

## 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 consistent and standard protocol across countries including Kazakhstan. 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. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



- 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 Kazakhstan, GATS was conducted in 2014 as a household survey of persons 15 years of age and older by the Information Computing Center (ICC) of the Committee on Statistics of the Republic of Kazakhstan in collaboration with the National Center for Problems of Healthy Lifestyle Development (NCPHLD), the Ministry of Health and Social Development of the Republic of Kazakhstan. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 4,611 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld computers. There were a total of 4,425 completed individual interviews with an overall response rate of 96.7%.

## GATS Highlights

### TOBACCO USE

- 42.4% of men, 4.5% of women, and 22.4% overall (2.8 million adults) currently smoked tobacco.
- 2.8% of men, 0.0% of women, and 1.3% overall (0.2 million adults) currently used smokeless tobacco.
- 50.9% of daily smokers have their first smoke within 30 minutes after waking up each day.

### CESSATION

- Among those who have ever smoked on a daily basis, only 1 in 10 have quit smoking.
- 6 in 10 current smokers planned to or were thinking about quitting.
- 3 in 10 smokers made a quit attempt in the last 12 months.

### SECONDHAND SMOKE

- 19.0% of adults who worked indoors (1.2 million adults) were exposed to tobacco smoke at the workplace.
- 13.8% of adults (1.6 million adults) were exposed to tobacco smoke at home.
- 27.6% of adults (1.2 million adults) were exposed to tobacco smoke when visiting restaurants.

### MEDIA

- 34.6% of adults noticed anti-cigarette smoking information on the television or radio.
- 97.6% of current smokers noticed pictorial health warnings on cigarette packages; 58.0% of current smokers thought about quitting because of the pictorial health warnings.
- 15.4% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 25.7% of adults noticed any cigarette advertising, sponsorship, or promotion.

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

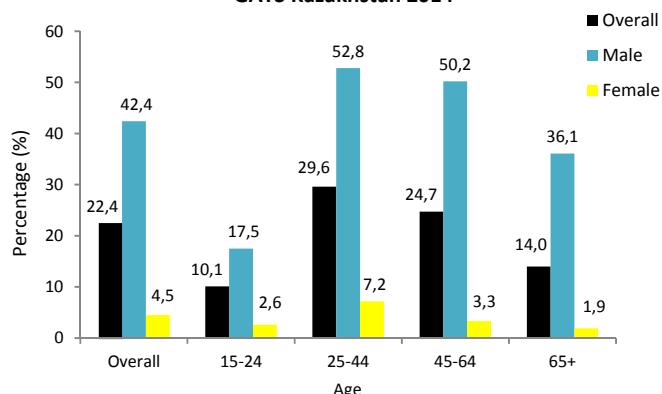
- Only 73.0% of current smokers (84.9% overall) believed smoking causes serious illness.
- Only 57.3% of current smokers (74.0% overall) believed breathing other people's smoke causes serious illness in non-smokers.



### TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	42.4	4.5	22.4
Daily tobacco smokers	36.9	3.2	19.1
Current cigarette smokers <sup>1</sup>	42.2	4.2	22.2
Daily cigarette smokers <sup>1</sup>	36.3	3.0	18.7
Former daily tobacco smokers <sup>2</sup> (among all adults)	5.5	1.0	3.1
Former daily tobacco smokers <sup>2</sup> (among ever daily smokers)	12.0	20.7	12.9
Daily smokers who smoke within 30 minutes after waking up	51.6	43.9	50.9
	MEN (#)	WOMEN (#)	OVERALL (#)
Average number of cigarettes smoked per day among daily cigarette smokers	15.2	11.8	14.9
SMOKELESS TOBACCO USERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokeless tobacco users	2.8	0.0	1.3
TOBACCO USERS (smoked and/or smokeless)	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco users	43.4	4.5	22.9

Current Smoking by Age Group and Gender,  
GATS Kazakhstan 2014



### CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in the past 12 months <sup>3</sup>	28.9	34.3	29.5
Current smokers who planned to or were thinking about quitting	63.4	67.4	63.9
Smokers advised to quit by a healthcare provider in the past 12 months <sup>3,4</sup>	49.8	27.9	46.6

### SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace <sup>5,*</sup>	24.7	12.9	19.0
Adults exposed to tobacco smoke at home at least monthly	16.7	11.4	13.8
Adults exposed to tobacco smoke in restaurants <sup>6</sup>	32.8	22.2	27.6

### ECONOMICS

Average amount spent on 20 manufactured cigarettes (tenge)	221.4
Average cigarette expenditure per month (tenge)	4,244.5
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2014] <sup>7</sup>	1.0%

### MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>8,*</sup>	19.0	14.4	15.4
Adults who noticed any cigarette advertisements/promotions (other than in stores), or sporting event sponsorship <sup>*</sup>	21.2	16.6	17.6
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who noticed a pictorial health warning on a cigarette package <sup>*</sup>	97.9	94.9	97.6
Current smokers who thought about quitting because of a pictorial health warning <sup>*</sup>	57.9	58.5	58.0
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio <sup>*</sup>	29.4	36.2	34.6

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	73.0	88.3	84.9
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	57.3	78.8	74.0

### ELECTRONIC CIGARETTES

	MEN (%)	WOMEN (%)	OVERALL (%)
Ever heard of electronic cigarettes	64.1	44.4	53.7
Ever used an electronic cigarette	11.3	3.5	7.2
Current user of electronic cigarettes	2.5	0.9	1.7

<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> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>6</sup> Among those who visited restaurants in the past 30 days. <sup>7</sup> 2014GDP source: estimated figure from International Monetary Fund website, accessed June 2, 2014. <sup>8</sup> Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. \*During the past 30 days.

**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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