


GATS Objectives

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

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



Monitor tobacco use & 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, & sponsorship

Raise taxes on tobacco

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Qatar, GATS was conducted in 2013 as a household survey of persons 15 years of age and older by the Supreme Council of Health (SCH) in collaboration with the Ministry of Development Planning and Statistics (MDPS). A multi-stage, geographically clustered sample design was used to produce nationally representative data of the Qatari and Non-Qatari household population (excluding those who reside in labor gatherings). A total of 8,571 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 8,398 completed individual interviews with an overall response rate of 98.5%.

GATS Highlights

TOBACCO USE

- 20.2% of men, 3.1% of women, and 12.1% overall (51 thousand adults) currently smoked tobacco. Among Qatari, 21.3% of men, 0.6% of women, and 10.5% overall (16 thousand adults) currently smoked tobacco. Among Non-Qatari, 19.6% of men, 4.6% of women, and 12.9% overall (35 thousand adults) currently smoked tobacco.
- 4.9% of men, 1.6% of women, and 3.4% overall (14 thousand adults) currently smoked shisha. Among Qatari, 5.3% of men, 0.4% of women, and 2.7% overall (4 thousand adults) currently smoked shisha. Among Non-Qatari, 4.8% of men, 2.4% of women, and 3.7% overall (10 thousand adults) currently smoked shisha tobacco.
- 1.3% of men, 0.0% of women, and 0.7% overall (3 thousand adults) currently used smokeless tobacco. Among Qatari, 1.5% of men, 0.0% of women, and 0.7% overall (1 thousand adults) currently used smokeless tobacco. Among Non-Qatari, 1.3% of men, 0.0% of women, and 0.7% overall (2 thousand adults) currently used smokeless tobacco.

CESSATION

- 38.2% of smokers (35.3% of Qatari, 39.4% of Non-Qatari) made a quit attempt in the past 12 months.

SECONDHAND SMOKE

- 12.0% of adults (8.3% of Qatari, 13.8% of Non-Qatari) who worked indoors were exposed to tobacco smoke at the workplace.
- 16.8% of adults (16.7% of Qatari, 16.9% of Non-Qatari) were exposed to tobacco smoke at home.
- 25.9% of adults (29.2% of Qatari, 24.1% of Non-Qatari) were exposed to tobacco smoke when visiting restaurants.

MEDIA

- 64.6% of adults (71.0% of Qatari, 61.0% of Non-Qatari) noticed anti-cigarette smoking information in the local media.
- 12.1% of adults (12.4% of Qatari, 11.9% of Non-Qatari) noticed cigarette marketing in stores where cigarettes are sold.
- 30.3% of adults (27.9% of Qatari, 31.7% of Non-Qatari) noticed cigarette marketing other than in stores.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 96.0% adults (97.4% of Qatari, 95.3% of Non-Qatari) believed smoking causes serious illness.
- 90.9% adults (94.4% of Qatari, 88.9% of Non-Qatari) believed smoking shisha causes serious illness.
- 80.9% adults (86.1% of Qatari, 78.0% of Non-Qatari) believed using smokeless tobacco causes serious illness.



TOBACCO USE

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	12.1	20.2	3.1
Daily tobacco smokers	9.5	16.5	1.7
Current cigarette smokers ¹	10.2	17.9	1.8
Daily cigarette smokers ¹	8.6	15.2	1.3
Current shisha smokers	3.4	4.9	1.6
Daily shisha smokers	0.8	1.3	0.4
Former daily tobacco smokers ² (among all adults)	3.9	6.8	0.7
Former daily tobacco smokers ² (among ever daily smokers)	27.3	27.6	24.7
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	0.7	1.3	0.0
Daily smokeless tobacco users	0.5	0.9	0.0

TOBACCO USERS (SMOKED AND/OR SMOKELESS)

Current tobacco users	12.6	21.1	3.1
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DEPENDENCY

First smoke within 30 minutes after waking	41.5	39.9	59.2
Smoked 16 or more cigarettes per day ³	55.4	57.5	27.8
Average number of cigarettes smoked per day ³	17.2	17.6	10.9

AGE OF INITIATION (AMONG 20-34 YEAR OLDS)

Started daily smoking before age 15	8.6	9.6	1.3
Started daily smoking before age 18	45.5	45.1	48.7
Average age of daily smoking initiation	18.1 YRS	18.1 YRS	18.0 YRS

ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Current user of electronic cigarettes	0.9	1.6	0.2
Daily user of electronic cigarettes	0.1	0.3	0.0

CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months ⁴	38.2	37.7	41.3
Current smokers who planned to or were thinking about quitting	66.8	68.6	53.5
Smokers advised to quit by a health care provider in past 12 months ^{4,5}	71.3	72.9	61.6

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{6,*}	12.0	13.7	7.8
Adults exposed to tobacco smoke at home at least monthly	16.8	16.7	17.0
Adults exposed to tobacco smoke in restaurants ⁷	25.9	21.2	32.2

ECONOMICS

	OVERALL
Average amount spent on 20 manufactured cigarettes (Qatar riyal)	10.2
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2012 ⁸	0.3%
Adults who support increasing taxes on tobacco products	85.9

MEDIA

TOBACCO INDUSTRY ADVERTISING

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{9,*}	12.1	16.5	11.5

Adults who noticed any cigarette advertisements/promotions other than in stores*

	OVERALL (%)	CURRENT SHISHA USERS (%)	NON-USERS (%)
Adults who noticed shisha marketing in stores where shisha is sold ^{10,*}	4.1	7.8	3.9

Adults who noticed any shisha advertisements/promotions other than in stores*

COUNTER ADVERTISING

	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who thought about quitting because of a warning label on cigarette packs*	51.4	52.4	43.7
Current shisha smokers who thought about quitting because of a warning label on shisha products*	23.8	21.3	31.9

	OVERALL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)
Adults who noticed anti-cigarette smoking information in local media ^{11,*}	64.6	65.8	64.4

Adults who noticed anti-shisha smoking information in local media^{11,*}

Adults who noticed anti-smokeless tobacco information in local media^{11,*}

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)
Adults who believed smoking causes serious illness	96.0	91.3	96.7
Adults who believed smoking shisha causes serious illness	90.9	89.6	90.9
Adults who believed smokeless tobacco use causes serious illness	80.9	71.7	80.9
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	95.1	91.7	95.5

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Among daily cigarette smokers. ⁴ Includes current smokers and those who quit in the past 12 months. ⁵ Among those who visited a health care provider in past 12 months. ⁶ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁷ Among those who visited restaurants in the past 30 days. ⁸ 2012 GDP per capita (nominal) = 382,000 QR (provided by the Ministry of Development Planning and Statistics, per April 2013 estimates). ⁹ Includes those who noticed cigarettes at sale prices, free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. ¹⁰ Includes those who noticed shisha at sale prices, free gifts or discount offers on other products while buying shisha or any advertisements or signs promoting shisha in stores where shisha is sold. ¹¹ Local media includes local newspapers, magazines, television, radio, or billboards. * During the past 30 days.

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

Tobacco Smokers

In Qatar households, overall 12.1% (representing 51 thousand) of adults 15 years and above currently smoked tobacco, (men 20% and women 3.1%). Among Qatari, the prevalence of current tobacco smoking was 10.5% (21.3% for men and 0.6% for women) compared to 12.9% among the Non-Qatari population (19.6% for men and 4.6% for women).

Approximately, 10% of adults were current cigarette smokers, including 17.9% of men and 1.8% of women. The prevalence of current cigarette smoking among Qatari was 9% (men 18.5% and women 0.3%), compared to 10.9% among Non-Qatari (men 17.6% and women 2.7%). Approximately 84% of current cigarette smokers were daily cigarette smokers (men 85% and women 72%).

TOBACCO SMOKERS										
		OVERALL			QATARI			NON-QATARI		
		TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers		12.1	20.2	3.1	10.5	21.3	0.6	12.9	19.6	4.6
Age group	15-24	6.2	10.7	1.9	6.3	12.8	0.0	6.1	8.6	3.7
	25-34	12.5	24.6	2.4	12.2	25.8	0.7	12.6	23.9	3.3
	35-44	15.3	23.8	4.1	14.3	28.6	0.1	15.7	22.4	5.8
	45-54	14.1	20.7	5.6	11.9	24.5	1.7	15.0	19.5	8.1
	55-64	15.7	21.8	2.6	16.3	28.8	3.0	15.3	19.4	2.2
	65+	8.4	15.6	0.0	5.7	12.1	0.0	12.8	19.6	--
Daily tobacco smokers		9.5	16.5	1.7	8.8	18.2	0.1	9.8	15.7	2.6
Current cigarette smokers ¹		10.2	17.9	1.8	9.0	18.5	0.3	10.9	17.6	2.7
Daily cigarette smokers ¹		8.6	15.2	1.3	7.9	16.5	0.1	9.0	14.6	2.1
Former daily tobacco smokers ² (among all adults)		3.9	6.8	0.7	3.0	6.2	0.1	4.4	7.1	1.2
Former daily tobacco smokers ² (among ever daily smokers)		27.3	27.6	24.7	23.8	24.2	--	28.8	29.3	25.9

¹ Includes manufactured cigarettes and hand-rolled cigarettes.

² Current non-smokers.

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Shisha Tobacco Smoking

Overall, 3.4% of adults were current shisha smokers; the prevalence of shisha smoking among men was 4.9% compared to 1.6% for women. Among Qatari men, the shisha smoking prevalence was 5.3% compared to 4.8% for Non-Qatari men. Qatari women reported shisha use at 0.4% compared to Non-Qatari women at 2.4%. Above 10% of current shisha smokers started shisha smoking before the age of 18. Nearly 85% of men smoked shisha in a cafe, while almost 63% of women smoked shisha at home.

SHISHA SMOKING										
		OVERALL			QATARI			NON-QATARI		
		TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Current shisha smokers		3.4	4.9	1.6	2.7	5.3	0.4	3.7	4.8	2.4
Daily shisha smokers		0.8	1.3	0.4	0.7	1.3	0.1	0.9	1.2	0.5
Started smoking shisha before age 18		10.8	11.0	10.2	14.6	14.3	--	9.4	9.4	9.5
Last shisha smoking session occurred in a cafe		74.1	85.2	35.7	81.7	86.9	--	71.0	84.3	38.2
Last shisha smoking session occurred at home		24.6	13.5	62.8	15.7	10.3	--	28.1	15.2	60.1

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Smokeless Tobacco

Overall, 0.7% of adults (representing three thousand adults) currently use smokeless tobacco products (1.3% of men and 0.0% of women). The prevalence of smokeless tobacco use among Qatari men was 1.5% compared to 1.3% among Non-Qatari men. There was no reported smokeless tobacco use among women at all.

SMOKELESS TOBACCO USERS										
		OVERALL			QATARI			NON-QATARI		
		TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Current smokeless tobacco users		0.7	1.3	0.0	0.7	1.5	0.0	0.7	1.3	0.0
Age group	15-24	1.0	2.0	0.0	1.4	2.7	0.0	0.7	1.4	0.0
	25-34	0.6	1.2	0.0	0.7	1.5	0.0	0.5	1.1	0.0
	35-44	0.8	1.4	0.0	0.5	1.1	0.0	0.9	1.5	0.0
	45-54	0.6	1.1	0.0	0.0	0.0	0.0	0.9	1.5	0.0
	55-64	0.3	0.4	0.0	0.0	0.0	0.0	0.4	0.6	0.0
	65+	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--
Daily smokeless tobacco users		0.5	0.9	0.0	0.5	1.1	0.0	0.5	0.8	0.0
Former daily smokeless tobacco users ³ (among all adults)		0.2	0.3	0.0	0.1	0.2	0.0	0.2	0.4	0.0
Former daily smokeless tobacco users ³ (among ever daily users)		25.0	25.0	--	14.1	14.1	--	30.3	30.3	--

³ Current non-users.

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Tobacco users

Currently 12.6% of the overall adult household population residing in Qatar (10.9% Qatari and 13.5% Non-Qatari) are using tobacco in any form (smoked or smokeless). Nearly similar levels of tobacco use was reported by both Qatari and Non-Qatari men (22.0% and 20.7% respectively). Tobacco use among women was 4.7% among Non-Qatari compared to 0.6% among Qatari.

TOBACCO USERS										
		OVERALL			QATARI			NON-QATARI		
		TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Current tobacco users		12.6	21.1	3.1	10.9	22.0	0.6	13.5	20.7	4.7
Age group	15-24	6.7	11.7	1.9	7.0	14.2	0.0	6.4	9.2	3.8
	25-34	12.9	25.4	2.4	12.6	26.7	0.7	13.1	24.8	3.3
	35-44	15.9	24.9	4.1	14.5	28.9	0.1	16.4	23.7	5.8
	45-54	14.7	21.9	5.7	11.9	24.5	1.8	15.9	21.0	8.1
	55-64	16.0	22.2	2.7	16.3	28.8	3.0	15.9	19.9	2.3
	65+	8.5	15.6	0.0	5.7	12.1	0.0	13.1	19.6	--

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Dependency

More than two fifths (41.5%) of current smokers reported having their first smoke within half an hour after waking up. Over half (55.4%) of the current daily cigarette smokers smoke 16 or more cigarettes per day with a daily average of 17 cigarettes.

DEPENDENCY									
	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
First smoke within 30 minutes after waking	41.5	39.9	59.2	34.9	34.4	--	44.8	43.0	58.1
Smoked 16 or more cigarettes per day ⁴	55.4	57.5	27.8	57.9	58.0	--	54.2	57.3	27.9
Average number of cigarettes smoked per day ⁴	17.2	17.6	10.9	17.6	17.7	--	16.9	17.6	10.9

⁴ Among daily cigarette smokers.

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Age of Initiation

Among ever daily smokers age 20 to 34 years old, 8.6% started smoking daily before the age of 15 years (Qatari 11.9% and Non-Qatari 6.4%) and 45.5% initiated daily smoking before the age of 18 years (54.5% Qatari and Non-Qatari 39.5%).

AGE OF INITIATION									
	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Started daily smoking before age 15	8.6	9.6	1.3	11.9	12.2	--	6.4	7.5	1.5
Started daily smoking before age 18	45.5	45.1	48.7	54.5	56.0	--	39.5	36.4	53.4
Average age of daily smoking initiation	18.1 YRS	18.1 YRS	18.0 YRS	17.3 YRS	17.3 YRS	--	18.6 YRS	18.8 YRS	17.9 YRS

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Electronic Cigarette

Nearly half (49%) of the surveyed population heard about electronic cigarettes; 8% had ever bought or had ever seen anyone buying them in Qatar. Only 2.8% had ever used an electronic cigarette and less than 1% were currently using them.

ELECTRONIC CIGARETTE									
	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	49.0	62.8	33.8	49.2	68.2	31.7	48.9	60.2	35.2
Ever used an electronic cigarette	2.8	4.5	0.9	2.4	4.2	0.8	3.0	4.6	1.0
Current user of electronic cigarettes	0.9	1.6	0.2	0.8	1.3	0.2	1.0	1.7	0.1
Daily user of electronic cigarettes	0.1	0.3	0.0	0.1	0.3	0.0	0.2	0.3	0.0
Ever bought or seen someone buy an electronic cigarette in Qatar	8.0	10.7	4.9	8.3	12.4	4.6	7.7	9.9	5.2

Smoking Cessation

Overall, 66.8% of current tobacco smokers were interested in quitting and 77.4% of smokeless tobacco users were interested in quitting. Only 38.2% of tobacco smokers and 36.3% of smokeless tobacco users had tried to quit at some time during the past 12 months. Almost two thirds of smokers who visited a health care provider in the last 12 months (71.3%) received advice by the health care provider on quitting.

SMOKING CESSATION									
	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months ⁵	38.2	37.7	41.3	35.3	34.9	--	39.4	39.2	40.8
Current smokers who planned to or were thinking about quitting	66.8	68.6	53.5	71.3	70.7	--	64.8	67.6	50.3
Smokers advised to quit by a health care provider in past 12 months ^{5,6}	71.3	72.9	61.6	82.4	81.9	--	67.5	69.3	59.5
Smokeless users who made a quit attempt in past 12 months ⁷	36.3	36.3	--	50.3	50.3	--	28.0	28.0	--
Current smokeless users who planned to or were thinking about quitting	77.4	77.4	--	68.3	68.3	--	82.6	82.6	--

⁵ Includes current smokers and those who quit in the past 12 months.

⁶ Among those who visited a health care provider in past 12 months.

⁷ Includes current smokeless users and those who quit in past 12 months.

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Exposure to Secondhand Smoke

Overall, 12.0% of adults (8.3% of Qatari, 13.8% and of Non-Qatari) who worked indoors were exposed to tobacco smoke at the workplace, while 16.8% (16.7% of Qatari and 16.9% of Non-Qatari) were exposed at their homes and 25.9% (29.2% of Qatari and 24.1% of Non-Qatari) were exposed in restaurants.

EXPOSURE TO SECONDHAND SMOKE									
	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{8,*}	12.0	13.7	7.8	8.3	9.0	6.8	13.8	15.7	8.4
Adults exposed to tobacco smoke at home at least monthly	16.8	16.7	17.0	16.7	15.7	17.7	16.9	17.1	16.5
Adults exposed to tobacco smoke in restaurants ⁹	25.9	21.2	32.2	29.2	21.9	37.6	24.1	20.9	29.0

⁸ Among those who work outside of the home who usually work indoors or both indoors and outdoors.

⁹ Among those who visited restaurants in the past 30 days.

* During the past 30 days.

Economics of Tobacco Smoking

On average, current smokers of manufactured cigarettes spent QR 10.2 for a pack of 20 cigarettes. Cigarettes are very affordable in Qatar as the cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) was only 0.3%. The majority of adults (85.9% overall, 87.7% Qatari and 84.9% Non-Qatari) supported increasing taxes on tobacco products.

ECONOMICS OF TOBACCO SMOKING									
	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
Average amount spent on 20 manufactured cigarettes (Qatar Riyal)	10.2	10.3	8.3	11.5	11.5	--	9.6	9.6	8.3
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2012 ¹⁰	0.3	NA	NA	NA	NA	NA	NA	NA	NA
Adults who support increasing taxes on tobacco products	85.9	81.8	90.3	87.7	83.2	91.9	84.9	81.2	89.3

¹⁰ 2012 GDP per capita (nominal) = QR 382,000 (provided by the Ministry of Development Planning and Statistics, per April 2013 estimates).

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

NA = Not applicable as indicator is only calculated for overall total.

Media

More than one in ten adults (12.1%) noticed cigarette marketing in stores (Qatari 12.4% and Non-Qatari 11.9%) and 30.3% of adults (Qatari 27.9% and Non-Qatari 31.7%) noticed cigarette marketing elsewhere. 4.1% of adults (Qatari 4.8% and Non-Qatari 3.7%) noticed shisha marketing in stores where cigarettes are sold and 12% of adults (Qatari 12.5% and Non-Qatari 11.7%) noticed shisha marketing other than in stores.

Almost two thirds of adults (64.4%) noticed anti-cigarette smoking information in local media (71.0% of Qatari, 61.0% of Non-Qatari) and 45.9% of adults (52.4% of Qatari, 42.4% of Non-Qatari) noticed anti-shisha smoking information in local media. Among current cigarette smokers, 51.4% thought about quitting because of a warning label on cigarette packs; 23.8% of shisha smokers thought about quitting because of the warning label on the shisha product.

MEDIA									
TOBACCO INDUSTRY ADVERTISING	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)	TOTAL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)	TOTAL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{11,*}	12.1	16.5	11.5	12.4	14.2	12.2	11.9	17.6	11.1
Adults who noticed any cigarette advertisements/promotions other than in stores*	30.3	35.0	29.7	27.9	27.9	27.9	31.7	38.2	30.7
	TOTAL (%)	CURRENT SHISHA USERS (%)	NON-USERS (%)	TOTAL (%)	CURRENT SHISHA USERS (%)	NON-USERS (%)	TOTAL (%)	CURRENT SHISHA USERS (%)	NON-USERS (%)
Adults who noticed shisha marketing in stores where shisha is sold ^{12,*}	4.1	7.8	3.9	4.8	8.1	4.7	3.7	7.7	3.5
Adults who noticed any shisha advertisements/promotions other than in stores*	12.0	19.1	11.7	12.5	19.3	12.3	11.7	19.0	11.4

COUNTER ADVERTISING	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)	TOTAL (%)	MEN (%)	WOMEN (%)
	Current smokers who thought about quitting because of a warning label on cigarette packs*	51.4	52.4	43.7	47.0	48.3	--	53.4	54.6
Current shisha smokers who thought about quitting because of a warning label on shisha products*	23.8	21.3	31.9	20.0	21.1	--	25.3	21.5	34.6
	TOTAL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)	TOTAL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)	TOTAL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)
Adults who noticed anti-cigarette smoking information in local media ^{13,*}	64.6	65.8	64.4	71.0	72.5	70.9	61.0	62.8	60.7
Adults who noticed anti-shisha smoking information in local media ^{13,*}	45.9	51.0	45.8	52.4	53.4	52.4	42.4	50.0	42.1
Adults who noticed anti-smokeless tobacco information in local media ^{13,*}	35.0	24.8	35.1	40.0	29.8	40.1	32.3	22.1	32.4

¹¹ Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold.

¹² Includes those who noticed shisha at sale prices, free gifts or discount offers on other products while buying shisha or any advertisements or signs promoting shisha in stores where shisha is sold.

¹³ Local media includes local newspapers, magazines, television, radio, or billboards.

* During the past 30 days.

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

Knowledge, Attitudes, and Perceptions

The majority of adults believed that tobacco consumption cause serious illnesses: 96.0% believed smoking in general causes serious illness; 90.9% believed smoking shisha causes serious illness; and 80.9% believed using smokeless tobacco causes serious illness. 95.1% of adults believed that exposure to other people's smoke cause serious illness for non smokers.

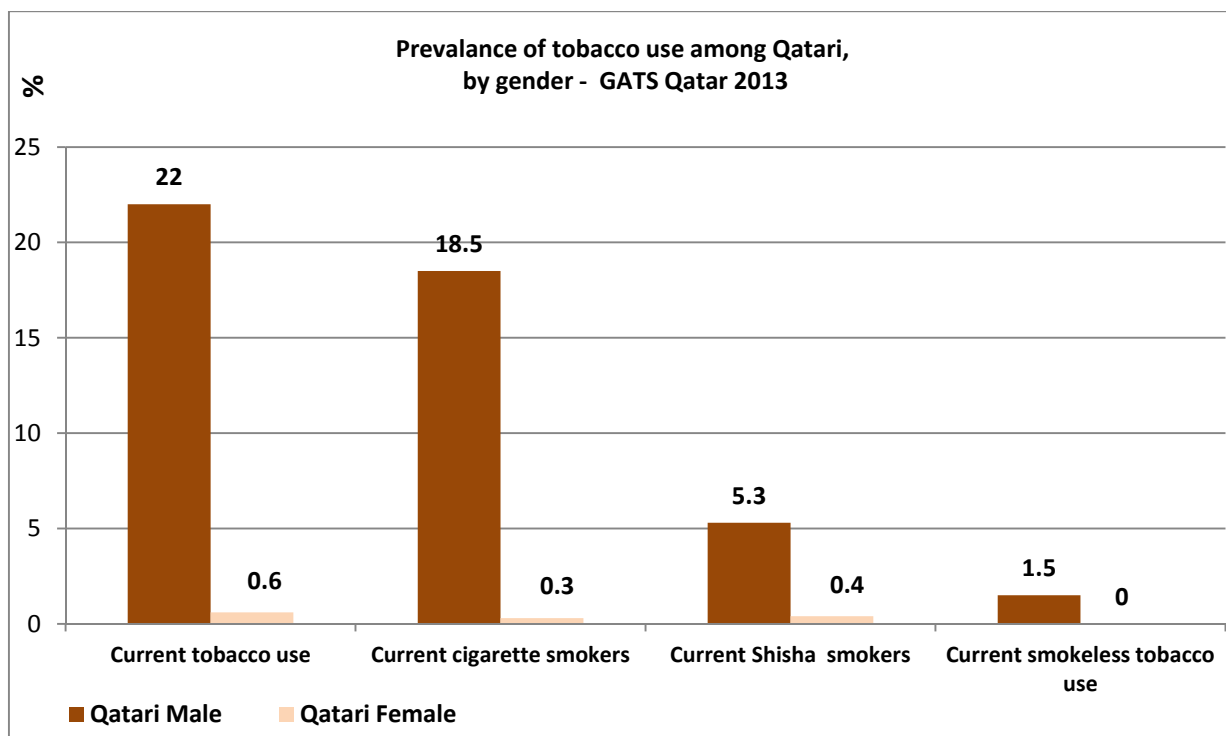
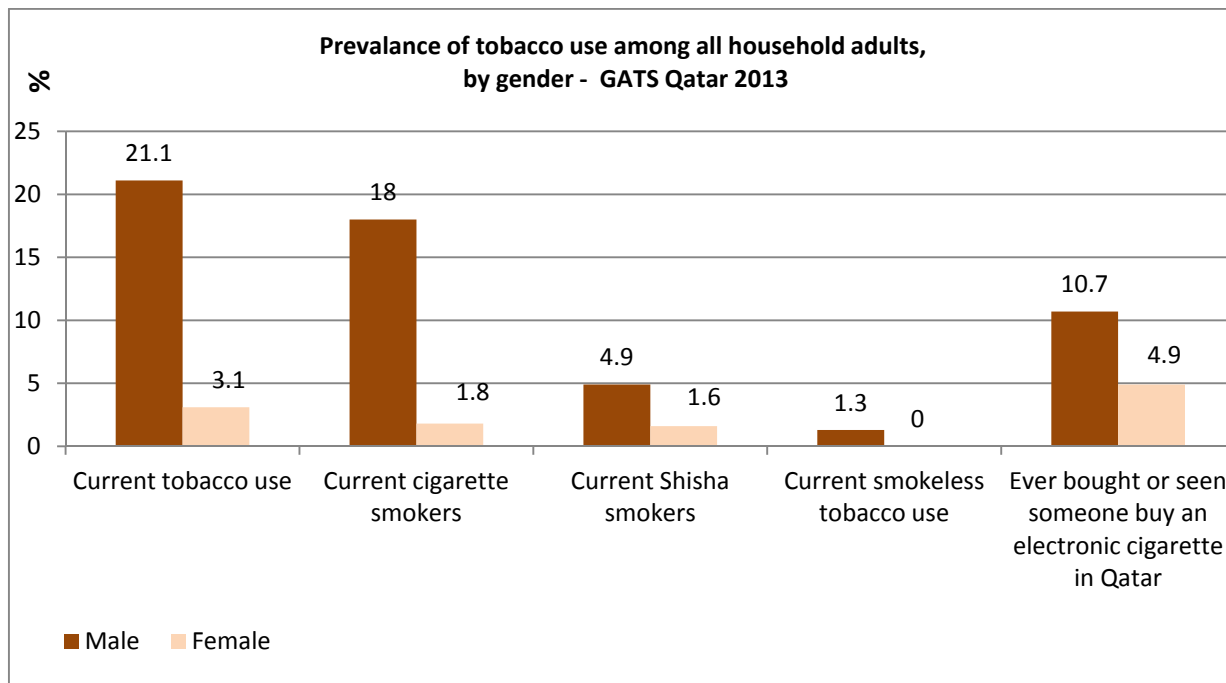
KNOWLEDGE, ATTITUDES & PERCEPTIONS	OVERALL			QATARI			NON-QATARI		
	TOTAL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)	TOTAL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)	TOTAL (%)	CURRENT SMOKERS/USERS (%)	NON-SMOKERS/USERS (%)
Adults who believed smoking causes serious illness	96.0	91.3	96.7	97.4	94.1	97.8	95.3	90.0	96.0
Adults who believed smoking shisha causes serious illness	90.9	89.6	90.9	94.4	94.3	94.4	88.9	87.7	89.0
Adults who believed smokeless tobacco use causes serious illness	80.9	71.7	80.9	86.1	--	86.1	78.0	65.8	78.1
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	95.1	91.7	95.5	96.1	93.1	96.4	94.5	91.1	95.0

-- Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

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

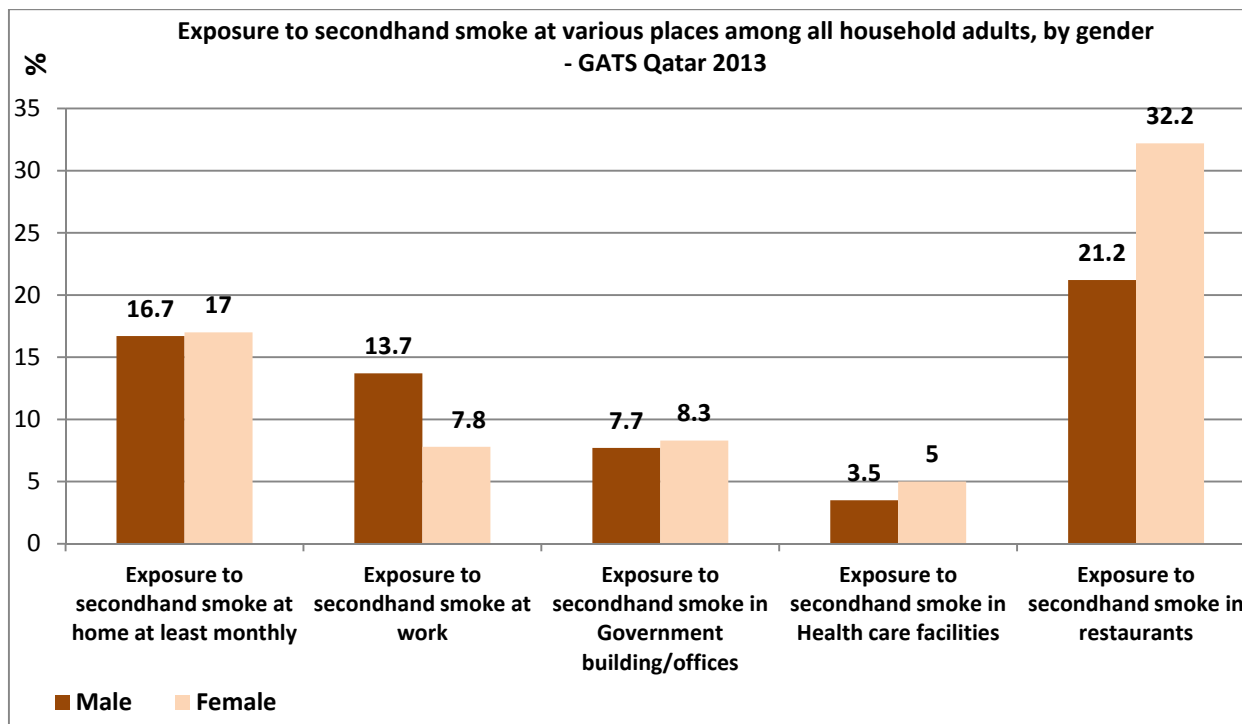
Monitor tobacco use and prevention policies:

Accurate, periodic monitoring provides important information about the extent of the tobacco epidemic and how to tailor policies to the needs of different groups.



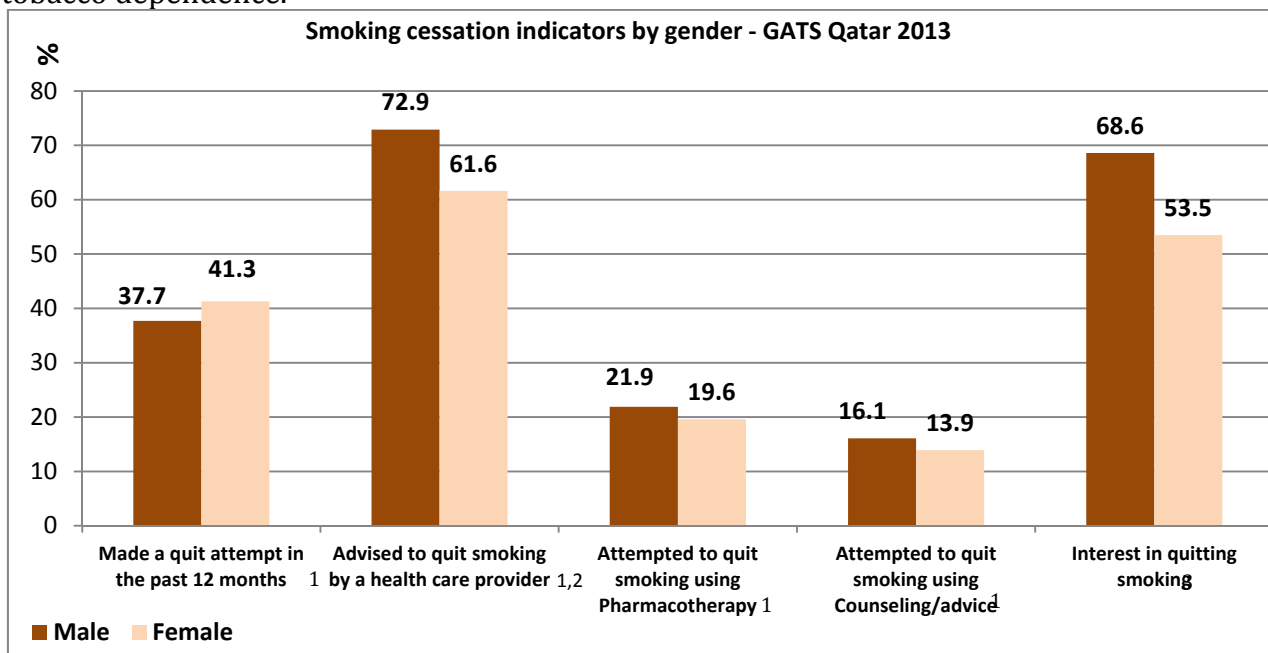
Protect people from tobacco smoke:

There is no safe level of exposure to secondhand smoke, and even brief exposure can cause serious damage. Only a total ban on smoking in all indoor public places (including indoor workplaces) protects people from the harms of secondhand smoke, helps smokers quit, reduces smoking rates, and prevents initiation among youth.



Offer help to quit tobacco use

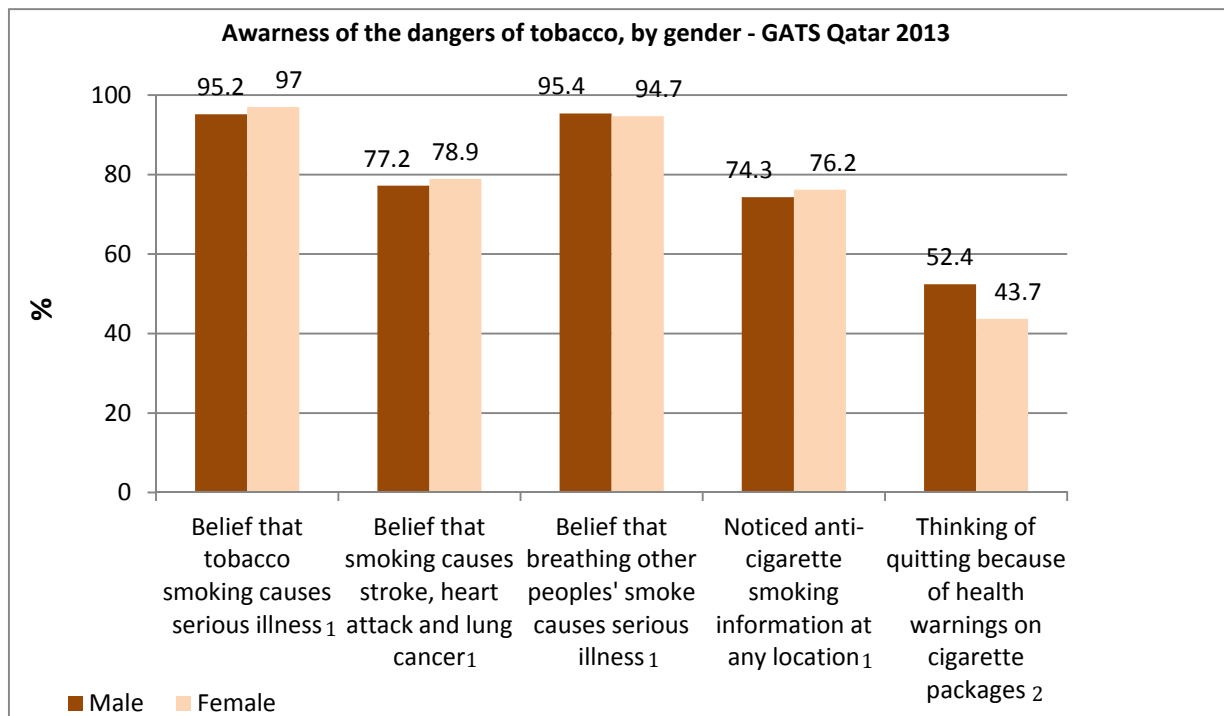
When informed of the risks, most tobacco users want to quit, but few get help and support to overcome their dependence. Health-care systems have primary responsibility for treating tobacco dependence.



1. Includes current smokers and those who quit in the past 12 months
 2. Among those who visited a health care provider in past 12 months
 3. Among current smokers

Warn about the dangers of tobacco

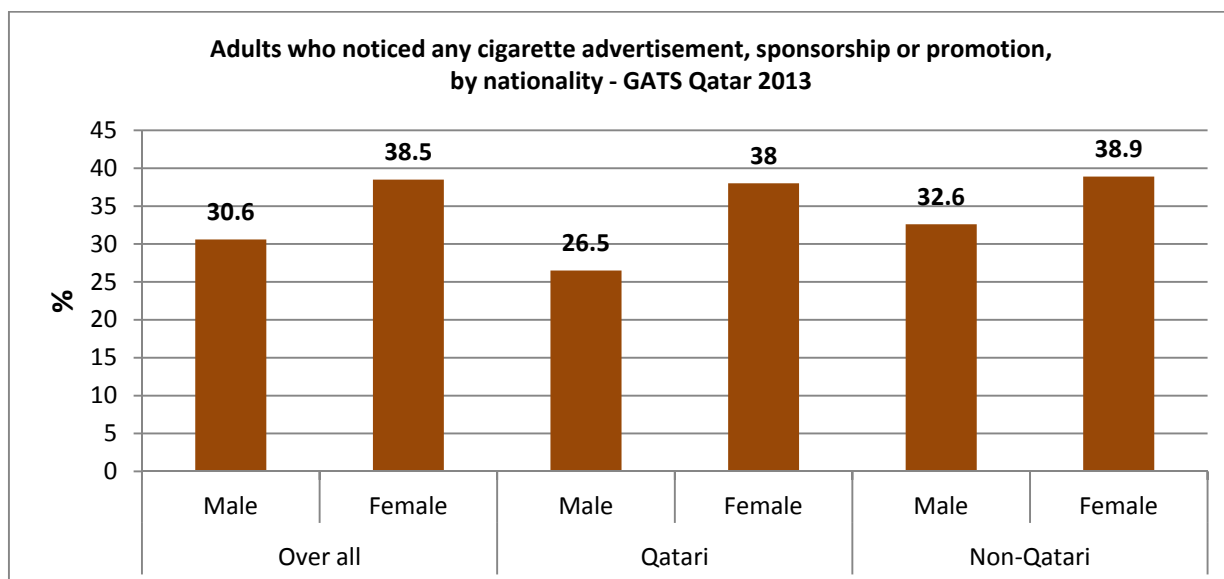
Few tobacco users understand the full extent of their health risk. Graphic health warnings on tobacco packaging reach all smokers at minimal cost to governments.



1. Among all adults
2. Among current smokers

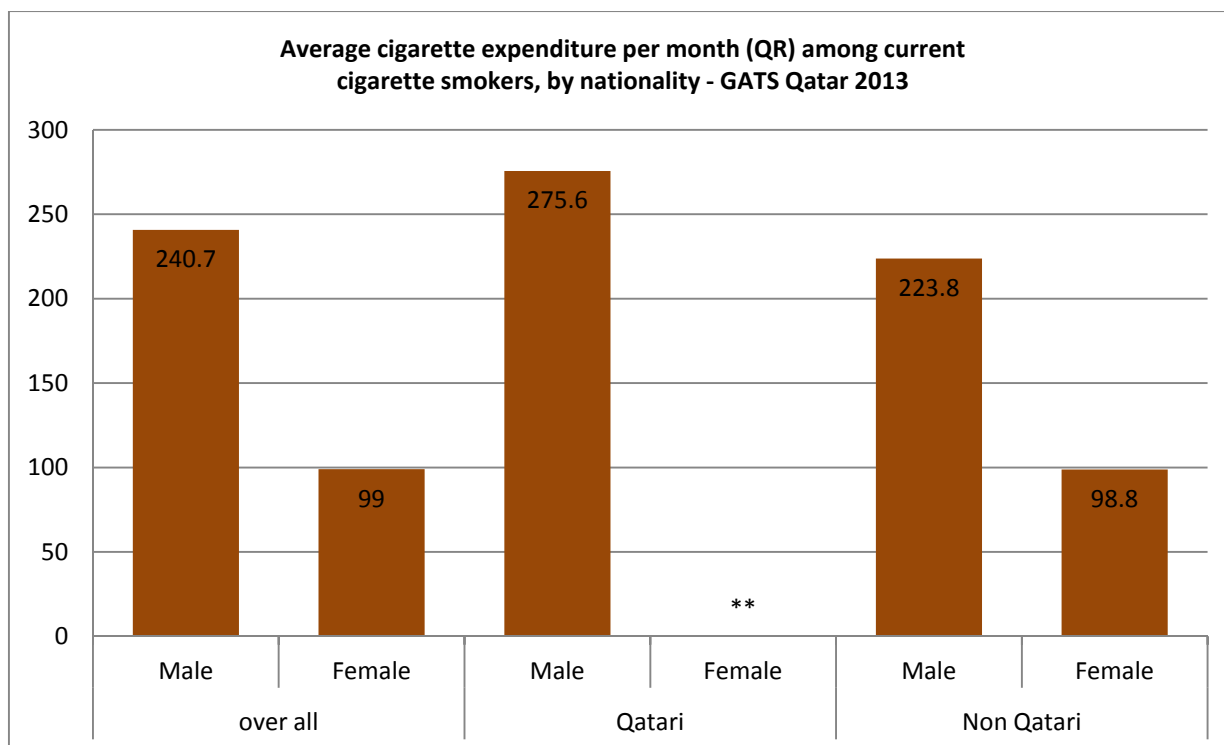
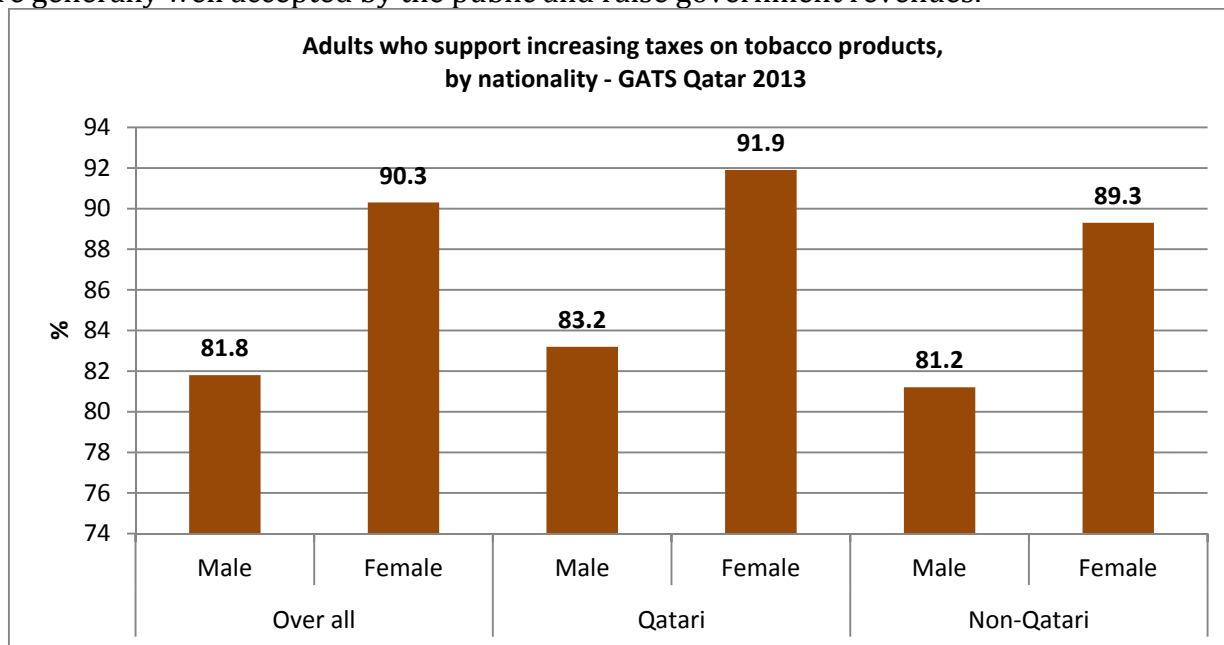
Enforce bans on tobacco advertising, promotion and sponsorship

The tobacco industry spends tens of billions of dollars each year on advertising, promotion and sponsorship. A total ban on direct and indirect advertising, promotion and sponsorship can substantially reduce tobacco consumption and protect people, particularly youth. To be effective, bans must be complete and apply to all marketing categories.



Raise taxes on tobacco

Increasing the price of tobacco through higher taxes is the single most effective way to encourage tobacco users to quit and prevent youth from starting to smoke. Taxes need to be increased regularly to correct for inflation and consumer purchasing power. Tobacco taxes are generally well accepted by the public and raise government revenues.



**Value suppressed because based on less than 25 un-weighted cases.

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