Hillsborough County: Specialty and Flavored Tobacco Trends Among Youth (Ages 11-17)

Data from the Florida Youth Tobacco Survey (FYTS)

Introduction

In 2010, the Florida Youth Tobacco Survey (FYTS) was administered to 39,385 middle school students and 37,797 high school students in 729 public schools. In 2011, the FYTS was administered to 6,045 middle school students and 6,163 high school students in 172 public schools. In 2012, the FYTS was administered to 38,989 middle school students and 36,439 high school students in 746 public schools. During this time, state-level data was collected each year, and county-level data was collected in 2010 and 2012. Between 2010 and 2012, the overall survey response rate for middle schools was between 77% and 83%, and the overall survey response rate for high schools was between 73% and 74%. The FYTS has been conducted annually since 1998. The data presented in this fact sheet are weighted to represent the entire population of public middle and high school students in Florida.

About Hookah

A hookah is a single-stemmed or multi-stemmed water pipe used for smoking tobacco. The tobacco smoked in a hookah comes in a variety of different flavors such as fruit, mint, chocolate, and others.

Ever Tried Hookah						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**9.4**	(7.6 - 11.1)			**9.3**	(7.5 - 11.1)
State of Florida	**9.2**	(8.8 - 9.6)	**10.3**	(9.6 - 11.1)	**9.4**	(8.9 - 9.8)
Current Hookah Use						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**4.7**	(3.6 - 5.8)			**4.4**	(3.2 - 5.6)
State of Florida	**4.5**	(4.2 - 4.8)	**4.4**	(3.9 - 4.8)	**4.2**	(3.9 - 4.4)

About Bidis, Kreteks, and Pipe Tobacco

Bidis are small brown cigarettes from India consisting of tobacco wrapped in a leaf tied together with a thread. Bidis have higher levels of nicotine, carbon monoxide, and tar than traditional cigarettes. Kreteks are cigarettes containing tobacco and clove extract. Pipe tobacco comes either plain or flavored and is smoked through a pipe. On previous FYTS fact sheets, bidis, kreteks, and pipe tobacco have been reported as “specialty tobacco” products.

Ever Tried Bidis, Kreteks, or Pipe Tobacco						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**5.0**	(3.8 - 6.1)			**3.9**	(2.9 - 4.9)
State of Florida	**5.2**	(4.9 - 5.5)	**4.6**	(4.2 - 5.1)	**4.3**	(4.0 - 4.5)
Current Bidi, Kretek, or Pipe Tobacco Use						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**2.3**	(1.5 - 3.0)			**1.6**	(1.0 - 2.2)
State of Florida	**2.3**	(2.2 - 2.5)	**2.3**	(2.0 - 2.7)	**2.0**	(1.8 - 2.1)

About Snus

Snus is a small pouch of tobacco the user places in the mouth that is smoke-free as well as spit-free.

Ever Tried Flavored Snus						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**3.6**	(2.6 - 4.6)			**2.2**	(1.4 - 3.0)
State of Florida	**3.8**	(3.6 - 4.0)	**3.7**	(3.3 - 4.2)	**2.9**	(2.7 - 3.1)
Current Snus Use						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**1.9**	(1.2 - 2.5)			**1.4**	(0.7 - 2.1)
State of Florida	**2.1**	(2.0 - 2.3)	**2.0**	(1.7 - 2.3)	**1.6**	(1.5 - 1.8)

About Electronic Cigarettes

An electronic cigarette (e-cigarette) is a battery-operated device that looks, feels, and tastes like a tobacco cigarette. They deliver nicotine, flavor, and other chemicals to the user in the form of a vapor.

Ever Tried Electronic Cigarettes				
	2011		2012	
	%	95% CI	%	95% CI
Hillsborough County			**4.7**	(3.5 - 6.0)
State of Florida	**4.1**	(3.6 - 4.5)	**5.8**	(5.5 - 6.0)
Current Electronic Cigarette Use				
	2011		2012	
	%	95% CI	%	95% CI
Hillsborough County			**2.4**	(1.5 - 3.3)
State of Florida	**2.0**	(1.7 - 2.3)	**2.3**	(2.1 - 2.5)

About Flavored Tobacco

Flavored tobacco products have been flavored to taste like chocolate, candy, or fruit. The Food and Drug Administration banned flavored cigarettes, excluding menthol, from being sold in the United States in 2009 with the intention of deterring smoking amongst youth. The questions “Have you ever tried, even once smoking flavored cigarettes?” and “During the past 30 days, have you smoked flavored cigarettes?” continue to be included on the FYTS to determine how many students think they are smoking flavored cigarettes, though they are likely smoking other flavored tobacco products. This measure includes flavored cigarettes, flavored cigars, and/or flavored smokeless tobacco.

Ever Tried Flavored Tobacco						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**18.4**	(16.1 - 20.8)			**12.0**	(10.1 - 14.0)
State of Florida	**17.7**	(17.2 - 18.2)	**16.1**	(15.3 - 17.0)	**13.9**	(13.4 - 14.4)
Current Flavored Tobacco Use						
	2010		2011		2012	
	%	95% CI	%	95% CI	%	95% CI
Hillsborough County	**8.9**	(7.4 - 10.5)			**5.5**	(4.2 - 6.7)
State of Florida	**8.5**	(8.1 - 8.8)	**7.6**	(7.0 - 8.2)	**6.4**	(6.1 - 6.7)