

Global Youth Tobacco Survey (GYTS)

Georgia

2017

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FOREWORD

Georgia is a low-middle income country with high rates of unemployment. Georgia covers a territory of 69,700 square kilometers and its population is about 3.7 million.

The Republic of Georgia includes two autonomous republics, Adjara and Abkhazia. Abkhazia is currently outside Georgia's effective control. Additionally, the former, Soviet-era autonomous entity of South Ossetia, is currently also not under Georgia's *de facto* jurisdiction. It also has no final defined constitutional status in Georgia's territorial arrangement. Thus 20% of Georgia is occupied by Russia.

The territory of Georgia is currently subdivided into a total of 76 municipalities – 12 self-governing cities,, including the nation's capital of Tbilisi, and 64 communities. The municipalities outside the two autonomous republics and Tbilisi are grouped, on a provisional basis, into nine regions. Tbilisi itself is divided into ten districts.

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EXECUTIVE SUMMARY

Objectives: This study aims to provide nationally representative data on the smoking prevalence of Georgian young people. Furthermore, it reveals adolescents' knowledge and attitude related to tobacco use, their exposure to media messages on smoking and to the secondhand smoke (SHS) and the access and availability of tobacco products for minors.

Subjects and Methods: A school-based nationally and regionally representative survey was administered using two stage cluster sampling method. Thus, data of 1,345 students aged mainly between 13 and 15 years, was used. Data collection was carried out with the internationally standardized questionnaire, which was translated and back translated into Georgian, Armenian and Azerbaijan languages. The survey was conducted within the frame of Global Youth Tobacco Survey (GYTS).

Results: More than 15% of students currently used any tobacco products where 8.4% are cigarette smokers. Gender differences in the prevalence data are quite significant. Prevalence in boys is at least twice as much as in girls. About two-thirds of current smokers tried to quit in the past 12 months. High percentage of both never and current smokers are exposed regularly to SHS as at home as well as inside enclosed public places. Half of the adolescents' who tried to buy cigarettes were not prevented from buying them because of their age and the majority of students bought cigarettes from a store, shop, street vendor or kiosk. About 64% of young people have seen anti-smoking media messages, whilst about 50% of them have noticed tobacco advertisements or promotions when visiting points of sale.

Conclusions and Recommendations: There is an urgent need to reduce smoking prevalence among youth. In order to achieve this Georgia needs to have an action plan tailored to this vulnerable group, implement education about harms of tobacco in schools, educate parents on harms of tobacco and SHS and shift the norm from smoking to non-smoking. In May 2018 new generation tobacco control law was introduced in Georgia which 100% bans smoking in all enclosed public spaces as well as any kind of advertisement of tobacco products. At the moment enforcement is very successful therefore, there is a legitimate reason to claim decrease in smoking prevalence and secondhand smoke exposure. It is recommended to repeat the GYTS survey in 2020/21 to support these claims by scientific research and observe the changes.

1. INTRODUCTION

Tobacco use is the leading global cause of preventable death. WHO attributes nearly 7 million deaths a year to tobacco. That figure is expected to rise to more than 8 million deaths a year by 2030.¹ Most people begin using tobacco before the age of 18.²

The Global Youth Tobacco Survey (GYTS) was developed by the Tobacco Free Initiative (TFI), World Health Organization (WHO) and the Office on Smoking and Health (OSH) of the United States Centers for Disease Control and Prevention (CDC) in collaboration with a range of countries representing the six WHO regions to present comprehensive tobacco prevention and control information on young people. The GYTS provides a global standard to systematically monitor youth tobacco use and track key tobacco control indicators. GYTS is a nationally representative school-based survey of students 13-15 years of age, using a consistent and standard protocol across countries. It is intended to generate comparable data within and across countries.

1.1 Country Demographics

Georgia is a Member State of the EURO Region and is considered as low-middle income country with 69700 km² area. After the independence from Soviet Union Georgia's population has been decreasing and in 2017 it is around 3.73 million. Life expectancy has been steadily growing and in 2017 it reached 73.5 years (male-69.2 and female-77.8). According to the 2014 census data, Georgians are the predominant (86.8% of the population) ethnic group in the country. Main demographic indicators (2017): birth rate per 1,000 population - 14.3; total fertility rate - 2.1 children born/woman; infant mortality per 1000 life birth - 9.0; mortality rate per 100,000 population - 12.8; natural population growth rate per 1,000 population - 1.5; migration rate per 1,000 population - (-0.6); GDP per capita - 4,068 US\$; human development index - 0.769 and socioeconomic index - 10.75.

1.2 WHO Framework Convention on Tobacco Control and MPOWER

In response to the globalization of the tobacco epidemic, the 191 Member States of the World Health Organization unanimously adopted the WHO Framework Convention on Tobacco Control (FCTC) at the 56th World Health Assembly in May 2003. The FCTC is the world's first public health treaty on tobacco control. It is the driving force behind, and blueprint for, the global response to the pandemic of tobacco-induced deaths and diseases. The treaty embodies a coordinated, effective, and urgent action plan to curb tobacco consumption and lays out cost-effective tobacco control strategies for public policies such as banning direct and indirect tobacco advertising, increasing tobacco tax and price, promoting smoke-free public places and workplaces, displaying prominent health messages on tobacco packaging, and tobacco surveillance, research, and exchange of information.

To help countries fulfill their WHO FCTC obligations, in 2008 WHO introduced MPOWER, a technical package of six evidence-based tobacco control measures that are proven to reduce tobacco use and save lives:

- 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

The GYTS supports WHO MPOWER by monitoring country-specific data on key tobacco indicators, including prevalence, knowledge, and behavior.

1.3 Purpose and Rationale

GYTS enhances countries' capacity to monitor youth tobacco consumption and tobacco use initiation, guide national tobacco prevention and control programs, and facilitate comparison of tobacco-related data at the national, regional, and global levels. Results from the GYTS are also useful for documenting the changes in different variables of tobacco control measures for monitoring the implementation of different provisions of the tobacco control law and the relevant articles of the WHO Framework Convention.

The rationale for Georgia's participation in the GYTS includes the following:

- Based on research, each year 11,400 people are dying in Georgia from diseases associated with tobacco use; among them, 2,100 are passive smokers;
- According to Investment Case 2017, "each year tobacco costs the Georgian economy 824.9 million GEL, equivalent to 2.43% of Georgia's GDP in 2016. These costs include direct healthcare expenditures totaling 327.3 million GEL; indirect economic losses due to premature mortality, disability, and workplaces costs totaling 497.5 million GEL".
- The prevalence of smoking in Georgia is one of the highest among countries in Europe. According to the *WHO Report on the Global Tobacco Epidemic, 2019*, about 33 per cent of the Georgian population are smokers;
- Based on STEPS non-communicable disease risk factors survey 2016, highest rate of smoking is seen among male population in Georgia where 57% is a smoker.
- Smoking prevalence among 16 year olds is also relatively high with 18% of youth being current smokers (ESPAD 2015)
- There is growing need to have a comparable up-to-date data on prevalence of tobacco use in youth;
- Rates of smoking among youth have increased from 10 to 12.6 percent over the last 3 years

1.4 Current State of Policy

Since May 1st, 2018 there are numerous national policies in place, that align with MPOWER recommendations in Georgia. There are specific policies that:

- Ban smoking tobacco products (including Shisha and electronic cigarettes) in all closed public spaces;
- Ban advertising, sponsorship and/or popularization of all kinds of tobacco products;
- Ban sale of tobacco products to minors;
- Ban sale of cigarettes without packaging;
- Ban sale of tobacco products via internet, post and vending machines;
- Ban placing tobacco products at a sales point so it is visible from outside;
- Mandates all tobacco products to have pictorial and health warnings on the packages;
- Mandates all tobacco producers and importers to submit special documentation to NCDC describing ingredients and emission products;
- Citizens can use free hotline service to get consultations on quitting smoking.

1.5 Other Tobacco Surveys

The GYTS was conducted in Georgia in 2017. In addition to the GYTS, the following surveys were implemented in Georgia: European School Survey on Alcohol and other Drugs (ESPAD) in 2009 (in Tbilisi) and 2015; WHO STEPS Survey in 2010 and 2016; Reproductive Health Survey in 2000, 2005 and 2010; National Tobacco Survey on Tobacco Use and Exposure and Attitudes towards Tobacco Control Measures in Georgia in 2014; GYTS in 2014; etc.

1.6 Country Specific Objectives

- *Reduce current tobacco use in Georgia in students in grades 7-10 from 15.4% in 2017 to 11% in 2020;*
- *Reduce current cigarette use in Georgia in students in grades 7-10 from 8.4% in 2017 to 4% in 2020*
- *Increase tobacco use cessation attempts in Georgia in students in grades 7-10 from 60.8% in 2017 to 65% in 2020*
- *Increase accessibility of quit tobacco smoking services by increasing the number of current tobacco smokers who have ever received help/advice from a program or professional to stop smoking in students in grades 7-10 from 11.9 in 2017 to 16% in 2020.*

2. METHODOLOGY

2.1 Questionnaire

The GYTS questionnaire contained 75 multiple-choice questions. The survey included 43 questions from the GYTS Standard Core Questionnaire and 32 selected optional questions. The final questionnaire was translated into Georgian, Armenian and Azerbaijan languages and back-translated into English to check for accuracy. The 2017 Georgia questionnaire is provided in **Appendix B**.

2.2 Sampling Design

The 2017 Georgia GYTS is a school-based survey, which employed a two-stage cluster sample design to produce a national representative sample of students in grades 7-10. The sampling frame consisted of all public and private schools containing grades 7-10. In the first stage, schools were selected with probability proportional to school enrollment size. The second sampling stage consisted of systematic equal probability sampling (with a random start) of classes from each school selected during the first stage. The GYTS was conducted in 27 schools and 74 classrooms. 1,345 of the 1,710 sampled students participated in the GYTS. The grades VII, VIII, IX and X were sampled for the 2017 GYTS.

2.3 Data Collection

Data collection took place from May to June, and was supported by 15 field staff.

Survey procedures were designed to protect the students' privacy by allowing for anonymous and voluntary participation. The questionnaire was self-administered in the classroom. Students recorded their responses directly on an answer sheet that could be scanned by a computer.

2.4 Data Analysis

A weighting factor was applied to each student record to adjust for probability of selection, non-response, and post-stratification adjustment to population estimates. SUDAAN, a software package for statistical analysis of complex survey data, was used to calculate weighted prevalence estimates and standard errors (SE) of the estimates (95% confidence intervals [CI] were calculated from the SEs). Frequency tables were developed for the survey questions that are considered key tobacco control indicators. Indicators are in accordance with the WHO FCTC and MPOWER technical package.

Table 1 provides sample size and response rate information. For the 2017 Georgia GYTS, 1,345 questionnaires were completed in 27 schools. A total of 1,345 students participated in the GYTS of which 954 were aged 13 to 15 years (Male: 465, Female: 477; in 12 cases gender was not verified). The school response rate was 100%, the class response rate was 100%, and the student response rate was 78.7%. The overall response rate was 78.7%.

Table 1: Sample sizes and response rates, by region (unweighted) – GYTS Georgia, 2017.

	Region			Total
	A	B	C	
<i>School Level</i>				
Number of Sampled Schools				27
Number of Participating Schools				27
School Response Rate (%)				100
<i>Class Level</i>				
Number of Sampled Classes				74
Number of Participating Classes				74
Class Response Rate (%)				100
<i>Student Level</i>				
Number of Sampled Students				1710
Number of Participating Students				1345
Student Response Rate (%)				78.7
Overall Response Rate (%)¹				78.7

¹Overall Response Rate = School Response Rate X Class Response Rate X Student Response Rate

3. RESULTS

3.1 Tobacco Use

Overall, current tobacco smokers rate among students 13-15 years old is quite high in Georgia, 12.6%. There is a significant difference between girls and boys, 7.9% and 16.9% respectively. Majority of current tobacco smokers smoke cigarettes (8.4%). Rate of current smokeless tobacco users is 4.4%, which is lower compared to the smoked tobacco (12.6%), but 9% of youth had ever used smokeless tobacco; 13.2% of students (17.3% of male and 7.7% of female) are current e-cigarettes users. Susceptibility to tobacco use in the future among youth who has never used tobacco is equally distributed between girls and boys, where rate of smoking among boys is twice as much as in girls.

Table 2: Detailed tobacco use status among students 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Smoked Tobacco			
Current tobacco smokers ¹	12.6 (10.3 - 15.2)	16.9 (13.7 - 20.7)	7.6 (4.9 - 11.6)
Current cigarette smokers ²	8.4 (6.0 - 11.5)	12.3 (8.9 - 16.9)	4.4 (2.5 - 7.8)
Frequent cigarette smokers ³	2.2 (1.2 - 4.1)	3.8 (2.1 - 6.8)	0.6 (0.1 - 2.8)
Current smokers of other tobacco ⁴	6.4 (4.9 - 8.3)	8.6 (6.3 - 11.6)	3.6 (2.2 - 5.7)
Ever tobacco smokers ⁵	32.4 (27.5 - 37.6)	37.7 (30.4 - 45.6)	26.6 (22.3 - 31.4)
Ever cigarette smokers ⁶	26.9 (21.9 - 32.5)	32.1 (24.7 - 40.6)	21.4 (17.2 - 26.3)
Ever smokers of other tobacco ⁷	13.9 (11.4 - 16.8)	18.3 (14.5 - 22.8)	8.8 (6.4 - 12.0)
Smokeless Tobacco			
Current smokeless tobacco users ⁸	4.4 (2.5 - 7.8)	5.0 (2.6 - 9.3)	3.2 (1.5 - 6.8)
Ever smokeless tobacco users ⁹	9.0 (6.4 - 12.6)	11.7 (8.3 - 16.3)	6.5 (3.7 - 11.2)
Tobacco Use			
Current tobacco users ¹⁰	15.4 (12.7 - 18.7)	20.6 (17.1 - 24.7)	9.6 (6.4 - 14.1)
Ever tobacco users ¹¹	37.4 (31.7 - 43.4)	44.0 (35.7 - 52.5)	30.3 (25.6 - 35.5)
Electronic Cigarettes			
Current electronic cigarette users	13.2	17.3	7.7
Susceptibility to Tobacco Use			
Never tobacco users susceptible to tobacco use in the future ¹²	15.5 (11.8 - 20.1)	15.6 (9.8 - 23.8)	15.8 (12.3 - 20.0)
Never smokers who thought they might enjoy smoking a cigarette ¹³	5.5 (3.3 - 9.2)	7.2 (3.8 - 13.1)	4.2 (2.3 - 7.6)

¹ Smoked tobacco anytime during the past 30 days. ² Smoked cigarettes anytime during the past 30 days. ³ Smoked cigarettes on 20 or more days of the past 30 days. ⁴ Smoked tobacco other than cigarettes anytime during the past 30 days. ⁵ Ever smoked any tobacco, even one or two puffs. ⁶ Ever smoked cigarettes, even one or two puffs. ⁷ Ever smoked tobacco other than cigarettes, even one or two puffs. ⁸ Used smokeless tobacco anytime during the past 30 days. ⁹ Ever used smokeless tobacco. ¹⁰ Smoked tobacco and/or used smokeless tobacco anytime during the past 30 days. ¹¹ Ever smoked tobacco and/or used smokeless tobacco. ¹² Susceptible to future tobacco use includes those who answered “Definitely yes”, “Probably yes”, or “Probably not” to using tobacco if one of their best friends offered it to them or those who answered “Definitely yes”, “Probably yes”, or “Probably not” to using tobacco during the next 12 months. ¹³ Those who answered “Agree” or “Strongly agree” to the statement: “I think I might enjoy smoking a cigarette”.

Majority of students smoke up to 5 cigarettes per day. 2 to 5 cigarettes smoked per day has the highest rate (28.3%); and 6 to 10 cigarettes per day has the lowest rate - 3.1%.

Table 3: Cigarettes smoked per day among current cigarette smokers 13-15 years old, by gender– GYTS Georgia, 2017.

Number of cigarettes usually smoked ¹	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Less than 1 per day	19.1 (9.0 - 36.1)	15.1 (6.1 - 32.8)	-
1 per day	26.5 (15.5 - 41.5)	22.0 (10.5 - 40.3)	-
2 to 5 per day	28.3 (19.1 - 39.9)	29.9 (15.7 - 49.5)	-
6 to 10 per day	3.1 (0.6 - 14.9)	4.1 (0.8 - 19.0)	-
11 to 20 per day	10.1 (4.1 - 22.5)	11.6 (4.6 - 26.0)	-
More than 20 per day	12.9 (6.9 - 22.9)	17.3 (8.9 - 31.0)	-
Total	100	100	100

¹ On the days that current cigarette smokers smoked cigarettes during the past 30 days.

Initiation of cigarette smoking among age groups are relatively equally distributed. Although, majority starts smoking at ages 12-13. Cigarette smoking initiation in 7 years old or younger has a quite high rate as well (22.9%).

Table 4: Age at cigarette smoking initiation among ever cigarette smokers 13-15 years old, by gender – GYTS Georgia, 2017.

Age when first trying a cigarette ¹	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
7 years old or younger	22.9 (15.5 - 32.3)	24.3 (16.2 - 34.7)	20.3 (9.4 - 38.6)
8 or 9 years old	11.2 (7.5 - 16.6)	9.3 (5.7 - 14.8)	14.6 (6.9 - 28.4)
10 or 11 years old	13.6 (6.4 - 26.5)	17.3 (7.8 - 33.9)	7.2 (2.6 - 18.8)
12 or 13 years old	27.8 (22.5 - 33.9)	29.3 (21.8 - 38.1)	25.4 (14.6 - 40.3)
14 or 15 years old	24.5 (19.3 - 30.5)	19.9 (12.3 - 30.5)	32.5 (22.2 - 44.7)
Total	100	100	100

¹ Among those that have ever tried a cigarette.

Signs of smoking dependence is relatively high 48.1%, mostly among boys.

Table 5: Current smokers 13-15 years old who are showing signs of smoking dependence, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Signs of smoking dependence ¹	48.1 (35.8 - 60.7)	50.3 (32.4 - 68.1)	--

¹ Those who answered: 1) they sometimes or always smoke tobacco or feel like smoking tobacco first thing in the morning, or they start to feel a strong desire to smoke again within one full day after smoking.

3.2 Cessation

Considerably high number of youth tried to quit smoking in the past 12 months (60.8%). Number of youth who thought they would be able to stop is even higher (87.3%). Only very few (11.9%) have received help or advice for a program or professional to help them quit smoking.

Table 6: Smoking tobacco cessation indicators among current smokers 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Current smokers who...			
Tried to stop smoking in the past 12 months	60.8 (41.1 - 77.6)	59.5 (35.2 - 79.9)	--
Want to stop smoking now	--	--	--
Thought they would be able to stop smoking if they wanted to	87.3 (64.0 - 96.4)	86.0 (54.5 - 96.9)	--
Have ever received help/advice from a program or professional to stop smoking	11.9 (5.0 - 25.6)	14.6 (5.9 - 31.8)	--

3.3 Secondhand Smoke

Exposure to secondhand smoke is relatively high and equally distributed by gender. More than 43% of youth is exposed to secondhand smoke at home. Exposure rate is even higher at public places. 58.6% at enclosed public places and 59.2% at outdoor public places.

Table 7: Students 13-15 years old who were exposed to tobacco smoke, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Exposed to tobacco smoke at home in the past 7 days	43.2 (37.4 - 49.2)	40.2 (34.8 - 45.8)	45.5 (38.9 - 52.3)
Exposed to tobacco smoke inside any enclosed public place in the past 7 days	58.6 (51.5 - 65.2)	55.5 (48.1 - 62.7)	60.9 (52.1 - 69.1)
Exposed to tobacco smoke at any outdoor public place in the past 7 days in	59.2 (50.3 - 67.5)	56.0 (46.2 - 65.3)	62.4 (52.3 - 71.5)
Saw anyone smoking inside the school building or outside on school property in the past 30 days	49.3 (41.7 - 57.0)	48.9 (40.7 - 57.1)	49.6 (41.1 - 58.2)

3.4 Access and Availability

Cigarettes among 13-15 years old smokers is mostly purchased from a store or a shop (59.7%). 11.7% get it from someone else and few from a street vendor or a kiosk (7.2% and 6.8% respectively). Vending machines are only used by 1.7%.

Table 8: Source for obtaining cigarettes among cigarette smokers 13-15 years old, by gender – GYTS Georgia, 2017.

Source ¹	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Purchased from a store or shop	59.7 (44.4 - 73.4)	--	--
Purchased from a street vendor	7.2 (0.9 - 39.6)	--	--
Purchased from a kiosk	6.8 (1.1 - 33.1)	--	--
Purchased from a vending machine	1.7 (0.2 - 13.5)	--	--
Got them from someone else	11.7 (5.6 - 22.9)	--	--
Got them some other way	12.9 (6.8 - 23.0)	--	--
Total	100	100	100

¹How cigarette smokers obtained the cigarette they last smoked during the past 30 days.

Almost half of the current cigarette smokers (49.4%) in the age group of 13-15 years were not prevented from buying cigarettes because of their age.

Table 9: Current cigarette smokers 13-15 years old who were not prevented from buying cigarettes because of their age, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Current cigarette smokers who were not prevented from buying cigarettes because of their age ¹	49.4 (41.1 - 57.7)	--	--

¹Among those who tried to buy cigarettes during the past 30 days.

Majority of the youth (71.7%) purchases cigarettes by packs. Rate of purchasing by individual sticks is also relatively high (20.9%). Purchasing rolling tobacco in this age group (13-15 years old) is very insignificant.

Table 10: Unit of cigarette purchase among current cigarette smokers 13-15 years old, by gender – GYTS Georgia, 2017.

Unit of purchase ¹	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Individual sticks	20.9 (12.0 - 33.7)	--	--
Pack	71.7 (60.6 - 80.6)	--	--
Carton	5.5 (1.0 - 26.0)	--	--
Rolls	0	--	--
Loose tobacco for hand-rolled cigarettes	1.9 (0.2 - 14.5)	--	--
Total	100	100	100

¹Based on the last purchase, among those who bought cigarettes during the past 30 days.

Cost of cigarettes purchased by majority of youth varies between 2.5-4 GEL.

Table 11: Cost of cigarettes among students 13-15 years old, by gender – GYTS Georgia, 2017.

Cost of a pack (20 cigarettes) ¹	Overall	Boys	Girls
	Percentage (95% CI)		
1 GEL	8.2 (5.1 - 12.8)	10.3 (6.6 - 15.7)	5.0 (2.4 - 10.2)
1.5 GEL	7.0 (5.2 - 9.4)	9.2 (6.3 - 13.4)	4.4 (1.8 - 10.1)
2 GEL	9.8 (7.2 - 13.1)	7.5 (4.9 - 11.4)	12.2 (7.4 - 19.4)
2.5 GEL	18.1 (13.5 - 23.8)	17.0 (11.6 - 24.2)	19.5 (12.4 - 29.2)
3 GEL	22.5 (16.6 - 29.6)	20.7 (14.2 - 29.2)	24.9 (18.5 - 32.5)
3.5 GEL	14.2 (11.2 - 17.8)	15.0 (9.6 - 22.8)	13.8 (9.3 - 19.8)
4 GEL	20.3 (15.7 - 25.9)	20.3 (15.4 - 26.2)	20.3 (14.5 - 27.8)
Total	100	100	100

3.5 Media

3.5.1 Anti-Tobacco

More than half of the students (63.7%) noticed anti-tobacco messages in the media in the past 30 days and in the past year more than half (52.8%) were taught about the dangers of tobacco use at school.

Table 12: Noticing anti-tobacco information among students 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	Percentage (95% CI)		
Noticed anti-tobacco messages in the media ¹ in the past 30 days ²	63.7 (57.5 - 69.5)	61.5 (55.8 - 66.8)	65.8 (55.9 - 74.5)
<i>Noticed anti-tobacco messages at sporting or community events</i>			
Among all students in the past 30 days	26.3 (22.9 - 30.0)	29.4 (24.9 - 34.4)	22.4 (17.5 - 28.1)
Among those who attended sporting or community events in the past 30 days	40.1 (35.0 - 45.3)	42.7 (36.5 - 49.1)	36.0 (28.6 - 44.2)
Taught in school about the dangers of tobacco use in the past 12 months ²	52.8 (46.1 - 59.4)	49.2 (41.2 - 57.3)	55.8 (46.2 - 65.0)

¹ For example, television, radio, internet, billboards, posters, newspapers, magazines, movies.

² Among all students aged 13-15 years old.

Majority of current smokers (73.8%) noticed health warnings on cigarette packages. Desire to quit smoking is relatively higher among current smokers who noticed health warnings on the packages (25.2% vs 18.6%). One fourth of non-smokers have thought about not starting to smoke because of the health warnings.

Table 13: Noticing of health warnings on cigarette packages among current and never smokers 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Current smokers who noticed health warnings on cigarette packages [†]	73.8 (62.9 - 82.4)	74.0 (61.6 - 83.4)	74.7 (55.7 - 87.4)
<i>Thought about quitting smoking because of health warnings on cigarette packages[†]</i>			
Among current smokers	18.6 (11.1 - 29.6)	17.7 (9.9 - 29.7)	16.1 (8.5 - 28.4)
Among current smokers who noticed health warnings	25.2 (15.5 - 38.4)	24.0 (12.6 - 40.8)	--
Never smokers who thought about not starting smoking because of health warnings on cigarette packages ^{†,1}	24.8 (20.3 - 30.0)	27.8 (21.4 - 35.3)	23.1 (16.5 - 31.3)

[†] During the past 30 days.

¹ Among never smokers who noticed health warnings on cigarette packages in the past 30 days.

3.5.2 Tobacco Marketing

Almost half of the students noticed some kind of tobacco advertisement or promotion at points of sale. Visibility of smoking act on TV, videos, or movies is relatively high, 66% among all students. Some students (8.4%) have been offered a free tobacco product from a tobacco company representative. The rate almost double among boys compared to girls, 10.9% and 4.9% respectively.

Table 14: Noticing tobacco marketing among students 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
<i>Noticed tobacco advertisements or promotions at points of sale</i>			
Among all students in the past 30 days	41.6 (34.3 - 49.3)	44.4 (36.5 - 52.6)	38.1 (30.5 - 46.4)
Among those who visited a point of sale in the past 30 days	49.6 (41.9 - 57.3)	53.3 (44.8 - 61.7)	45.0 (37.0 - 53.4)
<i>Noticed anyone using tobacco on television, videos, or movies</i>			
Among all students in the past 30 days	66.0 (61.2 - 70.4)	63.4 (57.2 - 69.2)	68.5 (62.6 - 73.9)
Among those who watched television, videos, or movies in the past 30 days	73.6 (68.5 - 78.2)	71.9 (64.4 - 78.3)	75.3 (69.6 - 80.2)
Ever offered a free tobacco product from a tobacco company representative	8.4 (6.3 - 11.0)	10.9 (6.7 - 17.2)	4.9 (3.0 - 8.0)

Almost one fourth of students owned or might own in the future a t-shirt, pen or any promotional item with a tobacco brand logo on it.

Table 15: Ownership and receptivity to tobacco marketing among students 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Students who owned something with a tobacco brand logo on it ¹	14.5 (11.5 - 18.0)	16.1 (12.6 - 20.3)	12.6 (9.3 - 16.9)
Never tobacco users who owned something with a tobacco brand logo on it or might in the future ^{2,3}	24.5 (19.3 - 30.6)	28.9 (20.2 - 39.4)	20.7 (16.8 - 25.3)

¹ For example, a t-shirt, pen, backpack.

² Those who might use or wear something that has a tobacco company or product name or picture on it.

³ Considered highly receptive to tobacco marketing (at risk for future tobacco use).

3.6 Knowledge and Attitudes

Few students are aware of addictive nature of tobacco smoking (10.7%). Almost one third (31.8%) thinks smoking helps people feel more comfortable at celebrations parties and/or social gatherings.

Table 16: Knowledge and attitudes towards smoking cessation and social smoking among students 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
Students who...			
Definitely thought it is difficult to quit once someone starts smoking tobacco	10.7 (8.5 - 13.4)	13.9 (10.6 - 18.2)	7.6 (5.3 - 10.9)
Thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	31.8 (26.7 - 37.3)	32.5 (27.9 - 37.4)	31.3 (23.3 - 40.6)

To ban smoking in indoor and outdoor public places is supported by the majority of students, more than 80%; and they are aware of harms caused by secondhand smoke (79.4%).

Table 17: Knowledge and attitudes towards secondhand smoke among students 13-15 years old, by gender – GYTS Georgia, 2017.

	Overall	Boys	Girls
	<i>Percentage (95% CI)</i>		
<i>Students who...</i>			
Definitely thought other people's tobacco smoking is harmful to them	79.4 (76.2 - 82.3)	72.2 (66.5 - 77.2)	87.5 (84.8 - 89.8)
Favored banning smoking inside enclosed public places	83.9 (80.7 - 86.7)	82.5 (79.1 - 85.5)	85.2 (81.3 - 88.4)
Favored banning smoking at outdoor public places	80.8 (78.3 - 83.1)	78.9 (74.4 - 82.8)	82.5 (77.9 - 86.3)

4. DISCUSSION

4.1 Discussion of Survey Findings

Tobacco Use

Overall, percentage of current tobacco smokers among 13-15 year old students is relatively high in Georgia and reaches 12.6%. This represents the group who smoked tobacco anytime during the past 30 days. Smoking rate among boys is twice as high as in girls, 16.9% and 7.9% respectively. This outcome might be effected by the social taboo of girls smoking and the actual rate of smoking among girls can be higher. Overall, majority of current tobacco smokers use cigarettes (8.4%). Again, this rate is three times higher among boys compared to girls, 12.3% vs 4.4%. Further, almost one third of the youth (32.4%) has ever smoked any tobacco, even one or two puffs. Compared to other forms of tobacco, number of students who currently prefer to use smokeless tobacco is rather low, 4.4%. Interestingly, susceptibility to use tobacco in the future in non-smokers is equally distributed between sexes and is around 15%, although research shows that twice as many boys become tobacco users (both, smoked and/or smokeless) as girls, 20.6% compared to 9.6%. Additionally, only few non-smoker students have though they might enjoy smoking a cigarette (5.5%).

Number of students who smoke more than 5 cigarettes per day is lower compared to smoking up to 5 cigarettes per day. 28.3% of current cigarette smokers smoke 2 to 5 cigarettes per day. Rate of smoking 6 to 10 cigarettes per day is comparatively lower (3.1%) than any other combination, less than 1 per day – 19.1%; 1 per day – 26.5%; 11 to 20 per day – 10.1% and more than 20 per day – 12.9%.

Among youth, the age when they first try cigarettes is quite young. 22.9% has ever tried cigarettes at 7 years or younger. Interestingly, among those who start smoking at age 14 or 15 years, girls are considerably prevalent compared to boys, 32.5% and 19.9% respectively. When in almost all age groups it is vice versa. Smoking dependence is mostly expressed among boys and is relatively high 50.3%.

Cessation

More than half of the current smokers have tried to quit smoking in the past 12 months. Significant majority of the current smokers (87.3%) though they would be able to stop smoking if they desired. But, only few (11.9%) have ever used any kind of quit smoking services (help from a program or a professional).

Secondhand Smoke

Overall, approximately four in 10 students (43.2%) were exposed to smoke in their homes. More than half of all students were exposed to SHS in the past 7 days in public places indoors as well as outdoors (58.6% and 59.2% respectively). Smoking on the school property seems to be acceptable as 49.3% of students saw anyone smoking inside or outside the school building in the past 30 days.

It is important to mention, that since May 1st, 2018 new generation of tobacco control legislation was enforced in Georgia, which bans smoking in all indoor public places. Therefore, the rate on SHS in indoor public places should have changed since 2018.

Access and Availability

Overall, six in 10 (59.7%) students who currently smoke cigarettes usually purchased them in stores. Vending machines are most rarely used to purchase tobacco (1.7%). Five in 10 (49.4%) students who bought cigarettes in a store were not refused purchase of cigarettes because of their age. Majority of the students (71.7%) have bought cigarettes by packs, where 20.9% could buy cigarettes by individual sticks.

Prices of the cigarettes vary by brands. Three fourth of the students (75%) usually buy cigarettes ranging from 2.5 to 4 GEL in price.

Exposure to Anti-Tobacco Information

Overall, more than half of the students (52.8%) reported having been taught in school about the dangers of tobacco during the preceding school year. Additionally, anti-tobacco promotion is strong, as about seven in 10 students noticed anti-tobacco messages in the media in past 30 days and 73.8% of current smokers have seen health warnings on cigarette packages. Impact of health warnings on quitting smoking is also significant, as about 25% of current smokers who have observed health warnings have thought about quitting smoking effected by these warnings. Further, one fourth of non-smokers have thought about not starting to smoke by the influence of the health warnings.

Awareness and Receptivity to Tobacco Marketing

Overall, 14.5% of students owned an object with a cigarette brand logo on it. Almost half of the youth noticed a tobacco advertisement or promotion at points of sale. Overall, almost one in 10 students (8.4%) was offered free cigarettes by a tobacco company representative. Interestingly this rate is double in boys compared to girls (10.9% and 4.9% respectively).

We have to highlight, that since May 1st, 2018 any kind of proportion, sponsorship or advertisement of tobacco products is 100% banned in Georgia. Therefore, this regulation should have had an effect on tobacco marketing.

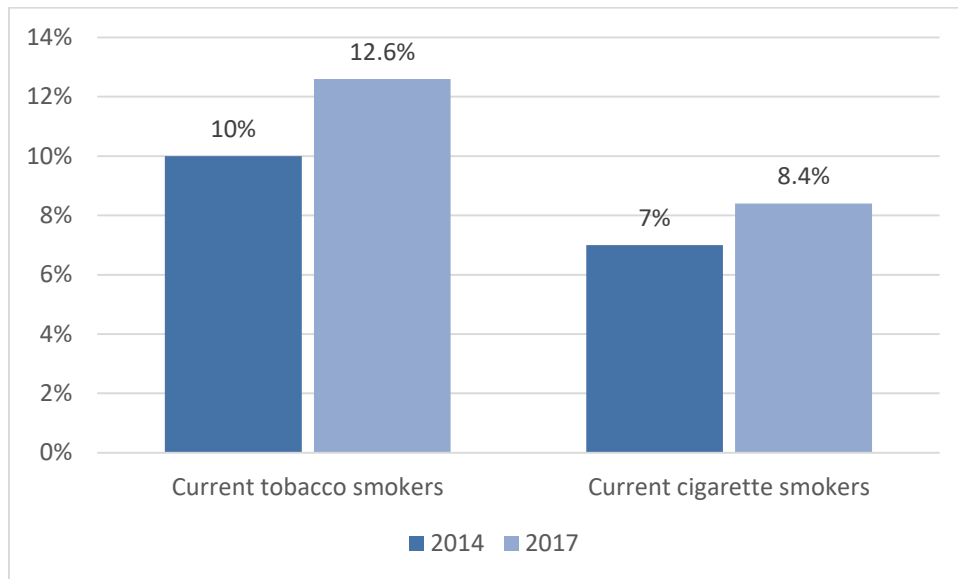
Knowledge and Attitudes

31.8% of students thought smoking tobacco helps people feel more comfortable at social events. At the same time almost eight in 10 students is aware of harmful impact of SHS on health and 83.9% favored banning smoking inside enclosed public places.

4.2 Comparison of GYTS 2014 and 2017

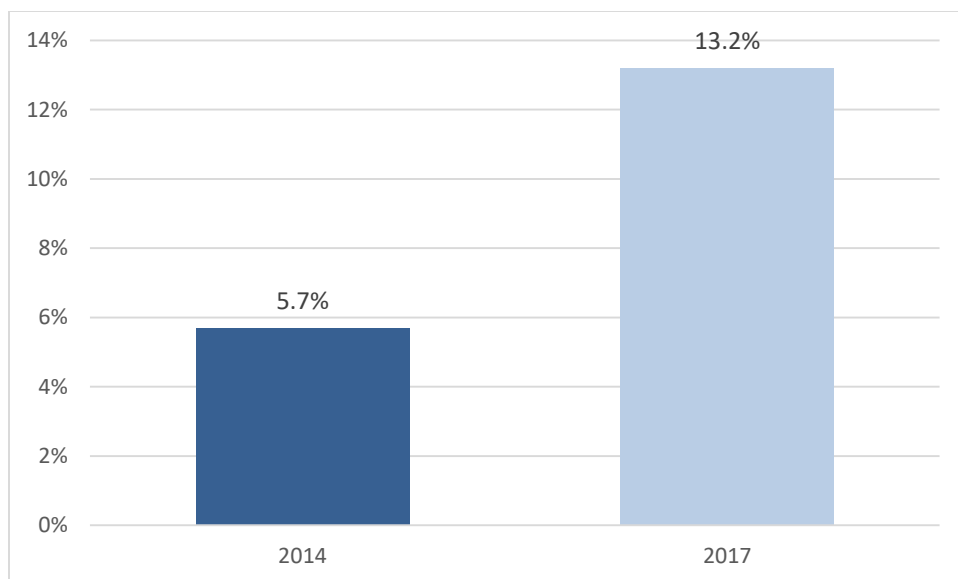
Compared to 2014 in 2017 we observe an increase in prevalence for both current tobacco (10% vs 12.6%) in general and cigarette smokers (7% vs 8.4%) in both sexes.

Figure 1: Prevalence (%) of current tobacco smokers and current cigarette smokers among 13-15 years old students; GYTS Georgia 2014 & 2017



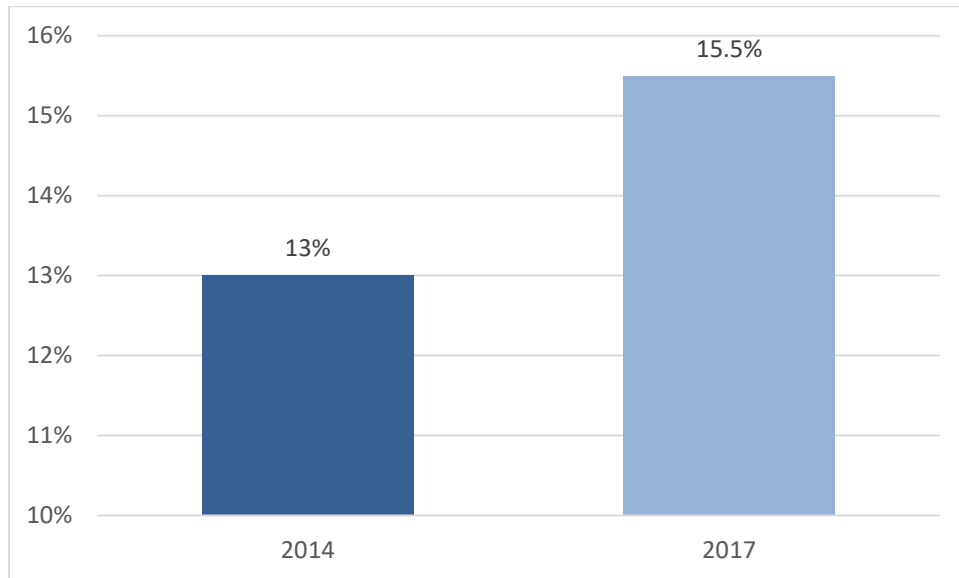
Along with traditional tobacco products, use of electronic cigarettes has dramatically increased from 5.7% to 13.2%.

Figure 2: Prevalence (%) of current electronic cigarette among 13-15 years old students; GYTS Georgia 2014 & 2017



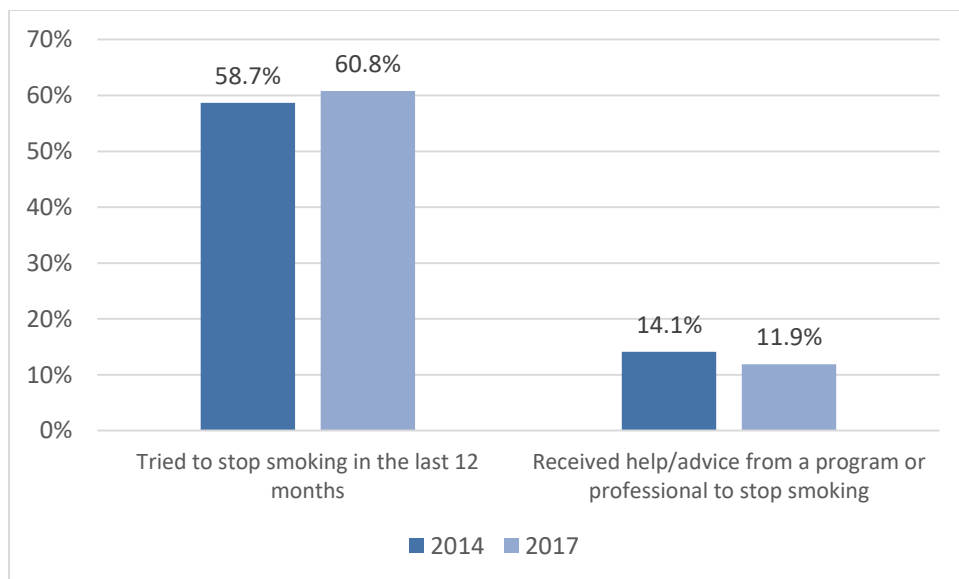
In 2017 non-smokers are also more susceptible to start smoking than in 2014, 13% and 15.5% respectively.

Figure 3: Prevalence (%) of never tobacco users susceptible to tobacco use among 13-15 years old students; GYTS Georgia 2014 & 2017



There is an insignificant increase in quit smoking attempts in 2017 (60.8%) compared to 2014 (58.7%). Further, slightly fewer people have used quit smoking services in 2017 (11.9%) rather than in 2014 (14.1%).

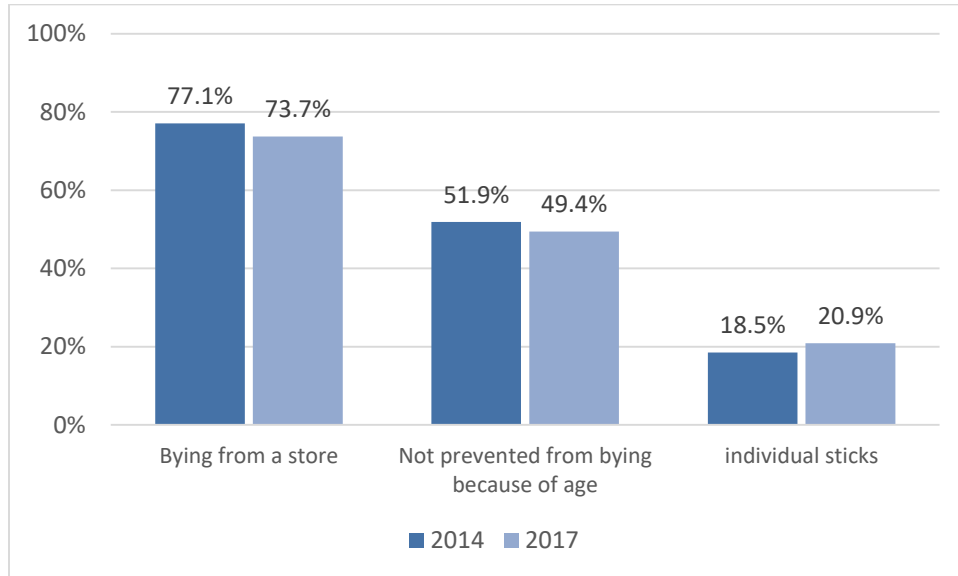
Figure 4: Cessation attempts among 13-15 years old students; GYTS Georgia 2014 & 2017



In 2017 accessibility and availability of cigarettes has slightly decreased. Buying cigarettes from the store decrease from 77.1% in 2014 to 73.7% in 2017. Further, in 2017 there is also a slight decrease of cases when customers were not prevented from buying cigarettes because of their age compared to 2014,

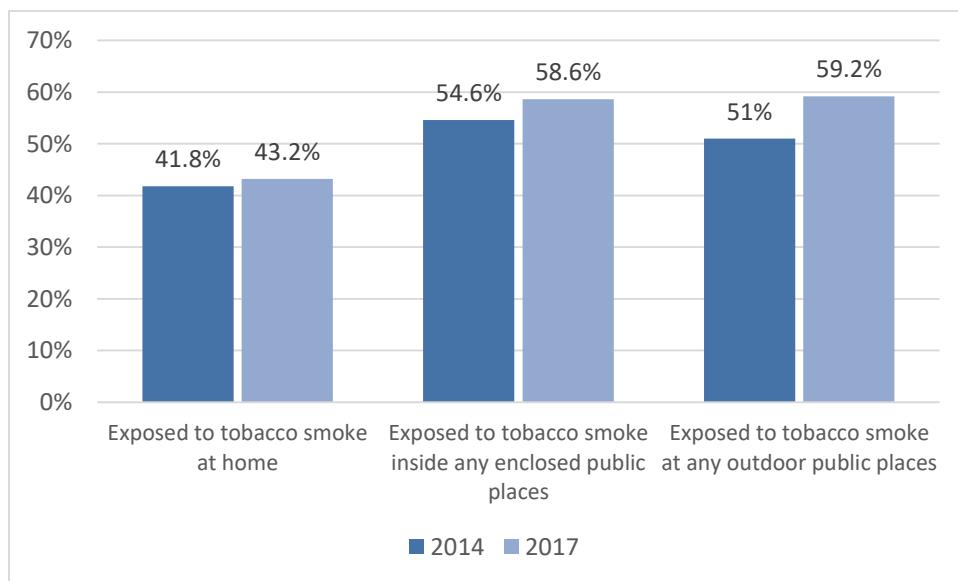
49.4% vs 51.9%. But we can observe a little increase in buying cigarettes by individual sticks, 18.5% in 2014 and 20.9% in 2017.

Figure 5: Access and availability of cigarettes among 13-15 years old students; GYTS Georgia 2014 & 2017



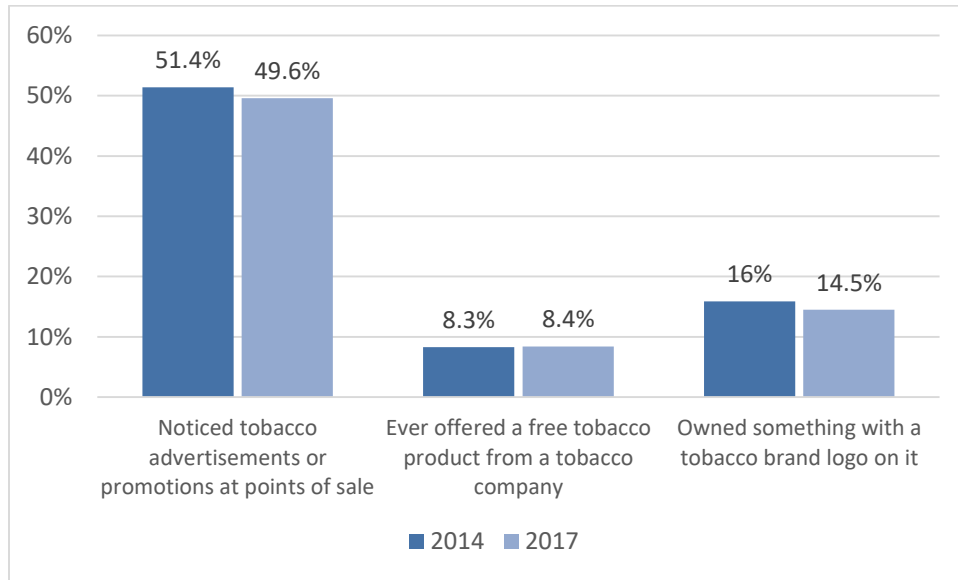
Overall, exposure to SHS has increased through these years. Exposure at home has increased from 41.8% in 2014 to 43.2% in 2017. Similarly there is an increase in exposure inside any enclosed public places, 54.6% in 2014 and 58.6% in 2017. As well as exposure at any outdoor public places 51% in 2014 and 59.2% in 2017.

Figure 6: Secondhand smoke exposure among 13-15 years old students; GYTS Georgia 2014 & 2017



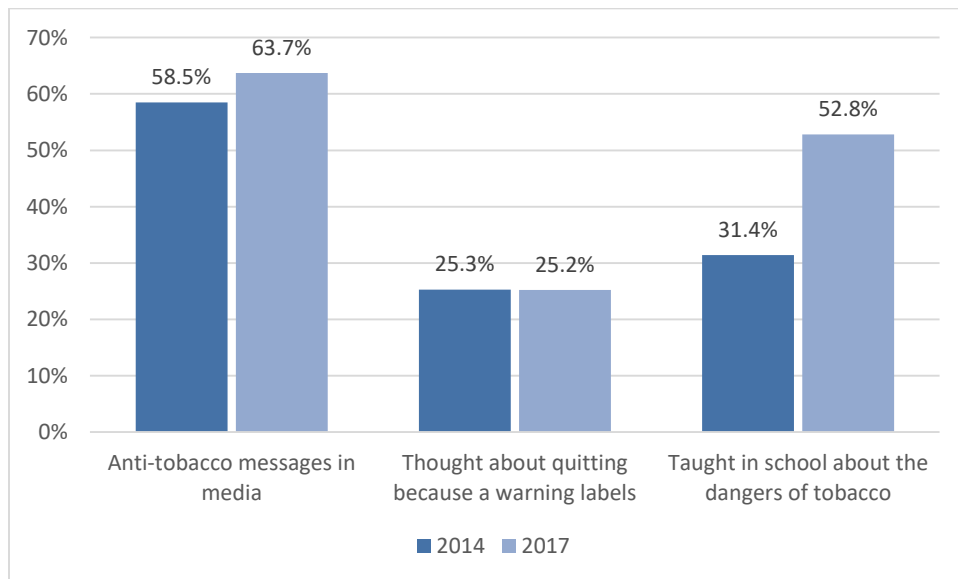
Any kind of advertising from tobacco industry has almost remained the same. 51.4% noticed tobacco advertisement or promotions at points of sale in 2014 and 49.6% in 2017. 8.3% were ever offered a free tobacco product from a tobacco company in 2014 and 8.4% in 2017. Similarly, 15.9% owned something with a tobacco brand logo on it in 2014 and 14.5% in 2017.

Figure 7: Tobacco industry advertising among 13-15 years old students; GYTS Georgia 2014 & 2017



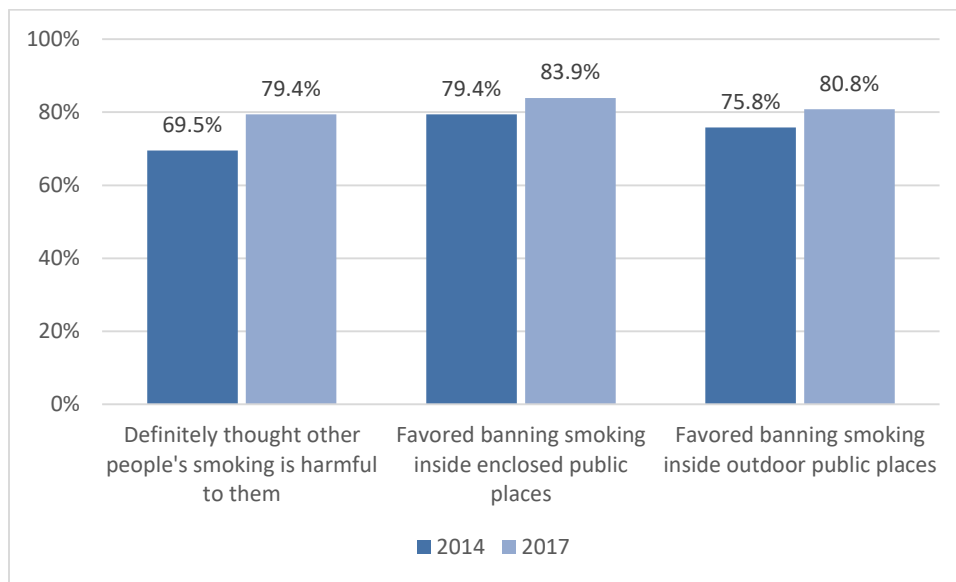
In the field of anti-tobacco advertising we can observe a 21.4% increase in school activity where students are taught about the dangers of tobacco use. There is also a slight increase in anti-tobacco messages in the media, 58.5% in 2014 compared to 63.7% in 2017. Although, number of people who thought about quitting smoking because of the warning labels has almost remained the same, 25.3% in 2014 and 25.2% in 2017.

Figure 8: Anti-tobacco advertising among 13-15 years old students; GYTS Georgia 2014 & 2017



Compared to 2014 in 2017 knowledge about has of SHS has somewhat increased. In 2017, 79.4% thought other people’s tobacco smoking is harmful to them compared to 69.5% in 2014. Additionally, in 2017 people were more supportive on banning tobacco smoking both in indoor (79.4% in 2014 vs 83.9% in 2017) and outdoor (75.8% in 2014 vs 80.8% in 2017) public places.

Figure 9: Knowledge and attitudes among 13-15 years old students; GYTS Georgia 2014 & 2017



The full comparison table of data from 2014 and 2017 is provided in *Appendix C*.

4.3 Relevance to FCTC

The results of this GYTS are critical for gauging progress toward WHO FCTC and MPOWER implementation and uptake.

Georgia’s participation in GYTS addresses the first element of MPOWER (Monitor tobacco use and prevention policies) for youth, and GYTS asks students a range of questions that spans many of the remaining elements of MPOWER. The resulting data are critical for gauging Georgia’s progress toward fully implementing the elements of MPOWER among its youth. The information provided by GYTS can address several provisions of the FCTC that relate to the role of school personnel and the comprehensive school tobacco control policy.

- Protect people from tobacco smoke: The GYTS data show that 58.6% of students are around others who smoke outside their home and 43.2% live in homes where others smoke in their presence.
- Offer help to quit tobacco use: Results from GYTS show that students who currently smoke are interested in quitting. Of students who currently smoke:
 - 60.8% tried to stop smoking in the past year.
 - 11.9% have ever received help to stop smoking.

- Warn about the dangers of tobacco: During the past year, 52.8% of students had been taught in class about the dangers of smoking.
- Enforce bans on tobacco advertising, promotion, and sponsorship: The GYTS data show that in the past 30 days 63.7% of students saw anti-smoking media messages, 49.6% saw pro-cigarette ads at points of sales. Further, 14.5% of students have an object with a cigarette brand logo and 8.4% were offered free cigarettes by a tobacco company representative.
- Raise taxes on tobacco products: GYTS data shows that 71.7% of students can afford buying cigarettes by packages.

GYTS methodology provides an excellent framework for monitoring and guiding the implementation of school tobacco control programs while making it compliant with the requirements of FCTC. The results of this survey will be disseminated broadly and ideally, used to adopt and implement effective legislative measures for preventing and reducing tobacco consumption, nicotine addiction, and exposure to tobacco smoke.

4.4 Relevance to Country

- *Many youth report wanting/trying to quit smoking in Georgia, but teachers are not adequately trained to prevent tobacco use among their students or even refer them to the specialists for help. Additionally, cessation services are also very limited.*
- *Susceptibility to begin smoking in the next year is high among both boys and girls. The law prohibits use of tobacco on school-grounds as there is a need for better enforcement. Especially in outdoor areas.*
- *The data suggests an early age of initiation of cigarette usage among Georgian adolescents. Tobacco control education therefore needs to start at a very young age. However, coverage of tobacco-related prevention and issues is currently still very limited in the formal school curriculum.*
- *The majority of youth in Georgia Country report exposure to secondhand smoke in multiple venues including homes. Given that there is no safe level of exposure to secondhand smoke, policies that will protect youth from possible exposure are needed.*
- *Georgian adolescents are faced with the double burden of cigarette use and the use of other forms of tobacco products such as electronic cigarettes.*
- *Despite the existence of information on tobacco control, a significant information gap exists on tobacco use information in this country, specifically around Shisha, electronic cigarettes, IQOS and other emerging products.*
- *Students in Georgia are still reporting being exposed to pro-smoking media campaigns. Controlling this exposure has been shown to reduce youth initiation.*

5. RECOMMENDATIONS

Based on the most pressing GYTS findings, Georgia should consider implementing expanded comprehensive tobacco control measures and strengthening existing ones. Such action will save lives, reduce illness, and help reduce the economic burden associated with tobacco-related illness and lost productivity.

- A significant number of students were exposed to tobacco smoke at home and public places, and 83.9% of students believe smoking in public places should be banned. Since May 1st, 2018 new tobacco control legislation has been enforced which bans smoking in all enclosed public places. There is a need for a repeated research in 2020/21 to reflect changes in SHS exposure as well as in attitudes.
- There is a need to pass additional laws that excludes all the exception in the existing legislation. For example, smoking should be banned in the taxies, casinos, slot clubs, etc.
- In order to effectively enforce current laws there is a need for an extensive monitoring.
- Many students who smoke expressed the desire to quit smoking and many have even attempted to quit (60.8%). With the proper assistance and tools, those students could stop smoking forever. Nongovernmental organizations could play a vital role as a resource for youth interested in quitting. Therefore, existing quite services should become more accessible.
- To maintain a current understanding of tobacco use and other key indicators among youth and to gauge trends in WHO FCTC and MPOWER uptake and implementation, this survey should be completed at least every four years.
- A comprehensive health promotion strategy and effective and comprehensive tobacco cessation programs need to be implemented to prevent tobacco use and assist school personnel and the general community in quitting.
- School rules and policies should be framed for the prevention and control of tobacco use.
- In order to reflect actual smoking prevalence in girls it would be advised to include cotinine test in the next research.
- According to the research, susceptibility to start smoking is equal in both sexes. Although, as a result twice as many boys become smokers as girls. It would be interesting to monitor which factors trigger this behavior and use the findings for positive changes.
- As electronic cigarettes and other novel tobacco products become more popular (5.7% el. cigarette users in 2014 and 13.2% in 2017); it is crucial to more extensively include these produces and associated behavior in the upcoming research.

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APPENDIX A: LIST OF STAFF INVOLVED IN THE RESEARCH

Principal Investigator

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Teona Todua MD MPH

Vera Gegenava MD MPH

Global Youth Tobacco Survey (GYTS)
Core Questionnaire with
Optional Questions

Georgia

2017

Instructions

- Please read each question carefully before answering it.
- Choose the answer that best describes what you believe and feel to be correct.
- Choose only **one** answer for each question.
- On the answer sheet, locate the circle that corresponds to your answer and fill it in completely with the pencil that was provided to you.
- Correctly fill in the bubbles:

☺ Like this: ●

- If you have to change your answer, don't worry, just erase it completely, without leaving marks.

Example:

24. Do you believe that fish live in water?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

24. ● B C D E F G H

Introduction

Thank you for participating in this survey. Before you start, please read the following information that will help you to answer the questions.

- Some of the questions will ask about smoking cigarettes.
- Other questions may ask about smoking tobacco in general that includes cigarettes and other types of smoked tobacco products.
- Other questions may ask about using smokeless tobacco, which is tobacco that is not smoked, but is sniffed through the nose, held in the mouth, or chewed.
- Finally, other questions may ask about any tobacco use or any tobacco products – this includes smoking cigarettes, smoking tobacco other than cigarettes, and using smokeless tobacco.
- Here is a chart that provides examples of various tobacco products:

Any Tobacco Use	
Smoking Tobacco includes:	Smokeless Tobacco includes:
Cigarettes <ul style="list-style-type: none">— Manufactured cigarettes— Hand-rolled cigarettes— Kretek cigarettes Other types of smoked tobacco: <ul style="list-style-type: none">— Pipes— Cigars, mini cigars/cigarillos— Waterpipes/hookah/shisha/narguileh/hubble-bubble— Bidis	<ul style="list-style-type: none">— Snuff— Chewing tobacco— Dip— Betel quid with tobacco— Gutka

The first few questions ask for some background information about yourself.

C1. How old are you?

- a. 11 years old or younger
- b. 12 years old
- c. 13 years old
- d. 14 years old
- e. 15 years old
- f. 16 years old
- g. 17 years old or older

C2. What is your sex?

- a. Male
- b. Female

C3. In what grade/form are you?

- a. 7
- b. 8
- c. 9
- d. 10

C4. During an average week, how much money do you have to spend on yourself, however you want?

- a. I usually don't have any spending money
- b. Less than 5 GeL
- c. 5 GeL
- d. 7 GeL
- e. 8 GeL
- f. 10 GeL
- g. 15 GeL

The next questions ask about your use of tobacco.

C5. Have you ever tried or experimented with cigarette smoking, even one or two puffs?

- a. Yes
- b. No

C6. How old were you when you first tried a cigarette?

- a. I have never tried smoking a cigarette
- b. 7 years old or younger
- c. 8 or 9 years old
- d. 10 or 11 years old
- e. 12 or 13 years old
- f. 14 or 15 years old
- g. 16 years old or older

- C7. During the past 30 days, on how many days did you smoke cigarettes?**
- a. 0 days
 - b. 1 or 2 days
 - c. 3 to 5 days
 - d. 6 to 9 days
 - e. 10 to 19 days
 - f. 20 to 29 days
 - g. All 30 days
- C8. Please think about the days you smoked cigarettes during the past 30 days. How many cigarettes did you usually smoke per day?**
- a. I did not smoke cigarettes during the past 30 days
 - b. Less than 1 cigarette per day
 - c. 1 cigarette per day
 - d. 2 to 5 cigarettes per day
 - e. 6 to 10 cigarettes per day
 - f. 11 to 20 cigarettes per day
 - g. More than 20 cigarettes per day
- C9. Have you ever tried or experimented with any form of smoked tobacco products other than cigarettes (such as cigar, cigarillo, shisha)?**
- a. Yes
 - b. No
- C10. During the past 30 days, did you use any form of smoked tobacco products other than cigarettes (such as cigar, cigarillo, shisha)?**
- a. Yes
 - b. No
- C11. Do you ever smoke tobacco or feel like smoking tobacco first thing in the morning?**
- a. I don't smoke tobacco
 - b. No, I don't smoke tobacco or feel like smoking tobacco first thing in the morning
 - c. Yes, I sometimes smoke tobacco or feel like smoking tobacco first thing in the morning
 - d. Yes, I always smoke tobacco or feel like smoking tobacco first thing in the morning
- C12. How soon after you smoke tobacco do you start to feel a strong desire to smoke again that is hard to ignore?**
- a. I don't smoke tobacco
 - b. I never feel a strong desire to smoke again after smoking tobacco
 - c. Within 60 minutes
 - d. 1 to 2 hours
 - e. More than 2 hours to 4 hours
 - f. More than 4 hours but less than one full day
 - g. 1 to 3 days
 - h. 4 days or more

O13. Where do you usually smoke?

(SELECT ONLY ONE RESPONSE)

- a. I don't smoke
- b. At home
- c. At school
- d. At work
- e. At friends' houses
- f. At social events
- g. At public spaces (e.g. parks, shopping centers, street corners)
- h. other

C14. Have you ever tried or experimented with any form of smokeless tobacco products?

- a. Yes
- b. No

C15. During the past 30 days, did you use any form of smokeless tobacco products?

- a. Yes
- b. No

The next questions ask about your feelings toward stopping smoking.

C16. Do you want to stop smoking now?

- a. I have never smoked
- b. I don't smoke now
- c. Yes
- d. No

C17. During the past 12 months, did you ever try to stop smoking?

- a. I have never smoked
- b. I did not smoke during the past 12 months
- c. Yes
- d. No

C18. Do you think you would be able to stop smoking if you wanted to?

- a. I have never smoked
- b. I don't smoke now
- c. Yes
- d. No

C19. Have you ever received help or advice to help you stop smoking?

(SELECT ONLY ONE RESPONSE)

- a. I have never smoked
- b. Yes, from a program or professional
- c. Yes, from a friend
- d. Yes, from a family member
- e. Yes, from both programs or professionals and from friends or family members
- f. No

O20. What was the main reason you decided to stop smoking?

(SELECT ONE RESPONSE ONLY)

- a. I have never smoked
- b. I have not stopped smoking
- c. To improve my health
- d. To save money
- e. Because my family does not like it
- f. Because my friends do not like it
- g. Other

O21. When you stopped smoking, how did you feel about it?

- a. I have never smoked
- b. I have not stopped smoking
- c. It was very difficult
- d. It was rather difficult
- e. It was rather easy
- f. It was very easy

The next questions ask about your exposure to other people's smoking.

C22. During the past 7 days, on how many days has anyone smoked inside your home, in your presence?

- a. 0 days
- b. 1 to 2 days
- c. 3 to 4 days
- d. 5 to 6 days
- e. 7 days

O23. How often do you see your father (stepfather or mother's partner) smoking in your home?

- a. Don't have/don't see this person
- b. About every day
- c. Sometimes
- d. Never

O24. How often do you see your mother (stepmother or father's partner) smoking in your home?

- a. Don't have/don't see this person
- b. About every day
- c. Sometimes
- d. Never

- O25. How often do you see your brother/sister smoking in your home?**
- Don't have/don't see this person
 - About every day
 - Sometimes
 - Never
- O26. How often do you see other people smoking in your home?**
- Don't have/don't see this person
 - About every day
 - Sometimes
 - Never
- C27. During the past 7 days, on how many days has anyone smoked in your presence, inside any enclosed public place, other than your home (such as school, shops, restaurants, shopping malls, movie theaters)?**
- 0 days
 - 1 to 2 days
 - 3 to 4 days
 - 5 to 6 days
 - 7 days
- O28. During the past 7 days, on how many days has anyone smoked in your presence, inside any Public transportation vehicles, such as trains, buses, or taxicabs?**
- I did not use public transportation during the past 7 days
 - I used public transportation but no one smoked in my presence
 - 1 to 2 days
 - 3 to 4 days
 - 5 to 6 days
 - 7 days
- C29. During the past 7 days, on how many days has anyone smoked in your presence, at any outdoor public place (such as playgrounds, sidewalks, entrances to buildings, parks, beaches)?**
- 0 days
 - 1 to 2 days
 - 3 to 4 days
 - 5 to 6 days
 - 7 days
- C30. During the past 30 days, did you see anyone smoke inside the school building or outside on school property?**
- Yes
 - No
- C31. Do you think the smoke from other people's tobacco smoking is harmful to you?**
- Definitely not
 - Probably not
 - Probably yes
 - Definitely yes

C32. Are you in favor of banning smoking inside enclosed public places (such as schools, shops, restaurants, shopping malls, movie theaters)?

- a. Yes
- b. No

C33. Are you in favor of banning smoking at outdoor public places (such as: Playgrounds, sidewalks, entrances to buildings, parks, beaches)?

- a. Yes
- b. No

The next questions ask about getting cigarettes.

C34. The last time you smoked cigarettes during the past 30 days, how did you get them?

(SELECT ONLY ONE RESPONSE)

- a. I did not smoke any cigarettes during the past 30 days
- b. I bought them in a store or shop
- c. I bought them from a street vendor
- d. I bought them at a kiosk
- e. I bought them from a vending machine
- f. I got them from someone else
- g. I got them some other way

C35. During the past 30 days, did anyone refuse to sell you cigarettes because of your age?

- a. I did not try to buy cigarettes during the past 30 days
- b. Yes, someone refused to sell me cigarettes because of my age
- c. No, my age did not keep me from buying cigarettes

C36. The last time you bought cigarettes during the past 30 days, how did you buy them?

- a. I did not buy cigarettes during the past 30 days
- b. I bought them in a pack
- c. I bought individual sticks (singles)
- d. I bought them in a carton
- e. I bought them in rolls
- f. I bought tobacco and rolled my own

O37. During the past 30 days, what brand of cigarettes did you usually smoke?

(SELECT ONLY ONE RESPONSE)

- a. I did not smoke cigarettes during the past 30 days
- b. No usual brand
- c. WINSTON
- d. KENT
- e. MARLBORO
- f. PIRVELI
- g. MM
- h. Other

O38. On the whole, do you find it easy or difficult to buy cigarettes from a shop?

- a. I do not usually buy cigarettes from a shop
- b. Very difficult
- c. Fairly difficult
- d. Fairly easy
- e. Very easy

O39. Can you purchase cigarettes near your school?

- a. Yes
- b. No
- c. Don't know

C40. On average, how much do you think a pack of 20 cigarettes costs?

- a. 1 GeL
- b. 1.5 GeL
- c. 2 GeL
- d. 2.5 GeL
- e. 3 GeL
- f. 3.5 GeL
- g. 4 GeL
- h. Don't know

O41. Do you think the price of cigarettes should be increased?

- a. Yes
- b. No

The next questions ask about your knowledge of messages that are against using tobacco (might include cigarettes, other smoked tobacco, and smokeless tobacco).

C42. During the past 30 days, did you see or hear any anti-tobacco media messages on television, radio, internet, billboards, posters, newspapers, magazines, or movies?

- a. Yes
- b. No

C43. During the past 30 days, did you see or hear any anti-tobacco messages at sports events, fairs, concerts, or community events, or social gatherings?

- a. I did not go to sports events, fairs, concerts, or community events, or social gatherings in the past 30 days
- b. Yes
- c. No

C44. During the past 30 days, did you see any health warnings on cigarette packages?

- a. Yes, but I didn't think much of them
- b. Yes, and they led me to think about quitting smoking or not starting smoking
- c. No

- O45. During the past 30 days, did you see any signs stating that adolescents are not allowed to buy any tobacco products?**
- a. Yes
 - b. No

- C46. During the past 12 months, were you taught in any of your classes about the dangers of tobacco use?**
- a. Yes
 - b. No
 - c. Don't know

The next questions ask about your knowledge of advertisements or promotions for tobacco (might include cigarettes, other smoked tobacco, and smokeless tobacco).

- C47. During the past 30 days, did you see any people using tobacco when you watched TV, videos, or movies?**
- a. I did not watch TV, videos, or movies in the past 30 days
 - b. Yes
 - c. No

- C48. During the past 30 days, did you see any advertisements or promotions for tobacco products at points of sale (such as stores, shops, kiosks, etc.)?**
- a. I did not visit any points of sale in the past 30 days
 - b. Yes
 - c. No

- O49. Think back to any advertisements for tobacco products you have seen in the past 30 days. What is the name of the brand from your favorite tobacco product advertisement?**
- a. I did not see any tobacco product advertisements in the past 30 days
 - b. I do not have a favorite tobacco product advertisement
 - c. WINSTON
 - d. KENT
 - e. MARLBORO
 - f. LM
 - g. MM
 - h. Some other brand

- C50. Would you ever use or wear something that has a tobacco company or tobacco product name or picture on it such as a lighter, t-shirt, hat, or sunglasses?**
- a. Yes
 - b. Maybe
 - c. No

- C51. Do you have something (for example, t-shirt, pen, backpack) with a tobacco product brand logo on it?**
- a. Yes
 - b. No

- C52. Has a person working for a tobacco company ever offered you a free tobacco product?**
- a. Yes
 - b. No

The next questions ask about your attitudes and beliefs about using tobacco.

- C53. If one of your best friends offered you a tobacco product, would you use it?**
- a. Definitely not
 - b. Probably not
 - c. Probably yes
 - d. Definitely yes
- C54. At anytime during the next 12 months do you think you will use any form of tobacco?**
- a. Definitely not
 - b. Probably not
 - c. Probably yes
 - d. Definitely yes
- C55. Once someone has started smoking tobacco, do you think it would be difficult for them to quit?**
- a. Definitely not
 - b. Probably not
 - c. Probably yes
 - d. Definitely yes
- C56. Do you think smoking tobacco helps people feel more comfortable or less comfortable at celebrations, parties, or in other social gatherings?**
- a. More comfortable
 - b. Less comfortable
 - c. No difference whether smoking or not
- C57. Do you agree or disagree with the following: "I think I might enjoy smoking a cigarette."**
- a. I currently smoke cigarettes
 - b. Strongly agree
 - c. Agree
 - d. Disagree
 - e. Strongly disagree
- O58. Do your parents smoke tobacco?**
- a. None
 - b. Both
 - c. Father only
 - d. Mother only
 - e. Don't know
- O59. Do you think young people who smoke tobacco have more or less friends?**
- a. More friends
 - b. Less friends
 - c. No difference from non-smokers

O60. Do you think smoking tobacco makes young people look more or less attractive?

- a. More attractive
- b. Less attractive
- c. No difference from non-smokers

O61. Do you think smoking tobacco is harmful to your health?

- a. Definitely not
- b. Probably not
- c. Probably yes
- d. Definitely yes

O62. Has anyone in your family discussed the harmful effects of smoking tobacco with you?

- a. Yes
- b. No

O63. During the past 12 months, did you discuss in any of your classes the reasons why people your age use tobacco?

- a. Yes
- b. No
- c. Not sure

O64. During school hours, how often do you see teachers smoking in the school building?

- a. About every day
- b. Sometimes
- c. Never
- d. Don't know

O65. During school hours, how often do you see teachers smoking outdoors on school premises?

- a. About every day
- b. Sometimes
- c. Never
- d. Don't know

O66. Do you think the sale of tobacco products to minors should be banned?

- a. Yes
- b. No

The next questions ask about electronic cigarette smoking.

E67. Before today, had you ever heard of electronic cigarettes or e-cigarettes?

- a. Yes
- b. No

E68. During past 30 days, on how many days did you use electronic cigarettes?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

The next questions ask about shisha smoking.

S69. Have you ever tried or experimented with shisha smoking, even one or two puffs?

- a. Yes
- b. No

S70. How old were you when you first tried smoking shisha?

- a. I have never tried smoking shisha
- b. 7 years old or younger
- c. 8 or 9 years old
- d. 10 or 11 years old
- e. 12 or 13 years old
- f. 14 or 15 years old
- g. 16 years old or older

S71. During the past 30 days, on how many days did you smoke shisha?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

S72. Do you want to stop smoking shisha now?

- a. I have never smoked shisha
- b. I don't smoke shisha now
- c. Yes
- d. No

S73. During the past 12 months, did you ever try to stop smoking shisha?

- a. I have never smoked shisha
- b. I did not smoke shisha during the past 12 months
- c. Yes
- d. No

S74. The last time you smoked shisha during the past 30 days, where did you smoke it?

(SELECT ONLY ONE RESPONSE)

- a. I did not smoke shisha during the past 30 days
- b. At home
- c. At a coffee shop
- d. At a restaurant
- e. At a bar or club
- f. Other

S75. During the past 30 days, did anyone refuse to serve you shisha because of your age?

- a. I did not try to get shisha served to me during the past 30 days
- b. Yes, someone refused to serve me shisha because of my age
- c. No, my age did not keep me from being served shisha

Thank you for participating in the survey!

APPENDIX C: COMPARISON OF RESULTS 2014 & 2017

Prevalence	Georgia 2014			Georgia 2017		
	Overall	Boys	Girls	Overall	Boys	Girls
TOBACCO USE						
Smoked Tobacco						
Current tobacco smokers	10.0 (7.0 - 14.1)	13.9 (9.9 - 19.2)	5.7 (2.9 - 10.8)	12.6 (10.3 - 15.2)	16.9 (13.7 - 20.7)	7.6 (4.9 - 11.6)
Current cigarette smokers	7.0 (4.4 - 11.1)	9.9 (6.0 - 15.8)	3.8 (1.8 - 7.6)	8.4 (6.0 - 11.5)	12.3 (8.9 - 16.9)	4.4 (2.5 - 7.8)
Frequent cigarette smokers	1.7 (0.8 - 3.6)	2.3 (1.1 - 5.0)	1.0 (0.3 - 3.0)	2.2 (1.2 - 4.1)	3.8 (2.1 - 6.8)	0.6 (0.1 - 2.8)
Current smokers of other tobacco	4.2 (2.5 - 7.0)	5.7 (3.7 - 8.7)	2.4 (1.1 - 5.4)	6.4 (4.9 - 8.3)	8.6 (6.3 - 11.6)	3.6 (2.2 - 5.7)
Ever tobacco smokers	31.7 (24.5 - 39.9)	39.3 (31.0 - 48.3)	23.4 (15.2 - 34.3)	32.4 (27.5 - 37.6)	37.7 (30.4 - 45.6)	26.6 (22.3 - 31.4)
Ever cigarette smokers	26.7 (20.0 - 34.7)	33.4 (26.1 - 41.7)	19.5 (11.6 - 30.9)	26.9 (21.9 - 32.5)	32.1 (24.7 - 40.6)	21.4 (17.2 - 26.3)
Ever smokers of other tobacco	10.9 (8.2 - 14.4)	14.7 (11.5 - 18.5)	7.0 (4.5 - 10.7)	13.9 (11.4 - 16.8)	18.3 (14.5 - 22.8)	8.8 (6.4 - 12.0)
Smokeless Tobacco						
Current smokeless tobacco users [¶]	3.4 (2.6 - 4.5)	4.0 (2.5 - 6.4)	2.8 (1.4 - 5.3)	4.4 (2.5 - 7.8)	5.0 (2.6 - 9.3)	3.2 (1.5 - 6.8)
Ever smokeless tobacco users	8.7 (6.2 - 11.9)	10.1 (7.1 - 14.0)	7.3 (4.4 - 11.8)	9.0 (6.4 - 12.6)	11.7 (8.3 - 16.3)	6.5 (3.7 - 11.2)
Tobacco Use						
Current tobacco users	12.3 (9.3 - 16.2)	16.5 (12.9 - 21.0)	7.8 (4.7 - 12.8)	15.4 (12.7 - 18.7)	20.6 (17.1 - 24.7)	9.6 (6.4 - 14.1)
Ever tobacco users	36.2 (28.9 - 44.1)	43.7 (34.8 - 53.0)	28.2 (19.5 - 38.8)	37.4 (31.7 - 43.4)	44.0 (35.7 - 52.5)	30.3 (25.6 - 35.5)
Electronic cigarettes						
Current electronic cigarette users	5.7	7.4	4	13.2	17.3	7.7
Susceptibility						
Never tobacco users susceptible to tobacco use [‡]	13.0 (10.0 - 16.8)	13.4 (9.1 - 19.1)	12.9 (9.2 - 17.7)	15.5 (11.8 - 20.1)	15.6 (9.8 - 23.8)	15.8 (12.3 - 20.0)
Never smokers who thought they might enjoy smoking a cigarette	6.3 (4.2 - 9.3)	8.4 (5.4 - 12.9)	4.6 (2.7 - 7.8)	5.5 (3.3 - 9.2)	7.2 (3.8 - 13.1)	4.2 (2.3 - 7.6)
CESSATION						
Tried to stop smoking in the past 12 months ¹	58.7 (43.1 - 72.7)	61.4 (40.4 - 78.9)*	50.5 (31.4 - 69.5)*	60.8 (41.1 - 77.6)	59.5 (35.2 - 79.9)	64.8 (32.9 - 87.4)*
Want to stop smoking now ¹	64.5 (47.2 - 78.6)*	62.5 (41.9 - 79.4)*	68.8 (34.3 - 90.3)*	47.8 (30.0 - 66.2)*	47.3 (27.1 - 68.4)*	49.8 (6.7 - 93.2)*
Thought they would be able to stop ¹	88.5 (71.4 - 96.0)*	83.5 (64.4 - 93.4)*	100 *	87.3 (64.0 - 96.4)	86.0 (54.5 - 96.9)	91.4 (57.6 - 98.8)*
Received help/advice from a program or professional to stop smoking	14.1 (5.3 - 32.4)	14.5 (4.8 - 36.2)	13.3 (2.0 - 54.3)*	11.9 (5.0 - 25.6)	14.6 (5.9 - 31.8)	4.1 (0.4 - 34.2)*
SECONDHAND SMOKE						
Exposed to tobacco smoke at home ⁴	41.8 (36.5 - 47.3)	38.4 (32.2 - 45.0)	45.2 (39.0 - 51.5)	43.2 (37.4 - 49.2)	40.2 (34.8 - 45.8)	45.5 (38.9 - 52.3)
Exposed to tobacco smoke inside any enclosed public place ^{4§}	54.6 (48.3 - 60.8)	47.5 (41.1 - 54.1)	62.5 (54.3 - 70.1)	58.6 (51.5 - 65.2)	55.5 (48.1 - 62.7)	60.9 (52.1 - 69.1)
Exposed to tobacco smoke at any outdoor public place	51.0 (45.5 - 56.4)	51.1 (44.3 - 57.9)	50.9 (43.6 - 58.2)	59.2 (50.3 - 67.5)	56.0 (46.2 - 65.3)	62.4 (52.3 - 71.5)
Saw anyone smoking inside the school building or outside on school property	53.8 (47.6 - 59.9)	51.0 (45.4 - 56.5)	57.2 (48.6 - 65.4)	49.3 (41.7 - 57.0)	48.9 (40.7 - 57.1)	49.6 (41.1 - 58.2)
ACCESS & AVAILABILITY						
Buying them from a store [†]	77.1 (64.9 - 86.0)	77.7 (64.2 - 87.1)*	74.9 (35.5 - 94.2)*	73.7 (60.4 - 83.7)	79.1 (62.7 - 89.5)*	59.9 (42.4 - 75.2)*
Not prevented from buying cigarettes because of their age	51.9 (26.7 - 76.2)*	47.9 (22.9 - 74.1)*	60.1 (23.4 - 88.2)*	49.4 (41.1 - 57.7)	39.8 (30.0 - 50.6)*	80.9 (41.5 - 96.2)*
Individual sticks	18.5 (8.0 - 37.3)*	13.9 (3.7 - 40.4)*	28.9 (9.7 - 60.6)*	20.9 (12.0 - 33.7)	19.8 (8.6 - 39.3)*	23.7 (4.0 - 69.8)*
MEDIA						
Tobacco Industry Advertising						
Noticed tobacco advertisements or promotions at points of sale	51.4 (44.5 - 58.3)	50.3 (42.3 - 58.3)	52.3 (44.0 - 60.3)	49.6 (41.9 - 57.3)	53.3 (44.8 - 61.7)	45.0 (37.0 - 53.4)
Noticed anyone using tobacco on television, videos, or movies	70.7 (66.2 - 74.8)	70.1 (64.7 - 75.0)	71.2 (64.6 - 76.9)	73.6 (68.5 - 78.2)	71.9 (64.4 - 78.3)	75.3 (69.6 - 80.2)
Ever offered a free tobacco product from a tobacco company ³	8.3 (6.3 - 10.9)	11.2 (8.5 - 14.5)	5.2 (3.4 - 7.9)	8.4 (6.3 - 11.0)	10.9 (6.7 - 17.2)	4.9 (3.0 - 8.0)
Owned something with a tobacco brand logo on it	15.9 (12.5 - 20.1)	18.6 (15.4 - 22.2)	13.1 (8.6 - 19.4)	14.5 (11.5 - 18.0)	16.1 (12.6 - 20.3)	12.6 (9.3 - 16.9)
Anti-Tobacco Advertising						
Anti-tobacco messages in the media	58.5 (54.0 - 62.8)	58.2 (52.0 - 64.2)	58.9 (52.8 - 64.8)	63.7 (57.5 - 69.5)	61.5 (55.8 - 66.8)	65.8 (55.9 - 74.5)
Anti-tobacco messages at sporting or community events	36.9 (31.7 - 42.5)	41.9 (34.7 - 49.5)	31.8 (25.2 - 39.2)	40.1 (35.0 - 45.3)	42.7 (36.5 - 49.1)	36.0 (28.6 - 44.2)
Thought about quitting smoking because a warning label	25.3 (16.2 - 37.3)	30.6 (19.9 - 43.9)	15.8 (6.9 - 32.2)*	25.2 (15.5 - 38.4)	24.0 (12.6 - 40.8)	21.5 (12.2 - 35.1)*
Taught in school about the dangers of tobacco use	31.4 (25.5 - 38.0)	29.3 (23.7 - 35.5)	33.9 (25.2 - 43.8)	52.8 (46.1 - 59.4)	49.2 (41.2 - 57.3)	55.8 (46.2 - 65.0)
KNOWLEDGE & ATTITUDES						
Definitely thought it is difficult to quit once someone starts smoking tobacco	10.8 (8.6 - 13.5)	13.1 (9.8 - 17.4)	8.5 (6.3 - 11.2)	10.7 (8.5 - 13.4)	13.9 (10.6 - 18.2)	7.6 (5.3 - 10.9)
Thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	29.0 (25.0 - 33.3)	32.7 (27.4 - 38.5)	25.1 (19.7 - 31.5)	31.8 (26.7 - 37.3)	32.5 (27.9 - 37.4)	31.3 (23.3 - 40.6)
Definitely thought other people's tobacco smoking is harmful to them	69.5 (64.7 - 74.0)	63.7 (56.6 - 70.3)	76.0 (69.6 - 81.3)	79.4 (76.2 - 82.3)	72.2 (66.5 - 77.2)	87.5 (84.8 - 89.8)
Favored banning smoking inside enclosed public places [§]	79.4 (74.2 - 83.8)	77.5 (68.7 - 84.4)	81.3 (75.9 - 85.8)	83.9 (80.7 - 86.7)	82.5 (79.1 - 85.5)	85.2 (81.3 - 88.4)
Favored banning smoking at outdoor public places	75.8 (71.2 - 80.0)	75.3 (69.1 - 80.6)	76.3 (69.9 - 81.7)	80.8 (78.3 - 83.1)	78.9 (74.4 - 82.8)	82.5 (77.9 - 86.3)

* Cell size is less than 35

NA: Indicator was not included in survey

1 Among current cigarette user/2014/2017 among current smoked tobacco user

2 Among current cigarette user/2014/2017 among current tobacco user

3 Cigarette brand/2014/2017 tobacco brand

4 During past 7 days

¶ Percent used chew, snuff, or dip on 1 or more days of the past 30 days/2014/2017

Number of respondents who used any smokeless tobacco products in the past 30 days

§ Enclosed or outdoor public places/2014/2017 Enclosed public places

† 2014/2017 source from a store, shop, street vendor, or kiosk