

# tepav

**The Economic Policy Research Foundation of Turkey**

## **TEPAV Survey Results on Tobacco Control Policies**

**September 14, 2023**

# Framework

- Overview of tobacco usage in Turkey
- How prevalence rates of smoking in Turkey has changed between 2012 and 2022 ?
  - Analysis by socio-demographic groups
- Are people willing to quit smoking ?
  - Addiction levels, and perceptions regarding ability to reduce or quit smoking
- Are people aware of the harms of smoking ?
- Unregistered use
- Future work

## Official statistics clearly indicate that there is not a decreasing trend in tobacco use in Turkey until 2022

Prevalence of daily tobacco smoking among adults in Turkey according to different data sources, %, 1988-2022

	Literature	GATS	STEPS	THS
1988	43.6*			
1993	33.6**			
2003	33.8**			
2008		27.4		
2010				25.4
2012		23.8 ↓		23.2 ↓
2014				27.3 ↑
2016		29.6 ↑		26.5 ↓
2017			29.2	
2019				28.0 ↑
2022***				28.3 ↑

Source: CDC, TurkStat, WHO, TEPAV compilations and calculations

**Note: After considering the advantages and disadvantages of existing data sources, it was decided to use GATS micro datasets for detailed analysis in this study.**

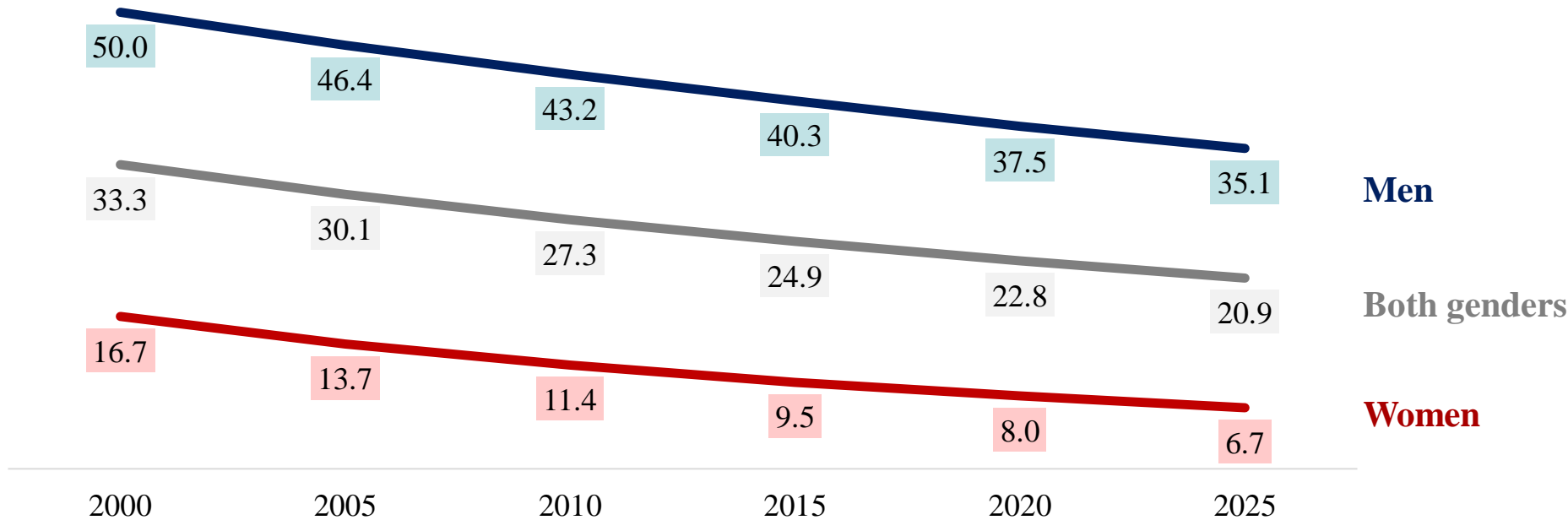
\*The quoted source does not specify whether the rate is for daily smokers or for daily and occasional smokers altogether.

\*\* In 1993 and 2003 the statistics are for adults older than 18 years old; in the rest of the years listed in the table the statistics are for adults older than 15 years old.

\*\*\*TurkStat Turkey Health Survey 2022 data was published on 01.06.2023, and while the TEPAV 2022 survey research was conducted, the most current data belonged to 2019.

The worldwide tobacco use rate declined from 33.3 percent to 22.8 percent between 2000 and 2020, whereas Turkey's prevalence remained at 28 percent.

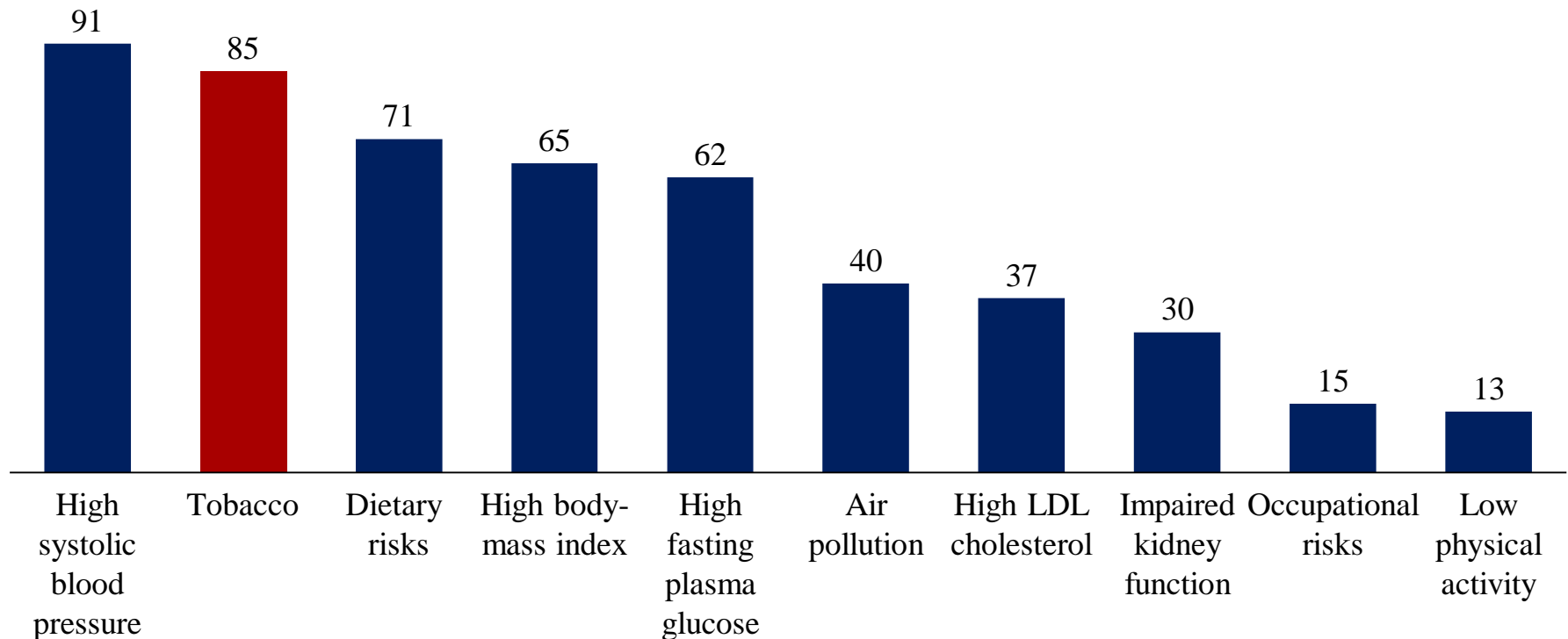
Global prevalence of tobacco use by gender, +15 population, age standardized, %, 2000-2025



## Turkey is the 16th country in the world with the highest death rate due to tobacco use

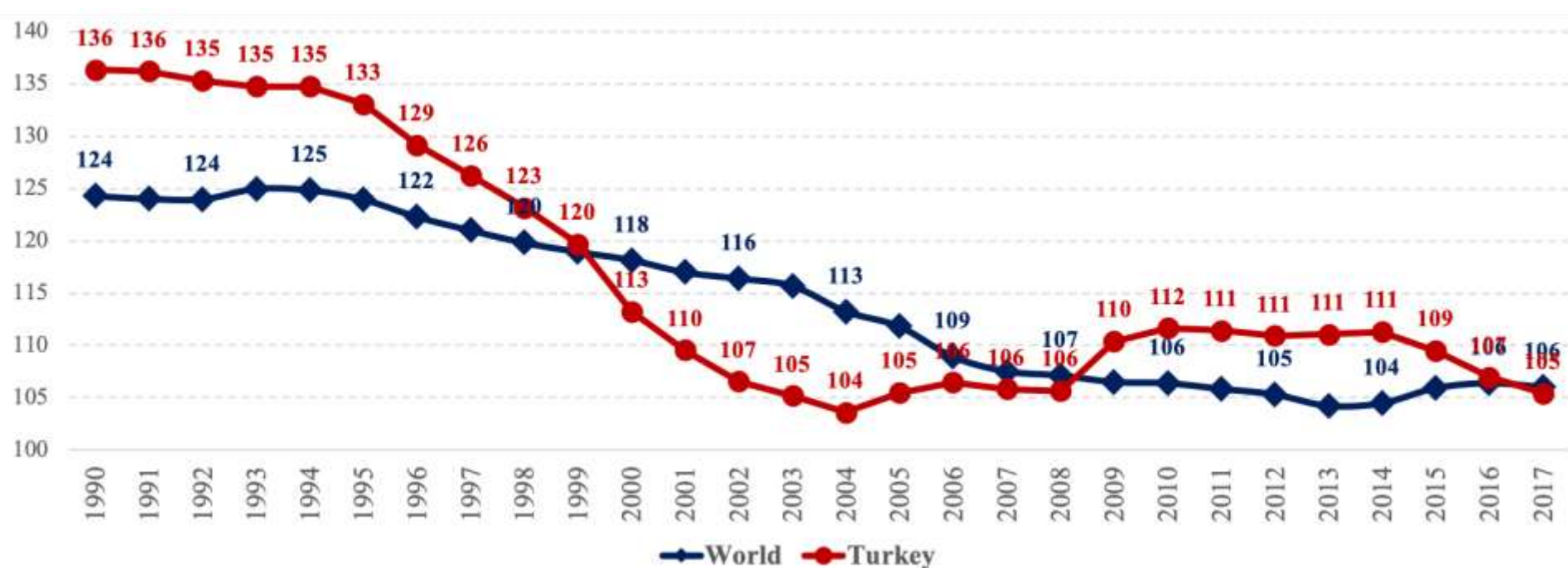
The number of deaths due to tobacco use alone reached 85,000 in 2017

Number of estimated deaths attributable to each risk factor in Turkey, top 10 factors, thousand, 2017



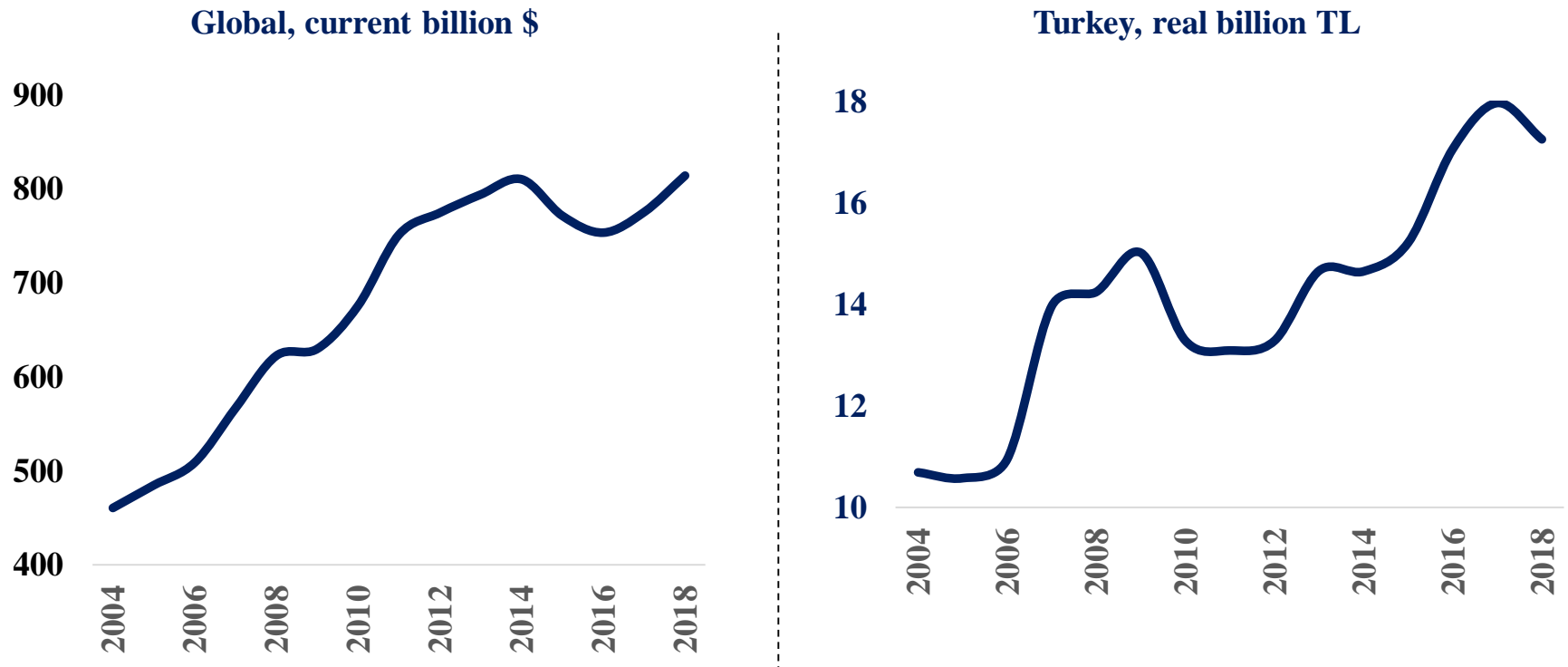
## Between 1990-2019, 2.5 million deaths in Turkey were associated with tobacco use

Number of estimated deaths attributable to tobacco use in Turkey and the world, per 100,000 people, 1990-2017



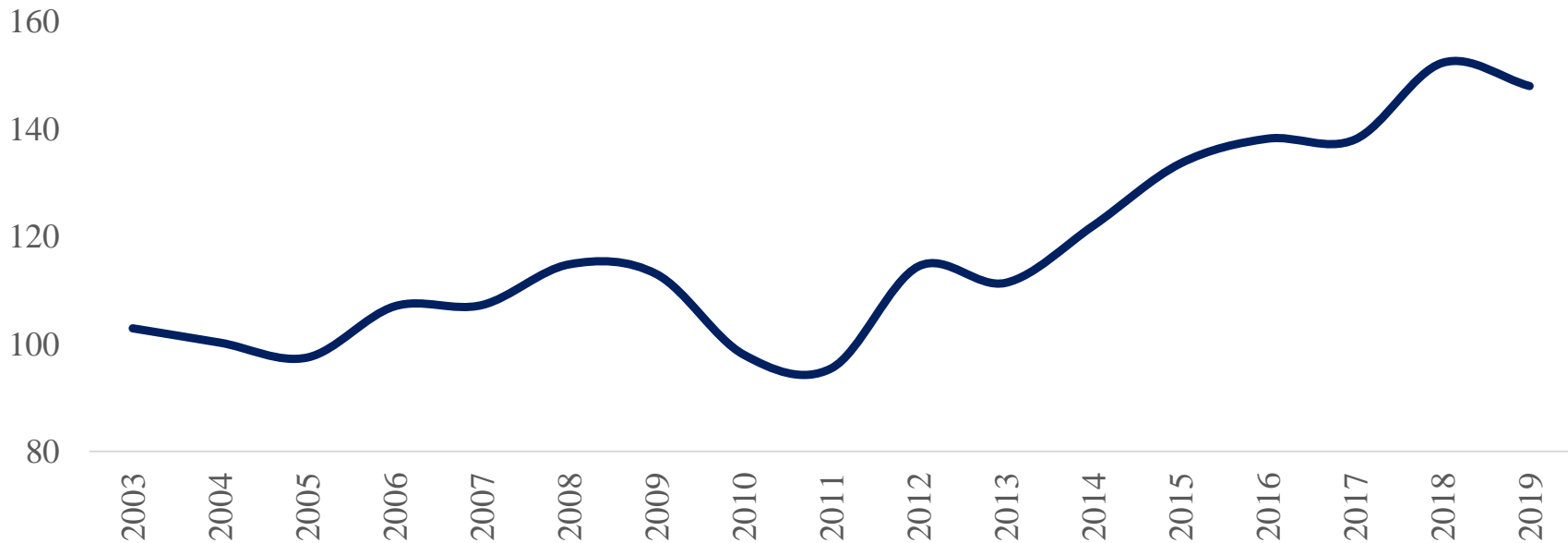
# Tobacco industry continues to grow worldwide and in Turkey

Retail sales volume of the tobacco industry in the world, total and per capita, RSP, 2004-2018



## Production of tobacco products in Turkey has reached 148 thousand tons from 103 thousand tons during the 2003-2019 period

Total production of tobacco products in Turkey, thousand tons, 2003-2019



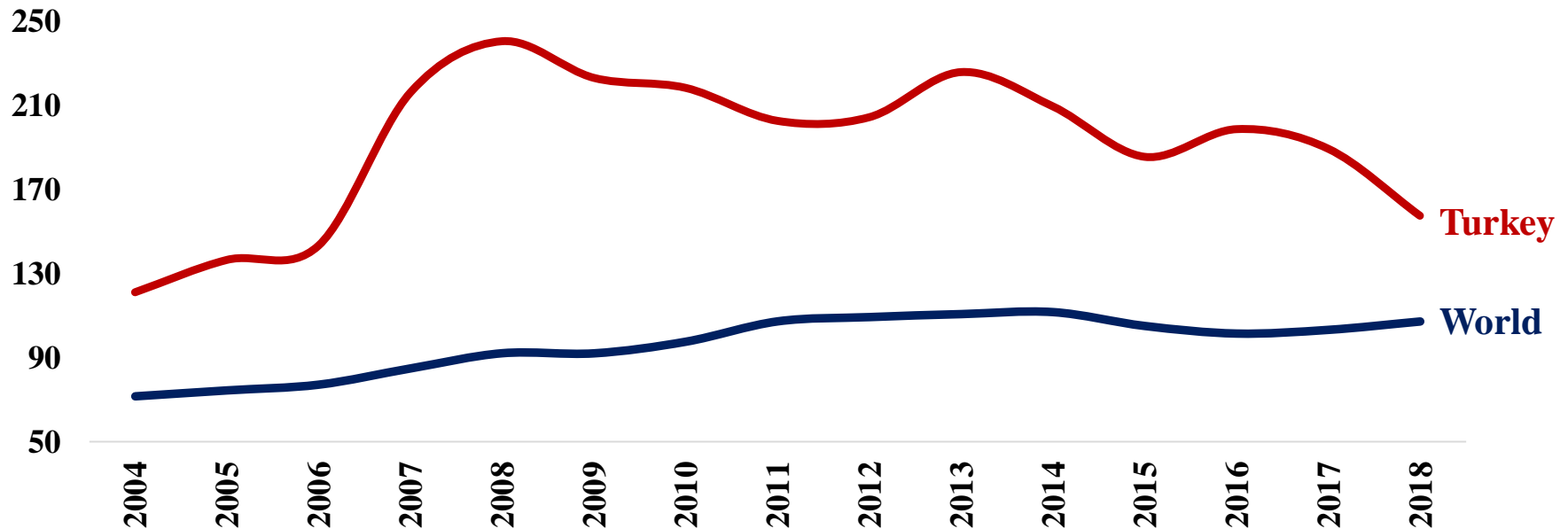
Source: T.C. Tarım ve Orman Bakanlığı Tütün ve Alkol Dairesi Başkanlığı , TEPAV calculations

Note: It was assumed that 1 cigarette stick consists of 0.85 grams of tobacco. Tobacco products is defined to include cigarettes, waterpipe tobacco, pipe tobacco, cigars/cigarillos, and cut rag for hand-rolling.



## Retail sales per capita in Turkey is much higher than the world average

Comparison of per capita retail sales volume of the tobacco industry in Turkey and the world, RSP, \$, 2004-2018



## Turkey is one of the two countries and the first country to fulfill all MPOWER measures at the highest level

The health dimension of the use of tobacco and tobacco products began to come to the fore in the 1990s

The first years of the Republic

- 
- Production and trade of tobacco and tobacco products were nationalized**  
→ Production and regulation were the responsibility of the state
  - 1980s** **In the 1980s, the state moved from a producer position to a regulatory position**
  - 1992** First tobacco and health symposium
  - 1995** National Committee on Smoking and Health
  - 1996** 'Law on the Preventing the Harmful Effects of Tobacco Products' No. 4207
  - 2005** **World Health Organization Framework Convention on Tobacco Control** entered into force
  - 2006** Action Plan for the Perşod 2008-2012
  - 2008** "Bill Amending the Law on Prevention of Hazards of Tobacco Products" No. 5727

**However, despite strict rules and legal regulations, there is no decrease in the rate of tobacco use in Turkey**



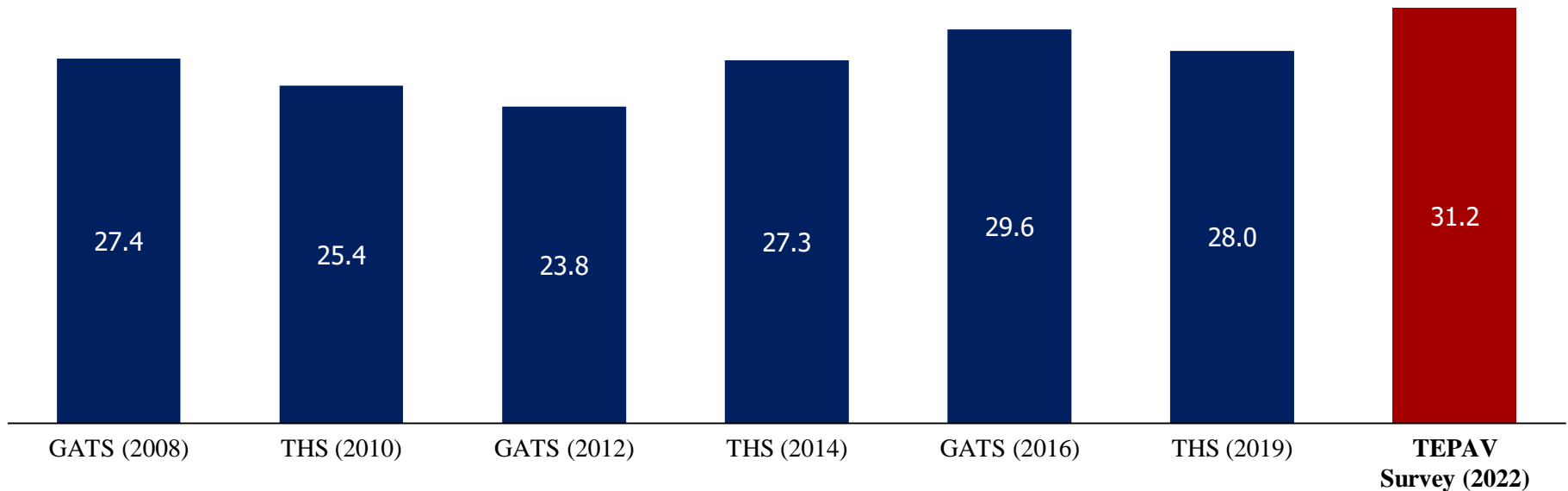
Since the most recent official data in Turkey are from TURKSTAT's Turkey Health Survey (2019), and GATS (2016), more recent detailed statistics are needed to assess the trends as to tobacco use prevalence, age at initiation, and cessation willingness in different demographic groups.

Having observed the official statistics according to different sources regarding the use of tobacco products in Turkey, the 2019 TurkStat Turkey Health Survey and 2016 Global Adult Tobacco Survey (GATS),

- Four quarterly surveys were conducted by TEPAV in 2022 to analyze the development and current situation of tobacco use in Turkey,.
- The surveys were conducted via a computer-assisted telephone survey with **2000 participants in 12 provinces** (Istanbul, Balıkesir, Izmir, Bursa, Ankara, Antalya, Kayseri, Samsun, Trabzon, Erzurum, Malatya, Gaziantep) representing the 12 NUTS-1 regions of Turkey.
- Based on the detailed situation analysis findings on the issues of: tobacco use prevalence, addiction levels, age of onset, quitting tendencies, health perceptions, etc. in different demographic groups the survey data conducted in the 4 quarters were aggregated and TEPAV results for 2022 are shared in the following slides.

Although tobacco use rates in Turkey fluctuates over the years, it has reached its highest rate in 15 years, in 2022

The percentages of daily/regular smokers in Turkey by years, %



Source: CDC, TurkStat, WHO, TEPAV survey 2022, TEPAV compilations and calculations

**Note: After considering the advantages and disadvantages of existing data sources, it was decided to use GATS micro datasets for detailed analysis in this study.**

## This general smoking prevalence outlook in Turkey was analyzed by demographic breakdown

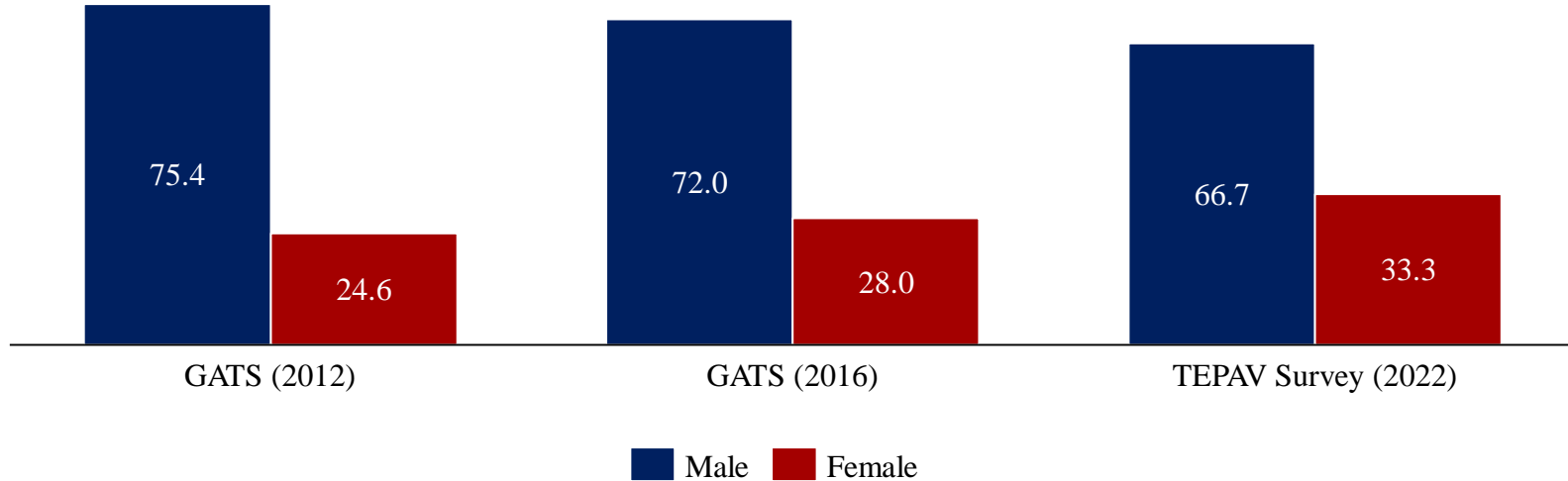


Such as;

- Gender
- Age
- Education level
- By region

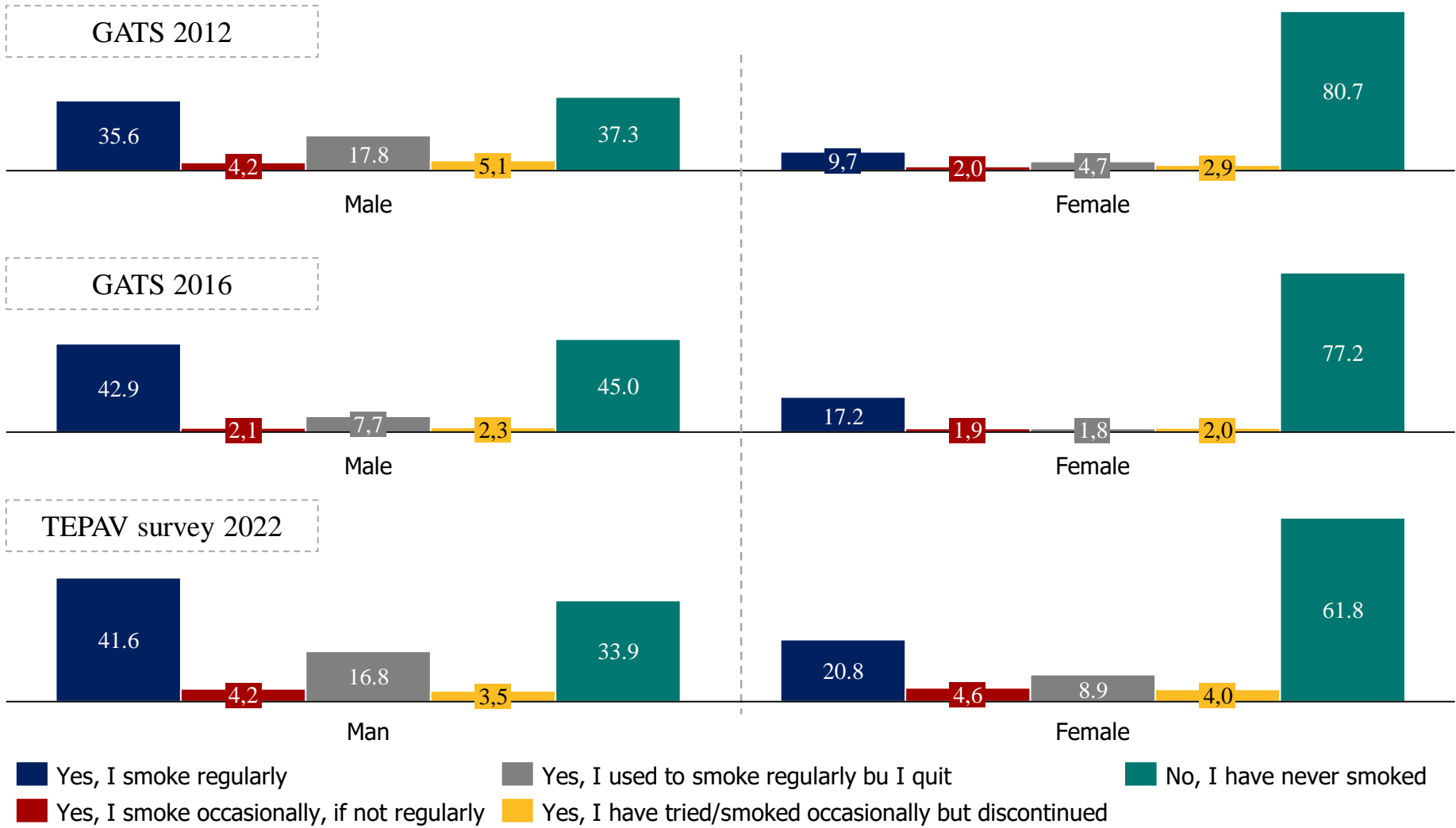
While the percentage of men who smoke regularly has decreased over the years, the percentage of women has increased

Distribution of the answer “yes, I smoke regularly/daily”, by gender, 2012, 2016, 2022, %,



**While the prevalence rate of those who have never used tobacco products in both men and women is decreasing rapidly, the percentage of regular smokers is increasing**

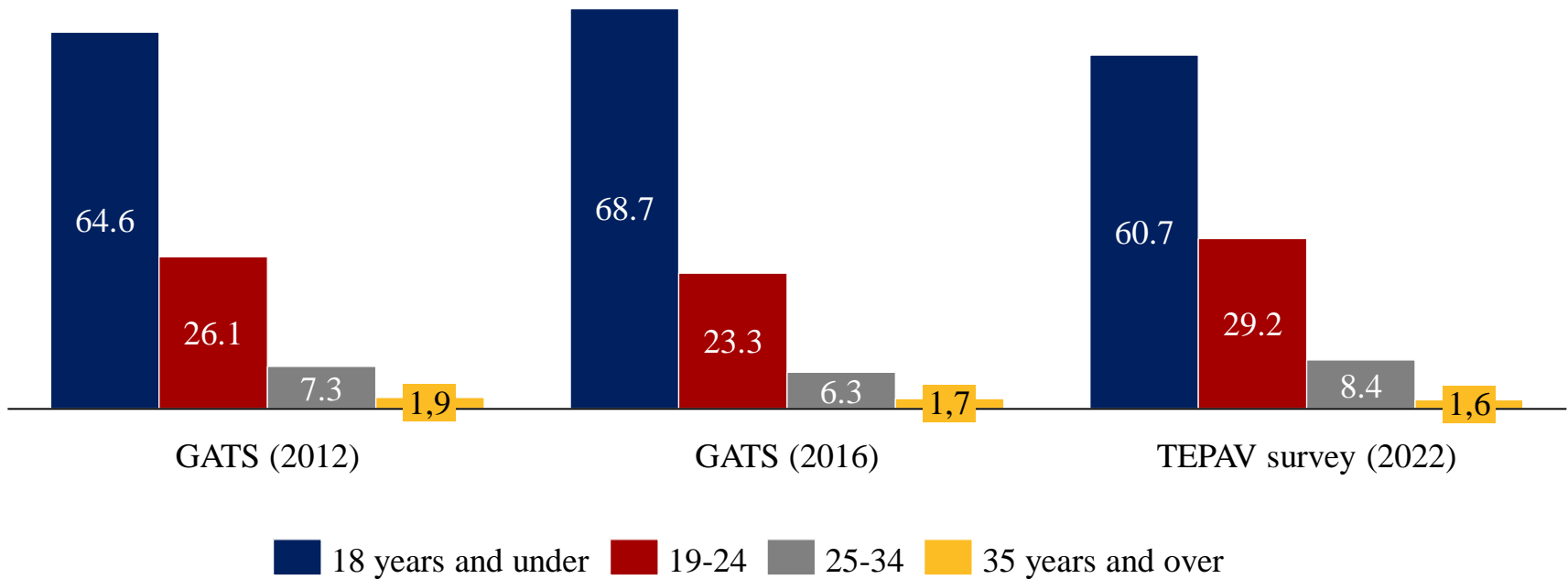
The percentages of responses to the question “Do you or did you smoke?”, by gender, 2012, 2016, 2022, %





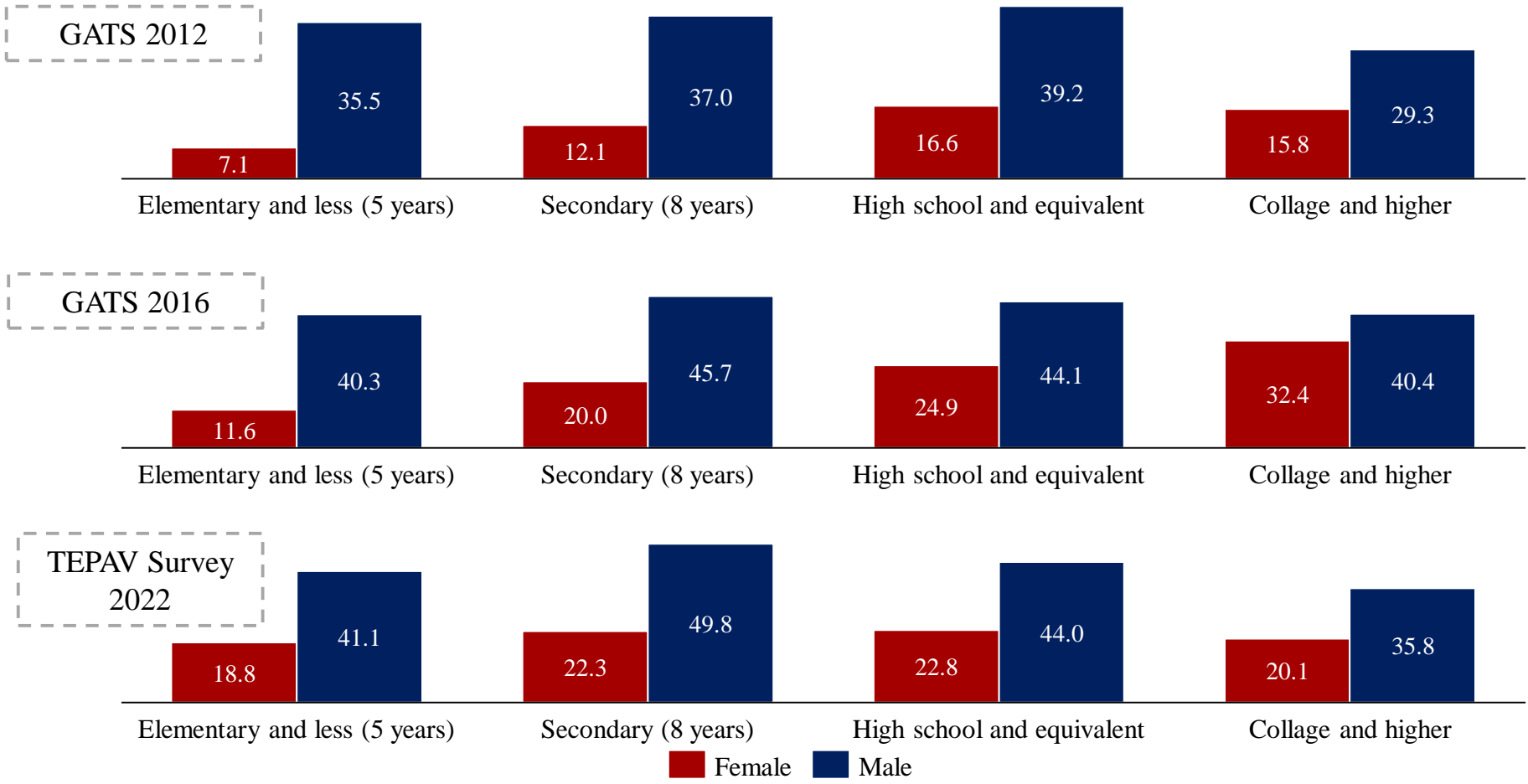
Although the percentage of people who started smoking before the age of 18 has decreased over the years, it is still quite high.

### The age to start smoking in Turkey, 2012, 2016, 2022, %



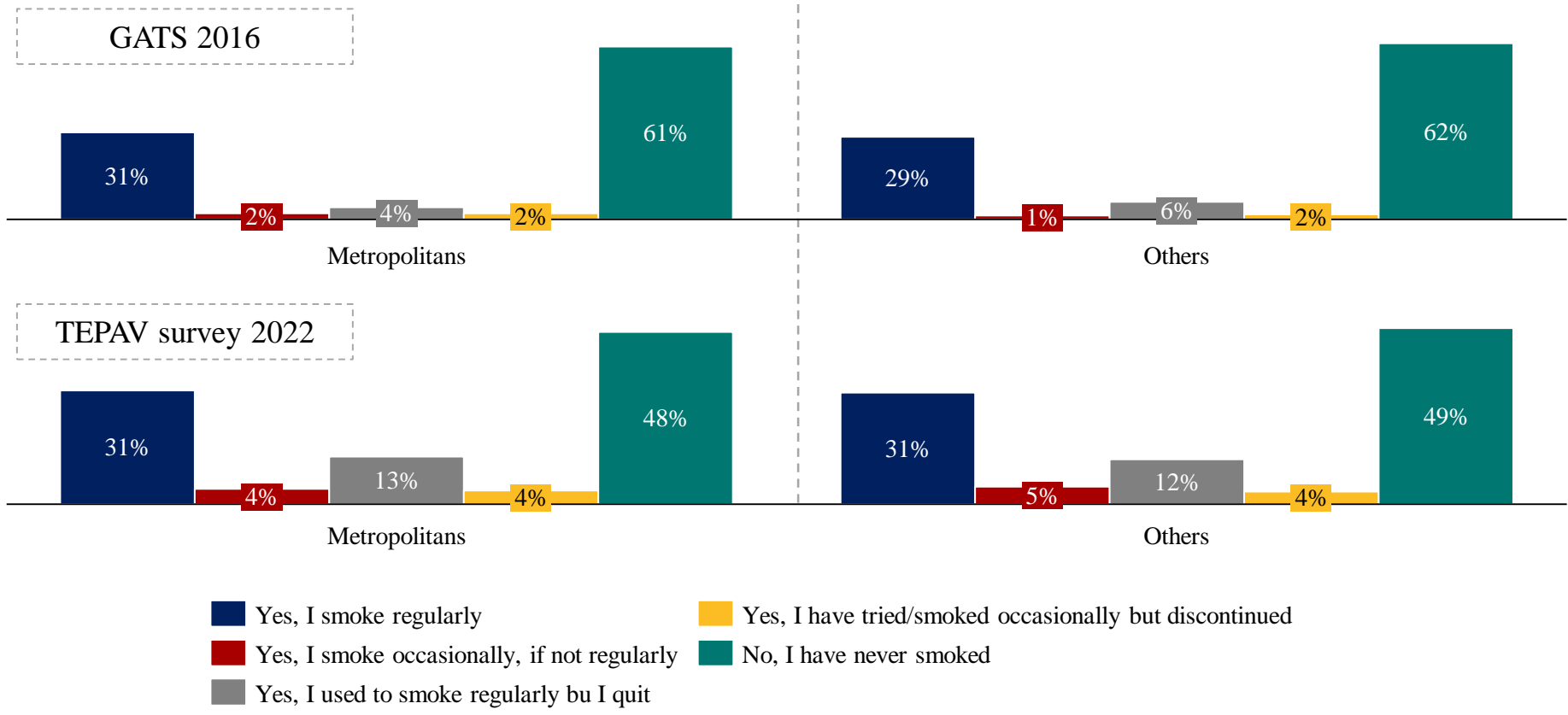
Considering tobacco use in different education groups, it is striking that the rate of smoking increases with the level of education. Highest smoking rate in women occurs at high school or equivalent education level.

Distribution of the responses as “Yes, I smoke regularly” to the question “do you or did you smoke?” according to the level of education by gender, 2012, 2016, 2022, %



When compared with the GATS survey in 2016, the difference between metropolitan areas and other cities have not changed in the intervening time period

The ratio of the responses to the question “Do you or did you smoke” in metropolitans\*, 2016, 2022, %

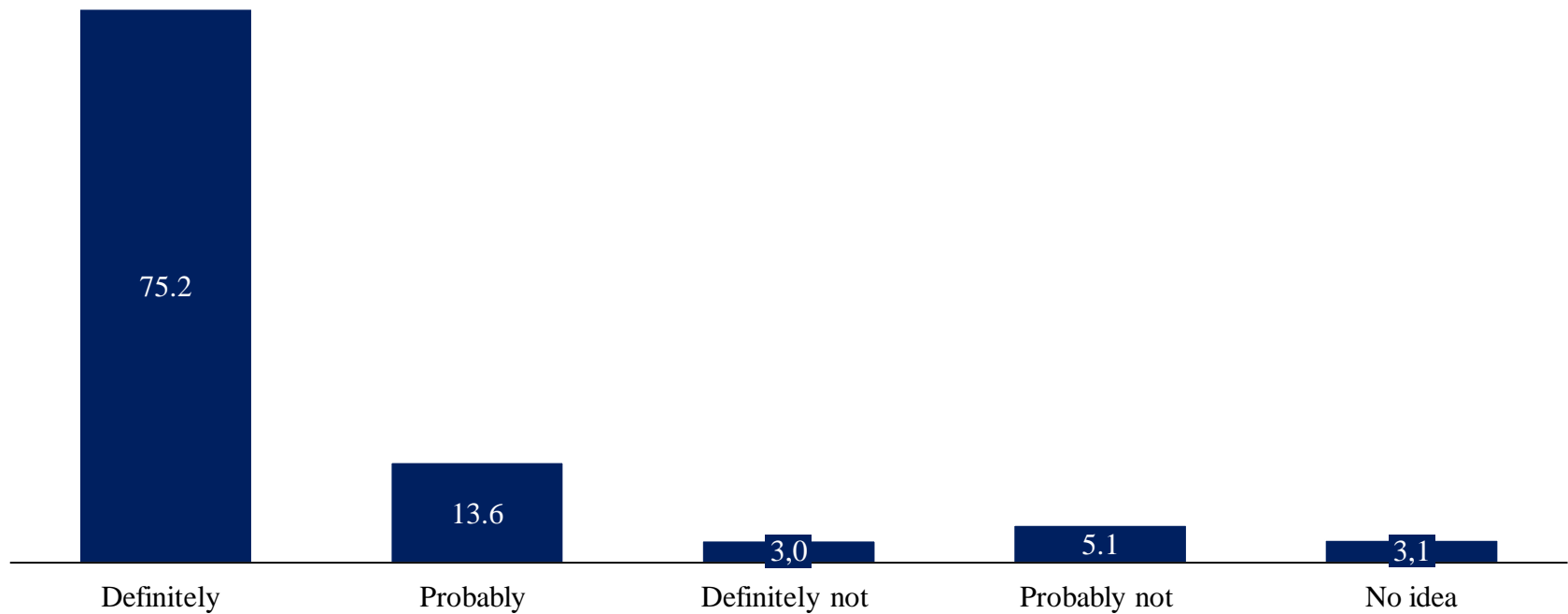


Source: GATS micro data (Turkey 2016), TEPAV survey 2022, TEPAV calculations  
 \*Metropolitans aggregated as Istanbul, Ankara, and İzmir

**When we look at the addiction level and perception of smokers in Turkey...**

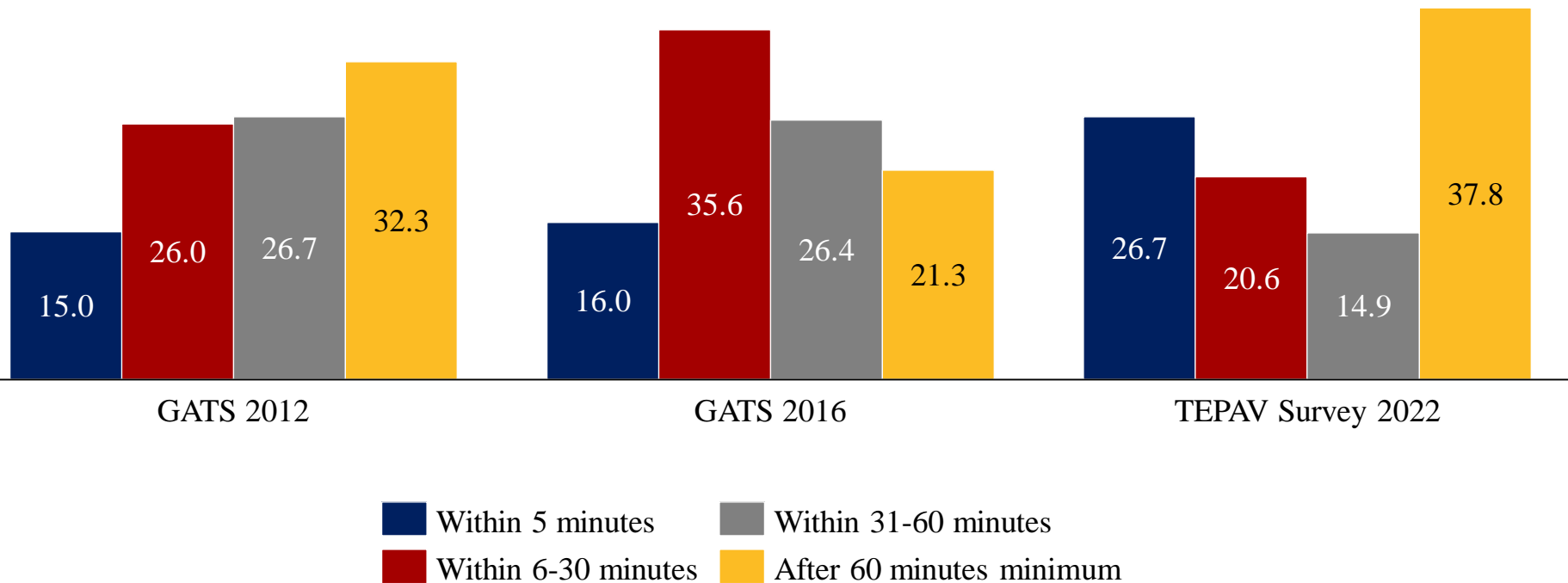
**75.2 percent of the respondents believe that smoking is definitely addictive.**

Responses to the questions "Do you believe that smoking causes addiction?" , 2022, %



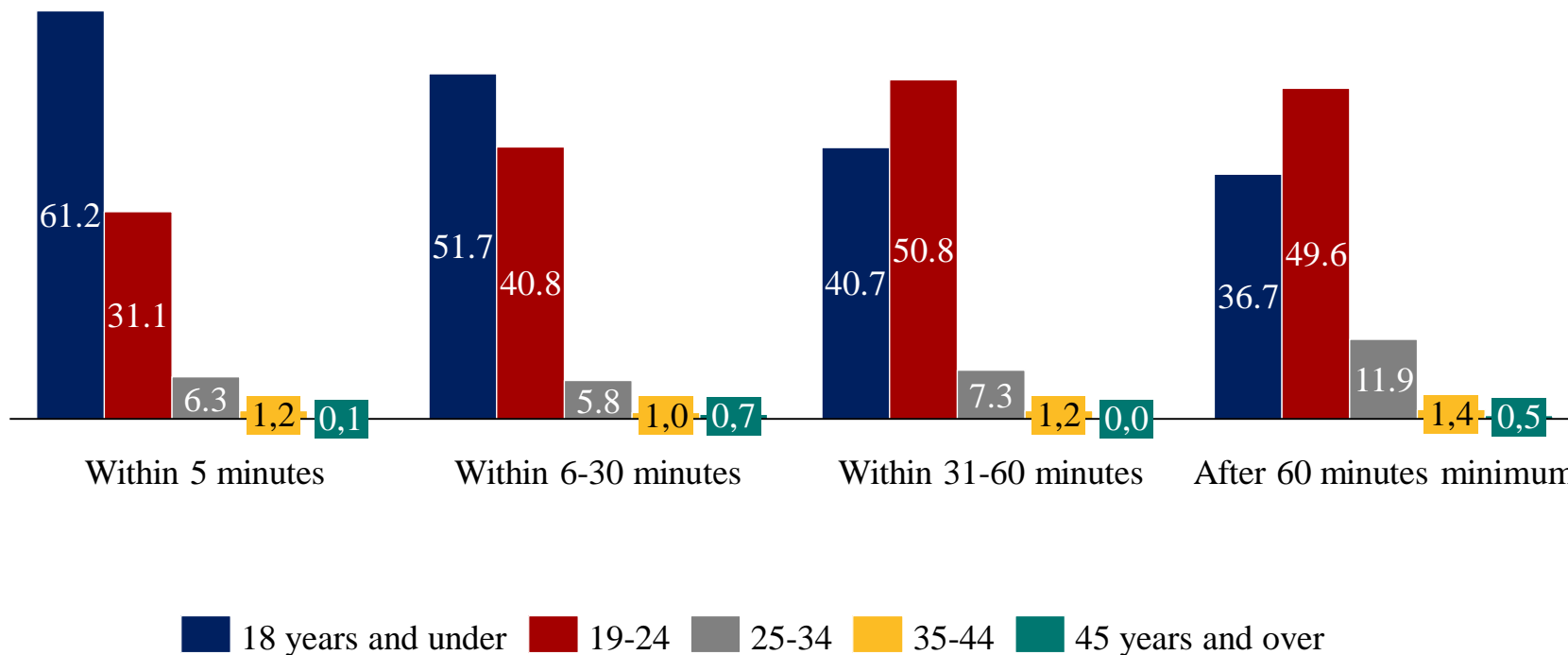
Among regular users, an increase is observed in the share of those who smoke the first cigarette of the day within 5 minutes of waking up.

The time elapsed to smoke the first cigarette after waking up, %, 2012, 2016, 2022



## As the age of starting smoking decreases, addiction increases

Comparing of the time elapsed to smoke the first cigarette after waking up and the age to start smoking, 2022, %

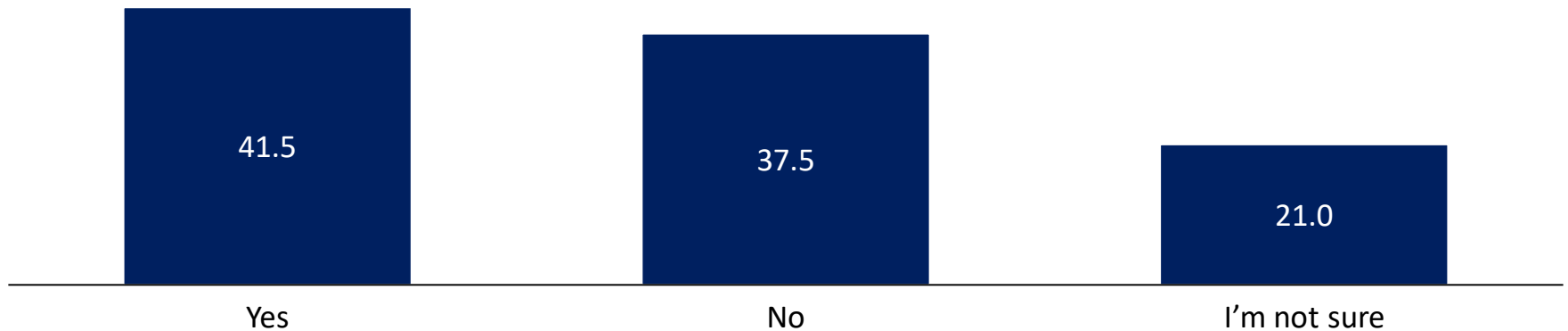


**Do people want to stop using tobacco products?**



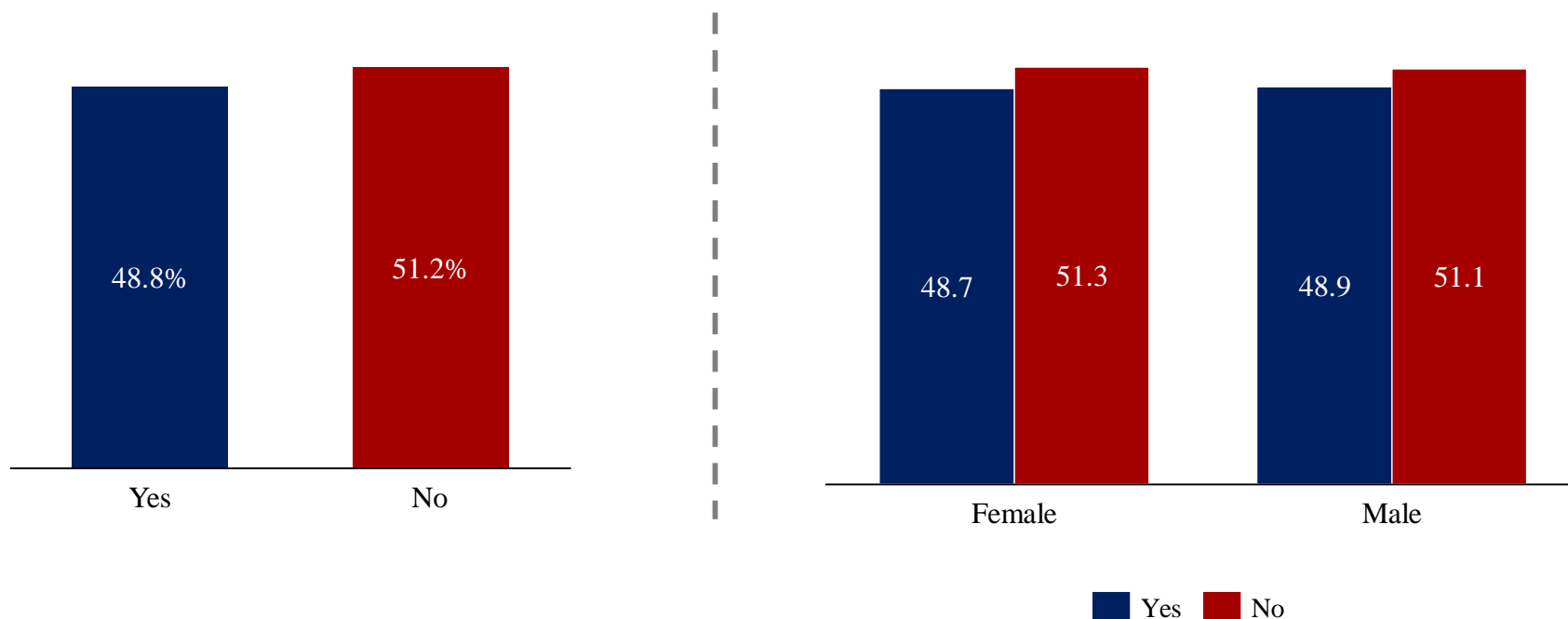
## 41.5 percent of the respondents think they can quit smoking

Responses to the question “Do you think you can quit smoking right now if you want to?”, 2022, %



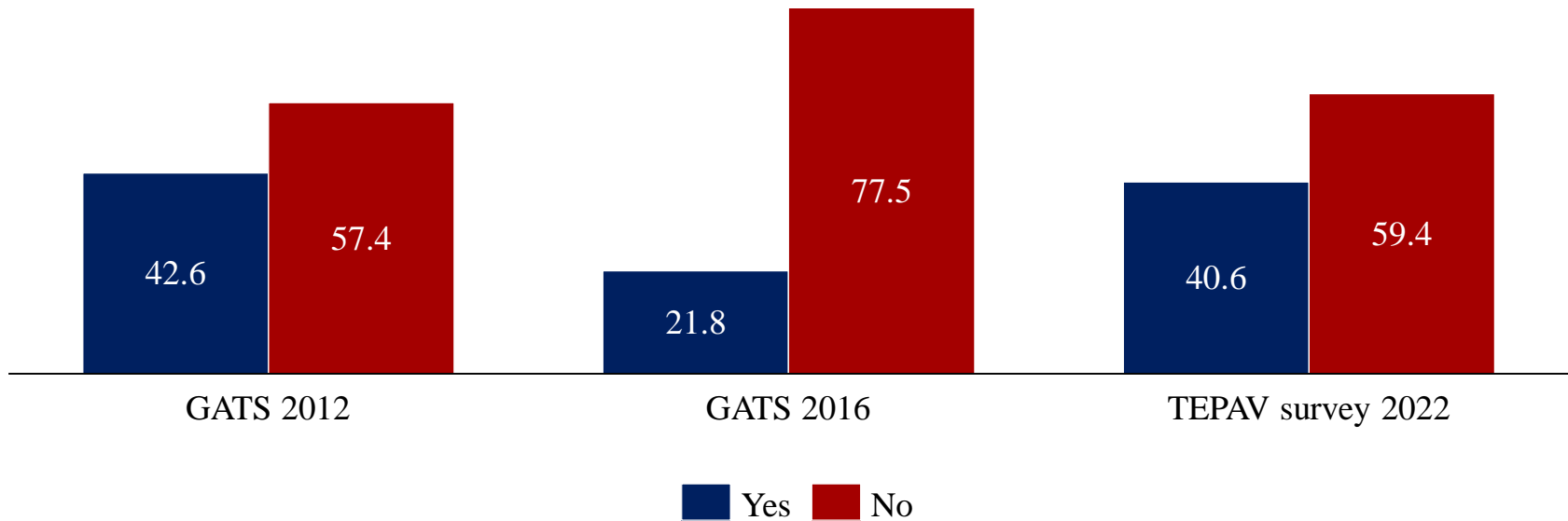
There was no striking difference between genders in terms of willingness to quit smoking.

The percentage of responses to the question “Do you want to quit smoking now” by gender, %



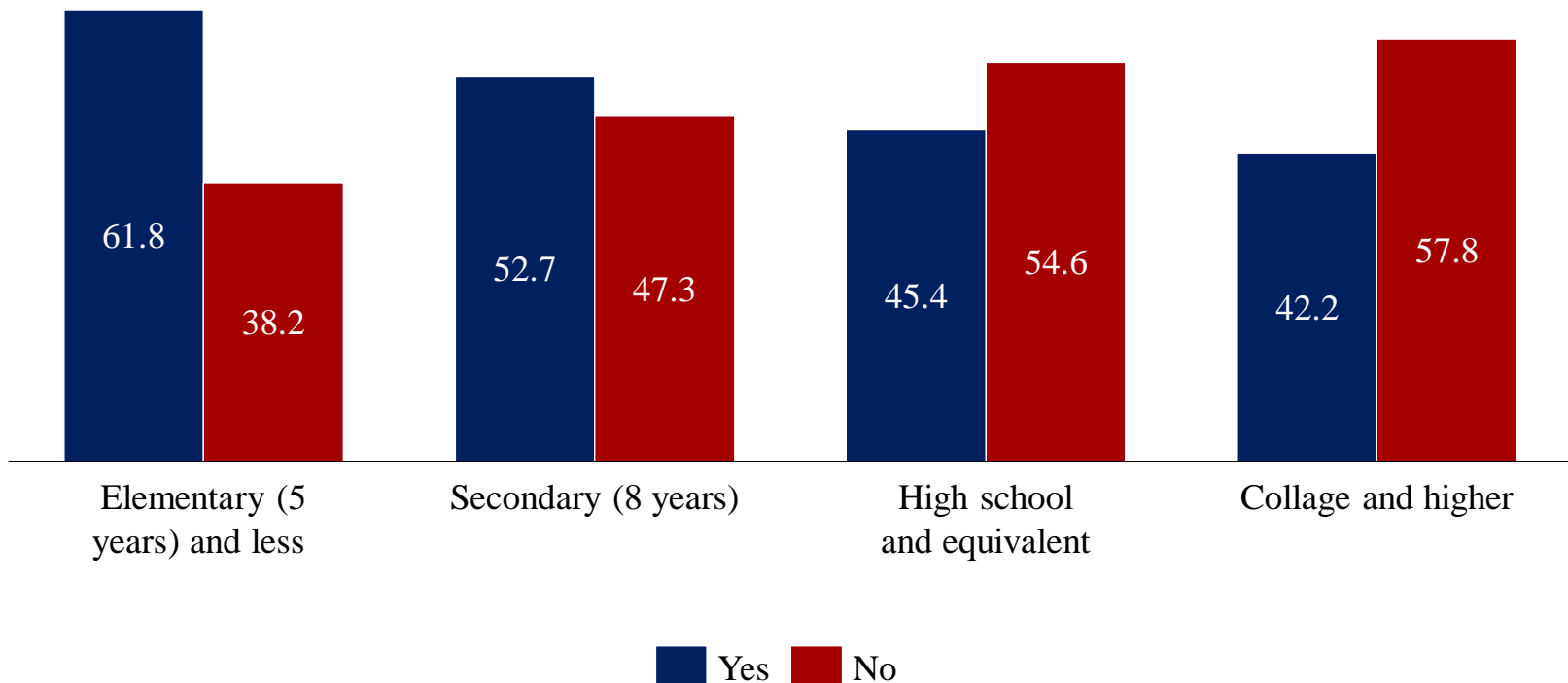
The percentage of smokers who have tried to quit smoking in the last 12 months has increased over time.

The percentage of responses to the question “Have you tried to quit smoking in the last 12 months?”, %



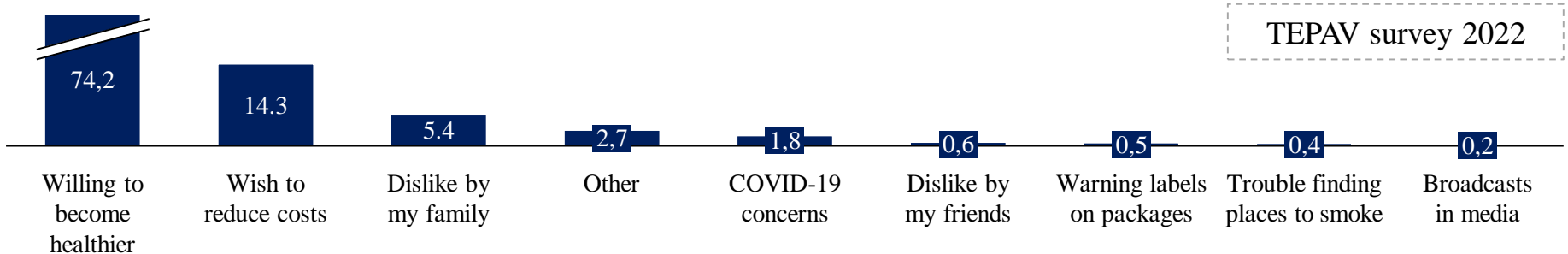
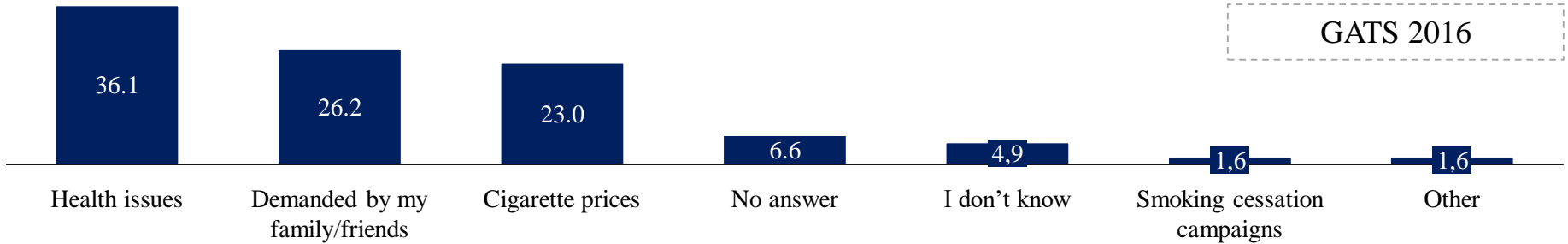
As education level increases, willingness to quit smoking decreases.

The percentage of the responses to the question “Do you want to quit smoking now?” by education level, 2022, %



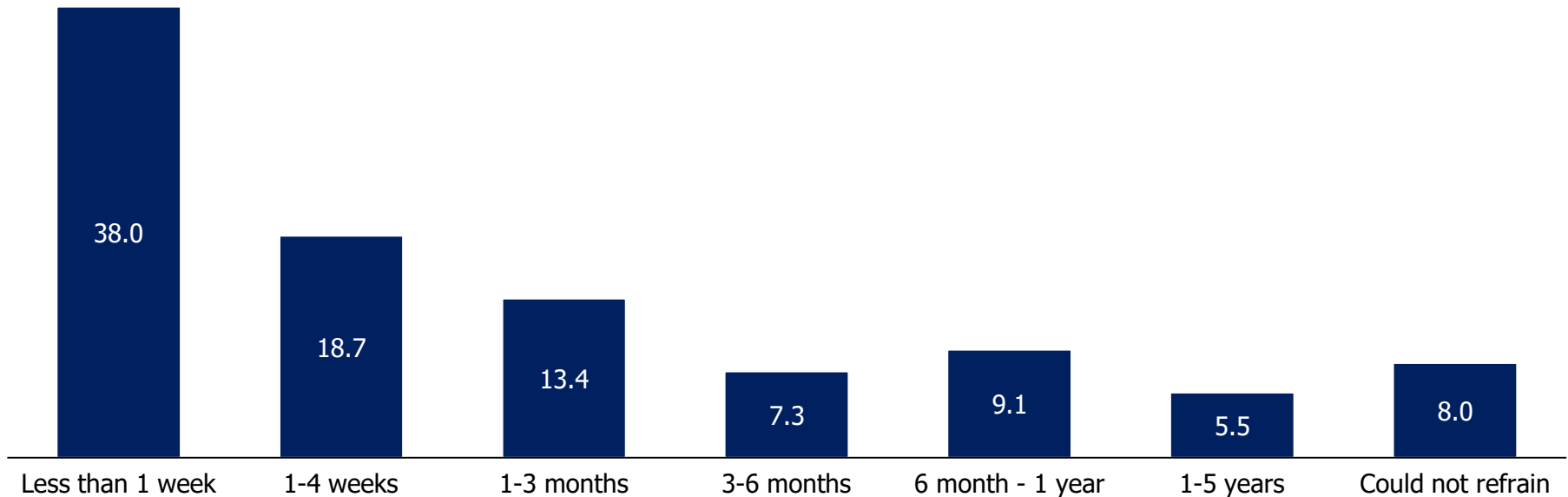
**Health problems/the desire to be healthier stand out as the main motivation for wanting to quit smoking.**

Answers to the question “What was the main reason you wanted to quit smoking”



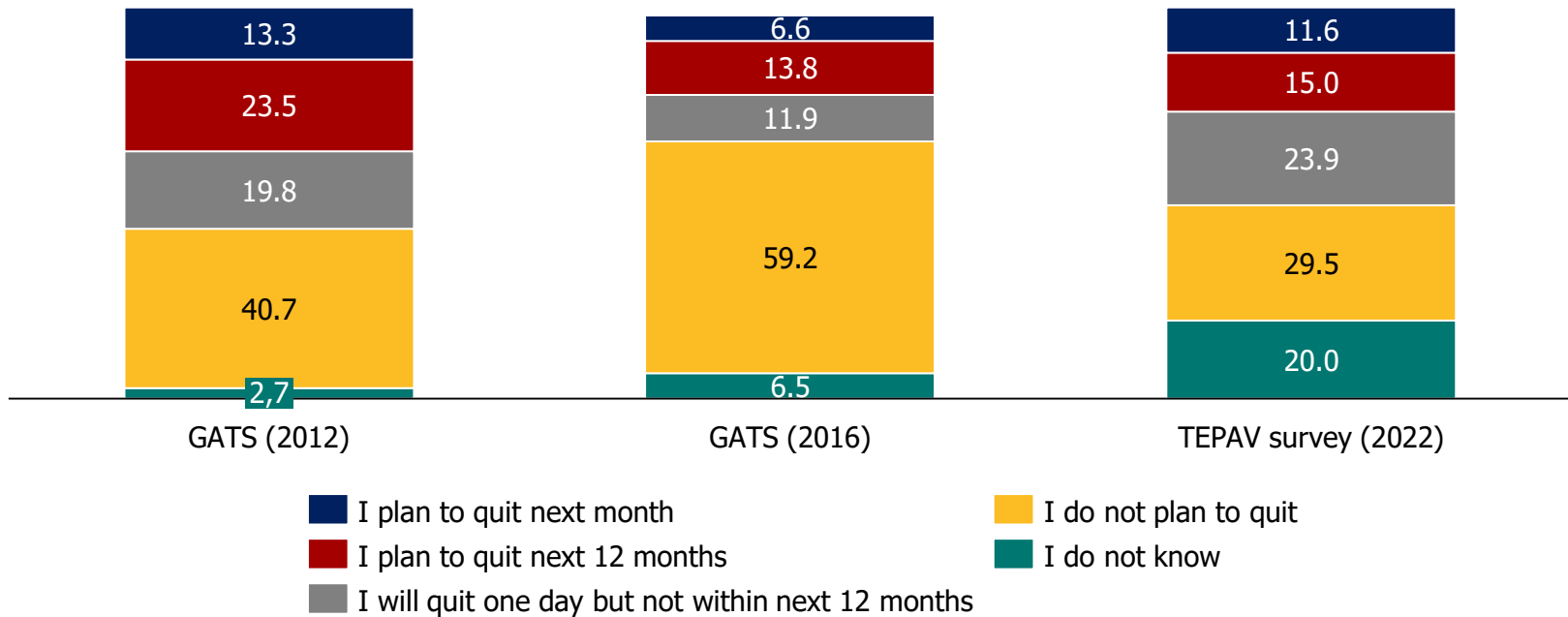
The duration of abstinence from smoking after quitting was less than a week for the majority of participants.

Responses to the question “How long did you abstain from smoking the last time you tried to quit smoking?”, 2022, %



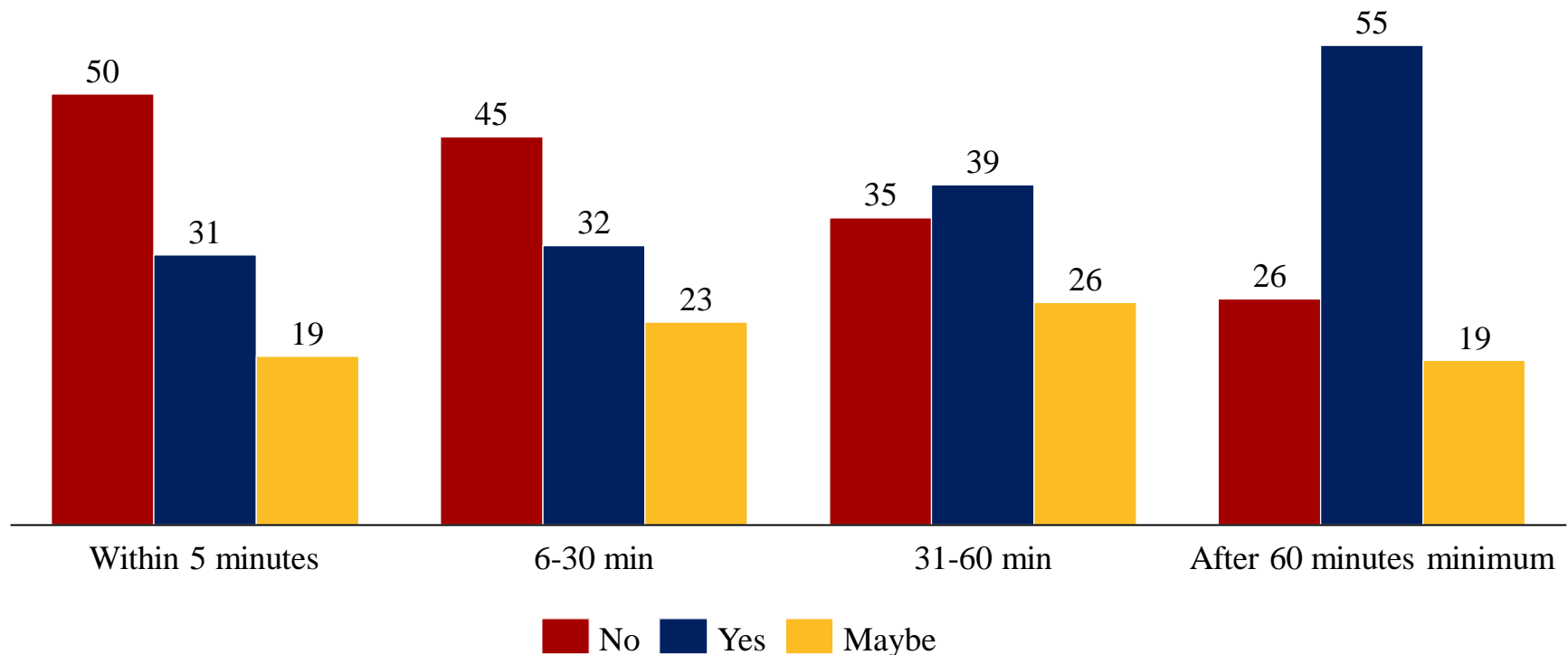
When asked whether they have a plan to quit smoking, the percentage of those who say they have no knowledge about this issue is higher than in previous surveys.

Answers to the question “Which of the following best describes your thoughts about quitting smoking?”



**More than half of the participants who smoked at least 60 minutes after waking up think they can quit whenever they want.**

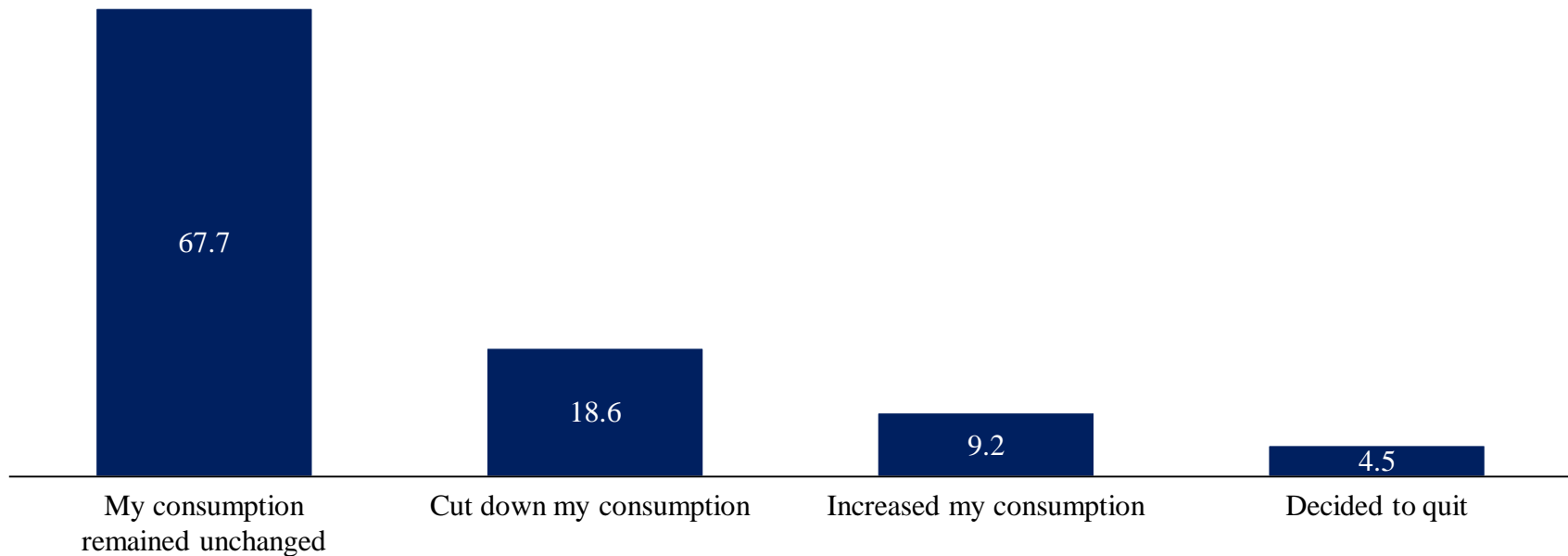
Answers to the questions "How soon after waking up do you smoke your first cigarette?" and "Do you think you could quit smoking right now if you wanted?"





**It has been observed that the price increase applied to cigarettes in Turkey has a limited effect on consumption.**

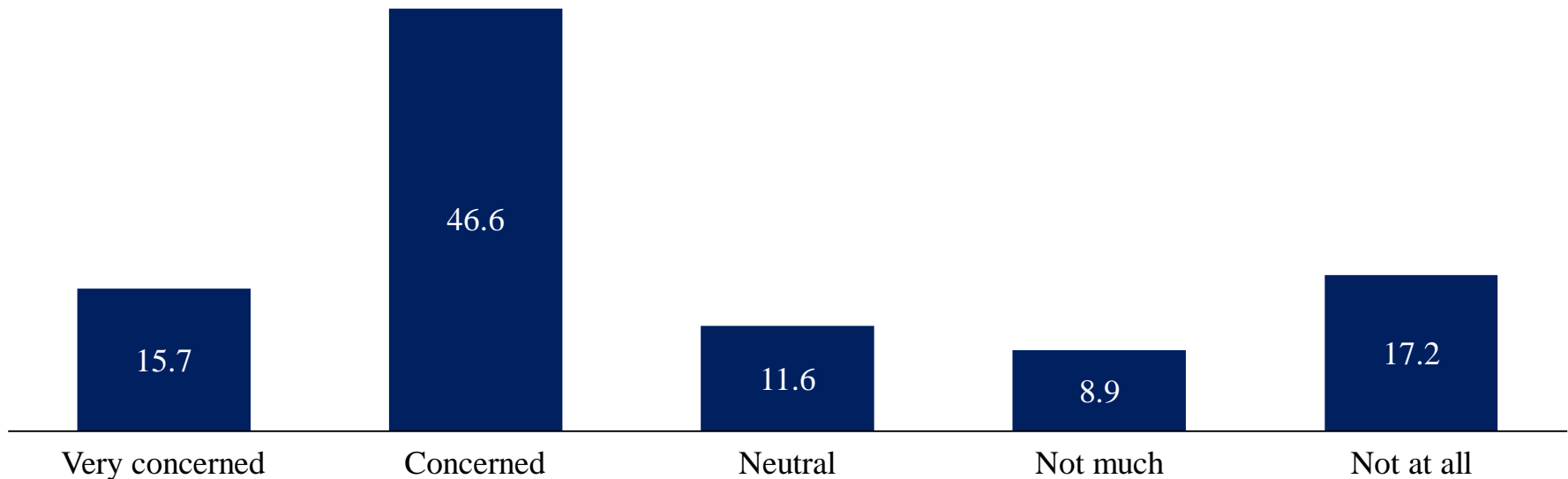
Responses to the question “Did the recent price increases affect your tobacco use?”, 2022, %



**Are people aware of the  
harms of smoking?...**

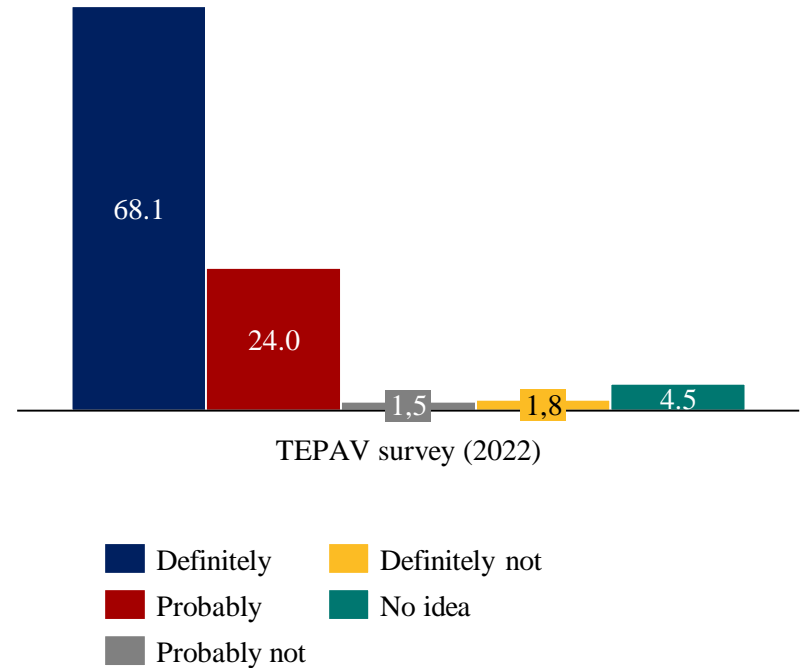
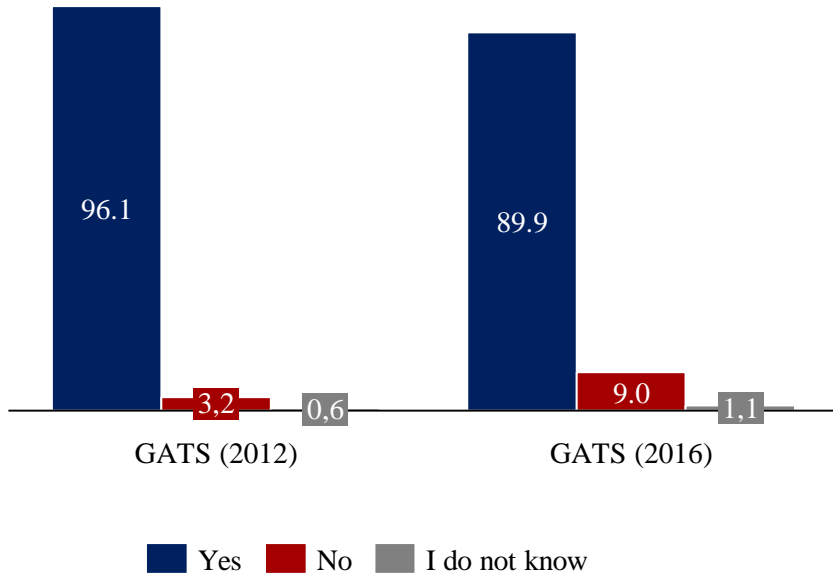
The majority of respondents (62.3 percent) stated that they were worried or very worried that tobacco use would harm their health in the future.

Responses to the question “Are you concerned that smoking could be harmful to your health in the future?”, 2022, %



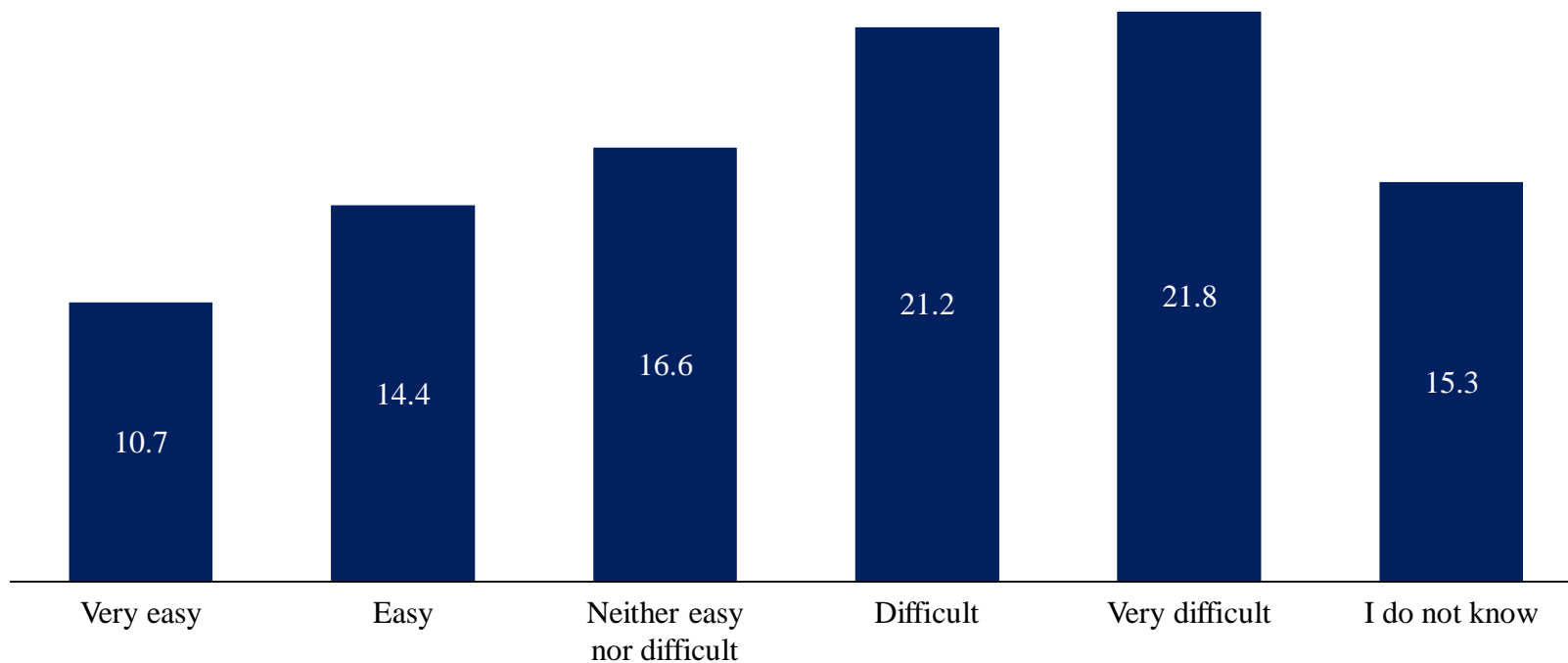
The percentage of those who think that smoking will definitely cause a serious disease is 68.1 percent, and the rate of those who think it will probably cause a serious illness is 24 percent.

Responses to the question "Do you think smoking causes a serious disease?", 2012, 2016, 2022, %



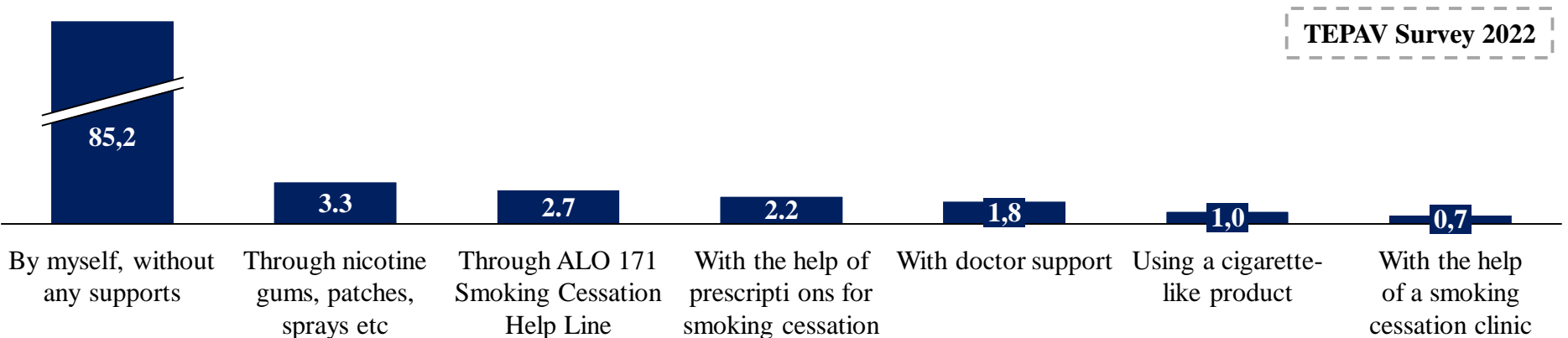
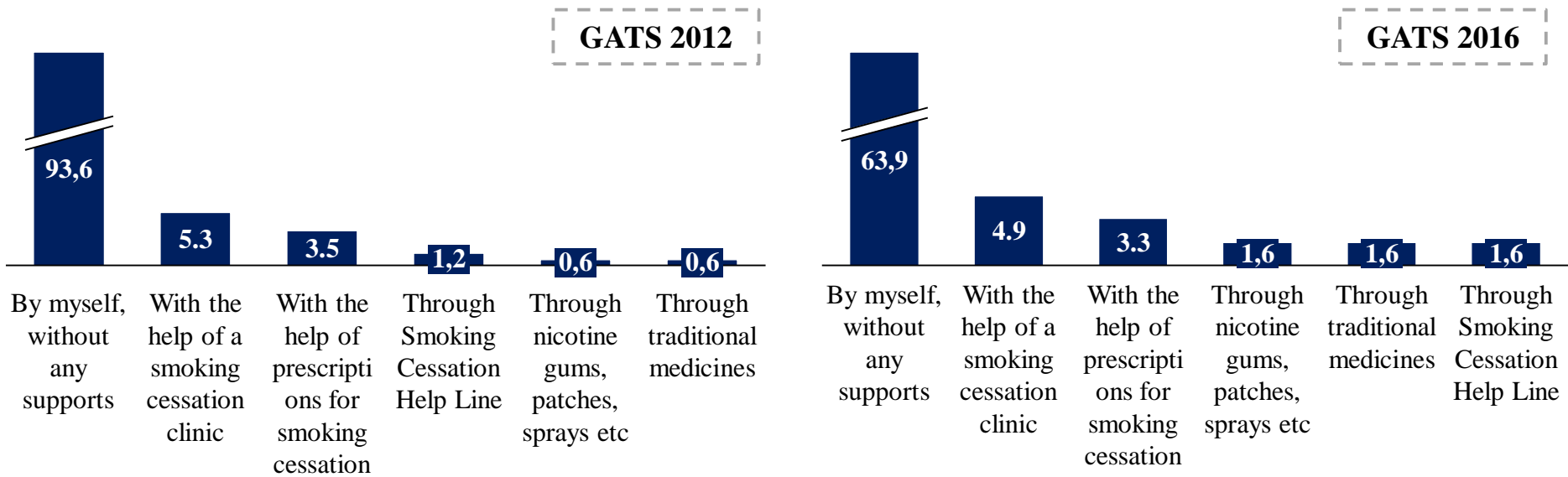
**43.0 percent of the respondents believe that it is very difficult quitting smoke.**

Responses to the question “How easy or difficult, do you think, is to quit smoking”, 2022, %



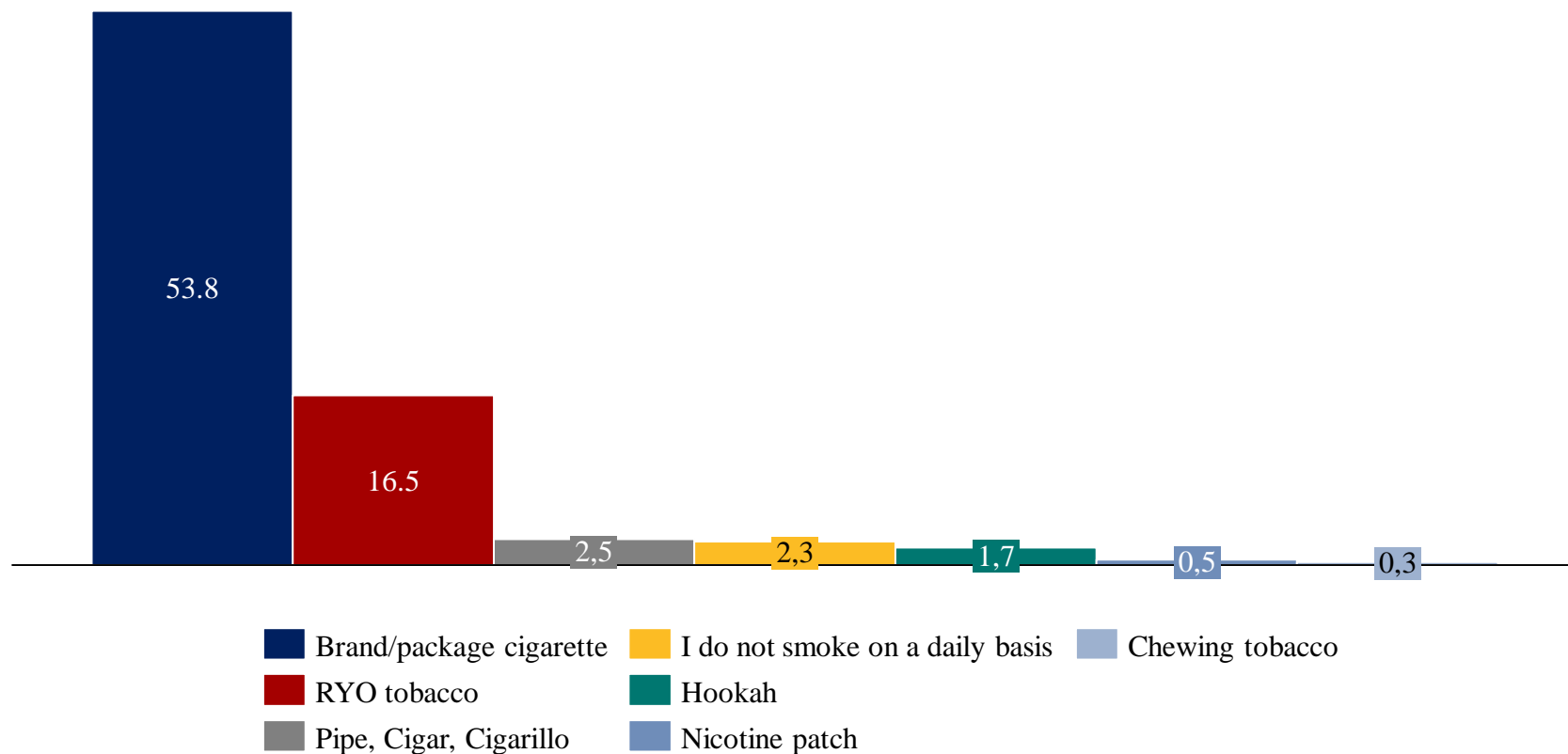
## Most of the smokers who tried to quit smoking in the last 12 months attempted to quit smoking on their own without receiving any support

Responses to the question “Did you utilize any of the below in the last 12 months to quit tobacco use?”, 2012, 2016, 2022, %



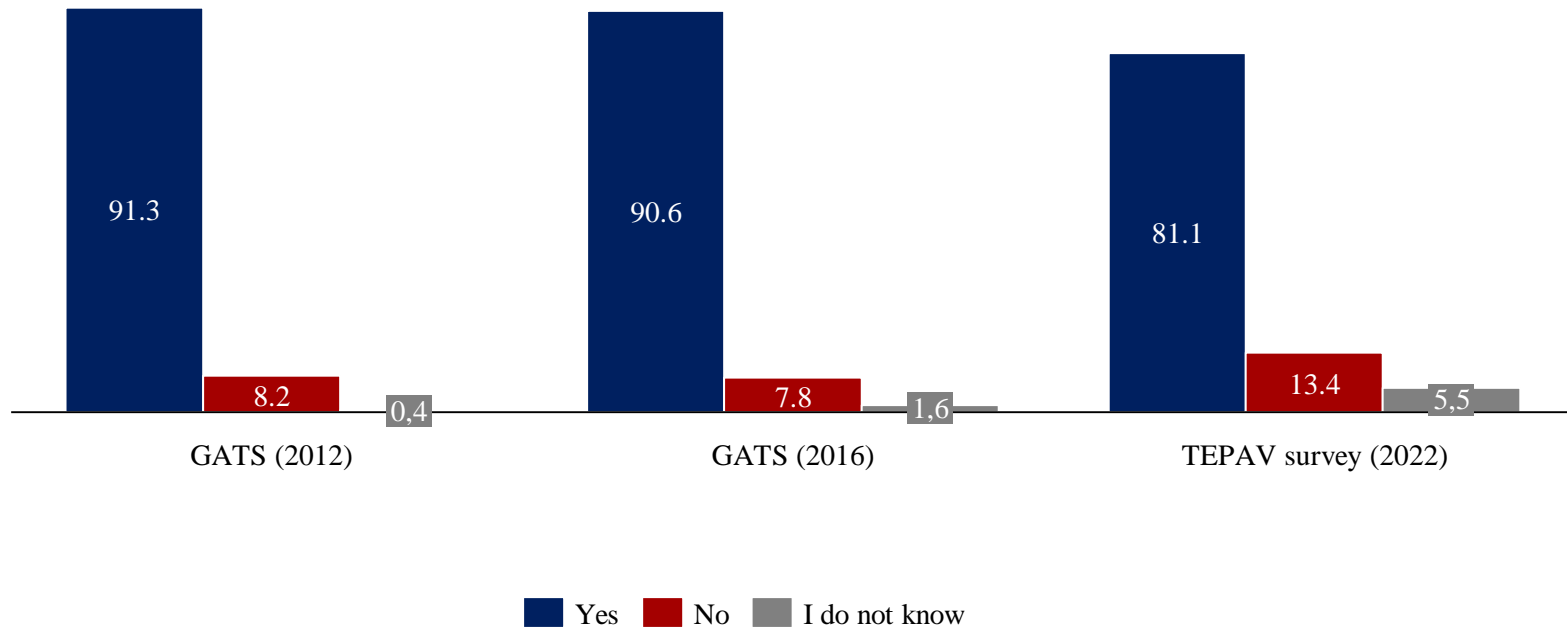
The majority of tobacco users use brands/packs of cigarettes on a daily basis under normal conditions.

Responses to the question "Which of the following products normally do you use?", 2022, %



The percentage of those who state that there is no banderol on the products they buy is higher in 2022 compared to previous surveys.

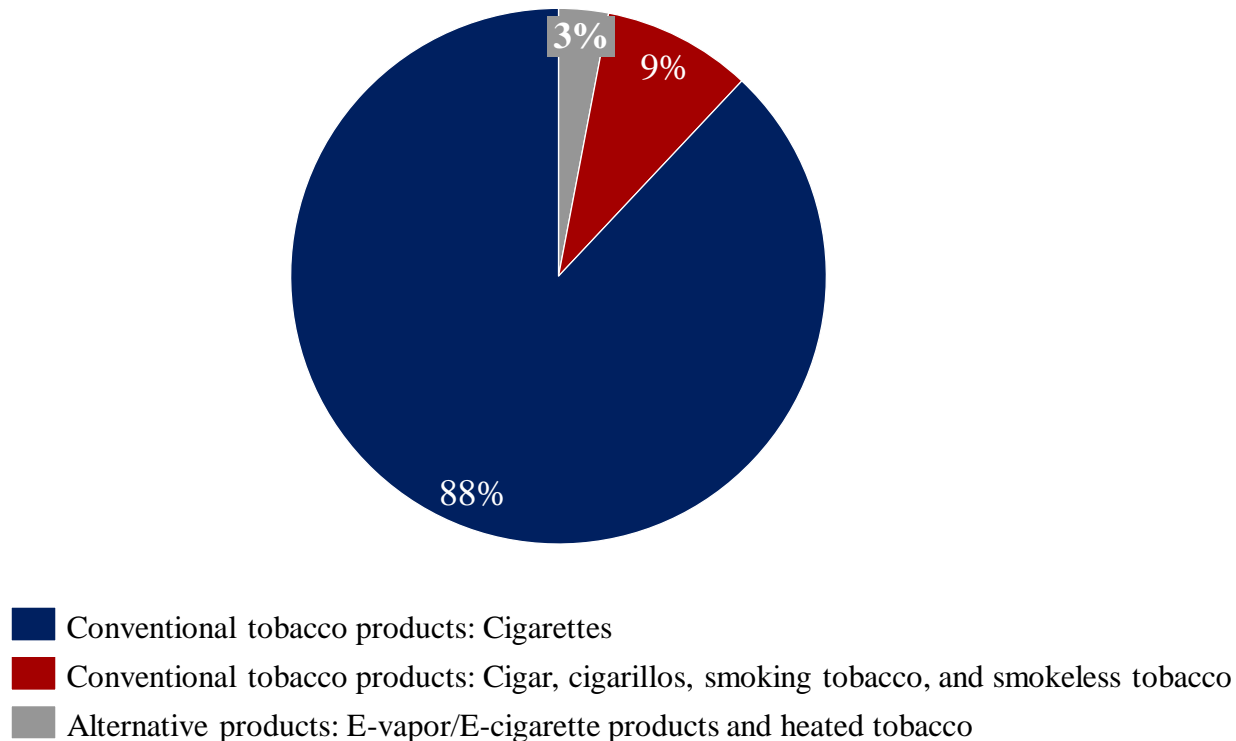
Responses to the question "Do you buy labeled products?" (2012, 2016, 2022), %





## The global conventional tobacco industry has started transforming its production to include alternative products for harm reduction

Sales of conventional tobacco products and alternatives in the world, RSP, 2018, %



## However, the import of alternative products was banned in Turkey in 2020\*...



Therefore, although they are consumed by certain groups of the population, there is no data on their reason for using them, neither the usage rates or patterns, nor the perception among the public regarding their harm reduction or effectiveness in reducing or quitting smoking.

## **TEPAV will conduct an assessment on public awareness and perceptions regarding smoke-free nicotine-containing products in Turkey**

### **Research on smoke-free cigarette-like products, including e-cigarettes and heat-not-burn products**

#### **Aim of the project**

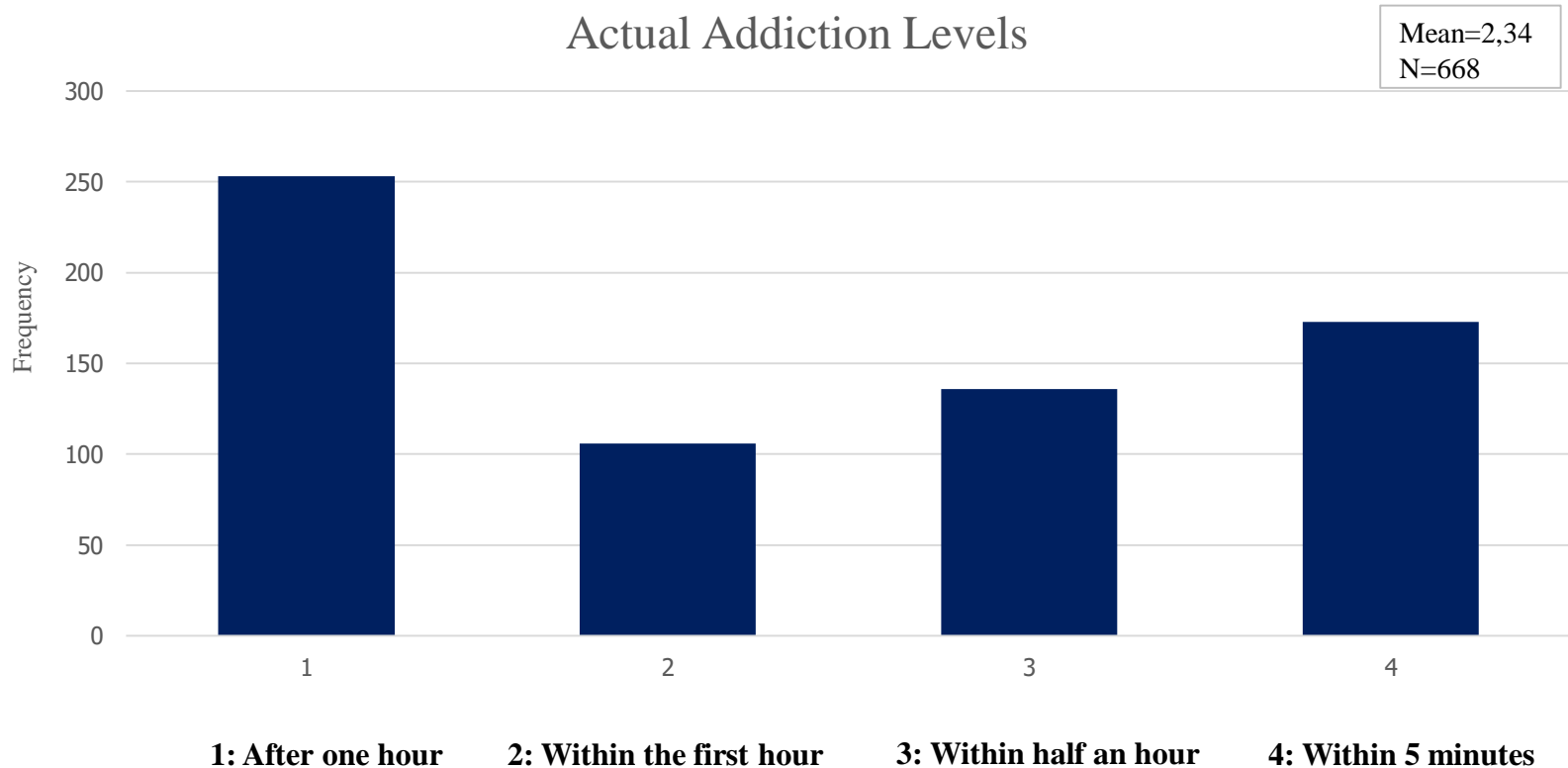
The project aims to fill the knowledge gap on the awareness, attitudes, beliefs, and behaviors of the adult population in Turkey regarding smoke-free products, specifically focusing on e-cigarettes and heat-not-burn products.

The questionnaire will cover various aspects regarding these products such as;

- Awareness,
- Perceptions of health risks,
- Usage rates and patterns,
- Reasons for use or non-use,
- Relation between risk perception and usage,
- Effectiveness in quitting smoking.

## **The Psycho-Social Aspects of Smoking and Cessation...**

The frequency of actual addiction levels\* based on the duration until the first cigarette smoked after waking up (between 1 and 4), October 2022

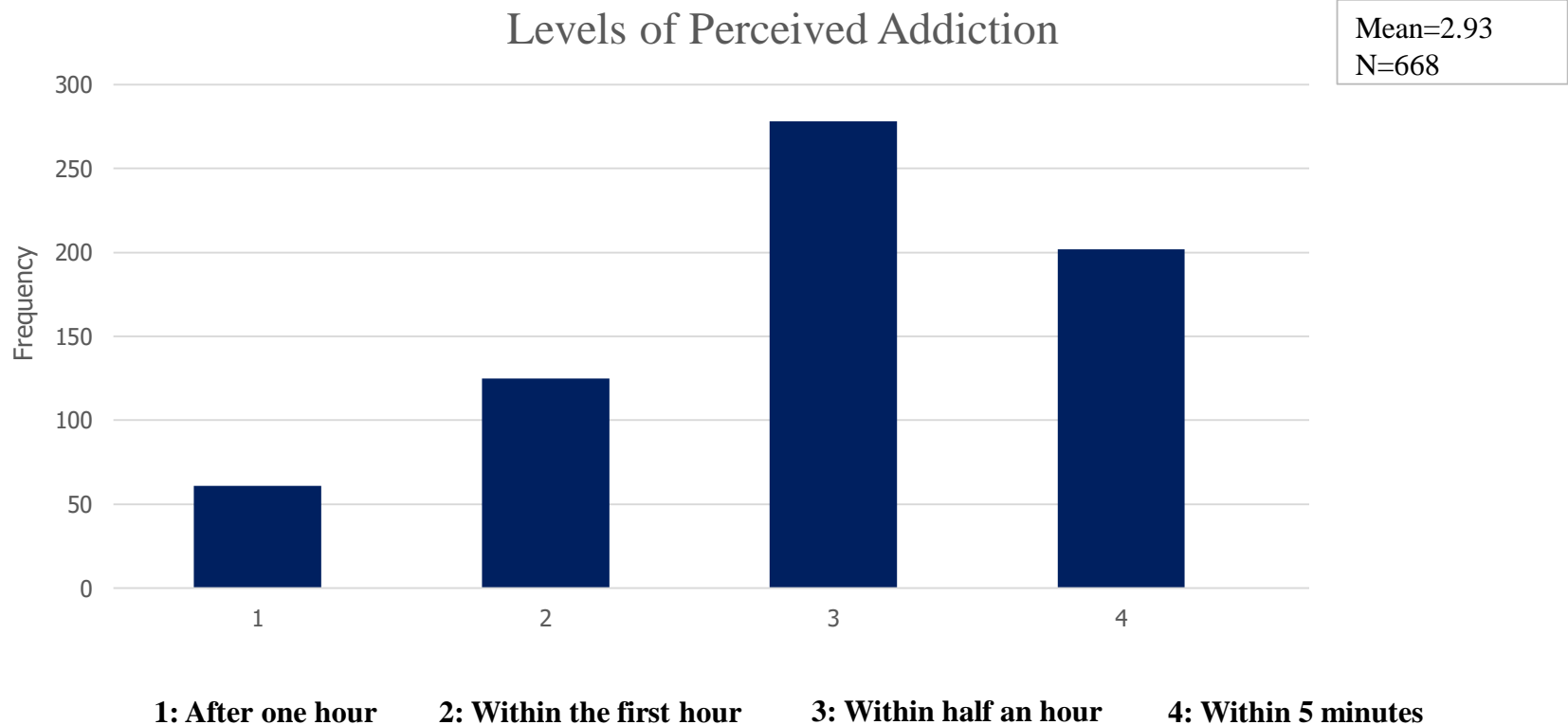


Source: TEPAV survey (October 2022), TEPAV calculations

\*Addiction levels were measured by the following three statements: "I think I am addicted", "Smoking is addictive" and "Quitting is difficult"

The levels of perceived addiction, and the frequency of people who rank 3 at perceived addiction scale is the highest.

The level of addiction as perceived\* by the individual, an arithmetic average of three statements in the questionnaire, October 2022

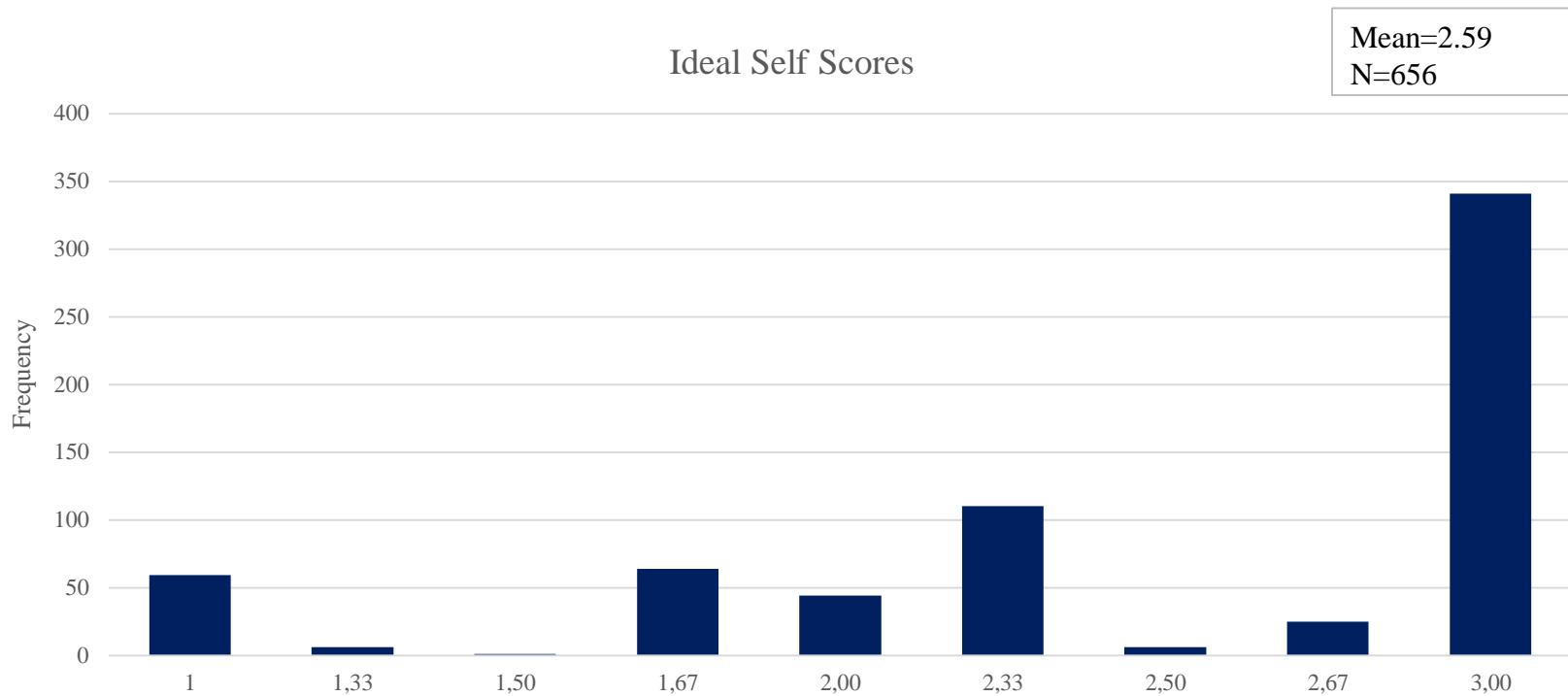


Source: TEPAV survey (October 2022), TEPAV calculations

\*Perceived addiction were measured by the following three statements: "I think I am addicted", "Smoking is addictive" and "Quitting is difficult"

The score on ideal self represents the strength of a non-smoker's ideal self.

### The ideal-self scores\*, October 2022

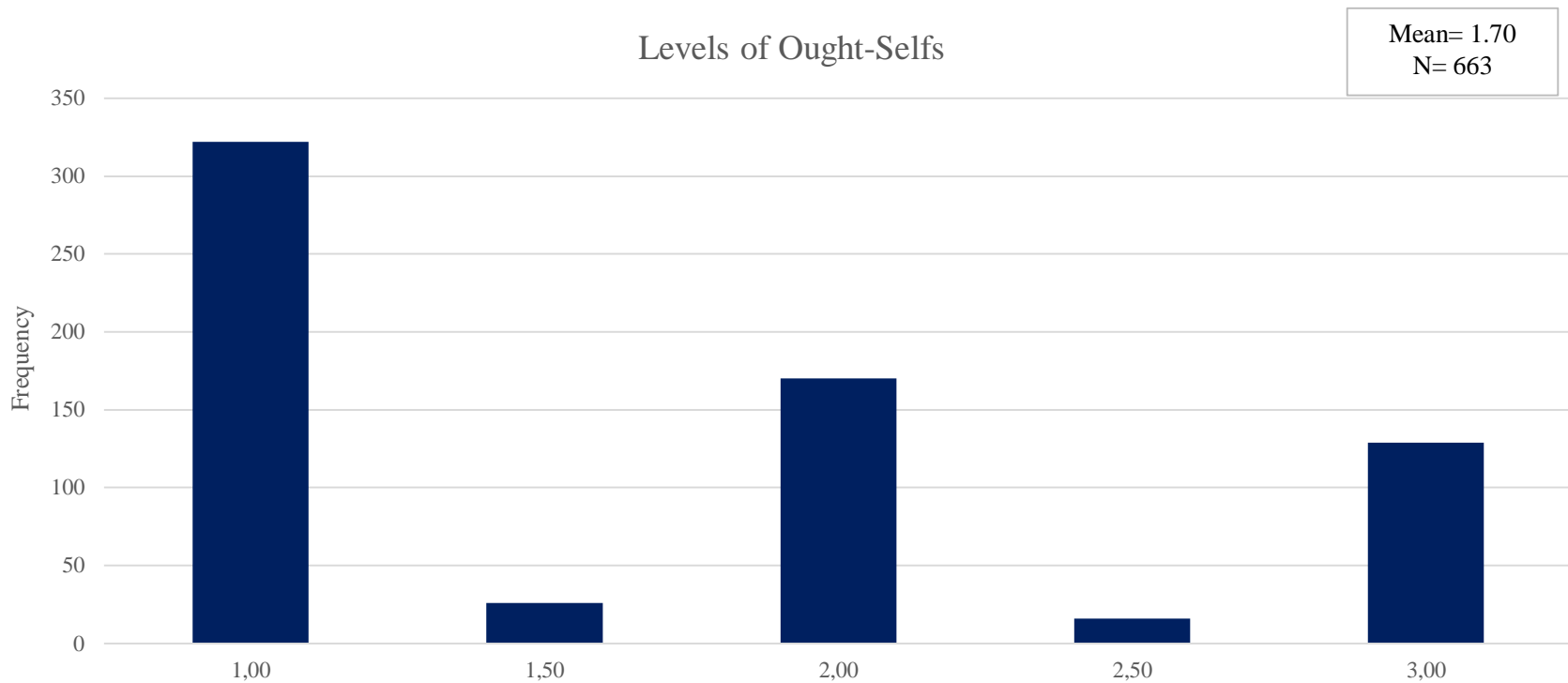


Source: TEPAV survey (October 2022), TEPAV calculations

\*Ideal self score were measured by the following three statements: "I would not smoke in the ideal situation," "I think I look good when smoking," and "My ideal self does not smoke".

## Despite the higher scores for actual addiction levels, most people desire to be perceived as a nonsmoker

### The ought-self\* scores, October 2022



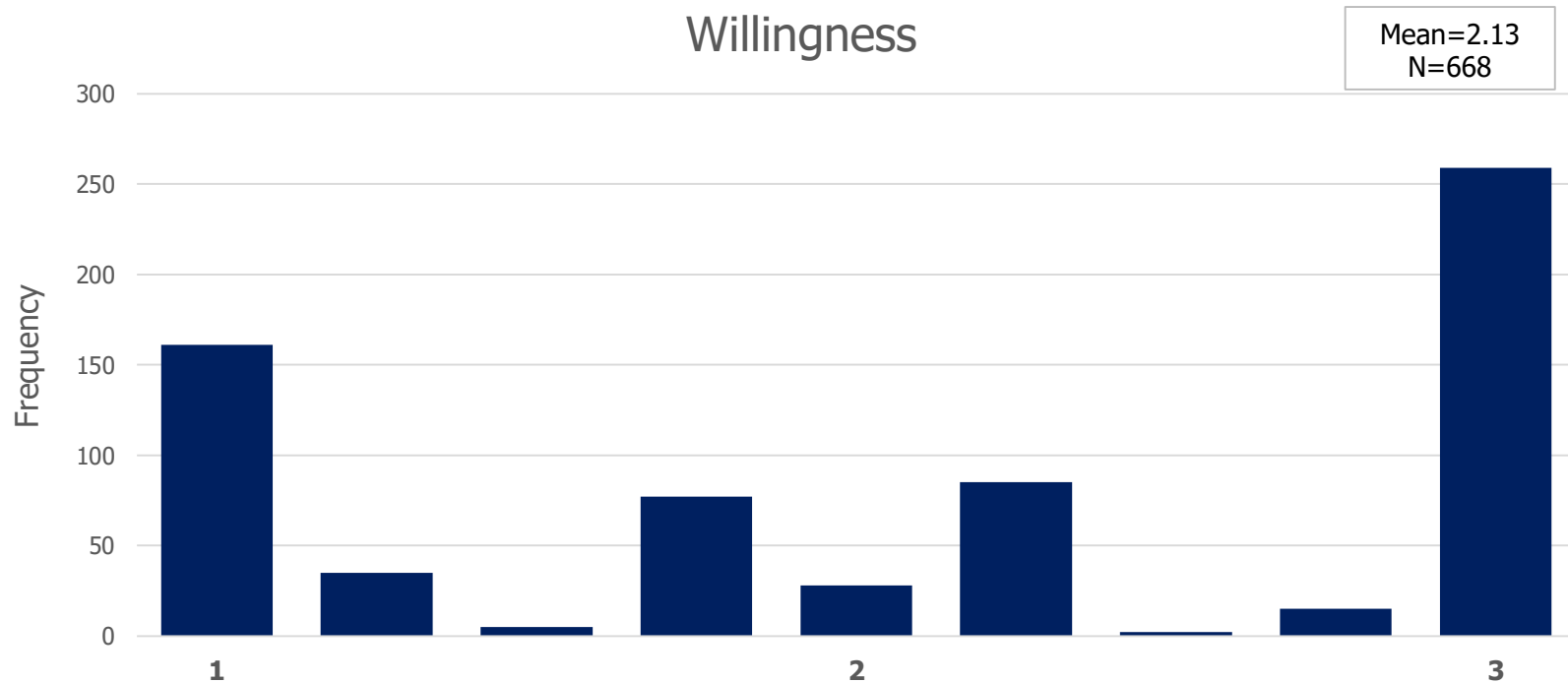
Source: TEPAV survey (October 2022), TEPAV calculations

The ought self\* is measured using two questions: “Comments people make about my smoking bother me,” “I feel embarrassed smoking in front of people.”



The survey findings indicate that about half of the smokers are willing to quit smoking; however, cessation intentions and respondents' confidence in quitting are not in tandem with each other.

### Willingness to Quit, October 2022

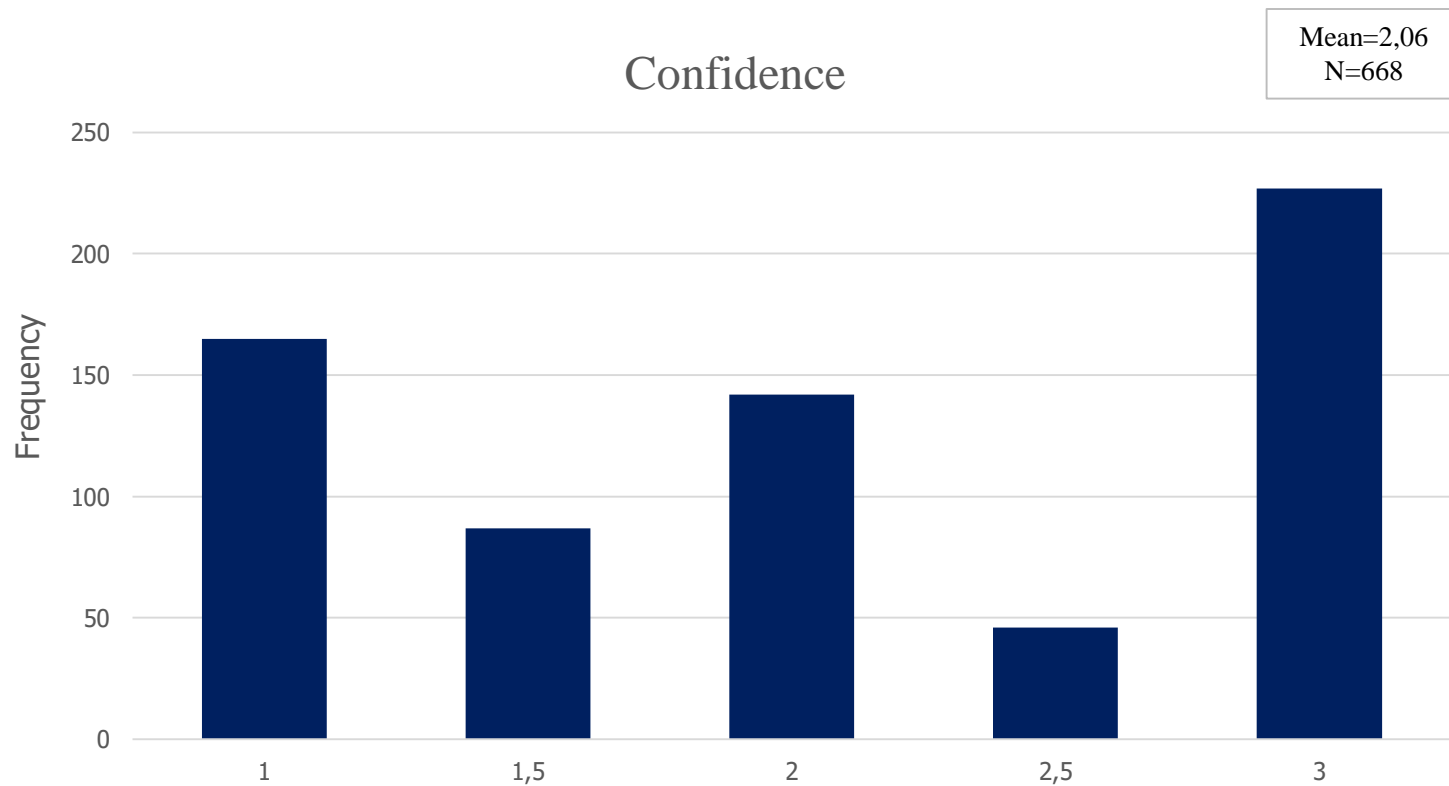


Source: TEPAV survey (October 2022), TEPAV calculations

Willingness\* is measured using three questions: “I want to quit,” “I want to stop smoking,” and “I want to reduce smoking”.

The survey findings indicate that about half of the smokers are willing to quit smoking; however, cessation intentions and respondents' confidence in quitting are not in tandem with each other.

### Confidence in Quitting, October 2022

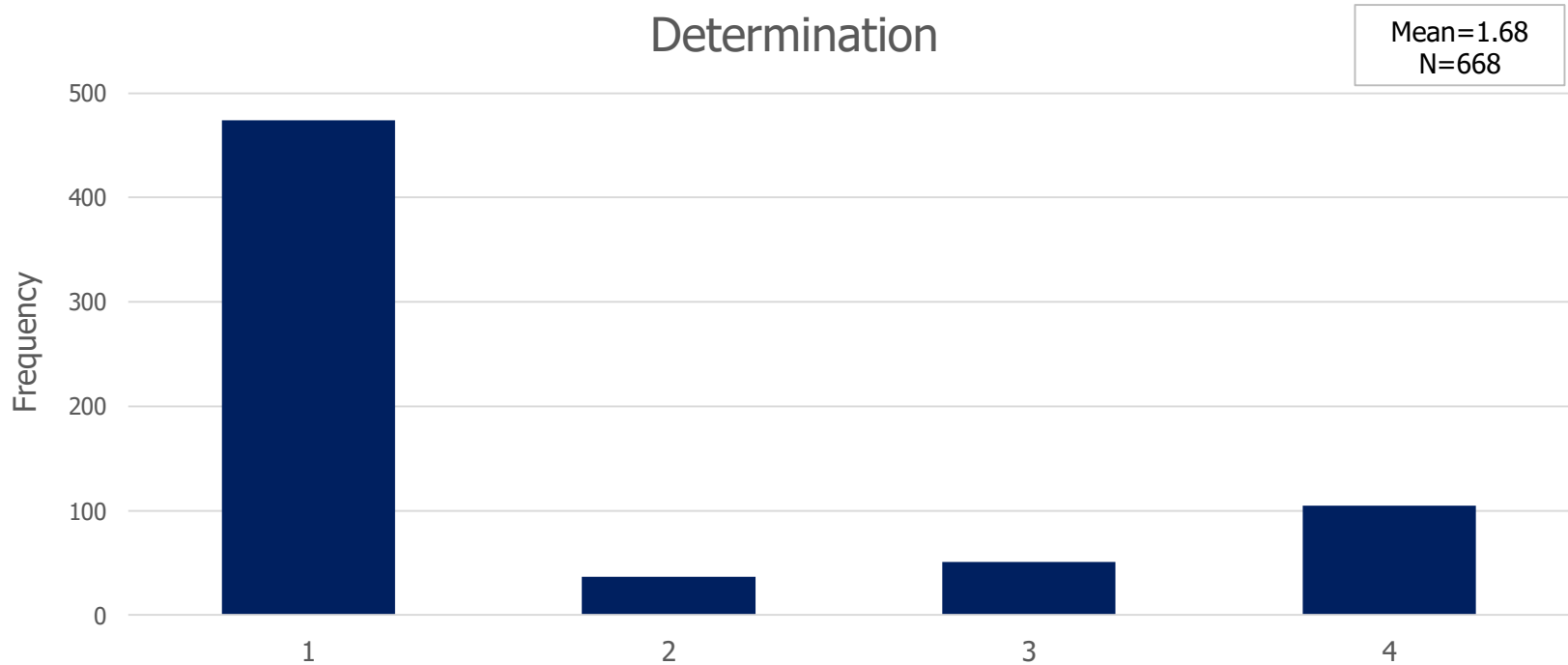


Source: TEPAV survey (October 2022), TEPAV calculations

Confidence\* is measured using two questions: "I am able to stop smoking if I want to" and "I can quit if I want to".

Most participants did not provide an exact time period for cessation, which is an indicator of how determined people are on quitting smoking

### Determination to Quit, October 2022



**Most of the participants do not have a past successful attempt in quitting.**

### Previous Quit Attempts, October 2022

