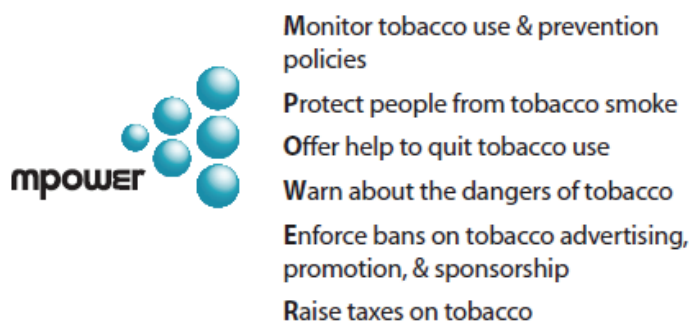


GATS Objectives

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

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Georgia. 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:



GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking, smokeless, heated tobacco products), electronic cigarette use, cessation, secondhand smoke, economics, media and knowledge, attitudes and perceptions towards tobacco use. In Georgia, GATS was conducted in 2025 as a household survey of persons 15 years of age or older by the National Center for Disease Control and Public Health (NCDC) of the Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia in collaboration with WHO and the CDC Foundation. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 11,798 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 8,566 completed individual interviews with an overall response rate of 77.5%.



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GATS Highlights

TOBACCO & NICOTINE PRODUCTS

- 24.8% overall (732.1 thousand adults), 46.1% of men and 5.8% of women currently used tobacco (smoking, smokeless, heated tobacco products).
- 25.4% overall (750.1 thousand adults), 46.8% of men and 6.3% of women currently used tobacco (smoking, smokeless, heated tobacco products) and/or nicotine products (electronic cigarettes, oral nicotine pouches).
- 23.6% overall (700.6 thousand adults), 44.8% of men and 4.8% of women currently smoked tobacco (not including heated tobacco products).
- 0.5% overall (14.6 thousand adults), 0.8% of men and 0.2% of women currently used smokeless tobacco.
- 1.9% overall (55.2 thousand adults), 2.4% of men and 1.4% of women currently used heated tobacco products.
- 1.7% overall (51.5 thousand adults), 2.6% of men and 1.0% of women currently used electronic cigarettes.

CESSATION

- 27.1% of tobacco smokers made a quit attempt in the past 12 months.
- 50.3% of current tobacco smokers planned to or were thinking about quitting smoking.
- 59.7% of tobacco smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- 9.6% of adults who worked indoors (103.7 thousand adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 18.9% of adults (556.8 thousand adults) were exposed to tobacco smoke inside their homes.
- 12.6% of adults (118.6 thousand adults) were exposed to indoor tobacco smoke when visiting restaurants, cafes, coffee/tea shops.
- 25.3% of adults (40.3 thousand adults) were exposed to indoor tobacco smoke when visiting bars or night clubs.
- 12.0% of adults (24.3 thousand adults) were exposed to indoor tobacco smoke when visiting universities.

ECONOMICS

- The average (mean) amount spent on 20 manufactured cigarettes was 7.7 Georgian lari.
- The average (mean) monthly expenditure on manufactured cigarettes was 217.3 Georgian lari.

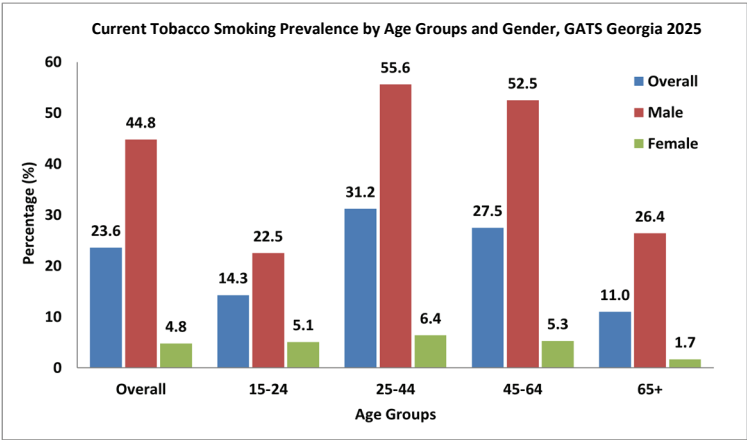
MEDIA

- 75.0% of adults noticed anti-cigarette smoking information on the television or radio.
- 2.3% of adults noticed cigarette advertising on the internet and 6.9% of adults noticed electronic cigarette or heated tobacco product advertising on the internet.
- 2.5% of adults noticed cigarette advertising or promotions in stores where cigarettes are sold and 2.3% of adults noticed electronic cigarette or heated tobacco product advertising or promotions in stores or shopping malls.
- 6.9% of adults noticed any cigarette advertisements, promotions or sporting event sponsorship and 9.1% of adults noticed any electronic cigarette or heated tobacco product advertisements, promotions or sporting event sponsorship.

KNOWLEDGE, ATTITUDES, & PERCEPTIONS

- 93.7% of adults believed smoking tobacco causes serious illness.
- 89.8% of adults believed breathing other peoples' tobacco smoke causes serious illness in non-smokers.
- 67.1% of adults supported banning flavors in electronic cigarettes to decrease their attractiveness.

TOBACCO & NICOTINE PRODUCTS			
TOBACCO USE	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users (<i>smoking, smokeless, heated tobacco products</i>)	24.8	46.1	5.8
Current users of tobacco and/or nicotine products (<i>smoking, smokeless, heated tobacco products, electronic cigarettes, oral nicotine pouches</i>)	25.4	46.8	6.3
SMOKING TOBACCO			
Current tobacco smokers	23.6	44.8	4.8
Daily tobacco smokers	21.5	41.6	3.7
Current cigarette smokers ¹	23.3	44.4	4.6
Daily cigarette smokers ¹	21.3	41.2	3.6
Former daily tobacco smokers ^{2,3} (<i>among ever daily smokers</i>)	25.9	24.6	36.6
	OVERALL (#)	MEN (#)	WOMEN (#)
Average age of tobacco smoking initiation (<i>among ever smokers aged 20-34 years</i>)	16.9	16.8	17.5



SMOKELESS TOBACCO USE	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokeless tobacco users	0.5	0.8	0.2
HEATED TOBACCO PRODUCT USE			
Ever heard of heated tobacco products	44.7	52.8	37.4
Ever used heated tobacco products	6.8	9.8	4.1
Current use of heated tobacco products	1.9	2.4	1.4
	OVERALL (#)	MEN (#)	WOMEN (#)
Average age of heated tobacco product initiation (<i>among ever users</i>)	30.0	30.5	28.9
ELECTRONIC CIGARETTE USE	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	74.4	80.8	68.7
Ever used electronic cigarettes	11.9	18.3	6.3
Current use of electronic cigarettes	1.7	2.6	1.0
	OVERALL (#)	MEN (#)	WOMEN (#)
Average age of electronic cigarette initiation (<i>among ever users</i>)	31.0	32.0	28.5
ORAL NICOTINE POUCH USE	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of oral nicotine pouches	12.0	17.9	6.8
Current use of oral nicotine pouches	0.4	0.6	0.2

CESSATION			
	OVERALL (%)	MEN (%)	WOMEN (%)
Tobacco smokers who made a quit attempt in past 12 months ⁴	27.1	26.3	33.5
Current tobacco smokers who planned to or were thinking about quitting ⁵	50.3	50.5	48.6
Tobacco smokers advised to quit by a health care provider in past 12 months ^{4,6}	59.7	65.0	36.4
Tobacco smokers who tried to quit without any assistance in past 12 months ⁴	73.6	71.7	85.5

SECONDHAND SMOKE	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{7,8}	9.6	14.2	5.0
Adults exposed to tobacco smoke at home at least monthly	18.9	22.9	15.4
Adults exposed to tobacco smoke inside: ^{8,9}			
Government buildings or offices	2.9	4.0	1.9
Healthcare facilities	2.0	3.0	1.4
Restaurants, cafes, coffee/tea shops	12.6	14.6	10.3
Bars or night clubs	25.3	27.8	22.0
Public transportation	5.0	4.9	5.1
Taxis	16.3	19.6	13.9
University buildings	12.0	11.9	12.1
School buildings	2.0	2.1	1.9
Outside on school grounds	15.1	14.5	15.5

ECONOMICS	
Average (mean) amount spent on 20 manufactured cigarettes (<i>Georgian lari</i>)	7.7
Average (mean) monthly expenditure on manufactured cigarettes (<i>Georgian lari</i>)	217.3
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2025 ⁹	2.8

MEDIA			
ANTI-TOBACCO WARNINGS	OVERALL (%)	CURRENTSMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio ⁸	75.0	74.3	75.2
	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers who thought about quitting because of a warning label ⁸	15.1	15.3	13.6
TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENTSMOKERS (%)	NON-SMOKERS (%)
Adults who noticed advertising of cigarettes on the internet ⁸	2.3	2.8	2.1
Adults who noticed any in-store advertising or promotions of cigarettes ^{10,8}	2.5	3.2	2.3
Adults who noticed any advertisements, promotions or sporting event sponsorship of cigarettes ⁸	6.9	9.6	6.1
Adults who noticed advertising of electronic cigarettes or heated tobacco products on the internet ^{11,8}	6.9	7.7	6.6
Adults who noticed any in-store advertising or promotions of electronic cigarettes or heated tobacco products ^{11,12,8}	2.3	3.1	2.1
Adults who noticed any advertisements, promotions, or sporting event sponsorship of electronic cigarettes or heated tobacco products ^{11,8}	9.1	10.6	8.6

KNOWLEDGE, ATTITUDES, & PERCEPTIONS			
	OVERALL (%)	CURRENTSMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking tobacco causes serious illness	93.7	90.0	94.8
Adults who believed breathing other peoples' tobacco smoke causes serious illness in non-smokers	89.8	84.9	91.3
Adults who favored prohibiting smoking tobacco in outdoor workplaces and public places	69.5	43.4	77.5
Adults who favored banning flavors in electronic cigarettes to decrease their attractiveness ¹³	67.1	50.4	73.2

¹ Includes manufactured and hand-rolled cigarettes. ² Current non-smokers. ³ Quit ratio for daily smoking. ⁴ Includes current tobacco smokers and former tobacco 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 Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁸ Among those who visited the place in the past 30 days. ⁹ Estimated Georgia 2025 per capita GDP = 27,474.805 Georgian lari, provided by the IMF database from April 2025. ¹⁰ Includes those who noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold; cigarettes at sale prices; or free gifts or discount offers on other products when buying cigarettes. ¹¹ Those that never heard of electronic cigarettes and heated tobacco products were not asked the questions but included in the denominator. ¹² Includes those who noticed any advertisements or signs promoting electronic cigarettes or heated tobacco products in stores or shopping malls; electronic cigarettes or heated tobacco products at sale prices; or free gifts or discount offers on other products when buying electronic cigarettes or heated tobacco products. ¹³ Among those who had ever heard of electronic cigarettes. ⁸ 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 aged 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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