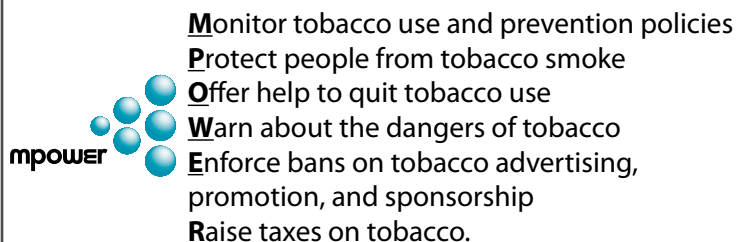




GATS Objectives

The Global Adult Tobacco Survey (GATS) is the 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. The WHO has developed MPOWER, a technical assistance package of six evidence-based policies that include:



GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use, cessation, second-hand smoke (SHS), economics, media, and knowledge, attitudes and perceptions toward tobacco use.

In Turkey, GATS was conducted in November 2008 (prior to implementation of the legislation banning smoking in the hospitality sector) as a household survey of persons 15 years of age and older by Turkish Statistical Institute (TurkStat). A multi-stage, geographically clustered sample design was used to produce nationally representative data. One individual was randomly chosen from each selected household to participate in the survey. Survey information was collected using handheld devices. The household response rate was 93.7%, the person response rate was 97.0% and the overall response rate was 90.9%. There were a total of 9030 completed interviews.

GATS Highlights

Tobacco Use

- 31.2% of adults (approximately 16 million) currently smoke tobacco; 47.9% of men, 15.2% of women.
- 43.8% of men and 11.6% of women smoke daily.
- 96.5% of all current smokers smoke manufactured cigarettes.

Cessation

- 26.5% of ever daily smokers have quit smoking.
- 53.0% of the current smokers are thinking about quitting.
- 10.0% of the current smokers plan to quit in the next month.

Second-hand Smoke

- 38.5% of adults (approximately 6 million) working in indoor workplaces are exposed to SHS at the workplace.
- 59.7% of adults (approximately 30.5 million) live in homes where smoking is allowed, including 19.5 million non-smokers.
- 16.5% of adults are exposed to SHS in public transportation and 11.3% in public buildings.
- 55.9% of adults are exposed to SHS in restaurants (prior to implementation of the legislation).

Media

- 88.8% of adults noticed anti-cigarette information (85.5% on the television, 46.3% in newspapers and magazines, or 36.0% on billboards).
- 95.1% of smokers noticed text health warnings on cigarette packages; 46.5% thought about quitting as a result of the warnings.
- 13.3% of adults noticed any pro-cigarette advertisement, promotion and sponsorship.

Knowledge, Attitudes and Perceptions

- 97.2% of adults believe smoking causes serious illness.





Tobacco Use

TOBACCO SMOKERS

	OVERALL(%)	MEN(%)	WOMEN(%)
Current tobacco smokers	31.2	47.9	15.2
Current daily tobacco smokers	27.4	43.8	11.6
Current smokers of manufactured cigarettes	30.1	45.8	14.9
Former tobacco smokers ¹	15.9	22.1	10.0

TOBACCO DEPENDENCY (DAILY SMOKERS)

	OVERALL(%)	MEN(%)	WOMEN(%)
Smoked 16+ cigarettes per day	56.0	63.2	30.4
First cigarette smoked within 30 minutes after waking	41.1	42.6	35.6

	OVERALL(%)	MEN(%)	WOMEN(%)
Average number of cigarettes smoked per day	17.7	19.3	12.2

INITIATION AGE (18-34 YEARS)

	OVERALL(%)	MEN(%)	WOMEN(%)
Started daily smoking before age 15	19.6	22.2	12.4
Started daily smoking before age 18	58.9	62.5	48.9
Started daily smoking after age 19	19.7	16.4	28.9

	OVERALL(YRS)	MEN(YRS)	WOMEN(YRS)
Average age of starting daily smoking	16.9	16.6	17.8

Cessation

	OVERALL(%)	MEN(%)	WOMEN(%)
Ever daily smokers who have quit smoking	26.5	27.2	23.9
Smokers who made a quit attempt in the past 12 months ²	44.8	44.1	46.9
Smokers who quit smoking in the past 12 months	15.8	13.5	21.9
Smokers asked by a health care provider if they were smokers in the past 12 months ³	49.0	49.1	48.8
Smokers advised to quit by a health care provider in the past 12 months ⁴	83.1	85.9	77.8
Current smokers who plan to quit at any time in the future	53.0	53.6	51.2
Current smokers who plan to quit within the next month	10.0	10.0	9.8

Second-hand Smoke

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults who work indoors and are exposed to SHS in the workplace ⁵	38.5	41.5	28.3
Non-smoking adults who work indoors and are exposed to SHS in the workplace ⁵	31.6	35.4	23.0
Smoking is allowed inside the home ⁵	59.7	58.7	60.5
Someone smokes inside the home ⁵	41.1	41.5	40.6
Exposure to SHS in restaurants (prior to implementation of the legislation) ⁵	55.9	57.7	52.3
Exposure to SHS in public transport ⁵	16.5	18.7	14.1
Exposure to SHS in public buildings ⁵	11.3	13.0	7.8

Economics

	OVERALL(%)	MEN(%)	WOMEN(%)
Manufactured cigarettes bought last time from shops	92.5	92.7	91.6

	OVERALL(TRL)	MEN(TRL)	WOMEN(TRL)
Average monthly expenditure for manufactured cigarettes	86.7	94.1	58.5

Media

ANTI-CIGARETTE INFORMATION

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults who noticed anti-cigarette information anywhere ⁵	88.8	89.9	87.8
Adults who noticed anti-cigarette information in newspapers and magazines ⁵	46.3	53.7	39.2
Adults who noticed anti-cigarette information on the television ⁵	85.5	85.5	85.4
Adults who noticed anti-cigarette information on billboards ⁵	36.0	40.7	31.4

TEXT HEALTH WARNINGS ON THE PACKAGE

	OVERALL(%)	MEN(%)	WOMEN(%)
Current cigarette smokers who noticed text health warnings on the package ⁵	95.1	95.3	94.3
Thought about quitting because of text health warning on the package ⁵	46.5	46.5	46.7

PRO-CIGARETTE MARKETING

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults who noticed any pro-cigarette advertisement, promotion, or sponsorship ⁵	13.3	17.1	9.6

Knowledge, Attitudes and Perceptions

	OVERALL(%)	MEN(%)	WOMEN(%)
Adults who believe smoking causes serious illness	97.2	97.8	96.7
Adults who believe smoking causes stroke ⁶	83.7	85.2	82.2
Adults who believe smoking causes heart attack ⁶	95.5	96.1	94.8
Adults who believe smoking causes lung cancer ⁶	98.0	98.6	97.5
Adults who believe breathing other people's smoke causes serious illness	95.5	95.9	95.1

¹ Former daily or occasional smoker. ² Including current smokers and those who quit in the past 12 months. ³ Among those who visited to a health care provider in the past 12 months. ⁴ Among those who visited a health care provider in the past 12 months and they were asked if they smoked. ⁵ During the past 30 days. ⁶ Among adults who believe smoking cause serious illness.

*NOTE: Current use refers to daily and less than daily use. Adults refer 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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