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 Tanzania. 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:

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 Tanzania, GATS was conducted in 2018 as a household survey of persons 15 years of age and older by the National Bureau of Statistics (NBS) and the Office of the Chief Government Statistician Zanzibar (OCGS) in collaboration with the Ministry of Health, Community Development, Gender, Elderly and Children (MOHCDGEC) and the Ministry of Health Zanzibar (MOHZ). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5,297 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 4,797 completed individual interviews with an overall response rate of 91.7%.

GATS Highlights

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<tr>
<th>TOBACCO USE</th>
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<tr>
<td>• 8.7% overall (2.6 million adults), 14.6% of men and 3.2% of women currently used tobacco (smoking and/or smokeless tobacco).</td>
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<td>• 6.8% overall (2.0 million adults), 12.9% of men and 1.1% of women currently smoked tobacco.</td>
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<td>• 2.2% overall (0.7 million adults), 2.1% of men and 2.3% of women currently used smokeless tobacco.</td>
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<th>CESSATION</th>
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<td>• 48.4% of smokers attempted to quit smoking in the past 12 months.</td>
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<td>• 36.5% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.</td>
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<td>• 76.8% of current smokers planned to or were thinking about quitting.</td>
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<th>SECONDHAND SMOKE</th>
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<td>• 32.9% of adults who worked indoors (1.0 million adults) were exposed to tobacco smoke at the workplace.</td>
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<td>• 13.8% of adults (4.1 million adults) were exposed to tobacco smoke at home.</td>
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<td>• 31.1% of adults (3.5 million adults) were exposed to tobacco smoke when visiting restaurants.</td>
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<td>• 77.0% of adults (3.0 million adults) were exposed to tobacco smoke when visiting bars or night clubs.</td>
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<th>ECONOMICS</th>
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<td>• The average monthly expenditure for manufactured cigarettes was 28,840.0 (Tanzania shillings).</td>
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<td>• 80.3% of adults favored increasing taxes on tobacco products.</td>
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<th>MEDIA</th>
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<td>• 40.3% of adults noticed anti-cigarette smoking information on television or radio.</td>
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<td>• 46.8% of current smokers thought about quitting because of health warning labels on cigarette packages.</td>
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<td>• 23.3% of adults noticed cigarette marketing in stores where cigarettes are sold.</td>
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<td>• 26.1% of adults noticed any cigarette marketing (other than in stores) or sporting event sponsorship.</td>
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<th>KNOWLEDGE, ATTITUDES &amp; PERCEPTIONS</th>
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<td>• 92.3% of adults believed smoking causes serious illness.</td>
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<tr>
<td>• 84.4% of adults believed breathing other peoples’ smoke causes serious illness in nonsmokers.</td>
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TOBACCO USE

TOBACCO SMOKERS

Current tobacco smokers
6.8  12.9  1.1

Daily tobacco smokers
5.2  9.9  0.9

Current cigarette smokers
6.5  12.8  0.7

Daily cigarette smokers
4.8  9.4  0.5

Former daily tobacco smokers
2.6  4.7  0.6

Former daily tobacco smokers
30.4  29.9  35.4

SMOKELESS TOBACCO USERS

Current smokeless tobacco users
2.2  2.1  2.3

Daily smokeless tobacco users
1.6  1.4  1.7

TOBACCO USERS (smoked and/or smokeless)

Current tobacco users
8.7  14.6  3.2

ECONOMICS

Average amount spent on 20 manufactured cigarettes
2849.5

Average manufactured cigarette expenditure per month
28840.0

Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2018
11.3%

Adults who favored increasing taxes on tobacco products
80.3%

MEDIA

TOBACCO INDUSTRY ADVERTISING

OVERALL (%)  CURRENT SMOKERS (%)  NON-SMOKERS (%)

Adults who noticed cigarette marketing in stores where cigarettes are sold
23.3  34.0  22.6

Adults who noticed any cigarette advertisements/promotions (other than in stores), or sporting event sponsorship
26.1  36.3  25.4

COUNTER ADVERTISING

OVERALL (%)  CURRENT SMOKERS (%)  NON-SMOKERS (%)

Adults who noticed smokeless tobacco marketing in stores where smokeless tobacco is sold
3.7  4.9  3.7

Adults who noticed any smokeless tobacco advertisements/promotions (other than in stores), or sporting event sponsorship
6.8  4.3  6.8

KNOWLEDGE, ATTITUDES & PERCEPTIONS

OVERALL (%)  CURRENT SMOKERS (%)  NON-SMOKERS (%)

Adults who believed smoking causes serious illness
92.3  88.8  92.5

Adults who believed breathing other peoples’ smoke causes serious illness in nonsmokers
84.4  82.4  84.5

SECONDHAND SMOKE

OVERALL (%)  MEN (%)  WOMEN (%)

Adults exposed to tobacco smoke at the workplace
32.9  37.0  28.5

Adults exposed to tobacco smoke at home at least monthly
13.8  15.9  11.9

Adults exposed to tobacco smoke inside the following places

Government buildings
9.4  11.0  7.1

Healthcare facilities
4.7  4.7  4.9

Restaurants
31.1  33.5  27.0

Bars or night clubs
77.0  77.8  74.3

Public transportation
7.9  9.6  6.2

Universities
15.3  14.0  17.8

Schools or other educational facilities
5.6  6.6  4.5

* Includes manufactured cigarettes and hand-rolled cigarettes. 2 Current non-smokers. 3 Includes current smokers and those who quit in the past 12 months. 4 Among those who visited a health care provider in past 12 months. 5 Includes current smokeless users and those who quit in past 12 months. 6 Among those who work outside of the home who usually work indoors or both indoors and outdoors. 7 Among those who visited the place in the past 30 days. 8 Estimated Tanzania 2018 per capita GDP = 2,527,245,826 (Tanzanian shillings), from the International Monetary Fund (IMF) economic database (version April 2018). 9 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. 10 Includes those who noticed smokeless tobacco at sale prices, free gifts or discount offers on other products while buying smokeless tobacco or any advertisements or signs promoting smokeless tobacco in stores where smokeless tobacco products are sold. 11 During the past 30 days. – Indicates estimate based on less than 25 unweighted cases and has been suppressed.

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 fact sheet are those of the author(s) and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.