



TQS Analysis and Reporting

Workshop on TQS
16-17 August 2017
Ankara, Turkey





Overview

- Analysis: Calculating indicators
- Reporting: Preparing tables
- Further analysis & research
- Questions/Discussion

Calculating Indicators & Preparing Tables





Monitor: Tobacco Smoking Prevalence

Q1. Do you currently smoke tobacco on a daily basis, less than daily, or not at all?

DAILY	1 > GO TO NEXT SUBSECTION
LESS THAN DAILY	2 > ASK Q2a
NOT AT ALL	3 > ASK Q2b
DON'T KNOW	7 > GO TO NEXT SUBSECTION

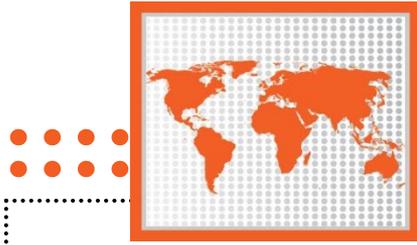
Q2a. Have you smoked tobacco daily in the past?

YES	1 > GO TO NEXT SUBSECTION
NO	2 > GO TO NEXT SUBSECTION
DON'T KNOW	7 > GO TO NEXT SUBSECTION

Q2b. In the past, 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
LESS THAN DAILY	2
NOT AT ALL	3
DON'T KNOW	7



Smoking Prevalence Indicators

Indicator 1

Current Tobacco Smokers: Percentage of respondents who currently smoke tobacco.

Numerator: Number of current daily and less than daily tobacco smokers.

Denominator: Total number of respondents surveyed.

Indicator 2

Current Daily Tobacco Smokers: Percentage of respondents who currently smoke tobacco daily.

Numerator: Number of current daily tobacco smokers.

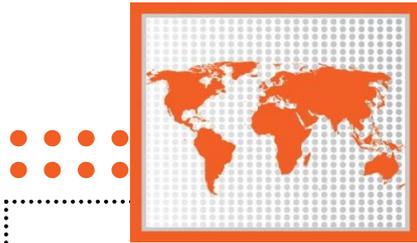
Denominator: Total number of respondents surveyed.

Indicator 3

Former Daily Tobacco Smokers (Among All Adults): Percentage of respondents who are ever daily tobacco smokers and currently do not smoke tobacco.

Numerator: Number of ever daily tobacco smokers who currently do not smoke tobacco.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)



Smoking Prevalence Table Shell

Table 11-1. Detailed Smoking Status by Gender

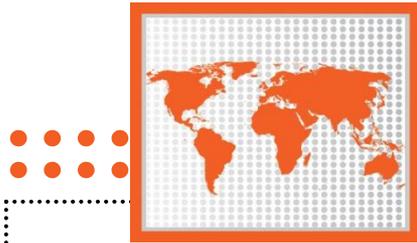
Smoking Status	Overall	Male	Female
	<i>Percentage (95% CI)</i>		
Current tobacco smoker			
Daily smoker			
Occasional smoker			
Occasional smoker, formerly daily			
Occasional smoker, never daily			
Current non-smoker			
Former smoker			
Former daily smoker			
Former occasional smoker			
Never smoker			



Smoking Prevalence Table Example

Table 4.1: Percentage of adults ≥ 15 years old, by detailed smoking status and gender – GATS Turkey, 2012.

Smoking Status	Overall		Male		Female	
Current tobacco smoker	27.1	(25.8, 28.3)	41.5	(39.4, 43.5)	13.1	(12.0, 14.3)
Daily smoker	23.8	(22.6, 25.0)	37.3	(35.4, 39.3)	10.7	(9.6, 11.8)
Occasional smoker	3.3	(2.9, 3.7)	4.1	(3.5, 4.9)	2.4	(2.0, 3.0)
Occasional smoker, formerly daily	1.5	(1.2, 1.8)	2.0	(1.6, 2.5)	1.0	(0.7, 1.3)
Occasional smoker, never daily	1.8	(1.5, 2.2)	2.2	(1.7, 2.8)	1.4	(1.1, 1.9)
Non-smoker	72.9	(71.7, 74.2)	58.5	(56.5, 60.6)	86.9	(85.7, 88.0)
Former daily smoker	9.4	(8.7, 10.2)	14.4	(13.2, 15.8)	4.6	(3.9, 5.4)
Never daily smoker	63.5	(62.1, 64.8)	44.1	(42.1, 46.1)	82.3	(80.9, 83.7)
Former occasional smoker	3.7	(3.3, 4.2)	4.2	(3.6, 5.0)	3.2	(2.7, 3.9)
Never smoker	59.8	(58.3, 61.2)	39.9	(37.9, 41.9)	79.1	(77.5, 80.6)

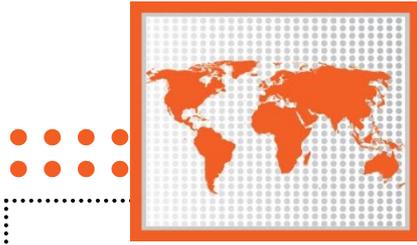


Monitor: Tobacco Smoking Consumption

Q3. On average, how many of the following products do you currently smoke each (day/week)? Also, let me know if you smoke the product, but not every (day/week).

INTERVIEWER: IF RESPONDENT REPORTS SMOKING THE PRODUCT BUT NOT EVERY (DAY/WEEK), ENTER 888

a. Manufactured cigarettes?				PER DAY/WEEK	
b. Hand-rolled cigarettes?				PER DAY/WEEK	
c. Kreteks?				PER DAY/WEEK	
d. Pipes full of tobacco?				PER DAY/WEEK	
e. Cigars, cheroots, or cigarillos?				PER DAY/WEEK	
f. Number of water pipe sessions?				PER DAY/WEEK	
g. Any others? Specify_____				PER DAY/WEEK	



Smoking Consumption Indicators

Indicator 1

Current [Product] Smokers: Percentage of respondents who currently smoke [product].

Numerator: Number of current daily and less than daily [product] smokers.

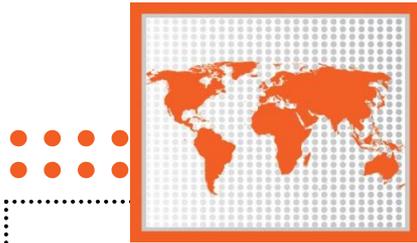
Denominator: Total number of respondents surveyed.

Indicator 2

Number of Cigarettes Smoked Per Day (of daily cigarette smokers).

Numerator: Daily cigarette smokers reporting an average of [less than 5, 5-9, 10-14, 15-24, 25+] cigarettes per day.

Denominator: Daily cigarette smokers.



Smoking Consumption Table Shell

Table 11-2. Current Smokers of Various Smoked Tobacco Products

Demographic Characteristics	Any smoked tobacco product	Any cigarette ¹	Type of Cigarette		Other smoked tobacco ²
			Manufactured	Hand-rolled	

Percentage (95% CI)

Overall

Gender

Male

Female

Age (years)

15-24

25-44

45-64

65+

Residence

Urban

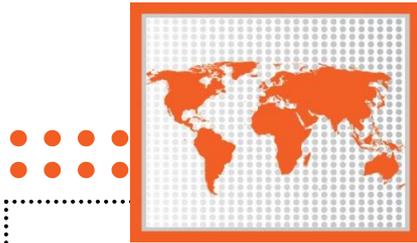
Rural

Education Level³

[Category 1

Category 2

Category 3]



Smoking Consumption Table Shell

Table 11-3. Cigarettes Smoked per Day Among Daily Cigarette Smokers

Demographic Characteristics	Number of cigarettes smoked on average per day ¹					Total
	<5	5-9	10-14	15-24	≥25	
	<i>Percentage (95% CI)</i>					
Overall						100.0
<i>Gender</i>						
Male						100.0
Female						100.0
<i>Age (years)</i>						
15-24						100.0
25-44						100.0
45-64						100.0
65+						100.0
<i>Residence</i>						
Urban						100.0
Rural						100.0
<i>Education Level²</i>						
[Category 1						100.0
Category 2						100.0
Category 3]						100.0

¹ Among daily cigarette smokers. Cigarettes include manufactured, hand-rolled, and kreteks.

² Education level is reported only among respondents 25+ years old.



Notes based on reviews

- Report the prevalence of each indicator among all respondents or subgroup
- Do not report the distribution within a subgroup
- For example,
 - Among all males, what percent currently smoke tobacco?
 - Among all females, what percent currently smoke tobacco?
 - NOT: Among current smokers, what percent are male and what percent are female?

Further Analysis & Research





Data Dissemination Materials

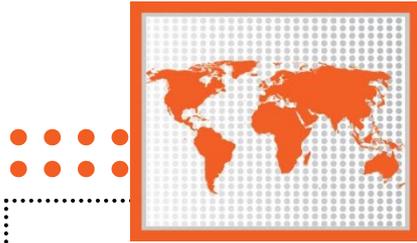
- In addition to populated table shells, we encourage development of other materials for data dissemination:
 - Tobacco Report
 - Examples from SESRIC countries
 - Mali: Modular and Continuous Household Survey
 - Cote d'Ivoire: National Survey on the Situation of Employment and the Informal Sector (draft)
 - Tobacco Fact Sheet
 - TQS template under development
 - Research graphs, publications



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Monitor: Smokeless Tobacco Prevalence

Q4. Do you currently use smokeless tobacco on a daily basis, less than daily, or not at all?

DAILY	1 > GO TO NEXT SUBSECTION
LESS THAN DAILY	2 > ASK Q5a
NOT AT ALL	3 > ASK Q5b
DON'T KNOW	7 > GO TO NEXT SUBSECTION

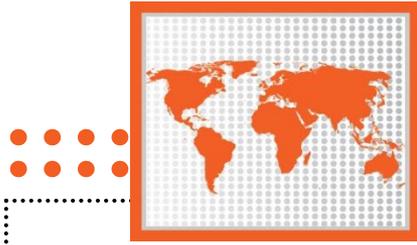
Q5a. Have you used smokeless tobacco daily in the past?

YES	1 > GO TO NEXT SUBSECTION
NO	2 > GO TO NEXT SUBSECTION
DON'T KNOW	7 > GO TO NEXT SUBSECTION

Q5b. In the past, 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
LESS THAN DAILY	2
NOT AT ALL	3
DON'T KNOW	7



Smokeless Tobacco Prevalence Indicators

Indicator 1

Current Smokeless Tobacco Users: Percentage of respondents who currently use smokeless tobacco.

Numerator: Number of current daily and less than daily smokeless tobacco users.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)

Indicator 2

Current Daily Smokeless Tobacco Users: Percentage of respondents who currently use smokeless tobacco daily.

Numerator: Number of current daily smokeless tobacco users.

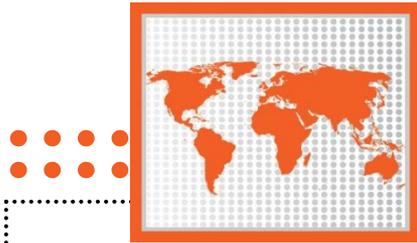
Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)

Indicator 3

Former Daily Smokeless Tobacco Users (Among All Adults): Percentage of respondents who are ever daily smokeless tobacco users and currently do not use smokeless tobacco.

Numerator: Number of ever daily smokeless tobacco users who currently do not use smokeless tobacco.

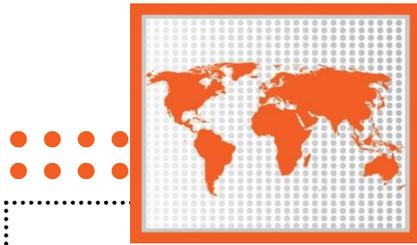
Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)



Smokeless Tobacco Prevalence Table Shell

Table 11-4. Detailed Smokeless Tobacco Use Status by Gender

Smokeless Tobacco Use Status	Overall	Male	Female
	<i>Percentage (95% CI)</i>		
Current smokeless tobacco user			
Daily user			
Occasional user			
Occasional user, formerly daily			
Occasional user, never daily			
Current non-user of smokeless tobacco			
Former user			
Former daily user			
Former occasional user			
Never smokeless user			



Protect: Exposure to Secondhand Smoke at Home

Q6. How often does anyone smoke inside your home? Would you say daily, weekly, monthly, less than monthly, or never?

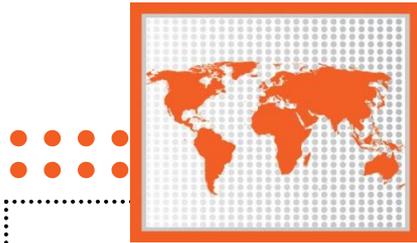
DAILY	1
WEEKLY	2
MONTHLY	3
LESS THAN MONTHLY	4
NEVER	5
DON'T KNOW	7

Indicator

Exposure to Secondhand Smoke at Home: Percentage of respondents who report that smoking occurs inside their home.

Numerator: Number of respondents who reported that smoking occurs inside their home on daily, weekly, or monthly basis.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)



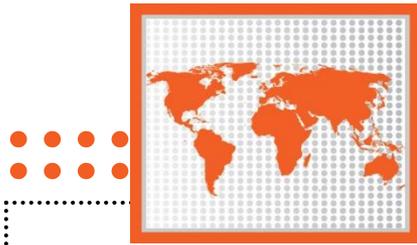
Exposure to Secondhand Smoke at Home Table Shell

Table 11-5. Exposure to Tobacco Smoke at Home, by Smoking Status

Demographic Characteristics	Respondents exposed to tobacco smoke at home ¹	
	Overall	Non-smokers
<i>Percentage (95% CI)</i>		
Overall		
<i>Gender</i>		
Male		
Female		
<i>Age (years)</i>		
15-24		
25-44		
45-59		
65+		
<i>Residence</i>		
Urban		
Rural		
<i>Education Level²</i>		
[Category 1		
Category 2		
Category 3]		

¹ Respondents who reported that smoking inside the home occurs daily, weekly, or monthly.

² Education level is reported only among respondents 25+ years old.



Protect: Exposure to Secondhand Smoke at Work

Q7. Do you currently work outside of your home?

YES 1 > ASK Q8
NO/DON'T WORK 2 > GO TO NEXT SUBSECTION

Q8. Do you usually work indoors or outdoors?

INDOORS 1 > ASK Q9
OUTDOORS 2 > GO TO NEXT SUBSECTION
BOTH 3 > ASK Q9

Q9. During the past 30 days, did anyone smoke in indoor areas where you work?

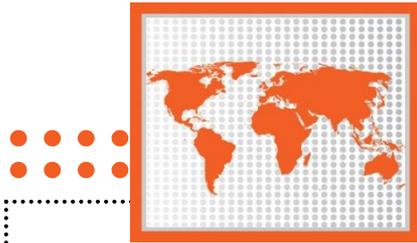
YES 1
NO 2
DON'T KNOW 7

Indicator

Exposure to Secondhand Smoke at Work: Percentage of indoor workers who were exposed to tobacco smoke at work in the past 30 days.

Numerator: Number of respondents who reported being exposed to smoke in indoor areas at work during the past 30 days.

Denominator: Number of respondents who work outside of the home who usually work indoors or both indoors and outdoors. ("Don't know" responses to Q9 are excluded.)



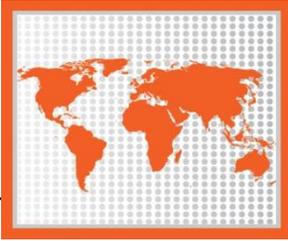
Exposure to Secondhand Smoke at Work Table Shell

Table 11-6. Exposure to Tobacco Smoke at Indoor Work Areas, by Smoking Status

Demographic Characteristics	Respondents exposed to tobacco smoke at work ¹	
	Overall	Non-smokers
<i>Percentage (95% CI)</i>		
Overall		
<i>Gender</i>		
Male		
Female		
<i>Age (years)</i>		
15-24		
25-44		
45-59		
65+		
<i>Residence</i>		
Urban		
Rural		
<i>Education Level²</i>		
[Category 1		
Category 2		
Category 3]		

¹ In the past 30 days. Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors.

² Education level is reported only among respondents 25+ years old.



Offer: Quit Attempts

Q10. During the past 12 months, have you tried to stop smoking?

YES	1
NO	2

Indicator

Smoking Quit Attempt in the Past 12 Months: Percentage of current tobacco smokers who have tried to quit during the past 12 months.

Numerator: Current tobacco smokers who tried to quit during the past 12 months.

Denominator: Current tobacco smokers.



Offer: Advice to Quit by Healthcare Provider

Q11. Have you visited a doctor or other health care provider in the past 12 months?

YES 1 > ASK Q12
NO 2 > SKIP Q12

Q12. During any visit to a doctor or health care provider in the past 12 months, were you advised to quit smoking tobacco?

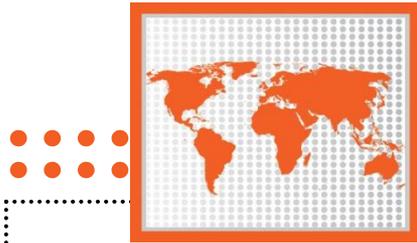
YES 1
NO 2

Indicator

Health Care Provider's Advice to Quit Smoking Tobacco: Percentage of current tobacco smokers who visited a doctor or health care provider during the past 12 months and were advised to quit smoking tobacco.

Numerator: Number of current tobacco smokers who were advised to quit smoking during a visit to a healthcare provider within the past 12 months.

Denominator: Number of current tobacco smokers who visited a healthcare provider in the past 12 months.



Smoking Cessation Table Shell

Table 11-7. Current Smokers who Made a Quit Attempt and Received Health Care Provider Assistance in the Past 12 Months

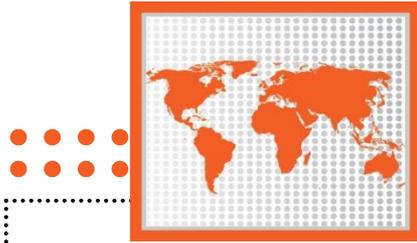
Demographic Characteristics	Smoking cessation and health care seeking behavior		
	Made quit attempt ¹	Visited a HCP ^{1,2}	Advised to quit by HCP ^{2,3}
<i>Percentage (95% CI)</i>			
Overall			
<i>Gender</i>			
Male			
Female			
<i>Age (years)</i>			
15-24			
25-44			
45-64			
65+			
<i>Residence</i>			
Urban			
Rural			
<i>Education Level⁴</i>			
[Category 1			
Category 2			
Category 3]			

¹ Among current smokers.

² HCP = health care provider.

³ Among current smokers who visited a HCP during the past 12 months.

⁴ Education level is reported only among respondents 25+ years old.



Warn: Anti-Cigarette Information

Q13. In the last 30 days, have you noticed information about the dangers of smoking cigarettes or that encourages quitting in newspapers or in magazines?

YES	1
NO	2
NOT APPLICABLE	7

Q14. In the last 30 days, have you noticed information about the dangers of smoking cigarettes or that encourages quitting on television?

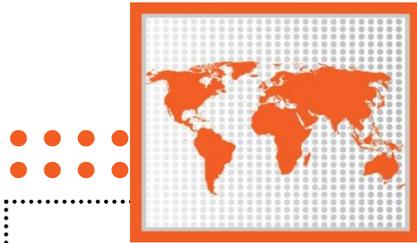
YES	1
NO	2
NOT APPLICABLE	7

Indicators

Awareness of Anti-Cigarette Smoking Information in Specific Channels: Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting in (newspapers or magazines/television) in the last 30 days.

Numerator: Number of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting in (newspapers or magazines/television) in the last 30 days.

Denominator: Total number of respondents surveyed. (“Not applicable” responses are included.)



Anti-Cigarette Information Table Shell

Table 11-8. Noticing Anti-Cigarette Smoking Information During the Last 30 Days in Newspapers or Magazines and Television, by Smoking Status

Places	Overall	Gender		Age (years)		Residence	
		Male	Female	15-24	≥ 25	Urban	Rural

Percentage (95% CI)

Overall

In newspapers or
in magazines

On television

Current smokers¹

In newspapers or
in magazines

On television

Non-smokers²

In newspapers or
in magazines

On television

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.



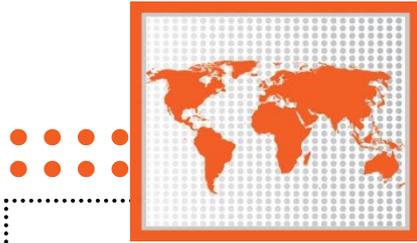
Warn: Cigarette Package Health Warnings

Q15. In the last 30 days, did you notice any health warnings on cigarette packages?

- | | |
|---|-------------------------------------|
| YES | 1 |
| NO | 2 > GO TO NEXT SUBSECTION |
| DID NOT SEE ANY CIGARETTE PACKAGES | 3 > GO TO NEXT SUBSECTION |

Q16. In the last 30 days, have warning labels on cigarette packages led you to think about quitting?

- | | |
|-------------------|----------|
| YES | 1 |
| NO | 2 |
| DON'T KNOW | 7 |



Cigarette Package Health Warnings Indicators

Indicator 1

Noticing Health Warning Labels on Cigarette Packages: Percentage of current smokers who noticed health warnings on cigarette packages in the last 30 days.

Numerator: Number of current smokers who noticed health warnings on cigarette packages in the last 30 days.

Denominator: Number of current smokers.

Indicator 2

Thinking of Quitting Because of Health Warning Labels on Cigarette Packages: Percentage of current tobacco smokers who reported thinking about quitting smoking in the last 30 days because of the warning labels on cigarette packages.

Numerator: Number of current smokers who thought about quitting smoking in the last 30 days because of the warning labels on cigarette packages.

Denominator: Number of current smokers. (“Don’t know” responses are included.)



Cigarette Package Health Warnings Table Shell

Table 11-9. Current Smokers who Noticed Health Warnings on Cigarette Packages and Considered Quitting Because of the Warnings During the Last 30 Days

Demographic Characteristics	Current smokers ¹ who...	
	Noticed health warnings on cigarette package ²	Thought about quitting because of warning label ²
	<i>Percentage (95% CI)</i>	
Overall		
<i>Gender</i>		
Male		
Female		
<i>Age (years)</i>		
15-24		
25-44		
45-64		
65+		
<i>Residence</i>		
Urban		
Rural		
<i>Education Level³</i>		
[Category 1		
Category 2		
Category 3]		

¹ Includes daily and occasional (less than daily) smokers.

² During the last 30 days.

³ Education level is reported only among respondents 25+ years old.



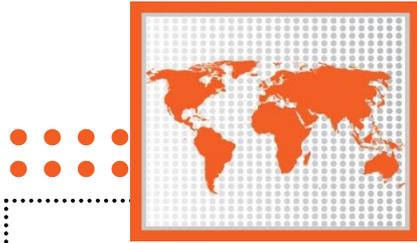
Enforce: Cigarette Advertisements and Promotions

Q17. In the last 30 days, have you noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold?

YES	1
NO	2
NOT APPLICABLE	7

Q18. In the last 30 days, have you noticed any of the following types of cigarette promotions?

READ EACH ITEM:	YES	NO	DON'T KNOW
	▼	▼	▼
a. Free samples of cigarettes?	1	2	7
b. Cigarettes at sale prices?	1	2	7
c. Coupons for cigarettes?	1	2	7
d. Free gifts or special discount offers on other products when buying cigarettes?	1	2	7
e. Clothing or other items with a cigarette brand name or logo?	1	2	7
f. Cigarette promotions in the mail?	1	2	7



Cigarette Advertisements and Promotions Indicators

Indicator 1

Awareness of Cigarette Advertising in Specific Channels: Percentage of respondents who have noticed any advertisements or signs promoting cigarettes in stores in the last 30 days.

Numerator: Number of respondents who have noticed any advertisements or signs promoting cigarettes in stores in the last 30 days.

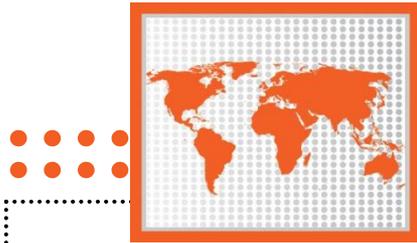
Denominator: Total number of respondents surveyed. (“Not applicable” responses are included.)

Indicator 2

Awareness of Specific Types of Cigarette Promotions: Percentage of respondents who noticed [free samples of cigarettes, cigarettes at sales prices, coupons for cigarettes, free gifts or discounts on other products when buying cigarettes, clothing or other items with a cigarette brand name or logo, cigarette promotions in the mail] in the last 30 days.

Numerator: Number of respondents who noticed [free samples of cigarettes, cigarettes at sales prices, coupons for cigarettes, free gifts or discounts on other products when buying cigarettes, clothing or other items with a cigarette brand name or logo, cigarette promotions in the mail] in the last 30 days.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are included.)



Cigarette Advertisements and Promotions Table Shell

Table 11-10. Noticing Cigarette Advertising During the Last 30 Days in Various Places

Places	Overall	Gender		Age (years)		Residence	
		Male	Female	15-24	≥ 25	Urban	Rural
<i>Percentage (95% CI)</i>							
Noticed advertisements in stores							
<i>Noticed cigarette promotions</i>							
Free samples							
Sale prices							
Coupons							
Free gifts/discounts on other products							
Clothing/item with brand name or logo							
Mail promoting cigarettes							



Raise: Cost of Cigarettes

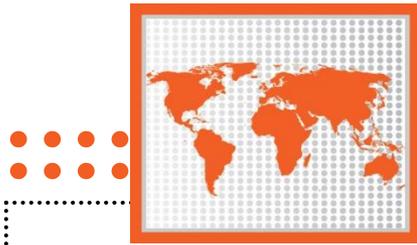
Q19. The last time you bought cigarettes for yourself, how many cigarettes did you buy?

INTERVIEWER: RECORD NUMBER AND CHECK UNIT

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 → GO TO NEXT SUBSECTION

Q20. In total, how much money did you pay for this purchase?

INTERVIEWER: IF DON'T KNOW, ENTER 999



Cost of Cigarettes Indicators

Indicator 1

Average Cost of a Pack of Manufactured Cigarettes (in local currency).

Calculation:

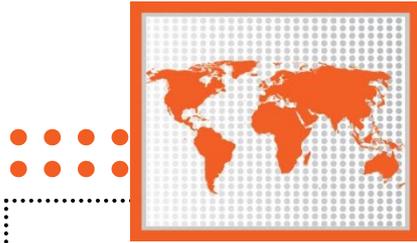
- 1) Using information on the number and unit of last purchase (e.g., 2 packs) and the number of cigarettes per unit (e.g., 20 cigarettes per pack), calculate the number of manufactured cigarettes bought at last purchase (2 packs x 20 cigarettes per pack = 40 cigarettes).
- 2) Divide the amount paid for the last purchase of manufactured cigarettes by the number of manufactured cigarettes bought at the last purchase to calculate the amount paid per cigarette (e.g., \$10/40 cigarettes = \$.25 per cigarette).
- 3) Multiply the amount paid per cigarette by 20 cigarettes/pack to calculate the amount paid per pack of manufactured cigarettes (e.g., \$.25 x 20 cigarettes/pack = \$5).
- 4) Calculate the number of manufactured cigarettes smoked per day for each individual (using Q3a).
- 5) Generate a new “manufactured cigarette weight”, equal to the product of the individual sampling weight and the number of manufactured cigarettes smoked per day.
- 6) Calculate the average amount paid per pack of manufactured cigarettes across all respondents, weighted by the new “manufactured cigarette weight”.

Indicator 2

Cigarette Affordability: Average cost of 100 packs of manufactured cigarettes as a percentage of Gross Domestic Product (GDP) per capita.

Calculation:

- 1) Use the same approach as described above to calculate the consumption-weighted average cost per pack of 20 manufactured cigarettes.
- 2) Multiply the average cost per pack by 100 to estimate the average cost of 100 packs.
- 3) Divide the average cost of 100 packs by the per capita GDP and multiply by 100.



Cost of Cigarettes Table Shell

Table 11-11. Average Amount Spent on a Pack of Cigarettes and Cost of 100 Packs of Cigarettes as a Percentage of Gross Domestic Product (GDP) per Capita

	Local Currency
Average amount spent on 20 manufactured cigarettes	XX.X
	Overall (%)
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP)	XX.X