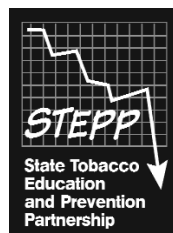



Youth Tobacco Use in Colorado

Results from the Colorado Youth Tobacco Survey

Executive Summary April 2001





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A c k n o w l e d g e m e n t s

The State Tobacco Education and Prevention Partnership (STEPP), a program of the Colorado Department of Public Health and Environment, would like to thank the thousands of students across Colorado who participated in the Colorado Youth Tobacco Survey (CYTS), as well as the principals, teachers and staff who coordinated and administered the survey at 90 schools statewide. Their efforts have produced the most comprehensive baseline data on youth tobacco use ever gathered in Colorado—data that will guide STEPP as it develops and implements programs to:

- prevent young people from using tobacco products, and
- promote cessation among those who are current users.

STEPP also extends its gratitude to the U.S. Centers for Disease Control and Prevention's Office on Smoking and Health for its assistance with the CYTS effort.



I n t r o d u c t i o n

Tobacco products are unique by virtue of the fact that they eventually kill one in every three of their consumers. Hence, the tobacco industry's relentless pursuit of new consumers. Unfortunately, there is no more susceptible market for these products than young people. In fact, 90 percent of adult tobacco users report beginning regular use before their high school graduation.⁽¹⁾ And, while the Master Settlement Agreement has forced the tobacco industry to give up its "Joe Camel" ways, it has not eliminated the myriad messages that market tobacco as sexy, cool and rebellious. Even if aimed at adults, such messages are highly appealing to young people who are eager to cultivate these images.

Tobacco's influence on the lives of our young people is powerful not simply because of the "image" it promises, but also because the nicotine in tobacco is so highly addictive. Consider these facts:

- 75% of adult smokers report that they want to quit, but most are unable to do so. ⁽¹⁾
- People who begin smoking at an early age are more likely to develop long-term nicotine addiction than those who start later. ⁽²⁾
- The symptoms of addiction—including strong urges to smoke, anxiety, irritability and failure to quit—can appear in young kids within weeks or even days after occasional smoking begins. ⁽³⁾
- The younger a person is when he or she first tries smoking,
 - the higher his or her chance of becoming a regular smoker, ⁽⁴⁾
 - the less likely he or she is to quit successfully, ⁽⁴⁾ and
 - the more likely he or she is to contract lung cancer or experience other health problems. ⁽⁵⁾
- If current trends continue, 86,000 Colorado youth who are currently under the age of 18 will die from smoking. ⁽⁶⁾



I n t r o d u c t i o n

In the fall of 2000, the Colorado Youth Tobacco Survey (CYTS) was conducted to collect the first reliable baseline data on youth tobacco use in the state. Developed by the Centers for Disease Control and Prevention (CDC) in Atlanta and administered by the Colorado Department of Public Health and Environment, the 70-question survey on tobacco use was completed by students in 41 middle schools and 49 high schools throughout the state. CYTS findings will be applied in the development and evaluation of programs to reduce the prevalence of youth tobacco use in Colorado.

Endnotes

⁽¹⁾ Colorado Department of Public Health and Environment. "Behind the Smokescreen. The Facts about Tobacco Use in Colorado, 2000."

⁽²⁾ U.S. Department of Health and Human Services. A Report of the Surgeon General 1994, "Preventing Tobacco Use Among Young People," Chapter 1.

⁽³⁾ DiFranza, J.R., et al., "Initial Symptoms of Nicotine Dependence in Adolescents," *Tobacco Control* 9:313-19 (September 2000).

⁽⁴⁾ Khuder, S.A., et al., "Age at Smoking Onset and its Effect on Smoking Cessation," *Addictive Behavior* 24(5):673-7 (September-October 1999), plus four other cited articles. Noted on Campaign for Tobacco Free Kids Fact Sheet "The Path to Smoking Addiction Starts at Very Young Ages" at www.tobaccofreekids.org.

⁽⁵⁾ Hegmann, K.T., et al., "The Effect of Age at Smoking Initiation on Lung Cancer Risk," *Epidemiology* 4(5):444-48 (September 1993), plus one other cited article. Noted on Campaign for Tobacco Free Kids Fact Sheet "The Path to Smoking Addiction Starts at Very Young Ages" at www.tobaccofreekids.org.

⁽⁶⁾ Centers for Disease Control and Prevention. "Projected Smoking-Related Deaths Among Youth – United States." *Morbidity and Mortality Weekly Report* 45(44: 971-974 (November 8, 1996).

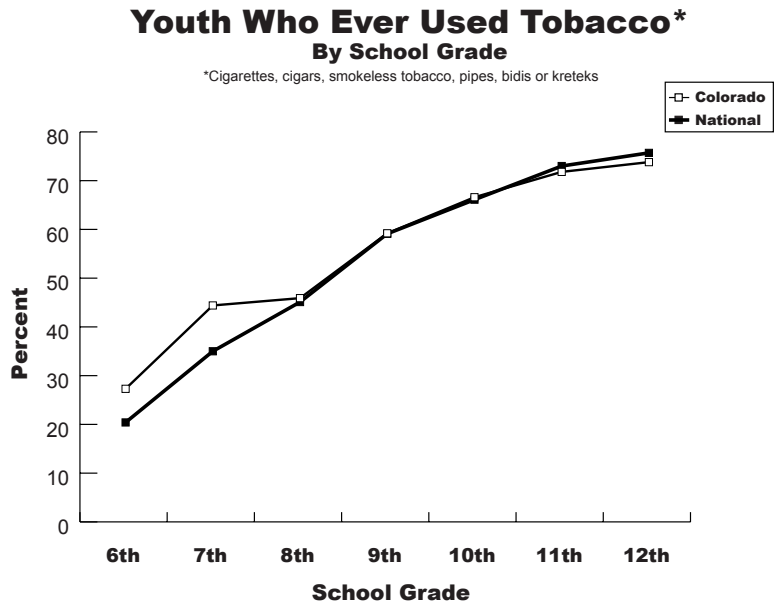


Prevalence

Tobacco Products in General

Ever Use

- The percentage of Colorado’s middle school students who have ever used tobacco products of any kind (including cigarettes, smokeless tobacco, cigars, pipes, bidis and kreteks) is higher than the national average—39.4 percent vs. 33.5 percent. The state’s high school youth experiment with tobacco products at a rate nearly equal to the national average (67.4 percent vs. 67.7 percent, respectively).



- Colorado’s middle school tobacco use prevalence increases with school grade (27.8 percent of 6th graders reported use vs. 20.4 percent nationally; 44.4 percent of 7th graders reported use vs. 35 percent nationally; and 45.9 percent of 8th graders reported use vs. 45.1 percent nationally).



P r e v a l e n c e

Tobacco Products in General (continued)

- Likewise, tobacco use among the state's high school students increases with school grade. 59.2 percent of 9th graders reported use, as did 66.6 percent of 10th graders, 71.8 percent of 11th graders and 73.8 percent of 12th graders. These rates are comparable to national averages.
- In both Colorado's middle and high schools, the "ever use" prevalence is slightly higher for males than for females.

Current Use

- 13.6 percent of the state's middle school students (compared to 12.8 percent nationally) reported being current tobacco users, while 34.4 percent of high school students (compared to 34.8 percent nationally) identified themselves as current tobacco users
- The current tobacco use rate among middle school students is higher for males (15.9 percent) than for females (11.1 percent). Among high school students, the rate is higher for males (37.1 percent) than for females (31.6 percent).

Cigarettes

Ever Use

- Nearly one in three of all of Colorado's middle school students (31.9 percent) and two in three high school students (61.6 percent) have tried cigarettes.
- Middle school rates are higher for males (34.2 percent) than for females (29.5 percent). Rates do not differ among high school males and females.
- Prevalence increases dramatically as school grade increases (19.0 percent in 6th grade, 37.2 percent in 7th grade, 39.7 percent in 8th grade, 54.4 percent in 9th grade, 62 percent in 10th grade, 66.4 percent in 11th grade, and 65.2 percent in 12th grade).



Prevalence

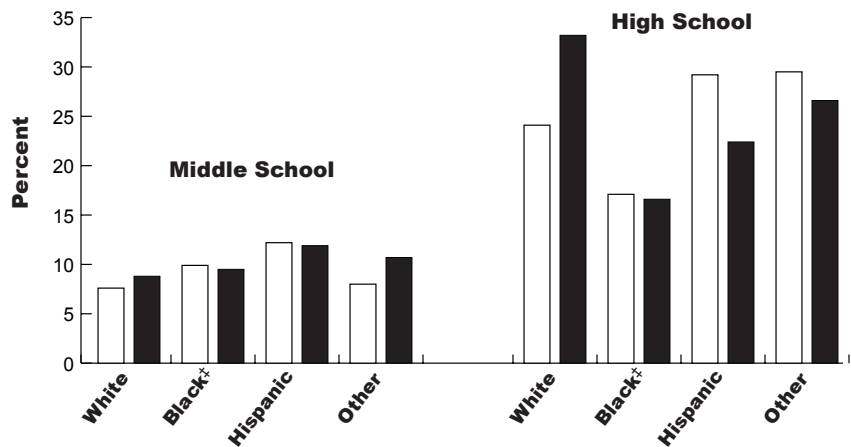
Cigarettes (continued)

Current Use

- 8.8 percent of the state's middle school students reported being current smokers (i.e., having smoked one or more days in the 30 days prior to being surveyed), while 25.3 percent of high school students reported being current smokers.

Current* Youth Smokers By Race/Ethnicity

*Smoked one or more days of the past 30 days



‡ Due to a small sample size, this may not accurately reflect smoking rates among this population.

- Among Colorado's middle school students, slightly more males (9.3 percent) than females (8.4 percent) report being current smokers. Prevalence increases as school grade increases.
- Among the state's high school students, slightly more females currently smoke (26.9 percent) than males (23.9 percent).
- Prevalence increases as school grade increases (4.1 percent in 6th grade, 8.5 percent in 7th grade, 13.4 percent in 8th grade, 22.6 percent in 9th grade, 23.2 percent in 10th grade, 29.9 percent in 11th grade, and 25.7 percent in 12th grade).



Prevalence

Smokeless Tobacco

Ever Use

- The percentages of middle school and high school students reporting ever using smokeless tobacco are much higher than national averages. Colorado's middle school "ever use" rate is 10.2 percent, compared to a national rate of 7 percent. Similarly, the state's high school rate is higher for "ever use" (23.5 percent vs. 18.3 percent).
- Nearly twice as many Colorado middle school and high school males have tried smokeless tobacco than their female counterparts; however, rates for both females and males in Colorado are higher than their national counterparts.

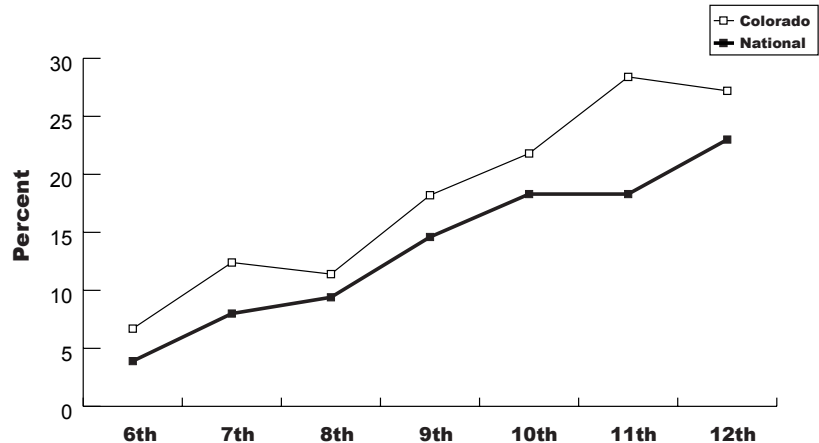
Smokeless Tobacco Use by Grade and Gender

Colorado Middle School		National Middle School		Colorado High School		National High School	
Male	Female	Male	Female	Male	Female	Male	Female
13.7%	6.4%	11%	3.3%	33%	13.5%	28.5%	7.6%

- The rates for smokeless tobacco "ever use" both statewide and nationally increase dramatically with school grade.

Youth Who Ever Tried Smokeless Tobacco* By School Grade

*Chewing tobacco, snuff or dip





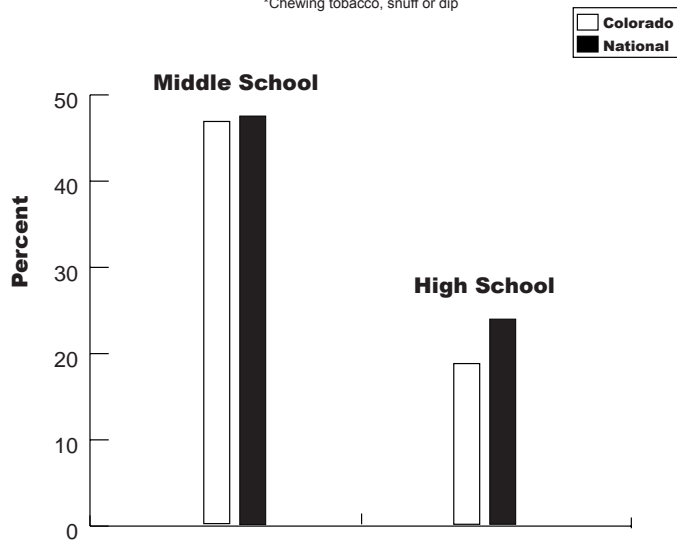
P r e v a l e n c e

Smokeless Tobacco (continued)

- Nearly 50 percent of Colorado middle school students who have tried smokeless tobacco did so before the age of 11, whereas only 20 percent of state’s high school youth who have tried smokeless tobacco reported doing so before the age of 11. This trend indicates that young people who experiment with smokeless tobacco are doing so at increasingly younger ages in Colorado.

Ever Smokeless Tobacco* Users Who First Used Before Age 11

*Chewing tobacco, snuff or dip



Current Use

- Current smokeless tobacco use among Colorado’s high school students is higher than national averages (9 percent vs. 6.6 percent).
- Prevalence increases as school grade increases with 1.7 percent of 6th graders reporting current use and 11.2 percent of 12th graders reporting current use.



P r e v a l e n c e

Other Tobacco Products

Ever Use

- Approximately six percent of Colorado's middle school students and 22.6 percent of high school students reported ever smoking bidis or kreteks.
- 20 percent of the state's middle school students and 45.1 percent of high school students reported ever smoking cigars.
- Prevalence increases as school grade increases for all novelty tobacco products (i.e., bidis, kreteks and cigars).

Current Use

- 6.3 percent of Colorado's high school students reported being current bidi smokers, compared to 5.0 percent nationally.
- Colorado's high school males are more likely to be current cigar smokers (18.8 percent) than their female counterparts (11.2 percent).
- At the high school level, current bidi users in the state are more likely to be male (8.7 percent) than female (3.7 percent).



Race and Ethnicity

Overall, Colorado's Hispanic middle and high school students have the highest rate of tobacco and cigarette use.

In all categories prevalence increases with grade level.

Students Who Have "Ever" Used Tobacco

Race	Middle School	High School
Hispanics	48.3%	78.9%
African Americans ‡	45.3%	73.6%
Whites	35.0%	63.6%

Students Reporting Current Tobacco Use

Race	Middle School	High School
Hispanics	17.1%	38.7%
African Americans ‡	12.9%	22.7%
Whites	12.2%†	33.3%†

Students Who Have "Ever" Smoked

Race	Middle School	High School
Hispanics	43.3%	74.6%
African Americans ‡	33.5%	65.0%
Whites	26.9%	57.1%

Students Reporting Current Cigarette Use

Race	Middle School	High School
Hispanics	12.2%	38.7%
African Americans ‡	7.6%	33.3%
Whites	9.9%†	22.7%†

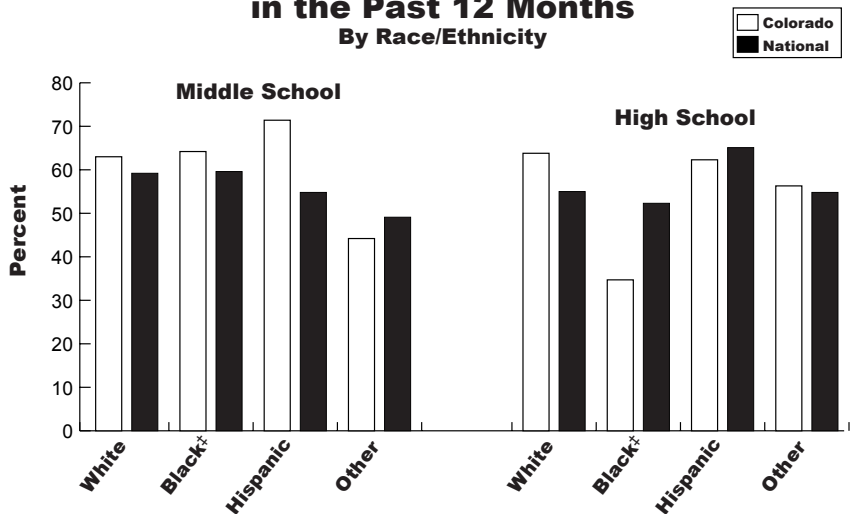
‡ Due to a small sample size, this may not accurately reflect smoking/ tobacco use rates among this population.



C e s s a t i o n

- 62 percent of the state's middle school students who are current smokers reported "wanting to quit smoking," compared to 50.8 percent nationally. The "want to quit rates" for high school students in Colorado are 60.6 percent; the national rate is 54.3 percent.
- The number of Colorado's middle school students who are current smokers and who have seriously tried to quit in the past 12 months is lower than the national rate (50.4 percent vs. 57.9 percent), while the state's high school rate is slightly higher than the national rate (58.7 percent vs. 55.6 percent).

Percentage of Youth Who Have Tried to Quit Smoking in the Past 12 Months
By Race/Ethnicity



‡ Due to a small sample size, this may not accurately reflect quit attempt rates among this population.

- There was no notable difference in quit attempts among middle school male and female smokers; however, at the high school level, 63.9 percent of female smokers attempted to quit, while only 52.9 percent of their male counterparts made quit attempts.

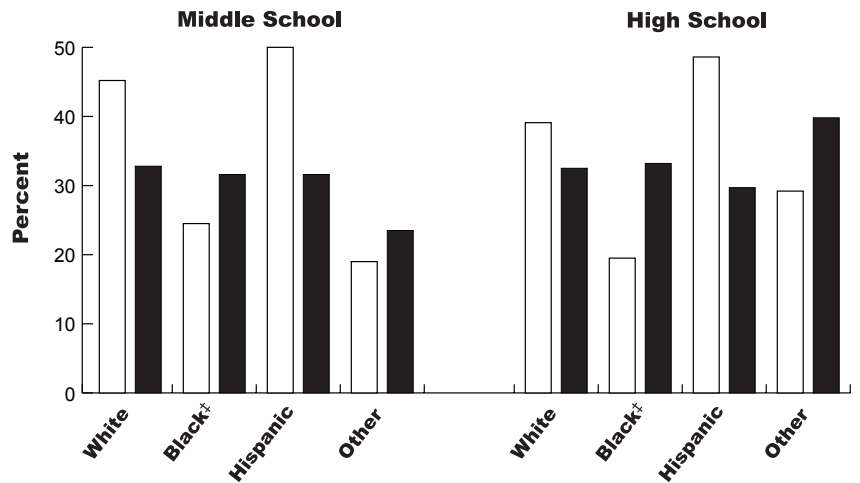


C e s s a t i o n

- 43.6 percent of state’s current middle school smokers and 40.9 percent of its current high school smokers reported trying to quit two or more times. This is congruent with research that suggests it takes several attempts to successfully stop smoking.

Current* Smokers Who Have Made at Least Two Quit Attempts By Race/Ethnicity

*Smoked one or more days of the past 30 days



† Due to a small sample size, this may not accurately reflect quit attempts among this population.

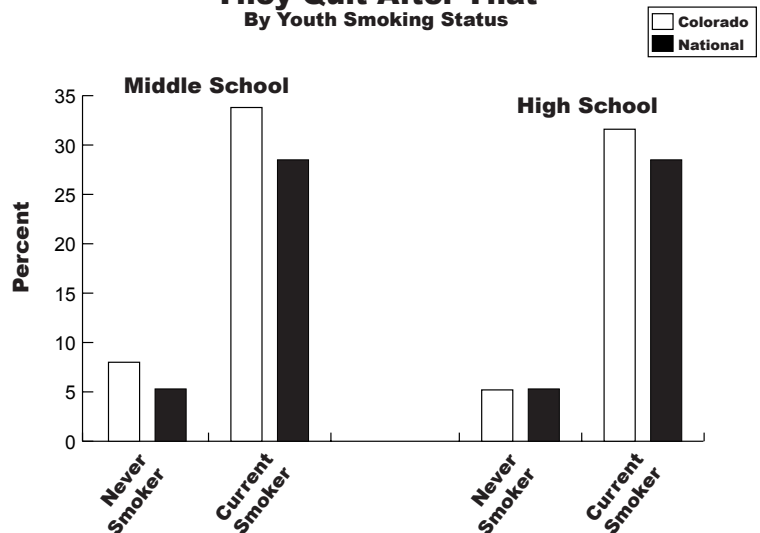
- One-third of the state’s current middle school smokers report being unsuccessful in their quit attempts. High school smokers in Colorado are less successful in quitting than middle school smokers with 40 percent reporting unsuccessful quit attempts.



Knowledge and Attitudes

- The majority of Colorado’s middle and high school students (90-92 percent) reported that they think that people can become addicted to tobacco.
- More than two-thirds of the state’s survey respondents who are current smokers (66.2 percent in middle schools and 68.4 percent in high schools) know that it is *unsafe* to smoke a year or two, even if you quit after that. Unfortunately, these percentages are lower than national averages.

Youth Who Think it is Safe to Smoke for a Year or Two, as Long as They Quit After That
By Youth Smoking Status

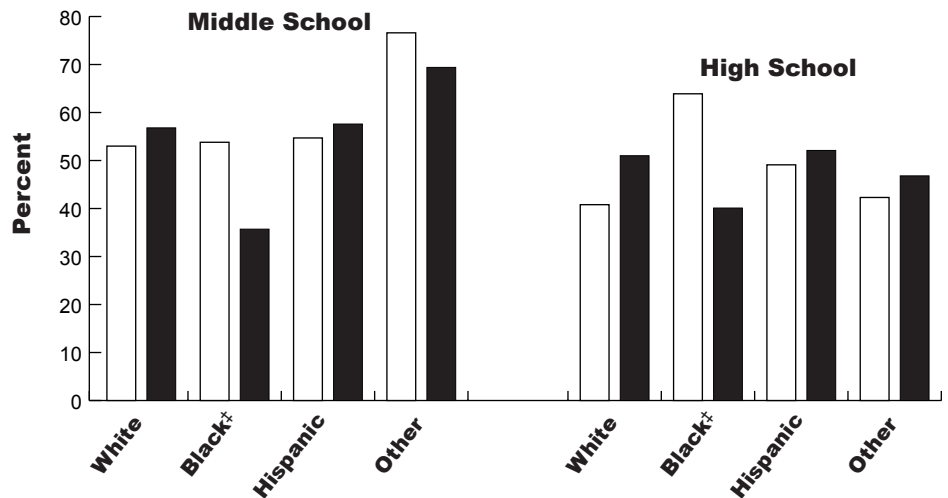


- Despite a high level of awareness that tobacco is addictive and harmful, nearly one-third of high school students, nationally and statewide, reported that they would probably smoke cigarettes in the next year. However, only 14.1 percent of high school youth statewide and 17.6 percent nationally believe that they will be smoking five years from now. Among current high school smokers, nearly half—43.1 percent statewide and 49.7 percent nationally—believe they will be smokers five years from now.
- 70.7 percent of the state’s *current* middle school smokers reported that

Knowledge and Attitudes

Current* Youth Smokers Who Think They Will Be Smoking 5 Years From Now By Race/Ethnicity

*Smoked one or more days of the past 30 days



†Due to a small sample size, this may not accurately reflect the attitudes of this population.

they think that they could quit now if they wanted to, compared to 62.3 percent of its *frequent* middle school smokers. 77.1 percent of *current* high school smokers think they could quit now if they wanted to, compared to 62.3 percent of *frequent* smokers

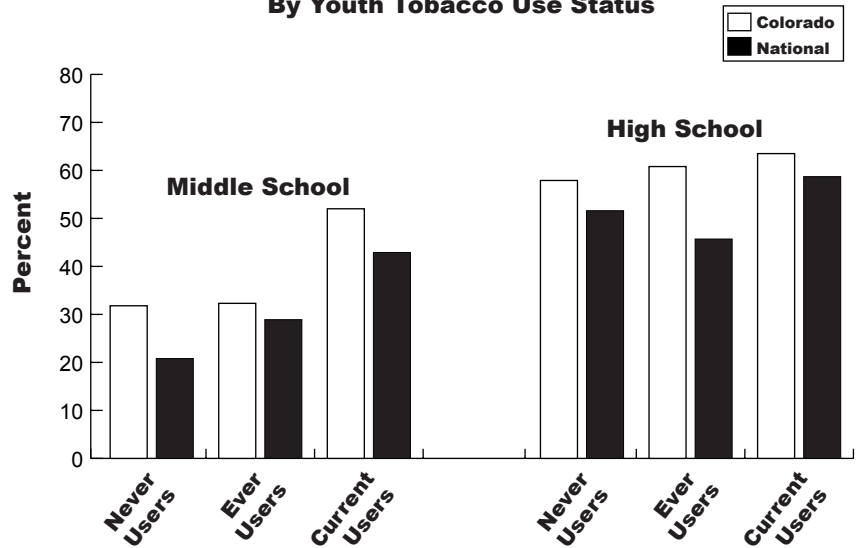
- Middle school students are much more likely than high school students at both state and national levels to believe that smokers have more friends or look cooler. Whereas nearly half of all current middle school smokers (statewide and nationally) think that smokers have more friends, only one-quarter of high school students believe this to be true. Disturbingly, the percentage of Colorado middle school current smokers who think smoking makes young people look cool or fit in is significantly higher than the national middle school percentage (40.4 percent vs. 29.0 percent).



Living Among Tobacco Users

- More than one-third of survey respondents reported living with someone who currently smokes cigarettes (39.2 percent of middle school students and 35.4 percent of high school students). Colorado's students who currently smoke report living with smokers at higher rates (60.8 percent of middle school smokers and 45.7 percent of high school smokers) than nonsmoking students (31.8 percent of middle school students and 20.8 percent of high school students).

Youth Who Live With Someone Who Currently Smokes
By Youth Tobacco Use Status



- Nearly one-third of Colorado's middle school students (30.8 percent) and more than half of the state's high school students (54.5 percent) count at least one smoker among one of their four closest friends. These numbers increase dramatically for current tobacco users (75.2 percent in middle schools and 82.9 percent in high schools). Similarly, 36.7 percent of Colorado's current middle school tobacco users and 47.9 percent of its current high school tobacco users count one or more smokeless tobacco user among their four closest friends.

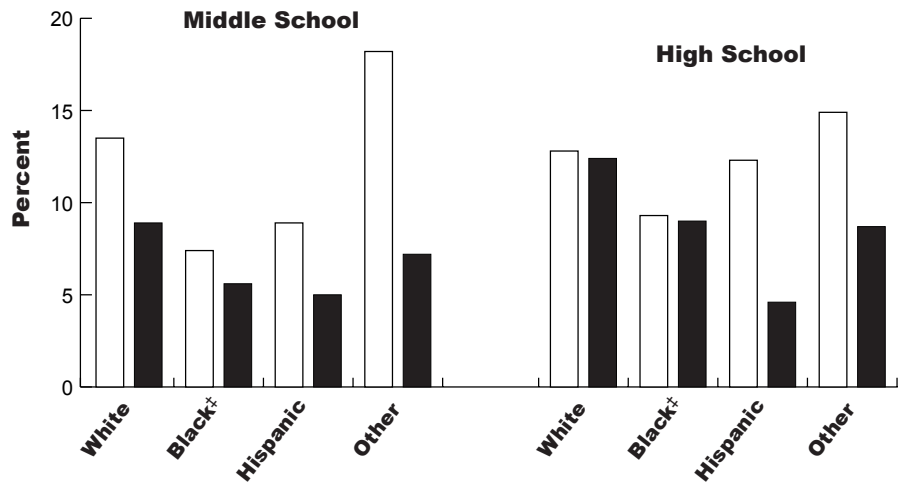


Living Among Tobacco Users

- Approximately 13 percent of Colorado's youth live with a smokeless tobacco user (compared to between 8-11 percent nationally). Like smoking status, living with a smokeless tobacco user appears to influence youth tobacco use. Approximately 20 percent of Colorado's youth who are current tobacco users live with a smokeless tobacco user.

Youth Who Live With Someone Who Uses Smokeless Tobacco* By Race/Ethnicity

*Chewing tobacco, snuff or dip



† Due to a small sample size, this may not accurately reflect rates among this population.

Exposure to Environmental Tobacco Smoke (ETS)

- Approximately half of all respondents reported being in the same room with someone who was smoking cigarettes on one or more days during the seven days prior to completing the survey (49.8 percent of middle school students and 66.3 percent of high school students).
- 37.4 percent of the state's middle school students and 45.6 percent of its high school students said they had been exposed to cigarette smoke in a car on one or more days during the seven days prior to being surveyed.
- Overall, 56.2 percent of the state's middle school students and 69.9 percent of its high school students rode in a car or were in the same room with someone who was smoking cigarettes on one or more days during the seven days prior to completing the survey.
- Youth who reported having tried tobacco or being current tobacco users also reported higher rates of exposure to ETS than those who had never smoked.



School, Media and Access

- Even though Colorado has a tobacco-free schools law, both middle school and high school students are more likely than their national counterparts to smoke or use smokeless tobacco on school property. 3.8 percent of middle school students and 12.3 percent of high school students smoked on school property in the 30 days prior to being surveyed, compared to 2.4 percent and 9.3 percent for their national counterparts. Similarly, 2.1 percent of the state's middle school students and 5.7 percent of its high school students used smokeless tobacco on school property in the 30 days prior to being surveyed, compared to 1.4 percent and 3.6 percent for their national counterparts.
- Nearly one-third of Colorado's current youth tobacco users (37.1 percent of middle school students and 32.4 percent of high school students) have purchased or received merchandise with a tobacco company name or picture on it. The rates are lower for those who have never smoked (10.7 percent and 12.8 percent respectively). However, a concerning finding is that while the percentage of youth who have purchased or own such an item is relatively low, the percentage of current youth tobacco users that reported that they would use or wear an item with a tobacco company name or picture on it is significantly higher than national percentages (47-56 percent, compared to 21-22 percent).



School, Media and Access

- Colorado's youth are finding it easier to purchase tobacco products for themselves than their national counterparts. 8.2 percent of current middle school smokers report buying their last pack of cigarettes (from a gas station, convenience store, grocery store, drug store or vending machine) compared to only 5.7 percent nationally. Almost one in five of Colorado's current high school smokers under the age of 18 reported buying their last pack of cigarettes from similar venues.

Cigarette Vendor Choice of Current Youth Smokers Under the Age of 18 Who Bought Their Last Pack*

	Gas Station		Convenience Store		Grocery Store		Drug Store		Vending Machine	
	CO	Nat'l	CO	Nat'l	CO	Nat'l	CO	Nat'l	CO	Nat'l
Middle School	24.1%	49.1%	42.9%	21.4%	5.8%	12.6%	5.2%	3.5%	22.1%	13.6%
High School	60.3%	50.3%	22.4%	30.9%	8.3%	12.9%	6.3%	2.9%	2.7%	3.1%

*From a gas station, convenience store, grocery store or vending machine only; does not include purchase from other sources as Internet, restaurants, discount stores, etc.

Overview of Youth Tobacco Survey

SURVEY RESULTS	COLORADO Middle School	NATIONAL Middle School ⁽¹⁾	COLORADO High School	NATIONAL High School ⁽¹⁾
Percent ever tobacco users	39.4	33.5	67.4	67.7
Percent current tobacco users	13.6	12.8	34.4	34.8
Percent ever smokers	31.9	29.3	61.6	63.5
Percent current smokers	8.8	9.2	25.3	28.5
Percent of ever smokers who smoked under age 11	27.9	28.3	14.5	13.7
Percent current smokers who smoke Marlboros	46.8	42.7	61.8	53.6
Percent current smokers under the age of 18 who <i>bought</i> their last pack	8.2	5.7	18.2	19.8
Percent current smokers under the age of 18 who tried to buy cigarettes in a store and were NOT asked to show proof of age	86.9	71.1	54.2	64.9
Percent current smokers under the age of 18 who tried to buy cigarettes in a store and were NOT refused cigarettes because of their age	77.2	65.8	52.5	61.0
Percent who smoked cigarettes on school property during the past 30 days	3.8	2.4	12.3	9.3
Percent of ever smokers who tried to quit smoking during the past 12 months	64.3	58.1	62.4	55.5
Percent of current smokers who tried to quit smoking during the past 12 months	50.4	57.9	58.7	55.6
Percent of current smokers who want to quit smoking cigarettes	62.0	50.8	60.6	54.3
Percent of ever smokers who have tried to quit smoking at least twice	31.0	41.6	29.3	42.4
Percent of current smokers who have tried to quit smoking at least twice	43.6	61.2	40.9	61.5
Percent of current smokers who, when they last tried to quit, stayed off cigarettes for less than 30 days	31.8	41.6	40.0	40.5
Percent ever smokeless tobacco users	10.2	7.0	23.5	18.3
Percent current smokeless tobacco users	2.4	2.7	9.0	6.6
Percent of ever smokeless tobacco users who first used smokeless tobacco before age 11	46.7	47.3	18.5	23.8
Percent who used smokeless tobacco on school property during the past 30 days	2.1	1.4	5.7	3.6
Percent of current smokeless tobacco users under 18 who bought smokeless tobacco in a store in the past 30 days	11.9	5.6	16.6	29.9
Percent of current smokers who think people can get addicted to using tobacco just like getting addicted to cocaine or heroin	85.5	87.6	88.8	91.8
Percent of never smokers who think people can get addicted to using tobacco just like getting addicted to cocaine or heroin	92.0	91.3	95.2	92.3
Percent of current smokers who think young people who smoke cigarettes have more friends	44.5	42.2	26.1	26.6

Overview of Youth Tobacco Survey

SURVEY RESULTS	COLORADO Middle School	NATIONAL Middle School ⁽¹⁾	COLORADO High School	NATIONAL High School ⁽¹⁾
Percent of never smokers who think young people who smoke cigarettes have more friends	9.1	11.6	8.5	14.3
Percent of current smokers who think smoking cigarettes makes young people look cool or fit in	40.4	29.0	15.7	17.5
Percent of never smokers who think smoking cigarettes makes young people look cool or fit in	5.2	5.6	5.3	6.9
Percent of current smokers who think it is NOT safe to smoke a year or two even if you quit after that	66.2	71.8	68.4	76.8
Percent of never smokers who think it is NOT safe to smoke a year or two even if you quit after that	92.0	94.6	94.8	96.2
Percent of ever tobacco users who have participated in a program to help quit using tobacco	12.8	19.9	9.9	8.8
Percent of ever tobacco users who have participated in any community event to discourage people from using tobacco	22.7	18.8	14.9	11.9
Percent of never smokers who have participated in any community event to discourage people from using tobacco	34.3	17.0	17.6	12.9
Percent of current tobacco users who bought or received something with a tobacco company name or picture on it	37.1	42.5	32.4	36.2
Percent of never smokers who bought or received something with a tobacco company name or picture on it	10.7	9.2	12.8	10.5
Percent of current tobacco users who would use or wear something with a tobacco company name or picture on it	46.9	22.4	55.6	21.0
Percent of never smokers who would use or wear something with a tobacco company name or picture on it	8.9	1.7	16.5	2.1
Percent who are receptive* to tobacco advertising	6.2	7.9	11.9	13.7
Percent of current tobacco users who are receptive* to tobacco advertising	22.4	30.5	23.0	28.7
Percent of ever tobacco users who are receptive* to tobacco advertising	12.6	18.6	16.3	18.4
Percent of never tobacco users who are receptive* to tobacco advertising	2.4	3.3	4.3	4.8
Percent who, in the past few days, were in the same room with someone who was smoking cigarettes on one or more days	49.8	52.8	66.3	71.3
Percent of ever tobacco users who, in the past few days, were in the same room with someone who was smoking cigarettes on one or more days	65.9	71.9	74.5	80.1
Percent of current tobacco users who, in the past few days, were in the same room with someone who was smoking cigarettes on one or more days	79.2	85.5	85.7	91.2

Overview of Youth Tobacco Survey

SURVEY RESULTS	COLORADO Middle School	NATIONAL Middle School ⁽¹⁾	COLORADO High School	NATIONAL High School ⁽¹⁾
Percent of never smokers who, in the past few days, were in the same room with someone who was smoking cigarettes on one or more days	40.2	44.1	49.2	54.4
Percent who, in the past few days, rode in a car with someone who was smoking cigarettes on one or more days	37.4	39.7	45.6	53.9
Percent of ever tobacco users who, in the past few days, rode in a car with someone who was smoking cigarettes on one or more days	51.5	60.2	58.1	65.3
Percent of current tobacco users who, in the past few days, rode in a car with someone who was smoking cigarettes on one or more days	58.9	80.1	73.0	84.0
Percent of never smokers who, in the past few days, rode in a car with someone who was smoking cigarettes on one or more days	27.5	29.9	19.9	31.3
Percent who, in the past few days, rode in a car, or were in the same room, with someone who was smoking cigarettes on one or more days	56.2	57.8	69.9	75.4
Percent who live with someone who currently smokes cigarettes	39.2	40.7	35.4	44.1
Percent of ever tobacco users who live with someone who currently smokes cigarettes	52.0	57.6	42.9	51.6
Percent of current tobacco users who live with someone who currently smokes cigarettes	60.8	69.5	45.7	61.5
Percent of never smokers who live with someone who currently smokes cigarettes	31.8	32.4	20.8	28.9
Percent who live with smokeless tobacco user	12.5	7.6	12.8	10.6
Percent of ever tobacco users who live with someone who uses smokeless tobacco	16.9	13.9	16.2	13.1
Percent of current tobacco users who live with someone who uses smokeless tobacco	18.7	19.5	20.4	17.5
Percent of never smokers who live with someone who uses smokeless tobacco	10.4	4.5	6.7	5.4
Percent with one or more smokers among their four closest friends	30.8	33.2	54.5	62.0
Percent of ever tobacco users with one or more smokers among their four closest friends	52.4	62.9	65.8	73.8
Percent of current tobacco users with one or more smokers among their four closest friends	75.2	89.9	82.9	93.7
Percent of never smokers with one or more smokers among their four closest friends	17.9	19.7	31.8	38.3
Percent with one or more smokeless tobacco users among their four closest friends	15.2	16.2	31.1	26.6

Overview of Youth Tobacco Survey

SURVEY RESULTS	COLORADO Middle School	NATIONAL Middle School ⁽¹⁾	COLORADO High School	NATIONAL High School ⁽¹⁾
Percent of ever tobacco users with one or more smokeless tobacco users among their four closest friends	25.4	29.0	37.7	30.9
Percent of current tobacco users with one or more smokeless tobacco users among four closest friends	36.7	43.3	47.9	38.2
Percent of never smokers with one or more smokeless tobacco users among their four closest friends	9.6	9.7	19.9	17.6
Percent who think they will smoke cigarettes during the next year	13.1	13.1	31.7	33.3
Percent who think they will be smoking five years from now	10.1	11.0	14.1	17.6
Percent of current smokers who think they will be smoking five years from now	55.5	53.7	43.1	49.7
Percent of never smokers who think they will be smoking five years from now	2.4	3.6	1.3	2.1
Percent of never smokers who think they will smoke if one of their best friends offered them a cigarette	2.4	2.5	3.0	2.3
Percent of nonsmokers who are susceptible [†] to smoking	22.9	22.9	19.8	23.7

* Those who either bought/received something or who would wear/use something with a tobacco company name or picture on it

† Never smokers who thought they might try a cigarette soon, might smoke in the next year or might smoke if a friend offered them a cigarette or

(1) American Legacy Foundation and the Centers for Disease Control and Prevention. *1999 Youth Tobacco Survey*.



S u r v e y M e t h o d s

S a m p l i n g

The 2000 CYTS employed a two-stage cluster sample design to produce representative samples of students in middle schools (grades 6-8) and high schools (grades 9-12). The first-stage sampling frame included separate lists for all middle schools and high schools. The lists consisted of all schools containing the appropriate grades (i.e., either 6th-8th or 9th-12th). Schools were selected with probability proportional to school enrollment size. The second sampling stage consisted of systematic equal probability sampling (with a random start) of classes from each school that participated in the survey. All second period classes in the selected schools were included in the sampling frame and all students in those classes were eligible to participate in the survey.

The weighting factor was applied to each questionnaire to adjust for non-response and for the varying probabilities of selection. For the CYTS, 3,058 usable questionnaires were completed in 90 schools. At the middle school level, the school response rate was 71.9 percent with an 86.2 percent student response rate, resulting in an overall response rate of 62 percent. At the high school level, the school response rate was 83.1 percent with an 86.3 percent student response rate, resulting in an overall response rate of 71.7 percent.

D a t a C o l l e c t i o n

Survey procedures were designed to protect students' privacy by allowing for anonymous and voluntary participation. Students completed a self-administered questionnaire in the classroom, recording their answers on a response sheet. The survey contained 70 questions about tobacco use, exposure to environmental tobacco smoke, smoking cessation, school curriculum, ability to purchase or otherwise obtain tobacco products, knowledge and attitudes about tobacco, and familiarity with pro-tobacco and anti-tobacco media messages.

