Global Adult Tobacco Survey (GATS)

Fact Sheet
Bangladesh: 2009

GATS Objectives

The Global Adult Tobacco Survey (GATS) uses the global standard protocol 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. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will assist Bangladesh to fulfill their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) and to generate comparable data within and across countries. GATS also provides key indicators for monitoring MPOWER policy package developed by WHO which includes:

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Monitor tobacco use and 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 and sponsorship
Raise taxes on tobacco.

GATS Methodology

GATS uses a global standardized methodology. It includes information on the respondents' background characteristics, tobacco use (smoking and smokeless), cessation, second-hand smoke, economics, media, and knowledge, attitudes and perceptions of tobacco use. In Bangladesh, GATS was conducted in 2009 as a household survey of persons 15 years of age or older by the National Institute of Preventive and Social Medicine in collaboration with the Bangladesh Bureau of Statistics and National Institute of Population Research and Training. 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 97.7%, the individual response rate was 95.8% and the overall response rate was 93.6%. There were a total of 9629 completed interviews.

GATS Highlights

Tobacco Use

- In Bangladesh 43.3% of adults (41.3 million) currently use tobacco in smoking and/or smokeless form.
- 44.7% of men, 1.5% of women, and 23.0% overall (21.9 million adults) currently smoke tobacco.
- 26.4% of men, 27.9% of women, and 27.2% overall (25.9 million adults) currently use smokeless tobacco.

Cessation

- 7 in 10 current smokers plan to or are thinking about quitting.

Second-hand Smoke

- 63.0% of workers (11.5 million adults) are exposed to tobacco smoke at the workplace.

Media

- 4 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 4 in 10 adults have noticed cigarette marketing in stores where cigarettes are sold.
- 3 in 10 adults have noticed cigarette marketing (other than in stores) or sporting event sponsorship.

World Health Organization
Country Office for Bangladesh

CDC Tobacco Control

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December 2009

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Tobacco Use

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	23.0	44.7	1.5
Daily tobacco smokers	20.9	40.7	1.3
Current cigarette smokers[1]	14.2	28.3	0.2
Daily cigarette smokers[1]	12.3	24.5	0.2
Current *bidi* smokers	11.2	21.4	1.1
Daily *bidi* smokers	10.6	20.3	1.0
Former daily tobacco smokers[2] (among all adults)	4.7	8.4	1.0
Former daily tobacco smokers[2] (among ever daily smokers)	17.8	16.6	41.3

SMOKELESS TOBACCO USERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokeless tobacco users	27.2	26.4	27.9
Daily smokeless tobacco users	23.7	20.7	26.6
Former daily smokeless tobacco users (among all adults)	1.4	1.8	1.0
Former daily smokeless tobacco users[3] (among ever daily users)	5.5	7.9	3.5

TOBACCO USERS (SMOKING AND/OR SMOKELESS)	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users	43.3	58.0	28.7

Cessation

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months[4]	47.3	47.8	31.5
Current smokers who plan to or are thinking about quitting	68.0	69.1	36.9
Smokers advised to quit by a health care provider in past 12 months[4,5]	52.9	52.7	61.6
Smokeless users who made a quit attempt in past 12 months[6]	28.5	26.9	29.9
Current smokeless users who plan to or are thinking about quitting	48.7	61.1	37.4
Smokeless users advised to quit by a health care provider in past 12 months[5,6]	47.9	35.5	55.6

Second-hand Smoke

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace[7 †]	63.0	67.8	30.4
Adults exposed to tobacco smoke at any public places[8 †]	45.0	69.4	20.8

Economics

Average price of a pack (20 sticks) of manufactured cigarettes *(taka)*	32.1
Average price of a pack (25 sticks) of *bidis (taka)*	6.2
Percentage of Gross Domestic Product (GDP) spent to purchase manufactured cigarettes	1.0 %
Percentage of GDP spent to purchase *bidis*	0.4%
Price of 100 packs of manufactured cigarettes as percent of per capita GDP	5.0%
Price of 100 packs of bidis as percent of per capita GDP	1.0%

Media

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold†	38.4	56.1	33.0
Adults who noticed any cigarette advertisements/promotions (other than in stores) or sporting event sponsorship†	32.1	44.5	28.4
	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who noticed smokeless tobacco marketing in stores where smokeless tobacco is sold†	13.7	15.0	13.3
COUNTER ADVERTISING	OVERALL (%)	MEN (%)	WOMEN (%)
Among current smokers who noticed warning labels, those thought about quitting because of noticing†	74.4	74.5	51.1
	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio†	40.5	42.7	39.9
	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who noticed anti-smokeless tobacco information on the television or radio†	54.1	57.4	52.9

Knowledge, Attitudes and Perceptions

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believe smoking causes serious illness	97.4	96.8	97.6
Adults who believe exposure to tobacco smoke causes serious illness in nonsmokers	93.4	95.2	92.9
	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who believe smokeless tobacco use causes serious illness	92.7	91.5	93.2
Support increase in tax on tobacco products	81%	-	-

[1] Includes manufactured cigarettes and hand-rolled cigarettes. [2] Current non-smokers. [3] Current non-users. [4] Includes current smokers and those who quit in past 12 months. [5] Among those who visited a health care provider in past 12 months. [6] Includes current smokeless users and those who quit in past 12 months. [7] Among those who work outside of the home who usually work indoors or both indoors and outdoors. [8] Respondents reporting smoking occurred in government buildings, health-care facilities, restaurants, or public transportation during the past 30 days. †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 age 15 years or older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

Financial support is provided by the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. 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. Programme support is provided by the CDC Foundation.

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