



### 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 Viet Nam. 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:



- 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, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Viet Nam GATS was conducted in 2010 as a household survey of persons 15 years of age and older by Ministry of Health, Hanoi Medical University and General Statistics Office of Viet Nam. A multi-stage, geographically clustered sample design was used to produce nationally representative data. One individual was randomly chosen from each participating household to complete the survey. Survey information was collected using handheld devices. The household response rate was 97.0%, the person response rate was 95.7% and the overall response rate was 92.8%. There were a total of 9,925 adults aged 15 years and over who completed an interview.

### GATS Highlights

#### Tobacco Use

- In Viet Nam 47.4% of men, 1.4% of women, and 23.8% overall (more than 15 million adults) currently smoke tobacco.
- 39.7% of men, 1.2% of women, and 19.9% overall (12.8 million adults) currently smoke cigarettes.
- 13.0% of men, 0.1% of women, and 6.4% overall (4.1 million adults) currently smoke water pipes.

#### Secondhand Smoke

- 67.6% of non-smokers (33 million non-smokers) were exposed to tobacco smoke at home.
- 49.0% of non-smokers were exposed to tobacco smoke at the workplace.

#### Cessation

- 67.5% of current smokers plan to quit or are thinking about quitting sometime in the future.
- 9.5% of current smokers (1.5 million adults) plan to quit within the next month.

#### Economics

- The median amount spent per 1 pack of manufactured cigarettes was VND 5,500 (US\$ 0.29).
- 71.3% of adults support increasing taxes on tobacco products.

#### Media

- 87.2% of adults noticed anti-cigarette smoking information on the television or radio.
- 16.9% of adults noticed any cigarette advertisement, sponsorship, or promotion.

#### Knowledge, Attitudes & Perceptions

- 95.7% of adults believed smoking causes serious illness.
- 87% of adults believed exposure to tobacco smoke causes serious illness in nonsmokers.
- 55.5% of adults believed smoking causes stroke, heart attack, and lung cancer.



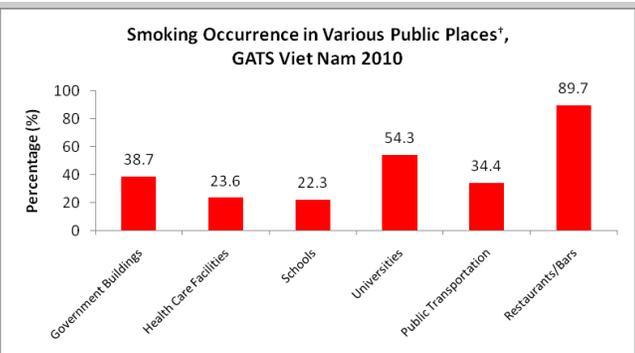


### Tobacco Use

<b>TOBACCO SMOKERS</b>	OVERALL	MEN	WOMEN
Current tobacco smokers (%)	23.8	47.4	1.4
Daily tobacco smokers (%)	19.5	38.7	1.2
Average age at daily smoking initiation (years)	19.9	19.8	23.6
<b>CIGARETTE SMOKERS</b>	OVERALL	MEN	WOMEN
Current cigarette smokers <sup>1</sup> (%)	19.9	39.7	1.2
Daily cigarette smokers <sup>1</sup> (%)	15.6	31.0	1.0
Average number of cigarettes smoked per day by daily cigarette smokers <sup>1</sup>	13.5	13.6	10.9
<b>WATER PIPE SMOKERS</b>	OVERALL(%)	MEN(%)	WOMEN(%)
Current water pipe smokers	6.4	13.0	0.1
Daily water pipe smokers	5.4	11.0	0.1

### Secondhand Smoke

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults exposed to tobacco smoke at home <sup>2</sup>	73.1	77.2	69.2
Adults exposed to tobacco smoke at the workplace <sup>3†</sup>	55.9	68.7	41.4



### Cessation

	OVERALL(%)	MEN(%)	WOMEN(%)
Former daily tobacco smokers <sup>4</sup> (among ever daily smokers)	23.5	23.3	28.6
Smokers who made a quit attempt in past 12 months <sup>5</sup>	55.3	55.6	44.4
Current smokers who plan to or are thinking about quitting next month	9.5	9.6	5.3
Smokers advised to quit by a health care provider in past 12 months <sup>5,6</sup>	29.7	30.2	20.3

### Economics

	OVERALL(%)	MEN(%)	WOMEN(%)
Median amount spent on 20 manufactured cigarettes (1 pack)	VND <sup>7</sup> 5,500		
Median yearly cigarette expenditure per current cigarette smoker	1,096,000		
Average cost of 100 manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) <sup>8</sup>	2.7		
Adults who support increasing taxes on tobacco products	71.3%	71.9%	70.8%

### Media

<b>TOBACCO INDUSTRY ADVERTISING</b>	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>†</sup>	8.6	9.4	8.3
Adults who noticed any cigarette advertisements, sponsorships, or promotions <sup>†</sup>	16.9	19.1	16.2

<b>COUNTER ADVERTISING</b>	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio <sup>†</sup>	87.2	87.6	87.1

### Knowledge, Attitudes and Perceptions

	OVERALL(%)	CURRENT SMOKERS(%)	NON-SMOKERS (%)
Adults who believe smoking causes serious illness	95.7	92.4	96.8
Adults who believe smoking causes stroke, heart attack, and lung cancer	55.5	49.1	57.5
Adults who believe exposure to tobacco smoke causes serious illness in nonsmokers	87.0	82.2	88.5
Adults who believe cigarettes are addictive	94.4	94.6	94.1

<sup>1</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup> Adults that reported smoking in the home occurs daily, weekly, or monthly. <sup>3</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>4</sup> Current non-smokers. <sup>5</sup> Includes current smokers and those who quit in the past 12 months. <sup>6</sup> Among those who visited a health care provider in past 12 months. <sup>7</sup> Vietnamese Dong. <sup>8</sup> GDP per capita obtained from the World Economic Outlook, April 2010 published by the International Monetary Fund. <sup>†</sup> During the past 30 days.

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