

Social Attitudes Toward Tobacco Use



Results from the 2007 Florida Youth Tobacco Survey

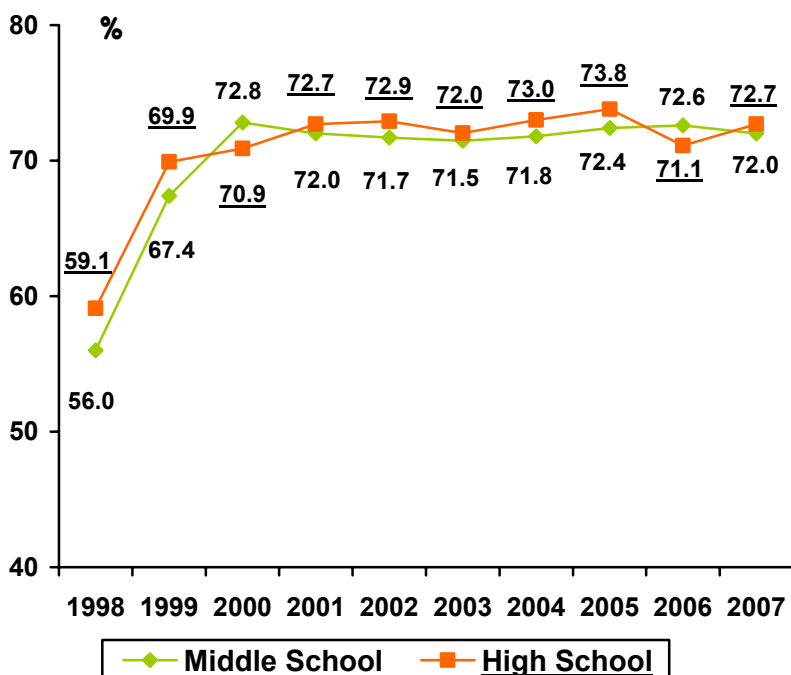
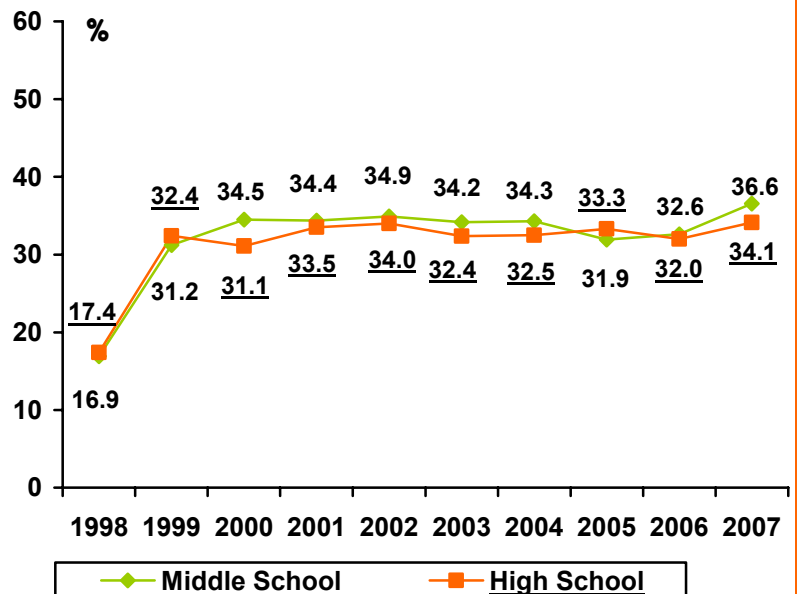
Fact Sheet 4

Introduction

The Florida Youth Tobacco Survey (FYTS) was administered in the spring of 2007 to 5,037 middle school students and 4,028 high school students in 188 public schools throughout the state. The survey response rate for middle schools was 74%, and the survey response rate for high schools was 57%. 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.

Smoking Cigarettes and Making Friends

In both middle and high schools, the percentage of students who **definitely did not think** that young people who smoke cigarettes have more friends increased significantly from 1998 to 1999. During 1999-2007, this percentage leveled off. There were no differences in this percentage between middle and high school students during this period (1998-2007).



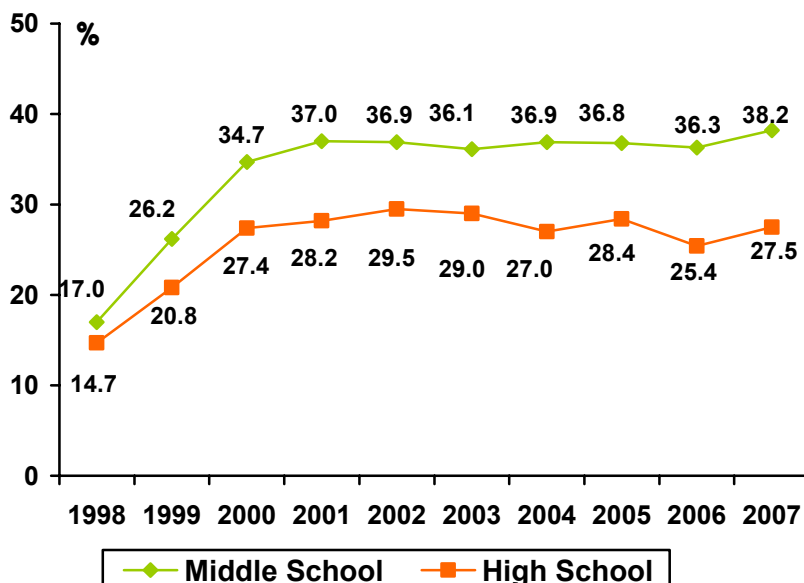
Smoking Cigarettes and "Cool" or "Fit In"

Among middle school students, the percentage of students who **definitely did not think** that smoking cigarettes makes young people look "cool" or "fit in" increased significantly from 1998 to 2000, and then remained at approximately the same level during 2000-2007.

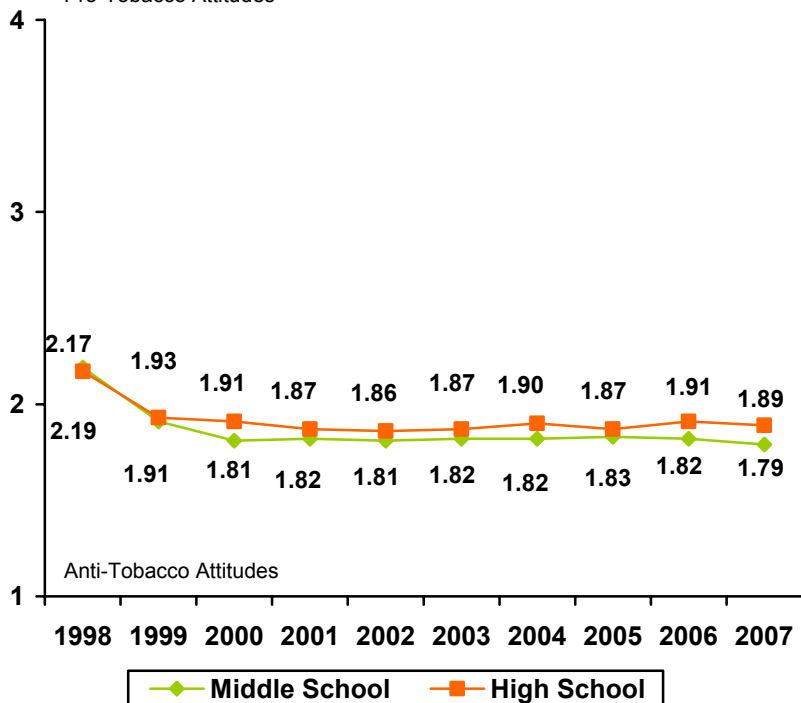
Among high school students, the percentage of students who **definitely did not think** that smoking cigarettes makes young people look "cool" or "fit in" increased dramatically from 1998 to 1999, but this percentage has not changed greatly since 1999.

Smoking and Social Activities

In middle and high schools, the percentage of students **who definitely did not think** that smoking cigarettes helps people feel more comfortable in social activities increased significantly from 1998 to 2000. This percentage has not changed greatly among both middle and high school students from 2000 to 2007. Middle school students had higher percentages than high school students each year during the period from 1998 to 2007.



Pro-Tobacco Attitudes



Mean Scores of Social Attitudes

Mean score is calculated using responses to the three social attitude-related questions. Each response was scored on a four point scale, and then the three values were averaged. The scores range from 1 to 4, with higher scores indicating pro-tobacco attitudes.

Among middle school students, the social attitudes toward tobacco changed dramatically from pro-tobacco to anti-tobacco during 1998-2000, but did not change significantly during 2000-2007. Among high school students, the social attitudes toward tobacco changed significantly from pro-tobacco to anti-tobacco during 1998-1999, but have not changed greatly from 1999 to 2007.

For more information about the FYTS, please contact: Ms. Jamie Weitz, M.S., Florida Youth Survey Coordinator, at (850) 245-4444, Ext. 2424, or by e-mail at Jamie.Weitz@doh.state.fl.us. You can also visit our website at: http://www.doh.state.fl.us/disease_ctrl/epi/Chronic_Disease/FYTS/Intro.htm.

