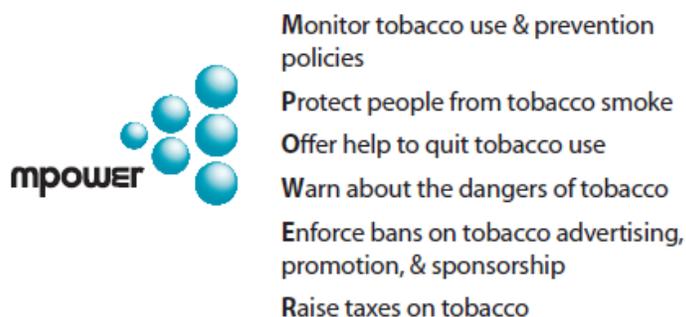


GATS Objectives

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 various countries including Senegal. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It also assists 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:



GATS Methodology

GATS uses a global standardized methodology. It collects information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Senegal, GATS was first conducted in 2015 as a household survey of persons 15 years of age and older by the National Agency of Statistics and Demography of Senegal (ANSD), under the coordination of the Senegal Ministry of Health and Social Action. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 4,514 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey data were collected electronically using handheld devices. There were a total of 4,347 completed individual interviews with an overall response rate of 97.0%.

GATS Highlights

TOBACCO USE

- 11.0% of men, 1.2% of women and 6.0% overall (0.5 million) currently used tobacco.
- 10.7% of men, 0.4% of women, and 5.4% overall (0.4 million adults) currently smoked tobacco.
- 0.3% of men, 1.0% of women, and 0.7% overall (0.1 million adults) currently used smokeless tobacco.

CESSATION

- 8 in 10 current smokers planned to or were thinking about quitting.
- 9 in 10 current smokers attempted to quit smoking without assistance in the past 12 months.

SECONDHAND SMOKE

- 30.4% (0.5 million adults) of adults who worked indoors were exposed to tobacco smoke inside their workplaces.
- 21.6% of adults (1.9 million adults) were exposed to tobacco smoke at home.
- 28.8% of adults (0.2 million adults) who visited restaurants were exposed to tobacco smoke.

ECONOMICS

- 95.5% of adults favored increasing taxes on tobacco products.

MEDIA

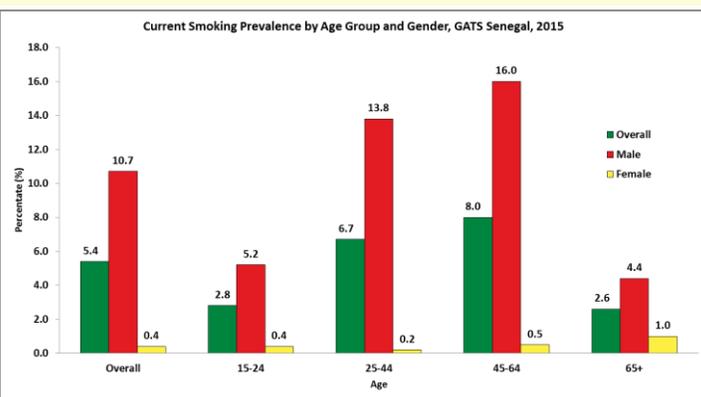
- 4 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 1 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- 2 in 10 adults noticed cigarette marketing (other than in stores) or sporting/music/art events sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 93.9% of adults believed smoking causes serious illness.
- 91.9% of adults believed breathing other peoples' smoke causes serious illness in non-smokers.

TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	10.7	0.4	5.4
Daily tobacco smokers	9.7	0.3	4.9
Current cigarette smokers ¹	9.7	0.3	4.9
Daily cigarette smokers ¹	8.5	0.3	4.3
Former daily tobacco smokers ² (among all adults)	10.7	0.2	5.3
Former daily tobacco smokers ² (among ever daily smokers)	51.2	-	50.6
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	0.3	1.0	0.7
Daily smokeless tobacco users	0.3	0.9	0.6
Former daily smokeless tobacco users ³ (among all adults)	0.8	0.1	0.4
Former daily smokeless tobacco users ³ (among ever daily smokers)	72.2	-	41.5
TOBACCO USERS (Used smoked and/or smokeless tobacco)			
Current tobacco users	11.0	1.2	6.0



CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in the past 12 months ⁴	59.9	-	59.6
Current smokers who planned to or were thinking about quitting	80.3	-	79.8
Smokers advised to quit by a health care provider professional in the past 12 months ^{4,5}	51.9	-	50.9
Smokers who attempted to quit smoking without assistance in the past 12 months	85.6	-	86.0

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{6,†}	33.0	25.1	30.4
Adults exposed to tobacco smoke at home at least monthly	24.5	19.0	21.6
Adults exposed to tobacco smoke in the following public places ^{7,†} :			
Government buildings	26.8	20.3	24.2
Health care facilities	11.7	9.1	10.2
Restaurants	27.0	32.9	28.8
Public transportation	17.5	10.9	14.3
Universities	61.1	50.2	57.0
Schools	22.0	19.0	20.7

ECONOMICS

Average amount spent on 20 manufactured cigarettes [CFA Franc]	549.3
Adults who favored increasing taxes on tobacco products	95.5%

MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{8,†}	20.8	9.6	10.2
Adults who noticed any cigarette advertisements/promotions (other than in stores), or sporting/music/art events sponsorship [†]	26.0	16.5	17.0

COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label on the cigarette packets [†]	31.9	-	31.5
Adults who noticed anti-cigarette smoking information on the television or radio [†]	45.1	41.4	41.6

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	92.5	93.9	93.9
Adults who believed smoking causes:			
Lung cancer	88.1	92.9	92.7
Heart attack	71.9	71.3	71.3
Stroke	66.1	67.8	67.7
Adults who believed breathing other peoples' smoke causes serious illness in non-smokers	87.4	92.1	91.9
Adults who believed smokeless tobacco use causes serious illness	74.5	79.1	79.0

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Current non-users. ⁴ Includes current smokers and those who quit in the past 12 months. ⁵ Among those who visited a health care provider in the past 12 months and were asked if they smoked tobacco. ⁶ Among those who work outside of the home, who usually work indoors or both indoors and outdoors. ⁷ Among those who visited public places in the past 30 days. ⁸ Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or promoting cigarettes in stores where cigarettes are sold. [†] During the past 30 days.

NOTE: Current tobacco/cigarette smokers refers to daily smokers and occasional smokers. Current smokeless tobacco users refers to daily users and occasional users. 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. The dash (-) indicates estimates based on less than 25 unweighted cases and has been suppressed.

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