


GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard protocol 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 Thailand. 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 six evidence-based demand reduction measures contained in the WHO FCTC:



mpower

- Monitor** tobacco use & prevention policies
- Protect** people from tobacco smoke
- Offer** help to quit tobacco use
- Warn** about the dangers of tobacco
- Enforce** bans on tobacco advertising, promotion, & sponsorship
- Raise** taxes on tobacco

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 Thailand, GATS was first conducted in 2009 and repeated in 2011 as a household survey of persons 15 years of age and older by the Department of Disease Control, Ministry of Public Health, National Statistical Office and Mahidol University. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 21,488 households were sampled and one individual was randomly selected from each participating household. Data was collected electronically by using handheld devices. There were a total of 20,606 completed individual interviews with an overall response rate of 96.3%.

GATS Highlights

TOBACCO USE

- 46.6% of men, 2.6% of women, and 24.0% overall (13.0 million adults) currently smoked tobacco.
- Among men, 30.1% currently smoked manufactured cigarettes and 28.1% currently smoked hand-rolled cigarettes.
- Among women, 1.1% currently smoked manufactured cigarettes and 1.4% currently smoked hand-rolled cigarettes.
- 47.2% of men, 7.6% of women, and 26.9% overall (14.6 million adults) currently used tobacco (smoked and/or smokeless).

CESSATION

- 54.0% of current smokers planned to or were thinking about quitting.
- 36.7% of smokers made a quit attempt in the past 12 months.
- 55.8% of smokers and 16.3% of smokeless tobacco users were advised to quit by a health care provider.

SECONDHAND SMOKE

- 30.5% of adults who worked indoors (4.2 million) were exposed to tobacco smoke at the workplace.
- 36.0% of adults (19.5 million) were exposed to tobacco smoke at home at least monthly.

ECONOMICS

- 9.7% of monthly personal income was spent on manufactured cigarettes and 0.6% was spent on shredded tobacco used for hand-rolled cigarettes and smokeless tobacco.
- 88.3% of current manufactured cigarette smokers aged 15–17 years last purchased manufactured cigarettes in sticks.
- 10.0% of current manufactured cigarette smokers purchased the new inexpensive brand (30 Baht/pack) introduced by Thailand Tobacco Monopoly (TTM) after the 2009 tobacco tax increase.

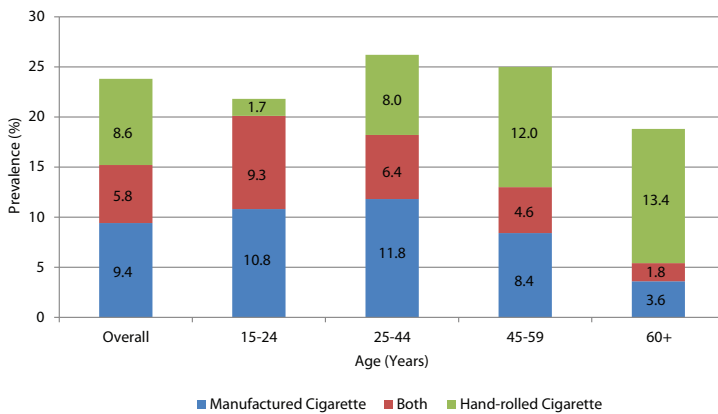
MEDIA

- 25.7% of adults noticed any cigarette marketing in the past 30 days.
- 18.2% of adults noticed cigarette advertising in stores where cigarettes were sold in the past 30 days.
- 62.6% of current smokers thought about quitting because of color pictorial health warnings on cigarette packages.
- 49.5% of current hand-rolled cigarette smokers and smokeless tobacco users thought about quitting because of black and white pictorial health warnings on shredded tobacco packets.

TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	46.6	2.6	24.0
Current manufactured cigarette smokers	30.1	1.1	15.2
Current hand-rolled cigarette smokers	28.1	1.4	14.4
Former daily tobacco smokers ¹ (among ever daily smokers)	26.8	33.8	27.2
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	1.1	5.2	3.2
Former daily smokeless tobacco users ² (among ever daily users)	37.3	11.9	16.3
TOBACCO USERS (smoked and/or smokeless)			
Current tobacco users	47.2	7.6	26.9

Current smoking prevalence by age group and type of cigarette smoked, GATS Thailand, 2011



CESSATION

	URBAN (%)	RURAL (%)	OVERALL (%)
Current smokers who planned to or were thinking about quitting	58.8	52.0	54.0
Smokers who made a quit attempt in past 12 months ³	41.3	34.7	36.7
Smokers advised to quit by a health care provider in past 12 months ^{3,4}	56.6	55.5	55.8
Current smokeless tobacco users who planned to or were thinking about quitting	27.3	21.5	22.2
Smokeless tobacco users who made a quit attempt in past 12 months ⁵	19.9	15.8	16.4
Smokeless tobacco users advised to quit by a health care provider in past 12 months ^{4,5}	13.5	16.8	16.3

SECONDHAND SMOKE

	URBAN (%)	RURAL (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{6,†}	25.4	35.2	30.5
Adults exposed to tobacco smoke at home at least monthly	25.9	41.4	36.0
Adults exposed to tobacco smoke at markets [†]	68.5	69.0	68.8

ECONOMICS

	BAHT
Median amount spent on 20 manufactured cigarettes	58.0
Median monthly expenditure on manufactured cigarettes	586
Median monthly expenditure on shredded tobacco used for hand-rolled cigarettes and smokeless tobacco.	37.5
OVERALL (%)	
Current manufactured cigarette smokers who bought the inexpensive brands* (30-45 Baht /pack) produced by Thailand Tobacco Monopoly (TTM)	35.3
Median price paid on 2,000 manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) ⁷	3.6

MEDIA

TOBACCO INDUSTRY ADVERTISING	AGE 15-24 YRS (%)	AGE 25+ YRS (%)	OVERALL (%)
Adults who have noticed any cigarette marketing ^{8,†}	34.2	23.7	25.7
Adults who noticed any cigarette marketing in stores where cigarettes were sold ^{9,†}	25.6	17.8	19.3
Adults who noticed any cigarette advertising in stores where cigarettes were sold [†]	24.5	16.8	18.2
COUNTER ADVERTISING			
	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of color PHWs on cigarette packages ^{10,†}	62.9	59.0	62.6
Current hand-rolled cigarette smokers and smokeless users who thought about quitting because of black and white PHWs on shredded tobacco packages ^{10,†}	53.4	32.9	49.5
URBAN (%) RURAL (%) OVERALL (%)			
Adults who noticed anti-cigarette smoking information on television [†]	71.3	66.3	68.1

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	URBAN (%)	RURAL (%)	OVERALL (%)
Adults who believed smoking causes serious illness	97.2	96.8	97.0
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	95.7	93.4	94.2
Adults who thought hand-rolled cigarettes are less harmful than manufactured cigarettes	27.7	37.9	34.3

TOP THREE EFFECTIVE PICTORIAL HEALTH WARNINGS¹¹



¹Current non-tobacco smokers. ²Current non-users of smokeless tobacco. ³Includes current smokers and those who quit in past 12 months. ⁴Among those who visited a health care provider in past 12 months. ⁵Include current smokeless users and those who quit in past 12 months. ⁶Among those who worked outside home and who usually work indoors or both indoors and outdoors. ⁷Per capita GDP (2011) 162,934 Baht. Available from: <http://knoema.com/tbocwag/gdp-statistics-by-country#Thailand>. ⁸Includes notices ads in store where cigarettes are sold, at sport/ music/ theater/ art/fashion/ sponsorship, CSR, clothing/item with brand name or logo, etc. ⁹Includes 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. ¹⁰Pictorial health warnings. ¹¹Out of 10 pictorial health warnings. [†]During the past 30 days. ^{*}Among the top five most popular brands.

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