Smoking Behavior of Respondent Filipinos

A Study Conducted by Synergeia Foundation for the Global Action to End Smoking

May 2024

Our Goals

- Understand the patterns and trends in the use of tobacco, Tobacco Harm Products (THRPs) by adults and their dual-use.
- Assess smokers' beliefs and perceptions about THRPs.
- Examine views on government policies on the use of tobacco and THRPs.

Methodology

Face-to-face survey of 1,979 respondents from Major Islands in the Philippines:

Northern Luzon:

- Bacnotan, La Union
- Vigan, Ilocos Sur
- Central Luzon - Bulacan, Navotas, Pasig, Quezon City, Makati, and Paranaque, Metro Manila

Southern Philippines

- Bacolod, Negros Occidental

Mindanao

- Marawi City

.

Methodology

Respondents were purposively chosen to include diverse sectors:

- Employees from government and BPO, college students, tricycle drivers, security guards, LGBT, sugar cane owners, and workers.
- Samples were randomly chosen with a 95% confidence level and 5% margin of error.
- Analysis was done using measures of central tendency and dispersion. Correlation coefficients and t-statistic were estimated for testing null hypotheses and associations between variables.

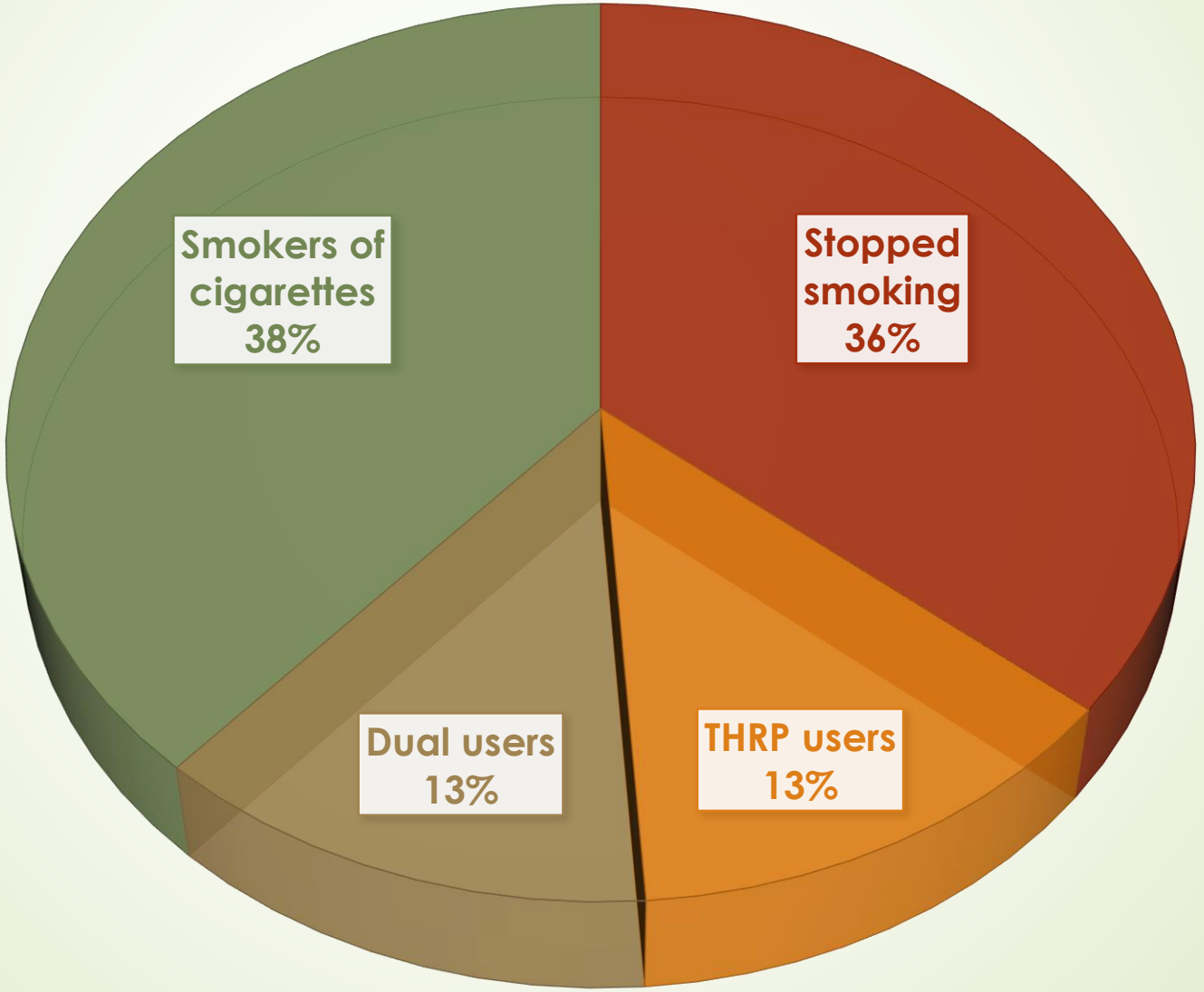
Profile of the respondents

More than one-half of the respondents are:

- Young- from 20 to 29 years old- 38.6%
- With Monthly Earning of P20,000 (US$364)and below- 63.4%
- . Male- 54.8%
- Formally educated-78.1%
- Reached College-34.9%
- Finished college- 31.2%
- Employees- 63.9%
- Single- 55.0%

Almost 40% (39.4%) of the respondents used tobacco products (780).

SMOKING BEHAVIOR OF RESPONDENTS



Smoking Behavior of Respondents, by Age

Age	Stopped smoking	THRP users	Dual users	Smokers of cigarettes
20-29	33%	22%	18%	28%
30-39	36%	11%	12%	42%
40-49	37%	5%	9%	49%
50-59	43%	7%	6%	43%
60 and above	38%	8%	8%	46%

Average Weekly Consumption of Cigarettes and THRPs

	n	Mean	Median	Standard deviation
Cigarette (sticks)	390	36.02	20	39.75
Electronic Cigarette (sticks)	38	22.71	8	29.83
Vapor Products (puffs)	113	506.42	30	1867.79
Heat-not-burn tobacco products	8	19.75	7.50	23.93

Average Amount Spent on Weekly Consumption of Cigarettes and THRPs, in Philippines pesos

	n	Mean	Median	Standard deviation
Cigarette (sticks)	233	436.55 (US$7.94)	250.00	507.52
Electronic Cigarette (sticks)	35	377.7 (US$6.87)	250.00	311.52
Vapor Products	66	514.32 (US$9.34)	332.50	574.70

Relationship between Smoking and Demographics

Variable	N	Correlation coefficient	Test statistic	P-value	Interpretation
AGE	777	0.061	Spearman Rho	0.089>0.05 (Accept Ho)	*Smoking is not associated with age.*
INCOME	727	-0.226	Spearman Rho	**0.000** < 0.05 (Reject Ho)	Smoking is associated with monthly income
EDUCATIONAL ATTAINMENT	777	-0.208	Spearman Rho	**0.000** < 0.05 (Reject Ho)	*Smoking is associated with educational attainment*

Variable	N	Correlation coefficient	Test statistic	P-value<0.05 (Reject Ho)	Interpretation
GENDER	774	0.192	Cramer's V	**0.000** < 0.05 (Reject Ho)	Smoking is associated with gender
OCCUPATION	774		Fisher's Exact Test	**0.000** < 0.05 (Reject Ho)	Smoking is associated with occupation
CIVIL STATUS	775		Fisher's Exact Test	**0.000** < 0.05 (Reject Ho)	Smoking is associated with civil status
REGION	777		Fisher's Exact Test	**0.000** < 0.05 (Reject Ho)	Smoking is associated with Region

Association between Demographics and Volume of Cigarettes Consumption

Demographics	P Value	Spearman rho/ Epsilon squared	Interpretation
Age	0.647 0.647>0.05	0.111	No significant association
Income	0.619 0.619>0.05	-0.025	No significant association
Educational attainment	0.303 0.303>0.05	-0.067	No significant association
Gender	0.020 0.020<0.05	0.222 (Epsilon squared)	Volume of consumption is associated with gender
Occupation	0.006 0.006<0.05	0.037 (Epsilon squared)	Volume of consumption is associated with occupation

Association between Demographics and Volume of Vapor Products Consumption

Demographics	P Value	Spearman rho/ Epsilon squared	Interpretation
Age	0.00 0.00<0.05	0.351	Volume of consumption is associated with age
Income	0.780 0.780>0.05	0.029	No association
Educational attainment	0.077 0.077>0.05	-0.167	Volume of consumption is not associated with educational attainment
Gender	0.944 0.944>0.05	0.001 Weak correlation	Volume of consumption is associated with gender
Occupation	0.207 0.207>0.05	0.028	Volume of consumption is associated with occupation but weak correlation

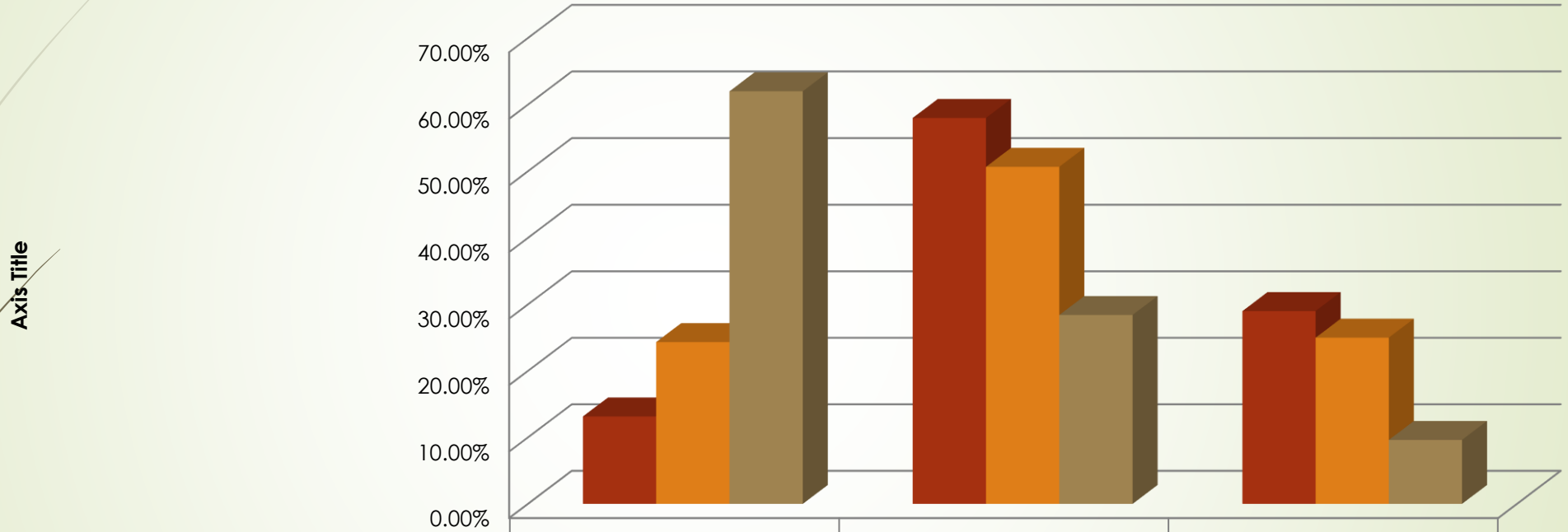
Variables Associated with Amount of Cigarettes and THRP consumption

	n	Variables	Spearman rho	P value	Interpretation
Cigarette sticks	242	Civil status		0.030<0.05	Reject Ho
E-cigarettes Pods/capsules	28	Income	-0.569	0.002<0.05	Reject Ho; Moderately Strong negative correlation
	33	Educational attainment	-0.401	0.021<0.05	Reject Ho; Moderately strong negative assoication
	33	Occupation		0.005<0.05	Reject Ho

Variables Associated with Amount of THRP consumption

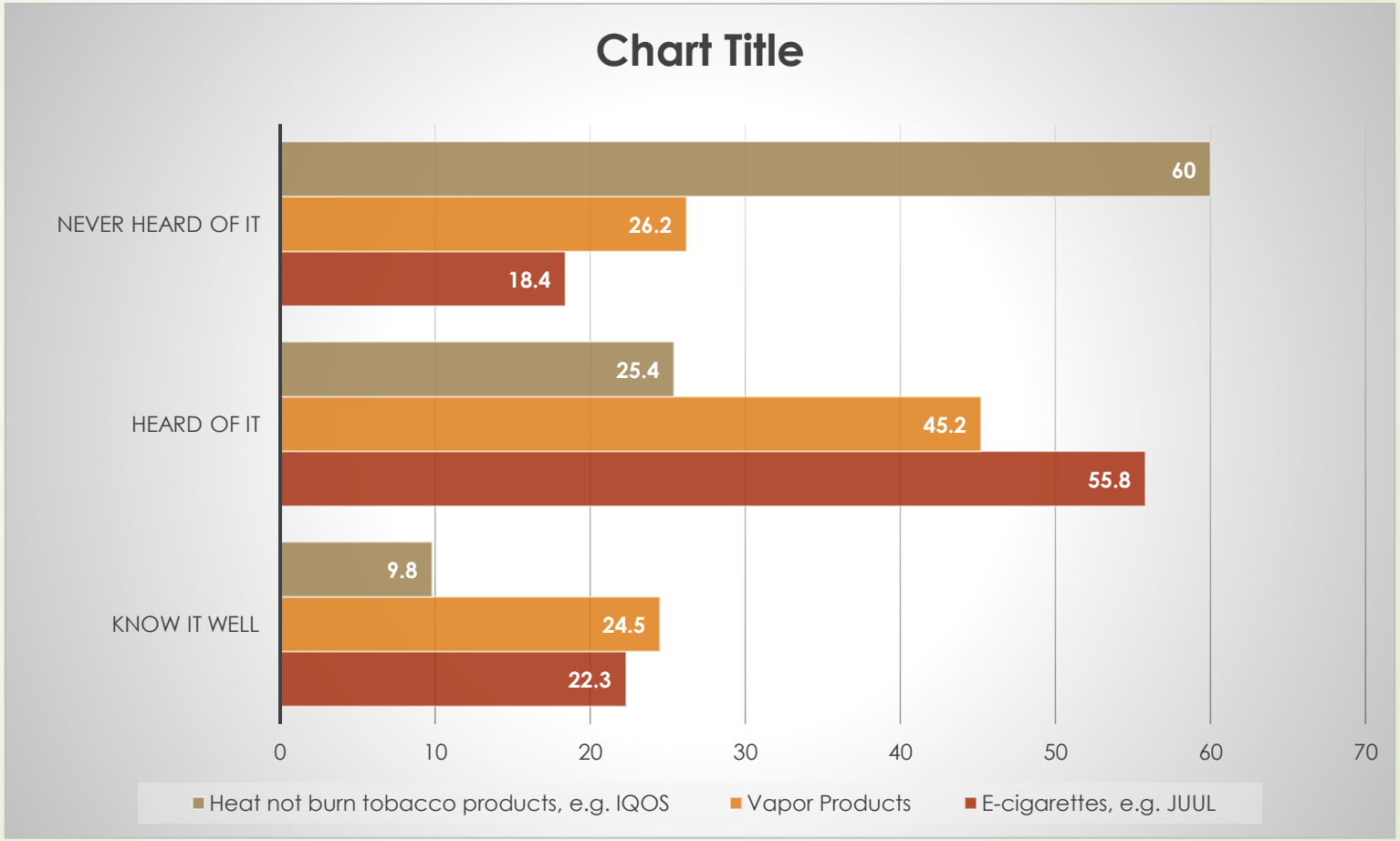
Products	n	Spearman rho	P value	Interpretation
Heat not burn tobacco products and income	8	0.720	0.044<0.05	Reject Ho Positive strong association
Heat not burn tobacco and education	8	0.839	0.009<0.05	Reject Ho; Positive strong association

Familiarity of Respondent Smokers with THRPs



	Never heard of it	Heard of it	Know it well
E-cigarettes	13.15%	58%	29%
Vapor products	24.34%	50.66%	25%
Heat not burn Products	62%	28.41%	9.62%

Familiarity of Respondent Smokers with Tobacco Harm Reduction Products (THRPs) in percent



Association between Positive Attitudes on Smoking and Amount of Cigarette Consumption

	n	Spearman rho	P value	Interpretation
1. Smoking is relaxing.	238	0.229	0.000	Positive weak association
2. Smoking reduces stress.	237	0.196	0.003	Positive weak association
3. Smoking is pleasurable	235	0.207	0.001	Positive weak association
4. Smoking increases concentration.	236	0.282	0.000	Positive weak association
5. Smoking controls weight.	235	0.302	0.000	Positive weak association
6. Smoking helps us forget problems.	236	0.239	0.000	Positive weak association
7. Smoking increases energy.	236	0.177	0.006	Positive weak association

Association between Negative Attitude on Smoking and Amount of Cigarette Consumption

	n	Spearman rho	P value	Interpretation
1. Smokers age prematurely.	227	-0.167	0.012	Negative weak association
2. Smoking is considered bad manners.	225	-0. 180	0.007	Negative weak association
3. Smoking bad for my health.	234	-0.181	0.005	Negative weak association
4. Smokers can cause harm even to non-smokers	229	-0.189	0.004	Negative weak association

Other Behavior of Respondent Smokers

- 55% believe that the harm from smoking comes from nicotine and toxic chemicals from the smoke.
- 85% have family members who smoked.
- 92% have friends who smoked.
- 63% expressed their desire to quit smoking

When did Respondents Start to Smoke?

51% - when they reached 18
41%- between 12-17
6.1%- between 8 to 11
2.2% - 7 or younger

Reactions to Government Policies

- An increase in cigarette tax rates would influence 33% of respondents to reduce tobacco consumption.
- One third said a ban on smoking in more places would help them reduce smoking.
- Graphic warnings "scared" 44% of respondent smokers but 13% said they had no effects.

Plans to Quit Smoking

63% plan to quit.
21% are unsure.
13% said it would be too difficult.

Why are they quitting?

58% for health reasons
The decision of 15% was influenced by family members.
Cigarettes have become expensive according to 9%
Only 2% said their decision was due to health warnings.

Profile of THRP Consumers

The young- 70.9%
Those with income between P10,000 to P20,000- 73.8%
Male- 60.4%
Single- 82.8%
Those who reached College: 61.9%
Employees- 43.3%

Three Most Important Reasons for the Switch from Cigarettes to THRPs (134 Dual and Single Users)

39% -They help me reduce smoking, THRPS are less harmful, I want to quit smoking.

39%- My friends influenced me.

28%- I was curious.

Attitude towards THRPs

- 32% - They are as addictive to cigarettes.
- 21.9% -They are less addictive than cigarettes.
- 16% - They are more addictive.

Knowledge on the Effects of THRPs

34.3% a little worried on effects of health
24.5% moderately worried

But a large number do not know that THRPs will cause;

35% TB
38% Mouth cancer
30% Asthma
34% Brain disorder