2016-17 Tobacco Use and Attitudes Survey

Montana Tech Students
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Introduction

Background • Methodology • Definitions
Background

Since 2005, NASPA (formerly The BACCHUS Network™) has led the Montana Collegiate Tobacco Prevention Initiative (MCTPI), which is designed to reduce tobacco use among college students in the state of Montana. The initiative is funded, in part, through the Montana Tobacco Use Prevention Program (MTUPP) of the Montana Department of Public Health and Human Services. The MCTPI’s activities include sponsoring the longitudinal Tobacco Use and Attitudes Survey (TUAS) to evaluate the effectiveness of current campus tobacco control programs, and provide information to participating campuses regarding student/staff tobacco use, attitudes, social norms, quit rates, and use of campus cessation resources and services. Corona Insights, a market research, evaluation, and strategic consulting firm, was retained to conduct the 2016-17 TUAS in collaboration with NASPA.
Methodology

An online survey was conducted with a sample of students and/or staff on each participating campus between October and November of 2016. To be eligible to participate in the survey, respondents were required to be enrolled/employed at one of the participating campuses, to be at least 18 years of age, and to be present on campus at least once per week.

**Participating campuses**
- Montana Tech
- University of Montana Western

**Response summary**
- Montana Tech | Students
- November 3-16, 2016
- 819 Respondents
- 34.0% Response rate (AAPOR RR3)
Definitions

**Current smoker:** Has smoked at least 100 cigarettes (5 packs) in lifetime, and currently smokes at least occasionally.

**Current smokeless user:** Has used at least 5 cans/pouches/packs of smokeless tobacco product in lifetime, and currently uses smokeless products at least occasionally.

**Current e-cigarette user:** Currently uses an e-cigarette at least occasionally.

**Former user:** Has used at least 100 tobacco “servings” in lifetime, does not currently use any tobacco/nicotine products.
Survey Results

Overview • Tobacco Use • Attitudes of Tobacco Users • Campus-Wide Attitudes
## TUAS Results Overview

<table>
<thead>
<tr>
<th>Montana Tech</th>
<th>Spring 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Regular Users</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco/Nicotine Users (smoker/smokeless/e-cig)</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Smokers</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Smokeless Users</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>E-cigarette Users</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Campus Environment &amp; Attitudes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support for campus tobacco-free policy</td>
<td>78%</td>
<td>79%</td>
</tr>
<tr>
<td>Always or frequently see tobacco use on campus</td>
<td>39%</td>
<td>38%</td>
</tr>
<tr>
<td>Exposed to secondhand smoke on campus last week</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Saw tobacco prevention advertising on campus</td>
<td>79%</td>
<td>76%</td>
</tr>
<tr>
<td>Tobacco/Nicotine users currently trying to quit</td>
<td>43%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Tobacco Use on Campus
Experience with Tobacco and Nicotine Products

- Used any product: 69%
- Cigar: 5%
- Cigarette: 12%
- Hookah: 1%
- Smokeless tobacco: 15%
- E-cigarette: 5%
- Nicotine replacement: 1%
- Pipe: 1%

Used Ever  Used this week
## Prevalence of Smoking and Smokeless Tobacco Use on Campus by Demographic Segment (part 1)

<table>
<thead>
<tr>
<th>Demographic Segment</th>
<th>n</th>
<th>Use Any</th>
<th>Current Users (Check all)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Smokers</td>
</tr>
<tr>
<td><strong>All Respondents</strong></td>
<td>819</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Age Category</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 to 22</td>
<td>468</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>23 and older</td>
<td>351</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>453</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Female</td>
<td>298</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Do not identify as female, male, or</td>
<td>10</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>transgender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sexual Orientation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heterosexual or straight</td>
<td>719</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>Gay, lesbian, or bisexual</td>
<td>34</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Hispanic White/Caucasian</td>
<td>661</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Other races/ethnicities combined</td>
<td>98</td>
<td>24%</td>
<td>16%</td>
</tr>
</tbody>
</table>
### Prevalence of Smoking and Smokeless Tobacco Use on Campus by Demographic Segment (part 2)

<table>
<thead>
<tr>
<th></th>
<th>n</th>
<th>Use Any</th>
<th>Current Users (Check all)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Smokers</td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td>819</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td><strong>Year in School</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st year undergraduate</td>
<td>138</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>2nd year undergraduate</td>
<td>158</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>3rd year undergraduate</td>
<td>170</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>4th or 5th year undergraduate</td>
<td>225</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Grad Student or Other</td>
<td>78</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Place of Residence</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent's or guardian's home</td>
<td>94</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Residence hall or on-campus housing</td>
<td>86</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>Off-campus rented apartment / house / room</td>
<td>489</td>
<td>27%</td>
<td>11%</td>
</tr>
<tr>
<td>Personally-owned home</td>
<td>97</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Military Service</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never served in the military</td>
<td>713</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>Served on active duty in the U.S. Armed Forces, Reserves, or National Guard</td>
<td>51</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Residency</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-state student (from MT)</td>
<td>599</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Out-of-state student</td>
<td>122</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>International or exchange student</td>
<td>46</td>
<td>41%</td>
<td>22%</td>
</tr>
</tbody>
</table>
# Social Norms:
Estimates of Tobacco Use vs. Actual Use

<table>
<thead>
<tr>
<th>Use In the Past 30 Days</th>
<th>Actual Use Rate</th>
<th>Median Estimated Use Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Smokeless tobacco use</td>
<td>18%</td>
<td>30%</td>
</tr>
<tr>
<td>E-cigarette use</td>
<td>8%</td>
<td>not asked</td>
</tr>
<tr>
<td>Nicotine replacement use</td>
<td>3%</td>
<td>not asked</td>
</tr>
<tr>
<td>Cigar use</td>
<td>12%</td>
<td>not asked</td>
</tr>
<tr>
<td>Hookah use</td>
<td>3%</td>
<td>not asked</td>
</tr>
</tbody>
</table>

*Note.* All respondents were asked whether they had used each tobacco/nicotine product in the past 30 days, and what percentage of students at their campus they believed had used each tobacco/nicotine product in the past 30 days. Beliefs significantly overestimate the actual prevalence.
Attitudes and Behaviors of Tobacco Users
Reasons for Tobacco and Nicotine Use

### Primary Reason for Tobacco Use

- To relax, reduce stress, or calm down: 34%
- No particular reason, do it without thinking: 18%
- To focus or concentrate: 9%
- To satisfy an urge or craving: 7%
- I only when I'm drinking: 6%
- To socialize with other tobacco/nicotine users: 4%
- To take a break from work: 3%
- To avoid unpleasant effects of not: 0%
- Other: 7%

### Primary Reason for Trying E-Cigs

- For fun / curiosity: 56%
- To help quit using other tobacco: 16%
- As a healthier alternative to tobacco cigarettes: 6%
- To be able to smoke without the smell: 4%
- To be able to smoke indoors: 2%
- To still be able to smoke on campus despite the tobacco-free policies: 1%
- Other: 11%

*Note. “Other” responses included for fun, enjoyment, or a combination of reasons.*
Measures of Addiction

> 45% of cigarette smokers consider themselves a smoker
> 44% of current users consider themselves addicted to nicotine
> 43% of current users have some degree of nicotine dependence
> 1% of current users have a high degree of nicotine dependence
> 11% of current users began using before age 14
> 52% of current users began using before age 18

Notes. Nicotine dependence level is based on questions from the Fagerström Test for Nicotine Dependence asking how soon after waking you first use tobacco/nicotine, and how many times you use tobacco/nicotine per day.

Current users include smokers, smokeless users, and e-cigarette users.
 quit while on this campus

- 67% of current users plan to quit ever

- 57% of current users have made at least one quit attempt in the past

- 33% of those who plan to quit are "completely confident" in their ability to quit for good

- 55% of current users have made a quit attempt while on this campus

- 48% of current users are currently trying to quit or reduce their usage

- 63% of current users have seen messages for the QuitLine/1-800 QuitNow on campus
Use of Quit Resources

Percentage who used each resource in quit attempts made on this campus
Current users' likelihood of using in quit attempt (1=not likely; 7=very likely)
Beliefs About Effectiveness of Quit Resources

- Text messaging or smartphone app...
- Pamphlet or other printed information
- Online support community
- Support group
- Quitline/1-800-QuitNow information
- Smoking or smokeless quit kits
- E-cigarette or personal vaporizer
- Community-based health provider
- Search the web for information/tips on...
- Non-nicotine medication
- Health insurance quit program
- Quitting without using any information...
- Herbal chew
- Nicotine replacement
- Quitting all at once without reducing...
- Tapering off of nicotine by gradually...

Perceived Effectiveness

Not effective at all
Extremely effective

Non-user, 4.3
Former user, 4.4
Current tobacco/nicotine user, 4.4
Interest in Various Types of Quit Support

Importance of Features in Quit Support Tool

- Getting specific techniques to overcome cravings: 2.5
- Continuing to get nicotine without tobacco: 2.3
- Getting information on how to prepare for a quit attempt: 2.2
- Getting automated support through texts or an app on your phone: 1.7
- Being able to meet in person with a quit coach: 1.7
- Being able to call and talk to a real person: 1.7
- Being able to chat online with others who are quitting: 1.6

(1) Definitely do not want .......................... (7) Definitely want
Campus-Wide Experiences and Awareness
Exposure to Secondhand Smoke

Where Exposed

- On campus: 26%
- Where I live: 12%
- At work: 11%
- Off campus public area: 41%
- Don't know: 1%
- Not exposed in past 7 days: 37%

How Many Days a Week Exposed

- 0 days: 37%
- 1 to 3 days: 40%
- 4 to 6 days: 11%
- 7 days: 7%
Awareness of Advertising for Tobacco and Tobacco Prevention

- Have seen or heard tobacco prevention education advertising on campus: 76%
- Have seen or heard tobacco prevention education advertising off-campus in the community: 61%
- Have seen messages for the Montana QuitLine/1-800-QuitNow on campus: 60%
- Have seen or heard e-cigarette advertising on campus: 16%
- Have seen or heard e-cigarette prevention education advertising on campus: 33%
Campus Tobacco-Free Policy
Support and Compliance

Support for Campus Tobacco-Free Policy

- Overall: 79%
- Non-Users: 86%
- Current Users: 56%

Compliance with Policy

- I almost always see people using tobacco on campus: 13%
- I frequently see people using tobacco on campus: 25%
- I sometimes see people using tobacco on campus: 45%
- I never see anyone using tobacco on campus: 11%
Impact of Policy on Tobacco Use & Cessation

> 15% of current users said the campus tobacco policy decreased their overall usage of tobacco

> 12% of current users said the campus tobacco policy motivated them to try to quit

> 9% of current users said the campus tobacco policy influenced their use of products (using more smokeless or e-cigarettes now)

> 16% of those making quit attempts on campus said the campus policy played a role in their decision to try to quit

> 7% of those making quit attempts on campus said the campus policy motivated them to try to quit before its implementation

> 10% of those making quit attempts on campus said the campus policy motivated them to try to quit after its implementation

> 20% of former smokers said the campus policy motivates them to continue to not use tobacco
About Corona Insights

Our founder named the company Corona because the word means “light.” It’s the knowledge that surrounds and illuminates an issue; exactly what we provide. Our firm’s mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

Learn more at www.CoronaInsights.com