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 Kenya. 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 has developed MPower, a package of selected demand reduction measures contained in the WHO FCTC:

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 Kenya, GATS was first conducted in 2014 as a household survey of persons 15 years of age and older by the Kenya National Bureau of Statistics (KNBS) in collaboration with the Ministry of Health (MoH). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5,376 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 4,408 completed individual interviews with an overall response rate of 87.1%.

GATS Highlights

TOBACCO USE
- 19.1% of men, 4.5% of women, and 11.6% overall (2.5 million adults) currently used tobacco (smoking and/or smokeless tobacco).
- 15.1% of men, 0.8% of women, and 7.8% overall (1.7 million adults) currently smoked tobacco.
- 5.3% of men, 3.8% of women, and 4.5% overall (1.0 million adults) currently used smokeless tobacco.
- 72.0% of daily tobacco users use tobacco (smoking and/or smokeless tobacco) within 30 minutes of waking up.

CESSATION
- 5 in 10 smokers attempted to quit smoking in the past 12 months.
- Of those who attempted to quit, 7 in 10 smokers tried to quit without any assistance.
- Of smokers who visited a healthcare provider in the past 12 months, only 3 in 10 were advised to quit smoking.
- 8 in 10 current smokers planned to or were thinking about quitting.

SECONDHAND SMOKE
- 17.6% of adults who worked indoors (0.7 million adults) were exposed to tobacco smoke at the workplace.
- 14.3% of adults (3.1 million adults) were exposed to tobacco smoke at home.
- 21.2% of adults who visited restaurants (2.1 million adults) were exposed to tobacco smoke.
- 86.1% of adults who visited bars or night clubs (3.1 million adults) were exposed to tobacco smoke.
- 30.2% of adults who visited universities (0.5 million adults) were exposed to tobacco smoke.

MEDIA
- 53.4% of adults noticed anti-cigarette smoking information on television or radio.
- 55.9% of current smokers thought about quitting because of health warning labels on cigarette packages.
- 12.5% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 19.1% of adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS
- 92.8% of adults believed smoking causes serious illness.
- 97.3% of adults (97.2% of current smokers) support the law prohibiting smoking inside of restaurants.
- 80.1% of adults favor increasing taxes on tobacco products.
**TOBACCO USE**

- **Tobacco Smokers**
  - Current tobacco smokers: 15.1%
  - Daily tobacco smokers: 11.6%
  - Current cigarette smokers\(^1\): 15.1%
  - Daily cigarette smokers\(^1\): 11.6%
  - Former daily tobacco smokers\(^2\) (among all adults): 4.9%
  - Former daily tobacco smokers\(^2\) (among ever daily smokers): 27.2%

- **Smokeless Tobacco Users**
  - Current smokeless tobacco users: 5.3%
  - Daily smokeless tobacco users: 3.5%

- **Tobacco Users (smoked and/or smokeless)**
  - Current tobacco users: 19.1%

**Current Tobacco Use by Age and Gender, GATS Kenya 2014**

**CESSATION**

- Smokers who made a quit attempt in past 12 months\(^4\): 52.5%
- Current smokers who planned to or were thinking about quitting: 77.8%
- Smokers advised to quit by a health care provider in past 12 months\(^5\): 30.0%
- Smokeless users who made a quit attempt in past 12 months\(^6\): 50.3%
- Current smokeless users who planned to or were thinking about quitting: 55.5%
- Smokeless users advised to quit by a health care provider in past 12 months\(^6\): 24.2%

**SECONDHAND SMOKE**

- Adults exposed to tobacco smoke at the workplace\(^7\): 23.0%
- Adults exposed to tobacco smoke at home at least monthly: 16.8%
- Adults exposed to tobacco smoke inside the following places\(^8\)
  - Government buildings: 15.2%
  - Healthcare facilities: 10.2%
  - Restaurants: 24.2%
  - Bars or night clubs: 88.2%
  - Public transportation: 14.1%
  - Universities: 37.8%
  - Schools or other educational facilities: 10.3%

**ECONOMICS**

- Average amount spent on 20 manufactured cigarettes (Kenyan shillings): 102.7
- Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2013\(^9\): 11.7%

**MEDIA**

- **Tobacco Industry Advertising**
  - Adults who noticed cigarette marketing in stores where cigarettes are sold\(^4\): 16.5%
  - Adults who noticed any cigarette advertisements/promotions other than in stores, or sporting event sponsorship\(^*\): 25.0
  - COUNTER ADVERTISING
    - Current smokers who thought about quitting because of a warning label\(^*\): 56.1%
    - Current smokeless tobacco users who thought about quitting because of a warning label\(^*\): 18.9

**KNOWLEDGE, ATTITUDES & PERCEPTIONS**

- Adults who believed smoking causes serious illness: 88.1%
- Adults who believed breathing other peoples’ smoke causes serious illness in nonsmokers: 85.2%
- Adults who believed smokeless tobacco use causes serious illness: 66.0%

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1. \(^1\) Includes current smokers and those who quit in the past 12 months.
2. \(^2\) Among those who visited a health care provider in past 12 months.
3. \(^3\) Includes current smokeless users and those who quit in past 12 months.
4. \(^4\) Among those who visited the place in the past 10 days. Per capita GDP estimated for 2013 from the International Monetary Fund (IMF) website (accessed May 1, 2014). Includes those who noticed cigarettes at sale prices, free gifts or折扣 offers on other products when buying cigarettes, or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. Includes those who noticed smokeless tobacco at sale prices, free gifts or折扣 offers on other products while buying smokeless tobacco or any advertisements or signs promoting smokeless tobacco in stores where smokeless tobacco products are sold.\(^5\)\(^6\)\(^7\)\(^8\)\(^9\) Noted in the original document.

**Note:** Current use refers to daily or less than daily use. Adults refer to people 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 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.