Short communication

# A new measure of youth cigarette smoking 

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#### Abstract

American students' 30-day smoking prevalence has decreased dramatically over the past two decades. The frequency of smoking within the 30-day measure has shifted from heavy smoking ( $>1 / 2$ pack/day) toward light smoking ( $<1$ to 5 cigarettes/day). 30-day prevalence thus understates the extent of the decline in youth smoking. To capture this shift toward less frequent smoking among the decreasing proportion of students who smoke, I develop a new index: the average number of cigarettes smoked per student per day (ACSD), using data from Monitoring the Future. To calculate ACSD I assign a specific number of cigarettes to each of 7 response options to the question, "How frequently have you smoked cigarettes during the past 30 days?" Response options range from "not at all" (assigned 0 cigarettes) to "two packs or more per day" (assigned 45 cigarettes). I then multiply these estimates by the proportion of students giving each response option. Summing across the 7 categories produces the ACSD for that survey year. I then compare time trends in 30-day prevalence and ACSD. From the mid-1990s to 2016, 30-day smoking prevalence among 12th graders declined $71.3 \%$, while ACSD dropped 83.9\% ( $p<0.001$ ). The figures were $84.0 \%$ and $90.6 \%$ ( $p<0.001$ ) for 10th graders and $87.4 \%$ and $89.0 \%$ for 8 th graders ( $p<0.05$ ). Sensitivity analysis supports the finding that ACSD has decreased more than 30-day prevalence over time for both 10th and 12th grades. ACSD provides a new measure of the decline in youth smoking to complement the traditional measure of 30-day prevalence.


## 1. Introduction

In the United States, the standard definition of youth cigarette smoking is 30-day prevalence, i.e., whether a respondent has smoked at least one cigarette in the past 30 days. Virtually all discussions of youth smoking have adopted this measure in evaluating trends over time in adolescent smoking. As a public health surveillance tool, it is the youth equivalent of adult smoking prevalence. While data are now available from multiple surveys, the longest standing, Monitoring the Future (MTF), has evaluated smoking by students for over 40 years (Miech et al., 2018).

Recent research has demonstrated a limitation of the 30-day measure: over time, the intensity of smoking - within the 30-day window has declined significantly. Using data from the 1991-2009 national Youth Risk Behavior Surveys, Jones et al. (2011) reported that from 1991 to 2009, among 9th-12th grade students who smoked, the percentage of light smokers ( $<1-5$ cigarettes/day) increased from $67.2 \%$ to $79.4 \%$, while heavy smokers ( $\geq 11$ cigarettes/day) decreased from $18.0 \%$ to $7.8 \%$. With MTF data for 1975-2013, Kozlowski and Giovino (2014) found that among high school seniors who smoked, the percentage smoking daily decreased $29 \%$ from 1975 to 2013 and the percentage smoking $\geq 10$ cigarettes/day dropped $40 \%$. The authors
concluded that "Additional measures of frequency and intensity of use of cigarettes and other tobacco/nicotine products need to be more regularly reported." In 2015, also using MTF data, I reported that four measures of smoking intensity dropped over time in 8 th, 10th, and 12th grades. The decrease increased as one moved from the least intensive measure (lifetime ever-smoking) to the most ( $\geq$ one-half pack of cigarettes/day). For the two most intensive measures, daily smoking and $\geq$ one-half pack/day, the decreases exceeded $75 \%$ for all three grades (Warner, 2015).

These studies imply that, by missing youth's declining smoking intensity, the change over time in 30-day prevalence understates smoking's decrease among America's students. This paper derives a new measure intended to complement 30-day prevalence, to more closely reflect changes in youth smoking.

## 2. Methods

### 2.1. Data source

MTF is an annual survey of students' drug knowledge, attitudes, and use (Johnston et al., 2018). Nearly 44,000 8th, 10th, and 12th grade students in 360 schools participate. MTF has covered 12th graders since

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1975 and 8th and 10th graders since 1991. I use data on all years through 2016, available in the spreadsheet in the supplementary materials. (MTF has published 2017 data on 30-day and daily smoking (Miech et al., 2017) but not yet for the more detailed 30-day categories described immediately below.)

The present study uses the following question: "How frequently have you smoked cigarettes during the past 30 days?" Response options are "not at all," "less than one cigarette per day," "one to five cigarettes per day," "about one-half pack per day," "about one pack per day," "about one and one-half packs per day," and "two packs or more per day."

### 2.2. Development of new index

I weight the percentage responding to each of the response options by an estimate of the average number of cigarettes within each, for each grade and for all years. This creates a new index: the average number of cigarettes smoked per student per day (ACSD). For example, if in a given year $3.5 \%$ of 12th graders smoked about one-half pack/day (10 cigarettes), their contribution to that year's ACSD would be $0.035 \times 10=0.35$ cigarettes. I sum the same calculations for each of the 7 response options, yielding the ACSD for 12th graders in that survey year.

MTF does not ask respondents the specific number of cigarettes they smoke. As such, I estimate an average response. For the base-case analysis, I assume the following: For students who smoke $<1$ cigarette/ day, I assume the typical student smokes one cigarette every 5 days (0.2/day). I assume the typical student reporting 1-5 cigarettes smokes 2.5 cigarettes/day. For approximately one-half pack/day, I assume 10 cigarettes; for 1 pack, 20 cigarettes; for 1.5 packs, 30 cigarettes; and for $\geq 2$ packs, 45 cigarettes. These estimates apply in all years. (See column 2 of Table S-1 in the supplementary material.)

### 2.3. Statistical analysis

To test the significance of the change in the difference between ACSD and 30-day prevalence over time, I performed linear regressions with quadratic trends on the differences in the annual percentage changes in the two indices from the inception of each grade's survey to 2016. From the estimated regression functions, I estimated the difference in percentage decline between the two variables and the $95 \%$ confidence interval around the 2016 estimate compared to the initial year's estimate, which in turn yielded $p$ values reported below. I did the same for a beginning year of 1996 for 8th and 10th graders and 1997 for 12th graders. 1996 was the year of peak 30-day prevalence for 8th and 10th graders. For 12th graders 30 -day prevalence peaked in the first survey year, 1976, at 38.8\%, then decreased, stabilized at 29-30\%, and rose again beginning in 1994, peaking at $36.5 \%$ in 1997. For all three grades, prevalence declined almost annually from 1996 (1997 for seniors) through 2016.

### 2.4. Sensitivity analysis

My estimates of the average numbers of cigarettes per response option could be wrong. Further, they might change over time. For example, as students shift from higher-frequency categories (i.e., $\geq$ onehalf pack/day) to lower-frequency categories ( $\leq 1-5$ cigarettes/day), the average number of cigarettes per category might fall as well. Alternatively, the average might fall for higher-frequency categories and increase for lower. While it seems unlikely, remaining smokers in higher-frequency categories might each smoke more cigarettes than those who "dropped down" to lower-frequency categories.

To address these possibilities, I perform a sensitivity analysis in which I assume that the average within-category number of cigarettes rises from 1996 to 2016 (see column 3 of supplementary Table S-1). I assume, for example, that the pack/day smoker's average daily
consumption increases annually by 0.2 cigarettes from 20 in 1996 to 24 in 2016. For the years prior to 1996, daily cigarettes per category correspond to the rate in the post-1996 period closest to the same prevalence. To illustrate, in 1987, 5.53\% of 12 th graders reported smoking about one-half pack/day. In the sensitivity analysis, that prevalence was assigned 10.5 cigarettes per day because the steady 0.2 cigarette annual increase from 1996 to 2016 had the same value (10.5 cigarettes) in 2001 when $5.54 \%$ of 12th graders reported smoking onehalf pack/day.

If the base-case ACSD index falls more rapidly over time than 30day prevalence - indicating that youth smoking has decreased more than 30-day prevalence implies - the sensitivity analysis will determine whether this finding is sensitive to the specific estimates of cigarettes per category. Increasing the number of cigarettes per category from 1996 to 2016 will necessarily produce a higher average number of cigarettes, increasing annually after 1996, than will the base case. If the ACSD in the sensitivity analysis falls more gradually than does 30-day prevalence, that will indicate that the new index is less likely to represent a meaningful new contribution to measuring youth smoking. In contrast, if, like the base case, the ACSD in the sensitivity analysis falls more rapidly than does 30-day prevalence, that will indicate that the new index captures the decrease in youth smoking more effectively than does 30-day prevalence.

## 3. Results

Fig. 1 shows 30-day smoking prevalence and the base-case ACSD for high school seniors from 1976 to 2016. Smoking prevalence dropped $73 \%$, from $38.8 \%$ in 1976 to $10.5 \%$ in 2016. ACSD dropped $88 \%$, from 3.42 in 1976 to 0.42 in 2016. The difference is significant at $p<0.001$. Figs. S-1 and S-2 in the supplementary material show similar if less substantial differences for 8th and 10th grades from 1991, the year of first data collection for these grades. The difference is statistically significant at $p<0.001$ for 10th grade but statistically nonsignificant for 8 th grade ( $p=0.086$ ).

Table 1 presents 30-day prevalence and ACSD for 8 th and 10th grades from 1996 to 2016 and from 1997 to 2016 for 12th grade, indicating the percentage decrease for each (last line of the table). The table provides results for the base case and the sensitivity analysis. Findings include:

- For all three grades, the percentage decreases in all of the measures of smoking are very large, from 71.3\% (12th graders' 30-day prevalence) to $90.6 \%$ (the base-case ACSD for 10th graders).
- For all three grades, the base-case ACSD index falls by more than does 30 -day prevalence. The difference is greatest for 12th graders, smallest for 8th graders. The differences are statistically significant


Fig. 1. 30-day smoking prevalence (\%) and ACSD (average number of cigarettes per student per day), 12th graders, U.S., 1976-2016.
Source: Monitoring the Future.

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