




GATS Objectives

The Global Adult Tobacco Survey (GATS) is the 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 Ukraine. 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. The WHO has developed MPOWER, a technical assistance package of six evidence-based policies that include:



- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit tobacco use
- W**arn about the dangers of tobacco
- E**nforce bans on tobacco advertising, promotion, and sponsorship
- R**aise taxes on tobacco.

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Ukraine, GATS was completed in 2010 as a household survey of persons 15 years of age and older by Kiev International Institute of Sociology (KIIS). A multi-stage, geographically clustered sample design was used to produce nationally representative data. 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 80.1%, the person response rate was 95.1% and the overall response rate was 76.2%. There were a total of 8,173 completed interviews.

GATS Highlights

Tobacco Use

- In Ukraine 28.8% of adults (11.5 million) currently smoke tobacco (50.0% men; 11.2% women).
- In Ukraine 25.5% of adults are daily smokers (45.4% men; 8.9% women).

Cessation

- 67.9% of current smokers are interested in quitting.
- 40.5% of smokers attempted to quit in the past year.

Second-hand Smoke

- 34.0% those who are employed are exposed to secondhand smoke at work.
- 32.8% of adults inhaled secondhand smoke daily or almost daily.

Media

- 66.0% of adults noticed any anti-cigarette smoking information.
- 45.1% of adults have noticed cigarette marketing in advertisements, sponsorship, or promotions.

Knowledge, Attitudes and Perceptions

- 93.1% of adults believe smoking causes serious illness.
- 86.3% of adults believe inhaling other people's smoke causes serious illness.
- 31.4% of adults believe smoking nargile causes serious illness.





Tobacco Use

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Current tobacco smokers | 28.8 | 50.0 | 11.2 |
| Daily tobacco smokers | 25.5 | 45.4 | 8.9 |
| Occasional tobacco smokers | 3.4 | 4.6 | 2.4 |
| Current cigarette smokers ¹ | 28.6 | 49.7 | 11.1 |
| Manufactured cigarette smokers | 28.5 | 49.4 | 11.1 |
| Current smokeless tobacco users | 0.2 | 0.5 | 0.0 |
| Current nargile smokers | 2.0 | 3.2 | 1.1 |
| | OVERALL | MEN | WOMEN |
| Average number of cigarettes consumed per day by daily cigarette smokers | 16.9 | 18.2 | 11.8 |
| Average age of daily initiation ² | 17.2 | 16.8 | 18.2 |

Cessation

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Former daily tobacco smokers ³ (among ever daily smokers) | 25.9 | 26.1 | 25.0 |
| Adults who made quit attempts among those who smoked in the past 12 months | 40.5 | 39.1 | 45.6 |
| Current cigarette smokers who are interested in quitting | 67.9 | 66.3 | 74.0 |
| Of those who visited a health care provider, who were asked by the provider if they smoked | 41.7 | 43.1 | 38.2 |
| Of those who were asked if they smoked, the provider advised them to quit | 74.0 | 75.2 | 70.4 |

Second-hand Smoke

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|--------|----------|
| Adults inhaled other people's smoke daily or almost daily | 32.8 | 41.3 | 25.8 |
| Smoking is allowed inside the home ⁴ | 30.6 | 33.6 | 28.1 |
| Adults exposed to SHS in past month in home | 23.5 | 25.4 | 21.9 |
| Workers exposed to SHS at work ^{5,6} | 34.0 | 44.0 | 22.9 |
| Exposed in government buildings ⁶ | 10.2 | 12.9 | 8.2 |
| Exposed at healthcare facilities ⁶ | 6.6 | 9.2 | 5.3 |
| Exposed at restaurants or cafe ⁶ | 64.1 | 65.7 | 62.3 |
| Exposed on public transport ⁶ | 17.5 | 17.9 | 17.2 |
| Exposed in universities ⁶ | 23.5 | 23.2 | 23.8 |

Economics

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|-----------|-----------|
| Bought last manufactured cigarette in store or kiosk ⁷ | 94.8 | 94.8 | 94.4 |
| | OVERALL | MEN | WOMEN |
| Cigarette expenditures per month | 142.7 UAH | 149.9 UAH | 112.8 UAH |

Media

TOBACCO ADVERTISING

| | OVERALL(%) | CURRENT SMOKERS(%) | NON-SMOKERS(%) |
|---|------------|--------------------|----------------|
| Adults who noticed any cigarette advertisements/promotions or sporting event sponsorship ⁶ | 45.1 | 51.6 | 39.7 |
| Adults who noticed advertisements in stores ⁶ | 20.5 | 23.2 | 18.3 |
| Adults who noticed advertisements on the Internet ⁶ | 4.8 | 6.0 | 3.9 |
| Adults who noticed cigarette promotions ⁶ | 15.8 | 20.0 | 12.3 |

COUNTER ADVERTISING

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Adults who noticed any anti-cigarette smoking information ⁶ | 66.0 | 65.1 | 66.7 |
| Adults who noticed anti-cigarette smoking information on the television ⁶ | 46.3 | 46.0 | 46.5 |

HEALTH WARNINGS

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Current cigarette smokers who noticed health warnings on cigarette packages ⁶ | 96.6 | 96.6 | 96.8 |
| Current cigarette smokers who thought about quitting because of the warning label ⁶ | 57.9 | 56.9 | 61.8 |

Knowledge, Attitudes and Perceptions

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|--------|----------|
| Adults who believe smoking causes serious illness | 93.1 | 91.4 | 94.5 |
| Adults who believe smoking causes stroke ⁸ | 81.3 | 77.9 | 84.1 |
| Adults who believe smoking causes heart attack ⁸ | 82.7 | 79.5 | 85.4 |
| Adults who believe smoking causes lung cancer ⁸ | 95.2 | 94.6 | 95.7 |
| Adults who believe inhaling other people's smoke causes serious illness | 86.3 | 82.5 | 89.5 |
| Adults who believe cigarettes are addictive | 96.1 | 96.9 | 95.5 |
| Adults who believe smoking nargile causes serious illness | 31.4 | 31.3 | 31.4 |

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Ever daily smokers age 18-34. ³ Current non-smokers. ⁴ Smoking is allowed or allowed, with exceptions. ⁵ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁶ During the past 30 days. ⁷ Among current cigarette smokers. ⁸ Among those that believe smoking causes serious illness.

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.

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