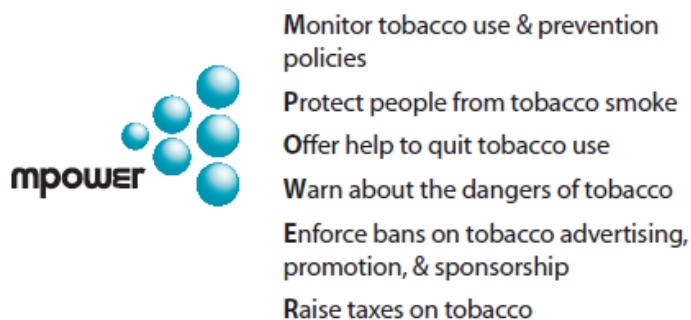


GATS Objectives

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



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 the Philippines, GATS was conducted in 2015 as a household survey of persons 15 years of age or older implemented by the Philippine Statistics Authority (PSA), in coordination with the Department of Health (DOH). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 13,963 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 95.6%, the person-level response rate was 96.3%, and overall response rate was 92.1%. There were a total of 11,644 completed individual interviews.

GATS Highlights

TOBACCO USE

- 23.8% overall (16.6 million adults), 41.9% of men and 5.8% of women currently use tobacco.
- 22.7% overall (15.9 million adults), 40.3% of men and 5.1% of women currently smoke tobacco.
- 18.7% overall (13.1 million adults), 33.9% of men and 3.6% of women currently smoke tobacco daily.
- 21.5% overall (15.1 million adults), 38.9% of men and 4.2% of women currently smoke manufactured cigarettes.

CESSATION

- 76.7% of current smokers planned to or were thinking about quitting.
- 4.0% of those who smoked in the past 12 months successfully quit.
- 56.5% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- 21.5% of adults who worked indoors (3.6 million adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 34.7% of adults (24.0 million adults) were exposed to tobacco smoke at home.
- 86.3% of adults (3.3 million adults) were exposed to tobacco smoke when visiting bars and nightclubs.
- 37.6% of adults (2.0 million adults) were exposed to tobacco smoke when using public transportation.

ECONOMICS

- The average monthly expenditure for cigarettes was 678.4 pesos.
- 55.5% of current smokers attempted to quit smoking in the past 12 months because of the price of cigarettes.

MEDIA

- 44.0% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 9.6% of adults noticed cigarette promotions on clothing or other items with cigarette brand name or logo.
- 39.1% of adults noticed anti-cigarette information on the radio.
- 63.7% of adults noticed anti-cigarette information on TV.
- 44.6% of current smokers thought about quitting because of warning labels.

TOBACCO USE

| TOBACCO SMOKERS | OVERALL (%) | MEN (%) | WOMEN (%) |
|--|-------------|---------|-----------|
| Current tobacco smokers | 22.7 | 40.3 | 5.1 |
| Daily tobacco smokers | 18.7 | 33.9 | 3.6 |
| Current cigarette smokers ¹ | 22.5 | 40.1 | 4.9 |
| Current manufactured cigarette smokers | 21.5 | 38.9 | 4.2 |
| Current water-pipe smoker | 0.4 | 0.7 | 0.2 |
| Average age at daily smoking initiation ² (in years) | 17.5 | 17.5 | 18.3 |
| Average number of cigarettes consumed per day by daily cigarette smokers | 11.0 | 11.2 | 8.6 |
| SMOKELESS TOBACCO USERS | | | |
| Current smokeless tobacco users | 1.7 | 2.7 | 0.7 |
| TOBACCO USERS (smoked and/or smokeless) | | | |
| Current tobacco users | 23.8 | 41.9 | 5.8 |

ELECTRONIC CIGARETTES

| | OVERALL (%) | MEN (%) | WOMEN (%) |
|---------------------------------------|-------------|---------|-----------|
| Ever heard of electronic cigarettes | 31.7 | 36.4 | 27.1 |
| Ever used electronic cigarettes | 2.8 | 4.5 | 1.1 |
| Current user of electronic cigarettes | 0.8 | 1.3 | 0.2 |

CESSATION

| | OVERALL (%) | MEN (%) | WOMEN (%) |
|--|-------------|---------|-----------|
| Former daily tobacco smokers (among ever daily smokers) ³ | 19.3 | 17.7 | 31.0 |
| Smokers who made a quit attempt in the past 12 months. ⁴ | 52.2 | 51.5 | 57.1 |
| Smokers who quit in the past 12 months ⁴ | 4.0 | 3.6 | 6.9 |
| Current smokers who are interested in quitting | 76.7 | 76.6 | 77.4 |
| Smokers advised to quit by a health care provider ^{4,5} | 56.5 | 58.1 | 48.8 |

SECONDHAND SMOKE

| | OVERALL (%) | MEN (%) | WOMEN (%) |
|---|-------------|---------|-----------|
| Adults exposed to tobacco smoke at the workplace ^{6,†} | 21.5 | 26.4 | 16.4 |
| Adults exposed to tobacco smoke in the following places: † | | | |
| Health care facilities ⁷ | 4.2 | 4.9 | 3.8 |
| Government buildings/offices ⁸ | 13.6 | 15.6 | 11.7 |
| Public transportation ⁹ | 37.6 | 39.9 | 35.5 |
| Bars/Nightclubs ¹⁰ | 86.3 | 88.9 | 78.9 |
| Restaurants ¹¹ | 21.9 | 26.8 | 17.0 |
| Schools ¹² | 10.9 | 12.7 | 9.6 |
| Adults exposed to tobacco smoke at home ¹³ | 34.7 | 39.0 | 30.3 |

ECONOMICS

| | OVERALL (%) | MEN (%) | WOMEN (%) |
|--|-------------|---------|-----------|
| Last purchased cigarettes in stores | 98.7 | 98.7 | 98.4 |
| Average monthly expenditure for cigarettes among cigarette smokers (in pesos) | 678.4 | 696.1 | 515.8 |
| Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2015] ¹⁴ | 3.4 | 3.4 | 3.5 |
| Current smokers who attempt to quit in the past 12 months because of high price of cigarettes | 55.5 | 56.3 | 49.7 |
| Observed cigarette pack with tax stamp | 77.6 | 77.7 | 76.4 |
| Observed cigarette pack with health warnings | 76.5 | 77.3 | 69.3 |

MEDIA

| TOBACCO INDUSTRY ADVERTISING | OVERALL (%) | CURRENT SMOKERS (%) | NON-SMOKERS (%) |
|---|-------------|---------------------|-----------------|
| Adults who noticed any sponsorship or promotion of cigarettes† | 58.6 | 63.4 | 57.2 |
| Adults who noticed any advertisements or signs promoting cigarettes in stores ^{15,†} | 44.0 | 49.2 | 42.5 |
| Adults who noticed any cigarette promotions on clothing or other items with cigarette brand name or logo† | 9.6 | 11.3 | 9.2 |
| COUNTER ADVERTISING | | | |
| Current smokers who thought about quitting because of a warning label on cigarette packages† | 44.6 | 44.9 | 42.1 |
| | OVERALL (%) | CURRENT SMOKERS (%) | NON-SMOKERS (%) |
| Adults who noticed anti-cigarette smoking information on any media† | 83.2 | 82.2 | 83.5 |
| Adults who noticed anti-cigarette smoking information on the TV† | 63.7 | 63.4 | 63.7 |
| Adults who noticed anti-cigarette smoking information at health care facilities† | 57.9 | 56.4 | 58.3 |
| Adults who heard anti-cigarette smoking information on the radio† | 39.1 | 42.5 | 38.0 |

KNOWLEDGE, ATTITUDES & PERCEPTIONS

| | OVERALL (%) | CURRENT SMOKERS (%) | NON-SMOKERS (%) |
|---|-------------|---------------------|-----------------|
| Adults who believed smoking causes: | | | |
| Serious illness | 95.0 | 92.7 | 95.7 |
| Lung cancer | 96.4 | 94.2 | 97.0 |
| Heart attack | 85.7 | 82.0 | 86.8 |
| Stroke | 79.6 | 74.4 | 81.1 |
| Tuberculosis | 95.4 | 93.6 | 96.0 |
| Adults who believed that cigarettes are addictive | 90.8 | 88.8 | 91.3 |
| Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers | 93.5 | 90.3 | 94.5 |

¹ Includes manufactured cigarettes, hand-rolled cigarettes and kreteks. ² Among daily smokers age 15-34 years. ³ Current non-smokers. ⁴ Includes current smokers and those who quit in the past 12 months. ⁵ Among those who visited a health care provider 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 health care facilities in the past 30 days. ⁸ Among those who visited government buildings in the past 30 days. ⁹ Among those who used public transportation in the past 30 days. ¹⁰ Among those who visited bars or nightclubs in the past 30 days. ¹¹ Among those who visited restaurants in the past 30 days. ¹² Among those who visited schools in the past 30 days. ¹³ Smoking occurs in the home at least monthly. ¹⁴ 2015 GDP Per Capita: 139,695.146 from www.imf.org. ¹⁵ 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. [†] During the past 30 days.

NOTE: Current use refers to daily and less than daily use. Adults refer to persons aged 15 years or older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years or 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 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.