

## 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 standard protocol across countries, including Ukraine. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to fulfil 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 that include:



Monitor tobacco use & prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion, & sponsorship

Raise taxes on tobacco

## 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 Ukraine, GATS was completed in 2017, as a household survey of persons 15 years of age or older, and was implemented by Kiev International Institute of Sociology in cooperation with Ministry of Health of Ukraine and National Academy of Medical Sciences of Ukraine. A multi-stage, geographically clustered sample design was used to produce nationally representative data. The temporarily occupied territories of the Autonomous Republic of Crimea, city of Sevastopol, and certain areas of Donetsk and Luhansk oblasts, were excluded from GATS 2017 survey. A total of 14,800 households were sampled. One individual was randomly chosen from each selected household to participate in the survey. Survey information was collected using handheld electronic devices. The household response rate was 67.5 %, the person response rate was 95.5 % and the overall response rate was 64.4 %. There were a total of 8,298 completed individual interviews.

## GATS Highlights

### TOBACCO USE

- 40.1% of men, 8.9% of women, and 23.0% overall (8.2 million adults) currently used tobacco products.
- 35.9% of men, 7.0% of women, and 20.1% overall (7.2 million adults) currently smoked tobacco products daily.

### CESSATION

- 62.5 % of current smokers planned to or were thinking about quitting smoking.
- 39.4 % of smokers who visited health care providers in past 12 months were advised to quit.
- 1.2% of adult smokers successfully quit smoking for more than 6 months among smokers who made quit attempts in the past 12 months.

### SECONDHAND SMOKE

- 7.3% of non-smokers (2.0 million adults) were exposed to tobacco smoke at home.
- 10.5% of non-smokers working indoors (1.1 million adults) were exposed to tobacco smoke at the workplace.

### ECONOMICS

- The median amount spent per 20 manufactured cigarettes was 17.5 UAH (~USD 0.70).

### MEDIA

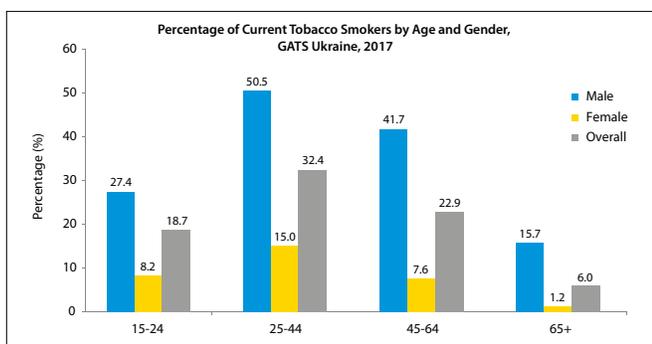
- 52.7 % of adults noticed any anti-cigarette smoking information in the past 30 days.
- 25.0 % of adults noticed any cigarette advertisement, sponsorship, or promotion in the past 30 days.

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.7% of adults believed smoking causes serious illnesses.
- 85.5% of adults believed inhaling other people's smoke causes serious illnesses.
- 25.8% of current smokers would smoke less, and 21.0% would try to quit smoking if cigarette price rises sharply.
- 72.0% of adults considered large or decorated cigarette packs at points of sales as cigarette advertising.

**TOBACCO USE**

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	22.8	39.7	8.8
Daily tobacco smokers	20.1	35.9	7.0
Current cigarette smokers <sup>1</sup>	22.8	39.6	8.8
Daily cigarette smokers <sup>1</sup>	20.0	35.8	6.9
Average number of cigarettes smoked per day by daily cigarette smokers <sup>1</sup>	17.1	18.2	12.6
Current smokers of waterpipe with tobacco	0.7	1.3	0.3
<b>SMOKELESS TOBACCO USERS</b>			
Current smokeless tobacco users	0.2	0.4	0.0
<b>TOBACCO USERS (smoked and / or smokeless)</b>			
Current tobacco users	23.0	40.1	8.9



**CESSATION**

	OVERALL (%)	MEN (%)	WOMEN (%)
Former daily tobacco smokers <sup>2</sup> who quit smoking for more than 6 months among ever daily smokers	29.3	28.3	33.0
Smokers who made a quit attempt in past 12 months <sup>3</sup>	39.2	37.2	46.5
Smokers who successfully quit <sup>2</sup> for more than 6 months among those who made quit attempts in the past 12 months	1.2	0.7	2.8
Current smokers who planned to or were thinking about quitting smoking	62.5	60.0	72.0
Smokers asked if they smoked by a health care provider in past 12 months <sup>3,4</sup>	49.2	49.1	49.6
Smokers advised to quit by a health care provider in past 12 months <sup>3,4</sup>	39.4	40.9	36.0

**SECONDHAND SMOKE**

	OVERALL (%)	MEN (%)	WOMEN (%)
Non-smokers exposed to tobacco smoke at home <sup>5,*</sup>	7.3	6.3	7.8
Non-smokers exposed to tobacco smoke at the workplace <sup>5,*</sup>	10.5	15.8	6.9
Adults exposed to tobacco smoke in the following public places <sup>7,*</sup>			
Government building	4.9	6.0	4.1
Health care facility	3.7	5.7	2.7
Restaurants /cafés	24.0	26.2	21.5
Bars / night clubs	43.4	47.7	35.8

**ECONOMICS**

Median price for a pack of 20 manufactured cigarettes (UAH)	17.5
Median yearly cigarette expenditure per current cigarette smoker (UAH)	5410.4
Median price for 100 packs of 20 manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2016] <sup>8</sup>	3.3%

**MEDIA**

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>9,*</sup>	15.2	18.6	14.3
Adults who noticed any cigarette advertisements, sponsorships, or promotions <sup>9</sup>	25.0	30.3	23.4
<b>COUNTER ADVERTISING</b>			
Adults who noticed anti-cigarette smoking information at any location <sup>*</sup>	52.7	50.3	53.4
<b>HEALTH WARNING</b>			
Current smokers who noticed a health warning label on a cigarette package <sup>*</sup>	92.2	92.3	92.2
Current smokers who thought about quitting because of a health warning label on a cigarette package <sup>*</sup>	54.0	52.8	58.7

**KNOWLEDGE, ATTITUDES & PERCEPTIONS**

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Believed smoking causes serious illnesses	92.7	86.2	94.6
Believed inhaling other people's smoke causes serious illnesses	85.5	73.4	89.1
Believed smoking waterpipe with tobacco can be less harmful than smoking cigarettes	8.7	14.1	7.2
Believed some types of cigarette can be less harmful than others	11.5	18.7	9.3
Considered decorated cigarette packs at points of sales as cigarette advertising <sup>10</sup>	72.0	65.8	73.8
Supported complete smoking ban in indoor workplace and public places	83.2	65.8	88.3
<b>OVERALL (%)      MEN (%)      WOMEN (%)</b>			
Would smoke less if cigarette price rises sharply	25.8	24.7	30.0
Would try to quit smoking if cigarette price rises sharply	21.0	19.3	27.8

**ELECTRONIC CIGARETTES**

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	50.9	58.0	45.0
Ever used an electronic cigarette	6.4	10.2	3.1
Current users of electronic cigarettes	1.7	2.5	1.0

<sup>1</sup>Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup>Current non-smokers. <sup>3</sup>Includes current smokers and those who quit in the past 12 months. <sup>4</sup>Among those who visited a health care provider in past 12 months. <sup>5</sup>Adults that reported smoking in the home occurs daily, weekly, or monthly. <sup>6</sup>Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>7</sup>Among those who visited a public place. <sup>8</sup>GDP per capita (53671.099 UAH) obtained from the World Economic Outlook, October 2016 published by the International Monetary Fund. <sup>9</sup>Includes those who noticed prize competition for cigarette purchaser; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. <sup>10</sup>Including highlighted and / or enlarged packs of cigarettes or special decoration of cigarette packs. UAH: Ukrainian Hryvnia. <sup>\*</sup>During the past 30 days.

**NOTE:** Current use refers to daily and less than daily use. Adults refer to persons aged 15 years or older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years and older (excluding territories, which are temporarily outside the control of the government of Ukraine). Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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