




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 Poland. 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:

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- 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 and tobacco control policies.

In Poland, GATS was conducted by the Cancer Center and Institute, Medical University of Warsaw, and Pentor Research International under coordination and supervision of the Polish Ministry of Health and WHO Country Office in Poland.

GATS fieldwork was conducted between November 2009 and March 2010 as a household survey of persons 15 years of age and older.

A multi-stage, geographically clustered sample design was used to produce nationally representative data. 14,000 households were sampled from the Central Statistical Office (GUS) household address database. One individual was randomly chosen from each participating household to complete the survey.

Survey information was collected using handheld computer devices in face-to-face interviews. There were a total of 7,840 completed interviews with an overall response rate of 65.1%.

GATS Highlights

Tobacco Use

- 33.5% of adult men (5.2 million) and 21.0 of adult women (3.5 million) smoked tobacco every day. 1.1 million of Poles smoked occasionally (about 3.3% in both genders). Overall, 30.3% of Poles (9.8 million) are current (daily or occasional) smokers
- 47.4% of men with a vocational level of education currently smoke tobacco.
- 37.4% of women age 50-59 currently smoke tobacco.

Cessation

- 35.1% of smokers made an attempt to quit in the last 12 months.
- 5 in 10 current smokers plan to or are thinking about quitting.
- 4 in 10 current smokers do not intend to quit at all.

Secondhand Smoke

- 44.2% of adults (14.1 million) were exposed to tobacco smoke in their home.
- 33.6% of adults (4.3 million) were exposed to tobacco smoke at their workplace.
- Non-smokers are mostly exposed to secondhand smoke in bars, pubs, or night clubs (87.6%), restaurants/coffee shops/bistros (50.9%), and at home (28.0%).

Economics

- 8.5% of current smokers 18 years of age and older are purchasing cigarettes from illegal trade.

Media

- 61.8% of adults noticed anti-cigarette smoking information on the television or radio.
- 17.7% of current smokers thought about quitting after seeing the warning labels on cigarette packs.
- "Your doctor or pharmacist will help you quit smoking" was the most remembered supplemental cigarette pack warning label among current smokers who thought about quitting after seeing a label.
- 1 in 4 adults noticed any tobacco advertisement, promotion or sponsorship.

Knowledge, Attitudes & Perceptions

- 92.6% of adult Poles believe that smoking causes lung cancer; 79.9% believe that smoking causes heart attack and 61.8% believe that smoking causes a stroke.
- 48.3% of adults support raising taxes on tobacco products.
- 64.7% of adults favor a complete ban on smoking in worksites and 46.9% in gastronomic venues.
- 41.3% of adults favor a complete ban on manufacturing and sale of smoking tobacco products.



Tobacco Use

TOBACCO SMOKER	MEN(%)	WOMEN(%)	OVERALL(%)
Ever tobacco smokers	63.4	41.5	52.0
Current tobacco smokers ¹	36.9	24.4	30.3
Daily tobacco smokers	33.5	21.0	27.0
Occasional tobacco smokers	3.3	3.4	3.4
Former daily tobacco smokers ² (among all adults)	21.8	11.3	16.3
Former daily tobacco smokers ² (among ever daily smokers)	38.3	33.7	36.5
Never smokers	36.6	58.5	48.0

SMOKELESS TOBACCO USERS

	MEN(%)	WOMEN(%)	OVERALL(%)
Current smokeless tobacco users	1.0	0.1	0.5

Cessation

	MEN(%)	WOMEN(%)	OVERALL(%)
Smokers who made a quit attempt in past 12 months ³	34.7	35.5	35.1
Smokers advised to quit by a health care provider in past 12 months ^{3,5}	41.2	42.5	41.8
Smokers who used pharmacological means to try and quit smoking in past 12 months ^{3,6}	25.2	25.2	25.2
Current smokers who plan to or are thinking about quitting ⁴	48.0	53.1	50.1
Current smokers who do not intend to quit smoking at all	46.2	40.2	43.7

Secondhand Smoke

	CURRENT SMOKERS(%)	NON-SMOKERS(%)	OVERALL(%)
Adults exposed to tobacco smoke in home ⁷	80.9	28.0	44.2
Adults exposed to tobacco smoke at the workplace ^{8,†}	46.1	26.8	33.6
Adults exposed to tobacco smoke in gastronomic venues ^{9,†}	79.5	68.5	72.1

Economics

	POLISH ZLOTY
Average amount spent on 20 manufactured cigarettes (1 pack) ^{10,11}	9.1
Average cigarette expenditure per month ^{10,12}	208.52
OVERALL(%)	
Average amount spent on 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) ¹³	2.6
Current smokers who spent 6.20 PLN or less on 20 manufactured cigarettes (1 pack) ^{10,14}	7.9

Media

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette advertisements in stores where cigarettes are sold [†]	14.0	13.9	13.9
Adults who noticed cigarette marketing in the media ^{15,†}	6.2	7.1	6.9
Adults who noticed any form of cigarette promotion ^{16,†}	15.3	9.9	11.5
COUNTER ADVERTISING			
	MEN(%)	WOMEN (%)	OVERALL(%)
Current smokers who thought about quitting because of a warning label [†]	15.2	21.2	17.7
CURRENT SMOKERS (%) NON-SMOKERS (%) OVERALL (%)			
Adults who noticed anti cigarette smoking information on the television or radio [†]	60.4	62.4	61.8

Knowledge, Attitudes and Perceptions

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believe smoking causes serious illness	82.3	95.6	91.5
Adults who believe exposure to tobacco smoke causes serious illness in nonsmokers	68.8	86.8	81.4
Adults who believe smokeless tobacco use causes serious illness	26.8	44.4	39.0

¹ Includes both daily and occasional (less than daily) tobacco smoking. ² Current non-smokers. ³ Includes current smokers and those who quit in the past 12 months. ⁴ Includes current smokers who are planning to quit within next month, thinking about quitting within next 12 months, and those who will quit someday, but not in the next 12 months.

⁵ Among those who visited a health care provider in the past 12 months. ⁶ Includes nicotine replacement therapy (e.g., chewing gum, patches, tablets, inhaler and other agents containing nicotine), prescription drugs (e.g., Tabex, Zyban, Champix), and other pharmaceutical agents. ⁷ Those reporting that smoking inside their home occurs daily, weekly, or monthly. ⁸ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁹ Includes restaurants, coffee shops, bistros, tea shops, bars, pubs, nightclubs, discos, or music clubs.

¹⁰ Based on the last purchase of manufactured cigarettes. ¹¹ Amount spent per cigarette is calculated and then multiplied by 20 (standard pack size). ¹² Average amount spent on a cigarette is multiplied by an estimated average number of cigarettes smoked per month. ¹³ Per capita GDP estimated for 2009 from the International Monetary Fund (IMF) website (accessed June 24, 2010). ¹⁴ Current smokers who are buying the least expensive cigarettes. In 2009, the least expensive pack of cigarettes cost 6.20 PLN among cigarette brands with at least 1% of the market share. ¹⁵ Includes marketing on foreign television channels, in foreign newspapers or magazines, or on the Internet. ¹⁶ Promotions includes: free samples of cigarettes, cigarettes at sales prices, coupons for cigarettes, free gifts or discounts on other products when buying cigarettes, clothing or other items with a cigarette brand name or logo, cigarette promotions in the mail. [†] During the past 30 days.

NOTE: Current smoking refers to daily and less than daily smoking. 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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