


## GATS Objectives

The Global Adult Tobacco Survey (GATS) is a 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 Ethiopia. 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. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



**Monitor tobacco use & prevention policies**

**Protect people from tobacco smoke**

**Offer help to quit tobacco use**

**Warn about the dangers of tobacco**

**Enforce bans on tobacco advertising, promotion, & sponsorship**

**Raise taxes on tobacco**

## GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Ethiopia, GATS was implemented in 2016 as a national household survey among persons 15 years of age or older. The survey was coordinated and implemented by the Ethiopia Public Health Institute with collaborative engagement of Ethiopian Food, Medicine and Health Care Administration and Control Authority; Federal Ministry of Health; Central Statistical Agency; and WHO Ethiopia. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 10,875 households were sampled. 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 97.9%, the person response rate was 95.4%, and overall response rate was 93.4%. There were 10,150 completed individual interviews.

## GATS Highlights

### TOBACCO USE

- 8.1% of men, 1.8% of women, and 5.0% overall (3.2 million adults) currently used tobacco.
- 6.2% of men, 1.2% of women, and 3.7% overall (2.5 million adults) currently smoked tobacco.
- 5.2% of men, 1.1% of women, and 3.2% overall (2.2 million) currently smoked tobacco daily.
- 2.6% of men, 0.8% of women, and 1.7% overall (1.1 million adults) currently used smokeless tobacco.

### CESSATION

- 68.7% of current smokers planned to or were thinking about quitting smoking.
- 42.0% of smokers made a quit attempt in the past 12 months.
- 53.0% of smokers were advised to quit by health care providers in the past 12 months.

### SECONDHAND SMOKE

- 29.3% of adults (6.5 million) who worked indoors were exposed to tobacco smoke at the workplace.
- 12.6% of adults (8.4 million) were exposed to tobacco smoke at home.

### ECONOMICS

- The median amount spent on 20 manufactured cigarettes was 18.4 Ethiopian Birr.
- The median monthly expenditure on cigarettes was 150.1 Ethiopian Birr.

### MEDIA

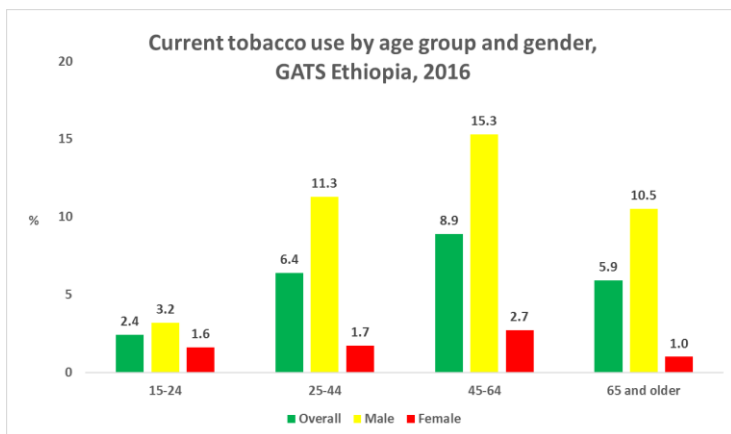
- 20.3% of adults noticed anti-cigarette smoking information on television or radio.
- 23.3% of current smokers thought about quitting because of warning labels.
- 1.9% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 4.3% of adults noticed any cigarette advertisements/promotions (other than in stores), or sporting event sponsorship.

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 88.0% of adults believed smoking causes serious illness.
- 75.9% of adults believed exposure to secondhand smoke causes serious illness to nonsmokers.

### TOBACCO USE

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	3.7	6.2	1.2
Daily tobacco smokers	3.2	5.2	1.1
Current cigarette smokers <sup>1</sup>	2.9	5.5	0.2
Daily cigarette smokers <sup>1</sup>	2.4	4.6	0.2
Former daily tobacco smokers <sup>2</sup> (among all adults)	1.2	1.9	0.5
Former daily tobacco smokers <sup>2</sup> (among ever daily smokers)	26.1	25.3	30.1
<b>SMOKELESS TOBACCO USERS</b>			
Current smokeless tobacco users	1.7	2.6	0.8
<b>TOBACCO USERS (smoked and/or smokeless)</b>			
Current tobacco users	5.0	8.1	1.8



### ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	4.0	5.2	2.7
Ever used electronic cigarettes	0.2	0.3	0.1

### CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months <sup>3</sup>	42.0	47.4	14.0
Current smokers who were planning to or were thinking about quitting smoking	68.7	74.5	38.9
Smokers advised to quit by health care provider in the past 12 months <sup>3</sup>	53.0	55.6	44.8
Smokers attempted to quit smoking using <sup>3</sup> :			
Pharmacotherapy	3.1	3.3	0.0
Counseling/advice	14.7	13.4	37.0
Traditional medicines	5.6	5.9	0.4
Without any assistance	75.9	74.7	97.5

### SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace <sup>4,*</sup>	29.3	31.6	26.0
Adults exposed to tobacco smoke at home at least monthly	12.6	12.7	12.5
Adults exposed to tobacco smoke in: <sup>5,*</sup>			
Government Buildings/Offices	19.7	21.2	17.1
Health Care Facilities	7.0	7.9	6.3
Restaurants	31.1	30.9	31.6
Bars or Nightclubs	60.4	63.4	53.6
Public Transportation	11.4	11.8	11.0
Universities	29.4	28.9	30.0
Schools	11.2	9.5	13.8

### ECONOMICS

Median amount spent on 20 manufactured cigarettes [in Ethiopian Birr] <sup>6</sup>	18.4
Median monthly expenditure on cigarettes [in Ethiopian Birr] <sup>6</sup>	150.1
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2016 [%] <sup>7</sup>	9.7

### MEDIA

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>8,*</sup>	1.9	5.8	1.7
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship <sup>*</sup>	4.3	10.1	4.1
Adults who noticed any cigarette advertisements on the internet <sup>*</sup>	0.2	0.3	0.2

### COUNTER ADVERTISING

Adults who noticed anti-cigarette smoking information on television or radio <sup>*</sup>	20.3	18.1	20.4
<b>HEALTH WARNINGS</b>			
Current smokers who thought about quitting because of a warning label <sup>*</sup>	23.3	27.4	2.2

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	88.0	72.1	88.6
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	75.9	66.1	76.3

<sup>1</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup> Current non-smokers. <sup>3</sup> Includes current smokers and those who quit in the past 12 months. <sup>4</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>5</sup> Among those who visited the place in the past 30 days. <sup>6</sup> Among current manufactured cigarette smokers. <sup>7</sup> International Monetary Fund, World Economic Outlook database estimate for 2016 (GDP 2016 = 15,991.948 Ethiopian Birr) from [www.imf.org](http://www.imf.org). <sup>8</sup> Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. \* During the past 30 days.

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

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The findings and conclusion in this factsheet are those of the author(s) and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.