

**KAP STUDY.
BASELINE SURVEY
NATION-WIDE
COMMUNICATION
CAMPAIGN
TARGETING
CURRENT AND
POTENTIAL
TOBACCO USERS**

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magenta
CONSULTING



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ABBREVIATIONS

This is a short list of abbreviation used in the report:

- NGO** – Non-governmental Organization
- PAPI** – Paper Assisted Personal Interview
- SHS** – Secondhand Smoke
- KAP** – Knowledge Attitudes Practices
- SPSS** – Statistical Package for the Social Sciences

EXECUTIVE SUMMARY

This report presents the data that has been collected in the baseline survey conducted prior to the launch of the National anti-smoking campaign, on a sample of 1501 respondents from rural and urban localities of Republic of Moldova, in May-June 2012. The data was collected via face-to-face PAPI method using systematic probabilistic sampling method. The following represent the key results of the study.

EXECUTIVE SUMMARY

Smoker status. Smoking cessation

- Share of smokers: 25%, of which 24% smoke daily and 1% smokes less than daily.
- Smoker status: 25% - current smokers; 7% - past smokers; 68% never smoked.
- Average number of cigarettes smoked: 16 per day or 111 per week.
- Smoking in the past: 91% of current non-smokers did not smoke, 6% smoked daily; 3% - less than daily.
- Time since quitting smoking: 5.8 years on average passed since ex-smokers quit smoking.
- Share of those who quit smoking in the last 6 months or less: 14%.
- Number of cigarettes smoked as compared to 30 days before: 12% - more; 15% - fewer, 51% - same number.
- During the last 30 days:
 - ✓ 57% of smokers discussed smoking and health at home;
 - ✓ 70% of smokers thought about the harm their smoking might be doing to them;
 - ✓ 56% of smokers thought about the harm smoking might be doing to other people;
 - ✓ 65% of smokers seriously considered quitting smoking;
 - ✓ 28% tried to stop smoking;
 - ✓ 29% asked other people for permission to light up a cigarette, at least once in a while;
- Seriously consider quitting smoking in the following year: 40%.
- Consider it likely to stop smoking permanently: 34%, while 22% consider their chances 50/50.

Awareness regarding the health harms of SHS exposure

- Came across any information regarding smoking and health in the past 30 days: 69% of current smokers; 61% of past smokers and 56% of non-smokers.
- Sources of information regarding smoking and health:
 - ✓ Current smokers – 73% observed it on the cigarette pack, while 53% on TV;
 - ✓ Past smokers – 66% on TV, while 47% on the cigarette pack;
 - ✓ Non-smokers – 74% on TV, while 30% on the cigarette pack;
- Other sources of information used overall, regarding smoking and health:
 - ✓ Watching TV: 64% of smokers and 70% of non-smokers watch TV daily;
 - ✓ Listening to the radio: 32% of smokers and 27% of non-smokers listen radio daily;
 - ✓ Internet: 43% of smokers and 46% of non-smokers use Internet daily;
- Discussion about not smoking in public places in the past 12 months: 19% of smokers (35% of them discussed with the visiting health worker from NGOs, 8% - with office supervisors, 54% – with family, friends (other category), etc.).
- Opinion regarding public anti-smoking campaign: 48% of current smokers, 72% of past smokers and 75% of non-smokers support it.

Executive summary

Knowledge and attitudes

- 66% of smokers admit that the people important to them believe they shouldn't smoke;
- 61% of smokers consider that it would improve their health if they quit smoking;
- 85% of population agrees that smoking causes serious illness;
- 84% of population consider that smokers should not expose others to their cigarette's smoke;
- 80% of population consider SHS dangerous;
- 80% of population agree that tobacco smoke causes lung disease in children;
- 68% of population are concerned about their health when someone is smoking near them;
- 65% of population agree that the law prohibiting smoking in indoor places will benefit the public health;
- 45% of population consider that this law will help smokers quit;
- 26% of population tend to believe that smoking is not bad since many smokers live till very old;
- Health harm of smoking:
 - ✓ Lung cancer: 84% are aware (91% past smokers and 86% of current smokers);
 - ✓ Other lung disease: 69% are aware (83% of past smokers and 61% of current smokers);
 - ✓ Damage to the brain: 59% are aware (69% of past smokers and 51% of current smokers);
 - ✓ Heart disease: 71% are aware (82% of past smokers and 61% of current smokers);
 - ✓ Infertility: 51% are aware (53% of past smokers and 42% of current smokers).
- Health harm of SHS exposure:
 - ✓ Lung cancer in non-smokers: 52% are aware (55% - non-smokers and 45% - current smokers);
 - ✓ Lung disease other than cancer in non-smokers: 50% (53% - non-smokers and 40% - smokers);
 - ✓ Heart disease in non-smokers: 45% are aware (48% for non-smokers and 36% for current smokers);
 - ✓ Lung disease in children: 57% are aware (59% among non-smokers and 50% among smokers);
 - ✓ Birth of low-weight babies: 51% are aware (55% of non-smokers and 43% of smokers);
 - ✓ Ear infections in children: 22% (25% of non-smokers and 16% of smokers).
- Concern about harm of smoking in future: 76% of current smokers, 58% of past smokers and 55% of non-smokers are worried.

INTRODUCTION

The present report is based on the research conducted by Magenta Consulting for the World Health Organization.

INTRODUCTION

i.1 Aim and objectives

The main aim of this project was to determine the level of knowledge, attitudes and practices regarding smoking habits among the population of the Republic of Moldova. This report presents the results for the Baseline survey conducted prior to the start of the National anti-smoking campaign.

The core objective of the study are:

- Assess the level of spontaneous recall of any anti-smoking campaigns;
- Assess the consumption habits of smokers;
- Assess the likelihood of smokers to quit smoking;
- Assess the likelihood of non-smokers to speak out against SHS exposure;
- Assessing the likelihood of non-smokers to take steps for avoiding exposing themselves to SHS;
- Assess the level of awareness of the health harms of SHS exposure and smoking;
- Measure the level of social acceptability of exposing others to smoke;
- Assessing the awareness of the need to comply with smoke-free policy (and potential punishment for violation);
- Identify sources of information regarding the harm of smoking.

i.2 Applied methodology

This research has been conducted according to KAP study methodology, where the knowledge, attitudes and communication practices are analyzed. This approach provides an educational diagnosis of the community, which includes: population's knowledge – refers to understanding the discussed subject (harm of smoking); attitude – relates to population's feelings towards a phenomenon or a subject, as well as to the preconceived ideas that people have regarding that subject or phenomenon; practices – refers to the actions undertaken by population in showing their attitude and knowledge. Understanding of KAP level allows the initiation of a more efficient process of becoming aware about the problem, due to program adjustment to community needs.

This approach demonstrated its theoretical and methodological opportunity in similar studies.

The study was based on primary quantitative data. Considering the aim and objectives of this study, the methodology applied in this project corresponds to the methods and techniques used in the scientific world and consultancy services, being adjusted to the local specifics.

i.2.1 Interviewing the population. Sampling plan.

The quantitative data was collected via 1500 face-to-face interviews conducted with general population of 16-55 y.o. on the entire territory of the country, except for Transnistria. This number of interviews assures a $\pm 2.6\%$ error margin, with a 95% level of trust. The data have been collected in the following time period: 25.05.2012 – 16.06.2012.

The source of data for the sampling was the National Bureau of Statistics of the Republic of Moldova.

Characteristics of applied sample: systematic probabilistic sampling. No quotas have been applied.

Introduction

During the first step, there were formed groups of rayons. Following, the communities in which interviews were carried out were determined via random extraction within the formed groups. In this way, every community was secured an equal chance to participate in this research. Moreover, the number of interviews conducted in every community depended on the number of inhabitants.

The multistage randomization was applied considering the group of rayons, communities, households and respondents. Three randomization stages were applied:

1. At level of locality – selected randomly for each stratum as characterized above and using a table of random numbers;
2. At level of household – in each locality, based on streets routes are designed depending on number of interviews per locality. The household selection was based on a statistical step and methodology using random route technique;
3. At level of person/respondent – when selecting the respondent – the last birthday method was applied.

i.2.2 Questionnaire

The questionnaire used is characterized as complex one, containing both open-ended and closed-ended questions. The questionnaire was provided by the client, following it was adapted and tested by *Magenta Consulting* research team, in close collaboration with the beneficiary and in strict correlation with the objective of the research.

Following the final approval, the questionnaire was translated in Russian and Romanian language. The interviews were conducted in the language preferred by respondent.

i.2.3 Pilot research

The pilot research aimed to validate the questionnaire, in both Romanian and Russian language. Thus, the pre-testing of the the questionnaire was done on a total of 10 people, from both rural and urban areas, 7 of which in Romanian and 3 in Russian.

i.2.4 Interviewing and data quality

The interviews were conducted by the team of operators of *Magenta Consulting*, team that participated in numerous similar projects. At the beginning of the project, the team of operators was trained on the subject of the study, its objectives and subsequent data analysis method. However, in order to ensure data quality, 40% of the completed questionnaires were verified by phone. The questions addressed during the verification were randomly chosen from the completed questionnaires.

i.2.5 Data analysis

Data interpretation was conducted with the help of a specialized software program – SPSS 18, with descriptive and multicriterial statistical interpretation. Each field of interest was analyzed depending on the sample characteristics (demographic data), data which are presented within annexes, as well as within text as analysis.

The questionnaires were processed through scanning, with the help of specialized recognition software, therefore excluding the human error in generating the database.

KAP Study. Baseline Survey.

Statistical test of significance have been applied in order to test the correlations and associations depending on the type of the variable analyzed (Pearson's R, Eta, Sommers' d, Phi). All of the tests applied use the same scale – from 0 to 1, where 0 means that there is no association/correlation between the variables, while the closer the value comes to 1, the stronger the correlation/association is. Significance figures show whether the observed association/correlation is significant. The Sig. value needs to be less than 0.05 in order for the observation to be considered significant. In order to do the multivariate analysis, logistic regression was applied.

i.3 Sample characteristics

The interviews were conducted face-to-face, based on a structured questionnaire. All operators involved in data collection were specially trained for this project. The questionnaires have been pre-tested. Interviews were conducted in households. Segmentation of the sample in terms of area of residence (rural/ urban) was done according to the National Statistics. The other characteristics of the sample were not predetermined.

Table i.1: General sample, N=1501, %

| | | Total, N=1501 | Smoker, N=374 | Non-smoker, N=1127 |
|-------------------|-------------------------|------------------|------------------|-----------------------|
| Sex | Male | 43 | 84 | 29 |
| | Female | 57 | 16 | 71 |
| Age | Average age, years | 35.3 | 34.9 | 35.5 |
| Education | No education/ Primary | 8 | 10 | 7 |
| | Secondary | 47 | 46 | 48 |
| | Higher | 43 | 43 | 44 |
| | NR | 1 | 1 | 2 |
| Smoking habits | Daily | 24 | 95 | - |
| | Less than daily | 1 | 5 | - |
| | Non-smokers | 75 | - | 100 |
| Marital status | Married/ With companion | 62 | 60 | 62 |
| | Single | 25 | 28 | 24 |
| | Other | 10 | 9 | 11 |
| | NR | 3 | 2 | 3 |
| Area of residence | Urban | 43 | 51 | 41 |
| | Rural | 57 | 49 | 59 |
| Region | North | 28 | 30 | 28 |
| | Centre | 51 | 53 | 50 |
| | South | 21 | 17 | 22 |
| Total | | 100 | 100 | 100 |

i.4 Limits and barriers

During the realization of the present study no major obstacles occurred.

CHAPTER I:

SMOKER

STATUS.

SMOKING

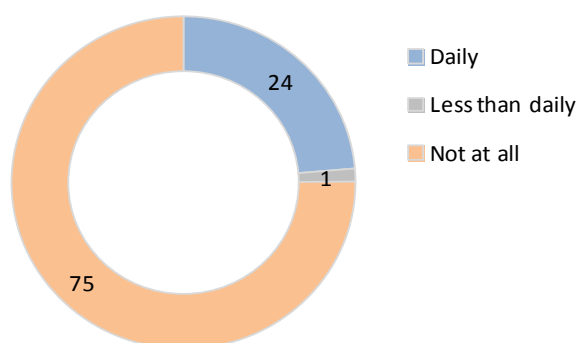
CESSATION

The present chapter aims at identifying the share of smokers, their smoking habits and their eagerness to quit.

CHAPTER I: SMOKER STATUS. SMOKING CESSATION

1.1 Smoking habits

Fig. 2C: Do you currently smoke tobacco?, N=1501, %



Of all interviewed, every fourth person smokes daily, while 1% smokes less than daily. There are significantly more men who are smoking. The largest share of smokers belongs to the segment of young people of 20-34 years old. There are more smokers among urban dwellers than among rural population. There are more smokers in the North and Central region than in the southern region (26% and 24% as compared to 19%). [See Annex 1.](#)

During a usual day, one person smokes on average 16 cigarettes, which make it 111 per week. When taking in consideration the middle value of the distribution row, the median number of cigarettes smoked each day is a little bit smaller – 15, and median number of cigarettes per week is reduced to 105, fact that indicates that there are persons who indicated extremely large figures. There are not only more smokers among men, but also men tend to smoke more than women – 15 cigarettes per day as compared to 10 in case of women. It is worthwhile mentioning that there is no pattern in case of age criterion, although the correlation between these two variables is statistically significant, but weak (Pearson's $R=0.110$ at $Sig=0.038$). The smokers of 45-54 years old smoke more than any other age segments – 20 cigarettes per day. There are no significant tendencies in terms of education of the smokers. Number of cigarettes smoked per day does statistically differ in terms of the marital status ($Eta=0.129$). Although there are less smokers in the rural area, they smoke more than those from urban area ($Eta=0.199$). [See Annex 2.](#)

Table 2D: On average, how many cigarettes do you currently smoke each day/ during a usual week?

| | N | Mean | Median |
|---------------------------|-----|-------|--------|
| Smoke during a usual week | 366 | 111.2 | 105 |
| Smoke each day | 366 | 15.9 | 15 |

Majority of smokers smoke about 6-20 cigarettes per day, which makes it 36-140 cigarettes per week. 5% smoke less than 1 cigarette per day and 13% smoke more than 1 pack a day.

Fig. 2D.1: On average, how many cigarettes do you currently smoke each day?, N=366, %

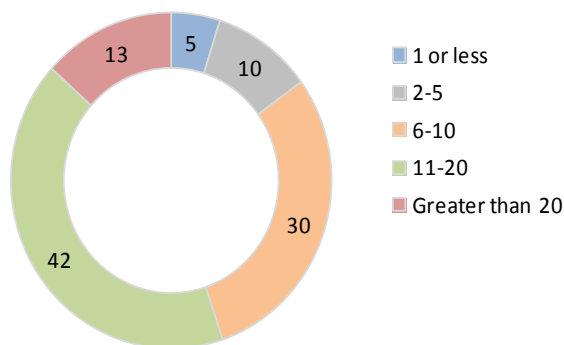
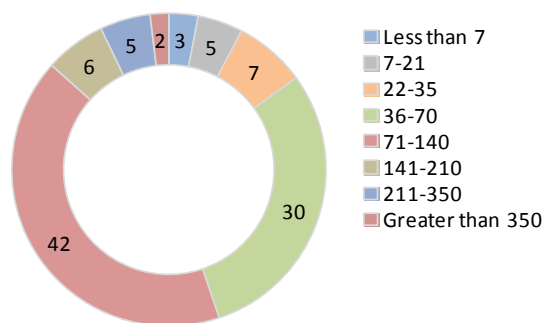
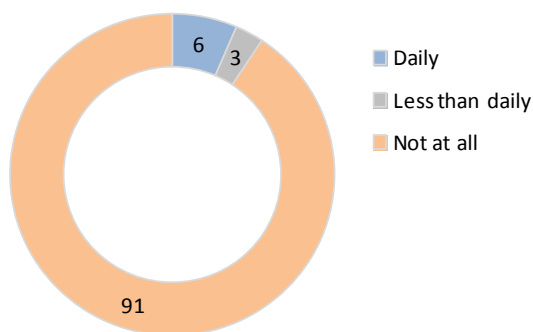


Fig. 2E.1: On average, how many cigarettes do you currently smoke during a usual week?, N=366, %



1.2 Smoking in the past

Fig. 2F.1: In the past, have you smoked tobacco on a daily basis, less than daily, or not at all?, N=1127,%



Majority of current non-smokers did not smoke at all in the past, 6% are ex-smokers who smoked daily, while 3% are ex-smokers who smoked less than daily. There are more men who did smoke in the past than women (16% as compared to 3%). According to the frequencies analysis, the greatest share of those who smoked in the past and are not smoking now, has been registered in the segment of those who have higher education (the share of those who before smoked daily increases from 1 to 8% together with the increase of

the level of education, still, the statistical tests show that this association is significant, but very weak). There is significant, but weak association between the variables “area” and smoking in the past – there are more ex-smokers in urban area (Phi=0.107 at Sig=0.002). [See Annex 3.](#)

Ex-smokers have quit smoking on average 5.8 years ago, still the median value is lower – 4 years, which indicates that there are several ex-smokers who quit a long time ago. When analyzing the frequency distribution, it may be observed that 14% quit smoking recently – 6 months or less, and other 7% did it 7-12 months ago. The association between the area of residence and period since stopped smoking is weak (Eta=0.145), the association between the main variable and level of education is not significant (Sig=0.272), the same may be observed for the regional criterion (Sig=0.580). There is no statistically significant difference on the level of sex (Eta=0.085). As one could expect, the period of time which has passed since the person quit smoking increases together with the age of the person (Pearson’s R=0.506 at Sig=0.000). [See Annex 4.](#)

Table 2G: How long has it been since you stopped smoking?, years

| | N | Mean | Median |
|------------------------------|----|------|--------|
| Period since stopped smoking | 97 | 5.8 | 4 |

Every fourth is currently smoking (daily or less than daily) and 7% have smoked in the past. Majority have never smoked.

Fig. 2G: How long has it been since you stopped smoking?, N=97, %

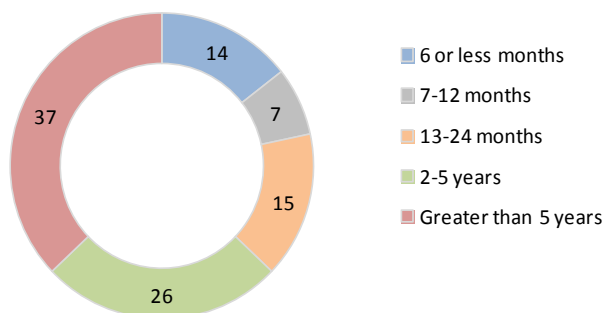
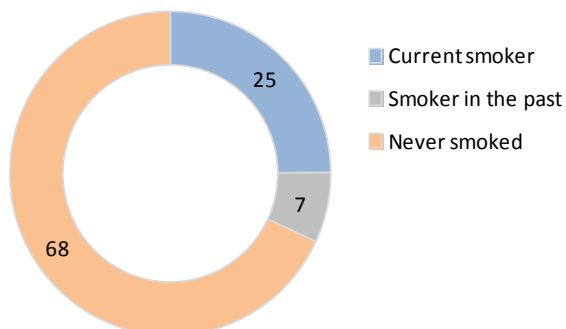


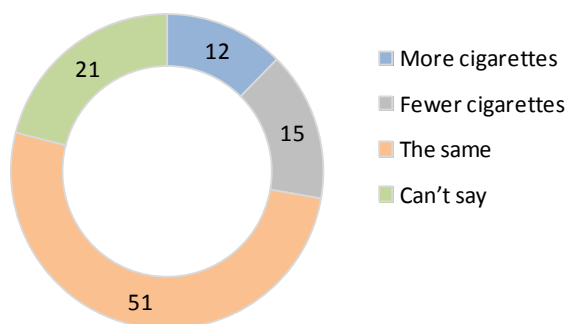
Fig. 2F.2: Smokers' status, N=1501, %



1.3 Smoking cessation

Every second person smokes the same amount of cigarettes as 30 days before, while 12% consider that they are smoking more and 15% think that they smoked more cigarettes before. Level of education and regional criteria do not show significant differences among the segments from the perspective of the analyzed variable. It is interesting to mention that the only criterion which shows significant association is the "marital status" (Phi=0.221 at Sig.=0.027). When analyzing frequencies, it is worthwhile noting that those who are married did not change their smoking habits for worse (9% of married or living with a companion started to smoke more as compared to 16% in case of single). [See Annex 5.](#)

Fig. 4A: Do you now smoke more cigarettes, fewer cigarettes or the same amount of cigarettes as you did 30 DAYS ago?, N=371, %



As one may observe there is an association between the number of cigarettes smoked and own perception of the smoker regarding the comparative smoking habits – those who now smoke more than 30 days ago indeed smoke more than others (Somers' d = 0.221 for "smoking habit" as dependent at significance level of 0.001).

Table 4A: Do you now smoke more cigarettes, fewer cigarettes or the same amount of cigarettes as you did 30 DAYS ago?, N=371

| | Smoke during a usual week | | Smoke each day | |
|------------------|---------------------------|--------------|----------------|-------------|
| | N | Mean | N | Mean |
| More cigarettes | 46 | 144.7 | 46 | 20.7 |
| Fewer cigarettes | 57 | 91.8 | 57 | 13.1 |
| The same | 190 | 109.6 | 190 | 15.7 |
| Can't say | 78 | 109.7 | 78 | 15.7 |
| Total | 371 | 111.2 | 371 | 15.9 |

Chapter I: Smoker Status. Smoking Cessation

It is interesting to observe that smokers have thought about the harm that smoking might be doing to them and have seriously considered quitting, considered more often than discussed this issue at home or thought about the harm that smoking might be doing to other people. It looks like the most disturbing is the thought about the harm of smoking on the personal health – this idea came often to 31% of smokers and occasionally – to 39%. There are statistically significant differences among the segments of smokers depending on their marital status (those who are married tend to think about the harm they might be doing, more often than those who are single – $\Phi=0.212$ at $\text{Sig}=0.007$). There is association between the age of the respondent and discussing smoking and health at home – $\text{Eta}=0.395$. Still, there is no clear trend. This issue seems to be more often discussed in the families of teenagers (32% as compared to 17-25% in the segment 20-55 y.o.). The same significant association may be observed in case of “thinking about the harm smoking might be doing to you” ($\text{Eta}=0.367$), “thinking about the harm smoking might be doing to other people” ($\text{Eta}=0.394$) and again there is an association between the variable “age” and the desire to quit smoking ($\text{Eta}=0.336$). There are no significant differences from the point of view of the sex. Those with secondary and higher education tend to think about the harm their smoking might be doing to people around, more often than those who have primary or no education ($\Phi=0.227$ at $\text{Sig}=0.024$) [See Annex 6.](#)

Fig. 4B: Over past 30 Days, how often, if at all, did you ...?, N= 371, %

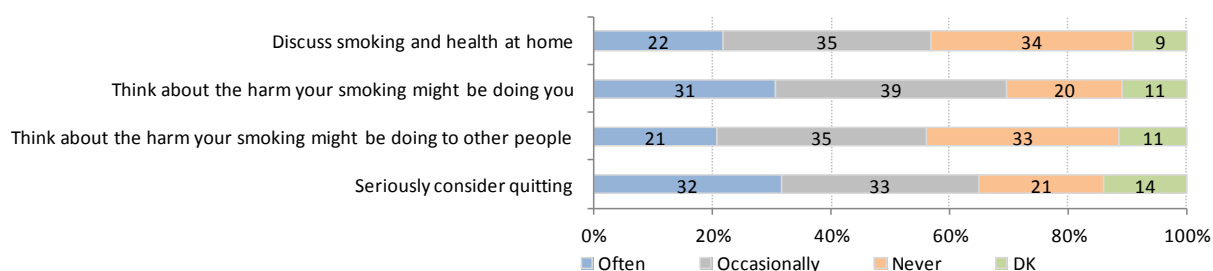
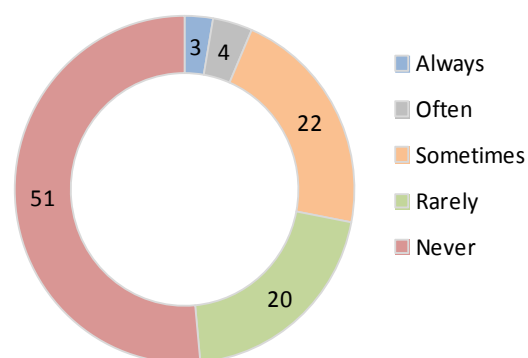


Fig. 4C: In the past 30 DAYS, before lighting up a cigarette how often have you asked people around you if they mind if you smoke?, N=371, %



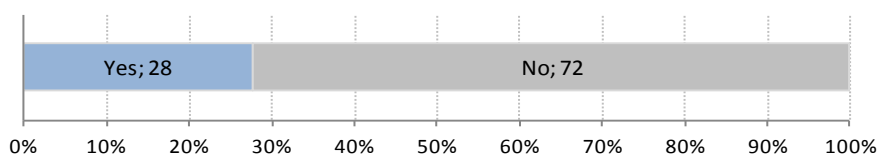
Half of the smokers did not inquire at all from bystanders about the permission to smoke in their presence, while every fifth did it rarely. Other 7% do it always or oftentimes. The association between the variables “education” and “asking others for permission to smoke” is significant, although weak (Somers’ $d=0.133$ at $\text{Sig}=0.004$). Age also influences the habit to ask for permission to light up a cigarette – teenagers and younger people seem to do it more often ($\text{Eta}=0.327$). Other criteria do not show significant

associations. [See Annex 7.](#)

KAP Study. Baseline Survey.

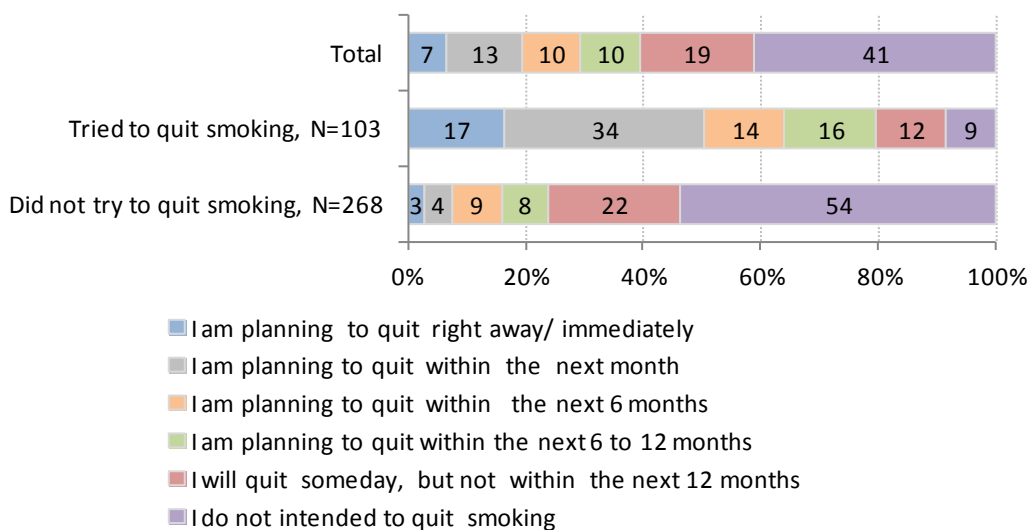
28% of smokers tried to quit smoking during the last 30 days. There are significantly more of those who tried to quit smoking in the past 30 days among younger people (32-53%), while those aged 30-55 registered smaller shares (20-23%). This association is statistically significant ($\text{Eta}=0.415$). Other criteria did not show significant differences. [See Annex 8.](#)

Fig. 4D: During the past 30 DAYS, have you tried to stop smoking? N=371, %



41% of current smokers do not intend to quit smoking and 19% will quit someday, but not within the next 12 months. As it could be expected, the share of those who are thinking about quitting is larger among those who tried to quit smoking in the past 30 days – 91% as compared to 46%. Those who are optimistic about their habit, hope to quit in the following 12 months. Age significantly influences the intention of the smoker to quit – those who are younger are more eager to quit, than older smokers (thus, those who do not intend to quit smoking make 16% of teenagers and 46% of those older than 30, $\text{Eta}=0.352$). Other variables do not show significant associations. [See Annex 9.](#)

Fig. 4F: Which of the following best describes your current thinking about quitting smoking?, N=371, %



Chapter I: Smoker Status. Smoking Cessation

Again, when analyzing the probability to quit smoking depending on prior attempts, it is worthwhile saying that those who did try to quit before, consider it more likely to quit also in future. The statistical tests show that the association between these two variables is moderate and significant (Sommers' d for the "probability to quit" as dependent equals 0.454 at the significance level of 0.000). Again the variable "age" has demonstrated significant influence on the eagerness to quit smoking (16% of teenagers and 38-42% of those who are older than 30 y.o. definitely do not intend to quit smoking, $\eta^2=0.354$). Other criteria do not produce significant influence on the variable. [See Annex 10.](#)

Fig. 4G.1: How likely or unlikely is it that you'll be able to stop smoking permanently?, N=371, %

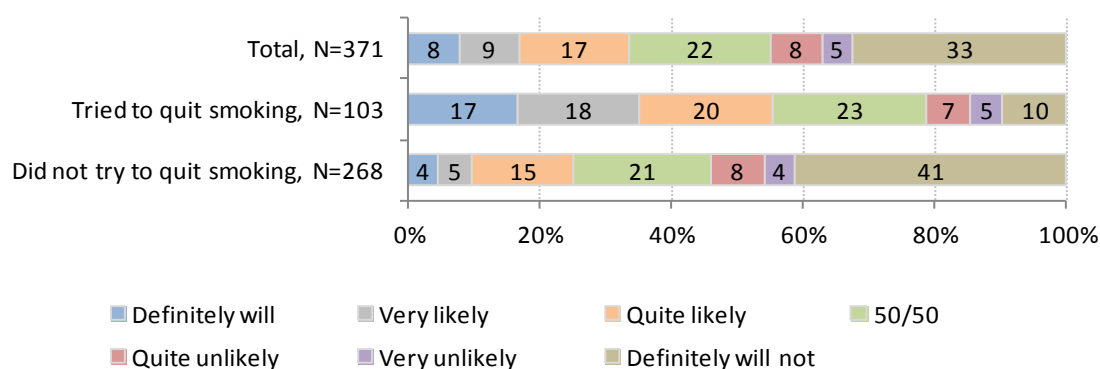
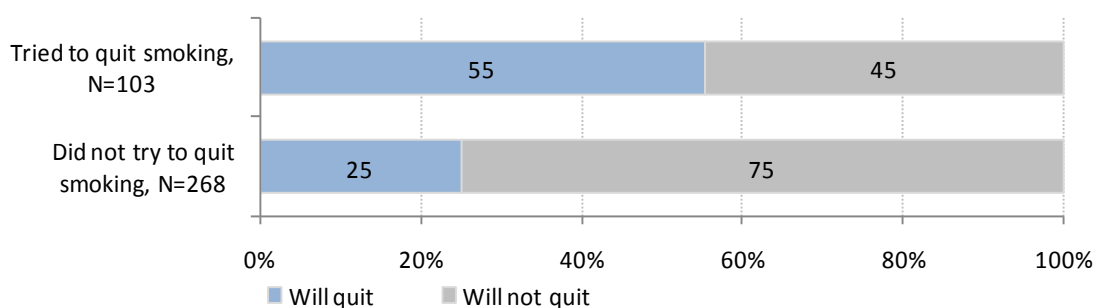


Fig. 4G.1: How likely or unlikely is it that you'll be able to stop smoking permanently?, N=371, %



CHAPTER II:

AWARENESS

REGARDING

THE HEALTH

HARMS OF SHS

EXPOSURE

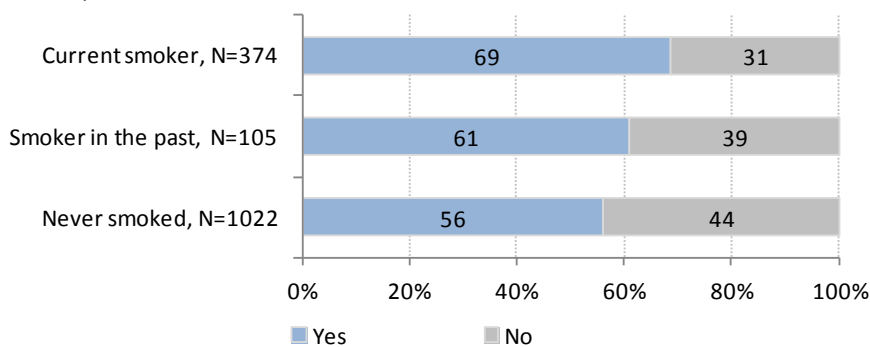
This chapter presents information on unaided campaign salience, as well as the sources of other information regarding the harm of smoking.

CHAPTER II: AWARENESS REGARDING THE HEALTH HARMS OF SHS EXPOSURE

2.1 Unaided campaign salience

It is interesting to observe that the share of those who have observed anti-smoking advertisements is larger among those who are either currently smoking or those who smoked in the past, in comparison with those who have never smoked (68% and 61% compared to 56%). The association between these two variables is significant, although weak ($\Phi=0.113$ at significance level 0.000). Younger people are more attentive, in general, to advertisement and to anti-smoking advertisement/ information, in particular, and namely 62-68% of the young people have observed it in the last 30 days as compared to 55-59% in the older segments ($\eta=0.177$). The rest of the criteria do not show significant differences. [See Annex 11.](#)

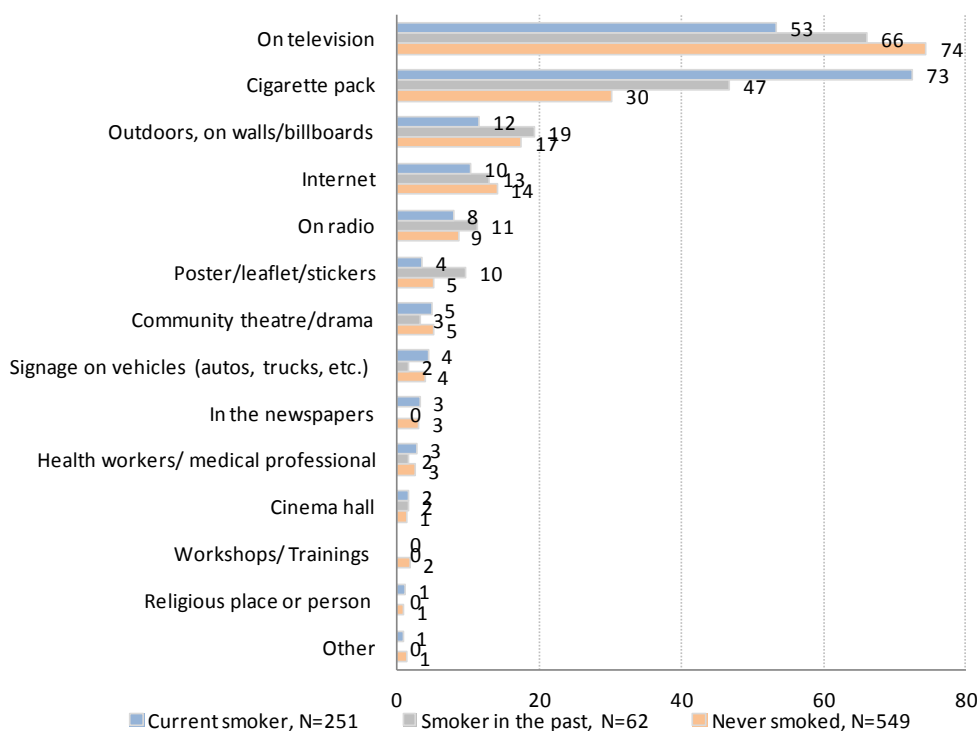
Fig. 3A: During the last 30 DAYS, have you come across any advertisements or information about smoking and health?, %



Chapter II: Awareness Regarding The Health Harms of SHS Exposure

While TV is the major source of anti-smoking information for the non-smokers (74% for the non-smokers and 66% for the ex-smokers), the cigarette pack is evidently closer to the current smokers. Thus, 73% of current smokers remembered that they have come across anti-smoking messages which were placed on the packs. With the exception of the teenager segment share of those who came across anti-smoking information on the TV increases – from 54% to 81% (Pearson's $R=0.120$, $Sig.=0.000$). Other criteria are not significant for any of the analyzed variables. [See Annex 12.](#)

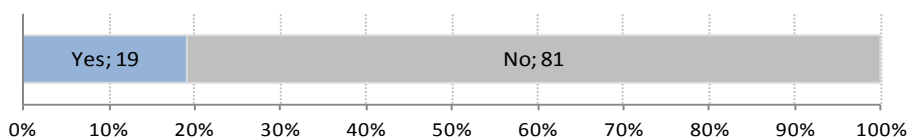
Fig. 3B: Where did you come across the advertisements or information?, N=862,%



2.2 Other sources of information about smoking habits

Majority did not talk about prohibiting of smoking in public places in the past 12 months. It seems that people tend to reprove the young persons and not the older ones (26-31% as compared to 12-18% in the segment of older people, $Eta=0.338$). [See Annex 13.](#)

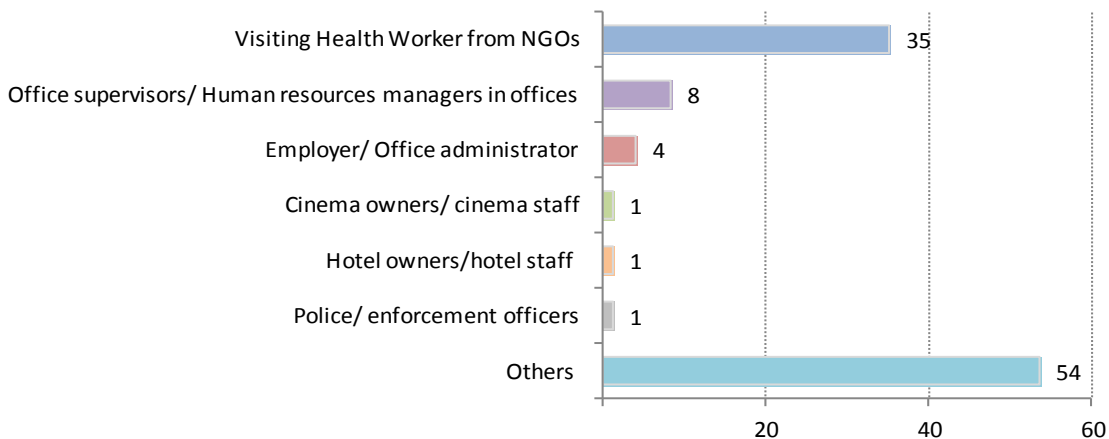
Fig. 7A: In the past 12 months, has anyone talked to you about not smoking in public places?, N=374, %



KAP Study. Baseline Survey.

Those who did discuss this issue were talking either with a visiting health worker from NGO (35%), 8% discussed it with office supervisors/ human resources managers in offices. Those who selected the option “other” specified their relatives and friends. [See Annex 14.](#)

Fig. 7B: Who were these individuals?, N= 71, %



Current smokers are the ones who hardly support anti-smoking campaign and this association is significant, although weak (Somers'd=-0.196 at Sig=0.000). Women are more likely to support public informational campaigns (Phi=0.183, Sig.=0.000). There are significantly less people in the southern part of the country who would completely support anti-smoking campaign (33% as compared to 48-50% accordingly in the Centre and in the North, Phi=0.175, Sig.=0.000). [See Annex 15.](#)

Fig. 7C: How strongly do you support or oppose the government running public information campaigns on the effects of smoking on health?, N=1501, %

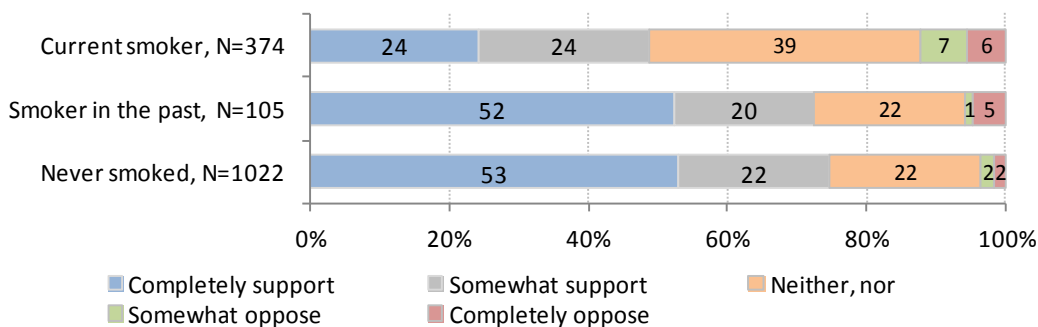
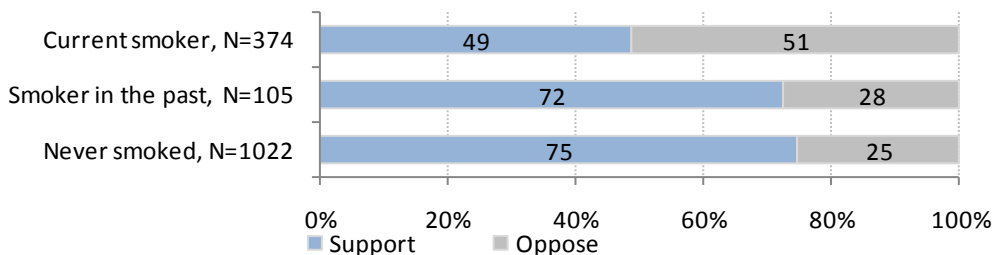


Fig. 7C: How strongly do you support or oppose the government running public information campaigns on the effects of smoking on health?, N=1501, %



CHAPTER III:

KNOWLEDGE AND

ATTITUDES

The third chapter is dedicated to the evaluation of knowledge and attitudes of the population regarding the health harms of smoking and SHS exposure.

CHAPTER III: KNOWLEDGE AND ATTITUDES

3.1 Awareness regarding health harms of smoking and SHS exposure

People are aware of the fact that smoking causes serious illnesses (85% of all interviewed agree with this affirmation). They also consider that smokers should not expose others to their cigarette’s smoke (84%). As many as 80% of people know that exposure to smoke from another person’s cigarette is dangerous for non-smokers, and also the fact that tobacco smoke causes lung disease in the children who breathe it. The statement that smoking is not bad since many people smoke and live till old did not seem acceptable. Thus three fourths disagreed with it. There is little hope that laws prohibiting smoking in public places will help smokers quit (45%), but people do believe that the law that prohibits smoking in indoor places will benefit the public’s health (65%).

Fig. 5A: How much you agree or disagree with the following statements?, %

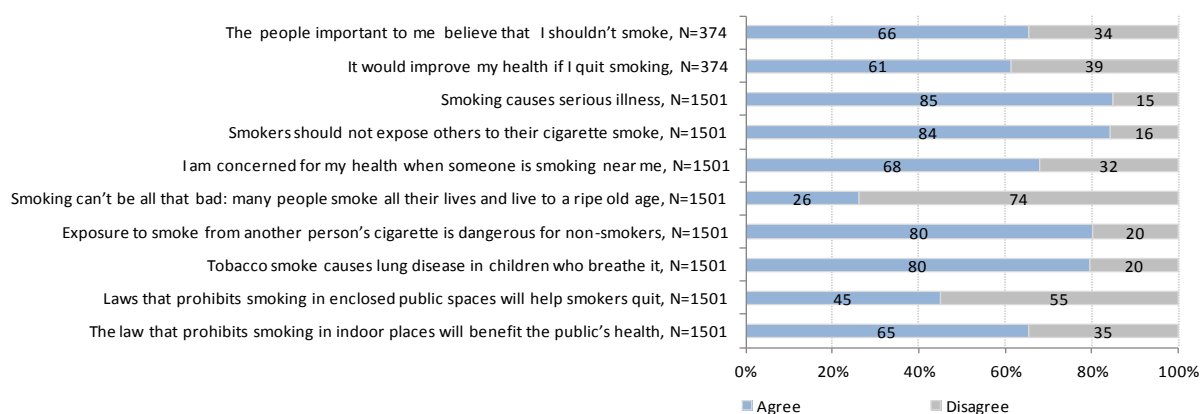
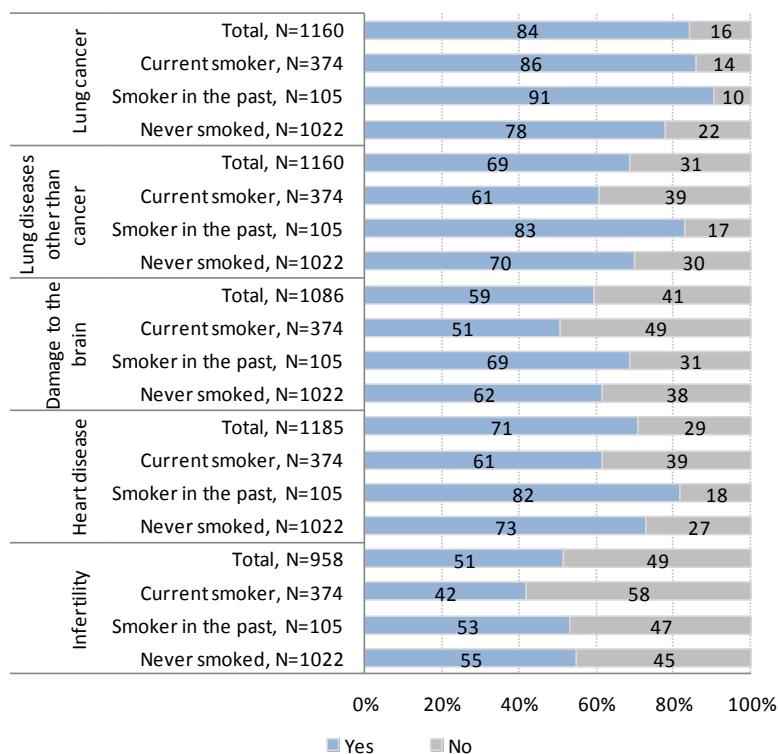
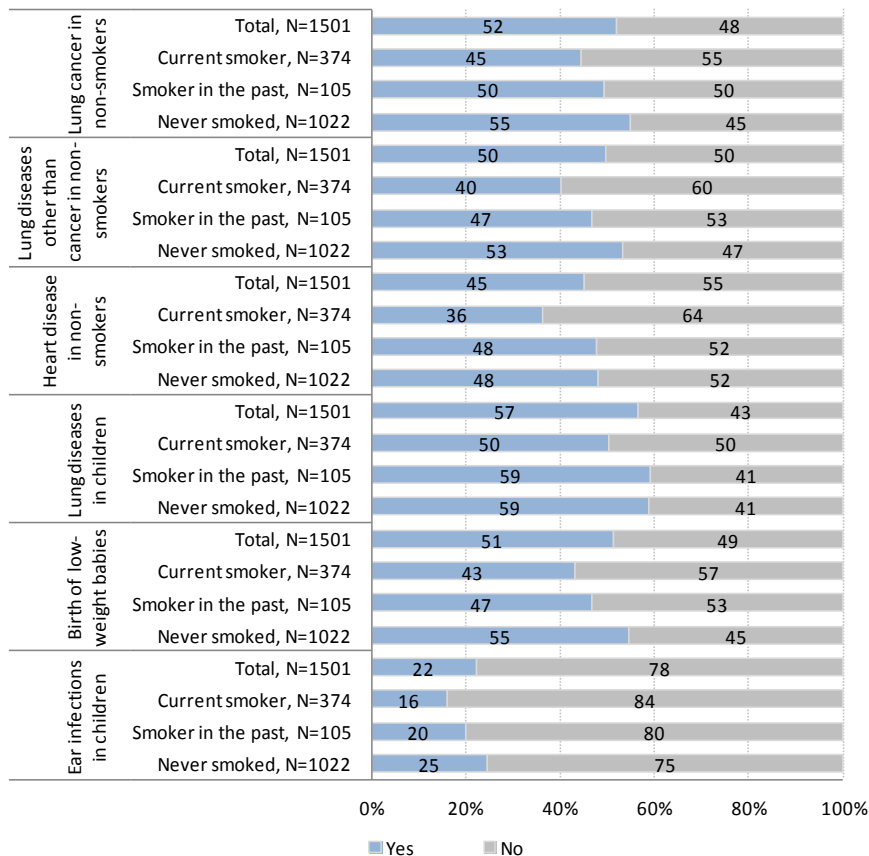


Fig. 5B: To the best of your knowledge, does smoking cause the following ...?, N=1501, %



Population is aware that smoking might cause lung cancer (84%), heart disease (71%) and lung diseases other than cancer (69%). It is interesting to note that smokers in the past seem to be the most aware of the smoking harms, while current smokers seem to either neglect the information about the harms of smoking or are the least aware of it and therefore are still smoking.

Fig. 5C: The best of your knowledge does EXPOSURE to smoke from ANOTHER person’s cigarette cause the following., %

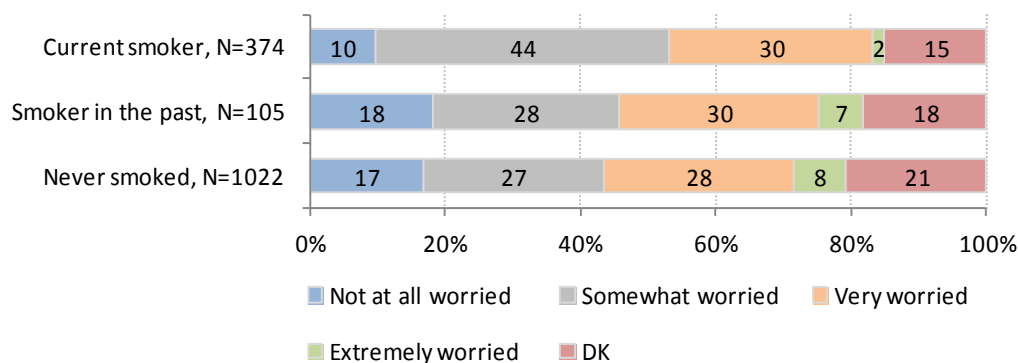


As compared to the awareness about the harms of smoking, passive smoking harms are less known by the population. This especially refers to ear infections in children – 22% knew that this is possible. Again, current smokers seem to be less aware (pay less attention or not consider) of the harms of passive smoking.

3.2 Concern regarding harm of smoking in future

Smokers are more concerned about smoking – 75% are worried that smoking might affect their health in future. The association between the status of the smoker and his concern about the future is significant, but also weak (Phi=0.194 at Sig=0.000).

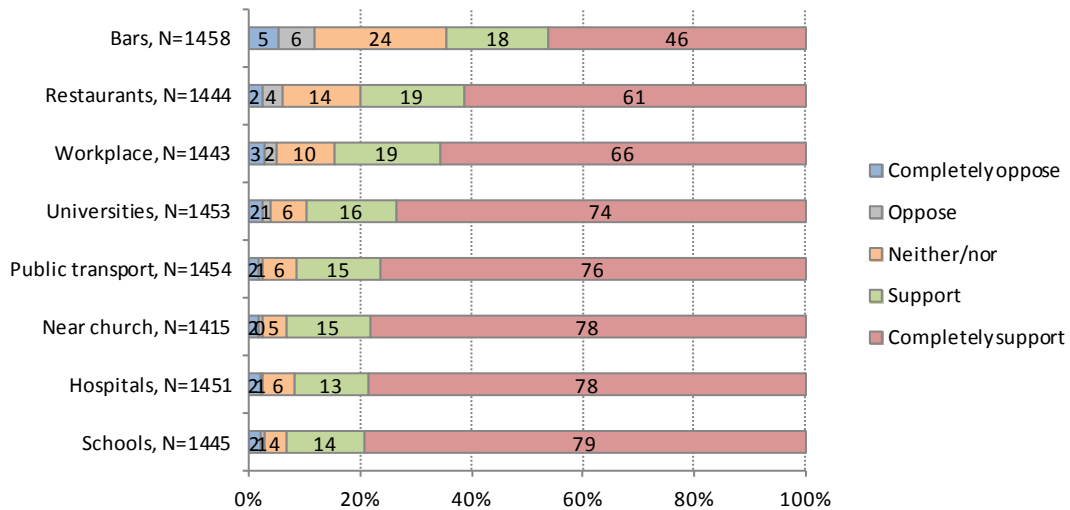
Fig. 5D: How worried are you, if at all, that smoking will damage your health in the future?, %



KAP Study. Baseline Survey.

People seem to be the most concerned about smoking in schools, hospitals, near churches, in public transport and in universities, and would completely support laws prohibiting smoking in these public places.

Fig. 8G: How strongly would you favor or oppose a law that prohibits indoor smoking in each of the following public places?, %



CHAPTER IV:

SOCIO-

DEMOGRAPHICAL

PROFILE OF THE

SMOKER

CHAPTER IV: SOCIO-DEMOGRAPHICAL PROFILE OF THE SMOKER

It is interesting to remark that smokers significantly to a greater extent work outdoors (22% as compared to 9% in case of non-smokers), ($\chi^2 = 80.389$, Sig.=0.000). As it could have been expected, smokers are significantly more often exposed to smoke at home, at work and in the street (accordingly, Phi=0.419, Sig.=0.000; Phi=0.403, Sig.=0.000 and Phi=0.272, Sig.=0.000). As well, there are more non-smokers who have children and this observation is statistically significant ($\chi^2 = 7.561$, Sig.=0.023): 61% as compared to 53% (who don't have children).

Table 4.1: Socio-demographical profile of the smoker in comparison with the non-smoker, %

| | | Total, N=1501 | Smoker, N=374 | Non-smoker, N=1127 |
|------------------------------|---------------------------|---------------|---------------|--------------------|
| Watching TV | Daily | 68 | 64 | 70 |
| | 4-6 times a week | 9 | 10 | 9 |
| | 2-3 times a week | 9 | 10 | 9 |
| | Once a week | 3 | 4 | 3 |
| | Less than one time a week | 4 | 5 | 4 |
| | Never | 3 | 3 | 2 |
| | Do not know | 1 | 1 | 1 |
| | NR | 3 | 4 | 3 |
| Listening to the radio | Daily | 28 | 32 | 27 |
| | 4-6 times a week | 7 | 8 | 7 |
| | 2-3 times a week | 10 | 9 | 11 |
| | Once a week | 7 | 6 | 8 |
| | Less than one time a week | 11 | 10 | 11 |
| | Never | 29 | 28 | 29 |
| | Do not know | 3 | 3 | 3 |
| | NR | 3 | 3 | 3 |
| Reading newspapers/magazines | Daily | 10 | 8 | 10 |
| | 4-6 times a week | 4 | 3 | 5 |
| | 2-3 times a week | 9 | 9 | 9 |
| | Once a week | 13 | 8 | 15 |
| | Less than one time a week | 17 | 17 | 17 |
| | Never | 37 | 42 | 35 |
| | Do not know | 7 | 8 | 6 |
| | NR | 4 | 6 | 3 |
| Internet usage | Daily | 45 | 43 | 46 |
| | 4-6 times a week | 6 | 5 | 6 |
| | 2-3 times a week | 6 | 7 | 5 |
| | Once a week | 4 | 3 | 4 |
| | Less than one time a week | 5 | 5 | 5 |
| | Never | 30 | 30 | 30 |
| | Do not know | 2 | 2 | 2 |
| | NR | 3 | 3 | 3 |
| Visiting cinema | Daily | 1 | 0 | 1 |
| | 4-6 times a week | 0 | 0 | 0 |
| | 2-3 times a week | 1 | 1 | 1 |
| | Once a week | 2 | 1 | 2 |
| | Less than one time a week | 15 | 15 | 15 |
| | Never | 67 | 63 | 68 |
| | Do not know | 10 | 14 | 9 |
| | NR | 4 | 5 | 4 |

Chapter IV: Socio-Demographical Profile of the Smoker

| | | Total, N=1501 | Smoker, N=374 | Non-smoker, N=1127 |
|---------------------------------------|-------------|---------------|---------------|--------------------|
| Working area | Inside | 27 | 31 | 26 |
| | Outside | 12 | 22 | 9 |
| | Do not know | 3 | 6 | 2 |
| | NR | 58 | 41 | 63 |
| Exposure to cigarette smoke at home | Always | 6 | 17 | 2 |
| | Often | 11 | 24 | 6 |
| | Sometimes | 12 | 13 | 12 |
| | Rare | 12 | 16 | 11 |
| | Never | 48 | 20 | 58 |
| | NR | 11 | 12 | 11 |
| Exposure to cigarette smoke at work | Always | 4 | 13 | 2 |
| | Often | 7 | 20 | 3 |
| | Sometimes | 11 | 14 | 10 |
| | Rare | 11 | 9 | 11 |
| | Never | 28 | 14 | 32 |
| | NR | 39 | 30 | 42 |
| Exposure to cigarette smoke on street | Always | 7 | 16 | 4 |
| | Often | 20 | 28 | 18 |
| | Sometimes | 28 | 26 | 29 |
| | Rare | 24 | 12 | 28 |
| | Never | 9 | 5 | 11 |
| | NR | 11 | 13 | 11 |
| Children in family | Yes | 59 | 53 | 61 |
| | No | 36 | 42 | 34 |
| | NR | 5 | 5 | 5 |

CHAPTER V: MULTIVARIATE ANALYSIS

CHAPTER V: MULTIVARIATE ANALYSIS

In order to identify the influence of advertisement/information exposure on the knowledge of smokers and non-smokers regarding health harm of smoking, covariance analysis has been conducted. For the beginning, the existence of correlation (χ^2) among smoking related issues and exposure to advertisement has been identified. Then, logistic regression has been conducted for all of the analyzed items, separately for smokers and non-smokers in order to determine level of influence of the exposure on the knowledge of the studied aspects. Those items which are marked with a star sign - *, registered significant correlations, while the rest did not. Those cells that are highlighted with red, show significant regression coefficients.

Smokers who have been exposed to advertisement are more aware than smokers who have not been exposed regarding the following health harms of smoking: “lung disease in children”, “birth of low-weight babies from smoking mothers”, “lung diseases other than cancer”. As for the non-smokers who have been exposed to advertisement, they are more aware of all of the tested messages except for “ear infection” and “infertility”.

Table 4.1: Comparison of smokers and non-smokers knowledge of health harms of smoking from the perspective of exposure to advertising on anti-smoking

| | | Smokers | | | | Non-Smokers | | | | | | | |
|----|--|-----------------|-----------------|-----|------------|-----------------|-----------------|-----|------------|-----|----|-------|-------|
| | | Positive (N, %) | Negative (N, %) | p | Odds Ratio | Positive (N, %) | Negative (N, %) | p | Odds Ratio | | | | |
| 1* | Lung cancer in non-smokers Chi-square V=11.714, sig.=0.001 | | | | | | | | | | | | |
| | Logistic regression | 167 | 45 | 207 | 55 | 0.530 | 1.152 | 612 | 54 | 515 | 46 | 0.000 | 1.620 |
| 2* | Lung diseases other than cancer in non-smokers Chi-square V=29.681, sig.=0.000 | | | | | | | | | | | | |
| | Logistic regression | 151 | 40 | 223 | 60 | 0.120 | 1.435 | 594 | 53 | 533 | 47 | 0.000 | 2.054 |
| 3* | Heart disease in non-smokers Chi-square V=11.393, sig.=0.001 | | | | | | | | | | | | |
| | Logistic regression | 136 | 36 | 238 | 64 | 0.332 | 1.257 | 540 | 48 | 587 | 52 | 0.000 | 1.588 |
| 4* | Lung diseases in children Chi-square V=25.513, sig.=0.000 | | | | | | | | | | | | |
| | Logistic regression | 188 | 50 | 186 | 50 | 0.038 | 1.597 | 663 | 59 | 464 | 41 | 0.000 | 1.852 |
| 5* | Birth of low-weight babies Chi-square V=16.392, sig.=0.000 | | | | | | | | | | | | |
| | Logistic regression | 161 | 43 | 213 | 57 | 0.026 | 1.678 | 608 | 54 | 519 | 46 | 0.000 | 1.602 |
| 6* | Lung cancer Chi-square V=25.959, sig.=0.000 | | | | | | | | | | | | |
| | Logistic regression | 292 | 78 | 82 | 22 | 0.077 | 1.585 | 972 | 86 | 155 | 14 | 0.000 | 2.627 |
| 7* | Lung diseases other than cancer Chi-square V=13.032, sig.=0.000 | | | | | | | | | | | | |
| | Logistic regression | 227 | 61 | 147 | 39 | 0.032 | 1.627 | 803 | 71 | 324 | 29 | 0.001 | 1.581 |
| 8* | Damage to the brain Chi-square V=4.927, sig.=0.026 | | | | | | | | | | | | |
| | Logistic regression | 189 | 51 | 185 | 49 | 0.932 | 0.981 | 702 | 62 | 425 | 38 | 0.002 | 1.472 |
| 9* | Heart disease Chi-square V=6.677, sig.=0.010 | | | | | | | | | | | | |
| | Logistic regression | 230 | 61 | 144 | 39 | 0.221 | 1.322 | 831 | 74 | 296 | 26 | 0.004 | 1.484 |
| 10 | Ear infections in children Chi-square V=0.475, sig.=0.491 | | | | | | | | | | | | |
| | Logistic regression | 60 | 16 | 314 | 84 | 0.905 | 0.965 | 273 | 24 | 854 | 76 | 0.223 | 1.188 |
| 11 | Infertility Chi-square V=1.897, sig.=0.168 | | | | | | | | | | | | |
| | Logistic regression | 156 | 42 | 218 | 58 | 0.589 | 1.131 | 617 | 55 | 510 | 45 | 0.066 | 1.249 |

Chapter V: Multivariate Analysis

Advertisements that have been placed up to now did not have a significant impact on the attitude of smokers towards the analyzed smoking-related issues (all of the p-values in case of smokers are larger than 0.05). As in case of non-smokers, advertisement exposure has caused a positive attitude towards prohibiting smoking in the public transport ($p=0.041$ and Odds ratio=1.513, which implies that non-smokers exposed to advertisement have a more positive attitude towards the analyzed issue with 1.5 times than non-smokers who have not been exposed to advertisement). The same tendency may be observed for the following: "If smoking were prohibited in the following places, would you be more likely to visit the restaurants", "Would you favor/oppose a law that prohibits smoking near the churches", "Would you favor/oppose a law that prohibits smoking in hospitals", "Attitude towards antismoking campaigns".

Table 4.1: Comparison of smokers and non-smokers attitude towards smoking issues from the perspective of exposure to advertising on anti-smoking

| | | Smokers | | | | Non-Smokers | | | | | | | |
|----|---|------------------------------------|----|-----------------|----|-------------|------------|-----------------|----|-----------------|----|-------|------------|
| | | Positive (N, %) | | Negative (N, %) | | p | Odds Ratio | Positive (N, %) | | Negative (N, %) | | p | Odds Ratio |
| 1* | Concern that smoking will damage one's health in the future | Chi-square $V=4.8473$, sig.=0.028 | | | | | | | | | | | |
| | Logistic regression | 119 | 32 | 255 | 68 | 0.157 | 1.419 | 406 | 36 | 721 | 64 | 0.157 | 1.277 |
| 2* | Would you favor/oppose a law that prohibits smoking in bars | Chi-square $V=4.866$, sig.=0.027 | | | | | | | | | | | |
| | Logistic regression | 149 | 40 | 225 | 60 | 0.683 | 0.911 | 789 | 70 | 338 | 30 | 0.297 | 0.872 |
| 3* | Would you favor/oppose a law that prohibits smoking in public transport | Chi-square $V=3.644$, sig.=0.056 | | | | | | | | | | | |
| | Logistic regression | 310 | 83 | 64 | 17 | 0.219 | 1.422 | 1019 | 90 | 108 | 10 | 0.041 | 1.513 |
| 4* | If smoking were prohibited in the following places, would you be more likely to visit the restaurants | Chi-square $V=11.776$, sig.=0.001 | | | | | | | | | | | |
| | Logistic regression | 47 | 13 | 327 | 87 | 0.064 | 2.054 | 317 | 28 | 810 | 72 | 0.000 | 1.663 |
| 5* | Would you favor/oppose a law that prohibits smoking near the churches | Chi-square $V=5.570$, sig.=0.018 | | | | | | | | | | | |
| | Logistic regression | 313 | 84 | 61 | 16 | 0.219 | 1.432 | 1004 | 89 | 123 | 11 | 0.016 | 1.584 |
| 6 | Would you favor/oppose a law that prohibits smoking in hospitals | Chi-square $V=3.837$, sig.=0.050 | | | | | | | | | | | |
| | Logistic regression | 311 | 83 | 63 | 17 | 0.184 | 1.465 | 1021 | 91 | 126 | 11 | 0.042 | 1.515 |
| 7 | Would you favor/oppose a law that prohibits smoking at workplace | Chi-square $V=0.329$, sig.=0.566 | | | | | | | | | | | |
| | Logistic regression | 242 | 65 | 132 | 35 | 0.804 | 1.059 | 981 | 87 | 146 | 13 | 0.652 | 1.084 |
| 8 | Would you favor/oppose a law that prohibits smoking at schools | Chi-square $V=2.341$, sig.=0.126 | | | | | | | | | | | |
| | Logistic regression | 317 | 85 | 57 | 15 | 0.471 | 1.244 | 1030 | 91 | 97 | 9 | 0.060 | 1.493 |
| 9 | Would you favor/oppose a law that prohibits smoking at universities | Chi-square $V=0.888$, sig.=0.346 | | | | | | | | | | | |
| | Logistic regression | 291 | 78 | 83 | 22 | 0.382 | 1.259 | 1012 | 90 | 115 | 10 | 0.166 | 1.314 |
| 10 | Attitude towards antismoking campaigns | Chi-square $V=0.857$, sig.=0.354 | | | | | | | | | | | |
| | Logistic regression | 182 | 49 | 192 | 51 | 0.729 | 0.925 | 839 | 74 | 288 | 26 | 0.010 | 1.425 |
| 11 | Would you favor/oppose a law that prohibits smoking in restaurants | Chi-square $V=0.586$, sig.=0.444 | | | | | | | | | | | |
| | Logistic regression | 234 | 63 | 140 | 37 | 0.291 | 1.274 | 923 | 82 | 204 | 18 | 0.195 | 1.223 |
| 12 | If smoking were prohibited in the following places, would you be more likely to visit the bars | Chi-square $V=3.277$, sig.=0.070 | | | | | | | | | | | |
| | Logistic regression | 37 | 10 | 337 | 90 | 0.581 | 1.239 | 275 | 24 | 852 | 76 | 0.014 | 1.418 |

CONCLUSIONS

CONCLUSIONS

As a result of the baseline research carried out among population, it was observed that every fourth person smokes, and great majority of smokers do it daily. Besides, ex-smokers represent only 7% of all interviewed. Majority of the actual smokers did not change their smoking habits over the past 30 days.

It is interesting to note that smokers are more concerned about their own health rather than about the health of people around them, which might be partially explained by the fact that there are a little more single people among smokers. One third of the smokers seriously consider quitting, and it is interesting to note that the eagerness to quit smoking decreases with age. Men are a little more indifferent and undecided regarding stopping smoking than women are. Smokers are not very conscious about other people's opinion of them smoking – majority either never or rarely asks for permission to light up a cigarette.

One fourth has tried to quit smoking during the past 30 days. Those who tried, intend to repeat the attempt in the following 12 months. Majority of those who did not try to do it, either do not plan to quit, or consider doing it sometime in the future, but not in the following year.

Majority of population came across the messages concerning the harms of smoking, in the past 30 days. In case of current smokers, the share is larger than in case of the other two categories – ex-smokers and non-smokers. This is partially explained by the fact that people are usually more attentive to the issues that relate to them. Another reason lies in the fact that the most popular source of information in case of smokers is the cigarette pack. The other common source is TV. Other information sources that might be used to communicate with the smokers are the radio and the internet. Cinema and written-press are less popular with the local population overall and with smokers segment, in particular. Billboards also draw people's attention and might represent an effective way to communicate the needed message. Besides the traditional sources of information, there also were people who were approached by their office supervisors and/ or by health workers from various NGOs in order to discuss about the non-smoking in public places. This topic seems to be also often discussed within the families of smokers.

Smokers seem to not appreciate the anti-smoking messages and majority either oppose or do not support government public information campaigns on the effects of smoking on health. Meanwhile, those who occasionally belong to the category of passive smokers (ex-smokers and non-smokers) do support such campaigns. Majority agree that law prohibiting indoor smoking will benefit public health, but still, they do not consider that it will help smokers quit their bad habit. It is worthwhile mentioning that the greatest share of cases when people are exposed to smoke happen in the street (every fifth mentioned that s/he is often exposed to cigarette smoke), followed by "at home" (every tenth) and "at the workplace" (7%).

While people would appreciate laws prohibiting smoking in the hospitals, in public transport, near churches, at schools and at universities, and majority also consider it a good idea to prohibit smoking in bars and restaurants, this would not motivate people to visit public eating places more often – as for majority this would not change the eagerness of eating out.

Health harms of smoking are known by the public. People are most aware of the fact that smoking might cause lung cancer, heart diseases and other lung diseases besides cancer. However, not all of them know about the possible infertility of smokers. As for SHS exposure effects, the possibility of children's ear infections is the least known among the population. Overall, it may be observed that people are less aware about the SHS exposure effects than about the health harms of smoking. It is interesting to note that current smokers either tend to neglect the negative effects of smoking and SHS or are less aware of them. It looks like non-smokers are the most concerned about SHS exposure effects, while past smokers are the most aware of the health harms of smoking.

Currently, all three categories are aware of the effects of smoking. People tend to not mislead themselves and do not consider smoking being ok, since other people also smoke and live till old age.

ANNEXES

ANNEXES

Annex 1: Do you currently smoke tobacco?, multicriterial analysis, %

| | | N | Daily | Less than daily | Not at all | Total |
|----------------|-------------------------|------------|--------------|------------------------|-------------------|--------------|
| Gender | Male | 328 | 47 | 2 | 51 | 100 |
| | Female | 799 | 6 | 1 | 93 | 100 |
| Age | 16-19 years | 136 | 12 | 1 | 88 | 100 |
| | 20-24 years | 152 | 27 | 2 | 71 | 100 |
| | 25-29 years | 149 | 34 | 1 | 65 | 100 |
| | 30-34 years | 118 | 28 | 2 | 69 | 100 |
| | 35-44 years | 228 | 19 | 1 | 79 | 100 |
| | 45-55 years | 344 | 22 | 1 | 77 | 100 |
| Education | No education/ Primary | 77 | 32 | 2 | 66 | 100 |
| | Secondary | 540 | 23 | 1 | 76 | 100 |
| | Higher | 493 | 23 | 1 | 76 | 100 |
| | NR | 17 | 18 | 5 | 77 | 100 |
| Marital status | Married/ With companion | 700 | 23 | 1 | 76 | 100 |
| | Single | 276 | 26 | 1 | 72 | 100 |
| | Other | 119 | 22 | 1 | 77 | 100 |
| | NR | 32 | 22 | 0 | 78 | 100 |
| Area | Urban | 460 | 28 | 1 | 71 | 100 |
| | Rural | 667 | 20 | 1 | 78 | 100 |
| Region | North | 312 | 26 | 0 | 73 | 100 |
| | Centre | 567 | 24 | 2 | 74 | 100 |
| | South | 248 | 19 | 1 | 80 | 100 |

Annexes

Annex 2: On average, how many cigarettes do you currently smoke each day?, multicriterial analysis, %

| | | N | Smoke during a usual week | | Smoke each day | |
|----------------|-------------------------|-----|---------------------------|--------|----------------|--------|
| | | | Mean | Median | Mean | Median |
| Gender | Male | 310 | 115.4 | 105 | 16.5 | 15 |
| | Female | 56 | 88.0 | 70 | 12.6 | 10 |
| Age | 16-19 years | 19 | 82.5 | 70 | 11.8 | 10 |
| | 20-24 years | 60 | 102.0 | 105 | 14.6 | 15 |
| | 25-29 years | 79 | 110.2 | 70 | 15.7 | 10 |
| | 30-34 years | 50 | 111.5 | 133 | 15.9 | 19 |
| | 35-44 years | 57 | 106.8 | 84 | 15.3 | 12 |
| Education | 45-55 years | 101 | 125.2 | 133 | 17.9 | 19 |
| | No education/ Primary | 39 | 109.3 | 105 | 15.6 | 15 |
| | Secondary | 167 | 118.0 | 140 | 16.9 | 20 |
| | Higher | 156 | 105.2 | 70 | 15.0 | 10 |
| Marital status | NR | 4 | 78.8 | 70 | 11.3 | 10 |
| | Married/ With companion | 220 | 117.7 | 105 | 16.8 | 15 |
| | Single | 103 | 97.7 | 84 | 14.0 | 12 |
| | Other | 34 | 115.1 | 105 | 16.4 | 15 |
| Area | NR | 9 | 92.6 | 84 | 13.2 | 12 |
| | Urban | 187 | 97.5 | 91 | 13.9 | 13 |
| Region | Rural | 179 | 125.5 | 140 | 17.9 | 20 |
| | North | 114 | 106.2 | 105 | 15.2 | 15 |
| | Centre | 191 | 110.8 | 105 | 15.8 | 15 |
| | South | 61 | 121.9 | 140 | 17.4 | 20 |

KAP Study. Baseline Survey.

Annex 3: In the past, have you smoked tobacco on a daily basis, less than daily, or not at all?, multicriterial analysis, %

| | | N | Daily | Less than daily | Not at all | Total |
|----------------|-------------------------|------------|--------------|------------------------|-------------------|--------------|
| Gender | Male | 328 | 16 | 6 | 78 | 100 |
| | Female | 799 | 3 | 2 | 96 | 100 |
| Age | 16-19 years | 136 | 0 | 2 | 98 | 100 |
| | 20-24 years | 152 | 3 | 3 | 93 | 100 |
| | 25-29 years | 149 | 9 | 7 | 83 | 100 |
| | 30-34 years | 118 | 9 | 3 | 87 | 100 |
| | 35-44 years | 228 | 4 | 2 | 95 | 100 |
| | 45-55 years | 344 | 10 | 1 | 88 | 100 |
| Education | No education/ Primary | 77 | 1 | 4 | 95 | 100 |
| | Secondary | 540 | 6 | 2 | 92 | 100 |
| | Higher | 493 | 8 | 4 | 88 | 100 |
| | NR | 17 | 6 | 0 | 94 | 100 |
| Marital status | Married/ With companion | 700 | 8 | 3 | 88 | 100 |
| | Single | 276 | 4 | 3 | 93 | 100 |
| | Other | 119 | 3 | 1 | 97 | 100 |
| | NR | 32 | 0 | 3 | 97 | 100 |
| Area | Urban | 460 | 9 | 4 | 87 | 100 |
| | Rural | 667 | 5 | 2 | 93 | 100 |
| Region | North | 312 | 6 | 2 | 92 | 100 |
| | Centre | 567 | 8 | 4 | 88 | 100 |
| | South | 248 | 3 | 1 | 96 | 100 |

Annexes

Annex 4: How long has it been since you stopped smoking?, multicriterial analysis, %

| | | N | Period since stopped smoking | |
|----------------|-------------------------|----|------------------------------|--------|
| | | | Mean | Median |
| Gender | Male | 67 | 6.1 | 4 |
| | Female | 30 | 5.0 | 4 |
| Age | 16-19 years | 3 | 1.2 | 1 |
| | 20-24 years | 9 | 1.1 | 1 |
| | 25-29 years | 23 | 4.2 | 3 |
| | 30-34 years | 14 | 3.6 | 2 |
| | 35-44 years | 12 | 5.0 | 5 |
| | 45-55 years | 36 | 9.3 | 8 |
| Education | No education/ Primary | 4 | 8.0 | 6 |
| | Secondary | 40 | 6.5 | 4 |
| | Higher | 53 | 5.0 | 3 |
| | NR | 0 | - | - |
| Marital status | Married/ With companion | 74 | 6.3 | 4 |
| | Single | 18 | 3.2 | 2 |
| | Other | 4 | 8.5 | 7 |
| | NR | 1 | 2.0 | 2 |
| Area | Urban | 54 | 5.0 | 3 |
| | Rural | 43 | 6.7 | 4 |
| Region | North | 25 | 6.2 | 4 |
| | Centre | 63 | 5.3 | 4 |
| | South | 9 | 8.0 | 3 |

KAP Study. Baseline Survey.

Annex 5: Do you now smoke more cigarettes, fewer cigarettes or the same amount of cigarettes as you did 30 DAYS ago?, multicriterial analysis, %

| | | N | More cigarettes | Fewer cigarettes | The same | Can't say | Total |
|----------------|-------------------------|-----|-----------------|------------------|----------|-----------|-------|
| Gender | Male | 311 | 14 | 16 | 50 | 21 | 100 |
| | Female | 60 | 7 | 13 | 57 | 23 | 100 |
| Age | 16-19 years | 19 | 26 | 21 | 32 | 21 | 100 |
| | 20-24 years | 62 | 16 | 18 | 44 | 23 | 100 |
| | 25-29 years | 79 | 14 | 19 | 52 | 15 | 100 |
| | 30-34 years | 52 | 8 | 13 | 50 | 29 | 100 |
| | 35-44 years | 59 | 10 | 10 | 58 | 22 | 100 |
| | 45-55 years | 100 | 10 | 14 | 56 | 20 | 100 |
| Education | No education/ Primary | 39 | 13 | 13 | 56 | 18 | 100 |
| | Secondary | 169 | 14 | 15 | 47 | 24 | 100 |
| | Higher | 158 | 10 | 16 | 55 | 18 | 100 |
| | NR | 5 | 20 | 0 | 40 | 40 | 100 |
| Marital status | Married/ With companion | 222 | 9 | 15 | 55 | 22 | 100 |
| | Single | 105 | 16 | 19 | 46 | 19 | 100 |
| | Other | 35 | 26 | 9 | 43 | 23 | 100 |
| | NR | 9 | 11 | 0 | 67 | 22 | 100 |
| Area | Urban | 189 | 14 | 17 | 51 | 17 | 100 |
| | Rural | 182 | 10 | 13 | 51 | 25 | 100 |
| Region | North | 113 | 19 | 16 | 47 | 18 | 100 |
| | Centre | 197 | 9 | 16 | 56 | 19 | 100 |
| | South | 61 | 10 | 13 | 43 | 34 | 100 |

Annexes

Annex 6: Over past 30 Days, how often, if at all, did you ...?, multicriterial analysis, %

| | | N | Discuss smoking and health at home | | | | | Think about the harm your smoking might be doing you | | | | |
|----------------|---------------------|-----|------------------------------------|--------------|-------|----|-------|--|--------------|-------|----|-------|
| | | | Often | Occasionally | Never | DK | Total | Often | Occasionally | Never | DK | Total |
| Gender | Male | 311 | 21 | 37 | 34 | 8 | 100 | 30 | 41 | 19 | 11 | 100 |
| | Female | 60 | 28 | 27 | 32 | 13 | 100 | 37 | 30 | 23 | 10 | 100 |
| Age | 16-19 years | 19 | 32 | 47 | 21 | 0 | 100 | 58 | 26 | 16 | 0 | 100 |
| | 20-24 years | 62 | 21 | 47 | 29 | 3 | 100 | 35 | 39 | 16 | 10 | 100 |
| | 25-29 years | 79 | 25 | 30 | 41 | 4 | 100 | 30 | 44 | 18 | 8 | 100 |
| | 30-34 years | 52 | 17 | 25 | 38 | 19 | 100 | 19 | 40 | 25 | 15 | 100 |
| | 35-44 years | 59 | 25 | 36 | 25 | 14 | 100 | 29 | 29 | 24 | 19 | 100 |
| | 45-55 years | 100 | 18 | 34 | 37 | 11 | 100 | 30 | 42 | 19 | 9 | 100 |
| Education | No educ./ primary | 39 | 21 | 38 | 36 | 5 | 100 | 28 | 41 | 23 | 8 | 100 |
| | Secondary | 169 | 20 | 34 | 36 | 11 | 100 | 32 | 34 | 21 | 12 | 100 |
| | Higher | 158 | 25 | 36 | 30 | 9 | 100 | 30 | 43 | 17 | 10 | 100 |
| | NR | 5 | 0 | 20 | 80 | 0 | 100 | 40 | 40 | 20 | 0 | 100 |
| Marital status | Married/ With comp. | 222 | 26 | 33 | 30 | 11 | 100 | 29 | 40 | 20 | 10 | 100 |
| | Single | 105 | 15 | 42 | 36 | 7 | 100 | 33 | 39 | 17 | 10 | 100 |
| | Other | 35 | 23 | 20 | 51 | 6 | 100 | 34 | 31 | 23 | 11 | 100 |
| | NR | 9 | 0 | 56 | 33 | 11 | 100 | 22 | 33 | 22 | 22 | 100 |
| Area | Urban | 189 | 22 | 32 | 35 | 11 | 100 | 28 | 46 | 18 | 9 | 100 |
| | Rural | 182 | 21 | 38 | 33 | 7 | 100 | 34 | 32 | 21 | 13 | 100 |
| Region | North | 113 | 24 | 42 | 25 | 10 | 100 | 33 | 42 | 13 | 12 | 100 |
| | Centre | 197 | 24 | 31 | 39 | 6 | 100 | 31 | 40 | 23 | 7 | 100 |
| | South | 61 | 11 | 36 | 34 | 18 | 100 | 26 | 30 | 21 | 23 | 100 |

| | | Think about the harm your smoking might be doing to other people | | | | | Seriously consider quitting | | | | |
|----------------|---------------------|--|--------------|-------|----|-------|-----------------------------|--------------|-------|----|-------|
| | | Often | Occasionally | Never | DK | Total | Often | Occasionally | Never | DK | Total |
| Gender | Male | 21 | 36 | 32 | 11 | 100 | 31 | 35 | 22 | 13 | 100 |
| | Female | 22 | 30 | 35 | 13 | 100 | 37 | 27 | 18 | 18 | 100 |
| Age | 16-19 years | 37 | 32 | 32 | 0 | 100 | 58 | 26 | 5 | 11 | 100 |
| | 20-24 years | 11 | 39 | 40 | 10 | 100 | 27 | 45 | 15 | 13 | 100 |
| | 25-29 years | 25 | 35 | 34 | 5 | 100 | 29 | 37 | 22 | 13 | 100 |
| | 30-34 years | 23 | 38 | 25 | 13 | 100 | 29 | 29 | 29 | 13 | 100 |
| | 35-44 years | 19 | 31 | 32 | 19 | 100 | 32 | 25 | 22 | 20 | 100 |
| | 45-55 years | 20 | 35 | 31 | 14 | 100 | 32 | 32 | 23 | 13 | 100 |
| Education | No educ./ primary | 8 | 59 | 28 | 5 | 100 | 18 | 46 | 18 | 18 | 100 |
| | Secondary | 24 | 30 | 34 | 12 | 100 | 33 | 30 | 24 | 13 | 100 |
| | Higher | 21 | 37 | 32 | 11 | 100 | 33 | 35 | 18 | 14 | 100 |
| | NR | 20 | 0 | 40 | 40 | 100 | 40 | 20 | 20 | 20 | 100 |
| Marital status | Married/ With comp. | 23 | 40 | 26 | 12 | 100 | 31 | 34 | 20 | 14 | 100 |
| | Single | 13 | 36 | 41 | 10 | 100 | 31 | 39 | 16 | 13 | 100 |
| | Other | 29 | 11 | 49 | 11 | 100 | 34 | 20 | 37 | 9 | 100 |
| | NR | 22 | 11 | 44 | 22 | 100 | 33 | 0 | 33 | 33 | 100 |
| Area | Urban | 20 | 35 | 34 | 11 | 100 | 30 | 36 | 20 | 14 | 100 |
| | Rural | 21 | 36 | 31 | 12 | 100 | 33 | 31 | 23 | 14 | 100 |
| Region | North | 27 | 34 | 27 | 12 | 100 | 34 | 39 | 14 | 13 | 100 |
| | Centre | 18 | 38 | 37 | 7 | 100 | 32 | 32 | 25 | 11 | 100 |
| | South | 18 | 30 | 28 | 25 | 100 | 25 | 28 | 21 | 26 | 100 |

KAP Study. Baseline Survey.

Annex 7: In the past 30 DAYS, before lighting up a cigarette how often have you asked people around you if they mind if you smoke?, multicriterial analysis, %

| | | N | Always | Often | Sometimes | Rarely | Never | Total |
|----------------|-------------------------|-----|--------|-------|-----------|--------|-------|-------|
| Gender | Male | 311 | 2 | 4 | 24 | 19 | 51 | 100 |
| | Female | 60 | 8 | 2 | 8 | 28 | 53 | 100 |
| Age | 16-19 years | 19 | 16 | 0 | 16 | 32 | 37 | 100 |
| | 20-24 years | 62 | 2 | 5 | 27 | 24 | 42 | 100 |
| | 25-29 years | 79 | 3 | 5 | 20 | 22 | 51 | 100 |
| | 30-34 years | 52 | 4 | 8 | 13 | 19 | 56 | 100 |
| | 35-44 years | 59 | 0 | 3 | 19 | 14 | 64 | 100 |
| | 45-55 years | 100 | 2 | 1 | 26 | 20 | 51 | 100 |
| Education | No education/ Primary | 39 | 0 | 0 | 21 | 21 | 59 | 100 |
| | Secondary | 169 | 2 | 4 | 22 | 14 | 59 | 100 |
| | Higher | 158 | 4 | 4 | 22 | 27 | 42 | 100 |
| | NR | 5 | 0 | 20 | 20 | 20 | 40 | 100 |
| Marital status | Married/ With companion | 222 | 1 | 3 | 24 | 19 | 52 | 100 |
| | Single | 105 | 4 | 3 | 23 | 21 | 50 | 100 |
| | Other | 35 | 9 | 6 | 6 | 26 | 54 | 100 |
| | NR | 9 | 0 | 22 | 0 | 22 | 56 | 100 |
| Area | Urban | 189 | 5 | 3 | 20 | 23 | 49 | 100 |
| | Rural | 182 | 1 | 4 | 23 | 18 | 54 | 100 |
| Region | North | 113 | 4 | 3 | 34 | 23 | 37 | 100 |
| | Centre | 197 | 3 | 4 | 15 | 18 | 61 | 100 |
| | South | 61 | 2 | 5 | 21 | 25 | 48 | 100 |

Annexes

Annex 8: During the past 30 DAYS, have you tried to stop smoking?, multicriterial analysis, %

| | | N | Yes | No | Total |
|----------------|-------------------------|------------|------------|-----------|--------------|
| Gender | Male | 311 | 27 | 73 | 100 |
| | Female | 60 | 32 | 68 | 100 |
| Age | 16-19 years | 19 | 53 | 47 | 100 |
| | 20-24 years | 62 | 35 | 65 | 100 |
| | 25-29 years | 79 | 32 | 68 | 100 |
| | 30-34 years | 52 | 21 | 79 | 100 |
| | 35-44 years | 59 | 20 | 80 | 100 |
| | 45-55 years | 100 | 23 | 77 | 100 |
| Education | No education/ Primary | 39 | 23 | 77 | 100 |
| | Secondary | 169 | 27 | 73 | 100 |
| | Higher | 158 | 29 | 71 | 100 |
| | NR | 5 | 40 | 60 | 100 |
| Marital status | Married/ With companion | 222 | 24 | 76 | 100 |
| | Single | 105 | 34 | 66 | 100 |
| | Other | 35 | 29 | 71 | 100 |
| | NR | 9 | 33 | 67 | 100 |
| Area | Urban | 189 | 25 | 75 | 100 |
| | Rural | 182 | 31 | 69 | 100 |
| Region | North | 113 | 25 | 75 | 100 |
| | Centre | 197 | 30 | 70 | 100 |
| | South | 61 | 26 | 74 | 100 |

KAP Study. Baseline Survey.

Annex 9: Which of the following best describes your current thinking about quitting smoking?, multicriterial analysis, %

| | | N | I am planning to quit right away/ immediately | I am planning to quit within the next month | I am planning to quit within the next 6 months | I am planning to quit within the next 6 to 12 months | I will quit someday, but not within the next 12 months | I do not intend to quit smoking | Total |
|----------------|-------------------------|-----|---|---|--|--|--|---------------------------------|-------|
| Gender | Male | 311 | 6 | 12 | 11 | 10 | 21 | 41 | 100 |
| | Female | 60 | 12 | 15 | 5 | 12 | 12 | 45 | 100 |
| Age | 16-19 years | 19 | 11 | 37 | 11 | 5 | 21 | 16 | 100 |
| | 20-24 years | 62 | 3 | 15 | 15 | 15 | 18 | 35 | 100 |
| | 25-29 years | 79 | 6 | 19 | 6 | 6 | 23 | 39 | 100 |
| | 30-34 years | 52 | 12 | 6 | 17 | 6 | 13 | 46 | 100 |
| | 35-44 years | 59 | 8 | 2 | 7 | 15 | 22 | 46 | 100 |
| | 45-55years | 100 | 5 | 12 | 8 | 10 | 19 | 46 | 100 |
| Education | No education/ Primary | 39 | 5 | 10 | 5 | 13 | 21 | 46 | 100 |
| | Secondary | 169 | 7 | 13 | 11 | 9 | 18 | 42 | 100 |
| | Higher | 158 | 8 | 13 | 10 | 9 | 21 | 39 | 100 |
| | NR | 5 | 0 | 0 | 20 | 20 | 0 | 60 | 100 |
| Marital status | Married/ With companion | 222 | 8 | 9 | 11 | 11 | 18 | 43 | 100 |
| | Single | 105 | 5 | 18 | 10 | 10 | 22 | 35 | 100 |
| | Other | 35 | 6 | 20 | 6 | 6 | 20 | 43 | 100 |
| | NR | 9 | 11 | 0 | 0 | 11 | 22 | 56 | 100 |
| Area | Urban | 189 | 7 | 12 | 8 | 8 | 22 | 41 | 100 |
| | Rural | 182 | 6 | 13 | 12 | 12 | 16 | 41 | 100 |
| Region | North | 113 | 9 | 11 | 12 | 11 | 15 | 42 | 100 |
| | Centre | 197 | 7 | 14 | 6 | 11 | 23 | 39 | 100 |
| | South | 61 | 2 | 11 | 18 | 7 | 16 | 46 | 100 |

Annexes

Annex 10: How likely or unlikely is it that you'll be able to stop smoking permanently?, multicriterial analysis, %

| | | N | Definitely will | Very likely | Quite likely | 50/50 | Quite unlikely | Very unlikely | Definitely will not | Total |
|----------------|-------------------------|-----|-----------------|-------------|--------------|-------|----------------|---------------|---------------------|-------|
| Gend | Male | 311 | 7 | 8 | 18 | 23 | 7 | 5 | 32 | 100 |
| | Female | 60 | 10 | 12 | 12 | 15 | 12 | 2 | 38 | 100 |
| Age | 16-19 years | 19 | 11 | 11 | 26 | 21 | 16 | 0 | 16 | 100 |
| | 20-24 years | 62 | 8 | 8 | 16 | 35 | 5 | 5 | 23 | 100 |
| | 25-29 years | 79 | 13 | 14 | 13 | 19 | 10 | 5 | 27 | 100 |
| | 30-34 years | 52 | 10 | 4 | 13 | 27 | 6 | 2 | 38 | 100 |
| | 35-44 years | 59 | 3 | 7 | 17 | 17 | 3 | 10 | 42 | 100 |
| | 45-55 years | 100 | 5 | 9 | 20 | 15 | 10 | 3 | 38 | 100 |
| Education | No education/ Primary | 39 | 8 | 5 | 13 | 13 | 10 | 3 | 49 | 100 |
| | Secondary | 169 | 7 | 9 | 21 | 19 | 9 | 4 | 32 | 100 |
| | Higher | 158 | 9 | 10 | 14 | 27 | 6 | 6 | 28 | 100 |
| | NR | 5 | 0 | 0 | 0 | 20 | 20 | 0 | 60 | 100 |
| Marital status | Married/ With companion | 222 | 7 | 9 | 18 | 19 | 9 | 5 | 33 | 100 |
| | Single | 105 | 9 | 11 | 20 | 28 | 5 | 3 | 25 | 100 |
| | Other | 35 | 11 | 3 | 6 | 17 | 11 | 6 | 46 | 100 |
| | NR | 9 | 11 | 0 | 0 | 22 | 0 | 0 | 67 | 100 |
| Area | Urban | 189 | 8 | 9 | 14 | 22 | 8 | 6 | 33 | 100 |
| | Rural | 182 | 8 | 9 | 20 | 21 | 7 | 3 | 32 | 100 |
| Region | North | 113 | 8 | 4 | 22 | 18 | 7 | 5 | 35 | 100 |
| | Centre | 197 | 8 | 10 | 14 | 24 | 8 | 6 | 31 | 100 |
| | South | 61 | 8 | 13 | 16 | 21 | 8 | 0 | 33 | 100 |

KAP Study. Baseline Survey.

Annex 11: During the last 30 DAYS, have you come across any advertisements or information about smoking and health?, multicriterial analysis, %

| | | N | Yes | No | Total |
|----------------|-------------------------|-----|-----|----|-------|
| Gender | Male | 642 | 62 | 38 | 100 |
| | Female | 859 | 58 | 42 | 100 |
| Age | 16-19 years | 155 | 62 | 38 | 100 |
| | 20-24 years | 214 | 63 | 37 | 100 |
| | 25-29 years | 228 | 68 | 32 | 100 |
| | 30-34 years | 170 | 59 | 41 | 100 |
| | 35-44 years | 288 | 55 | 45 | 100 |
| | 45-55 years | 369 | 57 | 43 | 100 |
| Education | No education/ Primary | 116 | 47 | 53 | 100 |
| | Secondary | 711 | 58 | 42 | 100 |
| | Higher | 652 | 64 | 36 | 100 |
| | NR | 22 | 55 | 45 | 100 |
| Marital status | Married/ With companion | 925 | 61 | 39 | 100 |
| | Single | 381 | 60 | 40 | 100 |
| | Other | 154 | 51 | 49 | 100 |
| | NR | 41 | 51 | 49 | 100 |
| Area | Urban | 650 | 61 | 39 | 100 |
| | Rural | 851 | 59 | 41 | 100 |
| Region | North | 426 | 53 | 47 | 100 |
| | Centre | 764 | 63 | 37 | 100 |
| | South | 311 | 60 | 40 | 100 |

Annexes

Annex 12: Where did you come across the advertisements or information?, multicriterial analysis, %

| | | N | On TV | Cigarette pack | Outdoors on walls/ billboards | Internet | On radio | Poster/ leaflet/ stickers | Community theatre/ drama | Signage on vehicles (autos, trucks, etc.) | In the newspapers | Health workers/ medical professional | Cinema hall | Workshops/ Trainings | Religious place or person | Other |
|----------------|-------------------------|-----|-------|----------------|-------------------------------|----------|----------|---------------------------|--------------------------|---|-------------------|--------------------------------------|-------------|----------------------|---------------------------|-------|
| Gender | Male | 389 | 62 | 56 | 14 | 11 | 9 | 4 | 5 | 4 | 3 | 2 | 1 | 1 | 1 | 2 |
| | Female | 485 | 75 | 33 | 17 | 14 | 8 | 6 | 5 | 4 | 3 | 3 | 2 | 2 | 1 | 1 |
| Age | 16-19 years | 92 | 70 | 36 | 14 | 23 | 4 | 4 | 5 | 5 | 2 | 2 | 1 | 4 | 2 | 1 |
| | 20-24 years | 132 | 54 | 48 | 23 | 18 | 7 | 8 | 5 | 3 | 2 | 2 | 1 | 2 | 1 | 2 |
| | 25-29 years | 153 | 69 | 49 | 25 | 16 | 10 | 7 | 5 | 5 | 2 | 4 | 3 | 0 | 1 | 1 |
| | 30-34 years | 100 | 65 | 42 | 14 | 18 | 6 | 5 | 3 | 5 | 4 | 1 | 2 | 0 | 0 | 0 |
| | 35-44 years | 152 | 66 | 43 | 13 | 6 | 9 | 5 | 7 | 5 | 5 | 3 | 2 | 1 | 1 | 2 |
| | 45-55 years | 245 | 81 | 41 | 10 | 6 | 11 | 3 | 3 | 3 | 2 | 3 | 3 | 0 | 1 | 2 |
| Education | No education/ Primary | 54 | 67 | 37 | 6 | 11 | 6 | 4 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| | Secondary | 398 | 69 | 41 | 12 | 10 | 9 | 4 | 6 | 4 | 2 | 3 | 1 | 1 | 1 | 2 |
| | Higher | 410 | 70 | 46 | 21 | 15 | 9 | 7 | 4 | 5 | 4 | 3 | 2 | 2 | 1 | 1 |
| | NR | 12 | 58 | 42 | 0 | 25 | 8 | 0 | 0 | 8 | 8 | 8 | 0 | 0 | 0 | 0 |
| Marital status | Married/ With companion | 553 | 71 | 43 | 14 | 10 | 9 | 5 | 5 | 3 | 3 | 3 | 2 | 1 | 1 | 1 |
| | Single | 223 | 61 | 45 | 19 | 21 | 6 | 6 | 3 | 5 | 2 | 1 | 2 | 2 | 0 | 2 |
| | Other | 79 | 75 | 39 | 19 | 10 | 13 | 6 | 6 | 6 | 4 | 6 | 0 | 3 | 5 | 0 |
| | NR | 19 | 79 | 42 | 21 | 21 | 5 | 0 | 11 | 16 | 5 | 5 | 0 | 0 | 0 | 0 |
| Area | Urban | 383 | 67 | 52 | 22 | 18 | 7 | 7 | 5 | 6 | 3 | 4 | 2 | 1 | 1 | 1 |
| | Rural | 491 | 71 | 36 | 11 | 9 | 10 | 3 | 4 | 2 | 3 | 1 | 1 | 2 | 1 | 1 |
| Region | North | 222 | 70 | 47 | 14 | 14 | 4 | 4 | 4 | 4 | 2 | 3 | 1 | 2 | 1 | 1 |
| | Centre | 471 | 67 | 46 | 21 | 14 | 10 | 6 | 4 | 4 | 4 | 3 | 2 | 1 | 1 | 1 |
| | South | 181 | 73 | 30 | 6 | 7 | 11 | 4 | 8 | 3 | 1 | 3 | 1 | 1 | 1 | 1 |

KAP Study. Baseline Survey.

Annex 13: In the past 12 months, has anyone talked to you about not smoking in public places?, multicriterial analysis, %

| | | N | Yes | No | Total |
|----------------|-------------------------|-----|-----|-----|-------|
| Gender | Male | 314 | 20 | 80 | 100 |
| | Female | 60 | 15 | 85 | 100 |
| Age | 16-19 years | 19 | 26 | 74 | 100 |
| | 20-24 years | 62 | 31 | 69 | 100 |
| | 25-29 years | 79 | 15 | 85 | 100 |
| | 30-34 years | 52 | 12 | 88 | 100 |
| | 35-44 years | 60 | 17 | 83 | 100 |
| | 45-55 years | 102 | 18 | 82 | 100 |
| Education | No education/ Primary | 39 | 15 | 85 | 100 |
| | Secondary | 171 | 15 | 85 | 100 |
| | Higher | 159 | 25 | 75 | 100 |
| | NR | 5 | 0 | 100 | 100 |
| Marital status | Married/ With companion | 225 | 17 | 83 | 100 |
| | Single | 105 | 25 | 75 | 100 |
| | Other | 35 | 9 | 91 | 100 |
| | NR | 9 | 33 | 67 | 100 |
| Area | Urban | 190 | 19 | 81 | 100 |
| | Rural | 184 | 18 | 82 | 100 |
| Region | North | 114 | 19 | 81 | 100 |
| | Centre | 197 | 17 | 83 | 100 |
| | South | 63 | 24 | 76 | 100 |

Annexes

Annex 14: Who were these individuals?, multicriterial analysis, %

| | | N | Visiting Health Worker from NGOs | Office supervisors/ Human resources managers in offices | Employer/ Office administrator | Police/ enforcement officers | Hotel owners/hotel staff | Cinema owners/ cinema staff | Others |
|----------------|-------------------------|----|----------------------------------|---|--------------------------------|------------------------------|--------------------------|-----------------------------|--------|
| Gende | Male | 62 | 37 | 10 | 5 | 2 | 2 | 2 | 50 |
| | Female | 9 | 22 | 0 | 0 | 0 | 0 | 0 | 78 |
| Age | 16-19 years | 5 | 20 | 0 | 0 | 0 | 0 | 0 | 80 |
| | 20-24 years | 19 | 21 | 11 | 5 | 5 | 0 | 5 | 68 |
| | 25-29 years | 12 | 17 | 0 | 17 | 0 | 0 | 0 | 67 |
| | 30-34 years | 6 | 33 | 0 | 0 | 0 | 0 | 0 | 67 |
| | 35-44 years | 10 | 60 | 10 | 0 | 0 | 10 | 0 | 20 |
| | 45-55 years | 16 | 52 | 16 | 0 | 0 | 0 | 0 | 37 |
| Education | No education/ Primary | 6 | 50 | 17 | 0 | 0 | 0 | 0 | 67 |
| | Secondary | 26 | 38 | 4 | 4 | 0 | 4 | 0 | 50 |
| | Higher | 39 | 31 | 10 | 5 | 3 | 0 | 3 | 54 |
| | NR | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Marital status | Married/ With companion | 39 | 46 | 3 | 5 | 0 | 3 | 0 | 46 |
| | Single | 26 | 23 | 15 | 0 | 4 | 0 | 4 | 65 |
| | Other | 3 | 0 | 33 | 33 | 0 | 0 | 0 | 33 |
| | NR | 3 | 33 | 0 | 0 | 0 | 0 | 0 | 67 |
| Area | Urban | 37 | 38 | 8 | 3 | 0 | 0 | 0 | 59 |
| | Rural | 34 | 32 | 9 | 6 | 3 | 3 | 3 | 47 |
| Region | North | 22 | 68 | 0 | 5 | 5 | 0 | 0 | 32 |
| | Centre | 34 | 29 | 12 | 6 | 0 | 3 | 0 | 56 |
| | South | 15 | 0 | 13 | 0 | 0 | 0 | 7 | 80 |

KAP Study. Baseline Survey.

Annex 15: How strongly do you support or oppose the government running public information campaigns on the effects of smoking on health?, multicriterial analysis, %

| | | N | Completely support | Somewhat support | Neither, nor | Somewhat oppose | Completely oppose | Total |
|-----------|-------------------------|-----|--------------------|------------------|--------------|-----------------|-------------------|-------|
| Gend | Male | 642 | 36 | 24 | 32 | 4 | 4 | 100 |
| | Female | 859 | 53 | 21 | 22 | 3 | 2 | 100 |
| Age | 16-19 years | 155 | 43 | 24 | 28 | 3 | 3 | 100 |
| | 20-24 years | 214 | 50 | 19 | 26 | 2 | 3 | 100 |
| | 25-29 years | 228 | 36 | 26 | 29 | 2 | 7 | 100 |
| | 30-34 years | 170 | 42 | 24 | 31 | 4 | 1 | 100 |
| | 35-44 years | 288 | 48 | 22 | 24 | 4 | 2 | 100 |
| | 45-55 years | 446 | 50 | 21 | 24 | 4 | 2 | 100 |
| Education | No education/ Primary | 116 | 34 | 22 | 32 | 5 | 7 | 100 |
| | Secondary | 711 | 45 | 23 | 26 | 4 | 3 | 100 |
| | Higher | 652 | 49 | 22 | 24 | 2 | 2 | 100 |
| | NR | 22 | 32 | 18 | 50 | 0 | 0 | 100 |
| Marital | Married/ With companion | 925 | 48 | 23 | 24 | 3 | 2 | 100 |
| | Single | 381 | 42 | 24 | 27 | 2 | 5 | 100 |
| | Other | 154 | 46 | 16 | 29 | 5 | 4 | 100 |
| | NR | 41 | 34 | 12 | 49 | 5 | 0 | 100 |
| Area | Urban | 650 | 43 | 26 | 26 | 2 | 2 | 100 |
| | Rural | 851 | 48 | 19 | 26 | 4 | 3 | 100 |
| Region | North | 426 | 50 | 16 | 28 | 4 | 2 | 100 |
| | Centre | 764 | 48 | 23 | 24 | 2 | 3 | 100 |
| | South | 311 | 33 | 29 | 30 | 6 | 3 | 100 |