



Tobacco Use

TOBACCO SMOKERS	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco smokers	17.2	21.6	13.1
Current tobacco smokers (urban)	16.6	20.6	13.1
Current tobacco smokers (rural)	20.4	26.3	13.5
Daily tobacco smokers	15.1	18.9	11.5
Current cigarette smokers ¹	17.1	21.5	13.0
Daily cigarette smokers ¹	14.5	18.3	11.0
Former daily tobacco smokers ² (among all adults)	14.1	17.2	11.2
Former daily tobacco smokers ² (among ever daily smokers)	46.9	46.4	47.7
SMOKELESS TOBACCO USERS	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokeless tobacco users	0.4	0.6	0.3
TOBACCO USERS (SMOKED AND/OR SMOKELESS)	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco users	17.5	22.0	13.3

Cessation

	OVERALL(%)	MEN(%)	WOMEN(%)
Smokers who made a quit attempt in past 12 months ³	45.6	43.0	49.5
Current smokers who plan to or are thinking about quitting	52.1	49.2	57.1
Smokers advised to quit by a health care provider in past 12 months ^{3,4}	57.1	55.7	58.5

Second-hand Smoke

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults exposed to tobacco smoke at the workplace ^{5,1}	24.4	28.5	20.4
Adults exposed to tobacco smoke in the home	27.9	28.9	27.0
Adults exposed to tobacco smoke in restaurants	9.9	10.8	9.0

Economics

	RS
Average price of a pack of manufactured cigarettes	2.56
OVERALL(%)	
Price of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP)	1.7
Smokers whose last cigarette purchase was from a street vendor	2.4

Media

TOBACCO INDUSTRY ADVERTISING	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)	
Adults who noticed cigarette marketing where cigarettes are sold [†]	31.3	38.2	29.9	
Adults who noticed any cigarette advertisements/promotions (other than where cigarettes are sold) or sporting event sponsorship [†]	21.3	20.1	21.5	
COUNTER ADVERTISING	OVERALL(%)	MEN(%)	WOMEN(%)	
Current smokers who thought about quitting because of a warning label [†]	65.0	63.5	67.2	
		OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	67.0	67.7	66.9	
Adults who noticed anti-cigarette smoking information in any media	73.1	72.7	73.2	

Knowledge, Attitudes and Perceptions

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)	
Adults who believe smoking causes serious illness	96.1	93.0	96.7	
Adults who believe exposure to tobacco smoke causes serious illness in nonsmokers	91.4	86.3	92.4	
		OVERALL(%)	CURRENT SMOKELESS USERS(%)	NON-USERS(%)
Adults who believe smokeless tobacco use causes serious illness	68.2	51.9	68.3	

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Includes current smokers and those who quit in past 12 months. ⁴ Among those who visited a health care provider in past 12 months. ⁵ 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.

GATS Brazil Partners include: Secretariat of Surveillance (SVS), National Institute of Cancer (INCA), ANVISA and Oswaldo Cruz Foundation (Fiocruz)

Financial support is provided by the Brazil Ministry of Health and the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance is provided by the Centers for Disease Control and Prevention (CDC), the Pan American Health Organization/World Health Organization (PAHO/WHO), and the Johns Hopkins Bloomberg School of Public Health. Program support is provided by the CDC Foundation.

