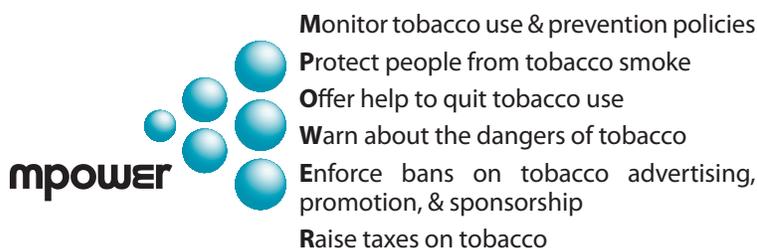


GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoked and smokeless products) and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Malaysia. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist 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. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Malaysia, GATS was conducted in 2011 as a household survey of persons 15 years of age and older by the Institute for Public Health (IPH), in collaboration with the Disease Control and Health Education Divisions, Ministry of Health Malaysia; Department of Statistics Malaysia; University of Malaya and International Islamic University. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5112 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically using handheld devices. There were a total of 4250 completed individual interviews with an overall response rate of 85.3%.

GATS Highlights

TOBACCO USE

- 43.9% of men, 1.0% of women, and 23.1% overall (4.7 million adults) currently smoked tobacco.
- 39.9% of men, 0.7% of women, and 20.9% overall (4.3 million adults) currently smoked tobacco on a daily basis.
- Among those who have ever smoked on a daily basis, only 9.5% have quit smoking.

CESSATION

- 14.3% of current smokers planned to or were thinking about quitting within the next 12 months.
- 52.6% of smokers who visited a health care provider in the past 12 months were advised to quit.

SECONDHAND SMOKE

- 4 in 10 adults who worked indoors (2.3 million adults) were exposed to tobacco smoke at the workplace.
- 4 in 10 adults (7.6 million adults) were exposed to tobacco smoke at home.
- 7 in 10 adults (8.6 million adults) who visited restaurants were exposed to tobacco smoke.

ECONOMICS

- On average, a current cigarette smoker spent 178.80 Malaysian Ringgit per month on manufactured cigarettes.
- 7 in 10 adults favor increasing taxes on tobacco products.

MEDIA

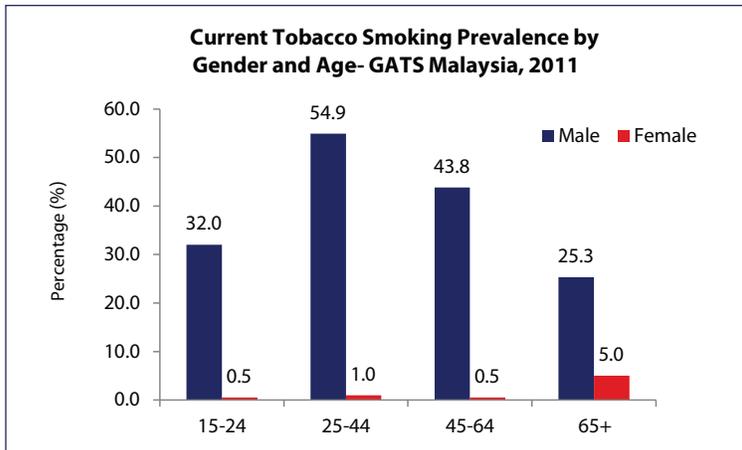
- 87.1% of adults noticed anti-cigarette smoking information on the television or radio.
- 21.7% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 30.8% of adults noticed any cigarette advertising or promotions (other than in stores).

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.2% of adults believed smoking causes serious illness.
- 85.8% of adults believed breathing other peoples' smoke causes serious illness in nonsmokers.
- 83.5% of adults believed that smoking should be prohibited indoors at restaurants.

TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	43.9	1.0	23.1
Daily tobacco smokers	39.9	0.7	20.9
Occasional tobacco smokers	4.1	0.4	2.3
Current cigarette smokers ¹	43.6	1.0	22.9
Daily cigarette smokers ¹	39.4	0.7	20.6
Occasional cigarette smokers ¹	4.2	0.3	2.3
Former daily tobacco smokers ² (among all adults)	4.4	0.1	2.3
Former daily tobacco smokers ² (among ever daily smokers)	9.4	10.0	9.5
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	0.9	0.6	0.7



CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months ³	48.7	45.7	48.6
Current smokers who planned to or were thinking about quitting within the next 12 months	14.3	14.3	14.3
Smokers advised to quit by a health care provider in past 12 months ^{3,4}	52.2	–	52.6

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{5,†}	46.2	30.1	39.8
Adults exposed to tobacco smoke at home at least monthly	43.3	33.3	38.4
Adults exposed to tobacco smoke inside restaurants ⁶	73.1	68.4	71.0

ECONOMICS

	MEN (%)	WOMEN (%)	OVERALL (%)
Average amount spent on 20 manufactured cigarettes			10.1
			Malaysian Ringgit
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2011 ⁷			3.5
Adults who favor increasing taxes on tobacco products	59.8	82.0	70.6

MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{8,†}	27.6	19.9	21.7
Adults who noticed any cigarette advertisements or promotions (other than in stores) [†]	35.7	29.3	30.8
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	45.7	51.7	45.8
Adults who noticed anti-cigarette smoking information on the television or radio [†]	87.7	86.9	87.1

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	88.1	93.5	92.2
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	79.8	87.7	85.8
Adults who believed that smoking should be prohibited indoors at restaurants	72.7	86.7	83.5

¹ Includes manufactured, hand-rolled, and kretek cigarettes. ² Current non-smokers. ³ Includes current smokers and those who quit in the past 12 months. ⁴ Among those who visited a health care provider in past 12 months. ⁵ Among those who work outside of the home who usually work indoors, or both indoors and outdoors. ⁶ Among those who visited restaurants in the past 30 days. ⁷ GDP Per Capita: 28866. Source: IMF World Economic Outlook Database, September 2011. (Last accessed 1 February 2012). ⁸ Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. [†] During the past 30 days. – Estimate suppressed because it was based on less than 25 un-weighted cases.

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

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