

## **Design and Implementation of Adult Tobacco Survey in Pakistan**

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Global Adult Survey (GATS) Pakistan is designed to provide representative results for main Tobacco indicators at National level with rural/urban breakdown. The data will be gender disaggregated. A sample of 9,856 households/persons will be enumerated to profile the requisite estimates. The objective of GATs is three fold firstly, to estimate the prevalence and composition of tobacco use in Pakistan. Secondly, to track exposure to secondhand smoke and allied issues viz cessation, knowledge and attitudes, exposure to media etc., and lastly, to quantify the incidence of adult tobacco use in company with key tobacco control measures. A three stage sample design is adopted to conduct survey. At first stage Primary Sampling Units consisting of blocks in urban and villages in rural areas will be selected from frame. At second stage 28 household will be selected after carrying out listing in selected PSUs. At last stage one member per household will be selected after applying gender randomization using handheld devices. For the first time in Pakistan, this survey will produce reliable and authentic results for various tobacco related indicators which will be used by policy makers, researchers and epidemiologists. Moreover, survey will provide internationally comparable results to monitor and carry out comparative studies within region and across the countries.

**Key Words: Global Adult Survey, Tobacco, Secondhand smoke, Tobacco control measures, Three- stage sample design**