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Contact: Joyce Buchanan  
Phone: (313) 763-5043

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### **Cigarette smoking among American teens rises again in 1995.**

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EDITORS: Results of this survey will be released at a news conference on Dec. 15 in Washington, D.C. Among those participating in the release of results will be Secretary of Health and Human Services Donna E. Shalala and the principal investigator of the Monitoring the Future study, Lloyd D. Johnston. For further information on the study, contact Johnston at (313) 763-5043.

ANN ARBOR---Reporting on their 21st national survey of American secondary school students, scientists at the University of Michigan Survey Research Center have found that cigarette smoking rose again in 1995 among American youth. This is the fourth year in a row of increase for eighth- and 10th-graders, and the third year in a row for high school seniors.

Among both eighth- and 10th-graders, the proportion who reported smoking in the 30 days prior to the survey has increased by one-third since 1991. Some 19 percent of the eighth-graders and 28 percent of the 10th-graders now report such use. Since 1992, the smoking rate has risen by more than one-fifth among high school seniors, with one in three (34 percent) now saying they smoked in the 30 days prior to the survey. (Table 1 and Figure 1.)

These findings derive from the Monitoring the Future Study, which has been

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conducted for more than two decades at the U-M's Survey Research Center by U-M social scientists Lloyd Johnston, Jerald Bachman and Patrick O'Malley. The study is funded by the National Institute on Drug Abuse, one of the National Institutes of Health in the U.S. Department of Health and Human Services. Some 50,000 students in over 400 public and private secondary schools participate each year.

The investigators note that peer disapproval of cigarette smoking has dropped over the past several years (Table 3 and Figure 3), and that the proportion of students who see smoking as dangerous has been declining since 1993 (Table 3 and Figure 4). "When it comes to the dangers of smoking, a lot of young people just don't seem to get it," says Johnston. Among the eighth-graders, fewer than one-half think there is a "great risk" to smoking a pack-or-more a day. While this proportion climbs somewhat with age, by 12th-grade still less than two-thirds believe there is "great risk" in smoking. Johnston continues, "For reasons that may confound a great many adults, a large number of young people seem to feel reassured about the safety of smoking, particularly in the early teens, which is when a great many of them actually begin smoking."

Cigarettes are readily available to these underage youngsters. Among the eighth-graders, most of whom are 13- or 14-years-old, three-quarters (76 percent) say they can get cigarettes fairly easily if they want them. By 10th-grade over 90 percent say they can.

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This widespread availability has remained unchanged over the past four years. (Table 3 and Figure 5.)

“These increases in smoking among our children are very broad,” states Johnston, “occurring among virtually all social classes, all regions of the country, communities of all sizes, those who do and do not plan to attend college, boys as well as girls, and so on. This suggests that there are culture-wide forces leading to these substantial increases.” (Table 2 and Figure 2.)

Johnston offers several suggestions about what these forces might be. “It’s impossible to ignore the advertising and promotion of cigarettes, when these activities are as massive and pervasive as they are. The tobacco industry now spends on the order of six billion dollars per year trying to induce and reward the use of its products. Further, the nature of this advertising and promotion has become particularly attractive to children and adolescents.

“Nor can we ignore the widespread—and from my observation, rapidly growing—portrayal of smoking in the entertainment industry, particularly in the movies, but also off-screen. After all, entertainers are important role models for American youngsters. They help define what’s in and what’s out, what’s commonly accepted behavior and what’s not, what’s cool and what isn’t.

“It is my hope that public figures who serve as role models for our children will give more consideration to the likely consequences of their actions with regard to smoking, especially in entertainment programming. I hold a similar hope for writers, directors, producers, and studio executives, all of whom help to call the shots.”

According to the investigators, increased smoking rates will have severe, lifelong consequences for this generation of young people because a large proportion of those who initiate smoking in adolescence will continue to smoke for the rest of their lives. Many

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12th-graders have already tried unsuccessfully to quit.

“Many young lives will be permanently affected by the popularity of cigarette smoking during childhood and adolescence. Many will be foreshortened, and hundreds of thousands of each graduating class may die prematurely as a result of their current smoking rates. More will fall ill with the terrible diseases associated with smoking.

“The issue is simply too important to treat as business as usual. When today’s generations of adults were growing up, society did not fully comprehend the dangers of cigarette smoking. As a result, smoking flourished, and nearly half-a-million Americans now lose their lives prematurely every year. This means that nearly half-a-million families are robbed of a loved one each year, as well.

“Today, however, we know about these deadly consequences, so we lack the excuse of ignorance for failing to prevent millions of children in future generations from developing the smoking habit—and in many cases, the addiction—while they are still children. There is simply no good reason that future generations should pay such a terrible price.”

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The study, titled “Monitoring the Future,” was also widely known as the National High School Senior Survey. It has been conducted under a series of research grants from the National Institute on Drug Abuse. Surveys have been carried out each year since 1975 by the University of Michigan Institute for Social Research’s Survey Research Center. In 1995, the seniors comprised about 16,000 in 144 public and private high schools nationwide, selected to be representative of all seniors in the continental United States. They completed self-administered questionnaires given to them in their classrooms by U-M personnel in the spring of the year. Beginning in 1991, similar surveys of nationally representative samples of eighth- and 10th-graders have been conducted annually. The 1995 eighth-grade sample contained about 18,000 students in 152 schools, and the 10th-grade sample contained about 17,000 students in 139 schools. In all, approximately 50,000 students in about 435 public and private secondary schools are now surveyed annually.

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[cigds]

**TABLE 1**

**Long-Term Trends in Prevalence of Cigarettes for Eighth, Tenth, and Twelfth Graders**

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	'94-'95 change	'91-'95 change	
<b>Lifetime</b>																								
8th Grade																		44.0	45.2	45.3	46.1	46.4	+0.3	+2.4
10th Grade																		55.1	53.5	56.3	56.9	57.6	+0.7	+2.5
12th Grade	73.6	75.4	75.7	75.3	74.0	71.0	71.0	70.1	70.6	69.7	68.8	67.6	67.2	66.4	65.7	64.4	63.1	61.8	61.9	62.0	64.2	+2.2s	+1.1	
<b>Thirty-Day</b>																								
8th Grade																		14.3	15.5	16.7	18.6	19.1	+0.5	+4.8sss
10th Grade																		20.8	21.5	24.7	25.4	27.9	+2.5ss	+7.1sss
12th Grade	36.7	38.8	38.4	36.7	34.4	30.5	29.4	30.0	30.3	29.3	30.1	29.6	29.4	28.7	28.6	29.4	28.3	27.8	29.9	31.2	33.5	+2.3s	+5.2sss	
<b>Daily</b>																								
8th Grade																		7.2	7.0	8.3	8.8	9.3	+0.5	+2.1ss
10th Grade																		12.6	12.3	14.2	14.6	16.3	+1.7s	+3.7sss
12th Grade	26.9	28.8	28.8	27.5	25.4	21.3	20.3	21.1	21.2	18.7	19.5	18.7	18.7	18.1	18.9	19.1	18.5	17.2	19.0	19.4	21.6	+2.2s	+3.1ss	
<b>1/2 pack+/day</b>																								
8th Grade																		3.1	2.9	3.5	3.6	3.4	-0.2	+0.3
10th Grade																		6.5	6.0	7.0	7.6	8.3	+0.7	+1.8ss
12th Grade	17.9	19.2	19.4	18.8	16.5	14.3	13.5	14.2	13.8	12.3	12.5	11.4	11.4	10.6	11.2	11.3	10.7	10.0	10.9	11.2	12.4	+1.2	+1.7s	
<b>Approximate Ns:</b>																								
8th Grade																		17500	18600	18300	17300	17500		
10th Grade																		14800	14800	15300	15800	17000		
12th Grade	9400	15400	17100	17800	15500	15900	17500	17700	16300	15900	16000	15200	16300	16300	16700	15200	15000	15800	16300	15400	15400			

NOTE: Level of significance of difference between the two years indicated: s = .05, ss = .01, sss = .001.  
 SOURCE: The Monitoring the Future Study, The University of Michigan.

**TABLE 2**  
**Cigarettes: Trends in Thirty-Day Prevalence**  
**by Subgroups for Eighth, Tenth, and Twelfth Graders**

	Percent Who Smoked in Last 30 Days																					
	8th Grade							10th Grade							12th Grade							
	1991	1992	1993	1994	1995	'94-'95 change	'91-'95 change	1991	1992	1993	1994	1995	'94-'95 change	'91-'95 change	1991	1992	1993	1994	1995	'94-'95 change	'91-'95 change	
<i>Approximate N = 17500 18600 18300 17300 17500</i>					<i>14800 14800 15300 15800 17000</i>					<i>15000 15800 16300 15400 15400</i>												
Total	14.3	15.5	16.7	18.6	19.1	+0.5	+4.8sss	20.8	21.5	24.7	25.4	27.9	+2.5ss	+7.1sss	28.3	27.8	29.9	31.2	33.5	+2.3s	+5.2sss	
Sex:																						
Male	15.5	14.9	17.2	19.3	18.8	-0.5	+3.3sss	20.8	20.6	24.6	26.6	27.7	+1.1	+6.9sss	29.0	29.2	30.7	32.9	34.5	+1.6	+5.5sss	
Female	13.1	15.9	16.3	17.9	19.0	+1.1	+5.9sss	20.7	22.2	24.5	23.9	27.9	+4.0ss	+7.2sss	27.5	26.1	28.7	29.2	32.0	+2.8s	+4.5ss	
College Plans:																						
None or under 4 yrs.	29.2	31.9	34.1	36.6	36.5	-0.1	+7.3ss	36.5	35.0	41.9	42.2	46.3	+4.1s	+9.8sss	38.1	38.6	37.3	40.9	43.5	+2.6	+5.4ss	
Complete 4 yrs.	11.8	13.1	14.3	16.1	16.8	+0.7	+5.0sss	17.3	18.6	21.0	21.7	24.7	+3.0ss	+7.4sss	24.2	23.8	27.3	28.0	29.9	+1.9	+5.7sss	
Region:																						
Northeast	13.7	14.4	15.0	17.8	18.6	+0.8	+4.9s	22.4	21.9	27.1	24.5	27.8	+3.3	+5.4s	30.5	29.6	34.2	33.2	34.4	+1.2	+3.9	
North Central	15.5	16.5	16.3	18.5	20.9	+2.4	+5.4ss	22.9	24.3	26.0	28.8	30.1	+1.3	+7.2ss	34.6	31.7	33.2	36.2	37.8	+1.6	+3.2	
South	15.7	17.0	18.2	19.5	19.4	-0.1	+3.7s	21.2	19.8	24.0	25.7	30.8	+5.1ss	+9.6sss	25.4	26.4	29.0	30.7	33.5	+2.8	+8.1sss	
West	10.0	12.2	16.4	18.0	16.5	-1.5	+6.5sss	16.7	20.2	21.2	20.1	19.6	-0.5	+2.9	23.2	22.8	22.9	24.0	26.5	+2.5	+3.3	
Population Density:																						
Large MSA	12.8	15.0	14.1	15.5	16.5	+1.0	+3.7s	19.7	21.6	22.5	22.3	23.3	+1.0	+3.6	26.2	25.6	29.5	29.0	33.9	+4.9ss	+7.7sss	
Other MSA	14.9	15.3	17.8	20.7	19.4	-1.3	+4.5ss	20.3	20.3	23.8	26.3	28.9	+2.6	+8.6sss	29.3	26.9	29.8	31.1	31.7	+0.6	+2.4	
Non-MSA	14.8	16.4	17.9	17.8	21.5	+3.7s	+6.7ss	22.7	23.7	28.2	26.7	31.3	+4.6s	+8.6sss	28.6	31.5	30.3	33.8	36.2	+2.4	+7.6ss	
Parental Education: <sup>a</sup>																						
1.0-2.0 (Low)	26.2	24.1	23.3	26.1	25.3	-0.8	-0.9	23.5	28.4	29.5	26.4	30.9	+4.5	+7.4ss	31.3	27.1	26.5	26.2	31.2	+5.0	-0.1	
2.5-3.0	16.4	16.9	19.8	20.6	22.7	+2.1	+6.3sss	24.1	23.3	28.0	29.1	33.2	+4.1ss	+9.1sss	28.7	30.3	30.4	32.8	35.0	+2.2	+6.3sss	
3.5-4.0	13.9	14.9	17.4	20.1	20.8	+0.7	+6.9sss	20.4	20.6	24.8	26.0	27.8	+1.8	+7.4sss	28.4	27.8	29.9	31.4	33.2	+1.8	+4.8ss	
4.5-5.0	10.1	13.3	12.5	14.9	14.9	0.0	+4.8sss	18.5	19.5	20.1	22.6	25.9	+3.3s	+7.4sss	26.9	25.8	30.1	32.0	32.6	+0.6	+5.7sss	
5.5-6.0 (High)	11.3	11.5	13.3	15.1	14.5	-0.6	+3.2s	18.5	18.9	21.4	20.7	21.8	+1.1	+3.3	27.1	25.5	30.5	30.4	34.0	+3.6	+6.9ss	

NOTE: Level of significance of difference between the two indicated years: s = .05, ss = .01, sss = .001.  
 SOURCE: The Monitoring the Future Study, The University of Michigan.

<sup>a</sup>Parental education is an average score of mother's education and father's education.

**TABLE 3**

**Trends in Availability and Attitudes About Smoking One or More Packs of Cigarettes per Day, for Eighth, Tenth, and Twelfth Graders**

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	'94-'95 change	'91-'95 change
<b>Perceived Risk<sup>a</sup></b>																							
8th Grade																	51.6	50.8	52.7	50.8	49.8	-1.0	-1.8
10th Grade																	60.3	59.3	60.7	59.0	57.0	-2.0s	-3.3ss
12th Grade	51.3	56.4	58.4	59.0	63.0	63.7	63.3	60.5	61.2	63.8	66.5	66.0	68.6	68.0	67.2	68.2	69.4	69.2	69.5	67.6	65.6	-2.0	-3.8s
<b>Disapproval<sup>b</sup></b>																							
8th Grade																	82.8	82.3	80.6	78.4	78.6	+0.2	-4.2sss
10th Grade																	79.4	77.8	76.5	73.9	73.2	-0.7	-6.2sss
12th Grade	67.5	65.9	66.4	67.0	70.3	70.8	69.9	69.4	70.8	73.0	72.3	75.4	74.3	73.1	72.4	72.8	71.4	73.5	70.6	69.8	68.2	-1.6	-3.2
<b>Availability<sup>c</sup></b>																							
8th Grade																		77.8	75.5	76.1	76.4	+0.3	—
10th Grade																		89.1	89.4	90.3	90.7	+0.4	—
12th Grade																							
<b>Approximate Ns:</b>																							
8th Grade																		17500	18600	18300	17300	17500	
10th Grade																		14800	14800	15300	15800	17000	
12th Grade	2800	2900	3100	3800	3300	3200	3600	3600	3300	3300	3300	3000	3300	3300	2800	2600	2500	2700	2800	2600	2600		

NOTE: Level of significance of difference between the two years indicated: s = .05, ss = .01, sss = .001.

SOURCE: The Monitoring the Future Study, The University of Michigan.

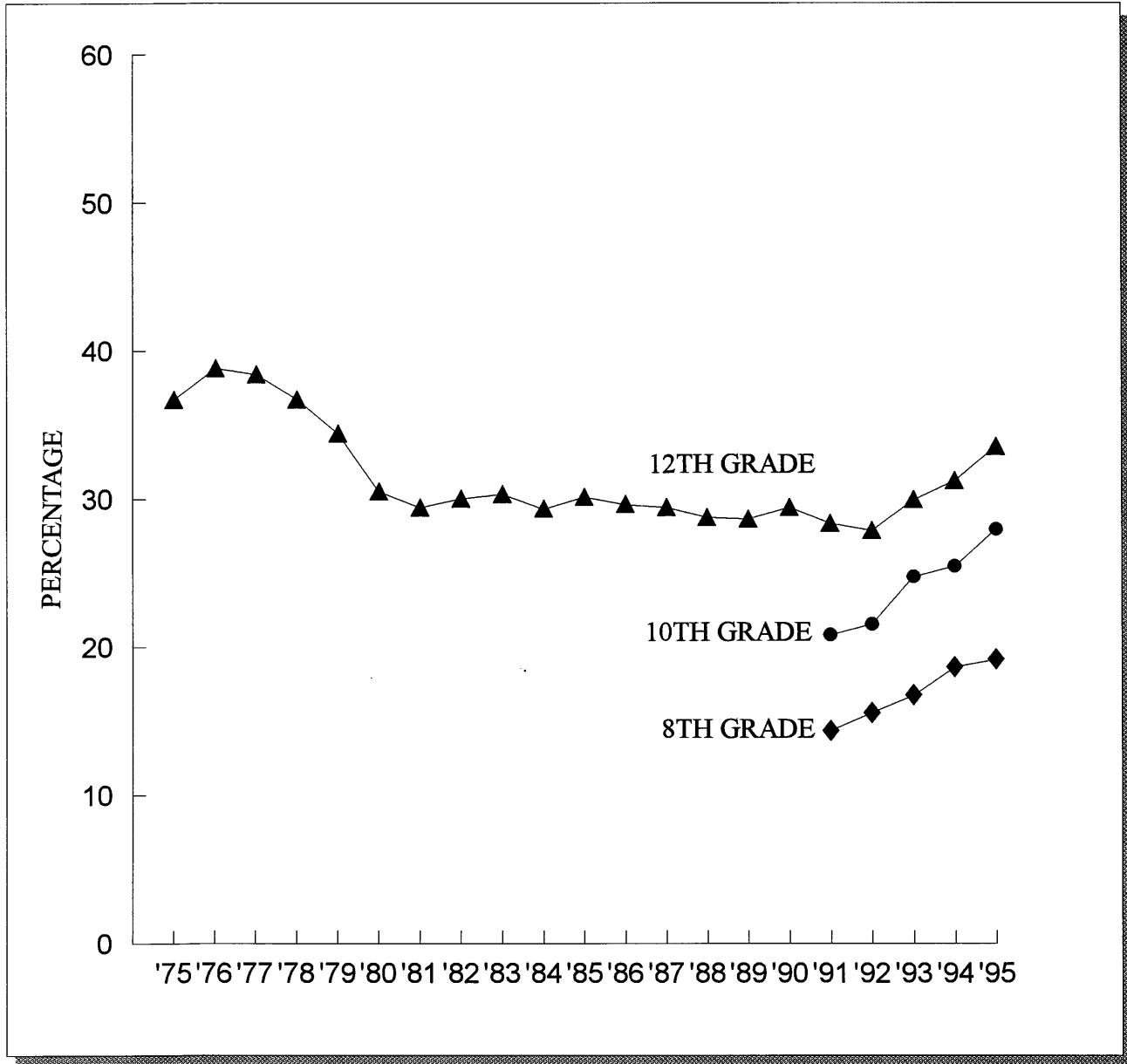
<sup>a</sup>The question text was: How much do you think people risk harming themselves (physically or in other ways), if they smoke one or more packs of cigarettes per day? Answer alternatives were: (1) No risk, (2) Slight risk, (3) Moderate risk, (4) Great risk, and (5) Can't say, drug unfamiliar. The percent saying "great risk" is shown.

<sup>b</sup>The question text was: Do you disapprove of people smoking one or more packs of cigarettes per day? For 12th graders the question asked about people who are "18 or older." Answer alternatives were: (1) Don't disapprove, (2) Disapprove, and (3) Strongly disapprove. For 8th and 10th graders: there was another category - "Can't say, drug unfamiliar" - which was included in the calculation of these percentages. The percent saying they "disapprove" or "strongly disapprove" is shown.

<sup>c</sup>The question text was: How difficult do you think it would be for you to get cigarettes, if you wanted some? Answer alternatives were: (1) Probably impossible, (2) Very difficult, (3) Fairly difficult, (4) Fairly easy, (5) Very easy, (8) Can't say, drug unfamiliar (included in the calculation of these percentages). The percent saying cigarettes are "fairly easy" or "very easy" to get is shown. In 1992 only, availability data based on one of two forms; N is one-half of N indicated. The question was not asked of the 12th graders.

**FIGURE 1**

**Trends in Thirty-Day Prevalence of Cigarette Smoking  
for Eighth, Tenth, and Twelfth Graders**

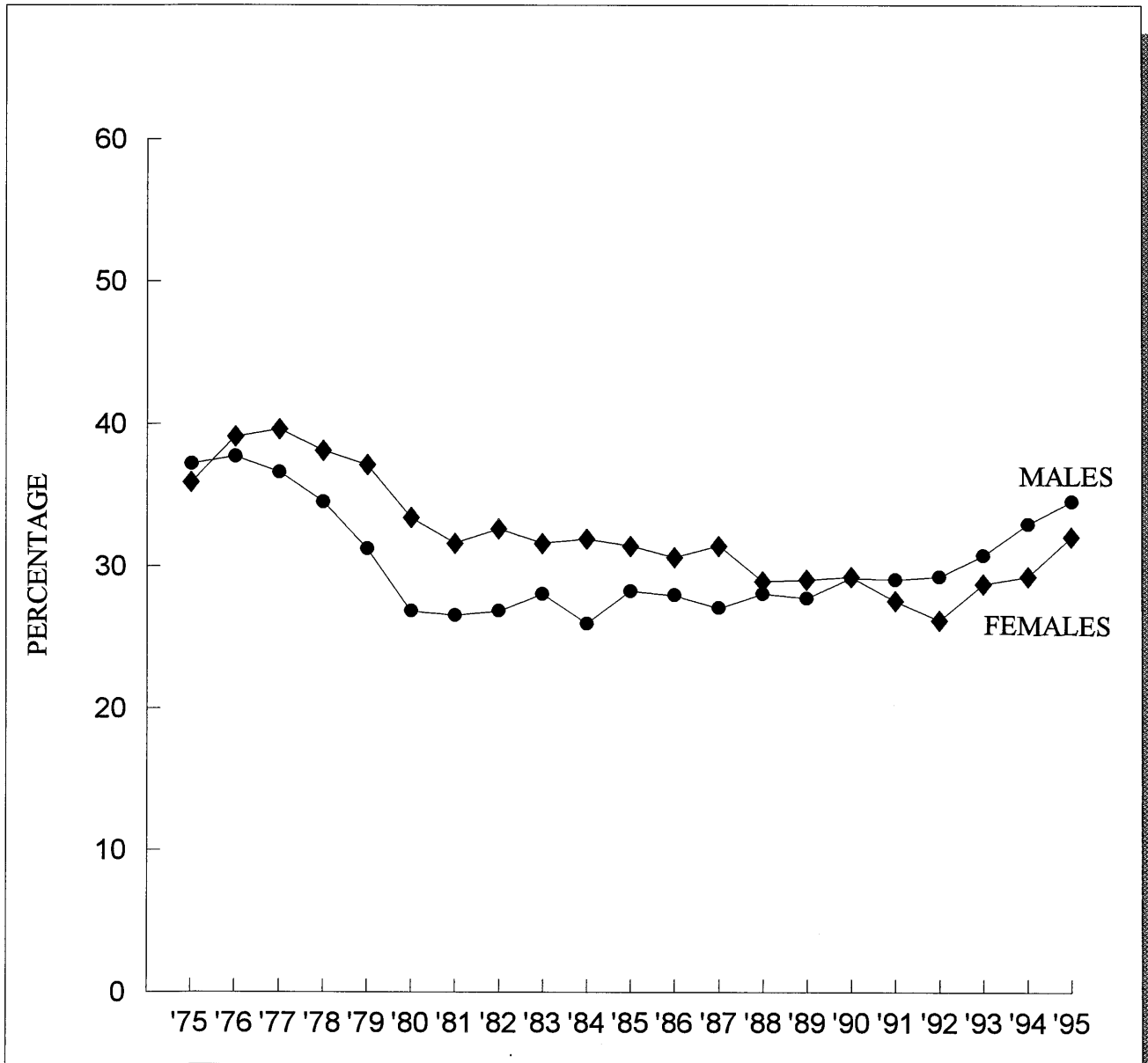


Source: The Monitoring the Future Study, The University of Michigan. See Table 1 for exact numbers.



**FIGURE 2**

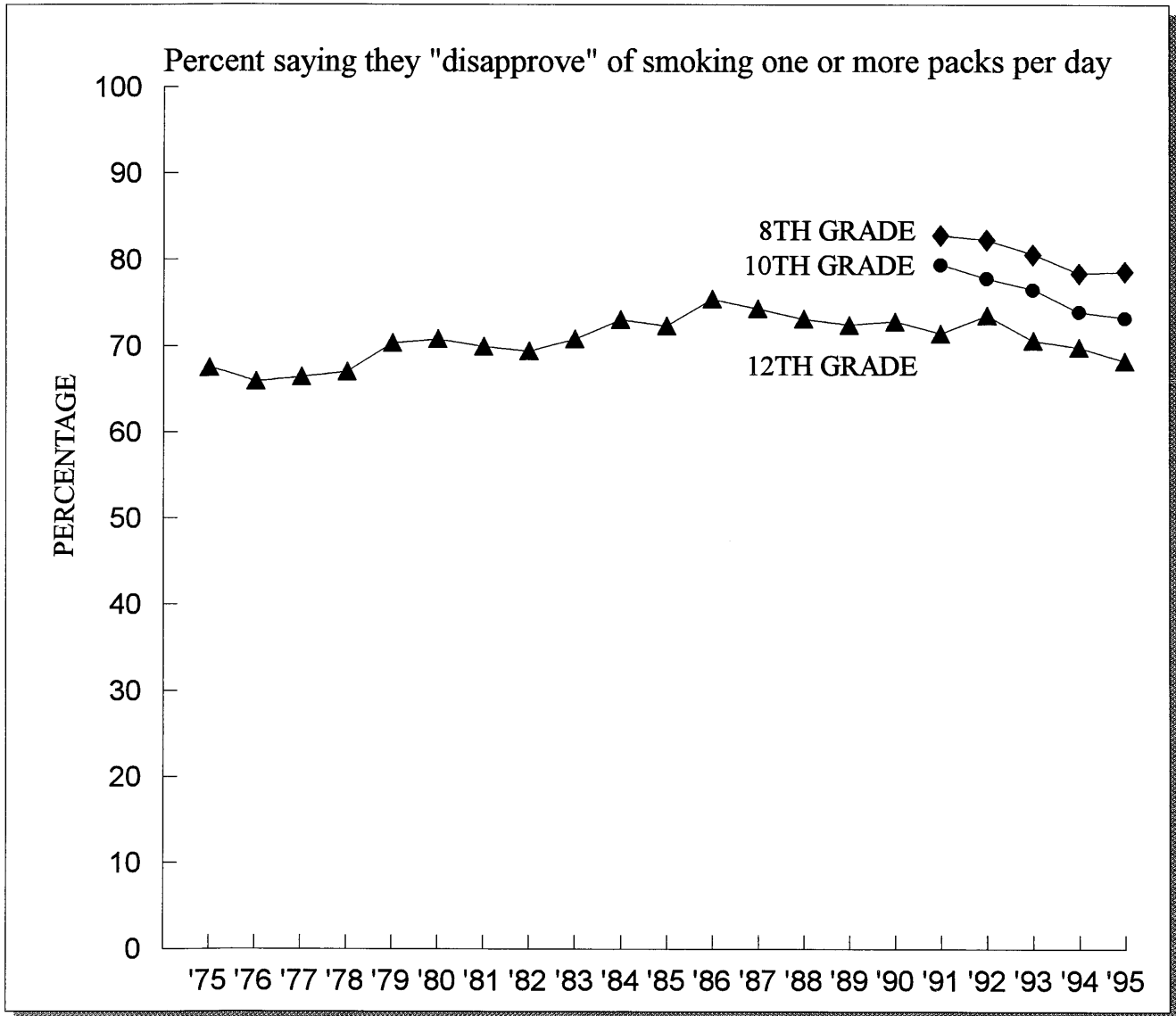
**Trends in Thirty-Day Prevalence of Cigarette Use, by Gender  
Twelfth Graders**



Source: The Monitoring the Future Study, The University of Michigan. See Table 2 for exact numbers for selected years.

**FIGURE 3**

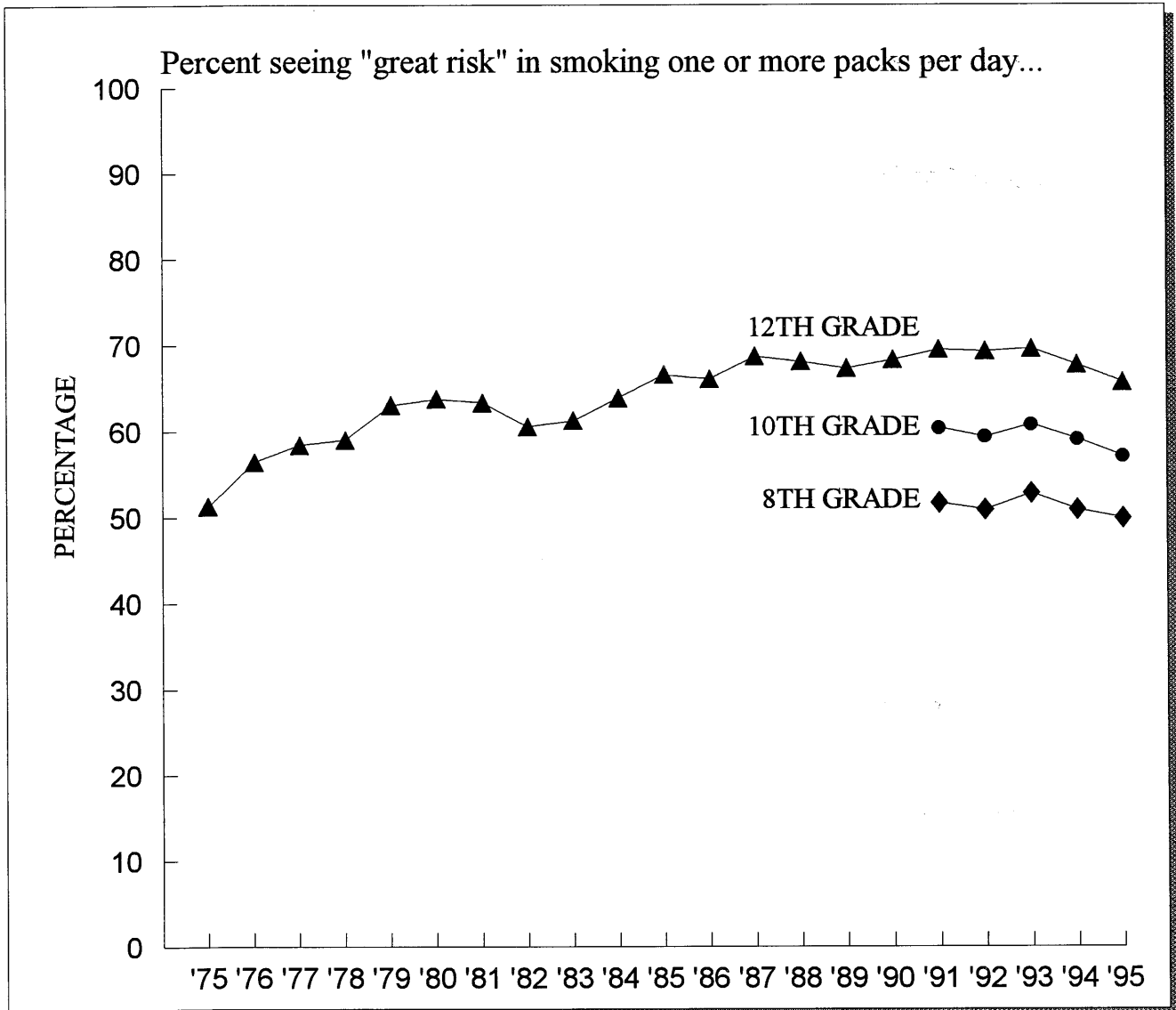
**Trends in Disapproval of Smoking  
for Eighth, Tenth, and Twelfth Graders**



Source: The Monitoring the Future Study, The University of Michigan. See Table 3 for exact numbers.

**FIGURE 4**

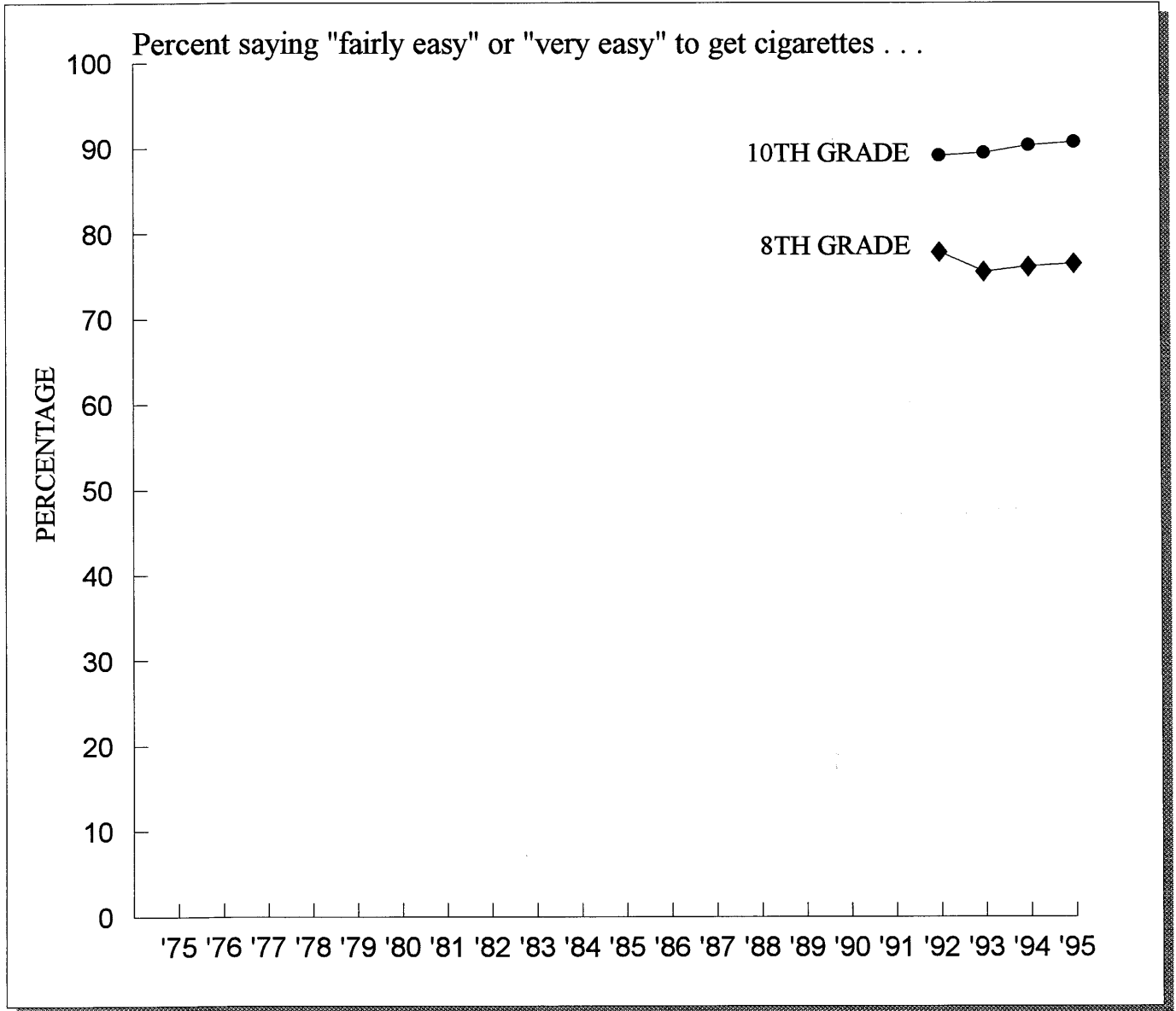
**Trends in Perceived Harmfulness of Smoking  
for Eighth, Tenth, and Twelfth Graders**



Source: The Monitoring the Future Study, The University of Michigan. See Table 3 for exact numbers.

**FIGURE 5**

**Trends in Perceived Availability of Cigarettes  
for Eighth and Tenth Graders**



Source: The Monitoring the Future Study, The University of Michigan. See Table 3 for exact numbers.