

# **Trend Survey on Tobacco**

**December 2013**



**Research and Evaluation Programme**

**Alcohol and Drug Information Centre**

[www.adicsrilanka.org](http://www.adicsrilanka.org)

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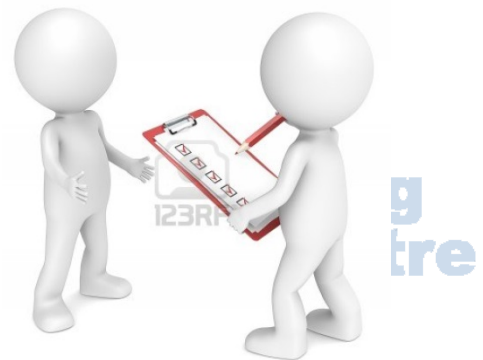
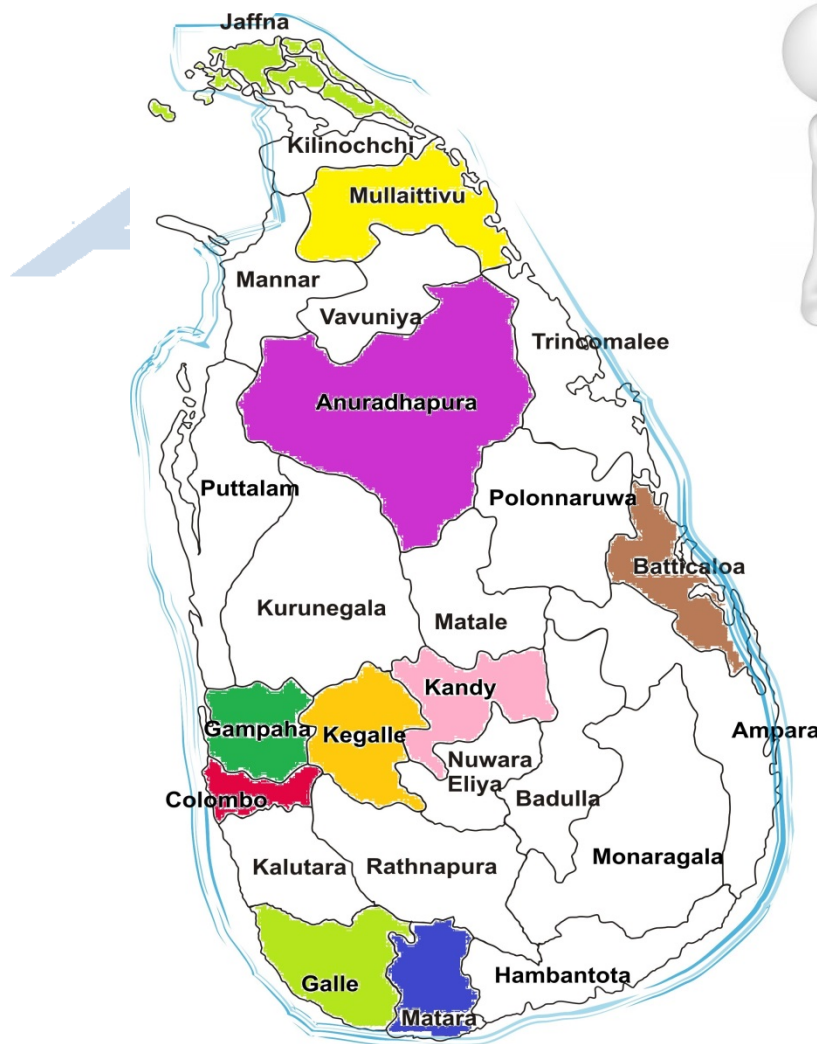
# 1. INTRODUCTION

## 1.1 RATIONALE

The Spot Survey on tobacco trends has been conducted biannually since 1998. This survey helps to monitor and identify the prevailing trends and patterns related to tobacco consumption. It also identifies the prevailing attitudes with regard with tobacco. The survey contributes to the literature, as there is no such study conducted in Sri Lanka to determine the trends in tobacco consumption.

The survey was focused on the following districts; Colombo, Gampaha, Galle, Kegalle, Anuradhapura, Jaffna, Batticaloa, Kandy, Matara & Mulatiuv.

In this report, we concentrate on the results of the survey conducted in December 2013. In addition, a comparative analysis of results obtained this year with results obtained in December 2012 is also included.



## 1.2 OBJECTIVES

The objectives of the spot survey are as follows:

### 1. Primary Objectives:

- To determine the prevailing tobacco consumption trend in Sri Lanka.
- To compare the tobacco consumption trends with the previous years.

### 2. Secondary Objectives:

- To determine the prevailing tobacco consumption trends according to age groups, districts etc.
- To identify the prevailing attitudes and reasons for smoking tobacco products.
- To determine the initiation age and causes for initiation of tobacco use.

## 2. METHODOLOGY

Interviewer administered questionnaire was used to collect the information. The questions asked were straightforward and easy to comprehend.

In order to carry out the survey, the Research and Evaluation Programme trained field investigators with appropriate research techniques. SPSS software was used for analysing the data.

The survey was conducted over a period of one month and covered a total number of 2,465 respondents who were males of the age fifteen and above.

## LIMITATIONS

Some respondents did not have time to respond to all the questions, or they vaguely answered.

**However, the reader of this report should not generalize the prevalence rates given in this report to national level without conducting a validation study.**

## 2.2 DEMOGRAPHIC INFORMATION

DEMOGRAPHIC INFORMATION												
		District										Total
		Colombo	Gampaha	Galle	Kegalle	Anuradhapura	Kandy	Batticaloa	Jaffna	Matara	Mulativue	
Age Category	15-24 Years	107	115	104	107	102	105	93	102	98	92	1025
		42.6%	48.1%	42.4%	39.8%	38.6%	38.6%	41.2%	41.0%	38.6%	43.4%	41.4%
	25-39 Years	87	76	85	101	89	105	85	93	96	73	890
		34.7%	31.8%	34.7%	37.5%	34.6%	38.6%	37.6%	37.3%	37.8%	34.4%	36.0%
	>=40 Years	57	48	56	61	66	62	48	54	60	47	559
		22.7%	20.1%	22.9%	22.7%	25.7%	22.8%	21.2%	21.7%	23.6%	22.2%	22.6%
Total		251	239	245	269	257	272	226	249	254	212	2474
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1: Sample of the survey – by district and age

The age distribution of the sample population is shown in Table 1. 41.4% of the sample population comprised of the age range 15-24 years, 36.0% of the sample population comprised of the age range 25-39 years and 22.6% in the age range of 40 and above years. The age of the sample population ranged from 15 years to 80 years and mean age was 31.53 years.

The level of education is shown in Table 2. The majority of the respondents have reached education beyond GCE A/L (37.0%).

Education		
	Frequency	Percentage
No education	22	0.9%
1-5 grade	87	3.6%
6-10 grade	309	12.9%
O/L	865	36.0%
A/L	789	37.0%
Graduate	107	4.5%
Diploma	99	4.1%
Professional Training	24	1.0%
Postgraduate	2	.1%
<b>Total</b>	<b>2404</b>	<b>100%</b>

Table 2: Sample of the survey – by highest level of education

The occupation classification is shown in Table 3.

<b>Occupation</b>	<b>Frequency</b>	<b>(%)</b>
Legislators	226	10.2
Professionals	81	3.6
Technical associate professionals	34	1.5
Clerks	48	2.2
Service worker and market service workers	267	12.6
Skilled agricultural and fishery workers	91	4.1
Craft and related workers	28	1.3
Plant and machine operators and assemblers	458	20.6
Elementary occupations	411	18.5
Forces / Police	139	6.3
Students	309	13.9
Retired	48	2.2
Foreign employed	15	.7
Unemployed	68	3.1
<b>Total</b>	<b>2223</b>	<b>100.0</b>

Table 3: Sample of the survey – by occupation

### 3.0 RESULTS AND FINDINGS

#### 3.1 CURRENT USERS

Current Users were identified based on their tobacco use within the previous month. According to the responses, it was found that 33.4% used tobacco products within last month while 66.6% did not use tobacco. This is shown in Figure 1. (N=2,474)

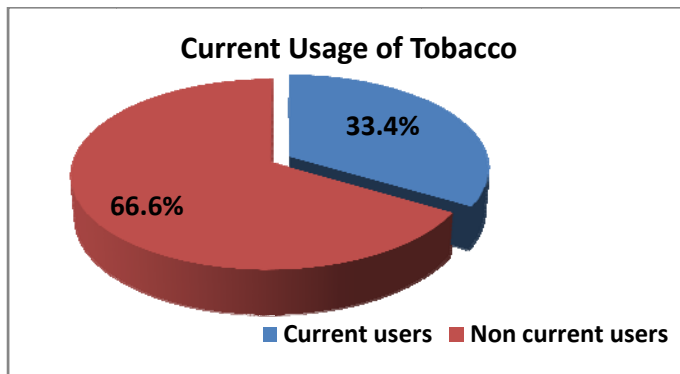


Figure 1: Current Usage of Tobacco

### 3.1.1 CURRENT TOBACCO USAGE BY AGE

The current tobacco use was further analyzed according to the age distribution. According to the responses, the highest response on current tobacco use was from the age category of 40 years and above (43.3%). The lowest current usage is recorded from the age category of 15-24 years (27.4%). This is shown in Figure 2.

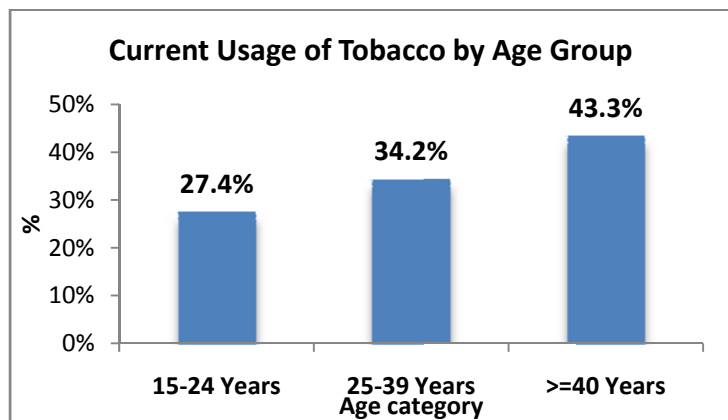


Figure 2: Tobacco prevalence by age group

### 3.1.2 CURRENT TOBACCO USAGE BY DISTRICT

The current tobacco usage was further analyzed based on district. The highest percentage of current tobacco users was recorded from Anuradhapura (39.3%) while the lowest percentage was from Gampaha (26.8%). This is shown in Figure 3.

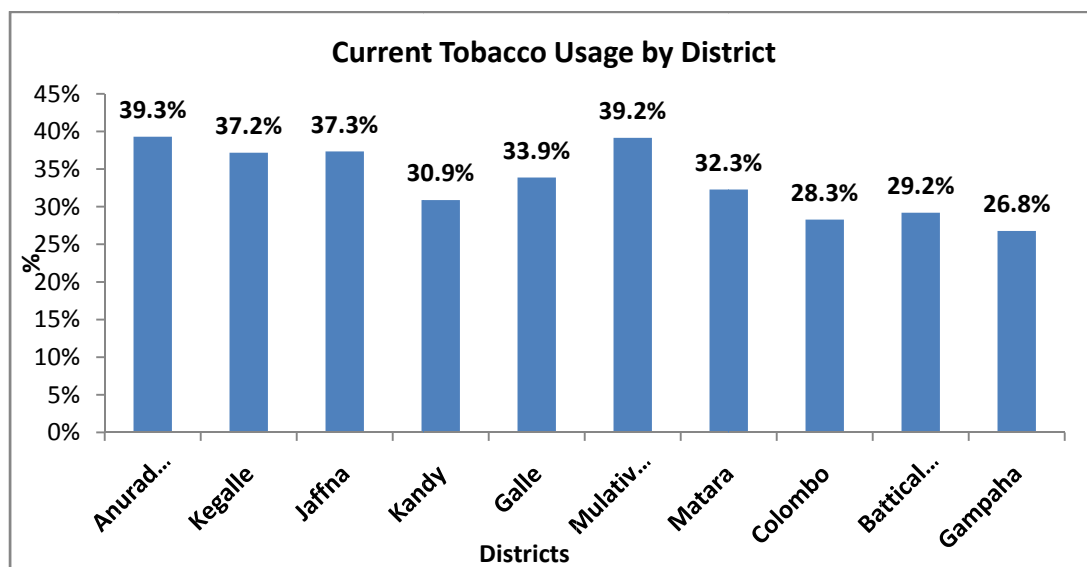


Figure 3: Tobacco prevalence by districts

## 3.2 Tobacco Frequency

### 3.2.1 FREQUENCY OF TOBACCO USE

The current tobacco users were analysed based on the frequency of usage; daily, monthly and special occasion basis. The highest percentage of tobacco users were smoking daily (72.2%) while the lowest percentage was occasionally users (7.9%). This is shown in Figure 4.

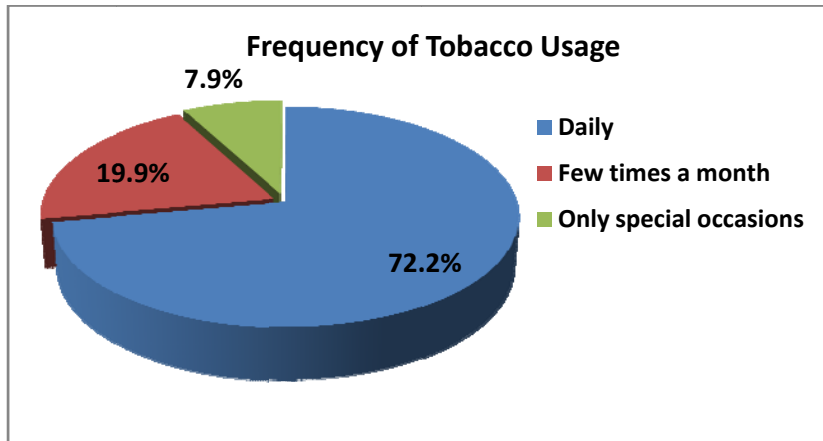


Figure 4: Frequency of tobacco use

### 3.2.2 FREQUENCY OF TOBACCO USE BY AGE

The frequency of tobacco use was analysed further according to the age group. It was identified that individuals in the age range of 40 and above, used tobacco highly on daily basis (83.8%) while few in the age range of 15-24 used tobacco on daily basis (57.5%). The highest percentage of monthly tobacco users was the 26.4% in the age range of 15-24. The lowest percentage of monthly users was in the age range of 40 and above (11.4%). On special occasions, the age range of 15-24 tobacco highly (16.1%) than the other age ranges. This is shown in Figure 5.

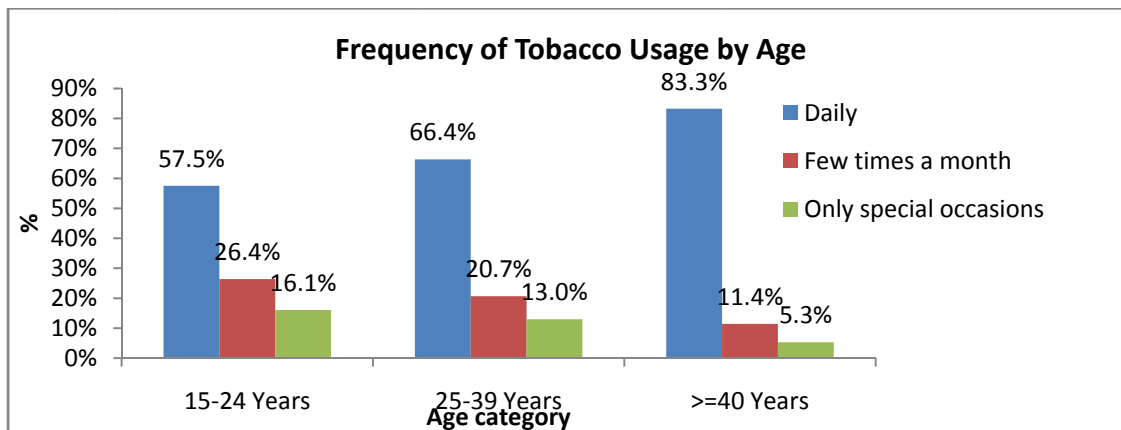


Figure 5: Frequency of tobacco use by age group



### 3.2.3 FREQUENCY OF TOBACCO USE BY DISTRICT BASIS

The frequency of tobacco use was analysed according to districts. The highest percentage of daily tobacco users was from Batticaloa district (79.4%) while the lowest percentage of daily tobacco users was from Kandy district (58.4%). The highest percentage of tobacco users at the special occasions was from Anuradhapura district (15.6%) while lowest was reported from Jaffna (12.1%). This is shown in Figure 6.

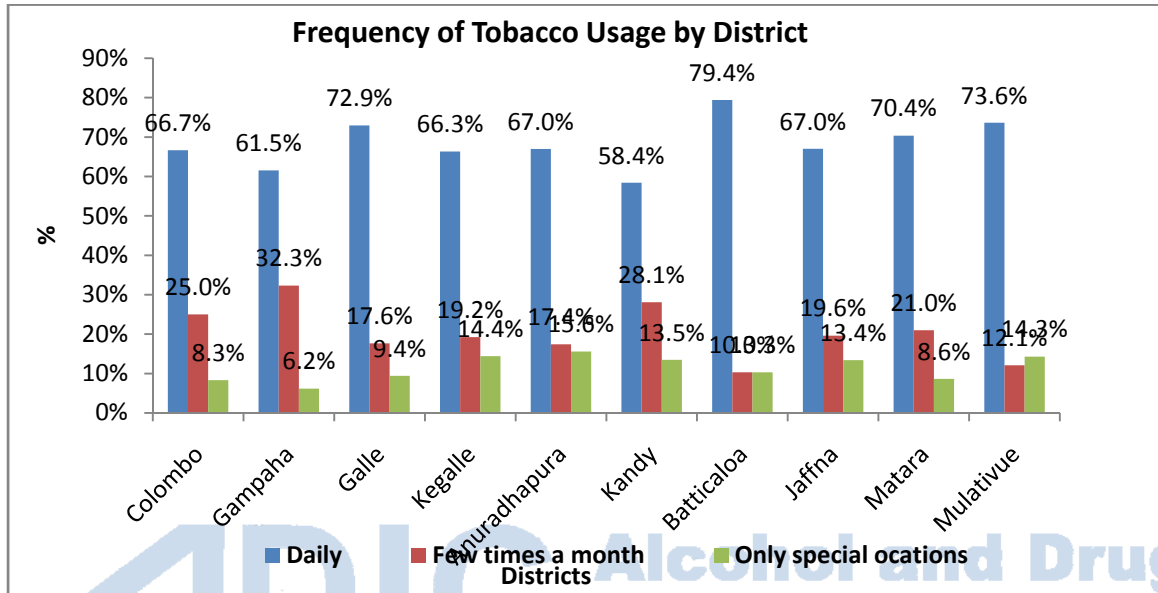


Figure 6: Frequency of tobacco use by district

### 3.3 REASONS FOR TOBACCO USE

#### 3.3.1 Reasons for tobacco use

The survey also emphasized on the reasons for tobacco use. Almost all the current users mentioned that they use tobacco as a habit (29.8%). The second highest reason was for fun / happy / enjoyment (17.9%). This is shown in figure 7.

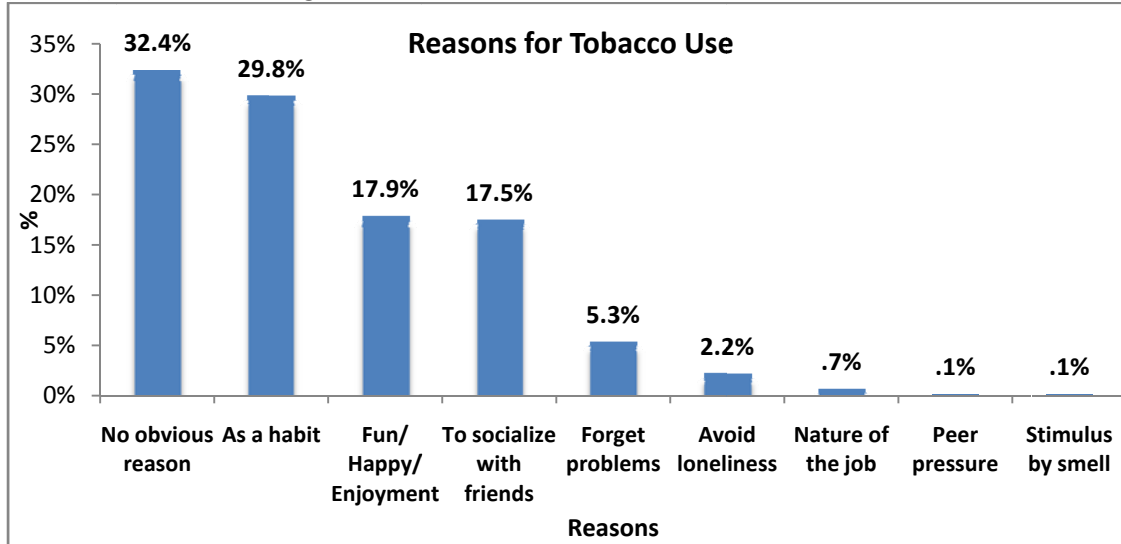


Figure 7: Reasons for tobacco use

#### 3.3.2 Reasons for tobacco use by age category

The reasons for tobacco use by age groups are shown in Figure 8. In all age categories the main reason for tobacco use were either no obvious reason or as a habit.

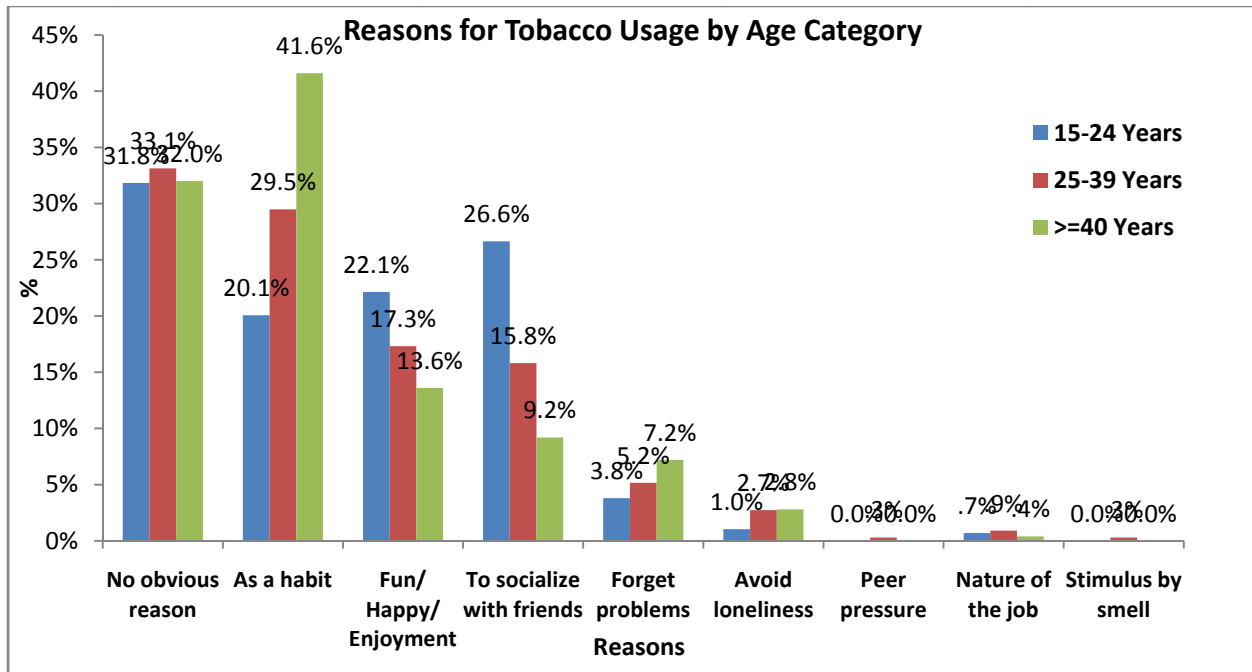


Figure 8: Reasons for tobacco use by age group

### 3.4 TYPE OF TOBACCO USED

Questions were asked on the specific tobacco type used by the current tobacco users. The responses were as follows: The most common type of tobacco used was Cigarette (93.1%), while the lowest usage was on other tobacco smoking products (0.7%).

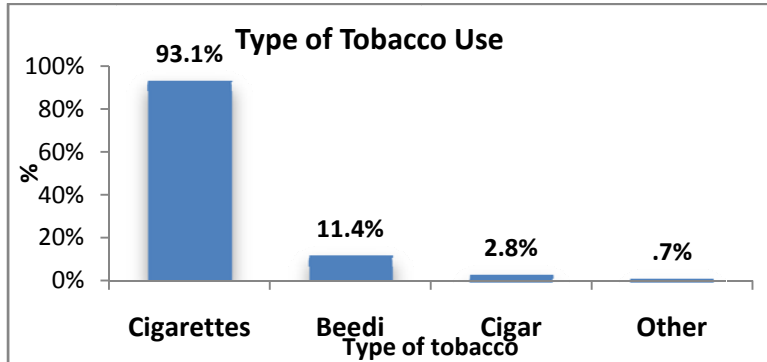


Figure 9: Type of tobacco use

### 3.5 MONTHLY EXPENDITURE ON TOBACCO

Question was asked regarding the expenditure on tobacco products. On average, a Daily user spends Rs. 108.00 per day on tobacco products and monthly it is Rs. 3,250.00. Most have of the daily users have spent Rs.1,000.00 per month for tobacco.

Mean	3250
Std. Error of Mean	199.59
Median	1680
Mode	1000
Std. Deviation	4542.72
Variance	20636334
Range	41400
Minimum	100
Maximum	41500

Table 4: Monthly expenditure on tobacco

### 3.6 ATTEMPT TO QUIT TOBACCO USE

#### 3.6.1 Attempt to quit tobacco use

In depth questions were asked of current tobacco users who have attempted to quit the use of tobacco.

Out of the current tobacco users 51.0% have tried quitting tobacco use and other 49.0% of current users have not even tried to quit from tobacco usage due to some reasons. This is shown in *figure 11*.

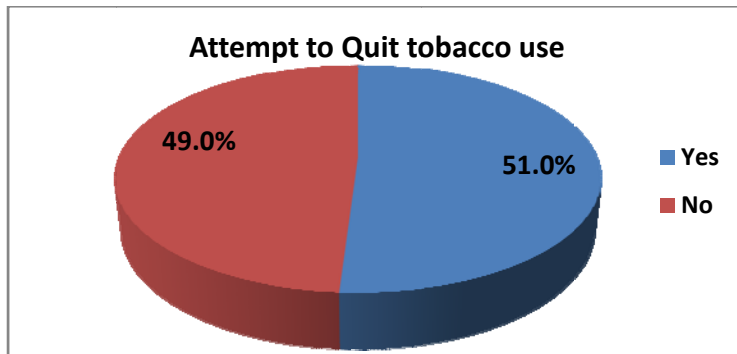


Figure 11: Attempt to quit tobacco use



#### 3.6.2 Attempt to quit tobacco use by age category

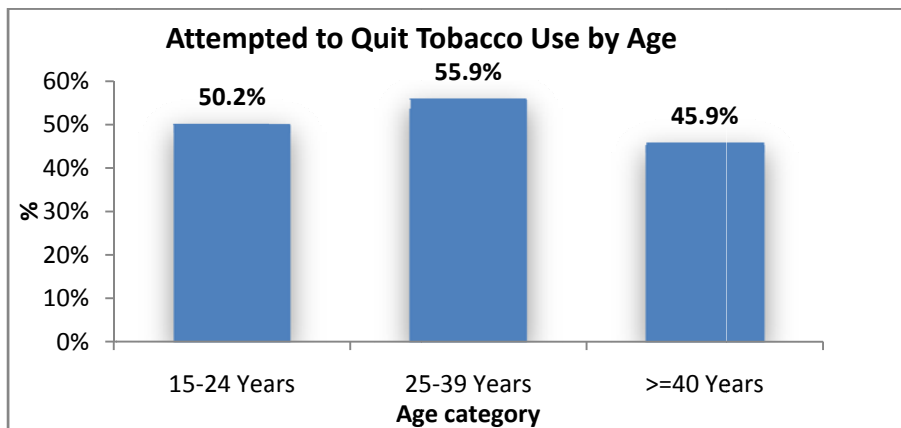


Figure 12: Attempt to quit tobacco use by age

### 3.6.3 Reasons for attempting to quit tobacco

Further questions were asked about the reasons for attempting to quit. 29.7% of the people have attempted to quit tobacco use because of health hazards. 21.9% of them have attempted to quit because of financial problems and price of the product. This is shown in *figure 13*.

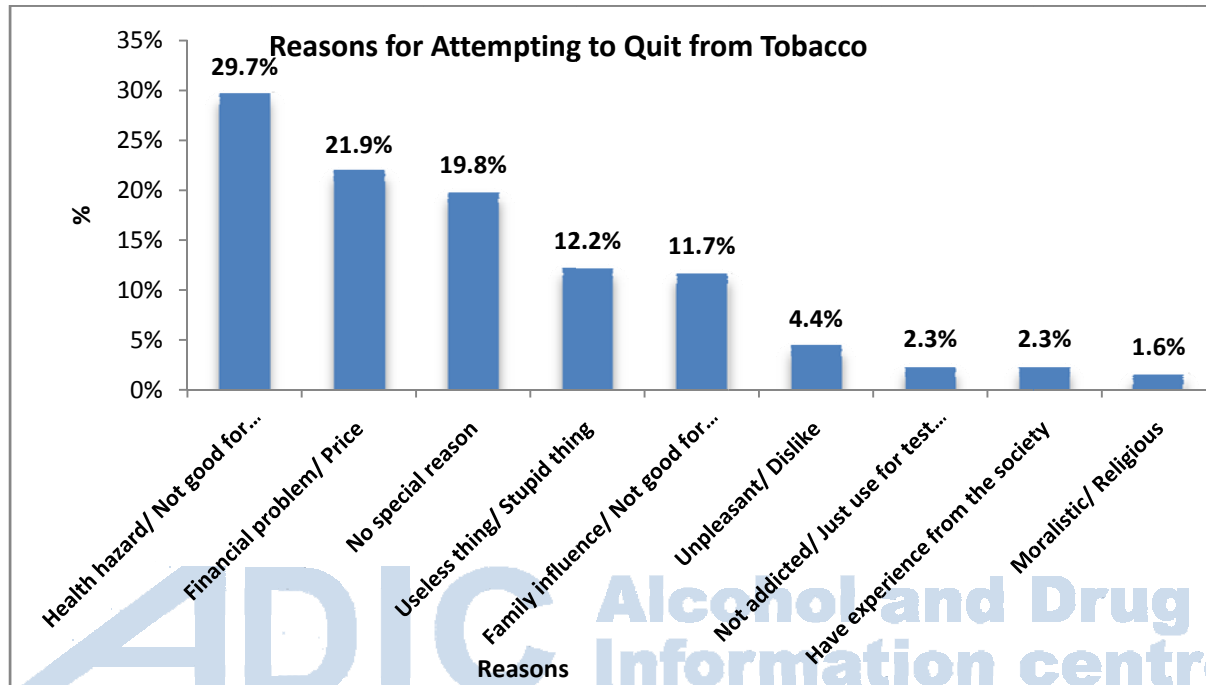


Figure 13: Reasons for attempt to quit tobacco

### 3.6.4 Reasons for not attempting to quit tobacco

Further questions were asked about the reasons for not attempting to quit from those who responded saying they didn't attempt to quit. 35.6% of the people have not attempted to quit tobacco use because they think that they are not addicted to tobacco and due to occasional usage. 24.6% of them could not give a reason for not attempting to quit. This is shown in *(figure 14)*.

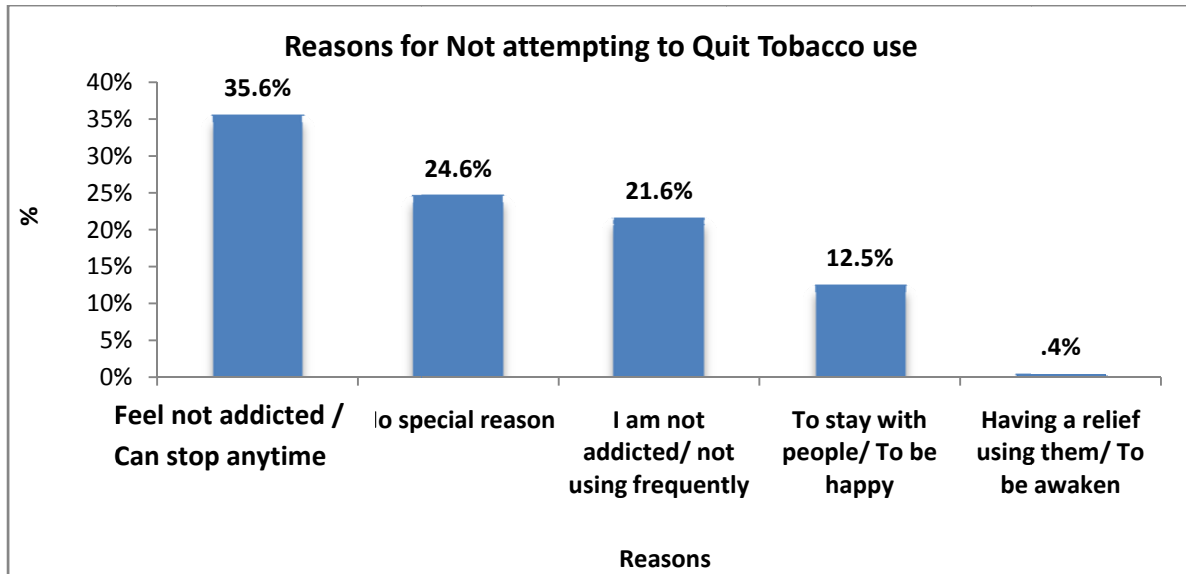


Figure 14: Reasons for not attempting to quit tobacco

## 4 EVER USERS OF TOBACCO

### 4.1 Ever users of tobacco

Questions were asked whether the respondents have ever smoked tobacco in their life until now. According to the respondents, 49.6% have ever used tobacco while 50.4% did not. This is shown in Figure 15.

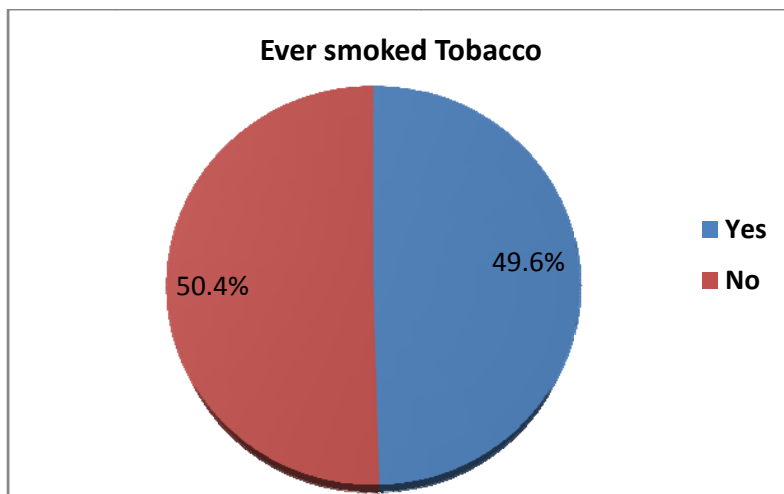


Figure 15: Ever use of tobacco

#### 4. 2 Ever users of tobacco by age group

On further studying the prevalence of ever users of tobacco according to the age distribution, it was found that the highest percentage of respondents having used tobacco at any point in their lifetime was found to be among those belonging to the age group 40 and above (66.0%). This is shown in *Figure 16*.

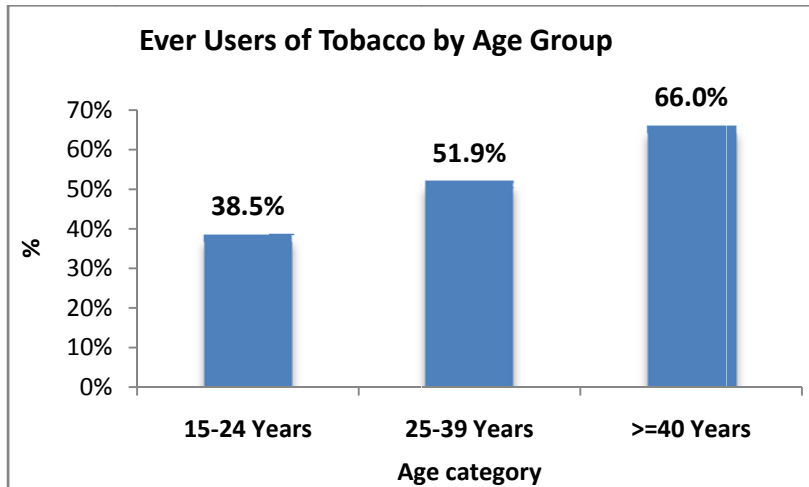


Figure 16: Ever use tobacco by age group

#### 4. 3 Ever users of tobacco by district

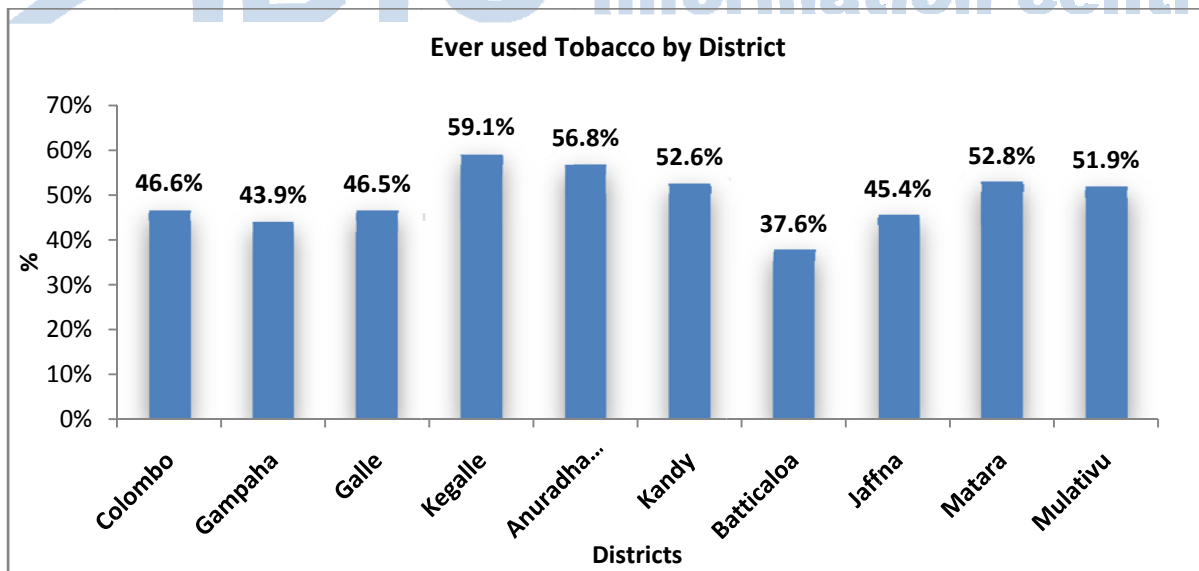


Figure 17: Ever use tobacco by district

## 5 INITIATION OF TOBACCO USE

Initiation is a main concern of the survey. With the ever users of tobacco, the question which needs to be addressed next is the age of initiation.

### 5.1 AGE INITIATION OF TOBACCO USE

Among the respondents, the highest percentage of respondents has initiated tobacco in the age range of 16-20 years (55.2%). This is shown in Figure 23. The average initiate age was 18 years. The minimum age for the tobacco initiate was 7 years.

Mean	18.61
Std. Error of Mean	.149
Median	18.00
Mode	18
Std. Deviation	5.015
Variance	25.147
Range	42
Minimum	7
Maximum	49

Table 5: Initiation of tobacco

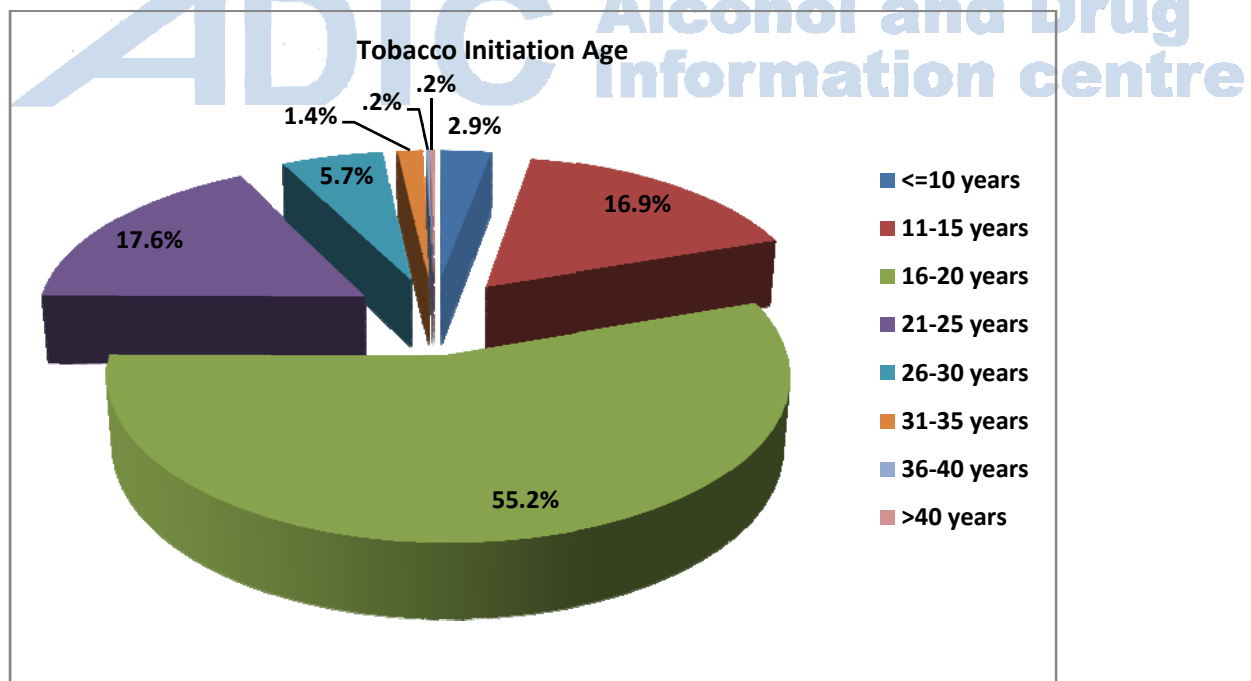


Figure 18: Initiation of tobacco use



## 5.2 OCCASION OF TOBACCO INITIATION

Apart from the age of initiation, questions were asked on the occasion in which tobacco use was initiated. The majority of the respondents stated that they initiated tobacco with friends (38.6%).

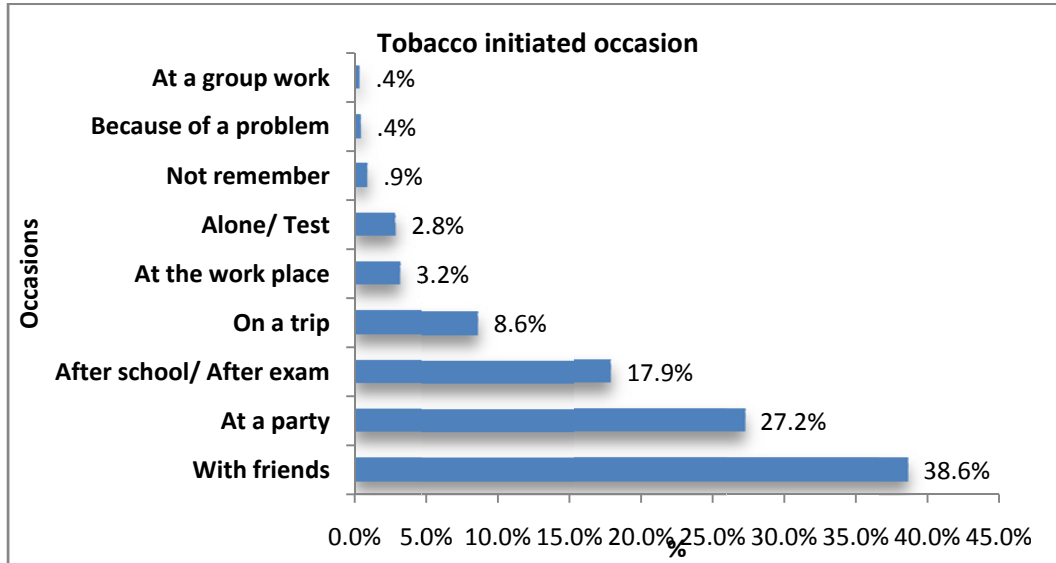


Figure 19: Occasions in which initiation of tobacco use

## 5.3 TYPE OF TOBACCO USED AT INITIATION

Alcohol and Drug Information centre

Questions were further asked regarding the specific tobacco type used at initiation of tobacco use. The responses were as follows: The most common type of tobacco at initiation was Cigarette (86.2%).

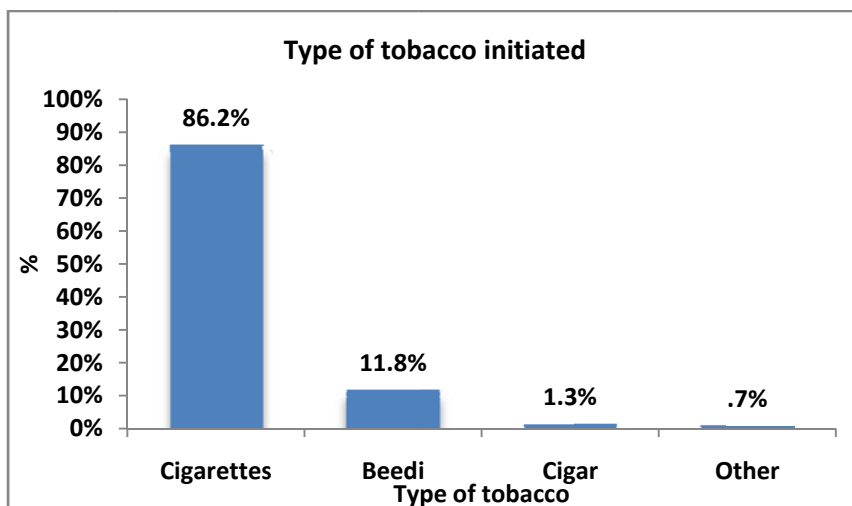


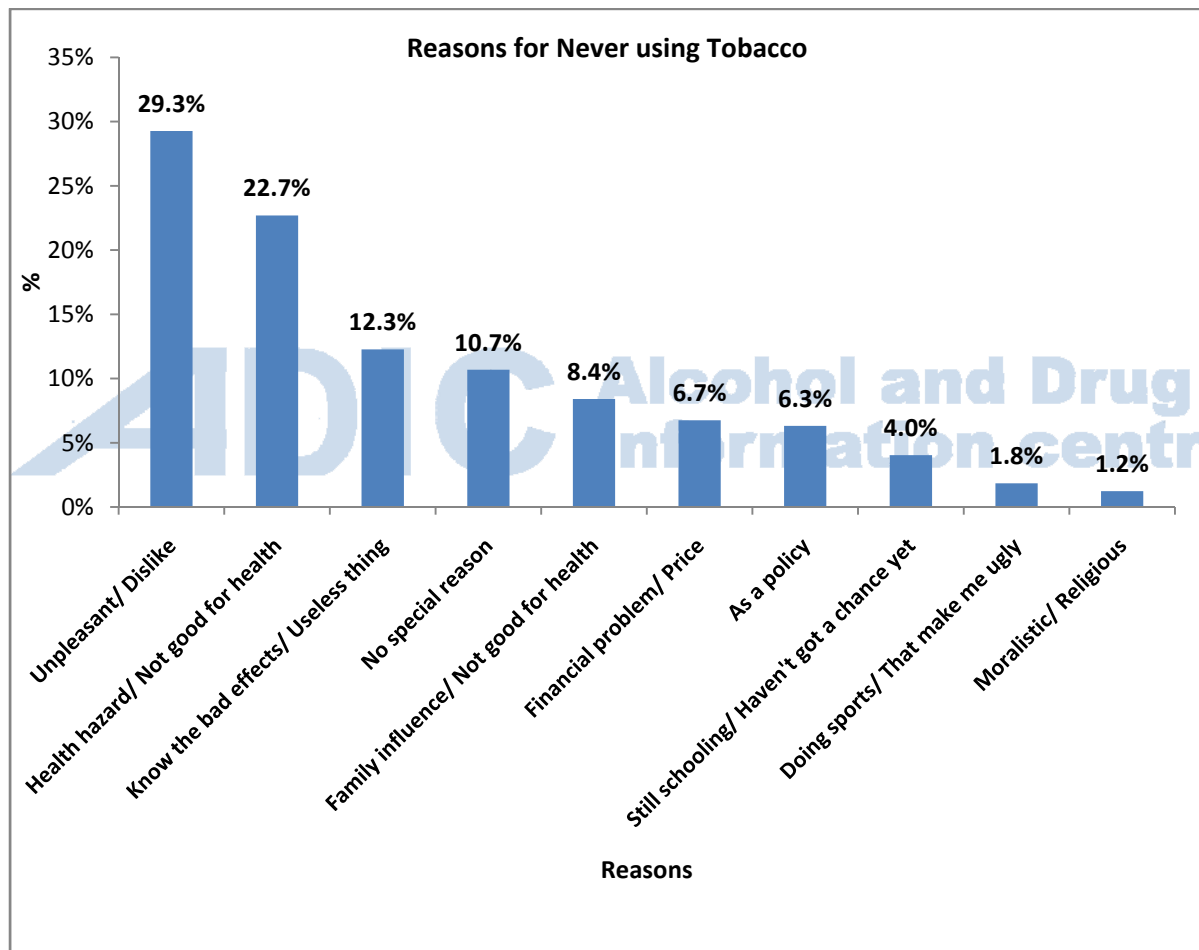
Figure 20: Type of tobacco initiated

## 6 NEVER USERS OF TOBACCO

### 6.1 Never users of tobacco

In depth questions were asked of respondents who have never used tobacco (41.2% of respondent in Figure 19) regarding the reasons for not consuming tobacco. The most frequent reason for never using tobacco was due to dislike and unpleasant (29.3%) and followed by due to fear of potential health hazards (22.7%). This is shown in Figure 21.

Figure 21: Reasons for never use of tobacco



## 6.2 Never use of tobacco by age category

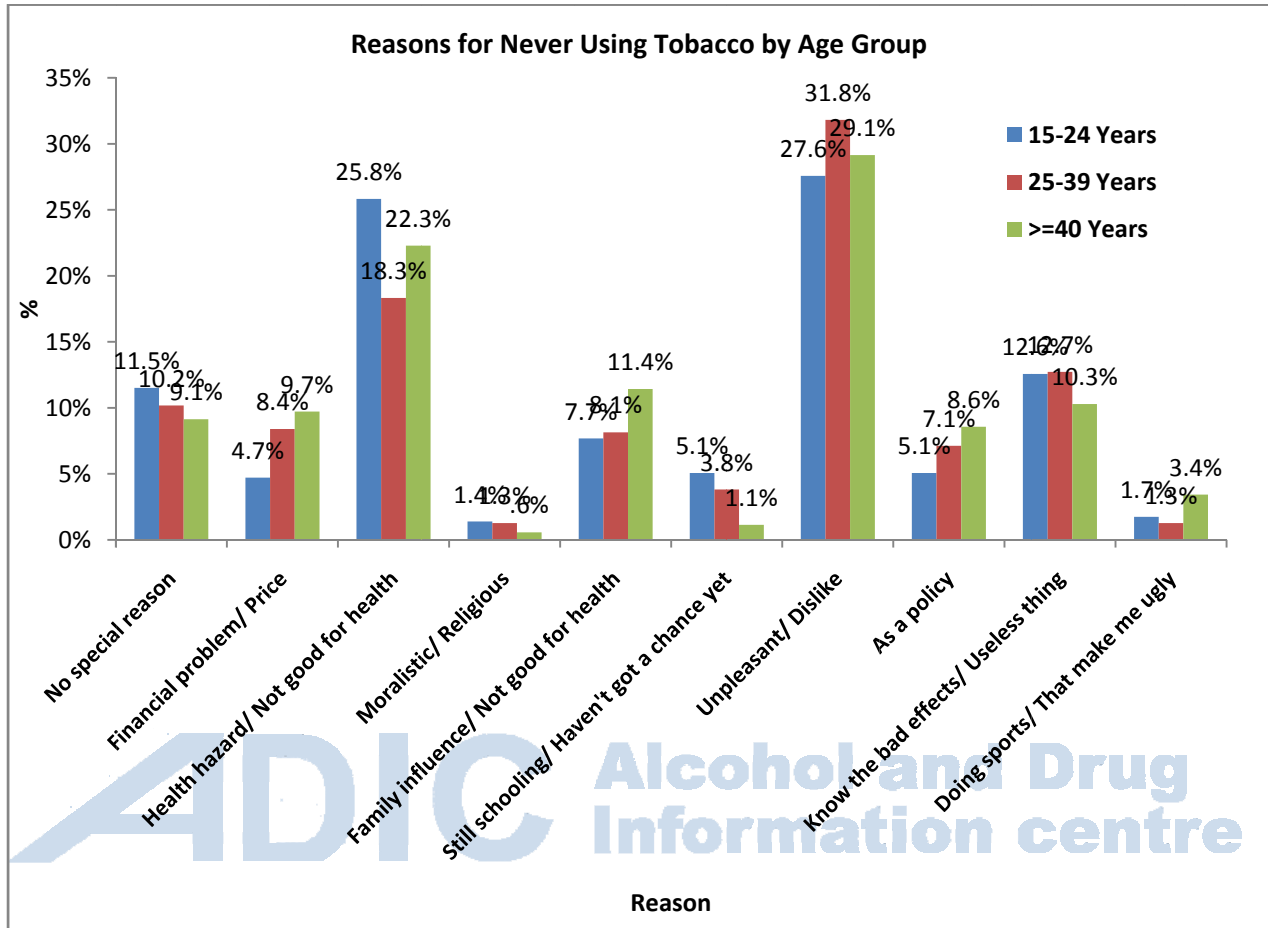


Figure 22: Reasons for never use of tobacco by age group

## 7 COMPARISONS OF RESULTS WITH THE 2012 SPOT SURVEY

In comparison with the results of the December 2012 and December 2013 spot surveys, the tobacco use has increased by 2.77% in comparison to the previous year. This is shown in Figure 28.

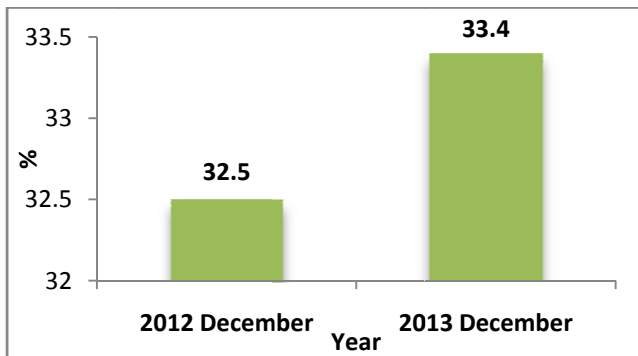


Figure 23: Comparison of tobacco use

## 8 THE TREND OF TOBACCO USE 2000-2012

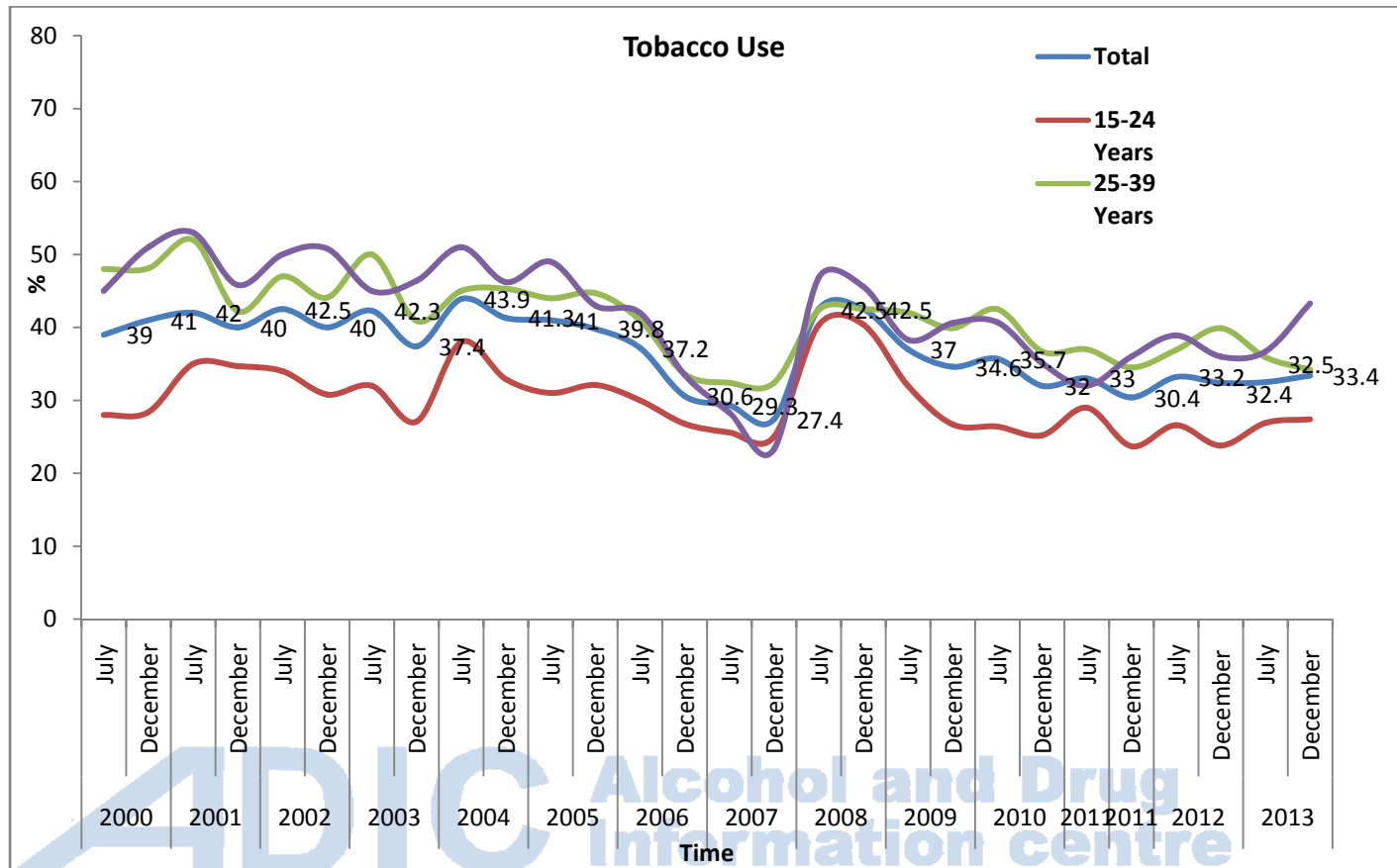


Figure 24: The trend of tobacco use

The percentage of tobacco users from year 2000 to December 2012 obtained from biannual spot surveys is shown in Figure 29. An overall decreasing trend in tobacco use can be observed.

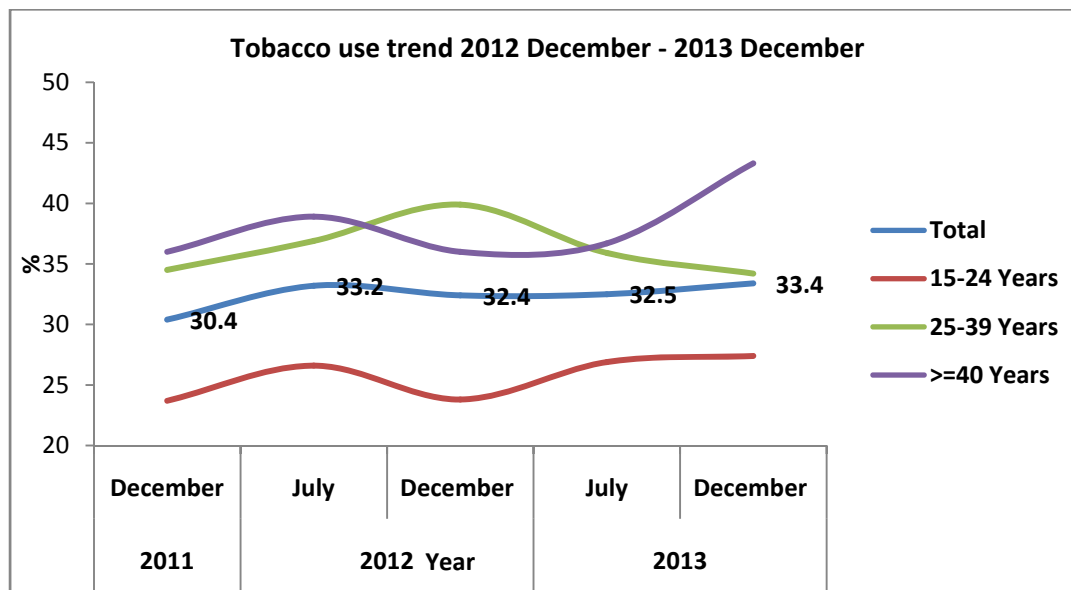


Figure 25: Tobacco use trend 2012December – 2013 December