Global Adult Tobacco Survey (GATS)

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 China. 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:

- Monitor tobacco use and 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, and 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, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In China, GATS was conducted in 2010 as a household survey of persons 15 years of age and older by China CDC. 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 97.5%, the response rates for individuals was 98.5% and the overall response rate was 96.0%. There were a total of 13,354 completed interviews.

GATS Highlights

Tobacco Use

- 52.9% of men, 2.4% of women, and 28.1% overall (301 million adults) currently smoke tobacco.
- Among ever daily smokers 20-34 years old, 52.7% started daily smoking before the age of 20.

Cessation

- 16.1% of current smokers plan to or are thinking about quitting in the next 12 months.
- 91.8% of ever smokers who tried to quit in the past 12 months did not use any quitting assistance.
- 33.1% of ever smokers who tried to quit before are still smoking.

Secondhand Smoke

- 7 in 10 nonsmoking adults were exposed to secondhand smoke in a typical week.
- 6 in 10 adults noticed smoking at the workplace.

Media

- Only 46.4% of adults noticed anti-cigarette smoking information on the television or radio.
- 19.6% of adults noticed any cigarette marketing.
- 7.4% of adults noticed cigarette marketing on the television.
- 63.6% of current smokers who noticed a warning label on cigarette packs did not think about quitting smoking.

Knowledge, Attitudes and Perceptions

- 23.2% of adults believe smoking causes stroke, heart attack, and lung cancer.
- 24.6% of adults believe exposure to tobacco smoke causes heart disease and lung cancer in adults and lung illnesses in children.
Global Adult Tobacco Survey (GATS) China: 2010

Tobacco Use

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall</th>
<th>Men (%)</th>
<th>Women (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current tobacco smokers</td>
<td>28.1</td>
<td>52.9</td>
<td>2.4</td>
</tr>
<tr>
<td>Age group 15-24</td>
<td>17.9</td>
<td>33.6</td>
<td>0.7</td>
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<tr>
<td>25-44</td>
<td>31.0</td>
<td>59.3</td>
<td>1.6</td>
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<tr>
<td>45-64</td>
<td>33.6</td>
<td>63.0</td>
<td>3.2</td>
</tr>
<tr>
<td>65+</td>
<td>22.7</td>
<td>40.2</td>
<td>6.7</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>26.1</td>
<td>49.2</td>
<td>2.6</td>
</tr>
<tr>
<td>Rural</td>
<td>29.8</td>
<td>56.1</td>
<td>2.2</td>
</tr>
<tr>
<td>Daily tobacco smokers</td>
<td>24.1</td>
<td>45.4</td>
<td>2.0</td>
</tr>
<tr>
<td>Manufactured cigarette smokers among current smokers 1</td>
<td>94.8</td>
<td>95.4</td>
<td>80.5</td>
</tr>
</tbody>
</table>

Economics

50% of smokers spent RMB 5.0 Yuan or less on 20 manufactured cigarettes

The median amount spent on 100 packs of manufactured cigarettes as a percentage of 2009 per capita Gross Domestic Product (GDP) is 2.0% 6

Media

Adults who noticed cigarette marketing on TV 1    | 7.4 | 8.1 | 7.2 |
Adults who noticed any cigarette marketing 1     | 19.6 | 24.7 | 17.6 |
Adults who noticed anti-cigarette smoking infor- | 46.4 | 47.8 | 45.8 |
  mation on the television or radio 1              |     |     |     |

Knowledge, Attitudes and Perceptions

Current smokers who did not think about quitting after seeing a warning label on a cigarette pack 7 | 63.6 | 63.7 | 58.5 |

Secondhand Smoke

Adults who noticed tobacco smoke at workplaces 4  | 63.3 | 71.1 | 53.2 |
Adults reporting tobacco smoking at home occurs | 67.3 | 70.5 | 63.9 |
  at least monthly                                |     |     |     |
Adults who noticed smoking occurred in:         |     |     |     |
  Health care facilities 5                       | 37.9 | 41.2 | 35.2 |
  Government buildings 5                         | 58.4 | 62.6 | 50.7 |
  Public transportation 5                       | 34.1 | 36.4 | 31.5 |
  Restaurants 5                                  | 88.5 | 91.8 | 83.3 |

1 Percentage of manufactured cigarette smokers among current tobacco smokers. 2 Includes current smokers and those who quit in past 12 months. 3 Among those who visited a health care provider in past 12 months. 4 Among those who work outside of the home who usually work indoors or both indoors and outdoors. 5 Among those who visited the place in the last 30 days. 6 2009 statistical communiqués of economy and social development, China, 2010. 7 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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