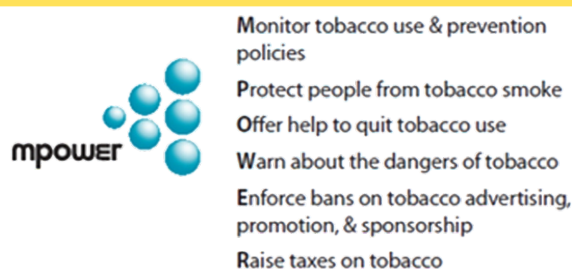


## GATS Objectives

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 India. 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 that includes:



## 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. GATS is a household survey of persons 15 years of age or older conducted in all 30 states of India and two Union Territories. The first round of GATS was conducted between June 2009 and January 2010. The second round of GATS was conducted between August 2016 to February 2017 by Tata Institute of Social Sciences, Mumbai for the Ministry of Health & Family Welfare, Government of India.

A multi-stage sample design was used for both rounds of GATS. From each of the sampled household, one household member 15 years of age or older was randomly selected for individual interview. In the first round 69,296 individual interviews were completed with an overall response rate of 91.8%. In the second round, a total of 74,037 individual interviews were completed with an overall response rate of 92.9%.

## GATS 2 Highlights

### TOBACCO USE

- 19.0% of men, 2.0% of women and 10.7% (99.5 million) of all adults currently smoke tobacco.
- 29.6% of men, 12.8% of women and 21.4% (199.4 million) of all adults currently use smokeless tobacco.
- 42.4% of men, 14.2% of women and 28.6% (266.8 million) of all adults currently use tobacco (smoked and/or smokeless tobacco).

### CESSATION

- 55.4% of current smokers are planning or thinking of quitting smoking and 49.6% of current smokeless tobacco users are planning or thinking of quitting smokeless tobacco use.
- 48.8% of current smokers were advised by health care provider to quit smoking and 31.7% of current smokeless tobacco users were advised by health care provider to quit use of smokeless tobacco.

### SECONDHAND SMOKE

- 38.7% of adults were exposed to second hand smoke at home.
- 30.2% of adults who work indoors are exposed to second-hand smoke at their workplace.
- 7.4% of adults were exposed to second hand smoke at restaurants.

### MEDIA

- 19.2% of adults noticed smoking tobacco advertisement and 18.3% of adults noticed smokeless tobacco advertisement.
- 68.0% of adults noticed anti-smoking tobacco information on television or radio and 59.3% of adults noticed anti-smokeless tobacco information on television or radio.

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.4% of adults believed that smoking causes serious illness and 95.6% of adults believed that use of smokeless tobacco causes serious illness.



## KEY INDICATORS - GATS 2

### TOBACCO USE

|  | MEN (%) | WOMEN (%) | OVERALL (%) |
|--|---------|-----------|-------------|
| <b>Tobacco smokers</b>   |         |           |             |
| Current tobacco smokers  | 19.0    | 2.0       | 10.7        |
| Daily tobacco smokers  | 15.2    | 1.7       | 8.6         |
| Current cigarette smokers <sup>1</sup>   | 7.3     | 0.6       | 4.0         |
| Daily cigarette smokers <sup>1</sup>   | 3.8     | 0.4       | 2.2         |
| Current <i>bidi</i> smokers  | 14.0    | 1.2       | 7.7         |
| Daily <i>bidi</i> smokers  | 11.6    | 0.9       | 6.4         |
| Former daily smokers <sup>2</sup> (among all the adults)                                     | 3.2     | 0.4       | 1.8         |
| Former daily smokers <sup>2</sup> (among ever daily smokers)                                 | 16.8    | 17.6      | 16.8        |
| <b>Smokeless tobacco users</b>   |         |           |             |
| Current smokeless tobacco users  | 29.6    | 12.8      | 21.4        |
| Daily smokeless tobacco users  | 25.1    | 11.1      | 18.2        |
| Former daily smokeless tobacco users <sup>3</sup> (among all the adults)                     | 1.4     | 0.9       | 1.2         |
| Former daily smokeless tobacco users <sup>3</sup> (among ever daily smokeless tobacco users) | 5.2     | 7.0       | 5.8         |
| <b>Tobacco users</b> (smoked and/or smokeless)   |         |           |             |
| Current tobacco users  | 42.4    | 14.2      | 28.6        |

### CESSATION

|   | MEN (%) | WOMEN (%) | OVERALL (%) |
|---|---------|-----------|-------------|
| Smokers who made a quit attempt in past 12 months <sup>4</sup>                                      | 38.8    | 35.5      | 38.5        |
| Current smokers who planned to or were thinking about quitting                                      | 56.3    | 46.4      | 55.4        |
| Smokers advised to quit by a health care provider in past 12 months <sup>4, 5</sup>                 | 50.3    | 36.6      | 48.8        |
| Smokeless tobacco users who made a quit attempt in past 12 months <sup>6</sup>                      | 35.2    | 28.4      | 33.2        |
| Current smokeless tobacco users who planned to or were thinking about quitting                      | 52.7    | 42.2      | 49.6        |
| Smokeless tobacco users advised to quit by a health care provider in past 12 months <sup>5, 6</sup> | 33.3    | 28.6      | 31.7        |

### SECONDHAND SMOKE

|  | MEN (%) | WOMEN (%) | OVERALL (%) |
|--|---------|-----------|-------------|
| Adults exposed to tobacco smoke at home <sup>7</sup>                         | 38.1    | 39.3      | 38.7        |
| Adults exposed to tobacco smoke at the workplace <sup>8, †</sup>             | 32.7    | 17.9      | 30.2        |
| Adults exposed to tobacco smoke at government buildings/offices <sup>1</sup> | 8.1     | 2.4       | 5.3         |
| Adults exposed to tobacco smoke at health care facilities <sup>†</sup>       | 6.8     | 4.4       | 5.6         |
| Adults exposed to tobacco smoke at restaurants <sup>†</sup>                  | 13.0    | 1.6       | 7.4         |
| Adults exposed to tobacco smoke at public transportation <sup>†</sup>        | 16.6    | 9.9       | 13.3        |

### MEDIA

|  | CURRENT SMOKERS (%)                 | NON-SMOKERS (%) | OVERALL (%) |
|--|-------------------------------------|-----------------|-------------|
| <b>Tobacco Industry Advertising</b>  |                                     |                 |             |
| Adults who noticed smoking tobacco advertisement <sup>†</sup>                                      | 23.7                                | 18.7            | 19.2        |
| Adults who noticed any type of cigarette promotion <sup>9, †</sup>                                 | 8.1                                 | 4.9             | 5.3         |
| Adults who noticed any type of <i>bidi</i> promotion <sup>9, †</sup>                               | 11.0                                | 4.7             | 5.4         |
|  | CURRENT SMOKELESS TOBACCO USERS (%) | NON-USERS (%)   | OVERALL (%) |
| Adults who noticed smokeless tobacco advertisement <sup>†</sup>                                    | 21.4                                | 17.5            | 18.3        |
| Adults who noticed any type of smokeless tobacco promotion <sup>9, †</sup>                         | 8.0                                 | 5.1             | 5.7         |
| <b>Counter Advertising</b>   | MEN (%)                             | WOMEN (%)       | OVERALL (%) |
| Current cigarette smokers who thought about quitting because of a warning label <sup>†</sup>       | 64.6                                | 26.7            | 61.9        |
| Current <i>bidi</i> smokers who thought about quitting because of a warning label <sup>†</sup>     | 55.8                                | 28.6            | 53.8        |
| Current smokeless tobacco users who thought about quitting because of a warning label <sup>†</sup> | 52.9                                | 29.9            | 46.2        |
|  | CURRENT SMOKERS (%)                 | NON-SMOKERS (%) | OVERALL (%) |
| Adults who noticed anti-smoking tobacco warning on the television or radio <sup>†</sup>            | 64.6                                | 68.4            | 68.0        |
|  | CURRENT SMOKELESS TOBACCO USERS (%) | NON-USERS (%)   | OVERALL (%) |
| Adults who noticed anti-smokeless tobacco warning on the television or radio <sup>†</sup>          | 53.3                                | 61.0            | 59.3        |

### KNOWLEDGE, ATTITUDE & PERCEPTION

|  | CURRENT SMOKERS (%)                 | NON-USERS (%) | OVERALL (%) |
|--|-------------------------------------|---------------|-------------|
| Adults who believed smoking causes serious illness                                       | 91.3                                | 92.6          | 92.4        |
| Adults who believed breathing other people's smoke causes serious illness in non-smokers | 91.0                                | 92.6          | 92.4        |
| Adults who believed breathing other people's smoke causes serious illness in children    | 91.8                                | 93.5          | 93.3        |
|  | CURRENT SMOKELESS TOBACCO USERS (%) | NON-USERS (%) | OVERALL (%) |
| Adults who believed use of smokeless tobacco causes serious illness                      | 94.0                                | 96.1          | 95.6        |
| Adults who believed use of smokeless tobacco during pregnancy causes harm to foetus      | 83.5                                | 89.1          | 87.9        |

### ECONOMICS

|   | OVERALL (%) |
|---|-------------|
| Average monthly expenditure on cigarette (for daily cigarette smokers) (in Indian Rupees)     | 1192.5      |
| Average monthly expenditure on <i>bidi</i> (for daily <i>bidi</i> smokers) (in Indian Rupees) | 284.1       |

1 Includes manufactured cigarettes and hand-rolled cigarettes.

2 Current non-smokers.

3 Current non-users.

4 Includes current smokers and those who quit in the past 12 months.

5 Among those who visited a health care provider in past 12 months.

6 Includes current smokeless users and those who quit in past 12 months.

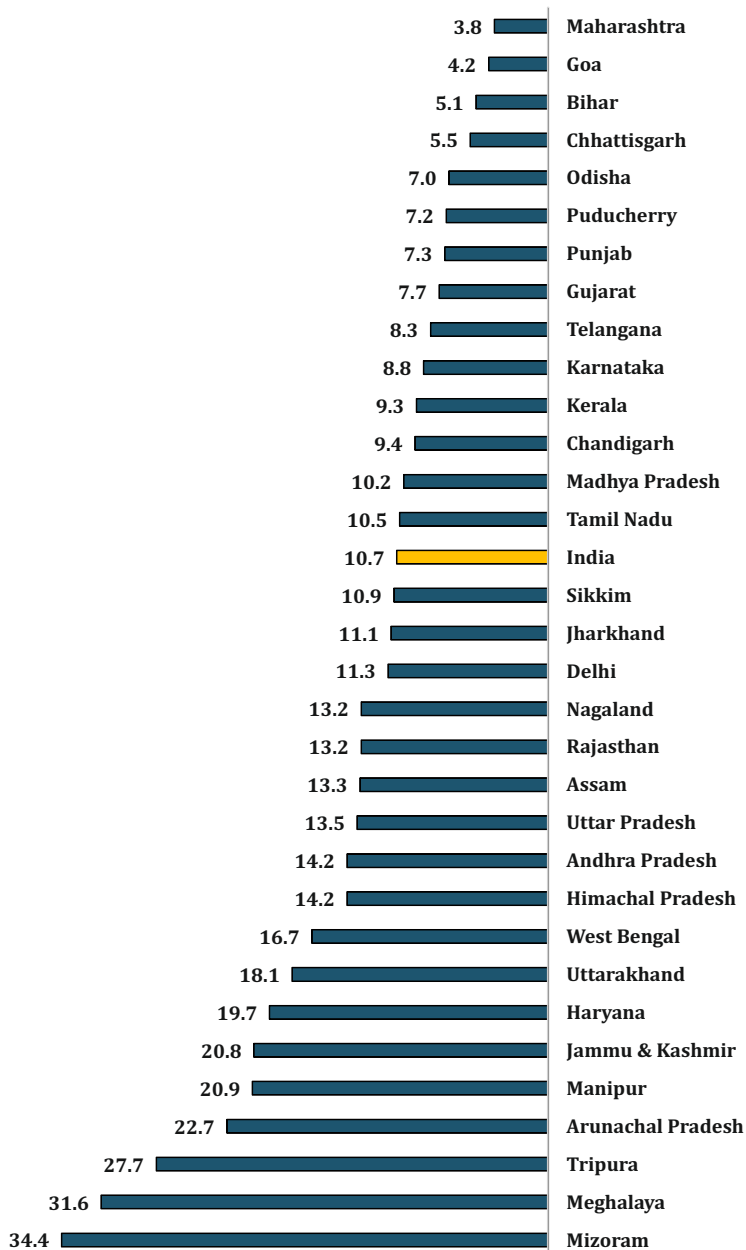
7 Among all adults exposed at any time.

8 Among those who work outside of the home who usually work indoors or both indoors and outdoors.

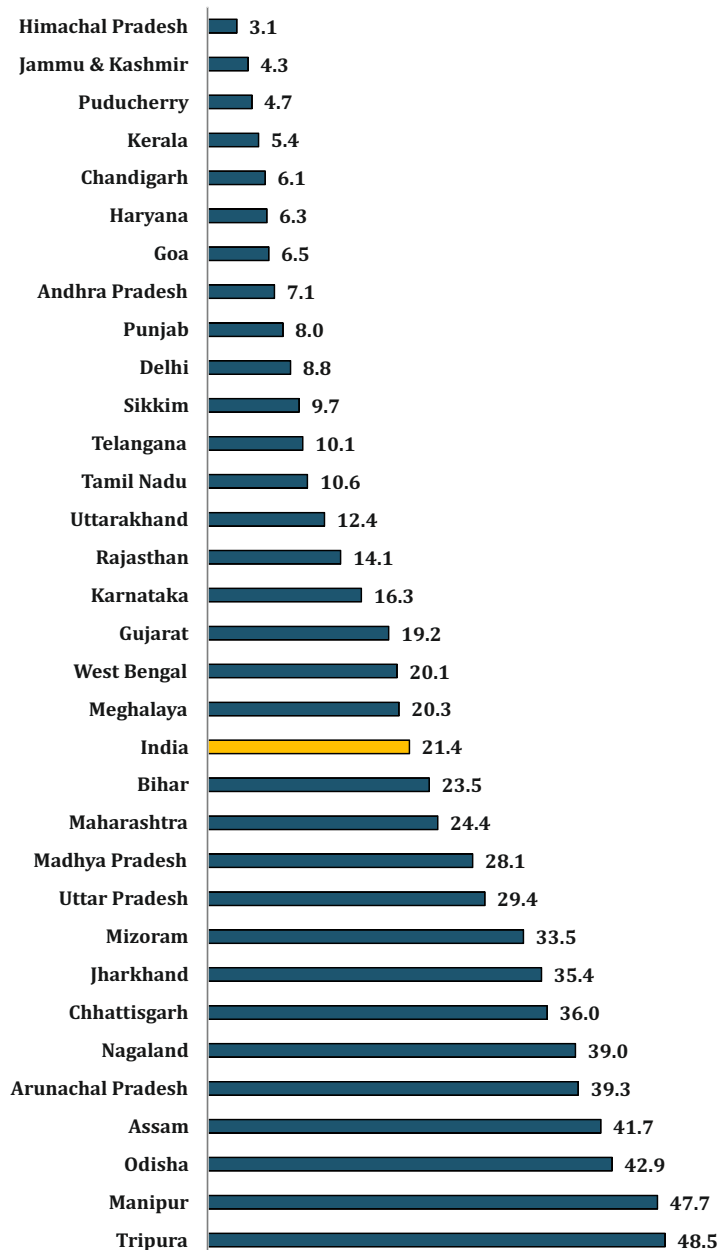
9 Includes products at sale prices, free samples, free gifts or discount offers on other products when buying tobacco products, clothing or other items with brand name or logo of the product, promotion in mail and surrogate advertisement.

† During the past 30 days.

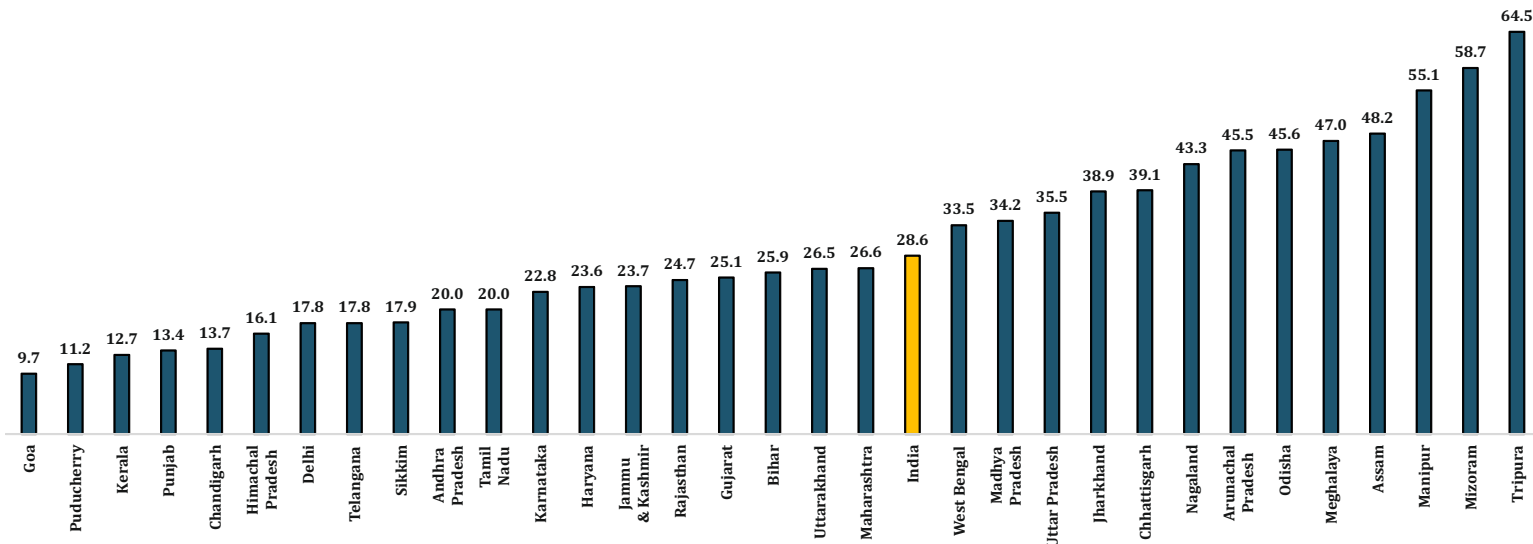
**Prevalence of current tobacco smoking among states/UTs, GATS India 2016-17**



**Prevalence of current smokeless tobacco use among states/UTs, GATS India 2016-17**

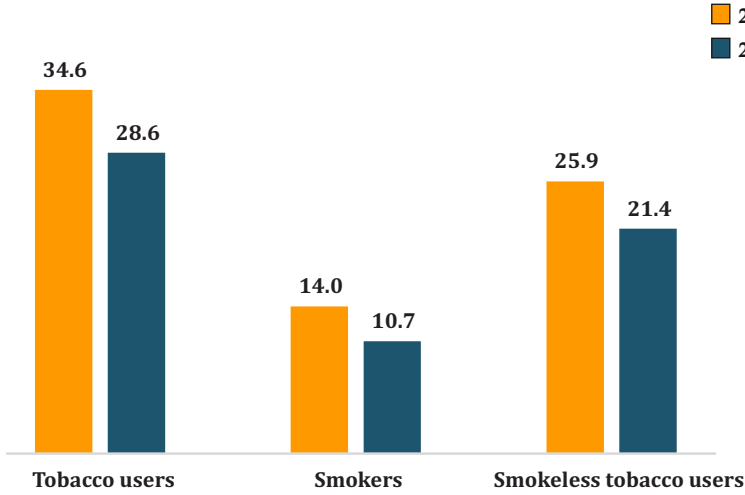


**Prevalence of current tobacco use (smoking and/or smokeless) among states/UTs, GATS India 2016-17**

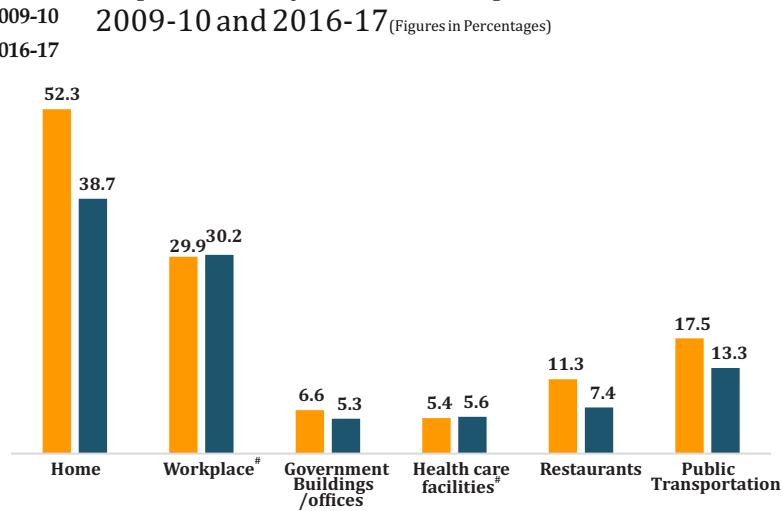


# GATS 1 and GATS 2 Comparison

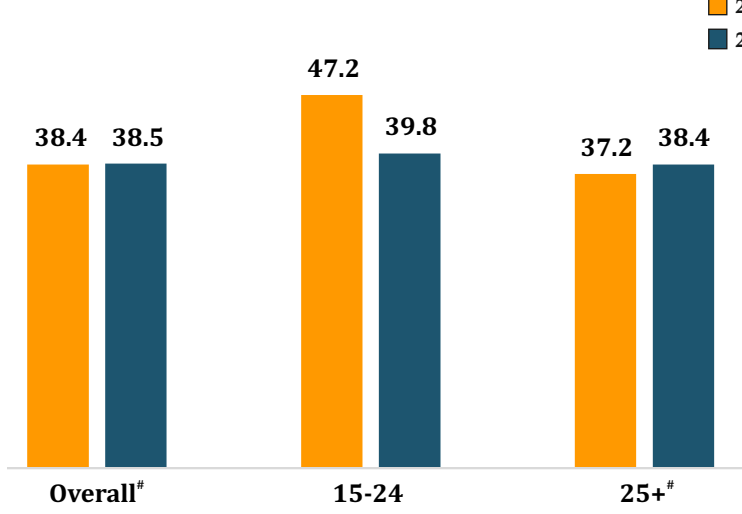
**m** Prevalence of current tobacco use, GATS India, 2009-10 and 2016-17 (Figures in Percentages)



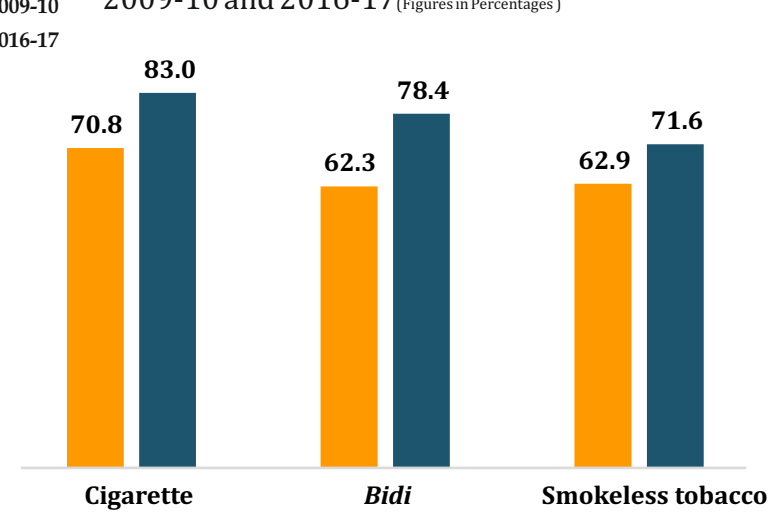
**p** Exposure to second hand smoke among all adults in past 30 days at various places, GATS India, 2009-10 and 2016-17 (Figures in Percentages)



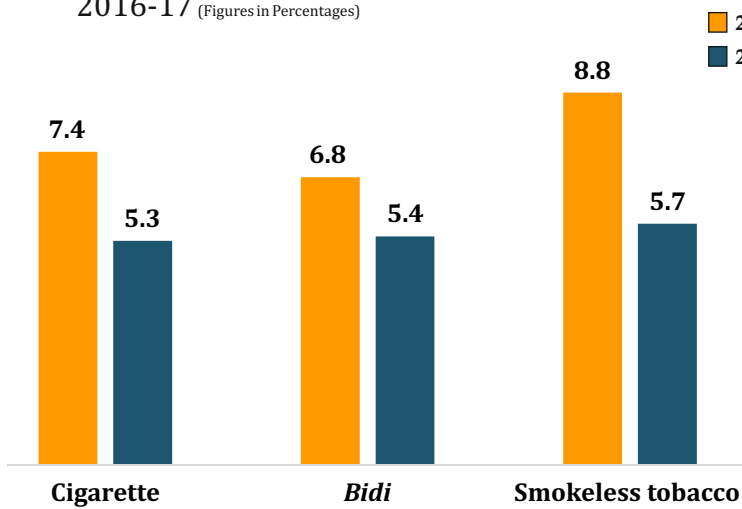
**o** Quit attempts among smokers in past 12 month by age group, GATS India, 2009-10 and 2016-17 (Figures in Percentages)



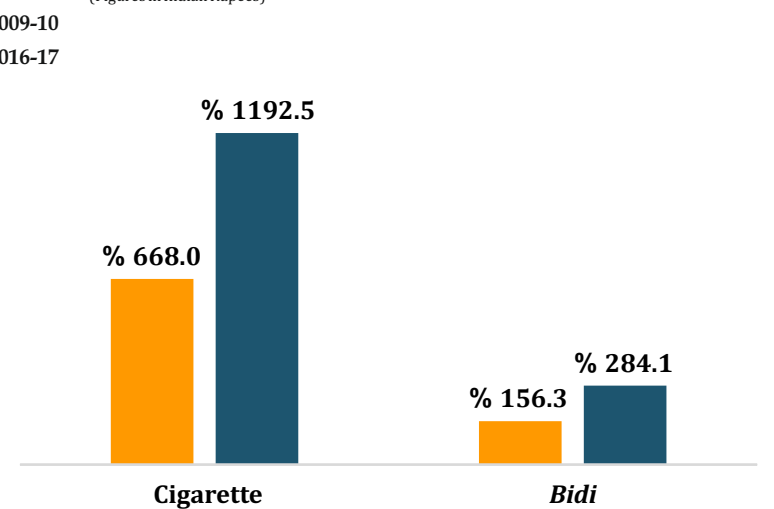
**w** Noticed health warning labels on packages of cigarette, *bidi* and smokeless tobacco, GATS India, 2009-10 and 2016-17 (Figures in Percentages)



**e** Noticed any type of cigarette, *bidi* and smokeless tobacco promotion, GATS India, 2009-10 and 2016-17 (Figures in Percentages)



**r** Average monthly expenditure on cigarette and *bidi*, GATS India, 2009-10<sup>^</sup> and 2016-17 (Figures in Indian Rupees)



**NOTE:** Current use refers to daily and less than daily use. Adults refer to persons aged 15 years or older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years or older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups. All comparisons present in the graphs are significant at  $p < .05$ , unless otherwise noted (#) as unchanged. (^) Denotes that GATS India 2009-10 cost data was adjusted for inflation (Percentage inflation [average consumer prices], World Economic Outlook Database [Ver. October, 2017] International Monetary Fund. Last Accessed October 10, 2017, <http://www.imf.org/external/pubs/ft/weo/2017/02/weodata/index.aspx>).

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