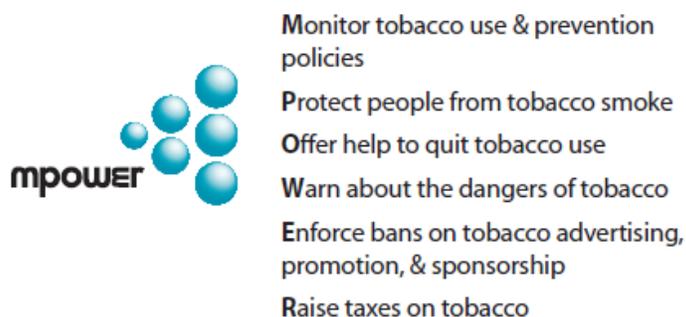


GATS Objectives

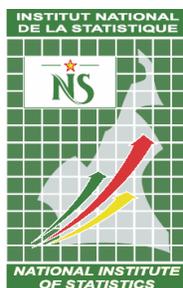
The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Cameroon. 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 Cameroon, GATS was first conducted in 2013 as a household survey of persons 15 years of age and older by the National Institute of Statistics, under the coordination of the Ministry of Public Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5,710 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 5,271 completed individual interviews with an overall response rate of 94.1%.



GATS Highlights

TOBACCO USE

- 11.8% of men, 0.6% of women, and 6.0% overall (0.7 million) currently smoked tobacco.
- 2.2% of men, 3.8% of women, and 3.0% overall (0.4 million) currently used smokeless tobacco.
- 13.9% of men, 4.3% of women and 8.9% overall (1.1 million) currently used tobacco.

CESSATION

- 7 in 10 current smokers planned to or were thinking about quitting.
- 1 in 2 smokers made a quit attempt in the last 12 months.

SECONDHAND SMOKE

- 19.2% of adults who worked indoors (0.4 million) were exposed to tobacco smoke at the workplace.
- 15.5% of adults (1.9 million adults) were exposed to tobacco smoke at home.
- 31.9% of adults who visited restaurants (1 million); 84.8% of adults who visited bars and nightclubs (3.7 million); 25.6% of adults who visited cafés, coffee shops, and teahouses (500,000); and 22.9% of adults who used public transportation were exposed to tobacco smoke (1.6 million).
- 80.4% of adults think that smoking should be prohibited in all indoor public spaces.

MEDIA

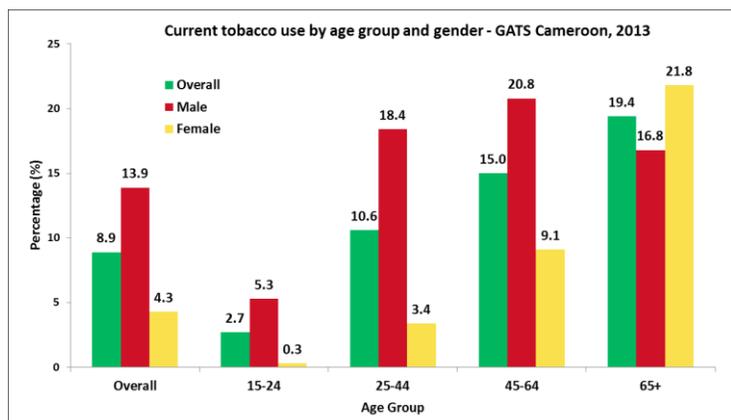
- 3 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 1 in 10 adults noticed cigarette marketing in stores.
- 2 in 10 adults noticed cigarette promotions on clothing or item with a brand name or logo.
- 3 in 10 adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 95.4% of adults believed smoking causes serious illness.
- 90.8% of adults believed breathing other people's smoke causes serious illness in non-smokers.

TOBACCO USE

	MEN (%)	WOMEN (%)	OVERALL (%)
TOBACCO SMOKERS			
Current tobacco smokers	11.8	0.6	6.0
Daily tobacco smokers	9.1	0.5	4.6
Current cigarette smokers ¹	11.7	0.5	5.9
Daily cigarette smokers ¹	9.0	0.4	4.5
Former daily tobacco smokers ² (among all adults)	5.1	0.3	2.6
Former daily tobacco smokers ² (among ever daily smokers)	33.0	41.0	33.4
Daily smokers who smoke within 30 minutes after waking up	48.5	-	48.6
	MEN (#)	WOMEN (#)	OVERALL (#)
Average number of cigarettes smoked per day among daily cigarette smokers	8.8	-	8.7
SMOKELESS TOBACCO USERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokeless tobacco users	2.2	3.8	3.0
TOBACCO USERS (smoked and/or smokeless)			
Current tobacco users	13.9	4.3	8.9



CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months ³	48.5	47.1	48.4
Current smokers who planned to or were thinking about quitting	66.2	58.6	65.8
Smokers advised to quit by a health care provider in past 12 months ^{3,4}	47.2	-	49.1

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{5,†}	20.9	16.7	19.2
Adults exposed to tobacco smoke at home at least monthly	16.8	14.3	15.5
Adults exposed to tobacco smoke in restaurants ^{6,†}	32.8	29.8	31.9
Adults exposed to tobacco smoke in bars and night clubs ^{7,†}	88.1	79.5	84.8
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who think that smoking should not be allowed in restaurants	87.4	98.0	97.4

ECONOMICS

Average amount spent on 20 manufactured cigarettes [IN CFA FRANCS]	436.1
Average cigarette expenditure per month among current manufactured cigarette smokers	4,690.6
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2013] ⁸	6.9

MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{9,†}	25.1	11.6	12.4
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship [†]	39.9	28.8	29.5
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	36.5	18.3	35.5
Adults who noticed anti-cigarette smoking information on the television or radio [†]	34.1	26.9	30.4

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	93.1	95.5	95.4
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	85.9	91.2	90.8

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 Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁶ Among those who visited restaurants. ⁷ Among those who visited bars and nightclubs. ⁸ GDP per capita 629,586.95 FCFA, 2013, Source: International Monetary Fund. 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. [†] 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 is provided by the Bill & Melinda Gates Foundation. Technical assistance is provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. Program support is provided by the CDC Foundation.