .... [ ]3
OTHER.. [ ]4
DON'T KNOW/CAN'T TELL .... [ ]7

SECTION B. TOBACCO SMOKING

INTRO: I would now like to ask you some questions about <u>smoking</u> tobacco such as cigarettes, bidi, hukkah, cigars, pipes.

Please do not answer about smokeless tobacco at this time.

B1.   Do you <u>currently</u> smoke tobacco on a daily basis, less than daily, or not at all?

DAILY ....☐₁ → SKIP TO B4
LESS THAN DAILY ....☐₂
NOT AT ALL ....☐₃ → SKIP TO B3
DON'T KNOW ....☐₇ → SKIP TO NEXT SECTION
REFUSED................ ....☐₉ → SKIP TO NEXT SECTION

B2.   Have you smoked tobacco daily in the past?

YES.....................................☐₁ → SKIP TO B8
NO ....☐₂ → SKIP TO B10
DON'T KNOW ....☐₇ → SKIP TO B10
REFUSED.............................☐₉ → SKIP TO B10

B3.   In the <u>past</u>, have you smoked tobacco on a daily basis, less than daily, or not at all?

INTERVIEWER: 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]

B4.   How old were you when you first started smoking tobacco <u>daily</u>?

☐☐   YEARS OLD   IF DON'T KNOW OR REFUSED, ENTER "99"

INTERVIEWER: IF B4 = 99, ASK B5. OTHERWISE SKIP TO B6.

B5.   How many years ago did you first start smoking tobacco <u>daily</u>?

INTERVIEWER: IF REFUSED, ENTER "99"

☐☐   YEARS

B6.   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.

INTERVIEWER: 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

READ EACH ITEM:

a. Manufactured cigarettes?				PER DAY ....
a1. [IF B6a=888] On average, how many manufactured cigarettes do you currently smoke each week?				PER WEEK ....
h. Bidis?				PER DAY ....
h1. [IF B6h=888] On average, how many bidis do you currently smoke each week?				PER WEEK ....
f. Number of Water pipes sessions (hukkah) per day?				PER DAY ....
f1. [IF B6f=888] On average, how many water pipe sessions (hukkah) do you currently participate in each week?				PER WEEK ....
b. Hand-rolled cigarettes?				PER DAY ....
b1. [IF B6b=888] On average, how many hand-rolled cigarettes do you currently smoke each week?				PER WEEK ....
d. Pipes full of tobacco?				PER DAY ....
d1. [IF B6d=888] On average, how many pipes full of tobacco do you currently smoke each week?				PER WEEK ....
e. Cigars, cheroots, or cigarillos?				PER DAY ....
e1. [IF B6e=888] On average, how many cigars, cheroots, or cigarillos do you currently smoke each week?				PER WEEK ....
g. Any others? (Specify type:_____				PER DAY ....
g1. [IF B6g=888] On average, how many [FILL PRODUCT] do you currently smoke each week?				PER WEEK ....

B7.   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

INTERVIEWER: SKIP TO NEXT SECTION

[CURRENT LESS THAN DAILY SMOKERS]

B8.   How old were you when you first started smoking tobacco <u>daily</u>?

☐☐   YEARS OLD   IF DON'T KNOW OR REFUSED, ENTER "99"

INTERVIEWER: IF B8 = 99, ASK B9. OTHERWISE SKIP TO B10.

B9.   How many years ago did you first start smoking tobacco <u>daily</u>?

☐☐   YEARS   IF REFUSED, ENTER "99"

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

INTERVIEWER: IF RESPONDENT REPORTS DOING THE ACTIVITY <u>WITHIN THE PAST 30 DAYS</u>, 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

READ EACH ITEM:

a. Manufactured cigarettes?				PER WEEK ....
h. Bidis?				PER WEEK ....
f. Number of Water pipes sessions (*hukkah*)?				PER WEEK ....
b. Hand-rolled cigarettes?				PER WEEK ....
d. Pipes full of tobacco?				PER WEEK ....
e. Cigars, cheroots, or cigarillos?				PER WEEK ....
g. Any others? Specify type:_____				PER WEEK ....

INTERVIEWER: SKIP TO NEXT SECTION

[FORMER SMOKERS]

B11. How old were you when you first started smoking tobacco <u>daily</u>?

☐☐   YEARS OLD   IF DON'T KNOW OR REFUSED, ENTER "99"

INTERVIEWER: IF B11 = 99, ASK B12. OTHERWISE SKIP TO B13.

B12. How many years ago did you first start smoking tobacco <u>daily</u>?

☐☐   YEARS   IF REFUSED, ENTER "99"

B13. How long has it been since you stopped smoking?

        INTERVIEWER: ONLY INTERESTED IN WHEN RESPONDENT STOPPED SMOKING REGULARLY — DO NOT INCLUDE RARE INSTANCES OF SMOKING

    ENTER UNIT AND NUMBER

        YEARS............................ ☐1
        MONTHS....................... ☐2
        WEEKS .... ☐3
        DAYS .... ☐4

        LESS THAN ONE DAY (24 HOURS) .... ☐5
        DON'T KNOW .... ☐7
        REFUSED... ☐9

INTERVIEWER: IF B13 < 1 YEAR (< 12 MONTHS), THEN CONTINUE WITH B14. OTHERWISE SKIP TO NEXT SECTION

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?

READ EACH ITEM:

	YES	NO	REFUSED
a. Counseling by any health care provider?	☐1...	☐2..	.....☐9
b. Nicotine replacement therapy, such as the patch or gum?	☐1...	☐2..	.....☐9
d. Traditional medicines (Ayurvedic, Unani)?	☐1...	☐2..	.....☐9
e. A quit line or a smoking telephone support line?	☐1...	☐2..	.....☐9
f. Switching to smokeless tobacco?	☐1...	☐2..	.....☐9
g. Anything else? Specify:_____	☐1...	☐2..	.....☐9

SECTION C SMOKELESS TOBACCO

INTRO: The next questions are about using smokeless tobacco, such *as Zarda, Sada Pata, Gul, Khoinee, Noshii.*

C1.   Do you <u>currently</u> use smokeless tobacco on a daily basis, less than daily, or not at all?

DAILY ....☐1 → SKIP TO C4

LESS THAN DAILY ....☐2

NOT AT ALL.......................☐3 → SKIP TO C3

DON'T KNOW ....☐7 → SKIP TO NEXT SECTION

REFUSED................. ....☐9 → SKIP TO NEXT SECTION

C2.   Have you used smokeless tobacco daily in the past?

YES....................................☐1 → SKIP TO C8

NO ....☐2 → SKIP TO C10

DON'T KNOW ....☐7 → SKIP TO C10

REFUSED............................☐9 → SKIP TO C10

C3.   In the <u>past</u>, have you used smokeless tobacco on a daily basis, less than daily, or not at all?

INTERVIEWER: 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]

C4.   How old were you when you first started using smokeless tobacco <u>daily</u>?

  ☐☐ YEARS OLD   IF DON'T KNOW OR REFUSED, ENTER "99"

INTERVIEWER: IF C4 = 99, ASK C5. OTHERWISE SKIP TO C6.

C5.   How many years ago did you first start using smokeless tobacco <u>daily</u>?

  ☐☐ YEARS

    INTERVIEWER: IF REFUSED, ENTER "99"

C6.   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.

  INTERVIEWER: IF RESPONDENT REPORTS USING THE PRODUCT BUT NOT EVERY DAY, ENTER 888

  READ EACH ITEM:

Item				
a. Betel quid with Zarda, Zarda only, or Zarda with Supari?				PER DAY
a1. [IF C6a=888] On average, how many times a week do you currently use . Betel quid with Zarda, Zarda only, or Zarda with Supari?				PER WEEK
b. Betel quid with Sada pata?				PER DAY
b1. [IF C6b=888] On average, how many times a week do you currently use Betel quid with Sada pata?				PER WEEK
c. Pan Masala with tobacco?				PER DAY
c1. [IF C6c=888] On average, how many times a week do you currently use Pan Masala with tobacco?				PER WEEK
d. Sada pata chewing?				PER DAY
d1. [IF C6d=888] On average, how many times a week do you currently chew Sada pata?				PER WEEK
e. Gul?				PER DAY
e1. [IF C6e=888] On average, how many times a week do you currently use Gul?				PER WEEK
f. Khoinee?				PER DAY
f1. [IF C6f=888] On average, how many times a week do you currently use Khoinee?				PER WEEK
g. Any others? Specify type:				PER DAY
g1. [IF Cg=888] On average, how many times a week do you currently use [FILL PRODUCT]?				PER WEEK

C7.   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

INTERVIEWER: SKIP TO NEXT SECTION

[CURRENT LESS THAN DAILY SMOKELESS TOBACCO USERS]

C8.   How old were you when you first started using smokeless tobacco <u>daily</u>?

　　　　　　□□　　YEARS OLD　　IF DON'T KNOW OR REFUSED, ENTER "99"

INTERVIEWER:　　IF C8 = 99, ASK C9. OTHERWISE SKIP TO C10.

C9.   How many years ago did you first start using smokeless tobacco <u>daily</u>?

　　　　　　□□　　YEARS

　　　　INTERVIEWER: IF REFUSED, ENTER "99"

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

　　　　　　INTERVIEWER: IF RESPONDENT REPORTS DOING THE ACTIVITY <u>WITHIN THE PAST 30 DAYS,</u> BUT LESS THAN ONCE PER WEEK, ENTER 888

READ EACH ITEM

a. Betel quid with Zarda, Zarda only, or Zarda with Supari?			TIMES PER WEEK
b. Betel quid with Sada pata?			TIMES PER WEEK
c. Pan Masala with tobacco?			TIMES PER WEEK
d. Sada pata chewing?			TIMES PER WEEK
e. Gul?			TIMES PER WEEK
f. Khoinee?			TIMES PER WEEK
g. Any others ?			TIMES PER WEEK

→ Specify type:_____

INTERVIEWER:　　SKIP TO NEXT SECTION.

[FORMER SMOKELESS TOBACCO USERS]

C11. How old were you when you first started using smokeless tobacco <u>daily</u>?

　　　　　　□□　　YEARS OLD　　IF DON'T KNOW OR REFUSED, ENTER "99"

INTERVIEWER:　　IF C11 = 99, ASK C12. OTHERWISE SKIP TO C13.

C12. How many years ago did you first start using smokeless tobacco <u>daily</u>?

　　　　　　□□　　YEARS

INTERVIEWER:　　IF REFUSED, ENTER "99"

C13. How long has it been since you stopped using smokeless tobacco?

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

ENTER UNIT AND NUMBER

YEARS......................... ☐1
MONTHS................... ☐2
WEEKS .... ☐3
DAYS .... ☐4

LESS THAN ONE DAY (24 HOURS) ....☐5
DON'T KNOW..☐7
REFUSED ....☐9

INTERVIEWER: IF C13 < 1 YEAR (< 12 MONTHS), THEN CONTINUE. OTHERWISE SKIP TO NEXT SECTION.

INTERVIEWER:	IF B14 HAS NOT BEEN ASKED	→ CONTINUE WITH C14
IF B14 = YES	→ SKIP TO C16	
IF B14 = NO	→ 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?

READ EACH ITEM:

	YES	NO	REFUSED
	▢	▢	▢
a. Counseling by any health care provider?	▢ 1...	▢ 2..	.....▢ 9
b. Nicotine replacement therapy, such as the patch or gum?	▢ 1...	▢ 2..	.....▢ 9
d. Traditional medicines (Ayurvedic, Unani)	▢ 1...	▢ 2..	.....▢ 9
e. A quit line or a telephone support line?	▢ 1...	▢ 2..	.....▢ 9
g. Anything else? Specify	▢ 1...	▢ 2..	.....▢ 9

SECTION D1. CESSATION – TOBACCO SMOKING

> **INTERVIEWER: CHECK THE ANSWER TO B1 AND RECORD BELOW:**
>
> **B1 = ___**
>
> **IF B1 = 1 or 2 (RESPONDENT CURRENTLY SMOKES TOBACCO), THEN CONTINUE WITH THIS SECTION ....**☐1
>
> **IF B1 = 3 or 7 or 9 (RESPONDENT DOES NOT CURRENTLY SMOKE TOBACCO), THEN SKIP TO NEXT SECTION ....**☐2

INTRO: 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.

D1.   During the past 12 months, have you tried to stop smoking?

YES   .... ☐1
NO   .... ☐2 → SKIP TO INTERVIEWER INSTRUCTION BEFORE D4
REFUSED…………….☐9 → SKIP TO INTERVIEWER INSTRUCTION BEFORE D4

D2.   Thinking about the last time you tried to quit, how long did you stop smoking?

CHECK UNIT AND RECORD NUMBER

IF LESS THAN ONE DAY (24 HOURS), LEAVE FIELD BLANK AND CHECK THE APPROPRIATE BOX BELOW

MONTHS................... ☐1
WEEKS .... ☐2
DAYS .... ☐3

LESS THAN ONE DAY (24 HOURS) ....☐5
DON'T KNOW ....☐7
REFUSED...☐9

D3.   During the past 12 months, did you use any of the following to try to stop smoking tobacco?

READ EACH ITEM:

	YES ☐	NO ☐	REFUSED ☐
a. Counseling by any health care provider?	☐1...	☐2..	.....☐9
b. Nicotine replacement therapy, such as the patch or gum?	☐1...	☐2..	.....☐9
d. Traditional medicines (Ayurvedic, Unani)	☐1...	☐2..	.....☐9
e. A quit line or a smoking telephone support line?	☐1...	☐2..	.....☐9
f. Switching to smokeless tobacco?	☐1...	☐2..	.....☐9
g. Anything else? Specify :_____	☐1...	☐2..	.....☐9

D4. Have you visited a doctor or other health care provider in the past 12 months?

           YES ....☐1
           NO.................................☐2 → SKIP TO D8
           REFUSED......................☐9 → SKIP TO D8

D5.   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

D6.   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 D8
           REFUSED......................☐9 → SKIP TO D8

D7.   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

D8.   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

> **INTERVIEWER:** **CHECK THE ANSWER TO C1 AND RECORD BELOW:**
>
> **C1 = ___**
>
> **IF C1 = 1 or 2 (RESPONDENT CURRENTLY USES SMOKELESS TOBACCO), THEN CONTINUE WITH THIS SECTION** .... ☐1
>
> **IF C1 = 3 or 7 or 9 (RESPONDENT DOES NOT CURRENTLY USE SMOKELESS TOBACCO), THEN SKIP TO NEXT SECTION** .... ☐2

INTRO: 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.

D9. During the past 12 months, have you tried to stop using smokeless tobacco?

YES ....☐1
NO................................☐2 → SKIP TO INTERVIEWER INSTRUCTION BEFORE D12
REFUSED………..….……☐9 → SKIP TO INTERVIEWER INSTRUCTION BEFORE D12

D10. Thinking about the last time you tried to quit, how long did you stop using smokeless tobacco?

INTERVIEWER: ENTER UNIT AND NUMBER

MONTHS.................... ☐1
WEEKS .... ☐2
DAYS .... ☐3

LESS THAN ONE DAY (24 HOURS) ....☐5
DON'T KNOW ....☐7
REFUSED...☐9

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

READ EACH ITEM:

	YES ☐	NO ☐	REFUSED ☐
a. Counseling by any health care provider?	☐1…	☐2..	.....☐9
b. Nicotine replacement therapy, such as the patch or gum?	☐1…	☐2..	.....☐9
d. Traditional medicines (Ayurvedic, Unani)	☐1…	☐2..	.....☐9
e. A quit line or a telephone support line?	☐1…	☐2..	.....☐9
g. Anything else? Specify :_____	☐1…	☐2..	.....☐9

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

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

E1.   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 E4
NO RULES .... ☐4 → SKIP TO E03
DON'T KNOW.. ☐7 → SKIP TO E03
REFUSED .... ☐9 → SKIP TO E03

E2.   Inside your home, is smoking allowed in every room?

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

E3.   How often does <u>anyone</u> 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

E4.   Do you currently work outside of your home?

YES...☐1
NO/DON'T WORK ....☐2→ SKIP TO E9
REFUSED…… ....☐9→ SKIP TO E9

E5.   Do you usually work indoors or outdoors?

INDOORS.......................☐1→ SKIP TO E7
OUTDOORS ....☐2
BOTH ....☐3→ SKIP TO E7
REFUSED….......................☐9

E6.   Are there any indoor areas at your work place?

YES……………..…..…..............☐1
NO ....☐2→ SKIP TO E9
DON'T KNOW ....☐7→ SKIP TO E9
REFUSED………….. ....☐9→ SKIP TO E9

E7. 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, ~~or~~ 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

E8. During the past 30 days, did anyone smoke in indoor areas where you work?

YES ....☐1
NO..................................☐2 → SKIP TO E9
DON'T KNOW ....☐7 → SKIP TO E9
REFUSED.......................☐9 → SKIP TO E9

E8a. How often does any one 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
REFUSED…… ....☐9

E9. During the past 30 days, did you visit any government buildings or government offices?

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

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

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 E15
DON'T KNOW.................... ☐7 → SKIP TO E15
REFUSED............ .... ☐9 → SKIP TO E15

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

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

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

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

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

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

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

CHECK APPROPRIATE BOX IF IDENTIFIED:

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

E19. During the past 30 days, did you visit any schools?

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

E20.   Did anyone smoke inside of any schools that you visited 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 E23
DON'T KNOW ....☐7 → SKIP TO E23
REFUSED…………..................☐9 → SKIP TO E23

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

E23. During the past 30 days, did you visit any private workplaces {FILL IF E4=1: other than your own}?

YES.....................................☐1
NO ....☐2 → SKIP TO E27
DON'T KNOW ....☐7 → SKIP TO E27
REFUSED…………..................☐9 → SKIP TO E27

E24. Did anyone smoke inside of any {FILL IF E4=1: of these} private workplaces you visited in the past 30 days?

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

E27. During the past 30 days, did you visit any cafes, coffee shop or tea houses?

YES.....................................☐1
NO ....☐2 → SKIP TO E29
DON'T KNOW ....☐7 → SKIP TO E29
REFUSED…………. ....☐9 → SKIP TO E29

E28. Did anyone smoke inside of any cafes, coffee shops, or tea houses that you visited in the past 30 days?

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

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

READ EACH ITEM:	SHOULD BE ALLOWED	SHOULD NOT BE ALLOWED	DON'T KNOW	REFUSED
	☐	☐	☐	☐
b. Workplaces?.........	☐1…	☐2..	☐7..	.....☐9
c. Restaurants?.............	☐1…	☐2..	☐7..	.....☐9
g. Universities?..............	☐1…	☐2..	☐7..	.....☐9

SECTION F. ECONOMICS – MANUFACTURED CIGARETTES

> **INTERVIEWER: CHECK THE ANSWERS TO B1, B6a AND B10a. RECORD BELOW:**
>
> **B1 =** ___
> **B6a =** ___
> **B10a =** ___
>
> **IF B1 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES DAILY OR LESS THAN DAILY)**
>
> **AND**
>
> **[B6a OR B10a] > 0 OR = 888 (RESPONDENT SMOKES MANUFACTURED CIGARETTES)**
>
> **THEN CONTINUE WITH THIS SECTION** ☐1
>
> **OTHERWISE, SKIP TO NEXT SECTION** ☐2

INTRO: The next few questions are about the last time you purchased cigarettes for yourself.

F1.   The last time you bought cigarettes for yourself, how many cigarettes did you buy?

INTERVIEWER: ENTER UNIT AND NUMBER

☐☐☐

CIGARETTES ....☐1
PACKS...☐2 → How many cigarettes were in each pack?___ ___ ___
CARTONS ....☐3 → How many cigarettes were in each carton?__ ___ ___
OTHER SPECIFY:_____.........☐4 → How many cigarettes were in each [FILL]?___ ___ ___
NEVER BOUGHT CIGARETTES ....☐5 → SKIP TO NEXT SECTION
REFUSED ....☐9 → SKIP TO F3

F2.   In total, how much money did you pay for this last purchase?

INTERVIEWER: IF DON'T KNOW OR REFUSED, ENTER 999

☐ Taka

F3.   What brand did you buy the last time you purchased cigarettes for yourself?

NAVY ....☐1
STAR ....☐2
555 ....☐3
BENSON AND HEDGES ....☐4
K2 ....☐5
MARISE ....☐6
GOLD LEAF ....☐7
MARLBORO ....☐8
PALLMAL ....☐9
OTHER...☐10 ? SPECIFY: _____
REFUSED ....☐99

F4.   The last time you purchased cigarettes for yourself, where did you buy them?

STORE..☐ 2
STREET VENDOR ....☐ 3
MILITARY (BDR) STORE............................☐ 4
DUTY-FREE SHOP ....☐ 5
OUTSIDE THE COUNTRY...........................☐ 6
FROM ANOTHER PERSON ....☐ 9
OTHER ....☐ 10 ➔ SPECIFY: _____
DON'T REMEMBER ....☐ 77
REFUSED……………………….........................☐ 99

F5.   Were these cigarettes filtered or non-filtered?

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

OPTIONAL SECTION FA. ECONOMICS – BIDIS

> **INTERVIEWER: CHECK THE ANSWERS TO B1, B6h AND B10h. RECORD BELOW:**
>
> **B1 =   ___**
> **B6h =   ___**
> **B10h =   ___**
>
> **IF B1 = 1 OR 2 (RESPONDENT CURRENTLY SMOKES DAILY OR LESS THAN DAILY)**
>
> **AND**
>
> **[B6h OR B10h] > 0 OR = 888 (RESPONDENT SMOKES BIDIS)**
>
> **THEN CONTINUE WITH THIS SECTION   ☐1**
>
> **OTHERWISE, SKIP TO NEXT SECTION   ☐2**

INTRO: The next few questions are about the last time you purchased bidis for yourself.

FA1. The last time you bought bidis for yourself, how many bidis did you buy?

   INTERVIEWER: ENTER UNIT AND NUMBER

   ☐ ☐ ☐

   BIDIS ....☐1
   PACKS...☐2 → How many bidis were in each pack?   ___ ___ ___
   CARTONS ....☐3 → How many bidis were in each carton?   ___ ___ ___
   OTHER SPECIFY:_____ ...☐4 → How many bidis were in each [FILL]?   ___ ___ ___
   NEVER BOUGHT BIDIS......................☐5 → SKIP TO NEXT SECTION
   REFUSED ....☐9 → SKIP TO FA03

FA2.   In total, how much money did you pay for this last purchase?

   INTERVIEWER: IF DON'T KNOW OR REFUSED, ENTER 999

   [   ] Taka

FA3.   What brand did you buy the last time you purchased bidis for yourself?
   AKIJ BIDI..☐1
   AZIZ BIDI ....☐2
   ABUL BIDI...☐3
   NASIR BIDI..☐4
   ANSAR BIDI ....☐5
   LOCAL BIDI.......................................☐6
   OTHER..☐7 → SPECIFY: _____
   REFUSED ....☐99

FA4. The last time you purchased bidis for yourself, where did you buy them?

   STORE..☐2
   STREET VENDOR ....☐3
   PAN SHOP..☐4
   FROM ANOTHER PERSON ....☐9
   OTHER..☐10 → SPECIFY: _____
   DON'T REMEMBER ....☐77
   REFUSED ....☐99

SECTION G. MEDIA

STRUCTURE #2 – ASKING ABOUT CIGARETTES, BIDIS, AND SMOKELESS TOBACCO)

INTRO: 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, bidis and smokeless tobacco.

G1aa.   In the last 30 days, have you noticed any information in <u>newspapers</u> about the dangers of use or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?
   YESE................................. ☐1
   NOE .... ☐2
   NOT APPLICABLE ....☐7 → SKIP TO G1ab
   REFUSED............................☐9

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

3. Smokeless tobacco?
   YES....................................☐1
   NO..................... ....☐2
   REFUSED...........................☐9

G1ab.   In the last 30 days, have you noticed any information in <u>magazines</u> about the dangers of use or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?
   YES....................................☐1
   NO..................... ....☐2
   NOT APPLICABLE...............☐7 → SKIP TO G1b
   REFUSED...........................☐9

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

3. Smokeless tobacco?
   YES....................................☐1
   NO..................... ....☐2
   REFUSED...........................☐9

G1b.   In the last 30 days, have you seen any information on <u>television</u> about the dangers of use or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

   YES....................................☐1
   NO ....☐2
   NOT APPLICABLE ....☐7 → SKIP TO G1c
   REFUSED............................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G1c.   In the last 30 days, have you heard any information on the <u>radio</u> about the dangers or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

YES.......................................☐ 1
NO ....☐ 2
NOT APPLICABLE ....☐ 7 → SKIP TO G1d
REFUSED.............................☐ 9

2. Bidis?

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

3. Smokeless tobacco?

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

G1d.   In the last 30 days, have you noticed any information on <u>billboards</u> about the dangers or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

YES.......................................☐ 1
NO...................... ....☐ 2
NOT APPLICABLE ....☐ 7 → SKIP TO G1dd
REFUSED.............................☐ 9

2. Bidis?

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

3. Smokeless tobacco?

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

G1dd. In the last 30 days, have you noticed any information on <u>posters</u> about the dangers or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

> YES......................................☐1
> NO.................... ....☐2
> NOT APPLICABLE ....☐7 → SKIP TO G1e
> REFUSED............................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G1e. In the last 30 days, have you noticed any information <u>somewhere else</u> about the dangers or that encourages quitting of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G2. In the last 30 days, did you notice any health warnings on cigarette packages?

> YES ....☐1
> NO...☐2 → SKIP TO GG2
> DID NOT SEE ANY CIGARETTE PACKAGES .....☐3 → SKIP TO GG2
> REFUSED ....☐9 → SKIP TO GG2

G3. [ADMINISTER IF B1 = 1 OR 2. ELSE GO TO GG2]

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

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

GG2. In the last 30 days, did you notice any health warnings on Bidi packages?

YES ....□1
NO...□2 → SKIP TO G2a
DID NOT SEE ANY BIDI PACKAGES ....□3 → SKIP TO G2a
REFUSED ....□9 → SKIP TO G2a

GG3. [ADMINISTER IF B1 = 1 OR 2. ELSE GO TO G2a]

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

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

G2a. In the last 30 days, did you notice any health warnings on smokeless tobacco products?

YES................... ....□1
NO ....□2 → SKIP TO G4a
DID NOT SEE ANY SMOKELESS PRODUCTS.............□3 → SKIP TO G4a
REFUSED ....□9 → SKIP TO G4a

G3a. [ADMINISTER IF C1 = 1 OR 2. ELSE GO TO G4a]

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

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

G4a.   In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in stores where the products are sold?

READ EACH ITEM:

1. Cigarettes?

YES......................................□1
NO ....□2
NOT APPLICABLE ....□7 → SKIP TO G4b
REFUSED..............................□9

2. Bidis?

YES......................................□1
NO ....□2
REFUSED..............................□9

3. Smokeless tobacco?

YES......................................□1
NO ....□2
REFUSED..............................□9

217

G4b.   In the last 30 days, have you seen any advertisements or signs promoting the following tobacco products on <u>television</u>?

READ EACH ITEM:

1. Cigarettes?

    YES.....................................☐1
    NO ....☐2
    NOT APPLICABLE ....☐7 → SKIP TO G4c
    REFUSED............................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G4c.   In the last 30 days, have you heard any advertisements promoting the following tobacco products on the <u>radio</u>?

READ EACH ITEM:

1. Cigarettes?

    YES.....................................☐1
    NO ....☐2
    NOT APPLICABLE ....☐7 → SKIP TO G4d
    REFUSED............................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G4d.   In the last 30 days, have you noticed any advertisements promoting the following tobacco products on <u>billboards</u>?

READ EACH ITEM:

1. Cigarettes?

    YES.....................................☐1
    NO ....☐2
    NOT APPLICABLE ....☐7 → SKIP TO G4e
    REFUSED............................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G4e.   In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on <u>posters</u>?

READ EACH ITEM:

1. Cigarettes?

YES..................................... ☐ 1
NO .... ☐ 2
NOT APPLICABLE .... ☐ 7 → SKIP TO G4fa
REFUSED............................. ☐ 9

2. Bidis?

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

3. Smokeless tobacco?

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

G4fa.   In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in <u>newspapers?</u>

READ EACH ITEM:

1. Cigarettes?

YES..................................... ☐ 1
NO .... ☐ 2
NOT APPLICABLE .... ☐ 7 → SKIP TO G4fb
REFUSED............................. ☐ 9

2. Bidis?

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

3. Smokeless tobacco?

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

G4fb.   In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in <u>magazines</u>?

READ EACH ITEM:

1. Cigarettes?

YES...................................☐1
NO ....☐2
NOT APPLICABLE ....☐7 → SKIP TO G4g
REFUSED...........................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G4g.   In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products in <u>cinemas</u>?

READ EACH ITEM:

1. Cigarettes?

YES...................................☐1
NO ....☐2
NOT APPLICABLE ....☐7 → SKIP TO G4h
REFUSED...........................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G4h.   In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on the <u>internet</u>?

READ EACH ITEM:

1. Cigarettes?

YES...................................☐1
NO ....☐2
NOT APPLICABLE ....☐7 → SKIP TO G4i
REFUSED...........................☐9

2. Bidis?

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

3. Smokeless tobacco?

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

G4i. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on <u>public transportation vehicles or stations</u>?

READ EACH ITEM:

1. Cigarettes?

YES...................................☐ 1
NO ....☐ 2
NOT APPLICABLE ....☐ 7 → SKIP TO G4j
REFUSED...........................☐ 9

2. Bidis?

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

3. Smokeless tobacco?

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

G4j. In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products on <u>public walls</u>?

READ EACH ITEM:

1. Cigarettes?

YES...................................☐ 1
NO ....☐ 2
NOT APPLICABLE ....☐ 7 → SKIP TO G4k
REFUSED...........................☐ 9

2. Bidis?

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

3. Smokeless tobacco?

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

G4k.　In the last 30 days, have you noticed any advertisements or signs promoting the following tobacco products <u>anywhere else</u>?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G5.　In the last 30 days, have you noticed any sport or sporting event that is associated with following:

a.　Cigarette brands or cigarette companies?

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

b.　Bidi brands or bidi companies?

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

c.　Smokeless tobacco brands or smokeless tobacco companies?

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

GG5.　In the last 30 days, have you noticed any music, theatre, art, or fashion events that are associated with following:

a.　Cigarette brands or cigarette companies?

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

b.　Bidi brands or bidi companies?

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

c. Smokeless tobacco brands or smokeless tobacco companies?

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

GG6.　In the last 30 days, have you noticed any scenes in movies or dramas on TV or cinema halls using the following tobacco products:

a. Cigarettes?

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

b. Bidis?

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

c. Smokeless tobacco?

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

G6a.　In the last 30 days, have you noticed any free samples of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G6b.   In the last 30 days, have you noticed any of the following tobacco products sold at sale prices?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G6c.   In the last 30 days, have you noticed any coupons for the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G6d.   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?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G6e.　In the last 30 days, have you noticed any clothing or other items with a brand name or logo of the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

G6f.　In the last 30 days, have you noticed any promotions in the mail for the following tobacco products?

READ EACH ITEM:

1. Cigarettes?

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

2. Bidis?

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

3. Smokeless tobacco?

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

SECTION H. KNOWLEDGE, ATTITUDES & PERCEPTIONS

H1.   The next question is asking about <u>smoking</u> tobacco.

Based on what you know or believe, does smoking tobacco cause serious illness?

YES .... ☐1
NO................................... ☐2 → SKIP TO H3
DON'T KNOW .... ☐7
REFUSED .... ☐9 → SKIP TO H3

H2.   Based on what you know or believe, does smoking tobacco cause the following:

READ EACH ITEM:	YES ☐	NO ☐	DON'T KNOW ☐	REFUSED ☐
a. Stroke	☐1...	☐2..	☐7..	.....☐9
b. Heart attack	☐1...	☐2..	☐7..	.....☐9
c. Lung cancer	☐1...	☐2..	☐7..	.....☐9
d. Long term respiratory distress	☐1...	☐2..	☐7..	.....☐9

H3.   Based on what you know or believe, does using <u>smokeless tobacco</u> cause serious illness?

YES.................................... ☐1
NO .... ☐2 → SKIP TO H2_3
DON'T KNOW .... ☐7
REFUSED....... .... ☐9 → SKIP TO H2_3

H3.   Based on what you know or believe, does using smokeless tobacco cause the following:

READ EACH ITEM:	YES ☐	NO ☐	DON'T KNOW ☐	REFUSED ☐
a. Stroke	☐1...	☐2..	☐7..	.....☐9
b. Heart attack	☐1...	☐2..	☐7..	.....☐9
d. Cancer of mouth	☐1...	☐2..	☐7..	.....☐9

H2_3.   Do you believe cigarettes are addictive?

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

H2_3a. Do you believe bidis are addictive?

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

H2_3b. Do you believe smokeless tobacco (*Zarda, Gul, Sada pata, khinee, Nosshi*) is addictive?

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

H5. Would you favor or oppose increasing taxes on tobacco products?

FAVOR .... ☐1
OPPOSE............................. ☐2
DON'T KNOW.................... ☐7
REFUSED .... ☐9

END INDIVIDUAL QUESTIONNAIRE

Those are all of the questions I have. Thank you very much for partcipating in this important survey.

| TIME INTERVIEW ENDED [24 HOUR CLOCK] | ___ ___ : ___ ___ |
| | HRS   MINS |

RECORD ANY NOTES ABOUT INTERVIEW:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Appendix F: MPOWER Summary Indicators, GATS Bangladesh 2009

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
M: Monitor tobacco use and prevention policies					
Current tobacco use[1]	43.3	58.0	28.7	38.1	45.1
Current tobacco smokers[1]	23.0	44.7	1.5	21.3	23.6
Current cigarette smokers[1][2]	14.1	28.3	0.2	18.4	12.6
Current *bidi* Smokers[1]	11.2	21.4	1.1	4.7	13.5
Current smokeless tobacco use[1]	27.2	26.4	27.9	22.5	28.8
Average number of cigarettes smoked per day	5.1	5.2	0.8	8.5	4.0
Average number of *bidis* smoked per day	6.9	7.0	4.3	2.7	8.3
Average number of smokeless tobacco uses per day	8.1	8.3	7.9	8.1	8.1
Average age at daily smoking initiation	18.8	18.4	26.5	18.5	18.8
Former tobacco smokers among ever daily smokers	17.8	16.7	41.3	19.1	17.3
P: Protect people from tobacco smoke					
Percent of adults exposed to secondhand smoke at work	63.0	67.8	30.4	58.8	66.0
Percent of adults exposed to second hand smoke in public places:					
Government buildings	5.4	9.2	1.5	7.8	4.5
Health-care facilities	5.8	7.1	4.4	6.8	5.4
Restaurants	27.6	53.4	2.2	29.9	26.8
Public transportation	26.3	35.9	16.9	26.4	26.3
Any of these places	45.0	69.4	20.8	46.6	44.4

MPOWER Summary Indicators, GATS Bangladesh 2009

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
O: Offer help to quit tobacco use					
Percent of current smokers who made a quit attempt in the past 12 months	47.3	47.8	31.5	53.4	45.3
Percent of current smokers who were advised quitting smoked tobacco use by a health care provider	52.9	52.7	61.6	49.0	54.3
Percent of current smokers who attempted to quit smoking using a specific cessation method					
Pharmacotherapy	1.0	1.0	0.5	0.2	1.3
Counseling/Advice or Quit Lines	14.9	14.7	25.9	11.8	16.1
Other methods for smoking cessation[3]	14.5	14.4	18.7	17.8	13.3
Percent of tobacco users Interested in quitting smoking:	28.9	29.4	15.0	28.9	28.9
Among tobacco smokers	28.6	28.8	3.6	26.7	29.6
Among manufactured cigarette smokers	27.7	28.5	11.2	33.1	27.1
Among *bidi* smokers	21.0	23.9	18.3	25.7	19.7
Among smokeless tobacco users					
W: Warn about the dangers of tobacco					
Percent of adults who believe tobacco smoking causes serious illness	97.4	97.6	97.2	97.5	97.3
Percent of adults who believe smoking causes specific disease:					
Stroke	81.6	87.2	76.0	86.3	79.9
Heart attack	85.9	90.2	81.6	90.3	84.3
Lung cancer	91.5	94.2	88.9	94.6	90.4
Long term respiratory distress	90.3	91.8	88.8	92.0	89.7
Percent adults who believe smokeless tobacco causes serious illness	92.7	92.6	92.9	94.9	92.0

MPOWER Summary Indicators, GATS Bangladesh 2009

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
Percent of adults who believe smokeless tobacco use causes specific diseases					
Stroke	73.5	81.6	65.4	77.7	72.0
Heart attack	75.7	82.7	68.9	78.7	74.7
Mouth cancer	83.0	86.7	79.4	87.3	81.5
Percent of adults who believe breathing other peoples' smoke causes serious illness	93.4	97.0	89.9	96.7	92.3
E: Enforce bans on tobacco advertising, promotion, and sponsorship					
Percent of adults who noticed any cigarette advertisement, sponsorship, or promotion	48.7	68.0	29.3	48.3	48.8
Percent of adults who noticed any *bidi* advertisement, sponsorship, or promotion	84.0	85.9	80.2	75.5	86.8
Percent of adults who noticed any smokeless tobacco advertisement, sponsorship, or promotion	70.5	70.8	69.9	61.1	74.1
R: Raise taxes on tobacco					
Average cigarette expenditure per month among current manufactured cigarette smokers (Taka)	377.8	378.4	128.2	516.1	306.4
Average *bidi* expenditure per month among current *bidi* smokers (Taka)	130.5	131.1	114.2	87.5	135.2
Average price per pack of manufactured cigarettes (Taka)	32.1	-	-	-	-
Average price per pack of *bidis* (Taka)	6.2	-	-	-	-

Note:
(1) Current use includes both daily and occasional (less than daily) use.
(2) Cigarette use include both manufactured and hand-rolled cigarettes.
(3) Other methods of smoking cessation include traditional medicines and other products.