


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:



- 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 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

TOBACCO USE

- 8.7% overall (2.6 million adults), 14.6% of men and 3.2% of women currently used tobacco (smoking and/or smokeless tobacco).
- 6.8% overall (2.0 million adults), 12.9% of men and 1.1% of women currently smoked tobacco.
- 2.2% overall (0.7 million adults), 2.1% of men and 2.3% of women currently used smokeless tobacco.

CESSATION

- 48.4% of smokers attempted to quit smoking in the past 12 months.
- 36.5% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.
- 76.8% of current smokers planned to or were thinking about quitting.

SECONDHAND SMOKE

- 32.9% of adults who worked indoors (1.0 million adults) were exposed to tobacco smoke at the workplace.
- 13.8% of adults (4.1 million adults) were exposed to tobacco smoke at home.
- 31.1% of adults (3.5 million adults) were exposed to tobacco smoke when visiting restaurants.
- 77.0% of adults (3.0 million adults) were exposed to tobacco smoke when visiting bars or night clubs.

ECONOMICS

- The average monthly expenditure for manufactured cigarettes was 28,840.0 (Tanzania shillings).
- 80.3% of adults favored increasing taxes on tobacco products.

MEDIA

- 40.3% of adults noticed anti-cigarette smoking information on television or radio.
- 46.8% of current smokers thought about quitting because of health warning labels on cigarette packages.
- 23.3% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 26.1% of adults noticed any cigarette marketing (other than in stores) or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.3% of adults believed smoking causes serious illness.
- 84.4% of adults believed breathing other peoples' smoke causes serious illness in nonsmokers.

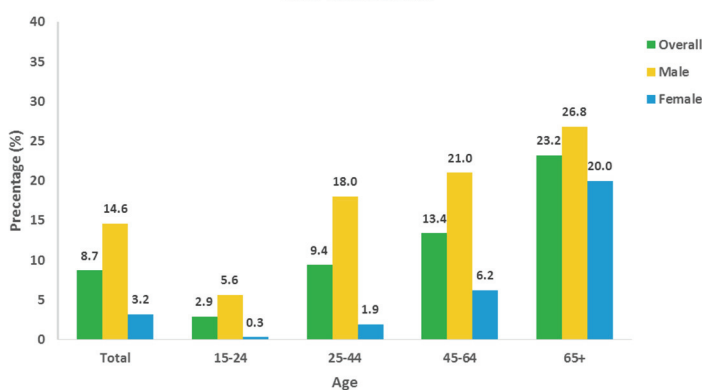


The mark "CDC" is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise.

TOBACCO USE

	OVERALL (%)	MEN (%)	WOMEN (%)
TOBACCO SMOKERS			
Current tobacco smokers	6.8	12.9	1.1
Daily tobacco smokers	5.2	9.9	0.9
Current cigarette smokers ¹	6.5	12.8	0.7
Daily cigarette smokers ¹	4.8	9.4	0.5
Former daily tobacco smokers ² (among all adults)	2.6	4.7	0.6
Former daily tobacco smokers ² (among ever daily 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

Current Tobacco Use Prevalence by Age Groups and Gender, GATS Tanzania 2018



CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months ³	48.4	49.7	33.7
Current smokers who planned to or were thinking about quitting	76.8	78.6	55.8
Smokers advised to quit by a health care provider in past 12 months ^{3,4}	36.5	37.1	-
Smokeless users who made a quit attempt in past 12 months ⁵	37.4	35.8	38.8
Current smokeless users who planned to or were thinking about quitting	52.5	47.8	56.4
Smokeless users advised to quit by a health care provider in past 12 months ^{4,5}	6.5	-	2.2

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{6,*}	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 ^{7,*}			
Government buildings	9.4	11.0	7.1
Healthcare facilities	4.7	4.7	4.8
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

ECONOMICS

Average amount spent on 20 manufactured cigarettes (Tanzanian shillings)	2849.5
Average manufactured cigarette expenditure per month (Tanzanian shillings)	28840.0
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2018 ⁸	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 ^{9,*}	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

	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who noticed smokeless tobacco marketing in stores where smokeless tobacco is sold ^{10,*}	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

COUNTER ADVERTISING

	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who thought about quitting because of a warning label [*]	46.8	48.4	30.4
Adults who noticed anti-cigarette smoking information on the television or radio [*]	40.3	41.4	40.2
Current smokeless tobacco users who thought about quitting because of a warning label [*]	2.4	5.2	0.0

	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who noticed anti-smokeless tobacco information on the television or radio [*]	16.3	7.7	16.4

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
Adults who believed smokeless tobacco use causes serious illness	75.5	63.5	75.8

¹ 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 = 2,527,141.826 (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. ^{*} 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.

Financial support was provided by the CDC Foundation with a grant from the Bill & Melinda Gates Foundation. Technical assistance was provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and RTI International. Program support was provided by the CDC Foundation.

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.