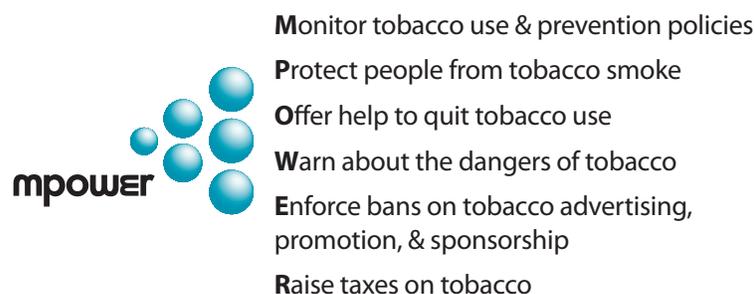


GATS Objectives

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 nationally representative survey, using a consistent and standard protocol across countries including Indonesia. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to implement the World Health Organization (WHO) MPOWER policy package:



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 Indonesia, GATS was conducted in 2011 as a household survey of persons 15 years of age and older by the Badan Pusat Statistik (BPS-Statistics Indonesia) and the National Institute for Health Research and Development (NIHRD), under the coordination of the Ministry of Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data.

A total of 8,994 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 8305 completed individual interviews with an overall response rate of 94.3%.

GATS Highlights

TOBACCO USE

- 67.4% of men, 4.5% of women, and 36.1% overall (61.4 million adults) currently used tobacco in smoking and/or smokeless form.
- 67.0% of men, 2.7% of women, and 34.8% overall (59.9 million adults) currently smoked tobacco.
- 60.9% of men, 2.3% of women, and 31.5% overall (54.3 million adults) currently smoked Kretek cigarettes.
- 1.5% of men, 2.0% of women, and 1.7% overall (2.9 million adults) currently used smokeless tobacco.

CESSATION

- 5 in 10 current smokers planned to or were thinking about quitting.

SECONDHAND SMOKE

- 51.3% of adults who works indoors (14.6 million adults) were exposed to tobacco smoke at the workplace.
- 78.4% of adults (133.3 million adults) were exposed to tobacco smoke at home.
- 85.4% of adults (44.0 million adults) who visited restaurants were exposed to tobacco smoke.

ECONOMICS

- Average amount spent on 20 Kretek cigarettes was Rp12,719.

MEDIA

- 4 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 5 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- 8 in 10 adults noticed cigarette advertisements, promotions (other than in stores), or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 86.0% of adults believed smoking causes serious illness.

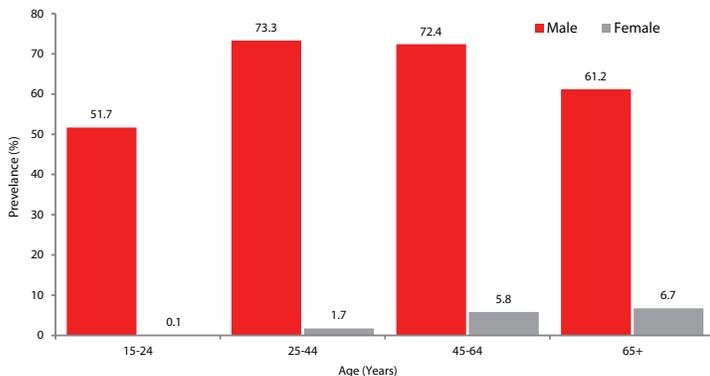
TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	67.0	2.7	34.8
<i>Daily tobacco smokers</i>	56.7	1.8	29.2
Current white cigarette smokers	4.3	0.1	2.2
<i>Daily white cigarette smokers</i>	3.1	0.1	1.6
Current hand-rolled cigarette smokers	9.0	0.5	4.7
<i>Daily hand-rolled cigarette smokers</i>	7.2	0.4	3.8
Current kretek cigarette smokers	60.9	2.3	31.5
<i>Daily kretek cigarette smokers</i>	50.3	1.5	25.9
Former daily tobacco smokers ¹ (among all adults)	6.0	0.6	3.3
Former daily tobacco smokers ¹ (among ever daily smokers)	9.0	23.2	9.5
SMOKELESS TOBACCO USERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokeless tobacco users	1.5	2.0	1.7
<i>Daily smokeless tobacco users</i>	1.1	1.3	1.2
TOBACCO USERS (smoked and/or smokeless)	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco users	67.4	4.5	36.1

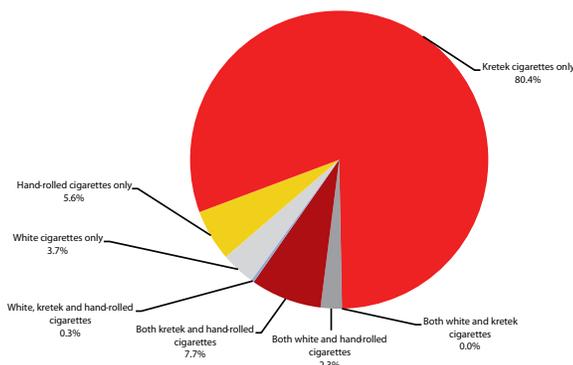
CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months ²	29.8	44.6	30.4
Current smokers who planned to or were thinking about quitting	48.9	45.8	48.8
Smokers advised to quit by a health care provider in past 12 months ^{2,3}	35.7	13.0	34.6

Current Tobacco Smokers By Age and Gender, GATS Indonesia, 2011



Type of Product Smoked Among Current Cigarette Smokers, GATS Indonesia, 2011



SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{4,†}	58.0	41.4	51.3
Adults exposed to tobacco smoke at home at least monthly	81.4	75.4	78.4
Adults exposed to tobacco smoke in restaurants ⁵	90.8	76.1	85.4

ECONOMICS

Average amount spent on 20 kretek cigarettes (Rp) ^{6,†}	12,718.9
Cost of 100 packs of kretek cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2011] ⁷	4.2

MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{8,†}	55.5	43.4	47.6
Adults who noticed any cigarette advertisements/promotions (other than in stores), or sporting event sponsorship [†]	88.1	79.5	82.5
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	27.5	17.0	27.1
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	40.3	41.3	40.9

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	81.3	88.5	86.0
Adults who believed smoking causes:			
Stroke	40.0	48.4	45.5
Heart attack	78.3	83.1	81.5
Lung cancer	81.0	86.7	84.7
Chronic Obstructive Pulmonary Disease (COPD)	32.7	37.8	36.0
Premature birth	42.1	53.4	49.5
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	67.8	76.8	73.7
	CURRENT USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who believed smokeless tobacco use causes serious illness	24.5	23.9	23.9

¹ Current non-smokers. ² Includes current smokers and those who quit in the past 12 months. ³ Among those who visited a health care provider in past 12 months. ⁴ Among those who work outside of the home and who usually work indoors, or both indoors and outdoors. ⁵ Among those who visited restaurants in the past 30 days. ⁶ Among current kretek cigarette smokers. ⁷ Per capita GDP estimated for 2011 from the International Monetary Fund (IMF) website (accessed February 1, 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. [†] Indonesian Rupiah.

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.

Financial support is provided by the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance is provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. Program support is provided by the CDC Foundation.