Spot Survey December 2011

Tobacco

Research and Evaluation Programme

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 December 2011. In addition, a comparative analysis of results obtained this year with results obtained in December 2010 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, Badulla, Mannar 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 Badulla and Mannar 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.

Sample

The survey was conducted in December 2011 and covering a total number of 2,444 male respondents aged fifteen and above. The sample is shown in Table 1.

		District										Total
		Colombo	Gampaha	Galle	Kegalle	Anuradhapura	Kandy	Badulla	Batticaloa	Jaffna	Mannar	
Age group	15-24	104	91	103	95	118	98	107	94	97	85	992
		41.3%	39.9%	42.0%	39.3%	41.5%	40.2%	41.5%	43.7%	38.3%	38.1%	40.6%
	25-39	94	91	92	98	106	95	99	77	90	85	927
		37.3%	39.9%	37.6%	40.5%	37.3%	38.9%	38.4%	35.8%	35.6%	38.1%	37.9%
	>=40	54	46	50	49	60	51	52	44	66	53	525
		21.4%	20.2%	20.4%	20.2%	21.1%	20.9%	20.2%	20.5%	26.1%	23.8%	21.5%
Total		252	228	245	242	284	244	258	215	253	223	2444
		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

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.

DEMOGRAPHIC INFORMATION

Age Distribution

The age distribution of the sample population is as of Table 1. 40.6% 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 21.5% in the age range of 40 years and above. The mean age of the sample population is 30 years while age ranged from 15 years to 87 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 (42.7%).

Education			
	Frequency	Percent	Valid Percent
No education	40	1.6	1.7
1-5	89	3.6	3.7
6-10	323	13.2	13.5
O/L	871	35.6	36.5
A/L	927	37.9	38.9
Degree	93	3.8	3.9
Diploma	16	.7	.7
Professional training	11	.5	.5
Postgraduate	14	.6	.6
Total	2384	97.5	100.0
No responses	60	2.5	
Total	2444	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 (30.0%).

The occupation classification is shown in Table 3.

Occupation	Frequency	(%)
Legislator	57	2.3
Professionals	136	5.6
Technician	92	3.8
Clears	71	2.9
Service worker	732	30.0
Skilled agricultural and fishery/salon	222	9.1
Craft and related worker	102	4.2
Plan machine operators and assemblers	21	.9
Elementary occupations	57	2.3
Army/police forces	138	5.6

Students	407	16.7
Retired	37	1.5
Foreign employed	5	.2
Unemployed	214	8.8
Total	2291	93.7
No response	153	6.3
Total	2444	100.0

Table 3: Sample of the survey – by occupation

3 RESULTS

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).

Current Users

According to the responses, it was found that 30% of the respondents were Current Users while 70% of the respondents did not use tobacco.This is shown in Figure 1. (N=2444)
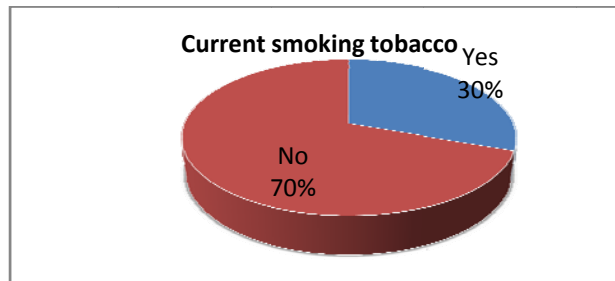
Figure 1: Smoking prevalence

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 (36 %). The least use group is the age category 15-24(24.0%). This is shown is Figure 2.
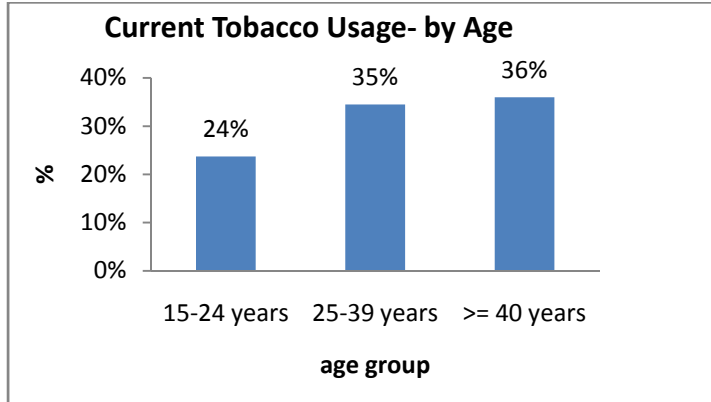
Current Tobacco Usage- by Age

Figure 2: Smoking prevalence by age group

Current Tobacco Use by District

The current tobacco use was analyzed based on district. The highest percentage of current tobacco usage was recorded from Batticaloa (44%) while the least percentage was from Kandy(21%). This is shown in Figure 3.

Current Tobacco Usage by District
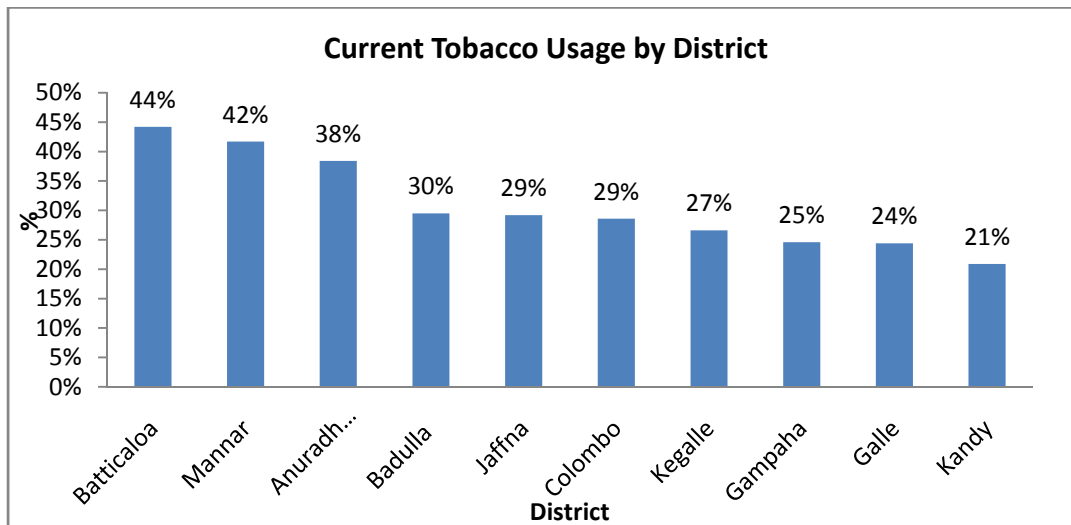
Figure 3: Smoking prevalence by districts

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 (62.4%) while the least percentage was in special occasions 19%).This is shown in Figure 4.
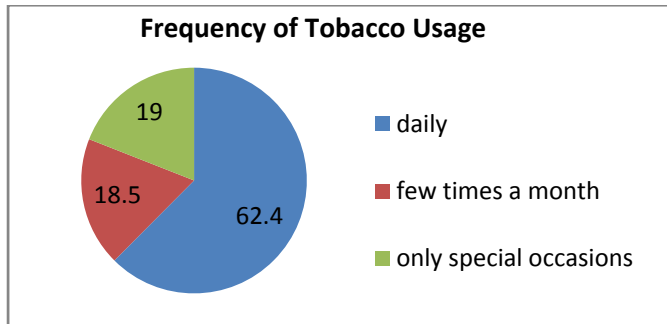

Figure 4:Frequency of tobacco use

Frequency of Tobacco Useage by Age Distribution

in this section frequency of tobacco useage is further analyzed according to the age category. In all the age categories daily tobacco users are high, it is 73%, 67% and 47% 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(23%). On the special occasions, Youth category tend to consume tobacco compared to other age groups (30%) . This is shown in Figure 5.
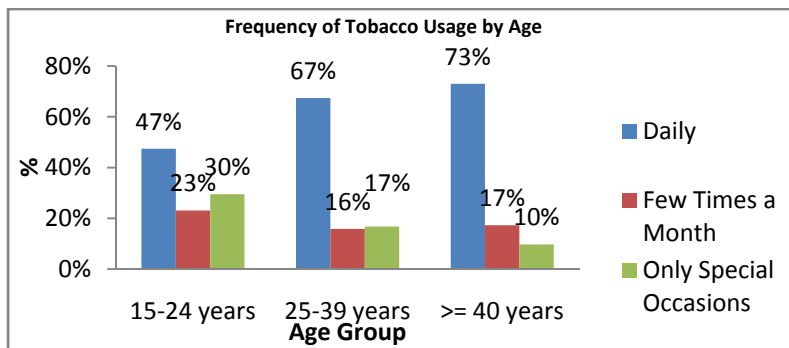

Figure 5: Frequency of Tobacco Use by Age Group

Frequency of Tobacco Use on a Distrtict Basis

The frequency of tobacco use was further analyzed according to districts. The highest percentage of daily tobacco users was recorded from Anuradhapura district (74%) while the least percentage of daily tobacco users was from Kegallle (54%). Majority of tobacco users who consume tobacco only at special

occations were found in Kegalle (30%) while least percentage of that is recorded from Anuradhapura district (12%). The highest percentage of monthly tobacco users was from Gampaha (25%) whereas the least percentage of monthly tobacco users was from Anuradhapura and Colombo (13%). This is shown in Figure 6.
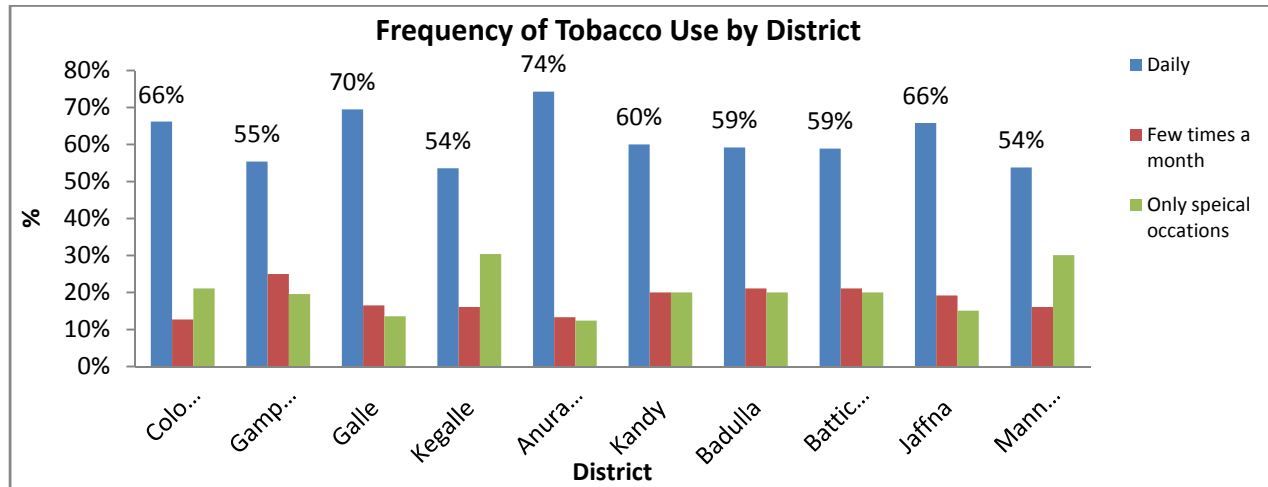

Figure 6: Frequency of tobacco use by district

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.

Daily Use

Of the responses, 74.5% uses below 5 sticks daily, while a least percentage (3.7%) uses 11-15 sticks (Table 4). The average number of sticks used by daily users is 5 while most were reported 1stiks use for a day (Table 5).

Number of Sticks per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=5 sticks	275	59.9	61.4	61.4
	6-10 sticks	101	22.0	22.5	83.9
	11-15 sticks	31	6.8	6.9	90.8
	16-20 sticks	35	7.6	7.8	98.7
	>20 sticks	6	1.3	1.3	100.0
	Total	448	97.6	100.0	
No responses		12	11	2.4	
Total		474	459	100.0	

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

Statistics		
N	Valid	462
	Missing	12
Mean		5.11
Std. Error of Mean		.285
Median		3.00
Mode		1
Std. Deviation		6.123
Variance		37.497
Range		39
Minimum		1
Maximum		40
Sum		2362

Table 5Statistics of Number of Sticks per Day

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

Daily Tobacco Use * Age Group						Total
			age group			
		15-24	25-39	>=40		
daily tobacco use	<=5 sticks	66	136	73		275
		62.9%	65.1%	54.5%		61.4%
	6-10 sticks	22	44	35		101
		21.0%	21.1%	26.1%		22.5%
	11-15 sticks	9	10	12		31
		8.6%	4.8%	9.0%		6.9%
	16-20 sticks	6	16	13		35
		5.7%	7.7%	9.7%		7.8%
	>20 sticks	2	3	1		6
		1.9%	1.4%	0.7%		1.3%
Total		105	209	134		448
		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, 59.8% uses 5 or bellow while a least percentage (6.0%) uses 16-20 sticks (Table 7). The mean of the monthly sticks is 10 while the mode of the monthly sticks 5 (Table 8).

Monthly Tobacco Use		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=5 sticks	70	51.5	59.8	59.8
	6-10 sticks	18	13.2	15.4	75.2
	11-15 sticks	14	10.3	12.0	87.2
	16-20 sticks	7	5.1	6.0	93.2
	>20 sticks	8	5.9	6.8	100.0
	Total	117	86.0	100.0	
Missing	System	19	14.0		
Total		136	100.0		

Table 7- No. of Sticks per Month

Statistics		
N	Valid	110
	Missing	26
Mean		9.79
Std. Error of Mean		1.392
Median		5.00
Mode		5
Std. Deviation		14.596
Variance		213.029
Range		99
Minimum		1
Maximum		100
Sum		1077

Table 8- Statistics of No.ofSticks perMonth

Smokes Only at Special Occasions

From the responses, 88.5% uses 5 or bellow sticks at special occations, while a least percentage (0.8%) uses 6-20sticks (Table 9).

Tobacco Use at Special Occasions		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=5 sticks	108	77.1	88.5	88.5
	6-10 sticks	11	7.9	9.0	97.5
	11-15 sticks	2	1.4	1.6	99.2
	16-20 sticks	1	.7	.8	100.0
	Total	122	87.1	100.0	
Missing	System	18	12.9		
Total		140	100.0		

Table 9- Number of Sticks only at Special Occasions

Reasons for Tobacco Use

The survey also emphasized on the reasons for tobacco use. Among the reasons given majority (26%) have mentioned that they think it's making them happy and followed by no obvious reasons to smoke 23%) and 20% said that they use tobacco as a habit.
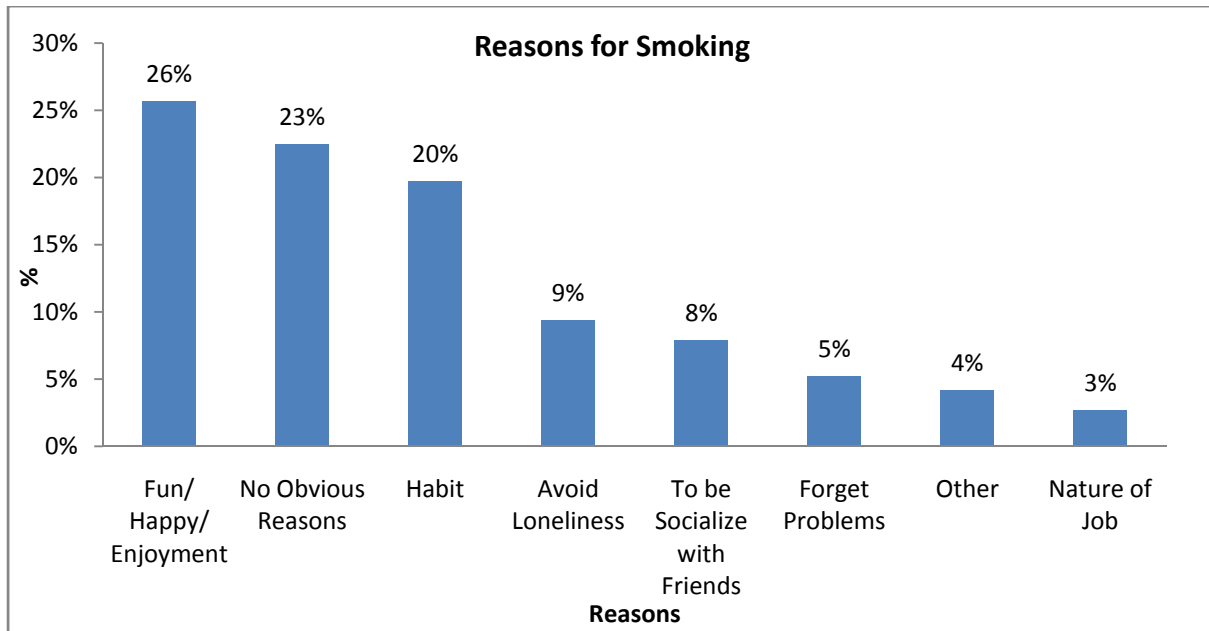
Figure 7: Reasons for Smoking

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%).
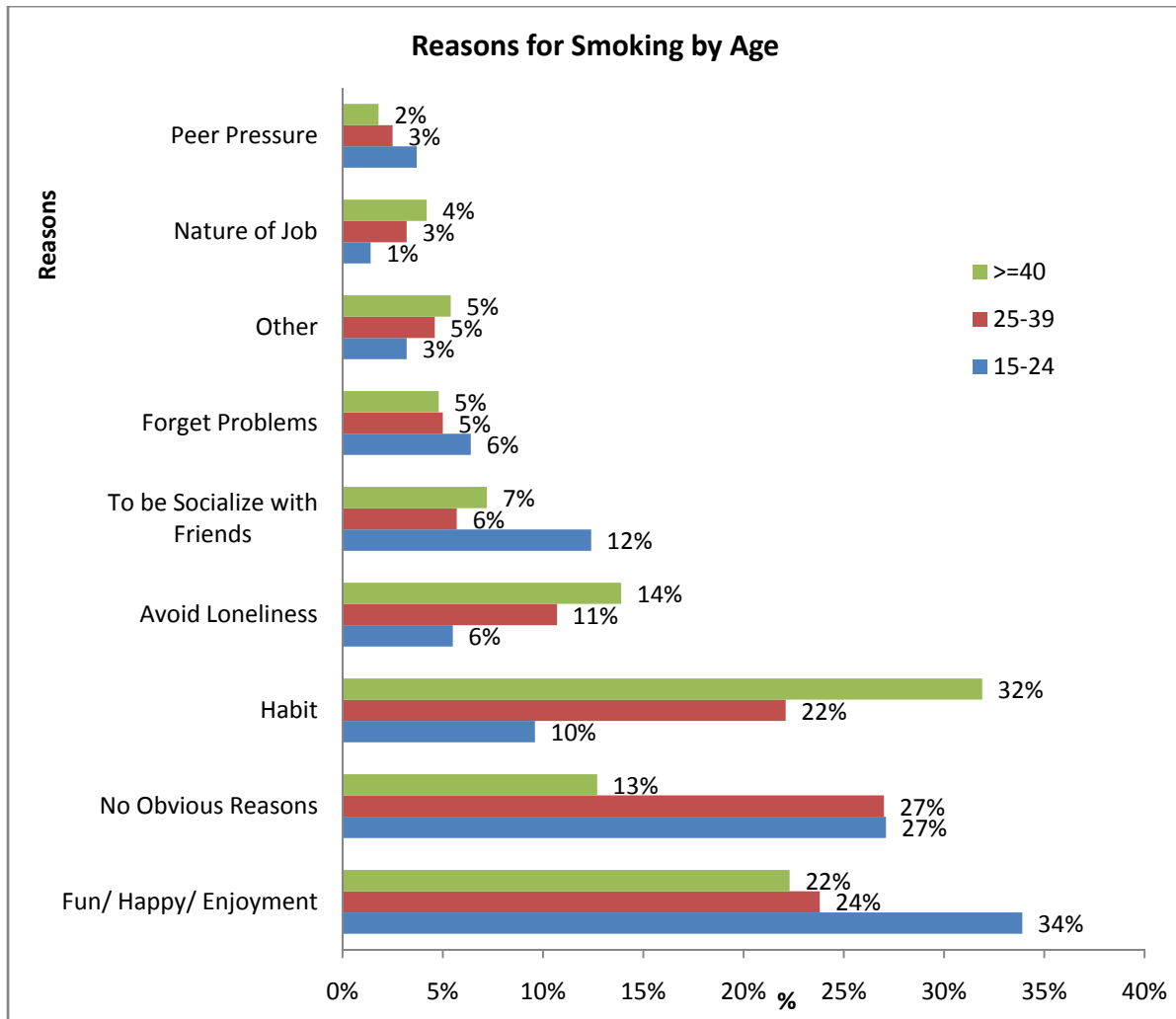
Figure 8: Reasons for Smoking by Age

Tobacco Used (Ever Used)

Questions were asked on whether the respondents have ever used tobacco in their life until now. 33% have ever used tobacco while 67% haven't (current user, other who have ever smoked and quit smoking or currently not used). This is shown in Figure 10.
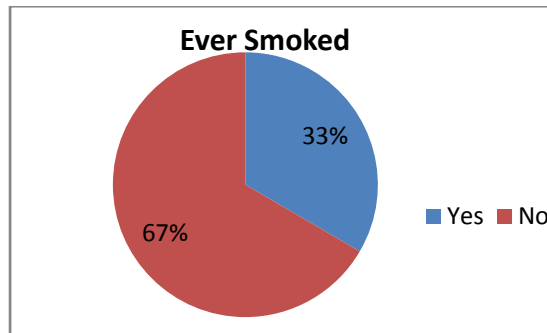
Figure 10: Ever smoked
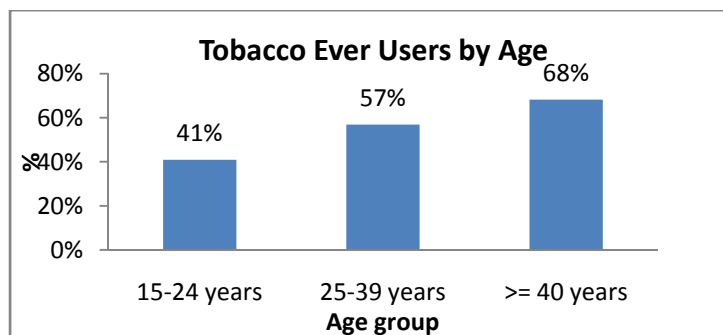
Figure 11: Ever smoked by age group

Figure 12: ever smoked by District

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. **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 initiation age range from 8 years to 55 years.

Statistics		
N	Valid	1154
	Missing	65
Mean		19.15
Std. Error of Mean		.147
Median		18.00
Mode		18
Std. Deviation		4.997
Variance		24.974
Range		47
Minimum		8
Maximum		55

Table 10- Initiation of tobacco use

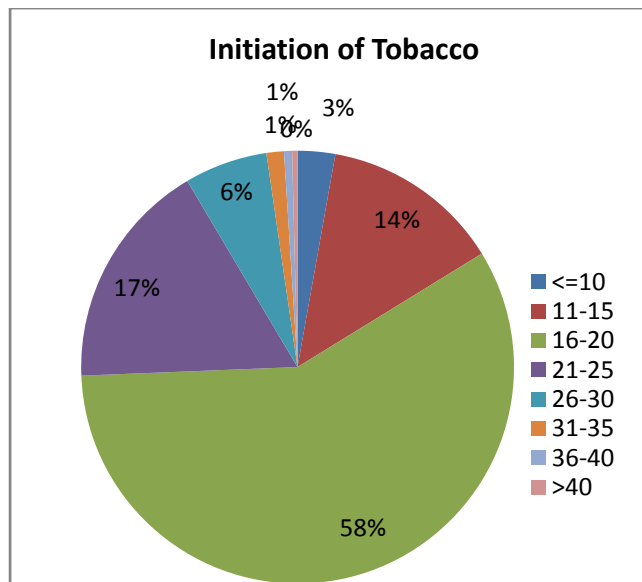Among the respondents, the majority (58%) said the age of initiation is in between 16-20 years.

Figure 12: Tobacco Smoking Initiation Age

Occasions in which Tobacco was Initiated Apart from the age of initiation, questions were asked on the situation in which tobacco use was initiated. The majority (43.6%) of the respondents stated that they initiated tobacco with school friends .

Tobacco smoke initiated occasions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Special event/party/wedding	378	31.0	32.0	32.0
	On a trip	99	8.1	8.4	40.4
	With school friends	515	42.2	43.6	84.1
	For experiment	127	10.4	10.8	94.8

	Sports event	3	.2	.3	95.1
	Stay up at night	1	.1	.1	95.2
	Alone	16	1.3	1.4	96.5
	Other	41	3.4	3.5	100.0
	Total	1180	96.8	100.0	
Missing	System	39	3.2		
Total		1219	100.0		

Table 15- Occasions of initiation of tobacco

QUITTING 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, 57% have tried quitting tobacco use Figure 14).

Current Users Attempt to Quit Tobacco Smoking
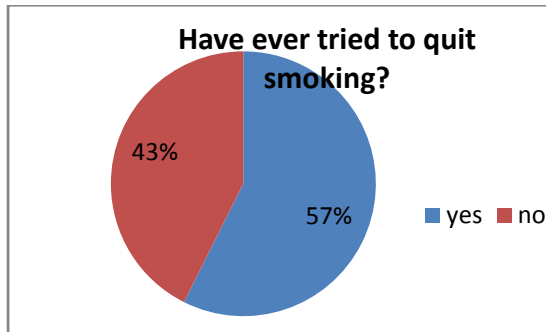
Figure 14: Quitting Attempt of Tobacco Smoking
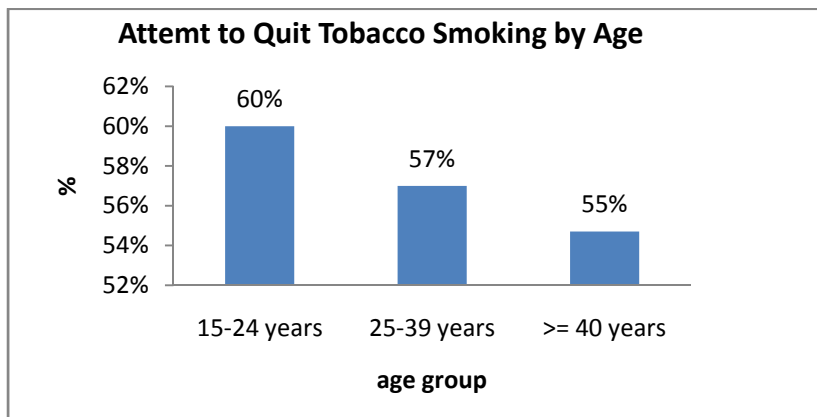
Figure 15: have tried to quit smoking tobacco by age range

It can be observed that the youngsters have attempted to quit tobacco smoking compared to adults. This could be because tobacco smoking has become an engraved habit among adults than in youth.

Reasons for Quit Smoking

Further questions were asked about the reasons that caused them to quit this habit. 35.7% of the people have quit tobacco use because it is "stupid thing /pointless & useless".
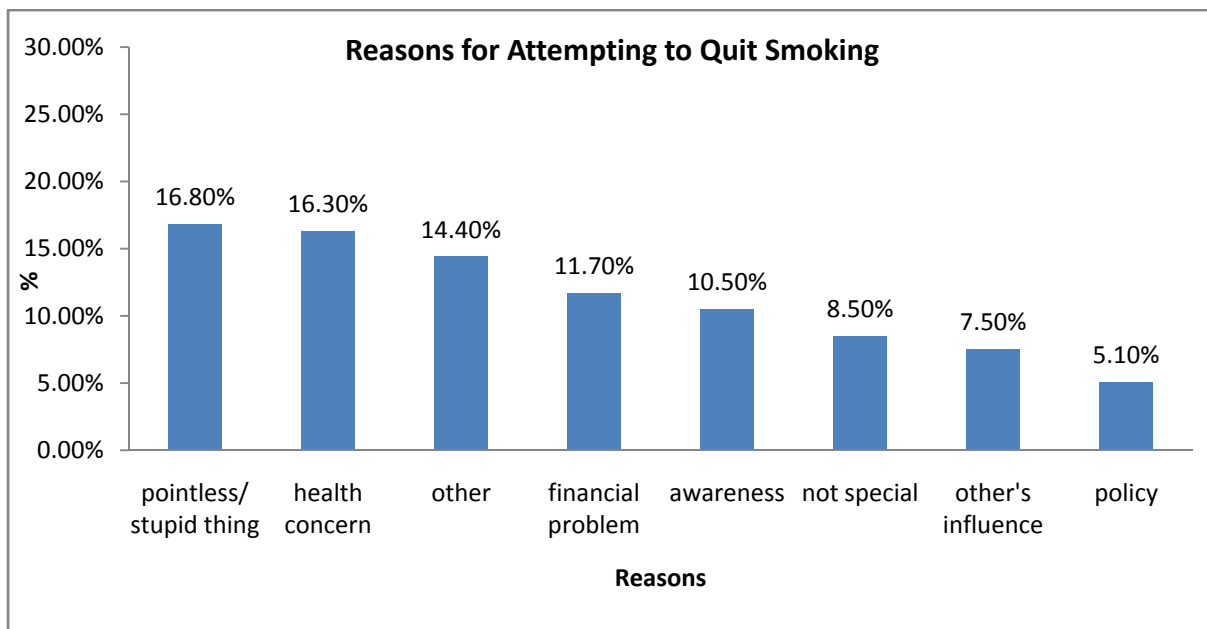
Reasons for attempting to quit smoking tobacco

Figure 16: have tried to quit smoking tobacco by age range

Respondent who have not smoked tobacco within last month and who have ever smoked

Quit smoking tobacco (currently)
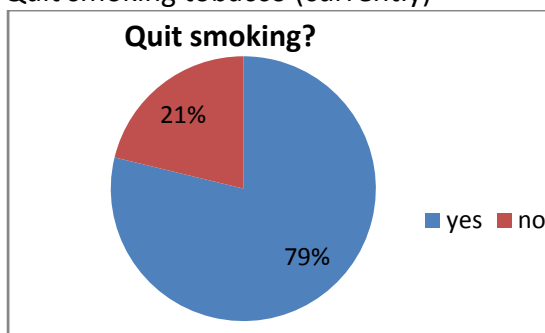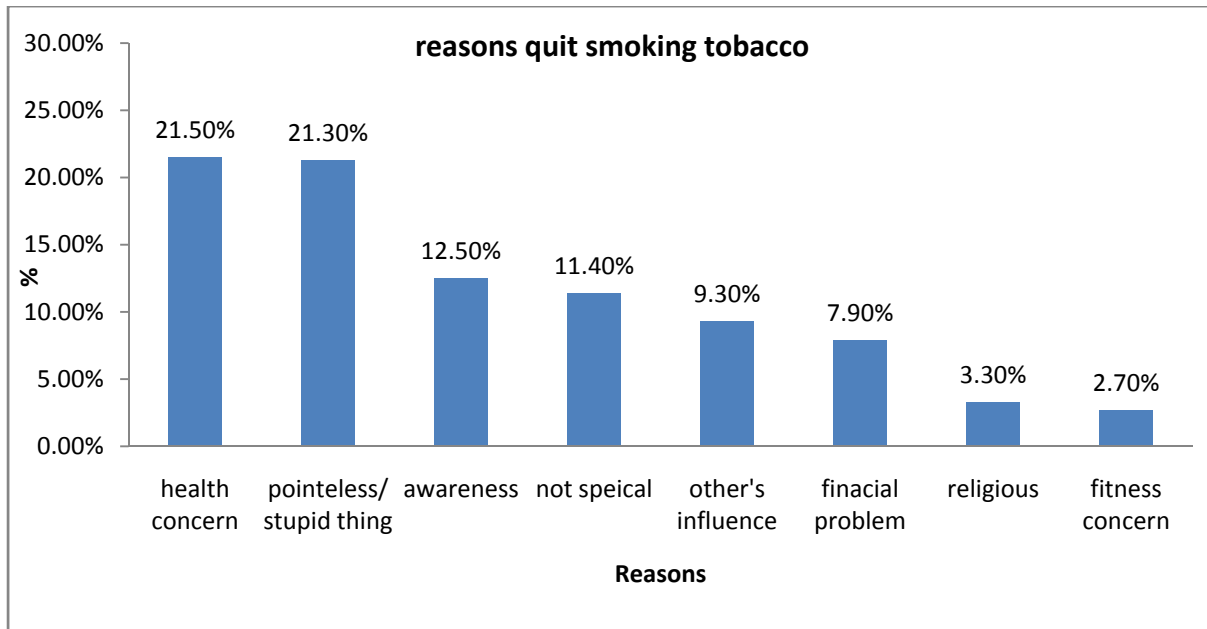

Figure 17: have quit smoking tobacco

Figure 18: reasons for quit smoking

TOBACCO NEVER USED (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 took up this habit. This is shown in Figure 16.
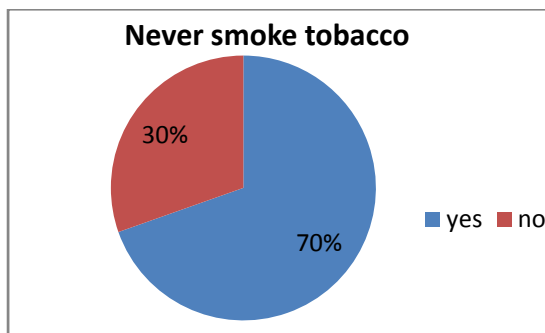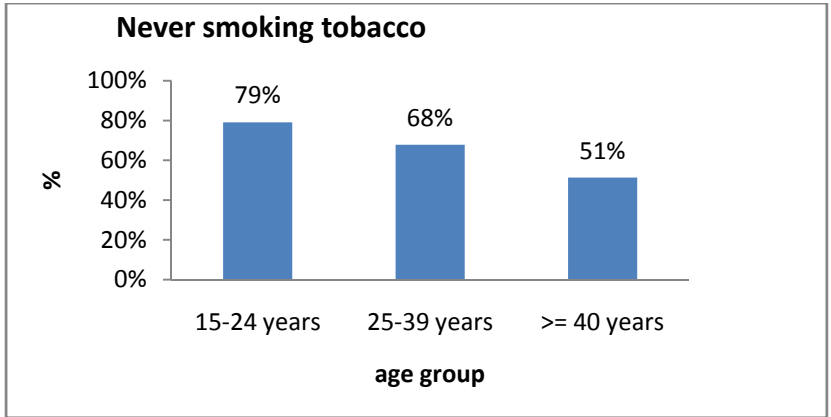

Figure 19: never smoked

Figure 20: never smoke by age range

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 use to use it (24.1%) to them while 14.0% have considered it as a health hazards and was the reason for 11.9 not special reasons.
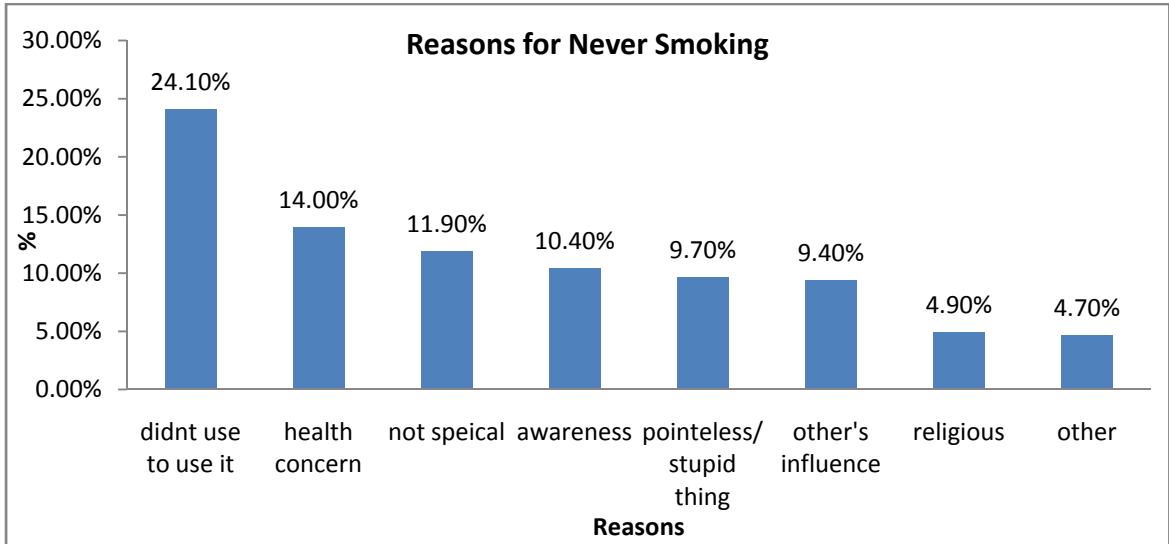

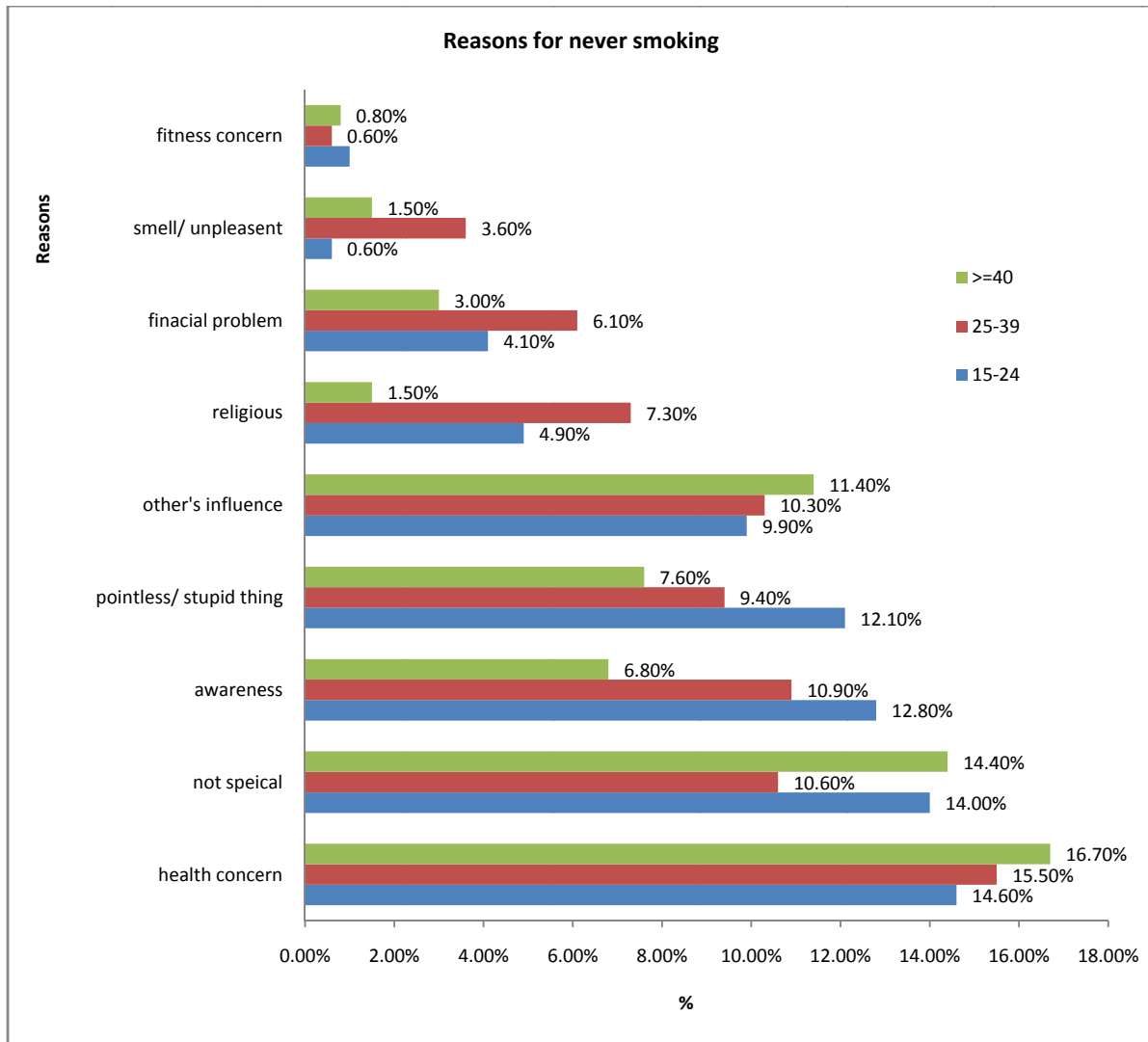*Figure 21: reasons for never smoked*

Reasons for never smoking

Legend:
- >=40 (green)
- 25-39 (red)
- 15-24 (blue)

Data by reason and age range:

Reason	>=40	25-39	15-24
fitness concern	0.80%	0.60%	(blue, unlabeled)
smell/ unpleasant	1.50%	3.60%	0.60%
finacial problem	3.00%	6.10%	4.10%
religious	1.50%	7.30%	4.90%
other's influence	11.40%	10.30%	9.90%
pointless/ stupid thing	7.60%	9.40%	12.10%
awareness	6.80%	10.90%	12.80%
not speical	14.40%	10.60%	14.00%
health concern	16.70%	15.50%	14.60%

Figure 22: reasons for never smoked by age range

Comparison with Last Year's Survey

In comparison with the results of the December 2010 and December 2011 spot survey, the tobacco use has decreased in this year. (2010-35.7%, 2011-30.4%)
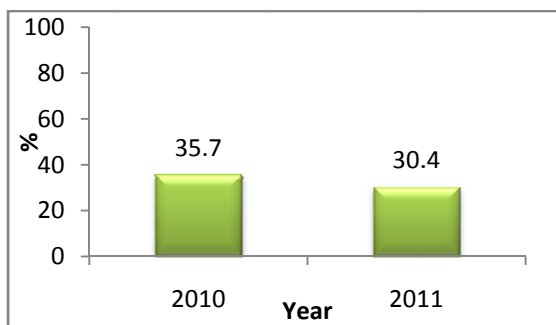

Figure 23: comparison of tobacco use

THE TREND OF THE TOBACCO 200-2010

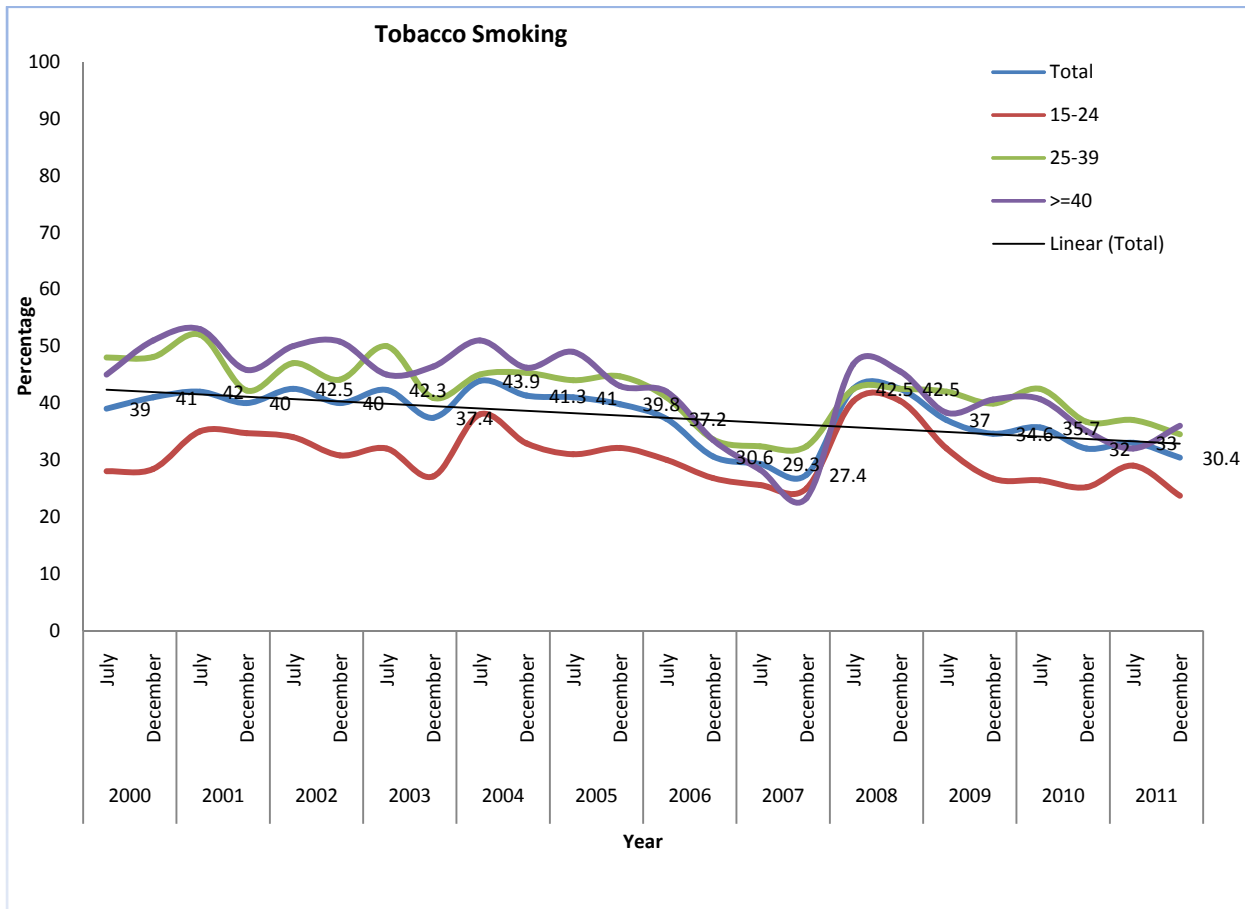The trend of the tobacco use since July 2000 to July 2011 is a shown in Figure 22.

Figure 24: the trend of tobacco use