



Preliminary Report
GLOBAL ADULT TOBACCO SURVEY (GATS)
Bangladesh 2017



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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 Bangladesh. 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 and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Bangladesh, GATS was conducted in 2017 as a household survey of persons 15 years of age and older implemented by the Bangladesh Bureau of Statistics under the coordination of the National Tobacco Control Cell of the Health Services Division, Ministry of Health and Family Welfare. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 14,880 households were sampled. One individual was randomly chosen from each selected household to participate in the survey. Survey information was collected using handheld devices. The household response rate was 96.8%, the person-level response rate was 93.8%, and overall response rate was 90.8%. There were a total of 12,783 completed individual interviews.

GATS Highlights

TOBACCO USE

- 35.3% overall (37.8 million adults), 46.0% of men and 25.2% of women currently used tobacco.
 - 18.0% overall (19.2 million adults), 36.2% of men and 0.8% of women currently smoked tobacco.
 - 14.0% overall (15.0 million adults), 28.7% of men and 0.2% of women currently smoked cigarettes.
 - 5.0% overall (5.3 million adults), 9.7% of men and 0.6% of women currently smoked bidis.
 - 20.6% overall (22.0 million adults), 16.2% of men, and 24.8% of women currently used smokeless tobacco.
 - 18.7% overall (20.0 million adults), 14.3% men and 23.0% of women currently used betel quid with tobacco.
 - 3.6% overall (3.9 million adults), 3.1% men and 4.1% women currently used gul.

CESSATION

- 66.2% of current smokers and 51.3% of current smokeless tobacco users planned to or were thinking about quitting.
- 65.8% of smokers and 57.2% of smokeless tobacco users who visited a healthcare provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- 39.0% of adults (40.8 million) were exposed to tobacco smoke at home.
- 42.7% of adults (8.1 million) who worked indoors were exposed to tobacco smoke in enclosed areas at their workplace.
- 44.0% of adults (25.0 million) were exposed to tobacco smoke when using public transportation.

ECONOMICS

- 48.3% of current manufactured cigarettes smokers and 63.6% of current smokeless tobacco users last purchased tobacco in stores.
- The average monthly expenditure for cigarettes was BDT 1077.7, and for bidis was BDT 341.9.
- Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) was 6.7%.

MEDIA

- Pro-tobacco: 53.4% of adults noticed smoking tobacco advertisements in any media; and 20.3% of adults noticed smokeless tobacco advertisements in any media.
- Anti-tobacco: 46.2% of adults noticed anti-smoking information on the television or radio; and 23.9% of adults noticed anti-smokeless tobacco information on the television or radio.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 88.9%, 89.5%, and 94.8% of adults believed smoking tobacco causes stroke, heart attack, and lung cancer, respectively.
- 82.0%, 82.5%, and 91.0% of adults believed using smokeless tobacco causes stroke, heart attack, and oral/mouth cancer, respectively.

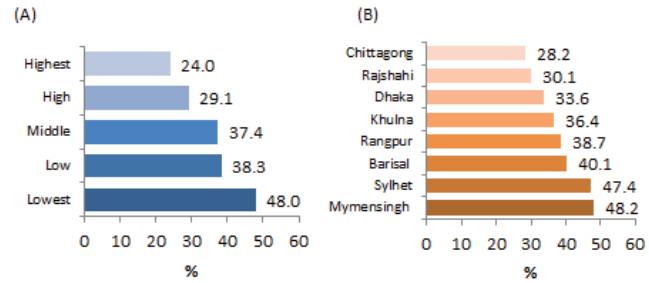


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TOBACCO USE

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	18.0	36.2	0.8
Daily tobacco smokers	16.4	33.1	0.7
Current cigarette smokers ¹	14.0	28.7	0.2
Current manufactured cigarette smokers	14.0	28.7	0.2
Current bidi smokers	5.0	9.7	0.6
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	20.6	16.2	24.8
Current betel quid with tobacco user	18.7	14.3	23.0
Current gul user	3.6	3.1	4.1
TOBACCO USERS (smoked and/or smokeless)			
Current tobacco users	35.3	46.0	25.2

Current Tobacco Use by Wealth Index[†] (A) and Division[‡] (B), GATS Bangladesh 2017



CESSATION

	Smokers		Smokeless Users			
	OVERALL (%)	MEN (%)	OVERALL (%)	MEN (%)	WOMEN (%)	
Former daily users(Among ever daily users) ²	19.5	18.5	49.5	7.3	10.0	5.7
Users who made a quit attempt in the past 12 months ³	44.9	45.4	24.5	31.4	27.4	33.8
Current users who planned to or were thinking about quitting	66.2	67.0	29.4	51.3	61.9	44.7
Users advised to quit by a health care provider in past 12 months ^{2,3}	65.8	65.8	66.0	57.2	50.7	59.2

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ⁴	42.7	48.2	19.2
Adults exposed to tobacco smoke in the following places ⁵			
Health care facilities	12.7	14.5	11.4
Government buildings/offices	21.6	21.2	22.8
Public transport	44.0	48.0	38.2
Restaurants	49.7	54.6	22.4
Schools	8.2	11.1	5.2
Adults exposed to tobacco smoke at home ⁶	39.0	41.8	36.5

ECONOMICS

Average monthly expenditure on:	OVERALL(BDT)	MEN(BDT)	WOMEN(BDT)
Manufactured cigarettes	1077.7	1082.3	-
Bidis	341.9	340.3	370.5
Average amount spent on 20 manufactured cigarettes	85.3	85.3	-
Average amount spent on 20 manufactured bidis	16.5	15.9	42.3
	OVERALL (%)	MEN (%)	WOMEN (%)
Last purchased manufactured cigarettes in stores	48.3	48.2	-
Last purchased smokeless tobacco in stores	63.6	48.5	72.1
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2017] ⁷	6.7	6.7	-

MEDIA

TOBACCO INDUSTRY ADVERTISING	Cigarettes		Smokeless tobacco				
	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)	CURRENT USERS (%)	NON-USERS (%)	
Adults who noticed any sponsorship or promotion [†]	10.8	17.8	9.2	2.3	4.6	1.7	
Adults who noticed any advertisements or signs promoting specific tobacco product in stores ^{8,†}	18.3	27.4	16.3	5.9	9.2	5.0	
Adults who noticed any cigarette promotions on clothing or other items with cigarette brand name or logo [†]	2.4	3.7	2.1	N/A	N/A	N/A	
Adults who noticed any smokeless tobacco advertisements/ promotions (other than in stores), or sponsorship ^{9,†}	N/A	N/A	N/A	11.5	12.4	11.3	
COUNTER ADVERTISING	Smoking tobacco			Smokeless tobacco			
	OVERALL (%)	MEN (%)	WOMEN (%)	OVERALL (%)	MEN (%)	WOMEN (%)	
Adults who noticed smoking/smokeless advertisements in any media	53.4	58.9	51.6	20.3	27.3	18.8	
Current smokers/smokeless tobacco users who thought about quitting because of a warning label on cigarette/smokeless tobacco packages [†]	75.6	76.9	19.0	41.1	48.6	36.4	
Adults who noticed anti-tobacco information at any location [†]	OVERALL (%)		CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)	CURRENT SMOKELESS USERS (%)	NON-SMOKELESS USERS (%)
	55.9	59.9	55.0	31.5	31.9	N/A	31.4
Adults who noticed tobacco information on the television or radio [†]	46.2	48.8	45.7	23.9	24.0	N/A	23.8

KNOWLEDGE, ATTITUDES & PERCEPTIONS

Adults who believed...	Smoking tobacco causes:		Using smokeless tobacco causes:			
	OVERALL (%)	MEN (%)	WOMEN (%)	OVERALL (%)	MEN (%)	WOMEN (%)
Oral cancer	N/A	N/A	N/A	91.0	91.6	90.5
Lung cancer	94.8	95.3	94.3	N/A	N/A	N/A
Heart attack	89.5	92.1	86.9	82.5	86.0	79.2
Stroke	88.9	92.5	85.4	82.0	86.2	78.0
Adults believed breathing other peoples' smoke causes serious illness in nonsmokers	93.1	95.7	90.7	N/A	N/A	N/A

ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	6.4	10.7	2.3
Ever used electronic cigarettes	0.4	0.9	0.0
Current user of electronic cigarettes	0.2	0.5	0.0

¹Includes manufactured cigarettes and hand-rolled cigarettes. ²Current non-smokers. ³Includes current smokers and those who quit in the past 12 months. ⁴Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁵Among those who visited in the past 30 days. ⁶Smoking occurs in the home at least monthly. ⁷2017 per capita GDP=127997.154, from International Monetary Fund World Economic Database, Accessed on October 2017. ⁸Includes 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/shops/super shops where cigarettes are sold. ⁹Excludes 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/shops/super shops where cigarettes are sold. ¹⁰During the past 30 days. – Estimates suppressed due to unweighted sample size less than 25. BDT: Bangladeshi Taka. N/A: Not applicable. [†] Wealth index, a proxy measure for respondent socioeconomic status, was constructed using the information on ownership of household assets. [‡] The administration of Bangladesh is divided into eight major regions called divisions.

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.

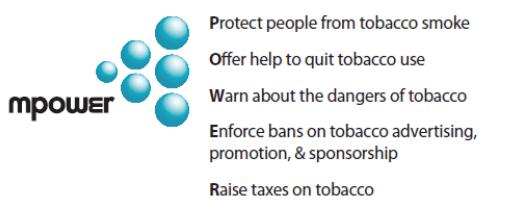
Financial support is provided by the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance is provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. Program support is provided by the CDC Foundation.

The findings and conclusion 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.

BACKGROUND

The Global Adult Tobacco Survey (GATS) is a global standard protocol for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators. GATS is a nationally representative household survey of persons 15 years of age and older, and designed to produce estimates overall and by gender and residence. It was implemented by the Bangladesh Bureau of Statistics under the coordination of the National Tobacco Control Cell of the Ministry of Health and Family Welfare. In Bangladesh, GATS was first conducted in 2009 and repeated in 2017. Both surveys used similar multistage stratified cluster sample designs to produce nationally representative data. There were 9,629 interviews conducted in the 2009 survey with an overall response rate of 93.6%. There were overall 12,783 interviews conducted in the 2017 survey with an overall response rate of 90.8%. For more information, refer to the GATS 2009 and 2017 Country Factsheets.

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's (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of six evidence-based demand reduction measures contained in the WHO FCTC that include:



POLICY CHANGES

Bangladesh enacted its first tobacco control act-- "Smoking and Usage of Tobacco Products (Control) Act"--in 2005, and has implemented many policy and programmatic initiatives since 2009, when the first GATS was done, including:

- Amendment of the "Smoking and Usage of Tobacco Products (Control) Act" in 2013 and framing of the new rules in 2015 to supersede the 2006 rules bring the country closer to compliance with the WHO FCTC. Effective from 2 May 2013, the law:
 - Prohibits all forms of tobacco advertising, sponsorship, and promotion in most media (except the Internet).
 - Prohibits tobacco smoking in all public transportation and public places including restaurants and cafes, health care facilities, and all educational institutions. However, smoking in designated areas of workplaces is still allowed, which do not protect people in these areas from the exposure to secondhand smoke, a known health risk.
 - Prohibits the sale of all tobacco products (smoking and smokeless) to or by people younger than 18 years of age.
- In March 2016, introduced pictorial health warning on all tobacco packages (covering cigarettes, bidis, smokeless tobacco products and other tobacco products) covering at least 50% of the package surface area.
- The tobacco ad valorem tax is increased annually. In 2017, taxes as a share of cigarette prices averaged 76%.
- Implementation of anti-tobacco campaigns in various types of media (television, radio, and print media).
- Improving cessation services through awareness building and various training programs.

KEY FINDINGS

M Tobacco use prevalence significantly decreased among adults from 43.3% in 2009 to 35.3% in 2017 (from 58.0% to 46.0% among males; from 28.7% to 25.2% among females). This represents a 18.5% relative decline of tobacco use prevalence (20.8% decline for males; 12.2% decline for females).

P Exposure to secondhand smoke in homes and public places significantly declined. In homes, the exposure declined from 54.9% in 2009 to 39.0% in 2017. Among adults who visited various public places in the past 30 days, the exposure declined, from 79.7% to 49.7% in restaurants; from 62.2% to 42.7% in indoor areas of the work place; from 53.6% to 44.0% in public transportation, and from 23.8% to 12.7% in health care facilities.

Q The proportion of current smokers who were advised to quit by health care providers increased significantly from 52.9% in 2009 to 65.8% in 2017. There was no significant change in the percentage of smokers who made quit attempts in the last 12 months.

W The percentage of current smokers /smokeless users who thought of quitting smoking/smokeless tobacco use because of health warnings on cigarette/bidi/smokeless tobacco packages increased significantly in 2017. The percentage of adults who noticed anti-cigarette smoking information during the last 30 days in any media/location increased significantly from 49.8% in 2009 to 55.9% in 2017.

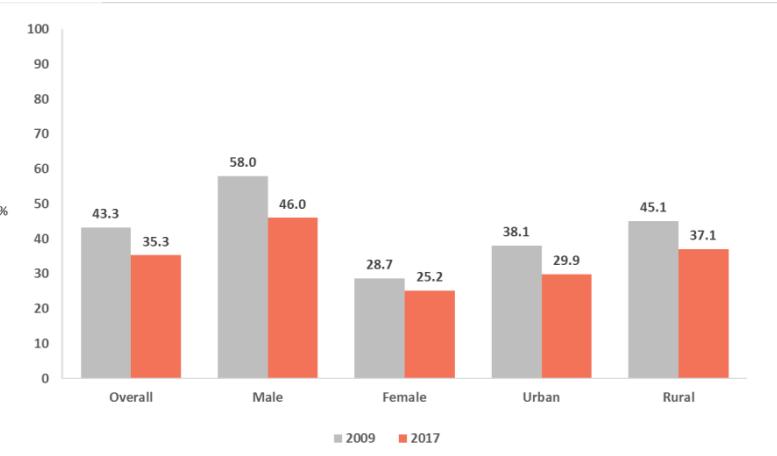
E While the exposure to any cigarette advertisement, promotion, or sponsorship in the past 30 days decreased significantly from 48.7% in 2009 to 39.6% in 2017, it increased significantly for bidis (29.8% to 36.5%) and for smokeless tobacco (16.5% to 24.4%).

R Among current manufactured cigarette smokers, the average cigarette expenditure per month increased significantly from 662.6 Bangladeshi Taka (BDT) in 2009 (inflation adjusted) to 1077.8 BDT in 2017. Likewise, the average cost of a pack of 20 manufactured cigarettes increased during the same period (from 56.3 BDT (inflation adjusted) to 85.3 BDT).



m

Prevalence of current tobacco use by gender and residence



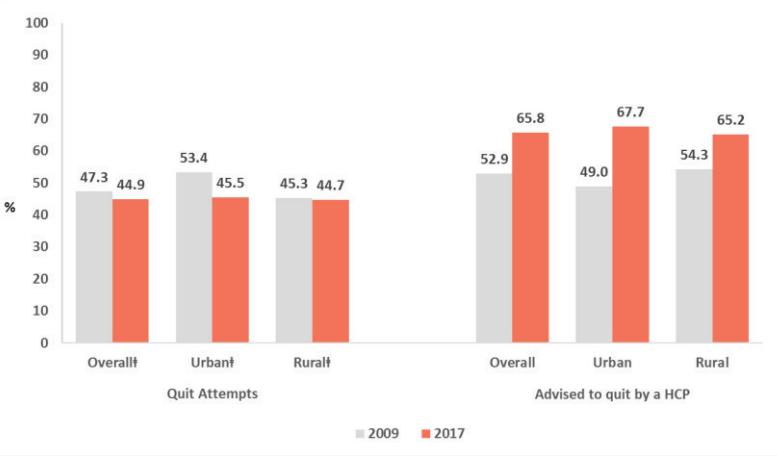
P

Exposure to secondhand smoke in homes, workplaces, and in various public places that were visited in the past 30 days



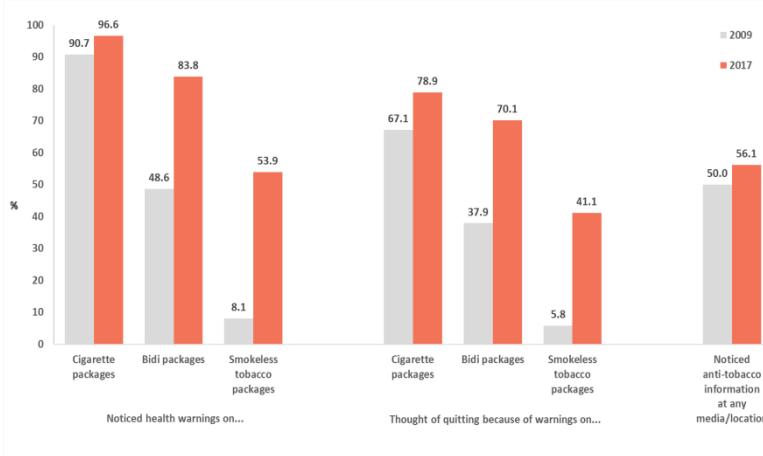
O

Quit attempts and advised to quit by a health care provider among current tobacco smokers who visited in the past 12 months by residence



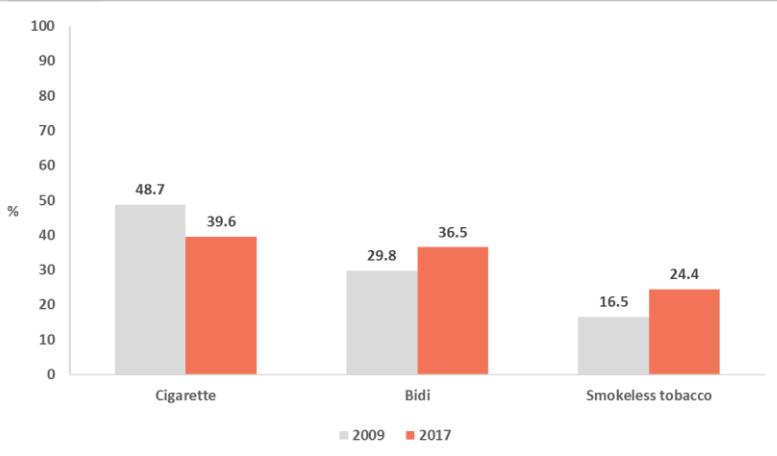
W

Noticed and thought of quitting because of health warning labels and noticing anti-tobacco information at any media/location among current tobacco users



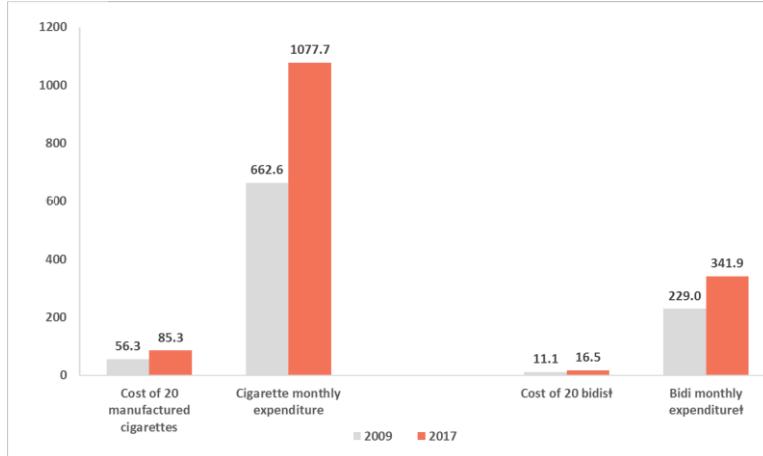
E

Noticed any pro-tobacco advertisements, sponsorships, or promotions in any media/location in the past 30 days



r

Average cost of 20 manufactured cigarettes, bidis, and monthly expenditure in Bangladeshi Taka (BDT)



NOTE: GATS Bangladesh 2009 cost data were adjusted for inflation for direct comparison to 2017 using the Inflation Rate for Average Consumer Prices from the International Monetary Fund's World Economic Outlook

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. All comparisons presented in this factsheet are significant at $p<0.05$, unless otherwise indicated (†) as unchanged.

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