

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 Greece. 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 Greece, GATS was conducted in 2013 as a household survey of persons 15 years of age and older by the National School of Public Health, Department of Hygiene and Epidemiology of the University of Thessaly, and MRB Hellas. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 6,600 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using laptop computers. There were a total of 4,359 completed individual interviews with an overall response rate of 69.6%.

GATS Highlights

TOBACCO USE

- 51.2% of men, 25.7% of women, and 38.2% overall (3.5 million adults) currently smoked tobacco.
- Among those aged 25 to 44 years, 64.2% of men, 37.0% of women, and 50.7% overall currently smoked tobacco.
- 72.2% of daily smokers smoke within 30 minutes after waking up, showing a high dependency on tobacco.

CESSATION

- Only 2 in 10 smokers made a quit attempt in the last 12 months.
- 5 in 10 current smokers planned to or were thinking about quitting while almost 4 in 10 current smokers were not interested in quitting.

SECONDHAND SMOKE

- 52.3% of adults who worked indoors (1.6 million adults) were exposed to tobacco smoke at the workplace.
- 65.7% of adults (6.0 million adults) were exposed to tobacco smoke at home.
- 72.2% of adults (3.3 million adults) were exposed to tobacco smoke when visiting restaurants.
- 84.1% of non-smokers supported the law prohibiting smoking inside of restaurants.

MEDIA

- 3 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 3 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- 3 in 10 adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.

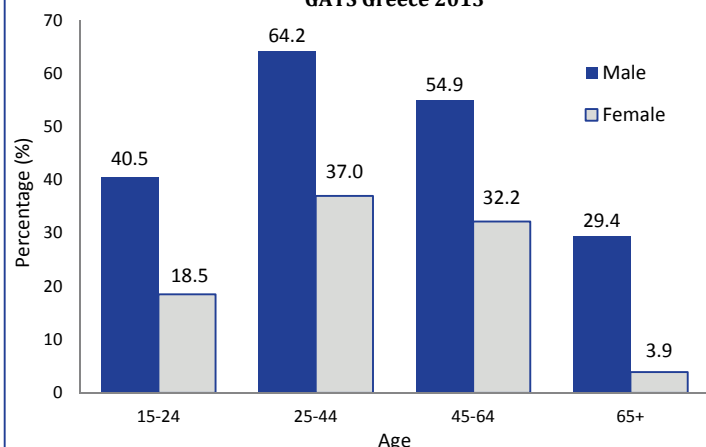
KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.4% of adults believed smoking causes serious illness.
- 84.9% of adults believed breathing other people's smoke causes serious illness in non-smokers.

TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	51.2	25.7	38.2
Daily tobacco smokers	49.7	23.9	36.6
Current cigarette smokers ¹	51.0	25.6	38.1
Daily cigarette smokers ¹	49.5	23.6	36.3
Former daily tobacco smokers ² (among all adults)	16.4	7.3	11.8
Former daily tobacco smokers ² (among ever daily smokers)	24.5	23.1	24.0
Daily smokers who smoke within 30 minutes after waking up	76.2	64.2	72.2
	MEN (#)	WOMEN (#)	OVERALL (#)
Average number of cigarettes smoked per day among daily cigarette smokers	21.3	16.8	19.8
SMOKELESS TOBACCO USERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokeless tobacco users	0.2	0.2	0.2

Current Tobacco Smokers by Age and Gender,
GATS Greece 2013



CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in the past 12 months ³	16.9	22.7	18.9
Current smokers who planned to or were thinking about quitting	50.3	58.1	53.0
Smokers advised to quit by a healthcare provider in the past 12 months ^{3,4}	78.7	64.8	72.2

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{5,†}	58.8	41.8	52.3
Adults exposed to tobacco smoke at home at least monthly	68.9	62.5	65.7
Adults exposed to tobacco smoke in restaurants ⁶	72.3	72.1	72.2

ECONOMICS

Average (median) amount spent on 20 manufactured cigarettes (Euros)	3.3
Average (median) cigarette expenditure per month (Euros)	100.3
Average (median) cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2013] ⁷	2.0%

MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{8,†}	50.9	23.2	33.8
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship [†]	35.4	21.0	26.5
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	13.9	17.9	15.3
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	25.6	27.6	26.9

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	90.5	93.5	92.4
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	77.9	89.2	84.9
Adults who support the law prohibiting smoking inside of restaurants	24.6	84.1	61.4

ELECTRONIC CIGARETTES

	MEN (%)	WOMEN (%)	OVERALL (%)
Ever heard of electronic cigarettes	93.4	83.7	88.5
Current user of electronic cigarettes	1.7	2.1	1.9

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Includes current smokers and those who quit in the 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 Among those who visited restaurants in the past 30 days. ⁷ 2013 GDP source: estimated figure from International Monetary Fund website, accessed 04 November 2013. ⁸ 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.

Funding for GATS Greece 2013 was provided by the government of Greece and the European Union. Technical assistance was provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and RTI International, under the Bloomberg Initiative to Reduce Tobacco Use. Program support was provided by the CDC Foundation.