



# Trend Survey on Alcohol

July, 2014

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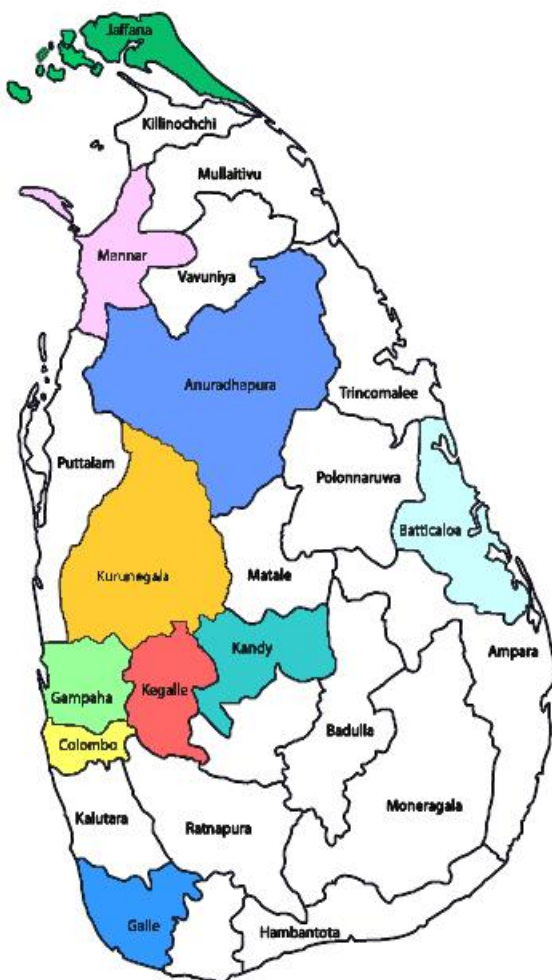
# INTRODUCTION

## 1.1 RATIONALE

The Spot Survey on alcohol trends has been conducted biannually since 1998. This survey helps to monitor and identify the prevailing trends and patterns related to alcohol use. It also identifies the prevailing attitudes with regard to alcohol. The survey contributes to the literature, as there is no such study conducted in Sri Lanka to determine the trends in alcohol 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 December 2014. In addition, a comparative analysis of results obtained this year with results obtained in December 2013 is also included.



## 1.2 OBJECTIVES

The objectives of the spot survey are as follows:

### 1. Primary Objectives:

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

### 2. Secondary Objectives:

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

## 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 %

## 2.2 Level of Education

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%
<b>Total</b>	<b>2472</b>	<b>100%</b>

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

The occupation classification is shown in Table 3.

<b>Occupation</b>	<b>Frequency</b>	<b>(%)</b>
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
<b>Total</b>	<b>2228</b>	<b>90.03</b>
No Response	244	9.87
<b>Total</b>	<b>2472</b>	<b>100</b>

*Table 3: Sample of the survey – by occupation*

### 3. RESULTS AND FINDINGS

#### 3.1 CURRENT USERS

Current Users were identified based on their alcohol use within the previous month. According to the responses, it was found that 37.3% used alcohol within last month while 62.7% did not use alcohol. This is shown in Figure 1 (N=2,472).

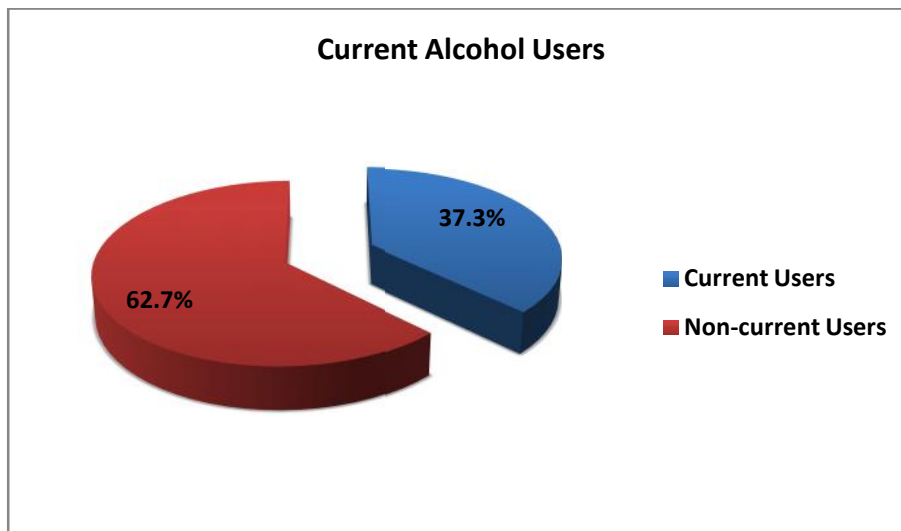


Figure 1: Current Alcohol Users

##### 3.1.1 CURRENT ALCOHOL USAGE BY AGE

The current alcohol use was further analyzed according to the age distribution. According to the responses, the highest response on current alcohol use was from the age category of 40 years and above (43.1%). The lowest current usage is recorded from the age category of 15-24 years (29%). This is shown in Figure 2.

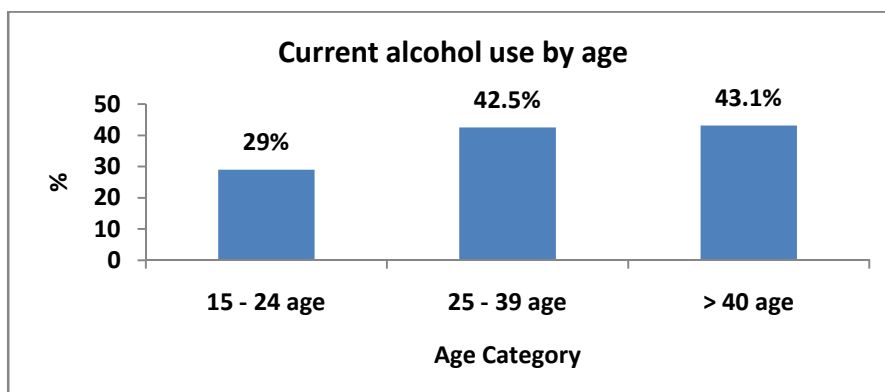


Figure 2: Current alcohol use by age



### 3.1.2 CURRENT ALCOHOL USAGE BY DISTRICT

The current alcohol use was further analyzed based on district. The highest percentage of current alcohol users was recorded from Anuradhapura (47%) while the lowest percentage was from Jaffna (26.4%). This is shown in Figure 3.

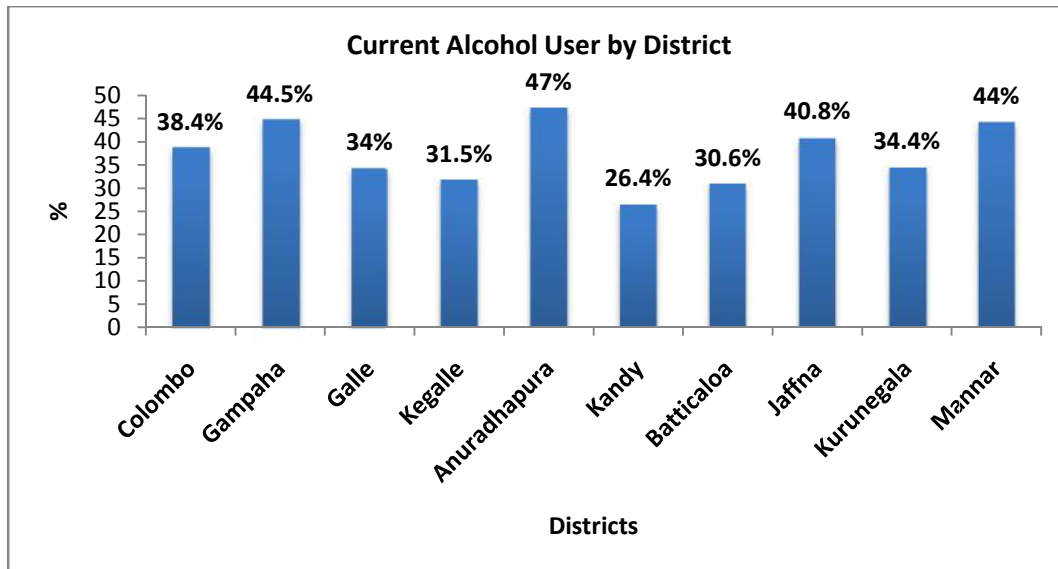


Figure 3: Current alcohol use by district

## 3.2 ALCOHOL FREQUENCY

### 3.2.1 FREQUENCY OF ALCOHOL USE

The current alcohol users were analysed based on the frequency of usage; daily, monthly and special occasion basis. The highest percentage of alcohol users were consuming few times a month (49.6%) while the lowest percentage was daily users (17.6%). This is shown in Figure 4.

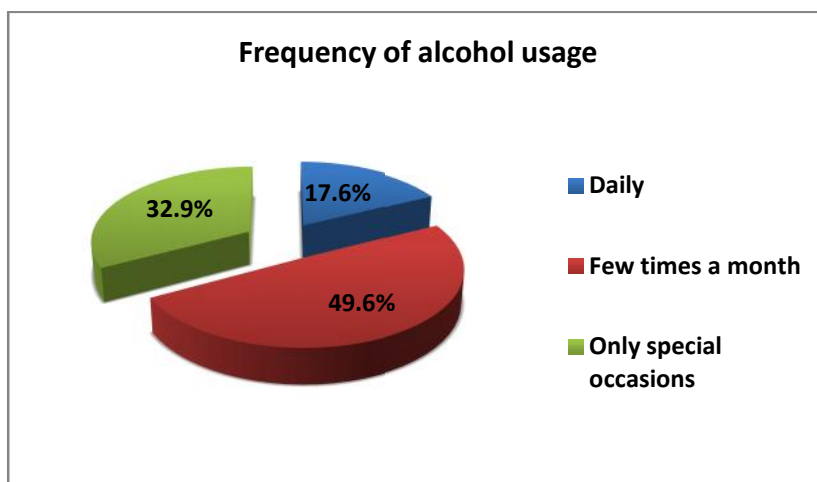


Figure 4: Frequency of alcohol usage

### 3.2.2 FREQUENCY OF ALCOHOL USE BY AGE

The frequency of alcohol use was analysed further according to the age group. It was identified that individuals in the age range of 40 and above, used alcohol highly on daily basis (28.8%) while few in the age range of 15-24 used alcohol on daily basis (15.3%). The highest percentage of monthly alcohol users was 65.8% in the age range of >40 Years. The lowest percentage of monthly users was in the age range of 25-39 (63%). On special occasions, the age range of 15-24 alcohol higher (48.6%) than the other age ranges. This is shown in Figure 5.

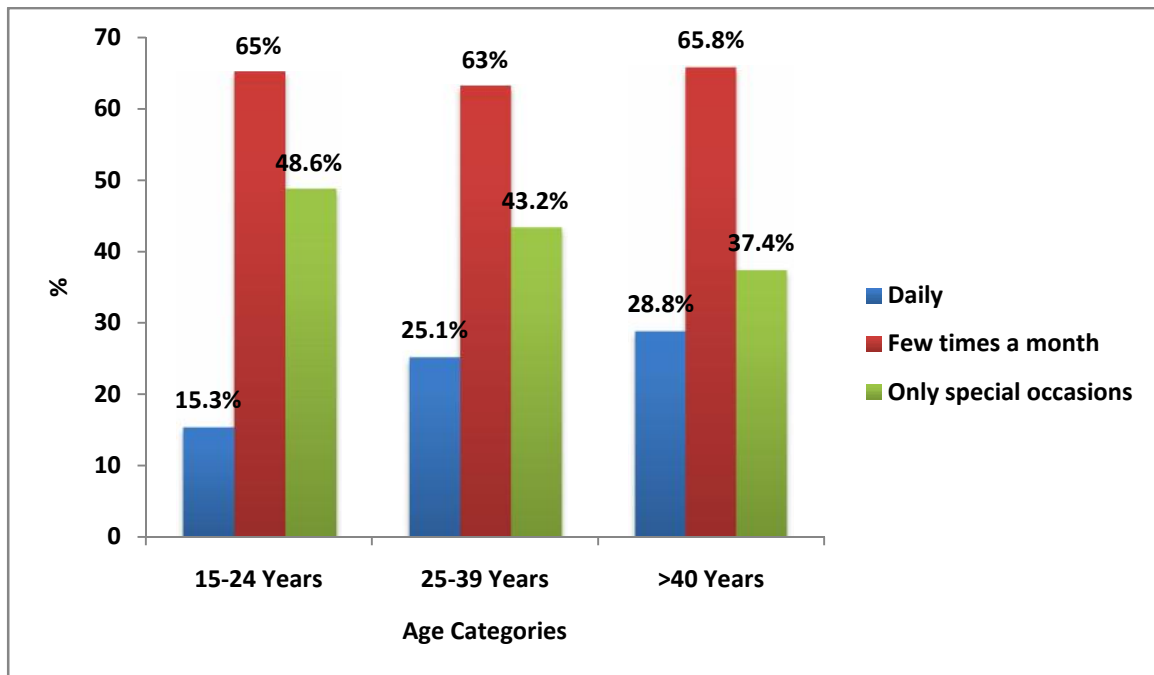


Figure 5: Frequency of alcohol use by age group

### 3.2.3 FREQUENCY OF ALCOHOL USE DISTRICT BASIS

The frequency of alcohol use was analysed according to districts. The highest percentage of daily alcohol users was from Mannar district (43.5%) while the lowest percentage of daily alcohol users was from Kegalle district (6%). The highest percentage of alcohol users at the special occasions was from Kegalle district (60.7%) while the lowest was reported from Mannar (25%). This is shown in Figure 6.

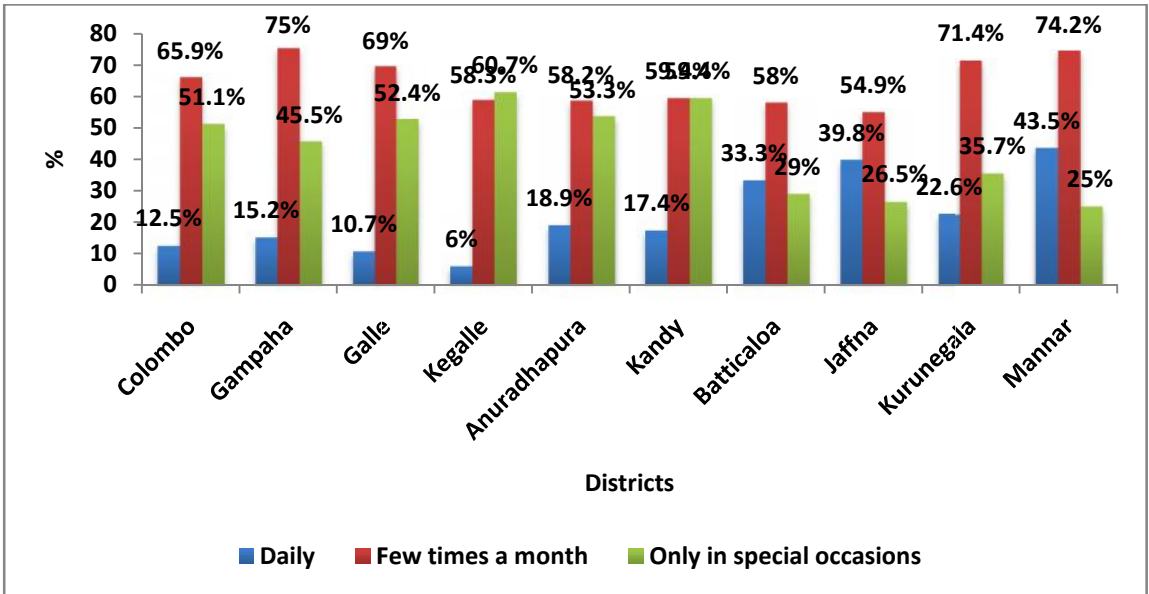


Figure 6: Frequency of alcohol use by district basis

### 3.3 REASONS FOR ALCOHOL USE

#### 3.3.1 REASONS FOR ALCOHOL USE

The survey also emphasized on the reasons for alcohol use. Majority of the current users mentioned that they use alcohol for fun, happy & enjoyment (30.3%). The second highest reason was to socialize with friends (30.2%) which is almost same as the majority.

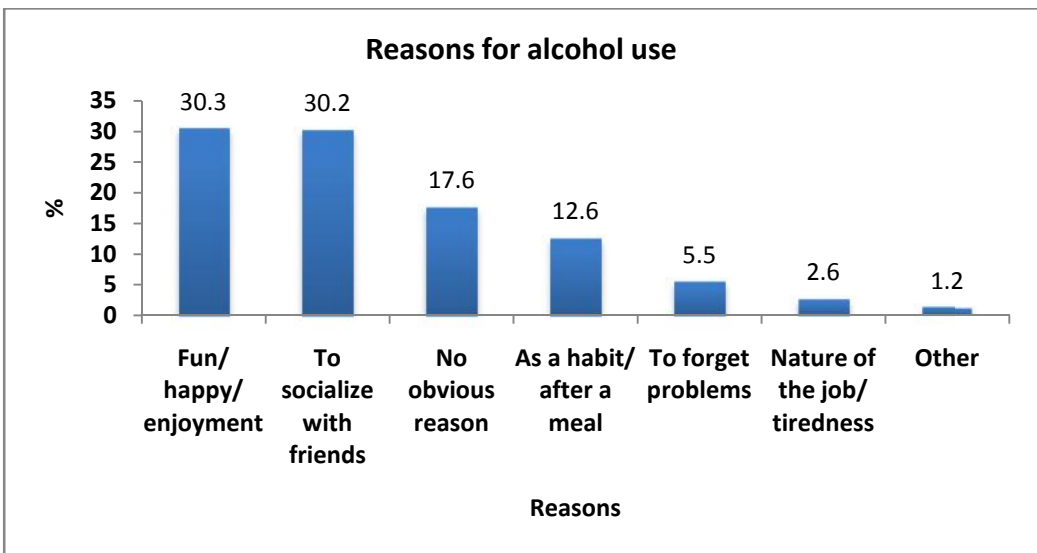


Figure 7: Reasons for alcohol use

### 3.3.2 Reasons for alcohol use by age group

The reasons for alcohol use by age groups are shown in Figure 8. In 15-24 age category and in >40 age category the main reason for alcohol use was for fun/ happy/ enjoyment. 25-39 age category use alcohol to socialize with friends.

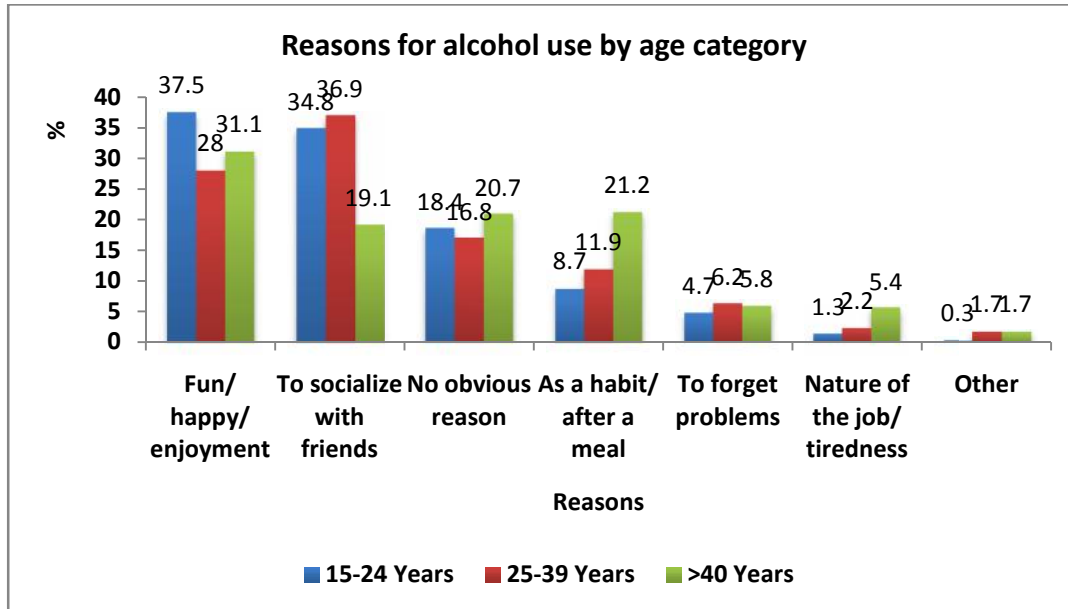


Figure 8: Reasons for alcohol use by age group

### 3.4 TYPE OF ALCOHOL USED

#### 3.4.1 TYPE OF ALCOHOL

Questions were asked on the specific alcohol type used by the current alcohol users. The responses were as follows: The most common type of alcohol used was Arrack (67.5%), while the lowest usage was on illicit alcohol (3.6%). Other alcohol such as toddy, whisky, and brandy use was recorded at a minimum (3.8%).

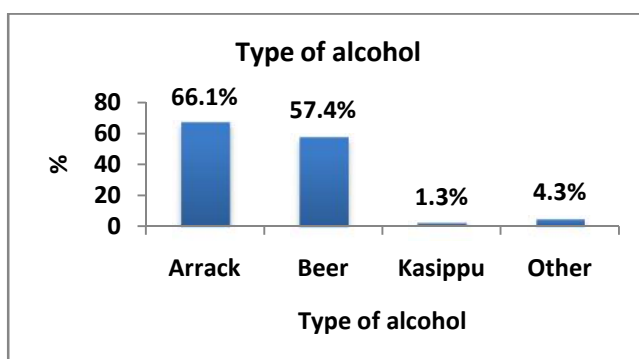


Figure 9: Type of alcohol

### 3.4.2 TYPE OF ALCOHOL BY AGE CATEGORY

The type of alcohol consumed was further analysed with respect to age (Figure 10). Majority of the adults' age ranged 40 and above use 'Arrack' (78.8%) while 'Beer' was used mainly by youth aged 15 to 24 (68%).

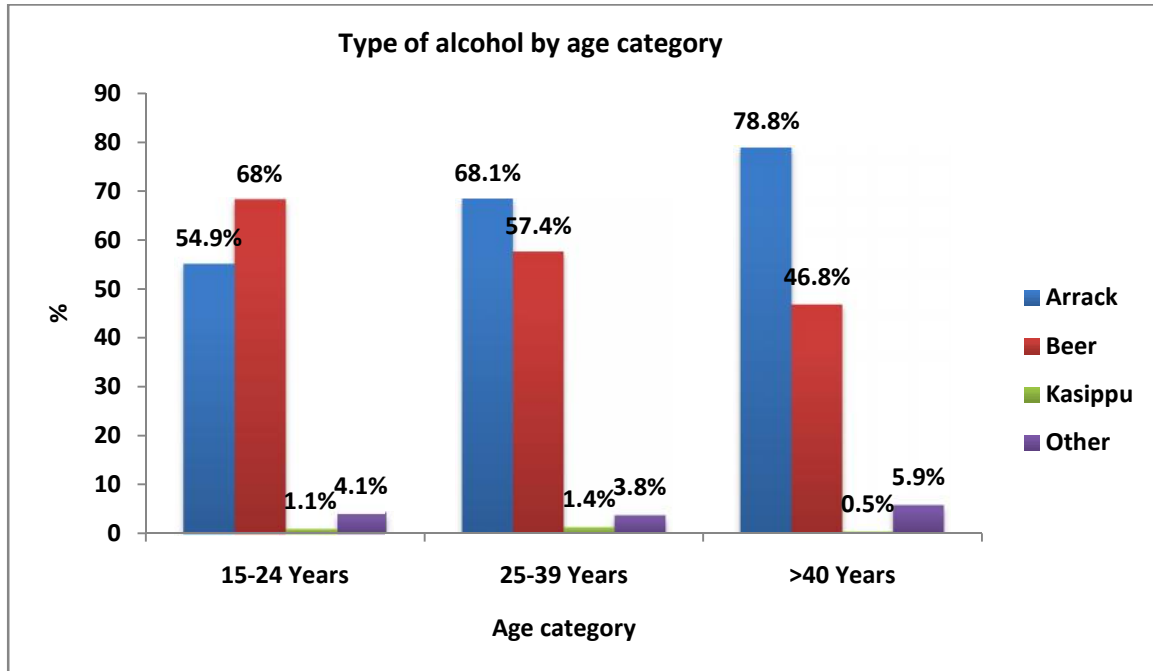


Figure 10: Type of alcohol by age category

### 3.4.3 TYPE OF ALCOHOL BY DISTRICT

The type of alcohol used was analysed according to the districts. This is shown in Figure 11. Kandy (76.9%), Jaffna (76.5%), Gampaha (77.5%), Batticaloa (75.4%) and Anuradhapura (67.3%) districts have relatively high usage of Arrack whereas Mannar (83.5%) and Galle (61.2%) districts have relatively high usage of Beer.

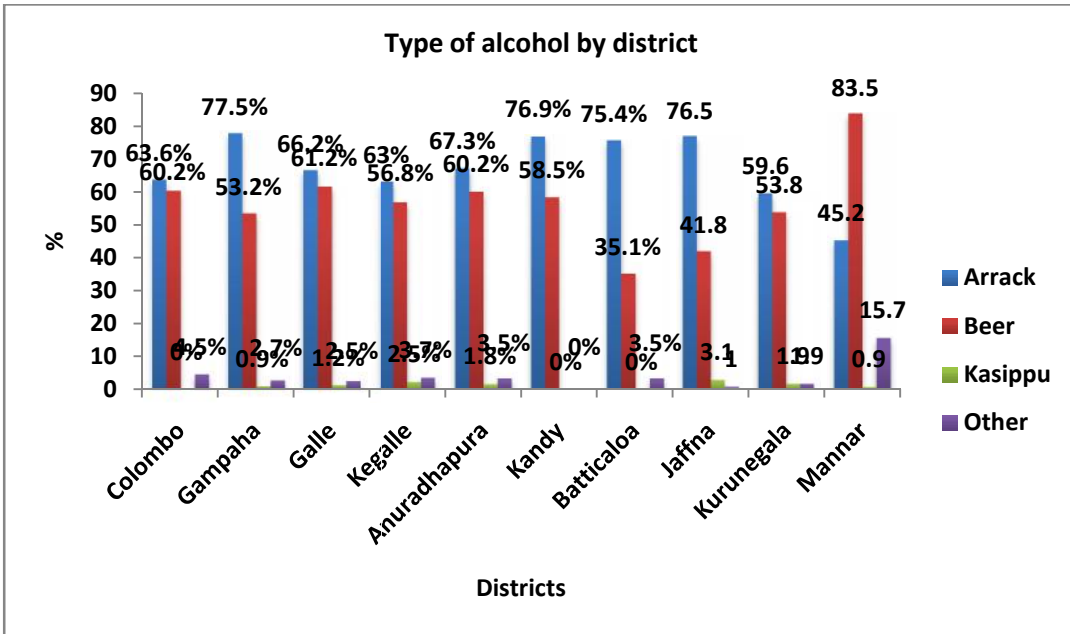


Figure 11: Type of alcohol by district

### 3.5 REASONS OF ALCOHOL USE BY TYPE OF ALCOHOL

The data was also analysed on the reasons of alcohol use by type of alcohol. Among the reasons given for use of alcohol, happiness and socialize with friends were the major reasons for all the type of alcohol. This is shown in Figure 12.

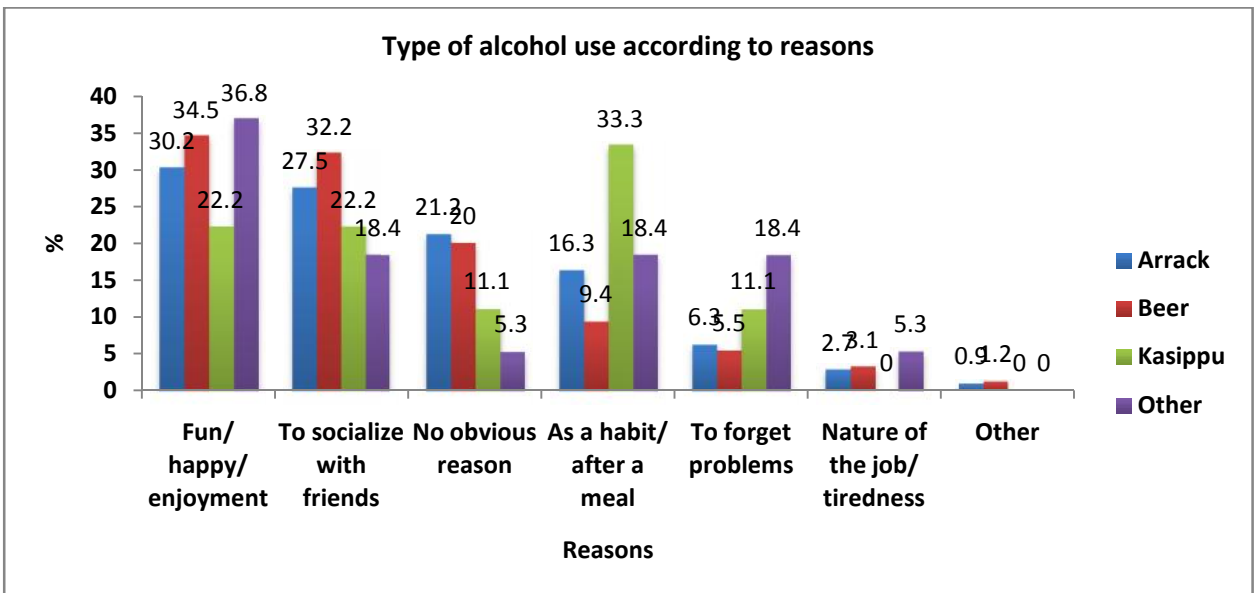


Figure 12: Type of alcohol use according to reasons

### 3.6 MONTHLY EXPENDITURE ON ALCOHOL

Question was asked regarding the monthly expenditure on alcohol. On average, the daily users spend **Rs. 216 per day and Rs 6,493.00** per month on alcohol. Minimum expenditure on alcohol per month was Rs. 0 while maximum expenditure was Rs.90, 000. This is shown in **Table 4.**

Mean	3441.08
Std. Error of Mean	5960.420
Median	2000.00
Mode	2000
Std. Deviation	8186.22
Variance	35526603.287
Range	90000
Minimum	0
Maximum	90000

Table 4: Monthly expenditure on alcohol

### 3.7 ATTEMPT TO QUIT ALCOHOL USE

#### 3.7.1 ATTEMPT TO QUIT ALCOHOL USE

In depth questions were asked of current alcohol users who have attempted to quit the use of alcohol. Out of the current alcohol users 43.3% have tried quitting alcohol use and other 56.7% of current users have not even tried to quit from alcohol usage due to some reasons. This is shown in figure 13.

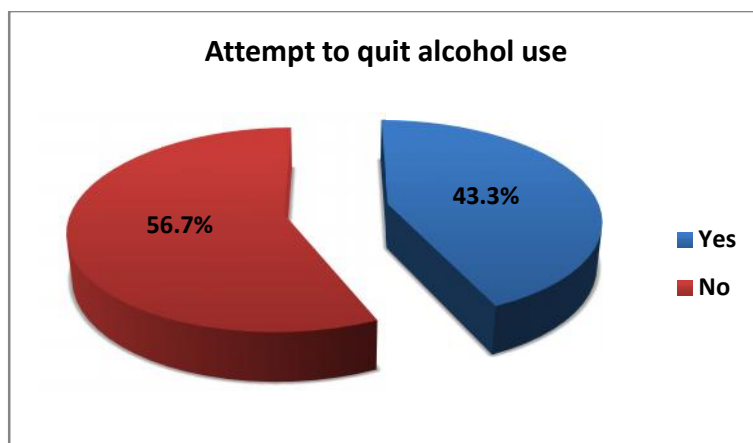


Figure 13: Attempt to quit alcohol use

### 3.7.2 ATTEMPT TO QUIT ALCOHOL USE BY AGE

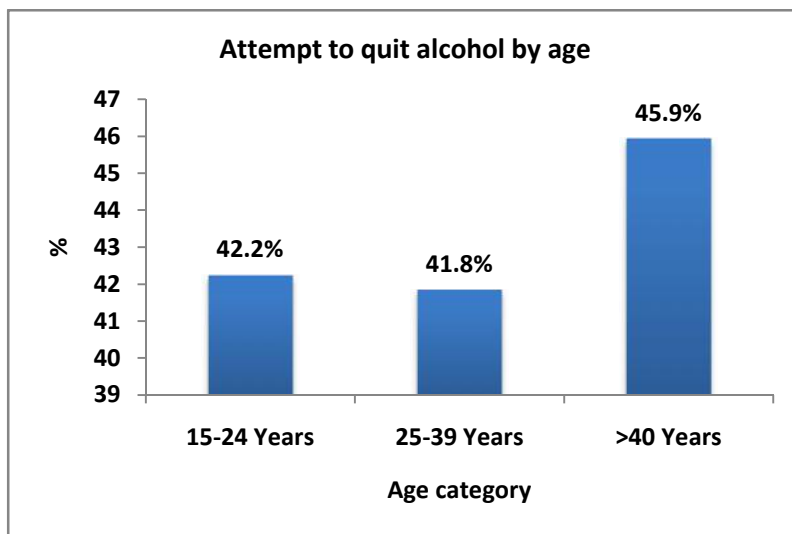


Figure 14: Attempt to quit alcohol use by age

### 3.7.3 REASONS FOR ATTEMPTING TO QUIT ALCOHOL

Further questions were asked about the reasons for attempting to quit. 22.6% of the people have attempted to quit alcohol use because of financial problems / cost of alcohol. 19% of them have attempted to quit because of health hazards. This is shown in figure 15.

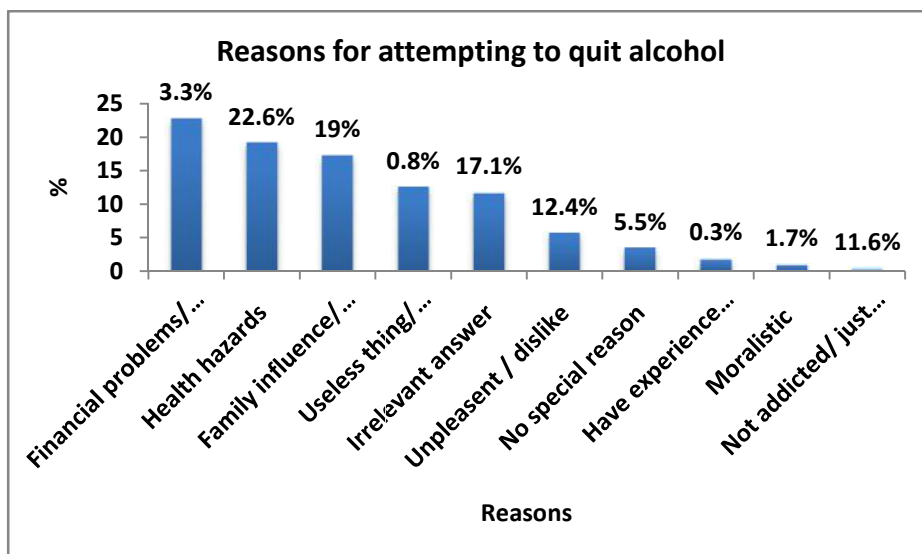


Figure 15: Reasons for attempting to quit alcohol



### 3.7.4 REASONS FOR NOT ATTEMPTING TO QUIT ALCOHOL

Further questions were asked about the reasons for not attempting to quit from those who responded saying they didn't attempt to quit. 38.8% of the people have not attempted to quit alcohol use because they think that they are not addicted to alcohol and due to occasional usage. 21.7% of them expressed that they feel hard to stop using alcohol. This is shown in figure 16.



Figure 16: Reasons for not attempting to quit alcohol

## 4. EVER USERS OF ALCOHOL

### 4.1 EVER USERS OF ALCOHOL

Questions were asked whether the respondents have ever used alcohol in their life until now. According to the respondents, 61.3% have ever used alcohol while 38.7% did not. This is shown in Figure 17.

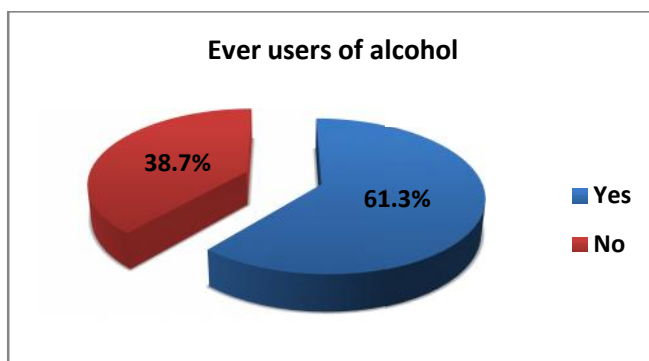


Figure 17: Ever use of alcohol

#### 4.2 EVER USERS OF ALCOHOL BY AGE CATEGORY

On further studying the prevalence of ever users of alcohol according to the age distribution, it was found that the highest percentage of respondents having used alcohol at any point in their lifetime was found to be among those belonging to the age group 40 and above (73.3%). This is shown in Figure 18.

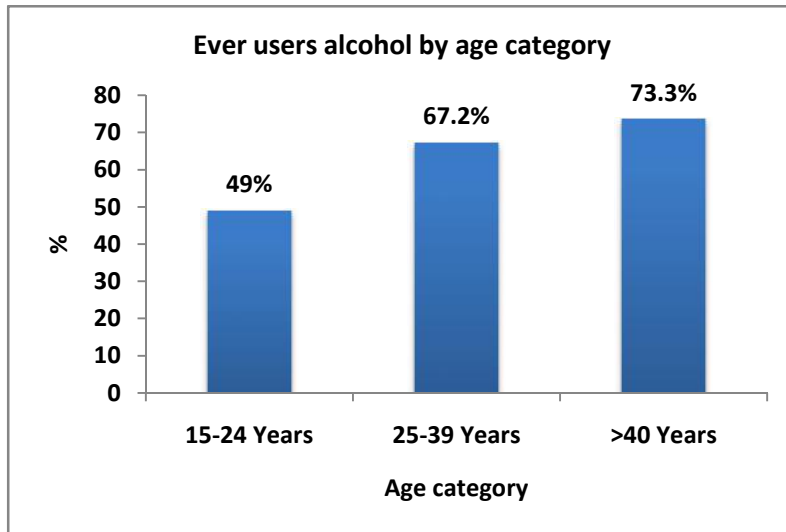


Figure 18: Ever use of alcohol by age category

#### 4.3 EVER USERS OF ALCOHOL BY DISTRICT

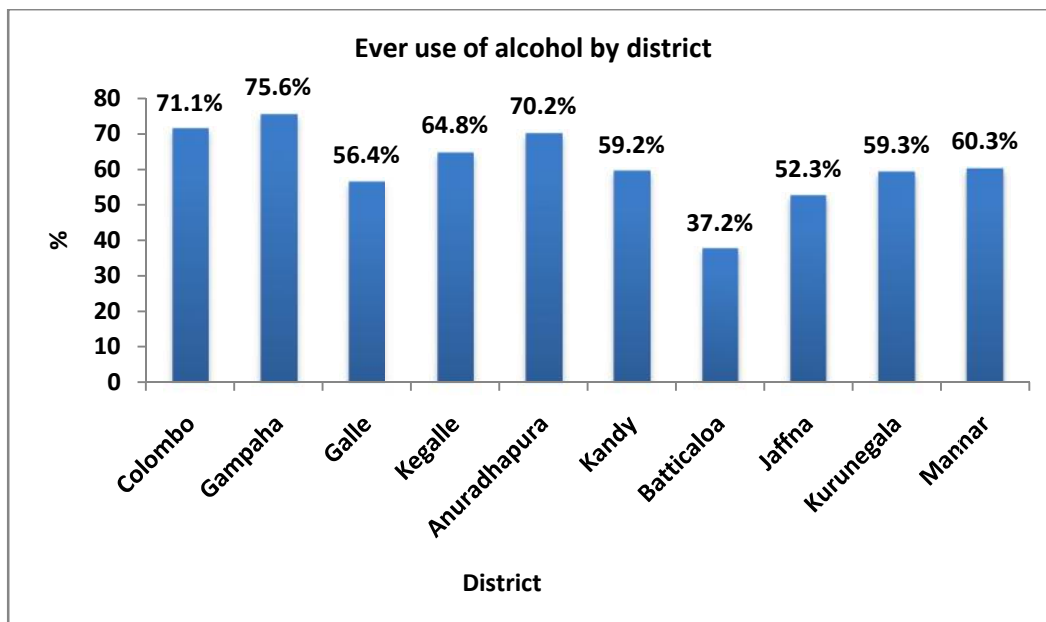


Figure 19: Ever use of alcohol by district

## 5. INITIATION OF ALCOHOL USE

Initiation is a main concern of the survey. With the ever users of alcohol, the question which needs to be addressed next is the age of initiation.

### 5.1 AGE INITIATION OF ALCOHOL USE

Among the respondents, the highest percentage of respondents has initiated alcohol in the age range of 16-20 years (56.0%). This is shown in Figure 23. Most of them have initiated at the age of 18 years. Minimum age was 8 years.

Mean	20.34
Median	19.00
Std. Deviation	5.135
Variance	26.365
Range	47
Minimum	8
Maximum	55

Figure 4: Initiation of alcohol

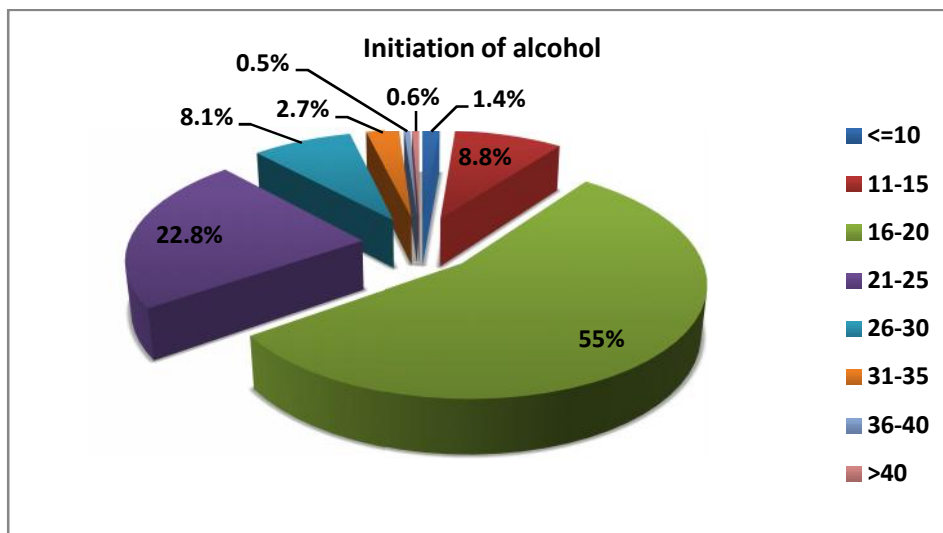


Figure 20: Initiation of alcohol use

## 5.2 OCCASION OF ALCOHOL INITIATION

Apart from the age of initiation, questions were asked on the occasion in which alcohol use was initiated. The majority of the respondents stated that they initiated alcohol at parties (45.5%).

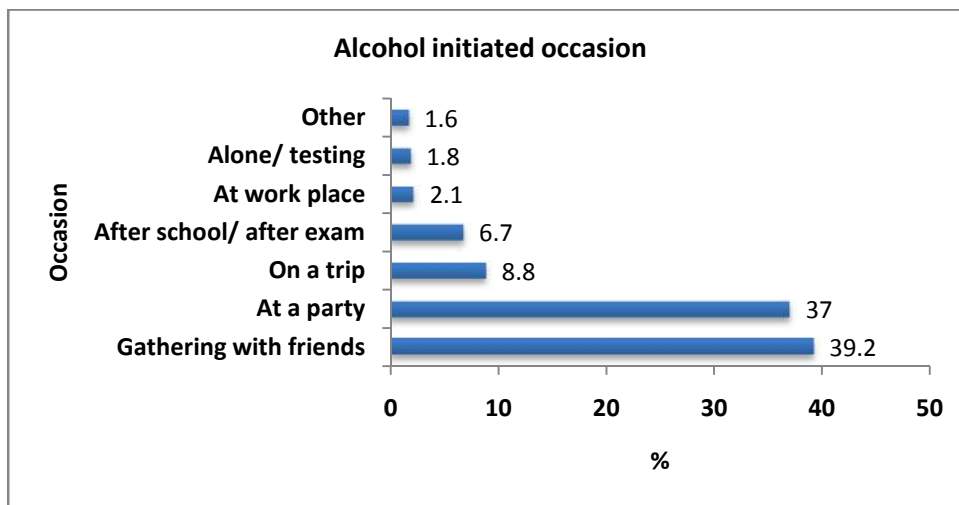


Figure 21: Occasions of alcohol initiation

## 5.3 TYPE OF ALCOHOL USED AT INITIATION

### 5.3.1 TYPE OF ALCOHOL USED AT INITIATION

Questions were further asked regarding the specific alcohol type used at initiation of alcohol use. The responses were as follows: The most common type of alcohol at initiation was Beer (57.5%), while the lowest type of alcohol used was Kasippu (1.5%).

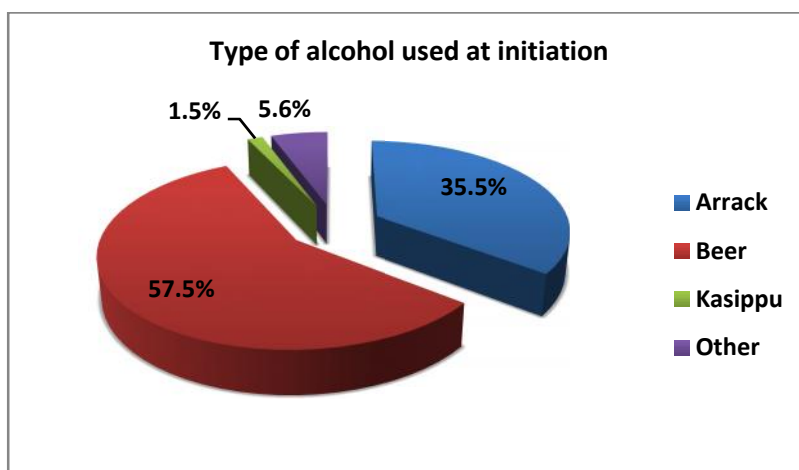


Figure 22: Type of alcohol used at the initiation

### 5.3.2 TYPE OF ALCOHOL USED BY AGE CATEGORY AT THE INITIATION

The responses were also analysed according to the age range with the type of alcohol. This is shown in Figures 23. Beer was the most common type of alcohol used at initiation in age groups 15-24 and 25-39. Arrack was the common type used at initiation in the age range of 40.

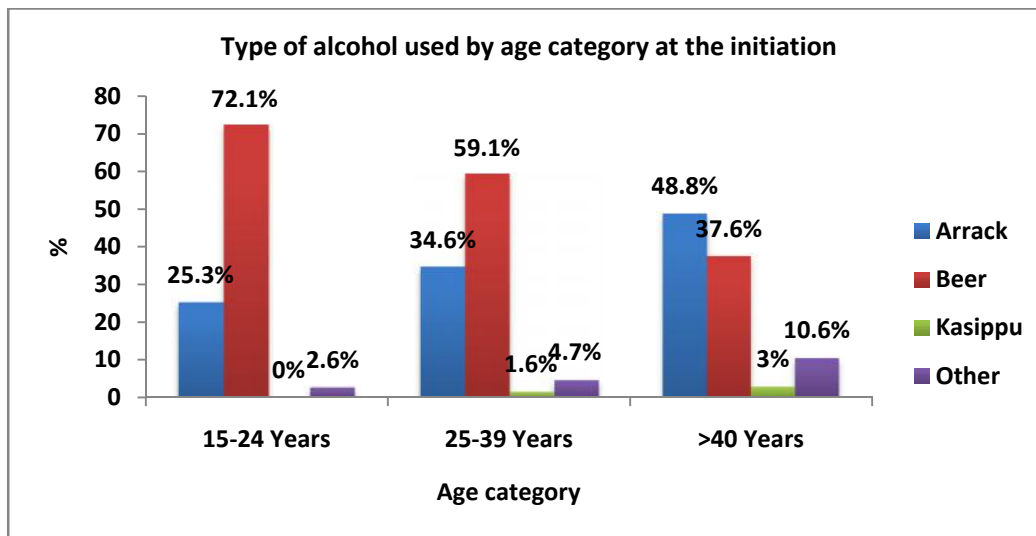


Figure 23: Type of alcohol used by age categories at the initiation

## 6. NEVER USERS OF ALCOHOL

### 6.1 NEVER USE OF ALCOHOL

In depth questions were asked of respondents who have never used alcohol (38.7% of respondent in Figure 17) regarding the reasons for not consuming alcohol. The most frequent reason for never using alcohol was due to dislike and unpleasant (26.5%) and due to fear of potential health hazards (16.1%). This is shown in Figure 24

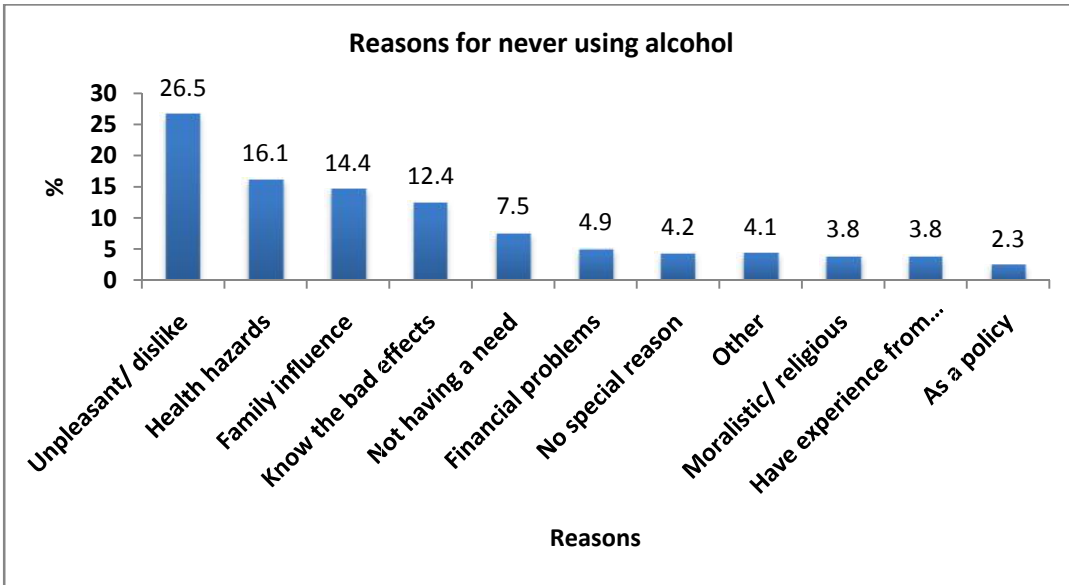


Figure 24: Reasons for never use of alcohol

## 6.2 NEVER USE OF ALCOHOL BY AGE CATEGORY

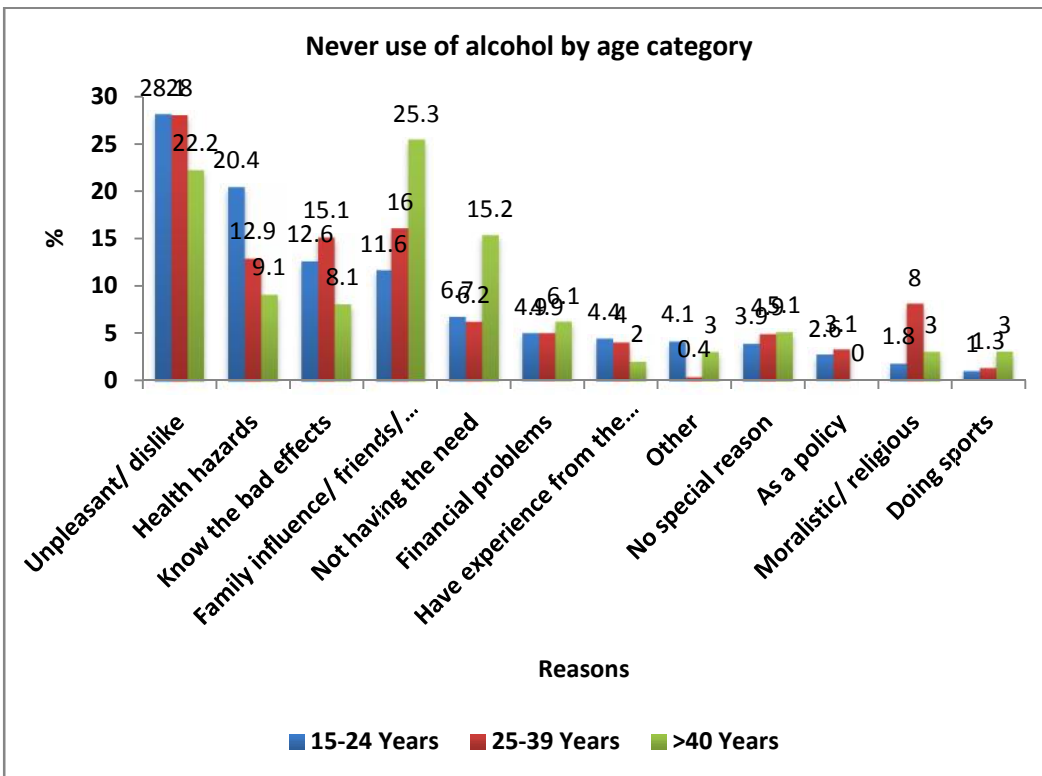


Figure 25: Never use of alcohol by age category

## 7. COMPARISONS OF RESULTS WITH THE 2013 SPOT SURVEY

In comparison with the results of the July 2013 and July 2014 spot surveys, the alcohol use has increased by 0.4% in comparison to the previous year. This is shown in Figure 26.

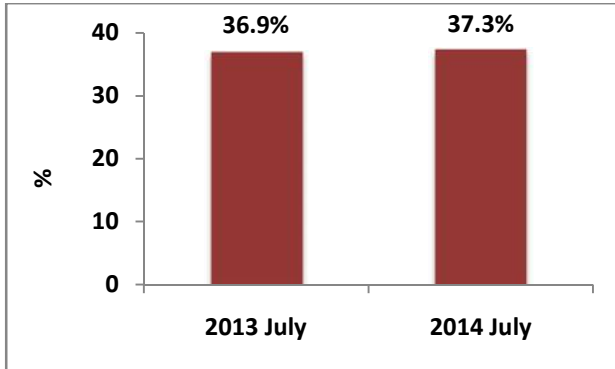


Figure 26: Comparison of alcohol use

## 8. THE TREND OF ALCOHOL USE 2004- 2014

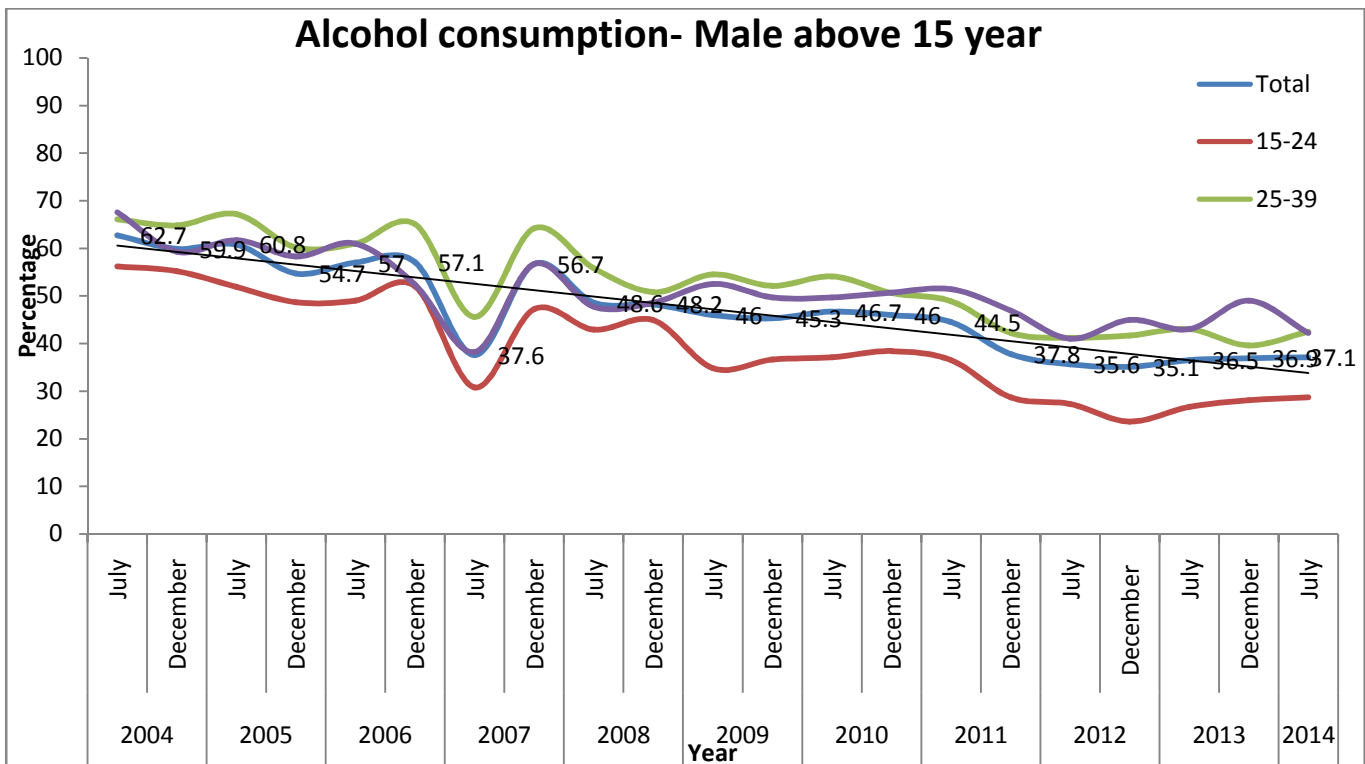


Figure 28: Trends in alcohol consumption