



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 India. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist India 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, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In India, GATS was conducted in 2009-2010 as a household survey of persons 15 years of age and older by the International Institute for Population Sciences (IIPS), under the coordination of the Ministry of Health and Family Welfare (MoHFW).

A nationally representative probability sample was used to provide national and six regional estimates by residence (urban and rural) and gender, as well as state estimates by gender. Survey information was collected using handheld devices. This fact sheet represents the state of Kerala in India. The estimates were based on 1,825 completed interviews of males and females in Kerala with an overall response rate of 90.8%.

GATS Highlights

Tobacco Use

- Current tobacco use in any form: 21.4% of adults; 35.5% of males and 8.5% of females.
- Current tobacco smoking: 13.4% of adults; 27.9% of males and 0.0% of females.
 - Current cigarette smoking: 10.5% of adults; 21.9% of males and 0.0% of females.
 - Current bidi smoking: 4.9% of adults; 10.3% of males and 0.0% of females.
- Current users of smokeless tobacco: 10.7% of adults; 13.1% of males and 8.5% of females.
- Average age at daily initiation of tobacco use: 18.3 years in adults.
- 58.6% of daily tobacco users consume tobacco within half an hour of waking up.

Cessation

- 70.6% of current smokers and 53.8% of users of smokeless tobacco planned to quit or thought about quitting.
- 49.3% of smokers and 28.2% of users of smokeless tobacco were advised to quit by a health care provider.

Second-hand Smoke

- 41.8% of adults were exposed to second-hand smoke at home.
- 18.7% of adults were exposed to second-hand smoke in public places.

Media

- Adults who noticed any advertisement or promotion: 44.2% for cigarettes, 70.9% for bidis, and 72.3% for smokeless tobacco.
- Current users of the following tobacco products who thought about quitting because of a warning label: 38.0% for cigarettes, 18.1% for bidis, and 13.1% for smokeless tobacco.

Knowledge, Attitudes & Perceptions

- 95.0% of adults believe smoking causes serious illness.
- 92.6% of adults believe exposure to tobacco smoke causes serious illness in non-smokers.
- 91.9% of adults believe smokeless tobacco use causes serious illness.





Tobacco Use

TOBACCO SMOKE	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco smokers	13.4	27.9	0.0
Current cigarette smokers ¹	10.5	21.9	0.0
Current bidi smokers	4.9	10.3	0.0
Daily tobacco smokers	8.7	18.2	0.0
Daily cigarette smokers ¹	6.7	14.0	0.0
Daily bidi smokers	3.9	8.2	0.0
Former daily tobacco smokers ² (among ever daily smokers)	32.8	32.8	0.0

SMOKELESS TOBACCO USERS

Current users of smokeless tobacco	10.7	13.1	8.5
Daily users of smokeless tobacco	7.0	7.1	6.9
Former daily users of smokeless tobacco ³ (among ever daily users of smokeless tobacco)	14.4	20.2	6.5

TOBACCO USERS

(SMOKED AND/OR SMOKELESS)

Current tobacco users	21.4	35.5	8.5
Daily tobacco users	15.1	24.1	6.9
Former daily tobacco users ⁴ (among ever daily tobacco users)	21.3	24.6	6.5

Cessation

	OVERALL(%)	MEN(%)	WOMEN(%)
Current smokers who plan to quit or are thinking about quitting	70.6	70.6	0.0
Smokers who made an attempt to quit ⁵	47.3	47.3	0.0
Smokers advised to quit by a health care provider ^{5,6}	49.3	49.3	0.0
Current users of smokeless tobacco who plan to quit or are thinking about quitting	53.8	66.8	35.2
Users of smokeless tobacco who made an attempt to quit ⁷	36.5	45.9	22.3
Users of smokeless tobacco advised to quit by a health care provider ^{5,7}	28.2	20.2	41.1

Second-hand Smoke

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults exposed to tobacco smoke:			
At home ⁸	41.8	47.2	36.8
At the workplace ^{9,*}	17.5	21.5	3.7
At any public place ^{10,*}	18.7	30.0	8.5

Economics

Monthly expenditure on cigarettes by a current manufactured cigarette smoker (INR ¹¹)	483.9
Monthly expenditure on bidis by a current bidi smoker (NR ¹¹)	139.2

Media

TOBACCO INDUSTRY ADVERTISING	OVERALL(%)	MEN(%)	WOMEN(%)
Adults who noticed any advertisement or promotion of the following tobacco products*:			
Cigarettes	44.2	64.9	25.4
Bidis	70.9	74.0	63.5
Smokeless tobacco	72.3	73.0	70.6

COUNTER ADVERTISING

Adults who noticed anti-tobacco information on radio or television*	71.6	63.4	80.4
Current users of the following tobacco products who thought about quitting because of a warning label*:			
Cigarettes	38.0	38.0	0.0
Bidis	18.1	18.1	0.0
Smokeless tobacco	13.1	22.2	0.7

Knowledge, Attitudes and Perceptions

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults who believe the following causes serious illness:			
Smoking tobacco	95.0	96.3	93.9
Use of smokeless tobacco	91.9	93.9	90.2
Exposure to second-hand smoke	92.6	94.4	90.9

¹ Includes manufactured cigarettes and hand-rolled cigarettes.

² Current non-smokers.

³ Current non-users of smokeless tobacco.

⁴ Current non-users of tobacco.

⁵ Includes current smokers and those who quit in past 12 months.

⁶ Among those who visited a health care provider in past 12 months.

⁷ Includes current smokeless users and those who quit in past 12 months.

⁸ Adults reporting that smoking inside their home occurs daily, weekly or monthly.

⁹ Among those who work outside of the home who usually work indoors or both indoors and outdoors.

¹⁰ Adults exposed to tobacco smoking inside government buildings, healthcare facilities, restaurants, or public transportation during the past 30 days.

¹¹ Indian rupees.

*During the past 30 days.

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