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:

- Monitor tobacco use and 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, and 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 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.
**TOPIC**

**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): 9.3

**MEDIA**

**Tobacco Industry Advertising**

<table>
<thead>
<tr>
<th>Current Smokers (%)</th>
<th>Non-Smokers (%)</th>
<th>Overall (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults who noticed cigarette marketing in stores where cigarettes are sold:</td>
<td>22.4</td>
<td>8.1</td>
</tr>
<tr>
<td>Adults who noticed any cigarette advertisements/promotions (other than in stores), or sporting event sponsorship:</td>
<td>26.2</td>
<td>18.4</td>
</tr>
</tbody>
</table>

**Counter Advertising**

<table>
<thead>
<tr>
<th>Current Smokers (%)</th>
<th>Non-Smokers (%)</th>
<th>Overall (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current smokers who thought about quitting because of a warning label:</td>
<td>27.1</td>
<td>–</td>
</tr>
</tbody>
</table>

**Knowledge, Attitudes & Perceptions**

<table>
<thead>
<tr>
<th>Current Smokers (%)</th>
<th>Non-Smokers (%)</th>
<th>Overall (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults who believed the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoking causes serious illness</td>
<td>71.9</td>
<td>82.8</td>
</tr>
<tr>
<td>Smoking causes stroke</td>
<td>32.6</td>
<td>52.2</td>
</tr>
<tr>
<td>Smoking causes heart attack</td>
<td>64.3</td>
<td>77.3</td>
</tr>
<tr>
<td>Smoking causes lung cancer</td>
<td>58.3</td>
<td>73.5</td>
</tr>
<tr>
<td>Smoking causes bladder cancer</td>
<td>30.2</td>
<td>45.0</td>
</tr>
<tr>
<td>Breathing other peoples’ smoke causes serious illness in non-smokers</td>
<td>58.9</td>
<td>75.1</td>
</tr>
</tbody>
</table>

**Cessation**

- Smokers who made a quit attempt in past 12 months: 45.8
- Current smokers who planned to or were thinking about quitting: 68.2
- Smokers advised to quit by a health care provider in past 12 months: 62.4

**Secondhand Smoke**

- Adults exposed to tobacco smoke at the workplace: 21.1
- Adults exposed to tobacco smoke at home: 7.7
- Adults exposed to tobacco smoke in the following public places: Government buildings: 18.2
- Healthcare facilities: 5.8
- Restaurants: 29.4
- Public transportation: 9.9

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1 Includes manufactured cigarettes and hand-rolled cigarettes. 2 Current non-smokers. 3 Current non-users. 4 Includes current smokers and those who quit in the past 12 months. 5 Among those who visited a health care provider in past 12 months. 6 Among those who work outside of the home who usually work indoors or both indoors and outdoors. 7 Includes those who visited these places in the past 30 days. 8 GDP Per Capita: 264.392. Source: [http://www.imf.org/](http://www.imf.org/) (accessed November 30, 2012). 9 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. 10 During the past 30 days. 11 Indicates estimate based on less than 25 un-weighted cases and has been suppressed.