

Global Youth Tobacco Survey (GYTS) Indicator Definitions

Version 1.0
April 2014

Global Youth Tobacco Survey (GYTS) Comprehensive Standard Protocol

GYTS Core Questionnaire with Optional Questions

GYTS Sample Design and Weights

GYTS Implementation Instructions

GYTS Analysis and Reporting Package

GYTS Data Dissemination Guidance

GYTS Data Release Policy

Acknowledgements

GYTS Collaborating Organizations

- Centers for Disease Control and Prevention
- CDC Foundation
- RTI International
- World Health Organization

Disclaimer: The views expressed in this document are not necessarily those of the GYTS collaborating organizations.

Suggested Citation

Global Youth Tobacco Survey Collaborative Group. *Global Youth Tobacco Survey (GYTS): Indicator Definitions, Version 1.0*. Atlanta, GA: Centers for Disease Control and Prevention, 2014.

Contents

Chapter	Page
1. Introduction	1
1.1 Notes for Analysis	1
2. Core GYTS Indicators	3
2.1 Tobacco Use	3
2.2 Cessation	9
2.3 Secondhand Smoke.....	11
2.4 Access and Availability.....	13
2.5 Media: Anti-Tobacco	16
2.6 Media: Pro-Tobacco.....	20
2.7 Knowledge and Attitudes	23

List of Indicators

Indicator	Page
1. Current Tobacco Smokers	3
2. Current Cigarette Smokers.....	3
3. Frequent Cigarette Smokers	4
4. Current Smokers of Other Products	4
5. Ever Tobacco Smokers	4
6. Ever Cigarette Smokers	5
7. Ever Smokers of Other Products.....	5
8. Current Smokeless Tobacco Users.....	5
9. Ever Smokeless Tobacco Users	6
10. Current Tobacco Users	6
11. Ever Tobacco Users.....	6
12. Susceptibility to Future Tobacco Use.....	7
13. Susceptibility to Cigarette Smoking.....	7
14. Number of Cigarettes Smoked per Day*	7
15. Age at Cigarette Smoking Initiation*	8
16. Smoking Dependency*	8
17. Attempt to Stop Smoking in the Past 12 Months	9
18. Desire to Stop Smoking	9
19. Ability to Stop Smoking	9
20. Received Help to Stop Smoking.....	10
21. Exposure to Secondhand Smoke at Home	11
22. Exposure to Secondhand Smoke in Enclosed Public Places	11
23. Exposure to Secondhand Smoke at Outdoor Public Places	11
24. Exposure to Secondhand Smoke at School	12
25. Source for Obtaining Cigarettes*.....	13
26. Obtaining Cigarettes from a Person-to-Person Retail Purchase	13
27. Minors' Access to Purchasing Cigarettes	14
28. Unit of Purchased Cigarettes	14
29. Purchasing Cigarettes: Cost*	15
30. Awareness of Anti-Tobacco Messages in the Media.....	16
31. Awareness of Anti-Tobacco Messages at Sporting or Community Events (Among the Population)*	16
32. Awareness of Anti-Tobacco Messages at Sporting or Community Events (Among Those who Attended Events).....	17
33. Noticing Health Warnings on Cigarette Packages*	17
34. Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among All Current Smokers)*	18
35. Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among Current Smokers who Noticed Health Warnings)	18
36. Thinking of Not Starting Smoking Because of Health Warnings on Cigarette Packages*	19
37. Learning About Dangers of Tobacco Use at School	19

38. Awareness of Tobacco Marketing at Points of Sale (Among the Population)*	20
39. Awareness of Tobacco Marketing at Points of Sale (Among Those who Visited Points of Sale)	20
40. Awareness of Tobacco Use on Television, Videos, or Movies (Among the Population)*	21
41. Awareness of Tobacco Use on Television, Videos, or Movies (Among Those who Watched Television, Videos, or Movies)	21
42. Exposure to Free Tobacco Promotion.....	22
43. Ownership of an Object with a Tobacco Brand Logo	22
44. High Receptivity to Tobacco Marketing*	22
45. Belief about the Addictiveness of Smoking	23
46. Belief that Smoking Helps People Feel Comfortable at Social Gatherings	23
47. Beliefs about the Dangers of Secondhand Smoke.....	23
48. Banning Smoking in Enclosed Public Places	24
49. Banning Smoking at Outdoor Public Places.....	24

**Country Report Indicator only*

1. Introduction

Standardized approaches to estimation and reporting are essential to ensure comparability of results across the countries participating in the Global Youth Tobacco Survey (GYTS). This document describes the derivation of tobacco control indicators from GYTS to be used to track progress towards curbing the tobacco epidemic. The indicators, developed through consultation with a committee of tobacco surveillance experts, are recommended for reporting in the country-specific GYTS Fact Sheet and in the GYTS Country Report.

The core GYTS indicators are described in detail in **Chapter 2** of this document. For each indicator, a title and definition are presented, followed by a description of the numerator and denominator. In addition, comments on the construction of indicators and guidance for reporting have been provided.

Numerous indicators can be generated from GYTS and the reporting of the indicators described here does not preclude the reporting of additional indicators as relevant to participating countries. Countries may also want to include additional indicators generated from adapted country-specific questions included in their own surveys. This document describes a minimum set of indicators to be reported in the Fact Sheet and Country Report, presuming the relevant data have been collected in the adapted country-specific questionnaire.

1.1 Notes for Analysis

Question Numbering: Any question numbering included in the description of the indicators is based on the GYTS Core Questionnaire. The numbering may vary in the adapted country-specific questionnaire.

Missing Values for Indicators: Values will be deemed as "missing" (not included in the denominator of an indicator calculation) if a question was not properly answered in the questionnaire (either a blank response or an invalid response on the answer sheet). Other responses may be excluded from the calculation of an indicator and are specifically indicated in the comments where applicable.

Statistical Software and Syntax: The GYTS complex survey design dictates that the statistical software packages used for data analysis be able to account for multiple stages of sampling, stratification, and clustering. Five statistical software programs can be used for GYTS analysis: SAS® (with or without SUDAAN®), SPSS®, STATA®, R, and EpiInfo¹. SAS and EpiInfo syntax coding for the core GYTS indicators is maintained by the Centers for Disease Control and Prevention (CDC) and can be provided to countries as needed. This syntax will need to be modified to reflect country-specific adaptations of the GYTS core questionnaire.

¹ Use of trade names is for identification only and does not imply endorsement by the U.S. Department of Health and Human Services.

2. Core GYTS Indicators

The core GYTS indicators are described in detail in this chapter. This includes the indicators provided in the GYTS Fact Sheet Template and GYTS Country Report Template.

The GYTS Fact Sheet is intended to provide an overview of the key findings and highlights of the survey for a broad audience. The GYTS Country Report provides an opportunity to examine the core indicators and other findings in more detail and to describe the results in the context of each country's unique tobacco control environment.

2.1 Tobacco Use

1. Current Tobacco Smokers

Indicator: Percentage of youth who currently smoke any tobacco products.

Numerator: Number of respondents who smoked cigarettes or any other smoked tobacco products in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CSMK

Comments:

- (1) This indicator is generated using questions CR7 and CR10.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

2. Current Cigarette Smokers

Indicator: Percentage of youth who currently smoke cigarettes.

Numerator: Number of respondents who smoked cigarettes on 1 or more days in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CSMKCIG

Comments:

- (1) This indicator is generated using question CR7.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

3. Frequent Cigarette Smokers

Indicator: Percentage of youth who smoked cigarettes on 20 or more days of the past 30 days.

Numerator: Number of respondents who smoked cigarettes on 20 or more days of the past 30 days.

Denominator: Total number of respondents.

Variable Name: FSMKCIG

Comments:

- (1) This indicator is generated using question CR7.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

4. Current Smokers of Other Products

Indicator: Percentage of youth who currently smoke tobacco products other than cigarettes.

Numerator: Number of respondents who smoked tobacco products other than cigarettes during the past 30 days.

Denominator: Total number of respondents.

Variable Name: CSMKOTH

Comments:

- (1) This indicator is generated using question CR10.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

5. Ever Tobacco Smokers

Indicator: Percentage of youth who ever smoked any tobacco products.

Numerator: Number of respondents who tried or experimented with cigarette smoking or any smoked tobacco products other than cigarettes.

Denominator: Total number of respondents.

Variable Name: ESMK

Comments:

- (1) This indicator is generated using questions CR5 and CR9.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

6. Ever Cigarette Smokers

Indicator: Percentage of youth who ever smoked cigarettes.

Numerator: Number of respondents who tried or experimented with cigarette smoking, even one or two puffs.

Denominator: Total number of respondents.

Variable Name: ESMKCIG

Comments:

- (1) This indicator is generated using question CR5.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

7. Ever Smokers of Other Products

Indicator: Percentage of youth who ever smoked tobacco products other than cigarettes.

Numerator: Number of respondents who tried or experimented with any smoked tobacco products other than cigarettes.

Denominator: Total number of respondents.

Variable Name: ESMKOTH

Comments:

- (1) This indicator is generated using question CR9.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

8. Current Smokeless Tobacco Users

Indicator: Percentage of youth who currently use smokeless tobacco products.

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

Denominator: Total number of respondents.

Variable Name: CSLT

Comments:

- (1) This indicator is generated using question CR14.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

9. Ever Smokeless Tobacco Users

Indicator: Percentage of youth who ever used any smokeless tobacco products.

Numerator: Number of respondents who tried or experimented with any smokeless tobacco products.

Denominator: Total number of respondents.

Variable Name: ESLT

Comments:

- (1) This indicator is generated using question CR13.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

10. Current Tobacco Users

Indicator: Percentage of youth who currently use any tobacco products.

Numerator: Number of respondents who smoked cigarettes on 1 or more days in the past 30 days or smoked any tobacco products other than cigarettes in the past 30 days or used any smokeless tobacco products in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CTOB

Comments:

- (1) This indicator is generated using questions CR7, CR10, and CR14.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

11. Ever Tobacco Users

Indicator: Percentage of youth who ever used any tobacco products.

Numerator: Number of respondents who tried or experimented with cigarettes or any other smoked tobacco products or any smokeless tobacco products.

Denominator: Total number of respondents.

Variable Name: ETOB

Comments:

- (1) This indicator is generated using questions CR5, CR9, and CR13.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

12. Susceptibility to Future Tobacco Use

Indicator: Percentage of never tobacco users who are susceptible to using tobacco in the future.

Numerator: Number of respondents who have never used any tobacco products who answered: 1) "Definitely Yes", "Probably Yes", or "Probably Not" to using tobacco if one of their best friends offered it to them, or 2) "Definitely Yes", "Probably Yes", or "Probably Not" to using tobacco during the next 12 months.

Denominator: Number of never tobacco users.

Variable Name: CORE3940

Comments:

- (1) This indicator is generated using the variable ETOB and questions CR39 and CR40.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

13. Susceptibility to Cigarette Smoking

Indicator: Percentage of never smokers who think they might enjoy smoking a cigarette.

Numerator: Number of respondents who have never smoked tobacco who Strongly Agree or Agree with the statement "I think I might enjoy smoking a cigarette".

Denominator: Number of never smokers.

Variable Name: CORE43

Comments:

- (1) This indicator is generated using the variable ESMK and question CR43.
- (2) Respondents who answered "I currently smoke cigarettes" should be excluded from the denominator.
- (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

14. Number of Cigarettes Smoked per Day

Indicator: Percentage of current cigarette smokers who usually smoke [*less than 1; 1; 2 to 5; 6 to 10; 11 to 20; more than 20*] cigarettes per day, on the days they smoke.

Numerator: Number of current cigarette smokers who reported usually smoking [*less than 1; 1; 2 to 5; 6 to 10; 11 to 20; more than 20*] cigarettes per day on the days they smoked in the past 30 days.

Denominator: Number of current cigarette smokers.

Variable Name: NUMCIG

Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR8.
- (2) This indicator is included in the GYTS Country Report Template.
- (3) This indicator is reported separately for each category.

15. Age at Cigarette Smoking Initiation

Indicator: Percentage of ever cigarette smokers who first tried a cigarette at the age of [7 or younger; 8 or 9; 10 or 11; 12 or 13; 14 or 15] years old.

Numerator: Number of ever cigarette smokers who reported trying a cigarette at the age of [7 or younger; 8 or 9; 10 or 11; 12 or 13; 14 or 15] years old.

Denominator: Number of ever cigarette smokers.

Variable Name: AGEICIG

Comments:

- (1) This indicator is generated using the variable ESMKCIG and question CR6.
- (2) This indicator is included in the GYTS Country Report Template.
- (3) This indicator is reported separately for each category.

16. Smoking Dependency

Indicator: Percentage of current smokers who are showing signs of smoking dependence.

Numerator: Number of current smokers who sometimes or always smoke or feel like smoking tobacco first thing in the morning OR start to feel a strong desire to smoke again within 1 full day after smoking.

Denominator: Number of current smokers.

Variable Name: SMKDEP

Comments:

- (1) This indicator is generated using the variable CSMK and questions CR11 and CR12.
 - (2) Respondents who answered "I don't smoke tobacco" should be excluded from the denominator.
 - (3) This indicator is included in the GYTS Country Report Template.
-

2.2 Cessation

17. Attempt to Stop Smoking in the Past 12 Months

Indicator: Percentage of current smokers who tried to stop smoking during the past 12 months.

Numerator: Number of current smokers who tried to stop smoking during the past 12 months.

Denominator: Number of current smokers.

Variable Name: CORE16

Comments:

- (1) This indicator is generated using the variable CSMK and question CR16.
 - (2) Respondents who answered “I have never smoked” and “I did not smoke during the past 12 months” should be excluded from the denominator.
 - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

18. Desire to Stop Smoking

Indicator: Percentage of current smokers who want to stop smoking.

Numerator: Number of current smokers who want to stop smoking now.

Denominator: Number of current smokers.

Variable Name: CORE15

Comments:

- (1) This indicator is generated using the variable CSMK and question CR15.
 - (2) Respondents who answered “I have never smoked” and “I don’t smoke now” should be excluded from the denominator.
 - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

19. Ability to Stop Smoking

Indicator: Percentage of current smokers who think they would be able to stop smoking.

Numerator: Number of current smokers who think they would be able to stop smoking if they wanted to.

Denominator: Number of current smokers.

Variable Name: CORE17

Comments:

- (1) This indicator is generated using the variable CSMK and question CR17.
 - (2) Respondents who answered “I have never smoked” and “I don’t smoke now” should be excluded from the denominator.
 - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

20. Received Help to Stop Smoking

Indicator: Percentage of current smokers who have received help/advice to stop smoking from a program or professional.

Numerator: Number of current smokers who received any help/advice from a program or professional to help them stop smoking.

Denominator: Number of current smokers.

Variable Name: CORE18

Comments:

- (1) This indicator is generated using the variable CSMK and question CR18.
 - (2) Respondents who answered “I have never smoked” should be excluded from the denominator.
 - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

2.3 Secondhand Smoke

21. Exposure to Secondhand Smoke at Home

Indicator: Percentage of youth who were exposed to tobacco smoke at home in the past 7 days.

Numerator: Number of respondents who reported that smoking occurred in their presence inside their home on 1 or more days in the past 7 days.

Denominator: Total number of respondents.

Variable Name: CORE19

Comments:

- (1) This indicator is generated using question CR19.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

22. Exposure to Secondhand Smoke in Enclosed Public Places

Indicator: Percentage of youth who were exposed to tobacco smoke in enclosed public places in the past 7 days.

Numerator: Number of respondents who reported that smoking occurred in their presence in any enclosed public place other than their home (such as schools, shops, restaurants, shopping malls, and movie theaters) in the past 7 days.

Denominator: Total number of respondents.

Variable Name: CORE20

Comments:

- (1) This indicator is generated using question CR20.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

23. Exposure to Secondhand Smoke at Outdoor Public Places

Indicator: Percentage of youth who were exposed to tobacco smoke at outdoor public places in the past 7 days.

Numerator: Number of respondents who reported that smoking occurred in their presence at any outdoor public place other than their home (such as playgrounds, sidewalks, entrance of buildings, parks, and beaches) in the past 7 days.

Denominator: Total number of respondents.

Variable Name: CORE21

Comments:

- (1) This indicator is generated using question CR21.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

24. Exposure to Secondhand Smoke at School

Indicator: Percentage of youth who saw anyone smoking inside the school building or outside on school property in the past 30 days.

Numerator: Number of respondents who saw someone smoke inside the school building or outside on school property during the past 30 days.

Denominator: Total number of respondents.

Variable Name: CORE22

Comments:

- (1) This indicator is generated using question CR22.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

2.4 Access and Availability

25. Source for Obtaining Cigarettes

Indicator: Percentage of current cigarette smokers who last obtained cigarettes from various sources in the past 30 days.

Numerator: Number of current cigarette smokers who last obtained cigarettes by [*purchasing from a store or shop; purchasing from a street vendor; purchasing from a kiosk; purchasing from a vending machine; getting them from someone else; getting them some other way*].

Denominator: Number of current cigarette smokers.

Variable Name: CORE26

Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR26.
 - (2) Question CR26 may include country-specific response categories.
 - (3) This indicator is included in the GYTS Country Report Template.
 - (4) This indicator is reported separately for each category.
-

26. Obtaining Cigarettes from a Person-to-Person Retail Purchase

Indicator: Percentage of current cigarette smokers who last obtained cigarettes by purchasing them from a store, shop, street vendor, or kiosk in the past 30 days.

Numerator: Number current cigarette smokers who last obtained cigarettes by purchasing them from a store, shop, street vendor, or kiosk in the past 30 days.

Denominator: Number of current cigarette smokers.

Variable Name: CORE26A

Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR26.
 - (2) Question CR26 may include country-specific response categories. The categories that include purchases from a retail person-to-person exchange (such as from a store or street vendor) should be incorporated in this indicator. Getting/purchasing cigarettes from other people not in a retail setting (e.g., friends) and purchasing from vending machines should not be included.
 - (3) Respondents who answered “I did not smoke any cigarettes during the past 30 days” should be excluded from the denominator.
 - (4) This indicator is included in the GYTS Fact Sheet Template.
-

27. Minors' Access to Purchasing Cigarettes

Indicator: Percentage of current cigarette smokers who were not prevented from buying cigarettes in the past 30 days because of their age.

Numerator: Number of current cigarette smokers who were not prevented from buying cigarettes in the past 30 days because of their age.

Denominator: Number of current cigarette smokers who tried to buy cigarettes in the past 30 days.

Variable Name: CORE27

Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR27.
- (2) Respondents who answered "I did not try to buy cigarettes during the past 30 days" should be excluded from the denominator.
- (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

28. Unit of Purchased Cigarettes

Indicator: Percentage of current cigarette smokers who last bought cigarettes as [*individual sticks; packs, cartons; rolls; loose tobacco for hand-rolled cigarettes*] in the past 30 days.

Numerator: Number of current cigarette smokers who last purchased cigarettes as [*individual sticks; packs, cartons; rolls; loose tobacco for hand-rolled cigarettes*] in the past 30 days.

Denominator: Number of current cigarette smokers.

Variable Name: CORE28

Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR28.
 - (2) Question CR28 may include country-specific responses.
 - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
 - (4) The GYTS Fact Sheet Template includes this indicator for current cigarette smokers who last bought cigarettes in the past 30 days as individual sticks only.
 - (5) This indicator is reported separately for each category.
-

29. Purchasing Cigarettes: Cost

Indicator: Percentage of youth who estimate the cost of a pack of 20 cigarettes is [*Range 1, Range 2, Range 3, etc.*].

Numerator: Number of respondents who think, on average, a pack of 20 cigarettes costs [*Range 1, Range 2, Range 3, etc.*].

Denominator: Total number of respondents.

Variable Name: CORE29

Comments:

- (1) This indicator is generated using question CR29.
 - (2) Question CR29 includes country-specific response categories.
 - (3) Respondents who answered "I don't know" should be excluded from the denominator. (The frequency of "I don't know" answers should be examined as a measure of data quality for this question/indicator.)
 - (4) This indicator is included in the GYTS Country Report Template and can be presented by smoking status.
 - (5) This indicator is reported separately for each category.
-

2.5 Media: Anti-Tobacco

30. Awareness of Anti-Tobacco Messages in the Media

Indicator: Percentage of youth who saw or heard any anti-tobacco messages in the media in the past 30 days.

Numerator: Number of respondents who saw or heard any anti-tobacco messages in the media (e.g., television, radio, internet, billboards, posters, newspapers, magazines, or movies) in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CORE30

Comments:

- (1) This indicator is generated using question CR30.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

31. Awareness of Anti-Tobacco Messages at Sporting or Community Events (Among the Population)

Indicator: Percentage of youth who saw or heard any anti-tobacco messages at sporting or other community events in the past 30 days.

Numerator: Number of respondents who saw or heard any anti-tobacco messages at sporting events, fairs, concerts, community events, or social gatherings in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CORE31A

Comments:

- (1) This indicator is generated using question CR31.
 - (2) This indicator provides a measure of exposure to anti-tobacco messages at sporting or community events across the entire population.
 - (3) This indicator is included in the GYTS Country Report Template.
-

32. Awareness of Anti-Tobacco Messages at Sporting or Community Events (Among Those who Attended Events)

Indicator: Percentage of youth who attended sporting or other community events in the past 30 days who saw or heard any anti-tobacco messages at the events.

Numerator: Number of respondents who saw or heard any anti-tobacco messages at sporting events, fairs, concerts, community events, or social gatherings in the past 30 days.

Denominator: Number of respondents who attended sporting or other community events in the past 30 days.

Variable Name: CORE31B

Comments:

- (1) This indicator is generated using question CR31.
- (2) This indicator provides a measure of exposure to anti-tobacco messages at sporting or community events among those that attended sporting or community events in the past 30 days.
- (3) Respondents who answered "I did not go to sports events, fairs, concerts, or community events, or social gatherings in the past 30 days" should be excluded from the denominator.
- (4) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

33. Noticing Health Warnings on Cigarette Packages

Indicator: Percentage of current smokers who noticed health warnings on cigarette packages in the past 30 days.

Numerator: Number of current smokers who answered "Yes, but I didn't think much of them" or "Yes, and they led me to think about quitting smoking or not starting smoking" to seeing health warnings on cigarette packages in the past 30 days.

Denominator: Number of current smokers.

Variable Name: CORE32A

Comments:

- (1) This indicator is generated using the variable CSMK and question CR32.
 - (2) This indicator is included in the GYTS Country Report Template.
-

34. Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among All Current Smokers)

Indicator: Percentage of current smokers who thought about quitting smoking in the past 30 days because of health warnings on cigarette packages.

Numerator: Number of current smokers who reported that seeing health warnings on cigarette packages in the past 30 days led them to think about quitting smoking.

Denominator: Number of current smokers.

Variable Name: CORE32B

Comments:

- (1) This indicator is generated using the variable CSMK and question CR32.
- (2) This indicator provides a measure of the effect of cigarette package health warnings messages among all current smokers.
- (3) This indicator is included in the GYTS Country Report Template.

35. Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among Current Smokers who Noticed Health Warnings)

Indicator: Percentage of current smokers who noticed health warnings on cigarette packages in the past 30 days, who thought about quitting smoking because of the health warnings.

Numerator: Number of current smokers who reported that seeing health warnings on cigarette packages in the past 30 days led them to think about quitting smoking.

Denominator: Number of current smokers who saw health warnings on cigarette packages in the past 30 days.

Variable Name: CORE32C

Comments:

- (1) This indicator is generated using the variable CSMK and question CR32.
 - (2) This indicator provides a measure of the effect of cigarette package health warnings messages among current smokers who saw the health warnings.
 - (3) Respondents who answered “No” should be excluded from the denominator.
 - (4) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

36. Thinking of Not Starting Smoking Because of Health Warnings on Cigarette Packages

Indicator: Percentage of never smokers who thought about not starting smoking in the past 30 days because of health warnings on cigarette packages.

Numerator: Number of never smokers who reported that seeing health warnings on cigarette packages in the past 30 days led them to think about not starting smoking.

Denominator: Number of never smokers who saw health warnings on cigarette packages in the past 30 days.

Variable Name: CORE32D

Comments:

- (1) This indicator is generated using the variable ESMK and question CR32.
- (2) This indicator provides a measure of the effect of cigarette package health warnings messages among never smokers who saw the health warnings.
- (3) Respondents who answered “No” should be excluded from the denominator.
- (4) This indicator is included in the GYTS Country Report Template.

37. Learning About Dangers of Tobacco Use at School

Indicator: Percentage of youth who were taught about the dangers of tobacco use in class during the past 12 months.

Numerator: Number of respondents who were taught in any classes about the dangers of tobacco use during the past 12 months.

Denominator: Total number of respondents.

Variable Name: CORE33

Comments:

- (1) This indicator is generated using question CR33.
 - (2) The denominator should include any “I don’t know” responses.
 - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

2.6 Media: Pro-Tobacco

38. Awareness of Tobacco Marketing at Points of Sale (Among the Population)

Indicator: Percentage of youth who saw any tobacco marketing at points of sale in the past 30 days.

Numerator: Number of respondents who saw any advertisements or promotions for tobacco products at point of sale (such as stores, shops, kiosks, etc.) in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CORE35A

Comments:

- (1) This indicator is generated using question CR35.
- (2) This indicator provides a measure of exposure to tobacco marketing at points of sale across the entire population.
- (3) This indicator is included in the GYTS Country Report Template.

39. Awareness of Tobacco Marketing at Points of Sale (Among Those who Visited Points of Sale)

Indicator: Percentage of youth who visited points of sale in the past 30 days who saw any tobacco marketing at the points of sale.

Numerator: Number of respondents who saw any advertisements or promotions for tobacco products at point of sale (such as stores, shops, kiosks, etc.) in the past 30 days.

Denominator: Number of respondents who visited points of sale in the past 30 days.

Variable Name: CORE35B

Comments:

- (1) This indicator is generated using question CR35.
 - (2) This indicator provides a measure of exposure to tobacco marketing at points of sale among those who visited points of sale.
 - (3) Respondents who answered “I did not visit any points of sale in the past 30 days” should be excluded from the denominator.
 - (4) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

40. Awareness of Tobacco Use on Television, Videos, or Movies (Among the Population)

Indicator: Percentage of youth who saw someone using tobacco on television, videos, or movies in the past 30 days.

Numerator: Number of respondents who saw someone using tobacco on television, videos, or movies in the past 30 days.

Denominator: Total number of respondents.

Variable Name: CORE34A

Comments:

- (1) This indicator is generated using question CR34.
- (2) This indicator provides a measure of exposure to seeing tobacco use on television, videos, or movies across the entire population.
- (3) This indicator is included in the GYTS Country Report Template.

41. Awareness of Tobacco Use on Television, Videos, or Movies (Among Those who Watched Television, Videos, or Movies)

Indicator: Percentage of youth who watched television, videos, or movies in the past 30 days who saw someone using tobacco on television, videos, or movies.

Numerator: Number of respondents who saw someone using tobacco on television, videos, or movies in the past 30 days.

Denominator: Number of respondents who watched television, videos, or movies in the past 30 days.

Variable Name: CORE34B

Comments:

- (1) This indicator is generated using question CR34.
- (2) This indicator provides a measure of exposure to seeing tobacco use on television, videos, or movies among those who watched television, videos, or movies.
- (3) Respondents who answered “I did not watch any TV, videos, or movies in the past 30 days” should be excluded from the denominator.
- (4) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

42. Exposure to Free Tobacco Promotion

Indicator: Percentage of youth who were ever offered a free tobacco product from a tobacco company representative.

Numerator: Number of respondents who were ever offered a free tobacco product from a tobacco company representative.

Denominator: Total number of respondents.

Variable Name: CORE38

Comments:

- (1) This indicator is generated using question CR38.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

43. Ownership of an Object with a Tobacco Brand Logo

Indicator: Percentage of youth who have something with a tobacco product brand logo on it.

Numerator: Number of respondents who have something (e.g., t-shirt, pen, backpack) with a tobacco product brand logo on it.

Denominator: Total number of respondents.

Variable Name: CORE37

Comments:

- (1) This indicator is generated using question CR37.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

44. High Receptivity to Tobacco Marketing

Indicator: Percentage of youth who own something with a tobacco product brand logo or who might use or wear something that has a tobacco company or product name or picture on it.

Numerator: Number of respondents who own something with a tobacco product brand logo on it or answered "Yes" or "Maybe" to would they ever use or wear something that has a tobacco company or tobacco product name or picture on it (such as a lighter, t-shirt, hat, or sunglasses).

Denominator: Number of never tobacco users.

Variable Name: CORE3637

Comments:

- (1) This indicator is generated using the variable ETOB and questions CR36 and CR37.
 - (2) This indicator is included in the GYTS Country Report Template.
-

2.7 Knowledge and Attitudes

45. Belief about the Addictiveness of Smoking

Indicator: Percentage of youth who definitely think that once someone starts smoking tobacco it is difficult to quit.

Numerator: Number of respondents who answered "Definitely Yes" to thinking it would be difficult to quit smoking tobacco once they started.

Denominator: Total number of respondents.

Variable Name: CORE41

Comments:

- (1) This indicator is generated using question CR41.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

46. Belief that Smoking Helps People Feel Comfortable at Social Gatherings

Indicator: Percentage of youth who think that smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings.

Numerator: Number of respondents who think smoking tobacco helps people feel more comfortable at celebrations, parties or in other social gatherings.

Denominator: Total number of respondents.

Variable Name: CORE42

Comments:

- (1) This indicator is generated using question CR42.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

47. Beliefs about the Dangers of Secondhand Smoke

Indicator: Percentage of youth who think other people's tobacco smoking is harmful to them.

Numerator: Number of respondents who answered "Definitely Yes" when asked if smoke from other people's tobacco smoking is harmful to them.

Denominator: Total number of respondents.

Variable Name: CORE23

Comments:

- (1) This indicator is generated using question CR23.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

48. Banning Smoking in Enclosed Public Places

Indicator: Percentage of youth who are in favor of banning smoking in enclosed public places.

Numerator: Number of respondents who favor banning smoking in enclosed public places (such as schools, shops, restaurants, shopping malls, and movie theaters).

Denominator: Total number of respondents.

Variable Name: CORE24

Comments:

- (1) This indicator is generated using question CR24.
- (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

49. Banning Smoking at Outdoor Public Places

Indicator: Percentage of youth who are in favor of banning smoking at outdoor public places.

Numerator: Number of respondents who favor banning smoking at outdoor public places (such as playgrounds, sidewalks, entrances to buildings, parks, and beaches).

Denominator: Total number of respondents.

Variable Name: CORE25

Comments:

- (1) This indicator is generated using question CR25.
 - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-