

## GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Turkey. 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:

**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, cessation, secondhand smoke, economics, media, and knowledge, attitudes, and perceptions towards tobacco use. In Turkey, GATS was conducted in 2012 as a household survey of persons 15 years of age and older by the Turkish Statistical Institute (TurkStat), under the coordination of the Ministry of Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 11,536 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using netbooks. There were a total of 9,851 completed individual interviews with an overall response rate of 90.1%.

## GATS Highlights

### Tobacco Use

- 41.5% of men, 13.1% of women, and 27.1% overall (14.8 million adults) currently smoked tobacco.
- 37.3% of men, 10.7% of women, and 23.8% overall (13.0 million adults) currently smoked daily.
- 1.1% of men, 0.5% of women, and 0.8% overall (0.4 million adults) currently smoked water pipe.

### Cessation

- 27.2% of ever daily smokers have quit smoking.
- 42.9% of smokers who visited a health care provider in the past 12 months were advised to quit.
- 55.2% of current smokers planned to or were thinking about quitting.

### Secondhand Smoke

- 15.6% of adults who worked indoors (2.4 million adults) were exposed to tobacco smoke at the workplace.
- 38.3% of adults (20.8 million adults) were exposed to tobacco smoke at home.
- 26.4% of adults who own private cars (5.3 million adults) were exposed to tobacco smoke in private cars.
- 12.9% of adults (2.8 million adults) were exposed to tobacco smoke when visiting restaurants.

### Economics

- The average monthly expenditure for manufactured cigarettes was 146.10 Turkish lira [81.12 USD].
- 9.1% of manufactured cigarette smokers indicated their cigarette packs usually do not have any tax stamps.

### Media

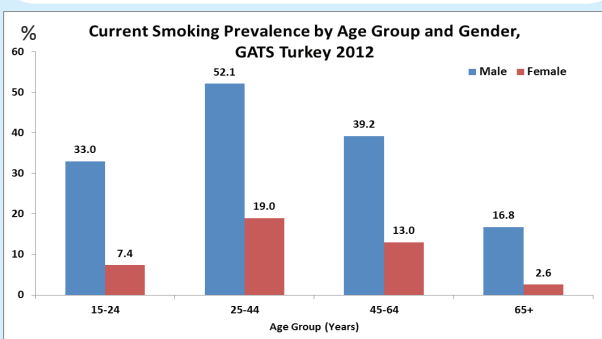
- 92.0% of adults noticed anti-cigarette information on the television or radio.
- 94.3% of current smokers noticed health warnings on cigarette packages and 53.0% of current smokers thought about quitting as a result of seeing the warnings.
- 4.0% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 14.1% of adults noticed any cigarette marketing (other than in stores) or sporting event sponsorship.

### Knowledge, Attitudes & Perceptions

- 96.2% of adults believed smoking causes serious illness.
- 96.2% of adults believed exposure to secondhand smoke causes serious illness.
- 95.5% of adults favor the law prohibiting smoking inside workplaces and public places.

### Tobacco Use

	OVERALL (%)	MEN (%)	WOMEN (%)
<b>TOBACCO SMOKERS</b>			
Current tobacco smokers	27.1	41.5	13.1
Current daily tobacco smokers	23.8	37.3	10.7
Current cigarette smokers <sup>1</sup>	26.9	41.3	13.0
Daily cigarette smokers <sup>1</sup>	23.8	37.3	10.7
Current water pipe smokers	0.8	1.1	0.5
<b>TOBACCO DEPENDENCY (DAILY SMOKERS)</b>			
First cigarette smoked within 30 minutes after waking	42.1	42.7	39.8
	OVERALL (%)	MEN (%)	WOMEN (%)
Average number of cigarettes smoked per day	19.2	20.3	15.3
<b>AGE OF INITIATION (AMONG 18-34 YEAR OLDS)</b>			
Started daily smoking before age 15	16.1	16.7	14.3
Started daily smoking before age 18	58.7	61.8	49.0
Average age of initiation	17.1 YRS	16.8 YRS	17.9 YRS



### Cessation

	OVERALL (%)	MEN (%)	WOMEN (%)
Former daily tobacco smokers <sup>2</sup> (among ever daily smokers)	27.2	26.9	28.3
Smokers who made a quit attempt in the past 12 months <sup>3</sup>	46.0	45.1	48.8
Smokers who quit in the past 12 months <sup>4</sup>	13.1	12.5	14.5
Smokers asked by a health care provider if they were smokers in the past 12 months <sup>3,5</sup>	51.4	49.1	56.3
Smokers advised to quit by a health care provider in the past 12 months <sup>3,5</sup>	42.9	41.3	46.4
Current smokers who planned to or were thinking about quitting	55.2	53.8	59.3
Current smokers who planned to quit within the next month	12.9	12.4	14.5

### Secondhand Smoke

	OVERALL (%)	MEN (%)	WOMEN (%)
Exposure to tobacco smoke indoors at the following locations:			
Workplace <sup>6,*</sup>	15.6	17.8	9.6
Restaurants <sup>7</sup>	12.9	14.0	11.3
Cafes, coffee or tea houses <sup>7</sup>	26.6	28.6	20.5
Government buildings <sup>7</sup>	6.5	7.1	5.7
Home at least monthly	38.3	39.2	37.4
Private cars at least monthly <sup>8</sup>	26.4	28.5	24.1
Tobacco smoking in taxis <sup>9</sup>	17.1	20.0	14.0

### Economics

Average amount spent on 20 manufactured cigarettes	5.70 TRY [3.17 USD <sup>**</sup> ]
Average monthly expenditure for manufactured cigarettes	146.10 TRY [81.12 USD <sup>**</sup> ]
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) [2012] <sup>10</sup>	3.0%
Manufactured cigarette smokers indicating their cigarette packs usually do not have any tax stamps	9.1%

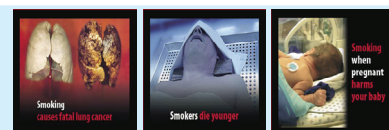
### Media

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
<b>ANTI-CIGARETTE INFORMATION</b>			
Adults who noticed anti-cigarette information on the television or radio <sup>7</sup>	92.0	92.8	91.8
Adults who noticed anti-cigarette information on billboards <sup>8</sup>	29.9	32.9	28.8
	OVERALL (%)	MEN (%)	WOMEN (%)
<b>HEALTH WARNINGS ON THE PACKAGE</b>			
Current smokers who noticed a health warning on a cigarette package <sup>7</sup>	94.3	93.8	95.8
Current smokers who thought about quitting because of a warning label <sup>7</sup>	53.0	51.6	57.5
	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
<b>PRO-CIGARETTE MARKETING</b>			
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>11,*</sup>	4.0	4.9	3.7
Adults who noticed any cigarette advertisements/promotions (other than in stores) or sporting event sponsorship <sup>7</sup>	14.1	16.6	13.2

### Knowledge, Attitudes & Perceptions

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	96.2	96.0	96.2
Adults who believed secondhand smoke causes serious illness:	96.2	94.7	96.8
Adults who favored the law prohibiting smoking inside workplaces and public places	95.5	87.7	98.5

### Top 3 Most Effective Pictorial Health Warnings<sup>12</sup>



Current smokers who selected the pictorial health warning as the one which makes them want to quit smoking the most	27.0%	14.9%	11.3%
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<sup>1</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup> Current non-smokers. <sup>3</sup> Includes current smokers and those who quit in the past 12 months. <sup>4</sup> Percent who were able to quit out of smokers who attempted to quit in the past 12 months. <sup>5</sup> Among those who visited a health care provider in the 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 the place in the past 30 days. <sup>8</sup> Among those who have a private car. <sup>9</sup> Noticing smoking inside taxis among those who used or saw a taxi in the past 30 days. <sup>10</sup> International Monetary Fund World Economic Database, September 2012. <sup>11</sup> Includes those who noticed 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>12</sup> Current smokers were shown 14 pictorial health warnings. <sup>\*</sup> During the past 30 days. <sup>\*\*</sup> Currency converted to USD using exchange rate from May 15, 2012.

**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.

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