




GATS Objectives

The Global Adult Tobacco Survey (GATS) is the 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 the Philippines. 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. The WHO has developed MPOWER, a technical assistance package of six evidence-based policies that include:



- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit tobacco use
- W**arn about the dangers of tobacco
- E**nforce bans on tobacco advertising, promotion, and sponsorship
- R**aise taxes on tobacco.

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In the Philippines, GATS was conducted in 2009 as a household survey of persons 15 years of age and older by the National Statistics Office. A multi-stage, geographically clustered sample design was used to produce nationally representative data. 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 90.8%, the person response rate was 97.4 % and the overall response rate was 88.4%. There were a total of 9,705 completed interviews.

GATS Highlights

Tobacco Use

- 28.3% (17.3 million adults) currently smoke
Men 47.7% (14.6 million); Women 9.0% (2.8 million)
- 22.5% currently smoke daily (Men 38.2%; Women 6.9%)
- 27.0% currently smoke manufactured cigarettes (Men 46.6%; Women 7.5%)

Cessation

- 21.5% of ever daily smokers quit during the past year
- 4.5% of those who smoked in the past 12 months successfully quit

Second-hand Smoke

- 36.9% (6.1 million adult workers) were exposed to tobacco smoke in enclosed areas at their workplace in the past month.
- 54.4% were exposed to smoke at home in the past month.

Media

- 53.7% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 18.3% of adults noticed cigarette promotions on clothing or other items.
- 38.6% of adults noticed anti-cigarette information on radio.
- 59.7% of adults noticed anti-cigarette information on TV.
- 38.2% of current smokers thought about quitting because of warning labels.

Knowledge, Attitudes & Perceptions

- 94.0% of adults believe smoking causes serious illness.



Tobacco Use

TOBACCO SMOKERS	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco smokers	28.3	47.7	9.0
Daily tobacco smokers	22.5	38.2	6.9
Current cigarette smokers ¹	27.9	47.2	8.7
Current manufactured cigarette smokers	27.0	46.6	7.5
Average age of initiation of daily smoking ²	17.6	17.4	19.1
Average number of cigarettes consumed per day by daily cigarette smokers	10.6	11.3	7.0

SMOKELESS TOBACCO USERS	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokeless tobacco users	2.0	2.8	1.2

TOBACCO USERS (SMOKED AND/OR SMOKELESS)	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco users	29.4	49.0	10.0

Cessation

	OVERALL(%)	MEN(%)	WOMEN(%)
Former daily tobacco smokers ³ (among ever daily smokers)	21.5	20.9	25.0
Smokers who made a quit attempt in the past 12 months among those who smoked in the past 12 months	47.8	46.7	53.9
Smokers who quit in the past 12 months among those who smoked in the past 12 months	4.5	4.2	6.3
Current smokers who are interested in quitting	60.6	60.5	61.1
Smokers advised to quit by a health care provider among those who smoked in the past 12 months ⁴	76.5	74.3	86.6

Second-hand Smoke

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults exposed to tobacco smoke at the workplace in the past month ⁵	36.9	43.3	28.8
Adults exposed to tobacco smoke at the workplace where smoking is disallowed in any closed area	13.9	16.5	11.1
Exposed to SHS in Health Care Facilities	7.6	8.0	7.3
Exposed to SHS in Government buildings/offices	25.5	27.9	23.2
Exposed to SHS in Public Transportation	55.3	61.1	49.7
Smoking is allowed inside the home	48.8	50.9	46.7
Someone smoked inside the home in the past month	54.4	58.1	50.6

Economics

	OVERALL(%)	MEN(%)	WOMEN(%)
Last purchased in a store	96.2	96.4	95.4
Average monthly expenditure for cigarettes (Php) among daily cigarette smokers	326.4	339.2	232.8

Media

TOBACCO INDUSTRY ADVERTISING ⁶	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS (%)
Adults who noticed any advertisements for cigarettes [†]	71.2	74.1	70.1
Adults who noticed any advertisements or signs promoting cigarettes in stores [†]	53.7	57.8	52.2
Adults who noticed any cigarette advertisements for sports sponsorships [†]	2.8	3.0	2.7
Adults who noticed any type of cigarette promotions [†]	29.1	36.8	26.1
Adults who noticed any cigarette promotions on clothing or other items [†]	18.3	21.7	17.0

COUNTER ADVERTISING	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokers who thought about quitting because of noticing warning labels on cigarette packages [†]	38.2	38.3	37.5

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on any media [†]	80.0	76.7	81.4
Adults who noticed anti-cigarette smoking information on TV [†]	59.7	57.0	61.0
Adults who noticed anti-cigarette smoking information at healthcare facilities [†]	47.2	44.7	48.3
Adults who noticed anti-cigarette smoking information on radio [†]	38.6	40.3	38.0

Knowledge, Attitudes and Perceptions

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS (%)
Adults believe smoking causes serious illness.	94.0	90.0	95.7
Adults who believe smoking causes lung cancer	95.6	92.7	96.8
Adults who believe smoking causes heart attack	81.3	75.7	83.5
Adults who believe smoking causes stroke	75.5	69.2	78.0
Adults who believe that cigarettes are addictive	91.0	88.4	92.1
Adults who believe that breathing other people's smoke causes serious illness	91.6	86.4	93.8

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Among 18 to 34 year old respondents. ³ Current non-smokers. ⁴ Among current smokers and former smokers who have been abstinent for less than 12 months, who visited a health care provider in past 12 months and were asked if they smoke. ⁵ Among those who work outside of the home who usually work indoors or both indoors and outdoors. [†] During the past 30 days.

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

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