



Trend Survey on Tobacco

July, 2014

TABLE OF CONTENTS

1. INTRODUCTION.....	1
1.1 RATIONAL.....	2
1.2 OBJECTIVES.....	2
2. METHODOLOGY.....	2
3. RESULTS AND FINDINGS.....	5
3.1 CURRENT USERS.....	5
3.1.1 CURRENT TOBACCO USE BY AGE.....	5
3.1.2 CURRENT TOBACCO USE BY DISTRICT.....	6
3.2 TOBACCO FREQUENCY.....	6
3.2.1 FREQUENCY OF TOBACCO USE.....	6
3.2.2 FREQUENCY OF TOBACCO USE BY AGE.....	7
3.2.3 FREQUENCY OF TOBACCO USE BY DISTRICT BASIS.....	7
3.3 RESEONS FOR TOBACCO USE.....	8
3.3.1 REASONS FOR TOBACCO USE.....	8
3.3.2 REASONS FOR TOBACCO USE BY AGE CATEGORY.....	9
3.4 TYPE OF TOBACCO USE.....	9
3.5 MONTHLY EXPENDITURE OF TOBACCO.....	10
3.6 ATTEMPT TO QUIT TOBACCO USE.....	10
3.6.1 ATTEMPT TO QUIT TOBACCO USE.....	10
3.6.2 ATTEMPT TO QUIT TOBACCO BY AGE CATEGORY.....	11
3.6.3 REASONS FOR ATTEMPTING TO QUIT TOBACCO.....	11
3.6.4 REASONS FOR NOT ATTEMTING TO QUIT ALCOHOL.....	12
4. EVER USERS OF TOBACCO.....	12
4.1 EVER USERS OF TOBACCO	12
4.2 EVER USERS OF TOBACCO BY AGE GROUP.....	13
4.3 EVER USERS OF TOBACCO BY DISTRICT.....	13
5. INITIATION OF TOBACCO USE.....	14
5.1 AGE INITIATION OF TOBACCO USE.....	14
5.2 OCCASIONS OF TOBACCO INITIATION.....	15
5.3 TYPE OF TOBACCO USED AT INITIATION.....	15
5.3.1 TYPE OF TOBACCO USED AT INITIATION.....	15
6. NEVER USERS OF TOBACCO.....	16
6.1 NEVER USERS OF TOBACCO	16
6.2 NEVER USE OF TOBACCO BY AGE CATEGORY.....	17
7. COMPARISONS OF RESULTS WITH THE 2013 SPOT SURVEY.....	17
8. THE TREND OF TOBACCO USE 2004- 2014.....	18



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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, Kurunegala & Mannar.

In this report, we concentrate on the results of the survey conducted in July 2014. In addition, a comparative analysis of results obtained this year with results obtained in July 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. 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 analyzing the data.

The survey was conducted over a period of one month and covered a total number of 2,472 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.

2.1 DEMOGRAPHIC INFORMATION

Sample distribution

Age group	District										Total
	Col	Gam	Gal	Keg	A'Pura	Kan	Batti	Jaf	Kur	Man	
15-24	89 39.70 %	104 41.10 %	100 41.20 %	103 39.60 %	101 41.70%	104 39.00 %	79 40.90 %	99 39.00 %	114 45.20 %	105 39.20 %	998 40.60 %
25-39	80 35.70 %	88 34.80 %	88 36.20 %	103 39.60 %	93 38.40%	95 35.60 %	69 35.80 %	98 38.60 %	91 36.10 %	108 40.30 %	913 37.20 %
>40	55 24.60 %	61 24.10 %	55 22.60 %	54 20.80 %	48 19.80%	68 25.50 %	45 23.30 %	57 22.40 %	47 18.70 %	55 20.50 %	545 22.20 %
Total	224 100.0 0%	253 100.00 %	243 100.00 %	260 100.00 %	242 100.00 %	267 100.00 %	193 100.00 %	254 100.00 %	252 100.00 %	268 100.00 %	2456 100.00 %

The level of education is shown in Table 2. The majority of the respondents have reached education beyond GCE A/L (36.2%).

Education		
	Frequency	Percentage
No proper education	35	1.4%
1-5 grade	70	2.8%
6-10 grade	346	14.0%
O/L	840	34.0%
A/L	894	36.2%
Diploma	117	4.7%
Degree	85	3.4%
Post graduate	16	.6%
Professional training	5	.2%
Total	2408	97.4%
No Responses	64	2.6%
Total	2472	100%

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

The occupation classification is shown in Table 3.

Occupation	Frequency	(%)
Professionals	124	5.01
Clerks	33	1.33
Service worker	223	9.02
Skilled agricultural and fishery /salon	120	4.82
Craft and related workers	21	0.84
Elementary occupations	566	22.89
Army/ police forces	106	4.28
Business	270	10.92
Students	435	17.59
Retired	26	1.05
Foreign employed	10	0.40
Un employed	82	3.31
Other	212	8.57
Total	2228	90.03
No Response	244	9.87
Total	2472	100

3. RESULTS AND FINDINGS

3.1 CURRENT USERS

Current users were identified based on their tobacco use within the previous month. According to the responses (N=2,472), it was found that 33.7% used tobacco products within last month while 66.3% did not use tobacco. This is shown in Figure 1.

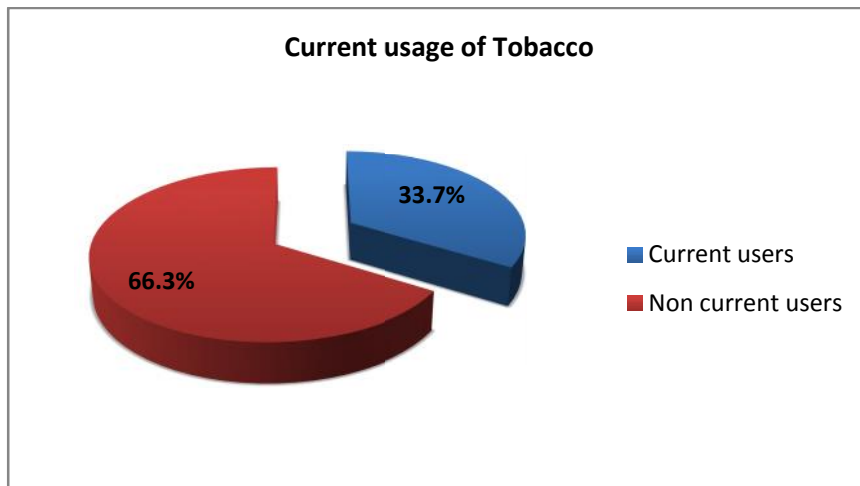


Figure 1: Current usage of Tobacco

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

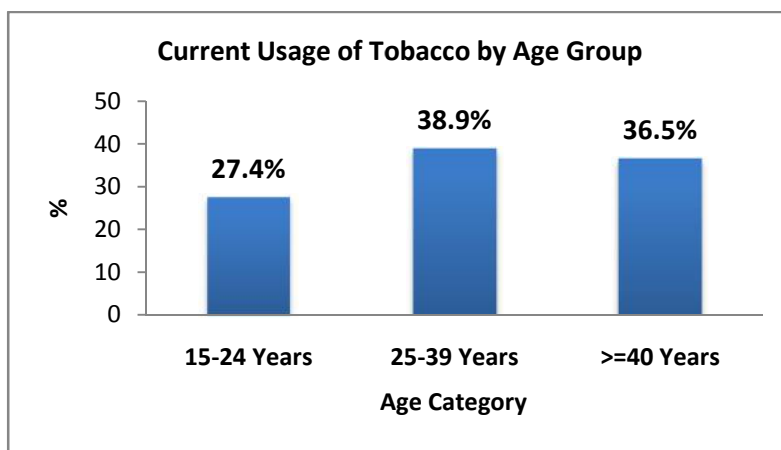


Figure 1: Tobacco prevalence by age group

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 Mannar (47%) while the lowest percentage was from Kandy (21.9%). This is shown in Figure 3.

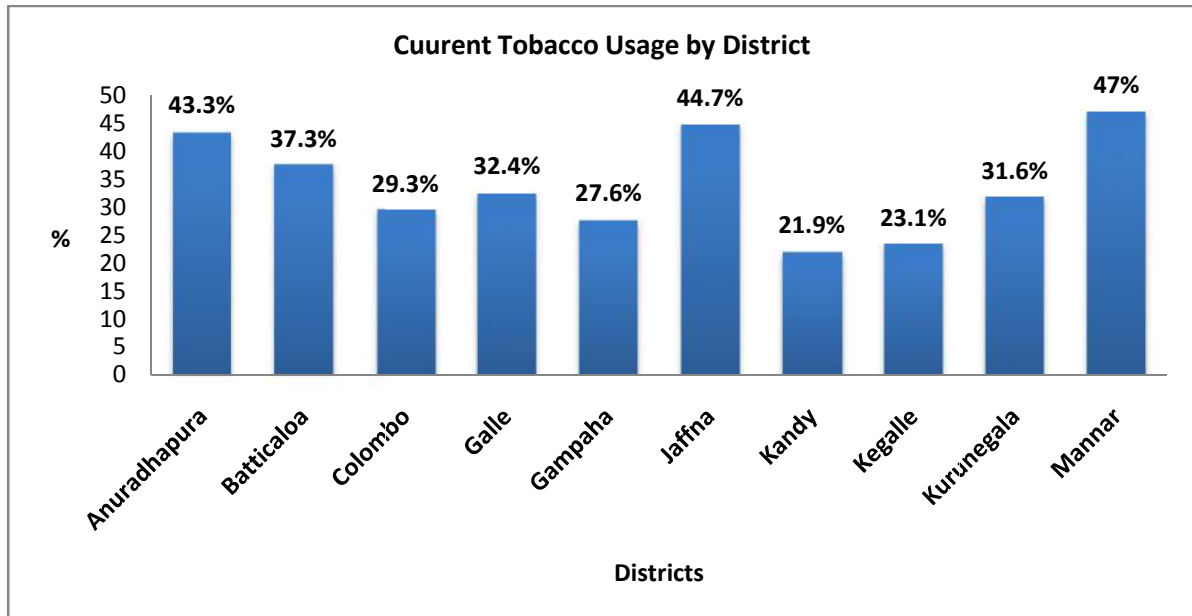


Figure 3: Tobacco prevalence by districts

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 (70.8%) while the lowest percentage was occasionally users (7%). This is shown in Figure 4.

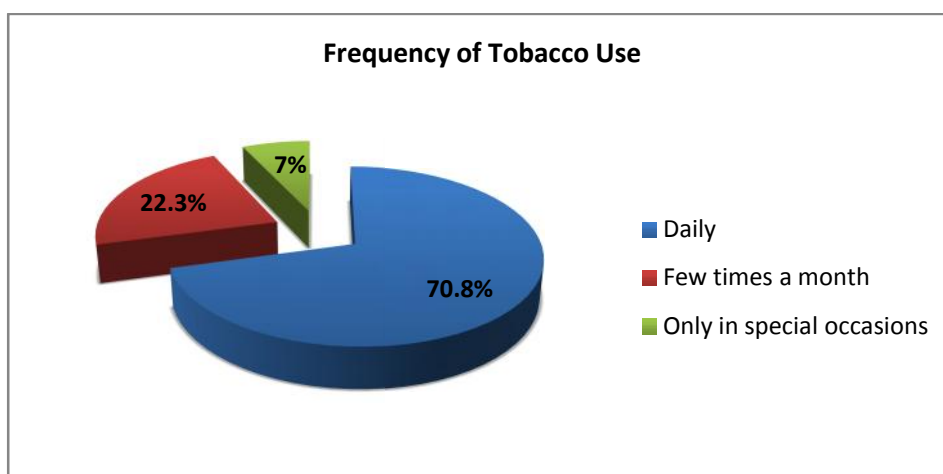


Figure 4: Frequency of tobacco use

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 (78.6%) while few in the age range of 15-24 used tobacco on daily basis (62.9%). The highest percentage of monthly tobacco users was the 24.7% in the age range of 15-24. The lowest percentage of monthly users was in the age range of 40 and above (16.7%). On special occasions, the age range of 15-24 tobacco highly (12.4%) than the other age ranges. This is shown in Figure 5.

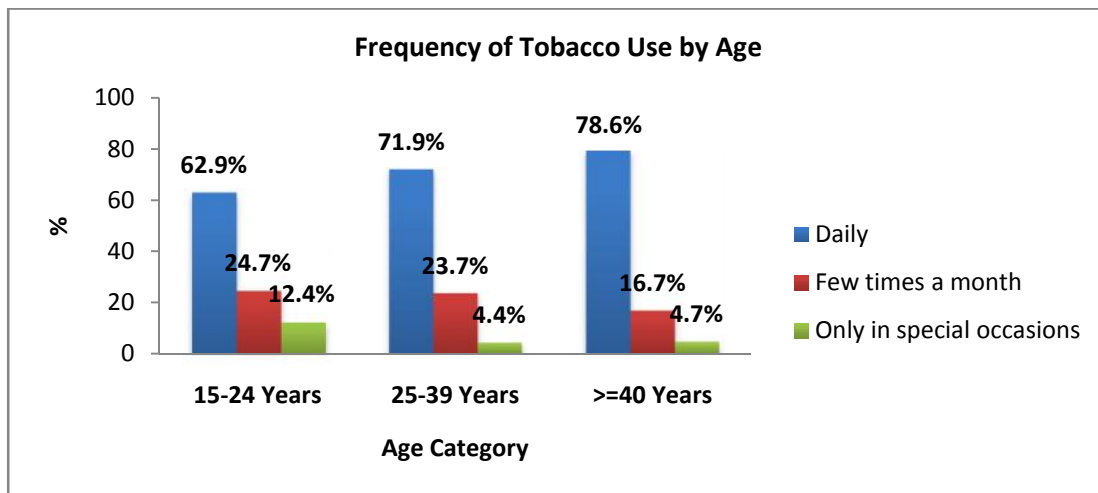


Figure 5: Frequency of tobacco use by age group

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 Kandy district (81.5%) while the lowest percentage of daily tobacco users was from Colombo district (58.5%). The highest percentage of tobacco users at the special occasions was from Kegalle district (16.7%) while lowest was reported from Batticaloa (2.9%). This is shown in Figure 6.

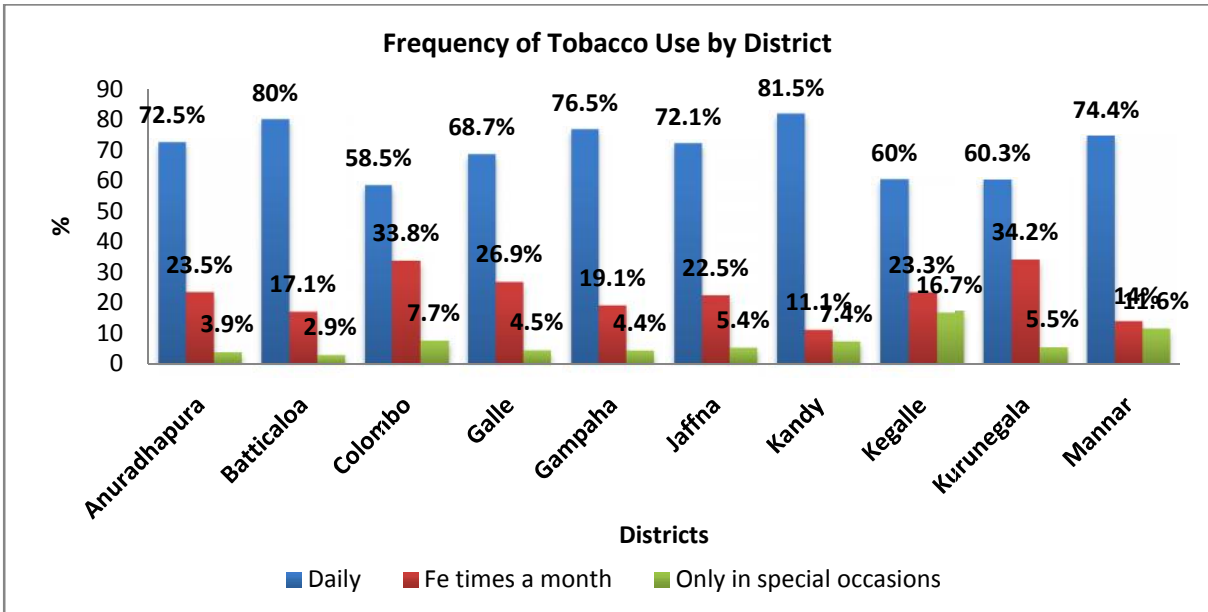


Figure 6: Frequency of tobacco use by district

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 (36.3%). The second highest (23.4%) didn't established an obvious reason for their tobacco use. The third highest reason was to socialize with friends (18.4%). This is shown in figure 7.

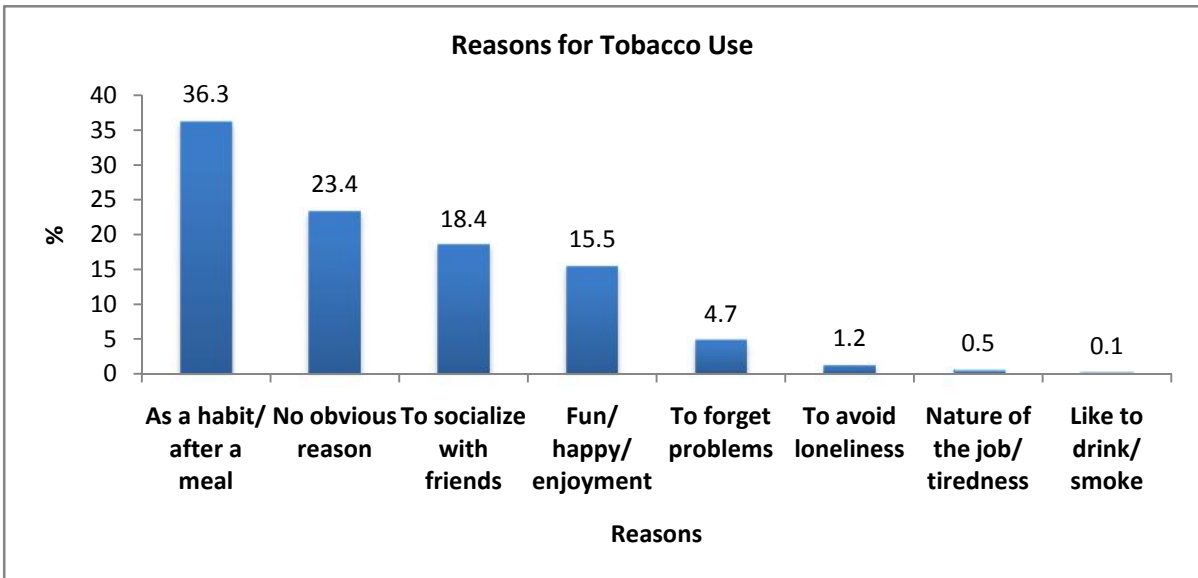


Figure 7: Reasons for tobacco use

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 to socialize with friends or as a habit.

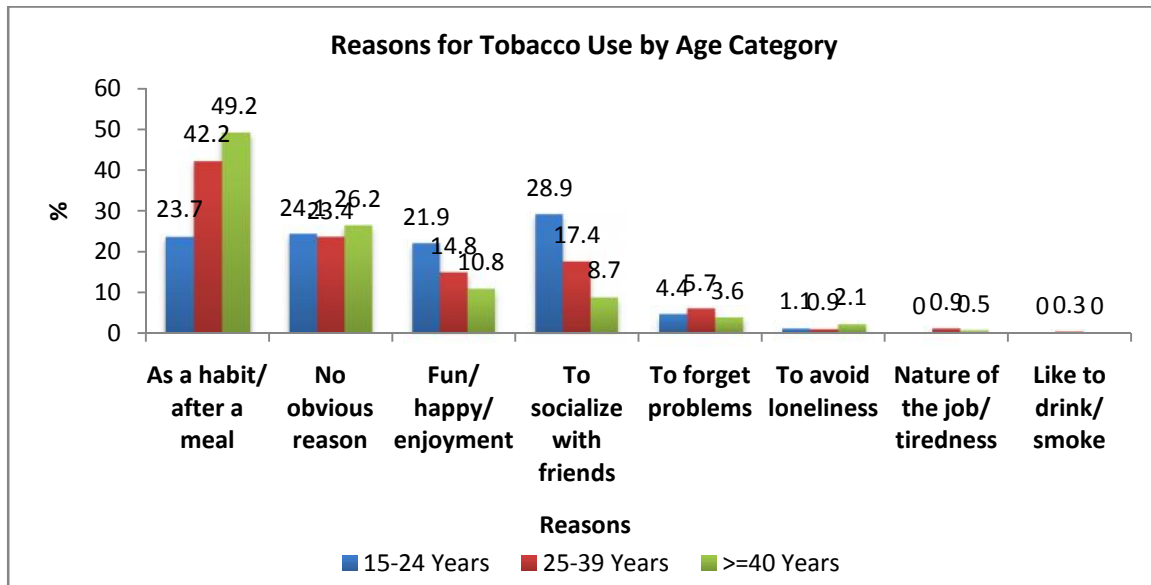


Figure 8: Reasons for tobacco use by age group

3.4 TYPE OF TOBACCO USE

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 (91.2%), while the lowest usage was on other tobacco smoking products (0.4%).

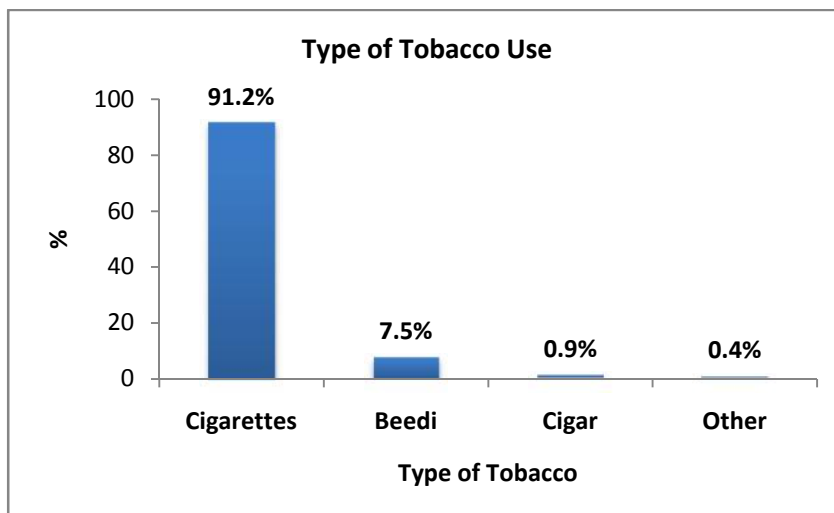


Figure 9: Type of tobacco use

3.5 MONTHLY EXPENDITURE ON TOBACCO

Question was asked regarding the expenditure on tobacco products. On average, a Daily user spends Rs. 94.27 per day on tobacco products and monthly it is Rs. 2828.28. Most have of the daily users have spent Rs.1, 000.00 per month for tobacco.

Mean	2828.28
Std. Error of Mean	168.552
Median	1500.00
Mode	1000
Std. Deviation	4588.204
Variance	21051615.670
Range	49980
Minimum	20
Maximum	50000

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 58.3% have tried quitting tobacco use and other 41.7% of current users have not even tried to quit from tobacco usage due to some reasons. This is shown in figure 11.

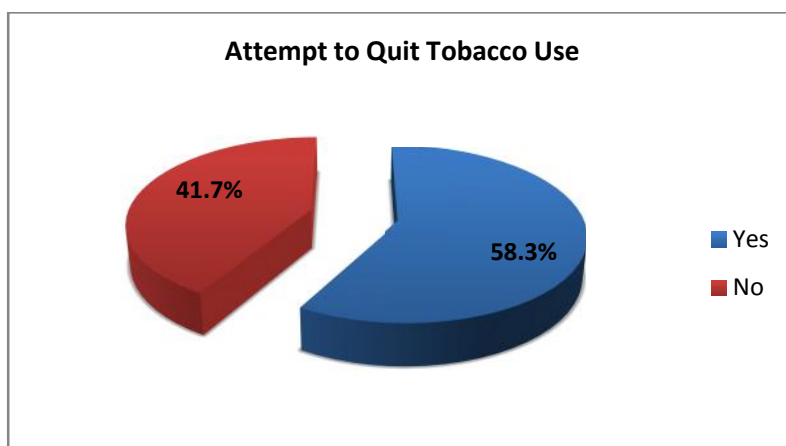


Figure 11: Attempt to quite tobacco

3.6.2 ATTEMPT TO QUIT TOBACCO BY AGE CATEGORY

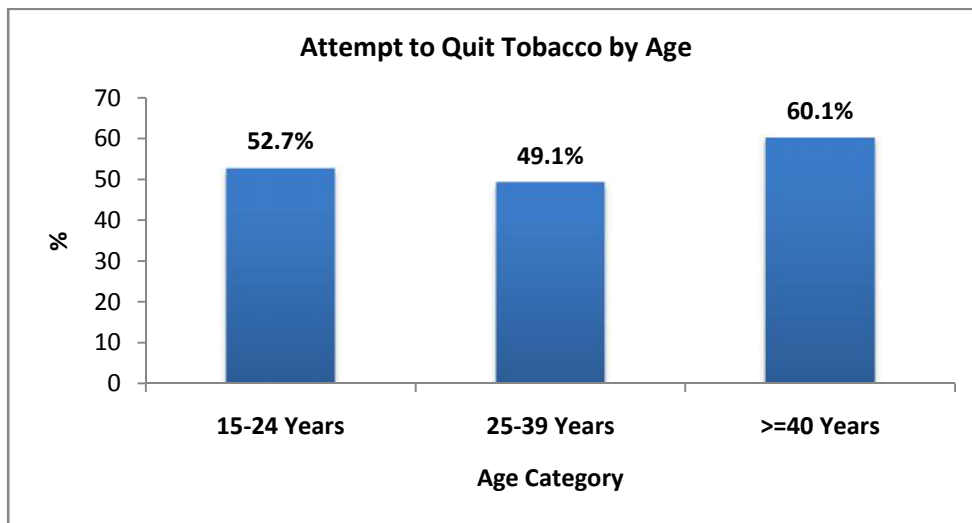


Figure 12: Attempt quit tobacco by age

3.6.3 REASONS FOR ATTEMPTING TO QUIT TOBACCO

Further questions were asked about the reasons for attempting to quit. 25.1% of the people have attempted to quit tobacco use because of health hazards. 19.1% of them have attempted to quit because of financial problems and price of the product. This is shown in figure 13.

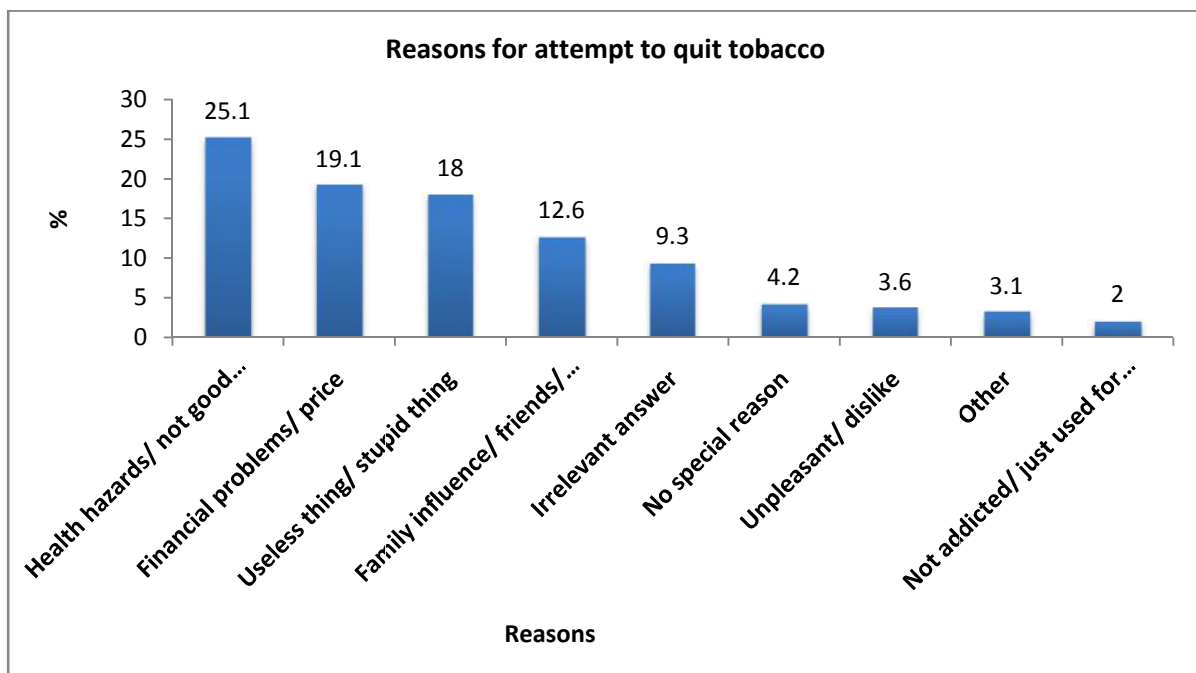


Figure 13: Reasons for attempt to quit tobacco

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. 33.5% 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. 23.2% of them faced difficulty in quitting the usage. This is shown in (figure 14).

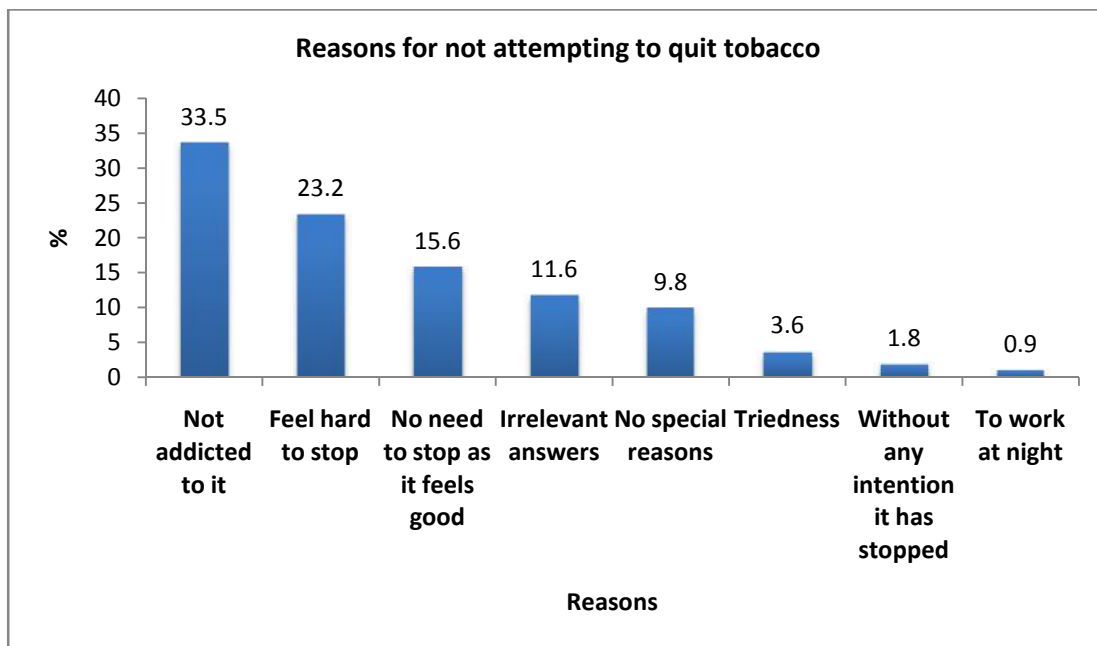


Figure 14: Reasons for not attempting to quit tobacco

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, 51% have ever used tobacco while 49% did not. This is shown in Figure 15.

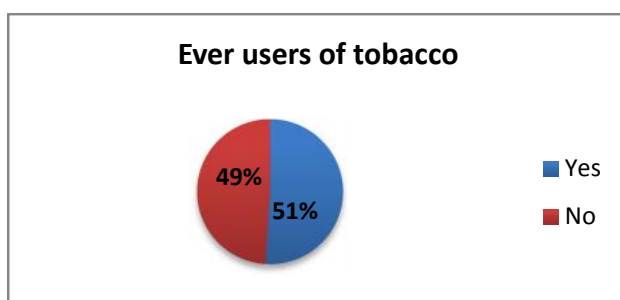


Figure 15: Ever users of tobacco

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 (63.4%). This is shown in Figure 16.

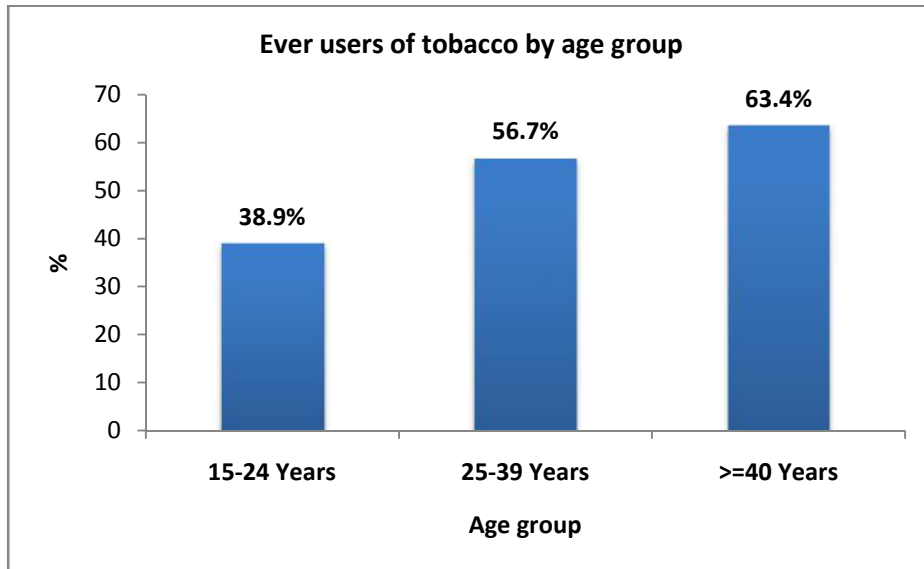


Figure 16: Ever users of tobacco by age group

4.3 EVER USERS OF TOBACCO BY DISTRICT

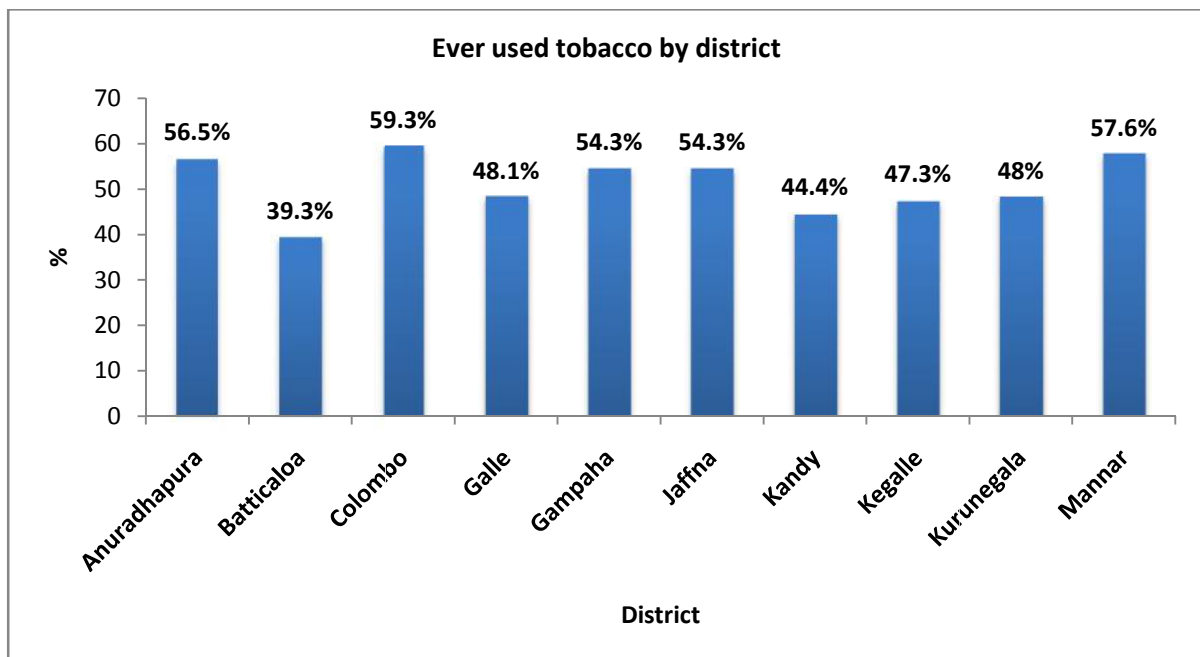


Figure 17: Ever users of tobacco by district

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 (54.9%). This is shown in Figure 18. The average initiate age was 16 years. The minimum age for the tobacco initiate was 7 years.

Mean	19.15
Std. Error of Mean	.155
Median	18.00
Mode	16
Std. Deviation	5.188
Variance	26.911
Range	48
Minimum	7
Maximum	55

Table 5: Initiation of tobacco

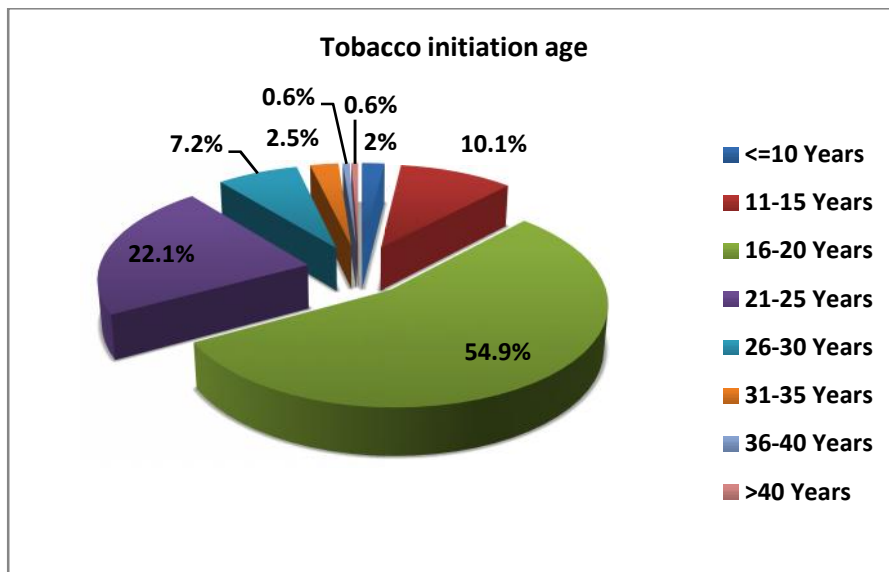


Figure 18: Tobacco initiation age

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 (50.1%).

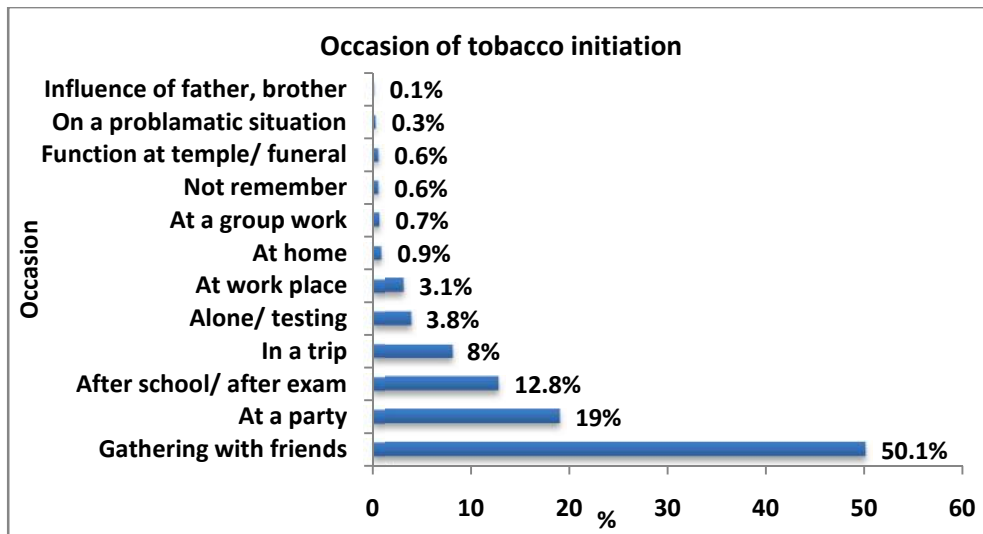


Figure 19: Occasion of tobacco initiation

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 (85.6%).

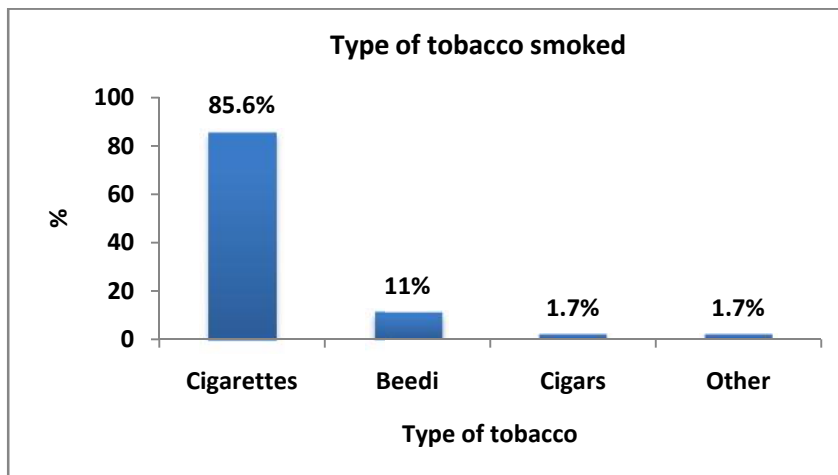


Figure 20: Type of tobacco used at initiation

6. NEVER USERS OF TOBACCO

6.1 NEVER USERS OF TOBACCO

In depth questions were asked of respondents who have never used tobacco (49% of respondents) regarding the reasons for not consuming tobacco. The most frequent reason for never using tobacco was due to dislike and unpleasant (23.4%) and followed by due to fear of potential health hazards (18.1%). 4.6% of the respondents expressed other reasons such as moralistic/ religious reasons and some were experienced the impact from the society made them not to use tobacco. This is shown in Figure 21.

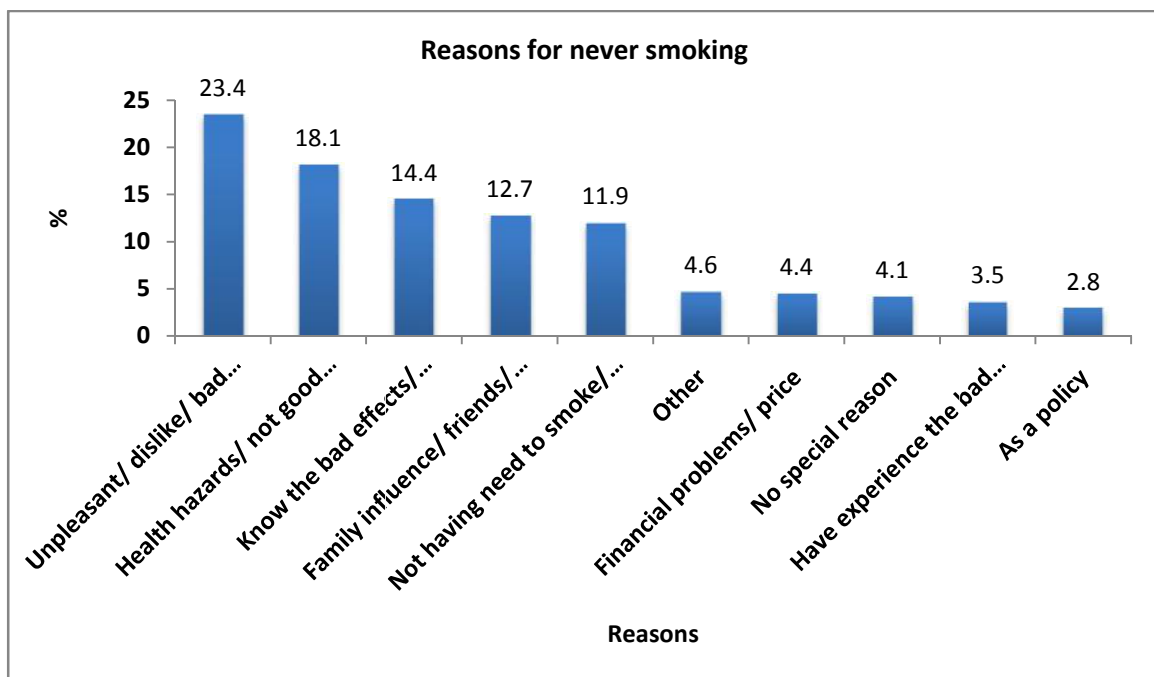


Figure 21: Never users of tobacco

6.2 NEVER USE OF TOBACCO BY AGE CATEGORY

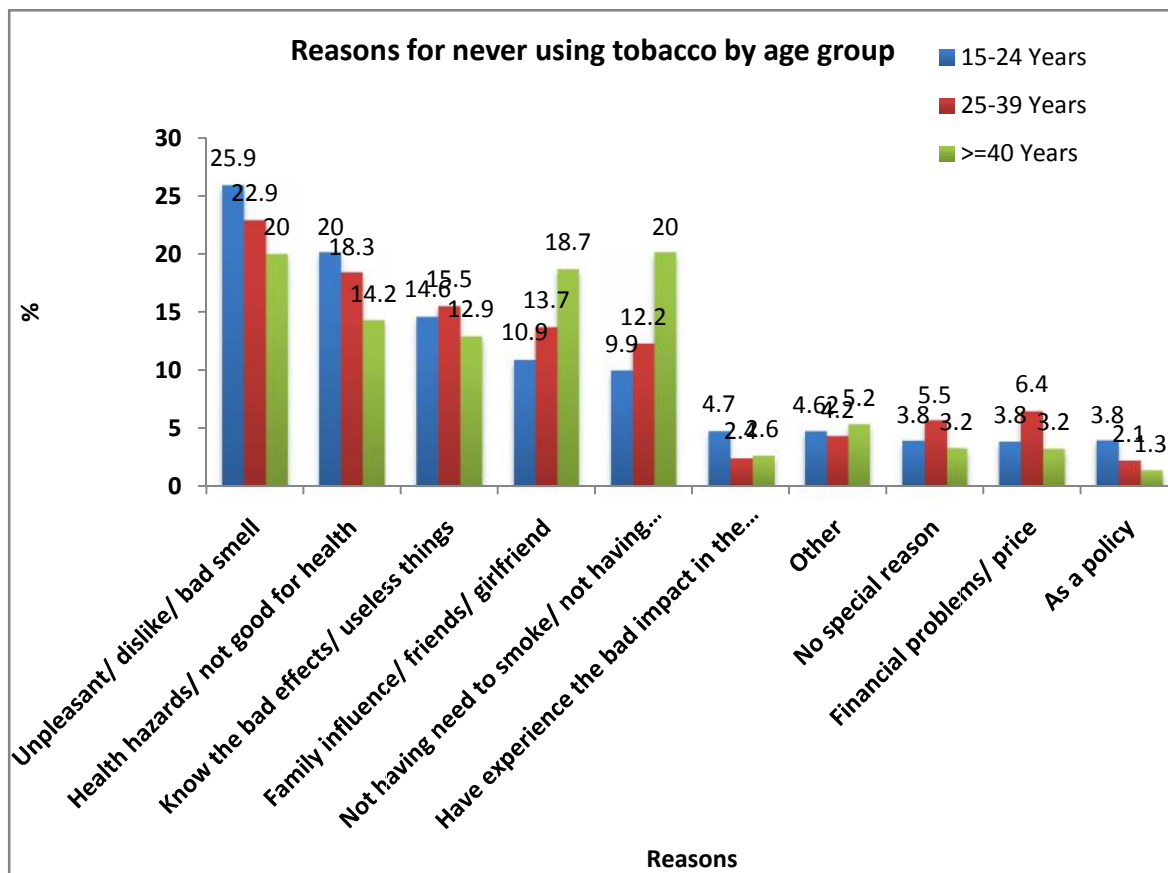


Figure 22: Reasons for never using tobacco by age group

7. COMPARISONS OF RESULTS WITH THE 2013 SPOT SURVEY

In comparison with the results of the July 2013 and July 2014 spot surveys, the tobacco use has increased by 1.2% in comparison to the previous year. This is shown in Figure 23.

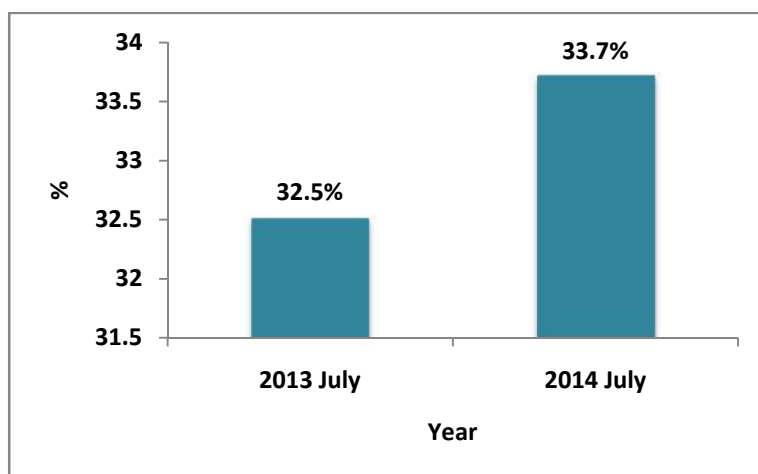


Figure 23: Comparison of tobacco use

8. THE TREND OF TOBACCO USE 2004-2014

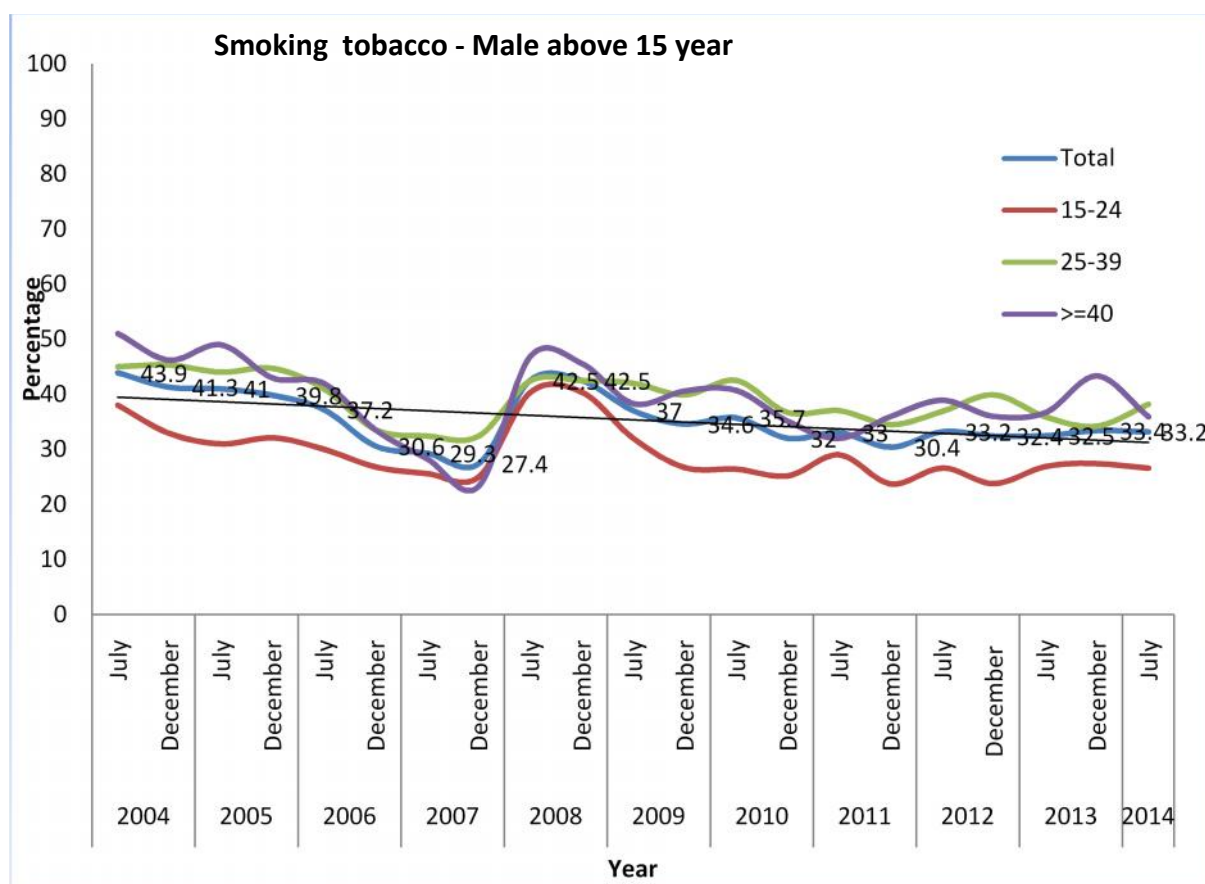


Figure 24: The trend of tobacco use 2004- 2014

The percentage of tobacco users from year 2000 to July 2014 obtained from biannual spot surveys is shown in Figure 24. An overall decreasing trend in tobacco use can be observed.