




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 Sri Lanka. 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 developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC that include:



- 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

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 Sri Lanka, GATS was conducted between December 2019 and July 2020† as a household survey of persons 15 years of age and older by the Department of Census and Statistics, in collaboration with the National Authority on Tobacco and Alcohol and Ministry of Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 7,172 households were sampled from 598 primary sampling units equally allocated for urban and rural sectors, and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically using handheld devices in face-to-face interviews. There were a total of 6,770 completed individual interviews with an overall response rate of 96.9%.

Highlights

TOBACCO USE

- 19.4% overall (3.2 million adults), 36.2% of men, and 4.9% of women currently used tobacco.
- 9.1% overall (1.5 million adults), 19.7% of men, and <0.1% of women currently smoked tobacco.
- 13.4% overall (2.2 million adults), 23.4% of men, and 4.9% of women currently used smokeless tobacco.

CESSATION

- 51.6% of current smokers planned to or were thinking about quitting smoking.
- 47.0% of smokers who visited a healthcare provider in the past 12 months were advised to quit smoking.
- 30.6% of smokeless tobacco users who visited a healthcare provider in the past 12 months were advised to quit.

SECONDHAND SMOKE

- 16.7% of adults who worked indoors (0.8 million adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 8.4% of adults (1.4 million adults) were exposed to tobacco smoke inside their homes.
- 25.2% of adults (1.1 million adults) were exposed to tobacco smoke when visiting restaurants.

ECONOMICS

- The average (mean) amount spent on 20 manufactured cigarettes was 1237.8 Sri Lankan rupee.
- The average (mean) monthly expenditure on manufactured cigarettes was 5,454.3 Sri Lankan rupee.
- The average (mean) amount spent on 20 bidis was 142.7 Sri Lankan rupee.
- The average (mean) expenditure on smokeless tobacco at the last purchase was 100.5 Sri Lankan rupee.

MEDIA

- 70.7% of adults noticed anti-cigarette smoking information on the television or radio.
- 20.4 % of adults noticed marketing of any tobacco products advertising or promotions in movies.
- 26.2% of adults noticed any tobacco products advertisements, promotions, or sporting event sponsorship.
- 48.9% of current smokers thought about quitting because of a warning label.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.6% of adults believed smoking causes serious illness.
- 94.9% of adults believed breathing other peoples' smoke causes serious illness in non-smokers.

TOBACCO USE

| TOBACCO USE (smoked and/or smokeless) | OVERALL (%) | MEN (%) | WOMEN (%) |
|---------------------------------------|-------------|---------|-----------|
| Current tobacco users | 19.4 | 36.2 | 4.9 |

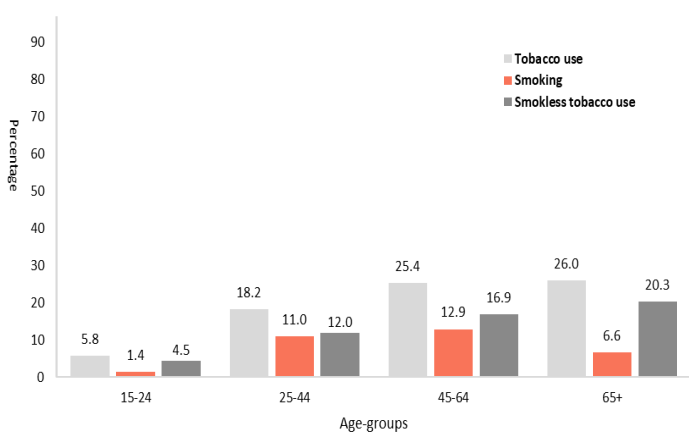
TOBACCO SMOKING

| | | | |
|---|------|------|------|
| Current tobacco smokers | 9.1 | 19.7 | <0.1 |
| Daily tobacco smokers | 6.4 | 13.9 | <0.1 |
| Current cigarette smokers ¹ | 6.2 | 13.4 | <0.1 |
| Daily cigarette smokers ¹ | 3.7 | 8.1 | <0.1 |
| Current bidi smokers | 4.9 | 10.5 | <0.1 |
| Daily bidi smokers | 3.7 | 7.9 | <0.1 |
| Former daily tobacco smokers ² (among all adults) | 4.0 | 8.6 | 0.1 |
| Former daily tobacco smokers ^{2,3} (among ever daily smokers) | 34.6 | 34.4 | - |

SMOKELESS TOBACCO USE

| | | | |
|---|------|------|------|
| Current smokeless tobacco users | 13.4 | 23.4 | 4.9 |
| Daily smokeless tobacco users | 10.5 | 17.8 | 4.2 |
| Former daily smokeless tobacco users ⁴ (among all adults) | 1.3 | 2.0 | 0.6 |
| Former daily smokeless tobacco users ^{4,5} (among ever daily users) | 10.3 | 9.5 | 13.0 |

Current Tobacco (Smoking/Smokeless) Use Prevalence by Age Groups, GATS Sri Lanka, 2020



CESSATION

| | OVERALL (%) | MEN (%) | WOMEN (%) |
|--|-------------|---------|-----------|
| Smokers who made a quit attempt in past 12 months ⁶ | 34.6 | 34.5 | - |
| Current smokers who planned to or were thinking about quitting ⁷ | 51.6 | 51.6 | - |
| Smokers advised to quit by a health care provider in past 12 months ^{6,8} | 47.0 | 47.0 | - |
| Smokeless users who made a quit attempt in past 12 months ⁹ | 23.6 | 23.3 | 24.9 |
| Current smokeless users who planned to or were thinking about quitting ⁷ | 39.2 | 40.3 | 35.0 |
| Smokeless users advised to quit by a health care provider in past 12 months ^{9,9} | 30.6 | 24.6 | 51.0 |

SECONDHAND SMOKE

| | OVERALL (%) | MEN (%) | WOMEN (%) |
|--|-------------|---------|-----------|
| Adults exposed to tobacco smoke at the workplace ^{10,§} | 16.7 | 24.3 | 6.1 |
| Adults exposed to tobacco smoke at home at least monthly | 8.4 | 9.8 | 7.2 |
| Adults who visited and were exposed to tobacco smoke inside: ^{11,§} | | | |
| Government buildings or offices | 2.8 | 3.2 | 2.4 |
| Healthcare facilities | 1.9 | 2.3 | 1.6 |
| Restaurants | 25.2 | 30.2 | 16.0 |
| Public transportation | 3.2 | 4.2 | 2.3 |
| Cafes, coffee shops, or tea houses | 32.6 | 39.3 | 18.3 |

ECONOMICS

| | |
|---|--------|
| Average (mean) amount spent on 20 manufactured cigarettes Sri Lankan rupee | 1237.8 |
| Average (mean) monthly expenditure on manufactured cigarettes Sri Lankan rupee | 5454.3 |
| Mean cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2020] ¹² | 18.1% |
| Average (mean) amount spent on 20 bidis Sri Lankan rupee | 142.7 |
| Average (mean) monthly expenditure on bidis Sri Lankan rupee | 1368.7 |
| Mean cost of 100 bundles/packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2020] ¹² | 2.1% |
| The average (mean) expenditure on smokeless tobacco at the last purchase Sri Lankan rupee | 100.5 |

MEDIA

| ANTI-TOBACCO WARNINGS | OVERALL (%) | CURRENT SMOKERS (%) | NON-SMOKERS (%) |
|---|-------------|---------------------------|-----------------|
| Adults who noticed anti-cigarette smoking information on the television or radio [§] | 70.7 | 67.1 | 71.1 |
| Current smokers who thought about quitting because of a warning label [§] | 48.9 | 48.8 | - |
| Adults who noticed anti-smokeless tobacco information on the television or radio [§] | 34.1 | 34.3 | 34.0 |
| Current smokeless tobacco users who thought about quitting because of a warning label [§] | 5.0 | 4.5 | 7.0 |
| TOBACCO INDUSTRY ADVERTISING | OVERALL (%) | CURRENT TOBACCO USERS (%) | NON-USERS (%) |
| Adults who noticed tobacco products advertising or promotions in stores where tobacco products are sold ^{13,§} | 4.8 | 5.4 | 4.6 |
| Adults who noticed any tobacco products advertisements, promotions, or sporting event sponsorship [§] | 26.2 | 26.1 | 26.2 |
| Adults noticed marketing of any tobacco products advertising or promotions in movies. [§] | 20.4 | 19.2 | 20.7 |

KNOWLEDGE, ATTITUDES & PERCEPTIONS

| | OVERALL (%) | CURRENT SMOKERS (%) | NON-SMOKERS (%) |
|---|-------------|---------------------|-----------------|
| Adults who believed smoking causes serious illness | 92.6 | 93.5 | 92.5 |
| Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers | 94.9 | 96.0 | 94.8 |
| Adults who believed smokeless tobacco use causes serious illness | 96.4 | 94.1 | 96.8 |

¹ Includes manufactured cigarettes. ² Current non-smokers. ³ Quit ratio for daily smoking. ⁴ Current non-users. ⁵ Quit ratio for daily smokeless use. ⁶ Includes current smokers and former smokers who quit in the past 12 months. ⁷ Planning or thinking about quitting within the next month, 12 months, or someday. ⁸ Among those who visited a health care provider in past 12 months. ⁹ Includes current smokeless users and those who quit in past 12 months. ¹⁰ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ¹¹ Among those who visited the place in the past 30 days. ¹² Estimated Sri Lanka 2020 per capita GDP = 684,052.55 Sri Lankan rupee provided by the International-Monetary Fund (IMF) economic database (version October 2020). ¹³ Includes those who noticed any advertisements or signs promoting tobacco products in stores where tobacco products are sold; tobacco products at sale prices, or free gifts or discount offers on other products when buying tobacco products. [§] During the past 30 days.

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.

†The whole data collection under normal situation may take 21-30 days, but due to two breaks (stoppages), the process took 7 months and 25 days. The stoppages were partly due to changes in the government with the appointment of the new president and the corresponding change in ministries, and the COVID-19 lockdowns and social distancing measures.

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