

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 Costa Rica. 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:



- 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), electronic cigarettes, cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Costa Rica, GATS was first conducted in 2015 as a household survey of persons 15 years of age and older by Ministry of Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 9,680 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 8,607 completed individual interviews with an overall response rate of 89.2%.

GATS Highlights

TOBACCO USE

- 9.1% overall (0.3 million), 13.6% of men and 4.5% of women use tobacco.
- 8.9% overall (0.3 million), 13.4% of men and 4.4% of women currently smoked tobacco.
- 9.6% of urban residents and 7.1% of rural residents currently smoke tobacco.
- 8.7% overall, 13.0% of men and 4.3% of women currently smoke cigarettes.
- 0.1% overall, 0.1% of men and 0.0% of women currently use smokeless tobacco.

CESSATION

- 73.0% of current smokers planned to or were thinking about quitting.
- 58.6% of past-year smokers attempted to quit smoking in the last 12 months.
- 56.7% of ever daily smokers have quit smoking (Quit Ratio).

SECONDHAND SMOKE

- 6.3% of adults who worked indoors (0.1 million adults) were exposed to tobacco smoke at the workplace.
- 4.9% of adults (0.2 million adults) were exposed to tobacco smoke at home.
- 7.9% of adults (0.1 million adults) who visited a restaurant in past 30 days were exposed to tobacco smoke.

ECONOMY

- Average cigarette expenditure per month was 19,370 colones.
- 5.4% of smokers purchased cigarettes from street vendors.

MEDIA

- Almost 7 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- Over 1 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- Over 2 in 10 adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

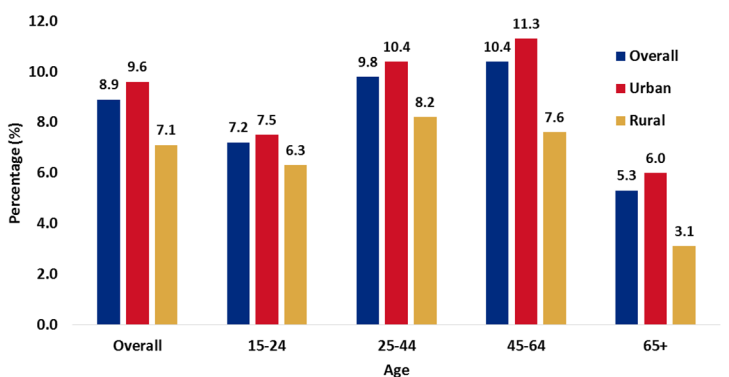
- 97.8% of adults believed smoking causes serious illness.
- 95.8% of adults believed that secondhand smoke cause serious illness in non-smokers.



TOBACCO USE

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	8.9	13.4	4.4
Daily tobacco smokers	5.8	8.7	2.9
Current cigarette smokers ¹	8.7	13.0	4.3
Daily cigarette smokers ¹	5.7	8.4	2.9
Former daily tobacco smokers ² (among all adults)	9.5	13.6	5.3
Former daily tobacco smokers ² (among ever daily smokers)	56.7	55.6	59.6
Average age at smoking initiation among ever daily smokers aged 20 to 34 years	16.1	16.0	16.5
Average number of cigarettes smoked per day ³	13.4	14.1	11.4
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	0.1	0.1	0.0
TOBACCO USERS (smoked and/or smokeless)			
Current tobacco users	9.1	13.6	4.5

Current Smoking Prevalence by Age Group and Residence,
GATS Costa Rica, 2015



CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Past-year smokers who made a quit attempt in past 12 months ⁴	58.6	56.2	65.4
Current smokers who planned to or were thinking about quitting	73.0	72.9	73.6
Past-year smokers advised to quit by a health care provider in past 12 months ^{4,5}	64.0	60.6	70.5

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{6,†}	6.3	7.5	4.2
Adults exposed to tobacco smoke at home at least monthly	4.9	4.9	5.0
Adults exposed to tobacco smoke in restaurants ^{7,†}	7.9	8.1	7.7
Adults exposed to tobacco smoke in bars/nightclubs ^{8,†}	23.0	21.2	25.9

ECONOMICS

Average amount spent on 20 manufactured cigarettes (colones)	1,328
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2014] ⁹	2.4%
Average cigarette expenditure per month (colones)	19,370 -
Manufactured cigarette smokers who purchased from street vendors	5.4% -

MEDIA

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{10,†}	14.9	21.9	14.2
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship [†]	21.9	21.7	21.9
COUNTER ADVERTISING	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who thought about quitting because of a warning label [†]	55.4	53.9	59.9
	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	66.1	66.8	66.0

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	97.8	96.8	97.9
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	95.8	94.8	95.8
Adults who favor increasing taxes on tobacco products	85.1	57.2	87.9
Adults who support smoke-free laws in public places ¹¹	93.1	82.8	94.1
	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who believed smokeless tobacco use causes serious illness	70.5	*	70.5

ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults who have ever heard of electronic cigarettes	47.5	52.0	42.9
Current user of electronic cigarettes	1.3	1.6	0.9

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Among daily 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 restaurants. ⁸ Among those who visited bars/nightclubs. ⁹ Per capita GDP estimated for 2014 accessed from the International-Monetary Fund (IMF) website. ¹⁰ 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. ¹¹ Those who indicated support for smoke-free laws in all of the following places: hospitals, workplaces, restaurants, bars, public transportation, schools, universities, and places of worship. † During the past 30 days. * Indicator estimates based on less than 25 un-weighted cases and have been suppressed.

NOTE: Current use refers to daily and less than daily use in the past 30 days. 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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