



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

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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.

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