

Iowa 2004 Tobacco Control Program Evaluation

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For
Iowa Department of Public Health
Division of Tobacco Use Prevention and Control
TUPC Mission Statement
*To establish a comprehensive partnership among state government, local
communities, and the people of Iowa to foster a social and legal climate in which
tobacco use becomes undesirable and unacceptable.*

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Purpose

The Center for Social and Behavioral Research was contracted by the Iowa Department of Public Health to evaluate Iowa's Tobacco Use Prevention and Control Program (TUPCP) based on existing data. Following Centers for Disease Control Guidelines, the TUPCP has established four key goals: (1) prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people, (2) reduce the number of users of tobacco products, (3) eliminate exposure to second-hand tobacco smoke, and (4) identify and eliminate the disparities related to tobacco use and its effects among different population groups. To achieve these goals the TUPCP attempts to change the social norms regarding acceptability of tobacco use. Data were available to evaluate the first three TUPCP goals. Goal 4 could not be evaluated because the data sources did not contain sufficient numbers of minority persons to support reliable analysis of possible disparities.

Iowa Code Chapter 142A established the comprehensive tobacco use prevention and control initiative. The purpose of the initiative is to attain the following results (142A.6):

1. Reduction of tobacco use by youth
2. Strong, active youth involvement in activities to prevent youth tobacco use and to promote cessation of youth tobacco use
3. Enhanced capacity of youth to make healthy choices
4. Reduction of tobacco use by pregnant women
5. Increased compliance by minors and retailers with tobacco sales laws and ordinances
6. Reducing the prevalence of tobacco use among youth and adults
7. Support among youth for the initiative's tobacco use prevention and control activities

Data Sources and Methods

The 2004 evaluation reviewed findings from 21 recent data sources. These sources contain information about similar tobacco use issues but often they varied in their sampling designs, data collection methodologies, specific item-wording in the questionnaires, population groups, and sample sizes. The goal for the evaluation was to report only those details of the original items necessary to facilitate interpretations across the years and among the sources. Therefore, readers are encouraged to consult the primary reports and public data sets (when available) for these data sources whenever there is an interest in examining more specific details than are reported here. The primary sources also should be consulted when they are to be cited.

Data Sources

Iowa Adult Household State Treatment Needs Assessment Survey 1997 (AHS 1997)*
Iowa Adult Household State Treatment Needs Assessment Survey 2002;
Preliminary Findings (AHS 2002)*
Iowa Behavioral Risk Factor Surveillance System 1998 (BRFSS 1998)
Iowa Behavioral Risk Factor Surveillance System 1999 (BRFSS 1999)
Iowa Behavioral Risk Factor Surveillance System 2000 (BRFSS 2000)
Iowa Behavioral Risk Factor Surveillance System 2001 (BRFSS 2001)
Iowa Behavioral Risk Factor Surveillance System 2002 (BRFSS 2002)
Iowa Behavioral Risk Factor Surveillance System 2003 (BRFSS 2003)
Iowa Adult Tobacco Survey 2001 (ATS 2001)
Iowa Adult Tobacco Survey 2002 (ATS 2002)
Iowa Adult Tobacco Survey 2004; Preliminary Findings (ATS 2004)
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2002 (ITC 2002)
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2003 (ITC 2003)
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2004 (ITC 2004)
Iowa Youth Tobacco Survey 2000 (IYTS 2000)
Iowa Youth Tobacco Survey 2001/2002 (IYTS 2001/2002)
Iowa Youth Survey 1999 (IYS 1999)
Iowa Youth Survey 2002 (IYS 2002)
Quitline Iowa 2002 (Quitline 2002)
Quitline Iowa 2003 (Quitline 2003)
Quitline Iowa 2004 (Quitline 2004)

These sources include survey findings for Iowa adults and youth from various recent time periods. Because the methodologies and questions asked differ among many of the surveys, their findings cannot always be directly compared. The evaluation systematically compiled the most relevant findings from these sources and organized them into subsets that address similar tobacco prevention issues. These are presented in the Main Findings section. Item-specific findings are shown in the Appendices. With the exception of Quitline Iowa 2004, there were no new youth survey data available since completion of the *2003 Iowa Tobacco Control Program Evaluation*. Hence, there is no change from that report for the youth results section of this year's evaluation.

*Note: For readers of the *Iowa 2003 Tobacco Control Program Evaluation*, the references in the current report to findings from the two Iowa Adult Household Treatment Needs Assessments have been changed from CSAT 1997 and CSAT 2001 to AHS 1997 and AHS 2002, respectively. This better reflects the survey titles, rather than the sponsor, and the actual dates of data collection.

Executive Summary

Adult Tobacco Results

- The various survey estimates of adult prevalence rates for current and ever use of cigarettes has declined slightly from 1997 to 2004. Over this time period, the decline has been approximately from 24 percent to 20 percent for those who currently smoke cigarettes and from 49 percent to 44 percent for those adult Iowans who have ever smoked at least 100 cigarettes in their lifetimes (AHS: Iowa Adult Household State Treatment Needs Assessment Survey; BRFSS: Iowa Behavioral Risk Factor Surveillance System; ATS: Iowa Adult Tobacco Survey).
- The percentage of adults reporting first using cigarettes before age 18 has increased from 27 percent in 1998 to 32 percent in 2003 (BRFSS).
- The rates of current smoking by young adults (30 and under) show that the percent that have ever smoked has decreased from 79 percent in 1998 to 69 percent in 2003 and 2004 (BRFSS).
- Estimates indicate that a majority of young adults first smoked a cigarette when they were 13 to 17 years (BRFSS).
- The percentage of current smokers who have ever tried to quit smoking increased from 72 percent to 77 percent (ATS 2002 to ATS 2004). BRFSS results show an increase in the percent of current smokers who have quit smoking one day or longer in the past 12 months from 34 percent in 1998 to 50 percent in 2003. There was a large increase for current smokers who would like to quit, from 70 percent to 82 percent (ATS 2001 to ATS 2004). So, the overall pattern is of an increase in smokers who have tried to stop and who want to quit using cigarettes.
- Approximately 16 percent to 20 percent of adults reported they used chewing tobacco or snuff at least once in their lifetimes, and three percent to five percent are current users (AHS, BRFSS, ATS).
- Little change has been detected in the use of cigars. Approximately 38 percent to 47 percent of adult Iowans have ever used cigars in their lifetimes. Less than 10 percent of adult Iowans currently smoke cigars (AHS, BRFSS, ATS).
- Pipe tobacco smoking rates remain low. About 19 percent to 22 percent of adult Iowans have smoked tobacco in a pipe at least once in their lifetimes. Approximately one percent of adults currently use pipe tobacco (AHS, BRFSS, ATS).
- All recent survey sources indicate a majority of adult Iowans think smoking should not be allowed in such indoor public places as restaurants (53% to 72%), schools (83% to 94%), day care centers (95%), and indoor work areas (73%). Overall, small increases in the

percent of smokers and non-smokers having these attitudes are being reported with successive years of survey estimates.

- The percentage of all adults who think smoking should not be allowed in bars was 36 percent in 2001, but decreased to about 27 percent when cocktail lounges were added to the question wording in 2004 (ATS).
- Approximately two-thirds or more of adult Iowans recently reported that smoking was not allowed anywhere inside the home (69% BRFSS 2003; 73% ATS 2004) or in any family car (64% ATS 2004). By ATS estimates, slightly more than one-third of current smokers (35%) reported that smoking was not allowed anywhere inside the home, an increase from 27 percent in 2002. More current smokers objected to smoking in a family car, increasing from about 13 percent in 2003 to 19 percent in 2004.

Youth Tobacco Results

- The percentage of middle school students who reported ever smoking cigarettes decreased from 39 percent in 2000 to 29 percent in 2002. Over that same time period, current smoking reported by middle school students decreased from 12 percent to five percent (IYTS Iowa Youth Tobacco Survey).
- Among high school students, the percent that have ever smoked cigarettes decreased slightly from 63 percent in 2000 to 60 percent in 2002. The percentage that currently smoked cigarettes decreased from 31 percent to 26 percent (IYTS).
- Among high school students, the reported rate of first cigarette use at age 12 or younger dropped from 22 percent in 2000 to 18 percent in 2002. First use reported by high school students at age 13 and over stayed at about 31 percent to 32 percent (IYTS). For youth overall, the estimated rate of first use at age 12 or younger dropped from 18 percent in 1999 to 13 percent in 2002, while first use at age 13 and over dropped from 12 percent in 1999 to eight percent in 2002 (IYS: Iowa Youth Survey).
- The percentage of Iowa youth who have ever tried to quit smoking cigarettes decreased by one-third between 1999 and 2002 from 15 percent to 10 percent (IYS). By other estimates, the percent of middle school students who tried to quit smoking in the past 12 months stayed the same at five percent, while the percent of high school students who tried to quit smoking decreased from 24 percent to almost 15 percent. Some of this decrease in the rate of quit attempts may be attributable to the decrease in the percent of students who reported smoking (IYTS).
- Nearly 95 percent of middle school students and 80 percent of high school students reported not purchasing cigarettes. Both rates had increased from the previous years estimates. Because fewer smoke at all, fewer also reported being asked to show proof of age and being refused to buy due to age (IYTS 2001/2002).

- Overall youth prevalence rates for ever or current use of chewing tobacco or snuff declined from 12 percent to nine percent for ever users and from five percent to three percent for current users between 1999 and 2002 (IYS).
- The youth prevalence rates for current use of cigars decreased between 1999 and 2002 from approximately six percent to four percent. The rate for high school students ever trying cigars is at about 42 percent (IYS and IYTS).
- Results of all youth surveys show that students regard the effects of tobacco use to be negative and harmful (92% IYTS 2000 to 95% IYTS 2001/2002).
- Iowa middle and high school students have a positive attitude toward the JEL Campaign against tobacco use. Nearly three-fourths of students reported JEL does “OK or very well” in getting its anti-tobacco message across to young people. At least one-half of middle and high school students reported that they have learned “something or a lot” from the campaign (IYTS).

Quitline Iowa

- Calls to Quitline Iowa have fluctuated over the past three reporting periods from 1,912 in 2002, to 1,438 calls in 2003, and up to 1,924 in 2004. The majority of the calls each year (60%) has been made by females over 18 years old.

Compliance Checks

- The percentage of retailers in compliance with tobacco sales laws prohibiting sales to minors increased from 82 percent in 2001 to 89 percent in 2003 and 2004. Yet only one-fourth of the counties have achieved the goal of 95 percent compliance.

Conclusions

The four key goals of the Iowa Tobacco Use Prevention and Control Program evaluated were: (1) prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people, (2) reduce the number of users of tobacco products, (3) eliminate exposure to second-hand tobacco smoke and (4) identify and eliminate disparities related to tobacco use.

Goal 1: Prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people.

Available survey findings for adults indicate that the initiation of first smoking cigarettes has been occurring at younger ages than it did previously. The percent of adult Iowans (18 and older) reporting they first used cigarettes before turning 18 increased from about 27 percent in 1998, to 32 percent in 2003 (BRFSS). Similarly, young adults (ages 18-30) in the most recent surveys said they first smoked a cigarette at a younger age than did those in the earlier surveys. While only 24 percent in 1998 of those in the 18 to 22 age range said their first use was when they were 12 or younger, the corresponding rate was 68 percent in 2003. However, there was an increase in the percent of smokers who have tried to quit. Between 1998 and 2003, the percent of all adults and of current smokers who quit smoking for one day or longer in the past 12 months increased from eight percent to 11 percent and from 34 percent to 50 percent, respectively. More current smokers would like to quit, as this ATS estimate has increased from 70 percent to 82 percent. When comparing age groups, smaller percentages of adults who ever smoked continued to smoke with increasing age, especially those 45 and older. Nearly 2000 persons (both adults and youth) contacted the Quitline Iowa each year to discuss discontinuing tobacco use.

Initiation of smoking among Iowa youth may be decreasing. The percent in each youth age category that first used cigarettes decreased from 1999 to 2002. Among high school students (IYTS), the reported rate of first cigarette use at age 12 and younger dropped from 22 percent in 2000 to 18 percent in 2002. For youth overall (IYS), the estimated rate of first use at age 12 and younger dropped from 18 percent in 1999, to 13 percent in 2002, and first use at age 13 and over dropped from 12 percent to eight percent.

Thus, there appears to be achievement toward Goal 1 for Iowa youth with respect to initiation of use, and for adults with respect to discontinuing use.

Goal 2: Reduce the number of users of tobacco products.

For the Iowa adult population, cigarette use has shown a slight decrease across the survey estimates (AHS, BRFSS, ATS) for recent years. As an approximation, the percent of adults estimated to have ever smoked cigarettes dropped from a high of 49 percent in 1997 to a low of 44 percent in 2004, and similarly from 24 percent to 20 percent who are current cigarette smokers. Most encouragingly, the most recent estimates by all sources have the lowest rates of ever and current cigarette smoking by adults. In addition, while 38 percent to 47 percent have

ever smoked cigars, less than 10 percent were current cigar smokers, and while 19 percent to 22 percent have ever smoked pipe tobacco, only one percent was a current pipe smoker.

For Iowa youth, use of tobacco products has also generally declined. The largest decreases were reported for middle school youth (IYTS) for whom one-fourth fewer reported ever smoking cigarettes (39% in 2000 and 29% in 2002) and 50 percent fewer reported current cigarette smoking (12% in 2000 and 5% in 2002). There were declines of smaller magnitude for high school students as the estimated rate of ever smoking cigarettes dropped from 63 percent (2000) to 60 percent (2002) and current cigarette smoking dropped from 31 percent (2000) to 26 percent (2002). Estimates for all youth (IYS), showed similar declines as the percent who ever smoked cigarettes dropped from 31 percent in 1999 to 22 percent in 2002, and the percent of current smokers was estimated to be 18 percent in 1999 and 12 percent in 2002. In 2003, 89 percent of retailers were in compliance with law preventing tobacco purchases by youth.

Thus, the percent of youth using tobacco products has declined in recent years, and adults have shown similar declines of smaller magnitudes.

Goal 3: Eliminate exposure to second hand tobacco smoke.

Overall, a majority of adult Iowans thinks smoking should not be allowed in most indoor public places including restaurants, schools, day care centers, and indoor work areas. There have been small increases in the percent having these anti-smoking attitudes over recent years, even among smokers. For bars and public outdoor places, the results are mixed, as the findings are less stable over time. More adults reported (ATS) that smoking was not allowed anywhere inside the home (up from 60% in 2001 to 73% in 2004) or in any family car (54% to 64%).

Iowa youth also expressed negative attitudes about tobacco use. Nearly all (over 90%) regard the effects of tobacco use to be negative and to present harmful risks. Most youth have a positive attitude about the JEL (Just Eliminate Lies) campaign against tobacco use.

Taken together these attitudes suggest that Iowans desire to lessen their exposure to second-hand smoke. No direct estimates were available to determine whether this type of exposure is actually declining.

Goal 4: Identify and eliminate disparities related to tobacco use among different population groups.

The survey sources measuring tobacco use in Iowa generally have sample sizes ranging from 1000 to 5000 respondents drawn randomly from either the general adult population or from mostly quasi-random samples of students. Given that Iowa is 96 percent white, these sample sizes and designs do not yield large numbers of non-whites. As a consequence, estimates for non-whites cannot be made with acceptable statistical confidence. Thus, Goal 4 cannot be addressed with respect to race and ethnicity. Possible solutions include introducing minority strata into standard surveys and conducting special studies focused on minority groups.

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Main Findings

Adult Tobacco Surveys

According to the most recent 2004 ATS data, approximately 44 percent of adult Iowans have smoked at least 100 cigarettes in their lifetimes and approximately 20 percent reported currently smoking cigarettes. Considering all survey results together, approximately 44 percent to 49 percent of adult Iowans have smoked at least 100 cigarettes in their lifetimes, and 20 percent to 24 percent report currently smoking cigarettes. These adult prevalence rates for ever and current cigarette use have decreased slightly since 1997, and the most recent estimates are the lowest rates reported by all sources. This is shown most comprehensively by the annual BRFSS state and national trends.

Table 1. Adult Prevalence of Cigarette Use: Ever and Current												
	AHS		BRFSS							ATS		
	1997	2002	1997	1998	1999	2000	2001	2002	2003	2001	2002	2004
Ever smoked 100 cigarettes (% yes)	49.4 ^a	45.0 ^b	--	47.0 ^b	48.0 ^b	46.3 ^b	46.7 ^b	46.5 ^b	46.1 ^b	--	48.7 ^b	43.6 ^b
Currently smoke cigarettes (% yes)	23.5 ^c	22.1 ^d	23.1 ^f	23.4 ^e	23.4 ^e	23.2 ^e	22.1 ^e	23.1 ^e	21.6 ^e	23.0 ^f	24.3 ^e	20.3 ^{eg}

^a Have you ever used any tobacco product 100 times or more in your lifetime?

^b Have you smoked at least 100 cigarettes in your entire life?

^c Have you smoked cigarettes in the last 30 days?

^d How long has it been since you last smoked part or all of a cigarette?

^e Do you now smoke cigarettes every day, some days, or not at all? (% yes = every day and some days)

^f Adult prevalence rate of smoking; from report.

^g Includes respondents who said they now smoke "not at all" but who did smoke regularly within the past month.

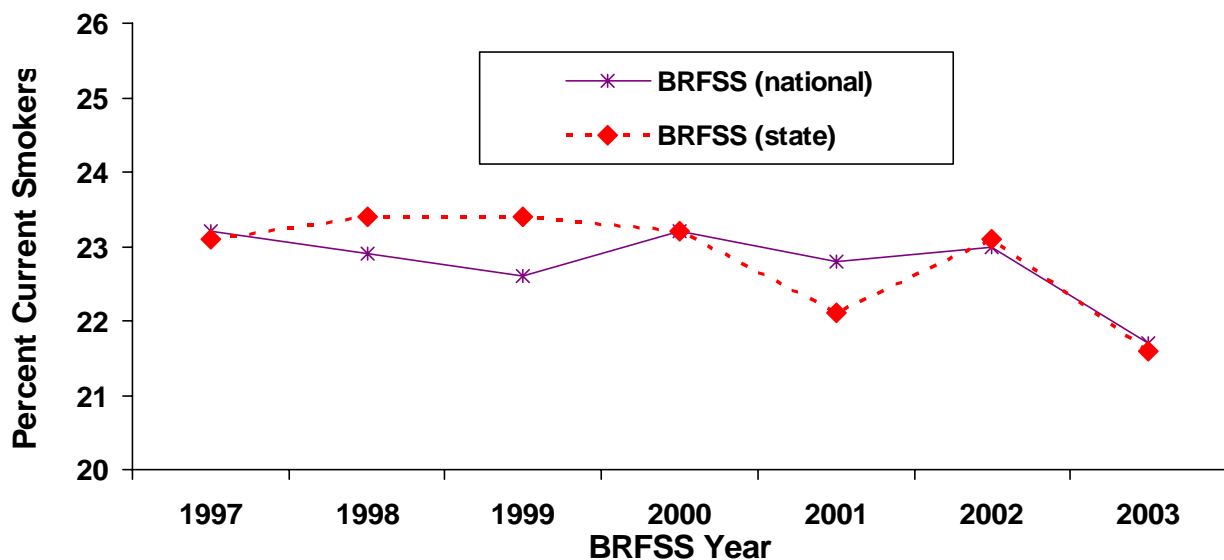


Figure 1. Percent of Adults Who Are Current Smokers: Yearly National and State Estimates

BRFSS findings from 1998, 2002, and 2003 suggest there may be an increase in the percent of adults who first used cigarettes before the age of 18. In 1998, 27 percent were 17 years old or younger the first time they smoked a cigarette. By 2003, 32 percent of first time users were 17 years old or younger. Conversely, the percent of all adult Iowans who were 18 years old or older the first time they smoked a cigarette decreased over this time period. In 1998, 19 percent were 18 years old or older the first time they smoked a cigarette, and in 2003 12 percent were 18 years old or older. ATS for 2004 reports a much lower rate (23%) of first use prior to 18 than BRFSS.

Table 2. Adult Age of First Use of Cigarettes											
	AHS		BRFSS						ATS		
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Never smoked 100+ cigarettes	--	55.0 ^a	--	--	--	--	--	--	--	--	56.4 ^d
First use at 17 years old or younger	--	29.7 ^a	26.9 ^b	--	--	--	31.4 ^c	32.1 ^c	--	--	22.7 ^e
First use at 18 years old or older	--	14.7 ^a	19.4 ^b	--	--	--	13.2 ^c	12.2 ^c	--	--	19.5 ^e

^a How old were you the first time you smoked part or all of cigarette?

^b At what age did you first smoke?

^c How old were you the first time you smoked a cigarette, even one or two puffs?

^d Have you smoked at least 100 cigarettes in your entire life? (% responding "no" or "don't know")

^e How old were you when you first started smoking cigarettes regularly?

Focusing specifically on young adults who were between 18 and 30 years old when questioned, BRFSS findings for 1998, 2002 and 2003 indicate a majority first smoked cigarettes when they were between 13 and 17 years old. Likewise, the mean age at which young adult Iowans first smoked cigarettes was between 13 and 16 years old. The biggest change over this time period occurred in the percent of the youngest adults who first smoked early. For those in the 18 to 22 age range, the estimated percentage that first used cigarettes at age 12 or younger increased from 24 percent in 1998 to 68 percent in 2002, and declined somewhat to 60 percent in 2003. ATS 2004 has somewhat similar findings, but these cannot be further specified due to small sample sizes for these young adults.

Table 3. Age First Smoked a Cigarette by Young Adults				
Current Age	Mean age	Age First Smoked Cigarettes		
		12 years or younger	13-17 years	18 years or older
BRFSS 1998^a		%	%	%
18-20	15.1	15.2	75.1	9.7
21-22	15.4	9.1	74.6	16.4
23-24	16.6	10.8	29.2	60.0
25-26	15.9	15.2	49.8	35.0
27-28	16.4	8.5	49.6	41.9
29-30	16.1	5.4	61.8	32.8
BRFSS 2002^b		%	%	%
18-20	14.7	28.8	59.0	12.3
21-22	13.1	39.3	55.7	5.0
23-24	14.6	19.6	55.7	24.7
25-26	15.5	8.5	68.6	22.9
27-28	14.3	33.5	51.9	14.6
29-30	14.5	26.5	46.8	26.7
BRFSS 2003^b		%	%	%
18-20	13.7	35.1	56.1	8.8
21-22	14.8	25.3	57.8	16.9
23-24	13.9	32.8	52.5	14.7
25-26	15.3	12.0	71.7	16.3
27-28	15.3	30.9	54.4	14.7
29-30	13.7	28.6	58.4	12.9
ATS 2004^{c,d}				
18-20	14.4	NR	NR	NR
21-22	15.9	NR	NR	NR
23-24	15.5	NR	NR	NR
25-26	18.1	NR	NR	NR
27-28	16.7	NR	NR	NR
29-30	18.2	NR	NR	NR

^a At what age did you first smoke?

^b How old were you the first time you smoked a cigarette, even one or two puffs?

^c How old were you when you first started smoking regularly?

^d Because of the small sample sizes, caution should also be used when making inferences between the 2004 ATS means and the previous year BRFSS means.

“NR” = Percents are not reported because the within age group sample sizes were too small to produce reliable point estimates.

Despite the shift to earlier first use of cigarettes, the overall rate of current smoking among young adults who ever tried to smoke shows a decrease over the years from 79 percent in 1998 to 69 percent in 2003 and 2004. Nonetheless, the rates of cigarette smoking among young adults who ever tried to smoke remains well over 50 percent for all age groups between 18 and 30 years old.

Table 4. Percent of Current Smokers Among Young Adults Who Have Ever Smoked 100 or More Cigarettes (BRFSS^{a,b}, ATS^{a,b,c})							
Current Age	BRFSS						ATS
	1998	1999	2000	2001	2002	2003	2004
Total	78.8	79.7	79.7	73.8	76.2	69.4	69.8
18-20	86.7	87.2	88.2	75.6	88.4	86.1	NR
21-22	69.3	88.6	84.1	77.8	77.9	76.1	NR
23-24	76.6	79.8	85.3	80.8	69.1	61.8	NR
25-26	77.5	75.8	71.9	65.7	73.5	58.3	NR
27-28	70.0	68.5	89.3	66.8	68.5	60.1	NR
29-30	87.7	65.6	54.8	74.2	73.9	58.2	NR

^a Have you smoked at least 100 cigarettes in your entire life?

^b Do you now smoke cigarettes every day, some days, or not at all? (current smoker if smoked every day and some days)

^c How long has it been since you last smoked cigarettes regularly? (current smoker if smoked regularly within the past month)

“NR” = Percents are not reported because the within age group sample sizes were too small to produce reliable point estimates.

By recent AHS and ATS estimates the percent of all adults who have tried to quit smoking is 38 percent to 40 percent. The percent of current smokers who have ever seriously tried to quit smoking increased from 72 percent in 1997 to 77 percent in 2002 (AHS) and is 83 percent in ATS 2004. Similarly, BRFSS results from 1998 through 2003 show increases in the percentages that quit smoking for one day or longer in the past 12 months; from eight percent to 11 percent of all adults and 34 percent to 50 percent for current smokers. For the three years of 2001, 2002 and 2004, the ATS percent of all adult Iowans who would like to quit smoking remained nearly the same, at about 16 percent to 17 percent. But ATS did show a large increase of current smokers who would like to quit smoking, going from 70 percent in 2002 to 82 percent in 2004.

Table 5. Smoking Cessation by All Adults and Current Smokers

	AHS		BRFSS						ATS		
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Ever tried to quit smoking (% yes of all adults)	37.4 ^a	37.9 ^b	--	--	--	--	--	--	--	--	39.7 ^f
(% yes of current smokers)	72.4^a	77.3^b									82.8^f
Have quit smoking for one day or longer in the past 12 months (% yes of all adults)	--	--	8.0 ^c	9.8 ^c	8.9 ^c	11.3 ^c	11.9 ^c	10.9 ^c	--	--	8.5 ^e
(% yes of current smokers)			34.2^c	41.8^c	38.4^c	51.2^c	51.5^c	50.4^c			42.5^e
Would like to quit smoking (% yes of all adults)	--	--	--	--	--	--	--	--	16.8 ^d	17.0 ^d	16.1 ^d
(% yes of current smokers)									--	70.1^d	82.3^d

^a Have you ever seriously tried to quit? ^b Have you ever seriously tried to quit smoking cigarettes?

^c During the past 12 months, have you quit smoking for one day or longer? ^d Would you like to quit smoking?

^e During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

^f For all adults, "ever tried to quit" was interpolated by summing (a) the weighted sample size for the percent of current smokers who when asked, "How old were you when you last tried to quit smoking?" did not volunteer that they had never tried to quit smoking, (b) the weighted sample size for the percent of former smokers, and dividing this sum by the total weighted sample size. For current smokers, the interpolation was based on the ratio of (a) the difference between the number of current smokers and the number who said they had never tried to smoke and (b) the number of current smokers.

All data sources (AHS, BRFSS, and ATS), suggest a smaller percentage of adults who ever smoked continued to smoke with increasing age. The rates are especially lower for those aged 45 and over.

Table 6. Percent of Current Smokers Among All Adults Who Have Ever Smoked 100 or More Cigarettes									
Age	AHS		1999 ^{a,c}	2000 ^{a,c}	BRFSS			ATS	
	1997 ^{a,c}	2002 ^{a,b}			2001 ^{a,c}	2002 ^{a,c}	2003 ^{a,c}	2002 ^{a,c}	2004 ^{a,b,c,d}
Total	49.7	49.1	48.8	50.3	47.3	49.7	47.0	48.1	46.5
18-24	79.3	75.1	85.6	86.1	78.0	78.7	76.1	74.9	74.3
25-30	78.3	71.6	69.3	70.2	68.4	71.9	58.8	83.8	63.8
31-44	64.0	63.9	60.5	65.0	61.2	66.3	60.5	58.1	62.4
45-64	41.8	41.9	40.6	40.4	39.7	43.0	41.1	41.6	42.7
65+	18.3	16.7	17.2	17.8	18.8	15.1	16.6	17.3	15.1

^a Have you smoked at least 100 cigarettes in your entire life?

^b How long has it been since you last smoked part or all of a cigarette? (current smoker if smoked during past month)

^c Do you now smoke cigarettes every day, some days, or not at all? (current smoker if smoked every day or some days)

^d How long has it been since you last smoked cigarettes regularly? (current smoker if smoked regularly within the past month)

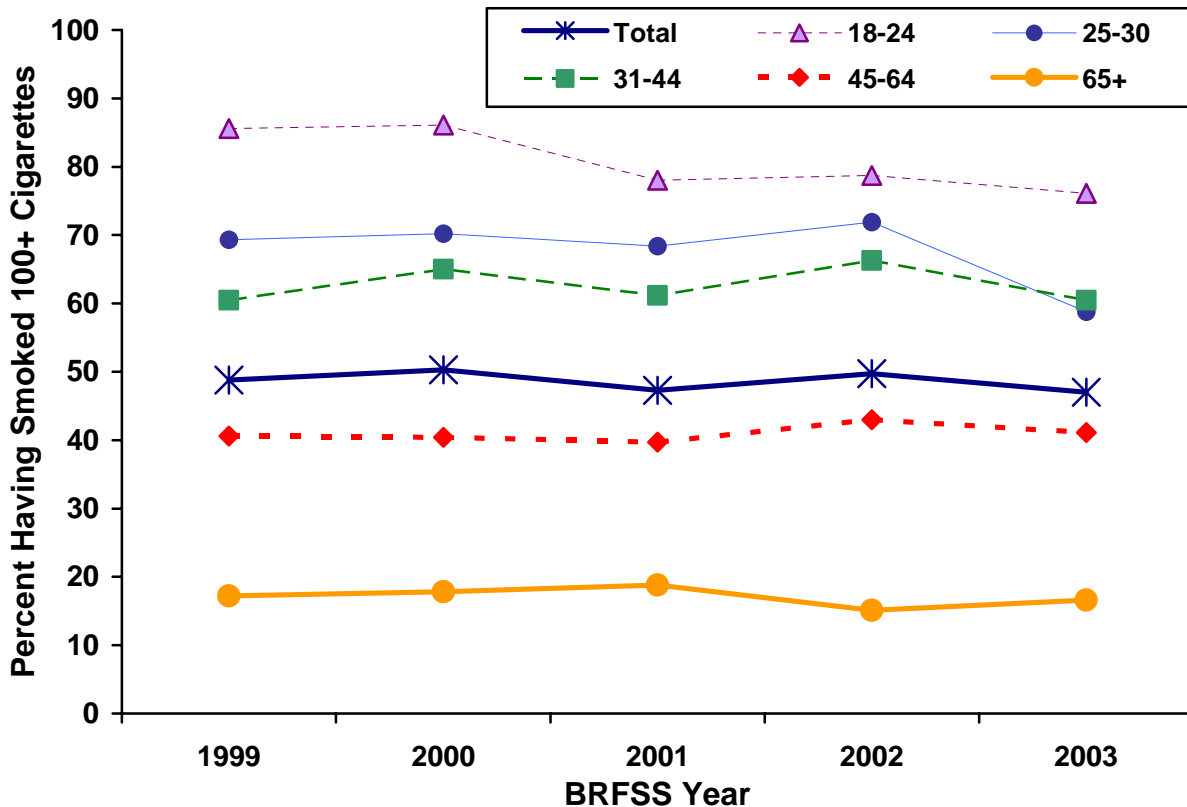


Figure 2. Percent Of Current Smokers Among All Adults Who Have Ever Smoked 100+ Cigarettes.

Survey estimates of current use of chewing tobacco and snuff are somewhat varied and do not suggest any large changes over time. Roughly 16 percent to 20 percent of adults report ever using smokeless tobacco products, and three percent to five percent are current users.

Table 7. Adult Prevalence of Using Chewing Tobacco or Using Snuff: Ever and Recent/Current											
	AHS		BRFSS						ATS		
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Ever used chewing tobacco or snuff (% yes)	--	21.8 ^{a,d}	--	--	19.7 ^b	16.0 ^b	19.0 ^b	--	--	--	20.0 ^b
Recently or currently use chewing tobacco or snuff (% yes)	2.8 ^c	5.4 ^d	--	--	2.9 ^e	2.8 ^e	4.0 ^f	--	--	4.5 ^g	3.3 ^f

^a Have you ever even once used chewing tobacco or snuff?

^b Have you ever used or tried any smokeless tobacco products such as chewing tobacco or snuff?

^c Have you used some other type of tobacco product other than cigarettes in the last 30 days? Is it smokeless tobacco?

^d In the past 12 months, did you even once use chewing tobacco or snuff?

^e Do you currently use any smokeless tobacco products such as chewing tobacco or snuff?

^f Do you currently use-chewing tobacco or snuff every day, some days, or not at all? (% yes = every day and some days)

^g During the past 30 days, on how many days did you use chewing tobacco or snuff? (% yes = 1-30 days)

The adult prevalence rate of ever smoking a cigar is variously estimated to be between 38 percent and 47 percent, with no definite trend noted over recent years (AHS, BRFSS, ATS). Less than 10 percent of adult Iowans currently smoke cigars, with most estimates being five percent or less.

Table 8. Adult Prevalence of Cigar Use: Ever and Recent/Current											
	AHS		BRFSS						ATS		
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Ever used cigars (% yes)	--	37.5 ^{a,d}	44.4 ^b	--	--	41.3 ^b	44.8 ^b	--	--	--	46.6 ^b
Recently or currently use cigars (% yes)	2.2 ^c	8.7 ^d	5.2 ^e	--	--	4.2 ^f	5.3 ^f	--	--	4.9 ^g	5.0 ^f

^a Have you ever even once smoked part or all of any type of cigar?

^b Have you ever smoked a cigar, even just a few puffs?

^c Have you used some other type of tobacco product other than cigarettes in the last 30 days? Is it...Cigars?

^d In the past 12 months, did you even once smoke part or all of any of cigar?

^e When was the last time you smoked a cigar? (% yes = within the past month)

^f Do you now smoke cigars every day, some days, or not at all? (% yes = every day and some days)

^g During the past 30 days, on how many days did you smoke a cigar? (% yes = 1-30 days)

Between 19 percent and 22 percent of adult Iowans have smoked tobacco in a pipe at least once. Approximately one percent of adult Iowans currently use pipe tobacco. These rates do not show any change from 1997 to 2004 survey estimates.

Table 9. Adult Prevalence of Pipe Tobacco Use: Ever and Current											
	AHS		BRFSS						ATS		
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Ever used pipe tobacco (% yes)	--	19.0 ^{a,c}	--	--	--	19.2 ^a	19.9 ^a	--	--	--	22.0 ^a
Recently or currently use pipe tobacco (% yes)	0.3 ^b	1.0 ^c	--	--	--	0.9 ^d	0.7 ^d	--	--	1.0 ^e	1.1 ^d

^a Have you ever, even once smoked tobacco in a pipe?

^b Have you used some other type of tobacco product other than cigarettes in the last 30 days? Is it... Pipe tobacco?

^c In the past 12 months, did you even once smoke tobacco in a pipe?

^d Do you now smoke a pipe every day, some days, or not at all? (% yes = every day and some days)

^e During the past 30 days, on how many days did you smoke tobacco in a pipe? (% yes = 1-30 days)

Overall, a majority of adult Iowans has the attitude that smoking should not be allowed in public places. BRFSS results from 1998 to 2000 showed slight increases in the percent of all adults who thought smoking should not be allowed in restaurants (51% to 53%), schools (91% to 94%), day care centers (94% to 95%), and indoor work areas (67% to 73%). There were also slight increases among current smokers who thought smoking should not be allowed in schools (87% to 93%), day care centers (91% to 94%), and indoor work areas (45% to 51%). ATS results for 2001 and 2002 showed similar small increases for all adults, but had lower estimates in 2004 when the question wording was more restrictive.

Table 10. Adult Attitudes Toward Smoking in Public by All Adults and Current Smokers											
	AHS		1998	1999	BRFSS				ATS		
	1997	2002			2000	2001	2002	2003	2001	2002	2004
Smoking should not be allowed in restaurants (% agree of all adults)	--	--	50.7 ^a	53.0 ^a	53.2 ^a	--	--	--	70.3 ^b	71.6 ^c	60.3 ^m
(% agree of current smokers)			17.8^a	21.6^a	19.4^a				--	37.8^c	24.4^m
Smoking should not be allowed in schools (% agree of all adults)	--	--	91.4 ^d	92.1 ^d	94.3 ^d	--	--	--	81.6 ^e	82.7 ^f	--
(% agree of current smokers)			87.2^d	88.1^d	92.8^d				--	67.3^f	
Smoking should not be allowed in day care centers (% agree of all adults)	--	--	93.6 ^g	93.7 ^g	95.3 ^g	--	--	--	--	--	--
(% agree of current smokers)			90.7^g	92.3^g	94.4^g						

Note. Table 10 continues on the next page. Footnotes explaining the superscripts are found at the bottom of the entire table.

**Table 10 (Continued). Adult Attitudes Toward Smoking
in Public by All Adults and Current Smokers**

	AHS		BRFSS						ATS		
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Smoking should not be allowed in bars (% agree of all adults) (% agree of current smokers)	--	--	--	--	--	--	--	--	36.0 ^h	42.5 ⁱ	26.6 ⁿ
									--	6.0ⁱ	5.0ⁿ
Smoking should not be allowed in indoor work areas (% agree of all adults) (% agree of current smokers)	--	--	67.4 ^j	70.7 ^j	73.3 ^j	--	--	--	--	--	76.7 ^o
			45.0^j	48.1^j	51.0^j						48.9^o
Smoking should not be allowed in all outdoor public places (% agree of all adults) (% agree of current smokers)	--	--	--	--	--	--	--	--	40.2 ^k	40.2 ^l	30.7 ^p
									--	16.4^l	5.0^p

^a In the following locations, do you think that smoking should be allowed in all areas, some areas, or not allowed at all...Restaurants? (% agree = not allowed)

^b No allowing smoking in ...indoor restaurants (% agree = strongly agree and agree)

^c How do you feel about ...smoking not being allowed in all indoor restaurants? (% agree = agree and strongly agree)

^d In the following locations, do you think that smoking should be allowed in all areas, some areas, or not allowed at all...Schools? (% agree = not allowed)

^e Not allowing smoking in any school property, high school/colleges, at any time (% agree = strongly agree and agree)

^f How do you feel about smoking not being allowed on any school grounds, including high schools/college campuses? (% agree = strongly agree and agree)

^g In the following locations, do you think that smoking should be allowed in all areas, some areas, or not allowed at all...Day care centers? (% agree = not allowed)

^h Not allowing smoking in ...bars (% agree = strongly agree and agree)

ⁱ How do you feel about ...smoking not being allowed in bars? (% agree = agree and strongly agree)

^j In the following locations, do you think that smoking should be allowed in all areas, some areas, or not allowed at all...Indoor work areas? (% agree = not allowed)

^k Not allowing smoking in ...outdoor public areas (% agree = strongly agree and agree)

^l Smoking in outdoor public areas should not be allowed. (% agree = strongly agree and agree)

^m In the indoor dining area of restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all? (% agree = not at all) (based on valid percent which excludes don't know and no answer from denominator)

ⁿ In bars and cocktail lounges, do you think that smoking should be allowed in all areas, some areas, or not at all? (% agree = not at all) (based on valid percent which excludes don't know and no answer from denominator)

^o In indoor work areas, do you think that smoking should be allowed in all areas, some areas, or not at all? (% agree = not at all) (based on valid percent which excludes don't know and no answer from denominator)

^p Smoking in outdoor public areas should NOT be allowed. (% agree = agree and strongly agree) (based on valid percent which excludes don't know and no answer from denominator)

By ATS estimates, more than one-half of all adult Iowans reported that smoking was not allowed anywhere inside the home (60% to 73%) or in any family car (54% to 64%). Slightly more than one-third of those who are current smokers (35%) reported that smoking was not allowed anywhere inside the home. About 19 percent of current smokers reported that smoking was not allowed in any family car. The ATS estimates in 2004 are much higher than those from 2001 and 2002.

Table 11. Adult Attitudes Toward Smoking in Private Places by All Adults and Current Smokers

	AHS		BRFSS					ATS			
	1997	2002	1998	1999	2000	2001	2002	2003	2001	2002	2004
Smoking is not allowed anywhere inside the home (% agree of all adults)	--	--	--	--	--	--	--	68.6 ^b	60.4 ^a	59.4 ^b	73.5 ^b
(% agree of current smokers)								31.1 ^b	--	27.0 ^b	35.4 ^b
Smoking is not allowed in any family car (% agree of all adults)	--	--	--	--	--	--	--	--	57.9 ^c	54.2 ^d	63.8 ^d
(% agree of current smokers)									--	12.8 ^d	19.2 ^d

^a Smoking not allowed anywhere inside the home

^b Which statement best describes rules about smoking inside your home? (% agree = smoking is not allowed anywhere inside your home)

^c Smoking banned from the family car

^d What are the rules about smoking in your family cars? Would you say..(% agree = Smoking is never allowed in any car) (2004 based on valid percent which excludes don't know and no answer from denominator)

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Youth Tobacco Surveys

The youth prevalence rates for ever and current cigarette use decreased from 1999 to 2002. By IYTS estimates for middle school students, the percent that have ever smoked cigarettes decreased by nearly one-fourth, from 39 percent to 29 percent, and the percent that currently smoked cigarettes decreased by one-half, from 12 percent to five percent. Among high school students, the IYTS estimated percent that have ever smoked cigarettes slightly decreased from 63 percent to 60 percent, and the percent that currently smoked cigarettes decreased from 31 percent to 26 percent. For youth overall (IYS), ever use of cigarettes decreased from 31 percent to 22 percent and current use decreased from 18 percent to 12 percent.

Table 12. Youth Prevalence of Cigarette Use: Ever and Current						
	Middle School		High School			
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002	IYS 1999	IYS 2002
Ever smoked cigarettes (% yes)	39.0 ^a	28.7 ^a	63.4 ^a	60.2 ^a	31.0 ^b	22.0 ^b
Currently smoke cigarettes (% yes)	12.0 ^c	5.3 ^c	31.1 ^c	25.8 ^c	18.0 ^b	12.0 ^b

^a Have you ever tried cigarette smoking, even one or two puffs?

^b Summary of ever and current substance use prevalence rates: cigarettes.

^c When was the last time you smoked a cigarette, even one or two puffs? (% yes = earlier today, not today but sometime during the past 7 days, and not during the past 7 days but sometime during the past 30 days)

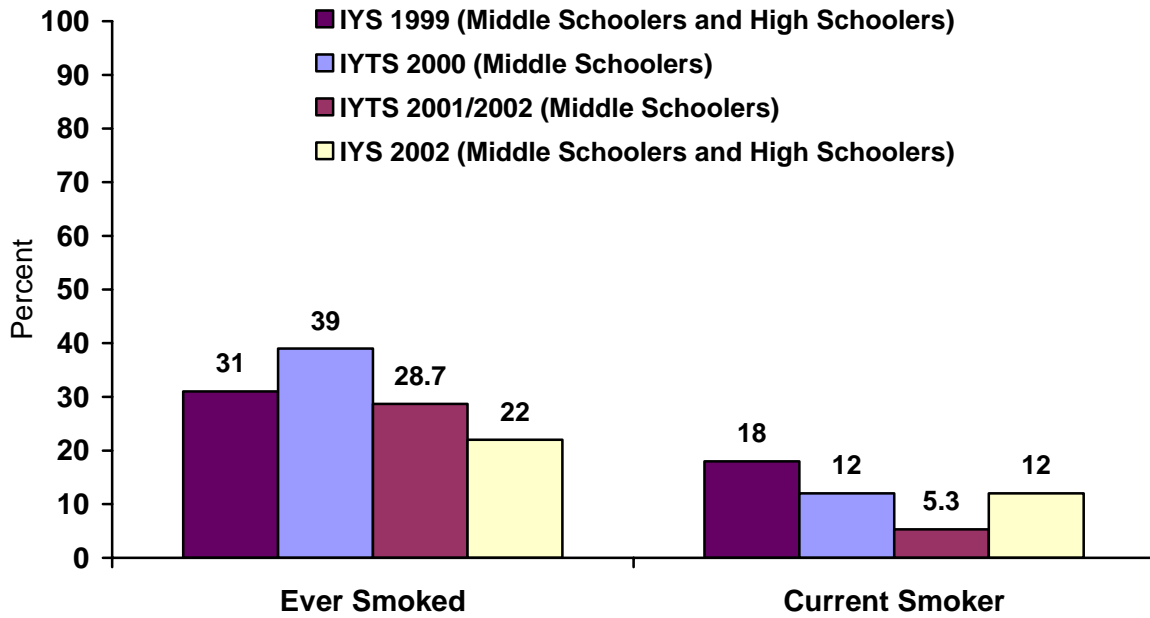


Figure 3. Smoking Prevalence Among Middle School Youth and Youth in General

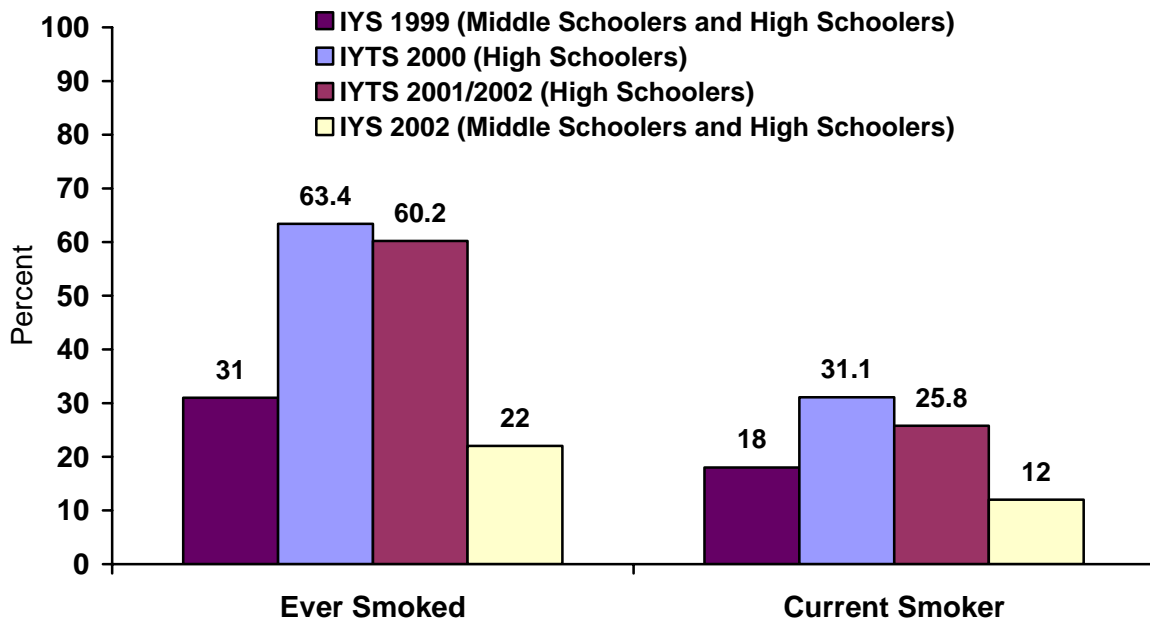


Figure 4. Smoking Prevalence Among High School Youth and Youth in General

In general, there was some decrease from 1999 to 2002 in the percent of youth who reported first smoking cigarettes at most ages. At least partially, this is a result of the overall decrease in the percent that have ever smoked. Specifically among high school students (IYTS), the reported rate of first cigarette use at age 12 or younger dropped from 22 percent in 2000 to 18 percent in 2002. (First use reported by high school students at age 13 and over stayed at about 31% to 32%). For youth overall (IYS), the estimated rate of first use at age 12 or younger dropped from 18 percent (1999) to 13 percent (2002), while first use at age 13 and over dropped from 12 percent (1999) to eight percent (2002).

Table 13. Youth Age of First Use of Cigarettes						
	Middle School		High School		IYS 1999	IYS 2002
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002		
Never used cigarettes	--	81.1	46.3	51.3	70.0	78.0
8 or younger	--	4.0	3.8	3.2	4.0	3.0
9 or 10	--	4.3	6.2	4.8	5.0	4.0
11 or 12	--	7.1	11.7	9.7	9.0	6.0
13 or 14	--	3.5	18.7	18.1	8.0	5.0
15 or 16	--	0.1	11.2	10.8	4.0	3.0
17 or older	--	0	2.0	2.3	0	0
Summary age groups:						
12 and under	--		21.7	17.7	18.0	13.0
13 and older	--		31.9	31.2	12.0	8.0

^a How old were you (if ever) when you smoked a whole cigarette for the first time?

The percent of Iowa youth (IYS) who have ever tried to quit smoking cigarettes decreased by one-third between 1999 and 2002. By IYTS estimates, the percent of middle school students who tried to quit smoking in the past 12 months stayed the same at five percent between 2000 and 2002, while the percent of high school students who tried to quit smoking decreased dramatically from 24 percent to almost 15 percent. Some of this decrease in the rate of quit attempts may be attributable to the decrease in the percent of students who reported smoking. That is, since fewer students report any smoking, there are fewer who might consider quitting.

Table 14. Smoking Cessation by Youth						
	Middle School		High School		IYS 1999	IYS 2002
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002		
Effort to quit smoking cigarettes (% yes)	4.9 ^a	4.9 ^a	24.2 ^a	14.7 ^a	15.0 ^b	10.0 ^b

^a During the past 12 months, did you ever try to quit smoking cigarettes?

^b Have you ever tried to quit smoking cigarettes?

The percent of Iowa youth who did not purchase cigarettes in the last 30 days increased between 2000 and 2002. In the most recently available surveys nearly 95 percent of middle school students and 80 percent of high school students reported they did not purchase cigarettes (IYTS 2001/2002). However, because fewer smoked at all, fewer also reported being asked to show proof of age and being refused to buy due to age.

Table 15. Youth Cigarette Availability						
	Middle School		High School			
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002	IYS 1999	IYS 2002
Location of cigarette purchase - last 30 days^a						
I did not buy a pack of cigarettes in the past 30 days	88.0	94.8	74.1	79.5	--	--
Gas station	3.2	1.3	14.6	11.3	--	--
Convenience store	1.1	0.1	4.5	3.3	--	--
Grocery store	0.4	0.3	1.9	1.8	--	--
Drug store	0	0.0	0.2	0.4	--	--
Vending machine	0	0.0	0.6	0.1	--	--
Over the internet	0.2	0.0	0.6	0.3	--	--
Other	6.8	3.4	3.6	3.3	--	--
Asked to show proof of age^b						
Yes, I was asked to show proof of age	2.2	0.3	9.1	7.9	--	--
Did anyone refuse to sell to you because of your age^c						
Yes, someone refused to sell to me due to my age	3.6	1.1	2.9	2.3	--	--

^a During the past 30 days, where did you buy the last pack of cigarettes you bought?

^b When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?

^c During the past 20 days, did anyone ever refuse to sell you cigarettes because of your age?

The youth prevalence rates for ever and current use of chewing tobacco or snuff (IYTS and IYS) decreased between 1999 and 2002 by approximately two to three percentage points for middle school students, high school students, and for Iowa youth in general. By IYS estimates for all youth these rates declined from 12 percent to nine percent for ever users, and from five percent to three percent for current users.

Table 16. Youth Prevalence of Chewing Tobacco or Using Snuff: Ever and Current						
	Middle School		High School		IYS 1999	IYS 2002
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002		
Ever used chewing tobacco or snuff (% yes)	14.0 ^a	10.7 ^a	27.4 ^a	24.2 ^a	12.0 ^b	9.0 ^b
Currently use chewing tobacco or snuff (% yes)	4.0 ^c	2.5 ^c	10.7 ^c	8.4 ^c	5.0 ^b	3.0 ^b

^a Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

^b Summary of ever and current substance use prevalence rates: smokeless tobacco

^c During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip? (% yes = 1-30 days)

In general, the youth prevalence rates for ever and current cigar use decreased slightly between 1999 and 2002 by approximately one to three percentage points. The percent of Iowa high school youth (IYTS) who have ever used cigars decreased by two percentage points from 44 percent to 42 percent. Among high school youth, the percent of current cigar use remained nearly the same, at 14 percent. Among middle school youth (IYTS), the percent of current cigar use decreased about three percentage points from six percent to three percent. The estimated percent of Iowa youth overall (IYS) who currently smoked cigars decreased from six percent to four percent.

Table 17. Youth Prevalence of Cigar Use: Ever and Current						
	Middle School		High School		IYS 1999	IYS 2002
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002		
Ever used cigars (% yes)	--	14.9 ^a	43.5 ^a	41.9 ^a	--	--
Currently use cigars (% yes)	6.0 ^b	3.2 ^b	14.5 ^b	14.1 ^b	6.0 ^c	4.0 ^c

^a Have you ever tried smoking cigars, cigarillos, little cigars, even one or two puffs?

^b During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars? (% yes = 1-30 days)

^c Summary of current substance use prevalence rates: cigars.

The percent of Iowa youth who think there are negative effects and harmful risks associated with tobacco use remained high and relatively constant between 2000 and 2002. Nearly all (92% to 95%) of Iowa youth regarded the effects of tobacco use to be negative and to present harmful risks.

Table 18. Youth Assessment of Effects/Risks of Tobacco Use						
	Middle School		High School			
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002	IYS 1999	IYS 2002
Effects of tobacco use: Negative effects/harmful risk (% agree)	92.0	95.0	95.0	95.1	--	--

IYTS 2001/2002 findings overall show that Iowa middle school and high school student attitudes are positive toward the Just Eliminate Lies (JEL) campaign against tobacco use. Approximately three-fourths of students reported JEL does “OK” or “very well” in getting its anti-tobacco message across to young people. At least one-half of middle and high school students reported that they have learned “something” or “a lot” from the campaign. About 50 percent of middle school students and 43 percent of high school students said they have a more negative view of the tobacco industry due to JEL.

Table 19. Youth Attitudes Regarding JEL Campaign						
	Middle School		High School			
	IYTS 2000	IYTS 2001/2002	IYTS 2000	IYTS 2001/2002	IYS 1999	IYS 2002
Impact of JEL in getting message to young people^a						
It does very well	--	32.7	--	21.9	--	--
It does OK	--	43.3	--	52.2	--	--
It does a poor job	--	6.9	--	13.7	--	--
I am not aware of the campaign	--	17.2	--	12.2	--	--
Impact of JEL on youths' knowledge^b						
I learned a lot	--	31.7	--	16.1	--	--
I learned something	--	32.2	--	37.9	--	--
I didn't learn too much	--	13.4	--	22.6	--	--
I didn't learn anything at all	--	4.3	--	10.7	--	--
I have never heard or seen anything at all about JEL	--	18.4	--	12.7	--	--
Impact of JEL on youth attitudes toward the tobacco industry^c						
I view the tobacco industry more Positively	--	10.4	--	5.3	--	--
I view the tobacco industry more Negatively	--	50.3	--	43.3	--	--
I view the tobacco industry the same	--	18.9	--	38.0	--	--
I am not aware of the campaign	--	20.4	--	13.5	--	--

^a How well do you think the JEL (Just Eliminate Lies) campaign is doing in getting their anti-tobacco message across to people your age?

^b How much did you learn from the JEL(Just Eliminate Lies) campaign?

^c How has the JEL (Just Eliminate Lies) anti-tobacco campaign changed your attitude toward the tobacco industry?

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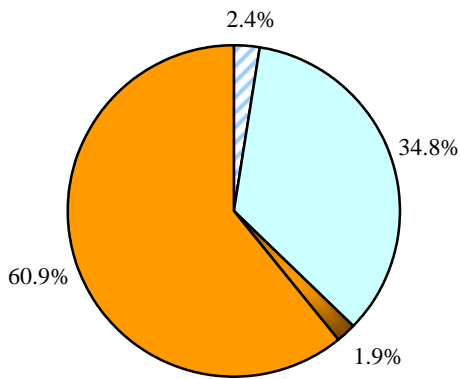
Other Data Sources

Quitline Iowa

Quitline Iowa is a toll-free telephone counseling hotline in Iowa that provides callers with information about the health consequences of tobacco use, assistance in cessation planning, and a system of continuous support through optional follow-up calling. Quitline Iowa also offers free cessation information materials, referral services to community resources, and specialized assistance to those who are teenagers, are pregnant, or when other special circumstances exist. During the fiscal year 2002, there were 1,912 calls into the state's Quitline Iowa to request its services. Although the number of calls decreased in 2003 to 1,438 calls, the number in 2004 was up to 1,924 calls. These values represent the most recently revised data available from Quitline Iowa. For each year, a majority of the calls (about 60%) were made by females over 18 years old.

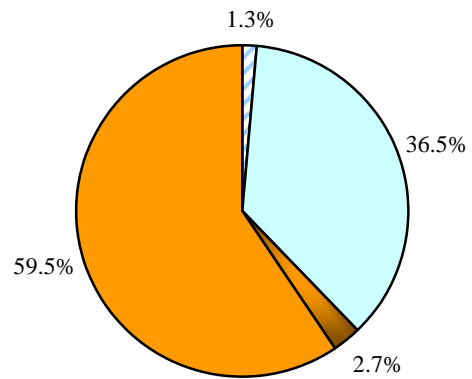
Table 20. Quitline Calls by Gender and Age* (%)			
	Male	Female	Total
2002			
18 yrs or younger	2.4	1.9	4.3
Over 18 yrs old	34.8	60.9	95.7
Total	37.2	62.8	
2003			
18 yrs or younger	1.3	2.7	4.0
Over 18 yrs old	36.5	59.5	96.0
Total	37.8	62.2	
2004			
17 yrs or younger	1.2	1.5	2.6
Over 17 yrs old	35.8	61.5	97.4
Total	37.0	63.0	

*Omits cases when gender and/or age are unknown.



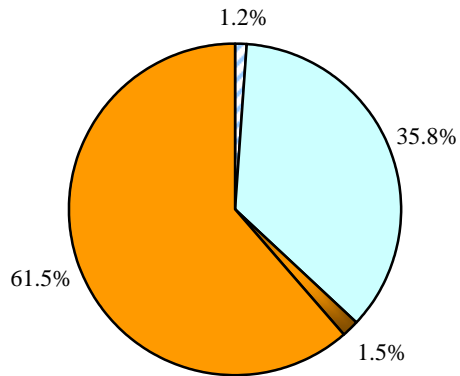
- Male, 18 Years or Younger
- Male, Over 18 Years Old
- Female, 18 Years or Younger
- Female, Over 18 Years Old

2002 Quitline Callers



- Male, 18 Years or Younger
- Male, Over 18 Years Old
- Female, 18 Years or Younger
- Female, Over 18 Years Old

2003 Quitline Callers



- Male, 18 Years or Younger
- Male, Over 18 Years Old
- Female, 18 Years or Younger
- Female, Over 18 Years Old

2004 Quitline Callers

Figure 5. Percentage Of Male And Female Quitline Callers By Age Group

Iowa Tobacco Compliance Data

The Iowa Alcoholic Beverages Division (IAABD) is responsible, in part, for enforcement of state and federal laws regulating the sale and use of tobacco products. The IAABD accomplishes its enforcement tasks through cooperation with state, county and local law enforcement agencies. These cooperating agencies aid the IAABD by conducting annual compliance checks at all tobacco retailers within their jurisdiction and reporting their findings to the IAABD. As a result, the IAABD maintains a list of compliant and non-compliant retailers on its website (located at http://www.iowaabd.com/tobacco/search_comp.jsp). Additionally, the IAABD releases an annual county-by-county summary of compliant and non-compliant retailers.

According to the Healthy People 2010 Objectives set out by the Centers for Disease Control and Prevention, states should work toward increasing the number of jurisdictions with a five percent or less illegal tobacco sales rate to minors (Healthy People 2010 Objective 24-14a). In 2004, overall compliance of Iowa tobacco retailers remained unchanged from 2003. The percent of retailers in compliance rose from 82 percent in 2001 to 89 percent in 2003 and 2004. Yet, only one-fourth of the counties have achieved the 95% compliance goal.

Table 21. Iowa Tobacco Sales Compliance			
Year	Number of Counties at or above 95% Compliance	Percentage of Compliant Iowa Retailers	Change in Compliance from Previous Year
2001	9	82%	+4%
2002	20	88%	+6%
2003	26	89%	+1%
2004	24	89%	0%

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Appendix A

Adult Data Sources

(Note: The percentages reported in the appendices typically were based on a denominator comprised of the total sample. Thus, the percentages for many items will not sum to 100 percent because values for “Don’t Know/Unsure”, “Refused/No Answer” and “Not Asked” are not usually displayed in the tables. To facilitate examination of estimates across surveys and years, responses given for questions tapping similar concepts are often shown in a single row. When the questions were sufficiently different, multiple questions were listed with the source shown parenthetically. When question wording was very similar, this practice was not followed to decrease congestion in the table. Thus, some item wordings are approximate and removed from the context of the question order used in the actual questionnaires. To provide contextual cues, in a few cases there is parenthetical information denoting which subgroup was asked the question. If exact question wording is important, one should also refer to the original source questionnaire.)

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Table of Adult Tobacco Findings

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
General Tobacco:										
Have you ever used any tobacco product 100+ times in your lifetime? (% yes)	49.3									
At what age did you first use tobacco?										
17 or younger	29.0									
18 or older	20.0									
When did you most recently use a tobacco product? Was it...										
Within the last 7 days	25.5									
Within the last 30 days	1.3									
Within the last 6 months	1.1									
Within the last 12 months	0.8									
Within the last 18 months	0.6									
More than 18 months ago	20.0									
Have you ever found that because of your smoking or chewing, you had to greatly reduce or give up physical activities at work or home, playing sports, or associating with certain relatives and friends? (% yes)	9.2									
Have you ever had any physical or mental health problems that have been caused or made worse by your use of tobacco? (% yes)	7.0									
Did you continue to use tobacco for a month or more after you realized it was causing these physical or mental problems? (% yes)	5.4									

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
General Tobacco:										
You said that you have tried to quit your tobacco use more than once, you continued using tobacco despite knowing that you have health problems, and that you have greatly given up certain physical activities or associating with certain relatives and friends. Were all three of these experiences ever occurring within the same 12-month period? (% yes)	1.4									
When was the last time these were occurring together? Would you say...										
Within the last 12 months	0.8									
Within the last 2 years	0.1									
Within the last 5 years	0.1									
Within the last 10 years, or	0.1									
Longer than 10 years ago	0.2									
In the past 30 days has anyone, including yourself, smoked cigarettes, cigars, or pipes anywhere inside your home? (% yes)			32.5	28.8	27.1					
Which statement best describes the rules about smoking inside your home? (it is not allowed anywhere inside your home, it is not allowed in some places or at some times, it is allowed anywhere inside the home, there are no rules)										
Smoking is not allowed anywhere inside your home							62.9	68.6		72.9
Smoking is allowed in some places or at some times							10.6	10.0		12.5
Smoking is allowed anywhere inside the home							3.9	3.1		13.7
There are no rules about smoking inside the home							18.7	18.12		--

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes:										
Have you ever smoked part or all of a cigarette? (% yes)		64.2								
Have you smoked at least 100 cigarettes in your entire life? (% yes)		45.0	47.0	48.0	46.3	46.7	46.5	46.1	48.7	43.6
How old were you the first time you smoked part or all of a cigarette? (AHS 2002) At what age did you first smoke? (BRFSS 1998) How old were you the first time you smoked a cigarette, even one or two puffs? (BRFSS 2002)										
Never smoked 100+ cigarettes		55.0								
17 years old or younger		29.7	26.9				31.4	32.1		
18 years old or older		14.7	19.4				13.2	12.2		
How old were you when you first started smoking cigarettes regularly?										
17 years old or younger							18.4	17.9		22.7
18 years old or older							26.2	26.4		19.5
How long has it been since you last smoked part or all of a cigarette?										
Within the past 30 days		22.1								20.3
More than 30 days ago but within the past 12 months		2.5								1.6
More than 12 months ago		20.4								21.6
Have you smoked cigarettes in the last 30 days? (% yes)	23.5									20.3

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
Do you now smoke cigarettes everyday, some days, or not at all?										
Everyday			18.3	18.9	18.3	17.0	18.8	15.9	20.2	15.1
Some days			5.1	4.5	4.9	5.1	4.3	4.4	4.1	5.0
Not at all			23.6	24.6	23.1	24.6	23.4	28.5	75.5*	23.5
During the last 30 days, on how many days did you smoke part or all of a cigarette?										
1-14 days		1.7							1.6	3.1
15-29 days		1.7							2.5	1.8
Everyday (30 days)		18.5							19.5	15.4
Think about the last 30 days. On the days that you did smoke, what was the average number of cigarettes you smoked per day? (ATS2002) On average, on days when you smoked during the past 30 days, about how many cigarettes did you smoke a day? (ATS2004, Actual Number) On the average, about how many cigarettes a day do you now smoke? (BRFSS) How many cigarettes do smoke per day? (AHS 1997) During the past 30 days, how many cigarettes did you smoke per day, on average? (BRFSS 1998, AHS)										
About 2 packs or more a day (36+)	1.6	1.6	1.7	1.1	1.3				1.1	0.9
About 1 ½ packs a day (26-35)	2.1	2.1	2.0	1.9	1.3				1.7	1.4
About 1 pack a day (16-25)	8.8	7.8	8.6	8.3	7.6				8.1	6.7
About ½ pack a day (6-15)	7.7	6.6	5.3	6.5	6.8				8.5	5.6
2 to 5 cigarettes per day	1.9	2.9	0.6	1.1	0.8				3.4	0.4
1 cigarette per day	0.3	0.6	0	0	0				0.3	0
Less than one cigarette per day	1.0	0.4	0	0	0				--	0

*estimate includes non-smokers (ATS 2002)

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
About how long has it been since you last smoked cigarettes regularly, that is, daily? (Asked of Former Smokers)										
Within the past month (0 to 1 month ago)			0.5	0.5	0.4	0.4	0.6	0.6		0.2
Within the past 3 months (1 to 3 months ago)			0.5	0.3	0.6	0.4	0.3	0.2		0.7
Within the past 6 months (3 to 6 months)			0.4	0.5	0.5	0.4	0.3	0.5		0.3
Within the past year (6 to 12 months ago?)			0.7	1.0	0.9	0.9	0.8	0.5		0.6
Within the past 5 years (1 to 5 years ago)			3.8	3.6	4.1	3.2	3.2	3.6		3.8
Within the past 15 years (5 to 15 years ago—BRFSS 1998, 1999, 2000)/ Within the past 10 years (5 to 10 years ago—BRFSS 2001 & 2002)			6.8	7.5	5.4	2.5	1.7	2.6		2.5
15 or more years ago (BRFSS 1998, 1999, 2000) 10 or more years ago (BRFSS 2001 & 2002)			10.5	10.5	10.6	15.0	13.4	14.0		15.3
Never smoked regularly (BRFSS 1998, 1999, 2000)			0.3	0.6	0.5	--	--	--		--
During the 30 days when you last smoked, on how many days did you smoke part or all of a cigarette? (Excludes Current Smokers)										
1-14 days		3.4								
15-29 days		1.2								
Everyday (30 days)		16.0								

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
Have you ever felt dependent on or addicted to cigarettes? (% yes)	28.4									
Have you ever felt hooked, dependent on, or addicted to cigarettes? (% yes)		31.7								
Was that [felt hooked] during the past 12 months? (% yes)		18.4								
Have you ever seriously tried to quit? (% yes)	37.4									15.5
How many times have you seriously tried to quit?										
1-5 times	32.4									
6-10 times	2.5									
11 or more times	1.2									
When did you most recently try to quit? Was it in the last...										
w/ in last day	0.7									
w/ in last Week	0.3									
w/ in last month	1.7									
w/ in last year	6.6									
Over one year	28.0									
When was the last time you tried to quit smoking? Was it..?(ATS2002)										
Within the last 6 months									6.2	
Within the last 12 months									2.7	
Within the last 2 years									3.6	
Within the last 5 years									4.0	
Never tried to quit									5.8	

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
Have you ever seriously tried to quit smoking cigarettes? (% yes)		37.9								
How many times have you seriously tried to quit, but were unable to do so?										
None		8.9								
1-5 times		22.4								
6-10 times		2.9								
11 or more times		2.3								
Were any of these times [tried to quit but couldn't] during the past 12 months? (% yes)		8.9								
During the past 12 months, have you quit smoking for 1 day or longer? (% yes)			8.0	9.8	8.9	11.3	11.9	10.9		8.5
Would you like to quit smoking cigarettes? (% yes)									17.0	16.1
Has a doctor or other health professional ever advised you to quit smoking? (% yes)									16.0	
In the past 12 months, has a doctor, nurse, or other health professional advised you to quit smoking? (% yes)						11.0		9.3		6.3
Has a doctor ever asked you if you are a smoker? (% yes)									21.3	
In the past 12 months, has a doctor, nurse, or other health professional asked if you are a smoker? (% yes)										42.1

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
When you tried to quit the last time, did you use any of the following? How about ...										
Nicotine patch (% yes)									3.0	
Nicotine gum (% yes)									2.0	
Some other medication (% yes)									2.2	
Smoking cessation classes (% yes)									0.5	
Professional medical counseling services (% yes)									0.6	
The last time you tried to quit smoking, did you use the nicotine patch, nicotine gum, or any other medication? (% yes)										2.3
The last time you tried to quit smoking, did you use any other assistance such as classes or counseling? (% yes)										0.2
Within 24 hours of not smoking or smoking fewer cigarettes than usual have you ever... (% yes)		7.8								
felt sad or depressed?										
had trouble falling or staying asleep?		6.9								
felt irritable, frustrated, or angry?		23.2								
felt anxious?		20.3								
had difficult concentrating?		11.0								
felt restless?		20.1								
noticed a decrease in heart rate?		3.2								
had an increased appetite or gained weight?		19.9								
Did at least 4 of these ever occur within the same 24-hour period?		11.5								
Was this period during the past 12 months?		5.3								

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
Did smoking ever cause you considerable problems with your family, friends, on the job, or in other important areas of your life? (% yes)		8.4								
Was that [family problems] during the past 12 months? (% yes)		3.7								
Have you ever found that because of smoking, you had to greatly reduce or give up physical activities at work or home, playing sports, or associating with certain relatives or friends? (% yes)		9.7								
Was that [reduced activities] during the past 12 months? (% yes)		4.7								
Have you ever had any physical or mental health problems that have been caused/made worse by your use of cigarettes? (% yes)		6.2								
Was that [health problem] during the past 12 months? (% yes)		2.5								
Have you often used up your supply of cigarettes faster than you intended to? (% yes)		22.8								
Was that [used supply] during the past 12 months? (% yes)		12.6								
Have you ever spent a lot of time obtaining or using cigarettes, such as chain-smoking? (% yes)		10.0								
Was that [chain smoking] during the past 12 months? (% yes)		5.1								
Have you sometimes felt ill such as nauseous or dizzy when you had been smoking a large number of cigarettes? (% no)		25.8								

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Cigarettes										
Do you usually smoke a cigarette within 30 minutes of getting up in the morning? (% yes)	15.2									
Would you say that during the past 30 days, you usually smoke a cigarette within 30 minutes of getting up in the morning? (% yes)		15.6								
How soon after you wake up do you have your first cigarette?										
Within 5 minutes										4.4
6-30 minutes										5.3
31-60 minutes										2.3
After 60 minutes										8.0

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Tobacco Products Other Than Cigarettes [Smokeless Tobacco]:										
Have you ever, even once used chewing tobacco or snuff? (AHS 2002) Have you ever used or tried any smokeless tobacco products such as chewing tobacco or snuff? (% yes)		21.8				16.0	19.0			20.0
Have you ever used or tried any smokeless tobacco products such as chewing tobacco or snuff?										
Yes, chewing tobacco					13.0					
Yes, snuff					1.9					
Yes, both					4.8					
No, neither					78.0					
In the past 12 months, did you even once use chewing tobacco or snuff? (% yes)		5.4								
During the past 12 months, on how many days during an average month did you use chewing tobacco or snuff?										
1-14 days		2.0								
15-29 days		0.7								
Everyday (30 days)		2.2								
During the past thirty days, on how many days did you use chewing tobacco or snuff?										
1-14 Days									1.9	
15-29 days									0.1	
Every day 30 days									2.5	
Do you currently use any smokeless tobacco products such as chewing tobacco or snuff?										
Yes, chewing tobacco					2.4	1.8				
Yes, snuff					0.5	0.7				
Yes, both					0	0.3				
No, neither					16.7	13.1				

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Tobacco Products Other Than Cigarettes [Smokeless Tobacco]:										
Do you currently use chewing tobacco or snuff every day, some days, or not at all?										
Everyday							2.6			2.0
Some days							1.4			1.3
Not at all							15.1			16.6

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Tobacco Products Other Than Cigarettes [Cigars]:										
Have you ever, even once smoked part or all of any type of cigar? (AHS 2002) Have you ever smoked a cigar, even just a few puffs? (% yes)		37.5	44.4			41.3	44.8			46.6
In the past 12 months, did you even once smoke part or all of any type of cigar? (% yes)		8.7								
When was the last time you smoked a cigar?										
Within the past month (0 to 1 month ago)			5.2							
Within the past 3 months (1 to 3 months ago)			3.0							
Within the past 6 months (3 to 6 months ago)			2.4							
Within the past year (6 to 12 months ago)			4.4							
Within the past 5 years (1 to 5 years ago)			8.7							
Within the past 15 years (5 to 15 years ago)			6.0							
15 or more years ago			13.8							
In the past month, did you smoke cigars:										
Everyday			0.3							
Several times per week			0.2							
Once per week			0.4							
Less than once per week			4.3							
Do you now smoke cigars every day, some days, or not at all?										
Everyday						0.3	0.2			0.1
Some days						3.9	5.1			4.9
Not at all						37.1	39.5			41.6

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Tobacco Products Other Than Cigarettes [Cigars]:										
During the past 12 months, on how many days during an average month did you smoke part/all of any type of cigar?										
1-14 days		6.1								
15-29 days		0.2								
Everyday (30 days)		0.2								
During the past thirty days, on how many days did you smoke a cigar?										
1-14 days									4.1	
15-29 days									0.1	
Every day 30 days									0.7	

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Tobacco Products Other Than Cigarettes [Pipe]:										
Have you ever, even once smoked tobacco in a pipe? (% yes)		19.0				19.2	19.9			22.0
In the past 12 months, did you even once smoke tobacco in a pipe? % yes)		1.0								
Do you now smoke a pipe every day, some days, or not at all?										
Everyday						0.3	0.3			0.1
Some days						0.6	0.4			1.0
Not at all						18.4	19.2			20.9
During the past 12 months, on how many days during an average month did you smoke tobacco in a pipe?										
1-14 days		0.5								
15-29 days		0.1								
Everyday (30 days)		0.2								
During the past thirty days, on how many days did you smoke tobacco in a pipe?										
None									99.0	
1-14 days									0.8	
Every day 30 days									0.2	

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Tobacco Products Other Than Cigarettes [Miscellaneous]:										
Have you used some other type of tobacco product other than cigarettes in the last 30 days? (% yes)	4.9									
What specific type of product have you been using? Is it...										
Cigars	2.2									
Pipe tobacco	0.3									
Smokeless tobacco	2.8									
Have you ever tried to quit your use of this product?(% yes)	2.1									
How many times?										
1-5 times	32.4									
6-10 times	2.5									
11 or more times	1.2									
Have you ever felt dependent on this type of tobacco use? (% yes)	1.7									
Have you ever felt hooked, dependent on, or addicted to tobacco products other than cigarettes? (% yes)		3.8								
Was that during the past 12 months? (% yes)		2.0								
Have you ever smoked a bidi, even 1 or 2 puffs? (% yes)							2.9			
Do you now smoke bidis every day, some days, or not at all?										
Everyday							0			
Some days							0.1			
Not at all							2.8			

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
Which of the following best describes your place of work's official smoking policy for indoor public or common areas, such as lobbies, rest rooms, and lunchrooms?										
Not allowed in any public areas			35.2	38.5	39.0	37.3	40.7	38.6		43.8
Allowed in some public areas			8.5	8.2	8.0	8.1	7.0	7.5		7.7
Allowed in all public areas			2.2	1.5	1.4	1.2	1.3	1.5		0.8
No official policy			3.9	2.8	3.4	3.3	2.1	2.3		4.4
Does your workplace have an official policy that restricts smoking in any way? (% yes)									45.3	
Which of the following best describes your place of work's official smoking policy for work areas?										
Not allowed in any work areas			40.9	42.7	43.3		44.7	44.1	38.8	45.5
Allowed in some work areas			3.5	4.8	4.1		3.1	2.9	5.6	7.5
Allowed in all work areas			2.0	1.2	1.4		1.2	1.3	1.0	0.9
No official policy			3.2	2.4	3.1		2.0	1.5	--	3.7

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
In the following locations, do you think that smoking should be allowed in all areas, some areas, or not allowed at all										
...Restaurants? Indoor dining areas of restaurants? (ATS 2004)										
All areas			2.7	2.0	2.4					0.9
Some areas			42.5	40.5	40.2					38.4
Not allowed			50.7	53.0	53.2					59.6
...Bars and cocktail lounges?										
All areas										19.1
Some areas										49.7
Not allowed										24.9
...Indoor shopping malls?										
All areas										0.7
Some areas										26.6
Not allowed										72.2
...Indoor sporting events and concerts?										
All areas										1.4
Some areas										21.8
Not allowed										75.0
...Public buildings?										
All areas										0.5
Some areas										32.2
Not allowed										65.5
...Schools?										
All areas			0.2	0.5	0.1					
Some areas			5.4	3.7	3.0					
Not allowed			91.4	92.1	94.3					

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
...Day care centers?										
All areas			0.1	0.2	0.1					
Some areas			3.2	2.3	2.0					
Not allowed			93.6	93.7	95.3					
...Indoor work areas?										
All areas			1.0	0.8	0.6					1.0
Some areas			27.1	23.8	21.9					21.9
Not allowed			67.4	70.7	73.3					75.3
Smoking in outdoor public areas should NOT be allowed.										
Strongly disagree									17.7	13.8
Disagree									39.2	52.2
Agree									23.1	22.2
Strongly agree									17.0	7.0
Would you visit casinos more often if they were smoke-free? (% yes)									22.0	14.6
Have you been to a bar in the last six months? (% yes)									53.1	
In the past year, did you avoid going to a bar because smoking was allowed? (% yes)									19.7	

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
How do you feel about ...smoking not being allowed in all indoor restaurants?										
Strongly disagree									11.0	
Disagree									16.3	
Agree									22.1	
Strongly agree									49.5	
...smoking not being allowed in bars?										
Strongly disagree									21.0	
Disagree									30.6	
Agree									25.2	
Strongly agree									17.3	
...smoking not being allowed on any school grounds, including high schools/college campuses?										
Strongly disagree									4.9	
Disagree									11.1	
Agree									25.4	
Strongly agree									57.3	
Tobacco use by adults should NOT be allowed on school grounds or at any school events.										
Strongly disagree										48.4
Disagree										41.8
Agree										6.4
Strongly agree										0.8
Do you think that billboards that advertise tobacco products should be allowed near places frequented by children, such as schools, playgrounds, and churches? (% yes)			11.2							

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
How often have you seen anything on TV, heard anything on the radio or seen any billboards against smoking? Would you say...										
A lot							51.8	53.8		
Sometimes							27.2	29.5		
Rarely							12.6	12.5		
Never							3.5	2.6		
Now I would like to know if you have heard or seen anything at all about the anti-tobacco advertising campaign called “Just Eliminate Lies”, JEL? (% yes)							52.2	55.2		
How well informed do you think you are about the JEL campaign? Would you say...										
Very informed							12.8	12.0		
Somewhat informed							27.7	29.0		
Not very informed							9.5	9.4		
Not at all informed							2.0	1.9		
How much do you think you like the JEL campaign? Would you say...										
Strongly like it							12.4	12.4		
Like it							26.7	27.3		
Dislike it							4.2	3.5		
Strongly dislike it							1.8	1.3		
Have you ever seen or heard the slogan “Just eliminate lies or JEL” used in any anti-smoking advertising? (% yes)								53.3	52.0	47.6

	AHS 1997	AHS 2002	BRFS S 1998	BRFS S 1999	BRFS S 2000	BRFS S 2001	BRFS S 2002	BRFS S 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
Not including yourself, how many members of your household currently smoke? (ATS 2002) Not including yourself, how many of the adults who live in your household smoke cigarettes, cigars, or pipes? (ATS 2004)										
None									76.8	63.8
1-2 household members/adults									20.6	19.1
3-5 household members/adults									2.5	1.1
6 or more household members/adults									0.0	0.0
During the past seven days, when you were at home, how many days were you exposed to other family members' or visitors' tobacco smoke? (ATS 2002) During the past seven days, on how many days did anyone smoke cigarettes, cigars, or pipes anywhere inside your home? (ATS 2004)										
None									72.5	80.1
1-3 days									9.6	3.0
4-6 days									2.9	1.4
7 days									14.3	14.3
During the past seven days, when you were at work, how many days were you exposed to other people's tobacco smoke?										
None									40.7	
1-3 days									3.6	
4-6 days									4.2	
Every day 7 days									6.3	
As far as you know, in the past seven days, that is since [date fill], has anyone smoked in your work area? (% yes)										
										7.7
How strongly do you agree or disagree with the following statement: "People should be protected from second-hand smoke"?										
Strongly disagree									4.6	1.1
Disagree									7.4	6.4
Agree									27.2	54.5
Strongly agree									59.4	33.7

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
Which statement best describes rules about smoking inside your home?										
Smoking is not allowed anywhere inside your home								68.6	59.4	72.9
Smoking is allowed in some places and at some times								10.0	12.3	12.5
Smoking is allowed anywhere inside the home								3.1	3.8	13.7
There are no rules about smoking inside the home								18.1	24.1	--
What are the rules about smoking in your family cars? Would you say...										
Smoking is never allowed in any car									54.2	62.3
Smoking is allowed sometimes in some cars									17.8	13.0
Smoking is allowed in your car									--	6.1
There are no rules about smoking in the car									26.3	16.2
Do not have a car									--	0.9

	AHS 1997	AHS 2002	BRFSS 1998	BRFSS 1999	BRFSS 2000	BRFSS 2001	BRFSS 2002	BRFSS 2003	ATS 2002	ATS 2004
Smoking Policies, Attitudes, Advertisements:										
How much additional tax on a pack of cigarettes would you be willing to support if some or all of the money raised was used to support tobacco control programs?										
More than \$2 a pack										16.1
\$2 a pack										9.4
\$1 but less than \$2 a pack										13.5
50 to 99 cents a pack										8.3
Less than 50 cents a pack										8.4
No tax increase										24.7
Don't know										15.7
No Response										3.9
Would you favor or oppose a \$1 per pack increase in the state tobacco tax as part of an effort to reduce tobacco use, particularly among kids?										
Strongly oppose									17.0	
Oppose									18.1	
Favor									23.0	
Strongly favor									39.5	

Appendix B

Youth Data Sources

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Youth Tobacco Findings

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
General Tobacco:					
Summary of ever and current substance use prevalence rates. Tobacco use: any tobacco					
Current				20.0	14.0
Ever				33.0	24.0
Cigarettes:					
Have you ever tried cigarette smoking, even one or two puffs?					
Yes	63.4	28.7	60.2		
No	36.6	71.3	39.8		
Summary of ever and current substance use prevalence rates. Tobacco use: cigarettes					
Current				18.0	12.0
Ever				31.0	22.0
How old were you (if ever) when you smoked a whole cigarette for the first time?					
Never	46.3	81.1	51.3	70.0	78.0
8 or younger	3.8	4.0	3.2	4.0	3.0
9 or 10	6.2	4.3	4.8	5.0	4.0
11 or 12	11.7	7.1	9.7	9.0	6.0
13 or 14	18.7	3.5	18.1	8.0	5.0
15 or 16	11.2	0.1	10.8	4.0	3.0
17 or older	2.0	0.0	2.3	0	0
About how many cigarettes have you smoked in your entire life?					
None	41.0	74.6	43.0		
1 or more puffs but never a whole cigarette	7.5	10.4	9.9		
1 cigarette	1.0	2.2	2.3		
2 to 5 cigarettes	10.5	4.5	9.2		
6 to 15 cigarettes (about ½ a pack total)	5.6	2.3	5.4		
16 to 25 cigarettes (about 1 pack total)	4.3	1.7	4.0		
26 to 99 cigarettes (more than 1 pack, but less than 5 packs)	7.3	2.0	6.4		
100 or more cigarettes (5 or more packs)	22.7	2.3	19.9		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Cigarettes:					
When was the last time you smoked a cigarette, even one or two puffs?					
I have never smoked even one or two puffs	40.7	74.7	43.1		
Earlier today	13.4	1.2	12.0		
Not today but sometime during the past 7 days	12.6	3.1	9.4		
Not during the past 7 days but sometime during the past 30 days	5.1	1.0	4.4		
Not during the past 30 days but sometime during the past 6 months	8.7	4.1	8.2		
Not during the past 6 months but sometime during the past year	6.0	3.5	5.8		
1 to 4 years ago	11.1	9.0	12.9		
5 or more years ago	2.5	3.4	4.1		
During the past 30 days, on how many days did you smoke cigarettes?					
0 days	67.3	93.2	73.3	83.0	89.0
1-2 days	7.5	2.4	5.9	4.0	3.0
3-5 days	4.2	1.1	2.4	2.0	1.0
6-9 days	3.2	0.8	2.0	1.0	1.0
10-19 days	3.3	1.0	3.5	2.0	1.0
20-29 days	4.0	0.5	4.3	2.0	1.0
30 days	10.4	1.1	8.5	7.0	4.0
Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days.					
Yes	23.7	4.5	20.7		
No	76.3	95.5	79.3		
During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?					
I have never tried cigarette smoking	--	--	--	68.0	76.0
I did not smoke cigarettes during the past 30 days	67.2	93.3	73.2	17.0	13.0
Less than 1 cigarette per day	6.0	1.9	4.3	3.0	2.0
1 cigarette per day	4.3	1.2	3.3	1.0	1.0
2 to 5 per day	12.6	2.7	10.7	5.0	3.0
6 to 10 per day	5.1	0.7	4.6	3.0	2.0
11 to 20 per day	3.8	0.1	3.1	2.0	1.0
More than 20 per day	0.9	0.0	0.9	1.0	1.0

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Cigarettes:					
During the past 30 days, on how many days did you smoke cigarettes on school property?					
0 days	89.5	97.7	89.9		
1-2 days	2.9	1.7	3.4		
3-5 days	1.5	0.3	1.2		
6-9 days	1.2	0.0	1.1		
10-19 days	2.0	0.0	1.6		
20-29 days	1.1	0.0	0.6		
All 30 days	1.7	0.3	2.2		
Do you think that you will try a cigarette soon?					
I have already tried smoking cigarettes	43.1	17.0	40.3		
Yes	8.0	4.3	5.2		
no	48.8	78.7	54.5		
Do you think you will smoke a cigarette at anytime during the next year?					
Definitely yes	21.1	3.8	16.7		
Probably yes	16.0	5.5	14.6		
Probably not	18.4	17.4	18.3		
Definitely not	44.5	73.2	50.5		
Do you think you will be smoking cigarettes in 5 years from now?					
I definitely will	3.4	1.0	2.4		
I probably will	16.3	5.9	12.5		
I probably will not	29.2	25.7	27.9		
I definitely will not	51.1	67.4	57.1		
How long can you go without smoking before you feel like you need a cigarette?					
I have never smoked cigarettes	46.1	76.7	49.2		
I do not smoke now	24.5	16.8	25.4		
Less than an hour	2.4	0.3	2.4		
1 to 3 hours	4.7	0.8	3.3		
More than 3 hours but less than a day	6.2	0.4	4.3		
A whole day	2.0	0.5	2.1		
Several days	4.6	0.7	4.6		
A week or more	9.5	3.7	8.8		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Cigarettes:					
During the past 12 months, did you ever try to quit smoking cigarettes?					
I did not smoke during the past 12 months	60.4	93.3	75.0		
Yes	24.2	4.9	14.7		
No	15.4	2.1	10.4		
Have you ever tried to quit smoking cigarettes?					
I have never smoked cigarettes				74.0	81.0
No				11.0	9.0
Once				9.0	6.0
Twice				3.0	2.0
3 or more times				3.0	2.0
Do you want to stop smoking cigarettes?					
I do not smoke now	71.5	88.0	66.3		
Yes	15.3	8.6	21.3		
No	13.2	3.4	12.4		
How many times, if any, have you tried to quit smoking?					
I have never smoked	53.3	81.3	55.6		
None	15.7	6.6	18.6		
1 time	14.5	7.8	11.4		
2 times	7.8	2.2	7.1		
3 to 5 times	6.0	1.4	5.5		
6 to 9 times	1.2	0.2	0.5		
10 or more times	1.5	0.5	1.2		
When you last tried to quit, how long did you stay off cigarettes?					
I have never smoked cigarettes	53.0	80.8	55.7		
I have never tried to quit	13.7	4.6	14.7		
Less than a day	2.8	0.7	2.3		
1 to 7 days	6.7	1.2	6.3		
More than 7 days but less than 30 days	5.2	1.4	5.0		
More than 30 days but less than 6 months	6.1	2.2	5.4		
More than 6 months but less than a year	4.3	1.9	3.3		
More than a year	8.1	7.2	7.5		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Cigarettes:					
Do you think you would be able to quit smoking cigarettes now if you wanted to?					
I do not smoke now	68.5	90.0	73.6		
Yes	24.8	6.4	19.4		
No	6.7	3.5	7.0		
Cigarette Purchases:					
Are the cigarettes you usually smoke menthol cigarettes?					
I do not smoke cigarettes	62.8	87.2	66.4		
Yes	8.1	5.4	11.0		
No	29.1	7.4	22.5		
During the past 30 days, what brand of cigarettes did you usually smoke?(choose only one)					
I did not smoke cigarettes during the past 30 days	65.7	91.8	71.5		
I do not have a usual brand	2.1	1.1	2.7		
Camel	3.9	0.5	3.5		
Marlboro	24.1	4.6	16.8		
Newport	2.2	0.7	3.2		
Virginia Slims	0.5	0.0	0.0		
GPC, Basic, or Doral	0.5	0.5	0.5		
Some other brand	1.0	0.7	1.7		
During the past 30 days, where did you buy the last pack of cigarettes you bought? (choose only one)					
I did not buy a pack of cigarettes during the past 30 days	74.1	94.8	79.5		
A gas station	14.6	1.3	11.3		
A convenience store	4.5	0.1	3.3		
A grocery store	1.9	0.3	1.8		
A drugstore	0.2	0.0	0.4		
A vending machine	0.6	0.0	0.1		
I bought them over the internet	0.6	0.0	0.3		
Other	3.6	3.4	3.3		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Cigarette Purchases:					
When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?					
I did not try to buy cigarettes in a store during the past 30 days	83.2	98.5	87.1		
Yes, I was asked to show proof of age	9.1	0.3	7.9		
No, I was not asked to show proof of age	7.7	1.2	5.0		
During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age?					
I did not try to buy cigarettes in a store during the past 30 days	93.3	97.3	86.0		
Yes, someone refused to sell me cigarettes because of my age	2.9	1.1	2.3		
No, no one refused to sell me cigarettes because of my age	13.9	1.6	11.6		
During the past 30 days, what did you pay for the last pack of cigarettes you bought?					
I did not smoke cigarettes during the past 30 days	66.5				
I did not buy a pack of cigarettes during the past 30 days	9.2				
\$1.50 to \$1.99	1.6				
\$2.00 to \$2.49	1.8				
\$2.50 to \$2.99	3.3				
\$3.00 to \$3.49	14.5				
I don't know	3.1				
During the past 30 days, how did you usually get your own cigarettes?					
I did not smoke cigarettes during the past 30 days	66.5	92.0	71.4		
I bought them in a store such as a convenience store, supermarket, discount store, or gas station	9.1	0.3	7.2		
I bought them from a vending machine	0.5	0.0	0.7		
I gave someone else money to buy them for me	9.6	1.9	9.0		
I borrowed (or bummed) them from someone else	9.3	2.5	7.2		
A person 18 years old or older gave them to me	2.1	0.6	2.0		
I took them from a store or family member	1.2	1.1	0.6		
I got them some other way	1.8	1.7	1.9		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Other Than Cigarettes:					
Summary of ever and current substance use prevalence rates. Tobacco use: smokeless tobacco					
Current				5.0	3.0
Ever				12.0	9.0
Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?					
Yes	27.4	10.7	24.2		
No	72.6	89.3	75.8		
How old were you when you used chewing tobacco, snuff, or dip for the first time?					
I have never used chewing tobacco, snuff, or dip	74.1	93.0	78.1		
8 or younger	3.2	2.0	1.8		
9 or 10	2.3	0.9	1.1		
11 or 12	4.3	1.3	2.3		
13 or 14	7.4	2.8	6.8		
15 or 16	7.0	0.0	7.5		
17 or older	1.7	0.0	2.4		
During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?					
0 days	89.4	97.5	91.6		
1-2 days	4.3	1.6	3.1		
3-5 days	1.0	0.3	1.1		
6-9 days	0.8	0.1	0.8		
10-19 days	1.1	0.1	0.8		
20-29 days	1.0	0.0	0.7		
All 30 days	2.5	0.4	1.9		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Other Than Cigarettes:					
If you have ever used smokeless tobacco (chewing tobacco, snuff, plug, dipping tobacco), on how many of the last 30 days have you done so?					
Have never used				88.0	91.0
Used, but not in the last 30 days				7.0	5.0
1-2 days				2.0	1.0
3-5 days				1.0	0
6-9 days				0	0
10-19 days				0	0
20-29 days				0	0
30 days				1.0	1.0
During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip on school property?					
0 days	94.9	99.2	96.1		
1-2 days	1.2	0.3	1.0		
3-5 days	1.1	0.0	0.4		
6-9 days	0.5	0.2	0.8		
10-19 days	0.3	0.0	0.4		
20-29 days	0.5	0.0	0.5		
All 30 days	1.5	0.3	0.9		
During the past 30 days, how did you usually get your own chewing tobacco, snuff, or dip? (choose only one)					
I did not use chewing tobacco, snuff, or dip during the past 30 days	88.0	96.7	90.7		
I bought them in a store such as a convenience store, supermarket, discount store, or gas station	3.3	0.5	3.3		
I gave someone else money to buy them for me	1.1	0.6	2.5		
I borrowed (or bummed) them from someone else	4.3	1.0	2.0		
A person 18 years old or older gave them to me	1.9	0.4	0.9		
I took them from a store or family member	0.2	0.3	0.2		
I got them some other way	1.2	0.5	0.4		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Other Than Cigarettes:					
Summary of ever and current substance use prevalence rates. Tobacco use: cigars					
Current				6.0	4.0
Ever				--	--
Have you ever tried smoking cigars, cigarillos, little cigars, even one or two puffs?					
Yes	43.5	14.9	41.9		
No	56.5	85.1	58.1		
How old were you when you smoked a cigar, cigarillo, or little cigar for the first time?					
I have never smoked a cigar, cigarillo, or little cigar	58.9	88.5	61.6		
8 or younger	1.9	2.3	2.1		
9 or 10	2.4	2.9	1.9		
11 or 12	4.2	3.4	4.1		
13 or 14	12.4	2.8	12.1		
15 or 16	16.0	0.0	14.6		
17 or older	4.3	0.0	3.5		
In the past 30 days, on how many days have you smoked cigars?					
0 days				94.0	96.0
1-2 days				4.0	3.0
3-5 days				1.0	1.0
6-9 days				1.0	0
10-19 days				0	0
20-29 days				0	0
30 days				1.0	0

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Other Than Cigarettes:					
During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?					
0 days	85.5	96.9	85.8		
1-2 days	7.7	2.1	7.9		
3-5 days	3.4	0.5	2.6		
6-9 days	1.3	0.0	1.7		
10-19 days	0.6	0.1	0.9		
20-29 days	0.6	0.0	0.3		
All 30 days	0.9	0.5	0.7		
During the past 30 days, how did you usually get your own cigars, cigarillos, or little cigars? (choose only one)					
I did not smoke cigars, cigarillos, or little cigars during the past 30 days	83.1	95.7	83.0		
I bought them in a store such as a convenience store, supermarket, discount store, or gas station	4.9	0.2	4.5		
I gave someone else money to buy them for me	2.6	0.3	3.0		
I borrowed (or bummed) them from someone else	4.8	1.2	5.1		
A person 18 years old or older gave them to me	1.8	0.7	2.4		
I took them from a store or family member	0.9	0.7	0.6		
I got them some other way		1.3	1.4		
During the past 30 days, on how many days did you smoke tobacco in a pipe?					
0 days	95.9	97.9	96.2		
1-2 days	1.5	1.0	1.0		
3-5 days	0.5	0.3	0.7		
6-9 days	0.5	0.3	1.2		
10-19 days	0.6	0.2	0.3		
20-29 days	0.1	0.1	0		
All 30 days	1.0	0.2	0.7		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Other Than Cigarettes:					
Have you ever tried smoking any of the following:					
Bidis	4.0	2.0	3.4		
Kreteks	5.4	1.5	2.5		
I have tried both bidis and kreteks	5.2	1.2	3.2		
I have never smoked bidis or kreteks	85.4	95.3	90.9		
During the past 30 days, on how many days did you smoke bidis?					
0 days	95.9	98.5	97.3		
1-2 days	1.4	0.2	1.0		
3-5 days	0.3	0.1	0.2		
6-9 days	1.0	0.7	0.9		
10-19 days	0.3	0.4	0.1		
20-29 days	0.5	0.0	0.2		
All 30 days	0.4	0.2	0.4		
During the past 30 days, on how many days did you smoke kreteks?					
0 days	95.7	99.1	97.5		
1-2 days	2.2	0.5	0.9		
3-5 days	0.9	0.2	0.4		
6-9 days	0.7	0.1	0.4		
10-19 days	0.2	0.1	0.2		
20-29 days	0.0	0.0	0.2		
All 30 days	0.3	0.2	0.4		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Prevention/Cessation Programs:					
During this school year, did you practice ways to say “No” to tobacco in any of your classes (for example by role playing)?					
Yes	12.6	41.8	14.8		
No	71.4	28.9	69.9		
Not sure	16.0	29.3	15.3		
Have either of your parents (or guardians) discussed the dangers of tobacco use with you?					
Mother (female guardian) only	11.4	15.8	12.3		
Father (male guardian) only	2.7	2.7	2.8		
Both	51.6	54.9	50.1		
Neither	34.2	26.7	34.8		
Have you ever participated in a program to help you quit using tobacco?					
I have never used tobacco	49.7	80.4	54.9		
Yes	3.0	2.0	3.3		
No	47.3	17.6	41.8		
During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?					
Yes	10.7	17.5	12.0		
No	64.7	42.1	62.2		
I did not know about any activities	24.6	40.4	25.8		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Personal Attitudes Toward Tobacco:					
Can people get addicted to using tobacco just like they can get addicted to using cocaine or heroin?					
Definitely yes	78.9	75.9	81.1		
Probably yes	16.1	19.1	14.0		
Probably not	2.0	1.5	1.9		
Definitely not	2.9	3.6	2.9		
How much do you think you risk harming yourself (physically or otherwise) if you smoke cigarettes every day?					
Great risk				63.0	69.0
Moderate risk				13.0	15.0
Slight risk				4.0	5.0
No risk				8.0	7.0
Don't know				7.0	4.0
Do you think young people risk harming themselves if they smoke from 1-5 cigarettes per day?					
Definitely yes	68.6	77.8	72.2		
Probably yes	25.0	14.2	19.9		
Probably not	2.9	2.5	3.9		
Definitely not	3.5	5.5	4.0		
Do you think it is safe to smoke for only a year or two, as long as you quit after that?					
Definitely yes	3.1	2.8	4.3		
Probably yes	9.8	4.2	9.4		
Probably not	37.3	23.4	31.0		
Definitely not	49.8	69.6	55.3		
Do you think the smoke from other people's cigarettes is harmful to you?					
Definitely yes	72.9	76.7	73.3		
Probably yes	21.9	17.8	20.8		
Probably not	2.9	2.8	3.1		
Definitely not	2.3	2.7	2.8		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Personal Attitudes Toward Tobacco:					
In your neighborhood or community, how difficult do you think it would be for a kid your age to get cigarettes?					
Very hard				22.0	27.0
Hard				18.0	19.0
Easy				27.0	25.0
Very easy				24.0	19.0
Don't know				9.0	10.0
Do you think young people who smoke cigarettes have more friends?					
Definitely yes	3.6	1.7	3.3		
Probably yes	12.3	7.1	10.7		
Probably not	48.4	50.4	53.6		
Definitely not	35.6	40.7	32.3		
Do you think smoking cigarettes makes young people look cool or fit in?					
Definitely yes	3.2	2.6	3.3		
Probably yes	8.8	4.6	7.3		
Probably not	23.7	14.2	24.8		
Definitely not	64.3	78.6	64.6		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Advertisements:					
Do you think tobacco companies have tried to mislead young people to buy their products more than other companies?					
Definitely yes	39.0				
Probably yes	37.4				
Probably not	15.6				
Definitely not	8.0				
During the past 30 days, about how often have you seen anti-smoking news stories or programs on TV?					
None	31.6				
1-3 times in the past 30 days	35.4				
1-3 times per week	18.7				
Daily or almost daily	10.9				
More than once a day	3.5				
When you go to a convenience store, supermarket, or gas station, how often do you see ads for cigarettes or chewing tobacco, or items that have tobacco company names or pictures on them?					
I never go to a convenience store, supermarket, or gas station	2.9				
Most of the time	69.0				
Some of the time	24.8				
Hardly ever	4.0				
Never	2.2				
When you watch TV or go to movies, how often do you see actors using tobacco?					
I don't watch TV or go to movies	2.7	1.3	2.3		
Most of the time	34.8	30.8	30.8		
Some of the time	54.8	54.0	55.8		
Hardly ever	7.0	11.9	9.5		
Never	0.7	2.1	1.6		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Advertisements:					
When you watch TV, how often do you see athletes using tobacco?					
I don't watch TV	4.9	2.2	3.7		
Most of the time	5.3	4.5	3.9		
Some of the time	22.2	19.7	19.4		
Hardly ever	50.2	43.8	50.7		
Never	17.4	29.8	22.4		
When you are using the Internet, how often do you see ads for tobacco products?					
I don't use the Internet	14.2	12.3	9.0		
Most of the time	6.6	6.6	4.5		
Some of the time	15.4	22.9	16.9		
Hardly ever	35.2	33.2	39.3		
Never	28.6	24.9	30.2		
Have you ever seen anything on TV, heard anything on the radio, or seen any billboards against smoking?					
A lot		54.1	58.6		
Sometimes		35.8	33.7		
Hardly ever		6.9	5.0		
Never		3.1	2.7		
During the past 30 days, have you seen or heard commercial on TV, the Internet, or on the radio about the dangers of cigarettes smoking?					
Not in the past 30 days	13.4	8.7	6.9		
1-3 times in the past 30 days	22.4	9.8	11.3		
1-3 times per week	25.7	14.2	16.1		
Daily or almost daily	26.9	30.4	37.6		
More than once a day	11.7	36.9	28.0		
Have you heard or seen anything at all about the anti-tobacco advertising campaign called "JEL" (Just Eliminate Lies)					
Yes		78.9	85.3		
No		21.1	14.7		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Advertisements:					
How much do you agree that the “JEL” (Just Eliminate Lies) ads are convincing or believable?					
Strongly agree		40.2	29.1		
Agree		35.1	45.9		
Disagree		4.2	8.4		
Strongly disagree		3.2	5.2		
I am not aware of the JEL ads		17.3	11.4		
How well do you think the “JEL” (Just Eliminate Lies) campaign is doing in getting their anti-tobacco message across to people your age?					
It does very well		32.7	21.9		
It does ok		43.3	52.2		
It does a poor job		6.9	13.7		
I am not aware of the campaign		17.2	12.2		
How much did you learn from the “JEL” (Just Eliminate Lies) campaign?					
I learned a lot		31.7	16.1		
I learned something		32.2	37.9		
I didn't learn too much		13.4	22.6		
I didn't learn anything at all		4.3	10.7		
I have never heard or seen anything at all about JEL		18.4	12.7		
How has the JEL (Just Eliminate Lies) anti-tobacco campaign changed your attitude toward the tobacco industry?					
I view the tobacco industry more positively		10.4	5.3		
I view the tobacco industry more negatively		50.3	43.3		
I view the tobacco industry the same		18.9	38.0		
I am not aware of the campaign		20.4	13.5		
During the past 12 months, did you buy or receive anything that has a tobacco company name or picture on it?					
Yes		26.9	20.6	24.5	
No		73.1	79.4	75.5	

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Tobacco Advertisements:					
Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?					
Definitely yes	14.2	6.6	12.0		
Probably yes	30.2	15.9	28.7		
Probably not	30.5	34.0	33.3		
Definitely not	25.0	43.5	26.1		
Other Perceptions of Tobacco Use:					
If one of your best friends offered you a cigarette, would you smoke it?					
Definitely yes	15.0	3.0	13.0		
Probably yes	18.0	5.8	13.8		
Probably not	18.5	17.5	20.4		
Definitely not	48.4	73.7	52.8		
Thinking of your best friends, how wrong would most of them feel it would be for you to smoke cigarettes?					
Very wrong				48.0	57.0
Wrong				20.0	20.0
A little wrong				13.0	10.0
Not wrong at all				15.0	10.0
Don't know				4.0	3.0
Would you be more or less likely to be popular (respected or cool) with the other students in your school if you smoked cigarettes?					
A lot more popular				3.0	3.0
More popular				8.0	6.0
Less popular				20.0	21.0
A lot less popular				34.0	38.0
Wouldn't change my popularity				35.0	32.0

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Other Perceptions of Tobacco Use:					
How wrong would most of the students in your school (not just your best friends) feel it would be for you to smoke cigarettes?					
Very wrong				38.0	44.0
Wrong				21.0	22.0
A little wrong				18.0	16.0
Not wrong at all				18.0	12.0
Don't know				6.0	6.0
Students caught drinking, smoking, or using an illegal drug are not allowed to participate in any extracurricular activity for some time period.					
Strongly agree				61.0	63.0
Agree				28.0	28.0
Disagree				7.0	6.0
Strongly disagree				4.0	4.0
How wrong would your parents/guardians feel it would be for you to smoke cigarettes?					
Very wrong				78.0	83.0
Wrong				13.0	11.0
A little wrong				5.0	3.0
Not wrong at all				3.0	2.0
Don't know				2.0	1.0
How wrong would most adults in your neighborhood and/or community feel it would be for you to smoke cigarettes?					
Very wrong				59.0	63.0
Wrong				24.0	22.0
A little wrong				8.0	6.0
Not wrong at all				3.0	3.0
Don't know				6.0	6.0

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Other Perceptions of Tobacco Use:					
During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?					
0 days	43.4	41.7	28.5		
1 or 2 days	18.5	20.2	25.2		
3 or 4 days	12.7	10.2	12.4		
5 or 6 days	8.0	5.3	8.3		
7 days	17.4	22.7	25.6		
During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?					
0 days		53.1	47.0		
1 or 2 days		19.4	20.0		
3 or 4 days		8.6	10.7		
5 or 6 days		6.0	7.0		
7 days		12.9	15.3		
Does anyone who lives with you now smoke cigarettes?					
Yes	41.0	42.8	40.3		
No	59.0	57.2	59.7		
Does anyone who lives with you now use chewing tobacco, snuff, or dip?					
Yes	16.3	13.0	12.3		
No	83.7	87.0	87.7		

	IYTS 2000	IYTS 2001/2002		IYS 1999	IYS 2002
	High School	Middle School	High School		
Other Perceptions of Tobacco Use:					
How many of your four closest friends smoke cigarettes?					
None	37.4	69.8	41.1		
One	14.6	10.8	16.9		
Two	15.8	6.0	12.4		
Three	11.3	2.7	9.0		
Four	12.5	3.0	11.6		
Not sure	8.4	7.6	9.1		
How many of your four closest friends use chewing tobacco, snuff or dip?					
None	66.4	85.2	68.5		
One	13.4	4.4	12.2		
Two	5.6	1.4	6.9		
Three	2.5	0.8	2.2		
Four	4.1	1.0	3.5		
Not sure	7.9	7.2	6.7		