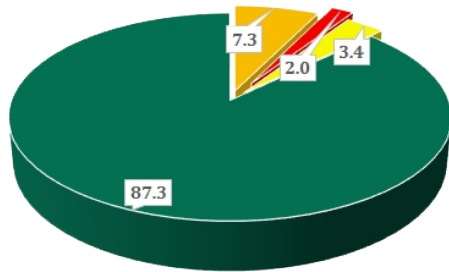


Percent distribution of adults by tobacco use, Kerala 2016-17

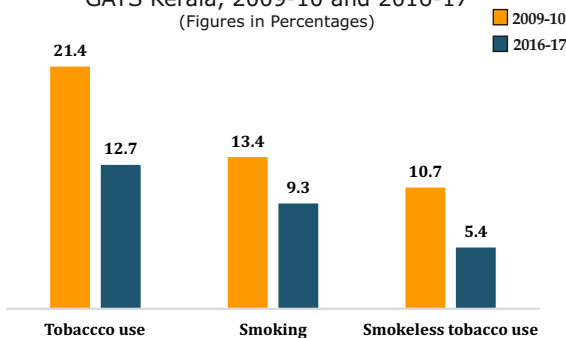


About GATS

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 household survey of persons 15 years of age and 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 (TISS), Mumbai for Ministry of Health & Family Welfare (MoHFW), Government of India. A multi-stage sample design was used for both rounds of GATS. From each of the sampled households, one household member 15 years of age and older was randomly selected for individual interview. In Kerala, a total of 783 males and 1403 females were interviewed during August - September 2016.

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

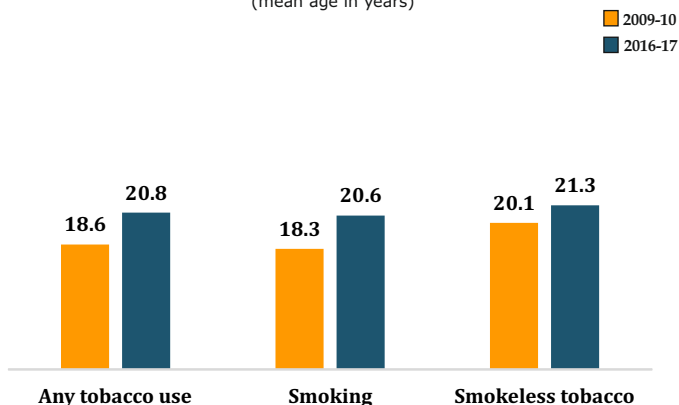


GATS 2 Highlights

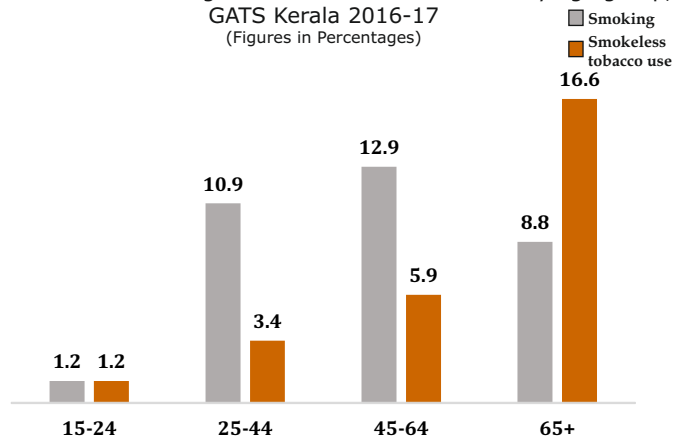
- 19.6% of men, 0.2% of women and 9.3% of all adults currently smoke tobacco.
- 7.4% of men, 3.6% of women and 5.4% of all adults currently use smokeless tobacco.
- 22.9% of men, 3.6% of women and 12.7% of all adults either smoke tobacco and/or use smokeless tobacco.
- From GATS 1 to GATS 2, there has been significant decrease in the prevalence of smoking by 4.1 percentage points and smokeless tobacco by 5.3 percentage points. The prevalence of any tobacco use has also significantly decreased by 8.7 percentage points from 21.4% in GATS 1 to 12.7% in GATS 2.
- Cigarette and betel quid with tobacco are the two most commonly used tobacco products; 6.7% of adults smoke cigarette and 4.4% of adults use betel quid with tobacco.
- The prevalence of tobacco use among persons aged 15-17 has increased marginally from 3.1% in GATS 1 to 3.7% in GATS 2.
- The mean age at initiation of tobacco use has increased from 18.6 years in GATS 1 to 20.8 years in GATS 2.
- 60.5% of smokers were advised by a health care provider to quit smoking and 36.4% of smokeless tobacco users were advised by a health care provider to quit smokeless tobacco use.
- 20.8% of all adults who worked indoors were exposed to second-hand smoke at their workplace.
- 13.7% of all adults were exposed to second-hand smoke at any public place⁷.
- 59.8% of cigarette smokers and 32.6% of *bidi* smokers thought of quitting smoking because of warning label. 22.1% of smokeless tobacco users thought of quitting smokeless tobacco use because of warning label.



Age at initiation of tobacco use, smoking and smokeless tobacco use, GATS Kerala, 2009-10 and 2016-17 (mean age in years)



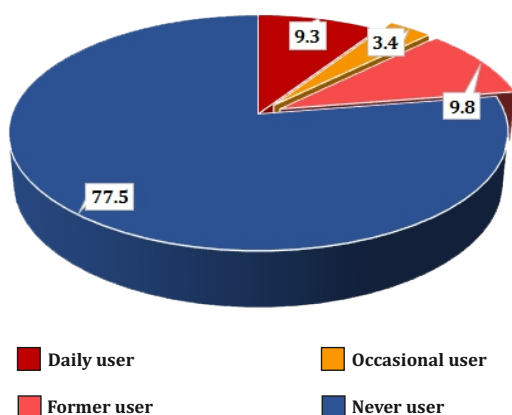
Prevalence of smoking and smokeless tobacco use by age group, GATS Kerala 2016-17 (Figures in Percentages)



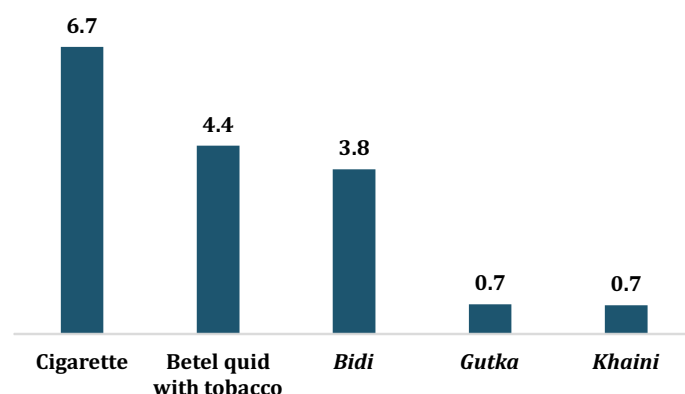
KEY INDICATORS - GATS 2

TOBACCO USE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Tobacco Smokers						
Current tobacco smokers	19.6	0.2	8.1	10.6	9.3	13.4
Daily tobacco smokers	13.6	0.2	5.6	7.4	6.5	8.7
Current cigarette smokers ¹	14.2	0.0	5.6	7.8	6.7	10.5
Current <i>bidi</i> smokers	7.9	0.2	3.0	4.7	3.8	4.9
Smokeless Tobacco Users						
Current smokeless tobacco users	7.4	3.6	3.4	7.4	5.4	10.7
Daily smokeless tobacco users	3.7	3.1	2.6	4.2	3.4	7.0
Current 'betel quid with tobacco' users	6.0	3.0	2.8	6.0	4.4	7.6
Current <i>khaini</i> users	0.8	0.5	0.6	0.7	0.7	2.2
Current <i>gutka</i> users	0.5	0.9	0.7	0.7	0.7	1.9
Current 'oral tobacco application' users	0.6	0.1	0.1	0.6	0.3	1.6
Current ' <i>pan masala</i> with tobacco' users	0.7	0.1	0.2	0.5	0.4	NA
Tobacco Users						
Current tobacco users (smoked and/or smokeless)	22.9	3.6	10.2	15.3	12.7	21.4
Current dual tobacco users (smoked and smokeless)	4.0	0.2	1.3	2.7	2.0	2.6

Percent distribution of adults by tobacco use status, GATS Kerala 2016-17



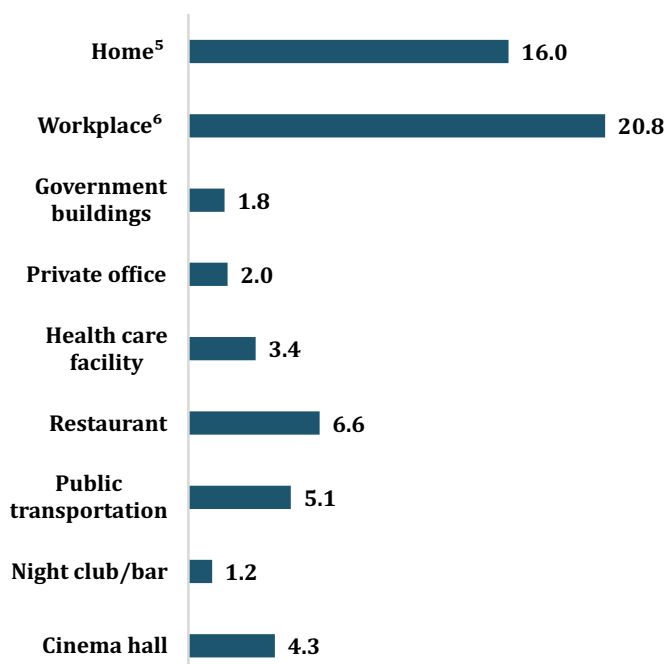
Prevalence of most commonly used tobacco products among all adults, GATS Kerala 2016-17 (Figures in Percentages)



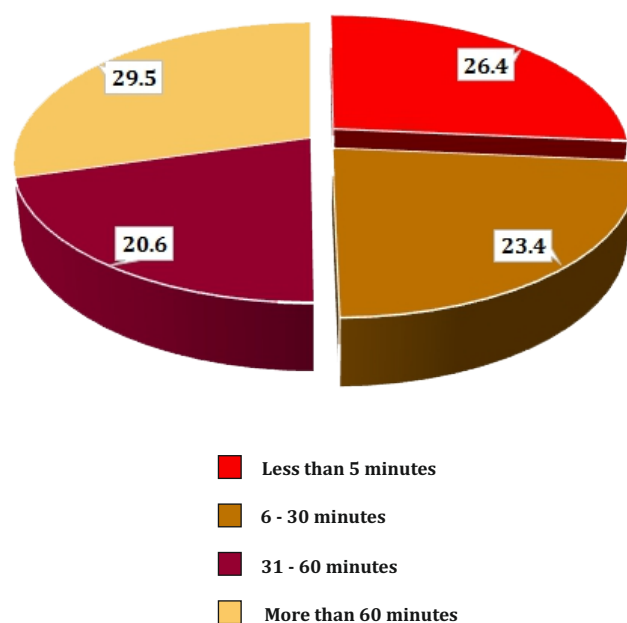
KEY INDICATORS - GATS 2

CESSATION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Smokers who made a quit attempt in past 12 months ²	47.8	60.6 ^L	54.4	43.0	48.1	47.3
Current smokers who planned to or were thinking about quitting	79.8	37.2 ^L	85.7	74.4	79.3	70.6
Smokers advised to quit by a health care provider in past 12 months ^{2,3}	59.7	100.0 ^L	60.6	60.4	60.5	49.3
Smokeless tobacco users who made a quit attempt in past 12 months ⁴	49.9	55.1	68.9	40.5	51.7	36.5
Current smokeless tobacco users who planned to or were thinking about quitting	71.3	59.6	75.6	63.1	67.2	53.9
Smokeless tobacco users advised to quit by a health care provider in past 12 months ^{3,4}	23.6	55.6	29.9	41.0	36.4	28.2
SECONDHAND SMOKE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Adults exposed to tobacco smoke at home ⁵	18.9	13.4	14.4	17.6	16.0	41.8
Adults exposed to tobacco smoke at the work-place ^{6,t}	26.0	6.0	20.8	20.9	20.8	17.5
Adults exposed to tobacco smoke at any public place ^{7,t}	20.4	7.7	12.3	15.1	13.7	18.7
ECONOMICS					TOTAL (₹)	
					GATS 2	GATS 1
Average monthly expenditure on cigarette (for daily cigarette smoker)(in Indian Rupees)					1166.0	809.8 [^]
Average monthly expenditure on <i>bidi</i> (for daily <i>bidi</i> smoker)(in Indian Rupees)					351.0	232.9 [^]

Exposure to second hand smoke among all adults in past 30 days at various places, GATS Kerala 2016-17
(Figures in Percentages)



Percent distribution of daily tobacco users by time to first tobacco use of the day, GATS Kerala 2016-17

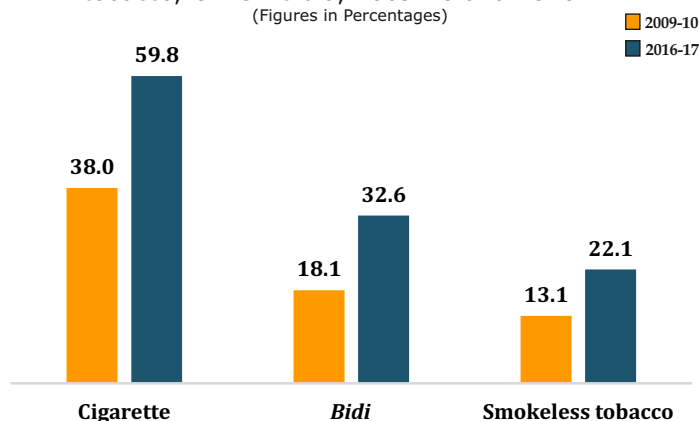


KEY INDICATORS - GATS 2

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)		NON-SMOKERS (%)		TOTAL (%)	
	GATS 2	GATS 1	GATS 2	GATS 1	GATS 2	GATS 1
Adults who noticed advertisement of smoking tobacco products at point of sale [†]	7.0	2.5	2.9	NA		
Adults who noticed advertisement of smoking tobacco products at places ⁸ other than point of sale [†]	4.8	4.5	4.5	NA		
Adults who noticed any type of cigarette promotion ^{9,†}	1.3	2.1	2.0	7.6		
Adults who noticed any type of <i>bidi</i> promotion ^{9,†}	4.0	3.1	3.2	2.9		
	CURRENT USERS OF SMOKELESS TOBACCO (%)		NON-USERS OF SMOKELESS TOBACCO (%)		TOTAL (%)	
	GATS 2	GATS 1	GATS 2	GATS 1	GATS 2	GATS 1
Adults who noticed advertisement of smokeless tobacco products at point of sale [†]	4.1	0.1	0.3	14.3		
Adults who noticed advertisement of smokeless tobacco products at places ⁸ other than point of sale [†]	4.4	1.4	1.6	60.6		
Adults who noticed any type of smokeless tobacco promotion ^{9,†}	0.2	1.2	1.1	1.5		
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 [†]	59.8	0.0 ^L	61.0	58.9	59.8	38.0
Current <i>bidi</i> smokers who thought about quitting because of a warning label on <i>bidi</i> packet [†]	32.5	37.2 ^L	12.1	46.2	32.6	18.1
Adults who noticed information about dangers of smoking tobacco or that encourages quitting on television or radio [†]	86.6	80.1	83.4	83.0	83.2	NA
Current smokeless tobacco users who thought about quitting because of a warning label on smokeless tobacco packet [†]	32.6	2.8	6.0	29.9	22.1	13.1
Adults who noticed information about dangers of using smokeless tobacco or that encourages quitting on television or radio [†]	61.8	64.9	63.0	64.0	63.4	61.6
KNOWLEDGE, ATTITUDE & PERCEPTION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Adults who believed smoking causes serious illness	94.4	93.4	94.0	93.7	93.9	95.0
Adults who believed breathing other people's smoke causes serious illness among non-smokers	91.4	89.0	92.1	88.1	90.1	92.6
Adults who believed breathing other people's smoke causes serious illness in children	92.8	88.7	92.6	88.6	90.6	NA
Adults who believed use of smokeless tobacco causes serious illness	95.3	91.4	94.5	91.8	93.2	91.9
Adults who believed use of smokeless tobacco during pregnancy causes harm to foetus	79.6	82.4	83.2	78.8	81.1	NA

Percentage of adults who thought about quitting because of a warning label on packages of cigarette, *bidi* and smokeless tobacco, GATS Kerala, 2009-10 and 2016-17

(Figures in Percentages)



1 Includes manufactured cigarettes and hand-rolled cigarettes.

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

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

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

5 Among all adults exposed at any time.

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

7 Public places includes government offices/buildings, health care facilities, restaurants and public transportation vehicles.

8 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.

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.

^ GATS India 2009-10 cost data was adjusted for inflation.

L Less than 25 cases

NA Not Available