



GATS Objectives

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

GATS is a nationally representative survey, using a consistent and standard protocol across countries including [country]. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to fulfill their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. The WHO has developed MPOWER, a technical assistance package of six evidence-based policies that include:

- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit tobacco use
- W**arn about the dangers of tobacco
- E**nforce bans on tobacco advertising, promotion, and sponsorship
- R**aise taxes on tobacco.

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In [country], GATS was conducted in 20XX as a household survey of persons 15 years of age and older by [country implementing agency]. A multi-stage, geographically clustered sample design was used to produce nationally representative data. One individual was randomly chosen from each selected household to participate in the survey. Survey information was collected using handheld devices. The household response rate was XX.X%, the person response rate was XX.X% and the overall response rate was XX.X%. There were a total of XXXXX completed interviews.

GATS Highlights

Tobacco Use

- In [Country] XX.X% of men, XX.X% of women, and XX.X% overall (X million adults) currently smoke tobacco.
- XX.X% of men, XX.X% of women, and XX.X% overall (X million adults) currently use smokeless tobacco.

Cessation

- X in 10 current smokers plan to or are thinking about quitting.

Second-hand Smoke

- X million adults (XX.X% of adults) are exposed to tobacco smoke at the workplace.

Media

- XX.X% of adults noticed anti-cigarette smoking information on the television or radio.
- X in 10 adults have noticed cigarette marketing in stores where cigarettes are sold.
- X in 10 adults have noticed cigarette marketing (other than in stores) or sporting event sponsorship.

Knowledge, Attitudes and Perceptions

- XX.X% of adults believe smoking causes serious illness.





Tobacco Use

TOBACCO SMOKERS	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco smokers	XX.X	XX.X	XX.X
Daily tobacco smokers	XX.X	XX.X	XX.X
Current cigarette smokers ¹	XX.X	XX.X	XX.X
Daily cigarette smokers ¹	XX.X	XX.X	XX.X
Former daily tobacco smokers ² (among all adults)	XX.X	XX.X	XX.X
Former daily tobacco smokers ² (among ever daily smokers)	XX.X	XX.X	XX.X
SMOKELESS TOBACCO USERS	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokeless tobacco users	XX.X	XX.X	XX.X
Daily smokeless tobacco users	XX.X	XX.X	XX.X
Former daily smokeless tobacco users ³ (among all adults)	XX.X	XX.X	XX.X
Former daily smokeless tobacco users ³ (among ever daily users)	XX.X	XX.X	XX.X
TOBACCO USERS (SMOKED AND/OR SMOKELESS)	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco users	XX.X	XX.X	XX.X

Cessation

	OVERALL(%)	MEN(%)	WOMEN(%)
Smokers who made a quit attempt in past 12 months ⁴	XX.X	XX.X	XX.X
Current smokers who plan to or are thinking about quitting	XX.X	XX.X	XX.X
Smokers advised to quit by a health care provider in past 12 months ^{4,5}	XX.X	XX.X	XX.X
Smokeless users who made a quit attempt in past 12 months ⁶	XX.X	XX.X	XX.X
Current smokeless users who plan to or are thinking about quitting	XX.X	XX.X	XX.X
Smokeless users advised to quit by a health care provider in past 12 months ^{5,6}	XX.X	XX.X	XX.X

Second-hand Smoke

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults exposed to tobacco smoke at the workplace ^{7†}	XX.X	XX.X	XX.X

Economics

	LOCAL CURRENCY
Average price of a pack of manufactured cigarettes (in local currency)	XX.X
	OVERALL(%)
Price of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP)	XX.X

Media

TOBACCO INDUSTRY ADVERTISING	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who noticed cigarette marketing in stores where cigarettes are sold [†]	XX.X	XX.X	XX.X
Adults who noticed any cigarette marketing (other than in stores) or sporting event sponsorship [†]	XX.X	XX.X	XX.X
	OVERALL(%)	CURRENT SMOKELESS USERS(%)	NON-USERS(%)
Adults who noticed smokeless tobacco marketing in stores where smokeless tobacco is sold [†]	XX.X	XX.X	XX.X
Adults who noticed any smokeless tobacco marketing (other than in stores) or sporting event sponsorship [†]	XX.X	XX.X	XX.X
COUNTER ADVERTISING	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokers who thought about quitting because of a warning label [†]	XX.X	XX.X	XX.X
	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	XX.X	XX.X	XX.X
	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokeless tobacco users who thought about quitting because of a warning label [†]	XX.X	XX.X	XX.X
	OVERALL(%)	CURRENT SMOKELESS USERS(%)	NON-USERS(%)
Adults who noticed anti-smokeless tobacco information on the television or radio [†]	XX.X	XX.X	XX.X

Knowledge, Attitudes and Perceptions

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who believe smoking causes serious illness	XX.X	XX.X	XX.X
Adults who believe exposure to tobacco smoke causes serious illness in nonsmokers	XX.X	XX.X	XX.X
	OVERALL(%)	CURRENT SMOKELESS USERS(%)	NON-USERS(%)
Adults who believe smokeless tobacco use causes serious illness	XX.X	XX.X	XX.X

¹ Includes manufactured cigarettes, hand-rolled cigarettes and kreteks. ² Current non-smokers. ³ Current non-users. ⁴ Includes current smokers and those who quit in past 12 months. ⁵ Among those who visited a health care provider in past 12 months. ⁶ Includes current smokeless users and those who quit in past 12 months. ⁷ Among those who work outside of the home who usually work indoors or both indoors and outdoors. [†] During the past 30 days.

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

[NOTE TO ANALYST: Smokeless tobacco indicators are to be reported only if they are of significance to a particular country. In addition, countries should add the prevalence of specific products with significant use in the "Tobacco Use" section (e.g., bidis in India, water pipe in Egypt).]

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