



Consumption of legal and illegal cigarettes in The Gambia

A study conducted in collaboration with the Gambia Bureau of Statistics (GBOS)

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Sponsored and supported by:



Background

- Gambia adult daily smoking prevalence is 13% (2013) versus 7% in Senegal
- 2014 Gambia tobacco tax reforms
- Little is known of the effect of the taxes reforms on the illicit cigarette trade



Illicit cigarette trade undermines both public health and fiscal goals:

- Cheaper cigarettes increase consumption
- Untaxed illicit cigarettes reduce government revenue
- The presence of illicit is used by the TI to stall tax reforms and tax increases



Study objective(s)

- To estimate the level of illicit cigarette trade in the Gambia and the supply of these products
- To provide a profile of an adult smokers in the Gambia
- To investigate who uses illicit cigarettes



Data and Methods

- Nationally-representative survey using a three-stage cluster randomized sample selection of adult smokers
 - 134 enumeration areas (EA) across Gambia
 - 20 HHs in each EA were selected
 - Total of 1211 smokers aged 18 years and above were interviewed
- Data collected in Nov/Dec 2017
 - 2 Teams of 4 enumerators and 1 team leader
 - Coordination, supervision, data entry conducted by GBOS



Data analysis: Criteria for illicit cigarettes

- Minimum Price Threshold
 - Based on the taxes to be collected on each cigarette pack.
 - Estimated minimum price GMD28.36 per pack of 20 cigarettes
- Pack Characteristics (text on packs)
 - "Smoking Kills"
 - "Smoking Seriously Harms You and Others Around You"
 - "Sold in The Gambia".





Results

Results: Characteristics of sample

- Socio-demographic characteristics:
 - Male (90.2%)
 - Resided in urban areas (54.4%)
 - Married (72.7%)
 - Between the ages of 25 and 54 years (69.4%)
- Tobacco use behaviours:
 - About 70% of tobacco users smoke cigarettes, 14.4% use roll-your-own (RYO) and 6.9% use other types of tobacco.
 - Approximately 64.5% (89%) of all cigarette smokers reported buying single cigarette sticks compared to 8.1% (11%) who purchased a cigarette pack (the rest is missing observations)

Proportion of illicit cigarettes

Proportion of self-reported purchases	Unweighted n=812	Weighted %
Above PT†	757	92.7
Below PT	55	7.3
Proportions of total market based on PT		
Total cigarette consumption	154 752	100
Legal consumption	141 487	91.4
Illicit consumption	13 265	8.6
Proportions based on cigarette pack features		
Examined packs	313	100
Legal cigarettes	310	99.1
Illicit cigarettes	3	0.9

†PT – Price Threshold (GMD28.36)

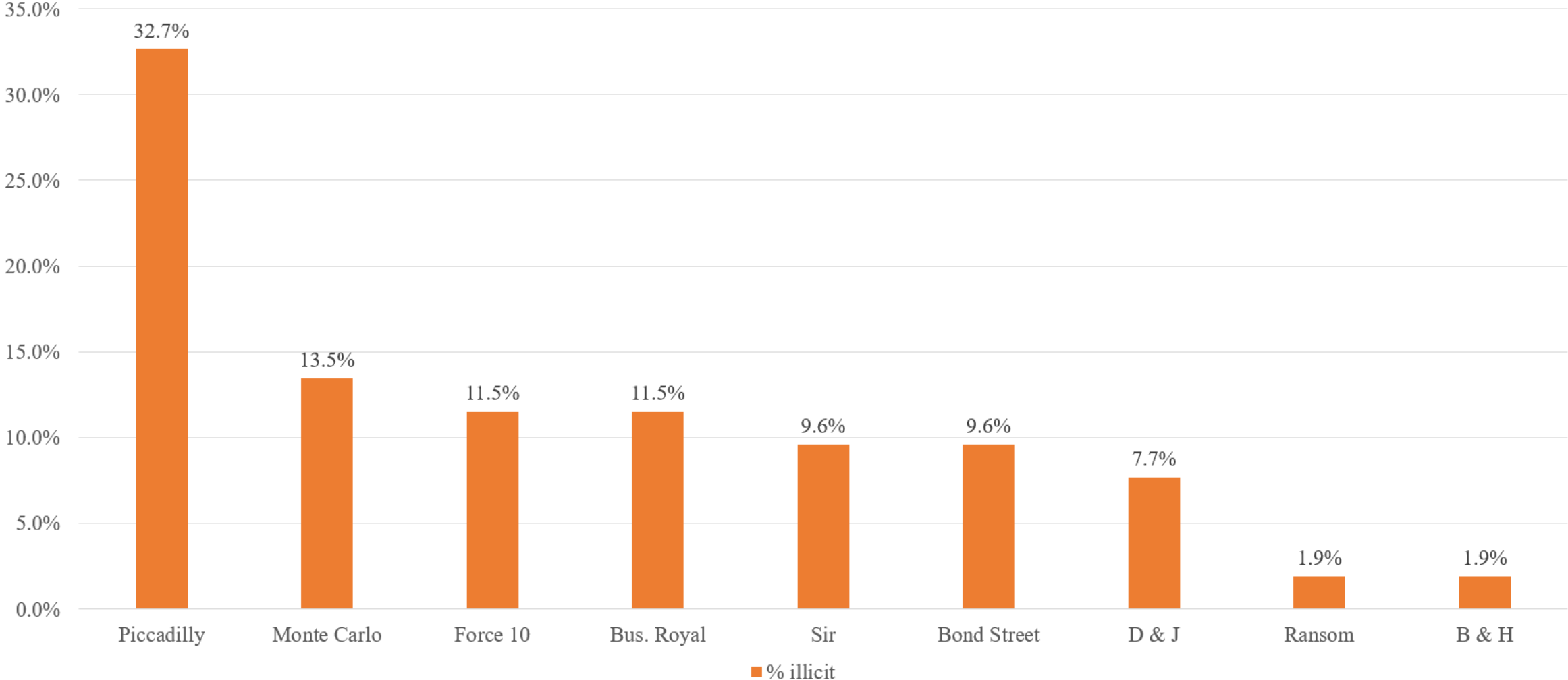
Proportion of illicit cigarettes across SES

	Illicit (%)	P-values
Age category		
18-24 years	1.9	0.0259**
25-34 years	4.7	
35-44 years	5.3	
45-54 years	4.9	
55-64 years	12.4	
65 years and above	16.6	
Marital status		
Single	3.2	0.0714*
Married	6.8	
Divorced, widowed or separated	11.4	
Monthly income		
Less than D1,000	5.8	0.0217**
D1,000 - D2,500	3.9	
D2,501 - D5,000	8.7	
D5,001 - D10,000	2.3	
Over D10,000	16.2	
Place of purchase		
Store or shop	5.2	0.0001***
Street vendor	28.6	

Statistically significant difference among the respective category groups indicated as *, ** and ***, for $p < 0.10$, $p < 0.05$ and $p < 0.01$, respectively.



Brand distribution among illicit cigarettes



Conclusions And Recommendations



Conclusions

- Despite recent excise tobacco tax increases, the use of illicit cigarettes in the Gambia is low and presents no significant obstacle to effecting higher tobacco taxes.
 - 7.3% of smokers reported prices below the expected price threshold
 - Illicit market estimated at:
 - About 8.6% of the total market based on the price threshold
 - Only 0.9% of the total market based on cigarette pack labeling



Recommendations

- The Gambia needs to
 - Raise tobacco taxes even further
 - Enhance law enforcement in the area of tobacco control
 - Including monitoring the size of illicit market over time, can start with some of the brands identified as illicit in this study
 - Enhance cooperation with Senegal and other Sub-Saharan countries to combat the supply of illegal tobacco products.



Thank You

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With thanks to our funders and partners



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WHO FRAMEWORK CONVENTION
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