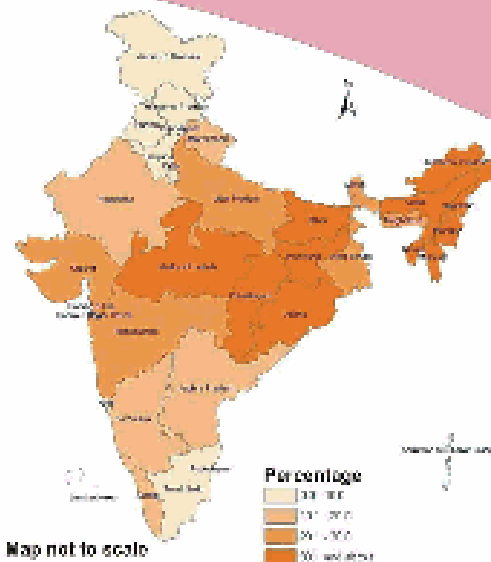


**TOBACCO USE IN INDIA**  
(percentage of adults age 15 and above)



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

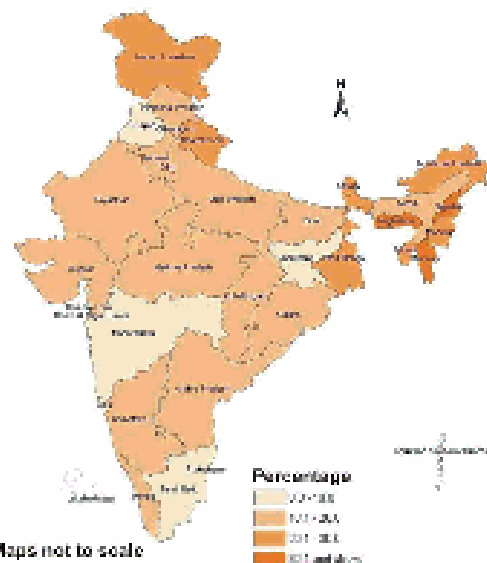


सत्यमेव जयते

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)

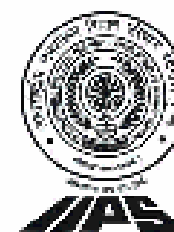


GATS India was conducted by the International Institute for Population Sciences, Mumbai on behalf of the Ministry of Health and Family Welfare, Government of India. Technical support was provided by the US Centers for Disease Control and Prevention (CDC), the World Health Organization, the Johns Hopkins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

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# Fact Sheet

## INDIA:2009-2010



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Dombivli, 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 39.5 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

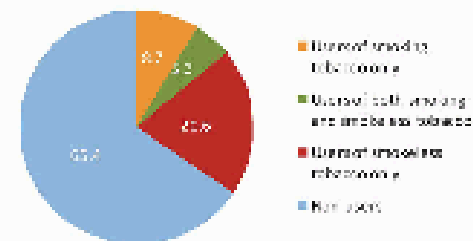
A nationally representative probability sample was used to provide estimates for the urban and rural areas of the six regions of the country by gender. GATS India was the first nationwide survey in which electronic handheld machines were used for data collection and management. The estimates are based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

## GATS India Highlights

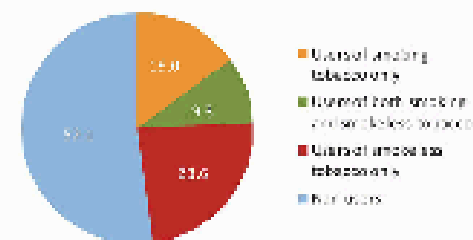
- Current tobacco use in any form: 84.6% of adults; 47.8% of males and 20.3% of females
- Current tobacco smokers: 14.0% of adults; 24.3% of males and 2.8% of females
  - Current cigarette smokers: 5.7% of adults; 10.3% of males and 0.8% of females
  - Current bidi smokers: 9.2% of adults; 16.0% of males and 1.9% of females
- Current users of smokeless tobacco: 25.9% of adults; 31.9% of males and 18.4% of females
- Among daily tobacco users, 80.2% 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

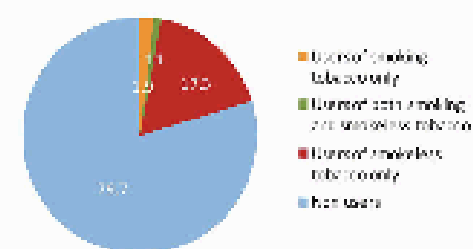
Percent distribution of adult population by type of tobacco use



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 (%)	Overall (%)	Male (%)	Female (%)
Current tobacco users	16.2	17.5	15.0	23.0	23.4	22.6
Daily tobacco users	28.1	30.2	16.7	21.1	22.5	20.5

### Tobacco smokers

Current tobacco smokers	14.1	24.2	3.9	11.2	15.1	8.1
Current cigarette smokers <sup>1</sup>	6.7	10.2	0.8	7.0	8.2	5.2
Current bid smokers	9.2	16.0	1.5	3.5	10.7	1.9
Daily tobacco smokers	10.7	18.2	2.1	3.1	11.5	2.0
Daily cigarette smokers <sup>1</sup>	3.0	6.2	0.2	4.0	5.1	3.1
Daily bid smokers	7.5	13.1	1.2	4.7	8.7	1.7

### Smokeless tobacco users

Current users of smokeless tobacco	25.9	32.9	10.1	17.7	25.0	10.0
Daily users of smokeless tobacco	21.4	27.1	11.5	17.7	24.2	10.0

### Successful quitters

Former daily tobacco users who are currently non-users (among overall daily tobacco users)	6.1	5.0	5.3	6.0	3.1	9.1
Former daily smokers who are currently non-users (among overall cigarette smokers)	12.5	12.1	10.2	11.5	12.0	11.0
Former daily users of smokeless tobacco who are currently non-users of smokeless tobacco (among overall users of smokeless tobacco)	4.5	7.0	3.2	5.9	4.5	7.0

## QUIT ATTEMPTS AND ADVICE

	Overall (%)	Male (%)	Female (%)	Overall (%)	Male (%)	Female (%)
Smokers who made an attempt to quit in the past 12 months <sup>2</sup>	25.4	28.2	22.3	33.7	36.2	31.2
Smokers who were advised to quit by a health care provider in the past 12 months <sup>2</sup>	44.5	47.3	37.9	50.4	44.9	55.9
Users of smokeless tobacco who made an attempt to quit in the past 12 months <sup>2</sup>	32.4	35.0	25.0	37.0	35.0	39.0
Users of smokeless tobacco who were advised to quit by a health care provider in the past 12 months <sup>2</sup>	26.7	28.1	24.5	31.9	25.5	38.5

## SECOND-HAND SMOKE

	Overall (%)	Male (%)	Female (%)	Overall (%)	Male (%)	Female (%)
Adults exposed to second-hand smoke at home	52.0	52.2	52.0	25.5	50.0	21.0
Adults exposed to second-hand smoke at workplace <sup>3</sup>	28.5	32.2	15.4	27.0	32.1	21.1
Adults exposed to second-hand smoke at any public place <sup>3</sup>	29.1	33.5	17.8	31.5	37.9	25.0

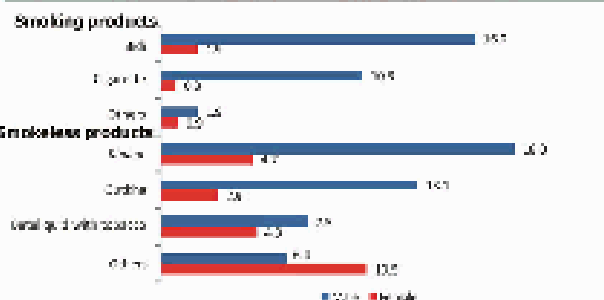
## MEDIA

	Overall (%)	Male (%)	Female (%)	Overall (%)	Male (%)	Female (%)
Tobacco advertising						
Adults who noticed tobacco advertisement in print (newspaper, magazine)	64.5	53.5	55.5	54.7	54.4	55.0
Adults who noticed tobacco advertisement on radio (television, radio)	25.9	25.2	26.3	26.3	26.5	26.1
Adults who noticed tobacco advertisement on oral board/wall/poster/public transport	25.1	33.5	20.5	31.4	25.8	37.0
Anti-tobacco information						
Adults who noticed anti-tobacco information on oral board/wall/poster	55.4	63.0	55.0	72.0	53.9	70.0
Tobacco users who noticed anti-tobacco information on oral board/wall/poster	23.1	35.0	14.0	68.0	65.3	62.5
Current tobacco users who thought it is difficult to see anti-tobacco warning label on the tobacco package <sup>4</sup>	31.5	39.7	18.4	30.4	23.4	37.4

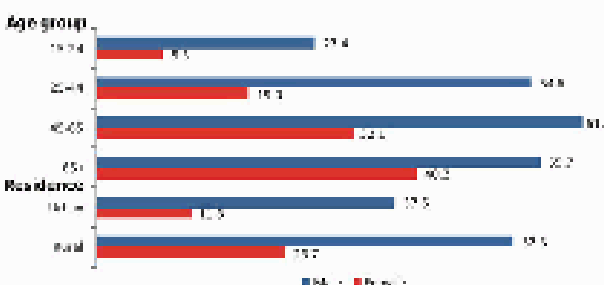
## KNOWLEDGE, ATTITUDES AND PERCEPTIONS

	Overall (%)	Male (%)	Female (%)	Overall (%)	Male (%)	Female (%)
Adults who believe smoking causes serious illness	80.2	81.5	80.5	86.0	80.7	81.2
Adults who believe passive second-hand smoke causes health problems in non-smokers	52.0	54.0	49.5	66.2	50.5	62.0
Adults who believe use of smokeless tobacco causes serious health risks	68.5	50.1	57.8	33.0	67.2	30.0

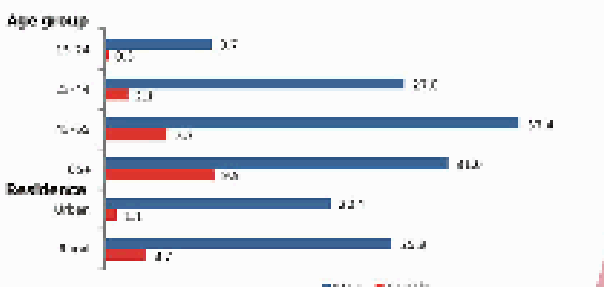
## Types of smoking and smokeless tobacco products use by gender (Percentage of adults age 15 and above)



## 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)



Includes manufactured cigarettes and national bid cigarettes. Excludes current smokers who have quit in the past 12 months. Includes current users of all tobacco products in the past 12 months. Includes all tobacco products used in the past 12 months. Among those who are currently cigarette smokers, the daily average number of cigarettes smoked per day is shown. Among those who are currently smokeless tobacco users, the daily average number of pieces of smokeless tobacco used per day is shown. Percentages reflect the proportion of each tobacco user group who are currently cigarette smokers, current bid smokers, or current users of smokeless tobacco.

Note: Current tobacco users (current cigarette smokers, current bid smokers, and current users of smokeless tobacco) are shown by age, residence, and gender. Data for former users of tobacco are not shown. Percentages reflect the proportion of each tobacco user group who are currently cigarette smokers, current bid smokers, or current users of smokeless tobacco.