Media and Social Influences on Cigarette Smoking among Youth

Robert Cameron McMillen, PhD
Percent of Seniors Who Were Current Smokers

<table>
<thead>
<tr>
<th>Class</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of 1999</td>
<td>35.1</td>
</tr>
<tr>
<td>Class of 2000</td>
<td>32.6</td>
</tr>
<tr>
<td>Class of 2001</td>
<td>29.0</td>
</tr>
<tr>
<td>Class of 2003</td>
<td>26.6</td>
</tr>
<tr>
<td>Class of 2004</td>
<td>25.5</td>
</tr>
<tr>
<td>Class of 2005</td>
<td>24.6</td>
</tr>
<tr>
<td>Class of 2007</td>
<td>27.5</td>
</tr>
<tr>
<td>Class of 2008</td>
<td>28.5</td>
</tr>
</tbody>
</table>
Design and Methods

- Youth Tobacco Survey
- Two-Stage Cluster Sample Design
- Public Middle and High Schools
Response Rate

- **Public Middle Schools**: 63.2%, N=3,906
  - School Response Rate: 82.6%
  - Student Response Rate: 76.5%

- **Public High Schools**: 58.0%, N=3,598
  - School Response Rate: 80.0%
  - Student Response Rate: 72.5%
Models

- Logistic Regression Models
- Outcomes: Trajectory of Smoking
  - Susceptible
  - Experimenter
  - Established Smoker
  - Frequent Smoker
Predictors and Controls

- Exposure to Actors Smoking on TV and in the Movies
- Grade
- Race
- Gender
- Social and Contextual Influences