

TOBACCO SPOT SURVEY

2016
JULY

Research and Evaluation Programme
Alcohol and Drug Information Centre
Sri Lanka

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01 INTRODUCTION

The Spot Survey on tobacco trends is being conducted biannually since 1998. This survey helps to monitor and identify the prevailing trends and patterns related to tobacco consumption, while also identifying the prevailing attitudes with regard to tobacco. This survey contributes to literature, as there is no such study conducted in Sri Lanka to determine the trends in tobacco consumption.

The survey was focused on following districts; Anuradhapura, Batticaloa, Colombo, Galle, Gampaha, Jaffna, Kandy, Kegalle, Badulla and Mannar. The report, concentrates on the results of the survey conducted in July 2016. In addition, a comparative analysis of results obtained this year with results obtained in July 2015 is also included.

02 EXECUTIVE SUMMARY

The spot survey is being conducted since 1998 biannually. This report conveys the data of the spot survey conducted in July 2015. The survey was conducted in ten districts covering 2,321 male populations over 15 years of age. Among the respondents, 38.1% of the respondents have completed the Advanced Level examination while 33% have completed Ordinary level examination, which were the two highest percentages of educational levels in the sample.

When the alcohol usage of the respondents is considered, 53% have never used tobacco in their life. Most common reason for never using tobacco 26.4% was dislike / unpleasant feeling towards tobacco use. Only 47% have used tobacco at least once during his lifetime. Highest age category of tobacco initiation in the sample was 16 – 20 years (53%) Majority of the respondents (52.7%) who use tobacco have initiated the usage at gatherings held with their friends.

Majority 86.2% of the tobacco users used Cigarette as the type of tobacco at the initiation while 11.3% used Beedi. 33.2 % of the ever smokers have felt cough at the initiation and 16.5% have felt faintish and dizziness. Current tobacco users were 32% while the highest percentage 38.4% belonged to 25-39 age category. Highest percentage 66.7% of users from all age categories used tobacco daily. Ninety three percent (93%) users used Cigarette as the type of tobacco they used. 31.6% Tobacco users expressed they used tobacco as a habit. Average amount spent per month on tobacco was Rs.2050.00

Among the ever users of tobacco, 19.5% have attempted to quit tobacco mainly health hazards. Majority 64.6% of the respondents who ever smoked tobacco have tried to stop tobacco usage. Majority 56.2% of the current users are still continuing the use of tobacco.

Finally, the tobacco prevalence has increased by 0.5% compared to spot survey findings of July 2016. Although there is a slight increase in 2016, an overall trend in tobacco use can be observed, when considering the biannual spot surveys from 2005 – 2016.

03 OBJECTIVES

The objectives of the spot survey are as follows:

1. PRIMARY OBJECTIVES :

- To determine the prevailing alcohol consumption trend in Sri Lanka.
- To compare the alcohol consumption trends with the previous years.

2. SECONDARY OBJECTIVES:

- To determine the prevailing alcohol consumption trends according to age groups, districts etc.
- To identify the prevailing attitudes and reasons for consumption of alcohol products.
- To determine the age of initiation and causes for initiation of alcohol use.

04 METHODS

An interviewer administered questionnaire was used to collect information. The questions asked were straightforward and easy to comprehend. The survey was conducted over a period of one month. In order to carry out the survey, the Research and Evaluation Programme trained field investigators with appropriate research techniques. Statistical Package for Social Sciences (SPSS) software was used for analyzing the data.

4.1 SAMPLE

Survey covered a total number of 2,321 respondents who were males of the age fifteen and above. Survey focused in 10 districts including approximately 250 respondents from each.

4.2 LIMITATIONS

Some respondents did not have time to respond to all the questions, or their answers were vague.

However, the reader of this report should not generalize the prevalence rates given in this Report to national level without conducting a validation study.

SECTION 1 DEMOGRAPHIC INFORMATION

5.1 Age distribution of the sample

Total sample for the survey was 2321 and it was categorized according to main age groups as 15-24 years, 25-39 and forty and above years (figure 1).

Age Category	Number	Percentage (%)
15-24	836	35.9
25-39	841	36.1
<=40	650	28
Total	2327	100

Figure 01: Age distribution of the sample

5.1.2 Educational Level

As far as the highest level of education of the respondents is considered, most of the respondents have completed their education up to G.C.E. Advanced Level (38.1%). Thirty-three point nine percent (33%) of the respondents have completed education up to G.C.E. Ordinary Level.

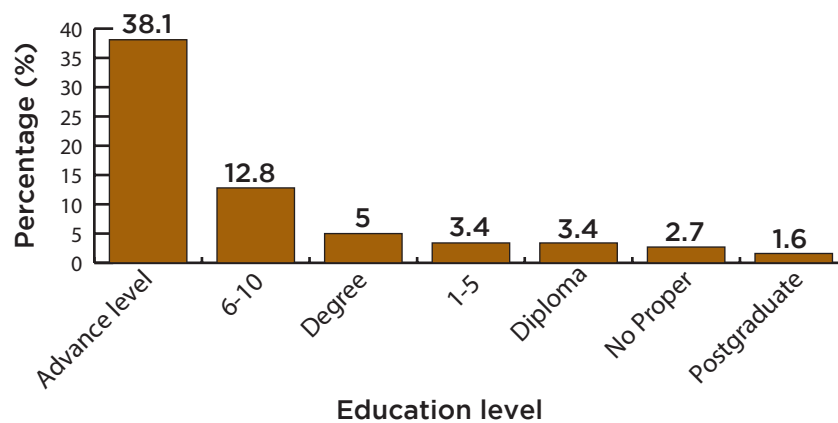


Figure 02: Educational Level

5.1.3 Occupation Information

Occupation	Number	Percentage (%)
Legislators, Senior Officials and Managers	16	2.6
Professionals	43	7.0
Technicians and Associate Professionals	21	3.5
Clerks	25	4.1
Service workers and shop and market sales worker	90	14.8
Skilled Agricultural and Fishery Workers	15	2.5
Craft and related workers	37	6.1
Plant and Machine Operators and Assemblers	97	16.0
Elementary Occupations	60	10.0
Legislators, Senior Officials and Managers	110	18.1
Legislators and senior officials	38	6.3
Corporate managers	16	2.6
General managers	39	6.4
Total	607	100.0

Figure 03 – Occupational Information

SECTION 2 NEVER USERS

5.2.1 Never Users of Tobacco

Questions were asked whether the respondents have never used tobacco in their life until now. Forty six point seven percent (46.7%) respondents expressed that they have never used tobacco. Fifty three point three percent (53.3%) respondents said that they have ever used tobacco in their life.

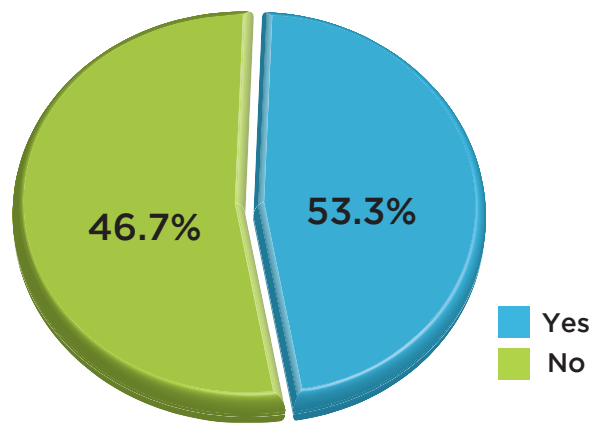


Figure 04: Never users of tobacco

5.2.2 Reasons for Never Using Tobacco

According to the above question, 46.7% of respondents have never used tobacco in their life. Reasons for never using tobacco are as depicted in figure 5. The most frequent reason for never using tobacco was due to dislike and unpleasant feelings (26.4%). Fourteen point nine (20.4%) respondents had fear of potential health hazards. These reasons illustrate that majority of people have knowledge on health effects and have a bad/ unpleasant feeling towards tobacco.

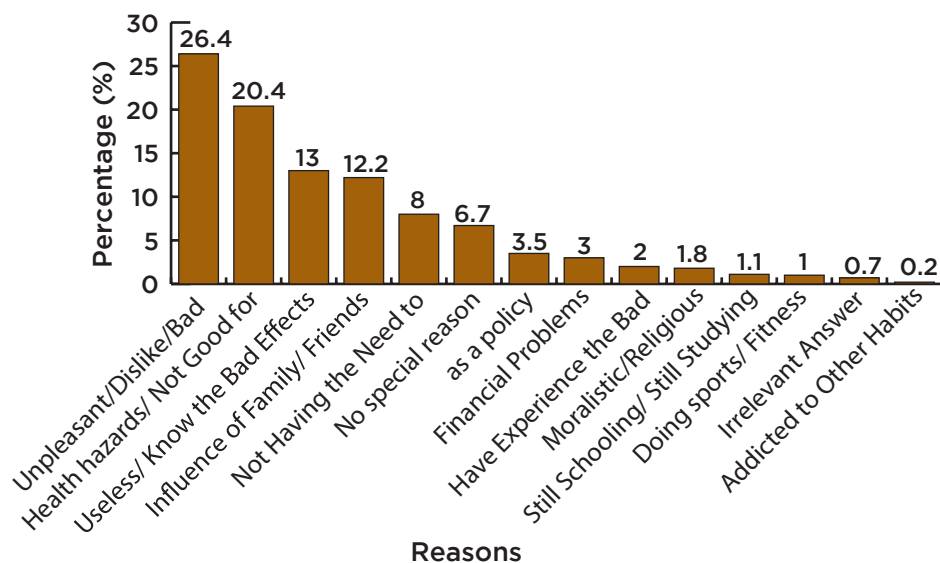


Figure 05: Reasons for never use of tobacco

5.3.1 Age of Tobacco Initiation

Among the respondents, the highest percentage of respondents have initiated tobacco at the age range of 16-20 years (53%). This is shown in Figure 06. The second highest (19.5%) age range to initiate alcohol is 21-25 years. It is verified that, it is during the teenage years and youth that initiation of tobacco takes place.

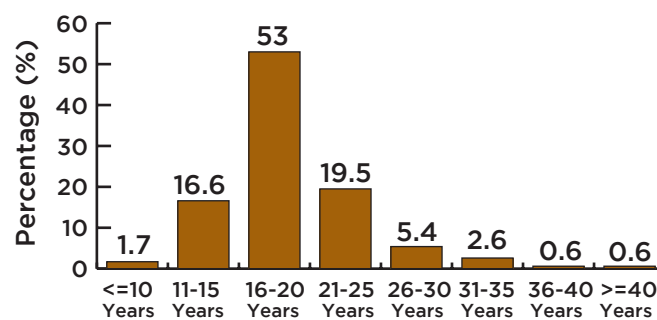


Figure 06: Age of Tobacco Initiation

5.3.2 Occasions of Tobacco Initiation

A question was asked about the occasion in which tobacco use was initiated. Most of the respondents stated that they initiated tobacco with friends (52.7%). Twenty percent (20%) of the respondents have initiated the tobacco use when they were at parties. According to the survey it has been confirmed that most of the people initiate tobacco with their friends.

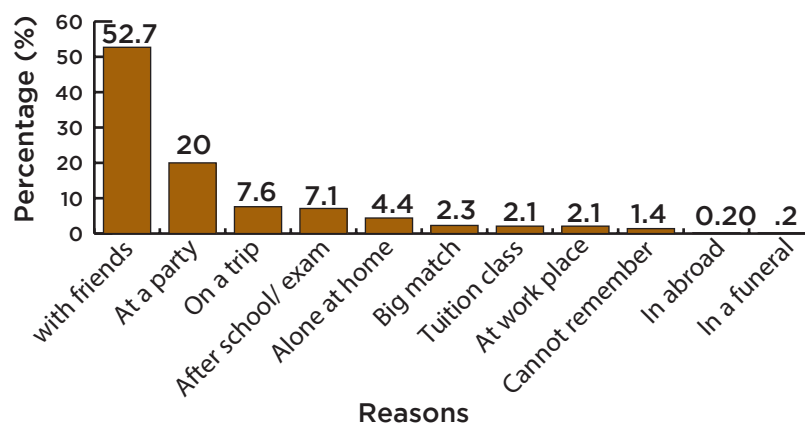


Figure 07: Occasion of tobacco initiation

5.3.3 Type of Tobacco at the Initiation

Questions were further asked regarding the specific tobacco type used at initiation of tobacco. The responses were as follows: The most common type of tobacco at initiation was Cigarette (86.2%) followed by Beedi (11.3%) while other tobacco types were of smaller proportions (Figure 08).

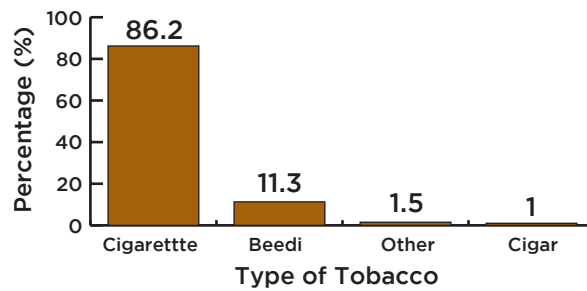


Figure 08: Type of tobacco at the initiation

5.3.4. Feeling at the initiation of Tobacco

Further question was asked about the feeling at initiation of tobacco. Highest percentage of the respondents expressed (33.2%) that they felt cough. Sixteen point five percent (16.5%) respondents have felt nothing. Ten point five percent (10.5%) have expressed that they felt fainted and dizziness.

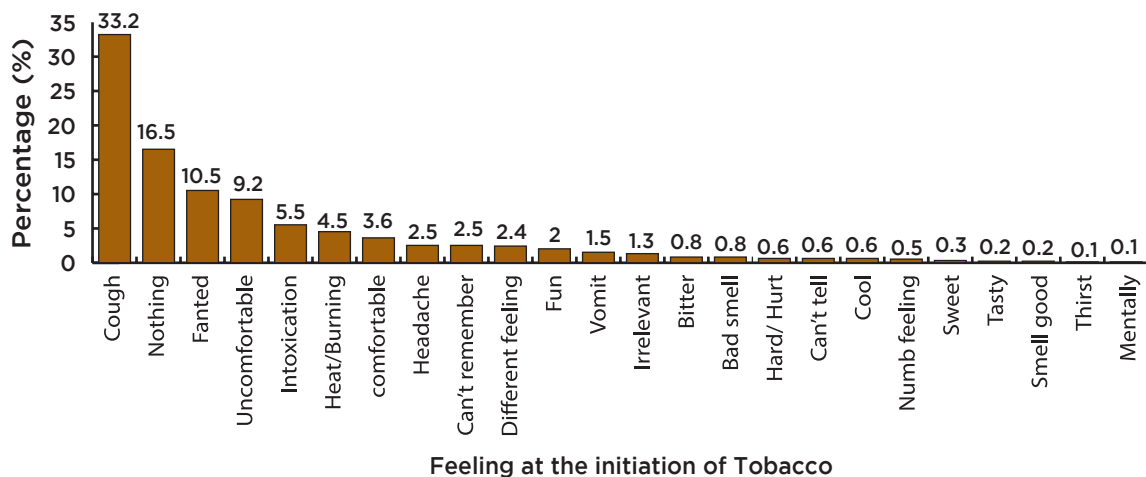


Figure 09: Feeling at the initiation of tobacco

SECTION 4 USERS OF TOBACCO

5.4.1 Current Users

Current users were identified based on their tobacco use within the previous month. According to the responses, it was found that 32% have used tobacco within last month while 68% had not used (N= 2321).

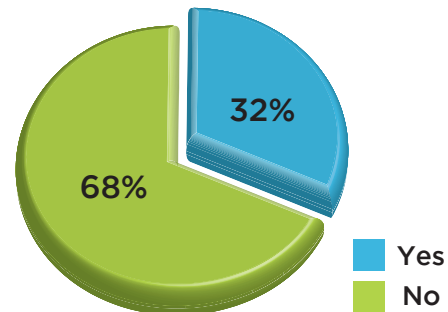


Figure 10: Current users of tobacco

* **Current User: A person who consumed alcohol within the previous month**

5.4.2 Current Tobacco usage by age group

The current tobacco use was further analyzed according to the age distribution. When considering the responses, the highest number of current tobacco usage was from the age category of 25-39 years (38.4%). The lowest current usage was recorded, from the age category of 15-24 years (29%).

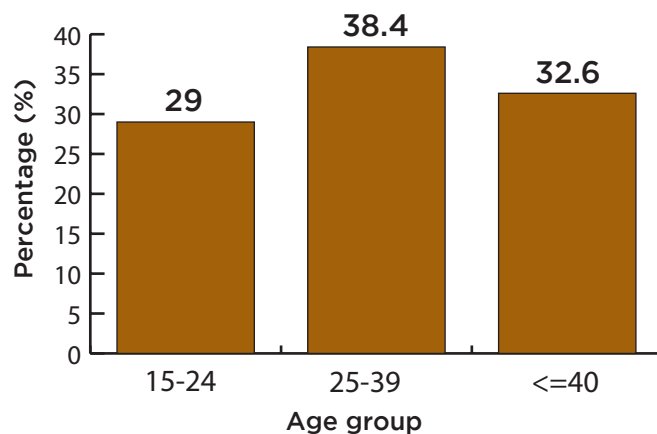


Figure 11: Current tobacco usage by age group

5.4.3 Current Usage by Tobacco Type

Among the current users, highest stated tobacco type was cigarette (93%). The second most common tobacco type was beedi (5.4%) among the current users, while 1% used cigar and 0.5% used other type of tobacco as the fourth common tobacco type.

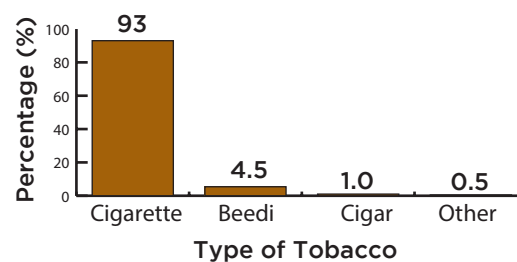


Figure 12: Current usage by tobacco type

5.4.4 Frequency of Tobacco Use

The current tobacco users were analyzed based on the frequency of usage; daily, monthly and special occasion basis. The highest percentage of users was consuming tobacco daily (66.7%) while the lowest percentage of users was in special occasions (10.3%).

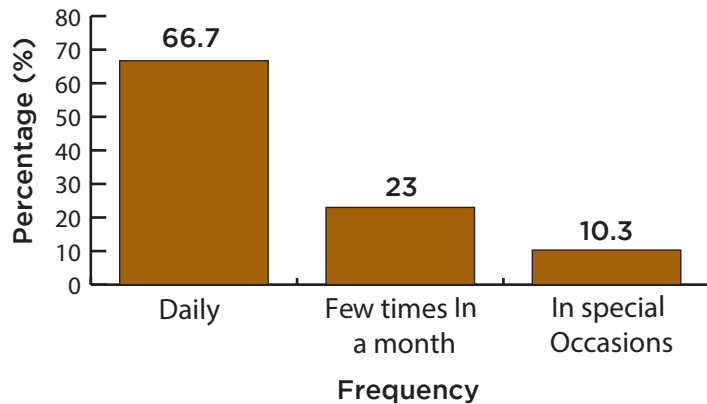


Figure 13: Frequency of tobacco use.

5.4.5 Reasons of Tobacco Use

The survey also emphasized on the reasons of tobacco use. Most of the current users mentioned that they use tobacco as a habit(31.6%). The second highest (30.2%) stated that they did not mention any obvious reason for their tobacco use. Third highest (17%) stated that they use tobacco to socialize with friends.

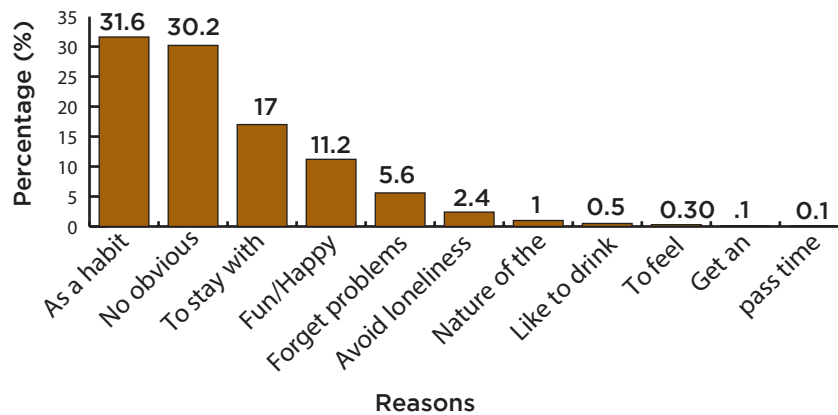


Figure 14: Reasons of tobacco use

5.4.7 Monthly Expenditure on Tobacco

A question was asked regarding the monthly expenditure on tobacco. On average, a daily user spends Rs. 2050/- per month on tobacco. Maximum expenditure on tobacco per month was Rs.42,000/-.

SECTION 5 ATTEMPT TO QUIT TOBACCO USE

5.5.1 Attempt to Quit Tobacco Use

In depth questions were asked from current tobacco users who have attempted to quit the use of tobacco. Out of the current tobacco users, 65.5% have tried quitting tobacco use while the rest of 34.5% have not even tried to quit tobacco usage. Therefore, according to the analyzed data, majority of the respondents have not tried quitting the use of tobacco.

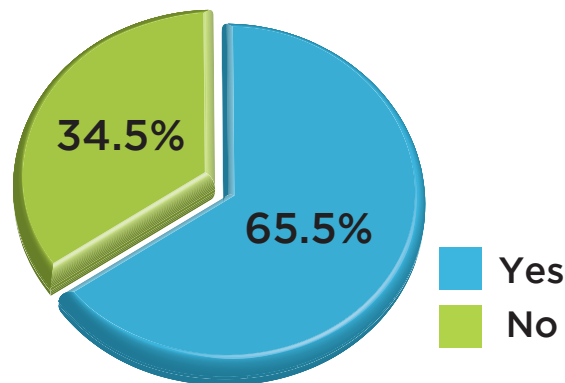


Figure 15: Attempt to quit tobacco use.

5.5.2 Reasons for Attempting to Quit the use of Tobacco

Further questions were asked about the reasons for attempting to quit tobacco. Twenty six point five percent (26.5%) of the people have attempted to quit the use of tobacco due to health hazards. Eighteen point five percent (18.5%) of have attempted to quit the use of tobacco because of the influence of financial problems

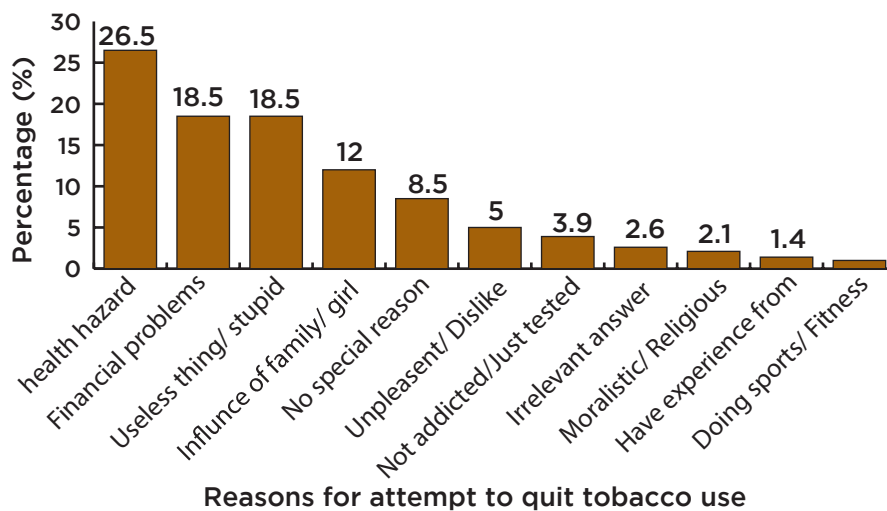


Figure 16: Reasons for attempt to quit tobacco use.

5.5.3 Reasons for Not Attempting to quit the use of tobacco

Respondents were asked about the reasons for not attempting to quit. Among the respondents, 34.5% of the people have not attempted to quit tobacco use because they thought they are addicted and can't stop it.

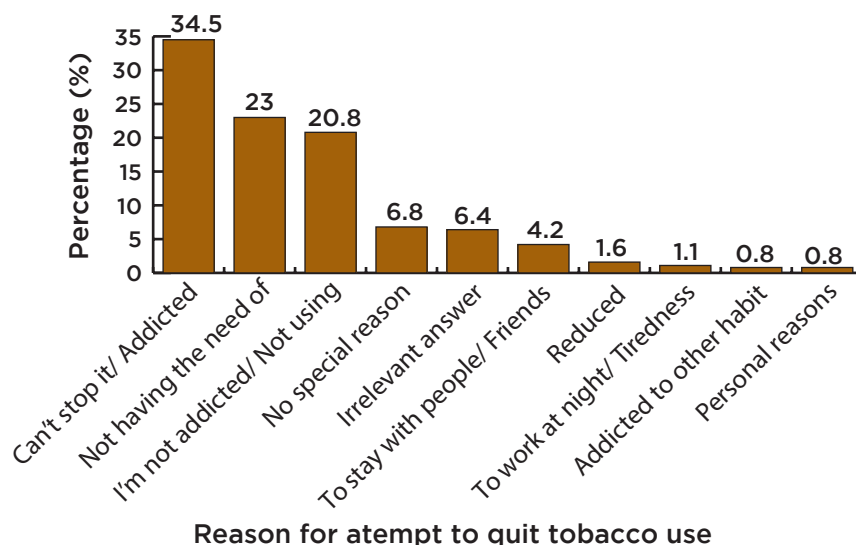


Figure 17: Reasons for attempt to quit tobacco use.

5.5.4 Prevailing Smoking Status of Ever Users

A question was asked about the prevailing smoking status of ever smokers. Among the respondents who ever smoked, 61.1% still continues to smoke. Only 38.8% of ever smokers have stopped the usage. This chart illustrates that only few ever smokers (38.8%) have the tendency to stop their usage as yet

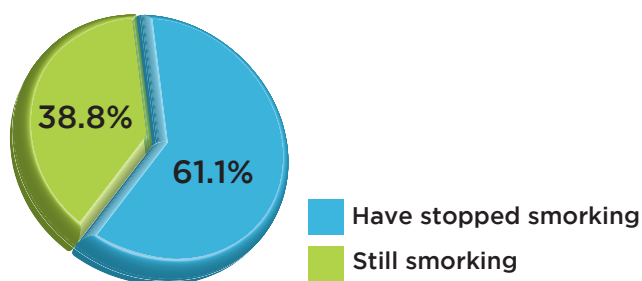


Figure 18: Prevailing smoking status of ever users.

6 COMPARISON AND THE TREND

6.1 COMPARISON OF RESULTS WITH THE 2015 SPOT SURVEY

When comparing the results of the July 2015 and July 2016 spot surveys, the tobacco use has increased by 0.9% this year. This is shown in Figure 19.

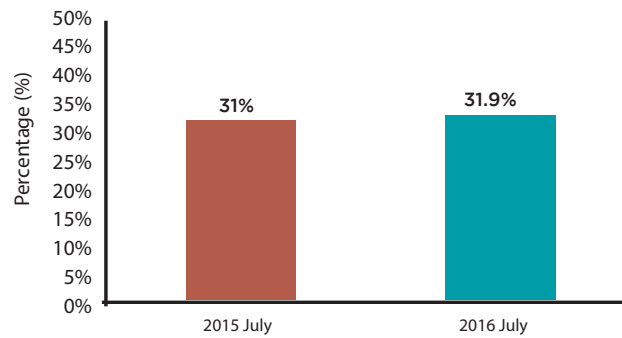


Figure 19: Comparison of tobacco use.

6.2 THE TREND OF TOBACCO USE IN THE YEARS 2005– 2016

The percentages of tobacco users from year 2005 to 2016 obtained from biannual spot surveys are depicted in the Figure 20. Although there is a slight increase in 2016 an overall decreasing trend in tobacco use can be observed.

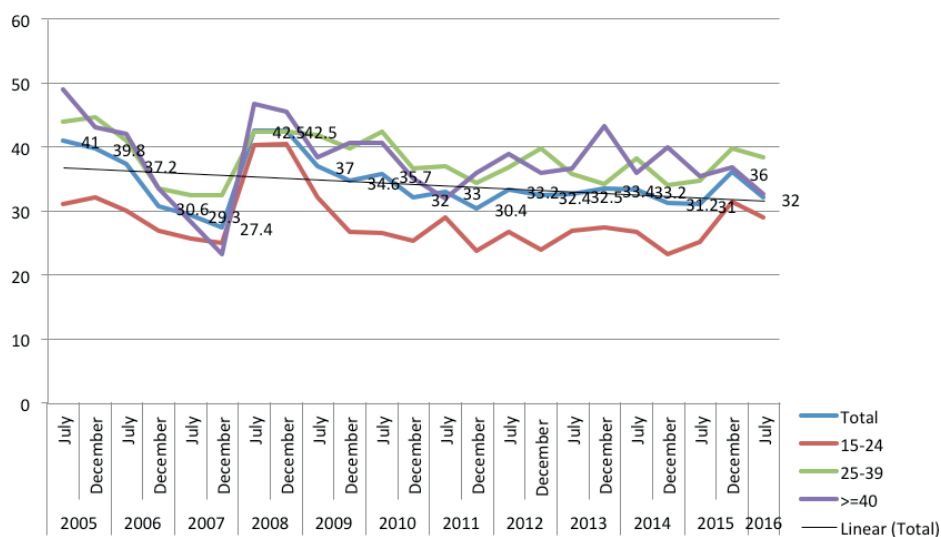


Figure 20: The trend of Tobacco use 2005 – 2016.



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