



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 the Russian Federation. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist the Russian Federation 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 the Russian Federation, GATS was conducted in 2009 as a household survey of persons 15 years of age and older by the Statistics of Russia under the Federal State Statistics Service (Rosstat) and the Pulmonary Research Institute (PRI), under the coordination of the Ministry of Health and Social Development of the Russian Federation (MoHSD). 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 98.6%, the person response rate was 99.1% and the overall response rate was 97.7%. There were a total of 11,406 completed interviews.

GATS Highlights

Tobacco Use

- In Russia 60.2% of men, 21.7% of women, and 39.1% overall (43.9 million adults) currently smoke tobacco.
- 1.0% of men, 0.2% of women, and 0.6% overall (654 thousand adults) currently use smokeless tobacco.

Cessation

- 6 in 10 current smokers plan to or are thinking about quitting.

Second-hand Smoke

- 34.9% of adults (21.9 million) are exposed to tobacco smoke at the workplace.

Media

- 31.7% of current smokers have thought about quitting because of a health warning label on cigarette packs.
- 4 in 10 adults have seen anti-cigarette smoking information on the television or radio.
- 4 in 10 adults have noticed cigarette marketing at the stores where cigarettes are sold.

Knowledge, Attitudes and Beliefs

- 90.8% of adults are aware that smoking causes serious illness.



Tobacco Use

TOBACCO SMOKERS

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Current tobacco smokers | 39.1 | 60.2 | 21.7 |
| Current cigarette smokers ¹ | 38.8 | 59.8 | 21.4 |
| Current manufactured cigarette smokers | 38.5 | 59.3 | 21.4 |
| Current calean smokers | 3.8 | 4.4 | 3.2 |
| Daily tobacco smokers | 33.8 | 55.0 | 16.3 |
| Daily cigarette smokers ¹ | 33.7 | 54.7 | 16.3 |
| Daily manufactured cigarette smokers | 33.4 | 54.3 | 16.2 |
| Daily calean smokers | 0.5 | 0.8 | 0.3 |
| Former daily tobacco smokers ² (among all adults) | 8.1 | 13.3 | 3.8 |
| Former daily tobacco smokers ² (among ever daily smokers) | 18.3 | 18.8 | 17.1 |

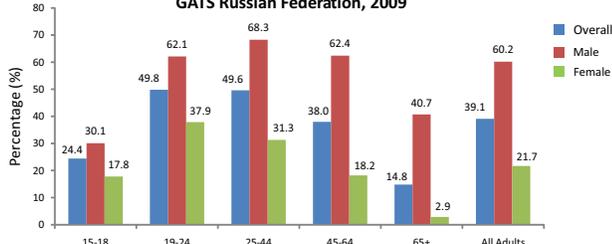
SMOKELESS TOBACCO USERS

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---------------------------------|------------|--------|----------|
| Current smokeless tobacco users | 0.6 | 1.0 | 0.2 |
| Daily smokeless tobacco users | 0.1 | 0.3 | 0.0 |

TOBACCO USERS (SMOKING AND/OR SMOKELESS)

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|-----------------------|------------|--------|----------|
| Current tobacco users | 39.4 | 60.7 | 21.7 |

Current Smoking Prevalence by Age Group and Gender, GATS Russian Federation, 2009



Cessation

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Smokers who made a quit attempt in past 12 months ³ | 32.1 | 29.4 | 38.1 |
| Current smokers who plan to or are thinking about quitting | 60.3 | 55.8 | 70.7 |
| Smokers advised to quit by a health care provider in past 12 months ^{3,4} | 31.8 | 34.2 | 27.5 |

Second-hand Smoke

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|--------|----------|
| Adults exposed to tobacco smoke at the workplace ^{5,1} | 34.9 | 45.7 | 25.7 |
| Adults exposed to tobacco smoke at home ⁶ | 34.7 | 36.7 | 33.0 |
| Adults exposed to tobacco smoke at various public places ^{7,†} | 51.4 | 54.9 | 48.4 |

Economics

| | RUBLES |
|---|------------|
| Average amount spent on a pack of 20 manufactured cigarettes | 24.8 |
| | OVERALL(%) |
| Price of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) ⁸ | 0.9 |

Media

TOBACCO INDUSTRY ADVERTISING

| | OVERALL(%) | CURRENT SMOKERS(%) | NON-SMOKERS(%) |
|--|------------|--------------------|----------------|
| Adults who noticed cigarette marketing in stores where cigarettes are sold [†] | 43.6 | 51.1 | 38.8 |
| Adults who noticed any cigarette advertisements/promotions (other than in stores) or sporting event sponsorship [†] | 58.8 | 65.6 | 54.5 |
| Adults who favor prohibiting all advertising of tobacco products | 82.5 | 73.1 | 88.6 |

COUNTER ADVERTISING

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|--------------------|----------------|
| Current smokers who thought about quitting because of a warning label [†] | 31.7 | 31.6 | 31.9 |
| | OVERALL(%) | CURRENT SMOKERS(%) | NON-SMOKERS(%) |
| Adults who noticed anti-cigarette smoking information on the television or radio [†] | 42.3 | 41.6 | 42.8 |

Knowledge, Attitudes and Beliefs

| | OVERALL(%) | CURRENT SMOKERS(%) | NON-SMOKERS(%) |
|--|------------|--------------------|----------------|
| Adults who believe smoking causes serious illness | 90.8 | 83.8 | 95.3 |
| Adults who believe exposure to tobacco smoke causes serious illness in nonsmokers | 81.9 | 70.7 | 89.1 |
| Adults who believe that certain types of cigarettes can be less harmful than others ⁹ | 21.9 | 35.7 | 14.1 |
| Adults who believe that cigarettes cause an addiction | 93.9 | 92.9 | 94.5 |

¹ Includes manufactured cigarettes, hand-rolled cigarettes, and papirosy ² Current non-smokers.

³ Includes current smokers and those who quit in past 12 months. ⁴ Among those who visited a health care provider in past 12 months. ⁵ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁶ Adults reporting that smoking inside their home occurs daily, weekly, or monthly. ⁷ Exposure to SHS at government buildings, healthcare facilities, restaurants, bars or night clubs, cafes or cafeterias, public transportation, schools, colleges or universities, or private workplaces. ⁸ Source for 2009 per capita GDP: Federal State Statistics Service (Rosstat) website - <http://www.gks.ru/wps/portal/english>. ⁹ Among those who believe that smoking causes serious illness. [†] During the past 30 days.

Note: Current use refers to daily and less than daily use. Adults refer to persons age 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women age 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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