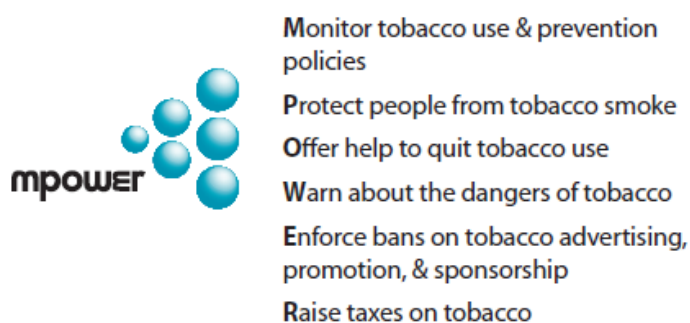


GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking, smokeless, and heated tobacco products) and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Romania. 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 developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC that include:



GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking, smokeless, and heated tobacco products), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Romania, GATS was conducted in 2018 as a household survey of persons 15 years of age and older by National Institute of Public Health, and TOTEM Communication under the coordination of Romanian Ministry of Health and WHO Country and EURO Regional Office. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5,408 households were sampled. 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 90.6%, the person-level response rate was 97.1%, and overall response rate was 88.0%. There were a total of 4,571 completed individual interviews.

GATS Highlights

TOBACCO USE

- 30.7% overall (5.63 million adults), 40.4% of men and 21.7% of women currently use tobacco.
- 30.2% overall (5.57 million adults), 39.8% of men and 21.2% of women currently smoke tobacco.
- 30.0% overall (5.54 million adults), 39.5% of men and 21.1% of women currently smoke cigarettes.
- 1.3% overall (0.23 million adults), 1.6% of men and 1.0% of women currently used heated tobacco products.
- Among current daily smokers, 71.5% had their first smoke within 30 minutes of waking.

CESSATION

- 23.8% of smokers made an attempt to quit in the last 12 months.
- 57.1% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.
- 17.9% of current smokers planned to or were thinking about quitting in the next 12 months.

SECONDHAND SMOKE

- 31.9% of adults were exposed to tobacco smoke at home.
- 10.1% of adults who worked indoors were exposed to tobacco smoke in enclosed areas at their workplace.
- 7.5% of adults were exposed to tobacco smoke when visiting restaurants.
- 27.5% of adults were exposed to tobacco smoke when visiting bars and nightclubs.

ECONOMICS

- The average (median) monthly expenditure for cigarettes was 374.0(Romania leu).
- 89.4% of current manufactured cigarettes smokers last purchased cigarettes in stores.

MEDIA

- 55.8% of adults noticed anti-cigarette smoking information on the television or radio.
- 28.9% of adults noticed cigarette marketing in stores where cigarettes are sold.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 90.6% of adults believed smoking causes serious illness.
- 86.0% of adults believed breathing other peoples' smoke causes serious illness in nonsmokers.
- 92.6% of adults supported ban smoking in presence of children inside cars.

TOBACCO USE

TOBACCO USERS (<i>smoked, smokeless, and/or heated tobacco products</i>)	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users	30.7	40.4	21.7
TOBACCO SMOKERS (<i>cigarettes, cigars, cigarillos, pipe, waterpipe.</i>)			
Current tobacco smokers	30.2	39.8	21.2
Daily tobacco smokers	27.4	36.5	18.7
Current cigarette smokers ¹	30.0	39.5	21.1
Current manufactured cigarette smokers ¹	29.4	38.7	20.7
Average age at daily smoking initiation ²	17.9	17.7	18.3
Average number of cigarettes consumed per day by daily cigarette smokers	16.5	18.1	13.7
Current daily smokers, who smoked 20 or more cigarettes per day	43.5	50.8	30.1
Current daily smokers, who had their first smoke within 30 minutes of waking	71.5	72.7	69.3
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	1.1	1.8	0.4
HEATED TOBACCO PRODUCT USERS			
Ever heard of heated tobacco products	30.1	34.6	25.9
Ever used heated tobacco products	4.3	5.5	3.2
Current user of heated tobacco products	1.3	1.6	1.0

CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in the past 12 months ³	23.8	24.4	22.7
Current smokers planned to or were thinking about quitting in the next 12 months	17.9	19.0	16.0
Smokers advised to quit by health care provider in the past 12 months ³	57.1	58.5	55.4
Cessation Methods used to try to stop smoking in the past 12 months³			
Nicotine Replacement Therapy	6.8	9.1	2.6
Prescription medication	5.0	7.1	1.1
Counseling ⁴	3.0	4.4	0.4
Quit without assistance	65.9	64.4	68.6
Other	6.6	6.2	7.4

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{5,†}	10.1	11.5	8.6
Adults exposed to tobacco smoke at home ⁶	31.9	35.3	28.8
Adults exposed to tobacco smoke in the following places: [†]			
Health care facilities ⁷	9.5	11.2	8.4
Government buildings/offices ⁸	6.4	7.6	5.2
Public transportation ⁹	4.2	3.8	4.4
Bars/Nightclubs ¹⁰	27.5	28.0	26.2
Restaurants ¹¹	7.5	6.8	8.4
Schools ¹²	12.9	11.3	13.9
Universities ¹³	28.7	34.6	22.8

ECONOMICS

Median amount spent in last 30 days on manufactured cigarettes [Romania leu]	374.0
Median amount spent on 20 manufactured cigarettes [Romania leu]	16.8
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2018] ¹⁴	4.5%
Current manufactured cigarettes smokers last purchased tobacco in stores.	89.4%

MEDIA

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed any advertisement, sponsorship or promotion of cigarettes [†]	36.4	45.6	32.2
Adults who noticed any advertisements or signs promoting cigarette in stores ^{15†}	28.9	37.2	25.3
Adults who noticed any cigarette advertisement/promotion (other than in stores), or sporting event [†]	19.0	24.0	16.8
COUNTER ADVERTISING	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who thought about quitting because of a warning label on cigarette packages [†]	21.9	21.0	23.4
	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	55.8	51.4	57.7

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes:			
Serious illness	90.6	85.2	92.9
Lung cancer	91.5	86.5	93.7
Heart attack	74.5	70.4	76.3
Stroke	74.8	71.9	76.1
Adults who believed breathing other people's smoke causes serious illness in nonsmokers.	86.0	81.1	88.1
Adults who supported ban smoking in presence of children inside cars	92.6	87.7	94.8

ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	76.5	79.0	74.1
Ever used electronic cigarettes	11.3	15.2	7.7
Current user of electronic cigarettes	3.4	5.0	1.8

¹Includes manufactured cigarettes and hand-rolled cigarettes. ² Among daily smokers age 15-34 years. ³ Includes current smokers and those who quit in the past 12 months. ⁴ Includes counseling at a cessation clinic and a telephone quit line/helpline. ⁵ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁶ Smoking occurs in the home at least monthly. ⁷ Among those who visited health care facilities in the past 30 days. ⁸ Among those who visited government buildings in the past 30 days. ⁹ Among those who used public transportation in the past 30 days. ¹⁰ Among those who visited bars or nightclubs in the past 30 days. ¹¹ Among those who visited restaurants in the past 30 days. ¹² Among those who visited schools in the past 30 days. ¹³ Among those who visited universities in the past 30 days. ¹⁴ GDP per capita obtained from the World Economic Outlook, August 2018 published by the International Monetary Fund. ¹⁵ 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.

Financial support is provided by the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance is provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. Program support is provided by the CDC Foundation.

Disclaimer

The findings and conclusion in this factsheet are those of the author(s) and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.