

## POLICY RECOMMENDATIONS

1. The Government of Kosovo should significantly **increase the excise tax** as this would decrease the demand for cigarettes and reduce smoking prevalence.
2. The government should **provide free cessation programs**, such as counseling or a free telephone quitline to support those who want to quit smoking.
3. In addition, the Kosovo Government should **finance and organize more public campaigns to raise awareness of the negative health consequences of tobacco use**, which appears to be an effective way to deter adults from smoking.

## OBJECTIVES

- Adhering to the global standard protocol for systematically monitoring adult tobacco use and tracking key tobacco indicators, D+ has conducted a study on tobacco use among adults in Kosovo using data from the regional Survey on Tobacco Consumption in Southeastern European Countries (STC-SEE).
- The survey was conducted in six SEE countries, including Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro, and Serbia. It was coordinated by the Institute of Economic Sciences (IES) in Belgrade and funded by the University of Illinois at Chicago's (UIC) Institute for Health Research and Policy.

## METHODOLOGY

- The survey in Kosovo used a sample of 1,000 adults aged 18 to 85 that was designed to be nationally representative based on the latest census conducted in Kosovo, in 2011.
- The aim of the survey was to collect information from respondents on their background characteristics, tobacco use (all types), smoking cessation, secondhand smoke (SHS) exposure, economics of tobacco, media, attitudes, and perceptions.
- In addition, the survey used a multistage geographically clustered sampling design to produce key indicators for Kosovo as a whole and by respondents' residence.

## HIGHLIGHTS

### TOBACCO USE

- Smoking prevalence of manufactured and hand-rolled cigarettes among adults in Kosovo is very high, at 36.4 percent: 48.9 percent among men and 23.8 percent among women. Smoking intensity is also high, as nearly 70 percent of daily smokers in Kosovo smoke on average more than 20 cigarettes per day.
- Nearly 40 percent of ever daily smokers started smoking before the age of 18, while 45.0 percent started smoking between ages 18 and 24.
- High-income adults (67.5 percent), those with a secondary level of education (37.3 percent), and adults living in urban areas (39.9 percent) smoke relatively more than other adults.

### CESSATION

- Only 16.1 percent of current smokers made attempts to quit smoking in the past 12 months, and 54.1 percent of them only managed to abstain from smoking for one month.
- Health reasons were the main factor for 66.0 percent of smokers who made quit attempts.
- 16.8 percent of current smokers smoke less now than in the past, and 81.5 percent of them did so for health reasons.

### SECONDHAND SMOKE

- The probability of being exposed to SHS in Kosovo is high, as 50.4 percent of all adults (43.2 percent of non-smokers) are exposed to tobacco smoke at home.
- Most Kosovans (91.2 percent) are exposed to SHS mainly in restaurants and bars or night clubs, despite the fact that 72 percent of non-smokers are bothered by SHS exposure.
- Most ever smokers (78.5 percent) have been told at least a few times that their smoking bothered others.

### ECONOMICS

- The average amount spent per pack for 20 manufactured cigarettes and for 20 hand-rolled cigarettes in Kosovo is 1.98 EUR and 1.49 EUR, respectively. The most purchased brand of manufactured cigarettes is Winston, followed by Lucky Strike and Marlboro.
- Overall, current smokers of tobacco products spend 17.3 percent of their monthly household income on cigarette consumption. The higher the income and educational attainment of current smokers, the lower is the share of their budget allocated to tobacco consumption.
- The most recent increase of cigarette prices did not trigger any behavioral change for 85.1 percent of smokers in Kosovo, except slightly among smokers aged between 65 and 74 and those with income of less than 400 EUR per month.

### MEDIA, ATTITUDES, PERCEPTIONS

- Tobacco advertising in Kosovo is regulated by law, which may explain the low exposure to tobacco marketing, as only 2.5 percent of adults, mostly males, have seen or heard of events sponsored by or connected with either cigarette brands or tobacco companies in the past six months.
- The tobacco industry in Kosovo mostly uses promotions



such as free gifts or special discount offers on other products when buying cigarettes (3.3 percent) and clothing or other items with a cigarette brand name or logo (2.7 percent).

- Raising the price of cigarettes (31.1 percent) and making smoking or tobacco products sales illegal (33.9 percent) are perceived as useful government policies to control and limit tobacco use.

## ECONOMICS

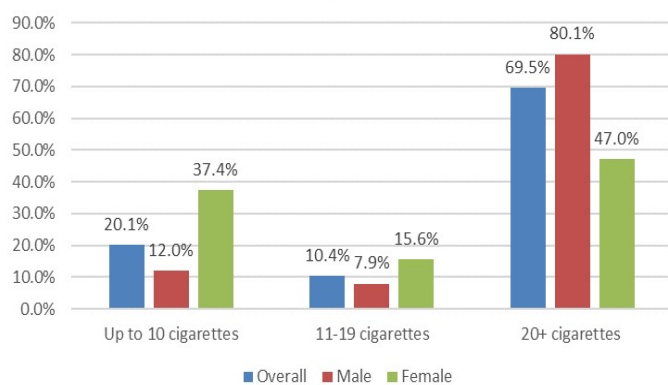
	Overall (EUR)
Average price per pack of 20 manufactured cigarettes	1.98
Average price per 20 hand-rolled cigarettes	1.49
The average monthly expenditure for manufactured cigarettes	69.0
The average monthly expenditure for hand-rolled cigarettes	28.5

## MEDIA

	Overall (%)
Adults who have seen or heard about events sponsored by or connected with either cigarette brands or tobacco companies	2.5

Smoking intensity is high, as over 69 percent of current smokers smoke more than 20 cigarettes per day.

Smoking intensity



## TOBACCO USE

	Overall (%)	Male (%)	Female (%)
Current tobacco smokers	36.4	48.9	23.8
Daily tobacco smokers	34.4	47.0	21.7
Average number of cigarettes smoked per day	20.7	23.6	14.7

## CESSATION

	Overall (%)	Male (%)	Female (%)
Quit ratio	15.9	17.7	11.9
Current daily smokers who made quit attempts in the past 12 months	16.1	18.2	11.7

## SECONDHAND SMOKE

	Overall (%)	Male (%)	Female (%)
Home	50.4	45.2	55.9
Bars or night clubs	91.2	95.2	88.3
Restaurants and cafes	69.2	70.7	67.1
Government buildings or offices	13.8	16.2	8.9
University or school buildings	9.6	15.7	4.7
Public transport	9.5	11.8	7.5
Health care facilities	7.6	8.0	7.0

## CHANGE IN SMOKING BEHAVIOR

	Overall (%)	Male (%)	Female (%)
Reaction to last price increase			
No change	85.1	83.5	88.7
Temporarily quit	1.7	1.9	1.3
Consumed less	6.5	6.0	7.5
Switched to cheaper brands	3.7	4.9	1.1
Switched to hand-rolled cigarettes	0.5	0.7	0
Switched to smokeless tobacco	0.2	0.3	0

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