

### GATS Objectives

The Global Adult Tobacco Survey (GATS) is the global standard for systematically monitoring adult tobacco use and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including the Philippines. 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 assistance 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, heated tobacco products), electronic cigarette use, cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In the Philippines, GATS was conducted in 2021 as a household survey of persons 15 years of age and older by the Philippine Statistics Authority (PSA), in coordination with the Department of Health (DOH). A multi-stage, geographically clustered sample design was used to produce nationally representative data. In addition, five cities were oversampled including Cebu City. A total of 2,091 households were sampled in Cebu City. One individual was randomly chosen from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 1,985 completed individual interviews in Cebu City with an overall response rate of 98.9%.

### GATS Highlights for Cebu City

#### TOBACCO USE

- 17.3% overall (115,079 adults), 31.8% of men and 3.4% of women currently used tobacco.
- 17.1% overall (114,347 adults), 31.3% of men and 3.4% of women currently smoked tobacco.
- 12.5% overall (83,581 adults), 23.3% of men and 2.1% of women currently smoked tobacco daily.
- 15.7% overall (104,827 adults), 28.6% of men and 3.2% of women currently smoked manufactured cigarettes.

#### CESSATION

- 4.8% of those who smoked in the past 12 months were no longer smoking.
- 63.9% of current smokers planned to or were thinking about quitting.
- 60.6% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.

#### SECONDHAND SMOKE

- 13.9% of adults who worked indoors (30,232 adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 14.2% of adults (94,543 adults) were exposed to tobacco smoke inside their homes.
- 7.2% of adults (27,857 adults) were exposed to tobacco smoke when using public transportation.

#### ECONOMICS

- The average monthly expenditure for cigarettes was 1318.7 Philippine pesos.
- 64.3% of current smokers attempted to quit smoking in the past 12 months because of the high price of cigarettes.

#### MEDIA

- 43.2% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 6.5% of adults noticed cigarette promotions on clothing or other items with cigarette brand name or logo.
- 29.6% of adults noticed anti-cigarette information on the radio.
- 35.9% of adults noticed anti-cigarette information on TV.
- 50.5% of current smokers thought about quitting because of warning labels.



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### TOBACCO USE

TOBACCO USE ( <i>smoking, smokeless, or heated tobacco products</i> )	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco users	17.3	31.8	3.4

### TOBACCO SMOKING

Current tobacco smokers	17.1	31.3	3.4
Daily tobacco smokers	12.5	23.3	2.1
Current cigarette smokers <sup>1</sup>	16.7	30.4	3.4
Current manufactured cigarette smokers	15.7	28.6	3.2
Current waterpipe smoker	0.7	1.4	0.0
Average age at daily smoking initiation <sup>2</sup> (years)	18.8	18.6	-
Average number of cigarettes consumed per day by daily cigarette smokers (#)	10.0	10.2	8.1

### SMOKELESS TOBACCO USE

Current smokeless tobacco users	0.2	0.4	0.0
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### HEATED TOBACCO PRODUCT USE

Ever heard of heated tobacco products	20.1	20.2	20.1
Ever used heated tobacco products	0.4	0.2	0.6
Current user of heated tobacco products	0.1	0.0	0.2

### ELECTRONIC CIGARETTES

	OVERALL(%)	MEN(%)	WOMEN(%)
Ever heard of electronic cigarettes	83.5	84.9	82.3
Ever used electronic cigarettes	7.4	11.2	3.8
Current user of electronic cigarettes	2.5	3.8	1.3

### CESSATION

	OVERALL(%)	MEN(%)	WOMEN(%)
Former daily tobacco smokers (among ever daily smokers) <sup>3</sup>	16.0	15.1	24.4
Smokers who made a quit attempt in the past 12 months <sup>4</sup>	47.0	47.7	40.8
Smokers who quit in the past 12 months among those who smoked in the past 12 months <sup>4</sup>	4.8	4.7	5.7
Current smokers who planned to or were thinking about quitting	63.9	64.1	62.2
Smokers advised to quit by a health care provider in the past 12 months <sup>4,5</sup>	60.6	59.2	-
COVID-19 was one of the reasons for quitting tobacco smoking in the last 12 months <sup>6</sup>	-	-	-

### SECONDHAND SMOKE

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults exposed to tobacco smoke at the workplace <sup>7,†</sup>	13.9	14.5	13.4
Adults exposed to tobacco smoke inside: <sup>8,†</sup>			
Health care facilities	1.6	1.1	1.9
Government buildings/offices	1.8	2.2	1.6
Public transportation	7.2	6.3	8.0
Bars/Nightclubs	-	-	-
Restaurants	4.6	4.9	4.3
Universities	4.3	8.1	1.9
Schools	2.9	3.6	2.5
Adults exposed to tobacco smoke at home at least monthly	14.2	16.7	11.8

### ECONOMICS

	OVERALL(%)	MEN(%)	WOMEN(%)
Last purchased cigarettes in stores	97.5	98.4	90.5
Average monthly expenditure on manufactured cigarettes (Philippine pesos)	1318.7	1181.3	2491.3
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2021] <sup>9</sup>	7.6	6.7	16.9
Current smokers who attempted to quit in the past 12 months because of high price of cigarettes	64.3	64.6	-
Observed cigarette pack had a tax stamp <sup>10</sup>	100.0	100.0	-
Observed cigarette pack had a health warning <sup>10</sup>	100.0	100.0	-

### MEDIA

ANTI-TOBACCO WARNINGS	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokers who thought about quitting because of a warning label on cigarette packages <sup>†</sup>	50.5	49.7	57.4

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who noticed anti-cigarette smoking information from any media <sup>†</sup>	69.4	71.7	68.9
Adults who noticed anti-cigarette smoking information on TV <sup>†</sup>	35.9	39.5	35.1
Adults who noticed anti-cigarette smoking information at health care facilities <sup>†</sup>	35.9	40.9	34.8
Adults who heard anti-cigarette smoking information on the radio <sup>†</sup>	29.6	37.5	28.0

TOBACCO INDUSTRY ADVERTISING	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who noticed any cigarette advertisements, promotions, or sporting event sponsorship <sup>†</sup>	59.7	68.6	57.8
Adults who noticed cigarette advertising or promotions in stores where cigarettes are sold <sup>11,†</sup>	43.2	52.8	41.2
Adults who noticed any cigarette promotions on clothing or other items with a cigarette brand name or logo <sup>†</sup>	6.5	7.3	6.3

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS(%)
Adults who believed smoking causes:			
Serious illness	92.3	88.6	93.1
Lung cancer	98.3	95.1	99.0
Heart attack	90.3	83.8	91.7
Stroke	91.7	88.2	92.4
Tuberculosis	98.0	95.2	98.6
Diabetes	70.3	68.9	70.6
Emphysema	96.3	95.1	96.5
Adults who believed that cigarettes are addictive	89.7	85.9	90.5
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	95.2	90.2	96.2

<sup>1</sup> Includes manufactured, kretek, and hand-rolled cigarettes. <sup>2</sup> Among daily smokers aged 15 to 34 years. <sup>3</sup> Current non-smokers. <sup>4</sup> Includes current smokers and those who quit in the past 12 months. <sup>5</sup> Among those who visited a health care provider in past 12 months. <sup>6</sup> Among former tobacco smokers who quit in the last 12 months. <sup>7</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>8</sup> Among those who visited the place in the past 30 days. <sup>9</sup> Estimated Philippines 2021 per capita GDP = 175,927.495 pesos, provided by the International Monetary Fund, World Economic Outlook database April 2022 edition. <sup>10</sup> Interviewers reviewed respondents' (18 years or older) cigarette packs and collected information. <sup>11</sup> 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. <sup>†</sup> 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 representative of all non-institutionalized men and women aged 15 years or older in Cebu City. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

Financial support was provided by the Epidemiology Bureau of the Department of Health, Philippines and the Bloomberg Initiative to Reduce Tobacco Use through the CDC Foundation with a grant from Bloomberg Philanthropies. Technical assistance was provided by the United States Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and RTI International. Program support was provided by the CDC Foundation. The findings and conclusions in this factsheet are those of the author(s) and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.