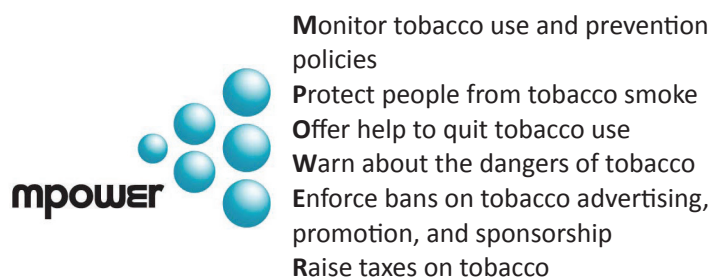


## GATS Objectives

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 Nigeria. 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 Nigeria, GATS was first conducted in 2012 as a household survey of persons 15 years of age and older by the National Bureau of Statistics, under the coordination of the Federal Ministry of Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 11,107 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 9,765 completed individual interviews with an overall response rate of 89.1%.

## GATS Highlights

### TOBACCO USE

- 10.0% of men, 1.1% of women, and 5.6% overall (4.5 million adults) currently used tobacco products.
- 7.3% of men, 0.4% of women, and 3.9% overall (3.1 million adults) currently smoked tobacco.
- 2.9% of men, 0.9% of women, and 1.9% overall (1.6 million adults) currently used smokeless tobacco.

### CESSATION

- 7 in 10 current smokers planned to or were thinking about quitting.
- 6 in 10 male smokers who visited a health care provider in the past 12 months were advised to quit.

### SECONDHAND SMOKE

- 17.3% of adults who worked indoors (2.7 million adults) were exposed to tobacco smoke at the workplace.
- 6.6% of adults (5.2 million adults) were exposed to tobacco smoke at home.
- 29.3% of adults (6.4 million adults) were exposed to tobacco smoke when visiting restaurants.

### ECONOMICS

- The median monthly expenditure on manufactured cigarettes was 1202.5 Naira.

### MEDIA

- 4 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 2 in 10 adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.
- 3 in 10 current smokers who thought about quitting because of a warning label.

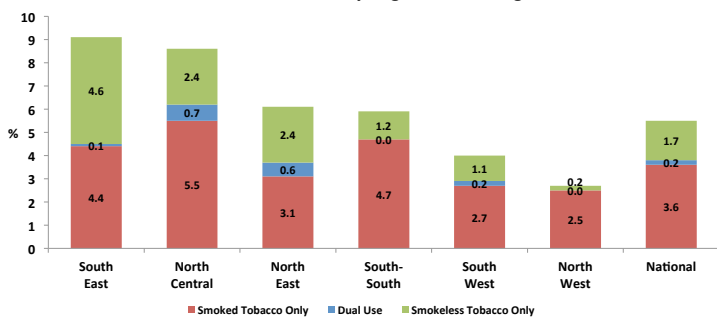
### KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 82.4% of adults believed smoking causes serious illness.
- 48.6% of adults did not believe smoking causes stroke.

### TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	7.3	0.4	3.9
Daily tobacco smokers	5.6	0.3	2.9
Current cigarette smokers <sup>1</sup>	7.2	0.3	3.7
Daily cigarette smokers <sup>1</sup>	5.3	0.2	2.8
Former daily tobacco smokers <sup>2</sup> (among all adults)	3.5	0.3	1.9
Former daily tobacco smokers <sup>2</sup> (among ever daily smokers)	35.2	53.8	36.2
<b>SMOKELESS TOBACCO USERS</b>			
Current smokeless tobacco users	2.9	0.9	1.9
Daily smokeless tobacco users	2.2	0.6	1.4
Former daily smokeless tobacco users <sup>3</sup> (among all adults)	1.1	0.2	0.6
Former daily smokeless tobacco users <sup>3</sup> (among ever daily users)	29.0	20.1	27.2
<b>TOBACCO USERS (SMOKED AND/OR SMOKELESS)</b>			
Current tobacco users	10.0	1.1	5.6

Prevalence of Tobacco Use by Region – GATS Nigeria, 2012



### CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months <sup>4</sup>	45.8	–	45.4
Current smokers who planned to or were thinking about quitting	68.2	–	66.3
Smokers advised to quit by a health care provider in past 12 months <sup>4,5</sup>	62.4	–	61.2

### SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace <sup>6,†</sup>	21.1	12.0	17.3
Adults exposed to tobacco smoke at home at least monthly	7.7	5.6	6.6
Adults exposed to tobacco smoke in the following public places: <sup>7,†</sup>			
Government buildings	18.2	13.9	16.7
Healthcare facilities	5.8	4.9	5.3
Restaurants	29.4	29.2	29.3
Public transportation	9.9	8.9	9.4

### ECONOMICS

Median amount spent on 20 manufactured cigarettes (one pack) [Naira]	187.7
Median monthly expenditure on manufactured cigarettes [Naira]	1202.5
Average cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2012] <sup>8</sup>	9.3

### MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>9,†</sup>	22.4	8.1	8.7
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship <sup>†</sup>	26.2	18.4	18.7
<b>COUNTER ADVERTISING</b>			
	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label <sup>†</sup>	27.1	–	26.7
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio <sup>†</sup>	40.7	35.8	36.0

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed the following:			
Smoking causes serious illness	71.9	82.8	82.4
Smoking causes stroke	32.6	52.2	51.4
Smoking causes heart attack	64.3	77.3	76.8
Smoking causes lung cancer	58.3	73.5	73.0
Smoking causes bladder cancer	30.2	45.0	44.5
Breathing other peoples' smoke causes serious illness in nonsmokers	58.9	75.1	74.5
	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who believed smokeless tobacco use causes serious illness	36.4	69.5	68.9

<sup>1</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup> Current non-smokers. <sup>3</sup> Current non-users. <sup>4</sup> Includes current smokers and those who quit in the past 12 months. <sup>5</sup> Among those who visited a health care provider in past 12 months. <sup>6</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>7</sup> Among those who visited these places in the past 30 days. <sup>8</sup> GDP Per Capita: 264,392, Source: <http://www.imf.org/> (accessed November 30, 2012). <sup>9</sup> 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. <sup>†</sup> 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. — Indicates estimate based on less than 25 un-weighted cases and has been suppressed.

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.