



1998 Texas Youth Tobacco Survey

Report 2: Cigarette Consumption and Brand Use

April 1999

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Bureau of Disease and Injury Prevention, Texas Department of Health
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Highlights

Approximately 404,375 public middle and high school students who were less than 18 years of age smoked at least a cigarette one day during the past 30 days.

A conservative estimate of the average number of cigarettes consumed each month by Texas youth less than 18 years of age is 64 cigarettes for each smoker.

Overall, about 15,498,000 packs of cigarettes were illegally obtained by Texas youth less than 18 years of age in 1998 at a cost of \$39,094,682.

The most popular brand consumed was Marlboro (70%) followed by Newport (9%) and Camel (6%).

White and Hispanic students preferred to smoke Marlboro brand (73% and 74%, respectively) while African American students (48%) preferred to smoke Newport brand.

Cigarette Consumption and Brand Use Among Texas Youth <18 Years of Age

The data collected by the 1998 Texas Youth Tobacco Survey showed that 20 percent of the middle school students and 33 percent of the high school students in Texas public schools smoked cigarettes in at least 1 of the past 30 days (see **Report 1: Current Tobacco Use, TXYTS**).

In this second report, we provide information on cigarette consumption and brand use among Texas youth less than 18 years of age by race and gender.

Specifically, we asked the following:

During the past 30 days, on how many days did you smoke cigarettes?

- I did not smoke cigarettes during the past 30 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

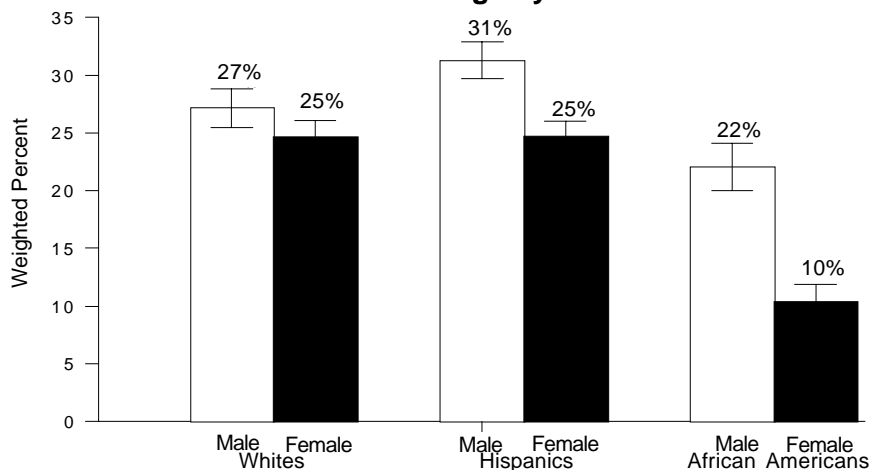
- I did not smoke cigarettes during the past 30 days
- Less than 1 cigarette per day
- 1 cigarette per day
- 2-5 cigarettes per day
- 6-10 cigarettes per day
- 11-20 cigarettes per day
- More than 20 cigarettes per day

During the past 30 days what brand of cigarettes did you usually smoke?

- I did not smoke cigarettes during the past 30 days
- No usual brand
- Camel
- Marlboro
- Newport
- Virginia Slims
- GPC, Basic, or Doral
- Other

Between March and May of 1998, the Texas Department of Health (TDH), in cooperation with the Texas Education Agency (TEA) and the Centers for Disease Control and Prevention (CDC), conducted the first ever comprehensive survey of tobacco use among Texas public middle (grades 6-8) and high school (grades 9-12) students. The data collected by the 1998 Texas Youth Tobacco Survey (TXYTS) not only provides prevalence data on tobacco use at the state level, but at the Texas Department of Health Public Health Region level as well. **This report is the second** in a series of reports summarizing the prevalence and attitudes about tobacco use by Texas public middle and high school students.

Figure 1: Prevalence of Current Cigarette Smoking Texas Youth < 18 Years of Age by Gender and Race



RESULTS:

Overall, the 1998 TXYTS data show that:

■ Approximately 404,375 public middle and high school students who were less than 18 years of age reported that they have smoked at least a cigarette one day during the past 30 days. Figure 1 shows the prevalence of current cigarette smoking by race and gender.

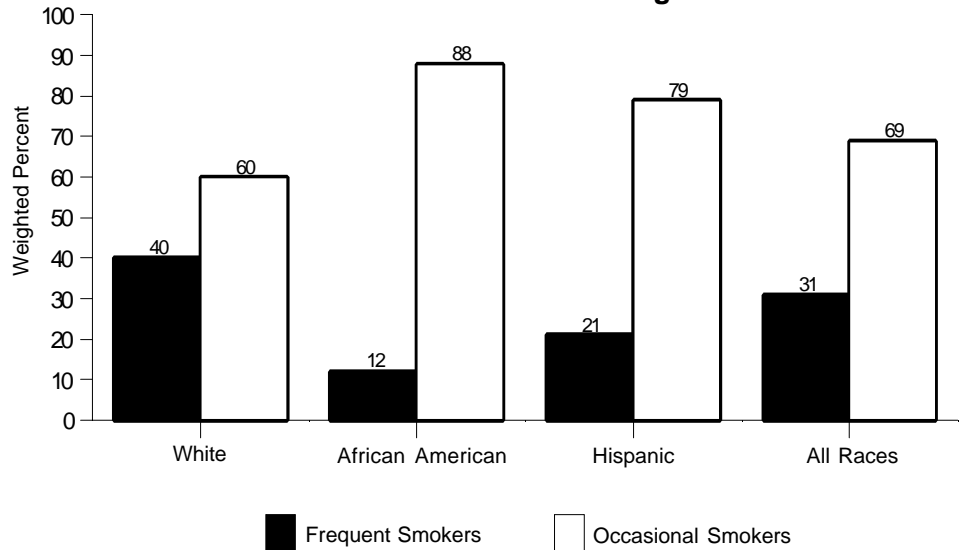
Of these cigarette smokers who were <18 years of age:

■ 31 percent were **frequent smokers** (i.e., smoked cigarettes on 20 or more days of the past 30 days) while 69 percent were **occasional smokers** (i.e., smoked cigarettes on 1 to 19 of the past 30 days prior to the survey (see Figure 2). About 40% of white students were frequent smokers while only 21% of Hispanic and 12% of African American students were frequent smokers.

■ A conservative estimate of the average number of cigarettes consumed each month is about 64 cigarettes per student. For frequent smokers, the average consumption was 190 cigarettes per month while occasional smokers consumed an average of 8 cigarettes per month. Among the frequent smokers, African American students consumed an average of about 286 cigarettes per month while white and Hispanic students consumed about 195 and 161 cigarettes per month, respectively.

■ Based on the above estimates, the overall total monthly consumption was about **25,830,000 cigarettes (about 1,292,000 packs)** or an overall consumption of about **15,498,000 packs** in 1998 for cigarette smokers less than 18 years of age.

Figure 2: Frequency of Use for Current Cigarette Smokers Texas Youth < 18 Years of Age



Of the cigarette smokers less than 18 years of age, about 31% were frequent smokers and 69% were occasional smokers. Among white students, 40% were frequent smokers while 60% were occasional smokers. Only 12% were frequent smokers among African American students while 21% were frequent smokers among Hispanic students.

Figure 3: Average Number of Cigarettes Consumed per Month Texas Youth < 18 Years of Age

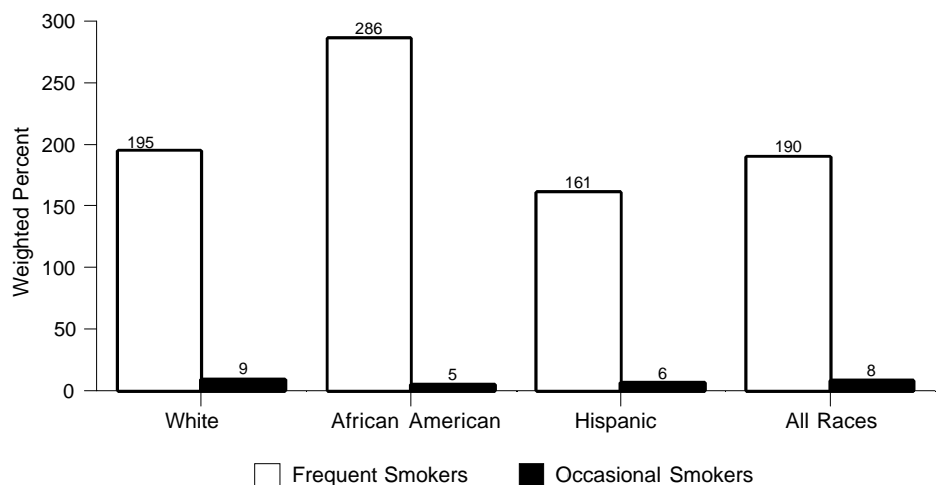


Figure 3 shows the average amount of cigarettes smoked during the past month by race/ethnicity. Frequent smokers had the highest average number of cigarettes smoked per month compared to occasional smokers. Among the race groups, African American students who were frequent smokers consumed the highest average number of cigarettes per month (286 cigarettes) followed by white (195 cigarettes) and Hispanic (161 cigarettes) students.

**Table 1: Brand Preferences Among Current Smokers
Texas Youth < 18 Years of Age**

Race/ Ethnicity	Marlboro	Camel	Newport	Virginia Slims	GPC Basic Doral	Other Brands	No Usual Brand
White	73%	7%	7%	0.7%	3%	3%	6%
Afr. Amer.	22%	13%	48%	1.4%	1%	10%	4%
Hispanic	74%	3%	6%	0.7%	3%	7%	6%
TOTAL	70%	6%	9%	1%	3%	5%	6%

Race/ethnic differences with regards to brand choices were noted among Texas youth <18 years of age. White and Hispanic students preferred to smoke Marlboro brand (73% and 74%, respectively) while African American students preferred to smoke Newport (48 percent).

**Table 2: Average Yearly Cost Estimates of
Cigarettes Consumed by
Texas Youth < 18 Years of Age**

<u>Cigarette Brand</u>	<u>Yearly Estimates (\$)</u>
Marlboro	\$27,671,206
Newport	3,776,606
Camel	3,545,002
GPC, Basic, Doral	787,170
Virginia Slims	158,701
Other brands	2,385,669
No usual brand	770,328
TOTAL YEARLY SPENDING	\$39,094,682

More than \$27 million dollars were spent on the illegal use of Marlboro cigarettes in 1998, followed by Newport (more than \$3.7 million) and Camel (more than \$3.5 million) brands. Total illegal consumption by Texas youth <18 years of age amounted to over \$39 million dollars in 1998.

■ Based upon an average price per pack of cigarettes of \$2.55 in 1997*, approximately **\$39,094,682** worth of cigarettes were illegally obtained by Texas youth <18 years of age in 1998 (*Source: Centers for Disease Control).

Overall, brand preference among youth showed that

■ Marlboro was the brand of choice among 70% of smokers followed by Newport (9%) and Camel (6%) brands. In 1998, Texas youth less than 18 years of age illegally consumed more than \$27 million worth of Marlboro cigarettes while consumption of Newport and Camel brands amounted to more than \$3.7 million and \$3.5 million, respectively.

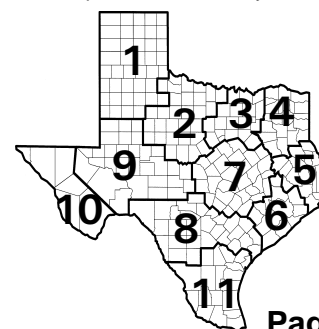
Technical Notes:

The 1998 TXYTS employed a two-stage cluster sample design to produce representative samples of students in grades 6 through 12 by TDH Public Health Regions (PHR). For this survey, we collapsed the original 11 Texas public health regions as follows: PHR 1&2 (combined); PHR 3; PHR 4&5 (combined); PHR 6; PHR 7; PHR 8; PHR 9&10 (combined); and PHR 11.

For the survey, the school response rate was 84.6 percent and the student response rate was 84.2 percent for an overall response rate of 71.2 percent. A total of 15,478 or an average of 1,935 students in each public health region was sampled.

Please refer to Report 1: Current Tobacco Use, TXYTS for a full description of sampling methodology.

For this report, cigarette consumption was calculated using the lowest possible value for each given range of cigarette usage. In addition, the yearly cost estimates spent on cigarettes was based on an average 1997 price of about \$2.55 per pack. There are no official price estimates by brand.



IMPLICATIONS

- We conservatively estimate that Texas youth less than 18 years of age, who were current smokers, smoked an average of about 25,830,000 cigarettes per month, or approximately 64 cigarettes per person per month. This is approximately 15,500,000 packs of cigarettes consumed in 1998 by those who could not legally possess any tobacco products in Texas. Frequent smokers consumed an average of 190 cigarettes per month. A higher percentage of white students (40%) were frequent smokers compared to African American (12%) and Hispanic (21%) students.
- Marlboro was the most popular brand of cigarettes among the Texas youth followed by Newport and Camel brands.
- Based on these findings, we conservatively estimate that more than 15 million packs of cigarettes were illegally consumed by Texas youth in 1998 at a cost of approximately \$39,094,682. This includes more than \$27 million in illegal consumption of Marlboro cigarettes, more than \$3.7 million of Newport, and more than \$3.5 million of Camel.
- Efforts are underway to improve awareness and enforcement of the Texas Tobacco Law, formerly Senate Bill 55, which aims to reduce children's access to tobacco products.

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For more information regarding the 1998 Texas Youth Tobacco Survey, contact the Bureau of Disease and Injury Prevention, Texas Department of Health, 1100 West 49th Street, Austin, Texas 78756

Phone: (512) 458-7200

An electronic version of this report can be obtained at the TDH Office of Tobacco Prevention and Control web site:

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