


## 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 Bangladesh. 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 developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC that include:

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- 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 Bangladesh, GATS was conducted in 2017 as a household survey of persons 15 years of age and older implemented by the Bangladesh Bureau of Statistics under the coordination of the National Tobacco Control Cell of the Health Services Division, Ministry of Health and Family Welfare. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 14,880 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 96.8%, the person-level response rate was 93.8%, and overall response rate was 90.8%. There were a total of 12,783 completed individual interviews.

## GATS Highlights

### TOBACCO USE

- 35.3% overall (37.8 million adults), 46.0% of men and 25.2% of women currently used tobacco.
  - 18.0% overall (19.2 million adults), 36.2% of men and 0.8% of women currently smoked tobacco.
    - 14.0% overall (15.0 million adults), 28.7% of men and 0.2% of women currently smoked cigarettes.
    - 5.0% overall (5.3 million adults), 9.7% of men and 0.6% of women currently smoked bidis.
  - 20.6% overall (22.0 million adults), 16.2% of men, and 24.8% of women currently used smokeless tobacco.
    - 18.7% overall (20.0 million adults), 14.3% men and 23.0% of women currently used betel quid with tobacco.
    - 3.6% overall (3.9 million adults), 3.1% men and 4.1% women currently used gul.

### CESSATION

- 66.2% of current smokers and 51.3% of current smokeless tobacco users planned to or were thinking about quitting.
- 65.8% of smokers and 57.2% of smokeless tobacco users who visited a healthcare provider in the past 12 months were advised to quit smoking.

### SECONDHAND SMOKE

- 39.0% of adults (40.8 million) were exposed to tobacco smoke at home.
- 42.7% of adults (8.1 million) who worked indoors were exposed to tobacco smoke in enclosed areas at their workplace.
- 44.0% of adults (25.0 million) were exposed to tobacco smoke when using public transportation.

### ECONOMICS

- 48.3% of current manufactured cigarettes smokers and 63.6% of current smokeless tobacco users last purchased tobacco in stores.
- The average monthly expenditure for cigarettes was BDT 1077.7, and for bidis was BDT 341.9.
- Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) was 6.7%.

### MEDIA

- Pro-tobacco: 53.4% of adults noticed smoking tobacco advertisements in any media; and 20.3% of adults noticed smokeless tobacco advertisements in any media.
- Anti-tobacco: 46.2% of adults noticed anti-smoking information on the television or radio; and 23.9% of adults noticed anti-smokeless tobacco information on the television or radio.

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 88.9%, 89.5%, and 94.8% of adults believed smoking tobacco causes stroke, heart attack, and lung cancer, respectively.
- 82.0%, 82.5%, and 91.0% of adults believed using smokeless tobacco causes stroke, heart attack, and oral/mouth cancer, respectively.



**World Health Organization**

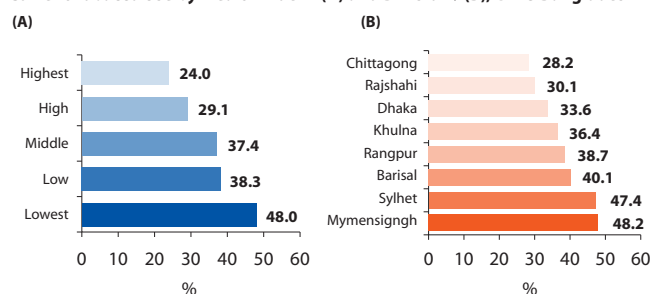


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## TOBACCO USE

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	18.0	36.2	0.8
Daily tobacco smokers	16.4	33.1	0.7
Current cigarette smokers <sup>1</sup>	14.0	28.7	0.2
Current manufactured cigarette smokers	14.0	28.7	0.2
Current bidi smokers	5.0	9.7	0.6
<b>SMOKELESS TOBACCO USERS</b>			
Current smokeless tobacco users	20.6	16.2	24.8
Current betel quid with tobacco user	18.7	14.3	23.0
Current gul user	3.6	3.1	4.1
<b>TOBACCO USERS (smoked and/or smokeless)</b>			
Current tobacco users	35.3	46.0	25.2

Current Tobacco Use by Wealth Index<sup>†</sup> (A) and Division<sup>‡</sup> (B), GATS Bangladesh 2017



## CESSATION

	Smokers			Smokeless Users		
	OVERALL (%)	MEN (%)	WOMEN (%)	OVERALL (%)	MEN (%)	WOMEN (%)
Former daily users (Among ever daily users) <sup>2</sup>	19.5	18.5	49.5	7.3	10.0	5.7
Users who made a quit attempt in the past 12 months <sup>3</sup>	44.9	45.4	24.5	31.4	27.4	33.8
Current users who planned to or were thinking about quitting	66.2	67.0	29.4	51.3	61.9	44.7
Users advised to quit by a health care provider in past 12 months <sup>2,3</sup>	65.8	65.8	66.0	57.2	50.7	59.2

## SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace <sup>4</sup>	42.7	48.2	19.2
Adults exposed to tobacco smoke in the following places <sup>5</sup>			
Health care facilities	12.7	14.5	11.4
Government buildings/offices	21.6	21.2	22.8
Public transport	44.0	48.0	38.2
Restaurants	49.7	54.6	22.4
Schools	8.2	11.1	5.2
Adults exposed to tobacco smoke at home <sup>6</sup>	39.0	41.8	36.5

## ECONOMICS

Average monthly expenditure on:	OVERALL (BDT)	MEN (BDT)	WOMEN (BDT)
Manufactured cigarettes	1077.7	1082.3	-
Bidis	341.9	340.3	370.5
Average amount spent on 20 manufactured cigarettes	85.3	85.3	-
Average amount spent on 20 manufactured bidis	16.5	15.9	42.3
	OVERALL (%)	MEN (%)	WOMEN (%)
Last purchased manufactured cigarettes in stores	48.3	48.2	-
Last purchased smokeless tobacco in stores	63.6	48.5	72.1
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2017] <sup>7</sup>	6.7	6.7	-

## MEDIA

TOBACCO INDUSTRY ADVERTISING	Cigarettes			Smokeless tobacco		
	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)	CURRENT USERS (%)	NON-USERS (%)
Adults who noticed any sponsorship or promotion <sup>†</sup>	10.8	17.8	9.2	2.3	4.6	1.7
Adults who noticed any advertisements or signs promoting specific tobacco product in stores <sup>††</sup>	18.3	27.4	16.3	5.9	9.2	5.0
Adults who noticed any cigarette promotions on clothing or other items with cigarette brand name or logo <sup>†</sup>	2.4	3.7	2.1	N/A	N/A	N/A
Adults who noticed any smokeless tobacco advertisements/promotions (other than in stores), or sponsorship <sup>††</sup>	N/A	N/A	N/A	11.5	12.4	11.3
	Smoking tobacco			Smokeless tobacco		
Adults who noticed smoking/smokeless advertisements in any media	53.4	58.9	51.6	20.3	27.3	18.8
<b>COUNTER ADVERTISING</b>	OVERALL (%)	MEN (%)	WOMEN (%)	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers/smokeless tobacco users who thought about quitting because of a warning label on cigarette/smokeless tobacco packages <sup>†</sup>	75.6	76.9	19.0	41.1	48.6	36.4
Adults who noticed anti-tobacco information at any location <sup>†</sup>	55.9	59.9	55.0	31.5	31.9	31.4
Adults who noticed tobacco information on the television or radio <sup>†</sup>	46.2	48.8	45.7	23.9	24.0	23.8

## KNOWLEDGE, ATTITUDES & PERCEPTIONS

Adults who believed...	Smoking tobacco causes:			Using smokeless tobacco causes:		
	OVERALL (%)	MEN (%)	WOMEN (%)	OVERALL (%)	MEN (%)	WOMEN (%)
Oral cancer	N/A	N/A	N/A	91.0	91.6	90.5
Lung cancer	94.8	95.3	94.3	N/A	N/A	N/A
Heart attack	89.5	92.1	86.9	82.5	86.0	79.2
Stroke	88.9	92.5	85.4	82.0	86.2	78.0
Adults believed breathing other peoples' smoke causes serious illness in nonsmokers	93.1	95.7	90.7	N/A	N/A	N/A

## ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	6.4	10.7	2.3
Ever used electronic cigarettes	0.4	0.9	0.0
Current user of electronic cigarettes	0.2	0.5	0.0

<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 in the past 30 days. <sup>6</sup>Smoking occurs in the home at least monthly. <sup>7</sup>2017 per capita GDP=127997.154, from International Monetary Fund World Economic Database, Accessed on October 2017. <sup>†</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/shops/super shops where cigarettes are sold. <sup>††</sup>Excludes 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/shops/super shops where cigarettes are sold. <sup>†††</sup>During the past 30 days. <sup>††††</sup>Estimates suppressed due to unweighted sample size less than 25. BDT: Bangladesh Taka. N/A: Not applicable. <sup>†††††</sup>Wealth index, a proxy measure for respondent socioeconomic status, was constructed using the information on ownership of household assets. <sup>††††††</sup>The administration of Bangladesh is divided into eight major regions called divisions.

**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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