


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 Viet Nam. 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 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 use 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 Viet Nam, GATS was conducted in 2015 as a household survey of persons 15 years of age and older by the Ministry of Health in collaboration with Hanoi Medical University, and General Statistics Office of Viet Nam. A multi-stage stratified cluster sample design was used to produce nationally representative data. Survey information was collected electronically by using handheld devices. A total of 9,514 households were sampled and one individual was randomly selected from each participating household to complete the survey. The household response rate was 97.8%, the person response rate was 98.0% and the overall response rate was 95.8%. There were a total of 8,996 adults aged 15 years and older who completed an interview.

GATS Highlights

TOBACCO USE

- 45.3% of men, 1.1% of women, and 22.5% overall (15.6 million adults) currently smoked tobacco.
- 36.7% of men, 0.8% of women, and 18.2% overall (12.6 million adults) currently smoked cigarettes.
- 13.7% of men, 0.2% of women, and 6.7% overall (4.7 million adults) currently smoked waterpipes.

SECONDHAND SMOKE AMONG NON-SMOKERS

- 53.5% of non-smokers (28.5 million adults) were exposed to tobacco smoke at home.
- 36.8% of non-smokers who worked indoors (5.9 million adults) were exposed to tobacco smoke at the workplace.
- 18.5% of non-smokers (1.4 million adults) were exposed to tobacco smoke when using public transportation.
- 16.0% of non-smokers (2.8 million adults) were exposed to tobacco smoke when visiting schools.

CESSATION

- 29.0% of those who have ever smoked (6.4 million adults) have quit smoking.
- 53.6% of current smokers planned to or were thinking about quitting sometime in the future.
- 5.2% of current smokers (0.8 million adults) planned to quit within the next month.

ECONOMICS

- The average amount spent per 20 manufactured cigarettes (1 pack) was VND 11,819.
- The average yearly cigarette expenditure per current cigarette smoker was VND 2.7 million.
- 65.4% of adults supported increasing taxes on tobacco products.

MEDIA

- 65.3% of adults noticed anti-cigarette smoking information on the television or radio.
- 16.6% of adults noticed any cigarette advertisement, sponsorship, or promotion.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 95.9% of adults believed smoking causes serious illness.
- 90.3% of adults believed exposure to tobacco smoke causes serious illness to non-smokers.
- 61.2% of adults believed smoking causes stroke, heart attack, and lung cancer.



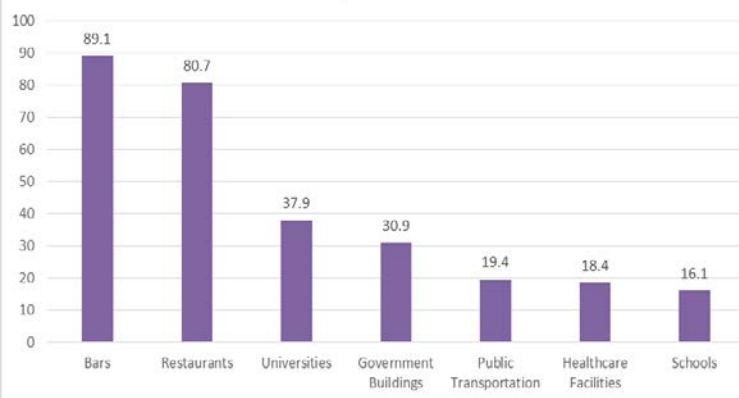
TOBACCO USE

TOBACCO SMOKERS	OVERALL	MEN	WOMEN
Current tobacco smokers (%)	22.5	45.3	1.1
Daily tobacco smokers (%)	19.2	38.7	0.9
Average age at daily smoking initiation among smokers aged 20-34 years	18.8	18.8	~
CIGARETTE SMOKERS	OVERALL	MEN	WOMEN
Current cigarette smokers ¹ (%)	18.2	36.7	0.8
Daily cigarette smokers ¹ (%)	15.2	30.7	0.6
Average number of cigarettes smoked per day by daily cigarette smokers ¹	13.7	13.8	10.5
WATERPIPE SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current waterpipe smokers	6.7	13.7	0.2
Daily waterpipe smokers	5.6	11.5	0.1

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at home ²	59.9	65.2	55.0
Adults exposed to tobacco smoke at the workplace ^{3,†}	42.6	54.4	29.9

Secondhand Smoke Exposure in Various Public Place[†]



CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Former tobacco smokers ⁴ (among ever smokers)	29.0	28.5	44.9
Former daily tobacco smokers ⁴ (among ever daily smokers)	24.6	24.2	39.8
Smokers who made a quit attempt in past 12 months ⁵	39.6	39.8	32.8
Current smokers who planned to or were thinking about quitting next month	5.2	5.1	7.0
Smokers advised to quit by a health care provider in past 12 months ^{5,6}	40.5	40.4	45.8

ECONOMICS

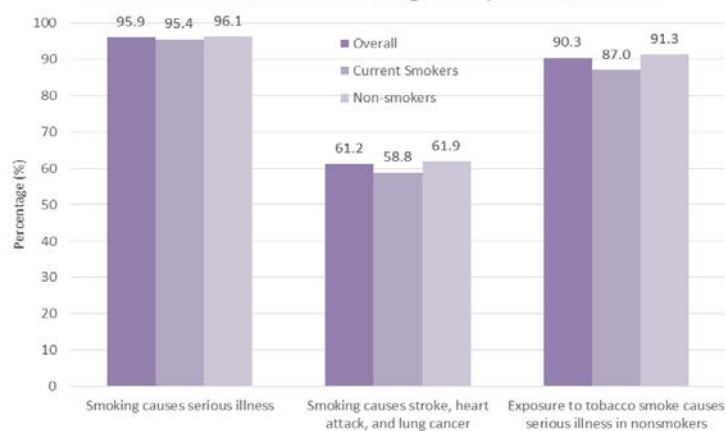
Average amount spent on 20 manufactured cigarettes (1 pack) (VND ⁷)	11,800		
Average yearly cigarette expenditure per current cigarette smoker (VND ⁷)	2.7 million		
Estimated total yearly cigarette expenditure among all current cigarette smokers (VND ⁷)	31 trillion		
Average cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2015] ⁸	2.5%		
	OVERALL (%)	MEN (%)	WOMEN (%)
Adults who supported increasing taxes on tobacco products	65.4	64.0	66.7

MEDIA

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette advertising in stores where cigarettes are sold [†]	8.6	9.2	8.5
Adults who noticed any cigarette advertisements, sponsorships, or promotions [†]	16.6	19.3	15.8
COUNTER ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	65.3	66.8	64.9
	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who noticed a health warning label on a cigarette package [†]	91.1	91.5	73.0
Current smokers who thought about quitting because of a health warning label on a cigarette package [†]	48.5	49.0	31.0

KNOWLEDGE, ATTITUDES, & PERCEPTIONS

Beliefs About the Health Effects of Smoking Tobacco, GATS Viet Nam 2015



ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	18.6	25.5	12.0
Ever used an electronic cigarette	1.1	2.0	0.2
Current user of electronic cigarettes	0.2	0.4	0.1

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Adults that reported smoking in the home occurs daily, weekly, or monthly. ³ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁴ Current non-smokers. ⁵ Includes current smokers and those who quit in the past 12 months. ⁶ Among those who visited a health care provider in past 12 months. ⁷ Vietnamese Dong. ⁸ GDP per capita obtained from the World Economic Outlook, October 2015 published by the International Monetary Fund. [†] During the past 30 days. ~ 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 was provided by the Bloomberg Initiative to Reduce Tobacco Use through the CDC Foundation with a grant from Bloomberg Philanthropies and the Bill & Melinda Gates Foundation. Technical assistance was provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and RTI International. Program support was provided by the CDC Foundation.