

# Trend Survey on **Tobacco**

**December 2014**

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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 ten districts in this time; Colombo, Gampaha, Galle, Kegalle, Anuradhapura, Jaffna, Batticaloa and Kandy were compulsory districts while Monaragala & Trincomalee were selected in routing base.

In this report, we concentrate on the results of the survey conducted in December 2014. In addition, a comparative analysis of results obtained this year with results obtained in December 2013 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. METHOD

Sample size is 250 male above 15 years from each district. Sample population selects using non random, accidental sample. This time total number of respondent for the survey was 2,454. Structured interview employed to collect data and questionnaire is use as a tool. The survey completed during one month and carries out every July and December. Data was analyzed using statistical package for social science.

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

## 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.**

## DEMOGRAPHIC INFORMATION

	Colomb o	Gampaha	Galle	Kegalle	Anuradhap ura	Kandy	Batticalo a	Jaffna	Monaragal a	Trincoma lee	Total
15-24	102 41.0%	110 43.5%	102 42.0%	94 39.5%	109 42.2%	108 42.0%	102 42.7%	105 42.7%	61 31.8%	104 42.1%	997 41.2%
25-39	87 34.9%	79 31.2%	76 31.3%	80 33.6%	93 36.0%	87 33.9%	87 36.4%	87 35.4%	99 51.6%	87 35.2%	862 35.6%
>=40	60 24.1%	64 25.3%	65 26.7%	64 26.9%	56 21.7%	62 24.1%	50 20.9%	54 22.0%	32 16.7%	56 22.7%	563 23.2%
Total	249 100.0%	253 100.0%	243 100.0%	238 100.0%	258 100.0%	257 100.0%	239 100.0%	246 100.0%	192 100.0%	247 100.0%	2422 100.0%

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

The age distribution of the sample population is shown in *Table 1*. 41.2% of the sample population comprised of the age range 15-24 years, 35.6% of the sample population comprised of the age range 25-39 years and 23.2% in the age range of 40 and above years.

The level of education is shown in *Table 2*. Only 46.9% of respondents had education after A/L. Majority of the respondents (53.1) had their education levels below O/L.

Level of education				
	Frequency	Percent	Valid Percent	Cumulative Percent
No proper education	33	1.3	1.4	1.4
1-5 grade	90	3.7	3.7	5.1
6-10 grade	326	13.3	13.4	18.5
O/L	843	34.4	34.6	53.1
A/L	878	35.8	36.1	89.2
Diploma	116	4.7	4.8	94.0
Graduate	115	4.7	4.7	98.7
Poster graduate	23	.9	.9	99.6
Professional training	9	.4	.4	100.0
Total	2433	99.1	100.0	
Total	2454	100.0		

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

The occupation classification is shown in Table 3.

<b>Occupation</b>	<b>Frequency</b>	<b>(%)</b>
Legislators, Senior Officials and Managers	105	4.8
Professionals	124	5.7
Technical and Associate Professionals	34	1.5
Clerks	47	2.1
Service worker and market service workers	233	10.7
Skilled agricultural and fishery workers	83	3.8
Craft and related workers	79	7.1
Plant and machine operators and assemblers	326	15
Elementary occupations	129	5.9
Forces / Police	89	4.1
Politicians	3	0.1
Businessmen	338	15.5
Students	389	17.8
Retired	23	1.1
Foreign employed	8	0.4
Unemployed	96	4.4
<b>Total</b>	<b>2106</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 31.2% used tobacco products within last month while 68.8% did not use tobacco. This is shown in Figure 1. (N=2,454)

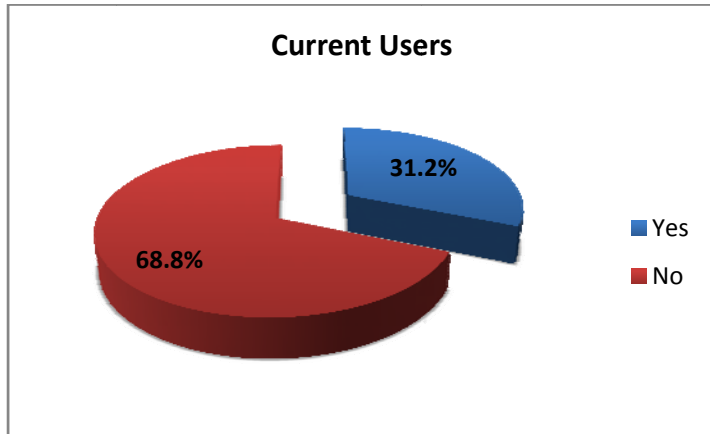


Figure 1: Current Usage of Tobacco

#### 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 (40%). The lowest current usage is recorded from the age category of 15-24 years (23.1%). This is shown in Figure 2.

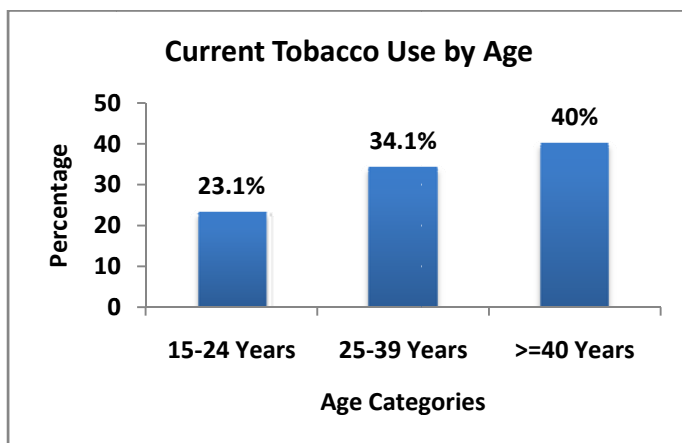


Figure 2: Tobacco prevalence by age group

### 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 Monaragala (50%) while the lowest percentage was from Colombo (23%). This is shown in Figure 3.

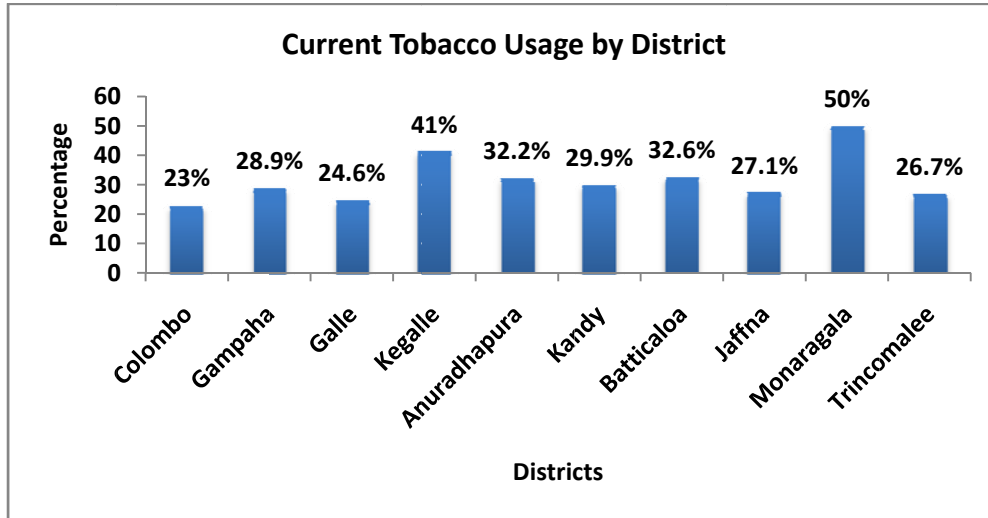


Figure 3: Tobacco prevalence by districts

## 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 (70.7%) while the lowest percentage was occasionally users (7.9%). This is shown in Figure 4.

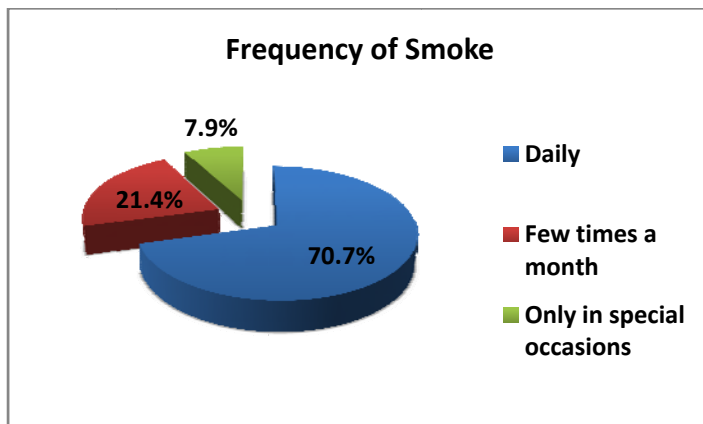


Figure 4: Frequency of tobacco use



### 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 (82.1%) while few in the age range of 15-24 used tobacco on daily basis (56.6%). The highest percentage of monthly tobacco users was the 28.8% in the age range of 15-24. The lowest percentage of monthly users was in the age range of 40 and above (14.2%). On special occasions, the age range of 15-24 tobacco highly (14.6%) than the other age ranges. This is shown in Figure 5.

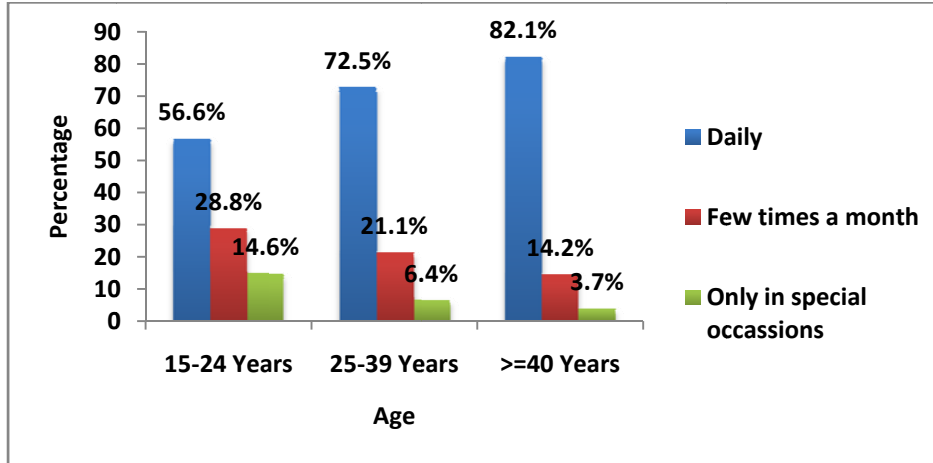


Figure 5: frequency of tobacco use by age group

### 3.2.3 FREQUENCY OF TOBACCO USE DISTRICT BASIS

The frequency of tobacco use was analysed according to districts. The highest percentage of daily tobacco users was from Colombo district (81%) while the lowest percentage of daily tobacco users was from Gampaha district (55.7%). The highest percentage of tobacco users at the special occasions was from Kandy district (14.9%) while lowest was reported from Anuradhapura district (3.8%). This is shown in Figure 6.

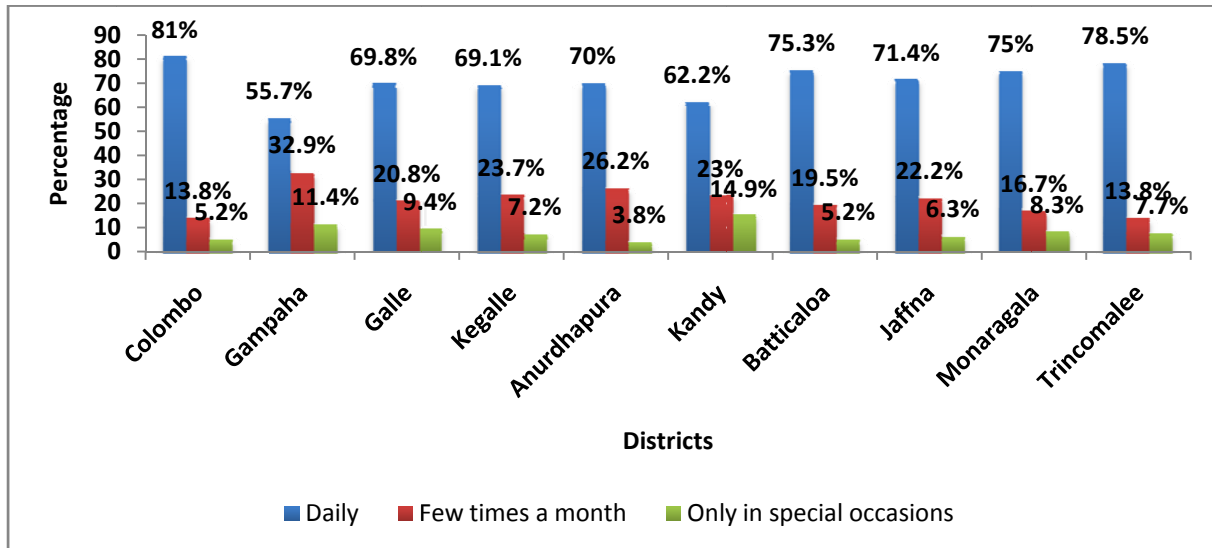


Figure 6: Frequency of tobacco use by district

### 3.4 REASONS FOR TOBACCO USE

#### 3.4.1 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 (30.8%). 26.7% of respondents didn't express obvious reason for their tobacco use. This is show in figure 7.

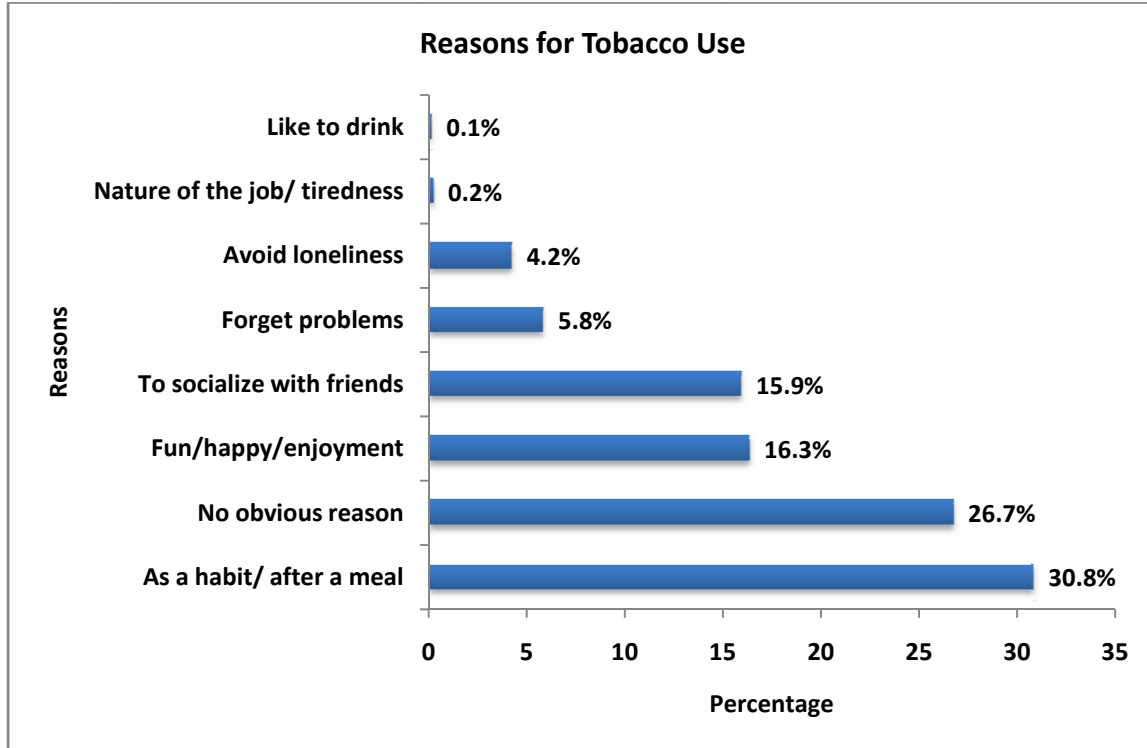


Figure 7: Reasons for tobacco use

### 3.4.2 Reasons for tobacco use by age category

The reasons for tobacco use by age groups are shown in Figure 8.

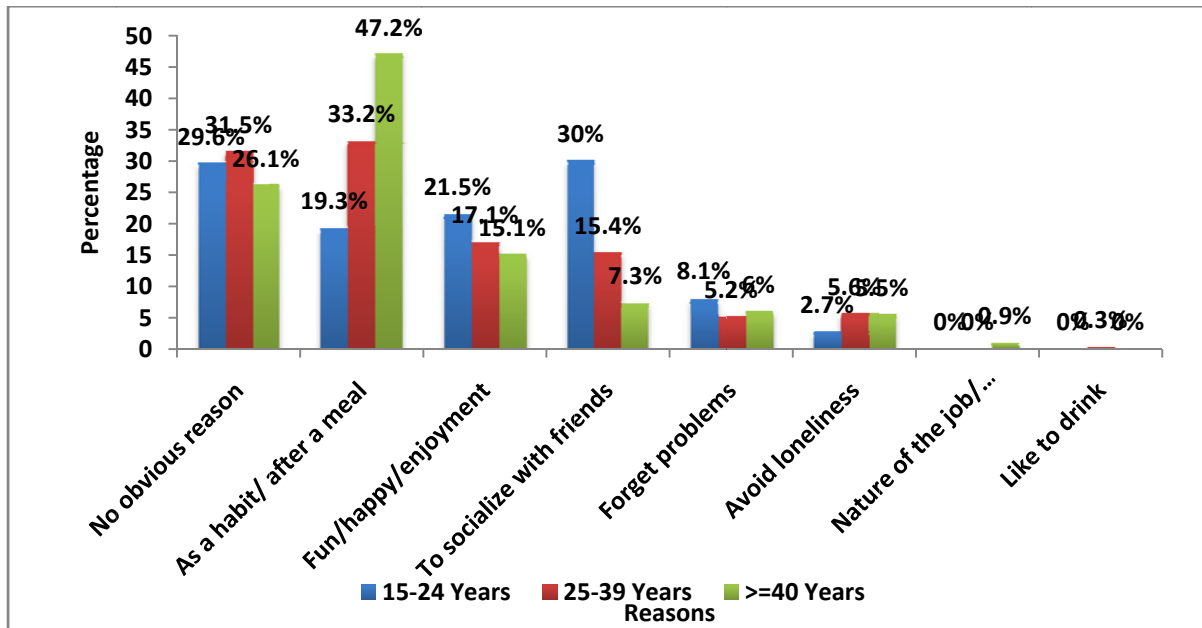


Figure 8: Reasons for tobacco use by age group

### 3.5 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 (89.6%), while the lowest usage was on other smoking products (0.3%).

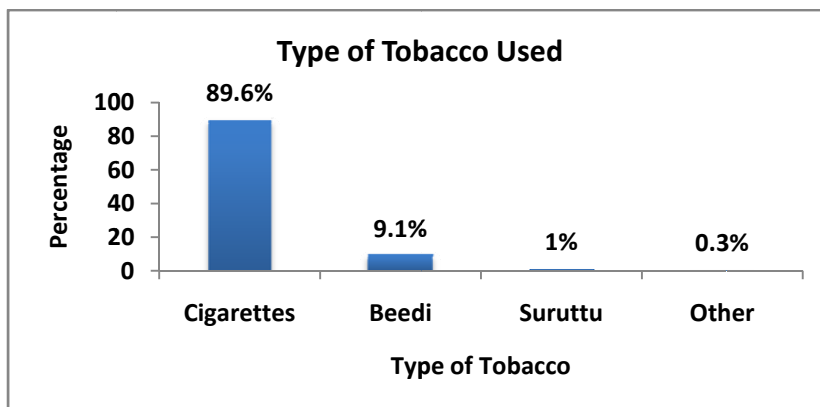


Figure 9: Type of tobacco use

### 3.6 MONTHLY EXPENDITURE ON TOBACCO

Question was asked regarding the expenditure on tobacco products. From the daily users spending Rs 2588.91 mean value on tobacco products. Most have of the daily users have spent Rs.1000 per month for tobacco. Average maximum amount spent on tobacco is Rs. 45000 in a month.

### 3.7 ATTEMPT TO QUIT TOBACCO USE

#### 3.7.1 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 61.5% have tried quitting tobacco use and other 38.5% of current users have not even tried to quit from tobacco usage due to some reasons. This is shown in *figure 10*.

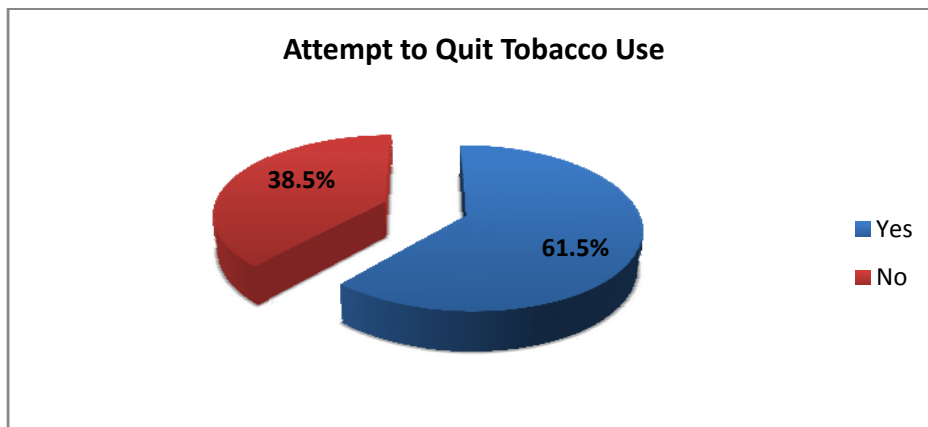


Figure 10: Attempt to quit tobacco use

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

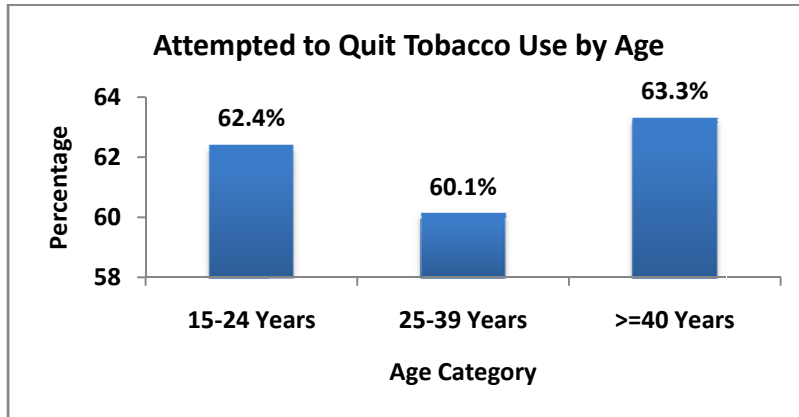


Figure 11: Attempted to quit tobacco use by age

### 3.7.3 Reasons for attempting to quit tobacco

Further questions were asked about the reasons for attempting to quit. 27.1% of the people have attempted to quit tobacco use because of health hazards. 18.4% of them have attempted to quit because of financial problems. This is shown in *figure 12*.

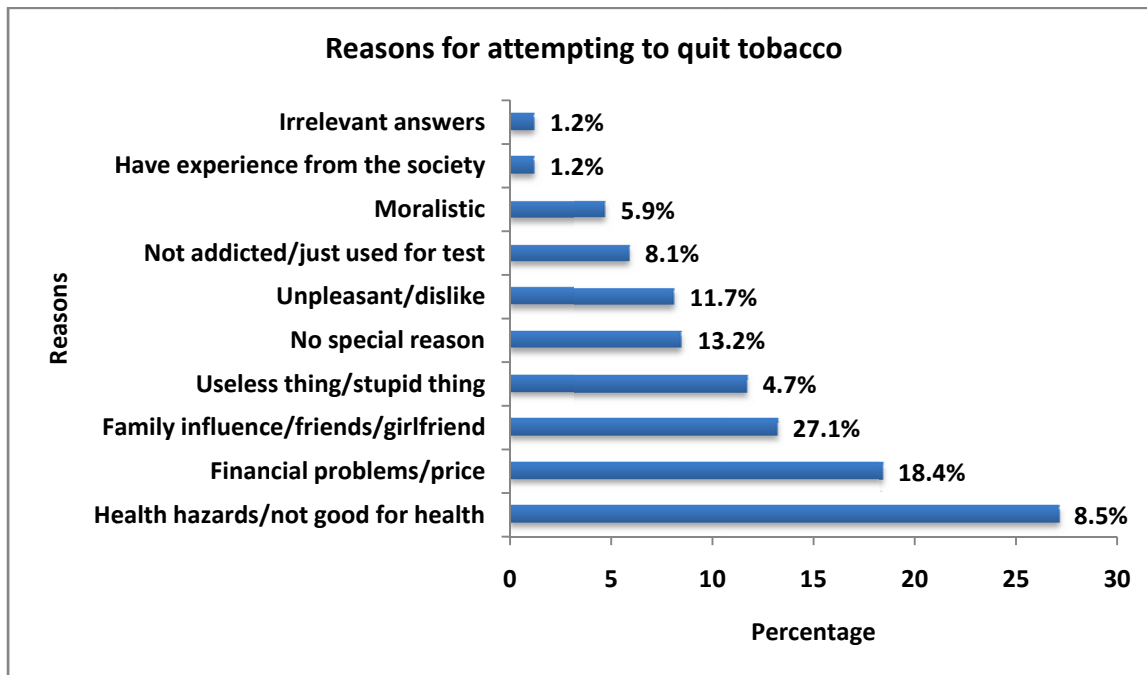


Figure 12: Reasons for attempting to quit tobacco

### 3.7.4 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. 27.8% 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. 17.9% of them could not give a reason for not attempting to quit. This is shown in (figure 13).

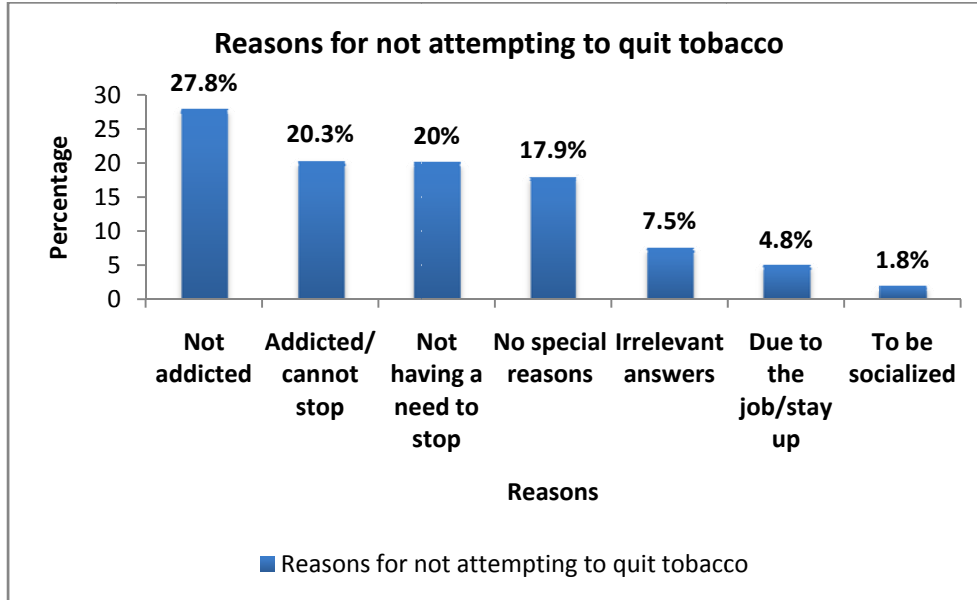


Figure 13: Reasons for not attempting to quit tobacco

## 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, 46.3% have ever used tobacco while 53.7% did not. This is shown in Figure 14.

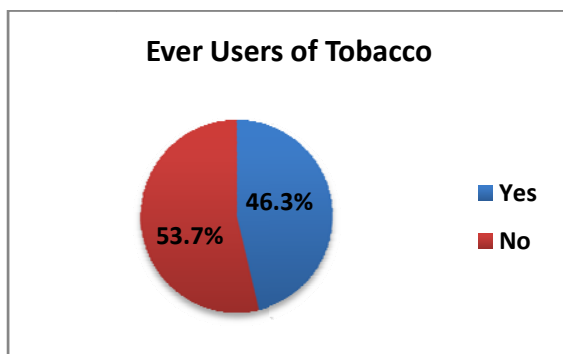


Figure 14: Ever use of tobacco

#### 4.1.1 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 25-39 years (38.5%). This is shown in *Figure 15*.

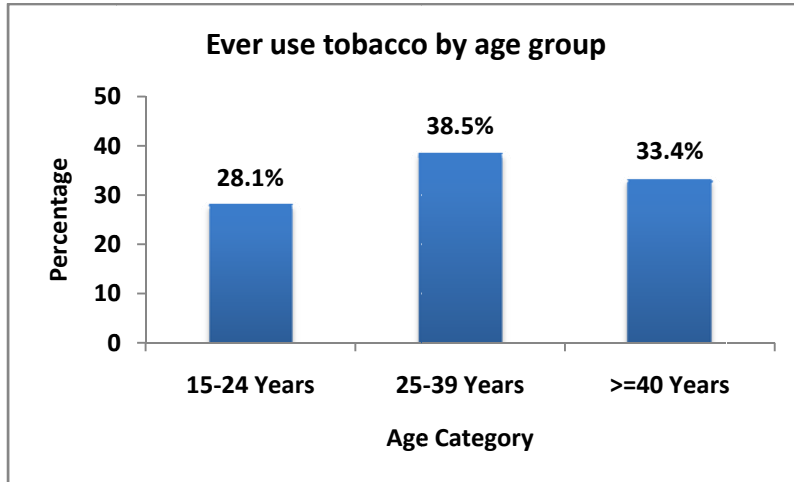


Figure 15: Ever use tobacco by age group

#### 4.1.2 Ever users of tobacco by district

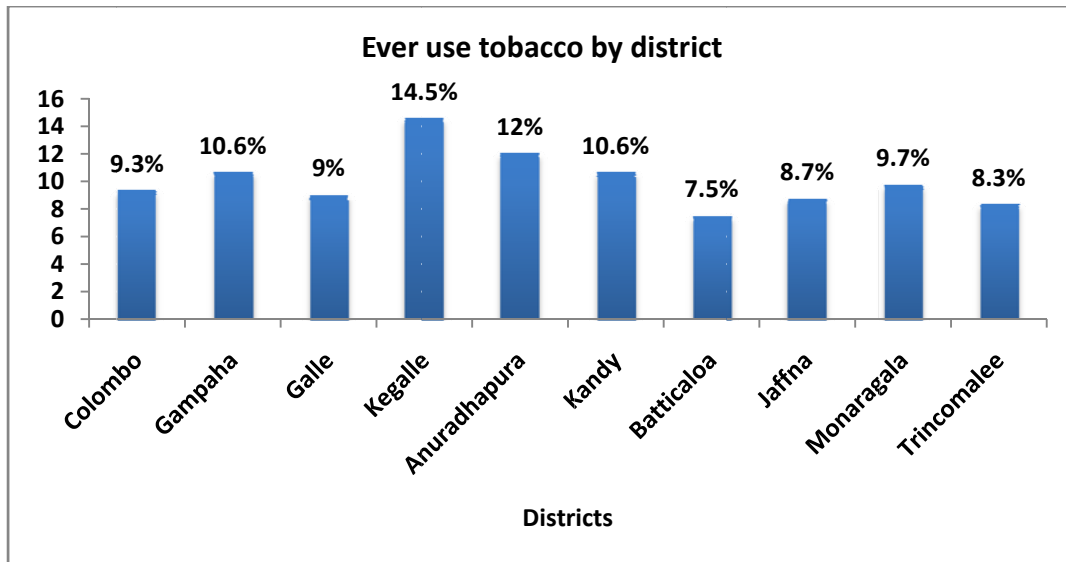


Figure 16: Ever use tobacco by district

## 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 (56.3%). This is shown in Figure 17. The average initiate age was 20 years. The minimum age for the tobacco initiate was 10 years.

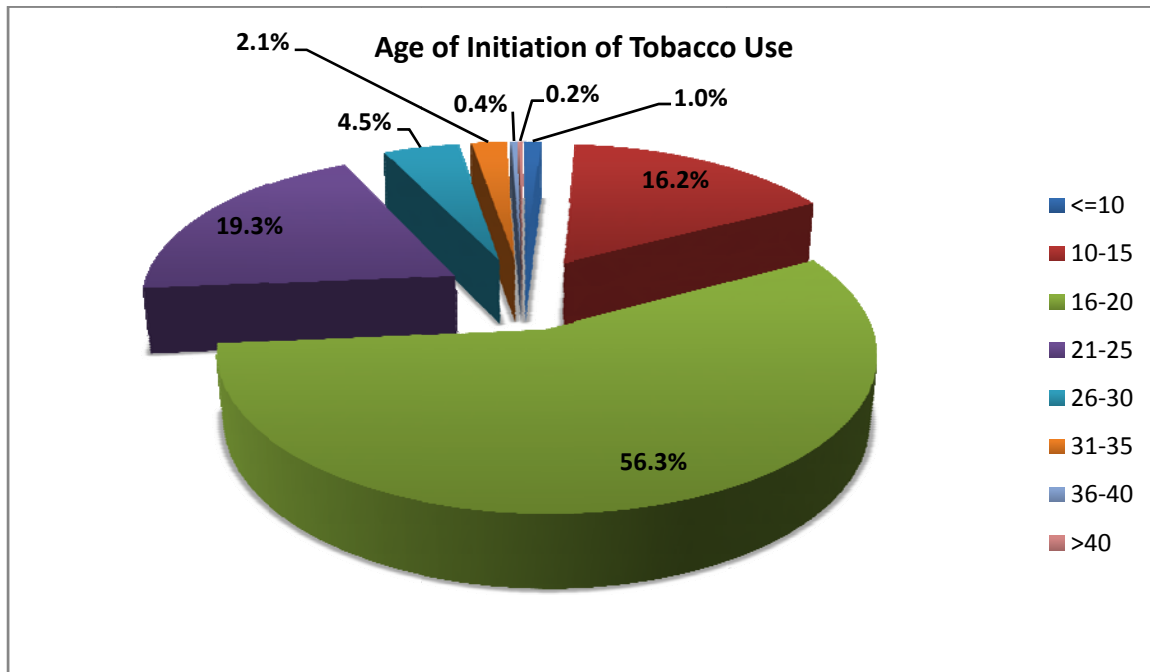


Figure 17: Initiation of tobacco use



## 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 (47.3%).

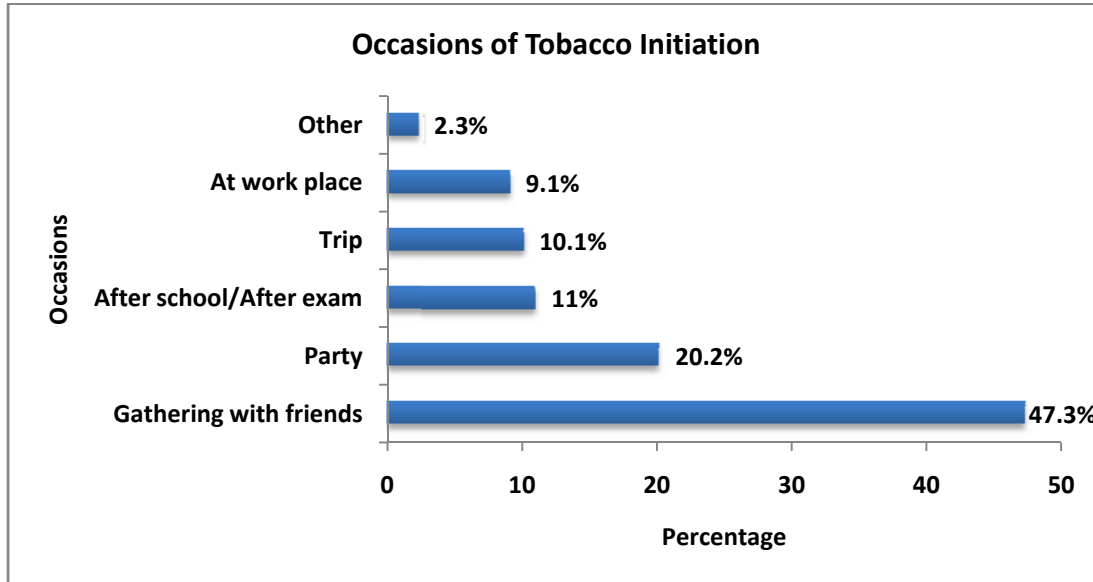


Figure 18: Occasions in which initiation of tobacco use

## 5.3 TYPE OF TOBACCO USED AT INITIATION

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 (85.2%).

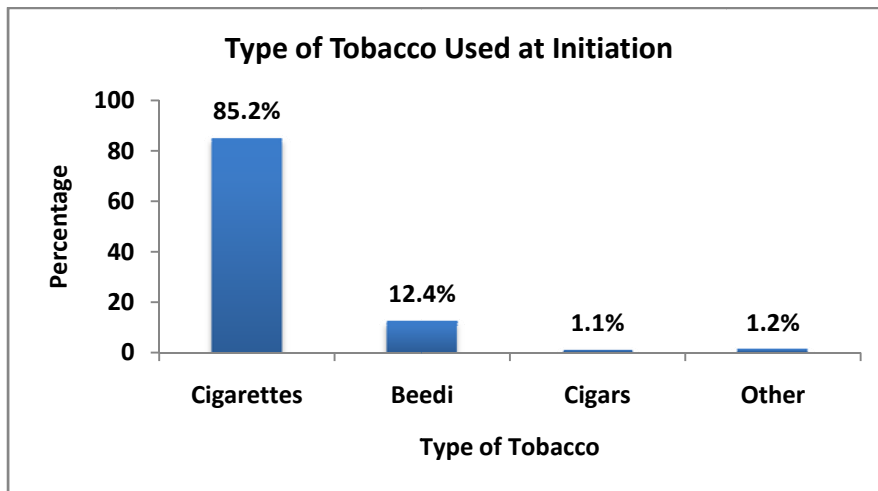


Figure 19: Type of tobacco initiated

## 6. NEVER USERS OF TOBACCO

### 6.1 Never users of tobacco

In depth questions were asked of respondents who have never used tobacco (53.7% of respondent in Figure 14) regarding the reasons for not consuming tobacco. The most frequent reason for never using tobacco was due to dislike and unpleasant (31.6%) and followed by due to fear of potential health hazards (19.5%). *This is shown in Figure 20.*

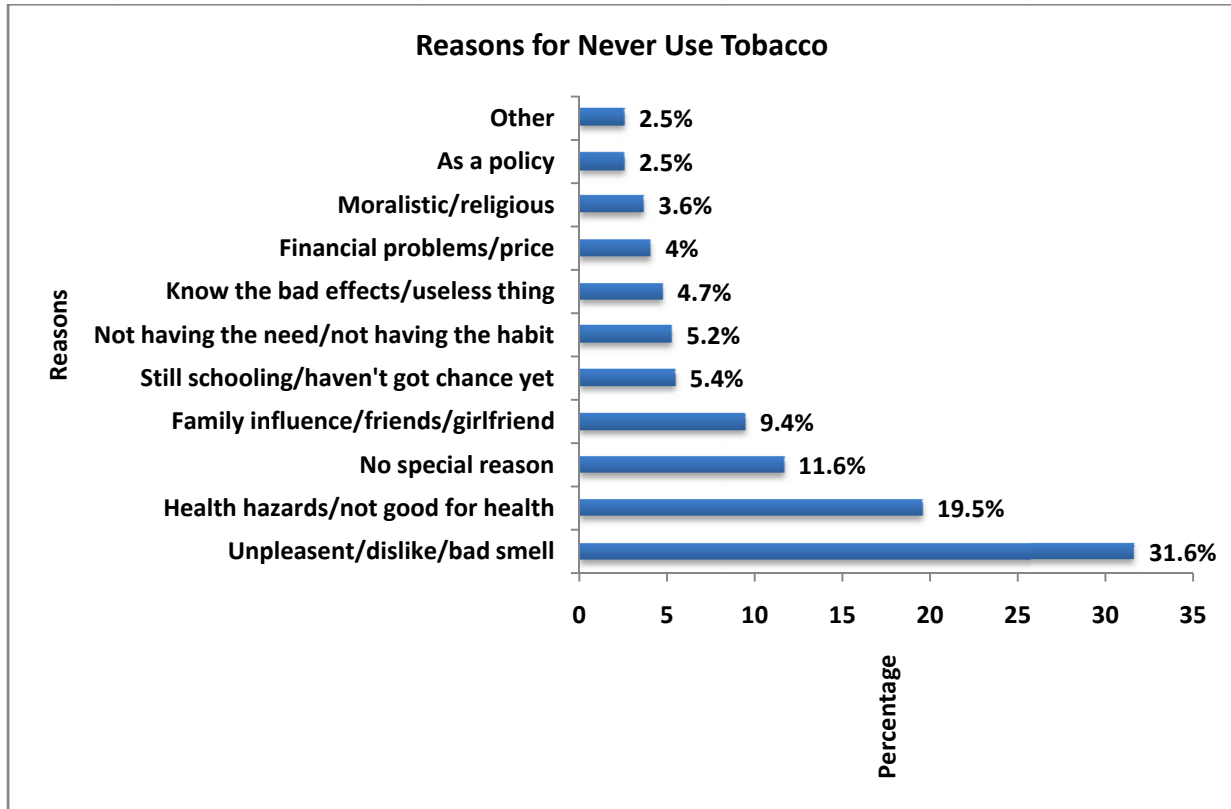


Figure 20: Reasons for never use of tobacco

## 6.2 Never users of tobacco by age category

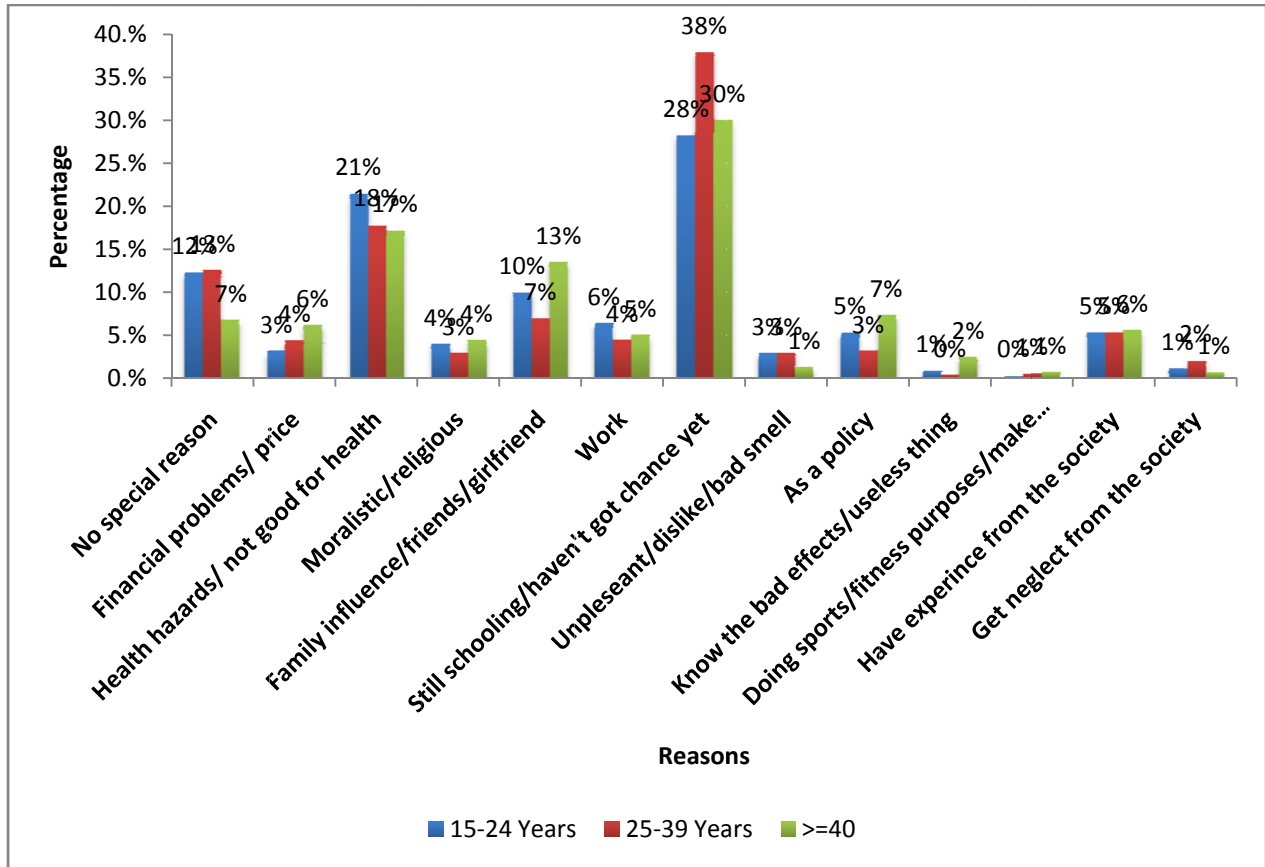


Figure 21: Reasons for never use of tobacco by age group

## 7. COMPARISONS OF RESULTS WITH THE 2013 SPOT SURVEY

In comparison with the results of the December 2013 and December 2014 spot surveys, the tobacco use has decreased by 2.2% in comparison to the previous year. This is shown in Figure 22.

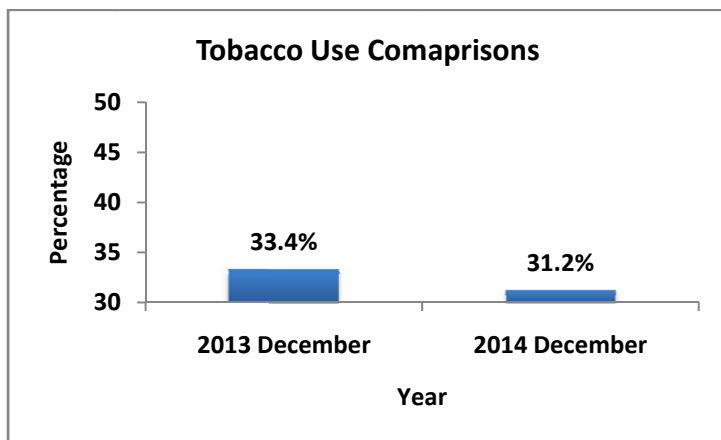


Figure 22: Comparison of tobacco use

## 8 THE TREND OF TOBACCO USE 2000-2012

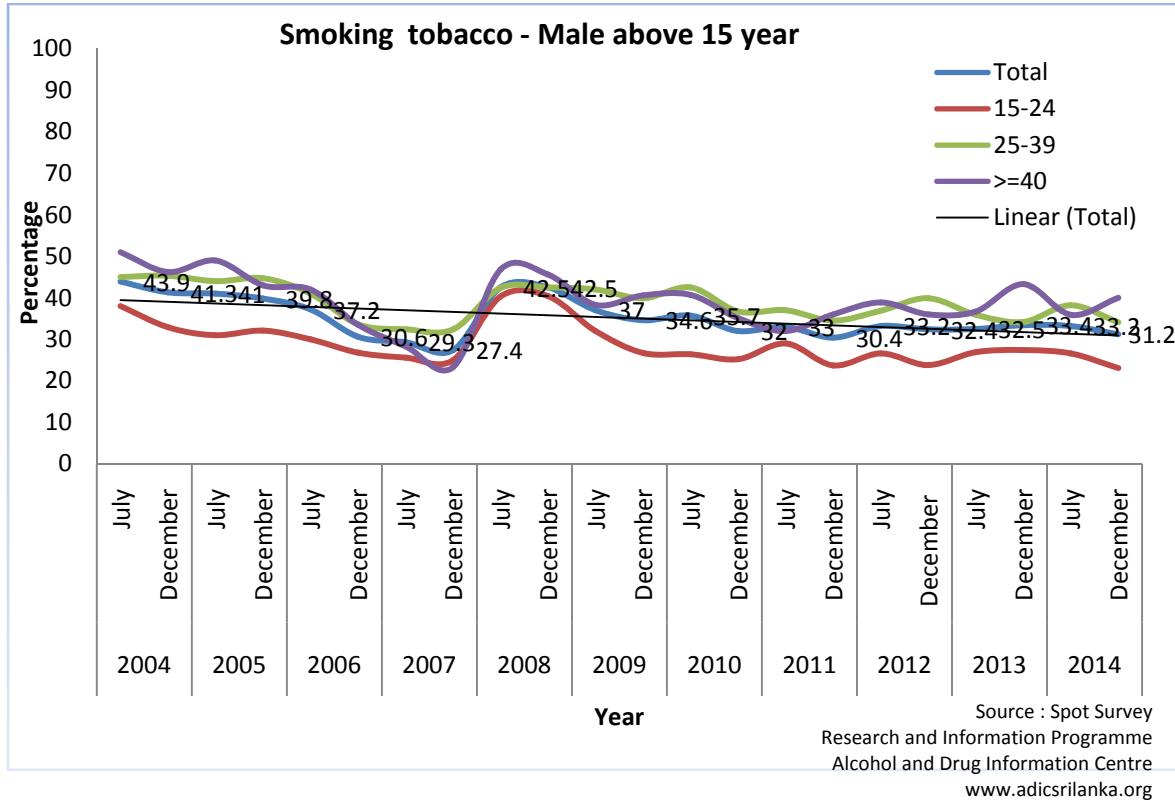


Figure23: The trend of tobacco use

The percentage of tobacco users from year 2000 to December 2012 obtained from biannual spot surveys is shown in Figure 23. An overall decreasing trend in tobacco use can be observed.