

**PART
SIX**

Global Adult Tobacco Survey



GATS

Countries where surveys conducted 2008

- survey completed
- survey in progress
- not surveyed

GATS is scheduled to be completed in 14 countries by the end of 2009



GATS Topics

1. Tobacco use
2. Knowledge attitudes and perceptions
3. Cessation
4. Second-hand smoke exposure
5. Economics
6. Media
7. Background characteristics



The Global Adult Tobacco Survey (GATS) was launched in 2007 as a new component of the ongoing GTSS. This survey is funded by the Bloomberg Initiative to Reduce Tobacco Use to fill the data gap for measuring adult tobacco use globally.

GATS is designed to produce national and sub-national estimates of tobacco use, exposure to second-hand smoking and frequency of quit

attempts. The goal is to implement GATS periodically to provide comparable longitudinal data across countries in order to monitor the change in these outcome indicators and indirectly measure the impact of various tobacco control and prevention initiatives at country level.

GATS is a nationally representative household survey of all non-institutionalized men and women age 15 years old and older, using a consistent core

questionnaire, field procedures and data management. Countries can include as many of the core questions as possible and add optional questions to reflect their unique situation. The adapted questionnaires are translated into local languages and pre-tested before the implementation.

Data for this survey are collected by means of a

face-to-face personal interview using electronic data collection procedures with the help of handheld machines, iPAQs.

A limitation of GATS is that the data are collected based on self-reported responses from a randomly selected respondent from each selected household who may under- or over-report their behavior and their knowledge of tobacco-control policies.