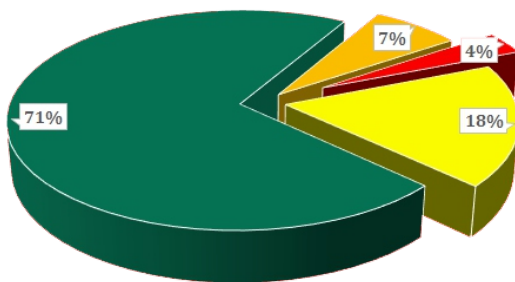


GATS Objectives

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 assists 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.

Percent distribution of adults by tobacco use; GATS-2



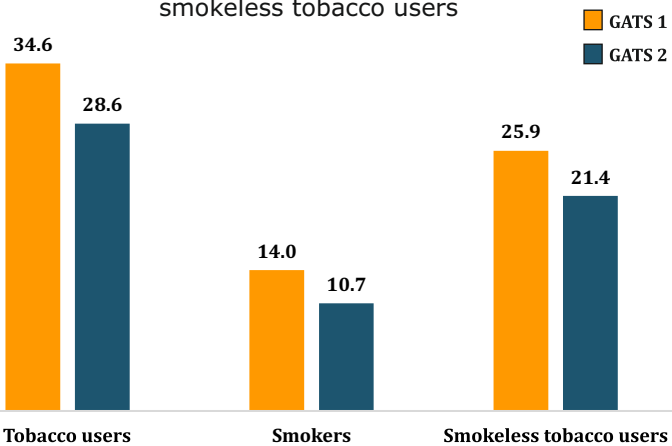
GATS is a household survey of persons aged 15 and above conducted in all 30 states of India and two Union Territories. The first round of GATS was conducted in 2009-10. The second round of GATS was conducted in 2016-2017 by Tata Institute of Social Sciences, Mumbai. A multi-stage sample design was used. From each of the sampled households, one household member aged 15 and above was randomly selected for individual interview. In all of India, a total of 74,037 individuals were interviewed during August 2016 to February 2017.

Key Findings

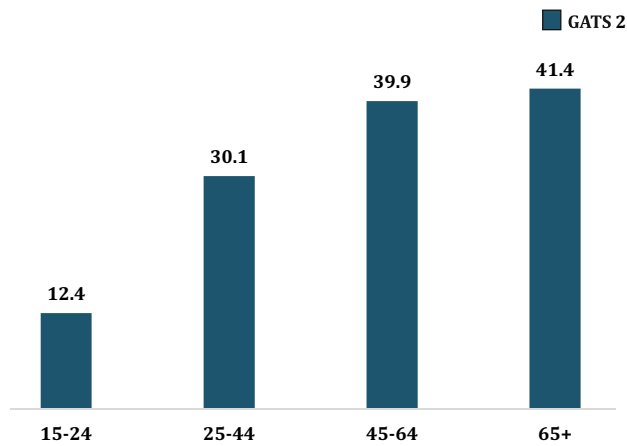
- Prevalence of tobacco use has decreased by six percentage points from 34.6% in GATS-1 in 2009-10 to 28.6% in GATS-2 in 2016-17.
- 19.0% of men, 2.0% of women and 10.7% of all adults currently smoke tobacco.
- 29.6% of men, 12.8% of women and 21.4% of all adults currently use smokeless tobacco.
- 42.4% of men, 14.2% of women and 28.6% of all adults currently either smoke tobacco and/ or use smokeless tobacco.
- *Khaini* and *bidi* are the most commonly used tobacco products. 11% of adults consume *khaini* and 8% smoke *bidi*.
- The prevalence of tobacco use among minors aged 15-17 has decreased from 10% in GATS-1 to 4% in GATS-2.
- The age at initiation of smoking among daily smokers aged 20-34 is 18.9 and the age at initiation of smokeless tobacco use among daily smokeless tobacco user is 18.8. From GATS-1 to GATS-2 there is an increase of one year in the age at initiation of both smoking and smokeless tobacco use.
- 68% of cigarette smokers, 17% of *bidi* smokers and 50% of smokeless tobacco users purchased loose cigarettes, *bidis* and smokeless tobacco respectively.
- On an average the expenditure incurred during last purchase of cigarette, *bidi* and smokeless tobacco is ₹30.0, ₹12.5 and ₹12.8 respectively.
- 55% of smokers are planning or thinking of quitting smoking and 50% of smokeless tobacco users were planning or thinking of quitting tobacco use.
- 49% of smokers and 32% of smokeless tobacco users were advised by health care provider to quit tobacco.
- Three in every 10 adults who work indoors were exposed to second-hand smoke at their workplace.
- 23% of adults were exposed to second-hand smoke at a public place.
- 13% of smokers noticed smoking tobacco advertisement and 11% smokeless tobacco users noticed smokeless tobacco advertisement at point of sale.
- 75% of smokers noticed information about dangers of smoking tobacco or that encourages quitting on television or radio and 66% of smokeless tobacco users noticed information about dangers of using smokeless tobacco or that encourages quitting on television or radio.
- 62% of cigarette smokers and 54% of *bidi* smokers thought of quitting because of warning label on the packets.
- 46% of smokeless tobacco users thought of quitting because of warning label on smokeless tobacco products.
- 92% of adults believe that smoking causes serious illness; and 96% of adults believe that use of smokeless tobacco causes serious illness.



Percentage of tobacco users, smokers and smokeless tobacco users



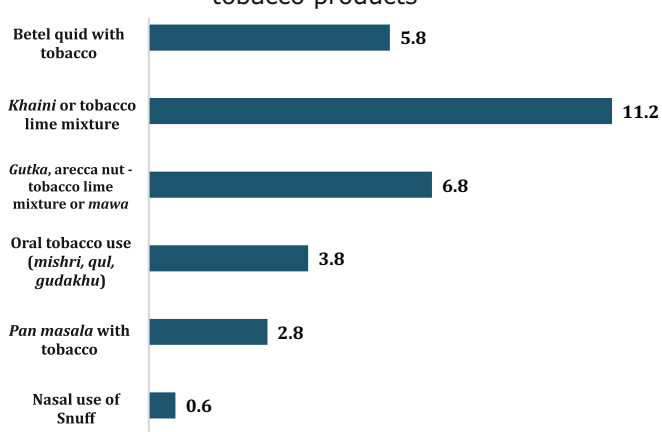
Percentage of tobacco users by age group



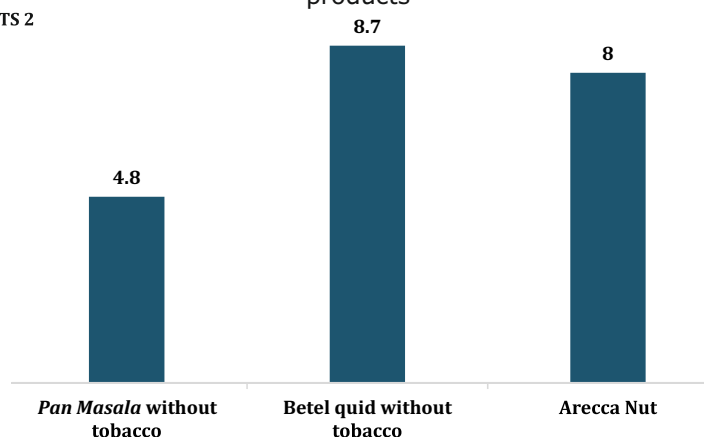
KEY INDICATORS

TOBACCO USE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Tobacco Smokers						
Current tobacco smokers	19.0	2.0	8.3	11.9	10.7	14.0
Daily tobacco smokers	15.2	1.7	6.3	9.8	8.6	10.7
Current cigarette smokers ¹	7.3	0.6	4.4	3.8	4.0	5.7
Daily cigarette smokers ¹	3.8	0.4	2.7	1.9	2.2	3.6
Current <i>bidi</i> smokers	14.0	1.2	4.7	9.3	7.7	9.2
Daily <i>bidi</i> smokers	11.6	0.9	3.8	7.7	6.4	7.5
Former daily smokers ² (among ever daily smokers)	16.8	17.6	18.2	16.3	16.8	12.6
Smokeless Tobacco Users						
Current smokeless tobacco users	29.6	12.8	15.2	24.6	21.4	25.9
Daily smokeless tobacco users	25.1	11.1	12.8	21.1	18.2	21.4
Former daily smokeless tobacco users ³ (among ever daily smokeless tobacco users)	5.2	7.0	7.1	5.3	5.8	4.8
Tobacco Users						
Current tobacco users (using any form of tobacco)	42.4	14.2	21.2	32.5	28.6	34.6
Current tobacco users (using both forms of tobacco)	6.3	0.5	2.3	4.0	3.4	5.3

Percentage of adults using different smokeless tobacco products



Percentage of adults using different non-tobacco products

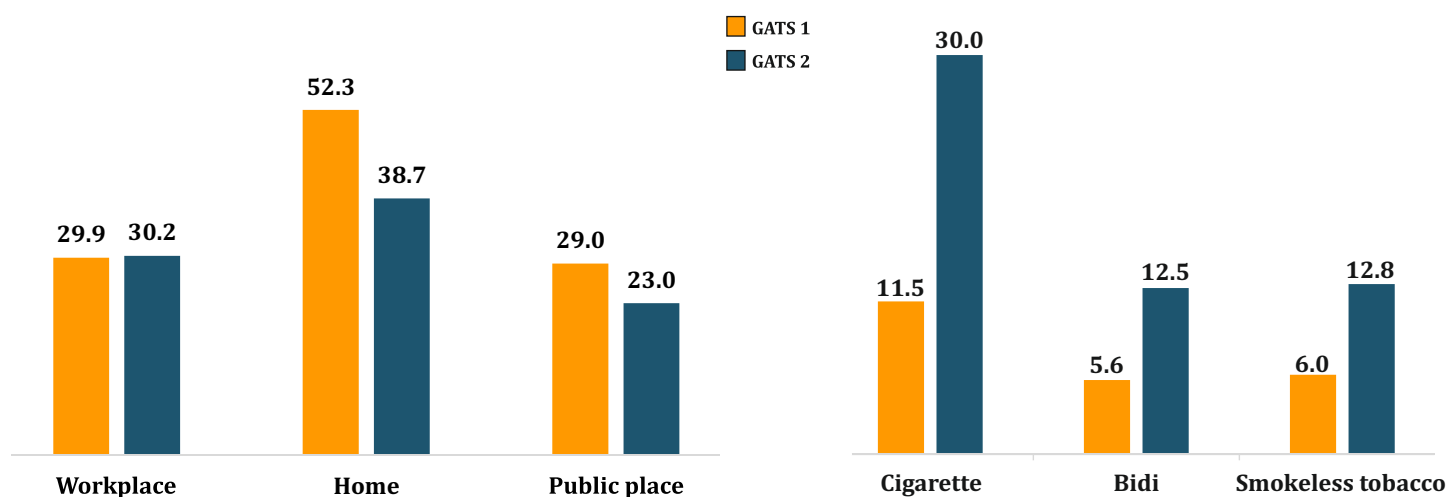


KEY INDICATORS

CESSATION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Smokers who made a quit attempt in past 12 months ⁴	38.8	35.5	41.5	37.4	38.5	38.4
Current smokers who planned to or were thinking about quitting	56.3	46.4	61.1	53.3	55.4	46.6
Smokers advised to quit by a health care provider in past 12 months ^{4,5}	50.3	36.6	53.1	47.4	48.8	46.3
Smokeless tobacco users who made a quit attempt in past 12 months ⁶	35.2	28.4	36.7	32.1	33.2	35.4
Current smokeless tobacco users who planned to or were thinking about quitting	52.7	42.2	54.7	48.0	49.6	45.2
Smokeless tobacco users advised to quit by a health care provider in past 12 months ^{5,6}	33.3	28.6	35.2	30.6	31.7	26.7
SECONDHAND SMOKE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
Adults exposed to tobacco smoke at the workplace ^{7,*}	32.7	17.9	25.3	34.3	30.2	29.9
Adults exposed to tobacco smoke at home	38.1	39.3	27.9	44.4	38.7	52.3
Adults exposed to tobacco smoke at any public place ^{8,*}	31.0	14.7	23.7	22.7	23.0	29.0
ECONOMICS					TOTAL	
Average monthly expenditure on cigarette (for daily cigarette smoker)					₹ 1192.5	₹ 399.2
Average monthly expenditure on <i>bidi</i> (for daily <i>bidi</i> smoker)					₹ 284.1	₹ 93.4
Average amount spend on last cigarette purchase					₹ 30.0	₹ 11.5
Average amount spend on last <i>bidi</i> purchase					₹ 12.5	₹ 5.6
Average amount spend on last smokeless tobacco purchase					₹ 12.8	₹ 6.0

Percentage of adults exposed to second hand smoke at workplace, home and any public place⁸

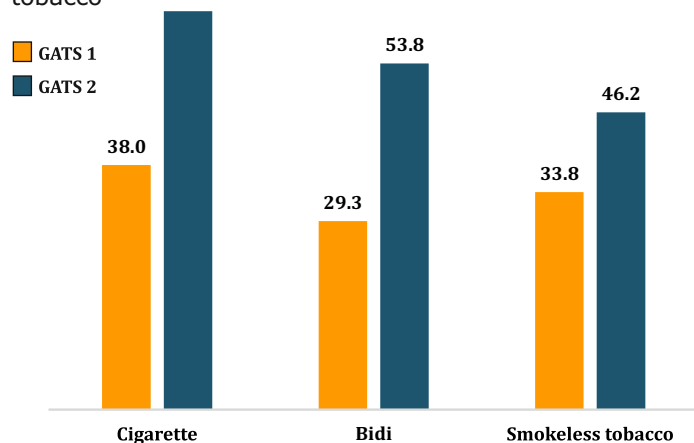
Average amount in rupees spend on last purchase of cigarette, *bidi* and smokeless tobacco



KEY INDICATORS

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)		NON-SMOKERS (%)		TOTAL (%)	
					GATS 2	GATS 1
Adults who noticed advertisement of smoking tobacco products at point of sale*	13.0		8.9		9.4	NA
Adults who noticed advertisement of smoking tobacco products at places ⁹ other than point of sale*	20.0		16.4		16.7	NA
Adults who noticed any type of cigarette promotion ^{10,*}	8.1		4.9		5.3	7.4
Adults who noticed any type of <i>bidi</i> promotion ^{10,*}	11.0		4.7		5.4	6.8
	CURRENT USERS OF SMOKELESS TOBACCO (%)		NON-USERS OF SMOKELESS TOBACCO (%)		TOTAL (%)	
					GATS 2	GATS 1
Adults who noticed advertisement of smokeless tobacco products at point of sale*	10.7		7.7		8.4	10.8
Adults who noticed advertisement of smokeless tobacco products at places ⁹ other than point of sale*	19.4		16.1		16.8	45.3
Adults who noticed any type of smokeless tobacco promotion*	8.0		5.1		5.7	8.8
ANTI TOBACCO INFORMATION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Current cigarette smokers who thought about quitting because of warning label on cigarette packet*	64.6	26.7	67.8	58.3	61.9	38.0
Current <i>bidi</i> smokers who thought about quitting because of a warning label on <i>bidi</i> packet*	55.8	28.6	55.6	53.3	53.8	29.3
Adults who noticed information about dangers of smoking tobacco or that encourages quitting on television or radio*	74.7	60.9	83.4	59.9	68.0	NA
Current smokeless tobacco users who thought about quitting because of a warning label on smokeless tobacco packet*	52.9	29.9	49.7	45.0	46.2	33.8
Adults who noticed information about dangers of using smokeless tobacco or that encourages quitting on television or radio	65.6	52.7	72.2	52.6	59.3	52.3
KNOWLEDGE, ATTITUDE & PERCEPTION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Adults who believed smoking causes serious illness	92.8	92.0	93.1	92.1	92.4	90.2
Adults who believed breathing other people's smoke causes serious illness among non-smokers	94.0	90.8	94.5	91.3	92.4	82.9
Adults who believed breathing other people's smoke causes serious illness in children	94.8	91.8	95.2	92.3	93.3	NA
Adults who believed use of smokeless tobacco causes serious illness	96.4	94.8	96.8	95.0	95.6	88.8
Adults who believed use of smokeless tobacco during pregnancy causes harm to foetus	86.4	89.5	89.7	86.9	87.9	NA

Percentage of adults who thought about quitting because of a warning label on packets of cigarette, *bidi* and smokeless tobacco



- 1 Includes manufactured cigarettes and hand-rolled cigarettes.
 - 2 Current non-smokers.
 - 3 Current non-users of smokeless tobacco.
 - 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 those who work outside of the home who usually work indoors or both indoors and outdoors.
 8. Public places includes government offices/buildings, health care facilities, restaurants and public transportation vehicles or stations.
 - 9 Places other than point of sale includes television, radio, billboards/hoardings, posters, newspapers or magazines, cinemas, internet, public transportation vehicles or stations and public walls.
 - 10 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.
- NA Not Available