

AN IOWA 2002 YOUTH TOBACCO SURVEY REPORT

**A NEEDS ASSESSMENT DESCRIPTIVE PROFILE:
USE RATES, BRAND REFERENCES, QUITTING EXPERIENCES, PURCHASING BEHAVIOR,
TOBACCO-RELATED ATTITUDES, AND USE AND PREVENTION EXPOSURE**

**Prepared By:
Randi Jean Huffman
Xiaojin Chen
Jingjing Chen**

**Iowa Department of Public Health
Division of Tobacco Use Prevention & Control
Lucas State Office Building, Des Moines, Iowa**

**Interim Director: Janet Zwick
Program Director: Threase Harms-Hassoun
Phone (515) 281-8857**

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INTRODUCTION

With funds obtained from the Master Settlement Agreement between the states and tobacco companies, each state in the nation has the opportunity to implement a sustained and comprehensive tobacco control program for their youth. Data collection (a requirement for needs assessment and evaluation) is an integral part of any comprehensive tobacco control program. The Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention (CDC) was assigned the task of coordinating each state's data collection efforts. The CDC developed a core set of questions that needed to be included in each state's survey of its adolescent population and provided technical assistance to the states regarding sample selection and appropriate data analysis techniques. The Youth Tobacco Surveys were intended to enhance the capacity of each state to design, implement, and evaluate comprehensive tobacco control programs.

The 2002 Iowa Youth Tobacco Survey (IYTS) questionnaire included the CDC recommended questions and five additional questions. A copy of the 2002 survey instrument can be obtained from the Iowa Department of Public Health, Division of Tobacco Use Prevention and Control, Lucas State Office Building, Des Moines, Iowa 50319-0075. The population base (grades 6 through 12) and sampling design recommended by the CDC were also adopted in Iowa. A multistage sampling design was used. The first stage involved a random selection of public and nonpublic schools proportional to their enrollment size, followed by a random selection of classes within each school. The parents of the students in the selected classes were mailed a letter of explanation and a form to return if they did not want their student to participate. Very few parents rejected participation. All students in the selected classes, whose parents did not object, were asked to participate in the survey.

Those students that did choose to participate completed at school an anonymous and confidential self-administered questionnaire. The questionnaire asked about demographics (age, sex, grade in school, and race/ethnicity), use of tobacco products, second hand smoke exposure, purchasing habits, tobacco-related knowledge and attitudes, tobacco-related media and advertising exposure, and tobacco prevention program exposure.

A total of 60 schools in Iowa were selected to participate in the 2002 IYTS: 30 middle schools (grades 6 through 8) and 30 high schools (grades 9 through 12). Twenty-seven of the middle schools and 25 of the high schools provided data (an 87% school response rate). Within these schools, all students in the second period classrooms were asked to participate. There were 1,848 middle school students selected to participate and 1,633 (88%) completed a useable questionnaire. There were 1,937 high school students selected to participate and 1,697 (88%) completed a useable questionnaire. The overall response rate, including both schools and students, was 77% for the middle school sample and 77% for the high school sample. The questionnaires were completed between April and May of 2002.

The IYTS sample selection process would, if everyone in the sample agreed to participate, produce a sample that matched the population (all of Iowa's enrolled students in grades 6 through 12). However, as described in the previous paragraph, not everyone who was selected agreed to participate. This introduced the possibility that the sample of students completing the 2002 IYTS may not have been representative of all 6th through 12th graders in the state and that the prevalence rates obtained from this sample might not accurately reflect the actual population prevalence rates. Weighting was used to help ensure that the sample of respondents who actually completed the questionnaire matches the population it was intended to represent. (Weighting changes the data in a way that makes the results of data analysis more likely to provide reliable and valid population estimates.)

The weighting procedure developed by the CDC for the 2002 IYTS is somewhat complex in terms of its actual mathematical application, but it is relatively simple in terms of its objectives. A weighting factor was applied to each student record (the responses to the 2002 IYTS questionnaire) to adjust for non-response at the school and student level, and for varying probabilities of selection. The weights were then adjusted so that the weighted proportion of students in each grade and gender matched those proportions in the Iowa student population. While complex in its application, this weighting procedure is simply a method that helps ensure, given some assumptions, that the sample of students actually completing the 2002 IYTS actually matches the population of students it is intended to represent. In short, the tobacco-related prevalence rate estimates obtained from the weighted 2002 IYTS sample are more likely than those based on an unweighted 2002 IYTS sample to match the actual prevalence rates in the total population of 6th through 12th graders in Iowa.

Unfortunately the 2002 IYTS sample is too small to provide meaningful demographic (county) or race/ethnicity based analyses. Less than three percent of Iowa's total population is nonwhite and all the race/ethnic minority categories in the 2002 IYTS include less than 50 students. Prevalence rate estimates based on samples with less than 50 students are typically untrustworthy. Also, Iowa has 99 counties and a total sample of only 3,372 students in grades 6 through 12 would obviously leave several counties with little or no representation. Even if every county was equally represented, and they are not, there would at best be 34 students (3,372 divided by 99) from each county, a number that is considerably below the sample size adequate to produce trustworthy prevalence rate estimates. The 2002 IYTS data does, however, provide a very useful descriptive profile of Iowa's middle and high school, both male and female, students' tobacco-related behaviors and attitudes.

Preliminary findings from the 2002 IYTS were previously reported (Iowa Youth Tobacco Survey - Initial Report - 2002). This second report provides a more comprehensive profile of middle and high school students' tobacco-related behaviors and attitudes, including male and female differences. The purpose of this second report is to: 1) help tobacco control program planners and administrators more comprehensively identify the extent and kinds of tobacco control program needs in Iowa, and 2) provide data that can

be used to make resource allocation decisions that are based on objectively identified needs.

This second report, like the first, is restricted to descriptive profiles, with a focus on identifying middle vs. high school and male vs. female differences. Because all surveys are subject to sampling and measurement error, the differences observed in this report may not be real. Statistical tests of significance can be used as a means to identify real differences, but at this exploratory stage of analysis, practical significance is even more important. That is, if the differences observed are not large enough to be of practical consequence (differences large enough to justify resource allocation decisions), then small, but statistically significant differences, are of little value for the purposes of this report.

From both a statistical and practical perspective, the larger the differences observed, the more important those differences are in terms of identifying program needs and making resource allocation decisions. While not binding in any respect in terms of either statistical or practical significance, a couple of general guidelines are offered for the reader's consideration. A 5% difference would be a statistically significant difference in most, but not all, instances with samples of the size included in this report. Perhaps 10% or larger might be more appropriate for identifying practical significance. Our readers may have a better appreciation of what is of practical significance for a specific purpose, but at least these general criteria provide some guidelines to follow.

In addition, Tables 2 through 4 provide the 95% confidence intervals (CIs) for a selected number of the tobacco use prevalence rates reported in this analysis. These confidence intervals mean that we can be 95% confident that the actual prevalence rates are within the CI of the observed prevalence rate in this sample. Readers should note that most, but not all, of the confidence intervals are smaller than 5%.

Finally, the author of this report has provided some inferences regarding the causes/implications of the differences observed. It must be kept in mind that these inferences are the author's speculations about what might be happening and that others might draw different, but equally valid, inferences from the same observed differences. Also, these inferences are the sole responsibility of the author and do not necessarily reflect the opinions of the agencies involved in the 2002 Iowa Youth Tobacco Survey.

EXECUTIVE SUMMARY

Methods

The 2002 Iowa Youth Tobacco Survey (IYTS) was completed by a random sample of students enrolled in Iowa's schools in grades 6 through 12. A total of 1,633 middle school students (grades 6 through 8) and 1,697 high school students (grades 9 through 12) completed an anonymous and confidential, self-administered questionnaire concerning their: tobacco product use, second hand smoke exposure, purchasing habits, tobacco-related knowledge and attitudes, tobacco-related media and advertising exposure, and tobacco prevention program exposure.

Findings

The following are the major findings obtained from this analysis of the 2002 IYTS. Readers are encouraged to read the full report to obtain all the detailed findings.

Lifetime Tobacco Use. Tobacco product experimentation is very widespread among Iowa students enrolled in grades 6 through 12. In 2002, 66% of high school students and 37% of middle school students had tried some kind of tobacco product in their lifetime. Of the total 119,865 middle school and 164,802 high school students enrolled in Iowa's public and nonpublic schools, an estimated 153,119 had tried a tobacco product in their lifetime.

In the 2000 IYTS, 68% of high school students and 46% of middle school students had tried a tobacco product in their lifetime. Of the total 162,442 high school and 121,546 middle school students enrolled in Iowa's public and nonpublic schools, an estimated 167,203 had tried a tobacco product in their lifetime.

When comparing the data, this represents a reduction of 3% (15,019) in lifetime tobacco usage among high school students from the previous 2000 IYTS. Middle school students represent a 20% reduction in lifetime tobacco usage. There was an estimated 9% decrease in the total of high school and middle school students enrolled in Iowa's public and nonpublic schools who had used a tobacco product in their lifetime.

In 2002, most of Iowa's 6th through 12th grade tobacco product experimenters include cigarettes in their lifetime tobacco use (60% 1,018 of high school and 29% 474 of middle school students). The 2000 IYTS, data reported (63% 910 of high school and 39% 715 of middle school students) included cigarettes in their lifetime tobacco use. This represents a 12% increase among high school students and a 39% decrease among middle school students.

In the 2002 IYTS, smokeless tobacco is much less popular; in 2002 24% of high school students (an estimated 39,552) and 11% of middle school students (an estimated 13,185)

have tried a smokeless tobacco product in their lifetime. In 2000, 27% of high school students (an estimated 44,496) and 14% of middle school students (an estimated 16,781) have tried a smokeless tobacco product in their lifetime. This represents an 11% (4,944) reduction in the amount of high school students and 27% (3,596) reduction in the amount of middle school students who have tried a smokeless tobacco product in their lifetime.

In the 2002 IYTS, males are more likely than females to experiment with tobacco products, especially smokeless tobacco (13% vs. 8% in middle school and 39% vs. 9% in high school). In the 2000 IYTS, males were also more likely to experiment with smokeless tobacco (19% vs. 8% in middle school and 42% vs. 12% in high school).

Current (Past 30 Days) Tobacco Use. Current (past 30 days) use of any tobacco product is, fortunately, considerably smaller than lifetime use. Still, 34% of Iowa's high school students (an estimated 56,033 students) report current use of any tobacco product, as do 11% (an estimated 13,185) of their middle school counterparts. In the 2000 IYTS, 39% of Iowa's high school students (an estimated 64,273 students) reported current use of any tobacco product, as did 16% (an estimated 19,178) of their middle school counterparts. This represents a 13% reduction among high school (an estimated 8,240) and a 31% reduction among middle school students (an estimated 5,993) whom have used tobacco products within the past 30 days. The prevalence rate for high school students is slightly higher than the national average of 28%. The prevalence rate for middle school students is consistent with the national average of 11%.

In 2002, the most popular tobacco product in current (past 30 days) use is cigarettes (used by an estimated 52,888 grade 6 through 12 Iowans) followed by cigars (an estimated 27,116 users) and smokeless tobacco (an estimated 16,780 users). Pipe smoking tobacco and bidi and kretek (fruit and candy flavored tobacco cigarettes) were used by less than 2% (less than 5,000) of Iowa's 6th through 12th graders. In 2000, the most popular tobacco product in current (past 30 days) used was cigarettes (used by an estimated 68,769 grade 6 through 12 Iowans) followed by cigars (an estimated 23,072 users) and smokeless tobacco (an estimated 22,923 users). Pipe smoking tobacco and bidi and kretek (fruit and candy flavored tobacco cigarettes) were used by less than 5% (less than 15,000) of Iowa's 6th through 12th graders. This shows a decrease of an estimated 23% (15,881) in the use of cigarettes in the (past 30 days); an estimated 19% (5,244) decrease in the use of cigars; a 37% (6,143) decrease in the use of smokeless tobacco; and a 2% (8,540) decrease in the amount who use pipe smoking tobacco and bidi and kretek.

As with lifetime tobacco use, current tobacco use is somewhat more common among 6th through 12th grade males than females. Again, however, the middle school sex differences are smaller than the high school differences.

Current Regular/Dependent Tobacco Use. There is, unfortunately, also evidence to indicate that many of Iowa's 6th through 12th graders have reached a point in their tobacco product use that would indicate they have already reached the level of habit forming use. In the 30 days prior to interview, an estimated 4,128 of Iowa's 6th through 12th graders were smoking cigarettes on 20 or more days; 8,540 were using smokeless tobacco products on 20 or more days; 12,867 were smoking six or more cigarettes per smoking day; and 16,511 felt they could not go a whole day without smoking a cigarette. It would seem clear that there are at least 25,000 6th through 12th grade students in Iowa who are regular, if not addicted, tobacco product users. Based on current estimates, about half of these tobacco product users will be killed by their habit, losing an average of 20-25 years of nonsmoking life expectancy.

Female and male differences in tobacco product dependency rates are minimal and in many instances, the female prevalence rates are slightly higher than the male prevalence rates.

Projected Tobacco Use. An estimated 22% (63,074) of 6th through 12th graders in Iowa indicate that they will be smoking cigarettes one year from now, and 10,419 think they will be smoking cigarettes five years from now. Again, females are just as likely, or even slightly more likely, than males to think they will be smoking cigarettes in the future.

Secondhand Smoke Exposure. Almost three quarters (73%) of Iowa's high school students (an estimated 120,305 students) spent one or more of the last seven days in a room with a person who was smoking. Secondhand smoke exposure was less in the middle school, but still well over half (70%) of middle school students spent one or more of the last seven days in a room with a person who was smoking. Obviously, secondhand smoke exposure is very prevalent among Iowa's 6th through 12th graders. Female middle school students are more likely than the males to have been in a room with a smoker (74% vs. 65%). Male high school students are only slightly more likely than their female counterparts to be exposed to this kind of secondhand smoke (74% vs. 72%). In the 2000 IYTS, well over half 77% (an estimated 126,898 of Iowa's high school students and 61% of middle school students) reported they spent one or more of the last seven days in a room with a person who was smoking. When comparing the 2000 IYTS to the 2002 IYTS, high school students illustrated a decrease of 5% of students who (an estimated 6,593 students) reported they had spent one or more of the last seven days in a room with a person who was smoking. Middle school students illustrated an increase of 15% of students who (an estimated 10,788 students) reported they spent one or more of the last seven days in a room with a person who was smoking.

More than half (52%) of Iowa's high school students (an estimated 85,697 students) spent one or more of the last seven days in a car with a person who was smoking. Also, approximately half (57% of high school and 49% of middle school students) reported they spent one or more of the last seven days in a car with someone who was smoking.

Half (50%) of Iowa's middle school students (an estimated 59,933 students) spent one or more of the last seven days in a car with a person who was smoking. Female middle

school students are slightly more likely than males to have been in a room with a smoker (52% vs. 48%). Male high school students are only slightly less likely than their female counterparts to be exposed to this kind of secondhand smoke (48% vs. 52%).

When comparing the 2000 IYTS and the 2002 IYTS, high school students illustrated a decrease of 8% an estimated 8,240 spent one or more of the last seven days in a car with a person who was smoking. Middle school students illustrated an increase of 2% an estimated 2,431 more middle school students spent one or more of the last seven days in a car with a person who was smoking.

Tobacco Brand Preferences. The Marlboro brand of cigarettes is preferred by a wide margin of Iowa's 6th through 12th grade current (past 30 days) cigarette smokers. Marlboro is the choice of 60% of high school current smokers and 59% of middle school current smokers. Other brands reported by middle school students (16% vs. 8%) are somewhat more popular than high school smokers. High school students reported a somewhat higher preference (13% vs. 6%) for Camel cigarettes than middle school students. Middle school and high school students reported a similar use (10% vs. 11%) of Newport cigarettes. The use of Marlboro cigarettes was higher among high school females than their male counterparts (69% vs. 52%); middle school males reported a higher use of Marlboro cigarettes than their female counterparts (62% vs. 57%). The use of Camel cigarettes was higher among high school males than their female counterparts (19% vs. 6%); middle school males reported a higher use of Camel cigarettes than their female counterparts (10% vs. 2%). The use of Newport cigarettes was higher among high school females than their male counterparts (12% vs. 10%); middle school females reported a higher use of Newport than their male counterparts (15% vs. 4%). The use of other brands was higher among high school males than their female counterparts (10% vs. 6%); middle school females reported a higher use of other brands than their male counterparts (16% vs. 15%).

Quitting Experiences. Over half (63%) of the current (past 30 days) high school cigarette smokers expressed a desire to quit smoking cigarettes at the time of interview, and 20% of the current high school smokers think they probably or definitely could quit. More than half (72%) of the current middle school cigarette smokers expressed a desire to quit and 7% of them felt they probably or definitely could quit. Middle and high school females expressed a slightly higher desire to quit and felt they have a slightly higher likelihood that they could quit. Fourteen-percent of current (past 30 days) high school cigarette smokers have tried to quit smoking cigarettes in the past 12 months, and 5% of their middle school counterparts have made a similar effort to quit.

Current (Past 30 Days) Tobacco Users Under the Age of 18 Purchasing Behaviors. Most middle and high school current cigarette smokers under the legal purchasing age obtain their cigarettes by having others buy them or borrowing from others. Vending machines are used the least by underage smokers. Underage smokers are most likely to purchase their last pack of cigarettes in a gas station, convenience store or "other" place. Eleven percent of high school underage smokers made their last purchase in a gas station, as did 1% of their middle school counterparts. Like underage cigarette smokers, underage

smokeless tobacco user, are most likely to obtain their tobacco product from having others buy them or from an acquaintance.

Seven percent of middle and high school smokers under the legal purchasing age who tried to buy cigarettes in a store in the 30 days prior to interview reported that they were asked to show their proof of age. Nearly 6% of all middle and high school current, underage smokers who tried to buy cigarettes in a store in the 30 days prior to interview reported that no one in the 30 days prior to interview refused to sell them cigarettes because of their age. Neither of these findings necessarily means that most stores in Iowa do not ask to see proof of age. Instead, it may simply be that underage store purchasers know which store to approach and always go to that store to make their purchases.

High school males who tried to make a store purchase were much more likely than their female counterparts to have been asked to show proof of age (4% vs. 2%). Also, high school males were much more likely than their female counterparts to report that someone refused to sell them cigarettes because of their age (2% vs. 1%).

Tobacco-related Attitudes. The vast majority (over 95%) of Iowa's 6th through 12th grade males and females definitely or probably think that people can get addicted to tobacco just like cocaine or heroin. Less than 16% of these students definitely or probably think that young people who smoke cigarettes have more friends, but more high school males (18%) than females (13%) think that way. Even fewer (less than 20%) middle and high school students in Iowa definitely or probably think that smoking cigarettes makes young people look cool or fit in. Again, however, more middle school males (21%) than females (12%) think that way. Over 91% of both middle and high school males and females definitely or probably think that young people risk harming themselves if they smoke from 1-5 cigarettes per day. However, more high school (92%) than middle school (90%) students think that way, with only small sex differences. Less than 16% of middle and high school students definitely or probably think it is safe to smoke only a year or two as long as you quit after that. More high school males (23%) than females (9%) think that way. Over 93% of both middle and high school males and females definitely or probably think smoke from other peoples cigarettes is harmful to them. However, more high school than middle school students feel that way (93%vs. 92%).

Tobacco Exposure. Most of Iowa's middle and high school students are exposed to role models that use tobacco products. Over 88% of middle and high school students watch TV or movies that most or some of the time include actors who use tobacco. Over 25% watch TV that most or some of the time shows athletes using tobacco and over 29% see internet ads for tobacco products.

Over 28% of Iowa's 6th through 12th graders have received something in the past 12 months that had a tobacco company name or picture on it. More than half (51%) of high school students report that one or more of their four closest friends smoke and 66% of middle school students report a similar relationship. Less than half (49%) of high school students and 39% of middle school students report that one or more of their four closest

friends use smokeless tobacco. Finally, nearly 54% of middle school students and 40% of high school students report that they live with someone who currently smokes cigarettes.

Tobacco Prevention Activity Exposure. The vast majority of both Iowa's middle and high school students have been exposed to commercials that focus on the dangers of cigarette smoking (93% of high school students and 91% of middle school students). Less than half, however, remember being exposed to a current year school program where students practiced saying "NO" to tobacco use (41% of middle school students and only 15% of high school students) or remember participating in a community program in the past 12 months to discourage young people from using tobacco (29% of middle school students and only 16% of high school students). This data however is going up compared to the 2000 IYTS results. In 2000, only 19% of middle school students and 11% of high school student reported participating in a community program in the past 12 months to discourage young people from using tobacco. This represents a 10% increase in the number of high school students and an 8% increase in the number of middle school students who are participating in community programs discouraging young people from using tobacco.

Just Eliminate Lies (JEL) Exposure. Over three quarters (82%) of high school and middle school students have heard or seen the anti-tobacco advertising campaign called JEL (Just Eliminate Lies); 85% of high school and 79% of middle school students. Over 75% of high school and middle school students agree or strongly agree that the JEL ads are convincing and believable; 75% of high school and 75% of middle school students. Over 74% of high school and middle school students think the JEL campaign is doing okay or very well in getting their anti-tobacco message across to people their age; 73% of high school and 75% of middle school students. Over half (57%) of high school and middle school students have learned something or a lot from the JEL campaign; 54% of high school and 62% of middle school students. Forty-six percent of high school and middle school students reported JEL anti-tobacco campaign changed their attitudes toward the tobacco industry; 43% of high school and 50% of middle school students.

Conclusions/Implications

Tobacco product experimentation by Iowa's 6th through 12th graders is widespread (an estimated 153,119 students). The number of those experimenting in Iowa's 6th through 12th grade has decreased since the 2000 IYTS report with an estimated decrease of 3% (14,084). The decline in tobacco product experimentation in the last two years may be a result of the successful primary prevention programs that are implemented across Iowa. Since the Master Settlement Agreement, funding has decreased and primary prevention programs for pregnant women, cessation, and school programs have been reduced or eliminated. When comparing the 2002 IYTS to the 2000 IYTS, the number of youth who are utilizing tobacco has decreased; however, if the funding continues to decrease, this may not occur.

Current use of any tobacco product by Iowa's high school students is slightly higher than the national average. Current use of any tobacco product by Iowa's middle school is consistent with the national average. In the 2000 IYTS, tobacco usage among Iowa's middle and high school students was slightly higher than the national average. With primary prevention programs and counter-marketing efforts, state and nationwide tobacco product utilization has decreased. Current use of bidis and kreteks (fruit and candy flavored tobacco cigarettes) is low in Iowa, but they could become the "gateway" tobacco products for young Iowans. Both the supply of, and demand for, these imported tobacco products should be monitored very closely.

While many students who experiment with tobacco products do not move from the experimental phases of tobacco use to regular and/or dependent use there is evidence to suggest that over 17% do. All the tobacco product experimenters need to be exposed to secondary prevention programs that are designed to keep them from going beyond the experimental stage of use. It is estimated that about 25,000 middle and high school students in Iowa are currently dependent on a tobacco product, and it is estimated that nearly half of these users will be killed by their habit, losing an average of 20-25 years of nonsmoking life expectancy. Clearly any effort to reduce these outcomes would be beneficial.

There is every indication to believe that tobacco product use is not going away in the near future. Program planners, both prevention and treatment, need to be aware that an estimated 63,132 of Iowa's middle and high school students expect to be smoking cigarettes one year into the future and 33,174 think they will be smoking five years into the future.

Iowa's middle and high school students, both males and females, are widely exposed to second hand smoke. Half or more of all students report second hand smoke exposure, being present on one or more of the last seven days in either a room or car with a smoker. The extent of the danger posed by this exposure is uncertain, but it is likely that programs designed to reduce this exposure would reduce health-related costs in the future.

The Marlboro brand of cigarettes is clearly the most popular brand in Iowa, enjoying the allegiance of 60% of high school smokers and 59% of current middle school smokers.

Iowa's middle and high school smokers do appear to favor menthol cigarettes. Middle school females who are current smokers have a higher percentage than their male counterparts (49% vs. 39%) when smoking menthol cigarettes. High school females who are current smokers also have a higher percentage than their male counterparts (31% vs. 26%) when smoking menthol cigarettes. It is unknown how Marlboro has achieved such a dominant brand preference in Iowa, but its success obviously makes it a prime target for tobacco reduction programs.

About half of Iowa's middle and high school current cigarette smokers, both male and female, express a desire to quit smoking and over 14% think they probably or definitely could quit. This is despite the fact that over 10% have tried to quit two or more times. There does appear to be some discrepancy between what several of Iowa's students think they can do and what they have in fact failed to do in the past. Most of Iowa's middle and high school students who smoke and are under age 18 (the legal purchasing age for cigarettes) usually obtain their cigarettes from acquaintances – others buy for them or borrow from others. Interestingly, very few underage smokers usually obtain their cigarettes from a vending machine. Programs that would discourage Iowa's older students from letting their younger peers use them as resources to obtain tobacco products would obviously be beneficial.

Most of Iowa's middle and high school students have appropriate tobacco-related attitudes that should discourage their use of tobacco products. Still, for one reason or another, the majority of Iowa's students do experiment with tobacco products. Obviously, while it is important that students understand that: tobacco can be addictive; smoking does not produce friends; smoking is not cool; smoking can be harmful, and tobacco companies have tried to mislead young people into buying their products - there must be other attitudes that influence the decision to use tobacco products. These attitudes need to be identified and added to the educational programs that discourage tobacco use.

Other factors that might mitigate the impact of the attitudes described above include tobacco product ad exposure and tobacco-using role model exposure. There is plenty of evidence that Iowa's middle and high school students are widely exposed to tobacco product ads and tobacco-using role models and peers. Reducing this exposure in stores, movies, and TV, as well as at home and among peers would most likely be beneficial.

Finally, it is apparent that Iowa's middle and high school students are exposed to state and national media campaigns that focus on the dangers of smoking and secondhand smoke. Still, again, most have at least experimented with tobacco product use. Iowa's students are less widely exposed to parental/guardian admonitions regarding tobacco product use and more parents should be encouraged to provide such information. Less than half of Iowa's students remembered participating in a current school year role-playing exercise that helps students say "NO" to tobacco use and even fewer remembered participating in a community program designed to discourage young people from

smoking. Assuming that it is never too late to benefit from tobacco prevention exposure, there is a need for more tobacco product prevention programs for every grade at the local level: family, school, and community. Over 75% of Iowa's students agree JEL (Just Eliminate Lies) counter-marketing ads are convincing and believable. Over half of Iowa's students believe JEL is doing okay or very well in getting their anti-tobacco message across people their age. And again over half of Iowa's students have learned something or a lot from the JEL campaign.

In short, the Iowa Youth Tobacco Survey (IYTS) clearly indicates a widespread need for primary and secondary tobacco prevention programs in Iowa, as well as treatment intervention programs, that can help Iowa's middle and high school students avoid tobacco product use and/or quit using tobacco products. It is also apparent that some needs are greater than others and that programs can be targeted in ways to maximize their benefit.

Still, the need for more information to better match resources to the areas of most need and to identify productive tobacco product reduction programs is also apparent. Should resources be available, the following data collection and analysis options should be considered:

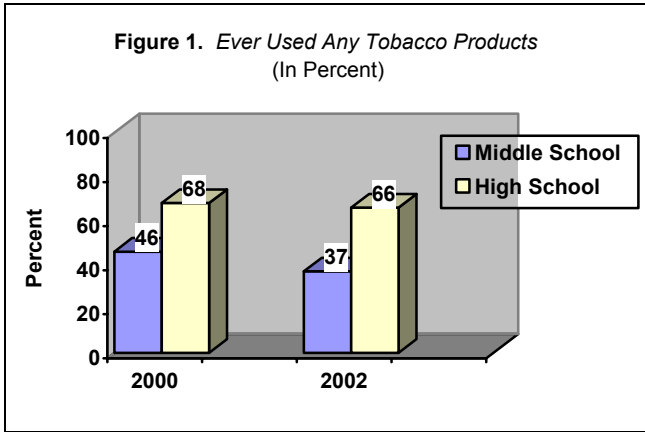
The IYTS sample was too small to provide geographic or race/ethnicity tobacco-related prevalence rates. Such estimates would provide some very useful tobacco control needs assessment-related data. Program planners could allocate resources to those geographic areas that are most in need, as well as identify those race/ethnic groups in Iowa that might present special needs.

The descriptive analyses to date provide few clues as to how the questions in the 2002 IYTS are related to each other. The next stage of IYTS data analysis should include correlation analyses. The identification of the kinds and degrees of correlations between the IYTS questions would help program planners make maximum use of the resources available. For example, the identification of which tobacco-related attitudes have the most impact on tobacco-related behaviors would help identify what kinds of education programs have the best potential to reduce tobacco product use.

Finally, if resources are to continue to be matched to needs, the tobacco-related attitudes and behaviors of Iowa's middle and high school students must be monitored over time. Also, if any progress is to be made in identifying which of the tobacco-related prevention and intervention programs that might be developed have the most impact, it will be necessary to monitor the tobacco-related beliefs and behaviors of Iowa's students over time. The administration of another IYTS survey should be considered at some point in the future.

2002 Iowa Youth Tobacco Survey Findings

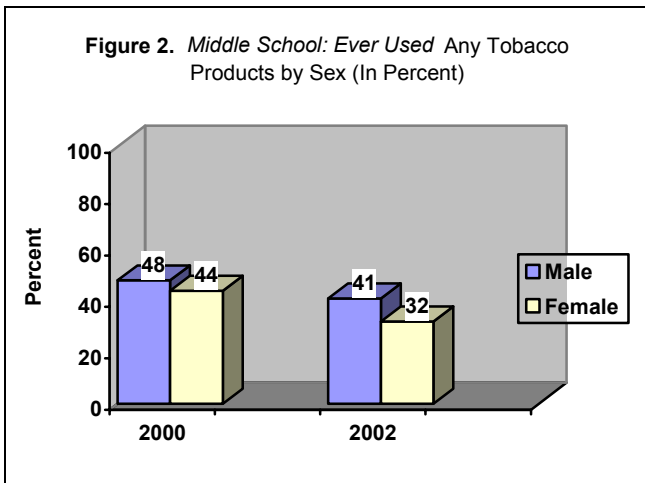
LIFETIME TOBACCO USE PREVALENCE RATES: TRIED ANY TOBACCO PRODUCT Middle and High School (Total and by Sex)



In 2002, 66% of Iowa's high school students (an estimated 108,769 students) and 37% of Iowa's middle school students (an estimated 44,350 students) had tried some kind of tobacco product in their lifetime.

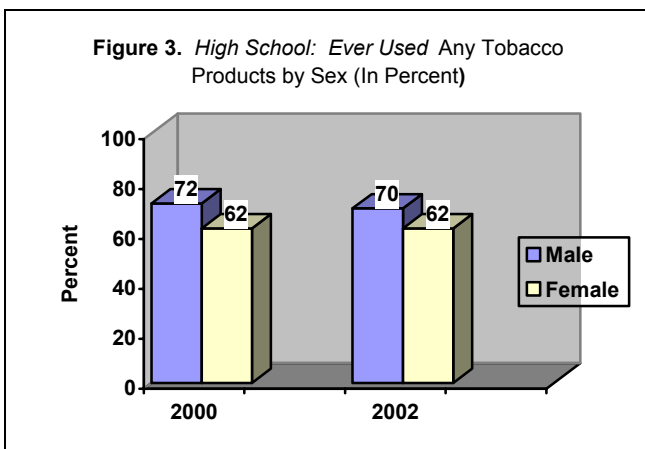
In 2000, 68% of Iowa's high school students (an estimated 112,065 students) and 46% of Iowa's middle school students (an estimated 55,138 students) had tried some kind of tobacco product in their lifetime.

These results indicate a 2% (3,296) decrease in the percent of Iowa high school students, and 9% (10,788) decrease in the percent of Iowa middle school students who have tried some kind of tobacco product in their lifetime between 2000 and 2002.



Middle school males were only slightly more likely than middle school females to have tried some kind of tobacco product in their lifetime.

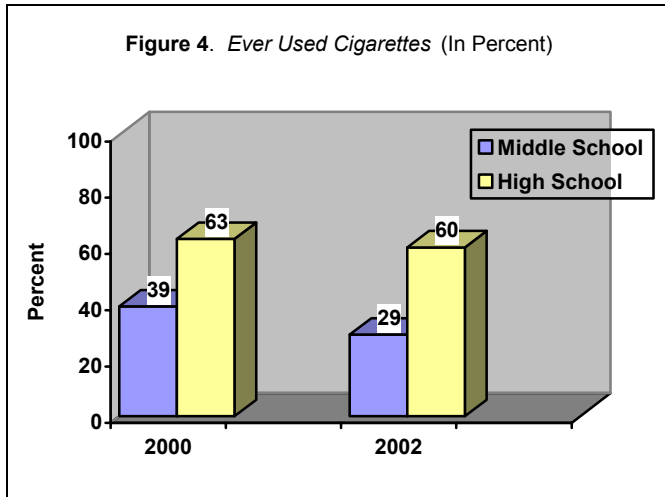
There is a 7% decrease in the percent of middle school males, and 12% decrease in the percent of middle school females to have tried some kind of tobacco product in their lifetime between 2000 and 2002.



Unlike middle school students', high school students' rate of having tried tobacco remained essentially unchanged between 2000 and 2002.

As in middle school, males in high school were more likely to have tried tobacco. In 2002 males were about 8% more likely than females to have tried tobacco.

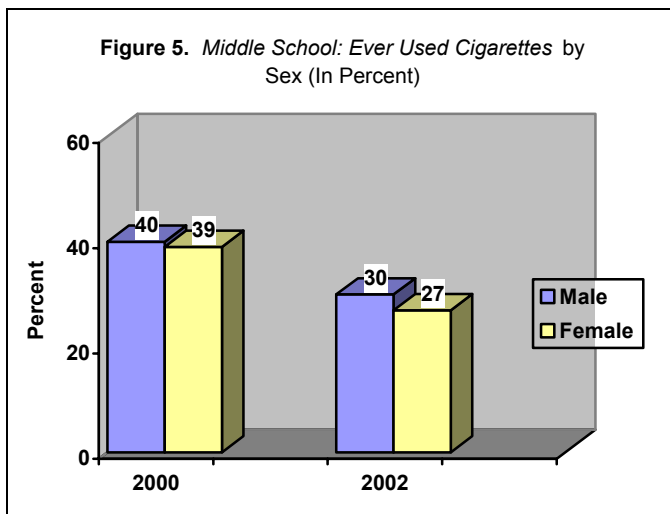
LIFETIME TOBACCO USE PREVALENCE RATES: TRIED CIGARETTES
Middle and High School (Total and by Sex)



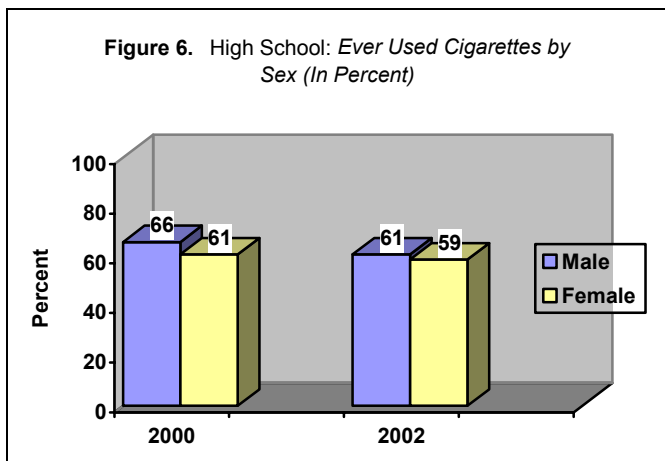
Of the 66% of Iowa’s high school students who have experimented with some kind of tobacco product in their lifetime, the vast majority have included cigarettes in their experimentation.

Similarly, most middle school students who have tried some kind of tobacco product in their lifetime included cigarettes in their experimentation.

When comparing the IYTS 2000 and 2002, 10% fewer middle school students and 3% fewer high school students reported including cigarettes in their experimentation.

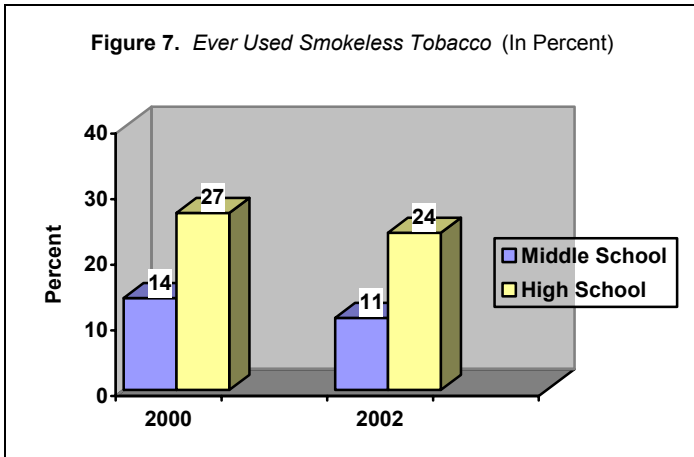


Middle school males and females were about equally likely to have tried cigarettes in their lifetime. The 2002 data represents a 3% difference in the amount of middle school females using cigarettes in their lifetime then middle school males.

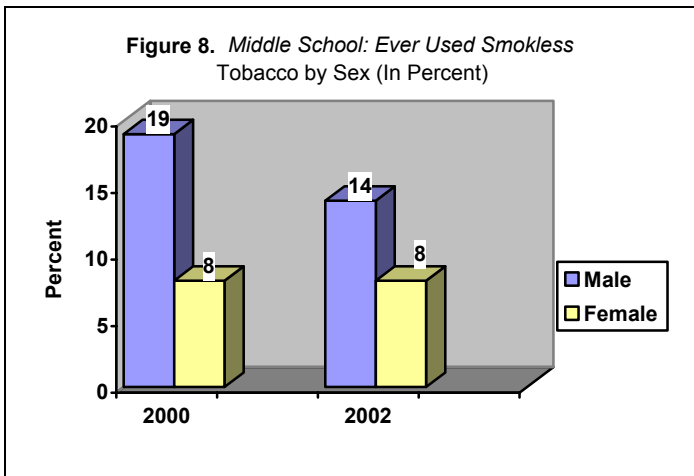


The difference in lifetime use of cigarettes between males and females in high school is similar to the difference between that of middle school males and females.

**LIFETIME TOBACCO USE PREVALENCE RATES: TRIED SMOKELESS TOBACCO
Middle and High School (Total and by Sex)**

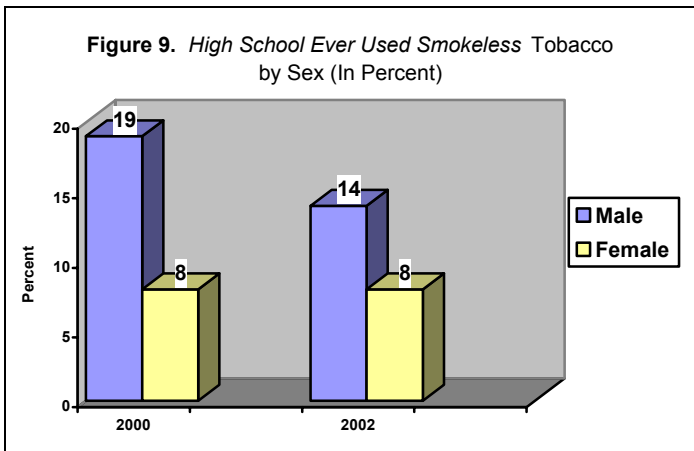


Smokeless tobacco experimentation occurs much less often than smoking tobacco experimentation. Still, in 2002, 24% of Iowa's high school students (an estimated 39,552 students) and 11% of middle school students (an estimated 13,185 students) had tried smokeless tobacco at some time in their lifetime.



Middle school males are 6% more likely to have ever tried smokeless tobacco compared to middle school females.

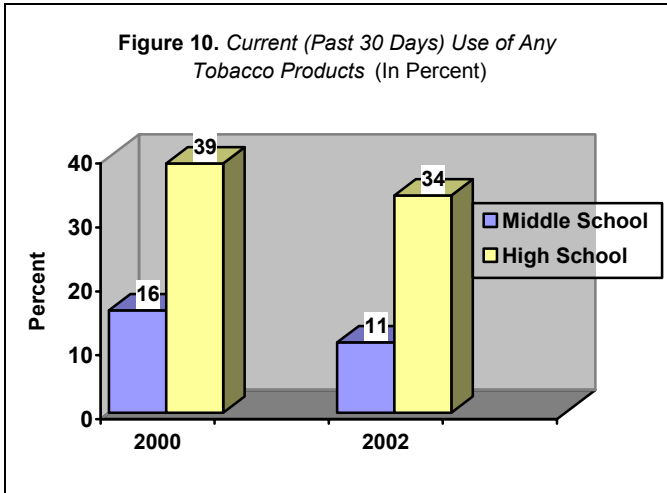
Between 2000 and 2002, there was a 50% decrease in the number of middle school males who reported ever using smokeless tobacco.



In 2002, high school males were more likely than their female counterparts to have ever tried smokeless tobacco (14% vs. 8%).

Although high school males still have a higher rate than high school females, the percent of males using smokeless tobacco has decreased 5% between the 2000 and 2002 IYTS.

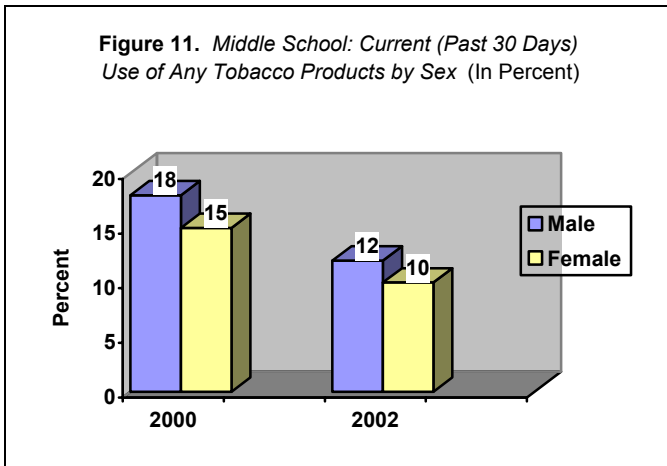
CURRENT (PAST 30 DAYS) TOBACCO USE PREVALENCE RATES: ANY TOBACCO PRODUCT Middle and High School (Total and by Sex)



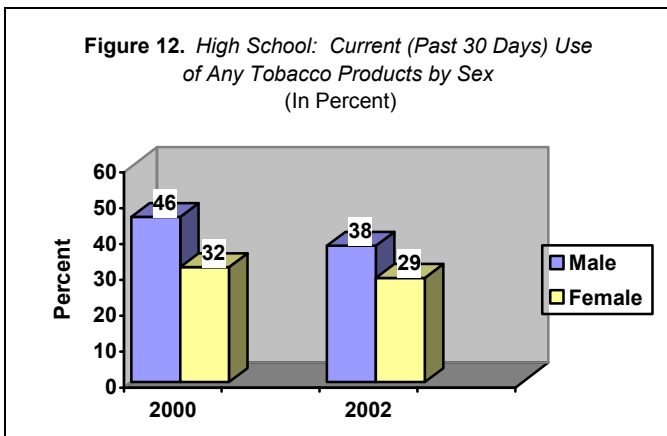
Current (past 30 days) use of any type of tobacco product was reported by 34% of Iowa's high school students (an estimated 56,033 students) in 2002. This was just half (52%) of high school students who reported ever using any type of tobacco product.

Current (past 30 days) use of any type of tobacco product was reported by 11% of Iowa's middle school students (an estimated 13,185 students). This is under one third (30%) of middle school students who reported ever using any type of tobacco product in 2002.

The Iowa high school current tobacco product use prevalence rates were slightly higher than the national estimates (28%). The Iowa middle school current tobacco product use prevalence rates were consistent with the national estimates (11%).

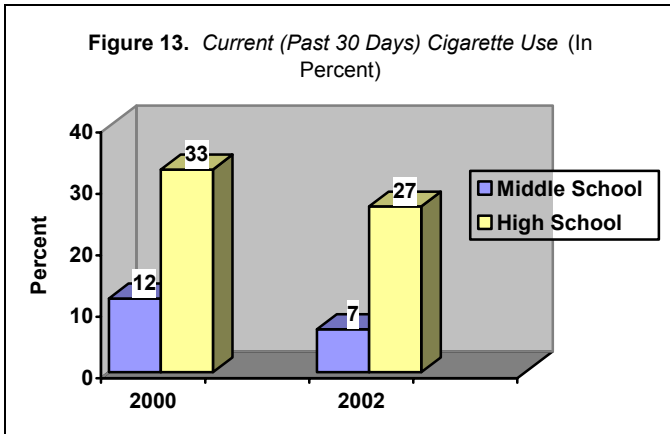


Middle school males were only slightly more likely than middle school females to report current (past 30 days) use of any tobacco product.



The sex difference in current (past 30 days) use of any tobacco product was much larger for the high school than the middle school sample.

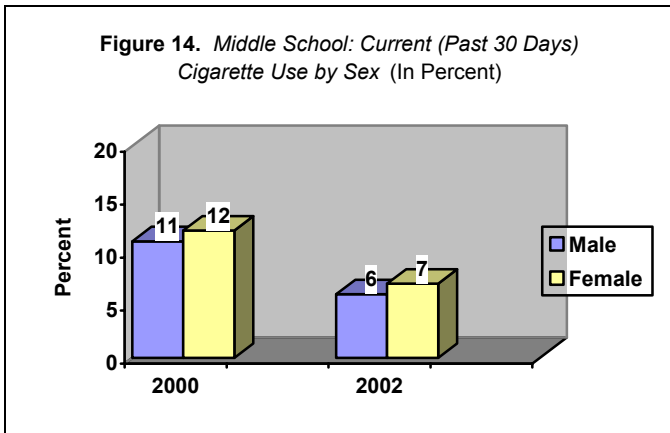
**CURRENT TOBACCO USE PREVALENCE RATES: CIGARETTE USE
Middle and High School (Total and by Sex)**



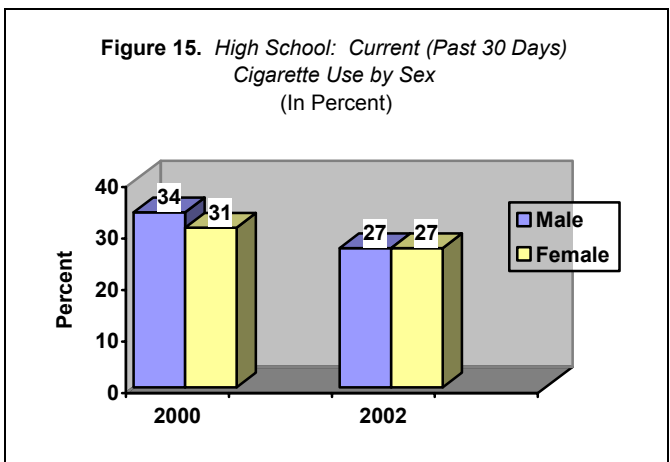
Current (past 30 days) cigarette use was reported by 27% of Iowa’s high school students (an estimated 44,497 students) in 2002. This is a little less than half of the high school students who reported they had ever used cigarettes.

Current (past 30 days) cigarette use was reported by 7% of Iowa’s middle school students (an estimated 8,391 students). This is less than one third of the middle school students who reported they had ever used cigarettes.

Again the percentage of middle school and high school students who use cigarettes dropped 5% among middle school and 5% among high school students since the 2000 IYTS.



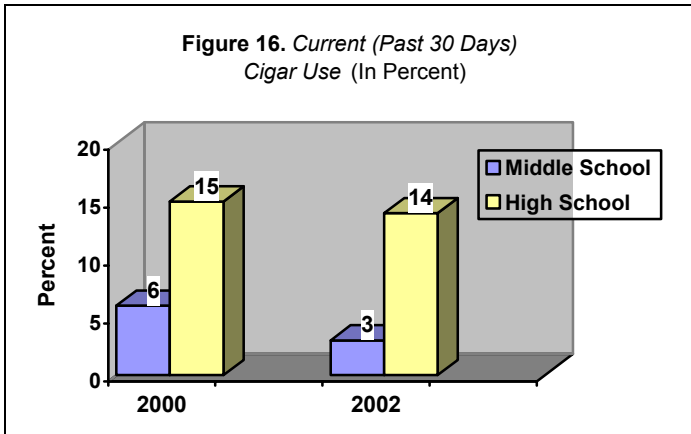
Slightly more middle school females than males (7% and 6% respectively) reported current cigarette use.



Twenty-seven percent of high school males and females reported current cigarette use.

In the 2000 IYTS, high school males had a slightly higher current cigarette use than the high school females. In the 2002 IYTS the number of high school males and females currently using cigarettes was declined (males rate of smoking declined at a rate of 27% while females decline at a rate of only 12%).

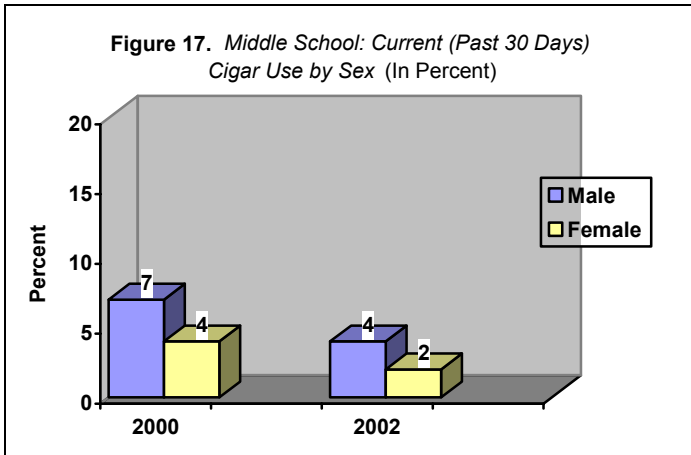
CURRENT TOBACCO USE PREVALENCE RATES: CIGAR USE
Middle and High School (Total and by Sex)



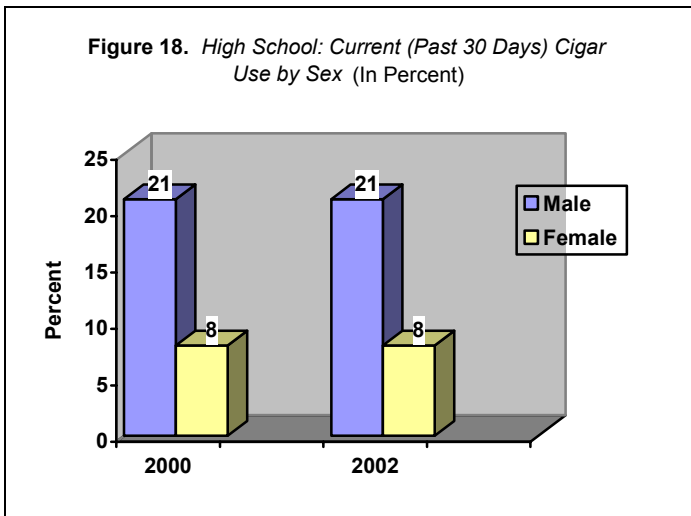
Fourteen-percent of Iowa’s high school students (an estimated 23,072 students) reported that they currently (past 30 days) smoked cigars in 2002.

Three percent of Iowa’s middle school students (an estimated 3,596 students) reported that they currently smoke cigars.

When comparing the 2000 IYTS to the 2002 IYTS, middle school students had a 3% difference in current cigar use, and high school students had a 1% difference in current cigar usage.

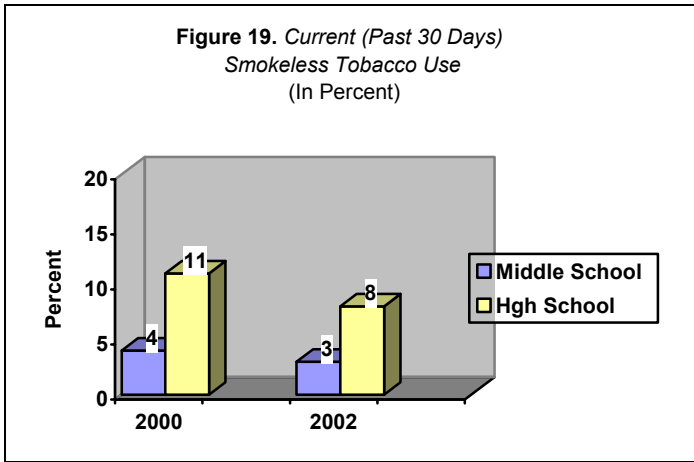


Iowa’s middle school males were roughly twice as likely to report current cigar use as their female counterparts respectively in both 2000 and 2002.



Iowa’s high school males are nearly three times as likely as their female counterparts to report current cigar use (21% and 8% respectively).

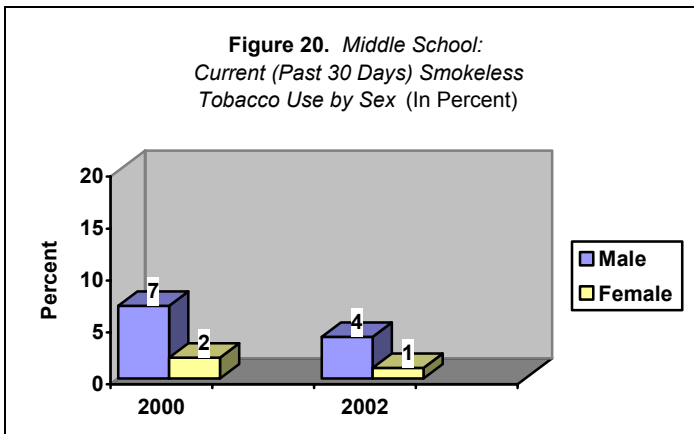
**CURRENT TOBACCO USE PREVALENCE RATES: SMOKELESS TOBACCO USE
Middle and High School (Total and by Sex)**



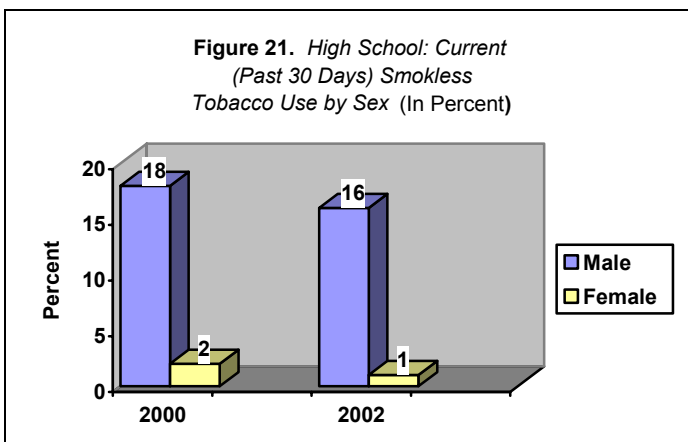
In 2002, current (past 30 days) use of smokeless tobacco was reported by 8% of Iowa's high school students (an estimated 13,184 students). This is less than half (33%) of the high school students who reported ever using smokeless tobacco.

In 2002, current use of smokeless tobacco was reported by 3% of Iowa's middle school students (an estimated 3,596 students). This was more than one quarter (27%) of the 11% of middle school students who reported ever using smokeless tobacco.

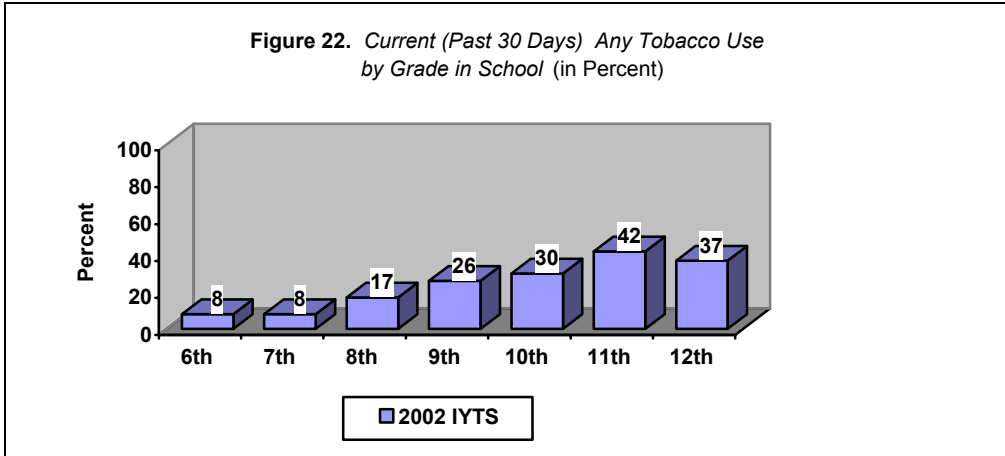
When comparing IYTS 2000 and IYTS 2002 there was a 3% difference in the amount of high school students who reported current use of smokeless tobacco and a 1% difference in the amount of middle school students who reported current use of smokeless tobacco.



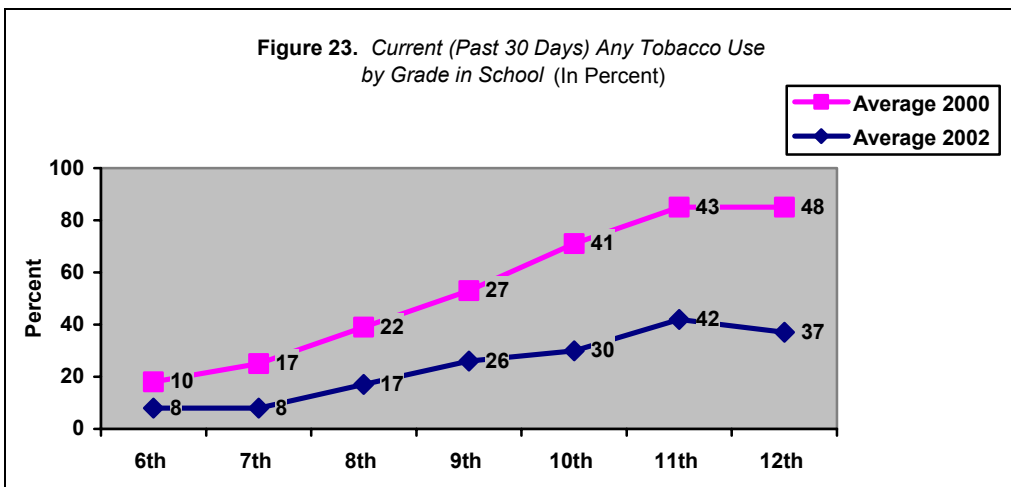
Current (past 30 days) use of smokeless tobacco was reported by 4% of middle school males and 1% of middle school females. This is a difference of 2% when comparing 2002 to the 2000 IYTS.



In 2002, almost 16 times as many high school males as females reported current smokeless tobacco use.

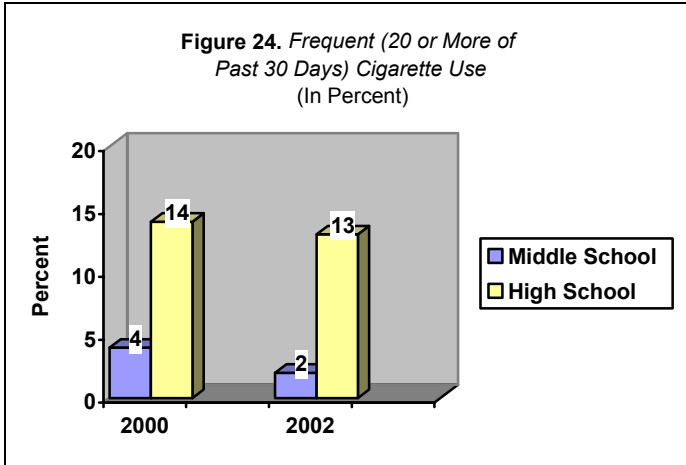


Current (past 30 days) use of any tobacco use by grade in school increased as grade increased. The rate of use increased with each grade, with a few exceptions, with the largest increase occurring from 10th to 11th grade, smallest increase from 9th to 10th. A stair-step relationship between grade in school and any current tobacco use existed for both males and females.



In the 2000 IYTS, an average of 40% of 6th through 12th graders reported current (past 30 days) tobacco use. In the 2002 IYTS, an average of 24% of 6th through 12th graders reported current tobacco use. This is a 40% decrease in the percent of 6th through 12th graders who reported current (past 30 days) use of tobacco use. In the 2002 IYTS there were 5% fewer 12th graders than 11th graders who currently used tobacco (37% vs. 42%). In 2000, 5% more 12th graders who used tobacco than 11th graders (48% vs. 43%).

FREQUENT (20 OR MORE OF PAST 30 DAYS) TOBACCO USE PREVALENCE RATES: CIGARETTES AND SMOKELESS TOBACCO: Middle and High School (Total and by Sex)

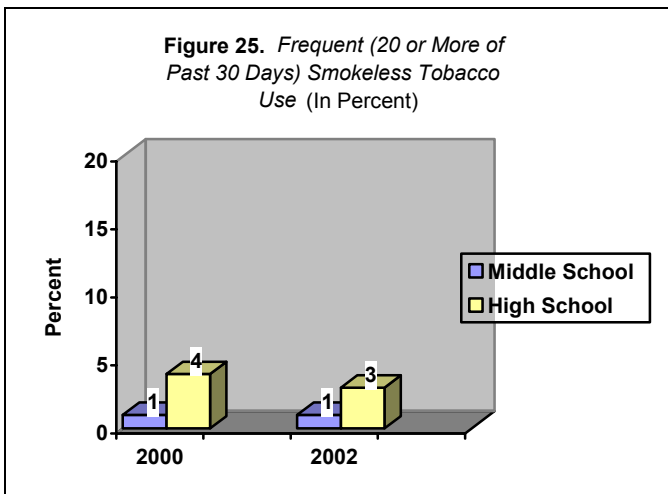


Thirteen percent (an estimated 21,424 students) of Iowa’s high school students smoked cigarettes on 20 or more of the last 30 days.

Two percent of Iowa’s middle school students (an estimated 2,397 students) smoked cigarettes on 20 or more of the last 30 days.

Male and Female Comparisons:

Middle school females were about equally as their female counterparts in high school to be frequent (20 or more days of the past 30 days) cigarette smokers (2% vs. 1%). High school males reported a slightly higher frequency of use of cigarettes than their female counterparts (14% vs. 11%). This is the opposite as reported in the 2000 IYTS; middle school males were slightly higher than their female counterparts (4% vs. 3%) and high school females were slightly higher than their male counterparts (16% vs. 13%).



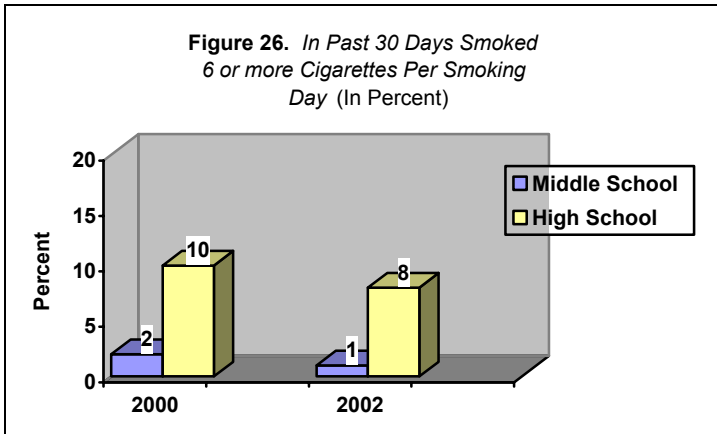
Three percent of Iowa’s high school students (an estimated 4,944 students) used smokeless tobacco on 20 or more of the last 30 days.

One percent of Iowa’s middle school students (an estimated 1,199 students) used smokeless tobacco on 20 or more of the last 30 days.

Male and Female Comparisons:

Middle school males were slightly more likely than their female counterparts to frequently use smokeless tobacco (.8% vs. .1%). High school males were much more likely than their female counterparts to frequently use smokeless tobacco (5% vs. .1%). When comparing the 2000 IYTS to the 2002 IYTS, high school students reported a decrease (1%) in the usage of current (past 30 days) smokeless tobacco.

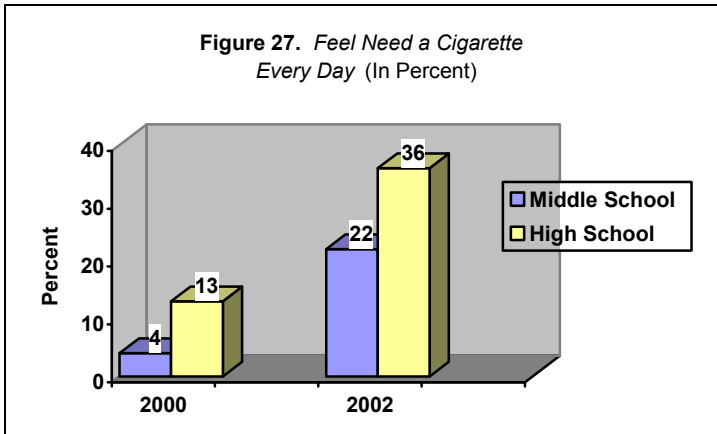
TOBACCO DEPENDENCE PREVALENCE RATES: DAILY USE OF CIGARETTES: Middle and High School (Total and by Sex)



In 2002, 8% of Iowa’s high school students (an estimated 13,184 students) smoked six or more cigarettes per smoking day in the past 30 days.

In 2002, 1% of Iowa’s middle school students (an estimated 1,397 students) smoked six or more cigarettes per smoking day in the past 30 days.

When comparing the IYTS 2000 to the IYTS 2002, there was a slight decrease of about two percent of high school and middle school students who reported smoking 6 or more cigarettes in the past 30 days.



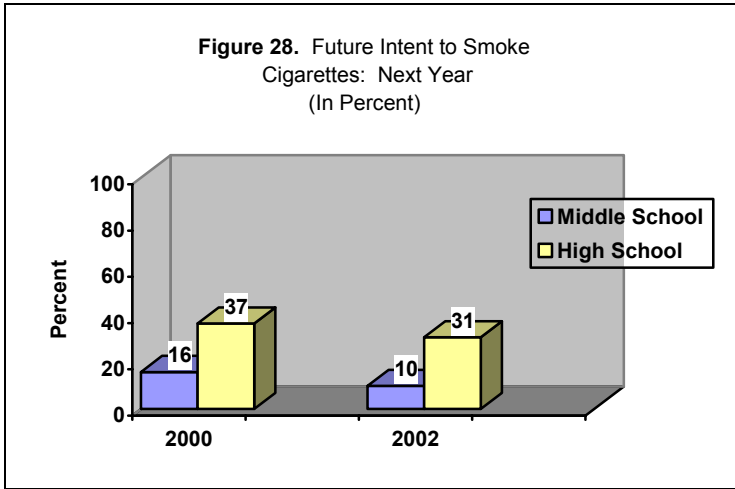
While only 27% of high school students used a cigarette in the last 30 days, 36% (59,329) felt they couldn’t do without a cigarette everyday. This difference of 9% (14,832) represents those high school students who may choose not to smoke but still feel addicted to nicotine.

While only 7% of middle school students used a cigarette in the 30 days, 22% (26,370) felt they couldn’t do without a cigarette everyday. This difference of 5% (5,994) represents those middle school students who smoke but do not feel they are addicted to tobacco use.

Male and Female Comparisons:

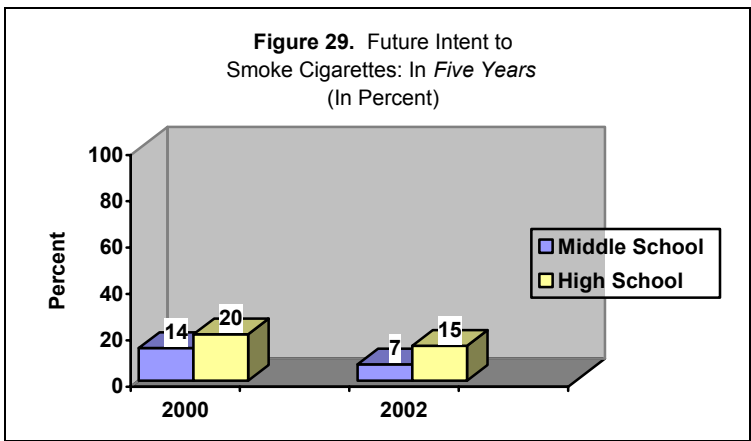
Middle school female students were slightly more likely than their male counterparts to feel that they needed a cigarette every day (24% vs. 20%). High school male students were more likely than their female counterparts to feel that they needed a cigarette every day (39% vs. 33%).

**PROJECTED FUTURE CIGARETTE USE PREVALENCE RATES: ONE AND FIVE YEARS:
Middle and High School (Total and by Sex)**



Thirty-one percent of Iowa’s high school students (an estimated 51,089 students) plan on being cigarette smokers in the next year.

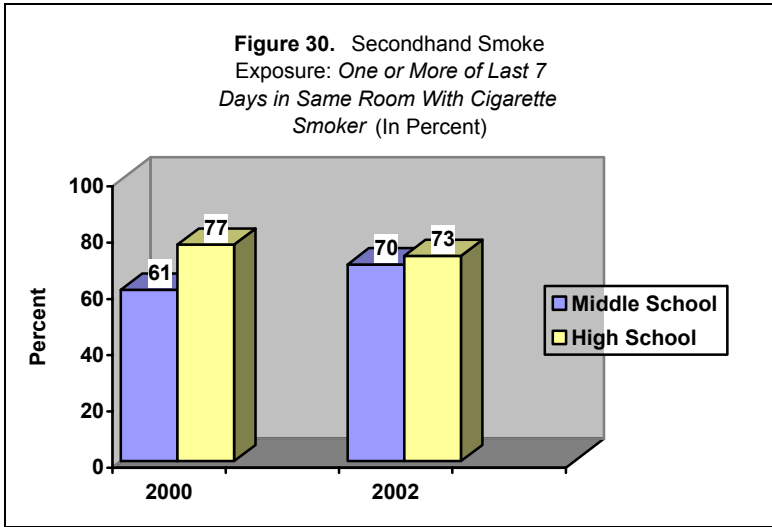
Ten percent of Iowa’s middle school students (an estimated 11,987 students) plan on being cigarette smokers in the next year.



Fifteen percent of Iowa’s high school students (an estimated 24, 720 students) plan on being cigarette smokers five years from the present. This is nearly one half (48%) of the 31% of high school students who think they will be smoking cigarettes one year from the present and 55% of those 44,497 who currently smoke.

Seven percent of Iowa’s middle school students (an estimated 8,391 students) plan on being cigarette smokers five years from the present. This is nearly three quarters (70%) of the 10% of middle school students who think they will smoke cigarettes one year from the present and 100% relative to those 8,391 who currently smoke. It does appear that middle school student expect to be smoking in high school as well.

SECONDHAND SMOKE EXPOSURE: Middle and High School (Total and by Sex)



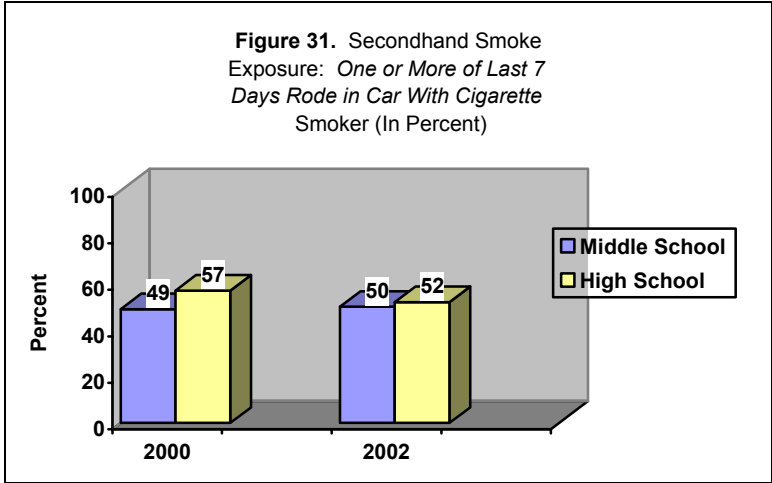
In 2002, secondhand smoke exposure was common among Iowa’s 6th through 12th graders.

Almost three quarters (73%) of Iowa’s high school students (an estimated 120,305 students) reported they spent one or more of the last seven days in a room with a person who was smoking.

The secondhand smoke exposure rate was comparable in the middle school: 70% of middle school students reported they spent one or more of the last seven days in a room with a person who was smoking.

Male and Female Comparisons:

Female middle school students were more likely than the males to have been in a room with a smoker (74% vs. 65%). Male high school students were slightly more likely than their female counterparts to be exposed to this kind of secondhand smoke (74% vs. 72%).



In 2002, more than half (52%) of Iowa’s high school students (an estimated 85,697 students) reported they spent one or more of the last seven days in a car with a person who was smoking.

Half (50%) of Iowa’s middle school students (an estimated 59,933 students) reported they spent one or more of the last seven days in a car with a person who was smoking.

Male and Female Comparisons:

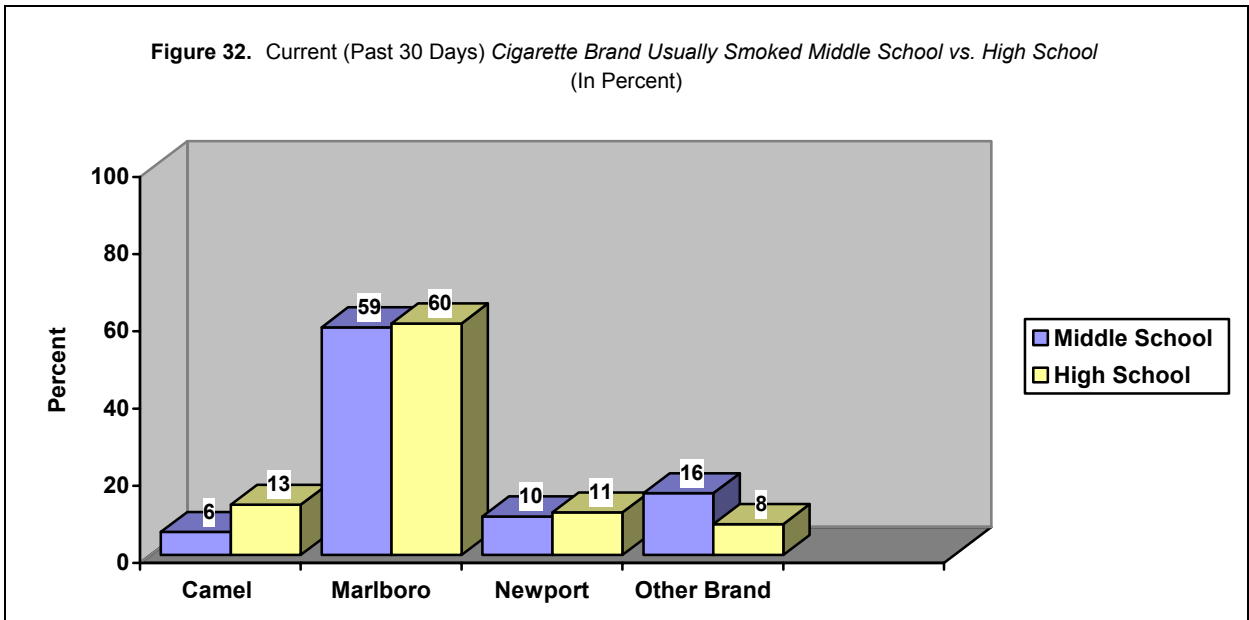
Female middle school students were more likely than the males to have been in a room with a smoker (52% vs. 48%). Male high school students were less likely than their female counterparts to be exposed to this kind of secondhand smoke (48% vs. 52%).

When comparing the 2000 IYTS and the 2002 IYTS, 5% less of high school students, and 1% more middle school students reported they spent one or more of the last seven days in a car with a person who was smoking.

TOBACCO BRAND PREFERENCES: Middle and High School Current Smokers (Total and by Sex)

PREFERRED CIGARETTE BRANDS: Middle and High School (Total and by Sex)

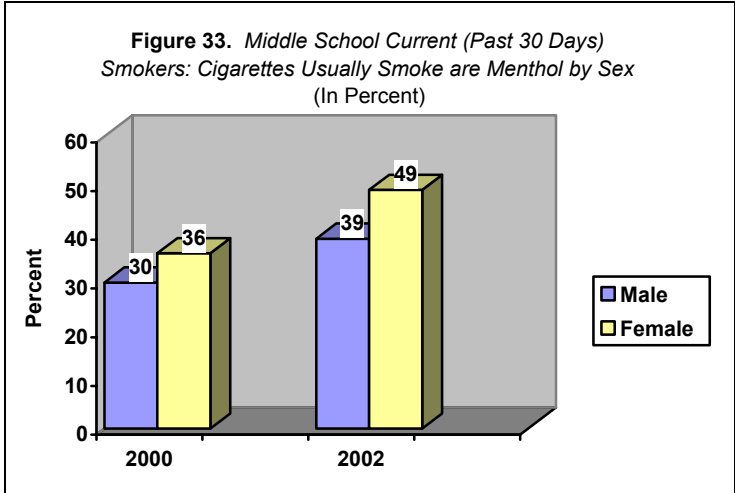
Iowa's current (past 30 days) middle and high school cigarette smokers prefer the Marlboro brand of cigarettes by a wide margin over all others: Marlboro is the preferred brand for about 60% of middle and high school smokers. Newport and Camels were the next most preferred brands.



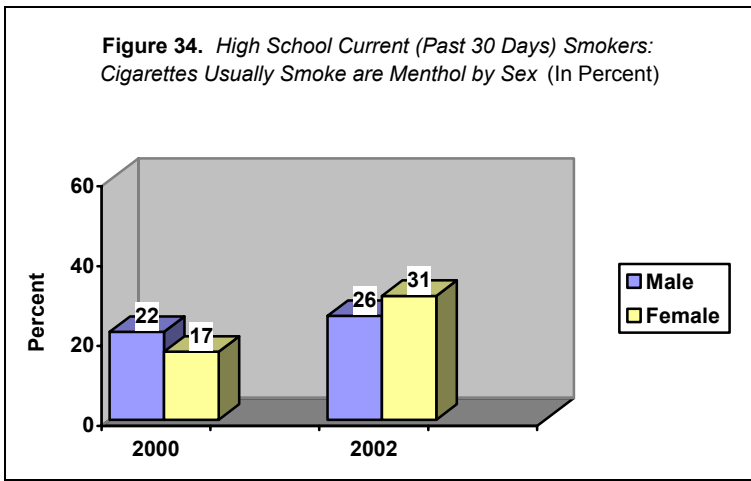
Male and Female Comparisons:

The use of Marlboro cigarettes was higher among high school females than their male counterparts (69% vs. 52%); middle school males reported a higher use of Marlboro cigarettes than their female counterparts (62% vs. 57%). The use of Camel cigarettes was higher among high school males than their female counterparts (19% vs. 6%); middle school males reported a higher use of Camel cigarettes than their female counterparts (10% vs. 2%). The use of Newport cigarettes was higher among high school females than their male counterparts (12% vs. 10%); middle school females reported a higher use of Newport than their male counterparts (15% vs. 4%). The use of other brands was higher among high school males than their female counterparts (10% vs. 6%); middle school females reported a higher use of other brands than their male counterparts (16% vs. 15%).

**CURRENT (PAST 30 DAYS) USED MENTHOL CIGARETTES:
Middle and High School (Total and by Sex)**

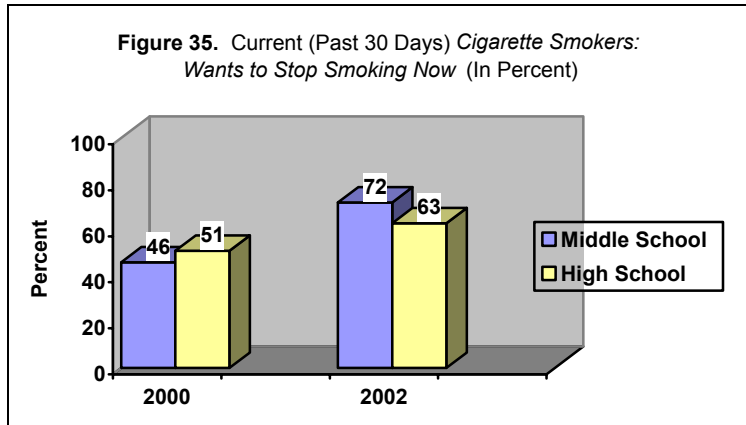


Forty-nine percent of Iowa's current middle school female smokers reported using menthol cigarettes; 39% their male counterparts reported using menthol cigarettes.



Thirty-one percent of Iowa's current high school female smokers reported using menthol cigarettes; 26% their male counterparts reported using menthol cigarettes.

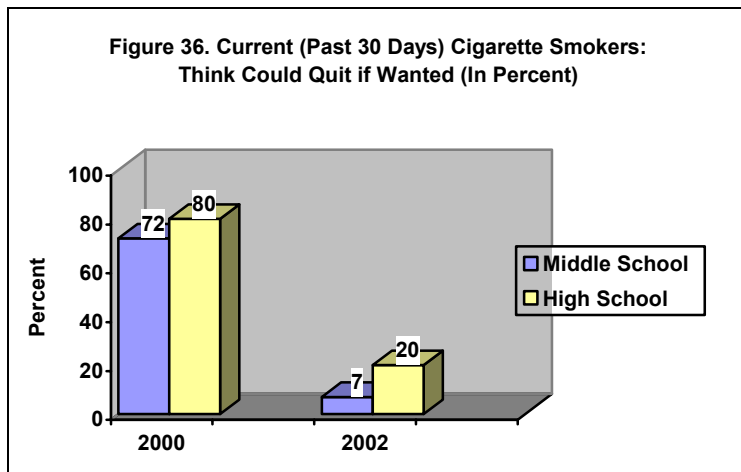
CIGARETTE QUITTING EXPERIENCES: Middle and High School Current Smokers (Total and by Sex)



In 2002, over half (63%) of the 103,825 high school students who were current (past 30 days) cigarette smokers expressed a desire to stop smoking at the time of interview.

Almost three-fourths (72%) of the 86,303 middle school students who were current (past 30 days) cigarette smokers expressed a desire to stop smoking at the time of interview.

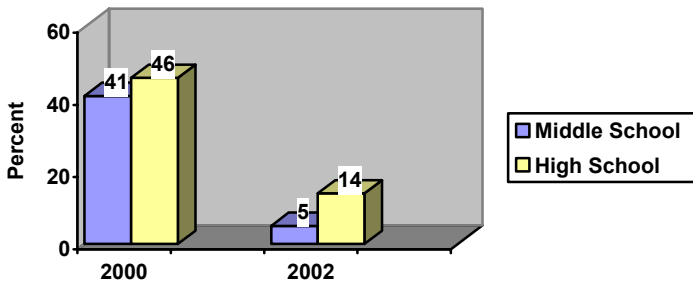
Twelve percent more high school students and 26% more middle school students expressed a desire to stop smoking in 2002 than in 2000.



In 2002, 20% of the high school current (past 30 days) cigarette smokers definitely or probably thought they could quit smoking cigarettes now if they wanted to.

Of the middle school current cigarette smokers 7% thought they definitely or probably could quit smoking cigarettes now if they wanted to.

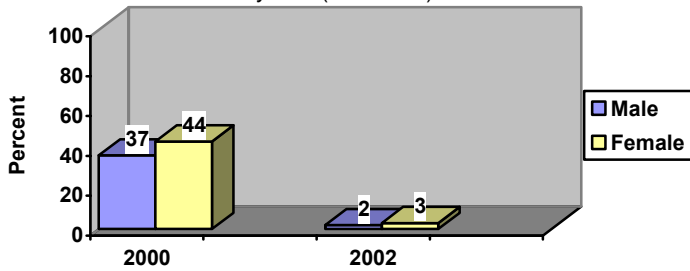
Figure 37. Current (Past 30 Days) Cigarette Smokers: Tried Quitting Two or More Times (In Percent)



Fourteen percent of high school current (past 30 days) cigarette smokers had tried to quit smoking two or more times in their lifetime in 2002.

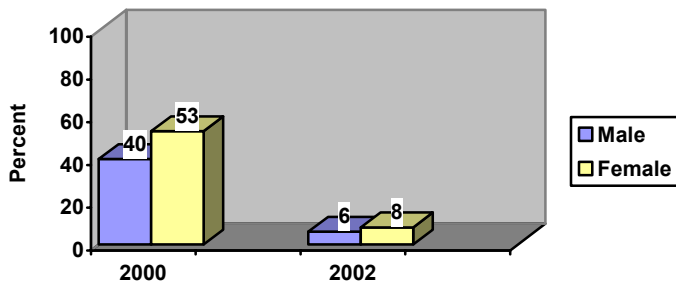
Five percent of middle school current cigarette smokers had tried to quit smoking two or more times in their lifetime in 2002.

Figure 38. Middle School Current (Past 30 Days) Cigarette Smokers: Tried Quitting Two or More Times by Sex (In Percent)



Female middle school current cigarette smokers were more likely than their male counterparts to have tried to quit smoking two or more times in their lifetime (3% vs. 2%) in 2002.

Figure 39. High School Current (Past 30 Days) Cigarette Smokers: Tried Quitting Two or More Times by Sex (In Percent)



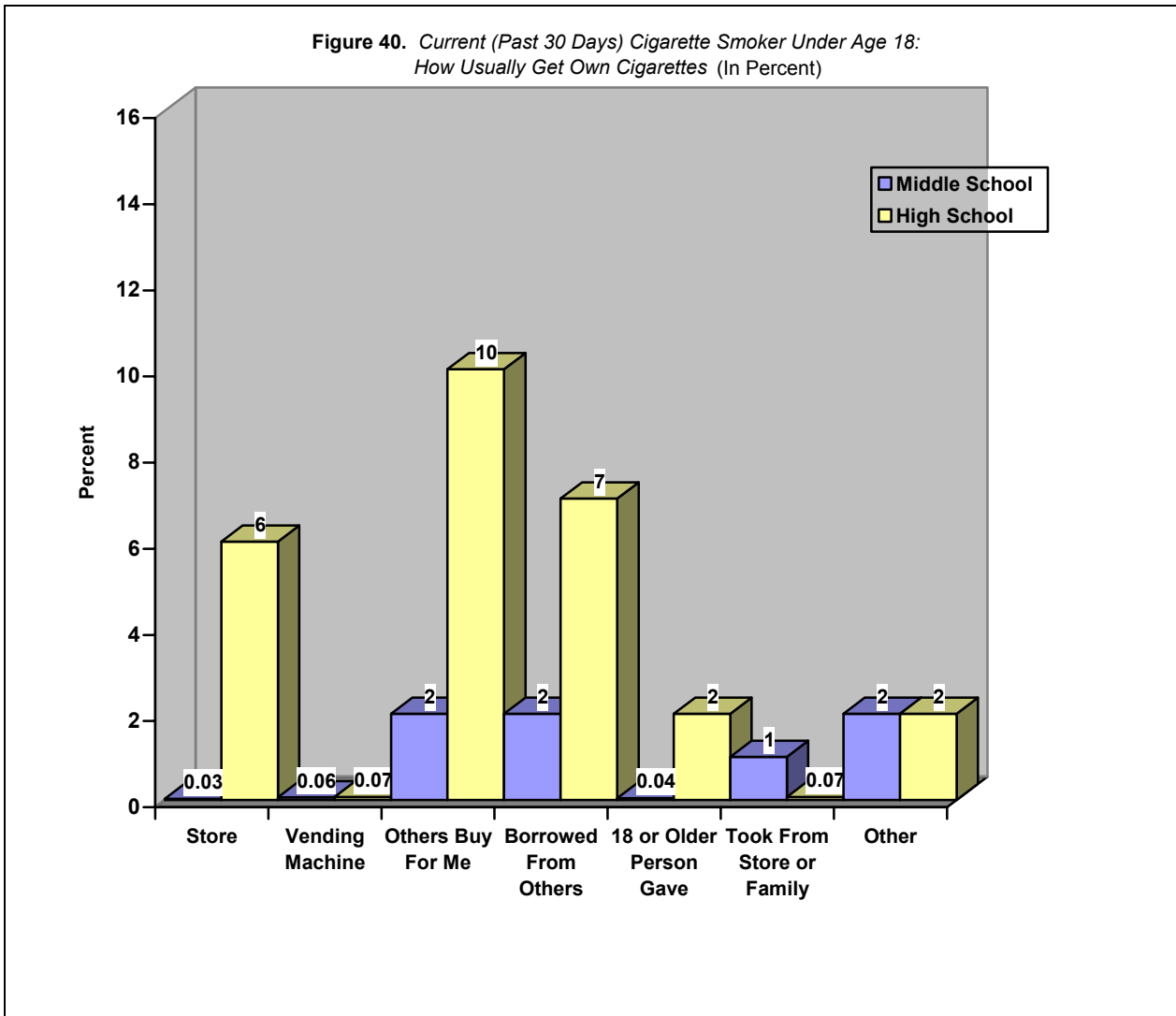
Eight percent of high school females reported having tried to quit two or more times, while only 6% of the males had tried to quit two or more times.

PURCHASING BEHAVIOR: Middle and High School Current Smokers/Smokeless Tobacco Users Under the Age 18 (Total and by Sex)

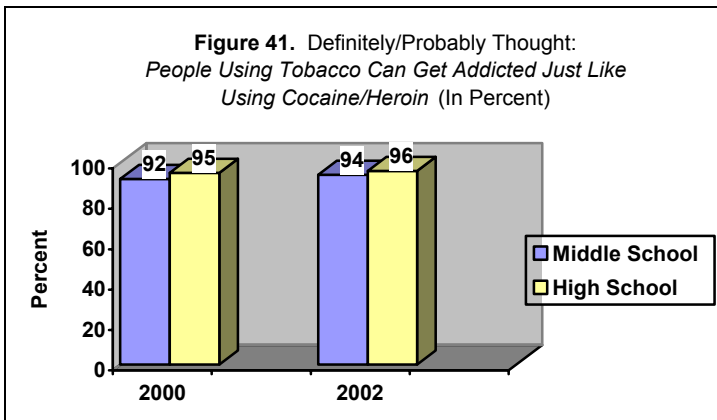
In 2002, seventy-two percent of high school students did not buy a pack of cigarettes during the past 30 days, but those high school students who were current (past 30 days) cigarette smokers who are under the legal purchasing age of 18 usually get their cigarettes by having others buy them followed by borrowing from others. Ninety-two percent of middle school students did not buy a pack of cigarettes during the past 30 days, but those underage middle school smokers most likely to obtain their cigarettes by borrowing them, followed by others buying for them and an “other” usual means. Interestingly, vending machines are the least used resource by both middle and high school underage smokers. Stealing cigarettes is also more prevalent among middle school than high school underage smokers. On the other hand, a store purchase is more likely for high school than middle school students (probably because high school students are less likely to be requested to show proof of age).

Male and Female Comparisons:

Middle school females were more likely to borrow cigarettes from someone else (1% vs. 0.6%) and their male counterparts who were more likely to get their cigarettes some other way (1% vs. 0.6%). High school females were more likely to give someone else money to buy cigarettes for them (5% vs. 3%) while their male counterparts were more likely to get their cigarettes from a store (3% vs. 2%).



TOBACCO-RELATED ATTITUDES: ABOUT TOBACCO ADDICTION, POPULARITY OF SMOKERS, AS HEALTH EFFECTS: Middle and High School (Total and by Sex)

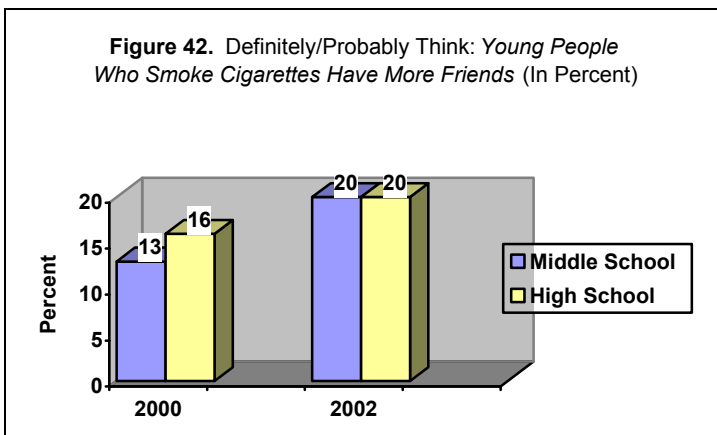


In 2002, 96% of Iowa’s high school students definitely or probably thought that people could get addicted to using tobacco just like they can get addicted to using cocaine or heroin.

In 2002, 94% percent of Iowa’s middle school students definitely or probably thought that people could get addicted to using tobacco just like they can get addicted to using cocaine or heroin.

Male and Female Comparisons:

The sex differences are small, with females being somewhat more likely than males to think that tobacco could be addictive. Ninety-six percent of middle school females thought tobacco can be addictive compared to 88% of their male counterparts. Ninety-seven percent of high school females thought tobacco can be addictive compared to 95% of their male counterparts.

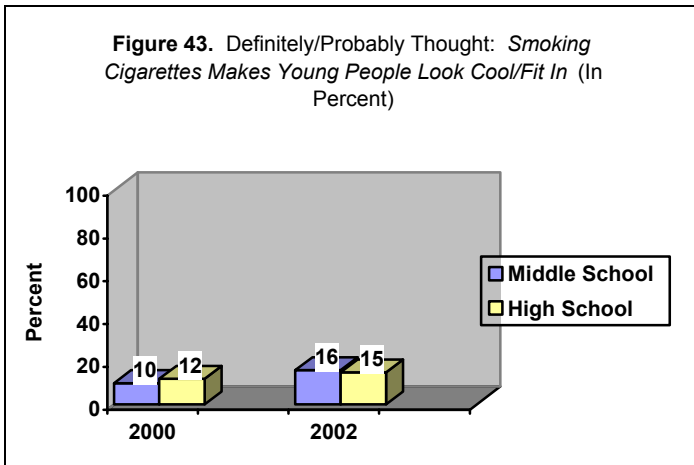


In 2002, twenty percent of Iowa’s high school students definitely or probably thought that young people who smoke cigarettes have more friends.

Twenty percent of Iowa’s middle school students definitely or probably thought that young people who smoke cigarettes have more friends.

Male and Female Comparisons:

More males than females thought cigarette smokers have more friends, but the sex differences were small for the high school students and somewhat larger for the middle school students. Twenty-two percent of middle school males thought cigarette smokers have more friends compared to 14% of their female counterparts. Twenty-two percent of high school males thought cigarette smokers have more friends compared to 18% of their female counterparts.

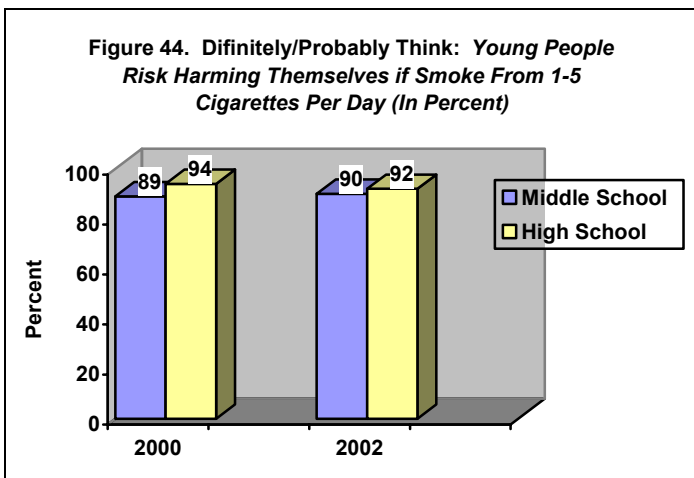


In 2002, fifteen percent of high school students definitely or probably thought that smoking cigarettes makes young people look cool or fit in.

Sixteen percent of middle school students definitely or probably thought that smoking cigarettes makes young people look cool or fit in.

Male and Female Comparisons:

More males than females think that smoking cigarettes makes young people look cool or fit in; the sex differences are larger for the middle school students and somewhat smaller for the high school students. Twenty-one percent of middle school males think smoking cigarettes makes young people look cool or fit in compared to 12% of their female counterparts. Eighteen percent of high school males think cigarette-smoking makes young people look cool or fit in compared to 13% of their female counterparts.

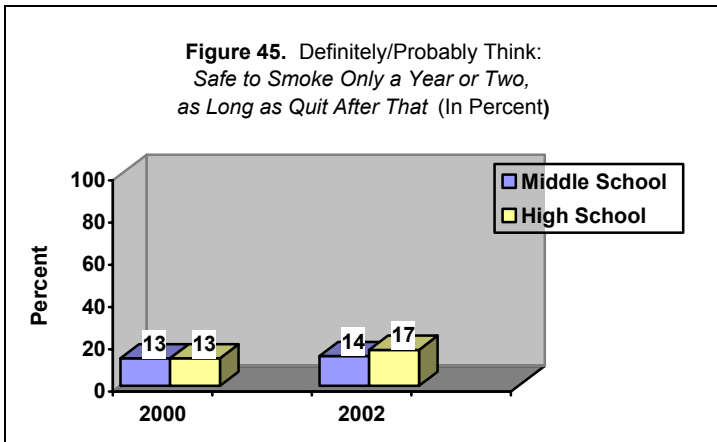


In 2002, ninety-two percent of Iowa’s high school students definitely or probably thought that young people risk harming themselves if they smoke from 1-5 cigarettes per day.

Ninety percent of Iowa’s middle school students definitely or probably thought that young people risk harming themselves if they smoke from 1-5 cigarettes per day.

Male and Female Comparisons:

More females than males thought that young people risk harming themselves if they smoke from 1-5 cigarettes per day, though the sex differences are relatively small for both the middle and high school students. Ninety-four percent of middle school females thought that young people risk harming themselves if they smoke from 1-5 cigarettes per day compared to 86% of their male counterparts. Ninety-six percent of high school females thought that young people risk harming themselves if they smoke from 1-5 cigarettes per day compared to 89% of their male counterparts.

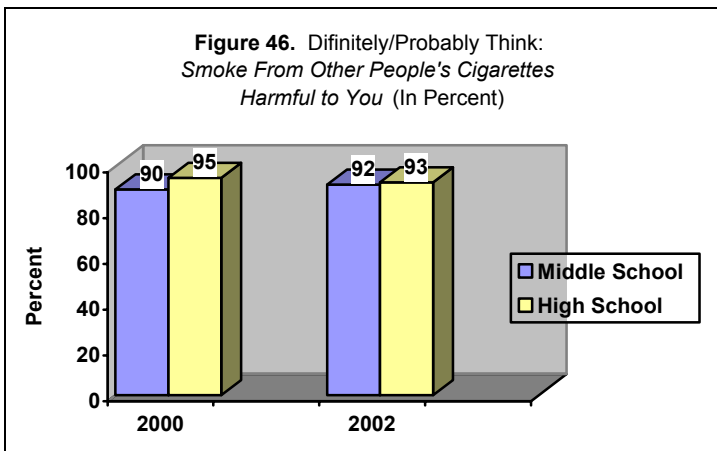


In 2002, 17% of Iowa's high school students definitely or probably thought that it is safe to smoke cigarettes for a year or two, as long as you quit after that.

Fourteen percent of Iowa's middle school students definitely or probably thought that it is safe to smoke cigarettes for a year or two, as long as you quit after that.

Male and Female Comparisons:

More males than females thought that it is safe to smoke cigarettes for a year or two, as long as you quit after that, but the sex differences are small for the middle school students and somewhat larger for the high school students. Eighteen percent of middle school males thought that it is safe to smoke cigarettes for a year or two, as long as you quit after that, compared to 11% of their female counterparts. Twenty-three percent of high school males thought it is safe to smoke cigarettes for a year or two, as long as you quit after that, compared to 9% of their female counterparts.



In 2002, ninety-three percent of Iowa's high school students thought that the smoke from other people's cigarettes is definitely or probably harmful to them.

Ninety-two percent of Iowa's middle school students thought that the smoke from other people's cigarettes is definitely or probably harmful to them.

Male and Female Comparisons:

More females than males thought the smoke from other people's cigarettes is harmful to them, though the sex differences are relatively small for both the middle and high school students. Ninety-five percent of middle school females thought that smoke from other people is harmful to them compared to 90% of their male counterparts. Ninety-six percent of high school females thought that smoke from other people's cigarettes is harmful to them compared to 90% of their male counterparts.

EXPOSURE TO TOBACCO USE MESSAGES IN THE MEDIA AND FROM PEERS: Middle and High School (Total and by Sex)

Figure 47 below indicates the extent to which Iowa's middle and high school students are exposed to tobacco use on TV and in the movies, as well as tobacco product ads on the Internet. Eighty-nine percent of high school students and 86% of middle school students indicated that they most or some of the time watched TV or movies where actors were using tobacco. Twenty-four percent of high school students and 25% of middle school students report that they most or some of the time watch TV where athletes are using tobacco. Twenty-four percent of high school students indicate that they most or some of the time see ads for tobacco products on the Internet. A larger proportion of middle school students (34%) reported seeing tobacco product ads on the Internet. Research indicates that exposure to tobacco use in the media had a significant influence on high smoking rates among teens.

Male and Female Comparisons:

Both middle and high school males were somewhat more likely than their female counterparts to indicate they watched TV with athletes using tobacco products (27% vs. 23% and 27% vs. 21% respectively). Also, middle school and high school males reported seeing tobacco product ads on the Internet slightly more than their female counterparts (35% vs. 33% and 24% vs. 23% respectively).

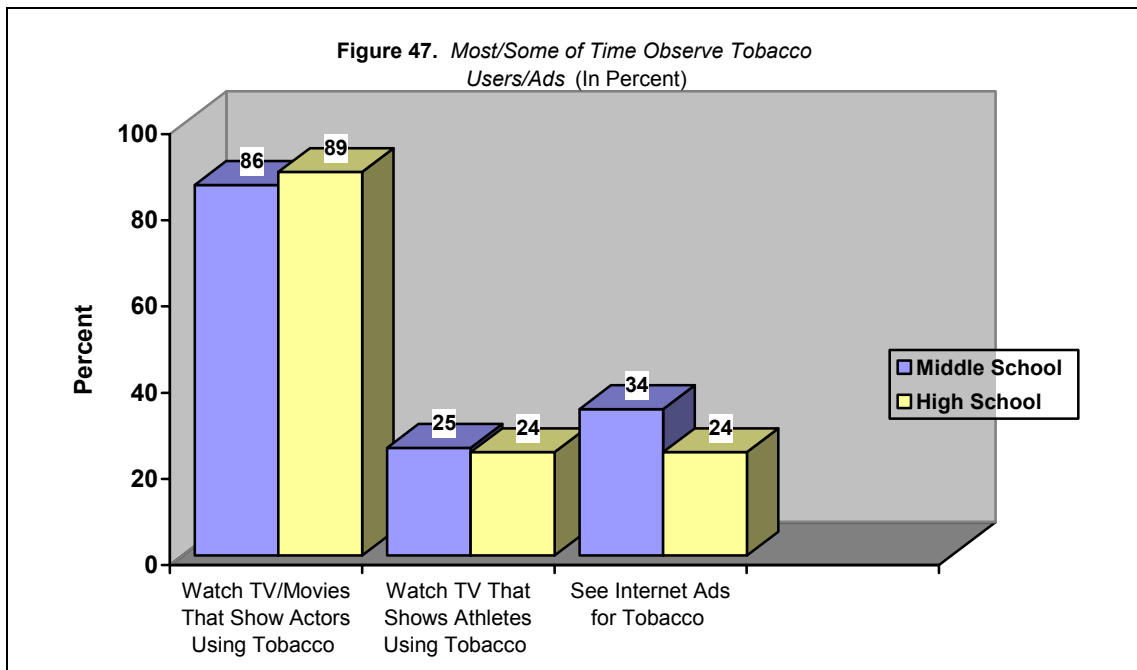
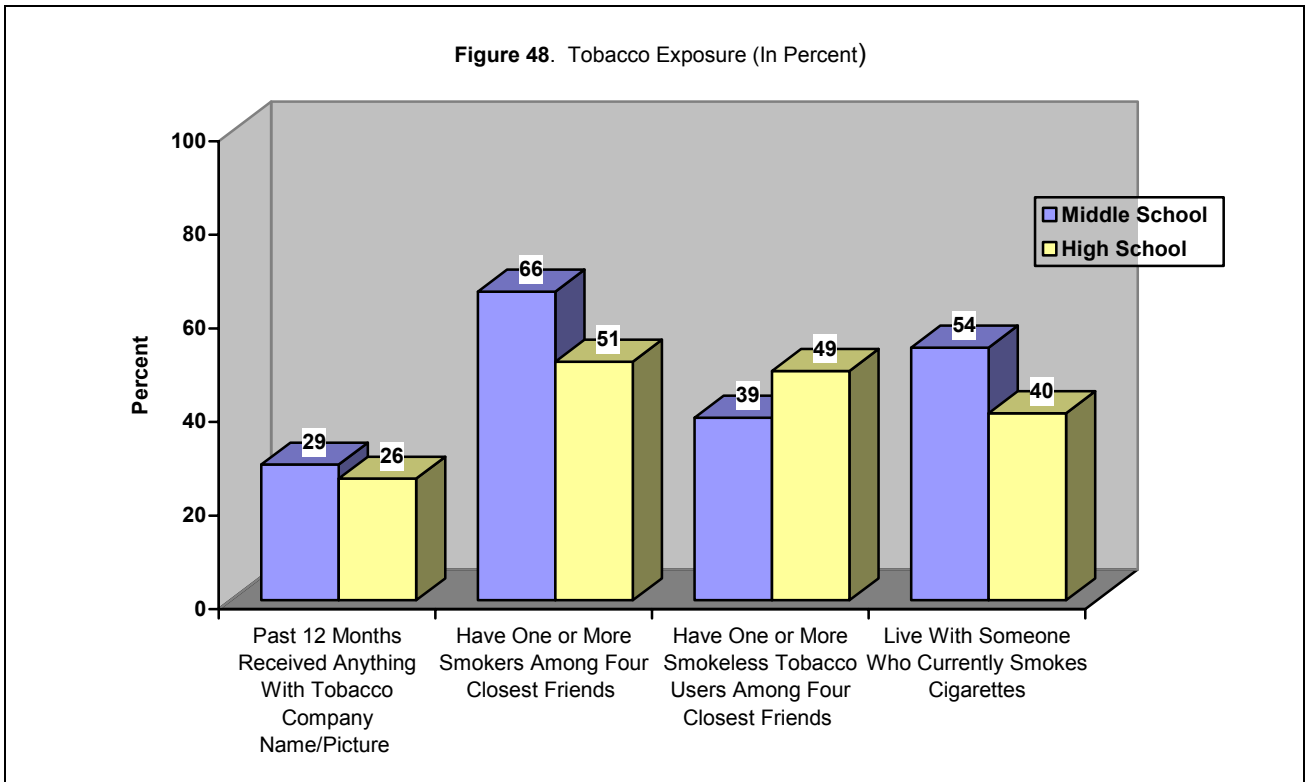


Figure 48 below provides more indications of the extent to which Iowa’s middle and high school students are exposed to tobacco company advertising and tobacco-using role models. Twenty-six percent of high school students and 29% of middle school students indicate they have received something in the past 12 months that has a tobacco company name or picture on it. Fifty-one percent of high school students and 66% of middle school students report that one or more of their four closest friends smoke cigarettes.

Forty-nine percent of high school students and 39% of middle school students indicated that one or more of their four closest friends use smokeless tobacco. Finally, over half (54%) of middle school students and 40% of high school students report they presently live with someone who smokes cigarettes.

Male and Female Comparisons:

Both middle and high school males were more likely than their female counterparts to have received something with a tobacco company name or picture on it (29% vs. 27% and 32% vs. 19% respectively). Middle and high school males were much more likely to have one or more of their closest friends being smokeless tobacco users (42% vs. 34% and 55% vs. 29% respectively). Middle school females were more likely to live with someone who currently smokes cigarettes than their male counterparts (61% vs. 45% respectively). High school males were more likely to live with someone who currently smokes cigarettes than their female counterparts (41% vs. 38% respectively).



JUST ELIMINATE LIES (JEL) EXPOSURE: Middle and High School (Total and by Sex)

Figure 49 below provides information regarding exposure, counter-marketing efforts, and the educational information youth can receive from the Just Eliminate Lies (JEL) campaign in Iowa.

- Over three quarters (82%) of high school and middle school students have heard or seen the anti-tobacco advertising campaign called JEL; 85% of high school and 79% of middle school students.
- 75% of high school and middle school students agree or strongly agree that the JEL ads are convincing and believable; 75% of high school and 75% of middle school students.
- Over 74% of high school and middle school students think the JEL campaign is doing okay or very well in getting their anti-tobacco message across to people their age; 75% of high school and 73% of middle school students.
- Over half (57%) of high school and middle school students have learned something or a lot from the JEL campaign; 62% if high school and 54% of middle school students.
- Forty-six percent of high school and middle school students reported JEL anti-tobacco campaign changed their attitudes toward the tobacco industry; 43% of high school and 50% of middle school students.

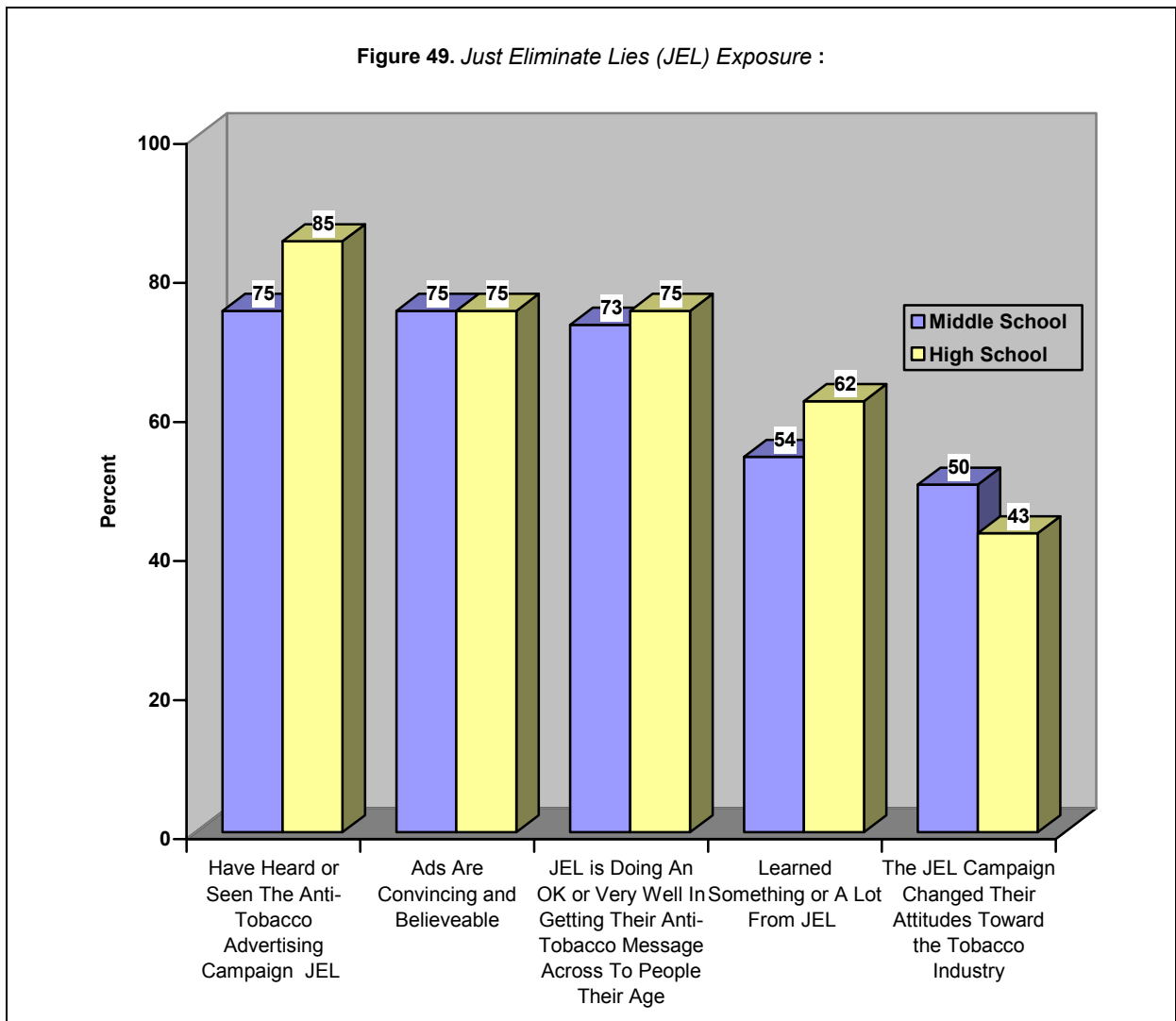
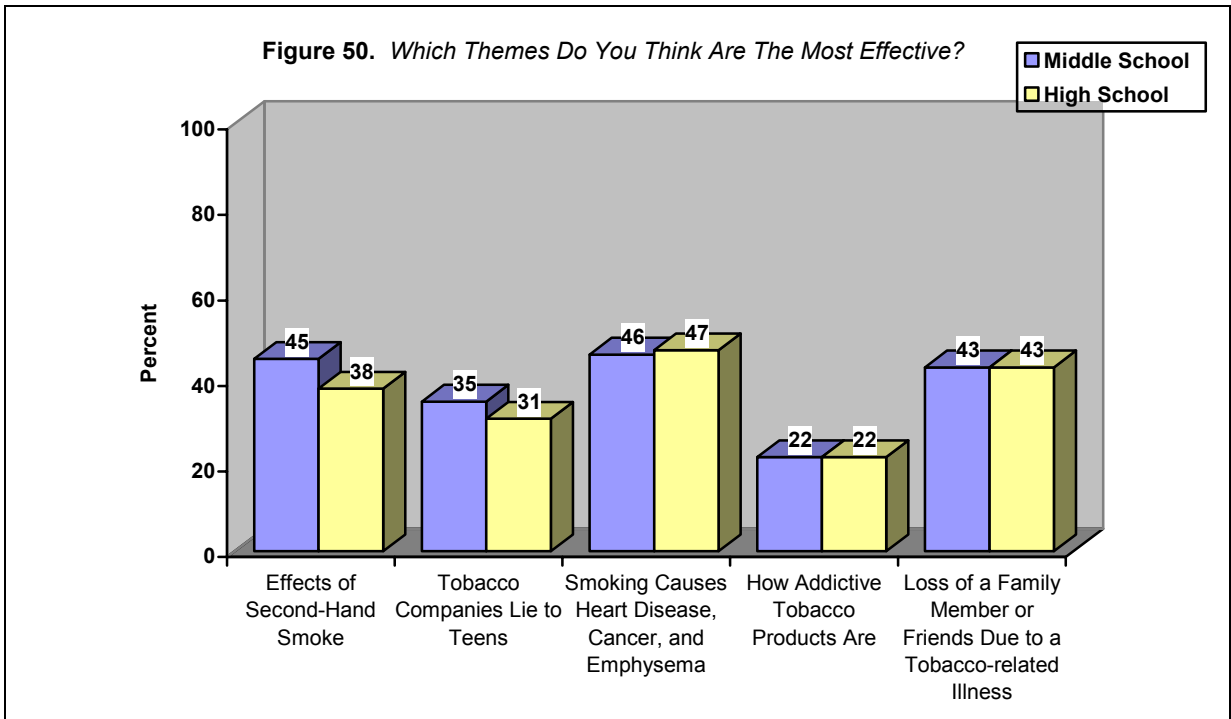


Figure 50 below provides more indication of the extent of which Iowa’s middle and high school students are exposed to anti-smoking ads with different themes.

- Forty-five percent of high school students and 38% of middle school students felt the anti-smoking ads regarding the effects of secondhand smoke are the most effective.
- Thirty-one percent of high school students and 35% of middle school students felt the anti-smoking ads regarding how the tobacco company’s lie to teens are the most effective.
- Forty-seven percent of high school and 46% of middle school students felt the anti-smoking ads regarding how smoking causes heart disease, cancer, and emphysema are most effective.
- Twenty-two percent of both high school and middle school students felt the anti-smoking ads regarding how addictive tobacco products are most effective.
- Forty-three percent of both high school and middle school students felt the anti-smoking ads regarding the loss of a family member or friends due to a tobacco-related illness are most effective.



CONCLUSIONS/IMPLICATIONS

It is very common for Iowa's students in grades 6 through 12 to experiment with tobacco products, with 54% of these students (an estimated 153,119 students) reporting that they have tried a tobacco product in their lifetime. The tobacco product most often experimented with is a cigarette. Males are somewhat more likely to experiment with tobacco products than females. There is evidence, however, that suggests the newer generations of females (middle school females in grades 6 through 8) are rapidly catching up with their male counterparts. There is an obvious need to develop primary prevention programs that would reduce tobacco product experimentation. The primary prevention programs that are developed should target cigarette use, and resources should be equally allocated to both males and females.

Current (past 30 days) use of any tobacco product by Iowa's middle (6th through 8th grade) and high school (9th through 12th grade) students is slightly higher than the national average, an obvious cause for some concern that reinforces that need for primary prevention. Current use of bidis and kreteks (fruit and candy flavored tobacco cigarettes) is low in Iowa, but they could become the "gateway" tobacco products for young Iowans. Both the supply of, and demand for, these imported tobacco products should be monitored very closely.

Current tobacco product use increases with each progression in grade level. When comparing the Iowa Youth Tobacco Survey 2002 to the Iowa Youth Tobacco Survey 2000, current tobacco product use increased with each progression in grade with the exception from 11th grade to 12th grade. The percentage from 11th grade to 12th grade decreases by 5%. Obviously, prevention programs are needed at every grade level, but 10th grade appears to be a critical point in time to expose both males and females to prevention programs.

Most students who experiment with tobacco products do not move from the experimental phases to regular and/or dependent tobacco use in grades 6 through 12, but there is evidence to suggest that over 33% do. All the tobacco product experimenters need to be exposed to secondary prevention programs that are designed to keep them from going beyond experimental use. It is estimated that about 25,000 middle and high school students in Iowa are currently dependent on a tobacco product, and it is estimated that nearly half of these users will be killed by their habit, losing an average of 20-25 years of nonsmoking life expectancy. Clearly any effort to reduce these outcomes would be beneficial.

There is every indication to believe that tobacco product use is not going away in the near future. Program planners, both prevention and treatment, need to be aware that an estimated 63,074 (22%) of Iowa's middle and high school students expect to be smoking cigarettes one year into the future and 10,419 (12%) think they will be smoking five years into the future. Females are just as likely, or even slightly more likely, to think they will be smoking in the future.

Iowa's middle and high school students, both males and females, are widely exposed to secondhand smoke. Half or more of all students report secondhand smoke exposure being present on one or more of the last seven days in either a room or car. The extent of the danger posed by this exposure is uncertain, but it is likely that programs designed to reduce this exposure would reduce health-related costs in the future.

The Marlboro brand of cigarettes is clearly the most popular brand in Iowa, enjoying the allegiance of 60% of high school current smokers and 59% of middle school current smokers. It is unknown how Marlboro has achieved such a dominant brand preference in Iowa, but its success obviously makes it a prime target for tobacco reduction programs.

About half of Iowa's middle and high school current cigarette smokers, both male and female, express a desire to quit smoking and slightly over 20% think they probably or definitely could quit. This is despite the fact that over 15% have tried to quit two or more times. There does appear to be some discrepancies between what Iowa's students think they can do and what they have, in fact, failed to do in the past.

Most of Iowa's middle and high school smokers who are under age 18 (the legal purchasing age for cigarettes) usually obtain their cigarettes from acquaintances-others buy for them or borrow from others. Very few underage smokers usually obtain their cigarettes from vending machines. Programs that would discourage Iowa's older students from letting their younger peers use them as resources to obtain tobacco products would obviously be beneficial.

Most of Iowa's middle and high school students have appropriate tobacco-related attitudes that should discourage their use of tobacco products. Still, for one reason or another the majority of Iowa's students experiment with tobacco products. Most students understand that tobacco can be addictive, smoking does not produce friends; smoking is not cool; smoking can be harmful; and tobacco companies have attempted to mislead young people – there are other factors that influence the decision to use tobacco products. These factors need to be identified and addressed in educational programs that discourage tobacco use.

Other factors that might mitigate the impact of the attitudes described above include tobacco product ad exposure and tobacco-using role model exposure. There is plenty of evidence that Iowa's middle and high school students are widely exposed to tobacco product ads and tobacco-using role models and peers. Reducing this exposure in stores, movies, and TV, as well as at home and among peers would most likely be beneficial.

Finally, it is apparent that Iowa's middle and high school students are exposed to national media campaigns, TV news stories, and programs that focus on the dangers of smoking. Still, most have at least experimented with tobacco product use. Iowa's students are less widely exposed to parental/guardian admonitions regarding tobacco product use and more parents should be encouraged to provide such information. Less than half of Iowa's students remember participating in a current school year role playing exercise that helps students say "NO" to tobacco use and even fewer remember participating in a community program designed to discourage young people from smoking. Assuming that it is never too late to benefit from tobacco prevention exposure, there is a need for more tobacco product prevention programs for every grade at the local level-family, school, and community.

In short, the Iowa Youth Tobacco Survey (IYTS) clearly indicates a widespread need for primary and secondary tobacco prevention programs in Iowa. Treatment intervention programs that can help Iowa's middle and high school students avoid tobacco product use and/or quit using them are necessary. It is also apparent that some needs are greater than others and that programs can be targeted in ways to maximize their benefit.

Still, the need for more information to better match resources to the areas of most need and to identify productive tobacco product reduction programs is also apparent. Should resources be available, the following data collection and analysis options should be considered:

The IYTS sample was too small providing geographic or race/ethnicity tobacco-related prevalence rates. The next IYTS should analyze socioeconomic differences in tobacco utilization, parental education regarding tobacco use, and successful relinquish methods.

Another youth survey, the 1999 Iowa Youth Survey, while much more restrictive in terms of the numbers and kinds of tobacco-related questions included, did have a large enough sample to provide some basic tobacco-related prevalence rate estimates for 6th, 8th, and 11th graders at a county level of analysis, as well as race/ethnicity-based estimates. Such estimates would provide some very useful tobacco control needs assessment-related data. Program planners could allocate resources to those geographic areas that are most in need, as well as identify those race/ethnic groups in Iowa that might present special needs.

The descriptive analyses to date provide clues as to how the questions in the 2002 IYTS are related to each other. The next stage of IYTS data analyses should include correlation analyses. The identification of the kinds and degrees of correlations between the IYTS questions would help program planners make maximum use of the resources available. For example, the identification of which tobacco-related attitudes have the most impact on tobacco-related behaviors would help identify what kinds of educational programs have the best potential to reduce tobacco product use.

Finally, if resources are to continue to be matched to needs, the tobacco-related attitudes and behaviors of Iowa's middle and high school students must be monitored over time. Also, if progress is to be made in identifying which of the tobacco-related prevention and intervention programs that might be developed have the most impact, it will be necessary to monitor the tobacco-related beliefs and behaviors of Iowa's students over time. The administration of another IYTS survey should be considered at some point in the future.

FOOTNOTES

The estimated number of students is based on a total of 121,546 middle school (grades 6 through 8) students and 162,442 high school (grades 9 through 12) students enrolled in both public and nonpublic Iowa schools for school year 2000-2002. The enrollment figures were obtained from the Iowa Department of Education (IDE) web site: www.state.ia.us/educate.

National estimates were obtained from Centers for Disease Control and Prevention (CDC), Morbidity and Mortality Weekly Report, "Tobacco Use Among Middle and High School Students-United States, 1999," Vol. 49, No. 3 January 28, 2000. These estimates were obtained from the World Bank web site: www1.worldbank.org/tobacco.

TECHNICAL TABLES

Table 1. Number of Surveys Completed in 2002 Iowa Youth Tobacco Survey

SAMPLE	NUMBER STUDENTS SURVEYED
Total (Grades 6-12)	3,330
Middle School (Grades 6-8)	1,633
Males	813
Females	816
High School (Grades 9-12)	1,697
Males	840
Females	842
Total Current (Past 30 Days) Cigarette Smokers (Grades 6-12)	553
Middle School Current Cigarette Smokers (Grades 6-8)	111
Males	47
Females	56
High School Current Cigarette Smokers (Grades 9-12)	443
Males	218
Females	222
Total Current (Past 30 Days) Cigarette Smokers Under Age 18 (Grades 6-12)	530
Middle School Current Cigarette Smokers Under Age 18 (Grades 6-8)	114
Males	46
Females	58
High School Current Cigarette Smokers Under Age 18 (Grades 9-12)	426
Males	204
Females	222
Total Current (Past 30 Days) Smokeless Tobacco User Under Age 18 (Grades 6-12)	181
Middle School Current Smokeless Tobacco User Under Age 18 (Grades 6-8)	44
Males	36
Females	8
High School Current Smokeless Tobacco User Under Age 18 (Grades 9-12)	137
Males	129
Females	8

This table is provided to give readers some indication of the number of students included in the analyses presented. The “Number Students Surveyed” column is not always the precise number of students that were used in the analyses (there were some students who failed to respond to some questions), but they are close enough to give the reader some indication of the approximate number of students that the prevalence rates in this report are based on.

Table 2. Selected Tobacco Product Use Prevalence Rates, Including 95% Confidence Intervals (CIs): Middle and High School

Tobacco Product	Middle	CI	High	CI
Ever Used:				
Any Tobacco Product	36.7%	(+/-) 4.8	66%	(+/-) 3.8
Cigarettes	28.7%	(+/-) 4.5	60.2%	(+/-) 3.9
Smokeless Tobacco	10.7%	(+/-) 2.3	24.2%	(+/-) 3.2
Current (Past 30 Days) Use				
Any Tobacco Product	10.9%	(+/-) 2.5	33.7%	(+/-) 2.9
Cigarettes	6.8%	(+/-) 2.0	26.7%	(+/-) 3.0
Cigars	14.9%	(+/-) 3.2	41.9%	(+/-) 3.2
Smokeless Tobacco	10.7%	(+/-) 2.3	24.2%	(+/-) 3.2

Table 3. Selected Tobacco Product Use Prevalence Rates, Including 95% Confidence Intervals (Cis) Middle School by Sex

Tobacco Product	Male	CI	Female	CI
Ever Used:				
Any Tobacco Product	40.6%	(+/-) 4.9	32.4%	(+/-) 5.4
Cigarettes	30.4%	(+/-) 6.5	26.8%	(+/-) 4.0
Smokeless Tobacco	13.5%	(+/-) 2.9	7.7%	(+/-) 3.2
Current (Past 30 Days) Use				
Any Tobacco Product	11.9%	(+/-) 2.3	9.8%	(+/-) 3.0
Cigarettes	6.4%	(+/-) 2.3	7.2%	(+/-) 2.5
Cigars	3.9%	(+/-) 1.0	2.4%	(+/-) 1.5
Smokeless Tobacco	4.2%	(+/-) 1.4	.08%	(+/-) .06

Table 4. Selected Tobacco Product Use Prevalence Rates, Including 95% Confidence Intervals (CIs) High School by Sex

Tobacco Product	Male	CI	Female	CI
Ever Used:				
Any Tobacco Product	69.9%	(+/-) 3.6	62.1%	(+/-) 5.2
Cigarettes	61.4%	(+/-) 3.1	58.9%	(+/-) 5.3
Smokeless Tobacco	38.6%	(+/-) 4.3	9.3%	(+/-) 2.8
Current (Past 30 Days) Use				
Any Tobacco Product	38%	(+/-) 4.4	29.4%	(+/-) 4.0
Cigarettes	26.9%	(+/-) 4.3	26.5%	(+/-) 3.7
Cigars	20.7%	(+/-) 3.5	7.6%	(+/-) 2.1
Smokeless Tobacco	15.5%	(+/-) 3.0	.09%	(+/-) .06

The Confidence Intervals (CIs) mean that we can be 95% confident that the actual prevalence rates are within that many percentage points (either larger or smaller) of the observed prevalence rates in this sample. For example, we can be 95% confident that between 31.9% and 41.5% of Iowa's middle school (grades 6 through 8) students have tried some tobacco product in their lifetime. Similarly, we can be 95% confident that between 62.2% and 69.8% of Iowa's high school students (grades 9 through 12) have tried a tobacco product in their lifetime.