

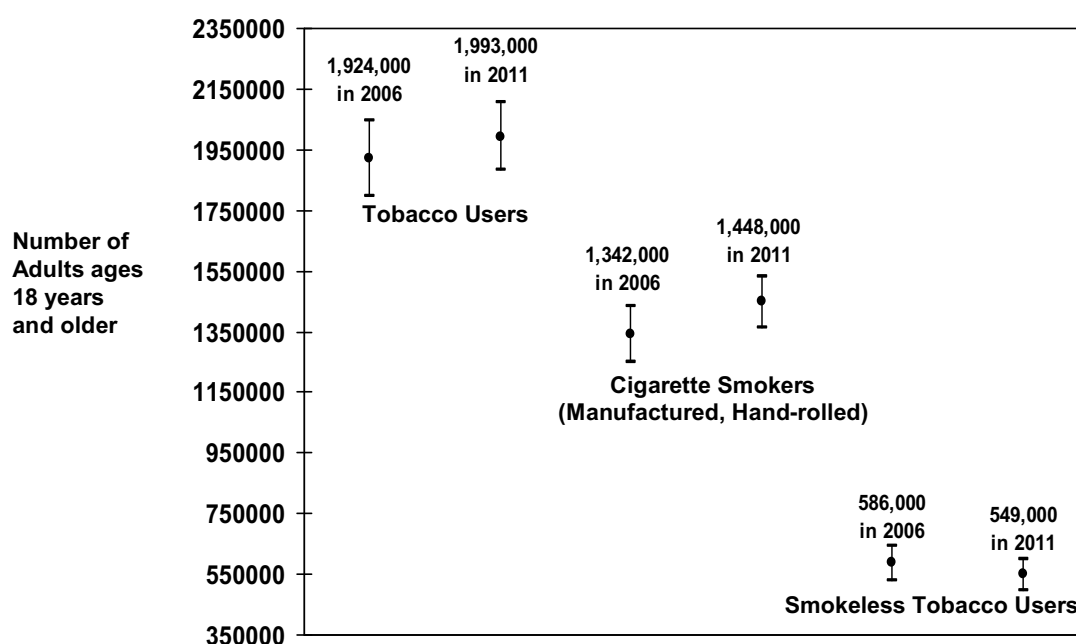
2011 National Adult Tobacco Survey of Cambodia (NATSC, 2011)



NATSC 2011 Highlights

The burden of tobacco use is growing...

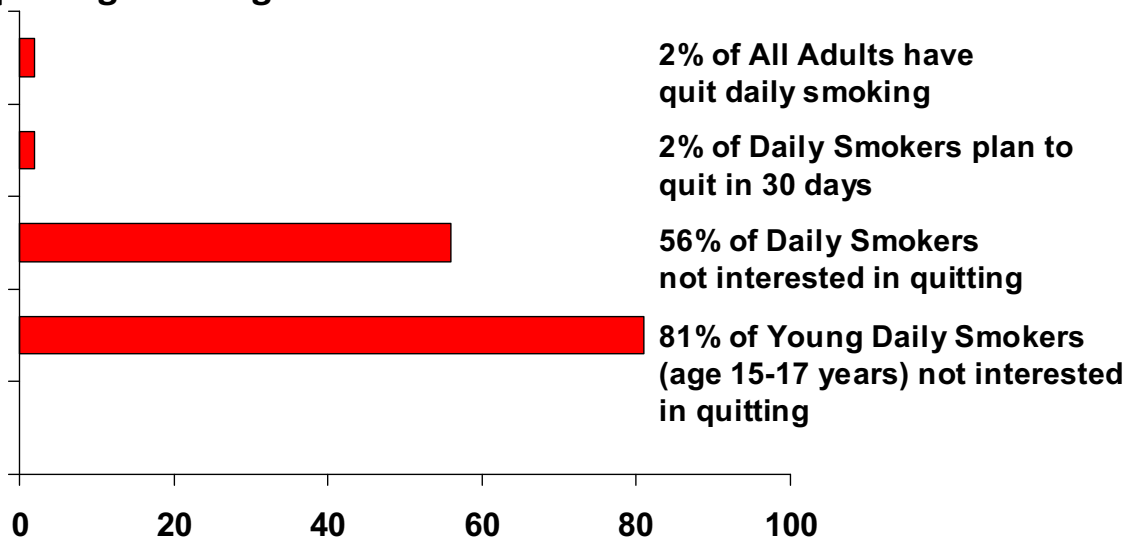
- There are currently 1,336,000 male smokers ages 15 and older in Cambodia (39.1 % of all males).
- Although the prevalence of cigarette smoking in adult males ages 18 and older decreased from 48% in 2006 to 42.5% in 2011, the number of adult tobacco users in the Kingdom of Cambodia has not decreased.



- NATSC 2011 data indicate that the number of tobacco users remains about 2 million, the number of cigarette smokers remains about 1.4 million, and the number of smokeless tobacco users (in the form of a betel quid) still exceeds half a million.

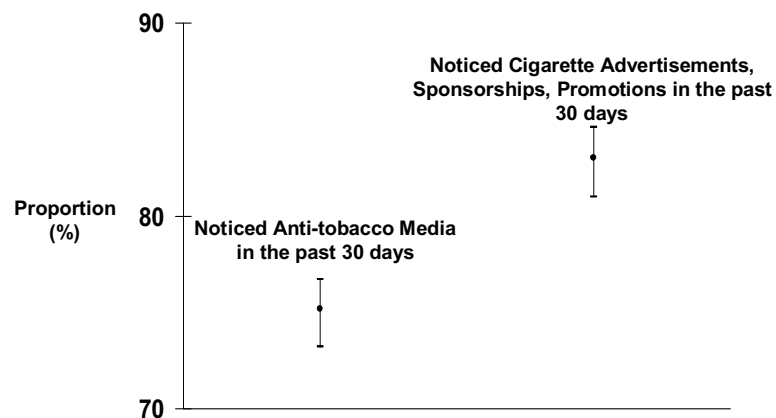
Public awareness of harm from tobacco use is not enough to convince smokers to quit.

- **Greater than 90% of all Cambodians believe that smoking is harmful to your health, that the smoke from someone else’s cigarette is harmful to the health of others, that smoking during pregnancy harms the fetus, that smoking causes lung cancer, and that smoking causes heart disease. Also, 38% of Cambodian smokers have been advised to quit by a health care professional.**
- **Despite existing medical, public health, and media efforts in education and dissemination on the harms of tobacco, NATSC 2011 finds that the majority of smokers are not interested in quitting smoking:**



Cigarette advertisements, promotions, and sponsorships continue to encourage smoking and recruit new smokers.

- **NATSC 2011 findings indicate that significantly more adults noticed cigarette marketing (83%) in the past 30 days than noticed anti-tobacco media messages (75%).**



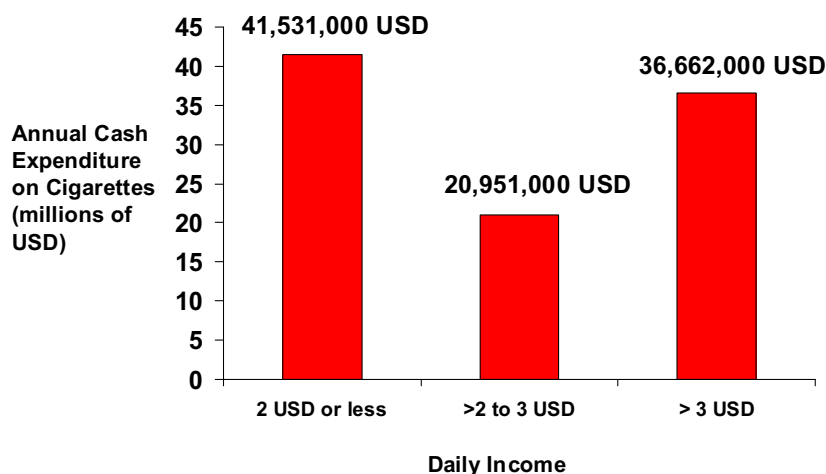
- **NATSC 2011 findings indicate that enforcement of the recently passed sub-decree on measures for the banning of tobacco product advertising can reverse the alarming trend in Cambodian media where promotion of tobacco exceeds public education about tobacco harm.**



Photo, courtesy of Ministry of Health

Cigarettes are affordable even to the poor.

- **Adults earning 2 USD or less per day (representing 69% of the nation) spend more as a group on cigarettes than those earning greater than 2 USD per day.**



- **NATSC 2011 findings indicate that a single pack of manufactured cigarettes was bought by the average smoker for 0.20 USD.**
- **NATSC 2011 findings indicate that the five most popular brands (ARA, Cambo, Luxury, Romdoh, Lapin) are all inexpensive and purchased at about the same frequency by low and high income smokers.**
- **NATSC 2011 findings indicate that 1 out of 5 of the youngest adult smokers (ages 15 to 19) started their daily habit before the age of 15 years – a trend indicating that the youth can afford to start a daily habit before the age of 15 years.**
- **In summary, NATSC 2011 findings indicate that manufactured cigarettes are priced to make them affordable to the poorest and youngest Cambodians.**

Raising tobacco taxes and prices is a publicly supported method to decrease cigarette consumption, especially among the poor and the youth.

- **Since regional and international data indicate that low income earners and young persons do quit when the prices of cigarettes increase, NATSC 2011 examined taxation and found that:**
 - **81% and 82% of all adults believe that cigarette taxes and prices, respectively, should be increased in order to discourage consumption by the poor and the youth.**
 - **95% of cigarette packs examined by NATSC 2011 interviewers while interviewing current smokers displayed a domestic tax stamp.**

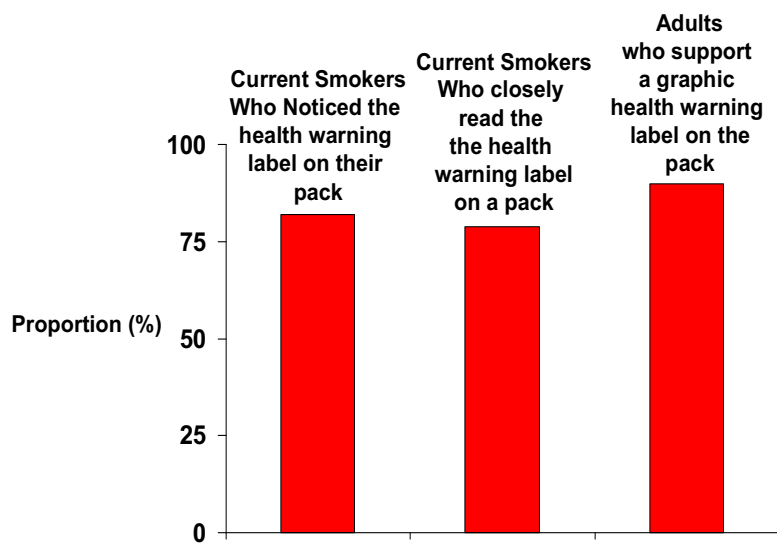
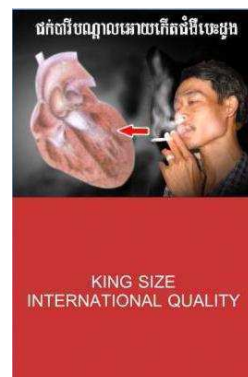
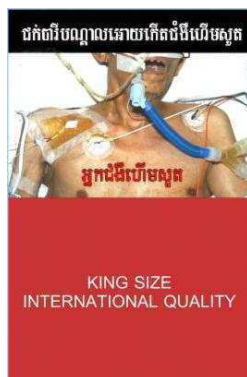
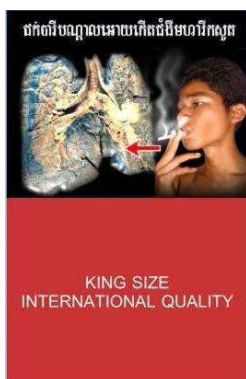


- **NATSC 2011 indicates that increasing taxation of cigarettes is a publicly supported measure and the resulting increase in price can:**
 - **Effectively encourage the poorest Cambodians to quit.**
 - **Stop the youngest Cambodians from starting an addictive and harmful habit that is hard to break.**

On health warning labels on cigarettes...



- **NATSC 2011 findings indicate that the written health warning labels, newly required by government sub-decree, are being noticed by both smokers and non-smokers, and 90% of adults support further legislation to add graphic warning labels to the pack.**



Smoke-free areas need to be expanded to protect the public from the harm of second-hand smoke exposure.

- **NATSC 2011 findings indicate that the circulars of the government ministries that make parts of government buildings and health care facilities smoke-free, are reducing tobacco smoke exposure at some of these locations. The findings identify restaurants, public transport, and indoor work sites as areas where public exposure to tobacco smoke is still very high.**

