

Facts:



Bureau of Health Promotion
 Comprehensive Tobacco Control Program
 1-866-726-9926 (toll free)

Tobacco Use Among Missouri Youth 2011

Data Source: Missouri 2011 Youth Tobacco Survey conducted by the Missouri Department of Health and Senior Services. Self-reported data were obtained in Spring 2011 from 1,902 Missouri Middle school and 1,555 Missouri high school students. Public school and classes were randomly selected.

Lifetime Tobacco Use Among Missouri Students

- 22.1% of middle school students and 49.1% of high school students have used some form of tobacco product in their lifetime.
- 18.3% of middle school students and 43.0% of high school students have smoked cigarettes in their lifetime.
- 20.3% of middle school students and 11.2% of high school students smoked a whole cigarette for the first time before the age 11.
- 2.2% of middle school students and 14.3% of high school students have smoked cigarettes daily at some point in their life.

Quitting Among Missouri Youth

- 45.3% middle and 47.7% high school smokers want to stop smoking cigarette.
- 52.1% middle and 58.2% high school smokers tried to quit smoking at least once during the 12 months prior to the survey.
- 36.9% middle and 40.9% high school smokers stayed off cigarettes for less than 30 days the last time they tried to quit smoking.
- 9.7% middle and 8.8% high school smokers have participated in a program to help them quit using tobacco.
- 24.4% middle and 25.6% high school smokers were advised not to smoke by a health professional in past year.

Current Middle School Users

Percent of students who smoked cigarettes, cigars, bidis, used smokeless tobacco, or used any form of tobacco on one or more of the 30 days prior to the survey.

	Total	Female	Male	6 th	7 th	8 th	White	Black	Hispanic	Other
Cigarettes	5.4	6.5	4.3	2.1	4.6	9.7	5.3	6.9	3.7	4.2
Cigars	3.3	3.0	3.3	1.4	2.6	5.9	2.2	6.8	6.1	5.7
Bidis	0.7	0.6	0.6	0.2	1.0	0.9	0.5	1.7	0.0	2.2
Smokeless	3.7	2.0	5.2	2.2	3.5	5.1	4.0	1.9	3.7	5.8
Any Tobacco*	8.8	8.6	8.9	4.5	8.0	14.0	8.5	9.9	10.3	8.6

Current High School Users

Percent of students who smoked cigarettes, cigars, bidis, used smokeless tobacco, or used any form of tobacco on one or more of the 30 days prior to the survey.

	Total	Female	Male	9 th	10 th	11 th	12 th	White	Black	Hispanic	Other
Cigarettes	18.1	16.8	19.7	12.4	16.4	18.1	26.6	19.8	9.3	14.3	30.3
Cigars	12.5	8.2	16.8	8.3	11.1	12.1	18.7	12.0	14.2	12.4	13.0
Bidis	3.5	2.3	4.7	3.4	3.9	3.3	3.6	2.6	5.7	5.6	12.0
Smokeless	10.3	2.5	17.8	12.3	8.4	8.4	12.1	11.9	4.0	5.0	12.8
Any Tobacco*	27.3	21.1	33.3	20.0	25.6	27.1	37.1	29.1	19.1	17.7	35.9

* Includes cigarettes, cigars, bidis, kreteks, pipes, or smokeless tobacco.

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<http://health.mo.gov/data/yts/data.php>

Percentage of MIDDLE school students that:	Total	Never Smoked	Current Smokers
Were taught about the dangers of tobacco use at school this year	65.0	NA	NA
Practiced ways to say "No" to tobacco use at school this year	43.5	NA	NA
Discussed dangers of tobacco use with parent or guardian in past year	66.0	66.9	64.3
Live with someone who currently smokes cigarettes	NA	36.1	79.7
Have one or more of four closest friends that smoke	NA	16.3	88.7
Participated in any community event discouraging tobacco use in past year	13.7	12.8	14.7
Saw or heard anti-smoking commercials in the 30 days prior to the survey	51.9	NA	NA
See tobacco ads on the Internet, TV or movies most or some of the time	81.1	NA	NA
See actors using tobacco on TV or movies most or some of the time	75.7	NA	NA
Bought or received anything with a tobacco company name or picture on it	NA	4.0	32.5
Would wear or use anything with a tobacco company name or picture on it	NA	8.7	54.6
Are receptive to tobacco advertising	5.2	1.8	26.1
In same room with someone smoking cigarettes 1 or more of past 7 days	NA	39.8	88.8
Rode in car with someone smoking cigarettes 1 or more of past 7 days	NA	30.7	79.5
Definitely or probably think smoke from other's cigarette is harmful	89.5	91.5	72.1
Think young people who smoke cigarettes have more friends	15.5	12.1	35.5
Think smoking cigarettes makes young people look cool or fit in	8.6	5.5	26.4
Think it is safe to smoke a year or two, as long as you quit after that	NA	1.8	27.2
Of current smokers, think they would be able to quit if they wanted to	NA	NA	75.1
Of never smokers, are susceptible to starting smoking	NA	16.7	NA

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Percentage of HIGH school students that:	Total	Never Smoked	Current Smokers
Were taught about the dangers of tobacco use at school this year	36.6	NA	NA
Practiced ways to say "No" to tobacco use at school this year	15.5	NA	NA
Discussed dangers of tobacco use with parent or guardian in past year	58.0	63.5	57.9
Live with someone who currently smokes cigarettes	NA	31.8	62.4
Have one or more of four closest friends that smoke	NA	28.3	91.5
Participated in any community event discouraging tobacco use in past year	11.1	12.1	12.7
Saw or heard anti-smoking commercials in the 30 days prior to the survey	60.8	NA	NA
See tobacco ads on the Internet, TV or movies most or some of the time	87.5	NA	NA
See actors using tobacco on TV or movies most or some of the time	83.3	NA	NA
Bought or received anything with a tobacco company name or picture on it	NA	3.3	35.5
Would wear or use anything with a tobacco company name or picture on it	NA	9.6	58.4
Are receptive to tobacco advertising	9.4	1.0	28.6
In same room with someone smoking cigarettes 1 or more of past 7 days	NA	43.4	91.0
Rode in car with someone smoking cigarettes 1 or more of past 7 days	NA	25.4	87.0
Definitely or probably think smoke from other's cigarette is harmful	89.8	93.0	85.7
Think young people who smoke cigarettes have more friends	18.9	12.0	34.2
Think smoking cigarettes makes young people look cool or fit in	11.0	4.4	21.6
Think it is safe to smoke a year or two, as long as you quit after that	NA	1.3	27.5
Of current smokers, think they would be able to quit if they wanted to	NA	NA	79.0
Of never smokers, are susceptible to starting smoking	NA	16.8	NA