

## Background

The Global Adult Tobacco Survey (GATS) is a global standard protocol for systematically monitoring adult tobacco use and tracking key tobacco control indicators. GATS is a household survey of persons 15 years of age and older. It was implemented by the Turkish Statistical Institute (TurkStat) under the coordination of the Ministry of Health. In Turkey, GATS was first conducted in 2008 and repeated in 2012. Both the surveys used similar multistage stratified cluster sample designs to produce nationally representative data. There were 9,030 completed interviews in the 2008 survey with an overall response rate of 90.9%. There were 9,851 completed interviews in the 2012 survey with an overall response rate of 90.1%. For additional information, refer to the Turkey GATS 2008 and 2012 fact sheets and country reports.

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's (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of six evidence-based demand reduction measures contained in the WHO FCTC:

**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.



## Highlights

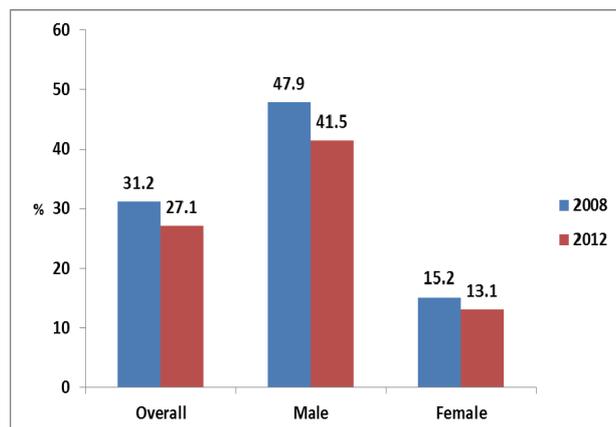
- The smoking prevalence significantly decreased among adults from 31.2% (16.0 million) in 2008 to 27.1% (14.8 million) in 2012. This represents a 13.4% relative decline of the smoking prevalence (13.5% decline for males; 13.7% decline for females).
- Exposure to secondhand smoke significantly declined. The largest drop in exposure to secondhand smoke occurred in restaurants (12.9% exposure rate in 2012 compared to 55.9% in 2008).
- The percentage of smokers who tried to quit in the last 12 months did not change from 2008 to 2012, but more smokers in 2012 used pharmacotherapy and received counseling to assist with quitting than in 2008.
- More current smokers (53.0% in 2012 compared to 46.3% in 2008) thought of quitting smoking because of health warnings on cigarette packages.

- Exposure to any tobacco advertising, promotion, and sponsorship increased significantly among women (9.6% in 2008 compared to 13.0% in 2012), though the overall exposure rate in 2012 (15.7%) remained low compared to other countries.
- The average inflation-adjusted amount paid for 20 cigarettes increased by 43.0% between 2008 and 2012, reaching 5.7 Turkish lira (USD 3.16) in 2012.

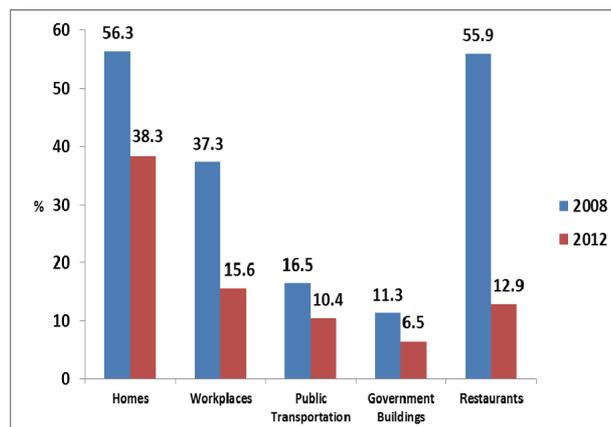
## Key Messages

- **Fewer Turkish citizens smoked cigarettes in 2012 as compared to 2008.** This change resulted from the implementation of a comprehensive set of tobacco control policies and a national action plan.
- **A large number of Turkish citizens still smoke despite the remarkable decline in the smoking prevalence.** Turkey is continuing their commitment to implement strong tobacco control policies in order to further accelerate these encouraging trends.
- **Fewer non-smokers are being exposed to secondhand smoke in restaurants and workplaces, after implementation of the national smoke-free law in 2009 in restaurants, cafes, and bars.** Continued enforcement of the smoke-free law (which bans smoking in all enclosed public places), coupled with widespread public education, will protect citizens from the deadly harms of secondhand smoke.
- **More smokers are taking advantage of government cessation services, including counseling and pharmacotherapy.** Cessation services are an important part of Turkey's national action plan, helping people quit.
- **Turkey implemented pictorial warning labels in 2010, which resulted in an increase of thinking about quitting because of health warnings.** Increasing the size and visual impact of the warnings will bring an even greater awareness of the health impacts of tobacco and contribute to quit intentions.
- **Exposure to tobacco advertising, promotion, and sponsorship remains low because of Turkey's comprehensive ban.** An increase in exposure to tobacco marketing - particularly among women - may require increased attention.
- **The real cost of a cigarette pack has increased substantially, and cigarettes have become less affordable.** Reductions in smoking rates are highest among groups who are most price-sensitive such as youth and those with lower education. Increasing tobacco prices through tobacco taxes is among the most effective ways to reduce tobacco use.

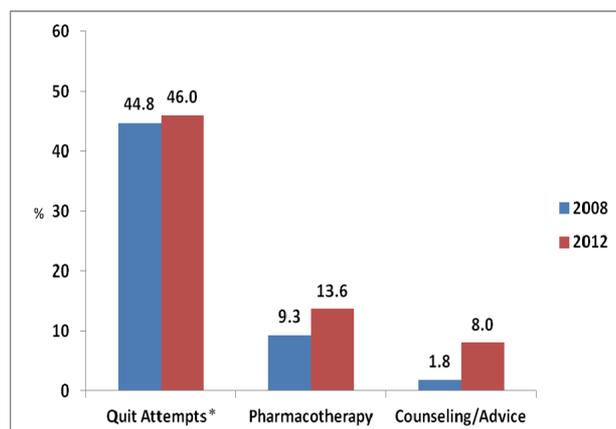
**m** Prevalence of current tobacco smoking by gender, GATS Turkey 2008 and 2012



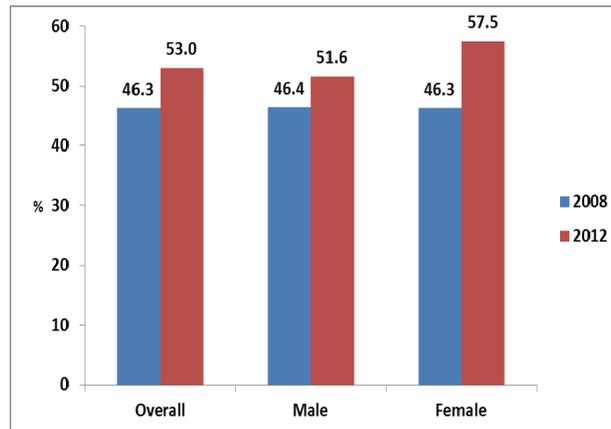
**p** Exposure to secondhand smoke in various places in the past 30 days, GATS Turkey 2008 and 2012



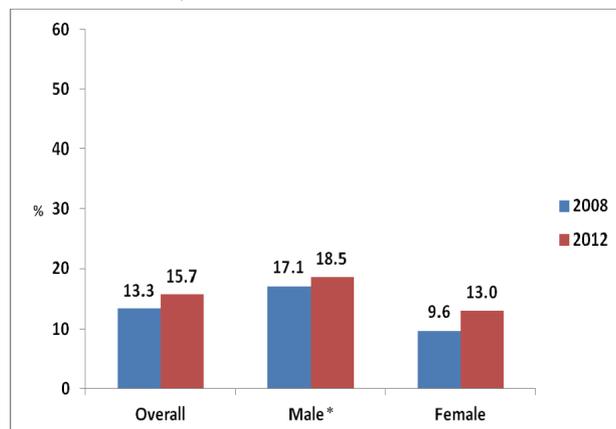
**o** Quit attempts among smokers in the past 12 months and cessation methods used by those who tried to quit, GATS Turkey 2008 and 2012



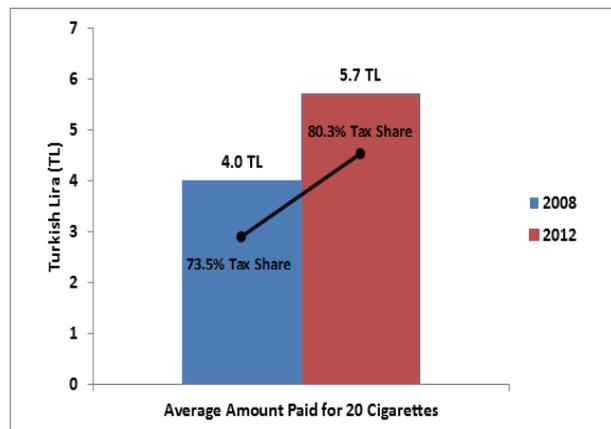
**w** Thinking of quitting smoking because of noticing health warning labels on cigarette packages by gender, GATS Turkey 2008 and 2012



**e** Noticing any cigarette advertisement, promotion, or sponsorship in the past 30 days by gender, GATS Turkey 2008 and 2012



**r** Average amount paid for 20 cigarettes and total tax shown as a percentage share of retail price\*\* GATS Turkey 2008 and 2012



\*\* Average amount paid in 2008 was adjusted for inflation for direct comparison to 2012  
Source: Turkey Ministry of Finance, General Directorate of Revenue Policies

**NOTE:** Current use refers to daily and occasional 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. All comparisons present in the graphs are significant at  $p < .05$ , unless otherwise noted (\*) as unchanged.

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