



GATS Objectives

The Global Adult Tobacco Survey (GATS) is the 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 India. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist India to fulfill their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. The WHO has developed MPOWER, a technical assistance package of six evidence-based policies that include:



- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit tobacco use
- W**arn about the dangers of tobacco
- E**nforce bans on tobacco advertising, promotion, and sponsorship
- R**aise taxes on tobacco.

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In India, GATS was conducted in 2009-2010 as a household survey of persons 15 years of age and older by the International Institute for Population Sciences (IIPS), under the coordination of the Ministry of Health and Family Welfare (MoHFW).

A nationally representative probability sample was used to provide national and six regional estimates by residence (urban and rural) and gender, as well as state estimates by gender. Survey information was collected using handheld devices. This fact sheet represents the state of Nagaland in India. The estimates were based on 1,396 completed interviews of males and females in Nagaland with an overall response rate of 88.8%.

GATS Highlights

Tobacco Use

- Current tobacco use in any form: 56.8% of adults; 69.2% of males and 43.0% of females.
- Current tobacco smoking: 31.5% of adults; 48.7% of males and 12.4% of females.
 - Current cigarette smoking: 26.3% of adults; 41.9% of males and 9.2% of females.
 - Current bidi smoking: 11.8% of adults; 17.5% of males and 5.6% of females.
- Current users of smokeless tobacco: 45.3% of adults; 53.1% of males and 36.6% of females.
- Average age at daily initiation of tobacco use: 18.0 years in adults, 17.9 years in males, and 20.1 years in females.
- 44.8% of daily tobacco users consume tobacco within half an hour of waking up.

Cessation

- 34.9% of current smokers and 44.7% of users of smokeless tobacco planned to quit or thought about quitting.
- 81.8% of smokers and 51.0% of users of smokeless tobacco were advised to quit by a health care provider.

Second-hand Smoke

- 79.7% of adults were exposed to second-hand smoke at home.
- 32.0% of adults were exposed to second-hand smoke in public places.

Media

- Adults who noticed any advertisement or promotion: 19.9% for cigarettes, 8.3% for bidis, and 18.4% for smokeless tobacco.
- Current users of the following tobacco products who thought about quitting because of a warning label: 29.1% for cigarettes, 27.0% for bidis, and 22.3% for smokeless tobacco.

Knowledge, Attitudes & Perceptions

- 87.8% of adults believe smoking causes serious illness.
- 81.0% of adults believe exposure to tobacco smoke causes serious illness in non-smokers.
- 83.5% of adults believe smokeless tobacco use causes serious illness.





Tobacco Use

| TOBACCO SMOKERS | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Current tobacco smokers | 31.5 | 48.7 | 12.4 |
| Current cigarette smokers ¹ | 26.3 | 41.9 | 9.2 |
| Current bidi smokers | 11.8 | 17.5 | 5.6 |
| Daily tobacco smokers | 25.4 | 39.6 | 9.7 |
| Daily cigarette smokers ¹ | 20.8 | 33.2 | 7.0 |
| Daily bidi smokers | 10.5 | 15.9 | 4.6 |
| Former daily tobacco smokers ² (among ever daily smokers) | 6.3 | 6.3 | 6.2 |

SMOKELESS TOBACCO USERS

| | | | |
|--|------|------|------|
| Current users of smokeless tobacco | 45.3 | 53.1 | 36.6 |
| Daily users of smokeless tobacco | 31.6 | 39.1 | 23.4 |
| Former daily users of smokeless tobacco ³ (among ever daily users of smokeless tobacco) | 7.5 | 6.1 | 10.2 |

TOBACCO USERS

(SMOKED AND/OR SMOKELESS)

| | | | |
|--|------|------|------|
| Current tobacco users | 56.8 | 69.2 | 43.0 |
| Daily tobacco users | 44.2 | 56.9 | 30.2 |
| Former daily tobacco users ⁴ (among ever daily tobacco users) | 4.2 | 3.5 | 5.8 |

Cessation

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|--------|----------|
| Current smokers who plan to quit or are thinking about quitting | 34.9 | 40.3 | 10.9 |
| Smokers who made an attempt to quit ⁵ | 22.5 | 25.8 | 7.2 |
| Smokers advised to quit by a health care provider ^{5,6} | 81.8 | 81.8 | 81.7 |
| Current users of smokeless tobacco who plan to quit or are thinking about quitting | 44.7 | 43.3 | 47.1 |
| Users of smokeless tobacco who made an attempt to quit ⁷ | 18.7 | 20.7 | 15.5 |
| Users of smokeless tobacco advised to quit by a health care provider ^{5,7} | 51.0 | 51.0 | 51.1 |

Second-hand Smoke

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|-------------------------------------|------------|--------|----------|
| Adults exposed to tobacco smoke: | | | |
| At home ⁸ | 79.7 | 82.6 | 76.2 |
| At the workplace ^{9,*} | 64.6 | 64.6 | 64.7 |
| At any public place ^{10,*} | 32.0 | 38.7 | 24.4 |

Economics

| | |
|---|-------|
| Monthly expenditure on cigarettes by a current manufactured cigarette smoker (INR ¹¹) | 412.1 |
| Monthly expenditure on bidis by a current bidi smoker (NR ¹¹) | 69.4 |

Media

| TOBACCO INDUSTRY ADVERTISING | OVERALL(%) | MEN(%) | WOMEN(%) |
|---|------------|--------|----------|
| Adults who noticed any advertisement or promotion of the following tobacco products*: | | | |
| Cigarettes | 19.9 | 19.4 | 20.6 |
| Bidis | 8.3 | 7.5 | 9.2 |
| Smokeless tobacco | 18.4 | 21.5 | 14.8 |

COUNTER ADVERTISING

| | | | |
|---|------|------|------|
| Adults who noticed anti-tobacco information on radio or television* | 56.5 | 55.7 | 57.4 |
| Current users of the following tobacco products who thought about quitting because of a warning label*: | | | |
| Cigarettes | 29.1 | 33.2 | 8.9 |
| Bidis | 27.0 | 30.9 | 10.0 |
| Smokeless tobacco | 22.3 | 25.9 | 16.5 |

Knowledge, Attitudes and Perceptions

| | OVERALL(%) | MEN(%) | WOMEN(%) |
|--|------------|--------|----------|
| Adults who believe the following causes serious illness: | | | |
| Smoking tobacco | 87.8 | 88.4 | 87.1 |
| Use of smokeless tobacco | 83.5 | 86.9 | 79.8 |
| Exposure to second-hand smoke | 81.0 | 85.5 | 76.1 |

¹ Includes manufactured cigarettes and hand-rolled cigarettes.

² Current non-smokers.

³ Current non-users of smokeless tobacco.

⁴ Current non-users of tobacco.

⁵ Includes current smokers and those who quit in past 12 months.

⁶ Among those who visited a health care provider in past 12 months.

⁷ Includes current smokeless users and those who quit in past 12 months.

⁸ Adults reporting that smoking inside their home occurs daily, weekly or monthly.

⁹ Among those who work outside of the home who usually work indoors or both indoors and outdoors.

¹⁰ Adults exposed to tobacco smoking inside government buildings, healthcare facilities, restaurants, or public transportation during the past 30 days.

¹¹ Indian rupees.

*During the past 30 days.

NOTE: "Current use" refers to daily and less than daily use. "Adults" refers to persons age 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women age 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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