

Brunei Darussalam KAPSNCD Survey

Tobacco Fact Sheet

Background

The Tobacco Questions for Surveys (TQS) a shortened version of the Global Adult Tobacco Survey; is a global standard for systematically monitoring adult tobacco prevalence (smoked and smokeless products) and tracking key tobacco control indicators, was conducted from Dec 2014 to Jan 2015, as part of the national KAPSNCD survey.

Methodology

TQS utilised a global standardized methodology and included information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, passive smoke exposure, economics, media, and knowledge, attitudes and perceptions towards tobacco use. The survey was conducted as a household survey of persons 15 years of age and older by the Health Promotion Centre, Ministry of Health. A random multi-stage clustered sample design was used to produce nationally representative data. One individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically using handheld devices (IPAQs). The household response rate was 77.1% and the person response rate was 93.6%. There were a total of 1294 completed individual interviews with an overall response rate of 72.1%.

Tobacco Questions for Surveys (TQS) Highlights

TOBACCO USE

- 32.6% of men, 2.3% of women, and 18% overall adults currently smoked tobacco.
- 22.6% of men, 1.6% of women, and 12.4% overall adults currently smoked tobacco on a daily basis.
- Among those who have ever smoked on a daily basis, only 6.7% have quit smoking.

CESSATION

- 86.1% of current smokers tried to stop smoking in the past 12 months.
- 59.1% of smokers who visited a health care provider in the past 12 months were advised to quit.

SECOND-HAND SMOKE EXPOSURE (PASSIVE SMOKER)

- 4 in 10 adults who worked indoors were exposed to tobacco smoke at the workplace.
- 2 in 10 adults were exposed to tobacco smoke at home.

MEDIA

- 87.4% of adults noticed anti-cigarette smoking information on the television or radio.
- 15.6% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 13.0% of adults noticed any cigarette advertising or promotions (other than in stores).

ECONOMICS

- On average, a cigarette smoker spent BND 8.80 (USD\$ 6.61) on the purchase of 20 manufactured cigarettes.
- Almost 9 in 10 adults favour increasing taxes on tobacco products.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 97.3% of adults believed smoking causes serious illness.
- 96.7% of adults believed breathing other peoples' smoke could affect their health.
- 89.9% of adults believed that smokeless tobacco use causes serious illness.

Results for adults aged 15 years & above	Overall %	Males %	Females %
Tobacco Use			
Tobacco Smokers			
Current tobacco smokers	18.0	32.6	2.3
Daily tobacco smokers	12.4	22.6	1.6
Current cigarette smokers ¹	17.8	32.4	2.3
Daily cigarette smokers ¹	12.5	22.5	1.8
Former daily tobacco smokers ² (among all adults)	6.7	13	2.0
Smokeless Tobacco Users			
Current smokeless tobacco users	1.8	1.3	2.7
E-Cigarettes Use			
Current e-cigarette use	5.6	8.3	1.8
Exposure to Second-hand smoke (Passive Smoker)			
Adults exposed to tobacco smoke at the workplace ^{4,†}	41.7	49.5	32.6
Adults exposed to tobacco smoke at home at least monthly	21.6	22.1	21.0
Cessation			
Current smokers who made a quit attempt in past 12 months	86.1	86.9	73.6
Current smokers advised to quit by a health care provider in past 12 months ³	59.1	60.2	-
Media			
Tobacco Industry Advertising			
	Overall %	Current Smokers %	Non-Smokers %
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{5,†}	15.4	15.8	15.3
Adults who noticed any cigarette advertisements or promotions (other than in stores) [†]	13.0	14.0	12.8
Counter Advertising			
Adults who noticed anti-cigarette smoking information on the television or radio [†]	87.5	81.4	88.7
	Overall %	Males %	Females %
Current smokers who thought about quitting because of a warning label [†]	73.0	73.6	63.5
Knowledge, Attitudes & Perceptions			
	Overall %	Current Smokers %	Non-Smokers %
Adults who believed smoking causes serious illness	97.3	90.6	98.6
Adults who believed smoking round others could affect their health	96.7	93.0	97.4
Adults who believed smokeless tobacco use causes serious illness	89.9	83.0	91.2
Adults who believes e-cigarettes causes serious illness	88.4	76.9	91.3
Economics			
Brunei Dollar			
Average amount spent on 20 manufactured cigarettes	8.80		
Average amount spent on cigarettes at last purchase	15.11		
	Overall %	Males %	Females %
Adults who favour increasing taxes on tobacco products	88.6	85.7	91.7

1 Includes manufactured, hand-rolled, and kretek cigarettes. 2 Current non-smokers. 3 Among those who visited a health care provider in past 12 months. 4 Among those who work outside of the home who usually work indoors, or both indoors and outdoors. 5 Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. †During the past 30 days. – Estimate suppressed because it was based on less than 25 un-weighted cases.

NOTE: 'Current use' refers to daily and less than daily use. 'Adults' refer to persons aged 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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