

Spot Survey July 2013
Trends in Tobacco Consumption
(7/10/2013)

Research and Evaluation Programme

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TABLE OF CONTENT

1 INTRODUCTION	4
1.1 BACKGROUND	4
1.2 OBJECTIVES	4
1.3 LIMITATIONS	4
2 METHODOLOGY	5
2.1 SAMPLE	5
2.2 DEMOGRAPHIC INFORMATION	6
3 RESULTS	8
3.1 TOBACCO USE	8
3.2 CURRENT USERS	7
3.2.1 CURRENT TOBACCO USAGE BY AGE	8
3.2.2 CURRENT TOBACCO USAGE BY DISTRICT	9
3.2.3 CHANGE IN NUMBER OF TOBACCO STICKS CONSUMPTION	9
3.2.4 CHANGE IN FREQUENCY OF TOBACCO CONSUMPTION	10
3.2.5 FREQUENCY OF TOBACCO USE	10
3.2.6 FREQUENCY OF TOBACCO USAGE BY AGE DISTRIBUTION	11
3.2.7 FREQUENCY OF TOBACCO USE BY DISTRICT	11
3.2.8 NUMBER OF STICKS USED	12
3.2.9 REASONS FOR TOBACCO USE	15
3.3 EVER USERS	16
3.3.1 INITIATION OF TOBACCO USE	16
3.3.2 ATTEMPT TO QUIT TOBACCO USE	18
3.4 NEVER USERS	22
3.4.1 REASONS FOR NEVER SMOKING TOBACCO	
4 COMPARISONS OF RESULTS WITH THE 2011 SPOT SURVEY	25
5 THE TREND OF TOBACCO USE 2000-2013	25
6 SUMMARY	26

1 INTRODUCTION

1.1 BACKGROUND

The Spot Survey on Tobacco trends has been conducted biannually since 1998. The primary objective of this survey is to monitor and identify the prevailing trends and patterns related to tobacco consumption. It also identifies the prevailing attitudes with regard tobacco. In this report we concentrate on the results of the survey conducted in July 2013. In addition, a comparative analysis of results obtained this year with results obtained in December 2012 is also included.

This year the survey was conducted in ten districts including North and East provinces. Hence the survey was focused on the following districts; Colombo, Gampaha, Galle, Kegalle, Anuradhapura, Jaffna, Batticaloa, Kalutara, Killinochchi and Kandy.

1.2 OBJECTIVES

The objectives of the spot survey are as follows:

1. Core Objectives:

- To identify the prevailing tobacco consumption trends in Sri Lanka
- To compare the tobacco consumption trends with the previous year

2. General Objectives:

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

1.3 LIMITATIONS

- Some respondents did not have time to respond, 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 METHODOLOGY

The survey was conducted in 10 districts. There exist 8 districts which are included in the survey namely; Colombo, Gampaha, Galle, Kegalle, Anuradhapura, Jaffna, Batticaloa, and Kandy. Two districts namely Kalutara and Killinochchi were included in the survey from the routing selection.

In order to collect data from the sample, the Research and Evaluation Programme trained field investigators regarding research techniques. The tool used to collect data was through questionnaires in Sinhalese and Tamil media. The questions asked were straight forward and easy to comprehend. The filled questionnaires were coded and then entered into a MS Access database. The SPSS software was used to analyze the data.

2.1 SAMPLE

The survey was conducted in December 2013 and covering a total number of 2,465 male respondents aged fifteen and above. The sample is shown in Table 1.

Age category	District										Total
	Colombo	Gampaha	Galle	Kegalle	Anuradhapura	Kandy	Batticaloa	Jaffna	Kalutara	Killinochchi	
15-24 Years	101	100	100	109	69	94	103	95	110	109	990
	40.4%	39.4%	40.3%	42.6%	27.9%	41.8%	41.9%	37.7%	46.6%	43.4%	40.2%
25-39 Years	102	89	89	95	116	91	86	105	75	87	935
	40.8%	35.0%	35.9%	37.1%	47.0%	40.4%	35.0%	41.7%	31.8%	34.7%	37.9%
≥ 40 Years	47	65	59	52	62	40	57	52	51	55	540
	18.8%	25.6%	23.8%	20.3%	25.1%	17.8%	23.2%	20.6%	21.6%	21.9%	21.9%
Total	250	254	248	256	247	225	246	252	236	251	2465
	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

2.2 DEMOGRAPHIC INFORMATION

Age Distribution

The age distribution of the sample population is as of Table 1. 40.2% of the sample population comprised of the age range 15-24 years, 37.9% of the sample population comprised of the age range 25-39 years and 21.9% in the age range of 40 years and above. The mean age of the sample population is 31 years while age ranged from 15 years to 89 years.

Level of Education

The level of education is shown in Table 2. The highest percentage on the level of education of the respondents was completion of GCE O/L (37.2%) and the next highest was GCE A/L (34.4%).

Education level	Frequency	Percentage (%)
No proper Education	26	1.1%
1-5 Grade	64	2.8%
6-10 Grade	316	13.7%
O/L	856	37.2%
A/L	792	34.4%
Diploma	133	5.8%
Graduate	99	4.3%
Postgraduate	12	.5%
Professional Training	2	.1%
Total	2300	100.0%

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

OCCUPATIONS DISTRIBUTION

The Occupations distribution is shown in Table 2. The highest percentage on the occupation distribution of the respondents was category of Elementary Occupation (20%).

The occupation classification is shown in Table 3.

Occupation	Count	Column N %
Legislators, Senior Officials and Managers	47	2.2%
Professionals	57	2.7%
Technicians and Associate Professionals	86	4.0%
Clerks	61	2.9%
Service workers and shop and market sales workers	423	19.8%
Skilled Agricultural and Fishery workers	41	1.9%
Craft and related workers	104	4.9%
Plant and Machine Operators and Assemblers	280	13.1%
Elementary Occupation	428	20.0%
Army, Police and Forces	134	6.3%
Students	407	19.1%
Retired	30	1.4%
Foreign workers	1	.0%
Unemployed	36	1.7%
Total	2135	100.0%

Table 3: Sample of the survey – by occupation

3 RESULTS

3.1. TOBACCO USE

Tobacco use of the sample was assessed according to the responses of the sample population. These responses were analyzed according to (1) Current Users (respondents who used tobacco within the previous month), (2) Ever Users (respondents who have at any rate initiated tobacco use in their lifetime) and (3) Never Users (respondents who have never used any tobacco product).

3.2 CURRENT USERS

According to the responses, it was found that 32.5% of the respondents were Current Users while 67.67% of the respondents did not use tobacco. This is shown in Figure 1. (N=2465)

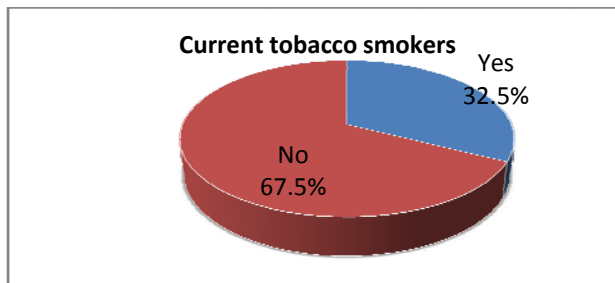


Figure 1: Tobacco prevalence

3.2.1 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 (36.7%). The least use group is the age category 15-24 (26.9%). This is shown in Figure 2.

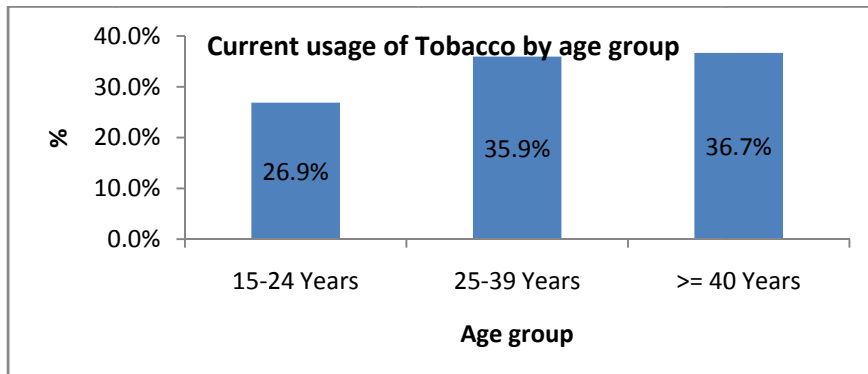


Figure 2: Tobacco prevalence by age group

3.2.2 CURRENT TOBACCO USE BY DISTRICT

The current tobacco use was analyzed based on district. The highest percentage of current tobacco usage was recorded from Jaffna (42.9%) while the least percentage was from Kalutara(24.6%). This is shown in Figure 3.

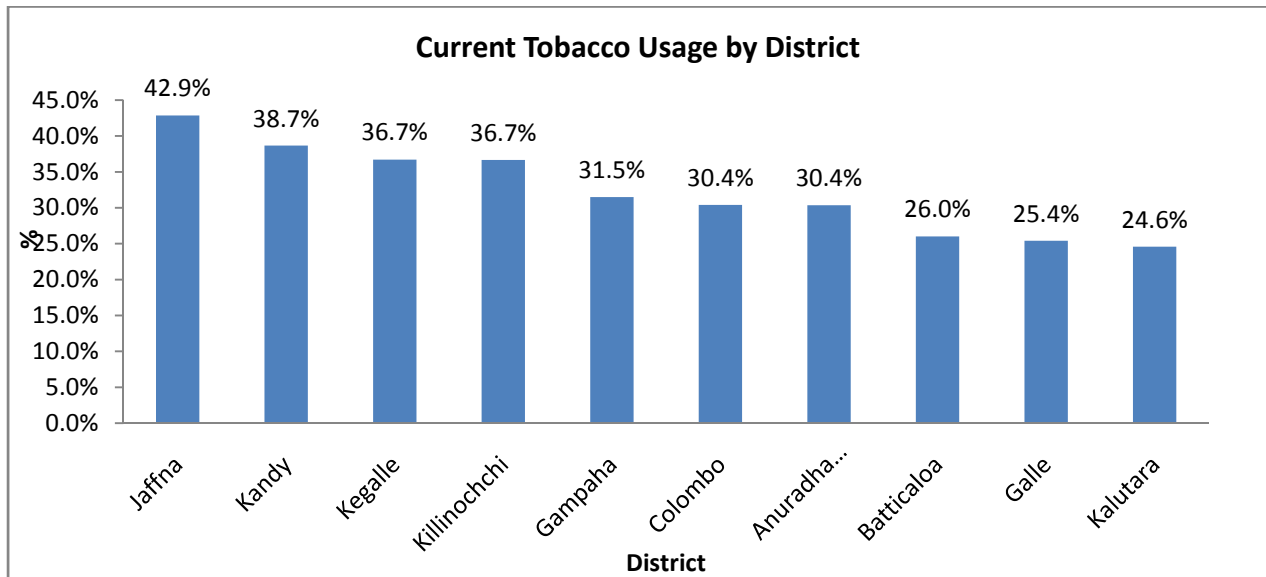


Figure 3: Smoking prevalence by districts

3.2.3 CHANGE IN NUMBER OF TOBACCO STICKS COMSUMPTION

The chart below shows the change in number of Tobacco sticks usage of current users (N=777) in 2013 comparing to their last years' usage. The highest percentage of current tobacco users responded that their number of sticks have decreased by 47%. And 2% of the respondents have quit tobacco usage.

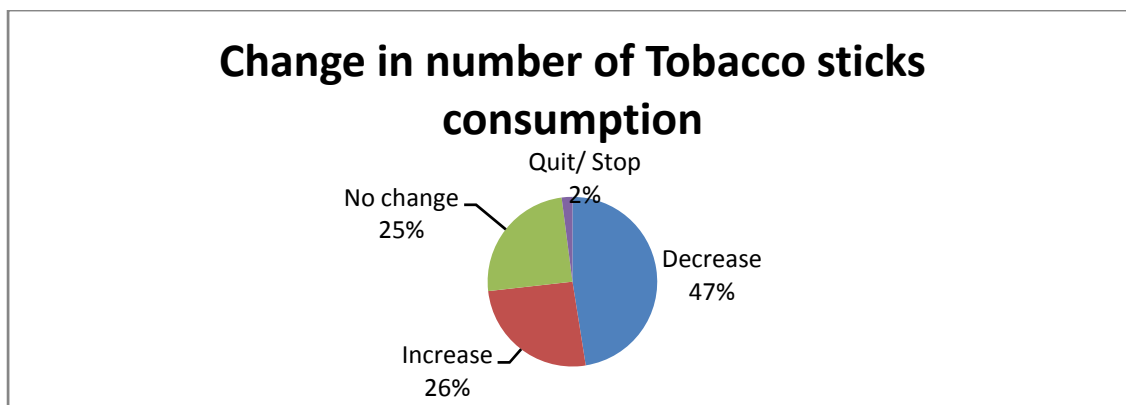


Figure 4: Change in number of tobacco sticks consumption

3.2.4 CHANGE IN FREQUENCY OF TOBACCO CONSUMPTION

The chart below shows the change in frequency of tobacco stick usage of current users (N=645) comparing to their last years usage. The highest percentage of current tobacco users responded that their frequency of usage has decreased by 48%. And 2% of the respondents have quit tobacco usage.

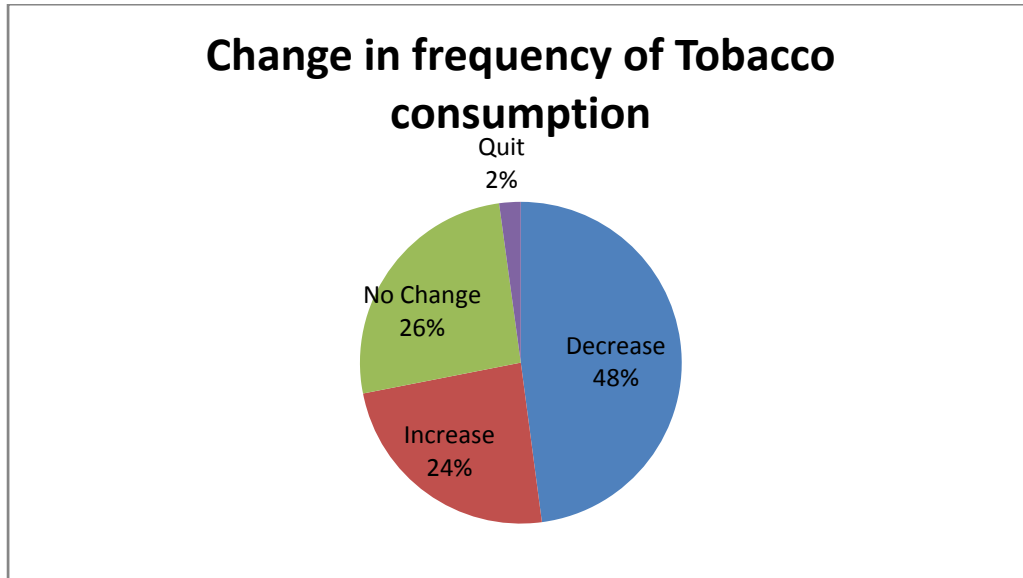


Figure 4: Change in frequency of tobacco consumption

3.2.5 FREQUENCY OF TOBACCO USE

The current tobacco use was analyzed on daily, monthly and special occasion basis. The highest percentage of tobacco use was on a daily basis (70.8%) while the least percentage was in special occasions (9.8 %). This is shown in Figure 4.

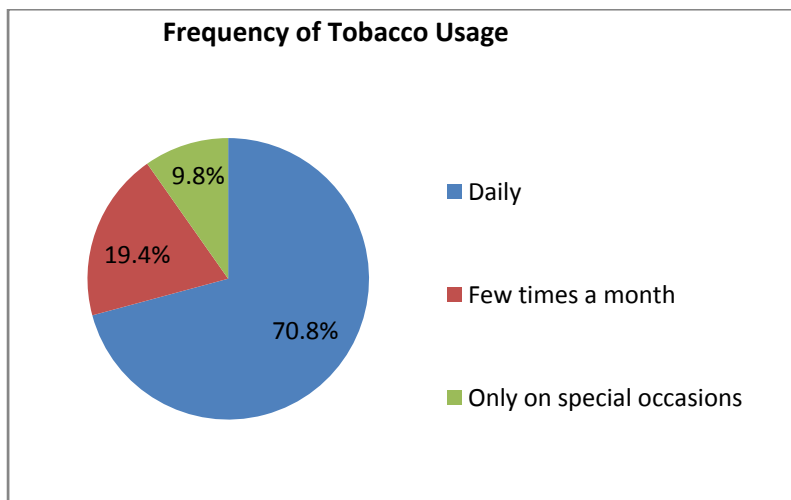


Figure 5: Frequency of tobacco use

3.2.6 FREQUENCY OF TOBACCO USAGE BY AGE DISTRIBUTION

In this section frequency of tobacco usage is further analyzed according to the age category. In all the age categories daily tobacco users are high, it is 61.8%, 71.5% and 82% respectively in youth (15-24 age range), middle age (25-39 age range) and adult age (40 and above age range) categories. The highest percentage of monthly tobacco users was in the age range of 15-24 (27.0%). On the special occasions, middle age category tends to consume tobacco compared to other age groups (11.5%). This is shown in Figure 5.

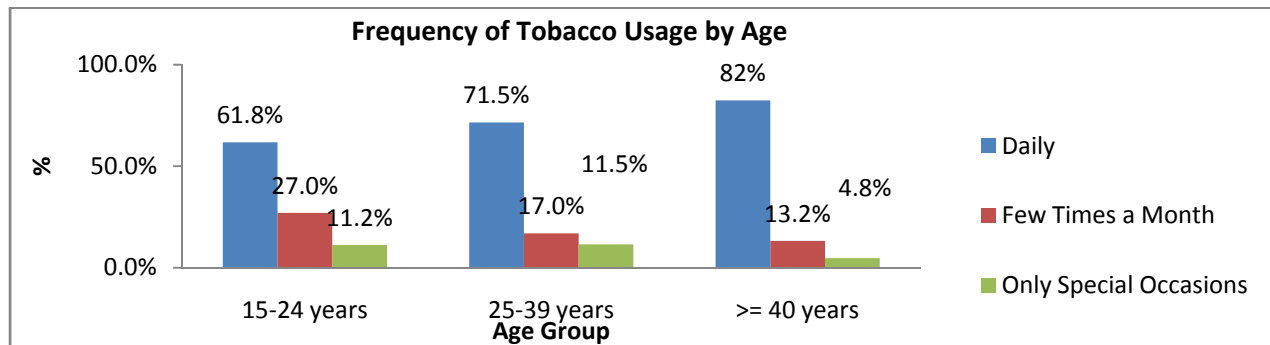


Figure 6: Frequency of Tobacco Use by Age Group

3.2.7 FREQUENCY OF TOBACCO USE BY DISTRICT

The frequency of tobacco use was further analyzed according to districts. The highest percentage of daily tobacco users was recorded from Killinochchi district (83.5%) while the least percentage of daily tobacco users was from Kandy (62.1%). Majority of tobacco users who consume tobacco only at special occasions were found in Killinochchi (17.6%) while least percentage of that is recorded from Jaffna district (7.1%). The highest percentage of monthly tobacco users was from Kandy (24.1%) where as the least percentage of monthly tobacco users were from Killinochchi (7%). This is shown in Figure 6.

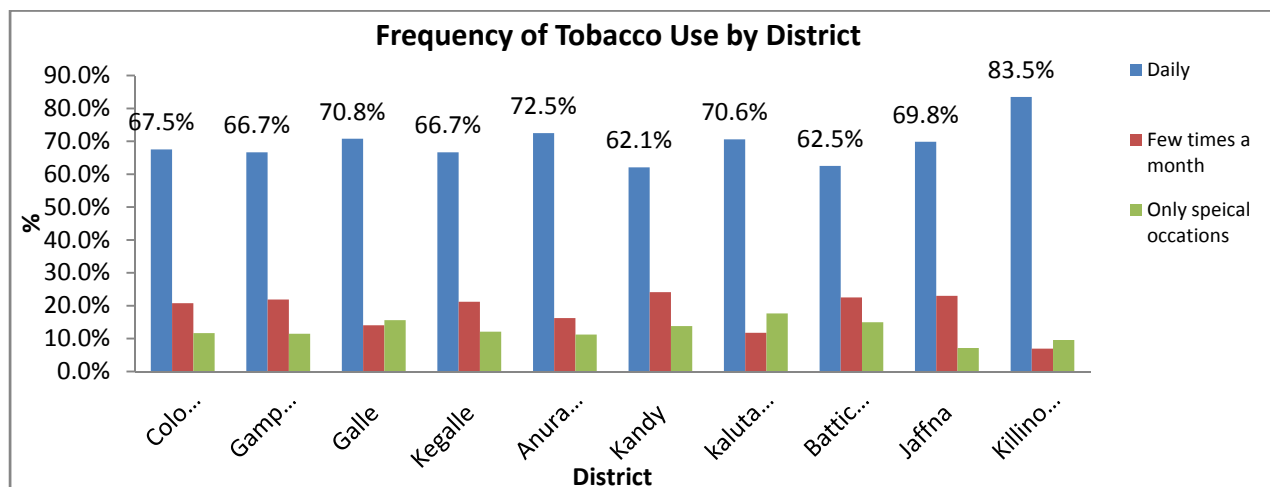


Figure 7: Frequency of tobacco use by district

3.2.8 NUMBER OF STICKS USED

The number of sticks was analyzed according to the frequency level of consumption. Further, the number of sticks according to the age range was also assessed on a daily and monthly basis. These are shown in Table 4.

3.2.8.1 DAILY USE

Of the responses, 67% use below 5 sticks daily, while only a least percentage (3.9%) use ≥ 20 sticks (Table 4). The average number of sticks used by daily users is 5 while most were reported 1 stick per day (Table 5).

No. of sticks per day			
No. of sticks	Frequency	Percentage (%)	Cumulative Percentage (%)
≤ 5 Sticks	431	67.0	67.0
6-10 Sticks	131	20.4	87.4
11-15 Sticks	32	5.0	92.4
16-20 Sticks	24	3.7	96.1
≥ 20 Sticks	25	3.9	100.0
Total	643	100.0	

Table 4- No. of sticks per day by age groups

Statistics	
Number of sticks per day	
Total responses	643
Mean	1.57
Std. Error of Mean	0.04
Median	1
Mode	1
Std. Deviation	1.018
Variance	1.037
Range	4
Minimum	1
Maximum	5
Sum	1010

Table 5: Statistics of Number of Sticks per Day

Further, number of sticks used daily was assessed according to the age range. Most respondents from all three categories smoke ≤ 5 sticks per day, 67.8% of 15-24 year age group, 68.6% of 25-39 year age group, and 63.3% of ≥ 40 years age group. 5.1% of the 15-24 years age group despondence smoke ≥ 20 sticks per day.

Number of sticks per day * Age Category					
		Age Category			Total
		15-24 years	25-39 years	≥ 40 years	
Number of sticks per day	≤ 5 Sticks	145	186	100	431
		67.8%	68.6%	63.3%	67.0%
	6-10 Sticks	39	55	37	131
		18.2%	20.3%	23.4%	20.4%
	11-15 Sticks	12	11	9	32
		5.6%	4.1%	5.7%	5.0%
	16-20 Sticks	7	12	5	24
		3.3%	4.4%	3.2%	3.7%
	≥ 20 Sticks	11	7	7	25
		5.1%	2.6%	4.4%	3.9%
Total		214	271	158	643
		100.0%	100.0%	100.0%	100.0%

Table 6- Number of Sticks per Day by Age group

3.2.8.2 MONTHLY USE

From the responses of users who consume tobacco few times a month, 50.8% use 5 or below while a least percentage (6.8%) uses 16-20 sticks (Table 7). The mean of the monthly sticks is 2 while the mode of the monthly sticks is 1 (Table 8).

No of sticks per month			
No. of sticks	Frequency	Percentage (%)	Cumulative Percentage (%)
<= 5 Sticks	60	50.8	50.8
6-10 sticks	28	23.7	74.6
11-15 Sticks	9	7.6	82.2
16-20 Sticks	8	6.8	89.0
>= 20 Sticks	13	11.0	100.0
Total	118	100.0	

Table 7- No. of Sticks per Month

Statistics	
No of sticks per month	
Total responses	118
Mean	2.03
Std. Error of Mean	.126
Median	1.00
Mode	1
Std. Deviation	1.365
Variance	1.862
Range	4
Minimum	1
Maximum	5
Sum	240

Table 8- Statistics of No. of Sticks per Month

3.2.8.3 SMOKES ONLY AT SPECIAL OCCASIONS

From the responses, 85.4% uses 5 or bellow sticks only on special occasions, while a least percentage (4.2%) uses 16-20 sticks (Table 9).

No. of sticks only on special occasion			
No. of sticks	Frequency	Percentage (%)	Cumulative Percentage (%)
<=5 Sticks	41	85.4	85.4
6-10 Sticks	5	10.4	95.8
16-20 Sticks	2	4.2	100.0
Total	48	100.0	

Table 9- Number of Sticks only at Special Occasions

3.2.9 REASONS FOR TOBACCO USE

The survey also emphasized on the reasons for tobacco use. Among the reasons given majority (32.7%) have mentioned that they smoke for no obvious reasons and followed by they use tobacco as a habit (31.4%) and 19.3% said that they smoke for fun/happy/ enjoyment.

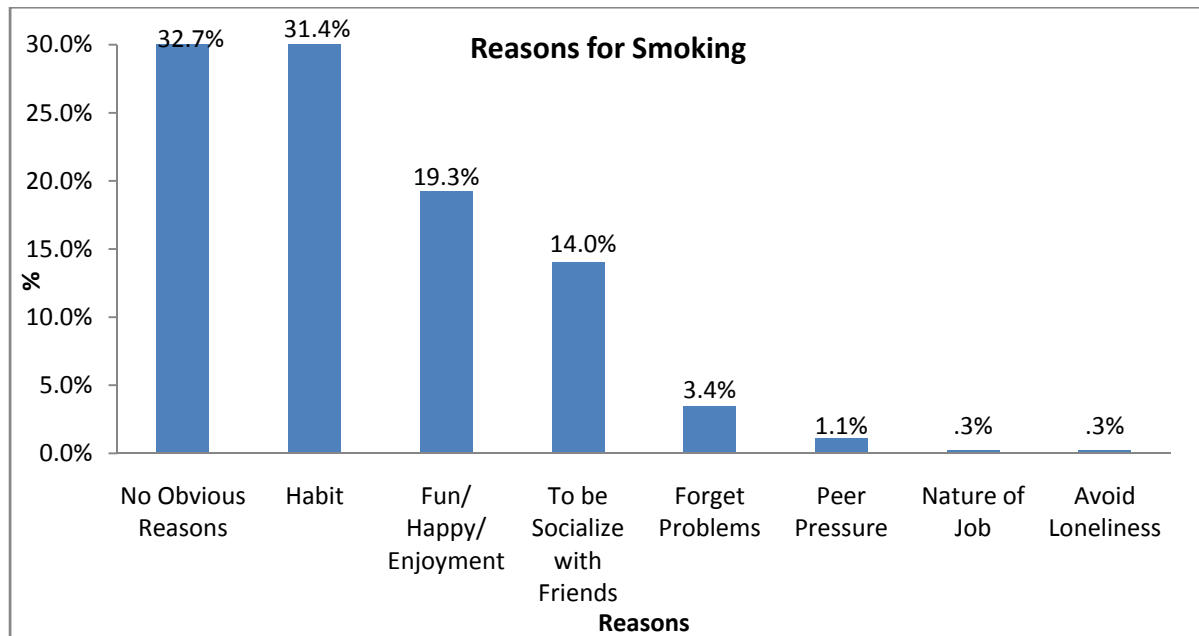


Figure 8: Reasons for Smoking

The highest percentage (32%) in the age range of ≥ 40 stated that they use tobacco as a habit. In the age range of 25-39 (highest percentage) stated that they had no obvious reason to use tobacco. The highest percentage in the age range of 15-39 expressed that they think it's making them happy (34%).

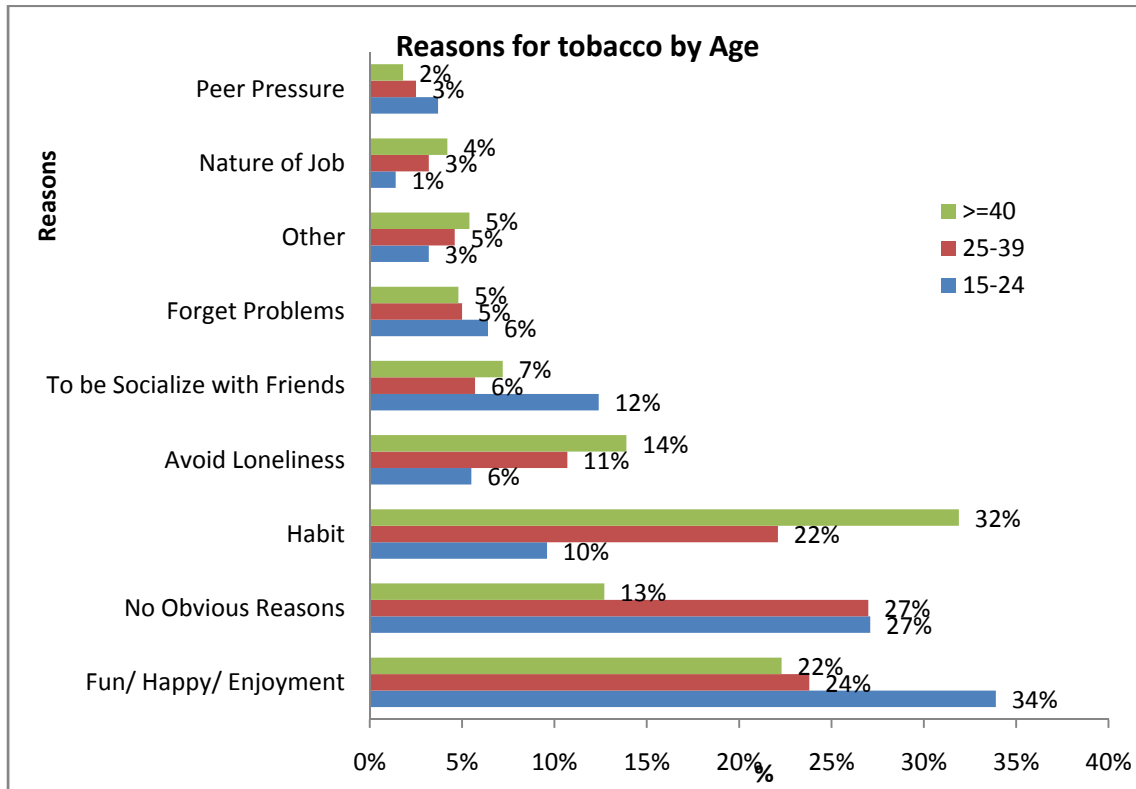


Figure 9: Reasons for Smoking by Age

3.3 EVER USERS OF TOBACCO

Questions were asked whether the respondents have ever used tobacco in their life until now. 48 % have ever used tobacco (current user, other whoever smoked and quit smoking or currently not using) while 52% have never smoked. This is shown in Figure 9.

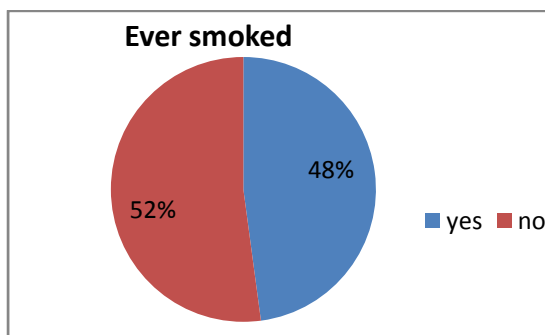


Figure 10: Ever use of tobacco

3.3.1 INITIATION OF TOBACCO USE

Initiation is a key topic covered in the survey. The age of initiation and reasons for initiation were investigated from the respondents who have ever used tobacco.

3.3.1.1 AGE OF INITIATION OF TOBACCO USE

On average males above 15 years of age have started tobacco smoking at age of 19 years. However, majority have initiated tobacco smoking at the age of 18 years. The age of initiation range from 7 years to 50 years.

Statistics	
Tobacco initiated age	
Responces	1157
No responces	1308
Mean	19.38
Std. Error of Mean	.139
Median	18.00
Mode	18
Std. Deviation	4.741
Variance	22.479
Range	43
Minimum	7
Maximum	50
Sum	22425

Table 10- Initiation of tobacco use

Among the respondents (N=758), the majority (57%) said the age of initiation is in between 16-20 years.

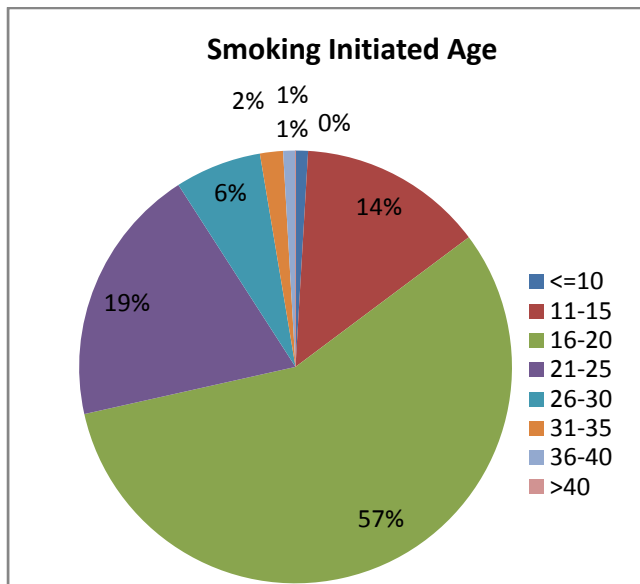


Figure 11: Smoking Initiated Age

Questions were asked on the situation in which tobacco use was initiated. The majority (35.1%) of the respondents stated that they initiated tobacco with school friends.

3.3.1.2 TOBACCO SMOKE INITIATED OCCASIONS

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 smoking with friends (27.4%)

Tobacco initiated situation	Percentage%
At a party	27.4%
On a trip	11.3%
After school/ After exam	17.0%
With school friends	35.1%
At the work place	6.3%
Because of a problem	.8%
At a group work	.1%
Can't remember	.6%
Alone/ Test	1.5%
Total	100.0%

Table 15- Occasions of initiation of tobacco

3.3.2 ATTEMPT TO QUIT TOBACCO USE

In-depth questions were asked of the respondents (N=781) who have ever tried to quit the use of tobacco.

Out of the current tobacco users, 60% have tried quitting tobacco use (Figure 14).

3.3.2.1 CURRENT USERS ATTEMPT TO QUIT TOBACCO SMOKING

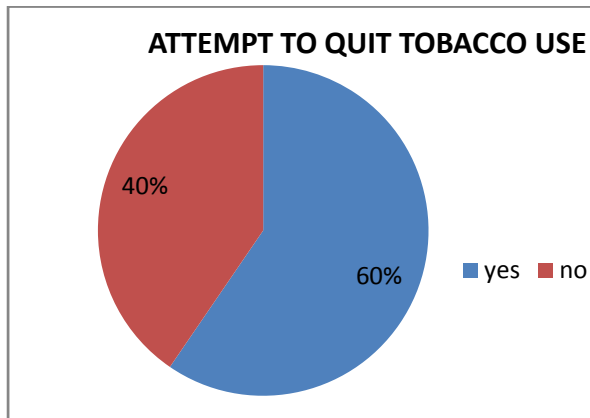


Figure 12: Attempt to quit tobacco use

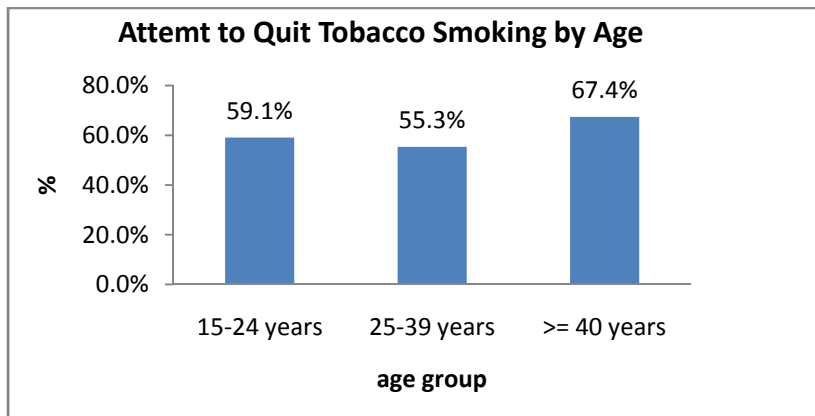


Figure 13: have tried to quit smoking tobacco by age range

It can be observed that those who are 40 years and above have attempted to quit tobacco smoking compared to adults and youngsters.

3.3.2.2 REASONS FOR ATTEMPTING TO QUIT SMOKING TOBACCO

Further questions were asked about the reasons that caused them to quit this habit. 17.6% of the people have quit tobacco use because it is “stupid thing /pointless & useless”. And the other option includes the bad experience from the society and Moralistic or Religious reasons.

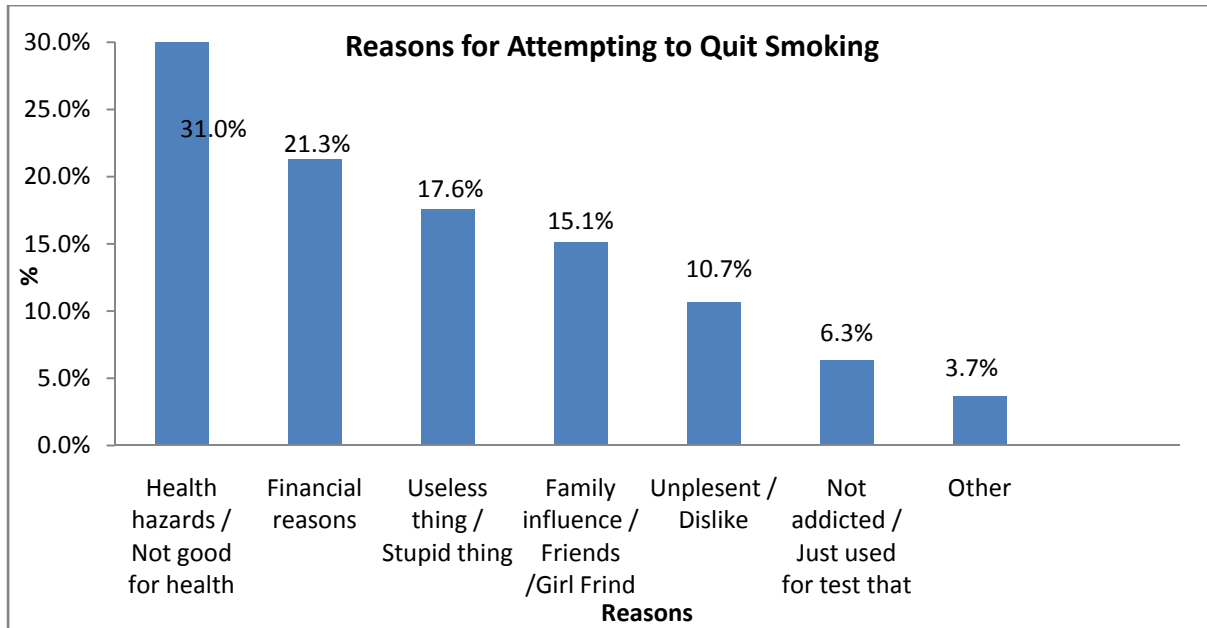


Figure 14: have tried to quit smoking by age range

3.3.2.2 REASONS FOR NOT ATTEMPTING TO QUIT SMOKING TOBACCO

Below chart shows that 25.6% respondents (N=289) have not attempt since they feel that they are addicted to smoking and they can't stop smoking. Only 8.3% of them have not attempt because they want to stay with friends or to stay happy.

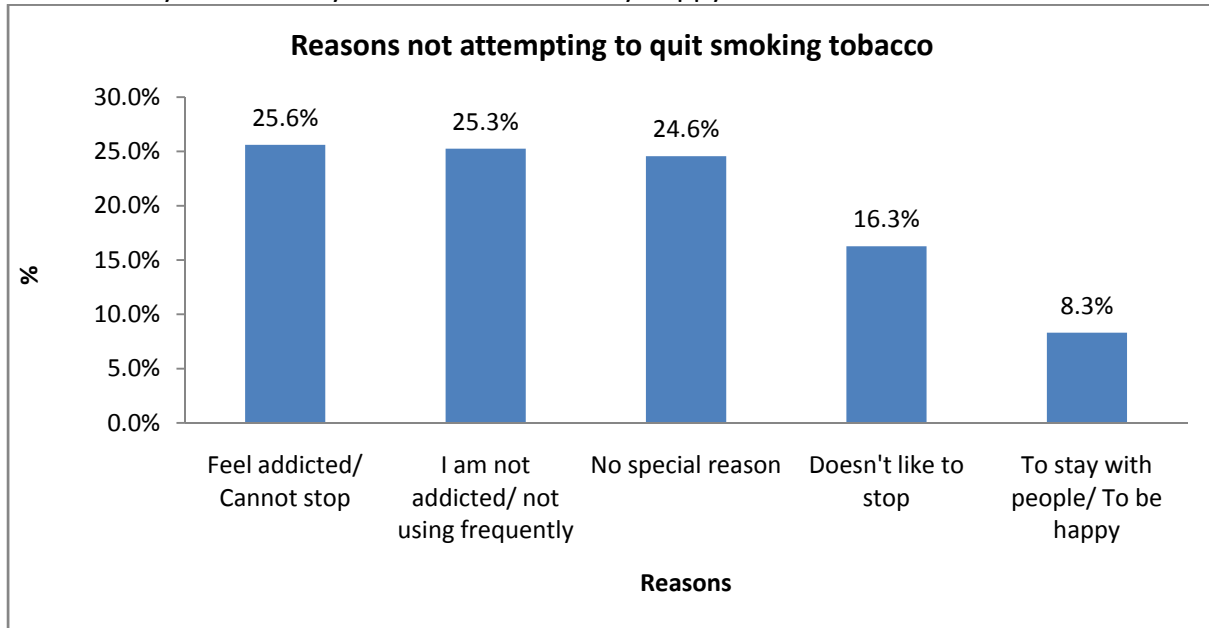


Figure 15: reasons for quit smoking

3.4 NEVER USERS

In depth questions were asked on respondents who had never used tobacco. The responses were analyzed according to the age. Further questions were asked on the reasons for why they never smoked. This is shown in Figure 16.

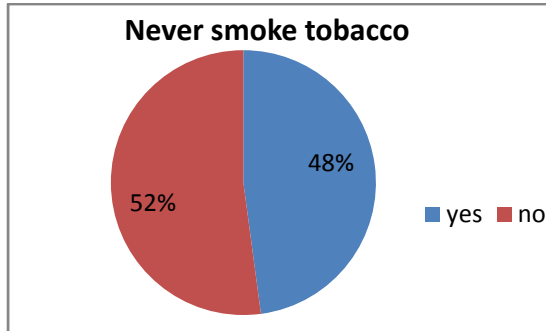


Figure 16: never smoked

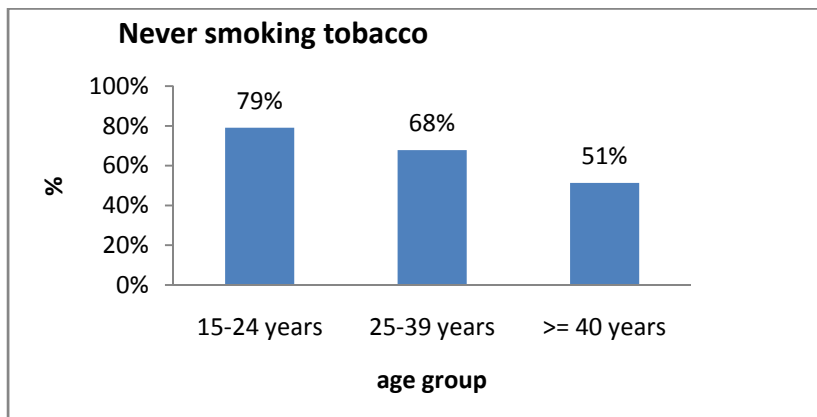


Figure 17: never smoke by age range

3.4.1 REASONS FOR NEVER SMOKING TOBACCO

Reasons for never smoking were analyzed. According to the answers given by the respondents most had never smoked as they didn't like it /unpleasant (32.5%) to them while 23.6 % have considered it as a health hazard.

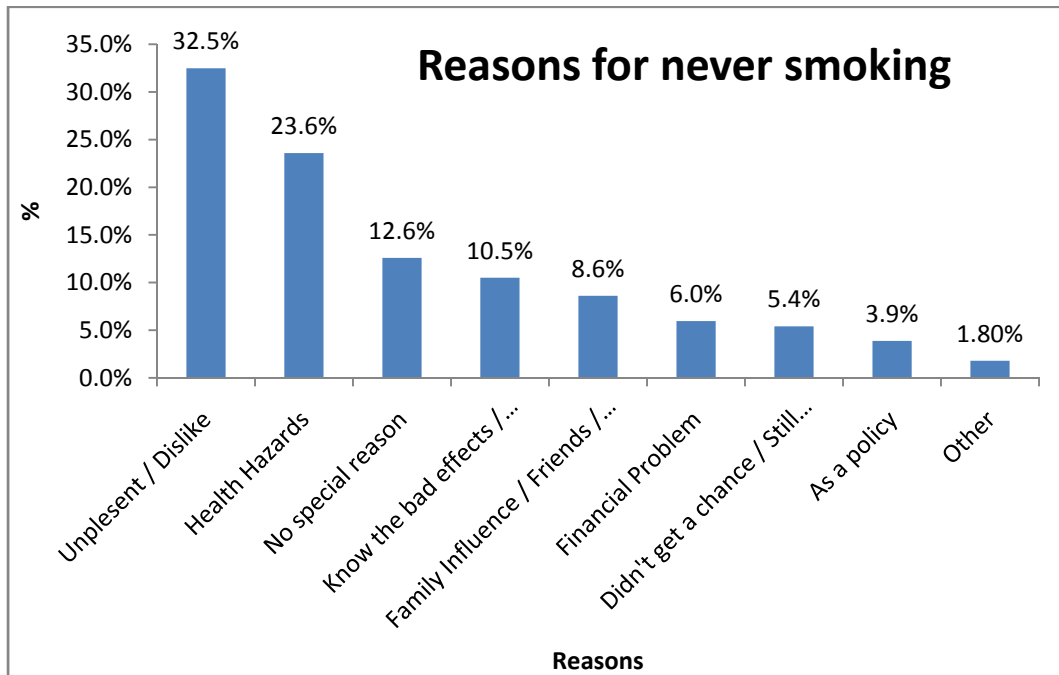


Figure 18: reasons for never smoked

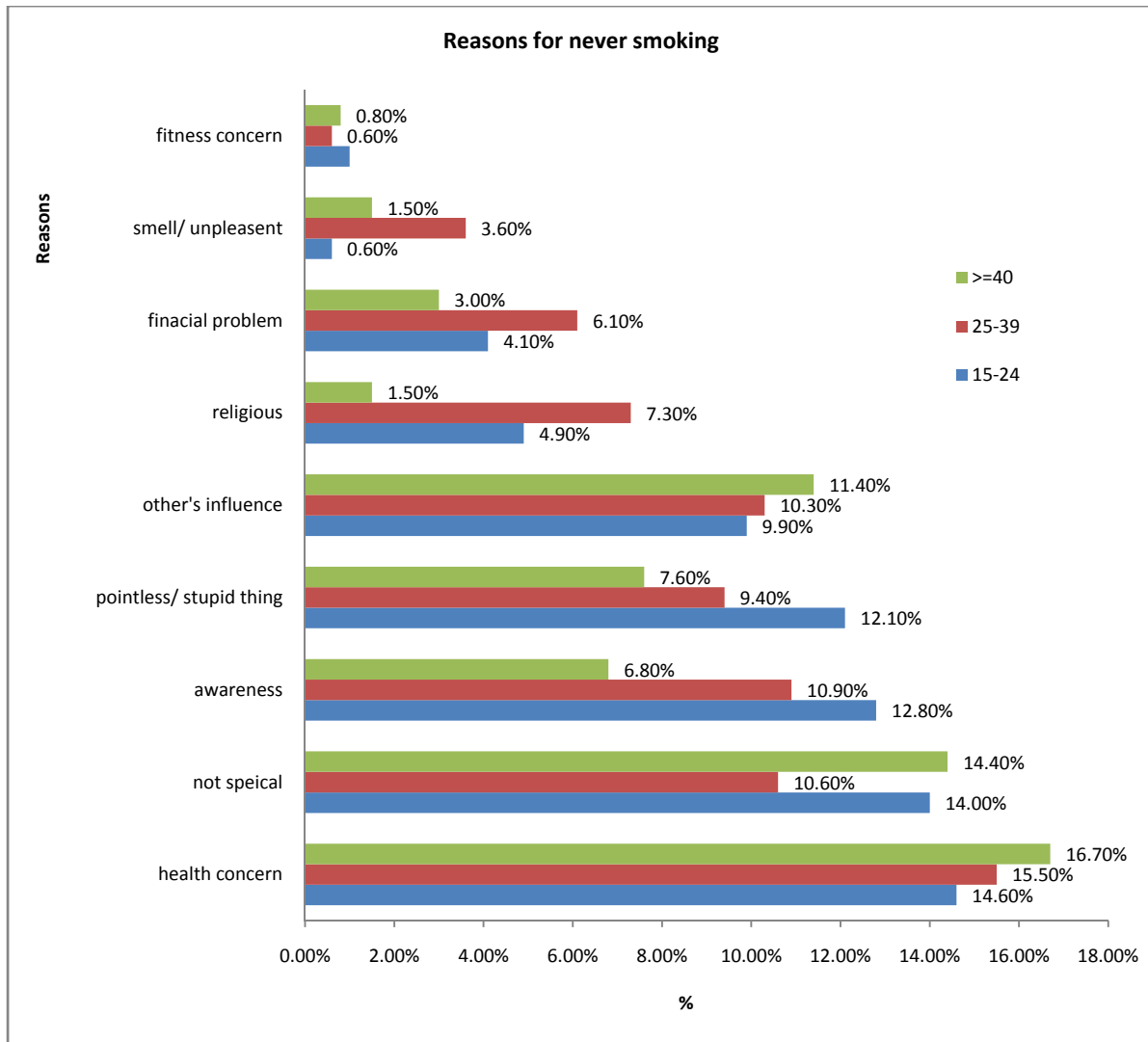


Figure 19: reasons for never smoked by age range

4 COMPARISON OF RESULT WITH THE 2013 SPOT SURVEY

In comparison with the results of the July 2012 and July 2013 spot survey, the tobacco use has decreased in this year. (2012-35.7%, 2011-30.4%)

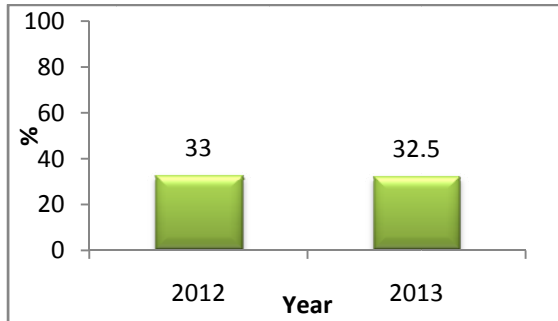


Figure 20: comparison of tobacco use

5 THE TREND OF THE TOBACCO 200-2013

The trend of the tobacco use since July 2000 to July 2013 is shown in Figure 22.

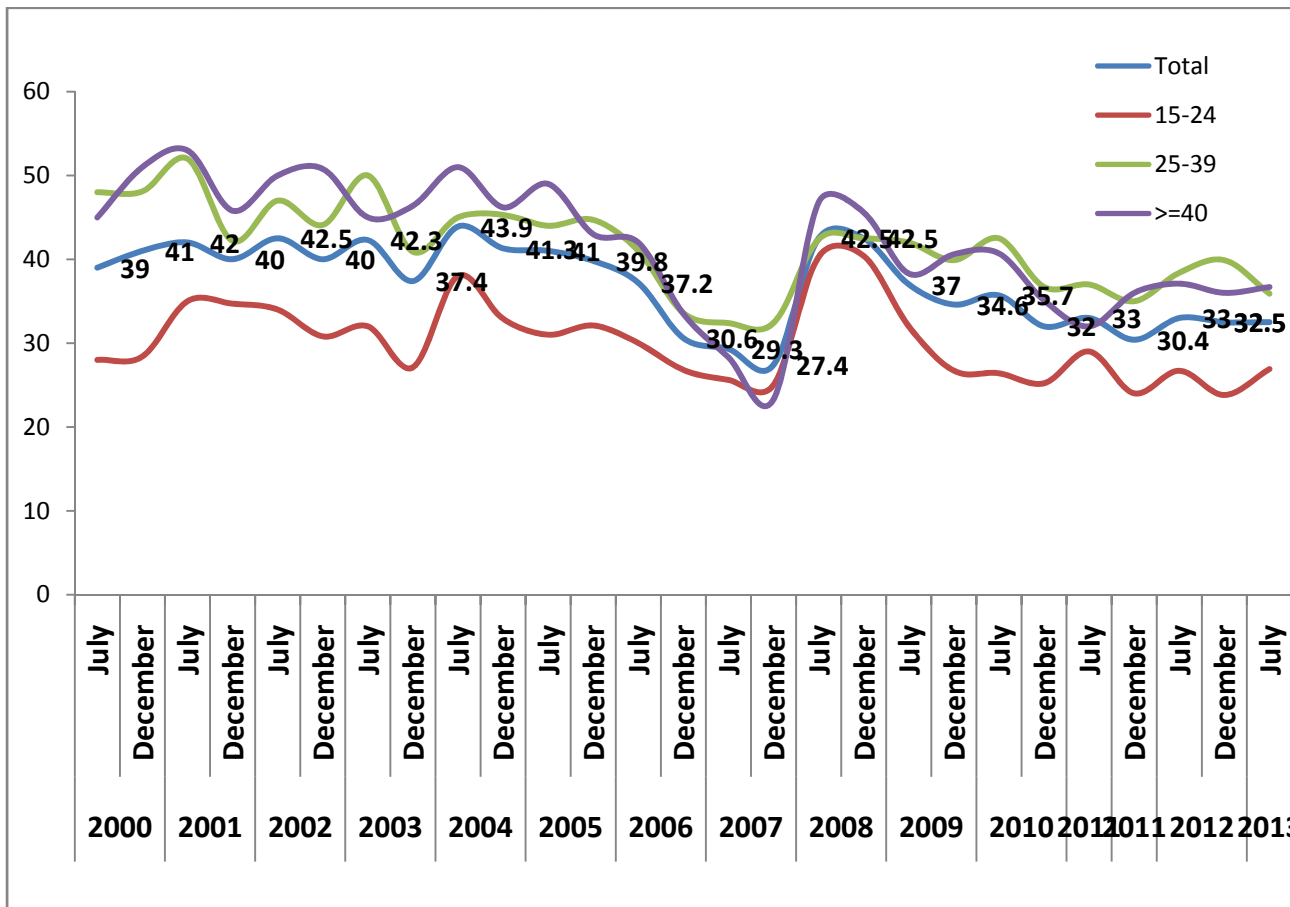


Figure 21: the trend of tobacco use

6 SUMMERY

1. 32.5% of the sample population is tobacco current users. The highest percentage was recorded from the district of Jaffna (42.9%) and lowest from the district of Gampaha (24.3%).
2. The highest percentage of tobacco users were found to be among those belonging to the age group of 25-39 years (35.9%).
3. On average, smoking is initiated at age of 19.38 years
4. The highest percentage of tobacco users use Daily (70.8%).The highest percentage of responses on daily use was from the district of Killinochchi (83.5%).
5. The majority (32.7%) have mentioned that they use tobacco for no obvious reasons.
6. Out of the current tobacco users 60% have tried quitting tobacco use. 31.0% of the people have attempted because they think tobacco will lead to health hazards.
7. Among the current users 25.6% have not quitted tobacco use because they think they are addicted for tobacco.
8. Among the respondents, 48% never used tobacco while 52% did.
9. In comparison with the results of the July 2012 Spot Survey and July 2013 Spot Survey, the tobacco use has decreased by 0.5 percentage.
10. A decreasing trend with regards to cigarette smoking is observed from 2000 to to-date.