

GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoked, smokeless, and heated tobacco 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 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

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoked, smokeless, and heated tobacco products), electronic cigarette use, cessation, secondhand smoke, economics, media, and knowledge, attitudes, and perceptions towards tobacco use. In Malaysia, GATS was conducted in 2023 as a household survey of persons 15 years of age or older by the Institute for Public Health in collaboration with the Disease Control Division, Ministry of Health Malaysia. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5,780 households were sampled, and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 4,269 completed individual interviews with an overall response rate of 81.5%.

GATS Highlights

TOBACCO AND ELECTRONIC CIGARETTE USE

- 19.5% overall (4.8 million adults), 36.2% of men, and 1.8% of women currently used tobacco (smoked, smokeless, and heated tobacco products).
- 19.0% overall (4.8 million adults), 35.7% of men, and 1.5% of women currently smoked tobacco.
- 0.9% overall (0.2 million adults), 1.1% of men, and 0.7% of women currently used smokeless tobacco.
- 5.8% overall (1.4 million adults), 10.5% of men, and 0.8% of women currently used electronic cigarettes.

CESSATION

- 59.7% of adults who currently smoked planned to or were thinking about quitting smoking.
- 66.6% of adults who smoked who visited a healthcare provider in the past 12 months were advised to quit smoking.

SECONDHAND SMOKE

- 21.0% of adults who worked indoors (1.8 million adults) were exposed to tobacco smoke at their workplace.
- 19.4% of adults (4.8 million adults) were exposed to tobacco smoke inside their homes.
- 77.6% of adults (8.8 million adults) were exposed to tobacco smoke when visiting restaurants.

ECONOMICS

- The average (mean) amount spent on 20 manufactured cigarettes was 10.8 Malaysian ringgit.
- The average (mean) monthly expenditure on manufactured cigarettes was 177.7 Malaysian ringgit.

MEDIA

- 54.0% of adults noticed anti-cigarette smoking information on the television or radio.
- 59.3% of adults noticed anti-cigarette smoking information on the internet.
- 8.3% of adults noticed cigarette advertising or promotions on the internet.
- 8.8% of adults noticed any in-store advertising or promotion of cigarettes.
- 18.3% of adults noticed any cigarette advertisements, promotions, or public event sponsorship.

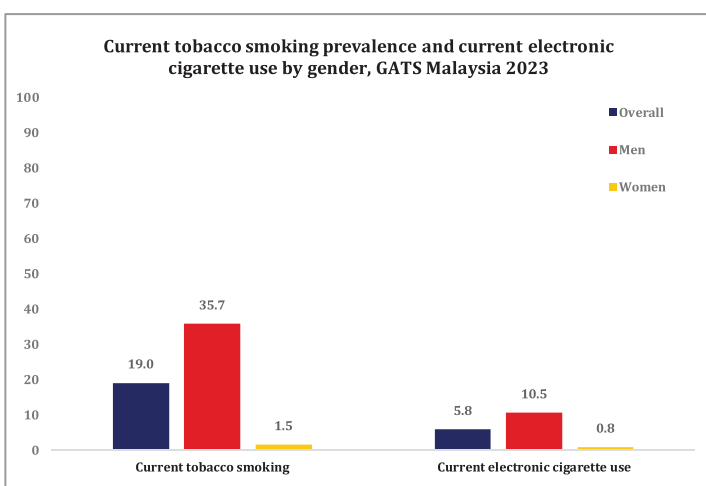
KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 86.6% of adults believed smoking causes serious illness.
- 85.9% of adults believed breathing other peoples' smoke causes serious illness in non-smokers.



TOBACCO USE

TOBACCO USE (smoked, smokeless, and heated tobacco products)	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users	19.5	36.2	1.8
TOBACCO SMOKING			
Current tobacco smokers	19.0	35.7	1.5
Daily tobacco smokers	14.6	27.2	1.4
Current cigarette smokers ¹	16.8	31.9	0.9
Daily cigarette smokers ¹	11.9	22.5	0.8
Former daily tobacco smokers ² (among all adults)	1.6	3.1	0.1
Former daily tobacco smokers ^{2,3} (among ever daily smokers)	8.4	8.6	-
SMOKELESS TOBACCO USE			
Current smokeless tobacco users	0.9	1.1	0.7
Daily smokeless tobacco users	0.6	0.6	0.6
SMOKED TOBACCO AND ELECTRONIC CIGARETTE USE			
Current tobacco smokers or current electronic cigarette users ⁴	21.0	38.8	2.2
Current tobacco smokers and current electronic cigarette users (Concurrent Use) ⁵	3.9	7.4	0.2



ELECTRONIC CIGARETTE USE

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever used electronic cigarettes	8.9	15.7	1.6
Current user of electronic cigarettes	5.8	10.5	0.8

CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months ⁶	49.3	49.5	46.0
Current smokers who planned to or were thinking about quitting ⁷	59.7	59.2	77.9
Smokers advised to quit by a health care provider in past 12 months ^{6,8}	66.6	66.8	-

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{9,8}	21.0	25.8	15.1
Adults exposed to tobacco smoke at home at least monthly	19.4	23.6	15.0
Adults exposed to tobacco smoke inside:^{10,8}			
Government buildings or offices	29.2	33.3	24.2
Healthcare facilities	18.6	19.6	17.7
Restaurants	77.6	76.7	78.7
Public transportation	19.0	22.9	15.6

ECONOMICS

Average (mean) amount spent on 20 manufactured cigarettes (Malaysian ringgit)	10.8
Average (mean) monthly expenditure on manufactured cigarettes (Malaysian ringgit)	177.7
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2023] ¹¹	1.9

MEDIA

ANTI-TOBACCO WARNINGS	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed anti-cigarette smoking information on the television or radio ⁸	54.0	55.0	53.8
Adults who noticed anti-cigarette smoking information on the internet	59.3	59.1	59.4
TOBACCO INDUSTRY ADVERTISING			
Adults who noticed any in-store advertising or promotion of cigarettes ^{12,8}	8.8	10.5	8.3
Adults who noticed cigarette advertising or promotions on the internet	8.3	8.1	8.3
Adults who noticed any cigarette advertisements, promotions, or public event sponsorship ⁸	18.3	23.5	17.1

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	86.6	81.2	87.9
Adults who believed breathing other peoples' smoke causes serious illness in non-smokers	85.9	84.0	86.4
Adults who believed increasing no smoking zones could reduce number of smokers	85.9	76.9	87.9

¹ Includes manufactured, kretek, and hand-rolled cigarettes. ² Current non-smokers. ³ Quit ratio for daily smoking. ⁴ Adults who currently used tobacco or electronic cigarettes or any other vaping device. ⁵ Adults who currently smoked tobacco and currently used electronic cigarette or any other vaping device. 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 Among those who work outside of the home who usually work indoors or both indoors and outdoors. ¹⁰ Among those who visited the place in the past 30 days. ¹¹ Estimated Malaysia 2023 per capita GDP = 57579.819 (Malaysian ringgit), provided by the International Monetary Fund, World Economic Outlook database April 2023 edition. ¹² Includes those who noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold; cigarettes at sale prices; or free gifts or discount offers on other products when buying cigarettes. ⁸ During the past 30 days.

NOTE: Current use refers to daily and less than daily use. Adults refer to persons aged 15 years or 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.

Funding is provided by the National Institutes of Health, Ministry of Health, Malaysia, and the *Bloomberg Initiative to Reduce Tobacco Use* through the CDC Foundation with a grant from Bloomberg Philanthropies.

The findings and conclusions in this fact sheet are those of the author(s) and do not necessarily represent the official position of the CDC.