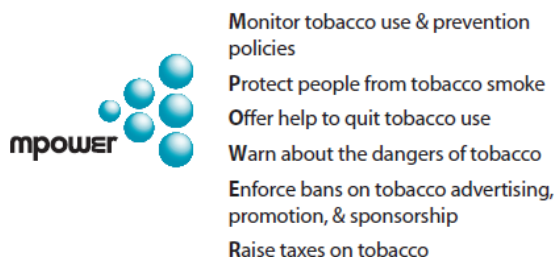


## TQS Overview

Tobacco Questions for Surveys (TQS) is a standard set of questions that allows for consistent measurement of tobacco use and other key tobacco control indicators through integration into population surveys. TQS plays a significant role in harmonizing and standardizing monitoring of key tobacco control indicators within and across countries over time.

TQS is a list of 22 survey questions derived from the Global Adult Tobacco Survey (GATS) core questionnaire. These questions can be included in any population-based health, social or other survey to obtain a picture of tobacco use and control. The decision can be made to include only 3 core questions in the hosting survey, or up to all 22 TQS questions depending on the needs of the country.

Corresponding to the MPOWER policy package measures, TQS assists countries by monitoring selected demand-related articles of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) — a global health treaty.



## Survey Objectives and Methodology

[OVERVIEW OF SURVEY, TARGET POPULATION, DATES OF DATA COLLECTION]

[QUESTIONNAIRE/TOPIC]. The questionnaire also included XX TQS questions on [tobacco use (smoking and smokeless), secondhand smoke, cessation, media, and economics].

[SAMPLING METHODOLOGY]

[NUMBER OF INTERVIEWS COMPLETED AND RESPONSE RATES]

## Highlights

### TOBACCO USE

- XX.X% overall, XX.X% of men, and XX.X% of women currently smoked tobacco.
- XX.X% overall, XX.X% of men, and XX.X% of women currently used smokeless tobacco.
- XX.X% overall, XX.X% of men, and XX.X% of women currently used tobacco (smoked and/or smokeless).

### SECONDHAND SMOKE

- XX.X% of adults who worked indoors were exposed to tobacco smoke at the workplace.
- XX.X% of adults were exposed to tobacco smoke at home.

### CESSATION

- XX.X% of current smokers tried to stop smoking in the last 12 months.
- XX.X% of current smokers were advised by a health care provider to stop smoking in the last 12 months.

### MEDIA

- XX.X% of adults noticed anti-cigarette smoking information on the television.
- XX.X% of current smokers thought about quitting because of a health warning label on cigarette packs.
- XX.X% of adults noticed cigarette advertising in stores where cigarettes are sold.

### ECONOMICS

- The average amount spent on 20 manufactured cigarettes was XX.X (local currency).

TOBACCO USE			
TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers <sup>1</sup>	XX.X	XX.X	XX.X
Daily tobacco smokers	XX.X	XX.X	XX.X
Current cigarette smokers <sup>1,2</sup>	XX.X	XX.X	XX.X
Former daily tobacco smokers <sup>3</sup> (among all adults)	XX.X	XX.X	XX.X
Former daily tobacco smokers <sup>3</sup> (among ever daily smokers)	XX.X	XX.X	XX.X
Average number of cigarettes smoked per day (among daily cigarette smokers)	XX.X	XX.X	XX.X
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users <sup>1</sup>	XX.X	XX.X	XX.X
Daily smokeless tobacco users	XX.X	XX.X	XX.X
TOBACCO USERS (smoked and/or smokeless)			
Current tobacco users <sup>1</sup>	XX.X	XX.X	XX.X
SECONDHAND SMOKE			
Adults exposed to tobacco smoke at the workplace <sup>4,*</sup>	XX.X	XX.X	XX.X
Adults exposed to tobacco smoke at home at least monthly	XX.X	XX.X	XX.X
CESSATION			
Current smokers who made a quit attempt in the past 12 months	XX.X	XX.X	XX.X
Current smokers advised to quit by a health care provider in the past 12 months <sup>5</sup>	XX.X	XX.X	XX.X
MEDIA			
COUNTER ADVERTISING			
Adults who noticed anti-cigarette smoking information in newspapers or magazines*	XX.X	XX.X	XX.X
Adults who noticed anti-cigarette smoking information on the television*	XX.X	XX.X	XX.X
Current smokers who noticed a warning label on cigarette packages*	XX.X	XX.X	XX.X
Current smokers who thought about quitting because of a warning label*	XX.X	XX.X	XX.X
TOBACCO INDUSTRY ADVERTISING			
Adults who noticed cigarette advertising in stores where cigarettes are sold*	XX.X	XX.X	XX.X
Adults who noticed any of the following cigarette promotions*:			
Free samples	XX.X	XX.X	XX.X
Sale prices	XX.X	XX.X	XX.X
Coupons	XX.X	XX.X	XX.X
Free gifts or discounts on other products	XX.X	XX.X	XX.X
Clothing or items with brand name or logo	XX.X	XX.X	XX.X
Promotions in the mail	XX.X	XX.X	XX.X
ECONOMICS			
Average amount spent on 20 manufactured cigarettes (in LOCAL CURRENCY)			XX.XX
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [YEAR] <sup>6</sup>			XX.X%
<sup>1</sup> Current use refers to daily and less than daily use. <sup>2</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>3</sup> Current non-smokers. <sup>4</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>5</sup> Among those who visited a health care provider in past 12 months. <sup>6</sup> [Value, source, and year for per capita GDP]. * During the past 30 days.			
Notes: Adults refer to persons aged [XX years and older]. Data have been weighted to be [nationally representative of all non-institutionalized men and women]. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.			
[ACKNOWLEDGEMENTS/FUNDING STATEMENT]			