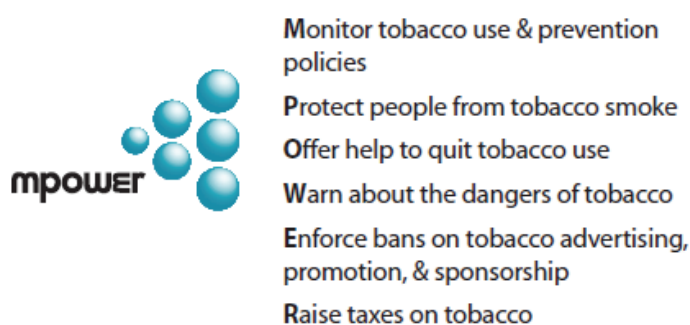


GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking, smokeless, heated tobacco products) and tracking key tobacco control indicators.

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



GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking, smokeless, heated tobacco products), electronic cigarette use, cessation, secondhand smoke, economics, media and knowledge, attitudes and perceptions towards tobacco use. In Pakistan, GATS was conducted in 2024 as a household survey of persons 15 years of age or older by the National Institute of Population Studies Training and Research (NIPS&TR), under the Ministry of National Health Services, Regulations and Coordination (NHSR&C), in coordination with the Ministry's Tobacco Control Cell and the World Health Organization (WHO). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 12,012 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 11,167 completed individual interviews with an overall response rate of 95.6%.

GATS Highlights

TOBACCO USE

- 16.1% overall (22.7 million adults), 25.8% of men and 5.9% of women currently used tobacco (smoking, smokeless, heated tobacco products).
- 9.8% overall (14.0 million adults), 15.8% of men and 3.3% of women currently smoked tobacco.
- 2.6% overall (3.6 million adults), 2.7% of men and 2.4% of women currently smoked waterpipes (hookah/shisha).
- 7.3% overall (10.2 million adults), 11.3% of men and 2.9% of women currently used smokeless tobacco.

CESSATION

- 24.1% of tobacco smokers made a quit attempt in the past 12 months.
- 39.0% of current tobacco smokers planned to or were thinking about quitting smoking.
- 49.9% of tobacco smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- 35.9% of adults who worked indoors (2.7 million adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 28.8% of adults (40.0 million adults) were exposed to tobacco smoke inside their homes.
- 55.2% of adults (14.7 million adults) were exposed to indoor tobacco smoke when visiting restaurants.
- 45.4% of adults (26.7 million adults) were exposed to indoor tobacco smoke when using public transportation.
- 33.3% of adults (4.7 million adults) were exposed to indoor tobacco smoke when visiting colleges/universities/vocational and technical training institutes.
- 11.5% of adults (2.6 million adults) were exposed to indoor tobacco smoke when visiting schools.

ECONOMICS

- The average (mean) amount spent on 20 manufactured cigarettes was 236.3 Pakistani rupees.
- The average (mean) monthly expenditure on manufactured cigarettes was 3,852.9 Pakistani rupees.

MEDIA

- 15.0% of adults noticed anti-cigarette smoking information on the television or radio.
- 7.2% of adults noticed tobacco (smoking or smokeless) advertising on the internet.
- 17.8% of adults noticed tobacco (smoking or smokeless) advertising or promotions in stores where tobacco is sold.
- 30.5% of adults noticed any tobacco (smoking or smokeless) advertisements, promotions or sponsorships.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 88.6% of adults believed smoking tobacco causes serious illness.
- 58.3% of adults believed that smoking tobacco causes stroke, heart attack and lung cancer.
- 85.6% of adults believed smokeless tobacco causes serious illness.
- 87.1% of adults believed breathing other peoples' tobacco smoke causes serious illness in non-smokers.



TOBACCO USE

TOBACCO USE (smoking, smokeless, heated tobacco products)	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users	16.1	25.8	5.9

SMOKING TOBACCO

Current tobacco smokers	9.8	15.8	3.3
Daily tobacco smokers	8.5	14.3	2.4
Current cigarette smokers ¹	7.2	12.9	1.0
Daily cigarette smokers ¹	6.0	11.2	0.5
Current waterpipe (hookah/shisha) smokers	2.6	2.7	2.4
Daily waterpipe (hookah/shisha) smokers	1.9	2.2	1.6
Former daily tobacco smokers ² (among all adults)	1.4	2.6	0.2
Former daily tobacco smokers ^{2,3} (among ever daily smokers)	13.8	14.9	6.8

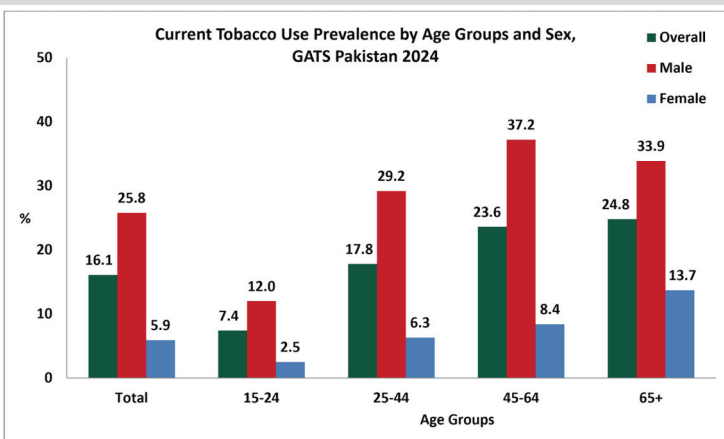
	OVERALL (#)	MEN (#)	WOMEN (#)
Average number of cigarettes smoked per day among daily cigarette smokers	11.8	12.0	-

SMOKELESS TOBACCO USE

	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokeless tobacco users	7.3	11.3	2.9
Daily smokeless tobacco users	6.5	10.1	2.7
Former daily smokeless tobacco users ⁴ (among all adults)	0.3	0.6	0.1
Former daily smokeless tobacco users ^{4,5} (among ever daily users)	4.9	5.1	4.2

HEATED TOBACCO PRODUCT USE

Ever heard of heated tobacco products	6.9	8.2	5.5
Ever used heated tobacco products	0.2	0.3	0.1
Current user of heated tobacco products	0.1	0.1	0.0



USE OF ELECTRONIC CIGARETTES/VAPING DEVICES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes/vaping devices	20.5	27.2	13.5
Ever used electronic cigarettes/vaping devices	1.4	2.5	0.2
Current user of electronic cigarettes/vaping devices	0.3	0.5	0.1

CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Tobacco smokers who made a quit attempt in past 12 months ⁶	24.1	24.7	21.1
Current tobacco smokers who planned to or were thinking about quitting ⁷	39.0	40.8	29.5
Tobacco smokers advised to quit by a health care provider in past 12 months ^{8,9}	49.9	50.9	43.9
Smokeless tobacco users who made a quit attempt in past 12 months ⁹	26.1	27.7	19.6
Current smokeless tobacco users who planned to or were thinking about quitting ⁷	37.0	39.7	26.2
Smokeless tobacco users advised to quit by a health care provider in past 12 months ^{8,9}	43.0	35.4	64.7

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{10,8}	35.9	39.6	25.2
Adults exposed to tobacco smoke at home at least monthly	28.8	27.5	30.3
Adults exposed to tobacco smoke inside: ^{11,8}			
Government buildings	40.7	45.0	26.9
Healthcare facilities	24.5	24.0	25.1
Restaurants	55.2	60.5	29.2
Public transportation	45.4	41.4	52.5
Colleges/universities/technical institutes	33.3	40.6	14.9
Schools	11.5	14.1	7.3

ECONOMICS

Average (mean) amount spent on 20 manufactured cigarettes (Pakistani rupees) ¹²	236.3
Average (mean) monthly expenditure on manufactured cigarettes (Pakistani rupees) ¹²	3,852.9
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2024 ¹³	5.0%
Adults who favor increasing taxes on tobacco products	81.1%

MEDIA

ANTI-TOBACCO WARNINGS	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio ⁵	15.0	16.1	14.9
Current tobacco smokers who thought about quitting because of a warning label ⁵	20.2	22.4	9.1

TOBACCO INDUSTRY ADVERTISING

	OVERALL (%)	CURRENT TOBACCO USERS (%)	NON-USERS (%)
Adults who noticed tobacco (smoking or smokeless) advertising on the internet ⁶	7.2	8.2	7.0
Adults who noticed tobacco (smoking or smokeless) advertising or promotions in stores where tobacco is sold ^{14,8}	17.8	32.1	15.1
Adults who noticed any tobacco (smoking or smokeless) advertisements, promotions or sponsorships ⁶	30.5	43.8	28.0

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-SMOKERS (%)
Adults who believed smoking tobacco causes serious illness	88.6	88.3	88.6
Adults who believed smoking tobacco causes stroke, heart attack and lung cancer	58.3	51.2	59.1
Adults who believed breathing other peoples' tobacco smoke causes serious illness in nonsmokers	87.1	82.5	87.6
Adults who believed smokeless tobacco use causes serious illness	85.6	90.3	85.5

¹ Includes manufactured and hand-rolled cigarettes. ² Current non-smokers. ³ Quit ratio for daily tobacco smoking. ⁴ Current non-users. ⁵ Quit ratio for daily smokeless tobacco use. ⁶ Includes current tobacco smokers and former smokers who quit in the past 12 months. ⁷ Planning or thinking about quitting within the next month, 12 months, or someday. ⁸ Among those who visited a health care provider in past 12 months. ⁹ Includes current smokeless tobacco users and former users who quit in the past 12 months. ¹⁰ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ¹¹ Among those who visited the place in the past 30 days. ¹² Among current manufactured cigarette smokers. ¹³ Estimated Pakistan fiscal year 2024-2025 per capita GDP = 473,232 Pakistani rupees provided by the Pakistan Bureau of Statistics. ¹⁴ Includes those who noticed any advertisements or signs promoting tobacco (smoking or smokeless) in stores where tobacco is sold, tobacco (smoking or smokeless) sold at sale prices or free gifts or discount offers on other products when buying tobacco (smoking or smokeless). ¹⁵ During the past 30 days. - Indicates estimate is suppressed due to unweighted sample size less than 25.

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

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