GATS 2

Global Adult Tobacco Survey FACT SHEET | INDIA 2016-17

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:



Monitor tobacco use & prevention policies

Protect people from tobacco smoke Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion, & sponsorship

Raise 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. 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.



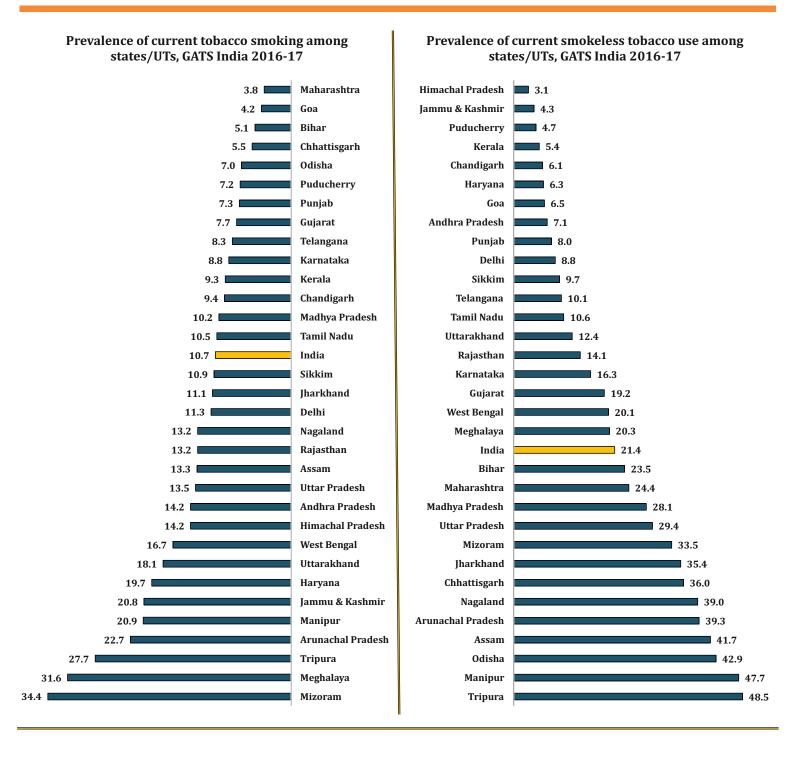




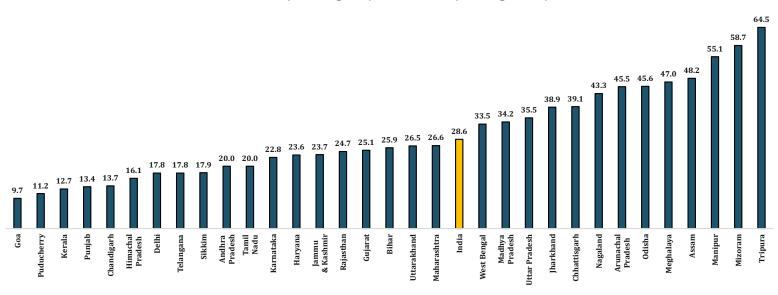


KEY INDICATORS - GATS 2

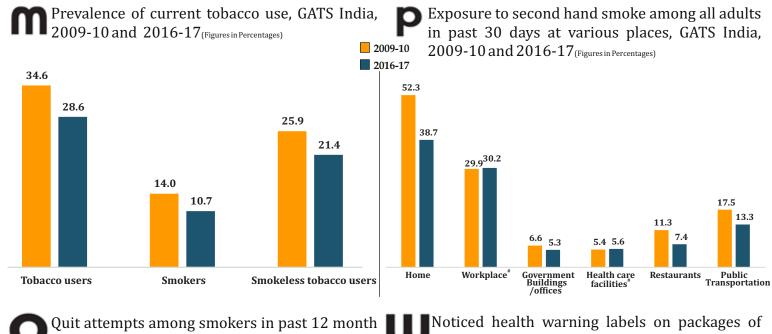
TOBACCO USE				MEDIA			
Tobacco smokers	MEN (%)	WOMEN (%)	OVERALL (%)	Tobacco Industry Advertising	CURRENT SMOKERS (%)	NON- SMOKERS (%)	OVERALL (%)
Current tobacco smokers	19.0	2.0	10.7	Adults who noticed smoking tobacco	23.7	18.7	19.2
Daily tobacco smokers	15.2	1.7	8.6	advertisement [†] Adults who noticed any type of cigarette	8.1	4.9	5.3
Current cigarette smokers¹	7.3	0.6	4.0	promotion ^{9,†}			
Daily cigarette smokers¹	3.8	0.4	2.2	Adults who noticed any type of bidi promotion 9.7	11.0	4.7	5.4
Current bidi smokers	14.0	1.2	7.7		CURRENT SMOKELESS	NON- USERS	OVERALL (%)
Daily <i>bidi</i> smokers	11.6	0.9	6.4	Adulta who noticed emplyalogs tobacco	TOBACCO USERS(%)	(%)	
Former daily smokers ² (among all the adults)	3.2	0.4	1.8	Adults who noticed smokeless tobacco advertisement [†]	21.4	17.5	18.3
Former daily smokers ² (among ever daily smokers)	16.8	17.6	16.8	Adults who noticed any type of smokeless tobacco promotion ^{9,†}	8.0	5.1	5.7
Smokeless tobacco users	MEN (%)	WOMEN OVE	(%)	Counter Advertising	MEN		OVERALL
Current smokeless tobacco users	29.6	12.8	21.4	Current cigarette smokers who thought	(%)	(%)	(%)
Daily smokeless tobacco users	25.1	11.1	18.2	about quitting because of a warning label [†]	64.6	26.7	61.9
Former daily smokeless tobacco users ³ (among all the adults)	1.4	0.9	1.2	Current <i>bidi</i> smokers who thought about quitting because of a warning label [†]	55.8	28.6	53.8
Former daily smokeless tobacco users ³ (among ever daily smokeless tobacco users)	5.2	7.0	5.8	Current smokeless tobacco users who thought about quitting because of a warning label [†]	52.9	29.9	46.2
Tobacco users (smoked and/or smokeless)	MEN		OVERALL		SMOKERS (%)		OVERALL (%)
Current tobacco users	(%) 42.4	(%) 14.2	28.6	Adults who noticed anti-smoking tobacco warning on the television or radio [†]	64.6	68.4	68.0
CESSATION					CURRENT SMOKELESS TOBACCO USERS (%)	NON-USERS (%)	OVERALL (%)
	MEN (%)	WOMEN (%)	OVERALL (%)	Adults who noticed anti-smokeless to bacco warning on the television or $radio^{t}$	53.3	61.0	59.3
Smokers who made a quit attempt in past 12 months ⁴		35.5	38.5	KNOWLEDGE, ATTITUDE & PERCEPTION			
Current smokers who planned to or were thinking about quitting	56.3	46.4	55.4	Adulta who holiovad appaling gaves sovieva	CURRENT SMOKERS (%)	NON-USERS (%) 92.6	92.4
mokers advised to quit by a health care 50	50.3	0.3 36.6	48.8	Adults who believed smoking causes serious illness	91.3	92.0	92.4
provider in past 12 months ⁴ , ⁵				Adults who believed breathing other people's smoke causes serious illness in non-smokers	91.0	92.6	92.4
Smokeless tobacco users who made a quit attempt in past 12 months ⁶	35.2	28.4	33.2	Adults who believed breathing other people's smoke causes serious illness in children	91.8	93.5	93.3
Current smokeless tobacco users who planned to or were thinking about quitting	52.7	42.2	49.6		CURRENT SMOKELESS TOBACCO USERS (%)	NON-USERS (%)	OVERALL (%)
Smokeless tobacco users advised to quit by a health care provider in past 12 months ⁵ , ⁶	33.3	28.6	31.7	Adults who believed use of smokeless tobacco causes serious illness	94.0	96.1	95.6
SECONDHAND SMOKE	_			Adults who believed use of smokeless tobacco during pregnancy causes harm to foetus	83.5	89.1	87.9
	MEN (%)	WOMEN (%)	OVERALL (%)	ECONOMICS			
Adults exposed to tobacco smoke at home ⁷	38.1	39.3	38.7				OVERALL (%)
Adults exposed to tobacco smoke at the workplace ⁸ , [†]	32.7	17.9	30.2	Average monthly expenditure on cigarette (for daily cigarette smokers) (in Indian Rupees)			1192.5
Adults exposed to tobacco smoke at government buildings/offices [†]	8.1	2.4	5.3	Average monthly expenditure on <i>bidi</i> (for daily <i>bidi</i> smokers) (in Indian Rupees)			284.1
Adults exposed to tobacco smoke at health care facilities [†]	6.8	4.4	5.6	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.			
Adults exposed to tobacco smoke at restaurants [†]	13.0	1.6	7.4				
Adults exposed to tobacco smoke at public transportation [†]	16.6	9.9	13.3				

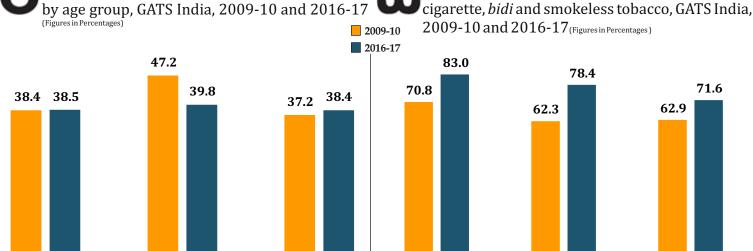


Prevalence of current tobacco use (smoking and/or smokeless) among states/UTs, GATS India 2016-17



GATS 1 and GATS 2 Comparision





Cigarette

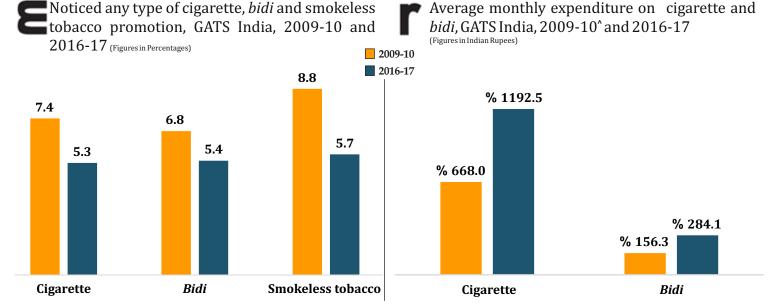
Bidi

Smokeless tobacco

25+#

Overall*

15-24



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