

GATS Objectives

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

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Ethiopia. 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 package of selected demand reduction measures contained in the WHO FCTC that include:



- 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, smokeless, and heated tobacco products), electronic cigarette use, cessation, secondhand smoke, economics, media, and knowledge, attitudes, and perceptions towards tobacco use. In Ethiopia, GATS was conducted in 2024 as a household survey of persons 15 years of age or older by the Ethiopia Public Health Institute with collaborative engagement of Ethiopian Food and Drug Authority; Ethiopian Statistical Service; and WHO Ethiopia. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 12,209 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 11,876 completed individual interviews with an overall response rate of 97.4%.

GATS Highlights

TOBACCO AND ELECTRONIC CIGARETTE USE

- 4.6% overall (2.4 million adults), 8.8% of men, and 0.5% of women currently used tobacco.
- 4.0% overall (2.1 million adults), 7.7% of men, and 0.4% of women currently smoked tobacco.
- 1.0% overall (0.5 million adults), 1.8% of men, and 0.2% of women currently used smokeless tobacco.
- <0.1% overall (<0.1 million adults), <0.1% of men, and 0.0% of women currently used electronic cigarettes.

CESSATION

- 55.4% of current smokers planned to or were thinking about quitting smoking.
- 49.2% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- 19.8% of adults who worked indoors (2.1 million adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 14.0% of adults (7.3 million adults) were exposed to tobacco smoke inside their homes.
- 20.2% of adults (2.4 million adults) were exposed to tobacco smoke when visiting restaurants.

ECONOMICS

- The average (mean) amount spent on 20 manufactured cigarettes was 174.1 Ethiopian Birr.
- The average (mean) monthly expenditure on manufactured cigarettes was 2341.5 Ethiopian Birr.

MEDIA

- 15.8% of adults noticed anti-cigarette smoking information on the television or radio.
- 5.1% of adults noticed any tobacco products (smoked and/or smokeless) advertising or promotions in stores where tobacco products are sold.
- 9.2% of adults noticed any tobacco products (smoked and/or smokeless) advertisements, promotions, or sporting event sponsorship.
- 18.4% of current smokers thought about quitting because of warning labels.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 87.9% of adults believed smoking causes serious illness.
- 80.9% of adults believed breathing other peoples' smoke causes serious illness in non-smokers.

TOBACCO USE

TOBACCO USE (smoked, smokeless, and/or heated tobacco products)	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users	4.6	8.8	0.5

TOBACCO SMOKING

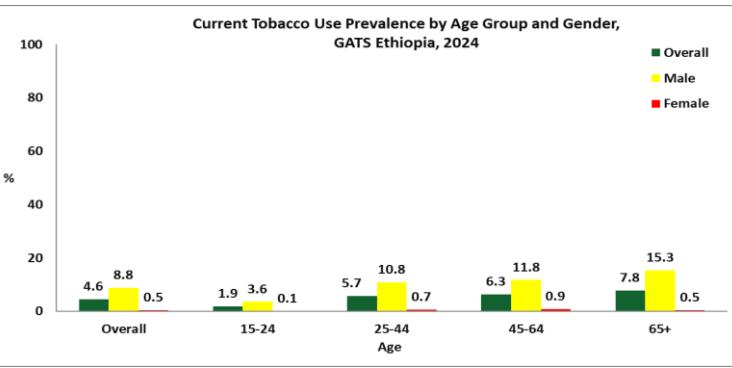
Current tobacco smokers	4.0	7.7	0.4
Daily tobacco smokers	3.2	6.2	0.3
Current cigarette smokers ¹	3.7	7.2	0.2
Daily cigarette smokers ¹	2.9	5.7	0.2
Former daily tobacco smokers ² (among all adults)	0.8	1.4	0.2
Former daily tobacco smokers ^{2,3} (among ever daily smokers)	17.8	16.8	33.2

SMOKELESS TOBACCO USE

Current smokeless tobacco users	1.0	1.8	0.2

HEATED TOBACCO PRODUCT USE

Ever heard of heated tobacco products	2.9	3.3	2.5
Ever used heated tobacco products	0.2	0.3	0.1
Current user of heated tobacco products	0.2	0.3	0.1



ELECTRONIC CIGARETTE USE

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	2.5	3.1	1.9
Ever used electronic cigarettes	<0.1	0.1	0.0
Current user of electronic cigarettes	<0.1	<0.1	0.0

CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months ⁴	33.2	32.5	-
Current smokers who planned to or were thinking about quitting ⁵	55.4	55.0	-
Smokers advised to quit by a health care provider in past 12 months ^{4,6}	49.2	48.1	-
Smokeless users who made a quit attempt in past 12 months ⁷	25.5	26.1	-
Current smokeless users who planned to or were thinking about quitting ⁵	48.1	47.9	-

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{8,§}	19.8	20.8	18.6
Adults exposed to tobacco smoke at home at least monthly	14.0	14.9	13.2
Adults exposed to tobacco smoke inside: ^{9,§}			
Government buildings or offices	23.0	22.7	23.4
Healthcare facilities	10.7	12.2	9.3
Restaurants	20.2	20.3	20.1
Bars or night clubs	57.3	58.4	55.2
Public Transportation	11.2	11.0	11.5

ECONOMICS

Average (mean) amount spent on 20 manufactured cigarettes in Ethiopian Birr	174.1
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Average (mean) monthly expenditure on manufactured cigarettes in Ethiopian Birr	2341.5
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Cost of 100 packs of manufactured cigarettes as a percentage of per capital Gross Domestic Product (GDP) 2024¹⁰

MEDIA

ANTI-TOBACCO WARNINGS	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio [§]	15.8	14.1	15.9

	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who thought about quitting because of a warning label [§]	18.4	18.6	-

	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who noticed anti-smokeless tobacco information on the television or radio [§]	4.6	10.2	4.6

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed any tobacco products (smoked and/or smokeless) advertising or promotions in stores/shops where tobacco is sold ^{11,§}	5.1	13.0	4.8

	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokeless tobacco users who thought about quitting because of a warning label [§]	0.5	0.6	-

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	87.9	74.4	88.5

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	80.9	62.1	81.7

	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-USERS (%)
Adults who believed smokeless tobacco use causes serious illness	66.3	43.8	67.3

¹ Includes manufactured, and hand-rolled cigarettes. ² Current non-smokers. ³ Quit ratio for daily smoking. ⁴ Includes current smokers and former smokers who quit in the past 12 months. ⁵ Planning or thinking about quitting within the next month, 12 months, or someday. ⁶ Among those who visited a health care provider in past 12 months. ⁷ Includes current smokeless users and those who quit in past 12 months. ⁸ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁹ Among those who visited the place in the past 30 days. ¹⁰ Estimated Ethiopia 2024 per capital GDP = 110578.45 Ethiopian Birr, provided by the International Monetary Fund, World Economic Outlook database April 2024 edition. ¹¹ Includes those who noticed any advertisements or signs promoting any tobacco products (smoked and/or smokeless) in stores where tobacco is sold; tobacco products (smoked and/or smokeless) at sale prices; or free gifts or discount offers on other products when buying tobacco products. [§] 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 or 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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