

Spot Survey July 2012

3/9/2012

Research and evaluation programme

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1 INTRODUCTION

1.1 RATIONALE

The Spot Survey on Tobacco trends has been conducted bi- annually 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 2012. In addition, a comparative analysis of results obtained this year with results obtained in July 2011 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, Polonnaruwa, Trincomalee 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 identify the prevailing tobacco consumption trends in the sample districts
- To determine the prevailing trends of tobacco consumption according to age groups
- To determine the prevailing attitudes and reasons for tobacco use
- To determine the age at which tobacco consumption initiated and reasons for initiation.

2 METHODOLOGIES

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 Polonnaruwa and Trincomalee 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 July 2012 and covering a total number of 2,532 male respondents aged fifteen and above. The sample is shown in Table 1.

		<i>Age group* District cross tabulation</i>										<i>Total</i>
		<i>Colombo</i>	<i>Gampaha</i>	<i>Galle</i>	<i>Kegalle</i>	<i>Anuradhapura</i>	<i>Kandy</i>	<i>Batticaloa</i>	<i>Jaffna</i>	<i>Polonnaruwa</i>	<i>Trincomalee</i>	
<i>Age Category</i>	<i>15-24</i>	100	117	97	107	96	101	95	102	115	83	1013
		40.8%	47.0%	38.5%	42.3%	37.5%	41.2%	38.3%	41.1%	40.1%	33.3%	40.0%
	<i>25-39</i>	87	79	92	85	95	77	106	96	107	103	927
		35.5%	31.7%	36.5%	33.6%	37.1%	31.4%	42.7%	38.7%	37.3%	41.4%	36.6%
	<i>>=40</i>	58	53	63	61	65	67	47	50	65	63	592
		23.7%	21.3%	25.0%	24.1%	25.4%	27.3%	19.0%	20.1%	22.6%	25.3%	23.4%
<i>Total</i>		245	249	252	253	256	245	248	248	287	249	2532
		100.0%	100.0%	100.0%	100.0%	10.1%	9.7%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1: Sample of the survey by district and age

DEMOGRAPHIC INFORMATION

Age Distribution

The age distribution of the sample population is as of Table 1. 40% of the sample population comprised of the age range 15-24 years, 36.6% of the sample population comprised of the age range 25-39 years and 23.4% 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 82 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 A/L (37.1%).

		Education		
		Frequency	Percent	Valid Percent
Valid	No proper education	19	.8	.8
	1-5 grade	98	3.9	4.0
	6-10 grade	347	13.7	14.1
	O/L	825	32.6	33.4
	A/L	915	36.1	37.1
	Graduate	123	4.9	5.0
	Diploma	127	5.0	5.1
	Professional Training	4	.2	.2
	Postgraduate	10	.4	.4
	Total	2468	97.5	100.0
No response		64	2.5	
Total		2532	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 Service worker (23.8%).

The occupation classification is shown in Table 3.

Occupation	Frequency	(%)
Legislators	66	2.6
Professionals	70	2.8
Technicians	100	3.9
clerks	35	1.4
service workers	603	23.8
Skilled agricultural and fishery /salon	66	2.6
Craft and related workers	63	2.5
Plant and machine operators and assemblers	114	4.5
Elementary occupations	495	19.5
Army/ police forces	160	6.3
Students	484	19.1
Retired	48	1.9
Foreign employed	8	.3
Unemployed	186	7.3
Total	2498	98.7
No response	34	1.3
Total	2532	100.0

Table 3: Sample of the survey – by occupation

2.2LIMITATIONS

- 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.

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 Used (respondents who have at any rate initiated tobacco use in their lifetime) and (3) Never Used (respondents who have never used any tobacco product).

3.2 CURRENT USERS

According to the responses, it was found that 33% of the respondents were Current Users while 67% of the respondents did not use tobacco. This is shown in Figure 1. (N=2513)

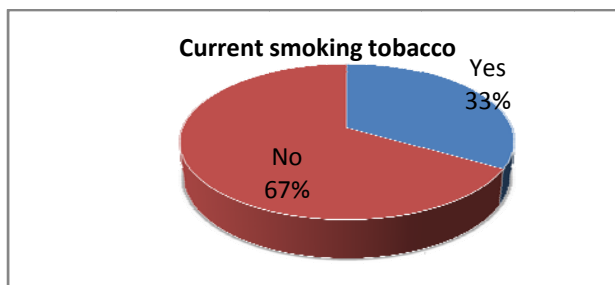


Figure 1: Smoking prevalence

3.2.1 Current Tobacco Use by Age Distribution

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 (37.1%). The least use group is the age category 15-24 (26.7%). This is shown in Figure 2.

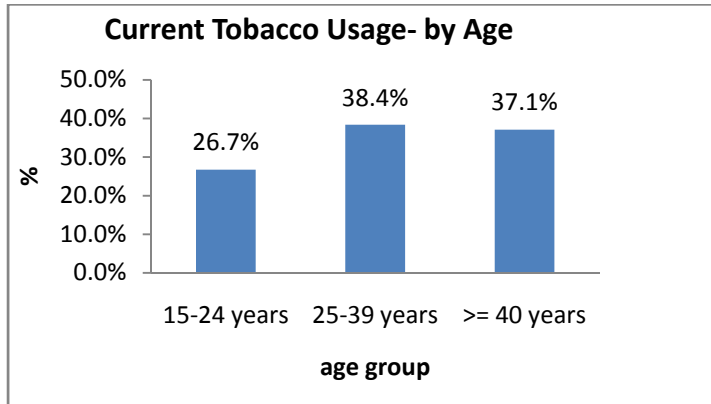


Figure 2: Smoking prevalence by age group

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 Trincomalee (46.6%) while the least percentage was from Kegalle (22.5%). This is shown in Figure 3.

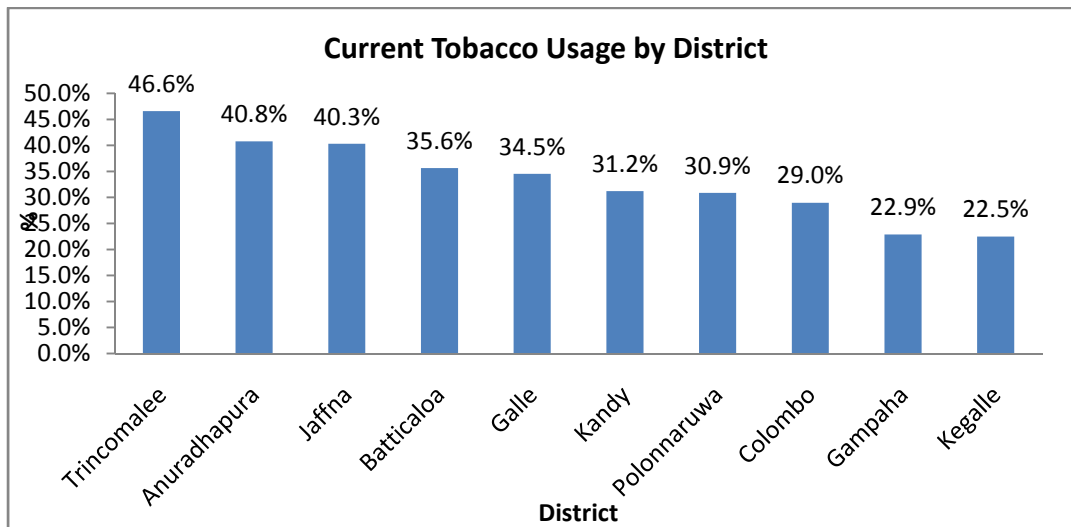


Figure 3: Smoking prevalence by districts

3.2.3 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 daily basis (80.1%) while the least percentage was in special occasions (4.8%). This is shown in Figure 4.

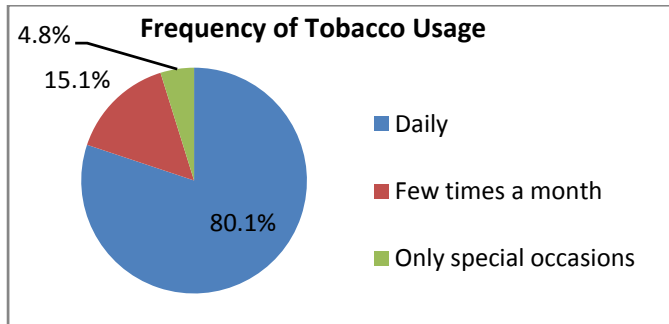


Figure 4: Frequency of tobacco use

3.2.4 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 72.1%, 80.4% and 89.6% 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 (19.4%). On the special occasions, Youth category tends to consume tobacco compared to other age groups (8.5%). This is shown in Figure 5.

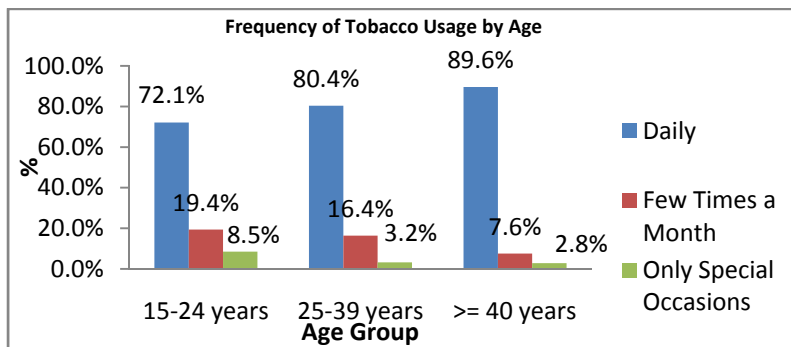


Figure 5: Frequency of Tobacco Use by Age Group

3.2.5 Frequency of Tobacco Use on a District Basis

The frequency of tobacco use was further analyzed according to districts. The highest percentage of daily tobacco users was recorded from Kegalle district (90.7%) while the least percentage of daily tobacco users was from Kandy (71.4%). Majority of tobacco users who consume tobacco only at special occasions were found in Polonnaruwa (30%) while least percentage of that is recorded from Jaffna district (1.1%). The highest percentage of monthly tobacco users was from Kandy (27.1%) where as the least percentage of monthly tobacco users were from Jaffna (1.1%). This is shown in Figure 6.

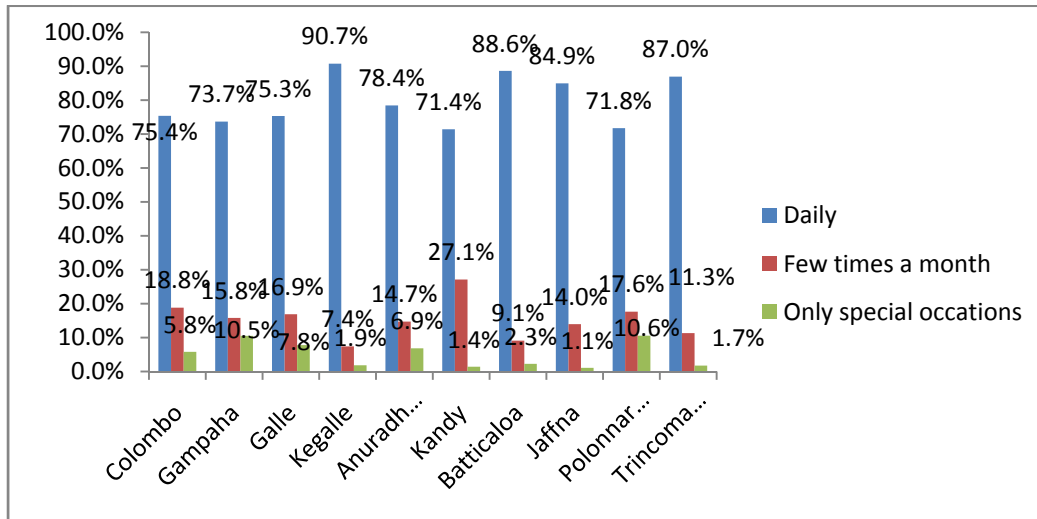


Figure 6: Frequency of tobacco use by district

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 and Table 5 below.

Daily Use

Of the responses, 69.1% uses above or equal to 5 sticks daily, while a least percentage (2%) uses 20 sticks (Table 4). The average number of sticks used by daily users is 5 while most were reported 3sticks use for a day (Table 5).

Number of sticks					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=5 Sticks	414	62.0	69.1	69.1
	6-10 Sticks	124	18.6	20.7	89.8
	11-15 Sticks	31	4.6	5.2	95.0
	16-20 Sticks	18	2.7	3.0	98.0
	>20 Sticks	12	1.8	2.0	100.0
	Total	599	89.7	100.0	
No responses		69	10.3		
Total		668	100.0		

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

Statistics		
N	Valid	599
	No response	69
Mean		5.87
Std. Error of Mean		.226
Median		4.00
Mode		3
Std. Deviation		5.521
Variance		30.481
Range		47
Minimum		1
Maximum		48

Table 5: Statistics of Number of Sticks per Day

Further, number of sticks used daily was assessed according to the age range.

Daily Tobacco use*Age group					
		Age Category			Total
		15-24	25-39	>=40	
Tobacco Sticks	<=5 Sticks	132	168	114	414
		77.6%	66.1%	65.1%	69.1%
	6-10 Sticks	29	56	39	124
		17.1%	22.0%	22.3%	20.7%
	11-15 Sticks	6	12	13	31
		3.5%	4.7%	7.4%	5.2%
16-20 Sticks	2	12	4	18	
	1.2%	4.7%	2.3%	3.0%	
>20 Sticks	1	6	5	12	
	.6%	2.4%	2.9%	2.0%	
Total		170	254	175	599
		100.0%	100.0%	100.0%	100.0%

Table 6- Number of Sticks per Day by Age

Monthly Use

From the responses of users who consume tobacco few times a month, 53.8% uses 5 or bellow while a least percentage (4.8%) uses 16-20 sticks (Table 7). The mean of the monthly sticks is 8 while the mode of the monthly sticks 10 (Table 8).

Monthly Tobacco Use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=5 Sticks	56	44.1	53.8	53.8
	6-10 Sticks	29	22.8	27.9	81.7
	11-15 Sticks	7	5.5	6.7	88.5
	16-20 Sticks	7	5.5	6.7	95.2
	>20 Sticks	5	3.9	4.8	100.0
	Total	104	81.9	100.0	
No response		23	18.1		
Total		127	100.0		

Table 7- No. of Sticks per Month

Statistics		
N	Valid	104
	No response	23
Mean		8.46
Std. Error of Mean		.781
Median		5.00
Mode		10
Std. Deviation		7.965
Variance		63.435
Range		49
Minimum		1
Maximum		50

Table 8- Statistics of No. of Sticks per Month

Smokes Only at Special Occasions

From the responses, 86% uses 5 or bellow sticks at special occasions, while a least percentage (2.3%) uses 16-20sticks (Table 9).

Tobacco Sticks					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=5 Sticks	37	68.5	86.0	86.0
	6-10 Sticks	3	5.6	7.0	93.0
	11-15 Sticks	2	3.7	4.7	97.7
	16-20 Sticks	1	1.9	2.3	100.0
	Total	43	79.6	100.0	
No response		11	20.4		
Total		54	100.0		

Table 9- Number of Sticks only at Special Occasions

3.2.6 Reasons for Tobacco Use

The survey also emphasized on the reasons for tobacco use. Among the reasons given majority (34.7%) have mentioned that they use tobacco as a habit and followed by no obvious reasons to smoke (27.6%) and 15.8% said that they used when socializing with friends.

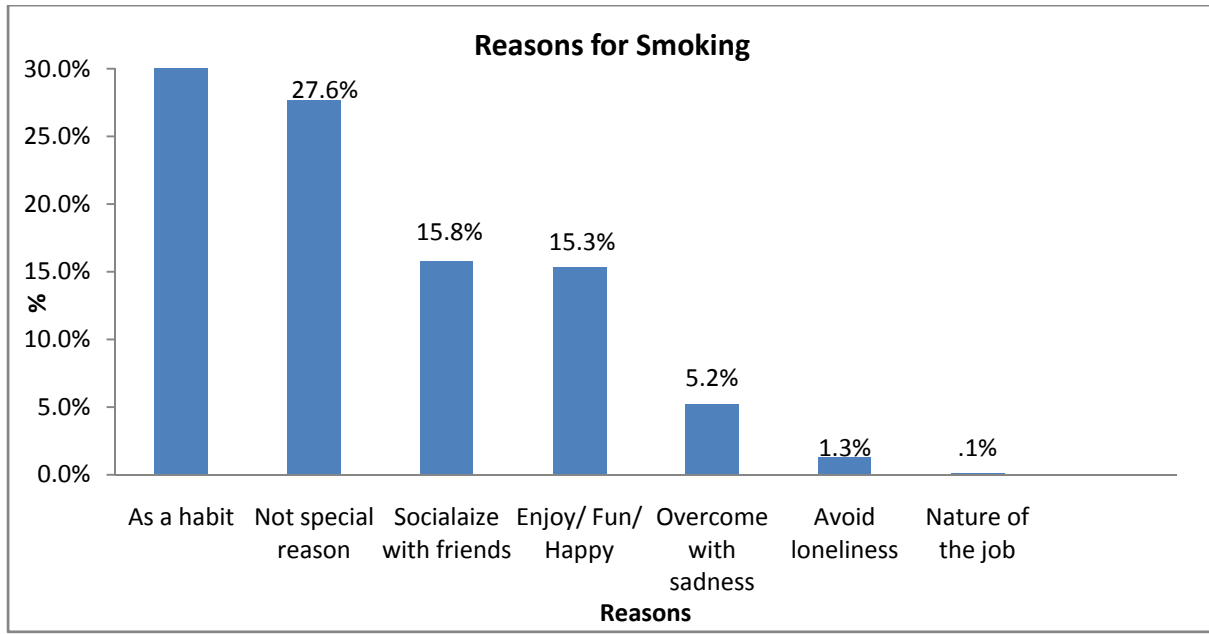


Figure 7: Reasons for Smoking

The highest percentage (48.2%) in the age range of >=40 stated that they use tobacco as a habit. In the age range of 25-39 (highest percentage 36.7%) also stated that they use tobacco as a habit. The highest percentage in the age range of 15-24 expressed that they use to socialize with friends (28.2%).

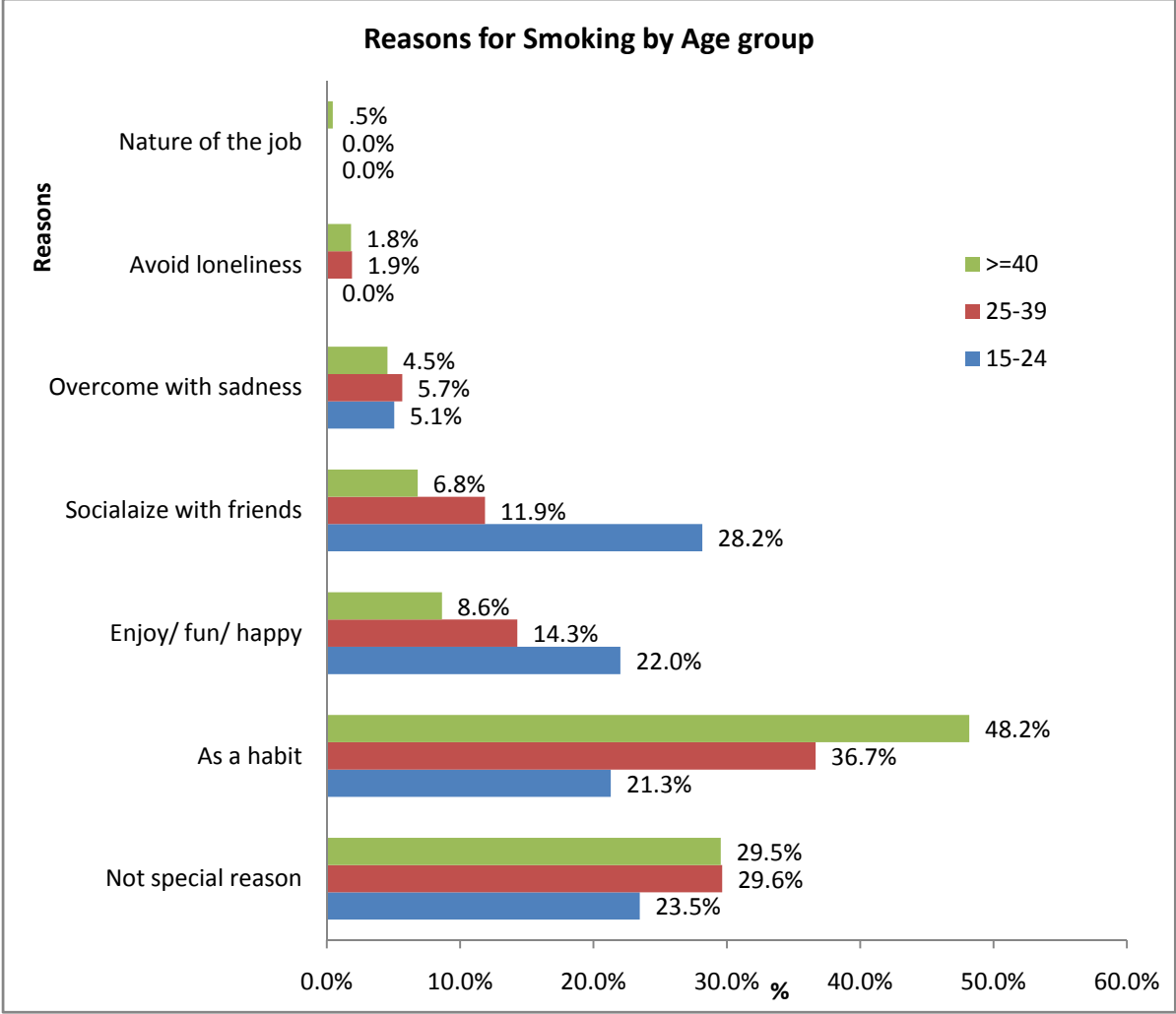


Figure 8: Reasons for Smoking by Age group

3.2.7 Tobacco Used (Ever Used)

Questions were asked on whether the respondents have ever used tobacco in their life until now. 49% have ever used tobacco (current user, other who have ever smoked and quit smoking or currently not using) while 51% have never smoked. This is shown in Figure 9.

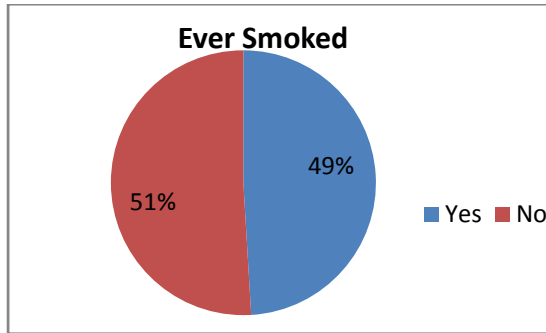


Figure 9: Ever smoked

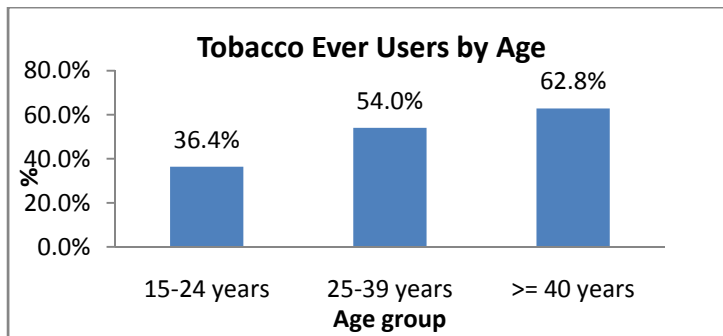


Figure 10: Ever smoked by age group

3.3 INITIATION OF TOBACCO USE

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

3.3.1 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. Initiation age range from 8 years to 55 years.

Statistics		
N	Valid	1196
	No response	46
Mean		19.04
Std. Error of Mean		0.208
Median		18
Mode		18
Std. Deviation		7.19
Variance		51.698
Range		201
Minimum		1
Maximum		202

Table 10 :Initiation of tobacco use

Among the respondents, the majority (59.9%) said the age of initiation is in between 16-20 years.

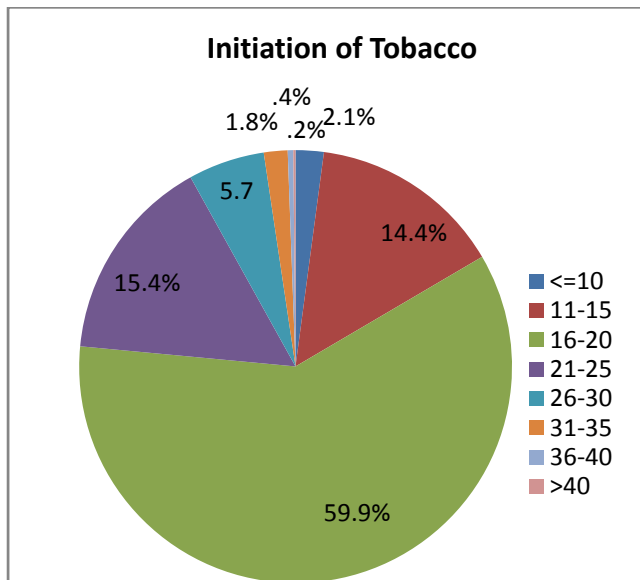


Figure 11: Tobacco Smoking Initiation Age

3.3.2 Occasions of Tobacco was Initiation Apart from the age of initiation, questions were asked on the situation in which tobacco use was initiated. The majority (43.4%) of the respondents stated that they initiated tobacco with school friends.

Tobacco Smoke initiated Occasion					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	With School Friends	518	41.7	43.4	43.4
	Special event / Party	348	28.0	29.1	72.5
	On a Trip	147	11.8	12.3	84.8
	Alone / For experiment	70	5.6	5.9	90.7
	At the Work Place	47	3.8	3.9	94.6
	Cannot Remember	35	2.8	2.9	97.6
	Occation of facing a Problem	16	1.3	1.3	98.9
	At Sport Meet / Social Gathering	13	1.0	1.1	100.0
	Total	1194	96.1	100.0	
No response		48	3.9		
Total		1242	100.0		

Table 11- Occasions of initiation of tobacco

3.4 ATTEMPT TO QUIT TOBACCO

In depth questions were asked of the respondents who have ever tried to quit the use of tobacco.

Out of the current tobacco users, 67% have tried quitting tobacco use Figure 12.

Current Users Attempt to Quit Tobacco Smoking

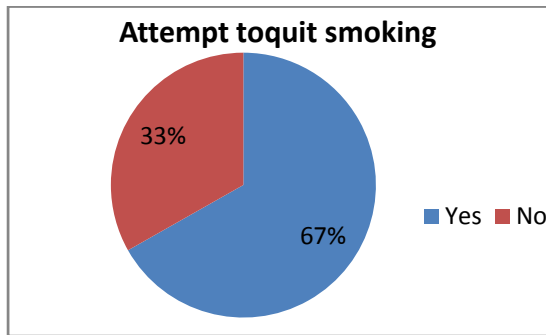


Figure 12: Attempt to Quit Tobacco smoking

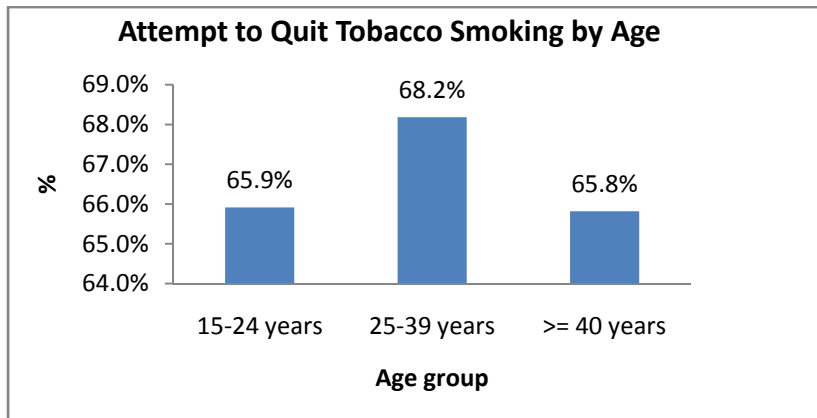


Figure 13: Attempt to quit smoking tobacco by age Group

It can be observed that the adults have attempted to quit tobacco smoking compared to youngsters.

Reasons for attempting to quit smoking tobacco

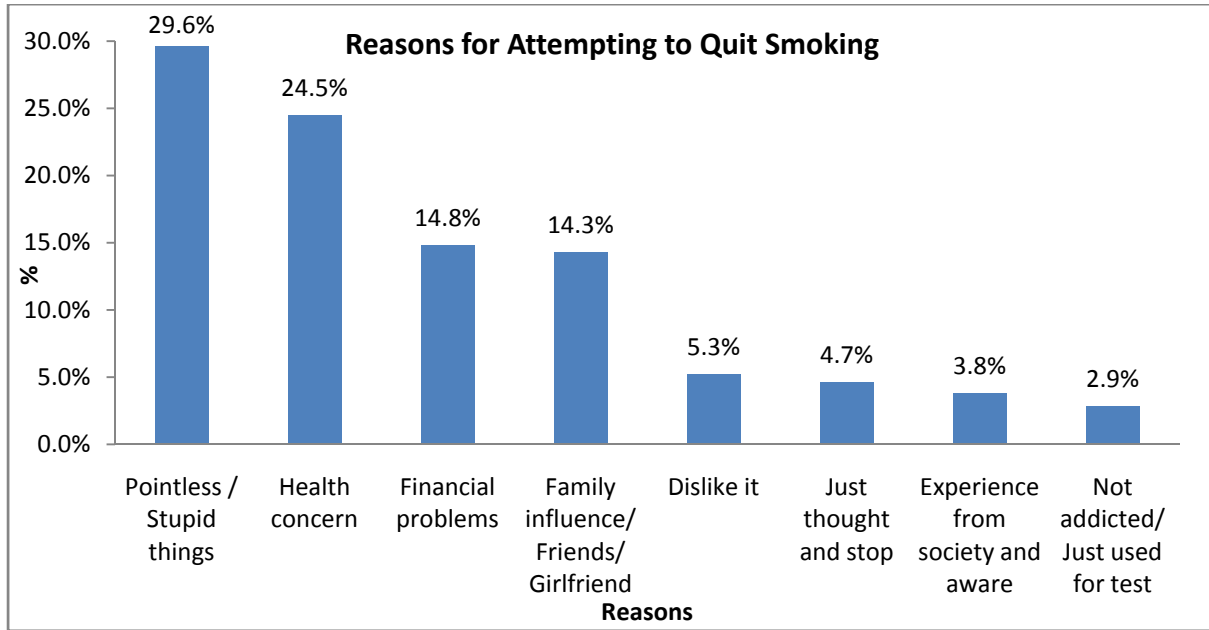


Figure 14: Reasons for attempting to quit smoking

Quit smoking tobacco (currently)

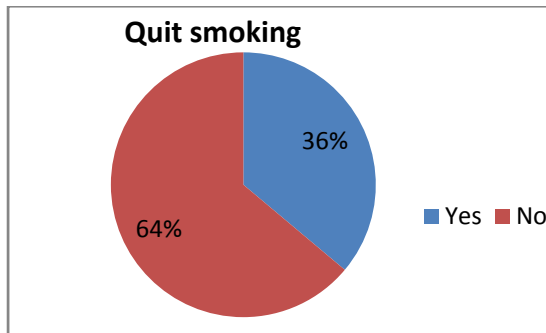


Figure 15: Quit smoking tobacco

TOBACCO NEVER USED (NEVER USERS)

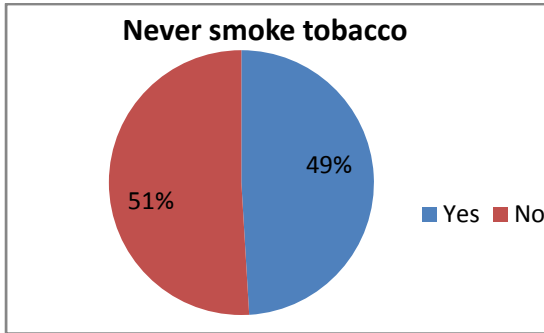


Figure 16: Never smoked

In depth questions were asked on respondents who had never used tobacco. The responses were analyzed according to the age. Young respondents aged 15-24 are the highest percentage (63.6%) who have never used tobacco. And the difference between 25-39 age groups and above 40 is 8.8%.

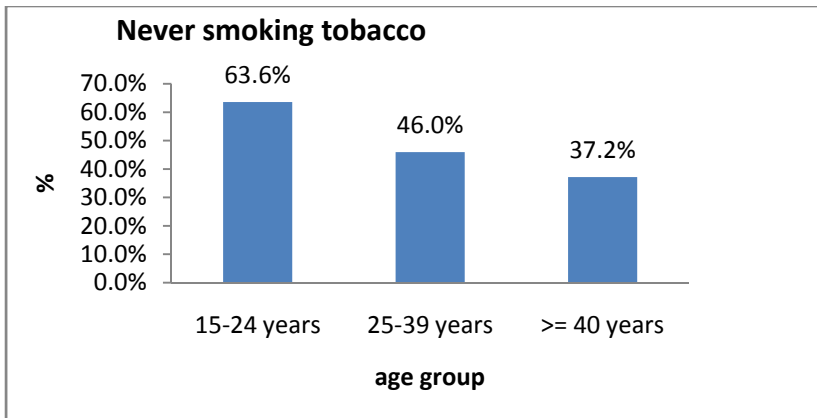


Figure 17: Never smoke by age range

Reasons for never smoking tobacco

Further questions were asked on the reasons for why they never took up this habit. This is shown in Figure 19. Reasons for never smoking was analyzed. According to the answers given by the respondents most had never smoked as they dislike it (36.8%) to them while 14.0% have considered it as a health hazards and was the reason for 13.9% not special reasons.

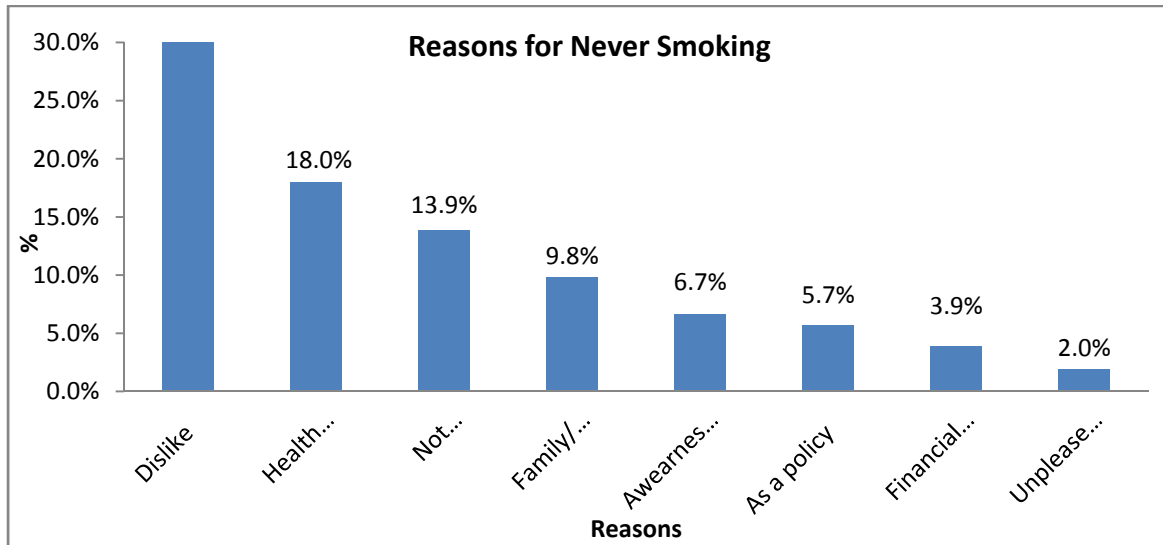


Figure 18: Reasons for never smoked

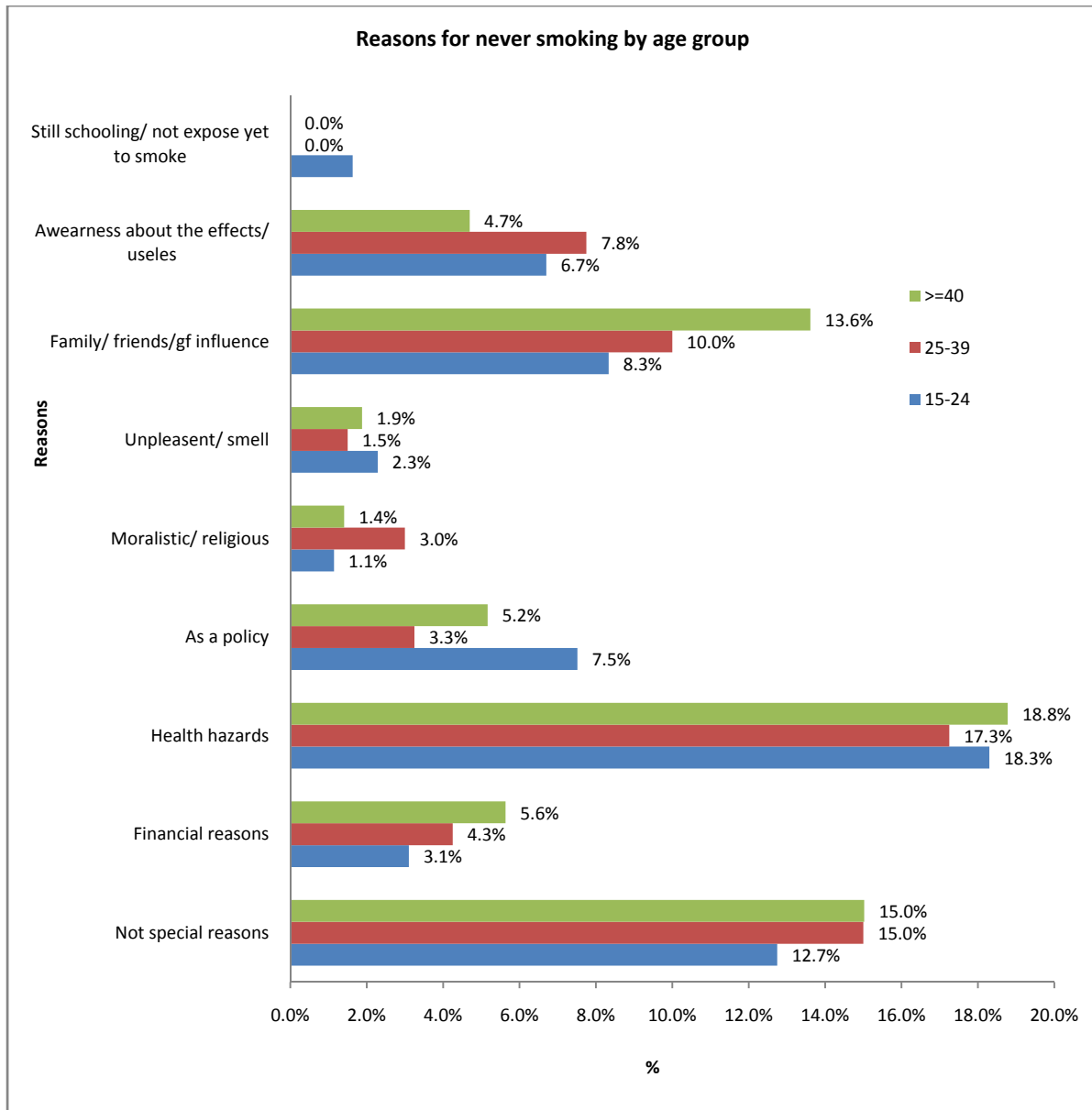


Figure 19: reasons for never smoked by age group

4.0 Comparison with Last Year's Survey

In comparison with the results of the July 2011 and July 2012 spot survey, the tobacco use has been 33% both years. (2011-33%, 2012-33%)

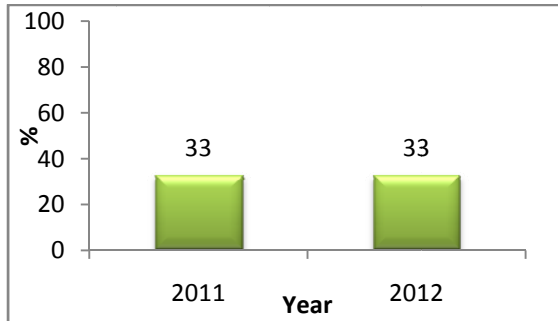


Figure 20: comparison of tobacco use

5.0 THE TREND OF THE TOBACCO 2000-2010

The trend of the tobacco use since July 2000 to July 2011 is a shown in Figure 22.

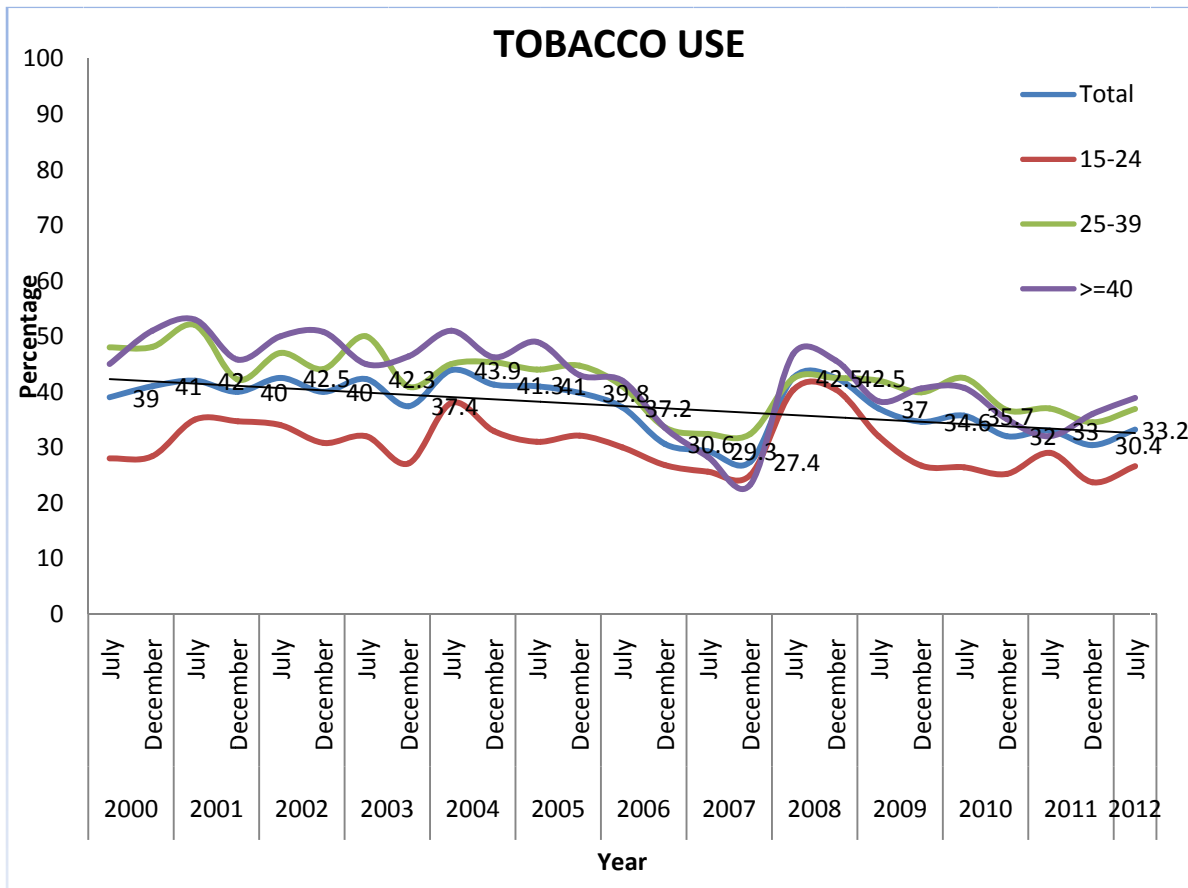


Figure 21: the trend of tobacco use