

Oregon Healthy Teens 2003

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E17. If at least one of your parents knew that you had used tobacco, how likely is it that they would discipline you in some way?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Not at all likely	8.7	7.4	10.2	6.0
Slightly likely	10.6	9.4	12.0	6.4
Somewhat likely	10.7	11.9	9.5	4.4
Quite likely	18.0	16.6	19.2	38.9
Very likely	51.9	54.8	49.1	44.4

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E17. If at least one of your parents knew that you had used tobacco, how likely is it that they would discipline you in some way?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	323	120	194	9
Not at all likely	357	150	203	4
Slightly likely	381	192	186	3
Somewhat likely	458	244	212	2
Quite likely	714	331	374	9
Very likely	2,119	1,126	980	13

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E18. If at least one of your parents knew that you had used alcohol, how likely is it that they would discipline you in some way?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Not at all likely	11.2	10.2	12.2	11.4
Slightly likely	12.5	12.3	12.7	14.2
Somewhat likely	14.6	14.8	14.4	11.6
Quite likely	17.8	16.0	19.6	17.3
Very likely	43.9	46.7	41.1	45.4

Weighted percentages exclude missing and/or refused answers.

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E18. If at least one of your parents knew that you had used alcohol, how likely is it that they would discipline you in some way?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	320	118	194	8
Not at all likely	469	211	253	5
Slightly likely	489	240	242	7
Somewhat likely	571	286	284	1
Quite likely	700	329	367	4
Very likely	1,803	979	809	15

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E19. If at least one of your parents knew that you had used illegal drugs, how likely is it that they would discipline you in some way?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Not at all likely	5.2	4.1	6.4	1.1
Slightly likely	4.8	4.1	5.4	11.2
Somewhat likely	6.4	5.8	7.3	
Quite likely	11.0	10.0	12.1	18.1
Very likely	72.5	76.1	68.8	69.6

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E19. If at least one of your parents knew that you had used illegal drugs, how likely is it that they would discipline you in some way?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	321	118	194	9
Not at all likely	205	83	121	1
Slightly likely	186	90	92	4
Somewhat likely	274	123	151	
Quite likely	420	195	221	4
Very likely	2,946	1,554	1,370	22

Unweighted counts.

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E22. Does your school or community have any special groups or classes for students who want to quit using tobacco?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Yes	14.4	14.3	14.6	4.4
No	15.7	15.2	16.0	24.1
I dont know/Not sure	70.0	70.6	69.4	71.5

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E22. Does your school or community have any special groups or classes for students who want to quit using tobacco?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	367	138	220	9
Yes	614	302	309	3
No	588	300	280	8
I dont know/Not sure	2,783	1,423	1,340	20

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E27.a. Have you seen an advertisement for cigarettes in the past month?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Yes	80.5	81.9	79.0	83.4
No	19.5	18.1	21.0	16.6

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E27.a. Have you seen an advertisement for cigarettes in the past month?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	415	161	244	10
Yes	3,157	1,635	1,495	27
No	780	367	410	3

Unweighted counts.

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Oregon Healthy Teens 2003, Data Summary, 11th Grade E27.b.1. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking is enjoyable?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	48.7	44.9	52.3	60.3
Yes	51.3	55.1	47.7	39.7

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade E27.b.1. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking is enjoyable?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,043	928	1,094	21
Yes	2,309	1,235	1,055	19

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade E27.b.2. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps people relax?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	58.3	54.8	61.7	61.4
Yes	41.7	45.2	38.3	38.6

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade E27.b.2. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps people relax?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,548	1,171	1,353	24
Yes	1,804	992	796	16

Unweighted counts.

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Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.3. If you saw an advertisement for cigarettes, do you think
the ad was trying to tell you that smoking helps people feel
comfortable in social situations?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	65.2	62.9	67.2	76.6
Yes	34.8	37.1	32.8	23.4

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.3. If you saw an advertisement for cigarettes, do you think
the ad was trying to tell you that smoking helps people feel
comfortable in social situations?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,797	1,320	1,449	28
Yes	1,555	843	700	12

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.4. If you saw an advertisement for cigarettes, do
you think the ad was trying to tell you that smoking is a
pleasurable pass time?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	66.9	65.0	68.6	72.7
Yes	33.1	35.0	31.4	27.3

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.4. If you saw an advertisement for cigarettes, do
you think the ad was trying to tell you that smoking is a
pleasurable pass time?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,840	1,348	1,466	26
Yes	1,512	815	683	14

Unweighted counts.

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Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.5. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps people stay thin?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	81.0	78.3	83.8	78.0
Yes	19.0	21.7	16.2	22.0

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.5. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps people stay thin?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	3,458	1,642	1,788	28
Yes	894	521	361	12

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.6. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps reduce stress?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	62.7	59.4	65.8	65.4
Yes	37.3	40.6	34.2	34.6

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.6. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps reduce stress?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,757	1,277	1,454	26
Yes	1,595	886	695	14

Unweighted counts.

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Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.7. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps people when they are bored?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	81.8	82.5	81.2	76.0
Yes	18.2	17.5	18.8	24.0

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.7. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that smoking helps people when they are bored?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	3,528	1,741	1,759	28
Yes	824	422	390	12

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.8. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that popular people smoke?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	64.0	61.1	67.0	61.2
Yes	36.0	38.9	33.0	38.8

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.8. If you saw an advertisement for cigarettes, do you think the ad was trying to tell you that popular people smoke?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,707	1,276	1,407	24
Yes	1,645	887	742	16

Unweighted counts.

Oregon Healthy Teens 2003

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.9. If you saw an advertisement for cigarettes, do you think
the ad was trying to tell you that successful people smoke?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
No	68.6	66.1	71.0	74.4
Yes	31.4	33.9	29.0	25.6

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E27.b.9. If you saw an advertisement for cigarettes, do you think
the ad was trying to tell you that successful people smoke?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
No	2,903	1,393	1,483	27
Yes	1,449	770	666	13

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade
E28. If you have a favorite, what is the brand of your favorite cigarette
advertisement?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Marlboro	9.8	8.4	11.4	2.5
Camel	9.6	8.2	11.2	3.0
Kool	1.0	.5	1.3	13.4
Virginia Slim	1.3	1.4	1.1	2.2
Winston	.3	.2	.4	
Other	1.4	1.2	1.3	14.1
I don't have a favorite cigarette advertisement	76.7	80.0	73.3	64.7

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E28. If you have a favorite, what is the brand of your favorite cigarette advertisement?

	Total	Female	Male	Gender Unknown
Total	4,446	2,201	2,201	44
Missing: skipped Q	559	217	328	14
Marlboro	335	147	187	1
Camel	362	158	202	2
Kool	38	12	25	1
Virginia Slim	45	24	20	1
Winston	15	5	10	
Other	39	17	20	2
I don't have a favorite cigarette advertisement	3,053	1,621	1,409	23

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E29. If you wanted to buy a pack of cigarettes tomorrow, what brand do you think you would buy?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Marlboro	42.6	43.5	41.6	32.9
Camel	24.0	21.0	27.5	4.9
Kool	3.3	3.3	3.2	
Virginia Slim	8.1	13.6	2.0	13.0
Winston	2.4	1.2	3.7	4.8
Other	19.7	17.3	21.9	44.4

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade

E29. If you wanted to buy a pack of cigarettes tomorrow, what brand do you think you would buy?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	1,058	497	546	15
Marlboro	1,326	647	670	9
Camel	789	369	418	2
Kool	111	51	60	
Virginia Slim	273	236	33	4
Winston	88	30	57	1
Other	707	333	365	9

Unweighted counts.

Oregon Healthy Teens 2003

Oregon Healthy Teens 2003, Data Summary, 11th Grade E30.a Have you ever bought or received for free any product which promotes a tobacco brand or was distributed by a tobacco company?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Yes	20.4	16.6	24.6	13.6
No	79.6	83.4	75.4	86.4

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade E30.a Have you ever bought or received for free any product which promotes a tobacco brand or was distributed by a tobacco company?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	430	173	249	8
Yes	816	325	488	3
No	3,106	1,665	1,412	29

Unweighted counts.

Oregon Healthy Teens 2003, Data Summary, 11th Grade E30.b If you have ever bought or received for free any product which promotes a tobacco brand or was distributed by a tobacco company, do you still own it?

	Total	Female	Male	Gender Unknown
Total	100.0	100.0	100.0	100.0
Yes	24.3	18.7	28.9	20.0
No	75.7	81.3	71.1	80.0

Weighted percentages exclude missing and/or refused answers.

Oregon Healthy Teens 2003, Data Summary, 11th Grade E30.b If you have ever bought or received for free any product which promotes a tobacco brand or was distributed by a tobacco company, do you still own it?

	Total	Female	Male	Gender Unknown
Total	4,352	2,163	2,149	40
Missing: skipped Q	2,760	1,475	1,259	26
Yes	393	134	257	2
No	1,199	554	633	12

Unweighted counts.