

Tobacco Use Among Utah Middle and High School Students



Utah Youth Tobacco Survey 2003, 2005, 2007

**Utah Department of Health
Tobacco Prevention and Control Program**





Acknowledgments

We would like to thank Utah's middle and high school students who completed Youth Tobacco Surveys, and the superintendents, principals, teachers, school staff, and local survey coordinators whose support was critical in making this endeavor possible.

We would also like to acknowledge the following organizations that played major roles in the completion of the Student Health and Risk Prevention Survey and the Youth Tobacco Survey:

Survey Administration

Bach Harrison LLC

Sampling, Analysis, and Data Preparation

Office on Smoking and Health, Centers for Disease Control and Prevention (CDC)

Collaborating State Agencies

Utah Department of Health, Tobacco Prevention and Control Program

Utah State Office of Education

Department of Human Services, Division of Substance Abuse and Mental Health

This report was prepared by the Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health.

For more information on the Utah Youth Tobacco Survey, please contact:

Claudia Bohner

Tobacco Prevention and Control Program

Utah Department of Health

PO Box 142106

Salt Lake City, Utah 84114-2106

Phone: (801) 538-9274

cbohner@utah.gov

Table of Contents

Table of Contents	i
List of Figures and Tables	ii-v
Introduction	vi
Summary of Findings	vii-viii
Conclusions	ix
Detailed Results	
Demographics	1
Ever Smoked Cigarettes	2
Experimentation With Smoking	3
Current Cigarette Smoking	4
Ever Tried Any Form of Tobacco	5
Current Use of Any Tobacco Product	6
Susceptibility to Smoking	8
Susceptibility to Smoking and to Tobacco Ads	9
Exposure to Tobacco Use in the Media	10
Exposure to Tobacco Company Promotions	11
Perceived Benefits of Tobacco Use	12
Harmful Effects of Tobacco Use	13
Harmfulness and Addiction	14
Addiction and Quit Attempts	15
Access to Cigarettes	16
Preferred Cigarette Brands	17
Exposure to Tobacco Smoke Indoors	18
Exposure to Tobacco Smoke in Cars	19
Secondhand Smoke-related Attitudes	20
Tobacco Use Among Friends and Family	21
Exposure to Anti-tobacco Advertising	22
Perceptions of Tobacco Industry Tactics	23
Participation in Tobacco Prevention by Type of School	24
Participation in Tobacco Prevention by Grade	25
Tobacco Use by Race/Ethnicity	26
Tobacco Attitudes by Race/Ethnicity	27
Cigarette Smoking and Use of Smokeless Tobacco by Local Health District	28
Technical Notes	29

List of Figures and Tables

Demographics

Figure 1. Number of Students Who Participated in the YTS by Sex, School Type, and Year, Utah 2003, 2005, and 2007	1
Figure 2. Number of Students Who Participated in the YTS by Grade and Year, Utah 2003, 2005, and 2007.....	1
Figure 3. Number of High School Students Who Participated in the YTS by Race/Ethnicity and Year, Utah 2003, 2005, and 2007.....	1

Ever Smoked Cigarettes

Figure 4. Percent of Middle School Students Who Reported Having Ever Smoked Cigarettes by Sex, Utah 2003, 2005, and 2007	3
Figure 5. Percent of High School Students Who Reported Having Ever Smoked Cigarettes by Sex, Utah 2003, 2005, and 2007	3
Figure 6. Percent of Students Who Reported Having Ever Smoked Cigarettes by Grade, Utah 2005 and 2007.....	3

Experimentation With Smoking

Figure 7. Percent of High School Students Who Smoked a Whole Cigarette in Their Lifetime by Age When They Smoked Their First Cigarette, Utah 2007	2
Figure 8. Percent of High School Students Who Smoked a Whole Cigarette in Their Lifetime by Persons Who Were With Them When They Smoked Their First Cigarette, Utah 2007	2
Figure 9. Percent of High School Students Who Smoked a Whole Cigarette in Their Lifetime by Location Where They Smoked Their First Cigarette, Utah 2007	2

Current Cigarette Smoking

Figure 10. Percent of Middle School Students Who Reported Current Smoking by Sex, Utah 2003, 2005, and 2007.....	4
Figure 11. Percent of High School Students Who Reported Current Smoking by Sex, Utah 2003, 2005, and 2007....	4
Figure 12. Percent of Students Who Reported Current Smoking by Grade, Utah 2005 and 2007	4

Ever Tried Any Form of Tobacco

Figure 13. Percent of Middle School Students Who Reported Having Ever Tried Tobacco (Any Form) by Sex, Utah 2003, 2005, and 2007	5
Figure 14. Percent of High School Students Who Reported Having Ever Tried Tobacco (Any Form) by Sex, Utah 2003, 2005, and 2007.....	5
Figure 15. Percent of Students Who Reported Having Ever Tried Tobacco (Any Form) by Grade, Utah 2005 and 2007.....	5

Current Use of Any Tobacco Products

Figure 16. Percent of Middle School Students Who Reported Current Use of Tobacco Products by Sex, Utah 2003, 2005, and 2007.....	6
Figure 17. Percent of High School Students Who Reported Current Use of Tobacco Products by Sex, Utah 2003, 2005, and 2007.....	6
Figure 18. Percent of Students Who Reported Current Use of Tobacco Products by Grade, Utah 2005, and 2007.....	6
Figure 19. Percent of Middle School Students Who Reported Current Use of Tobacco by Type of Tobacco, Utah 2005 and 2007.....	7
Figure 20. Percent of High School Students Who Reported Current Use of Tobacco by Type of Tobacco, Utah 2005 and 2007.....	7
Figure 21. Percent of High School Students Who Reported Current Use of Tobacco by Sex and Type of Tobacco, Utah 2007.....	7

Susceptibility to Smoking and Tobacco Advertising

Figure 22. Percent of Middle School Students Who Had Never Smoked and Were Susceptible to Smoking by Sex, Utah 2003, 2005, and 2007	8
Figure 23. Percent of High School Students Who Had Never Smoked and Were Susceptible to Smoking by Sex, Utah 2003, 2005, and 2007	8
Figure 24. Percent of Middle School Students Who Had Never Smoked and Will Definitely Not Smoke During the Next Year by Sex, Utah 2003, 2005, and 2007	8

List of Figures and Tables

Figure 25. Percent of High School Students Who Had Never Smoked and Will Definitely Not Smoke During the Next Year by Sex, Utah 2003, 2005, and 2007 9

Figure 26. Percent of Middle School Students Who Were Receptive to Tobacco Advertising by Sex, Utah 2003, 2005, and 2007 9

Figure 27. Percent of High School Students Who Were Receptive to Tobacco Advertising by Sex, Utah 2003, 2005, and 2007 9

Exposure to Tobacco Use in the Media

Figure 28. Percent of Students Who Reported Watching TV or Movies and Seeing Actors Using Tobacco Most or Some of the Time by School Type, Utah 2003, 2005, and 2007 10

Figure 29. Percent of Students Who Reported Watching TV and Seeing Athletes Using Tobacco Most or Some of the Time by School Type, Utah 2003, 2005, and 2007 10

Figure 30. Percent of Students Who Reported Using the Internet and Seeing Tobacco Advertising Most or Some of the Time by School Type, Utah 2003, 2005, and 2007 10

Exposure to Tobacco Company Promotions

Figure 31. Percent of Middle School Students Who Reported Buying or Receiving, or Possibly Using or Wearing, Something With a Tobacco Company Logo on It, Utah 2003, 2005, and 2007 11

Figure 32. Percent of High School Students Who Reported Buying or Receiving, or Possibly Using or Wearing, Something With a Tobacco Company Logo on It, Utah 2003, 2005, and 2007 11

Figure 33. Percent of High School Students Who Reported Buying or Receiving Something With a Tobacco Company Logo on It by Tobacco Use Status and Sex, Utah 2007 11

Figure 34. Percent of High School Students Who Reported That They Might Use or Wear Something With a Tobacco Company Name or Picture on It by Sex, Utah 2007 11

Perceived Benefits of Tobacco Use

Figure 35. Percent of Middle School Students Who Reported Thinking That Young People Who Smoke Have More Friends by Sex, Utah 2003, 2005, and 2007 12

Figure 36. Percent of High School Students Who Reported Thinking That Young People Who Smoke Have More Friends by Sex, Utah 2003, 2005, and 2007 12

Figure 37. Percent of Middle School Students Who Reported Thinking That Smoking Cigarettes Made Young People Look Cool or Fit in by Sex, Utah 2003, 2005, and 2007 12

Figure 38. Percent of High School Students Who Reported Thinking That Smoking Cigarettes Made Young People Look Cool or Fit in by Sex, Utah 2003, 2005, and 2007 12

Harmful Effects of Tobacco Use

Figure 39. Percent of Middle School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Sex, Utah 2003, 2005, and 2007 13

Figure 40. Percent of High School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Sex, Utah 2003, 2005, and 2007 13

Figure 41. Percent of Middle School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Sex, Utah 2003, 2005, and 2007 13

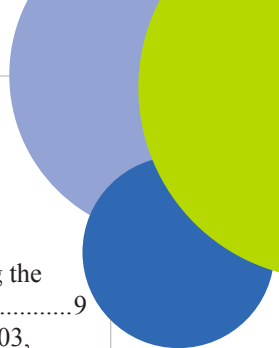
Figure 42. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Sex, Utah 2003, 2005, and 2007 13

Harmfulness and Addiction

Figure 43. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Smoking Status and Sex, Utah 2007 14

Figure 44. Percent of High School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Smoking Status and Sex, Utah 2007 14

Figure 45. Percent of Current High School Smokers Who Reported That They Feel Like They Need a Cigarette Every Day by Sex, Utah 2003, 2005, and 2007 14



List of Figures and Tables

Addiction and Quit Attempts

Figure 46. Percent of Current High School Smokers Who Reported That They Wanted to Stop Smoking Cigarettes by Sex, Utah 2003, 2005, and 2007.....	15
Figure 47. Percent of Current High School Smokers Who Reported That They Tried to Quit Smoking Cigarettes During the Past Year by Sex, Utah 2003, 2005, and 2007.....	15
Figure 48. Percent of Current High School Smokers Who Reported That They Would be Able to Quit Smoking Cigarettes Now if They Wanted to by Sex, Utah 2003, 2005, and 2007.....	15

Access to Cigarettes

Figure 49. Usual Source of Cigarettes for High School Students Under Age 19 Who Reported Current Smoking, Utah 2007.....	16
Figure 50. Usual Source of Cigarettes for High School Students Who Reported Smoking During the Past 30 Days by Sex, Utah 2007.....	16
Figure 51. Type of Store Where High School Students Who Reported Smoking During the Past 30 Days Bought Cigarettes, Utah 2005 and 2007.....	16

Preferred Cigarette Brands

Figure 52. Preferred Cigarette Brand of High School Students Who Reported Smoking During the Past 30 Days, Utah 2005 and 2007.....	17
Figure 53. Preferred Cigarette Brand of High School Students Who Reported Smoking During the Past 30 Days by Sex, Utah 2005.....	17
Figure 54. Preferred Cigarette Brand of High School Students Who Reported Smoking During the Past 30 Days by Sex, Utah 2007.....	17

Exposure to Tobacco Smoke Indoors

Figure 55. Percent of Students Who Reported Being in the Same Room During the Past 7 Days With Someone Who Smoked by Type of School, Utah 2007.....	18
Figure 56. Percent of Students Who Reported Being Exposed to Indoor Cigarette Smoke by Type of Location Where They Were Most Frequently Exposed and Type of School, Utah 2007.....	18
Figure 57. Percent of Students Who Reported Being Exposed to Indoor Cigarette Smoke by Type of Person Who Smoked and Type of School, Utah 2007.....	18

Exposure to Tobacco Smoke in Cars

Figure 58. Percent of Students Who Reported Riding in a Car During the Past 7 Days With Someone Who Smoked by Type of School, Utah 2003 and 2005.....	19
Figure 59. Percent of Students Who Reported Being Exposed to Cigarette Smoke in a Car by Type of Person Who Smoked in the Car and Type of School, Utah 2007.....	19
Figure 60. Percent of Students Who Reported Rules About Smoking in Vehicles They Ride in the Most by Type of Rule and Type of School, Utah 2007.....	19

Secondhand Smoke-related Attitudes

Figure 61. Percent of Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Type of School, Utah 2003, 2005, and 2007.....	20
Figure 62. Percent of Middle School Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Sex, Utah 2003, 2005, and 2007.....	20
Figure 63. Percent of High School Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Sex, Utah 2003, 2005, and 2007.....	20

Tobacco Use Among Friends and Family

Figure 64. Percent of Students Who Reported That One or More of Their Four Closest Friends Smoked Cigarettes by Type of School, Utah 2003 and 2005.....	21
Figure 65. Percent of High School Students Who Reported That One or More of Their Four Closest Friends Smoked Cigarettes by Sex and Smoking Status, Utah 2007.....	21
Figure 66. Percent of Students Who Reported Living With Someone Who Currently Smoked Cigarettes by Type of School, Utah 2003, 2005, and 2007.....	21

List of Figures and Tables

Figure 67. Percent of High School Students Who Reported Living With Someone Who Currently Smoked Cigarettes by Sex and Smoking Status, Utah 2007.....	21
Exposure to Anti-tobacco Advertising	
Figure 68. Percent of Middle School Students Who Reported Seeing or Hearing Anti-tobacco Ads in the Past Month by Sex, Utah 2003, 2005, and 2007	22
Figure 69. Percent of High School Students Who Reported Seeing or Hearing Anti-tobacco Ads in the Past Month by Sex, Utah 2003, 2005, and 2007	22
Figure 70. Percent of Students Who Reported Seeing or Hearing Anti-tobacco Ads in the Past Month by Grade, Utah 2007.....	22
Perceptions of Tobacco Industry Tactics	
Figure 71. Percent of Middle School Students Who Reported Thinking That Tobacco Companies Have Tried to Mislead Young People to Buy Their Products More Than Other Companies by Sex, Utah 2007	23
Figure 72. Percent of High School Students Who Reported Thinking That Tobacco Companies Have Tried to Mislead Young People to Buy Their Products More Than Other Companies by Sex, Utah 2007	23
Figure 73. Percent of Students Who Reported Thinking That Tobacco Companies Have Tried to Mislead Young People to Buy Their Products More Than Other Companies by Tobacco Use Status, Utah 2007	23
Participation in Tobacco Prevention	
Figure 74. Percent of Students Who Reported That They Were Taught About the Dangers of Tobacco During the Past School Year by School Type, Utah 2003, 2005, and 2007.....	24
Figure 75. Percent of Students Who Reported That They Practiced Ways to Say NO to Tobacco During the Past School Year by School Type, Utah 2003, 2005, and 2007.....	24
Figure 76. Percent of Students Who Reported That They Participated in Community Activities to Discourage Tobacco Use During the Past Year by School Type, Utah 2003, 2005, and 2007	24
Figure 77. Percent of Students Who Reported That They Were Taught About the Dangers of Tobacco During the Past School Year by Grade, Utah 2005 and 2007	25
Figure 78. Percent of Students Who Reported That They Practiced Ways to Say NO to Tobacco During the Past School Year by Grade, Utah 2005 and 2007.....	25
Figure 79. Percent of Students Who Reported That They Participated in Community Activities to Discourage Tobacco Use During the Past Year by Grade, Utah 2005 and 2007	25
Tobacco Use And Tobacco Attitudes by Race/Ethnicity	
Figure 80. Percent of High School Students Who Reported Having Ever Tried Cigarette Smoking by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data)	26
Figure 81. Percent of High School Students Who Reported Current Cigarette Smoking by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data).....	26
Figure 82. Percent of High School Students Who Reported Current Use of Tobacco by Race/Ethnicity and Product, Utah 2003, 2005, and 2007 (combined data)	26
Figure 83. Percent of High School Students Who Reported Thinking That Smoking Cigarettes Made Young People Look Cool or Fit in by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data)	27
Figure 84. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data)	27
Figure 85. Percent of High School Students Who Reported Thinking That Young People Can Get Addicted to Tobacco by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data).....	27
Cigarette Smoking and Use of Smokeless Tobacco by Local Health District	
Table 1: Current Use of Cigarettes and Smokeless Tobacco (SLT) Among High School Students by Local Health District, Utah 2007.....	28
Table 2: Current Use of Cigarettes and Smokeless Tobacco (SLT) Among High School Students by Local Health District, Utah 2005.....	28

Introduction

Tobacco use remains the leading cause of preventable death and disease in the United States. Each year, nearly 440,000 people nationwide die from tobacco-related illnesses. In Utah, tobacco use claims more than 1,100 lives annually.

Approximately 80% of adult smokers start smoking before the age of 18. Early initiation of tobacco use has been shown to increase the likelihood of lifetime smoking and the risk for tobacco-related illnesses and mortality. Consequently, preventing initiation of tobacco use among youth is crucial to reducing tobacco-related human and economic costs over time.

The tobacco industry spends an estimated \$57.9 million in Utah each year to entice people to use its products. Marketing strategies that reach youth include event sponsorship, counter displays, promotional items, product placement in movies and on TV, and ads in magazines, on billboards, and on the Internet. As a result, teens continue to buy the most heavily advertised brands.

To counter these tobacco industry activities and help Utah youth remain tobacco-free, the Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health and its partners use comprehensive and proven methods of tobacco prevention. These efforts have been significantly expanded since the Utah Legislature provided additional program funding through the Master Settlement Agreement (State Fiscal Year 2001) and the Cigarette Tax Restricted Account (State Fiscal Year 2003). TPCP-funded programs addressing youth include The TRUTH anti-tobacco marketing campaign, initiatives to introduce and strengthen both comprehensive school tobacco policies and tobacco-free policies at outdoor venues frequented by youth, prevention education in schools and local communities, enforcement of youth access laws, and state-wide and local teen tobacco cessation programs.

The 2003, 2005, and 2007 Utah Youth Tobacco Surveys (UYTS) provide information on tobacco use among middle (grades 6 to 8) and high school students (grades 9 to 12) who attend public schools. High school samples were selected to allow for analysis at the local health district level. Middle school samples were selected to allow for statewide analysis. Data collected through the UYTS help the TPCP and its partners to plan, implement, and evaluate tobacco use prevention and cessation programs and tailor future programs to the needs of Utah students.

To reduce the survey burden on schools, the TPCP partners with the Utah State Office of Education and the Division of Substance Abuse and Mental Health at the Department of Health and Human Services to plan and conduct one combined school survey project every other year. The SHARP (Student Health and Risk Prevention) survey project, which includes the UYTS, the Utah Youth Risk Behavior Survey, and the Prevention Needs Assessment, was completed for the first time in the spring of 2003 and the second and third time in the spring of 2005 and 2007. Summary data for the UYTS portion of the SHARP project are presented in this report.

Summary of Findings - 2007 YTS

Tobacco Use

- About one in twelve middle school students (8%) and nearly one in four high school students (23%) reported that they had ever tried cigarette smoking during their lifetime.
- Two percent of middle school students and 8% of high school students indicated that they had smoked cigarettes during the month preceding the survey.
- The greatest relative increase in current cigarette smoking occurred between 6th and 7th grades. Ninth graders were 10 times more likely to report current smoking than 6th graders.
- Male high school students were more likely to report current smoking than female high school students.
- About one in eight middle school students (13%) and one in three high school students (29%) had experimented with tobacco products (e.g., cigarettes, cigars, pipes, smokeless tobacco, kreteks, bidis*).
- About 6% of middle school students and 14% of high school students reported that they had used some form of tobacco during the month preceding the survey.
- Among middle school students, bidis and cigars were the second most popular tobacco product choices after cigarettes. High school students selected cigars as their second choice.

Media Exposure to Tobacco Advertising and Tobacco Company Promotions

- About 70% of middle school students and 80% of high school students saw actors use tobacco most or some of time when they watched television or movies.
- Nearly 30% of middle school students and more than 30% of high school students reported exposure to tobacco advertising on the Internet.
- Seven percent of middle school students and 12% of high school students bought or received promotional items from tobacco companies in the year preceding the survey. Ten percent of middle school students and nearly 20% of high school students confirmed that they would use or wear these promotional items (such as lighters, t-shirts, hats, or sunglasses).

Attitudes Toward Tobacco Use

- Four percent of middle and 8% of high school students believed that smoking made young people look cool or fit in. Eight percent of middle school students and 12% of high school students thought that smokers had more friends.
- More than 90% of middle and high school students believed that tobacco use was addictive and harmful. Current smokers were less likely to hold these beliefs than students who reported that they had never smoked.

Quitting

- Nearly 50% of high school smokers reported that they wanted to quit smoking. Male survey respondents who smoked were somewhat more likely to report that they wanted to stop smoking than female smokers.
- About 40% of high school smokers reported that they had tried to quit smoking during the past year.
- Male smokers reported quit attempts less frequently than female smokers.
- More than 80% of current smokers were confident that they would be able to quit if they wanted to.

Kreteks (also called “clove cigarettes”) are cigarettes containing tobacco and clove extract. Bidis (or Beedies) are small brown cigarettes from India which consist of tobacco wrapped in a leaf and tied with a thread.

Summary of Findings - 2007 YTS

Access to Cigarettes

- Among high school students, the majority of current smokers (59%) reported that they got their cigarettes from social contacts including: borrowing from others, getting them from someone older than 18, or giving someone money to buy cigarettes for them.
- Eight percent of high school smokers reported that they usually bought their cigarettes in a store.

Preferred Cigarette Brands

- More than 70% of high school smokers listed one of the three most heavily advertised brands (Camel, Marlboro, Newport) as their usual cigarette brand.

Exposure to Tobacco Smoke

- One in four middle school students (25%) and one in three high school students (34%) reported indoor exposure to tobacco smoke during the past week.
- Fourteen percent of middle school students and 18% of high school students reported tobacco smoke exposure in cars within the past seven days.

Influence of Friends and Family

- Current smokers in high school were 32 times more likely than never smokers to report that one or more of their friends smoked (odds ratio) and five times more likely to report living with a smoker than their non-smoking peers (odds ratio).
- Nine percent of middle school students and 22% of high school students indicated that one or more of their four closest friends smoked.
- Eighteen percent of middle and high school students reported that they lived with a smoker.

Tobacco Prevention

- Seventy-seven percent of middle school students and 85% of high school students reported that they had seen or heard anti-tobacco advertisements in the past month.
- Two-thirds of middle school students and nearly half of high school students indicated that they had been taught about the dangers of tobacco in the past school year.

Conclusion

Since 1995, smoking among Utah high school students has decreased by more than 50%. During the past five years, Utah's high school smoking prevalence has remained stable at approximately 8% to 10%. Middle school students reported smoking rates of 3% in 2003 and 2% in both 2005 and 2007.

In 2007, both the rate of cigarette smoking and rate of overall tobacco use in the past month were almost double for male high school students compared to female high school students. Smoking rates for male and female middle school students were comparable. Use of smokeless tobacco was more than four times higher among male high school students than female high school students. During the past five years, susceptibility to smoking among female non-smokers in grades 9 to 12 has remained unchanged at 14% to 16%. Male non-smokers' susceptibility has doubled from 9% to 18%.

In 2007, the greatest relative increase in experimentation with smoking occurred between 7th and 8th grade. The greatest relative increase in current smoking occurred between 6th and 7th grade. Twelfth graders were 20 times more likely to have smoked in the past 30 days than 6th graders. For high school students who identified themselves as American Indian, Asian, Black, or Hispanic, the rates of experimentation with smoking were significantly higher than for students who identified themselves as White. Black students also reported a significantly higher rate of current smoking.*

Youth exposure to tobacco promotion in the media remained high. The majority of Utah students reported seeing tobacco use in movies and on television and a large number of students continued to receive or buy tobacco gear.

One-fourth of Utah middle school students and one-third of high school students reported indoor exposure to tobacco smoke in the past week. Nearly 15% of middle school students and 20% of high school students reported tobacco smoke exposure in cars. Nearly one in five students indicated that they lived with a smoker. High school students were significantly more likely than middle school students to report that some of their closest friends were smokers. Students who lived with smokers and students who reported that some of their best friends smoked were significantly more likely to report current smoking than students who did not live with smokers or had no smoking friends.

Middle school students were significantly more likely than high school students to have received tobacco prevention education and about equally likely to report participation in community events to prevent youth tobacco use.

Efforts to counter tobacco industry influences through mass media and school and community based tobacco policies and education must continue to protect all Utah students from the harmful effects of tobacco use and exposure to secondhand smoke. Interventions to reduce tobacco use should focus on identifying and addressing the needs of male students, students in grades 7 to 9, and students who identify themselves as non-White or Hispanic.

*Note: For analysis by race/ethnicity, data from the 2003, 2005, and 2007 Utah YTS were combined.

Demographics

In 2007, 4,249 students (grades 9-12) in 105 Utah high schools participated in the Utah High School YTS; 1,440 students (grades 6-8) in 48 Utah middle schools participated in the Utah Middle School YTS. Data were weighted to adjust for varying probability of selection and non-response. Since 2003, the sample size for middle school students was reduced; the sample size for high school students was increased to ensure a higher number of smokers in the sample.

Figure 1. Number of Students Who Participated in the YTS by Sex, School Type, and Year, Utah 2003, 2005, and 2007

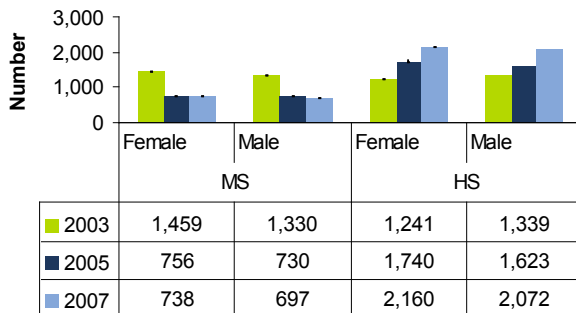


Figure 2. Number of Students Who Participated in the YTS by Grade and Year, Utah 2003, 2005, and 2007

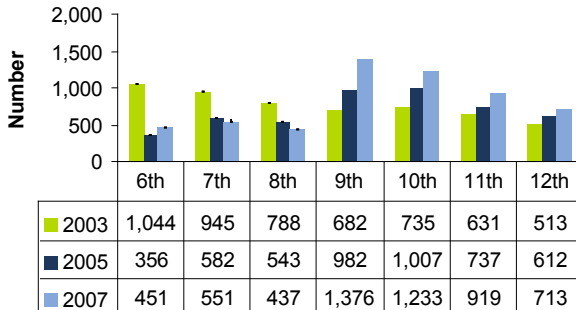
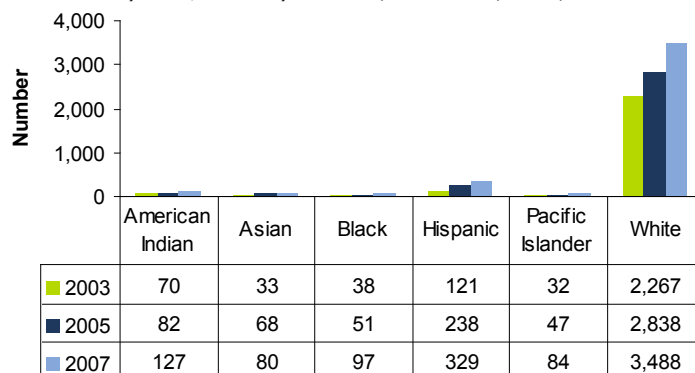


Figure 3. Number of High School Students Who Participated in the YTS by Race/Ethnicity and Year, Utah 2003, 2005, and 2007



- In 2007, about 700 female and 700 male middle school students completed YTS surveys; among high school students, more than 2,000 female and 2,000 male students completed surveys.
- Weighted survey participation rates by sex show nearly equal participation by female and male middle school students and by female and male high school students in all survey years.
- Participation numbers by grade show that, within the high school samples, participation tended to be lower for upper grades.
- For middle school students, participation by grade varied from survey year to survey year.
- Reflective of Utah's population distribution, most YTS survey participants identified themselves as White.
- To report YTS survey results for non-White high school students, this report combined survey years 2003, 2005, and 2007 (see pages 26 and 27). The middle school YTS sample size was too small to report results by race or ethnicity.

Ever Smoked Cigarettes

Students were asked whether they had ever tried cigarette smoking (even one or two puffs) in their lifetime. The graphs below show lifetime cigarette smoking by sex, type of school, survey year, and grade. In 2007, experimentation with cigarettes increased from less than one in ten students in middle school to nearly one in four students in high school.

- Since 2003, the percentage of middle school students who reported that they had experimented with cigarettes has begun to decline.
- In 2007, less than 10% of middle school students had tried cigarettes. Male and female students reported comparable rates of experimentation.
- In 2007, the percentage of students who had ever smoked cigarettes nearly tripled from middle school to high school. About one in four high school students indicated that they had tried smoking.
- In 2005, male high school students had reported a higher rate of smoking experimentation, while 2007 data showed comparable rates of smoking experimentation for female and male students.
- In 2005 and 2007, smoking experimentation increased significantly between 7th and 8th grade and continued to increase throughout most of high school.
- In 2005 and 2007, 11th graders reported the highest rate of smoking experimentation.

Figure 4. Percent of Middle School Students Who Reported Having Ever Smoked Cigarettes by Sex, Utah 2003, 2005, and 2007

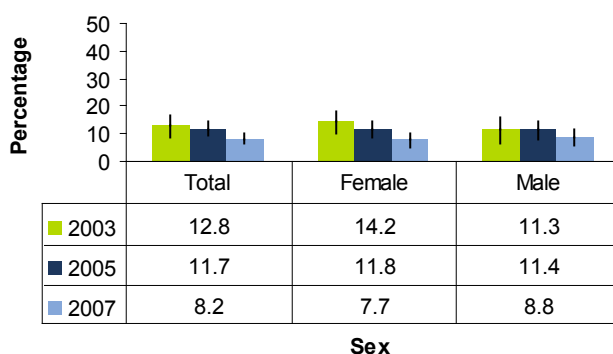


Figure 5. Percent of High School Students Who Reported Having Ever Smoked Cigarettes by Sex, Utah 2003, 2005, and 2007

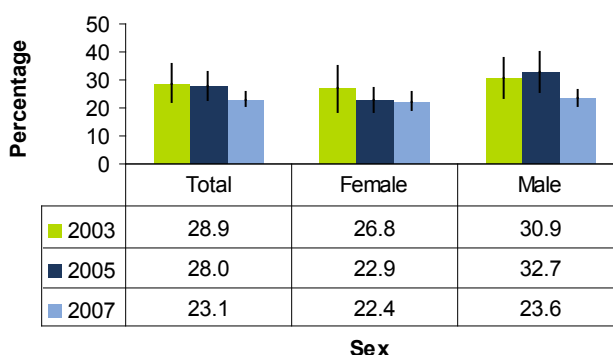
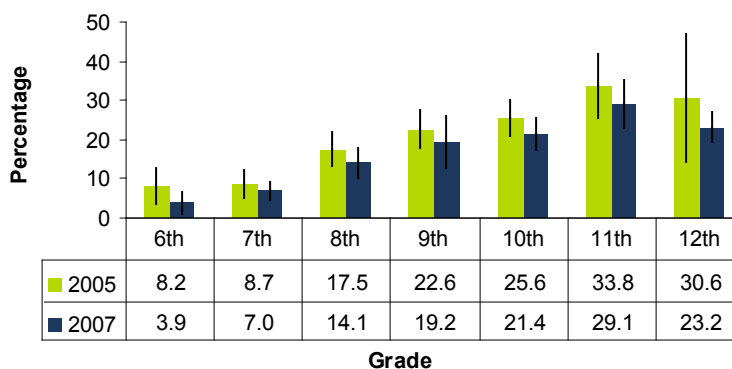


Figure 6. Percent of Students Who Reported Having Ever Smoked Cigarettes by Grade, Utah 2005 and 2007



Experimentation With Smoking

Students who had smoked a whole cigarette were asked about the age when they started smoking, the people who were with them, and the places where they first smoked. The graphs below show that in 2007 nearly 40% of high school students smoked their first cigarette at age 12 or younger. The majority indicated that they were with friends and that they had smoked their first whole cigarette in someone's home or at a public place such as a park, beach, or parking lot.

Figure 7. Percent of High School Students Who Smoked a Whole Cigarette in Their Lifetime by Age When They Smoked Their First Cigarette, Utah 2007

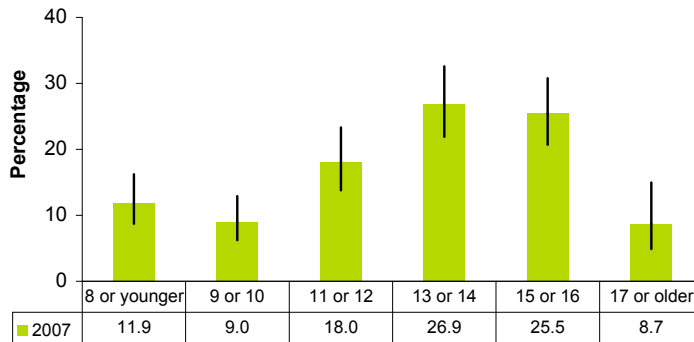


Figure 8. Percent of High School Students Who Smoked a Whole Cigarette in Their Lifetime by Persons Who Were With Them When They Smoked Their First Cigarette, Utah 2007

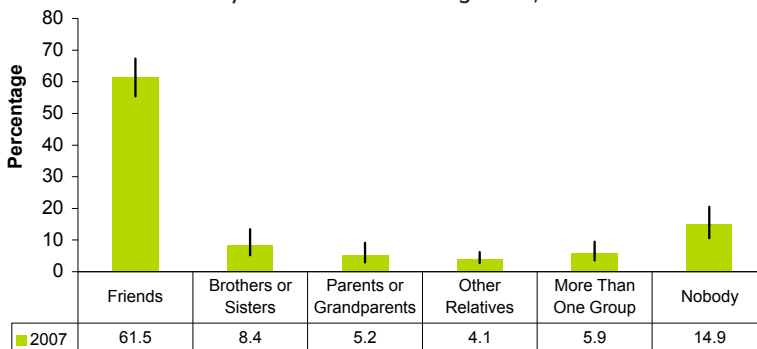
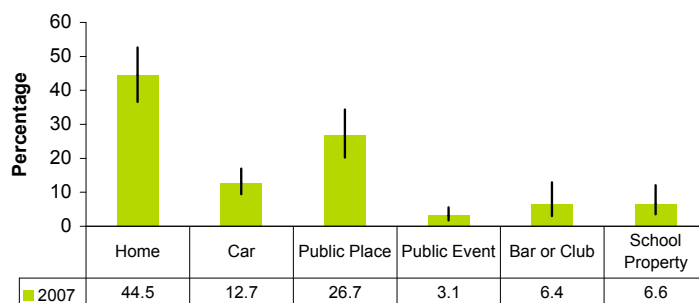


Figure 9. Percent of High School Students Who Smoked a Whole Cigarette in Their Lifetime by Location Where They Smoked Their First Cigarette, Utah 2007



- In 2007, more than 20% of high school students who had smoked a whole cigarette in their lifetime reported that they had smoked their first whole cigarette at age 10 or younger. Nearly 40% were younger than 12.
- More than 60% of high school students who had smoked a whole cigarette indicated that they had smoked their first cigarette with friends.
- About 15% reported that they had been alone when they first smoked. Fewer than 10% reported smoking with brothers or sisters.
- About 5% had smoked their first whole cigarette in the presence of their parents or grandparents.
- When students were asked about the location where they had smoked their first whole cigarette, about 45% listed their own home or someone else's home. More than 25% listed public places such as a park, a beach, or a parking lot, and more than 12% listed cars.

Current Cigarette Smoking

Students were considered current smokers if they reported that they had smoked on one or more of the 30 days preceding the survey. Among both middle and high school students, rates of current smoking remained stable since the Utah YTS was completed for the first time in 2003. Utah's youth smoking rates continue to be among the lowest in the United States.

- Among middle school students, the reported rate of current smoking decreased from 3% in 2003 to 2% in 2005. In 2007, current smoking remained stable at 2%.
- Female and male middle school students reported comparable rates of current smoking in all survey years.
- High school students reported rates of current smoking of 9% in 2003 and 10% in 2005. The 2007 high school smoking rate was 8%.
- Female high school students reported a small decline in smoking since 2003. Male high school students' smoking rate remained unchanged.
- In 2007, 0.5% of 6th graders reported smoking during the past 30 days. By 12th grade, the rate had increased to 10%.
- The greatest relative increase in current smoking in 2007 occurred between 6th grade (0.5%) and 7th grade (1.8%). The smoking rate among 9th graders was 10 times higher compared to 6th graders. The smoking rate for 12th graders was 20 times higher compared to the rate for 6th graders.

Figure 10. Percent of Middle School Students Who Reported Current Smoking by Sex, Utah 2003, 2005, and 2007

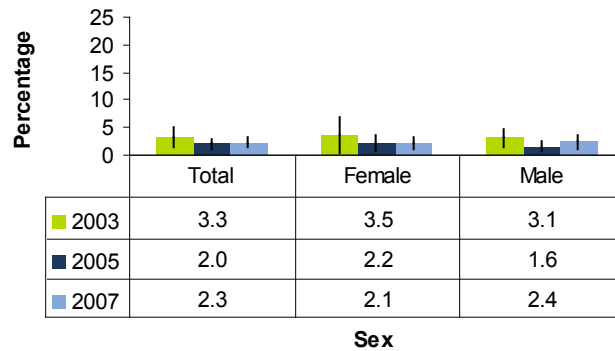


Figure 11. Percent of High School Students Who Reported Current Smoking by Sex, Utah 2003, 2005, and 2007

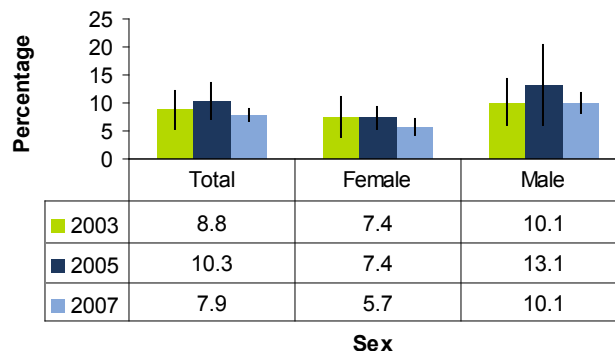
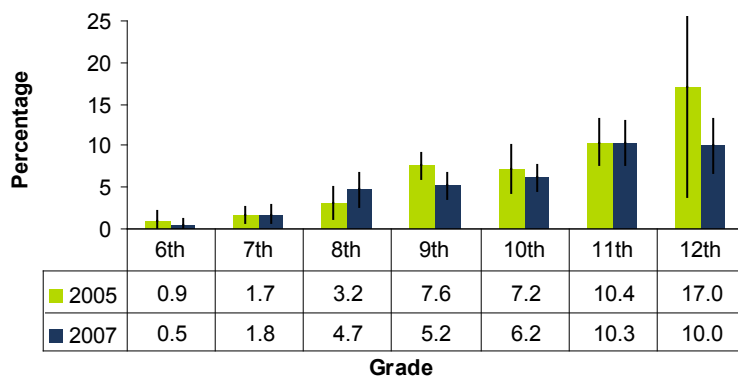


Figure 12. Percent of Students Who Reported Current Smoking by Grade, Utah 2005 and 2007



Ever Tried Any Form of Tobacco

The forms of tobacco that students were asked about included cigarettes, cigars, pipes, smokeless tobacco, bidis, and kreteks.* The graphs below show lifetime use of these combined products by sex, grade, and survey year. In 2007, male middle and high school students were more likely to report experimentation with tobacco products than female students.

Figure 13. Percent of Middle School Students Who Reported Having Ever Tried Tobacco (Any Form) by Sex, Utah 2003, 2005, and 2007

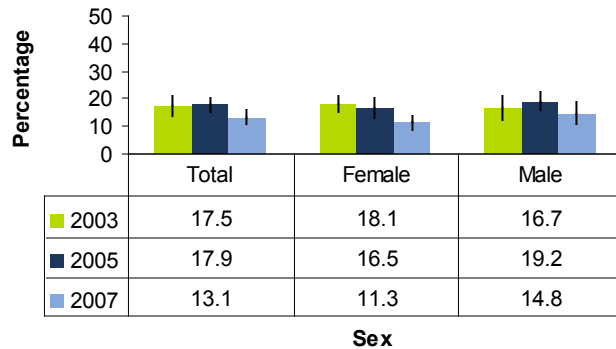


Figure 14. Percent of High School Students Who Reported Having Ever Tried Tobacco (Any Form) by Sex, Utah 2003, 2005, and 2007

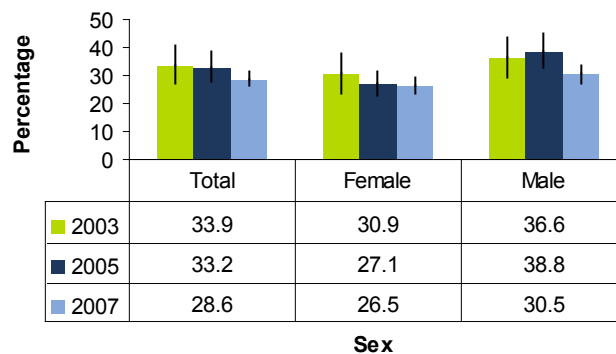
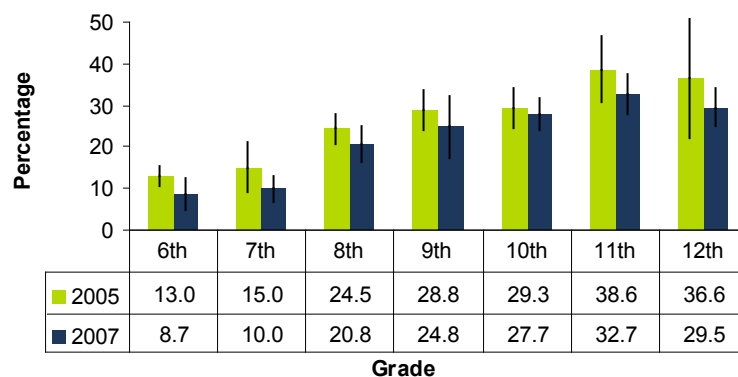


Figure 15. Percent of Students Who Reported Having Ever Tried Tobacco (Any Form) by Grade, Utah 2005 and 2007



* Note: Kreteks (also called “clove cigarettes”) are cigarettes containing tobacco and clove extract. Bidis (or Beedies) are small brown cigarettes from India which consist of tobacco wrapped in a leaf and tied with a thread.

- The percentage of middle school students who reported that they had tried a tobacco product in their lifetime decreased from 18% in 2003 and 2005 to 13% in 2007.
- From 2003 to 2007, female middle school students reported a significant decline in experimentation with tobacco. Male students’ rate of experimentation did not change significantly.
- In 2007, the percentage of students who reported that they had tried some form of tobacco more than doubled from middle school to high school. In high school, nearly 30% of students indicated that they had tried tobacco products.
- Both male and female high school students reported a small decline in tobacco experimentation from 2003 to 2007.
- With increasing grade levels, the rate of experimentation with tobacco increased significantly in both 2005 and 2007.
- Compared to 2005, rates of experimentation with tobacco reported in 2007 were lower in all grades.

Current Use of Any Tobacco Product

Current use of any tobacco product is defined as having used one or more tobacco products during the 30 days preceding the survey. Tobacco products that students were asked about included cigarettes, cigars, pipes, bidis, kreteks, and smokeless tobacco. Since 2003, current use of any tobacco has remained unchanged among middle and high school students.

- The percentage of middle school students who reported current use of any form of tobacco did not change from 2003 to 2007.
- In all survey years, 5% or fewer female middle school students reported that they had used tobacco products in the past 30 days. Male middle school students reported current tobacco use rates between 4% and 6%.
- In 2007, the rate of current tobacco use among high school students was more than twice the middle school rate.
- From 2003 to 2007, the percentage of high school students who indicated that they had used some form of tobacco in the past month remained unchanged.
- In 2007, about 10% of female high school students and 17% of male high school students reported current tobacco use.
- During 2007, the greatest relative increase in current tobacco use occurred between 7th grade and 8th grade. Compared to 7th graders, 8th graders were twice as likely to report current tobacco use in 2007.

Figure 16. Percent of Middle School Students Who Reported Current Use of Tobacco Products by Sex, Utah 2003, 2005, and 2007

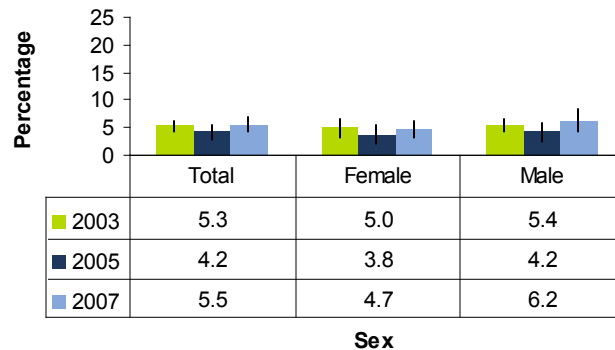


Figure 17. Percent of High School Students Who Reported Current Use of Tobacco Products by Sex, Utah 2003, 2005, and 2007

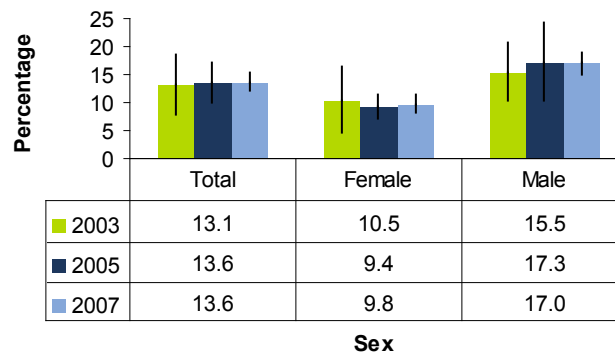
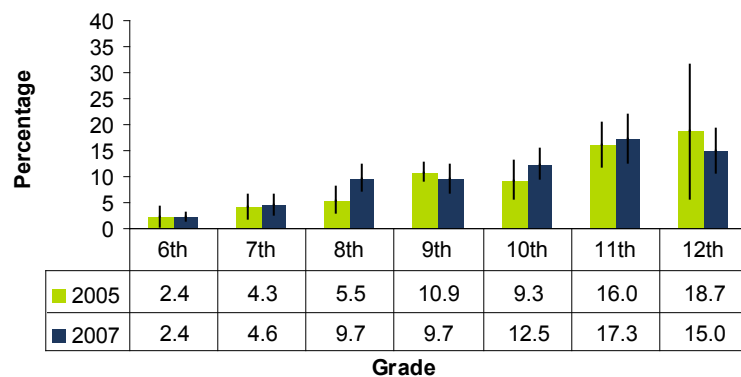
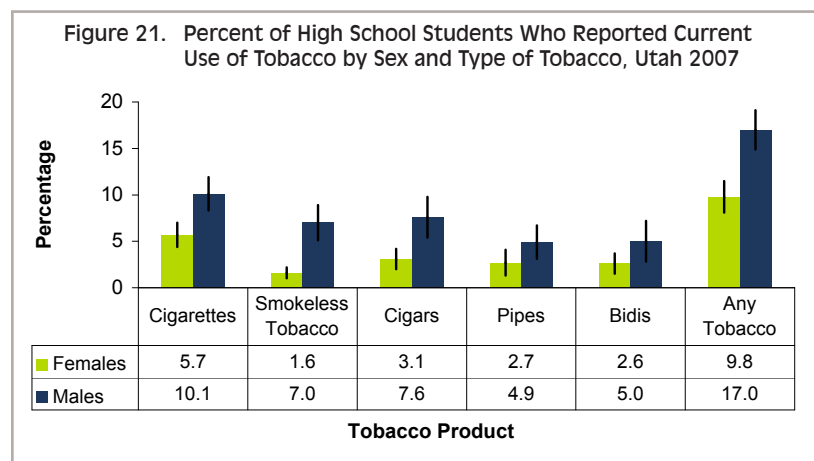
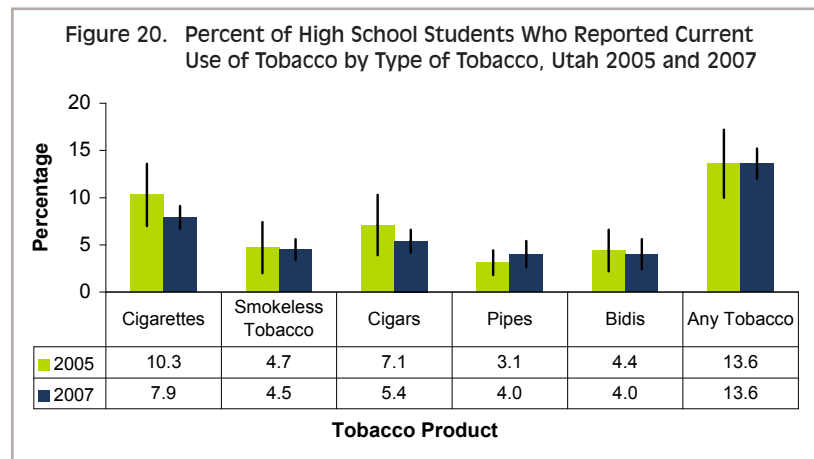
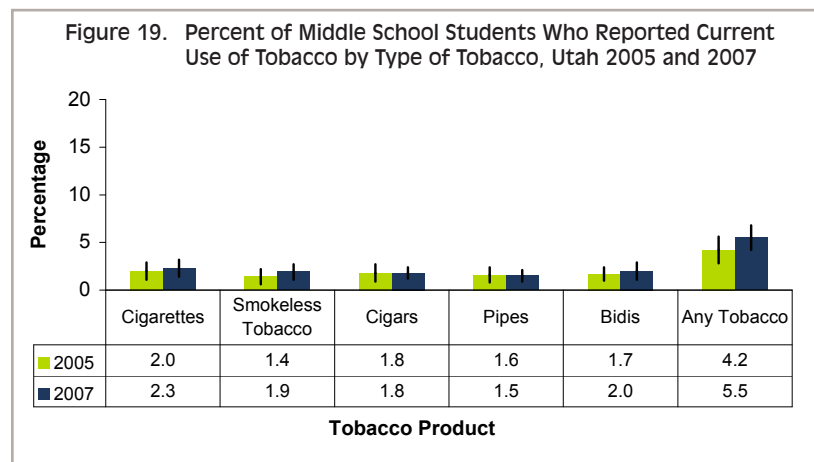


Figure 18. Percent of Students Who Reported Current Use of Tobacco Products by Grade, Utah 2005, and 2007



Current Use of Any Tobacco Product

The graphs below compare rates of current tobacco use by type of product. Both middle and high school students were more likely to report cigarette smoking than use of any other tobacco product. Among high school students, cigar smoking was the second most popular form of tobacco use. Middle school students' use of bidis, smokeless tobacco, and cigars was nearly as common as cigarette smoking.



- In 2005 and 2007, middle school students reported that they used cigarettes more frequently than any other tobacco product.
- Compared to 2005, middle school students reported a small increase in smokeless tobacco use and in overall tobacco use.
- In both survey years, high school students reported current use of cigarettes more frequently than current use of other tobacco products. Cigars were listed as the second most popular tobacco product.
- Compared to 2005, fewer high school students reported current cigarette smoking in 2007. Use of other tobacco products remained stable.
- In 2007, male high school students reported current cigarette, cigar, pipe, and bidi smoking, as well as overall tobacco use at nearly twice the rate of female students; current smokeless tobacco use was more than four times higher.
- During 2007, one in six male high school students reported that they had used some form of tobacco during the past month.

Susceptibility to Smoking

Students were considered susceptible to smoking if they confirmed that they would try a cigarette soon, OR if they reported that they might smoke during the next year, OR if they indicated that they would smoke a cigarette if their best friend offered it to them. Following this definition, most Utah students who had never smoked were considered not susceptible to smoking. Most middle school students who had never smoked were not planning to smoke in the next year.

- The percentage of middle school students who reported that they had never smoked, but were considered susceptible to smoking, increased from 14% in 2003 to 15% in 2007.

- In all survey years, susceptibility to smoking was nearly equal for male and female middle school never-smokers.

- The percentage of high school students who had never smoked and were susceptible to smoking increased from 12% in 2003 to 17% in 2007.

- The susceptibility rate of female high school never-smokers increased only marginally. However, the rate of susceptible male never-smokers doubled from 9% to 18% in 2007.

- In all survey years, more than 90% of middle school students who had never smoked reported that they would definitely not smoke in the next year.

- In 2007, reported intention to not smoke was slightly lower among female middle school students compared to male middle school students.

Figure 22. Percent of Middle School Students Who Had Never Smoked and Were Susceptible to Smoking by Sex, Utah 2003, 2005, and 2007

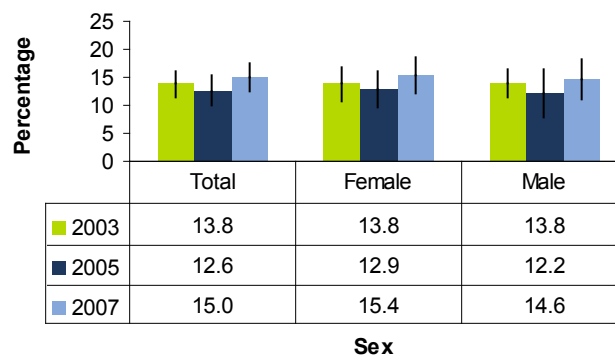


Figure 23. Percent of High School Students Who Had Never Smoked and Were Susceptible to Smoking by Sex, Utah 2003, 2005, and 2007

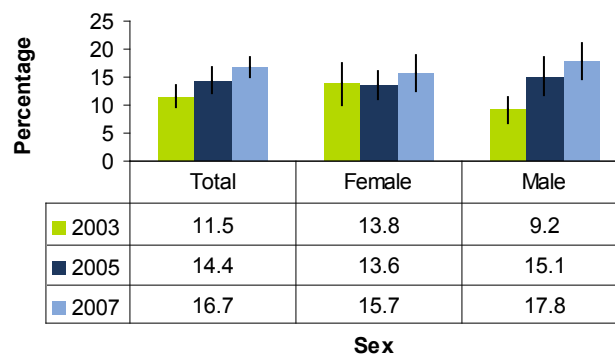
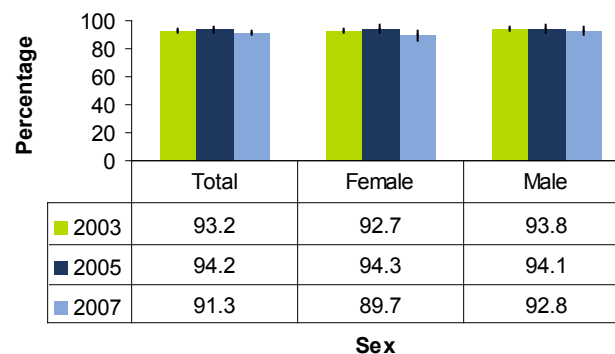


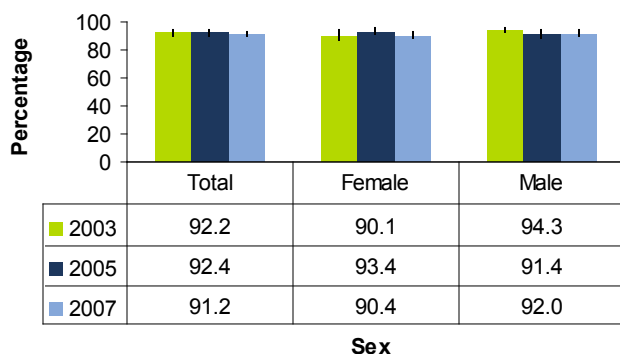
Figure 24. Percent of Middle School Students Who Had Never Smoked and Will Definitely Not Smoke During the Next Year by Sex, Utah 2003, 2005, and 2007



Susceptibility to Smoking and Tobacco Ads

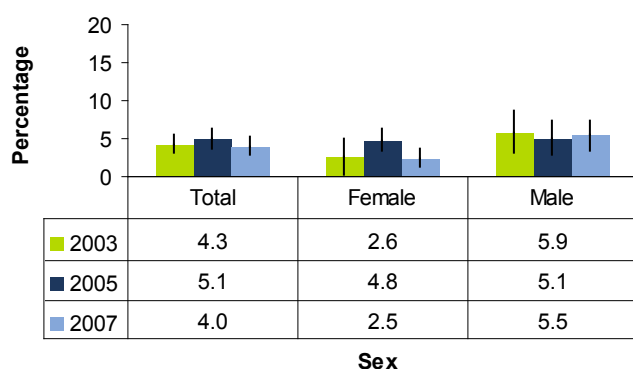
When asked about future intention to smoke, fewer than 10% of high school students who had never smoked indicated that they might smoke in the next year. Students were considered receptive to tobacco advertising if they had received items with a tobacco company name or picture on it, and if they would definitely or probably wear such items. In 2007, 4% of middle school students and 7% of high school students were considered receptive to tobacco advertising.

Figure 25. Percent of High School Students Who Had Never Smoked and Will Definitely Not Smoke During the Next Year by Sex, Utah 2003, 2005, and 2007



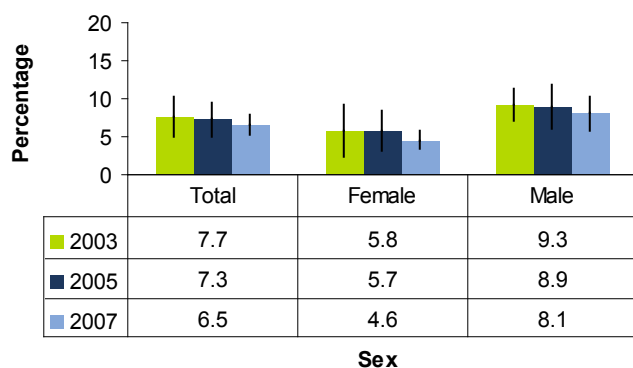
- The percentage of high school students who had never smoked and reported that they will definitely not smoke during the next year remained unchanged from 2003 to 2007.
- In 2007, reported intention to not smoke was similar among male and female high school never-smokers.

Figure 26. Percent of Middle School Students Who Were Receptive to Tobacco Advertising by Sex, Utah 2003, 2005, and 2007



- In 2007, 4% of middle school students were considered receptive to tobacco advertising.
- The percentages of middle school students who were considered receptive to tobacco advertising were comparable for all survey years.

Figure 27. Percent of High School Students Who Were Receptive to Tobacco Advertising by Sex, Utah 2003, 2005, and 2007



- During 2007, high school students were somewhat more likely to be receptive to tobacco advertising than middle school students.
- In all survey years, male high school students were more likely to report that they were receptive to tobacco advertising. Both male and female students reported a small decline in receiving tobacco company merchandise and intending to use such items.

Exposure to Tobacco Use in the Media

Although direct advertising of tobacco products to youth is restricted, students continue to be exposed to tobacco use and tobacco promotions through the entertainment industry, sports, and the Internet. The percentage of students who reported exposure to tobacco use in film declined since 2003. However, 73% of middle school students and 81% of high school students continue to see actors using tobacco on television and in movies most or some of the time.

- In 2007, more than 70% of middle school students and approximately 80% of high school students reported that they saw actors in movies or on television use tobacco most or some of the time.
- Middle school students' exposure to tobacco use in film decreased significantly from 81% in 2003 to 73% in 2007. High school students' exposure decreased significantly from 86% to 81%.
- In 2007, more than 15% of middle and nearly 20% of high school students reported that they saw athletes use tobacco on television most or some of the time.
- Middle school students reported a small decline in seeing athletes use tobacco on television. High school students reported comparable levels of exposure in 2003 and 2007.
- In 2007, 27% of middle school students and 31% of high school students noticed tobacco advertising most or some of the time when they used the Internet.
- Since 2003, high school students' exposure to tobacco advertising on the Internet has increased significantly.

Figure 28. Percent of Students Who Reported Watching Television or Movies and Seeing Actors Using Tobacco Most or Some of the Time by School Type, Utah 2003, 2005, and 2007

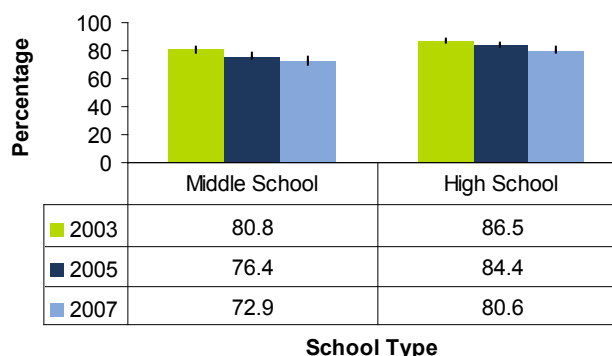


Figure 29. Percent of Students Who Reported Watching Television and Seeing Athletes Using Tobacco Most or Some of the Time by School Type, Utah 2003, 2005, and 2007

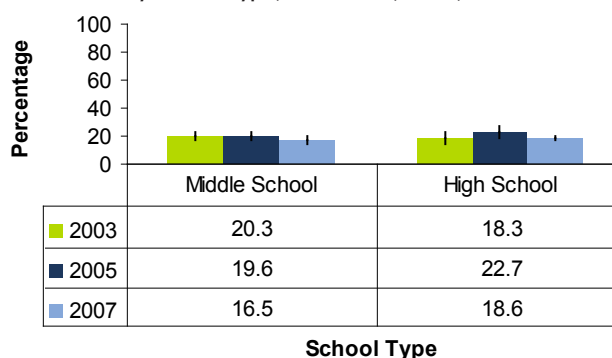
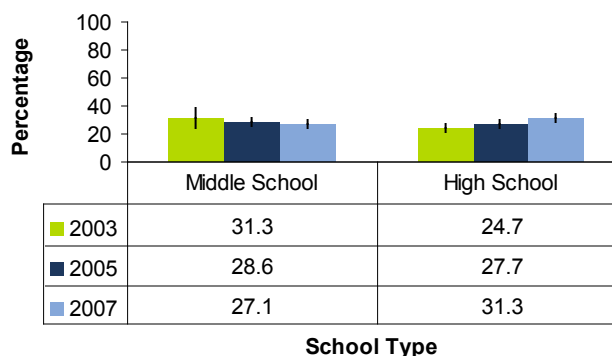


Figure 30. Percent of Students Who Reported Using the Internet and Seeing Tobacco Advertising Most or Some of the Time by School Type, Utah 2003, 2005, and 2007



Exposure to Tobacco Company Promotions

Tobacco companies sell and give away promotional items such as hats, lighters, and sports gear that display tobacco company names or logos. Survey data show that these items are available to middle and high school students. Among these groups, current tobacco users reported significantly higher use of promotional items produced by the tobacco industry than non-tobacco users.

Figure 31. Percent of Middle School Students Who Reported Buying or Receiving, or Possibly Using or Wearing, Something With a Tobacco Company Logo on It, Utah 2003, 2005, and 2007

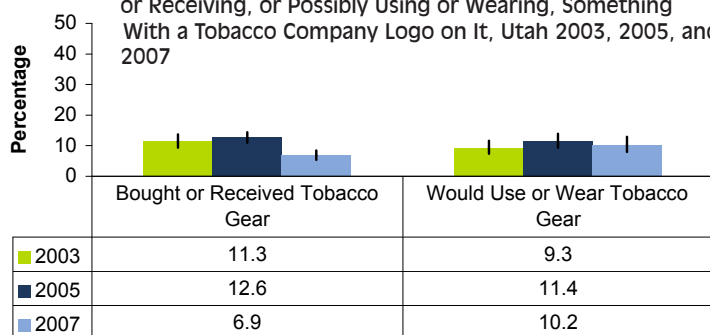


Figure 32. Percent of High School Students Who Reported Buying or Receiving, or Possibly Using or Wearing, Something With a Tobacco Company Logo on It, Utah 2003, 2005, and 2007

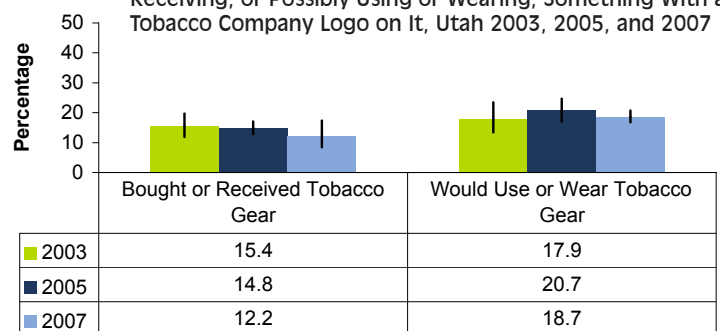


Figure 33. Percent of High School Students Who Reported Buying or Receiving Something With a Tobacco Company Logo on It by Tobacco Use Status and Sex, Utah 2007

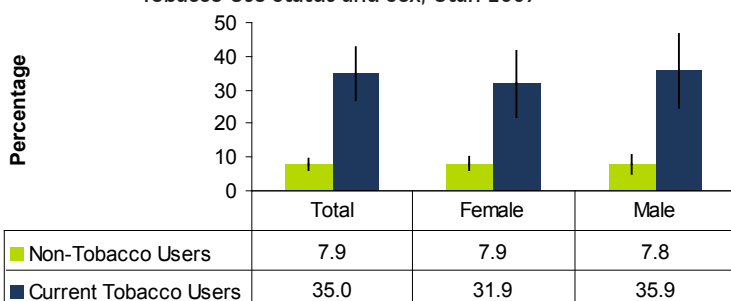
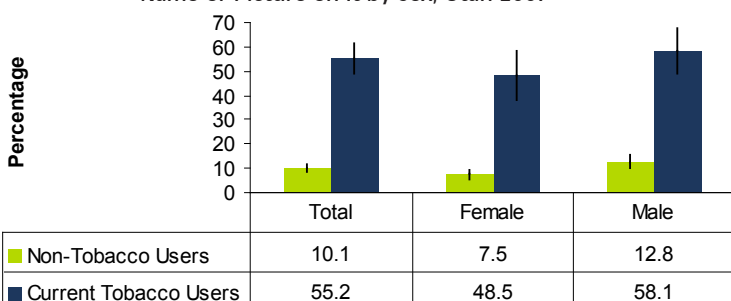


Figure 34. Percent of High School Students Who Reported That They Might Use or Wear Something With a Tobacco Company Name or Picture on It by Sex, Utah 2007



- In 2007, 7% of middle school students reported buying or receiving tobacco company gear. Furthermore, about 10% confirmed that they would use or wear items with tobacco company logos on them.
- The percentage of middle school students who bought or received tobacco gear declined since 2003. The percentage of students who would use or wear tobacco company promotional items remained unchanged.
- In 2007, 12% of high school students bought or received tobacco gear; nearly 20% confirmed that they would use or wear tobacco company promotional items.
- High school students who reported current tobacco use were significantly more likely to report buying or receiving tobacco gear than non-tobacco users. No significant differences were found between male and female students in 2007.
- In 2007, current tobacco users were five times more likely to use or wear tobacco gear than non-tobacco users. Male students who did not use tobacco were more likely to say that they might use or wear tobacco gear than female non-users.

Perceived Benefits of Tobacco Use

To assess whether students thought that smoking provided social benefits, they were asked if they believed that ‘young people who smoke have more friends’ and if ‘smoking made young people look cool or fit in.’ As demonstrated in the graphs below, very few Utah students considered smoking helpful in social situations.

- In all survey years, fewer than 10% of middle school students reported that they believed that young people who smoked had more friends.
- In 2007, female and male middle school students were equally likely to think that smokers had more friends.
- The percent of high school students who reported that smokers have more friends increased slightly from 2003 to 2007.
- In 2007, male high school students were significantly more likely to believe that smokers had more friends than female students.
- In 2007, 4% of middle school students and 8% of high school students reported thinking that smoking made young people look cool or fit in.
- In all survey years, female and male middle school students reported comparable rates of believing that smoking among young people was cool or helped them fit in.
- In all survey years, male high school students were more likely than female high school students to report that smoking was cool or helped young people fit in.

Figure 35. Percent of Middle School Students Who Reported Thinking That Young People Who Smoke Have More Friends by Sex, Utah 2003, 2005, and 2007

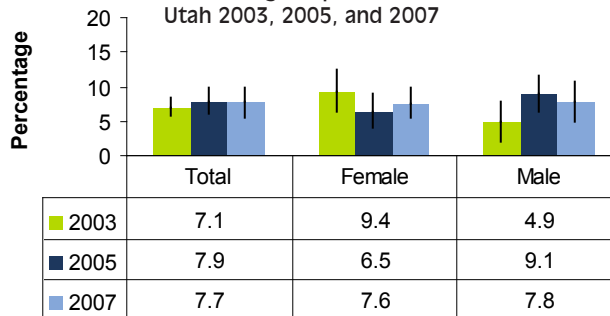


Figure 36. Percent of High School Students Who Reported Thinking That Young People Who Smoke Have More Friends by Sex, Utah 2003, 2005, and 2007

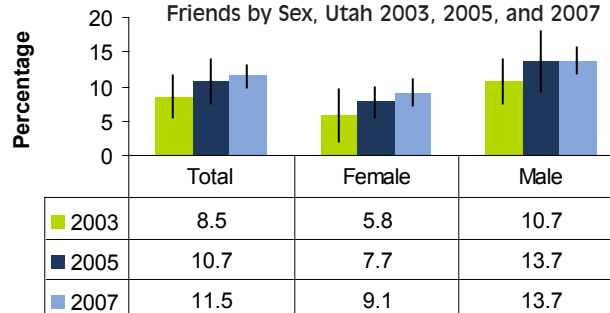


Figure 37. Percent of Middle School Students Who Reported Thinking That Smoking Cigarettes Made Young People Look Cool or Fit in by Sex, Utah 2003, 2005, and 2007

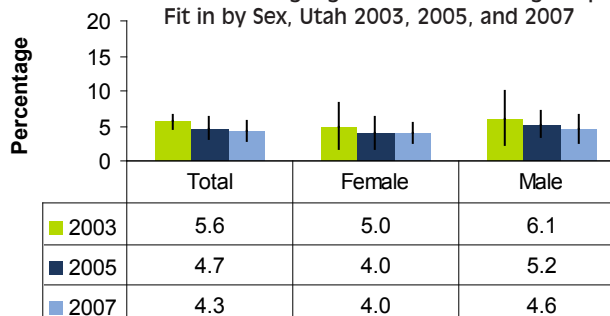
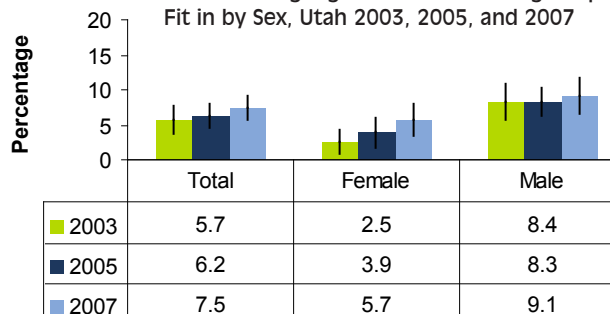


Figure 38. Percent of High School Students Who Reported Thinking That Smoking Cigarettes Made Young People Look Cool or Fit in by Sex, Utah 2003, 2005, and 2007



Harmful Effects of Tobacco Use

Sound knowledge of the addictiveness and other harmful effects of tobacco may help students avoid tobacco products. In all survey years, 90% or more middle and high school students reported that they were aware of the dangers of tobacco and the addictiveness of smoking. In 2007, female respondents reported somewhat higher awareness of the risks of tobacco use.

Figure 39. Percent of Middle School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Sex, Utah 2003, 2005, and 2007

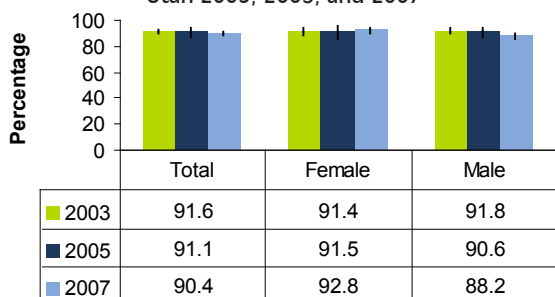


Figure 40. Percent of High School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Sex, Utah 2003, 2005, and 2007

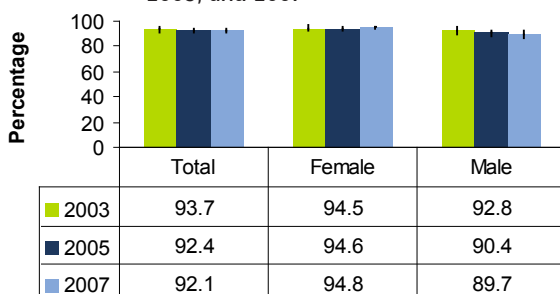


Figure 41. Percent of Middle School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1 to 5 Cigarettes per Day by Sex, Utah 2003, 2005, and 2007

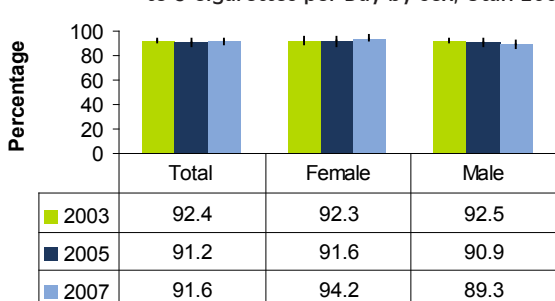
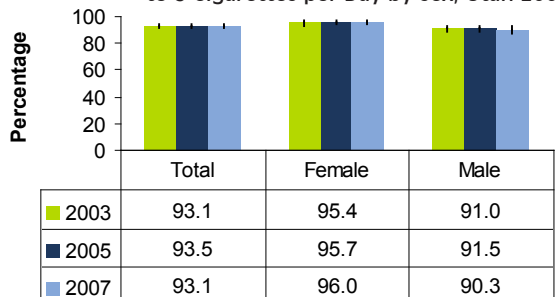


Figure 42. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1 to 5 Cigarettes per Day by Sex, Utah 2003, 2005, and 2007



- In all survey years, about 90% of middle school students reported thinking that people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin.
- In 2007, female middle school students were somewhat more likely to report awareness of the addictive potential of tobacco than male students.
- The percentage of female high school students who reported that tobacco was addictive remained unchanged at 95%. The percentage of male high school students who reported that tobacco was addictive declined somewhat from 93% in 2003 to 90% in 2005 and 2007.
- In all survey years, about 92% of middle school students indicated that they considered smoking harmful to young people.
- In 2007, middle and high school students reported comparable levels of awareness of the potential harm caused by smoking.
- In all survey years, female high school students were more likely than male high school students to report that they believed that smoking was harmful.

Harmfulness and Addiction

Due to the addictive potential of nicotine, quitting smoking is often a lengthy and difficult process. In addition to assessing knowledge of harmful effects and addiction, the surveys asked if smokers needed cigarettes daily.* Male smokers and non-smokers were somewhat less likely than female students to report a belief in addiction and harmful effects.

- In 2007, both female and male current smokers in high school were less likely to believe than female and male non-smokers that young people risked harming themselves if they smoked 1-5 cigarettes per day.
- Male non-smokers were significantly less likely to believe in risks associated with smoking than female non-smokers.
- Current smokers were less likely to think that people can get addicted to tobacco than non-smokers.
- Male smokers and male non-smokers reported somewhat lower rates of believing in tobacco addiction than female smokers and female non-smokers.
- In all survey years, approximately one third of high school smokers said that they needed a cigarette every day.
- In 2007, equal percentages of female and male high school smokers reported that they needed cigarettes daily.

Figure 43. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Smoking Status and Sex, Utah 2007

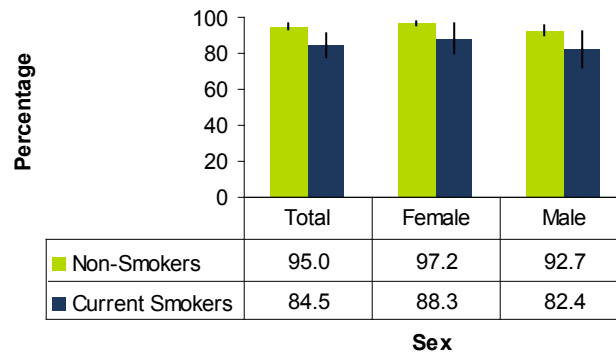


Figure 44. Percent of High School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Smoking Status and Sex, Utah 2007

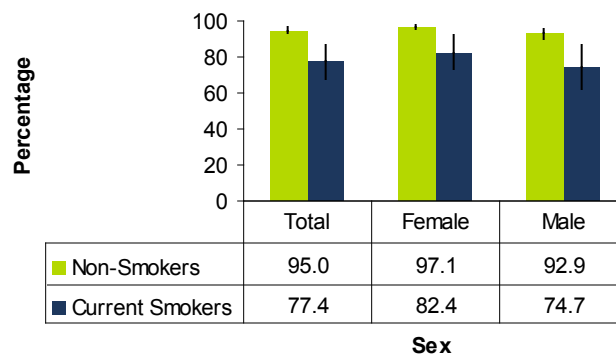
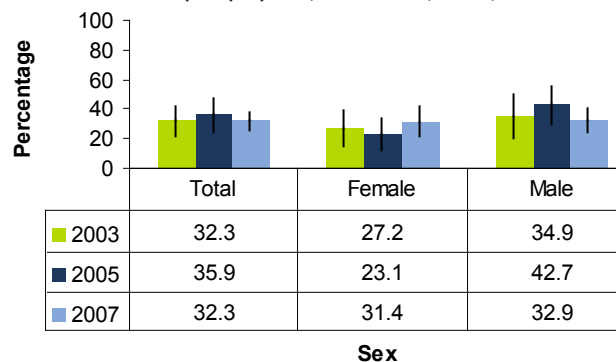


Figure 45. Percent of Current High School Smokers Who Reported That They Feel Like They Need a Cigarette Every Day by Sex, Utah 2003, 2005, and 2007



* Note: Due to small numbers of current smokers, data related to harmfulness and addiction are not reported for middle school students.

Addiction and Quit Attempts

Smokers were asked about their interest in quitting, past quit attempts, and the belief that they could be successful with quitting.* In 2007, nearly 50% of high school smokers reported that they wanted to quit or that they had tried to quit in the past year. The percentage of smokers who report that they had tried to quit has declined since 2003. The majority of smokers (more than 80%) continued to believe that they would be able to quit if they wanted to.

Figure 46. Percent of Current High School Smokers Who Reported That They Wanted to Stop Smoking Cigarettes by Sex, Utah 2003, 2005, and 2007

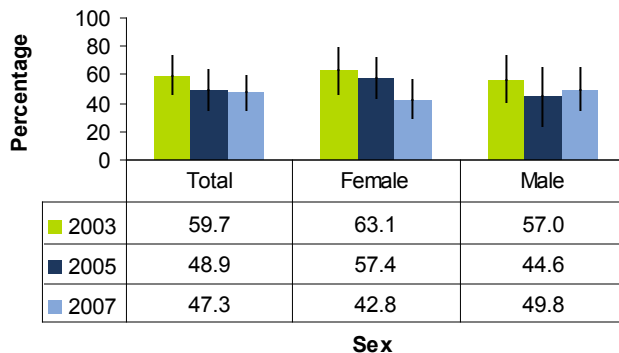


Figure 47. Percent of Current High School Smokers Who Reported That They Tried to Quit Smoking Cigarettes During the Past Year by Sex, Utah 2003, 2005, and 2007

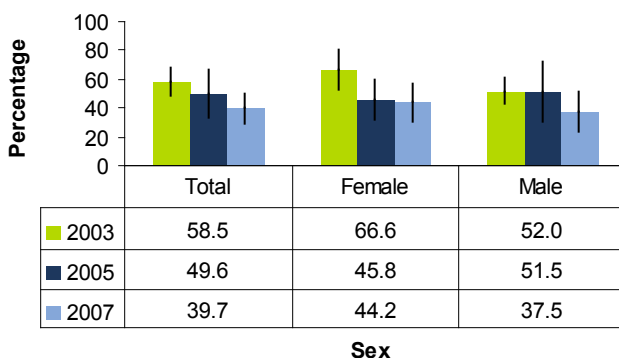
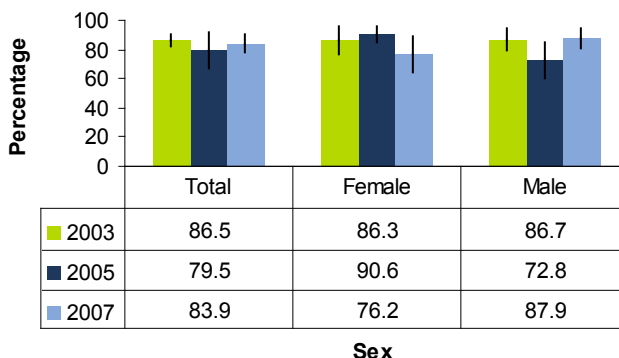


Figure 48. Percent of Current High School Smokers Who Reported That They Would be Able to Quit Smoking Cigarettes Now if They Wanted to by Sex, Utah 2003, 2005, and 2007



* Note: Due to small numbers of current smokers, data related to attitudes and behaviors concerning quitting are not reported for middle school students.

- Current smokers' desire to quit differed by sex. In 2003 and 2005, female smokers were more likely to report that they wanted to stop smoking than male smokers. In 2007, more male smokers reported that they wanted to quit.
- The overall rate of high school smokers who reported that they wanted to quit declined from 60% in 2003 to 47% in 2007.
- In 2007, only 40% of high school smokers reported that they had made an attempt to quit smoking in the past year.
- Since 2003, the reported quit attempt rates for male and female high school students have declined.
- The percentage of current smokers who believed in their ability to quit remained unchanged from 2003 to 2007.
- The rate of female high school smokers who reported believing that they were able to quit decreased from 86% in 2003 to 76% in 2007. The rate of male high school smokers who believed that they could quit if they wanted to was unchanged at nearly 90%.

Access to Cigarettes

Current cigarette smokers were asked to identify their usual source for obtaining cigarettes. In 2007, most current smokers reported that social contacts were their main suppliers.* Nearly 30% of high school smokers usually borrowed their cigarettes; an additional 20% usually gave someone money to purchase them; 10% got cigarettes from someone age 18 or older.**

- In 2007, most current smokers under age 19 (nearly 60%) relied on social sources for obtaining cigarettes (giving someone money to purchase cigarettes, borrowing them, or getting them from someone older than 18).
- Fewer than 10% of current smokers under age 19 reported that they usually bought their cigarettes in a store.
- Compared to male smokers, female high school smokers were more likely to report in 2007 that they usually obtained their cigarettes from social sources. Male students were somewhat more likely to report obtaining cigarettes from stores or vending machines, or taking them from stores or family members.
- When current smokers were asked to identify the type of store where they bought their last pack of cigarettes, most selected gas stations (45%) in 2007. At 8%, grocery stores and the Internet were tied for the second preferred location. More than 30% selected “other” as their preferred location for cigarette purchases.

Figure 49. Usual Source of Cigarettes for High School Students Under Age 19 Who Reported Current Smoking, Utah 2007

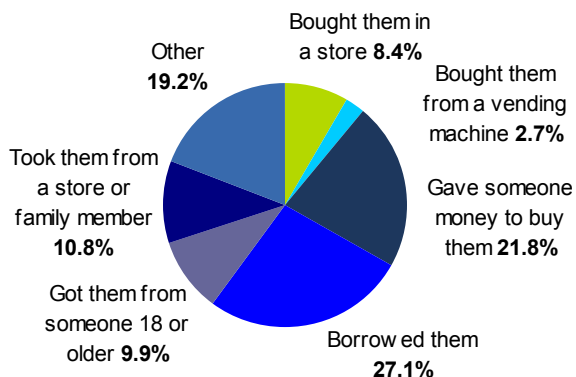


Figure 50. Usual Source of Cigarettes For High School Students Who Reported Smoking During the Past 30 Days by Sex, Utah 2007

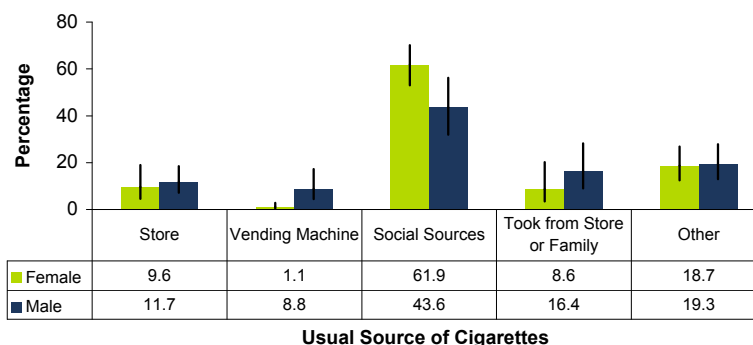
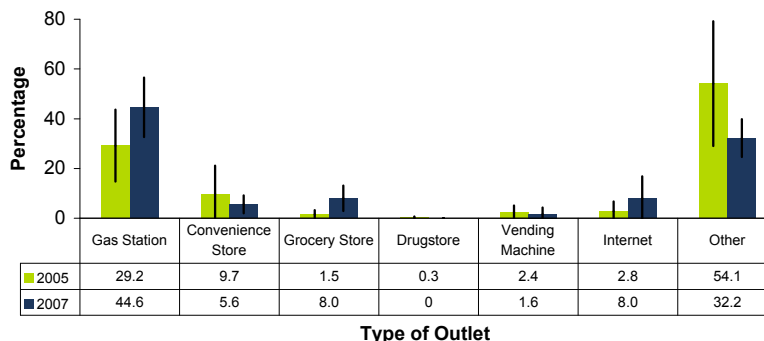


Figure 51. Type of Store Where High School Students Who Reported Smoking During the Past 30 Days Bought Cigarettes, Utah 2005 and 2007

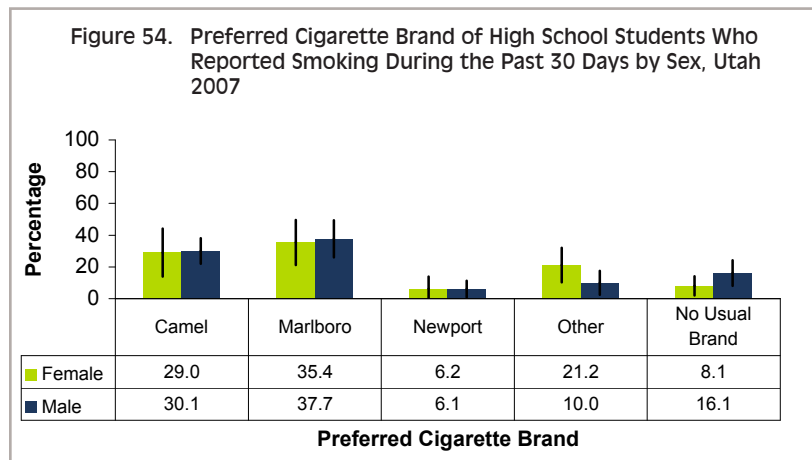
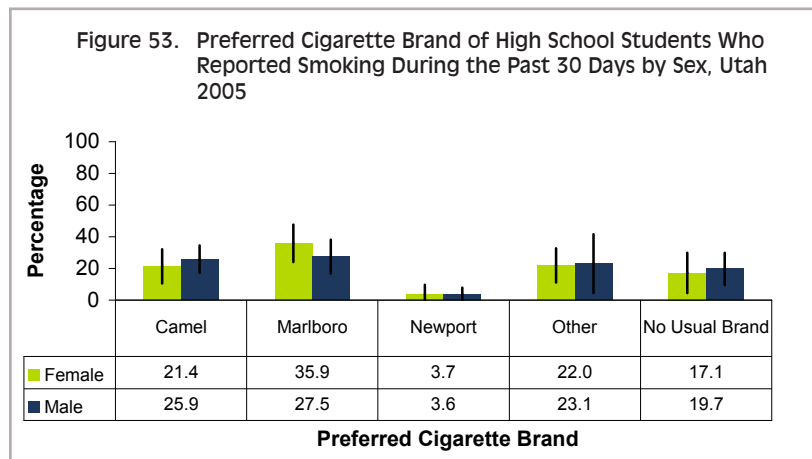
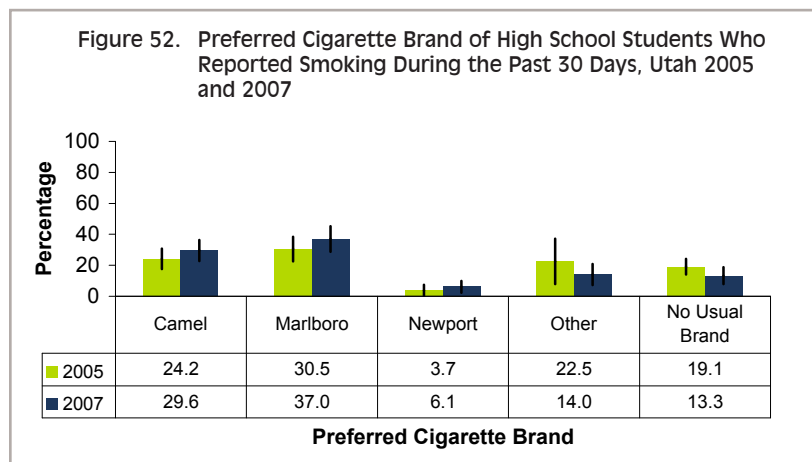


* Note: Due to small numbers of current smokers, sources for obtaining cigarettes are not reported for middle school students.

**Note: Utah law prohibits cigarette sales to anyone under the age of 19. However, the standardized YTS question asks students if they received cigarettes from someone older than 18.

Preferred Cigarette Brands

Promotion, advertising, and product placement play an important role in determining which brands students typically smoke. In 2007, two thirds of current high school smokers reported that they usually smoked Camel or Marlboro.* The percentage of high school smokers who preferred Camel or Marlboro to other cigarette brands increased from 2005 to 2007.



* Note: Due to small numbers of current smokers, preferred brands are not reported for middle school students.

- In 2007, 73% of current high school smokers reported that they usually smoked one of the most heavily advertised brands (Camel, Marlboro, or Newport).
- In 2007, Marlboro was listed as the most frequently smoked brand (37%), followed by Camel (30%).
- The percent of current smokers who reported that they had no usual brand decreased from 19% in 2005 to 13% in 2007.
- In 2005, more than one in three female smokers and one in four male smokers usually smoked Marlboro.
- In 2007, use of Marlboro remained unchanged among female smokers and increased from one in four to one in three male smokers. The percentage of smokers who reported that they preferred Camel increased among both male and female smokers.
- From 2005 to 2007, the percentage of students who indicated that they did not have a usual brand remained unchanged for male students and decreased among female students.

Exposure to Tobacco Smoke Indoors

Exposure to tobacco smoke in indoor areas remains a serious health risk for Utah students. In 2007, approximately one-fourth of middle school students and one-third of high school students reported indoor exposure to tobacco smoke during the past seven days. Compared to 2005, the reported rates of indoor exposure show a small decline.

- In 2007, high school students were significantly more likely to report indoor exposure to cigarette smoke in the past week than middle school students.
- Compared to 2005, the reported 2007 rates of indoor exposure showed a small decline for both middle and high school students.
- When asked about the location where they had been exposed to tobacco smoke most frequently, middle and high school students were most likely to report exposure in their own homes, other homes, or at a different location not mentioned on the survey.
- High school students reported exposure at public events and on school property more often than middle school students.
- When asked about the people who had smoked indoors most frequently while students were present, middle school students were most likely to list parents or grandparents or strangers. High school students were most likely to list strangers, friends, or parents or grandparents.

Figure 55. Percent of Students Who Reported Being in the Same Room During the Past 7 Days With Someone Who Smoked by Type of School, Utah 2007

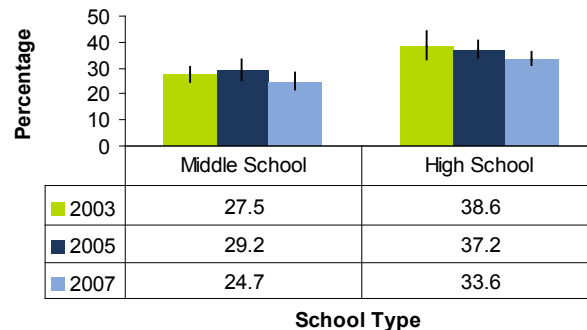


Figure 56. Percent of Students Who Reported Being Exposed to Indoor Cigarette Smoke by Type of Location Where They Were Most Frequently Exposed and Type of School, Utah 2007

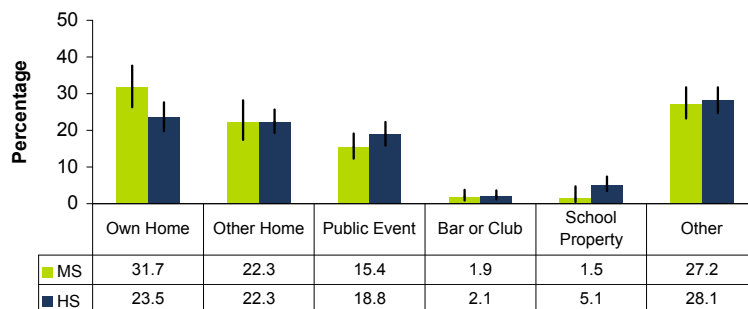
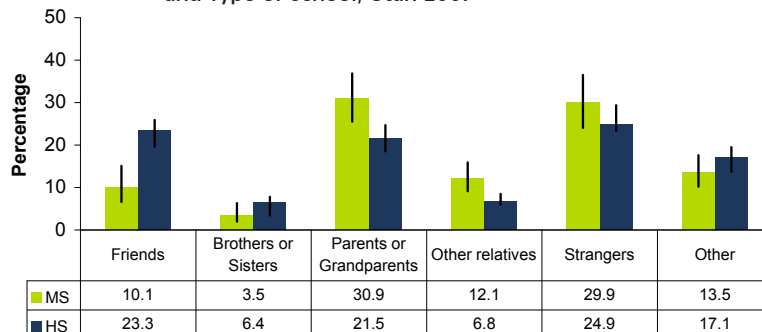


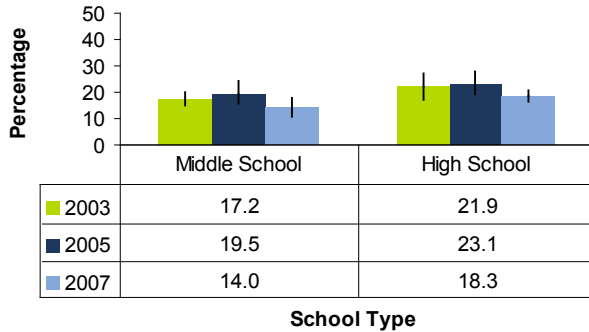
Figure 57. Percent of Students Who Reported Being Exposed to Indoor Cigarette Smoke by Type of Person Who Smoked and Type of School, Utah 2007



Exposure to Tobacco Smoke in Cars

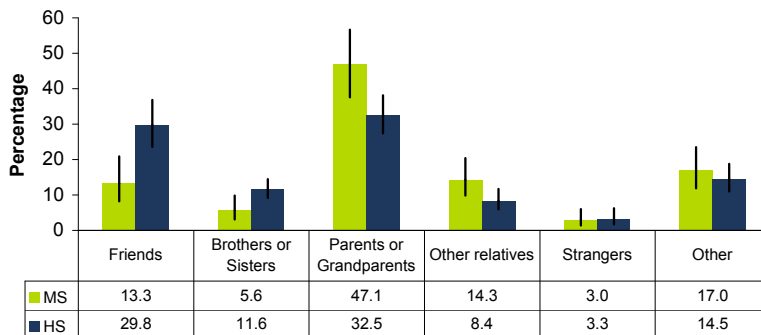
Utah students reported less exposure to tobacco smoke in cars than indoors. However, nearly 15% of middle school students and nearly 20% of high school students indicated that they were riding in a car with someone who was smoking during the past week. Recent studies have linked exposure to smoke in cars to health problems among children and adolescents, even when ventilation options are used.

Figure 58. Percent of Students Who Reported Riding in a Car During the Past 7 Days With Someone Who Smoked by Type of School, Utah 2003 and 2005



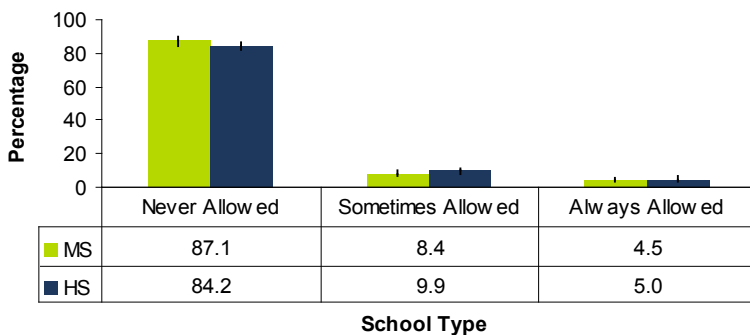
- In 2007, both middle school students and high school students reported a small decline in secondhand smoke exposure in cars.
- About one in seven middle school students and one in six high school students reported that during the past week they were riding in a car while someone was smoking.

Figure 59. Percent of Students Who Reported Being Exposed to Cigarette Smoke in a Car by Type of Person Who Smoked in the Car and Type of School, Utah 2007



- When asked about the people who had smoked in vehicles most frequently while students were present, middle school students were most likely to list parents or grandparents. High school students most often listed parents or grandparents or friends.
- High school students were more likely than middle school students to report that brothers or sisters were smoking in cars.

Figure 60. Percent of Students Who Reported Rules About Smoking in Vehicles They Ride in the Most by Type of Rule and Type of School, Utah 2007



- About 85% of middle and high school students indicated that smoking was never allowed in the vehicles they rode in most often. About 10% said that smoking was sometimes allowed; 5% reported that it was always allowed.

Secondhand Smoke-related Attitudes

Approximately 95% of Utah's middle and high school students consider smoke from other people's cigarettes harmful. Students' knowledge about the harmful effects of secondhand smoke has remained unchanged since 2003. In 2007, female high school students were significantly more likely than male high school students to consider secondhand smoke harmful.

- In 2007, 95% of middle and high school students reported that they considered secondhand smoke harmful.
- In all survey years, more than 90% of middle and high school students reported that they believed that secondhand smoke was harmful to them.
- Among middle school students, male and female students were equally likely to think that the smoke from other people's cigarettes was harmful.
- Among high school students, female students were consistently more likely to report that they considered secondhand smoke harmful.
- In 2007, male high school students were significantly less likely to believe in the harmful potential of secondhand smoke compared to female high school students.
- In addition, at 84%, high school students who reported that they currently used tobacco were significantly less likely to believe that secondhand smoke was harmful than high school students who did not use tobacco (96%). (Data not shown).

Figure 61. Percent of Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Type of School, Utah 2003, 2005, and 2007

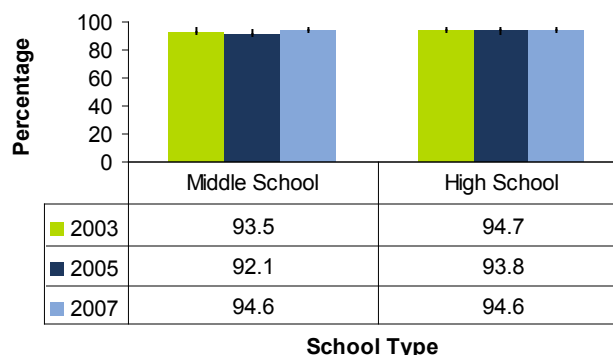


Figure 62. Percent of Middle School Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Sex, Utah 2003, 2005, and 2007

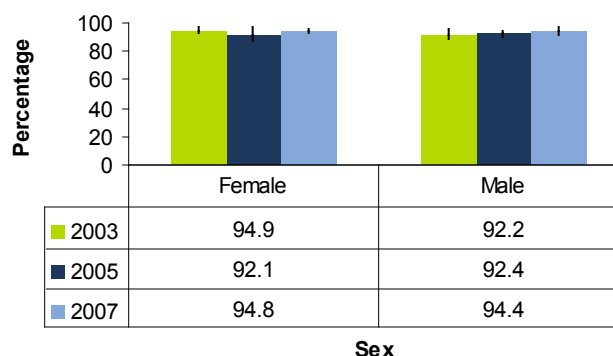
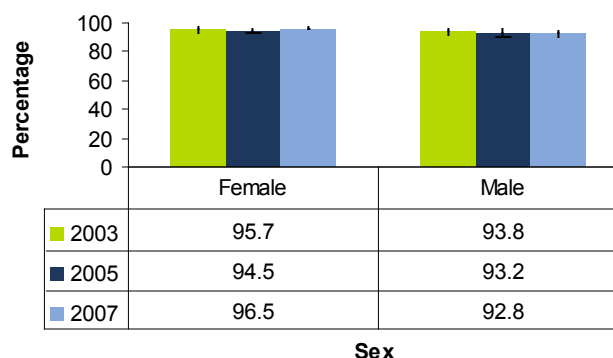


Figure 63. Percent of High School Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Sex, Utah 2003, 2005, and 2007



Tobacco Use Among Friends and Family

Friends and family members who smoke influence a student's decision to start smoking. They may share risk factors and may encourage experimentation and serve as a source for obtaining cigarettes. As shown in the graphs below, current smokers in high school were significantly more likely to report that they had smokers among their friends or lived with smokers than their non-smoking peers.

Figure 64. Percent of Students Who Reported That One or More of Their Four Closest Friends Smoked Cigarettes by Type of School, Utah 2003 and 2005

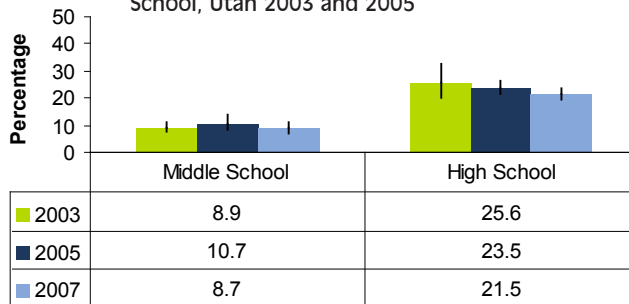


Figure 65. Percent of High School Students Who Reported That One or More of Their Four Closest Friends Smoked Cigarettes by Sex and Smoking Status, Utah 2007

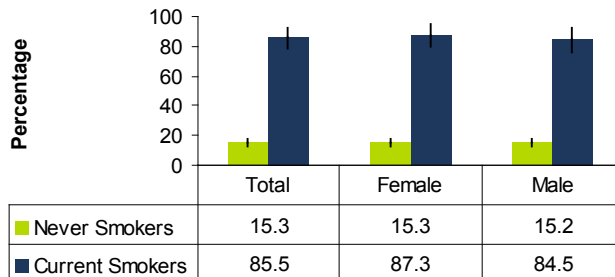


Figure 66. Percent of Students Who Reported Living With Someone Who Currently Smoked Cigarettes by Type of School, Utah 2003, 2005, and 2007

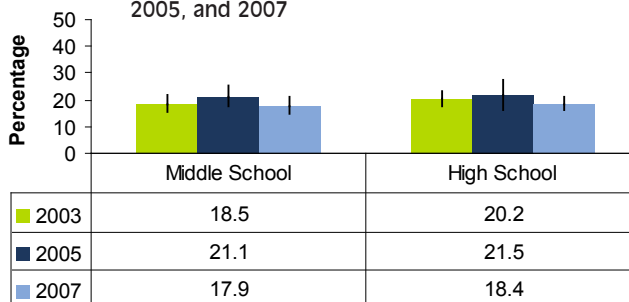
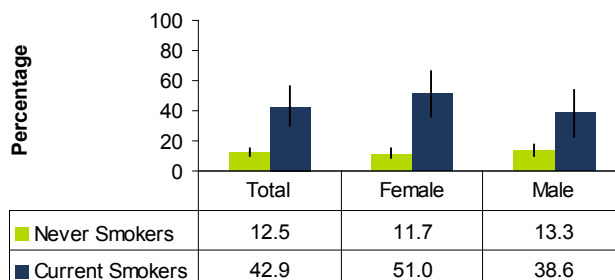


Figure 67. Percent of High School Students Who Reported Living With Someone Who Currently Smoked Cigarettes by Sex and Smoking Status, Utah 2007



- In all survey years, high school students were more than twice as likely than middle school students to report that one or more of their four closest friends smoked cigarettes.
- The percentage of high school students who reported that they had close friends who smoked declined somewhat from 2003 to 2007.
- During 2007, current smokers in high school were 32 times more likely than never-smokers to report that close friends smoked (odds ratio). The percentages of male and female smokers who reported that they had friends who smoked were nearly equal.
- In all survey years, approximately one in five middle and high school students reported that they lived with someone who smoked.
- In 2007, high school students who smoked were five times more likely to report living with a smoker than high school students who did not smoke (odds ratio).
- In 2007, female high school students who smoked reported living with a smoker more frequently than male high school students who

Exposure to Anti-Tobacco Advertising

The TRUTH anti-tobacco marketing campaign is a key component of Utah's Tobacco Prevention and Control Program. Its youth-oriented goals include deglamorizing tobacco, countering tobacco industry advertising, and providing information about the risks of tobacco use and secondhand smoke.

- Since 2003, the percentage of middle school students who saw or heard anti-tobacco advertisements on TV, the radio, or the Internet in the past month declined from 87% to 77%.
- In 2007, female middle school students were somewhat more likely to report awareness of seeing or hearing anti-tobacco ads than male middle school students.
- At 85%, awareness of anti-tobacco ads was somewhat higher for high school students than for middle school students.
- In 2007, female and male high school students indicated comparable levels of awareness.
- In 2007, 12th graders were significantly more likely to report seeing or hearing anti-tobacco ads than 6th graders.
- During 2007, awareness of anti-tobacco ads increased with increasing grade level in school and ranged from a low of 72% in 6th grade to a high of 87% in 11th grade.

Figure 68. Percent of Middle School Students Who Reported Seeing or Hearing Anti-Tobacco Ads in the Past Month by Sex, Utah 2003, 2005, and 2007

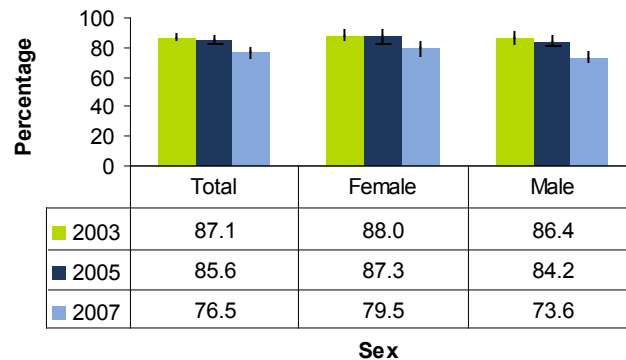


Figure 69. Percent of High School Students Who Reported Seeing or Hearing Anti-Tobacco Ads in the Past Month by Sex, Utah 2003, 2005, and 2007

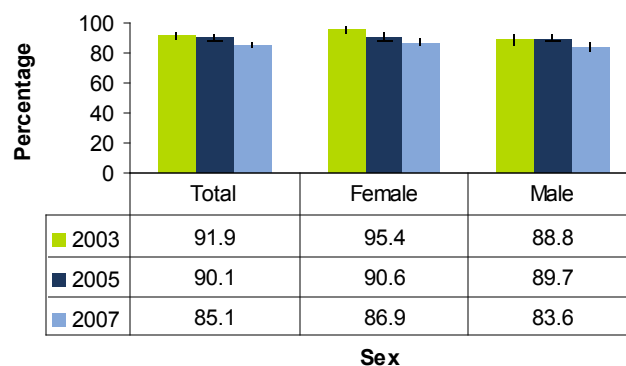
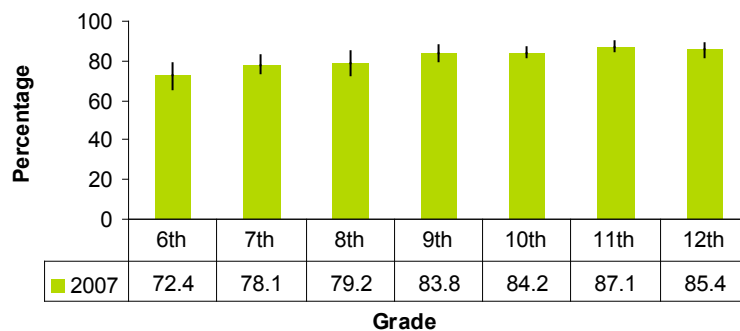


Figure 70. Percent of Students Who Reported Seeing or Hearing Anti-Tobacco Ads in the Past Month by Grade, Utah 2007



Perceptions of Tobacco Industry Tactics

When students were asked about their perceptions of the tobacco industry, most reported that they believed tobacco companies have tried to mislead young people to buy their products more than other companies. Middle and high school students were equally likely to assume that the tobacco industry is deceptive.

Figure 71. Percent of Middle School Students Who Reported Thinking That Tobacco Companies Have Tried to Mislead Young People to Buy Their Products More Than Other Companies by Sex, Utah 2007

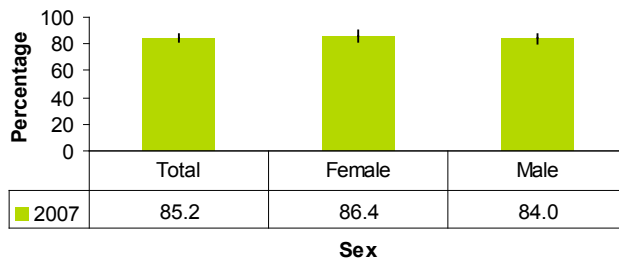


Figure 72. Percent of High School Students Who Reported Thinking That Tobacco Companies Have Tried to Mislead Young People to Buy Their Products More Than Other Companies by Sex, Utah 2007

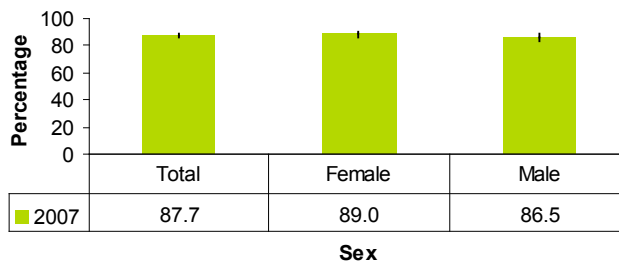
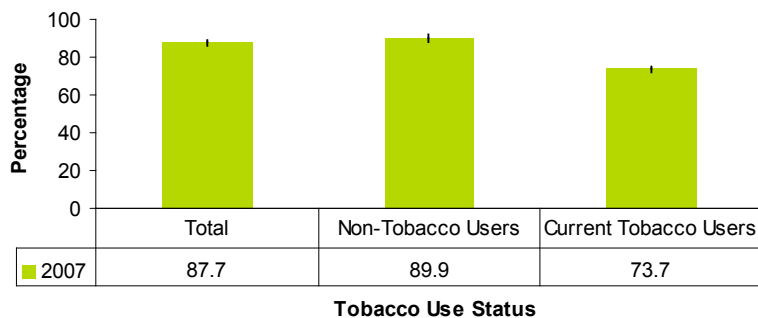


Figure 73. Percent of Students Who Reported Thinking That Tobacco Companies Have Tried to Mislead Young People to Buy Their Products More Than Other Companies by Tobacco Use Status, Utah 2007



- In 2007, 85% of middle school students indicated thinking that the tobacco industry had tried to mislead young people to buy their products more than other companies.
- Female and male middle school students were equally likely to perceive the tobacco industry as manipulative.
- In 2007, 88% of high school students reported believing that the tobacco industry attempted to mislead youth to encourage the purchase of tobacco products.
- Female and male high school students reported comparable rates of believing in tobacco industry manipulation.
- In 2007, high school students who reported current tobacco use were significantly less likely to believe in tobacco industry manipulation than students who did not use tobacco.
- Fewer than three-fourths of tobacco users in high schools believed that tobacco companies were misleading young people to buy their products more than other companies.

Participation in Tobacco Prevention by Type of School

Comprehensive tobacco prevention programs that combine mass media education with school- and community-based programs are considered most effective in reducing tobacco use initiation. Students were asked if they participated in school- or community-based prevention during the past school year.

- In all survey years, middle school students were significantly more likely than high school students to have received tobacco prevention education in school.
- In 2007, two-thirds of middle school students and fewer than half of high school students reported that they were taught about the dangers of tobacco in school.
- Many tobacco prevention programs include components that encourage students to practice refusal skills. In all survey years, more than 40% of middle school students and about 20% of high school students reported that they practiced refusal skills.
- The percentage of middle school students who participated in community-based anti-tobacco activities declined from 2003 to 2007.
- In all survey years, about 20% of high school students participated in community activities that discouraged tobacco use.

Figure 74. Percent of Students Who Reported That They Were Taught About the Dangers of Tobacco During the Past School Year by School Type, Utah 2003, 2005, and 2007

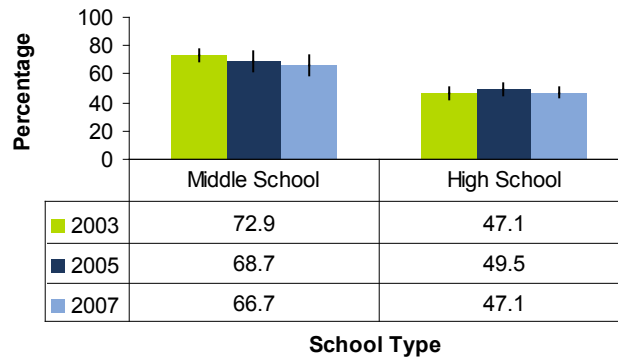


Figure 75. Percent of Students Who Reported That They Practiced Ways to Say NO to Tobacco During the Past School Year by School Type, Utah 2003, 2005, and 2007

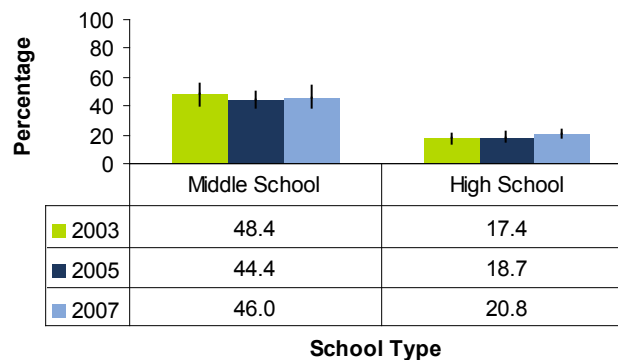
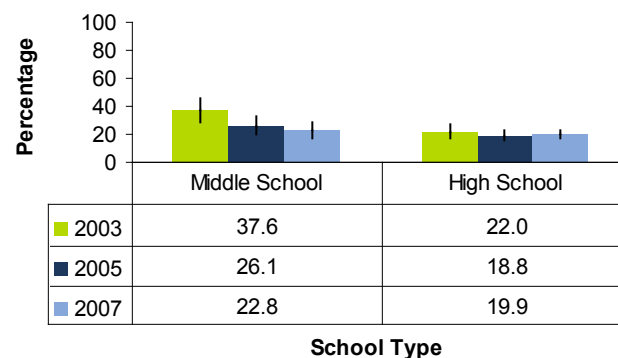
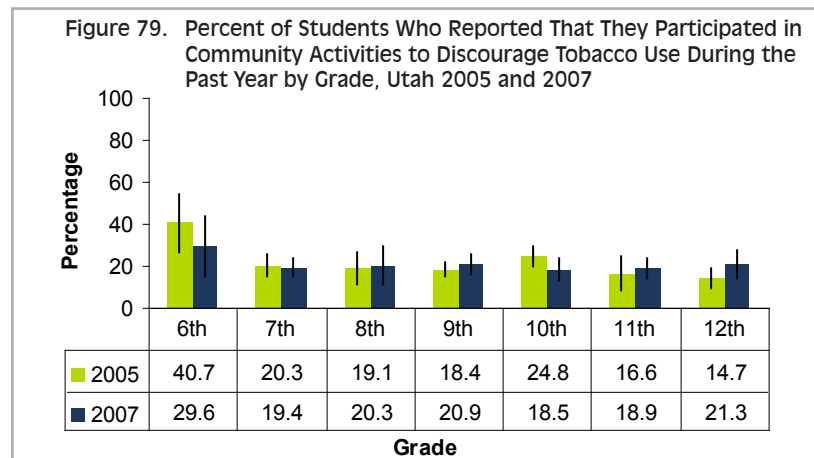
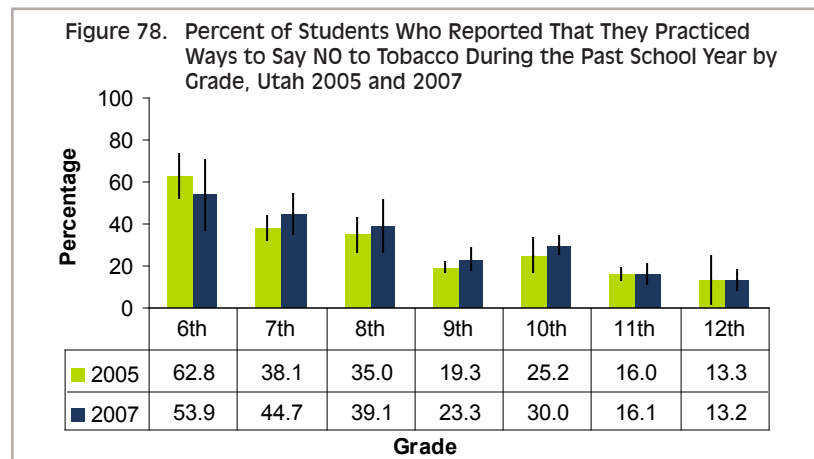
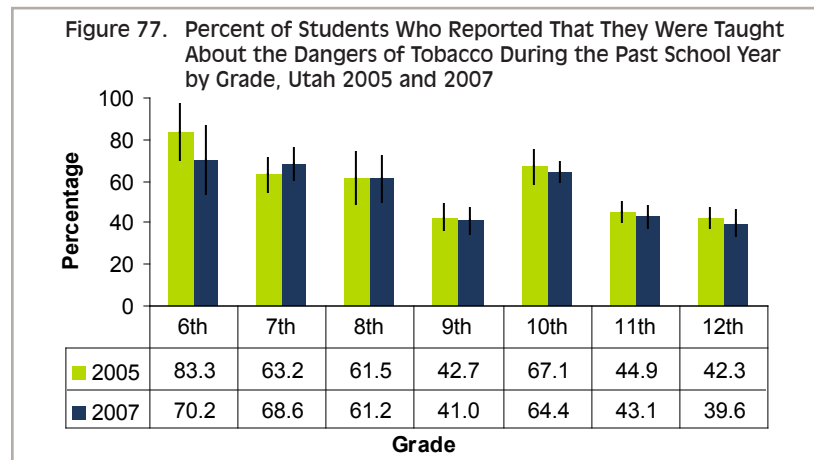


Figure 76. Percent of Students Who Reported That They Participated in Community Activities to Discourage Tobacco Use During the Past Year by School Type, Utah 2003, 2005, and 2007



Participation in Tobacco Prevention by Grade

The Centers for Disease Control and Prevention's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction recommends that schools provide tobacco use prevention education in kindergarten through 12th grade. The graphs below show Utah participation rates in prevention programs by grade level.



- In middle school, 6th and 7th graders were most likely to have been exposed to tobacco prevention education in school. In 2007, fewer 6th graders reported that they had been taught about the dangers of tobacco than in 2005.
- Among high school students, 10th graders were most likely to recall participation in school tobacco education during 2007.
- In 2007, fewer than 25% of 9th graders reported having practiced refusal skills in the past school year. In 2007, 9th graders were 10 times more likely to smoke than 6th graders
- Compared to 2005, fewer 6th and 10th graders reported that they participated in community activities to discourage tobacco use in 2007. Twelfth graders were somewhat more likely to report such participation.
- In 2007, 6th graders were more likely than students in other grades to report that they participated in community-based anti-tobacco events.

Tobacco Use by Race/Ethnicity

To increase the numbers of non-White students sampled, data from the 2003, 2005, and 2007 YTS high school surveys were combined. The graphs below show differences in tobacco use experimentation and current use of tobacco products among racial/ethnic groups. However, small numbers of participating American Indian, Asian, Black, and Pacific Islander students make most differences not statistically significant and estimates should be interpreted with caution.

- Experimentation with cigarette smoking ranged from 24% among White high school students to 56% among Black or African American students.
- About half of American Indian survey participants indicated that they had tried cigarette smoking. About 40% of Asian and Hispanic students reported experimentation. For students who identified themselves as Pacific Islanders, the rate was 39%.
- Current smoking estimates ranged from 9% for White high school students to 21% for Black or African American students.
- About one in 10 American Indian, Asian, and Hispanic students and about one in five Pacific Islanders reported that they currently smoked.
- Current use of smokeless tobacco (SLT) was most frequently reported by Black students and least frequently by White and Hispanic students. Cigar and pipe smoking were most often reported by Black and Asian students and least often by White and Hispanic students.

Figure 80. Percent of High School Students Who Reported Having Ever Tried Cigarette Smoking by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data)

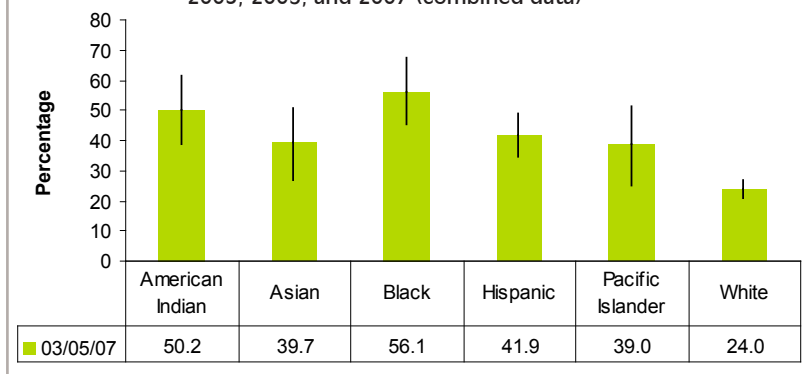


Figure 81. Percent of High School Students Who Reported Current Cigarette Smoking by Race/Ethnicity, Utah 2003, 2005, and 2007 (combined data)

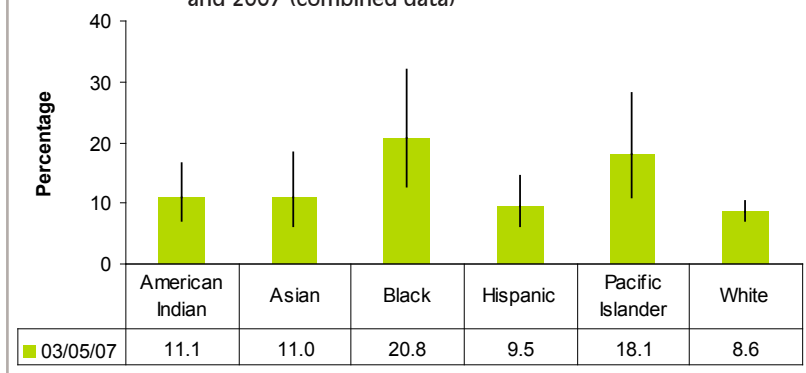
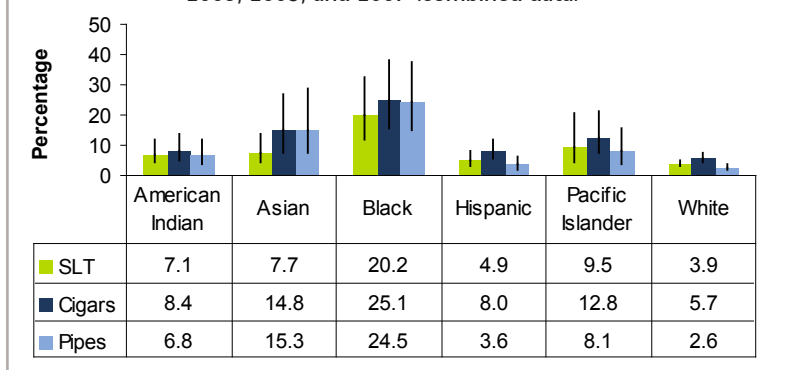
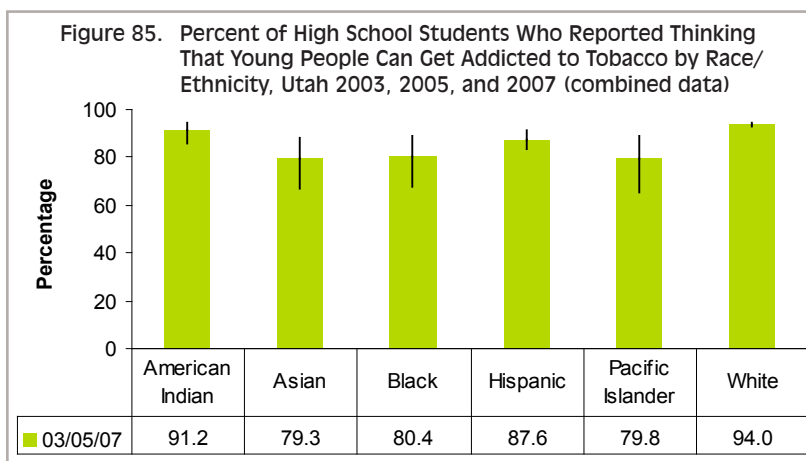
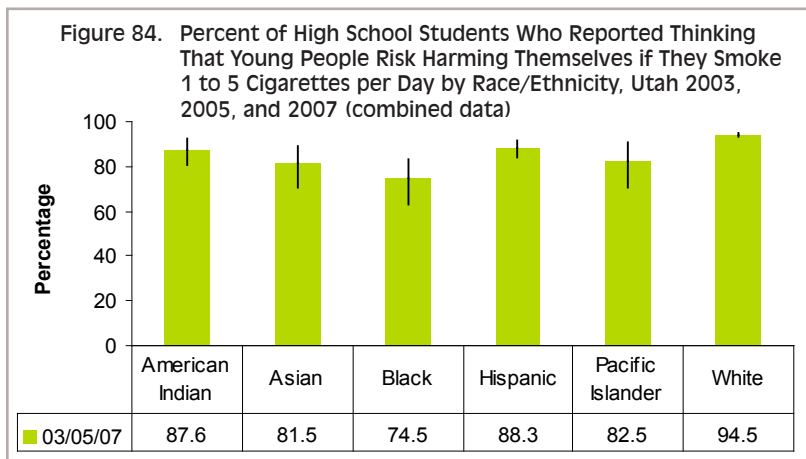
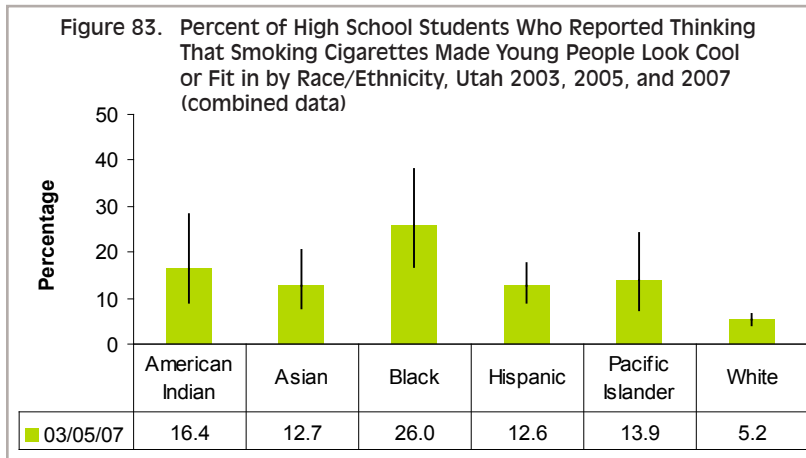


Figure 82. Percent of High School Students Who Reported Current Use of Tobacco by Race/Ethnicity and Product, Utah 2003, 2005, and 2007 (combined data)



Tobacco Attitudes by Race/Ethnicity

Students' beliefs in the social benefits of tobacco use and in tobacco use-related harm and addiction serve as predictors of their susceptibility to experimentation with tobacco products. The majority of students in all racial/ethnic groups showed low acceptance of the idea that smoking is socially beneficial. In addition, most students had sound knowledge of the harmful effects of smoking and of addiction.



- The overall percentage of students who considered smoking cool or beneficial to fitting in was low among all groups. Generally, groups with higher smoking rates were somewhat more likely to view smoking as socially beneficial than groups with lower smoking rates.
- Most students agreed that smoking had harmful effects. The group with the highest rate of current smoking (Black students) was least likely to report that smoking 1 to 5 cigarettes was harmful. Groups with lower rates of current smoking (White, Hispanic, and American Indian students) reported most frequently that smoking posed risks to young people.
- More than three-fourths of students in all groups were well informed about the addictive potential of tobacco. White, American Indian, and Hispanic students reported recognition of the addictive nature of tobacco at higher rates than Pacific Islander, Asian, and Black students.

Cigarette Smoking and Use of Smokeless Tobacco by Local Health District

The Utah YTS (UYTS) high school samples were stratified by local health district. The tables below show rates of current cigarette smoking and smokeless tobacco use by local area. The Utah Department of Health analyzed and weighted data for districts with overall response rates higher than 50%. In 2007, current smoking rates by local area ranged from 1.8% in Utah County to 15.6% in Weber-Morgan Health District.

Table 1: Current Use of Cigarettes and Smokeless Tobacco (SLT) Among High School Students by Local Health District, Utah 2007

	Prevalence Rates				Participation	
	Cigarettes	95% C.I.	SLT	95% C.I.	Rate	Number of Students
Statewide	7.9%	(+1.3%, -1.1%)	4.5%	(+1.2%, -1.0%)	62.5%	4,256
Bear River	6.1%	(+3.8%, -2.4%)	5.1%	(+3.2%, -2.0%)	58.3%	374
Central	8.7%	(+3.0%, -2.3%)	9.2%	(+3.8%, -2.7%)	73.8%	327
Davis	8.6%	(+4.4%, -3.0%)	6.0%	(+3.5%, -2.3%)	76.4%	451
Salt Lake Valley	8.0%	(+4.0%, -2.7%)	3.4%	(+3.1%, -1.7%)	51.9%	354
Southeastern	15.0%	(+5.8%, -4.4%)	7.4%	(+4.4%, -2.9%)	67.4%	403
Southwest	3.7%	(+3.4%, -1.8%)	2.1%	(+4.4%, -1.4%)	74.0%	387
Summit	13.1%	(+8.0%, -5.3%)	7.5%	(+9.6%, -4.4%)	56.1%	231
Tooele	11.6%	(+4.2%, -3.2%)	6.8%	(+2.9%, -2.1%)	76.5%	434
TriCounty	insufficient sample				<50%	231
Utah County	1.8%	(+2.6%, -1.1%)	1.5%	(+3.4%, -1.0%)	75.2%	383
Wasatch	8.4%	(+4.9%, -3.2%)	6.1%	(+5.7%, -3.0%)	57.8%	274
Weber-Morgan	15.6%	(+3.7%, -3.1%)	6.2%	(+5.4%, -3.0%)	70.2%	407

Table 2: Current Use of Cigarettes and Smokeless Tobacco (SLT) Among High School Students by Local Health District, Utah 2005

	Prevalence Rates				Participation	
	Cigarettes	95% C.I.	SLT	95% C.I.	Rate	Number of Students
Statewide	10.3%	(+3.9%, -2.9%)	4.7%	(+3.7%, -2.1%)	61.2%	3,383
Bear River	9.2%	(+5.3%, -3.5%)	3.7%	(+4.7%, -2.1%)	70.1%	379
Central	insufficient sample				<50%	169
Davis	6.2%	(+3.1%, -2.1%)	2.0%	(+3.8%, -1.4%)	68.5%	392
Salt Lake Valley	15.2%	(+18.2%, -9.2%)	6.6%	(+20.8%, -5.3%)	59.2%	346
Southeastern	20.0%	(+14.2%, -9.3%)	6.2%	(+6.1%, -3.2%)	51.9%	304
Southwest	9.1%	(+3.9%, -2.8%)	4.2%	(+5.3%, -2.4%)	81.7%	374
Summit	10.4%	(+9.5%, -5.3%)	2.3%	(+2.6%, -1.2%)	58.4%	281
Tooele	10.0%	(+5.1%, -3.5%)	4.4%	(+4.5%, -2.3%)	73.4%	344
TriCounty	13.9%	(+11.9%, -6.9%)	9.8%	(+7.9%, -4.6%)	59.1%	192
Utah County	4.2%	(+3.2%, -1.9%)	2.8%	(+1.8%, -1.1%)	61.9%	248
Wasatch	12.6%	(+12.5%, -6.8%)	9.6%	(+7.7%, -4.5%)	51.6%	83
Weber-Morgan	9.6%	(+6.2%, -3.9%)	3.7%	(+1.2%, -0.9%)	62.9%	271

C.I.: Confidence Interval

Technical Notes

Survey Methods

The Utah Student Health and Risk Prevention (SHARP) Survey Project

To decrease the survey burden on schools and improve survey response rates, the Utah Department of Health's Tobacco Prevention and Control Program, the Utah State Office of Education, and the Utah Department of Human Services' Division of Substance Abuse and Mental Health continued the SHARP school survey collaboration partnership that was initiated in 2003. The SHARP project is administered in Utah schools in odd years and includes the following three surveys: the Youth Tobacco Survey, the Youth Risk Behavior Survey, and Utah's Prevention Needs Assessment. The U.S. Centers for Disease Control and Prevention (CDC) developed the samples for the UYTS and Utah Youth Risk Behavior Survey. In all survey years, statewide middle and high school samples for the UYTS received response rates higher than 60% and were weighted to reflect the student population in Utah schools.

Utah Youth Tobacco Survey Instrument

The 2007 Utah Youth Tobacco Survey (UYTS) used 80 standardized core questions developed by the CDC and 17 state-specific questions. The UYTS questions covered tobacco use prevalence; access to tobacco products; addiction; cessation; tobacco-related knowledge, attitudes, and intentions; tobacco prevention education; counter-marketing; industry strategies; secondhand smoke; and asthma surveillance.

Sampling

The UYTS uses a two-stage cluster sampling design to select a representative sample of public schools and students in Utah. High schools were selected to allow for analysis at the health district level. Middle schools were selected to allow for statewide analysis. The first stage sampling frame was constructed from public middle schools (schools containing any of the grades 6 to 8) and high schools (schools containing any of the grades 9 to 12) for a total of 52 schools with middle school grades and 110 schools with high school grades. The second sampling stage involved randomly selecting second-period classes within each school. All students in selected classes received a parental consent form that informed parents about the purpose of the survey and asked for active consent to allow students to participate. Only students who returned positive parental consent forms before surveys were administered participated in the surveys. Overall participation rates (school participation rate \times student participation rate) for the UYTS were 67.2% for middle schools and 62.5% for high schools. The data were weighted to adjust for varying probabilities of selection and non-response.

Analysis

Survey responses were received from 1,440 middle school students in 48 middle schools and 4,249 high school students in 105 high schools in 2007. The CDC calculated and provided sample weights, frequencies, and 95% confidence intervals for each question. Results are reported separately for middle and high school students.

Limitations

The UYTS did not include certain youth segments, such as students in private or alternative schools, school dropouts, or youth in correctional facilities and treatment centers. Due to Utah's active consent law for school-based surveys, students who did not return their consent forms were not represented.

