

DRC Study Report - Key Findings

DATA ON YOUTH AND TOBACCO IN AFRICA (DAYTA)

V2.1.DRC 24.07.2025



STUDY OVERVIEW

Research Problem and Objectives

Data on tobacco use among adolescents in the DRC is limited and outdated, and this hinders effective tobacco control policies. The DayTA study aimed to fill this critical evidence gap by addressing the following **two key questions**:

1

What is the prevalence of tobacco and nicotine product use among adolescents aged 10 to 17 years?

2

What are the **multi-level** factors associated with tobacco and nicotine product use among adolescents?

Research Design and Methods

Between March and May 2024, DG conducted a household-based, national-level survey among a representative sample of **4,675** adolescents aged 10-17 years in urban and rural DRC. The overall response rate was **96%**.

Factors Associated with Tobacco Use

- +** Boys were more likely than girls to use any tobacco product.
- +** Adolescents living in **Kasai, Katanga, and Oriental** were more likely to be any tobacco users than those in **Léopoldville**.
- +** Adolescents **residing in urban areas** were more likely to use any tobacco product than those who did not.
- Adolescents with **family members who smoked** were significantly more likely to use any tobacco products than those whose family members did not smoke.
- Adolescents from **lower wealth quintiles** were more likely to use any tobacco product than those from higher wealth quintiles.
- Adolescents living in **Kivu** were less likely to be any tobacco users compared to those in **Léopoldville**.

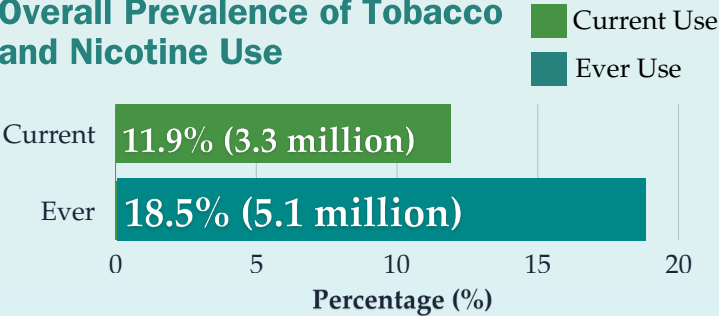
STUDY HIGHLIGHTS

Prevalence of Current Use of Tobacco and Nicotine Products

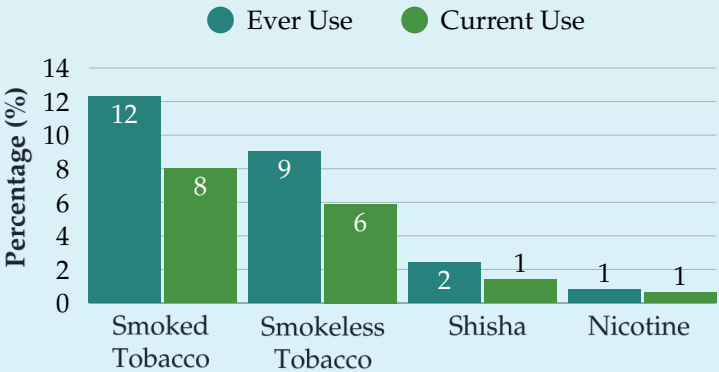
disaggregated by key characteristics

- SEX** | 16.2% of boys and 7.1% of girls.
- AGE GROUP** | 8.9% among 10-12 year-olds, 11.8% among 13-15 year-olds, and 18.9% among 16-17 year-olds.
- RESIDENCE TYPE** | 10.6% among rural adolescents and 17% among urban adolescents.
- WEALTH QUINTILE** | 26% of adolescents in the lower wealth quintile, 11.2% in the middle, and 22.2% in the higher wealth quintile.
- SCHOOLING STATUS** | 11.2% among in-school adolescents and 16.4% among out-of-school adolescents

Overall Prevalence of Tobacco and Nicotine Use



Prevalence of Tobacco and Nicotine Products



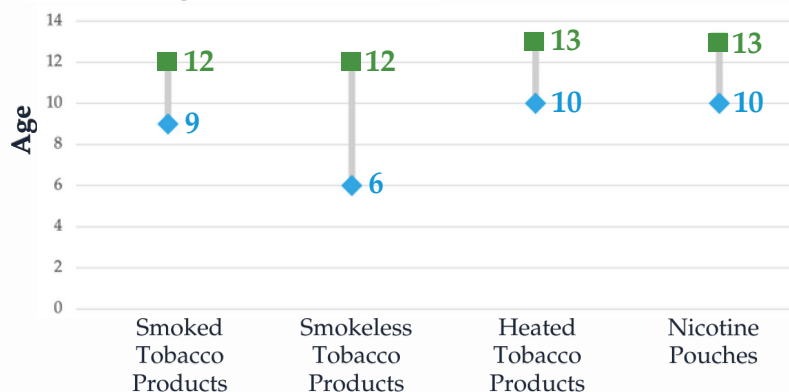
Perceptions of Adolescents Who Have Used Tobacco and/or Nicotine Products

- 57% of adolescents believe the smoke from other people's tobacco use is harmful to them.
- 40% of adolescents believe that smoking tobacco makes people feel less comfortable at celebrations.
- 30% of adolescents think tobacco makes young people look more attractive.
- 26% of adolescents believe it's safe to use tobacco for a year or two, as long as you quit after that.

Age of Initiation

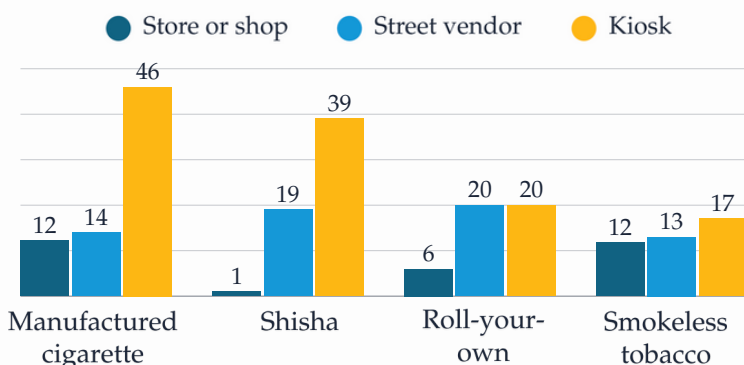
Tobacco and Nicotine Products

— Average ◆ Minimum



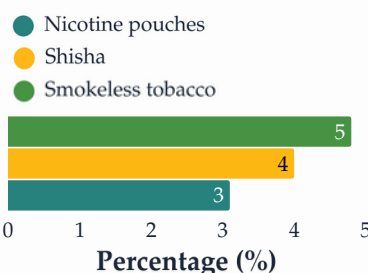
Access and Availability

% Of Current Users Who Obtain Tobacco Products from Stores, Vendors, or Kiosks



Use Susceptibility

% of Current Non-Users Who Say They Will Probably or Definitely Use in the Next 12 Months



Conclusion

Through the DaYTA program, DG has strengthened the link between tobacco control policymakers and quality data by conducting the **first-ever nationally representative household survey** on tobacco and nicotine product use among 10-17-year-olds in Kenya, Nigeria, and the DRC. In the DRC, this survey was carried out by Research Initiatives for Social Development (RISD), in partnership with the Laboratory for Survey & Research for Development (SRD Lab) and in close collaboration with government partners, civil society organizations, and academia.

With the tobacco industry increasingly targeting Africa's youth as a new market, these timely, context-specific, and accurate insights are vital for the multisectoral stakeholders that comprise the tobacco control community. This collective, multi-faceted effort holds the potential to create lasting change, ensuring a tobacco-free future for generations to come. Looking ahead, the data collected from Nigeria, Kenya, and the DRC will be incorporated into DG's Tobacco Control Data Initiative (TCDI) portal, with a dedicated page showcasing DaYTA's key findings. We anticipate this data to play a pivotal role in the design, implementation, and monitoring of effective tobacco control policies for youth.

Explore the TCDI portal here



Q <https://drc.tobaccocontroldata.org/en> X

Advertising and Promotion

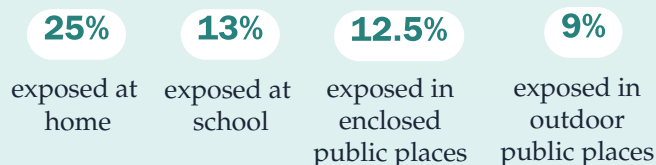
41% of adolescents saw people using tobacco products on TV, videos, or movies in the past 30 days

41%

17%

17% of adolescents saw any advertisements or promotions for tobacco products at points of sale in the past 30 days

% of Adolescents Exposed to Secondhand Tobacco Smoke



Cessation



Motivations include:



40% of Current Users Intended to Quit Smoking Within the Next 12 Months

health improvement

30%

disapproval by family

29%

simply because I wanted to quit

15%

money savings

13%

disapproval by friends

3.9%

