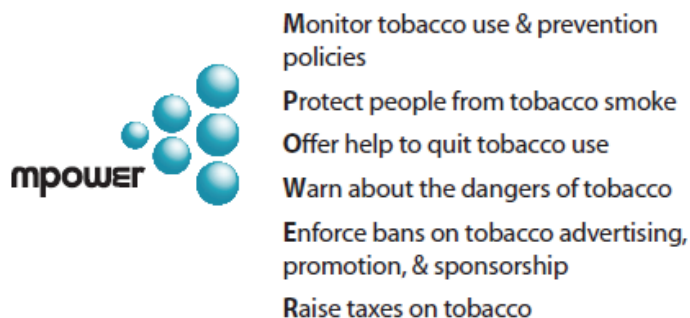


GATS Objectives

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 Argentina. 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:



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 Argentina, as an initiative of the Ministry of Health, GATS was conducted in 2012 as a household survey of persons 15 years of age and older by the National Institute of Statistics and Censuses (INDEC). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 9790 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 devices. There were a total of 6645 completed individual interviews with an overall response rate of 74.3%.

GATS Highlights

TOBACCO USE

- 29.4% of men, 15.6% of women, and 22.1% overall (6.1 million adults) currently smoked tobacco.
- 0.1% of men, 0.2% of women, and 0.2% overall (0.4 million adults) currently used smokeless tobacco.

CESSATION

- 7 in 10 current smokers planned to or were thinking about quitting.
- 5 in 10 smokers made a quit attempt in the last 12 months.

SECONDHAND SMOKE

- 46.8% of non-smokers (10.1 million adults) were exposed to tobacco smoke indoors.
- 31.6% of adults who worked indoors (3.4 million adults) were exposed to tobacco smoke at the workplace.
- 33.0% of adults (9.1 million adults) were exposed to tobacco smoke at home.
- 23.2% of adults (2.3 million adults) were exposed to tobacco smoke when visiting restaurants.

MEDIA

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

KNOWLEDGE, ATTITUDES & PERCEPTIONS

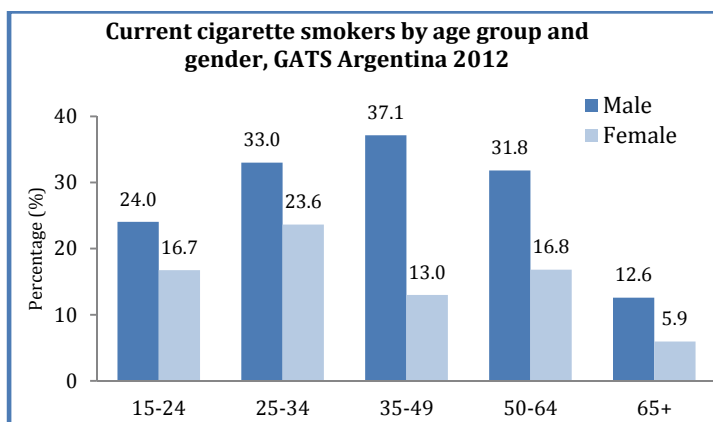
- 98.3% of adults believed smoking causes serious illness.
- 92.6% of adults believed breathing other people's smoke causes serious illness in non-smokers.

TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	29.4	15.6	22.1
Daily tobacco smokers	21.9	12.7	17.1
Current cigarette smokers ¹	29.0	15.5	21.9
Daily cigarette smokers ¹	21.9	12.7	17.1
Former daily tobacco smokers ² (among all adults)	15.4	10.1	12.6
Former daily tobacco smokers ² (among ever daily smokers)	37.5	42.5	39.5
Daily smokers who smoke within 30 minutes after waking up	26.1	32.3	28.5
	MEN (#)	WOMEN (#)	OVERALL (#)
Average number of cigarettes smoked per day	13.1	10.9	12.3
SMOKELESS TOBACCO USERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokeless tobacco users	0.1	0.2	0.2

TOBACCO USERS (smoked and/or smokeless)

Current tobacco users	29.6	15.8	22.3
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CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in the past 12 months ³	47.9	49.6	48.6
Current smokers who planned to or were thinking about quitting	74.9	71.3	73.6
Smokers advised to quit by a healthcare provider in the past 12 months ^{3,4}	60.7	60.4	60.5
Smokers who attempted to quit smoking without assistance in the past 12 months ³	90.6	88.9	89.9

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Non-smokers exposed to tobacco smoke indoors ^{5,†}	53.5	41.7	46.8
Adults exposed to tobacco smoke at the workplace ^{6,†}	38.5	24.1	31.6
Adults exposed to tobacco smoke at home at least monthly	34.1	31.9	33.0
Adults exposed to tobacco smoke in restaurants ^{7,†}	28.0	18.6	23.2

ECONOMICS

Average amount spent on 20 manufactured cigarettes [Argentine Pesos]	7.9
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2012] ⁸	1.5%
Current manufactured cigarette smokers who bought loose cigarettes	7.7%

MEDIA

TOBACCO INDUSTRY ADVERTISING

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold [†]	49.3	40.3	42.3
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship [†]	45.8	52.9	51.3

COUNTER ADVERTISING

	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	33.9	31.3	32.9

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	62.5	63.6	63.4

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	97.3	98.5	98.3
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	89.0	93.6	92.6
Adults who supported the national law that prohibits smoking in all enclosed workplaces	86.6	93.9	92.3
Adults who supported increasing taxes on tobacco products	54.3	80.7	74.8

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 Includes exposure in at least one of the following places: work, government buildings, healthcare facilities, restaurants, night clubs, universities, schools, or public transportation. ⁶ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁷ Among those who visited restaurants in the past 30 days. ⁸ GDP source: International Monetary Fund for year 2012. ⁹ 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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