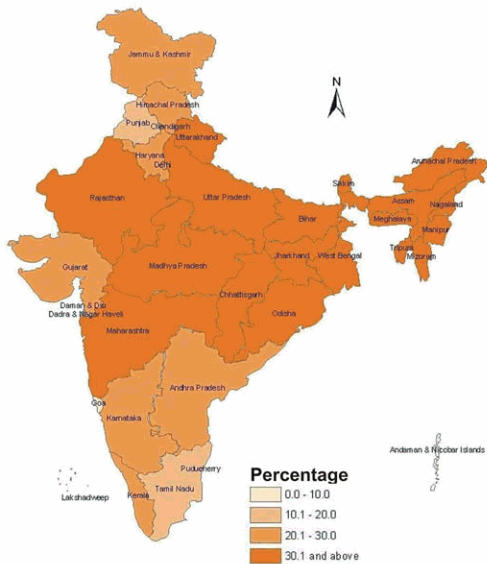
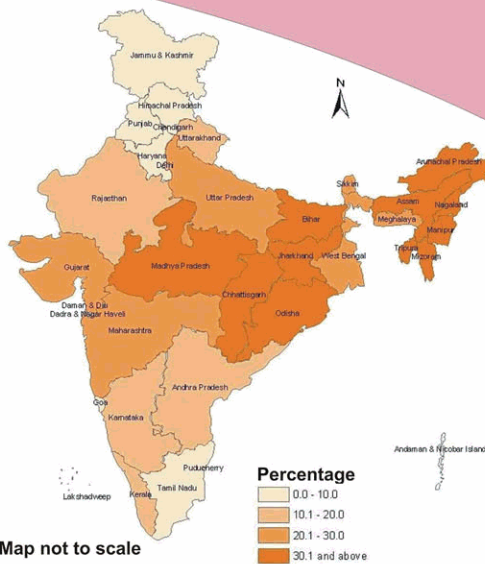


TOBACCO USE IN INDIA
(percentage of adults age 15 and above)



USE OF SMOKELESS TOBACCO IN INDIA
(percentage of adults age 15 and above)

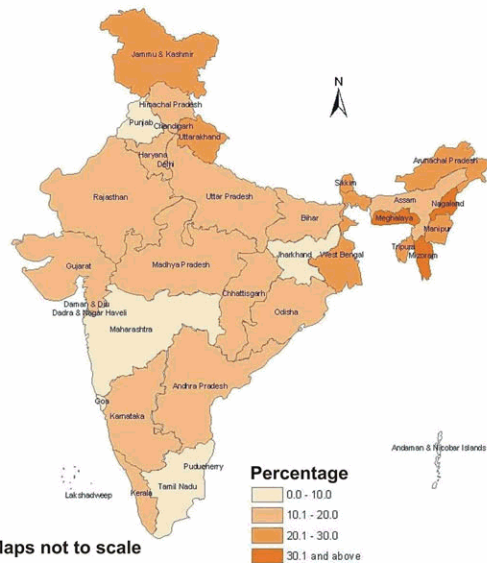


सत्यमेव जयते

Ministry of Health and Family Welfare
Government of India

**Global Adult Tobacco Survey
(GATS)**

TOBACCO SMOKING IN INDIA
(percentage of adults age 15 and above)



GATS India was conducted by the International Institute for Population Sciences, Mumbai on behalf of the Ministry of Health and Family Welfare, Government of India. Technical support was provided by the US Centers for Disease Control and Prevention (CDC), the World Health Organization, the Johns Hopkins Bloomberg School of Public Health and the RTI International.

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Fact Sheet
INDIA:2009-2010



(Established in 1956)
Capacity Building for a Better Future

International Institute for Population Sciences
Deonar, Mumbai - 400 088

GATS India Objectives

Tobacco use is a major preventable cause of premature death and disease worldwide. Nearly one million people die in India every year due to tobacco use. A systematic surveillance mechanism to monitor the tobacco epidemic is a key strategy to tobacco control.

Global Adult Tobacco Survey (GATS) is a standardized mechanism for systematically monitoring adult tobacco use and tracking key tobacco control indicators. GATS India is a nationally representative household survey, among population age 15 and above, designed to produce internationally comparable data on tobacco use and tobacco control measures using a standardized methodology. GATS India was conducted in all the 29 States and 2 Union Territories of Chandigarh and Puducherry covering about 99.9 percent of the total population of India according to the 2001 Census. The major objectives of the survey were to obtain estimates of prevalence of tobacco use (smoking and smokeless tobacco), exposure to secondhand smoke, cessation, economics, media and knowledge, attitudes and perceptions towards tobacco use. The data for GATS India was collected from August 2009 to January 2010.

GATS India Methodology

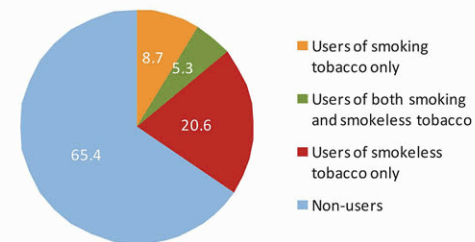
A nationally representative probability sample was used to provide estimates for the urban and rural areas of the six regions of the country by gender. GATS India was the first nationwide survey in which electronic handheld machines were used for data collection and management. The estimates are based on 69,296 completed interviews of males and females with an overall response rate of 91.8 percent.

GATS India Highlights

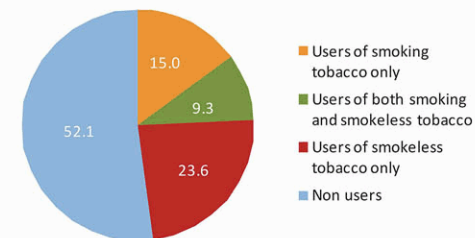
- Current tobacco use in any form: 34.6% of adults; 47.9% of males and 20.3% of females
- Current tobacco smokers: 14.0% of adults; 24.3% of males and 2.9% of females
 - Current cigarette smokers: 5.7% of adults; 10.3% of males and 0.8% of females
 - Current bidi smokers: 9.2% of adults; 16.0% of males and 1.9% of females
- Current users of smokeless tobacco: 25.9% of adults; 32.9% of males and 18.4% of females
- Among daily tobacco users, 60.2% consumed tobacco within half an hour of waking up
- Average age at initiation of tobacco use was 17.8 with 25.8% of females starting tobacco use before the age of 15
- Among minors (age 15-17), 9.6% consumed tobacco in some form and most of them were able to purchase tobacco products
- Five in ten current smokers (46.6%) and users of smokeless tobacco (45.2%) planned to quit or at least thought of quitting
- Among smokers and users of smokeless tobacco who visited a health care provider, 46.3% of smokers and 26.7% of users of smokeless tobacco were advised to quit by a health care provider
- About five in ten adults (52.3%) were exposed to second-hand smoke at home and 29.0% at public places (mainly in public transport and restaurants)
- About two in three adults (64.5%) noticed advertisement or promotion of tobacco products
- Three in five current tobacco users (61.1%) noticed the health warning on tobacco packages and one in three current tobacco users (31.5%) thought of quitting tobacco because of the warning label

FACT SHEET — INDIA 2009-2010

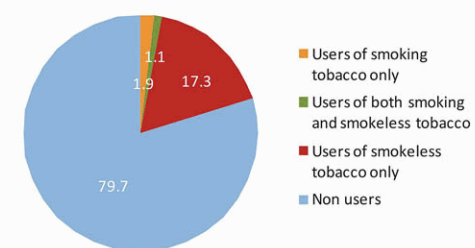
Percent distribution of adult population by type of tobacco use



Percent distribution of adult males by type of tobacco use



Percent distribution of adult females by type of tobacco use



TOBACCO USE

Tobacco users

(smokers and users of smokeless tobacco)	Overall(%)	Male(%)	Female(%)	Urban(%)	Rural(%)
Current tobacco users	34.6	47.9	20.3	25.3	38.4
Daily tobacco users	29.1	40.8	16.7	21.1	32.5

Tobacco smokers

Current tobacco smokers	14.0	24.3	2.9	11.2	15.1
Current cigarette smokers ¹	5.7	10.3	0.8	7.0	5.2
Current bidi smokers	9.2	16.0	1.9	5.5	10.7
Daily tobacco smokers	10.7	18.3	2.4	8.4	11.6
Daily cigarette smokers ¹	3.6	6.3	0.6	4.5	3.1
Daily bidi smokers	7.5	13.1	1.6	4.7	8.7

Smokeless tobacco users

Current users of smokeless tobacco	25.9	32.9	18.4	17.7	29.3
Daily users of smokeless tobacco	21.4	27.4	14.9	14.7	24.2

Successful quitters

Former daily tobacco users who are currently non-users (among ever daily tobacco users)	5.3	5.0	5.9	6.0	5.1
Former daily smokers who are currently non-smokers (among ever daily smokers)	12.6	12.1	16.2	11.8	12.9
Former daily users of smokeless tobacco who are currently non-users of smokeless tobacco (among ever daily users of smokeless tobacco)	4.8	4.6	5.2	5.9	4.5

QUIT ATTEMPTS AND ADVICE

	Overall(%)	Male(%)	Female(%)	Urban(%)	Rural(%)
Smokers who made an attempt to quit in the past 12 months ²	38.4	38.3	38.9	38.7	38.2
Smokers who were advised to quit by a health care provider in the past 12 months ^{3,3}	46.3	47.3	38.9	50.6	44.9
Users of smokeless tobacco who made an attempt to quit in the past 12 months ⁴	35.4	38.8	29.0	37.0	35.0
Users of smokeless tobacco who were advised to quit by a health care provider in the past 12 months ^{3,4}	26.7	28.1	24.5	31.9	25.3

SECOND-HAND SMOKE

	Overall(%)	Male(%)	Female(%)	Urban(%)	Rural(%)
Adults exposed to second-hand smoke at home	52.3	52.2	52.5	38.5	58.0
Adults exposed to second-hand smoke at workplace ⁵	29.9	32.2	19.4	27.6	32.1
Adults exposed to second-hand smoke at any public place ⁶	29.0	39.5	17.8	31.6	27.9

MEDIA

Tobacco advertising

	Overall(%)	Male(%)	Female(%)	Urban(%)	Rural(%)
Adults who noticed tobacco advertisement or promotion in any place [*]	64.5	68.5	58.5	64.7	64.4
Adults who noticed tobacco advertisement on radio/television/internet [*]	25.6	25.0	26.3	28.3	23.8
Adults who noticed tobacco advertisement on billboard/wall/poster/public transport [*]	28.1	33.5	20.6	30.4	26.8

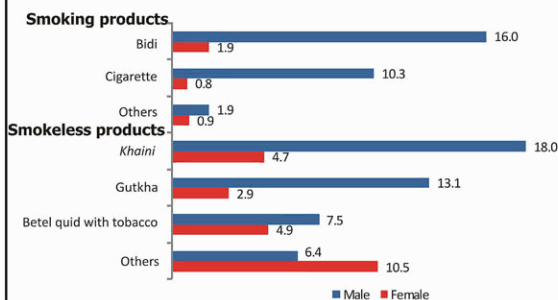
Anti-tobacco information

Adults who noticed anti-tobacco information on radio or television [*]	63.4	63.6	63.3	72.0	58.9
Tobacco users who noticed anti-tobacco information on radio or television [*]	59.1	60.6	54.6	68.0	55.9
Current tobacco users who thought of quitting because of a warning label on the tobacco package [*]	31.5	36.7	18.4	39.4	29.4

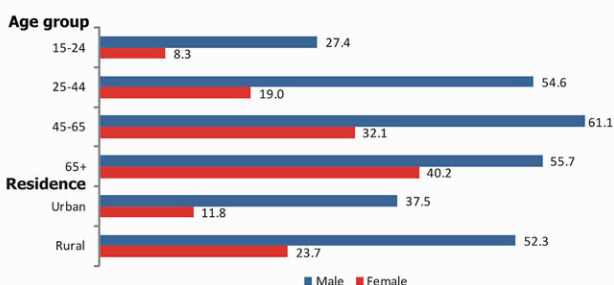
KNOWLEDGE, ATTITUDES AND PERCEPTIONS

	Overall(%)	Male(%)	Female(%)	Urban(%)	Rural(%)
Adults who believe smoking causes serious illness	90.2	91.5	88.8	93.8	88.7
Adults who believe exposure to second-hand smoke causes serious illness in non-smokers	82.9	84.9	80.8	88.0	80.8
Adults who believe use of smokeless tobacco causes serious illness	88.8	90.1	87.3	93.0	87.0

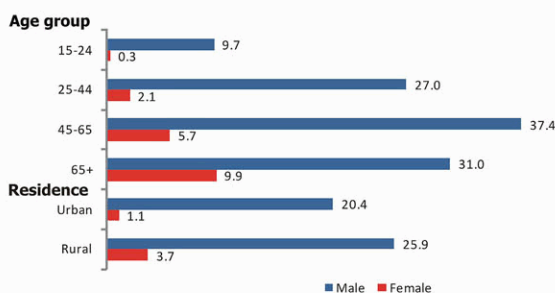
Types of smoking and smokeless tobacco products use by gender (Percentage of adults age 15 and above)



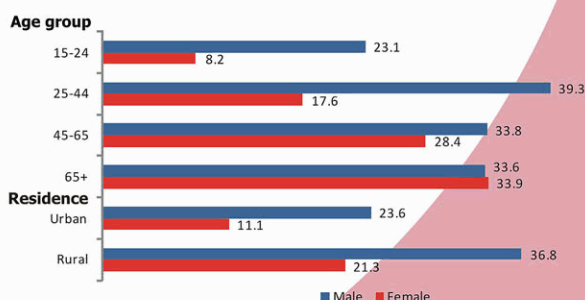
Tobacco use by age, residence and gender (Percentage of adults age 15 and above)



Tobacco smoking by age, residence and gender (Percentage of adults age 15 and above)



Use of smokeless tobacco by age, residence and gender (Percentage of adults age 15 and above)



¹Includes manufactured cigarettes and hand-rolled cigarettes. ²Includes current smokers and those who quit in the past 12 months. ³Among those who visited a health care provider in the past 12 months. ⁴Includes current users of smokeless tobacco and those who quit in the past 12 months. ⁵Among those who usually work outside of the home and who usually work indoors or both indoors and outdoors. ⁶Among those who visited any of the government buildings, government offices, health care facilities, restaurants or used public transportation. ^{*}During the past 30 days.

Note

Current use refers to daily and less than daily use. Adults refer to persons age 15 and above. Data have been weighted to be nationally representative of all non-institutionalized men and women age 15 and above. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.