

KidsHealth® KidsPoll – Tobacco Poll: Summary of Findings

KidsHealth® KidsPoll is collaboration among the Nemours Foundation/KidsHealth, the Department of Health Education and Recreation at Southern Illinois University Carbondale, the National Association of Health Education Centers, and participating health education centers. The purpose is to gather information (opinions, attitudes, and feelings etc.) about current health issues from children. The information is gathered using handheld data collection devices from children ages 9 to 13 as they attend classes in the health education centers. The information is shared with educators, caregivers, health care organizations, the media, and other interested parties at national and local levels. The goal is to provide insightful information that will enable them to develop programs to help children to make healthy life decisions, prevent disease and injury, and understand their bodies. This poll focused on issues related to tobacco and smoking.

Individual Demographics

Individual-level information was collected anonymously from each child who participated.

- 1,433 children
- 51% girls, 49% boys
- 9 to 13 (average age 10.5)

- 12 centers participated in this poll:
 - Alice Aycock Poe Center for Health Education – Raleigh, NC
 - CDC-Global Health Odyssey Museum – Atlanta, GA
 - Children’s Health Education Center – Milwaukee, WI
 - HealthSpace Cleveland – Cleveland, OH
 - HealthWorks! Kids Museum – South Bend, IN
 - Health World Children’s Museum – Barrington, IL
 - Kansas Learning Center for Health – Halstead, KS
 - Robert Crown Center for Health Education – Hinsdale, IL
 - Ruth Lilly Health Education Center – Indianapolis, IN
 - Saint Joseph Mercy Health Exploration Station – Canton, MI
 - Susan P. Byrnes Health Education Center – York, PA
 - Weller Health Education Center – Easton, PA

School Demographics

School-level information was not collected from each child but is based on statistics for the schools that the children were from.

- 38 schools
- The schools participating averaged: 54% White, 18% Black, 24% Hispanic, 3% Asian/Pacific, 1% Native American
 - 48% of the schools had student bodies that were 0% to 33% Black/Hispanic/ Asian/Native American combined
 - 20% of the schools had student bodies that were 33% to 67% of these groups
 - 32% of the schools had student bodies that were 67% to 100% of these groups
- 43% students in participating schools qualified for free or reduced lunch
 - 39% of the schools had 0% to 33% of their student body qualifying for free or reduced lunch
 - 42% of the schools had 33% to 67% of their student body qualifying for free or reduced lunch
 - 19% of the schools had 67% to 100% of their student body qualifying for free or reduced lunch

The U.S. Census Bureau and Dept of Education use measures of city size and location called Core Based Statistical Area (CBSA) and Consolidated Statistical Area (CSA). The categories are:

- *Large city center = center of a CBSA or CSA city with population >250,000*
 - *Midsized city center = center of a CBSA or CSA city with a population <250,000*
 - *Large city fringe = urban fringe of a large CBSA or CSA city*
 - *Midsized city fringe = urban fringe of a midsized CBSA or CSA city*
 - *Large town = not within a CBSA or CSA with a population >25,000*
 - *Small town = not within an CBSA or CSA with a population 2,500-25,000*
 - *Rural outside = not within an CBSA or CSA with a population <2,500*
- Of the participating schools: 44% large city center, 15% mid-size city center, 9% large city fringe, 10% mid-size city fringe, and 22% rural
 - Average school size--673
 - 44% of schools had enrollment of 200-500
 - 34% of the schools had enrollment of 500-800
 - 0% of the schools had enrollment of 800-1100
 - 22% of the schools had enrollment of 1100+

6	Of the following choices, what is the best way to keep kids from smoking or chewing tobacco?																
	A. Have a nurse or doctor talk to them	23%	21%	25%	32%	23%	24%	11%	23%	22%	24%	18%	21%	22%	24%	20%	24%
	B. Teach lessons at school	14%	15%	13%	18%	16%	11%	13%	16%	13%	17%	12%	9%	11%	13%	18%	16%
	C. Show messages against it on TV	12%	13%	12%	9%	13%	15%	14%	14%	10%	13%	14%	8%	12%	12%	16%	11%
	D. Let them learn from their own experiences	22%	22%	22%	14%	21%	22%	31%	18%	27%	18%	26%	32%	22%	23%	20%	21%
	E. Give them other fun things to do	29%	29%	28%	27%	27%	28%	31%	29%	28%	28%	30%	30%	33%	28%	26%	28%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
7	If your best friend tried smoking, how likely would you be to try smoking?																
	A. Very likely	6%	8%	5%	4%	5%	6%	12%	5%	10%	3%	10%	19%	15%	5%	3%	4%
	B. Sort of likely	6%	7%	5%	3%	4%	6%	8%	5%	6%	3%	10%	11%	6%	6%	5%	4%
	C. Sort of unlikely	7%	6%	7%	6%	6%	9%	8%	7%	7%	6%	7%	9%	7%	8%	7%	6%
	D. Very unlikely	81%	79%	83%	87%	85%	79%	72%	83%	77%	88%	73%	61%	72%	81%	85%	86%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
8	How often do you smoke or chew tobacco?																
	A. Never	85%	82%	89%	92%	87%	85%	76%	90%	78%	93%	78%	60%	76%	85%	91%	87%
	B. I tried it once	10%	12%	8%	6%	10%	9%	15%	6%	15%	4%	16%	22%	13%	12%	6%	9%
	C. Once in a while	1%	6%	3%	2%	3%	6%	9%	4%	7%	3%	6%	18%	11%	3%	3%	4%
	D. Every month	1%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	E. Every week	3%															
		100%															

Margin of error is not reported for this study:

Margin of error is a measure of how precise a reported proportion is within the population represented by the sample. It is a calculation based on the proportion, the confidence level, and the sample size.

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