# ABSTRACT

Child mortality is one of the emerging demographic issue of developing countries. This study examines the effect of different risk factors on child mortality in Province of Punjab in Pakistan. Effect of mother's education, mother's age, family size, rural/urban background, mother's health care behaviour, child death history of family and living standard of family had been examined. Some latent type unobserved variables for living standard of a family had also been introduced. Poisson Regression Model (PRM), Negative Binomial Regression Model (NBRM) and Logistics Regression Model were used for data analysis. Family size and child death history of a family were found most important risk factors of child mortality. Furthermore, mother's education, her age and living standard of a family were also found to be statistically significant with child mortality. Only rural/urban background and mother's visits for antenatal care during pregnancy were found insignificant.