

The 2023 Rwanda Alcohol and Tobacco mobile phone survey, conducted by the Rwanda Ministry of Health, was a nationally representative mobile phone survey of men and women aged 18 years and older designed to produce comparable data on alcohol and tobacco risk factors.

The survey employed a two-phase sample design to produce key indicators for the country stratified by male/female and age. In phase one a sample of mobile phone numbers from an implicit frame of all possible mobile phone numbers was generated via random digit dialing. In phase two, phase one respondents were stratified to the general population distribution. A total of 191,972 mobile phone numbers were dialed, of which 12,140 mobile phone users were screened, and yielded 3,027 completed interviews. The overall response rate was 5.8%.

	Overall			Men		Women		Item Non-response*	
Demographic (sample)	3,027			1,580		1,447			
<i>Age</i>	<i>n</i>	<i>%</i>		<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>		
18-29	1284	42.4		631	20.8	653	21.6	N/A	
30-44	1164	38.5		565	18.7	599	19.8	N/A	
45+	579	19.1		384	12.7	195	6.4	N/A	
Tobacco Use	n	%	(95% CI)	n	%	(95% CI)	n	%	(95% CI)
<i>Tobacco Smokers</i>									
Current tobacco smokers	2973	3.7	(3.1 , 4.5)	1563	4.4	(3.5 , 5.6)	1410	3.1	(2.2 , 4.3)
Daily tobacco smokers	2967	1.2	(0.9 , 1.7)	1559	1.7	(1.2 , 2.5)	1408	0.7	(0.3 , 1.5)
Non-daily tobacco smokers	2967	2.3	(1.8 , 3.0)	1559	2.4	(1.8 , 3.3)	1408	2.2	(1.5 , 3.3)
Never smokers	2964	89.1	(87.9 , 90.2)	1559	84.2	(82.4 , 86.0)	1405	93.6	(92.0 , 94.9)
Former smokers	2964	7.1	(6.3 , 8.1)	1559	11.3	(9.9 , 13.0)	1405	3.3	(2.4 , 4.5)
Current daily smokers among current smokers	103	33.9	(24.8 , 44.3)	65	41.5	(29.9 , 54.2)	38	24.0	(11.4 , 43.7)
Ever smokers	2964	10.9	(9.8 , 12.1)	1559	15.8	(14.0 , 17.6)	1405	6.4	(5.1 , 8.0)
Ever daily smokers	2957	4.9	(4.1 , 5.7)	1555	7.4	(6.3 , 8.8)	1402	2.5	(1.7 , 3.7)
<i>Smokeless Tobacco Users</i>									
Current smokeless tobacco users	2939	2.2	(1.7 , 2.9)	1543	2.1	(1.5 , 3.0)	1396	2.3	(1.5 , 3.3)
Daily smokeless tobacco users	2937	0.6	(0.4 , 1.0)	1541	0.7	(0.4 , 1.3)	1396	0.5	(0.2 , 1.3)
Non-daily smokeless tobacco users	2937	1.5	(1.1 , 2.1)	1541	1.3	(0.8 , 2.0)	1396	1.7	(1.1 , 2.7)
Never smokeless tobacco users	2953	96.5	(95.7 , 97.1)	1550	96.2	(95.2 , 97.1)	1403	96.6	(95.4 , 97.5)
Former smokeless tobacco users	2953	1.4	(1.0 , 1.9)	1550	1.6	(1.1 , 2.4)	1403	1.1	(0.7 , 1.9)
Current daily smokeless tobacco users among current smokeless users	60	29.0	(17.6 , 43.8)	31	36.0	(20.0 , 54.8)	29	23.6	(9.3 , 48.2)
Ever smokeless users	2953	3.5	(2.9 , 4.3)	1550	3.7	(2.9 , 4.8)	1403	3.4	(2.5 , 4.6)
Ever daily smokeless users	2949	1.1	(0.8 , 1.6)	1547	1.4	(0.9 , 2.1)	1402	0.8	(0.4 , 1.5)
<i>Tobacco Users (any smoked or smokeless use only)</i>									
Current tobacco users	2991	5.6	(4.7 , 6.5)	1569	6.2	(5.1 , 7.5)	1422	4.9	(3.8 , 6.4)
<i>Electronic Cigarette Users</i>									
Current e-cigarette users	2885	3.7	(3.0 , 4.5)	1524	2.9	(2.2 , 3.9)	1361	4.4	(3.4 , 5.8)
Daily e-cigarette users	2879	0.5	(0.3 , 0.9)	1521	0.5	(0.3 , 1.0)	1358	0.5	(0.2 , 1.1)
Non-daily e-cigarette users	2879	3.0	(2.4 , 3.8)	1521	2.2	(1.5 , 3.0)	1358	3.8	(2.8 , 5.1)
Never e-cigarette users	2922	95.5	(94.6 , 96.2)	1539	95.8	(94.7 , 96.7)	1383	95.2	(93.8 , 96.3)
Former e-cigarette users	2922	0.9	(0.6 , 1.3)	1539	1.3	(0.8 , 2.0)	1383	0.5	(0.2 , 1.0)
Current daily e-cigarette users among current e-cigarette users	97	14.0	(8.0 , 23.4)	41	19.5	(9.7 , 35.4)	56	10.8	(4.3 , 24.5)
Ever e-cigarette users	2922	4.5	(3.8 , 5.4)	1539	4.2	(3.3 , 5.3)	1383	4.8	(3.7 , 6.2)
Ever daily e-cigarette users	2915	1.0	(0.7 , 1.4)	1536	1.0	(0.6 , 1.6)	1379	1.0	(0.5 , 1.7)
<i>Tobacco Smoke in Home or Work</i>									
Tobacco smoke in home	2908	29.3	(27.6 , 31.0)	1532	32.3	(30.0 , 34.7)	1376	26.5	(24.1 , 29.1)
Tobacco smoke at work	2875	13.0	(11.8 , 14.2)	1517	16.2	(14.5 , 18.2)	1358	9.9	(8.4 , 11.7)
<i>Alcohol Use</i>									
Never consumed any alcohol	2978	40.8	(39.1 , 42.7)	1555	27.9	(25.7 , 30.2)	1423	52.6	(49.8 , 55.4)
Alcohol use in the past 12 months	2983	41.9	(40.1 , 43.7)	1554	55.5	(53.1 , 58.0)	1429	29.5	(27.0 , 32.2)
Alcohol frequency among users in past 12 months	1256			857			399		0.8%
Daily	163	12.5	(10.8 , 14.5)	130	15.2	(12.9 , 17.7)	33	8.1	(5.6 , 11.5)
3-6 days per week	202	15.7	(13.8 , 17.9)	141	16.5	(14.1 , 19.1)	61	14.5	(11.2 , 18.6)
1-2 days per week	273	21.5	(19.2 , 23.9)	208	24.3	(21.5 , 27.2)	65	16.8	(13.1 , 21.3)
1-3 days per month	290	22.8	(20.5 , 25.3)	205	23.9	(21.2 , 26.9)	85	20.8	(16.8 , 25.5)
Less than once per month	328	27.5	(24.9 , 30.1)	173	20.2	(17.7 , 23.0)	155	39.8	(34.6 , 45.2)
Alcohol use in the past 30 days	2965	30.8	(29.2 , 32.5)	1541	43.6	(41.1 , 46.1)	1424	19.3	(17.1 , 21.7)
<i>Problematic Drinking</i>									
Six or more drinks on one occasion in past 30 days	2964	5.7	(5.0 , 6.7)	1540	8.8	(7.5 , 10.3)	1424	3.0	(2.2 , 4.2)
Consumed homebrewed alcohol in the past 30 days	2954	5.1	(4.3 , 6.0)	1536	7.0	(5.9 , 8.4)	1418	3.4	(2.4 , 4.7)
Main reason for multiple drinks on one occasion	2954			1534			1420		1.4%
Have never consumed alcohol or none in past 12 months	1717	58.7	(56.9 , 60.5)	691	45.0	(42.6 , 47.5)	1026	70.9	(68.3 , 73.5)
Only consume one drink at a time	518	17.5	(16.2 , 19.0)	351	22.9	(20.8 , 25.0)	167	12.8	(10.9 , 14.9)
Drinking with friends or family	223	7.4	(6.5 , 8.4)	166	10.8	(9.4 , 12.5)	57	4.3	(3.3 , 5.7)
Stress relief or relaxation	208	6.8	(5.9 , 7.8)	130	8.5	(7.2 , 10.0)	78	5.3	(4.2 , 6.7)
Celebration or party	208	6.8	(5.9 , 7.8)	140	9.1	(7.8 , 10.7)	68	4.7	(3.6 , 6.0)
Custom or tradition	46	1.6	(1.2 , 2.2)	33	2.1	(1.5 , 3.0)	13	1.2	(0.7 , 2.2)
Paycheck or extra money	34	1.1	(0.8 , 1.6)	23	1.5	(1.0 , 2.2)	11	0.8	(0.4 , 1.6)
Main reason for multiple drinks on one occasion (among those who report alcohol use in the past 30 days)	923			665			258		1.4%
Only consume one drink at a time	377	40.9	(37.7 , 44.3)	272	40.9	(37.2 , 44.7)	105	41.0	(34.6 , 47.8)
Drinking with friends or family	175	18.7	(16.3 , 21.5)	141	21.2	(18.3 , 24.5)	34	13.7	(9.6 , 19.1)
Stress relief or relaxation	145	15.7	(13.4 , 18.3)	95	14.3	(11.8 , 17.2)	50	18.6	(14.0 , 24.3)
Celebration or party	157	16.8	(14.4 , 19.4)	109	16.4	(13.8 , 19.4)	48	17.5	(13.1 , 23.0)
Custom or tradition	40	4.6	(3.3 , 6.4)	29	4.4	(3.0 , 6.2)	11	5.2	(2.7 , 9.7)
Paycheck or extra money	29	3.2	(2.2 , 4.7)	19	2.9	(1.8 , 4.4)	10	4.0	(2.0 , 7.7)
Sought treatment for alcohol use in past 12 months	1238	8.8	(7.3 , 10.6)	843	8.7	(6.9 , 10.8)	395	9.1	(6.4 , 12.7)
If treated, where treatment received	103			68			35		5.5%
Health Center	31	29.0	(20.7 , 39.1)	20	29.4	(19.6 , 41.7)	11	28.5	(15.0 , 47.4)
Referral Hospital	27	25.4	(17.6 , 35.3)	18	26.4	(17.3 , 38.1)	9	23.9	(11.3 , 43.5)
District Hospital	7	7.6	(3.3 , 16.4)	5	7.3	(3.0 , 16.9)	2	7.9	(1.5 , 32.0)
Rehabilitation Center	3	2.7	(0.9 , 8.1)	2	2.9	(0.7 , 11.2)	1	2.3	(0.3 , 15.8)

Community Health Worker	3	2.7	(0.9, 8.1)	0	0.0	(0.0, 0.0)	3	6.8	(2.1, 20.2)	N/A
Other	32	32.6	(23.6, 43.0)	23	33.9	(23.7, 45.7)	9	30.6	(15.5, 51.4)	N/A
How often not able to stop drinking once starting in past 12 months	1209			828			381			3.0%
Never	885	73.0	(70.3, 75.6)	610	73.7	(70.6, 76.6)	275	71.9	(66.6, 76.6)	N/A
Less than monthly	153	12.3	(10.6, 14.4)	107	12.9	(10.8, 15.4)	46	11.3	(8.4, 15.1)	N/A
Monthly	113	9.7	(8.1, 11.7)	72	8.7	(7.0, 10.8)	41	11.5	(8.3, 15.7)	N/A
Weekly	39	3.2	(2.3, 4.5)	29	3.5	(2.4, 5.0)	10	2.7	(1.4, 5.4)	N/A
Daily or almost daily	19	1.7	(1.0, 2.7)	10	1.2	(0.6, 2.2)	9	2.5	(1.2, 5.1)	N/A
How often failed to meet expectations due to drinking in past 12 months	1208			828			380			2.3%
Never	917	76.2	(73.6, 78.6)	618	74.6	(71.5, 77.5)	299	78.8	(74.0, 83.0)	N/A
Less than monthly	179	14.1	(12.3, 16.2)	132	15.9	(13.6, 18.6)	47	10.9	(8.1, 14.4)	N/A
Monthly	72	6.4	(5.1, 8.2)	51	6.2	(4.7, 8.0)	21	6.9	(4.4, 10.8)	N/A
Weekly	19	1.5	(0.9, 2.3)	14	1.7	(1.0, 2.8)	5	1.1	(0.4, 2.5)	N/A
Daily or almost daily	21	1.8	(1.2, 2.9)	13	1.6	(0.9, 2.7)	8	2.3	(1.1, 4.9)	N/A
How often needed first drink in the morning in past 12 months	1197			814			383			2.9%
Never	1019	85.0	(82.7, 87.0)	697	85.6	(83.0, 87.9)	322	83.9	(79.4, 87.5)	N/A
Less than monthly	91	7.5	(6.1, 9.2)	63	7.7	(6.1, 9.8)	28	7.1	(4.8, 10.4)	N/A
Monthly	46	4.3	(3.1, 5.7)	24	3.0	(2.0, 4.4)	22	6.4	(4.1, 10.0)	N/A
Weekly	20	1.5	(1.0, 2.4)	17	2.1	(1.3, 3.3)	3	0.6	(0.2, 1.9)	N/A
Daily or almost daily	21	1.7	(1.1, 2.7)	13	1.6	(0.9, 2.7)	8	2.0	(0.9, 4.1)	N/A
Family/partner problems due to someone else's drinking in past 12 months	1182			805			377			3.3%
No	803	68.0	(65.2, 70.7)	567	70.4	(67.2, 73.5)	236	63.9	(58.5, 69.0)	N/A
Yes, once or twice	132	11.0	(9.3, 13.0)	84	10.4	(8.5, 12.8)	48	12.0	(9.0, 16.0)	N/A
Yes, several times but less than weekly	57	4.8	(3.7, 6.3)	32	4.0	(2.8, 5.6)	25	6.2	(4.1, 9.4)	N/A
Yes, monthly	32	2.7	(1.9, 3.9)	22	2.7	(1.8, 4.1)	10	2.7	(1.4, 5.3)	N/A
Yes, more than monthly	158	13.4	(11.5, 15.6)	100	12.4	(10.3, 14.9)	58	15.1	(11.5, 19.4)	N/A

Alcohol Influencers

With regard to health, thinks regular use of alcohol is:	2906			1510			1396			1.2%
Very harmful	718	24.6	(23.0, 26.3)	378	25.0	(22.9, 27.3)	340	24.3	(22.0, 26.8)	N/A
Harmful	730	25.6	(24.0, 27.3)	321	21.3	(19.3, 23.4)	409	29.5	(27.0, 32.2)	N/A
Somewhat harmful	1281	43.7	(41.8, 45.6)	705	46.7	(44.2, 49.2)	576	41.0	(38.3, 43.9)	N/A
Not harmful	177	6.0	(5.2, 7.0)	106	7.0	(5.8, 8.4)	71	5.1	(4.0, 6.6)	N/A
Bought alcohol for themselves or others in household	2898	32.5	(30.8, 34.3)	1504	41.5	(39.0, 44.0)	1394	24.4	(22.0, 27.0)	N/A
Last time purchased alcohol, were asked to show proof of age	932	18.6	(16.2, 21.3)	613	19.9	(17.0, 23.3)	319	16.6	(12.7, 21.4)	N/A
Increase in price of alcohol would make them buy less often	931	55.6	(52.2, 58.9)	615	56.1	(52.1, 60.0)	316	54.7	(48.8, 60.6)	N/A
During the past 30 days, where seen information on dangers of alcohol or quitting alcohol	2854			1486			1368			4.6%
Newspapers or magazines	353	12.7	(11.4, 14.1)	183	12.3	(10.7, 14.1)	170	13.0	(11.2, 15.1)	N/A
Television	776	27.3	(25.6, 29.1)	400	26.9	(24.7, 29.2)	376	27.7	(25.2, 30.4)	N/A
Radio	1066	36.9	(35.1, 38.8)	565	38.0	(35.6, 40.5)	501	35.9	(33.2, 38.7)	N/A
Other	203	7.3	(6.3, 8.4)	115	7.7	(6.5, 9.2)	88	6.9	(5.5, 8.6)	N/A
Have not seen any	456	15.8	(14.4, 17.2)	223	15.0	(13.3, 16.9)	233	16.4	(14.5, 18.6)	N/A
During the past 30 days, has seen ads or signs promoting alcohol where alcohol is purchased	2860	67.4	(65.5, 69.2)	1487	74.4	(72.2, 76.6)	1373	61.0	(58.2, 63.8)	4.4%
During the past 30 days, most frequently seen alcohol promotion	2797			1458			1339			6.5%
Alcohol at sales prices	283	10.0	(8.9, 11.3)	164	11.3	(9.7, 13.0)	119	8.9	(7.4, 10.7)	N/A
Alcohol promotions in mail	475	17.2	(15.8, 18.8)	277	19.0	(17.1, 21.1)	198	15.6	(13.6, 17.9)	N/A
Clothing with alcohol logo	534	18.6	(17.2, 20.1)	273	18.7	(16.8, 20.8)	261	18.5	(16.4, 20.8)	N/A
Coupons for alcoholic drinks	203	7.3	(6.4, 8.4)	111	7.6	(6.4, 9.1)	92	7.1	(5.7, 8.7)	N/A
Free gifts or special discounts	133	4.6	(3.9, 5.5)	78	5.3	(4.3, 6.6)	55	3.9	(3.0, 5.2)	N/A
Free samples of alcohol	207	7.5	(6.6, 8.7)	118	8.1	(6.8, 9.6)	89	7.1	(5.7, 8.8)	N/A
Have not seen any of these	962	34.7	(32.8, 36.5)	437	30.0	(27.7, 32.4)	525	38.9	(36.1, 41.8)	N/A

Reasons for Never Drinking

Among those who report never consuming alcohol, MAIN reason for not consuming alcohol	1200			431			769			0.8%
Upbringing	467	39.0	(36.1, 41.9)	142	33.0	(28.7, 37.6)	325	41.9	(38.2, 45.7)	N/A
Personal beliefs	208	17.3	(15.2, 19.7)	77	17.9	(14.5, 21.8)	131	17.1	(14.4, 20.1)	N/A
Religion	193	16.2	(14.1, 18.5)	86	19.9	(16.4, 24.0)	107	14.4	(11.9, 17.3)	N/A
Fear of adverse health consequences	206	16.9	(14.8, 19.2)	60	13.9	(11.0, 17.5)	146	18.3	(15.6, 21.3)	N/A
Fear of loss of control	70	6.1	(4.8, 7.7)	38	8.8	(6.5, 11.9)	32	4.8	(3.3, 6.9)	N/A
Fear of adverse legal consequences	51	4.2	(3.2, 5.6)	24	5.6	(3.8, 8.2)	27	3.5	(2.4, 5.3)	N/A
Cost of alcohol	5	0.4	(0.2, 0.9)	4	0.9	(0.3, 2.4)	1	0.1	(0.0, 0.8)	N/A
Among those who report never consuming alcohol, ANOTHER reason for not consuming alcohol	1188			428			760			1.1%
Upbringing	268	23.5	(21.0, 26.1)	91	21.3	(17.6, 25.4)	177	24.5	(21.3, 28.0)	N/A
Religion	247	21.4	(19.0, 24.0)	99	23.1	(19.4, 27.4)	148	20.5	(17.5, 23.9)	N/A
Fear of adverse health consequences	232	19.2	(17.0, 21.6)	64	14.9	(11.9, 18.7)	168	21.3	(18.4, 24.5)	N/A
Personal beliefs	189	14.9	(13.0, 17.0)	79	18.5	(15.0, 22.4)	110	13.1	(11.0, 15.6)	N/A
No other reason	113	9.7	(8.0, 11.7)	37	8.6	(6.3, 11.7)	76	10.2	(8.1, 12.8)	N/A
Fear of loss of control	104	8.5	(7.0, 10.2)	42	9.8	(7.3, 13.0)	62	7.8	(6.0, 10.0)	N/A
Fear of adverse legal consequences	29	2.3	(1.6, 3.4)	12	2.8	(1.6, 4.9)	17	2.1	(1.3, 3.5)	N/A
Cost of alcohol	6	0.6	(0.2, 1.4)	4	0.9	(0.3, 2.5)	2	0.4	(0.1, 1.8)	N/A

*Item nonresponse is calculated as: $1 - (t/V_x)$, where t_x equals the number of valid responses for question x , V_x equals the total number of respondents in the survey, and V_x equals the respondents with a valid skip for question x (i.e. an answer to a previous question prevented them from being asked question x).

†Cell counts <5 have been suppressed for reliability.