



International Tobacco Control
Policy Evaluation Project

Impact of Tobacco Pricing and Taxation: Economic Analysis Using ITC Project Data

15th World Conference on Tobacco or Health
Singapore, March 21, 2012



Countries of the ITC Project–2012



Canada



United States



Australia



United Kingdom



Ireland



Thailand



Malaysia



South Korea



China



Uruguay



Mexico



New Zealand



France



Germany



Netherlands



Bangladesh



Brazil



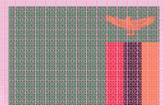
Mauritius



Bhutan



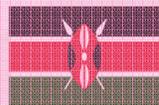
India



Zambia



Nigeria



Kenya

Sub-Saharan African
countries joining in
2012–13

	Country	Mode	Current N (smokers ¹)	Current N (others ²)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
1	Canada		1,581 *													
2	United States		1,520 *	Youth, former smokers-2013								S ¹	S ¹			
3	United Kingdom		1,325 *													
4	Australia		1,513 *											S ²	S ²	
5	Ireland/Scotland		1,753	708 NS		I	I	I								
6	Thailand		2,276	947 Youth												
7	Malaysia		2,045	877 Youth 1,483 NS ^o												
8	South Korea		1,753 §													
9	China		5,583	1,417 NS												
10	Mexico		2,133													
11	Uruguay		1,411 Δ													
12	New Zealand		923													
13	France		1,704	515 NS												
14	Germany		1,002	819 NS												
15	Netherlands		2,101 ±								5 waves in 4 years					
16	Bangladesh		3,054	2,453 NS+SL												
17	Brazil		1,215	610 NS												
18	Mauritius		602	238 NS												
19	Bhutan		299 U	1,541 NU												
20	India		8,000 U	2,400 NU									Wave 1 in 2010-11	Wave 2 in 2012-13		
21	Kenya		1,500	600 NS												
22	Nigeria		1,500	600 NS												
23	Zambia		1,500	600 NS												

1 "Smokers" = cigarettes in all countries, but also includes bidi/biri smokers in Bangladesh and India.

2 Other: NS = non-smokers; U = Tobacco users (all forms) in Bhutan & India; SL= smokeless in Bangladesh; NU= Non-users (all forms) in Bhutan & India.

* The ITC Four Country Survey began as a cohort survey of N= 2,000 in each country. For Wave 7 (Fall 2008): N= 1,750; For Waves 8–12: N=1,500.

S¹ The ITC Four Country Supplemental Wave 7.5 (November 2009 to January 2010) was conducted in the United States only.

S² The ITC Four Country Supplemental Wave 8.5 (September 2011 to February 2012) was conducted in Australia only.

I The ITC Ireland/Scotland Survey only included Ireland for Waves 1 (2003-04) and 2 (2004-05). Both countries were surveyed in Waves 3 (2006) and 4 (2007).

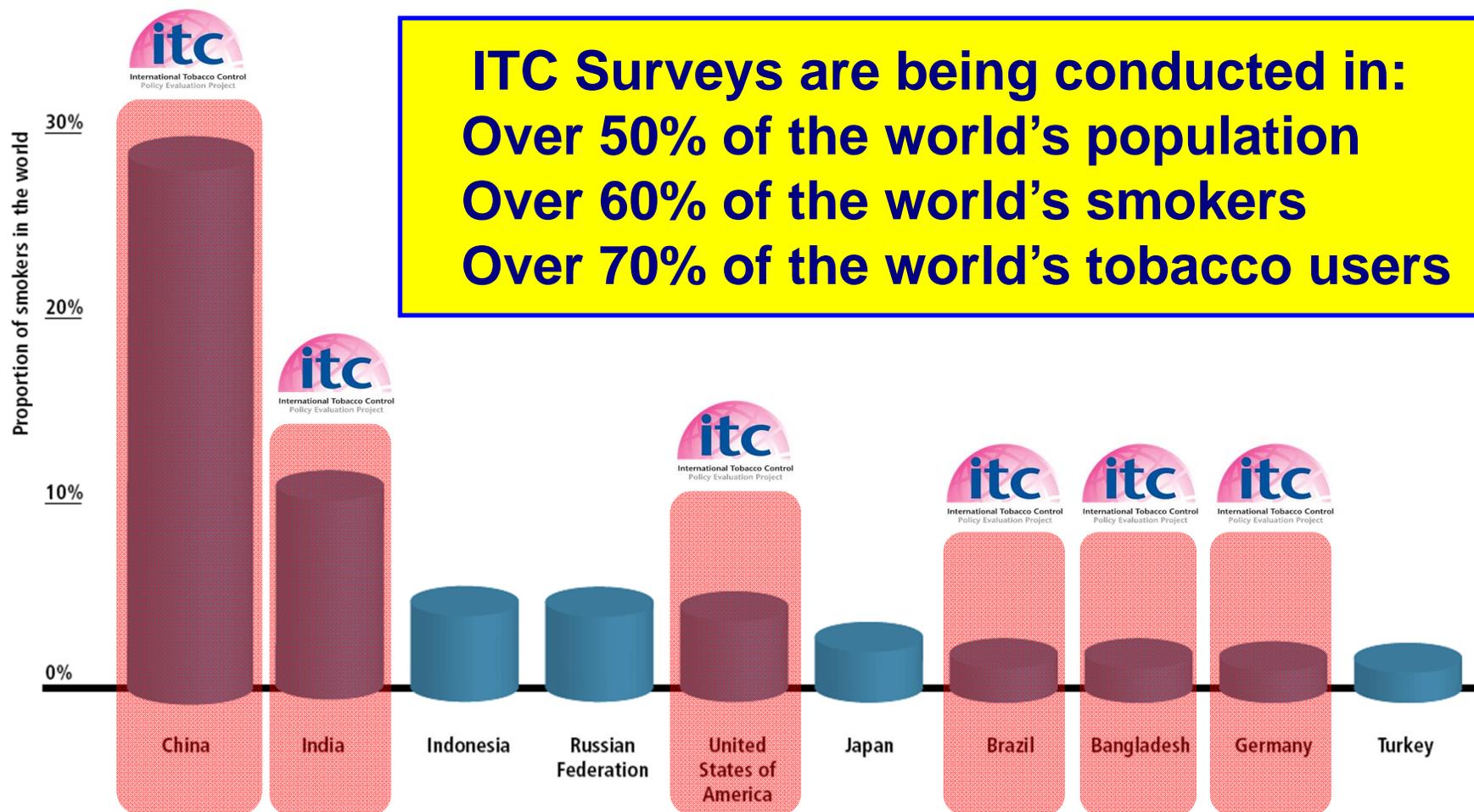
o The ITC Malaysia Survey includes non-smokers in Waves 1–3.

§ The ITC Korea Survey increased its sample size to 1,800 for Waves 2 (Fall 2008) and 3 (Summer 2010).

Δ The ITC Uruguay Survey increased its sample size to 1,500 for Wave 2 (2008).

± The ITC Netherlands Survey sampled 400 smokers by phone (random digit dialled, as in other ITC phone surveys) + 1,700 from a large Internet panel..

NEARLY TWO THIRDS OF THE WORLD'S SMOKERS LIVE IN 10 COUNTRIES



Source: The number of smokers per country was estimated using adjusted prevalence estimates (see Technical Note II and Appendix III). A limitation of this approach is that adjusted estimates used to estimate the number of smokers are sometimes derived from limited country data, and for some countries large adjustments are needed. In these cases the adjusted estimates can be different from actual surveys reported by countries. Brazil prevalence data were obtained from VIGITEL 2006.

The ITC Surveys

- ◆ Extensive surveys of probability samples of adult smokers in each country
- ◆ Longitudinal cohort design: strong advantages over repeat cross-sectional designs in evaluation
- ◆ Identical/similar methods/measures in all countries, defined by a theory-based conceptual model of policy impact. Allows strong cross-country comparisons
- ◆ Use “natural experiment” designs (also known as “quasi-experimental designs”) for strong evaluation.

Content of the ITC Surveys

Surveillance content

Mixed Surveillance and policy content

Unique ITC Content: 170-200 Qs focusing on policy impact

Surveillance content

Content Domain	Number of Qs
Smoking History and Frequency → – Age started, 100 cigs,	7
Smoking Behaviour (current) and Dependence → – Cigs/day, time to first, perceived addiction	7
Quitting: ever tried, most recent attempt → – Duration of last attempt, planning vs. spontaneous,	6
Quitting: Beliefs, efficacy, intentions, motivation, reasons for → – Perceived role of policies	21
Knowledge: health effects, constituents → – Health conditions (e.g., lung cancer, stroke, impotence), role of nicotine	22
Health Warnings → – Noticing, thinking about health risks, motivate quitting, emotional reaction	13
Anti-smoking campaigns → – Noticing in various channels, perceived impact	14
Cigarette brand → – Choice, history, perceptions, last purchase: size, price paid	35
Light/Mild and other supposedly reduced harm products → – Perceptions of brand, relative risk	7
Cessation assistance → – Physician mention, type of assistance sought, effectiveness	19
ETS and Smoke-Free policies → – Personal policies (home, car), restaurants, bars, workplace (prevalence/support)	53
Psychosocial beliefs about smoking (mediators) and moderators	27
Advertising/Promotion	25
Tobacco industry beliefs and government role in TC beliefs → – Trust in industry, need for regulation, should govt do more?	8
Individual difference variables → – Depression, time perspective, rebelliousness	18
Demographics → – Age, marital status (also whether partner smokes), income, education	13
TOTAL NUMBER OF QUESTIONS (MAXIMUM)	272

Throughout the policy sections there are measures relevant to monitoring

ITC Cross Country Report on Price/Taxation

The International Tobacco Control Policy Evaluation Project
Tobacco Price and Taxation

ITC Cross-Country Comparison Report



MARCH 2012

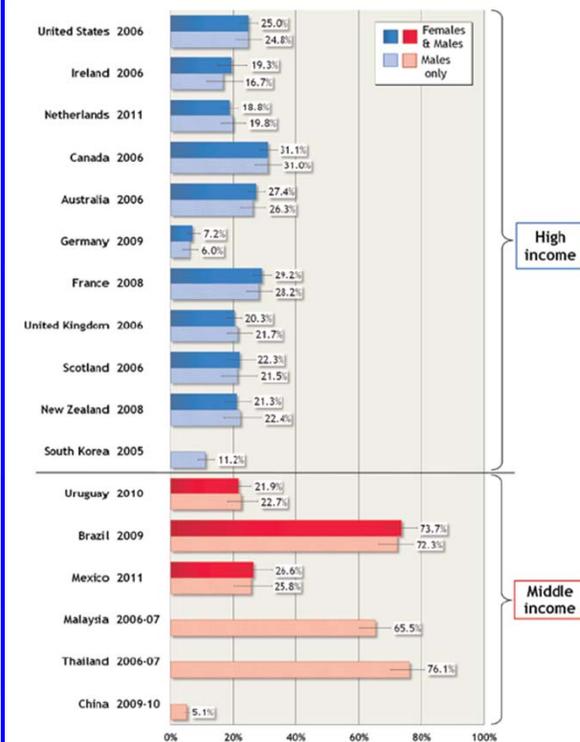
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In the last 6 months, has there been a time when the money you spent on cigarettes resulted in not having enough money for household essentials such as food?

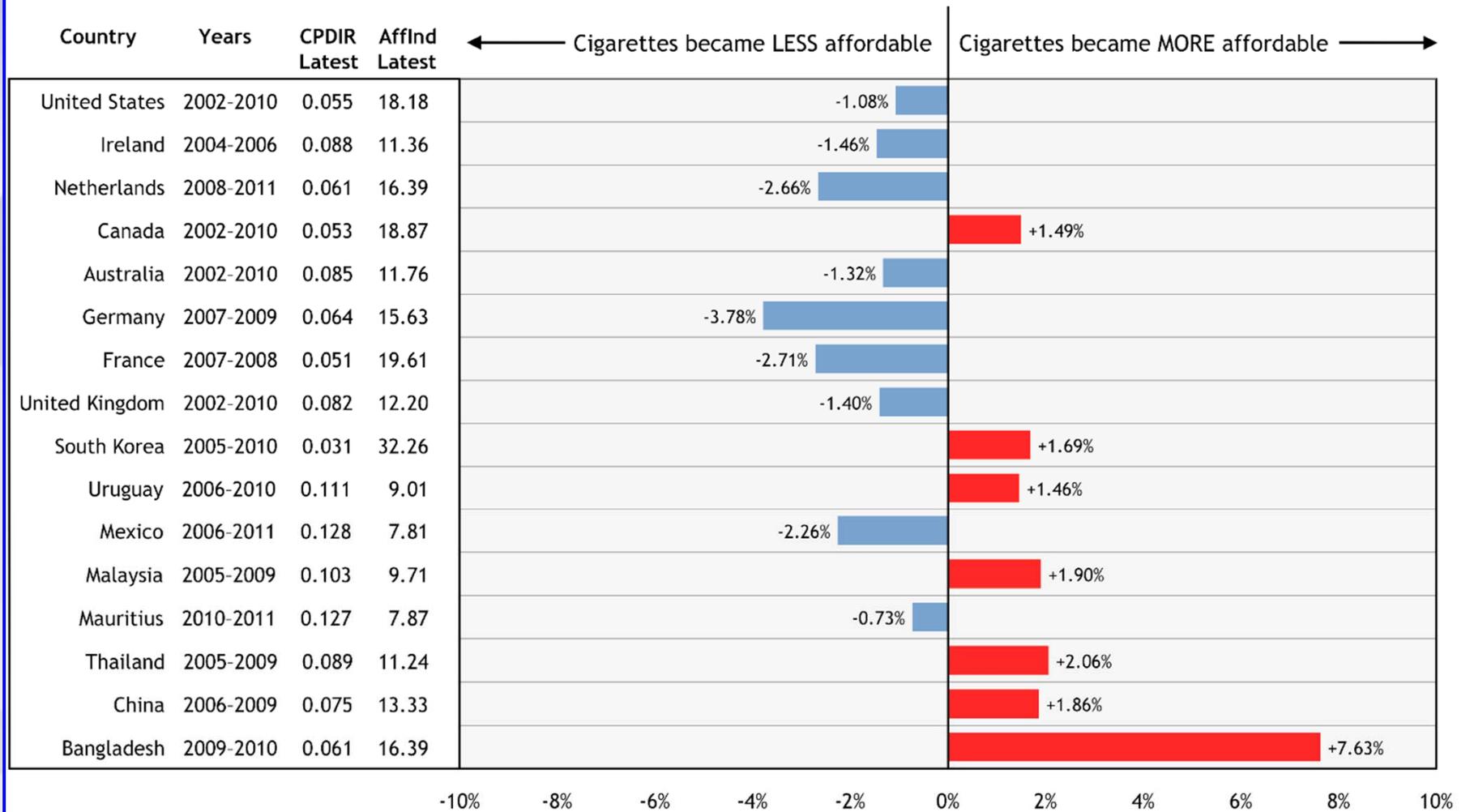
Spent Money on Cigarettes Instead of Essentials

Figure 2. Percentage of smokers who spent money on cigarettes instead of household essentials, such as food, in the last 6 months, by country



ITC Cross Country Report on Price/Taxation

Affordability of Cigarettes and Change in Affordability Per Year



ITC Project Research Organizations



ITC Project Research Support



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