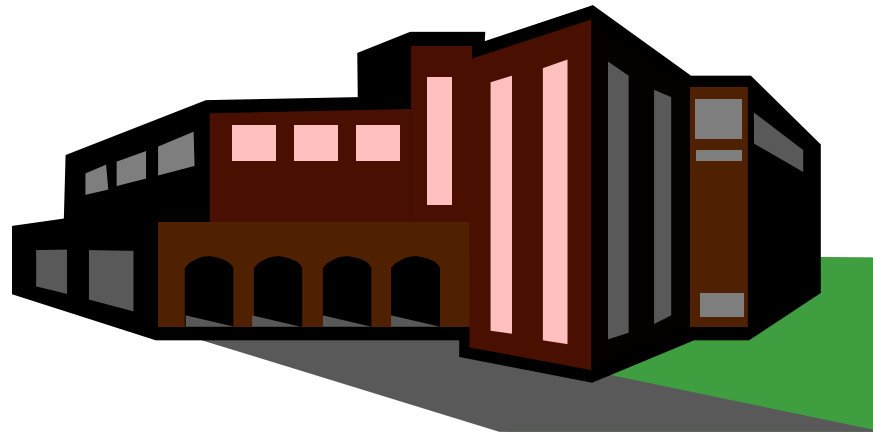


Tobacco and Student Health On Oregon Community College Campuses

A Report of Findings from a Telephone Survey of 500 Community College Students in the State of Oregon



Grove Insight
June 2007

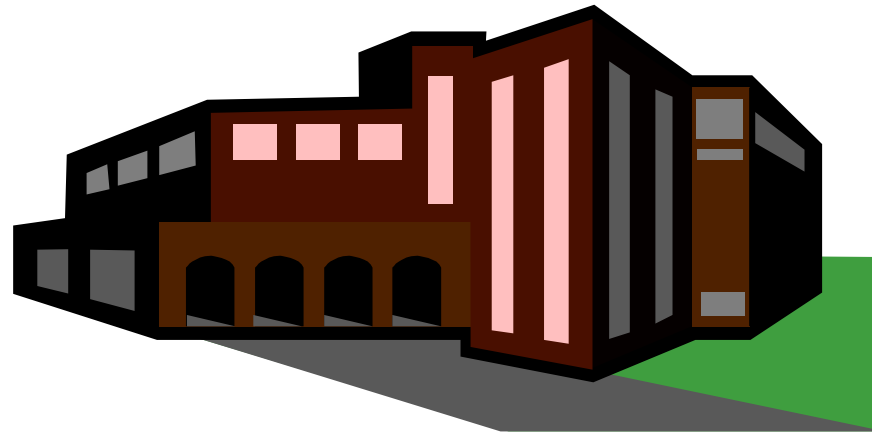
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Methods

- ★ Grove Insight conducted a survey of 500 interviews among Oregon Community College students by telephone using professional interviewers.
- ★ Sample was pulled from each of the following community colleges; Chemeketa, Treasure Valley, Umpqua in a phone survey. Students under the age of 18 and those enrolled in non-reimbursable or adult continuing education were excluded. The survey was weighted to represent student population on all three college campuses as a whole.
- ★ Interviews were conducted May 27 through June 6, 2007.
- ★ The margin of error for the sample as a whole is plus or minus 4.4 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Executive Summary



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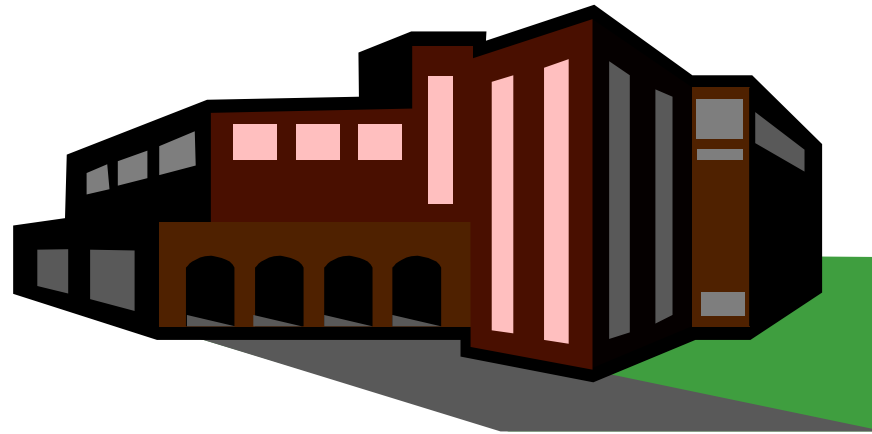
Executive Summary

1. Most community college students do not receive information on any health issue. The health issue they are most likely to receive information on is physical activity and fitness -- though even here less than a majority receive information of this type.
2. Many students believe that between 26% and 50% of their fellow students smoke. Though another quarter believe more than 50% of the student population smokes.
3. The vast majority of these students agree that even small amounts of exposure to secondhand smoke can pose a serious health risk.
4. Exposure to secondhand smoke is a regular occurrence on these campuses. Over half say they are exposed at least a few times a week. Over one-third believe they are exposed to secondhand smoke every day or a few times a day.
5. More than seven in 10 students say that secondhand smoke bothers them. One in five report that they have experienced adverse health effects from secondhand smoke exposure on their college campus.
6. A substantial majority, more than seven in 10, support prohibiting smoking on their campus if it means less exposure to secondhand smoke for students and staff.
7. Two-thirds of the student population agree that they would prefer a smoke-free campus. Every subgroup except current smokers provides a majority that would prefer a smoke-free campus.
8. Around one in five students are current cigarette smokers. Use of other forms of tobacco is very rare.
9. Nearly half of these students have a desire to quit. Nearly six in 10 have tried quitting in the past year.

Executive Summary, Cont'd.

10. Nearly half of these students have had an alcoholic beverage in the past 30 days. Nearly three in 10 students under the age of 21 have consumed alcohol during the previous month. Smoking status plays a significant role in whether one drinks, with smokers much more likely to consume alcohol than nonsmokers.
11. Heavy drinking is somewhat common among this student body population. Nearly one-quarter say that at least on one occasion over the past month they have consumed six or more alcoholic beverages in one sitting.
12. Around one in 10 students suffer from depression. They are more likely to have been diagnosed with depression if they are a current smoker.
13. Around one in 10 students have been diagnosed with heart disease, high cholesterol, or high blood pressure.
14. Just under one in 10 students currently have asthma.
15. Nearly half of the student body population is overweight based on the body mass index (BMI).
16. Just under one-third of these students do not have healthcare coverage.

Tobacco Use On Community College Campuses



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Tobacco Use On Community College Campuses

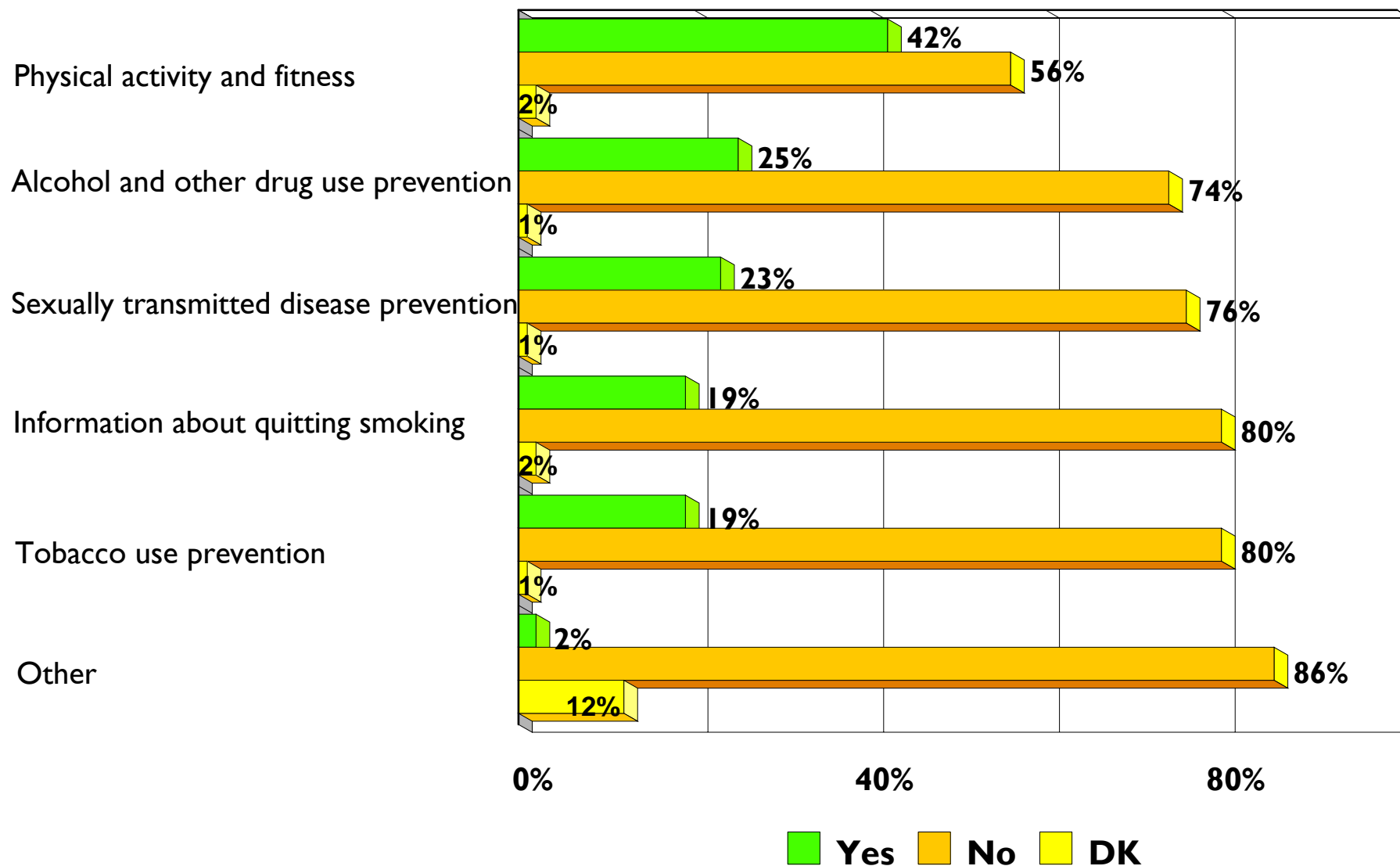
- **A Majority of Community College Students Declare That They Do Not Receive Information On Any Health Issues.**
 - According to a majority of community college students, they rarely receive health information from their college. Over three-quarters have not received health information on alcohol and drug prevention, sexually transmitted diseases, quitting smoking or tobacco use prevention. Slightly more, around four in 10, have received information on physical activity and fitness.
 - It is interesting to note that around one in five students have received information about quitting smoking and tobacco use prevention.
 - With three in 10 who say they have received information about tobacco use prevention, Umpqua students were the most likely to be informed about this health subject. Around one in five Treasure Valley and Chemeketa students have received information on tobacco use prevention.
 - Umpqua students were also more likely to be given information concerning quitting smoking. Around one-third report that the college has provided them with this material. Exactly one in five Treasure Valley students have received quitting smoking material from their college and even fewer have received this sort of information from Chemeketa Community College.
- **These Students Believe That Their College Does Not Ban Smoking, But Does Designate Specific Areas for Smoking.**
 - A majority of community college students say that their school does not ban smoking on campus but does designate specific smoking areas instead. Nearly six in 10 agree that this is the case on their campus. Around one-quarter note that smoking is not allowed near buildings or entrances.
- **A Large Plurality Believe That a Significant Number of Students Smoke at Their School.**
 - More than four in 10 students say that between 26% and 50% of their campus' student population smokes. Another third believe that under 25% of the student population are smokers.

Tobacco Use On Community College Campuses, Cont'd.

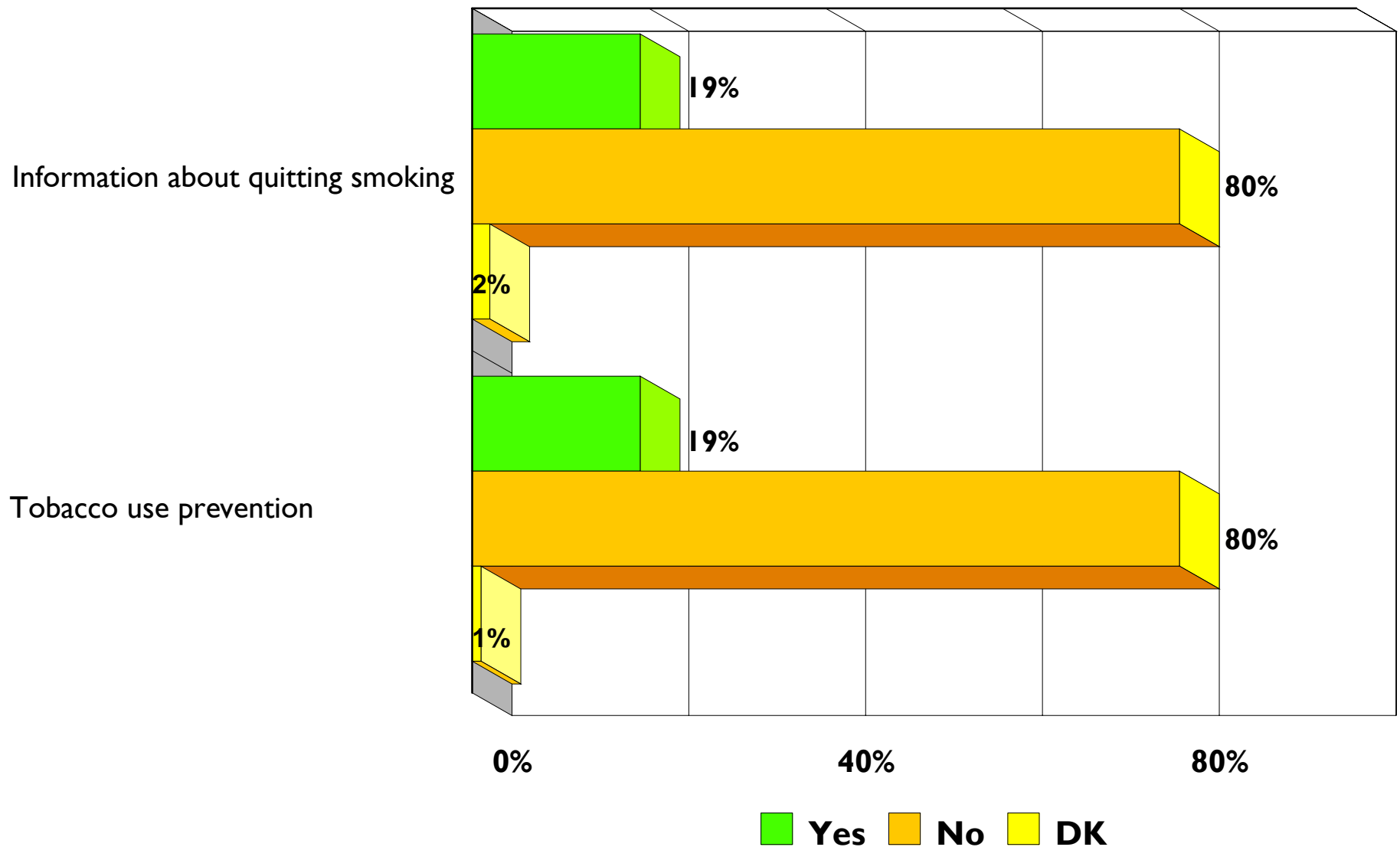
- The vast majority of students at each college campus believe that under 50% of the student population smokes. It should be noted that nearly one-quarter estimate that over 50% of the student body smokes.
- Students at Chemeketa are the most likely to say that between 26% and 50% of the students on their campus smoke, while Treasure Valley students are the most likely to say that under 25% of the student population smokes on their campus.

A Majority of Community College Students Say They Do Not Receive Information on Any Health Issue

The Top Health Issue That Colleges Do Cover Is Physical Fitness

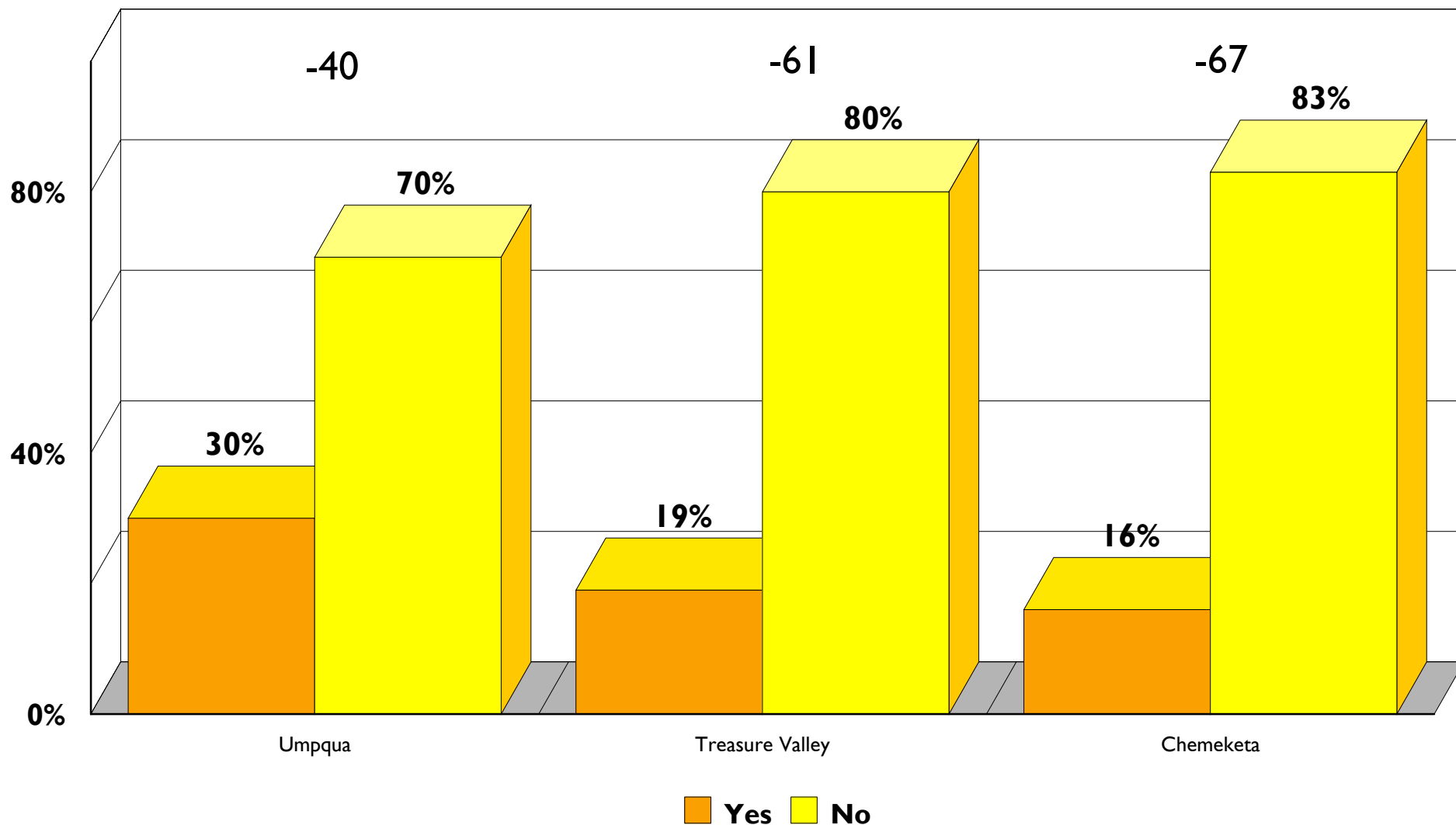


Students Report That College Campuses Are Providing About the Same Amount of Information Concerning Quitting Smoking and Tobacco Use Prevention



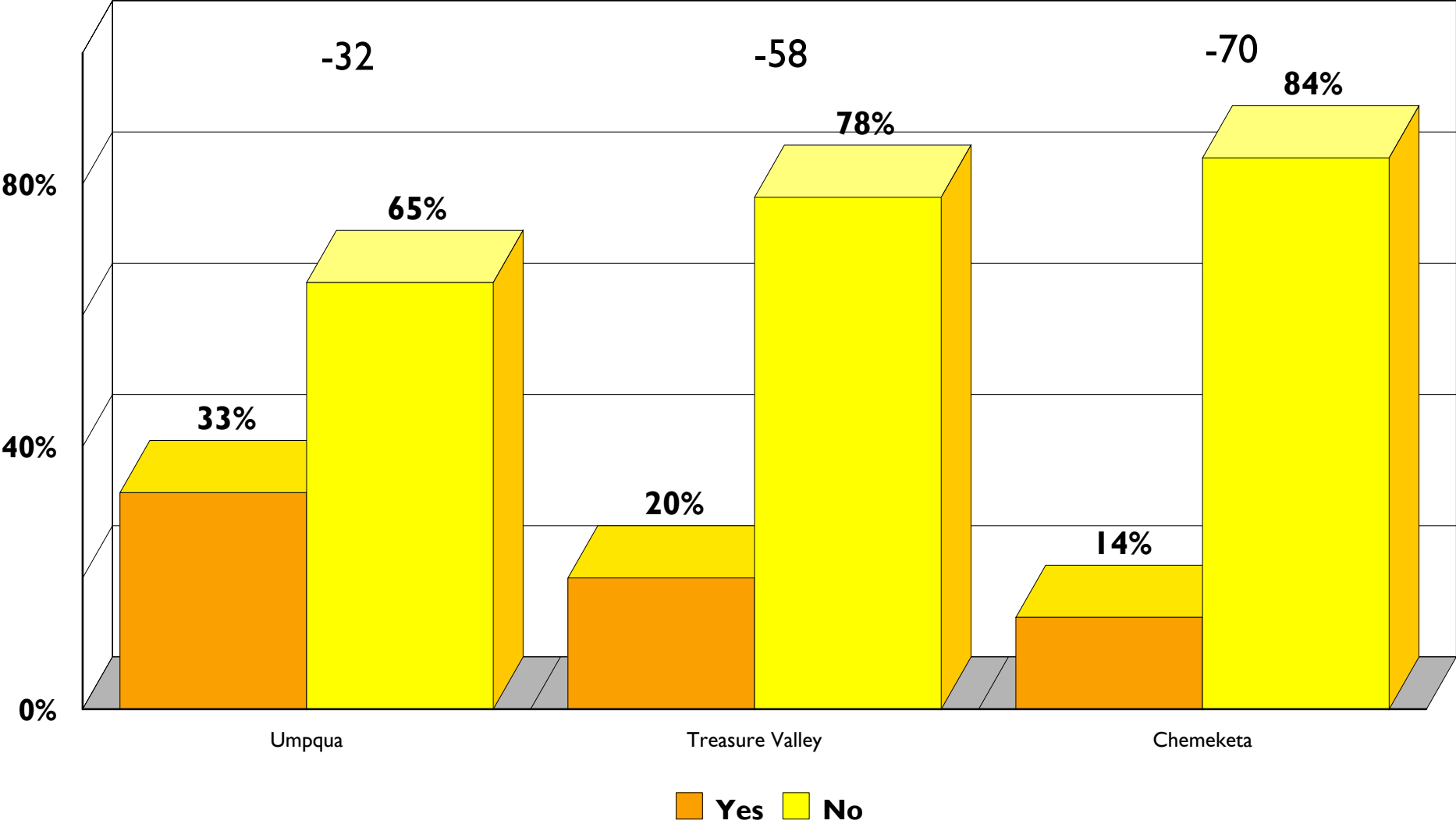
Students at Umpqua Are Mostly Likely to Say That Their School Provides Information Concerning Tobacco Use Prevention

Have you received information from your college concerning tobacco use prevention?



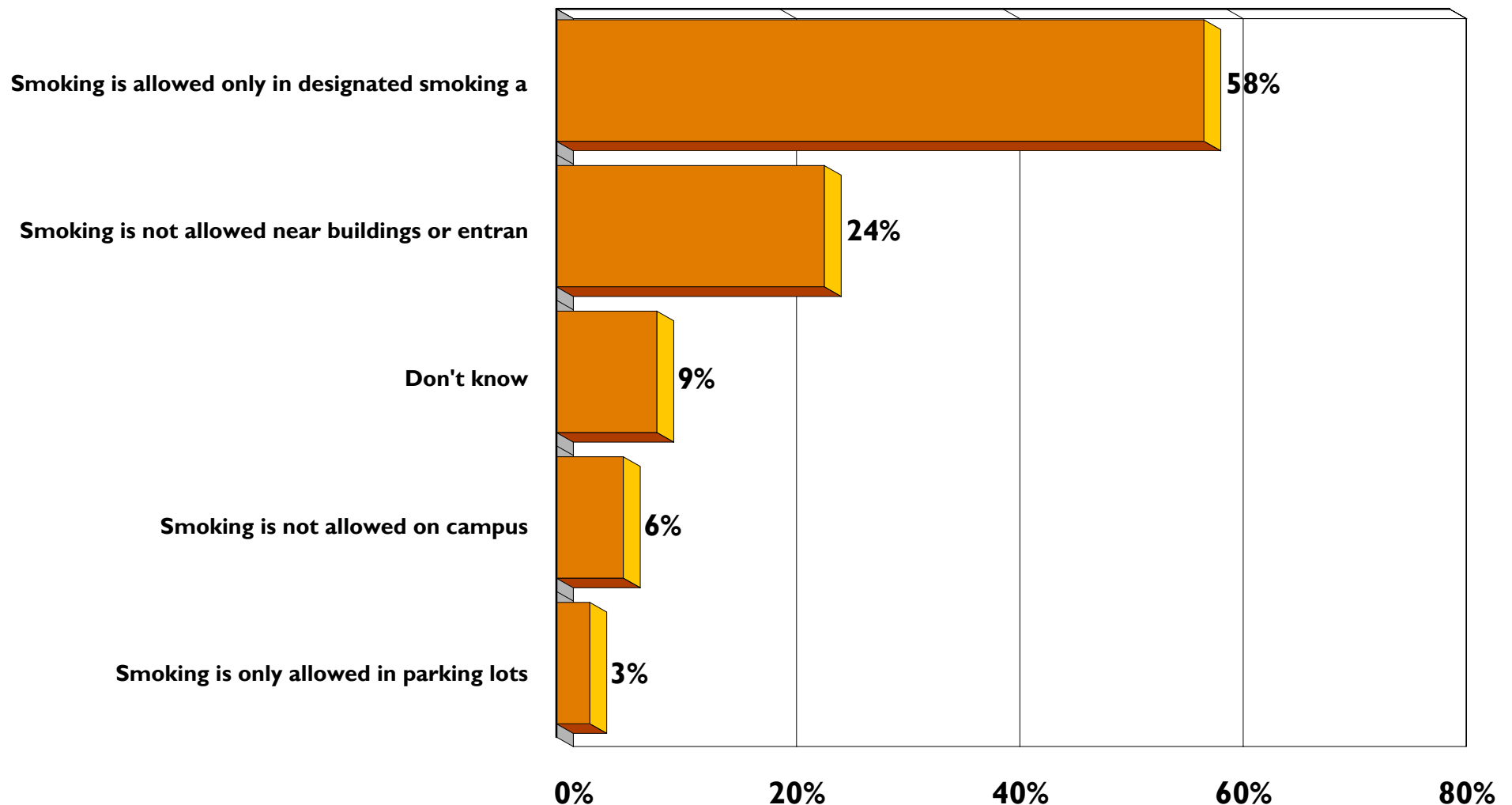
Umpqua Students Are Also the Most Likely to Have Received Information About Quitting Smoking

Have you received information from your college concerning quitting smoking?



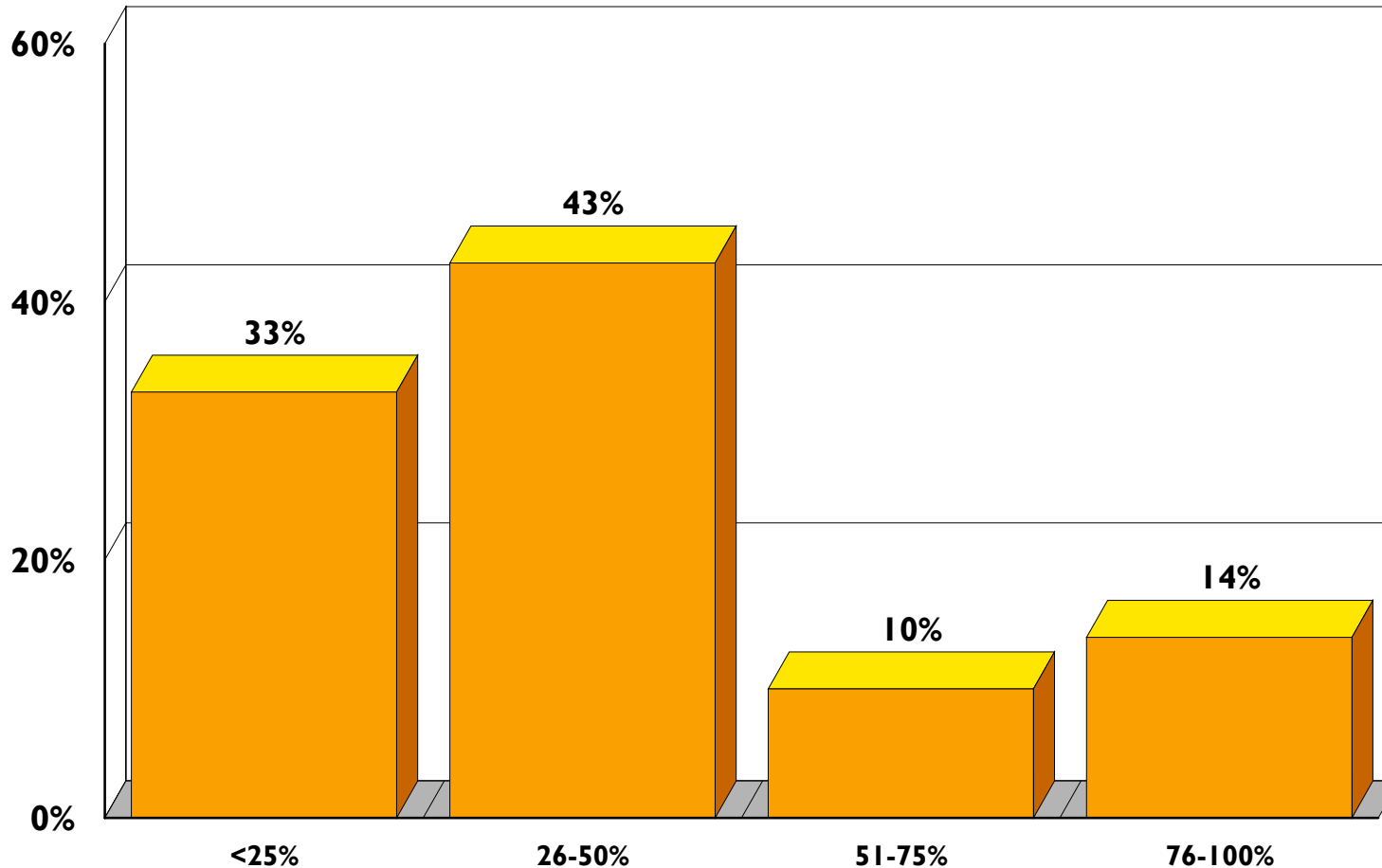
A Majority of Community College Students Say That Their College Does Not Ban Smoking on Campus But Designates Smoking Areas

Which of the following statements best describes the rules for cigarette smoking on your campus?



Good Numbers of Students Think That 26-50% of the Campus Population Smokes

What percent of students at your college do you think smokes cigarettes?



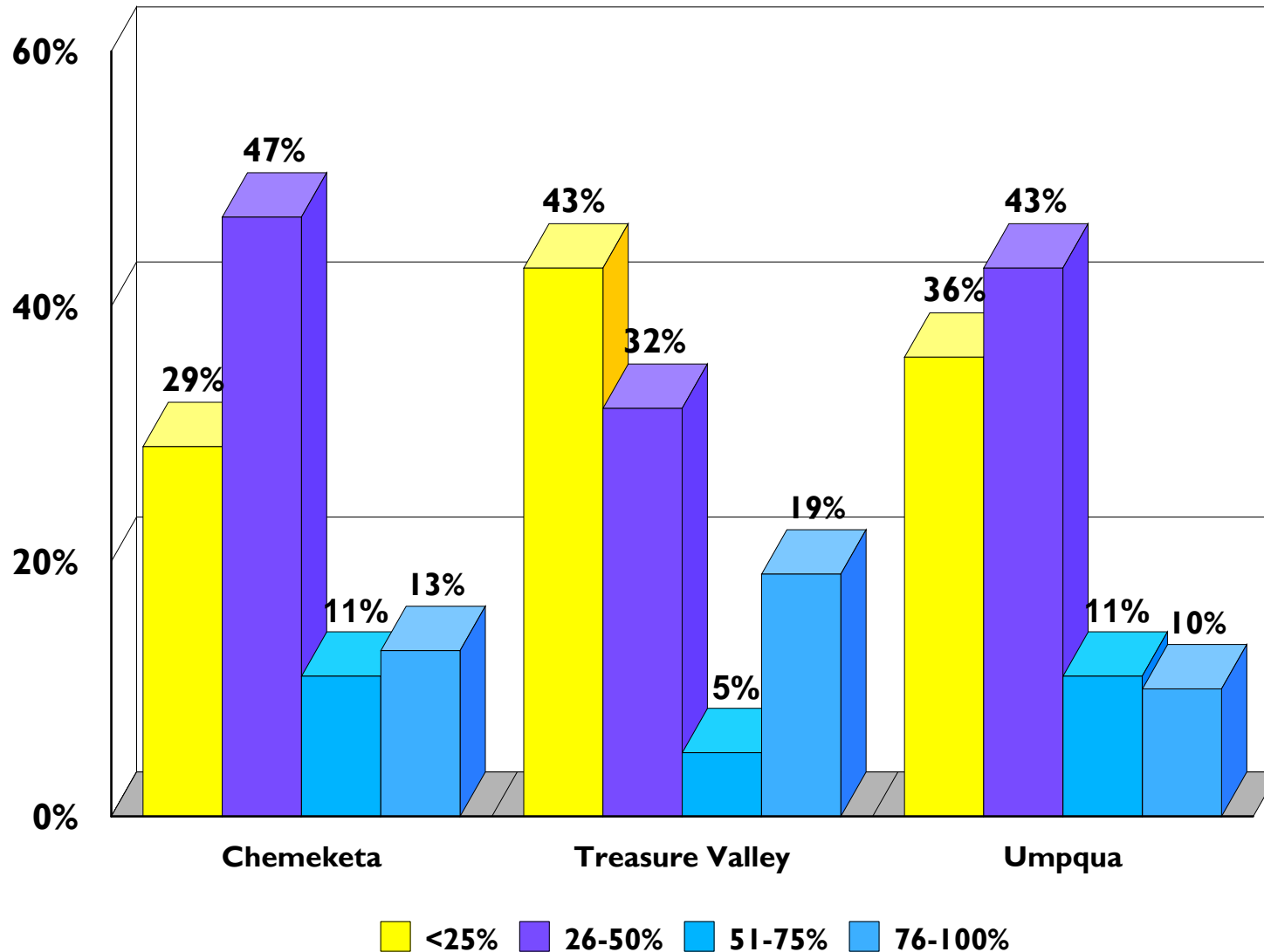
Current Oregon Smokers:
Behavioral Risk Factor
Surveillance System, 2005:

19%

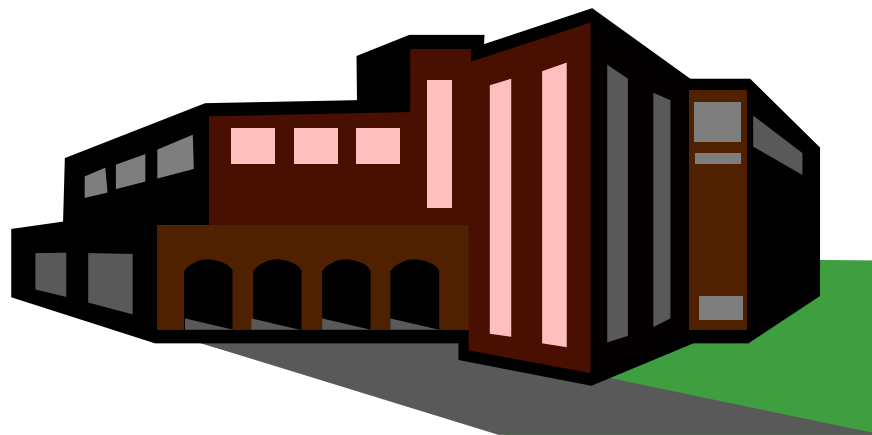
% of cigarette smokers on campus: 17%

The Vast Majority of Students Believe That 50% or Less of Their Campus Smokes

What percent of students at your college do you think smokes cigarettes?



Exposure to Secondhand Smoke On Campus



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June 2007

Exposure to Secondhand Smoke On Campus

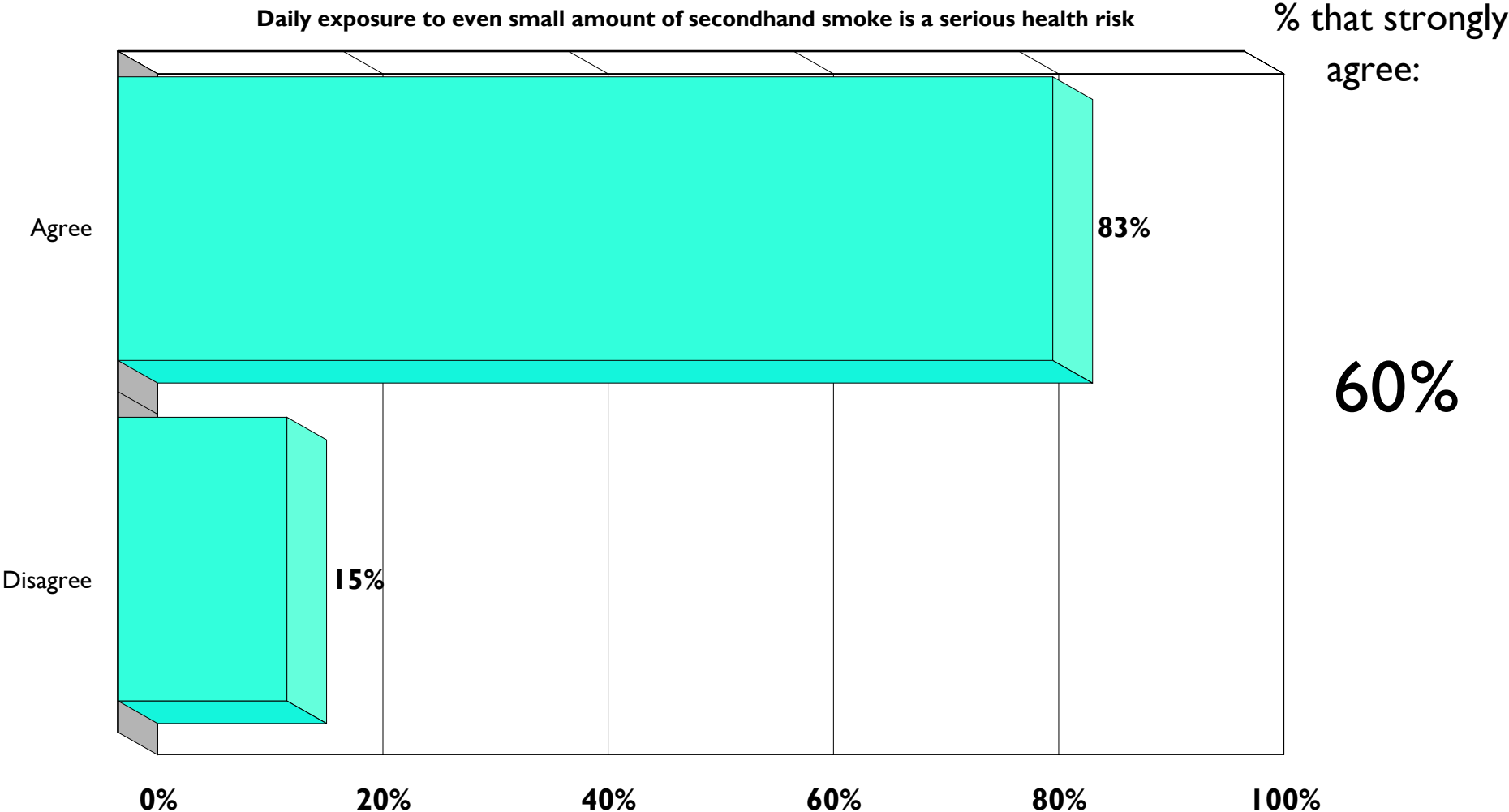
- **Community College Students Clearly Are of the Opinion That Even Small Amounts of Exposure to Secondhand Smoke Can Pose a Serious Health Risk.**
 - Students at these community colleges "strongly" agree that even small exposure to secondhand smoke is dangerous. More than four in five agree with this point, exactly six in 10 agree with this point "strongly."
 - There are gaps in the student body population over this issue based upon gender, age, race and smoking status. Women, students under 25, Hispanic students and nonsmokers are more likely than their demographic counterparts to agree that small amounts of exposure to secondhand smoke is a health risk.
- **Exposure to Secondhand Smoke Is Fairly Regular On These Campuses.**
 - These students believe that exposure to secondhand smoke is a fairly common occurrence on these college campuses. Over half say they are exposed at least a few times a week. Over one-third believe they are forced to deal with secondhand smoke every day or a few times a day.
 - Students at Umpqua Community College are the most likely to declare that they must deal with secondhand smoke every day or a few times a day. Those at Treasure Valley are the least likely to be exposed to secondhand smoke with nearly four in 10 saying they are exposed less than a few times a month.
- **A Good Majority of Community College Students Declare That Secondhand Smoke Bothers Them.**
 - Community college students are bothered by secondhand smoke. More than seven in 10 say that it bothers them either a lot or a little. Less than three in 10 say they are not at all bothered by secondhand smoke.
 - Every major demographic subgroup provides at least a majority who say they are bothered by secondhand smoke except for smokers themselves. Though there are differences based upon gender, race and smoking status over the degree to which secondhand smoke is a concern for these students. Women, Hispanics and nonsmokers are more likely to be bothered by secondhand smoke than their demographic counterparts.

Exposure to Secondhand Smoke On Campus, Cont'd.

- Further divides in the student body are based upon GPA, whether the student has healthcare and hours worked per week. Those without healthcare, students who are earning a GPA of 2.6 or higher and students who work under 20 hours a week are more likely than their demographic counterparts to complain that secondhand smoke is bothersome.
- Chemeketa Community College students are much more likely to say that secondhand smoke bothers them. Three-quarters of these students fall into this category. Two-thirds of Umpqua students declare secondhand smoke is bothersome and less than six in 10 students at Treasure Valley believe secondhand smoke is bothersome.
- **A Significant Number of Students Believe They Have Experienced Immediate Health Effects From Secondhand Smoke On Campus.**
 - A high number of students believe they have experienced an adverse health effects from students on campus. Nearly one in five report having some immediate health effects from secondhand smoke. Those who are between the ages of 21 and 25 and those who work under 20 hours a week are the most likely to report that this is the case.
- **A Substantial Majority Support Prohibiting Smoking On College Campuses If They Feel It Will Reduce Exposure to Secondhand Smoke.**
 - More than seven in 10 students support prohibiting smoking on their campus if it means less exposure to secondhand smoke for students and staff. More than half support this policy goal "strongly."
 - There are divides in the student body based upon gender, age, race and smoking status. Women, students under 25, Hispanics and nonsmokers are more likely to support this policy than their demographic counterparts.
 - It is interesting to note that support for this policy is strong across all three college campuses interviewed. More than seven in 10 students on each campus agree with this statement.

More Than Four in Five Students Agree That Daily Exposure to Secondhand Smoke Can Cause Serious Health Risks







Six in 10 of These Agree "Strongly" With This Statement



There Are Gaps in the Student Body Population Regarding the Dangers Secondhand Smoke Poses Based Upon Gender, Age, Race and Smoking Status

Though Even Two Thirds of Smokers Agree

Daily exposure to even small amounts of secondhand smoke is a serious health risks

	Agree	Disagree	Difference	
★ Men	72%	23%	+49	
★ Women	90%	9%	+81	
★ Under 25	84%	12%	+72	
★ Over 25	80%	18%	+62	
★ HS or Less	80%	16%	+64	
★ Some College	83%	14%	+69	
★ College +	82%	16%	+66	
★ Parents	85%	13%	+72	
★ Non-Parents	81%	15%	+66	
★ White	83%	15%	+68	
★ Hispanic	89%	11%	+78	
★ Other	73%	16%	+57	
★ Smokers	65%	26%	+39	
★ Those who have quit	80%	18%	+62	
★ Nonsmokers	89%	9%	+80	
★ TOTAL	83%	15%	+68	

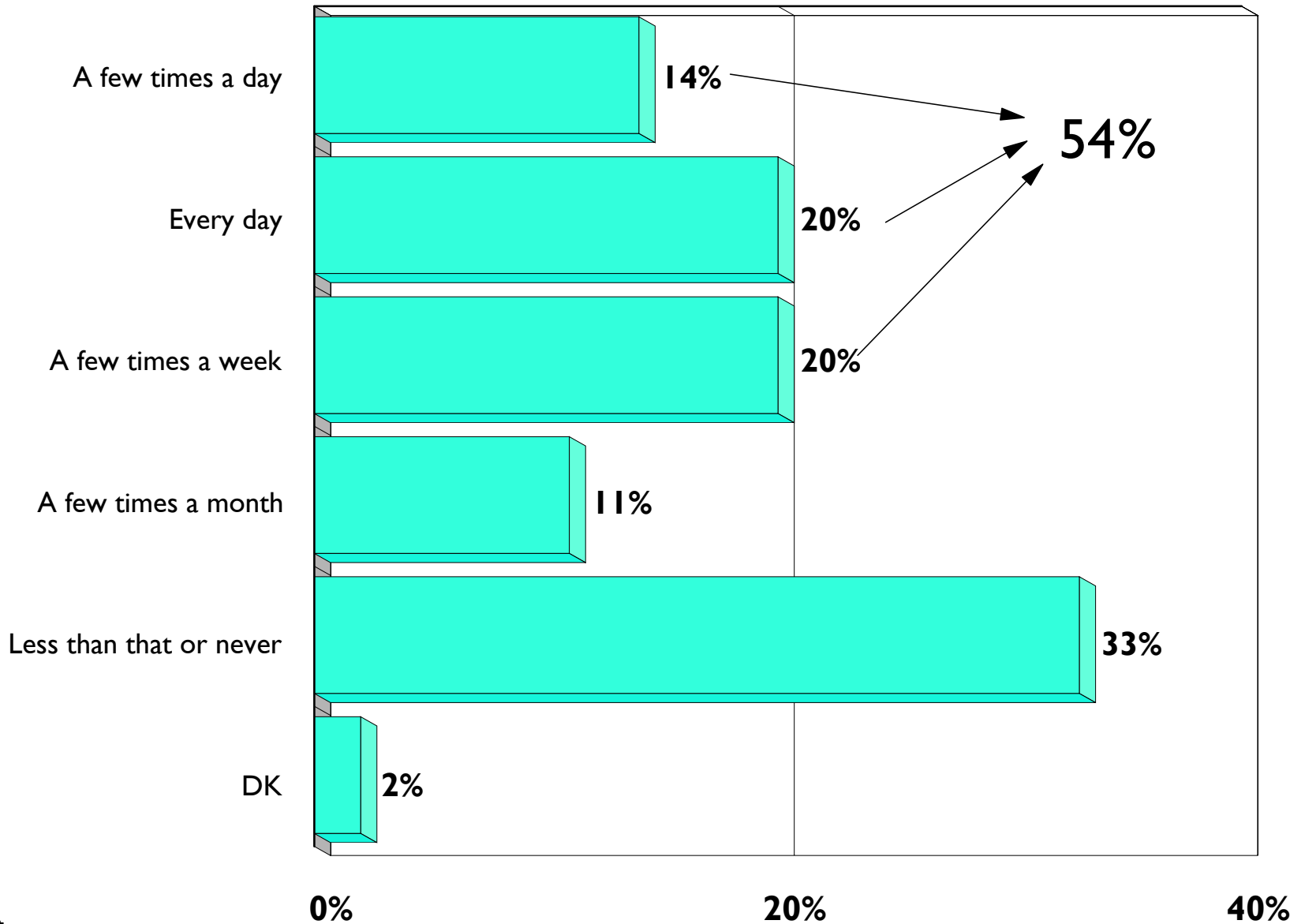
Students at All Three Colleges Agree That Daily Exposure to Secondhand Smoke Poses Serious Health Risks

Daily exposure to even small amounts of secondhand smoke is a serious health risks

	Agree	Disagree	Agree Margin
Chemeketa C.C.	83%	14%	+69
Treasure Valley C.C.	84%	12%	+72
Umpqua C.C.	80%	16%	+64

More Than Half Say They Are Exposed to Secondhand Smoke at Least a Few Times a Week

How often would you say you are exposed to secondhand smoke on campus?



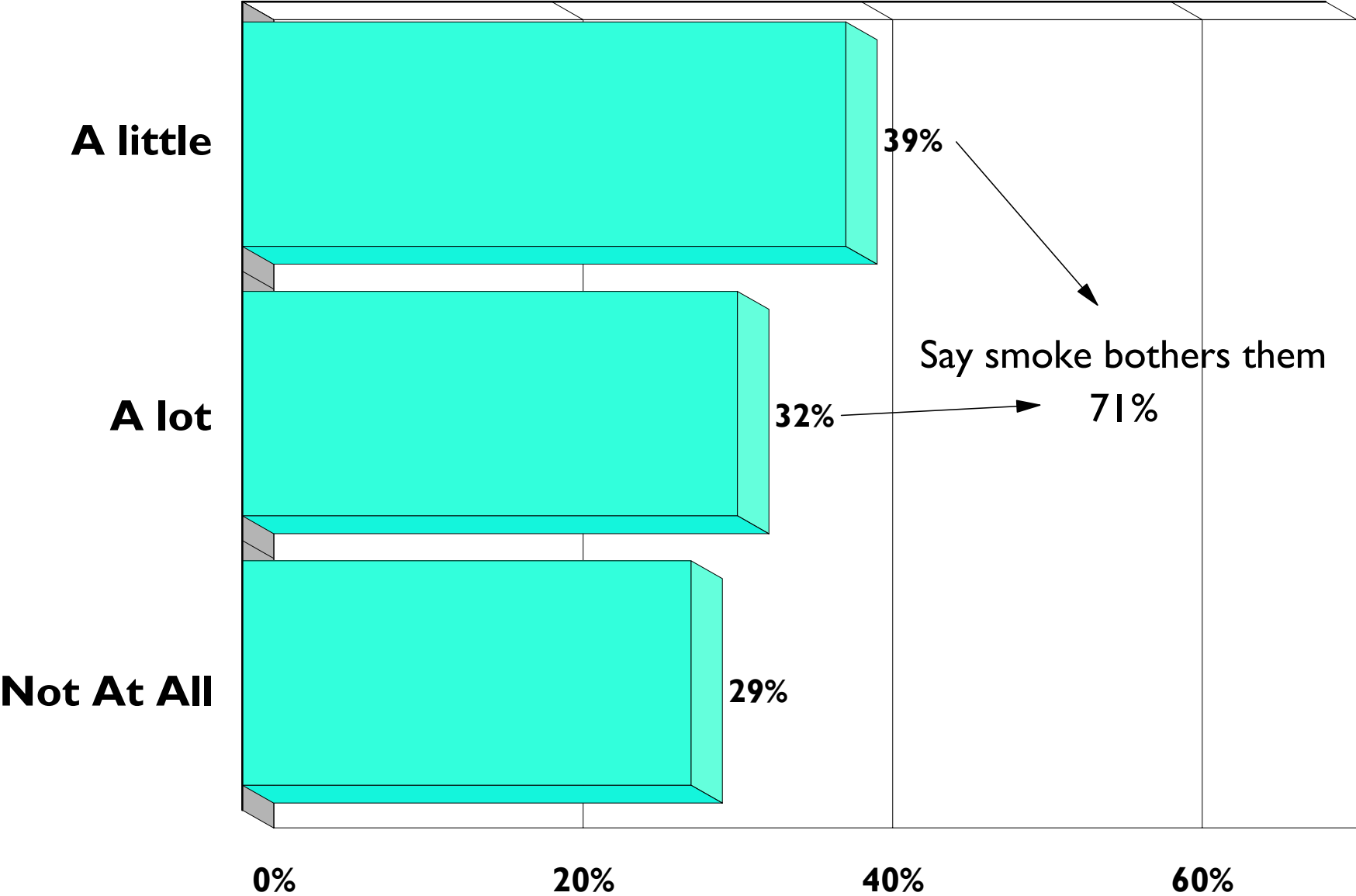
The Amount of Exposure to Secondhand Smoke is Fairly Similar Across All Campuses

The Medford Region Has the Highest Frequency of Exposure to Secondhand Smoke

	Few times a day	Every day	Few times a week	Few times a month	Less than that or never
Umpqua C.C.	16%	27%	18%	14%	24%
Chemeketa C.C.	14%	20%	21%	10%	34%
Treasure Valley C.C.	12%	14%	20%	14%	39%
Medford	22%	30%	7%	12%	28%
Salem	17%	21%	20%	11%	29%
Eastern Oregon	12%	14%	25%	16%	33%
Eugene	11%	19%	26%	12%	32%
Other	9%	15%	17%	10%	46%







More Than Seven in 10 of the Students Say That Secondhand Smoke Bothers Them at Least a Little

Would you say secondhand smoke on campus typically bothers you?



There Are Clear Differences Between Gender, Race, and Whether One Smokes When it Comes to Whether Secondhand Smoke Bothers Students on Campus or Not

Would you say secondhand smoke on campus typically bothers you?

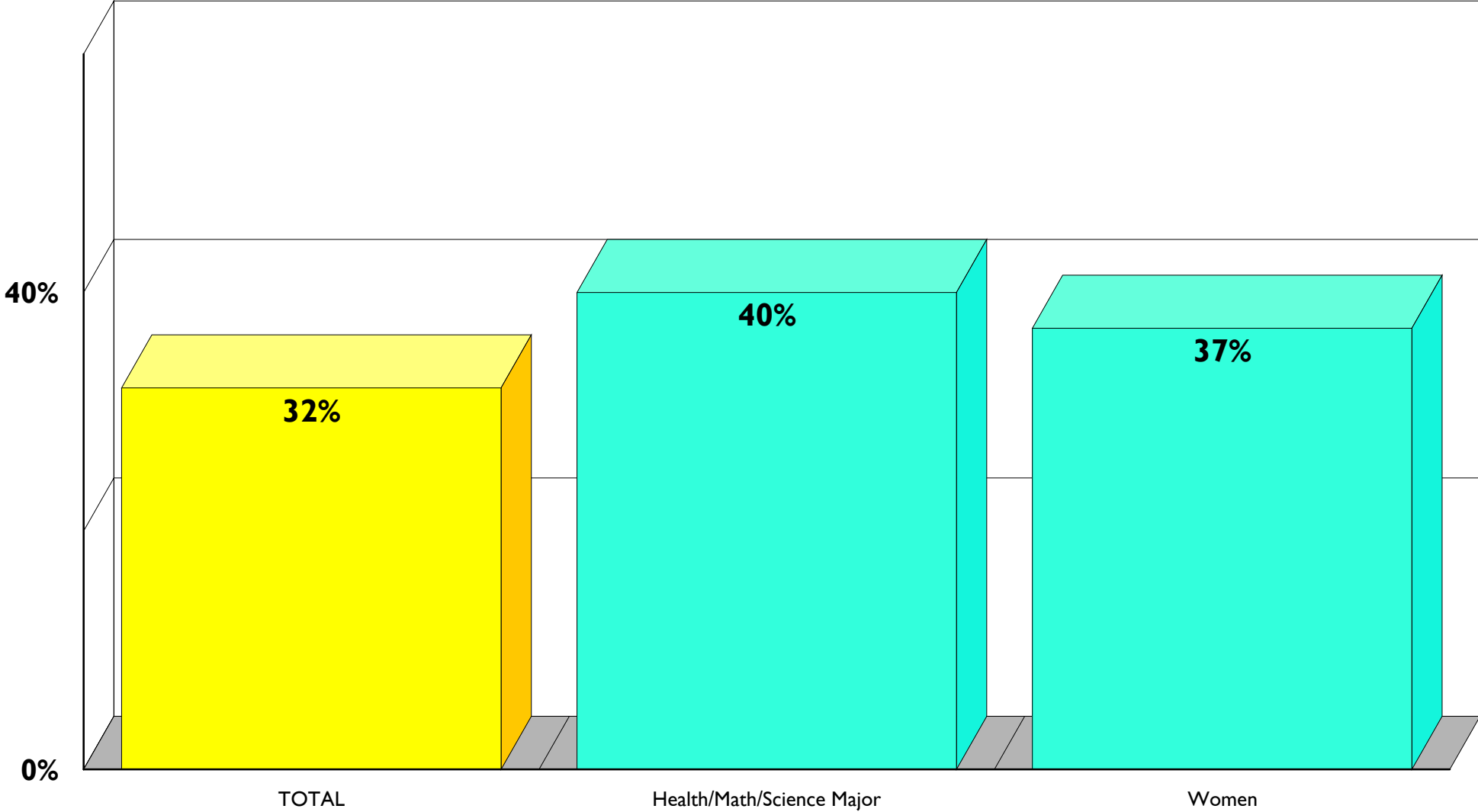
	A lot	A little	Not At All	
★ Men	23%	41%	36%	
★ Women	37%	37%	24%	
★ Under 25	32%	38%	29%	
★ Over 25	31%	42%	28%	
★ HS or Less	28%	47%	25%	
★ Some College	34%	36%	30%	
★ College +	27%	48%	25%	
★ Parents	39%	32%	29%	
★ Non-Parents	30%	41%	29%	
★ White	30%	40%	30%	
★ Hispanic	50%	33%	12%	
★ Other	29%	35%	36%	
★ Smokers	2%	33%	63%	
★ Those who have quit	28%	38%	34%	
★ Nonsmokers	42%	41%	16%	
★ TOTAL	32%	39%	29%	

The Majority of Students in Every Region Are Bothered By Secondhand Smoke

	A lot	A little	Not At All
Chemeketa C.C.	33%	42%	23%
Umpqua C.C.	33%	34%	32%
Treasure Valley C.C.	25%	32%	44%
Medford	43%	26%	28%
Eastern Oregon	33%	18%	49%
Salem	32%	45%	23%
Eugene	32%	39%	29%
Other	24%	33%	39%

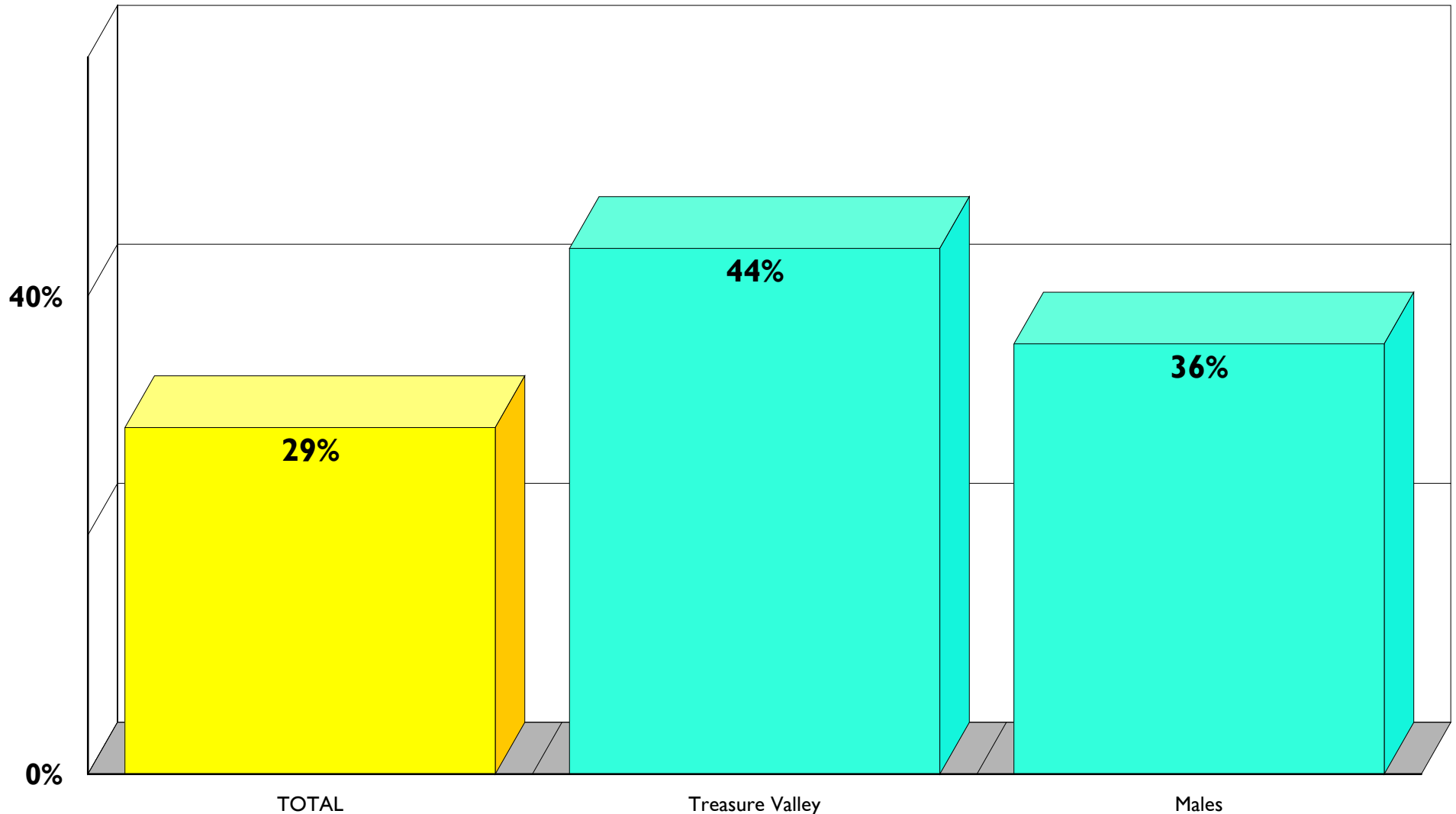
Women and Health, Math, and Science Majors Are Most Likely to Say Secondhand Smoke on Campus Bothers Them a Lot

Students who are most likely to say secondhand smoke on campus bothers them a lot



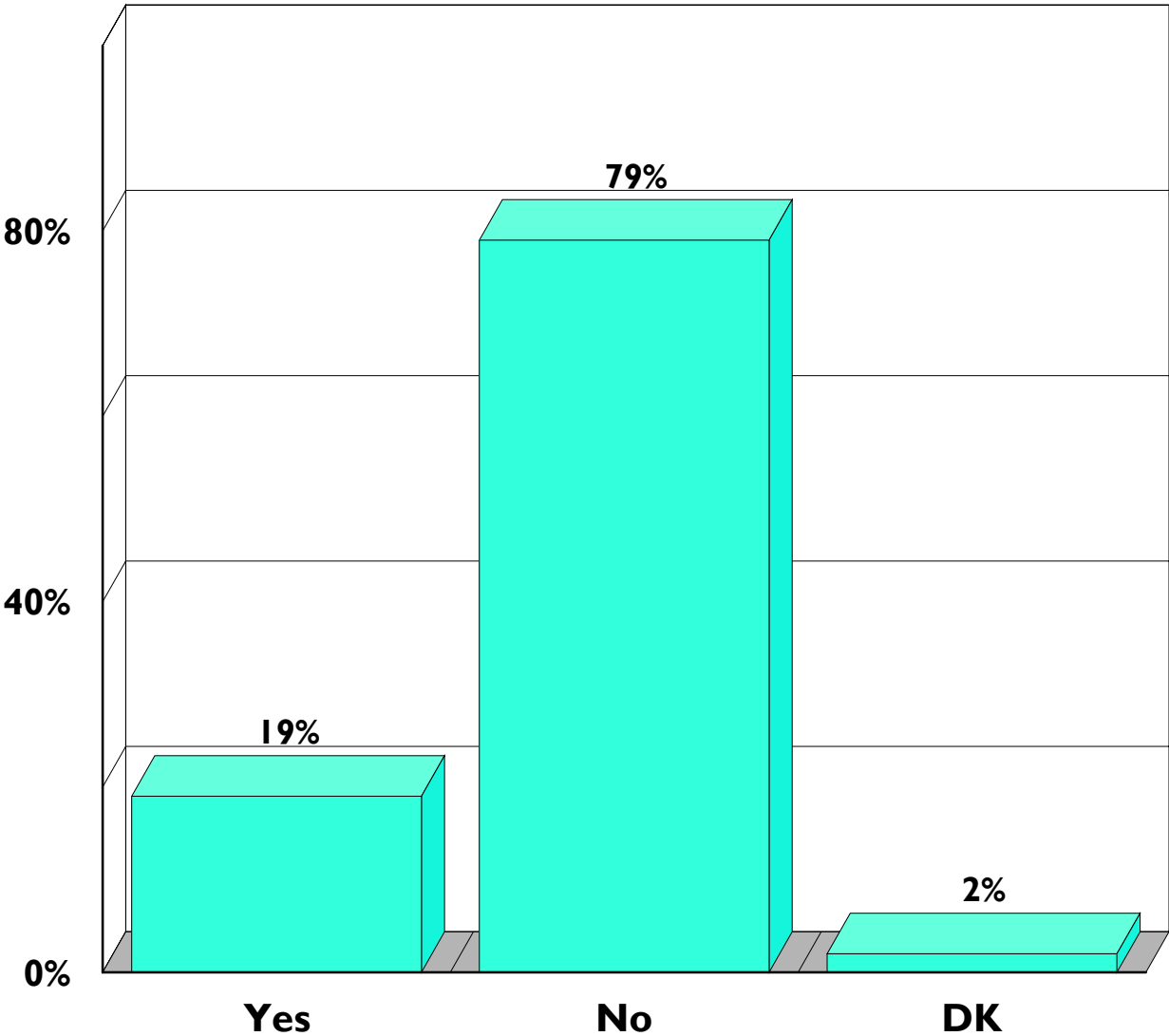
Treasure Valley Students and Men Are The Most Likely to Say Secondhand Smoke Does Not Bother Them at All

Students who are most likely to say secondhand smoke on campus does not bother them at all



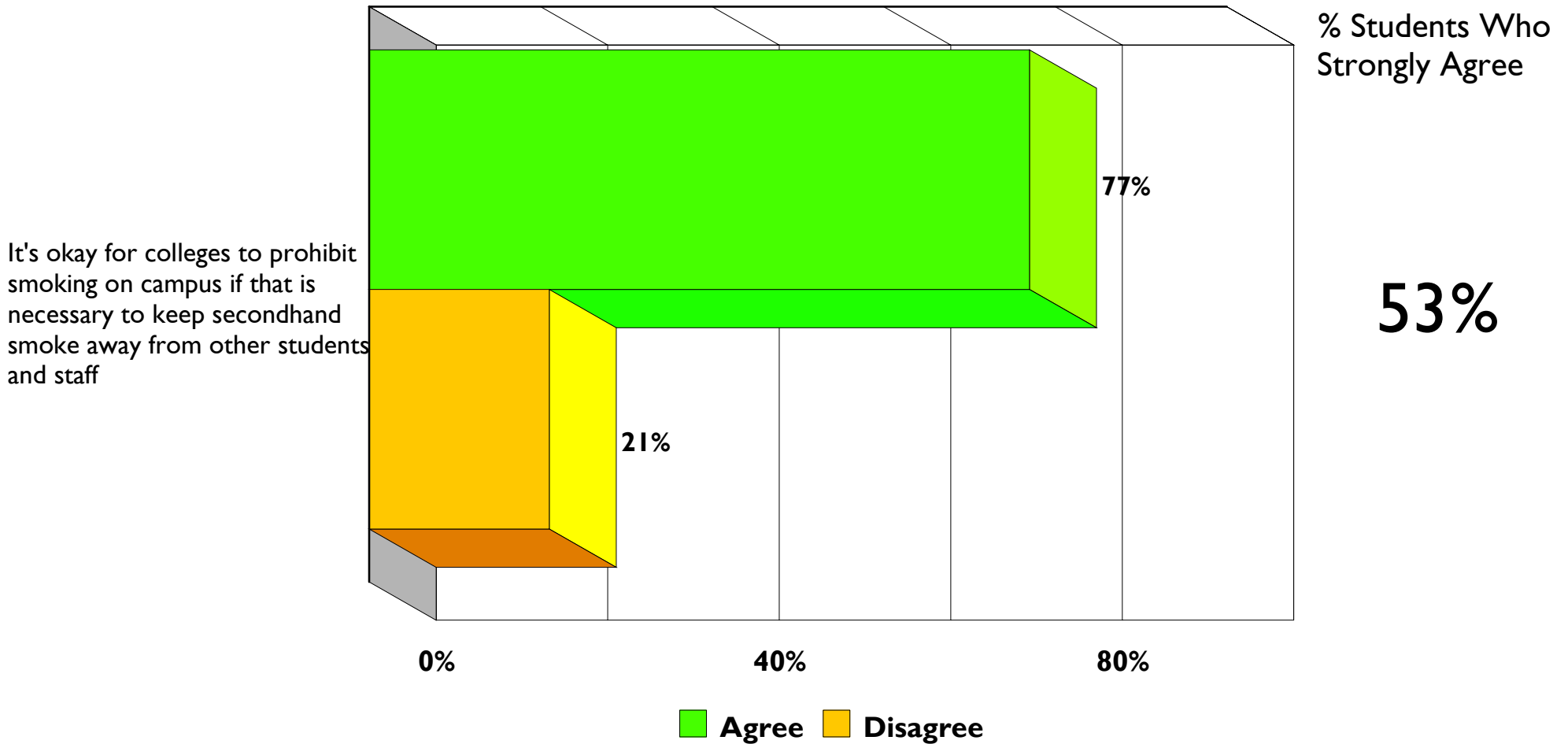
One in Five Students Say They Have Experienced Health Effects From Secondhand Smoke on Campus

Have you experienced any immediate health effects from secondhand smoke on campus?









Three-Quarters of Community College Students Believe It's Okay to Prohibit Smoking If That Is What It Takes to Reduce Exposure to Secondhand Smoke

I'm going to read you a list of statements about tobacco use and secondhand smoke.
Please tell me overall whether you agree or disagree.



A Majority in All Subgroups, Including Smokers, Agree That it's Okay For Colleges to Prohibit Smoking on Campus to Prevent Exposure to Secondhand Smoke

It's okay for colleges to prohibit smoking on campus if that is necessary to keep secondhand smoke away from other students and staff

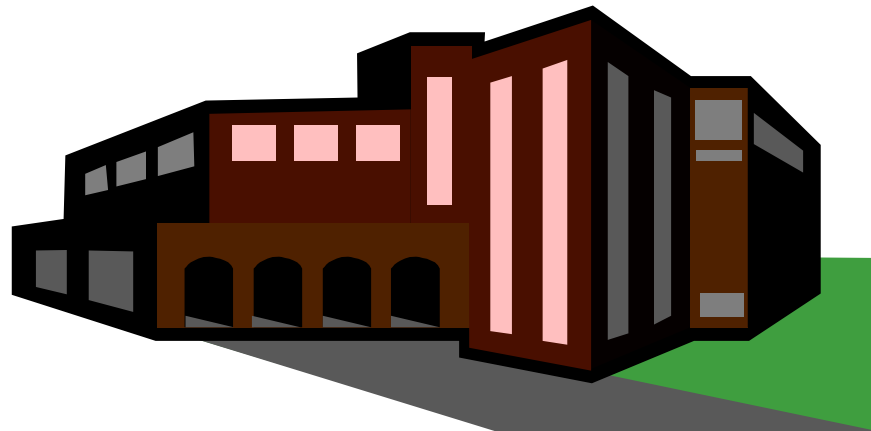
	Agree	Disagree	Difference	
★ Men	73%	23%	+50	
★ Women	79%	19%	+60	
★ Under 25	79%	17%	+62	
★ Over 25	73%	26%	+47	
★ HS or Less	76%	22%	+54	
★ Some College	77%	20%	+57	
★ College +	77%	22%	+55	
★ Parents	76%	22%	+54	
★ Non-Parents	77%	20%	+57	
★ White	76%	21%	+55	
★ Hispanic	83%	16%	+67	
★ Other	73%	24%	+49	
★ Smokers	52%	37%	+15	
★ Those who have quit	70%	29%	+41	
★ Nonsmokers	86%	12%	+74	
★ TOTAL	77%	21%	+56	

Over Seven in 10 Students On Each Campus Support Prohibiting Smoking If It Means Less Exposure to Secondhand Smoke

It's okay for colleges to prohibit smoking on campus if that is necessary to keep secondhand smoke away from other students and staff

	Agree	Disagree	Agree Margin
Chemeketa C.C.	79%	19%	+60
Treasure Valley C.C.	73%	23%	+50
Umpqua C.C.	71%	25%	+46

Prohibiting Smoking On Campus



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June 2007

Prohibiting Smoking On Campus

■ **A Large Number of These Community College Students Would Prefer a Smoke Free Campus to One That Permits Smoking.**

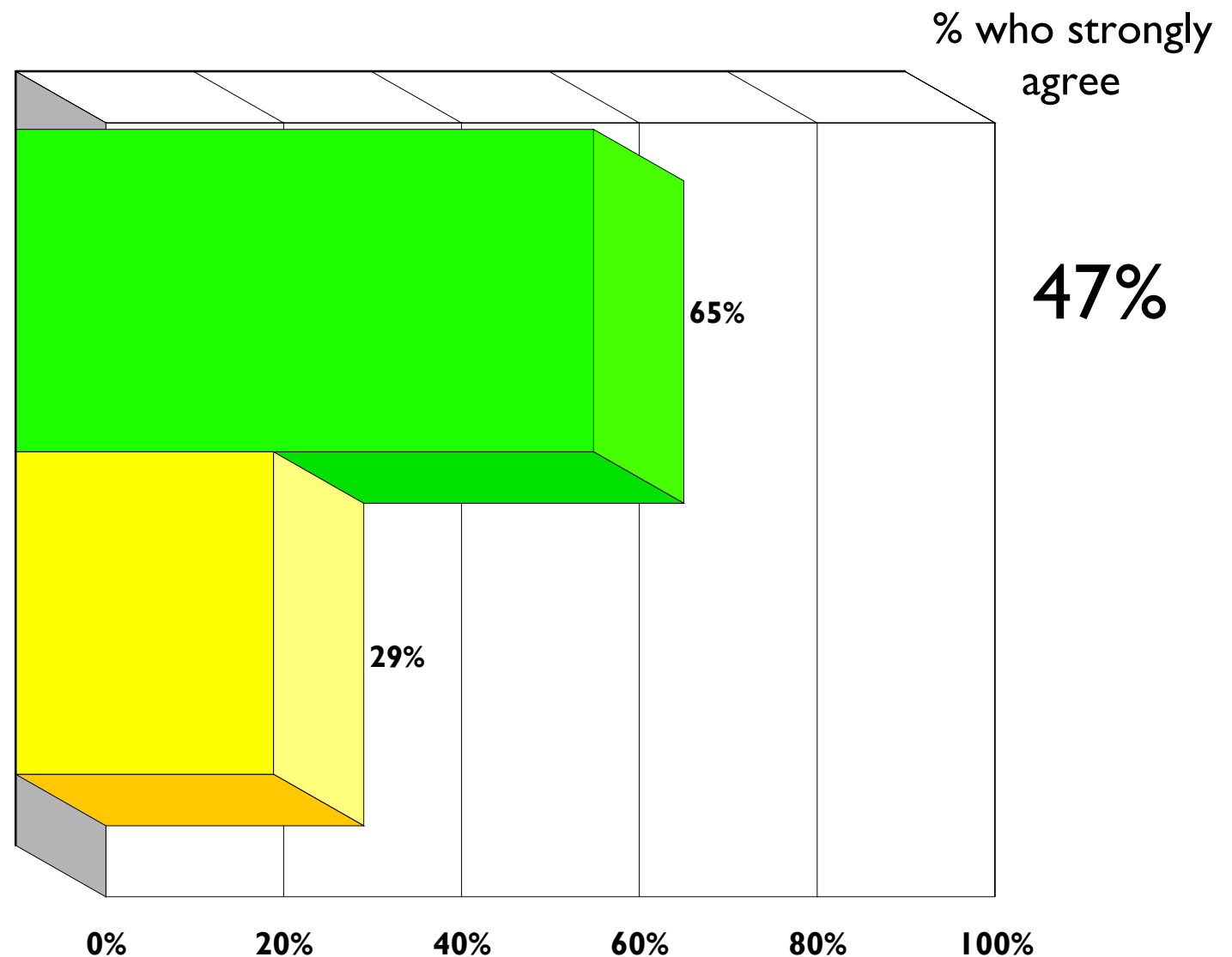
- Nearly two thirds of these students would prefer a smoke free campus over one that allows smoking. Close to half agree with this point of view "strongly." Less than one third say they would prefer a campus that permits smoking.
- Perceptions of a smoke free campus as opposed to one that allows smoking divide by gender, age, educational attainment and smoking status. Women, students under 25, those with a college education and nonsmokers are more likely to support this idea than their demographic counterparts. Though, to be clear, every subgroup except smokers provide a majority in favor of this point of view.
- Students at Chemeketa Community College are the most likely to agree that they would prefer a smoke free campus. Nearly three quarters are of this opinion. Students at Treasure Valley and Umpqua colleges provide smaller majorities in agreement with this idea. It should be noted that only a single digit margin of students would prefer a smoke free campus at Treasure Valley.

■ **These Students Draw a Distinction Between Agreeing That Smoking Should Be Prohibited for Health Reasons and Whether They Would Prefer a Smokefree Campus.**

- It is interesting to note that these students see a distinct difference between prohibiting smoking based upon health reasons and prohibiting smoking simply because they would prefer to. As noted in a previous section, nearly three quarters agree that it's okay for colleges to prohibit smoking if that decision reduces exposure to secondhand smoke. However, as noted above, only two thirds agree that they would prefer a smoke free campus.
- This decline in support for prohibiting smoking on college campuses is most likely to be based upon gender, educational attainment and smoking status. Men, those with a high school diploma or less and smokers are the most likely to have the biggest declines in agreement to prohibiting smoking on campus. Treasure Valley and Umpqua students also show large declines in agreement.

Two Thirds of Students Agree That, All Things Being Equal, They Would Choose a Non Smoking Campus Over a Campus That Allows Smoking







Other things being equal, I would choose a "smoke free" college over a college that allows smoking on campus



Two Thirds Agree That, All Things Being Equal, They Would Choose A "Smoke Free" College

There Are Differences In Gender, Age, Educational Attainment and, Not Surprisingly, Smoking Habits

All other things being equal, I would choose a "smoke free" college over a college that allows smoking on campus

	Agree	Disagree	Difference	
★ Men	56%	38%	+18	
★ Women	70%	24%	+46	
★ Under 25	67%	27%	+40	
★ Over 25	60%	34%	+26	
★ HS or Less	60%	34%	+26	
★ Some College	64%	30%	+34	
★ College +	76%	21%	+55	
★ Parents	67%	28%	+39	
★ Non-Parents	64%	31%	+33	
★ White	64%	30%	+34	
★ Hispanic	68%	28%	+40	
★ Other	70%	27%	+43	
★ Smokers	31%	62%	- 31	
★ Those who have quit	58%	36%	+22	
★ Nonsmokers	78%	18%	+60	
★ TOTAL	65%	29%	+36	

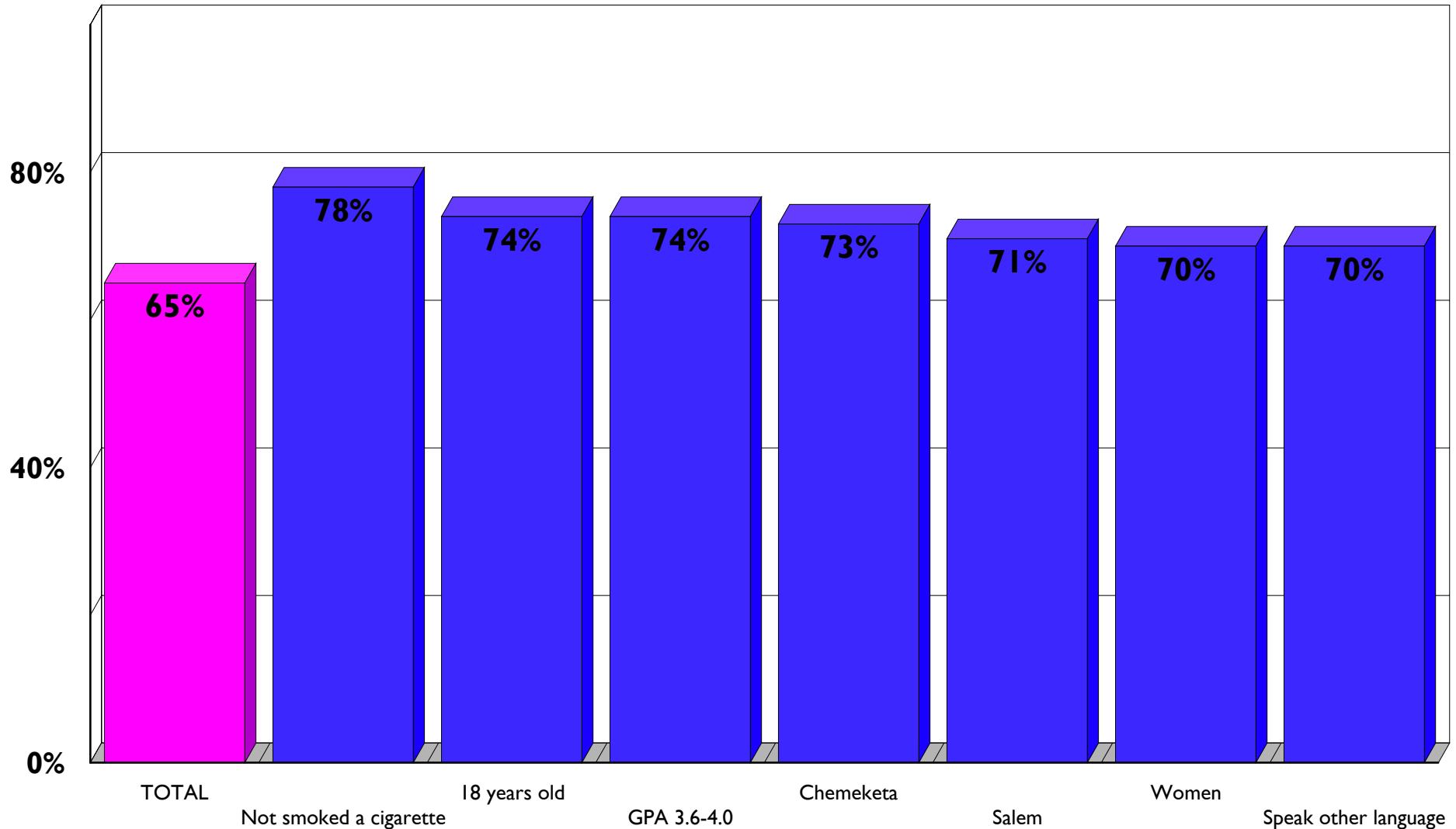
Majorities in Almost Every Region Agree That They Would Prefer a Smoke-Free Campus

All other things being equal, I would choose a "smoke free" college over a college that allows smoking on campus

	Agree	Disagree	Difference
Chemeketa C.C.	73%	23%	+50
Treasure Valley C.C.	51%	43%	+8
Umpqua C.C.	51%	39%	+12
Salem	71%	25%	+46
Other	60%	32%	+28
Eugene	59%	36%	+23
Medford	58%	32%	+26
Eastern Oregon	43%	51%	- 8

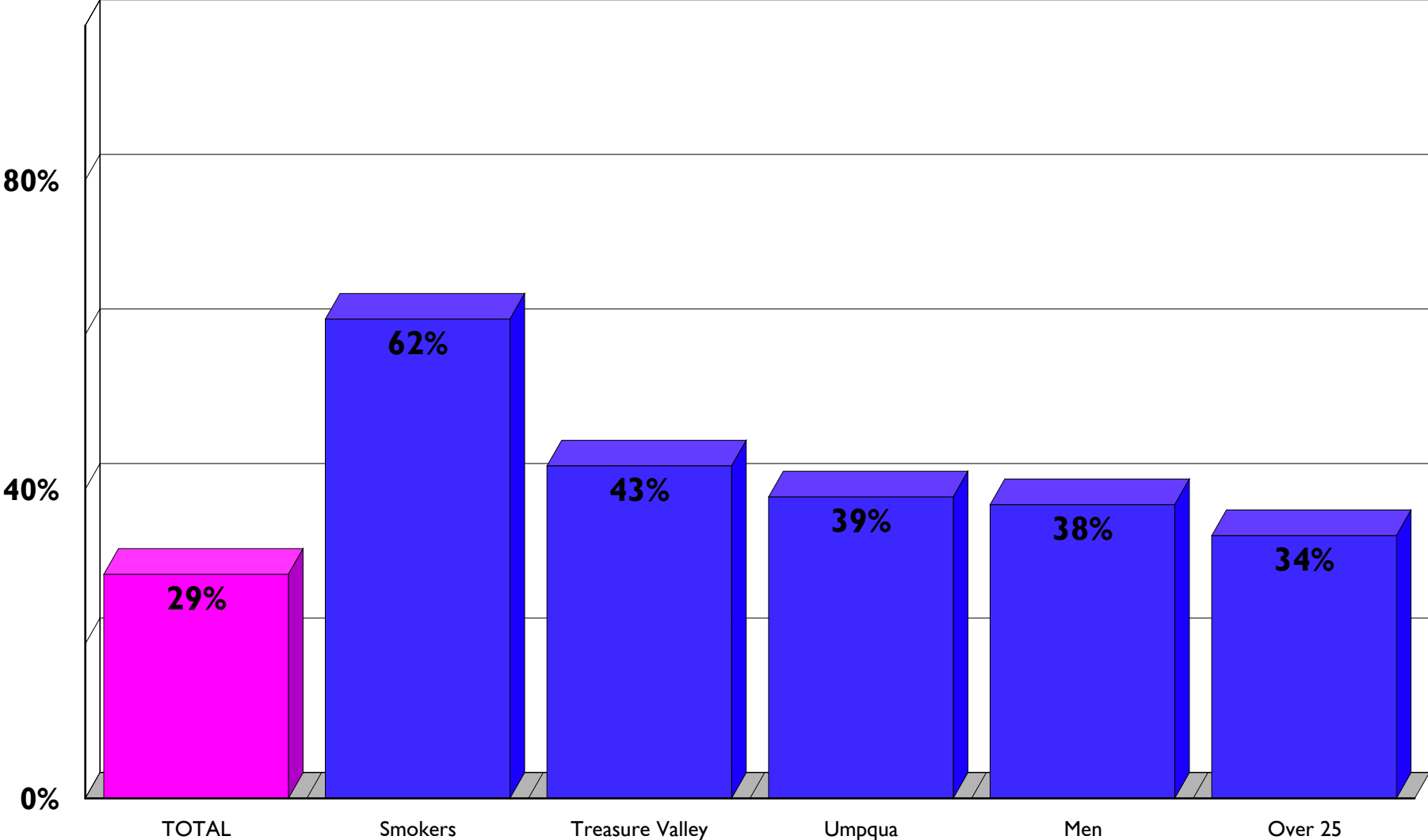
Students Who Have Not Smoked a Cigarette, 18 Year Olds, Chemeketa Students, Women and Students Who Speak Another Language at Home Are Most Likely to Say They Would Prefer to Attend a College That Did Not Allow Smoking on Campus

Students who are most likely to say they would choose a "smoke free" college over one that allows smoking on campus



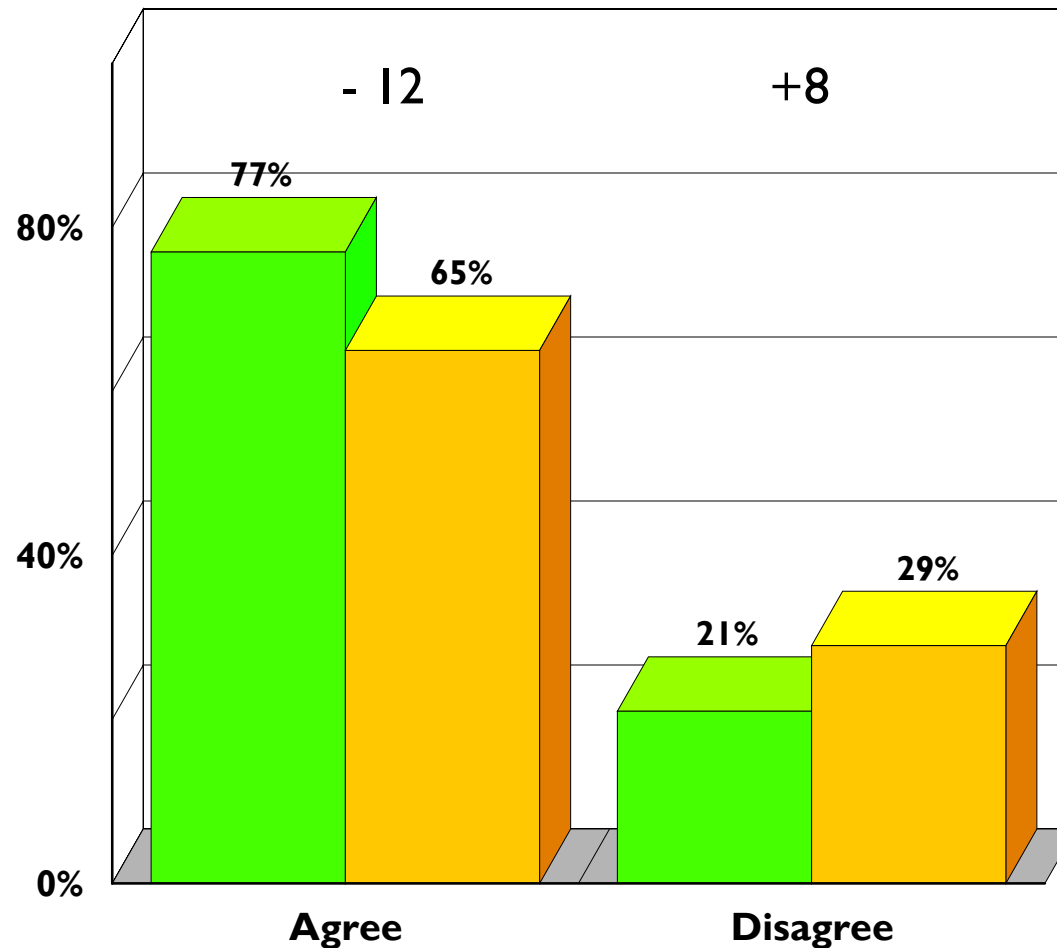
Students Who Smoke, Umpqua and Treasure Valley Students, Those Over 25, and Men Are the Most Likely to Say They Disagree About Choosing a Smoke-Free Campus

Students who are most likely to say they "disagree" that they would prefer a "smoke-free" college campus



Students Draw Distinctions Between Prohibiting Smoking On Campus for Health Reasons and Prohibiting Smoking On Campus Simply Because They Would Prefer It That Way

"It's okay for colleges to prohibit smoking on campus if that is necessary to keep secondhand smoke away from other students and staff"

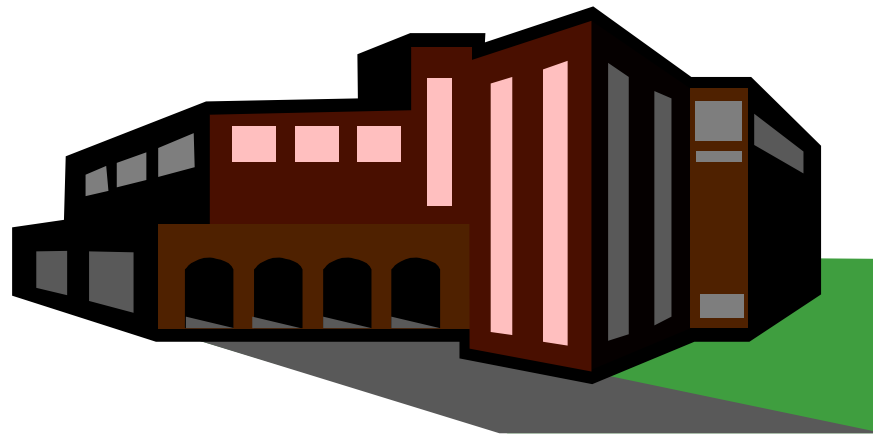


"Other things being equal, I would choose a "smoke free" college over a college that allows smoking on campus"

Agreement Drops the Most Amongst Men, Those With a High School Diploma or Less, Hispanics and Smokers

	Agree that it's okay for colleges to prohibit smoking on campus if that is necessary to keep secondhand smoke away from other students and staff	Agree that, all other things being equal, I would choose a "smoke free" college over a college that allows smoking on campus	Difference
★ Men	73%	56%	- 17
★ Women	79%	70%	- 9
★ Under 25	79%	67%	- 12
★ Over 25	73%	60%	- 13
★ HS or Less	76%	60%	- 16
★ Some College	77%	64%	- 13
★ College +	77%	76%	- 1
★ Parents	76%	67%	- 9
★ Non-Parents	77%	64%	- 13
★ White	76%	64%	- 12
★ Hispanic	83%	68%	- 15
★ Other	73%	70%	- 3
★ Smokers	52%	31%	- 21
★ Those who have quit	70%	58%	- 12
★ Nonsmokers	86%	78%	- 8
★ TOTAL	77%	65%	- 12

Tobacco Use Among Community College Students



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June 2007

Tobacco Use Among Community College Students

■ Many of These Students Have at Least Tried a Cigarette.

- A good number of these students smoked at least "less than 50" cigarettes in their lifetime. Around four in 10 say they have had at least "less than 50" cigarettes. Just under six in 10 have "never" smoked a cigarette before.
- Treasure Valley students are the most likely to have smoked. Just over half have report having tried a cigarette before. Students at Chemeketa were less likely than their counterparts to have smoked a cigarette.

■ A Large Number of Those Who Have Tried a Cigarette in the Past Do Not Smoke.

- A majority of student who have either been a smoker or who have tried a cigarette say they do not smoke at all now. Another one in five indicate that they "hardly ever" smoke. Slightly less than one-quarter note that they smoke "some days" or "every day." On all of the campuses, the majority of those who have tried a cigarette say the do not smoke at all.
- It should be noted that compared to the student population as a whole, 17% of the student body smokes. The smoking rate varies from college-to-college, however, Chemeketa has the lowest and Treasure Valley has the highest number of current smokers.

■ Lighter Smokers Report Varying Amounts of Cigarette Use.

- More than half of the students who smoke "some" or "every day" began smoking before the age of 17. This means most of the students began smoking in high school.
- One in five students who are light smokers, claim to light up 16 days or more each month. Slightly over a third lit up one day or less in the past month.
- A substantial majority of infrequent users report lighting up two cigarettes or less on the days they smoked in the past month. Six in 10 light smokers fall into this category.

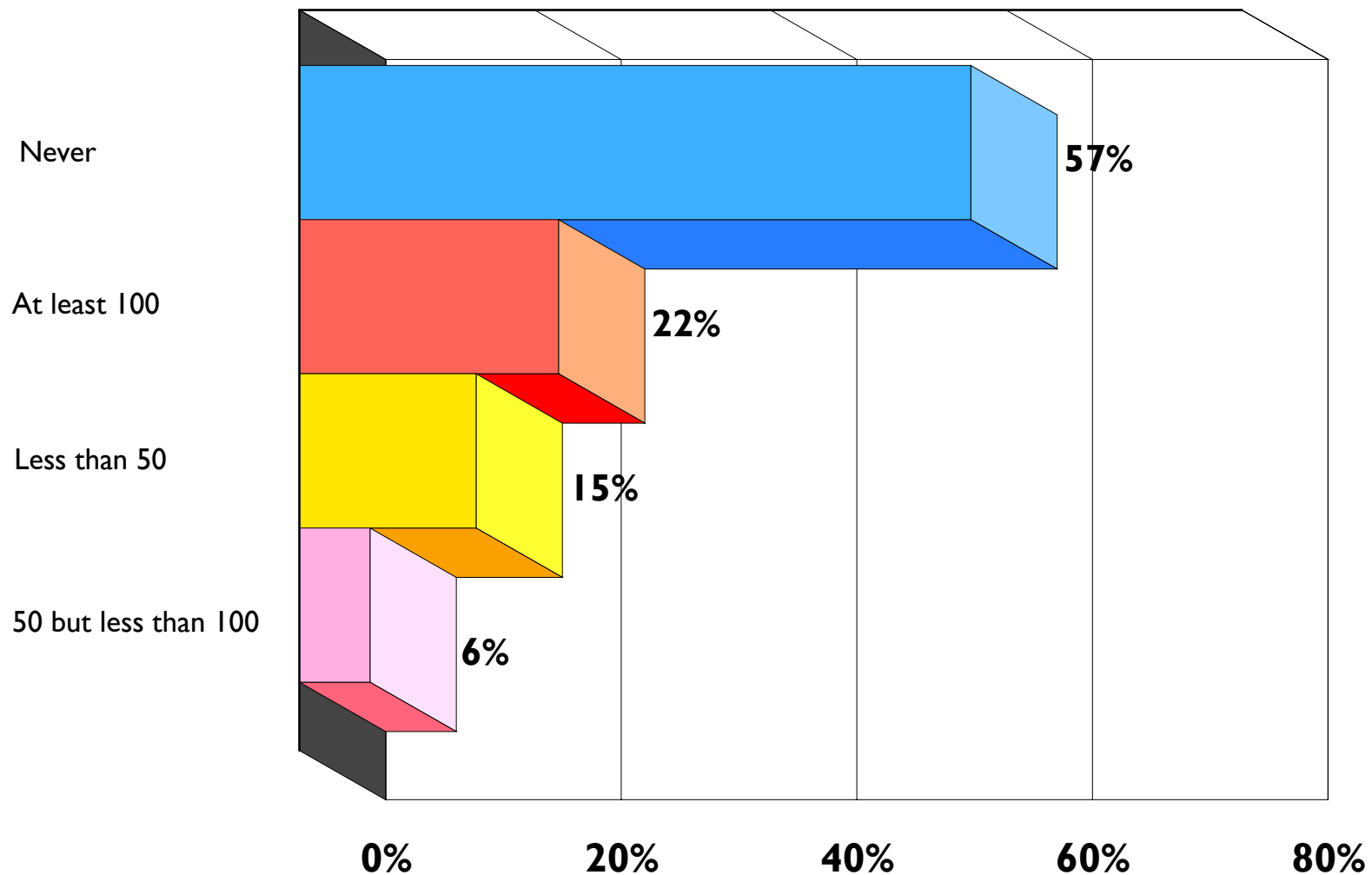
Tobacco Use Among Community College Students, Cont'd.

- **Smokeless Tobacco and "Other" Types of Tobacco Products Are Not Widely Used On These College Campuses.**
 - Smokeless tobacco products and "other" type of tobacco products are not used by these students. Indeed, nearly 100% of each student body community reports non-use of these types of tobacco.
- **Very Few Students Have Received a Free Cigarette as Part of a Promotion.**
 - More than nine in 10 students report never having received a free cigarette as part of a tobacco promotion over the past year.

A Majority of Students Say They Have Never Smoked a Cigarette

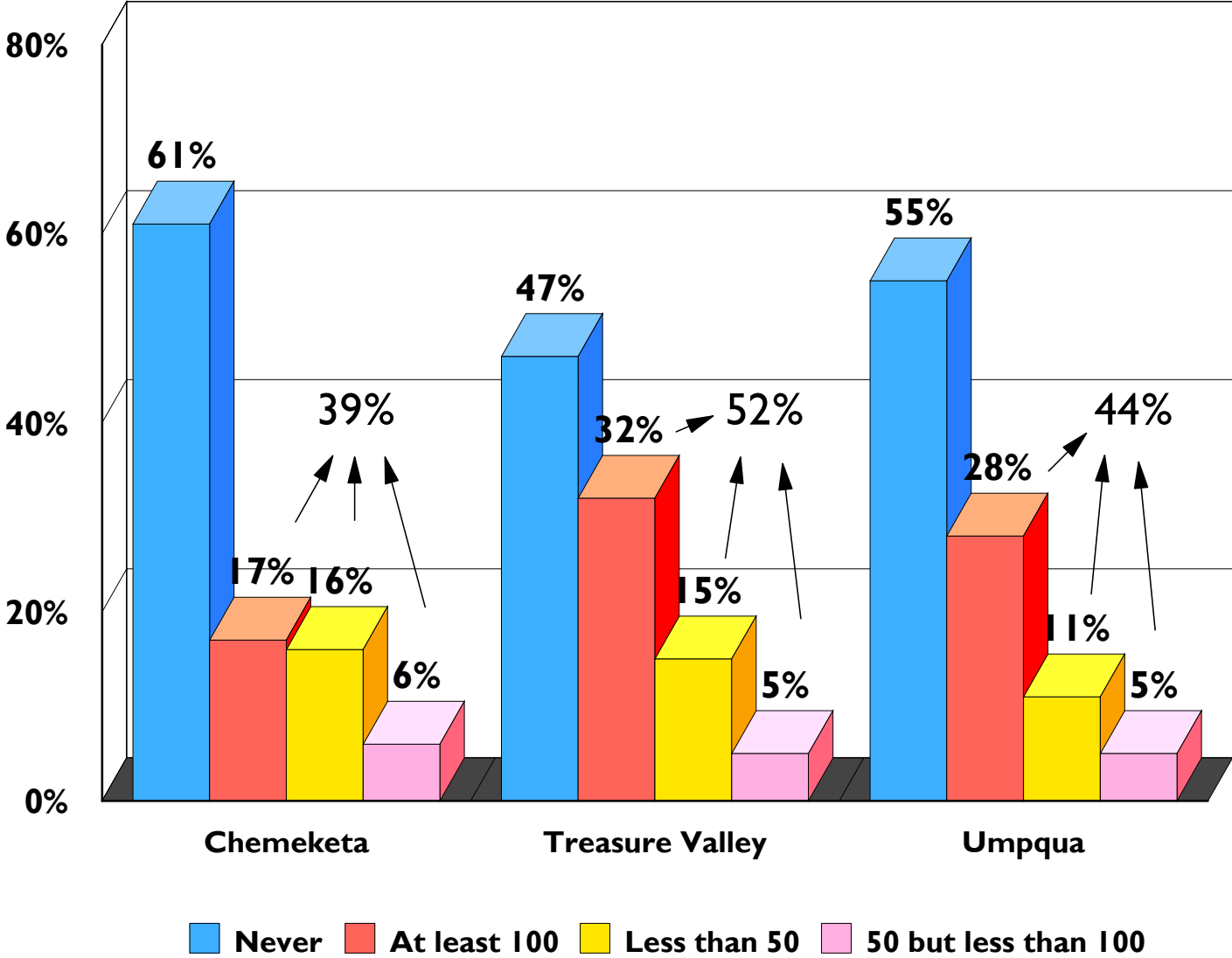
A Little Over One in Five, Say They Have Smoked at Least One Hundred Cigarettes Over Their Lifetime

Thinking over your entire life, how many cigarettes have you smoked?

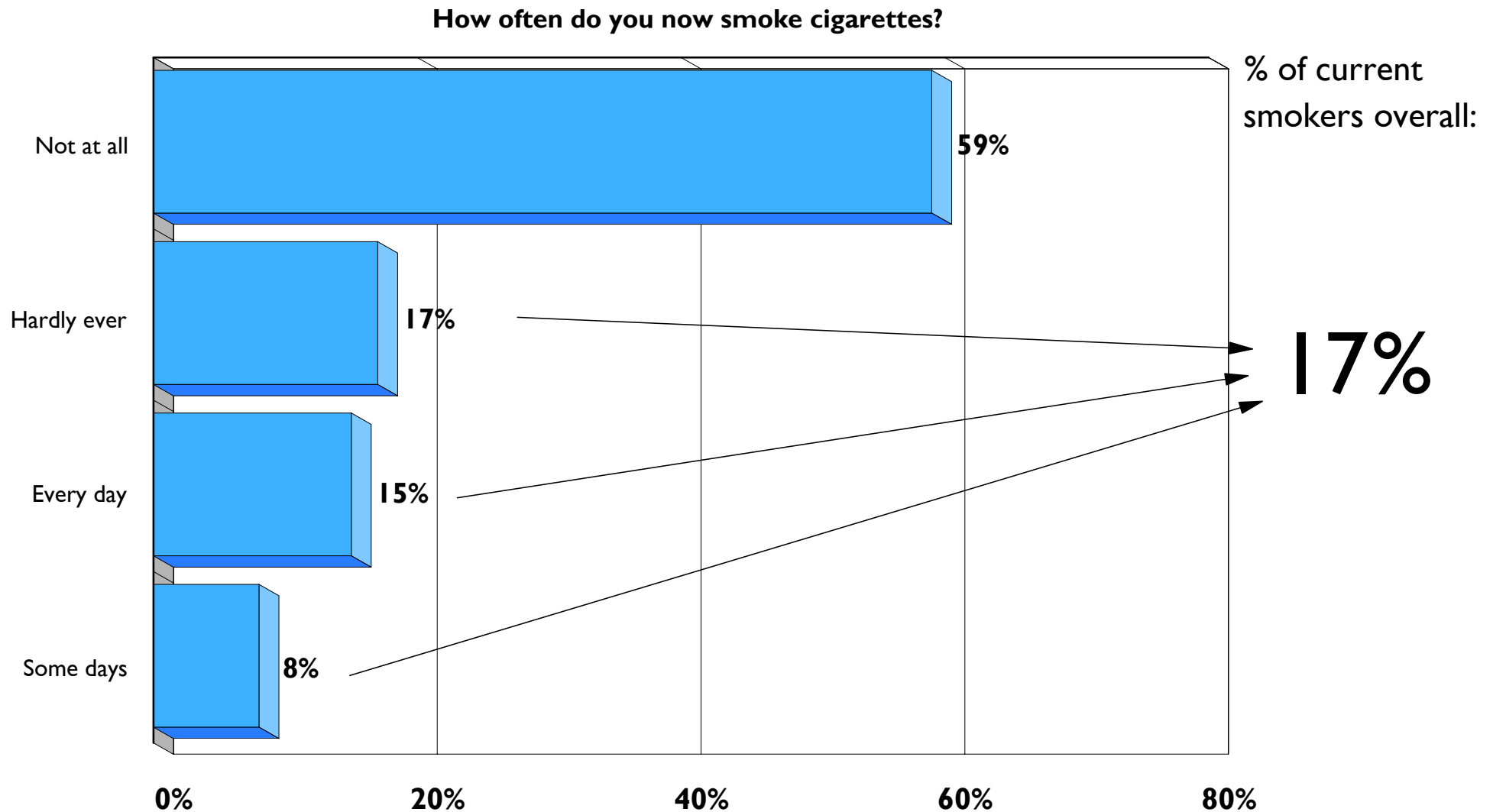


A Majority of Students at Treasure Valley Have at Least Tried a Cigarette

Thinking over your entire life, how many cigarettes have you smoked?



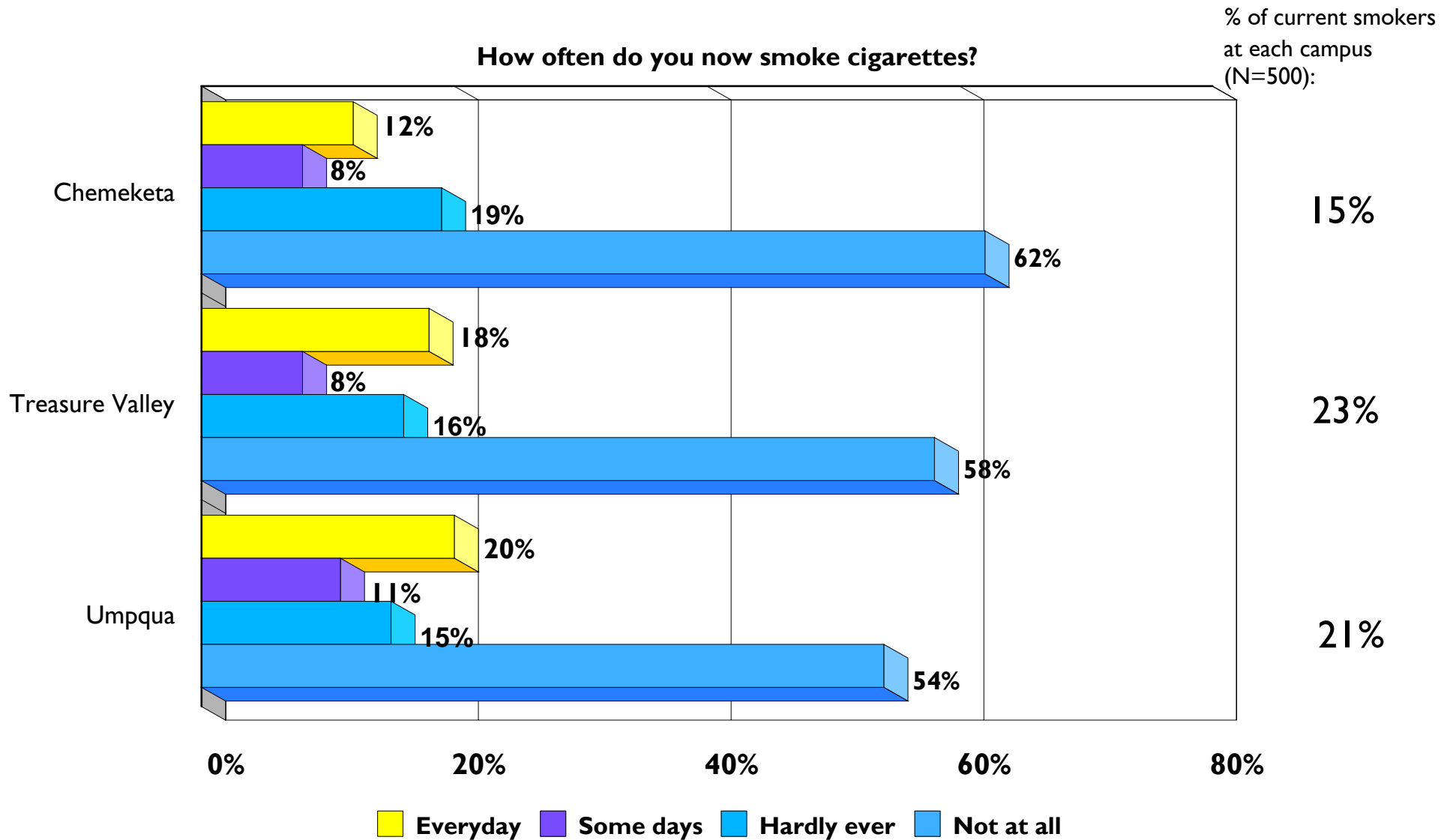
A Majority of Students Who Have at Least Tried a Cigarette in the Past Say They Do Not Smoke at All



Note: Sample size = 212

On All of the College Campuses the Majority of Students Say They Do Not Smoke at All



Chemeketa College Has the Least Amount of Students Who Smoke Every Day



Note: Sample size = 212

Among Those Who Have at Least Tried a Cigarette, Younger Students, Non-Parents and Those Without Healthcare Are More Likely to Be Current Smokers

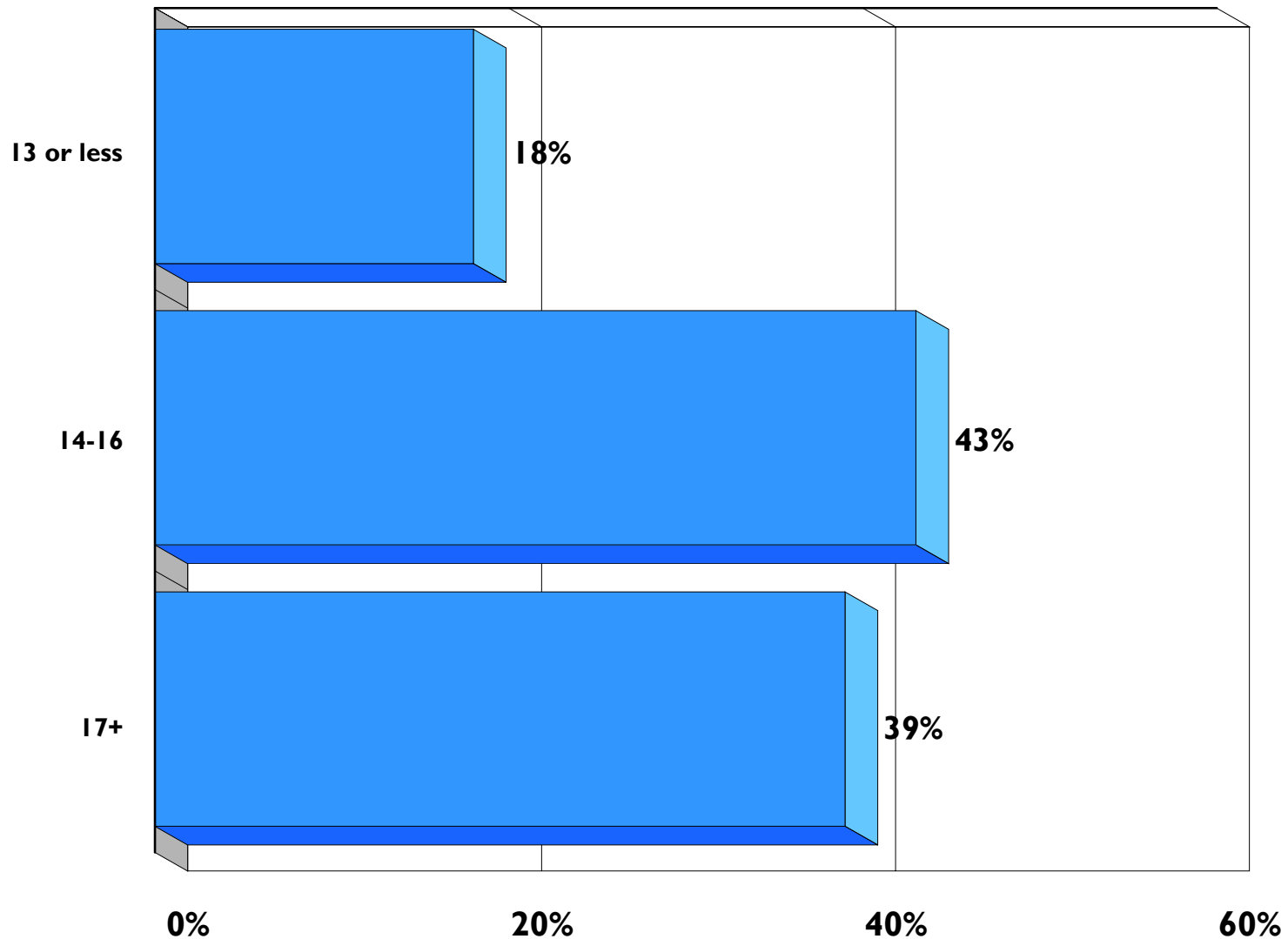
How often do you smoke cigarettes?

	Every day	Some days	Hardly Ever	Not at all	
★ Men	12%	10%	21%	57%	
★ Women	18%	7%	15%	61%	
★ Under 25	16%	10%	25%	49%	
★ Over 25	15%	8%	10%	68%	
★ Parents	17%	6%	12%	65%	
★ Non-Parents	14%	9%	20%	57%	
★ Healthcare	15%	7%	16%	62%	
★ No Healthcare	16%	11%	19%	54%	
★ TOTAL	15%	8%	17%	59%	

Note: Sample size is N=212; question asked only among those who have smoked a cigarette in their lifetime.

More Than Half of These Students Began Smoking Before the Age of 17

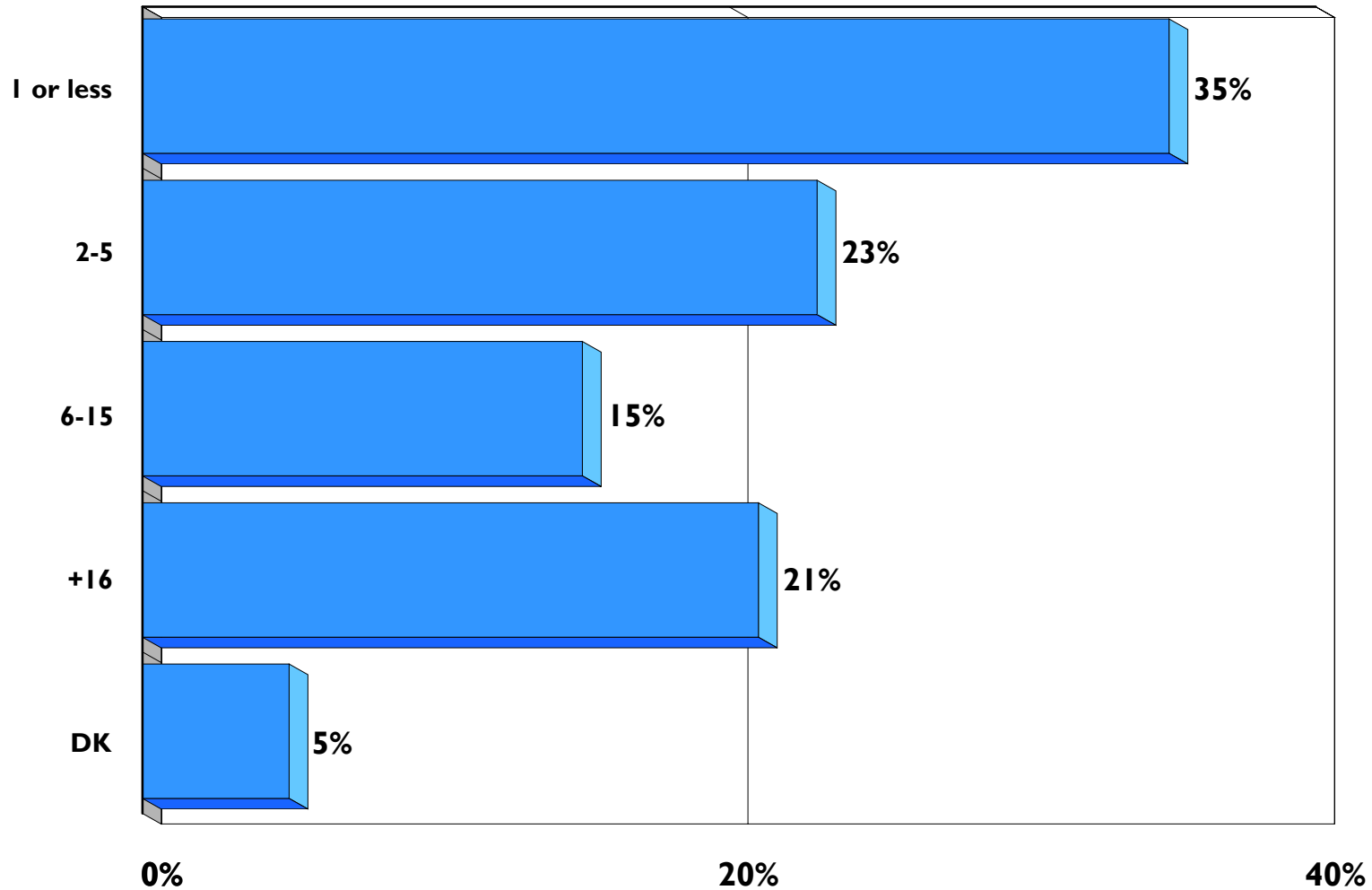
At what age did you start smoking regularly?



Note: Sample Size = 50 -- Question asked only among those who currently smoke "some" or "every day"

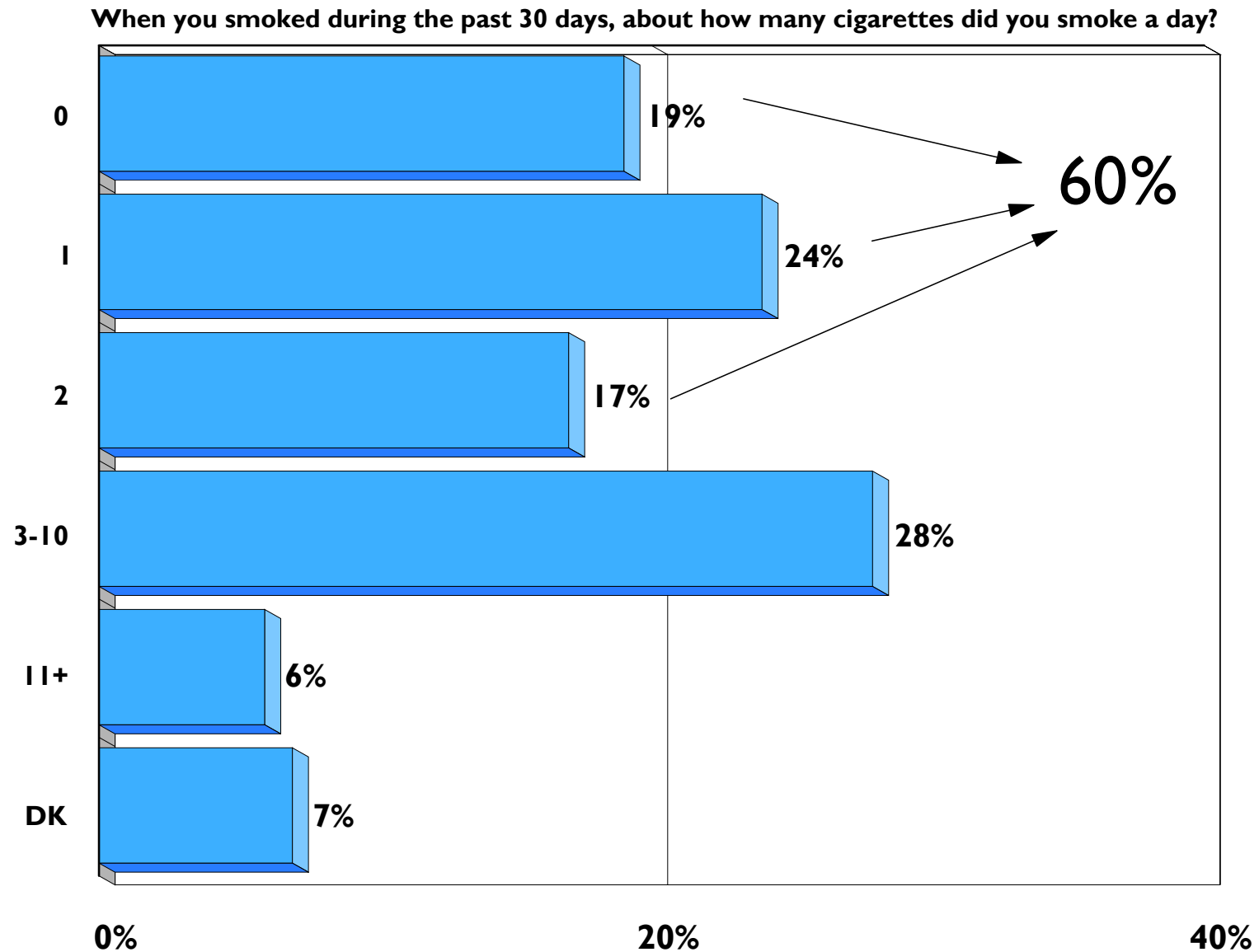
One in Five Students Who Are Light Smokers Light Up 16 Days or More Each Month

On how many of the past 30 days did you smoke cigarettes?



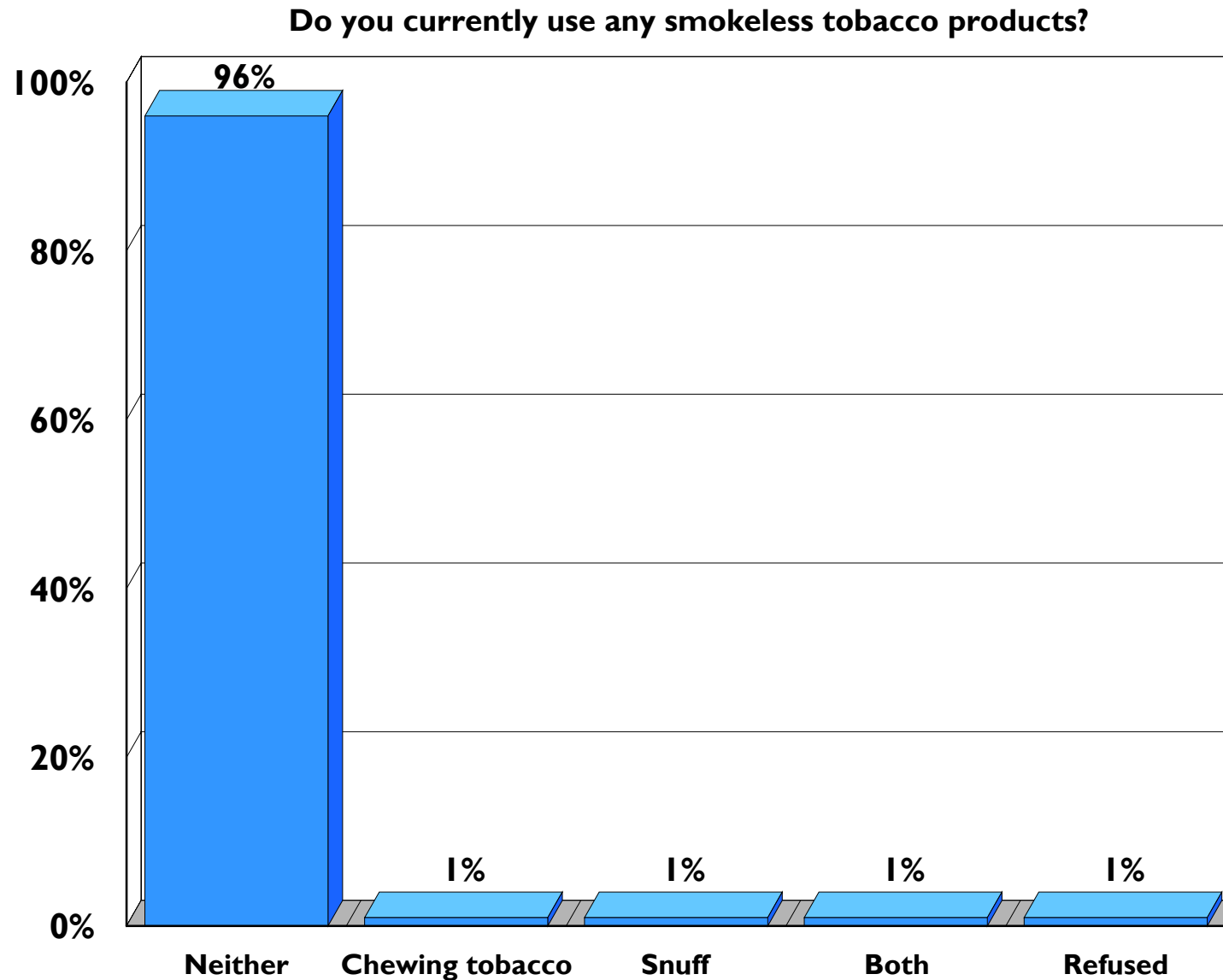
Note: Sample Size = 54 -- Question asked only among those who currently smoke "hardly ever" or "some"

A Majority of Infrequent Users Report Lighting Up Two Cigarettes or Less Each Month



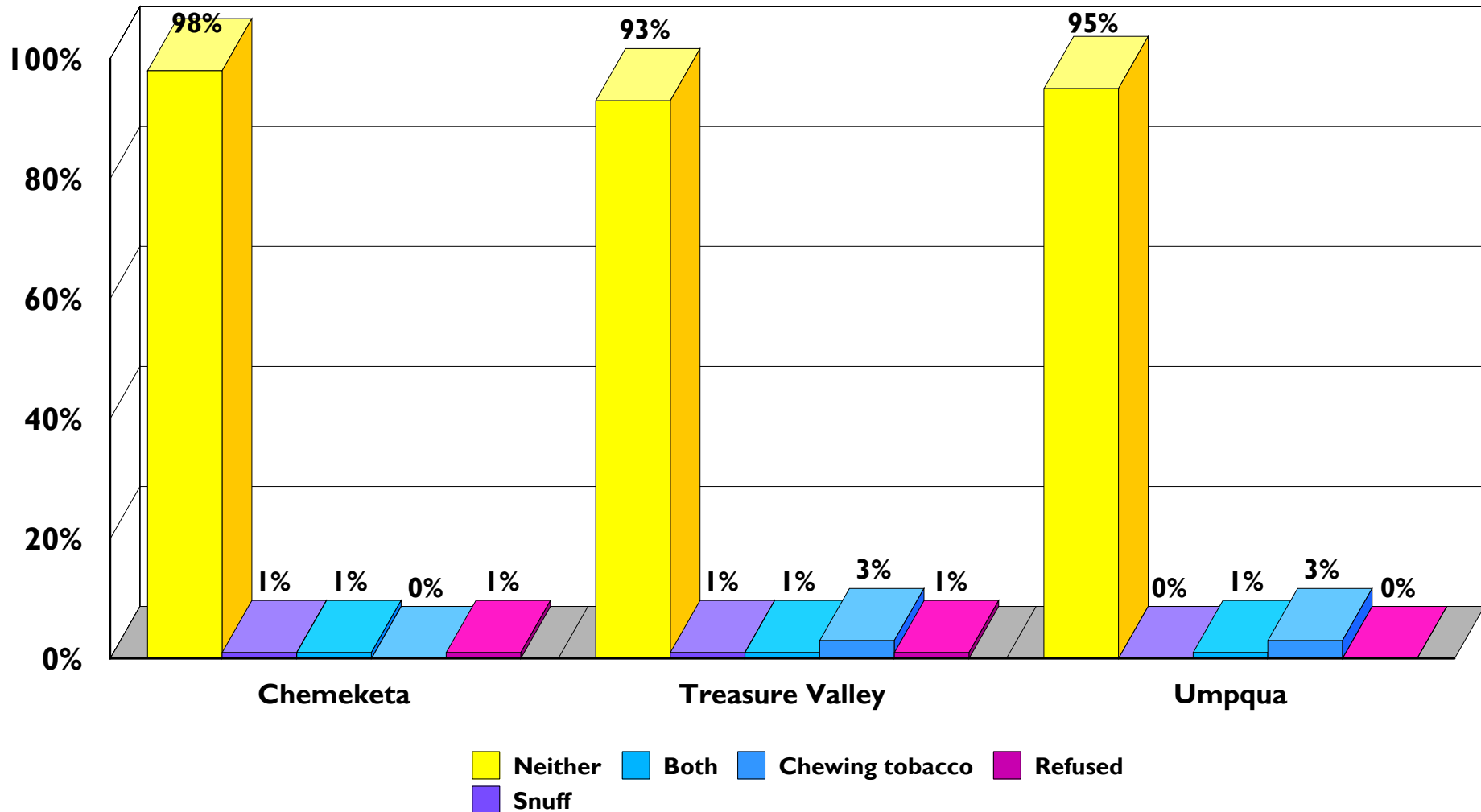
Note: Sample Size = 54 -- Question asked only among those who currently smoke "hardly ever" or "some"

Smokeless Tobacco Products Are Not Widely Used Among Community College Students



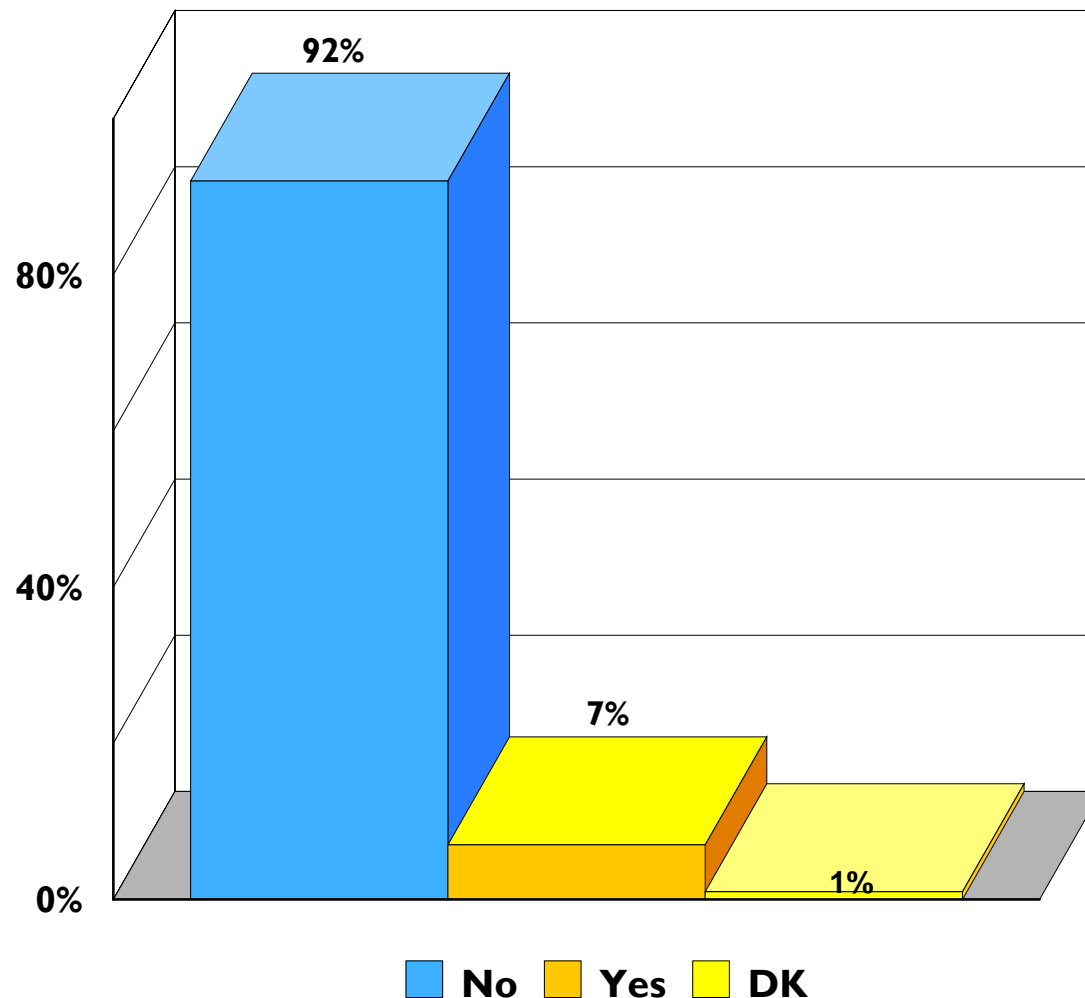
Over Ninety Percent of the Students From All Colleges Say They Do Not Use Smokeless Tobacco Products

Do you currently use any smokeless tobacco products?

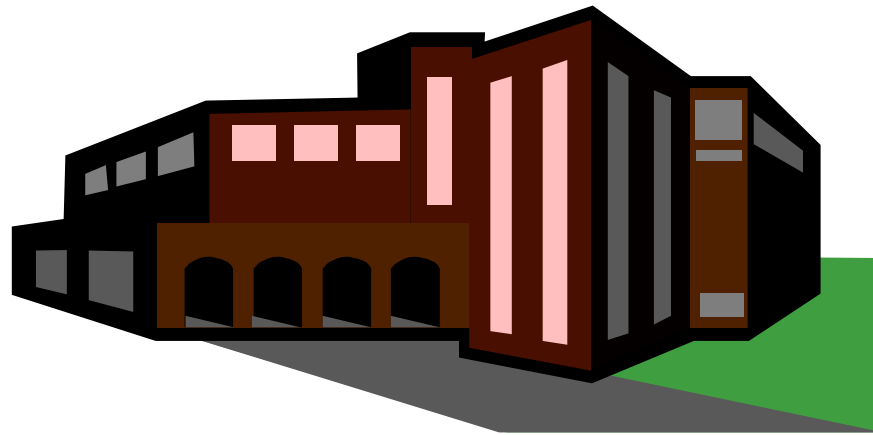


Over Nine in 10 of Students Say That They Have Not Received a Free Cigarette or Other Tobacco Product Sample or Coupons in the Past Year

During the past year, have you ever received a free cigarette as part of a promotion or tobacco sample or coupons?



The Desire to Quit Smoking



Grove Insight
June 2007

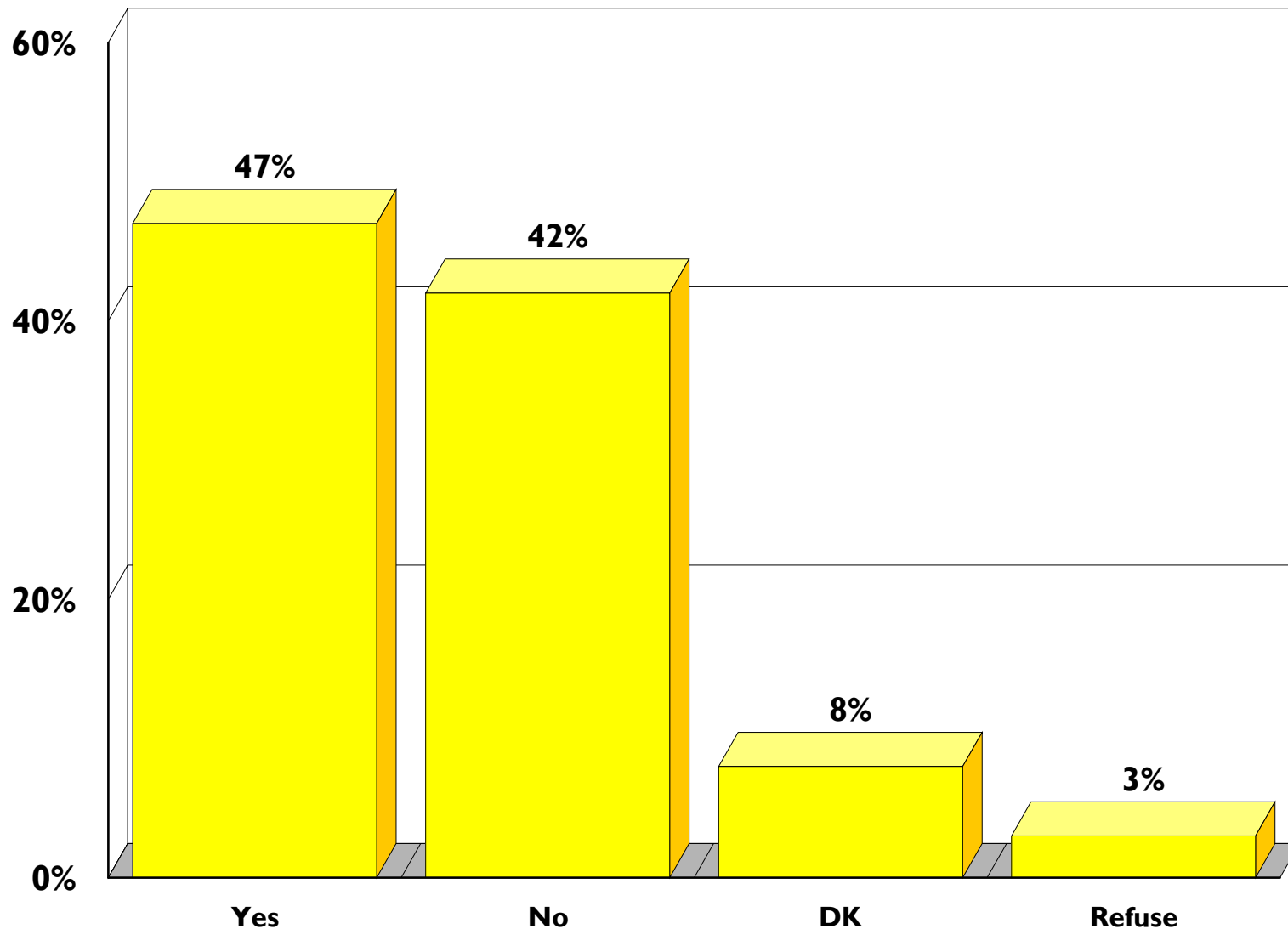
The Desire to Quit Smoking

■ A Large Number of Student Smokers Want to Quit.

- Nearly half of these student smokers have a desire to quit. Just over four in 10 would prefer to continue smoking.
- It is interesting to note that an even higher number of these students indicate that they have tried quitting over the past 12 months. Almost six in 10 student smokers fall into this category.
- Very few current smokers report that their habit has "increased" since going to community college. Only a little over one in 10 report an increase in their habit. Most, say that their habit has remained the same. Though one-third do indicate that their smoking levels have "decreased" since they began taking classes at their college.
- The Oregon Tobacco Quit Line is an unknown to most of these college students. Less than one-third report having heard of it. Those least likely to have heard of the quit line include men, those living in the Salem area and Treasure Valley students.
- It is interesting to report that Umpqua's student body is far more aware of the Oregon Tobacco Quit Line than their counterparts on other college campuses. Just under half report having heard of it.

Nearly Half of Student Smokers Want to Quit

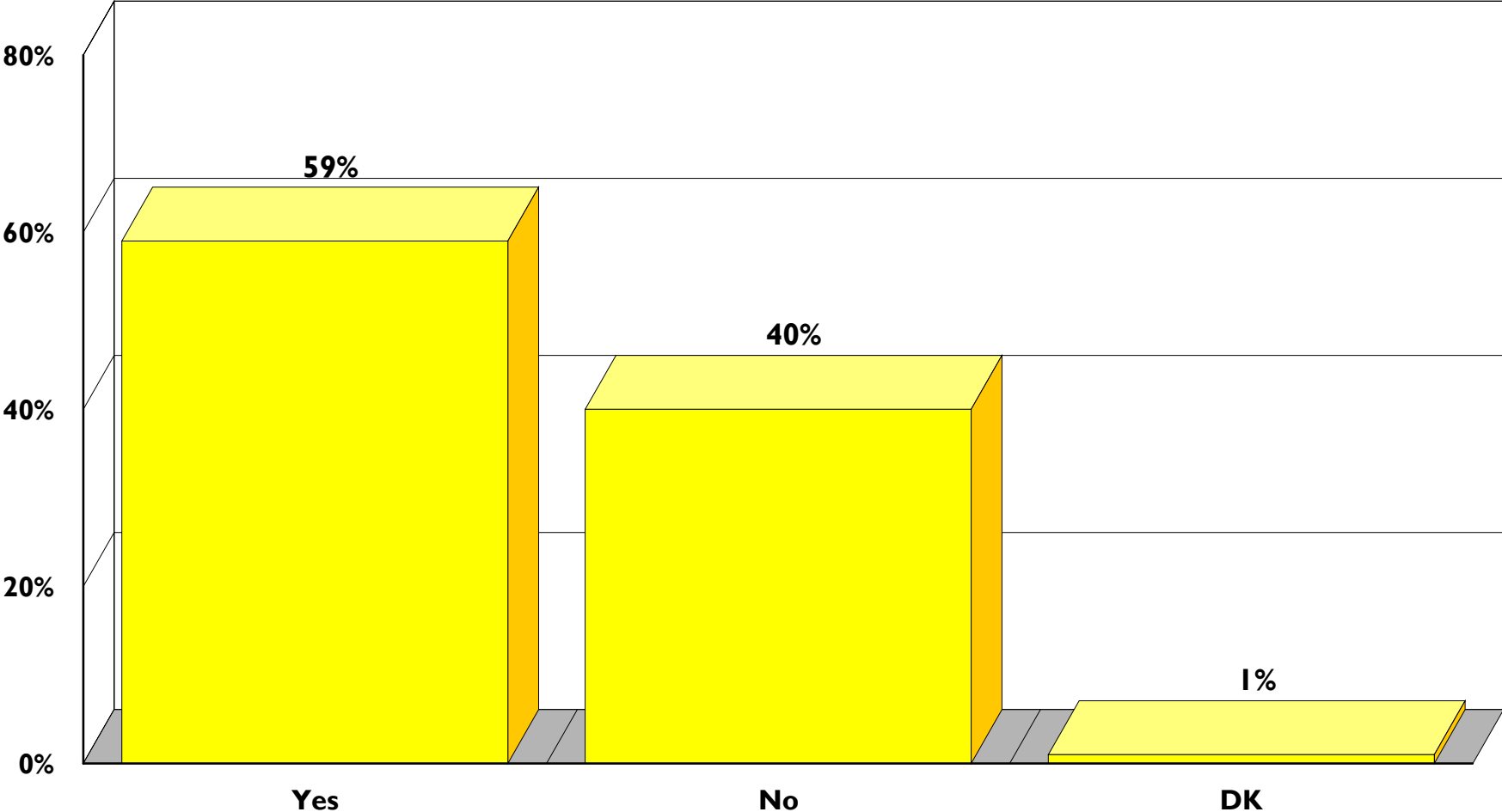
Would you like to quit smoking?



Note: Sample Size = 87

Almost Six in 10 Smokers Say That They Have Tried to Quit Over the Past 12 Months

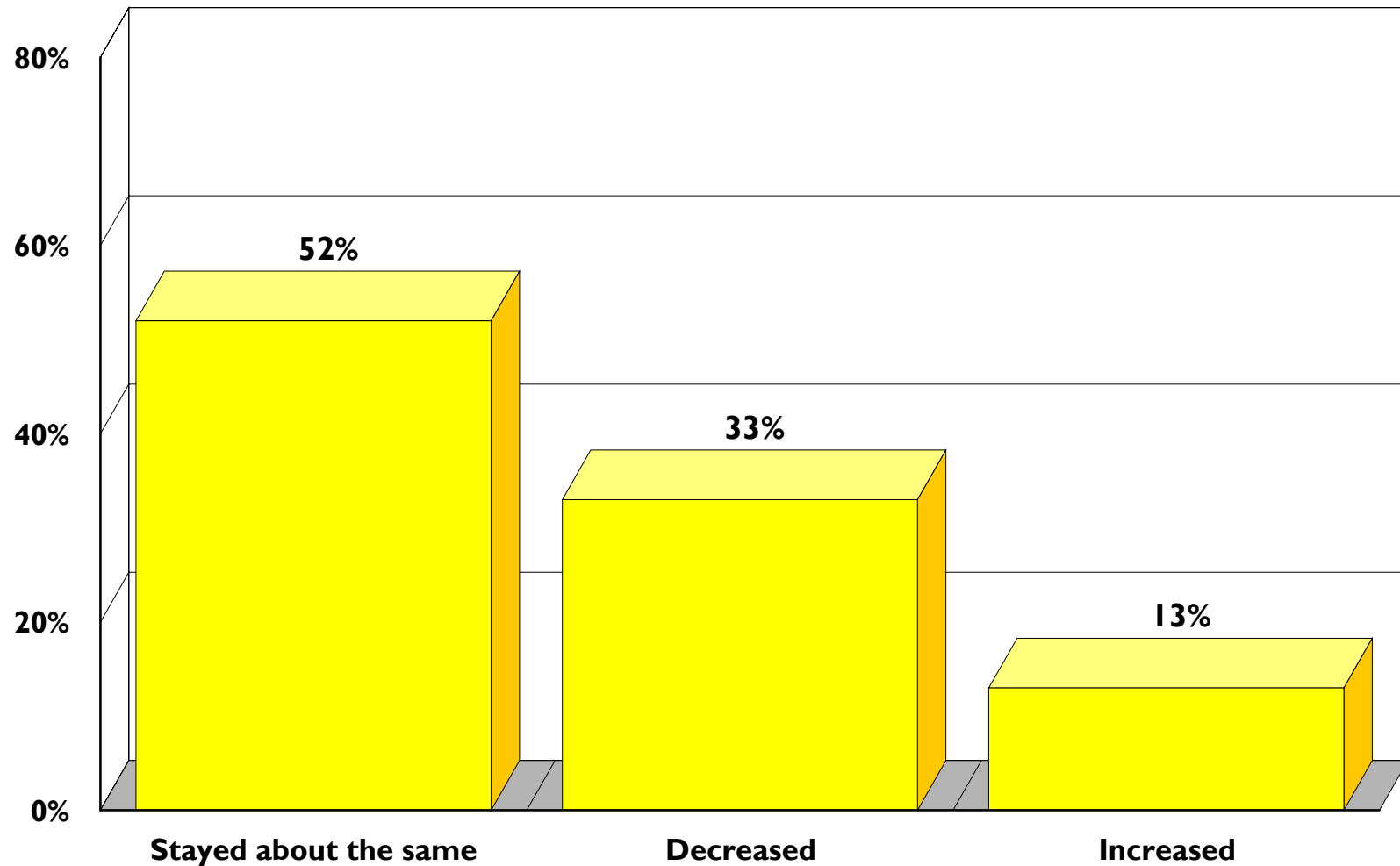
During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?



Note: Sample Size = 87

A Third Say That the Amount They Smoke Has Decreased Since Coming to College

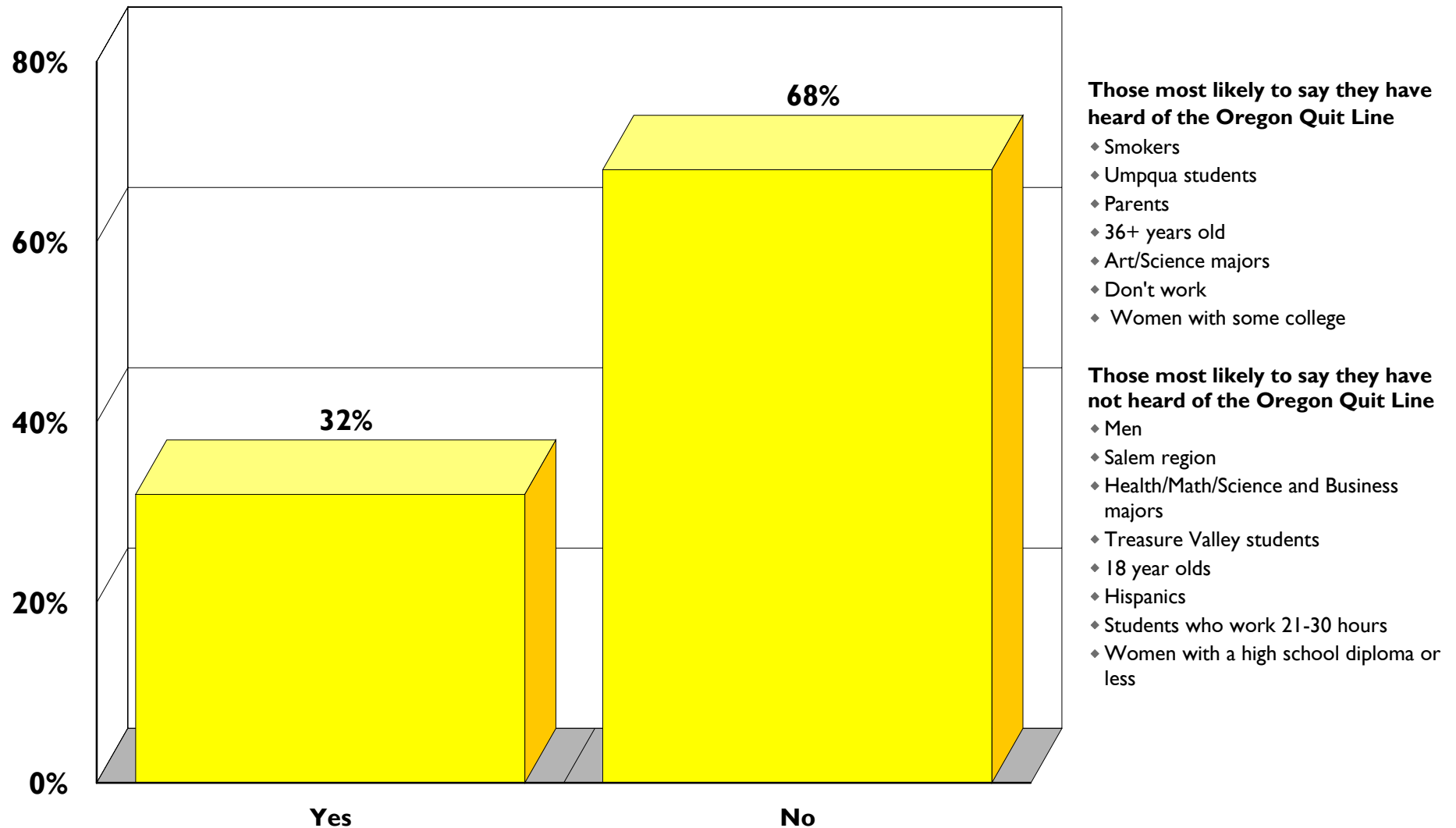
Since taking classes at this college, has the amount you smoked increased, stayed about the same, or decrease?



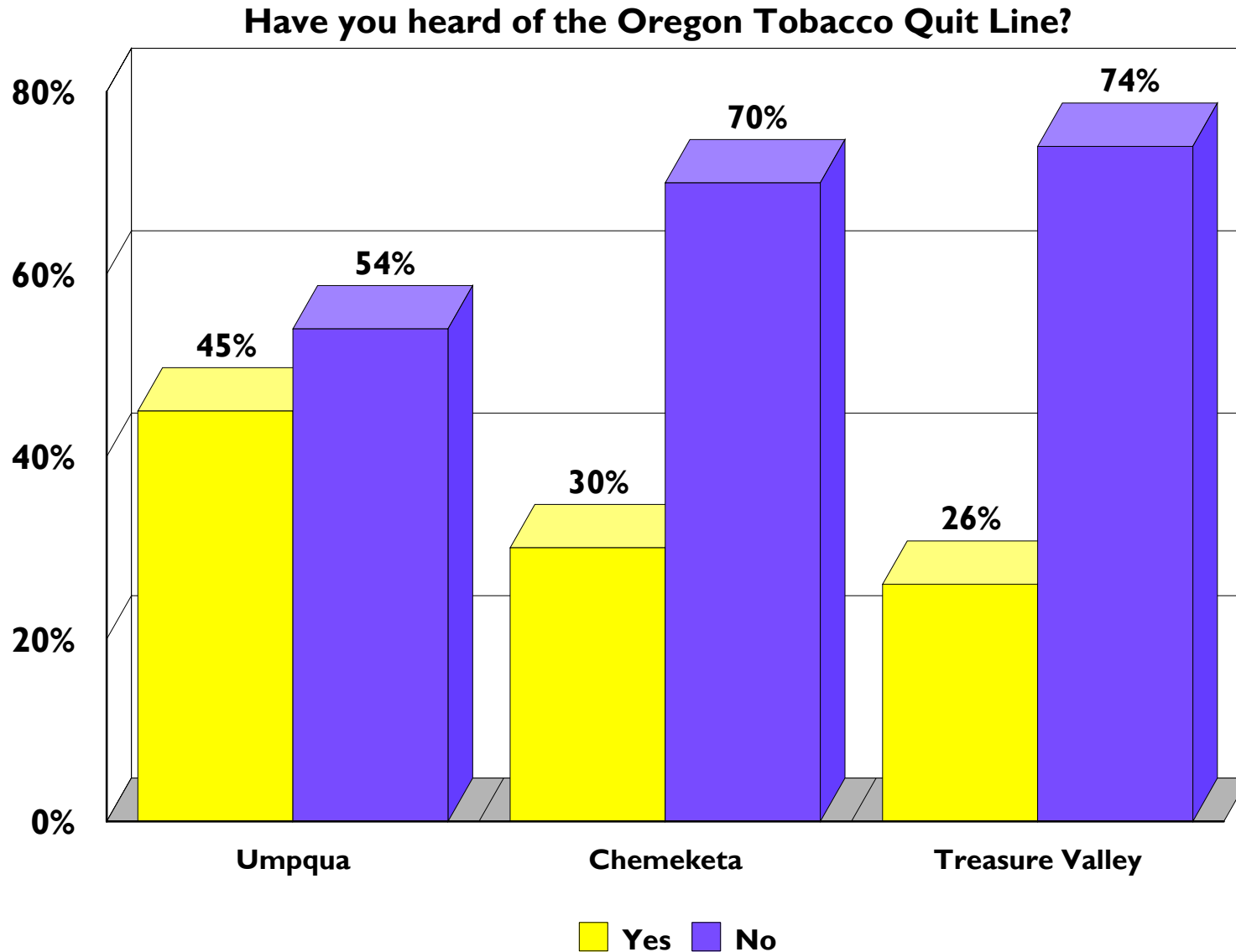
Note: Sample Size = 85

Almost Seven In 10 of the Students Have Not Heard of the Oregon Tobacco Quit Line

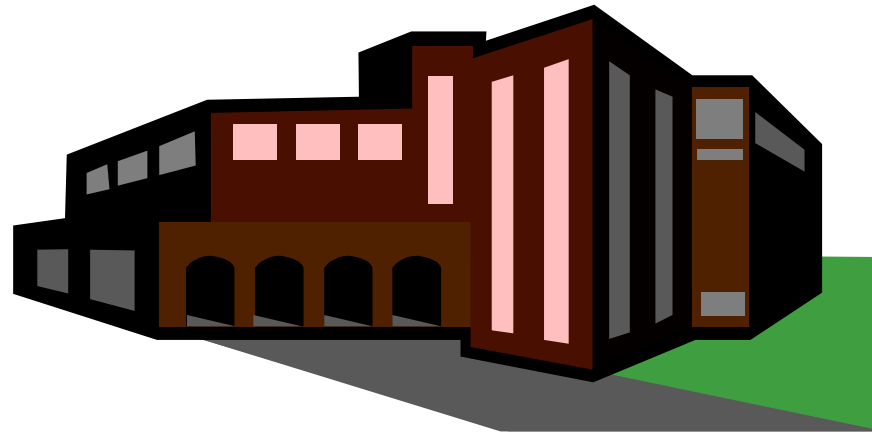
Have you heard of the Oregon Tobacco Quit Line?



Umpqua Students Are Far More Aware of the Oregon Tobacco Quit Line Compared to Their Counterparts in Chemeketa and Treasure Valley



Alcohol Use Among Community College Students



Grove Insight
June 2007

Alcohol Use Among Community College Students

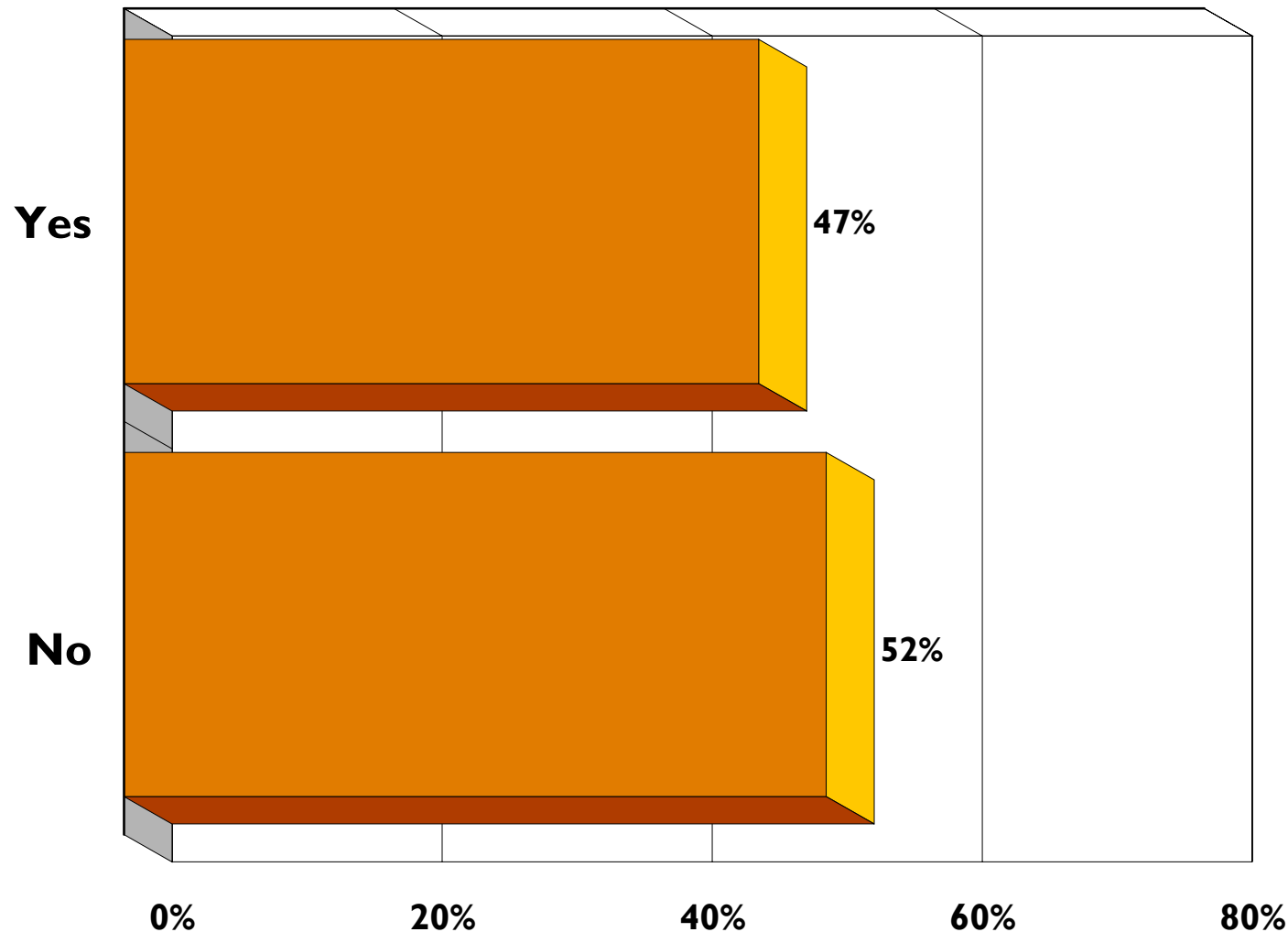
- **A Slim Majority of Students at These Community Colleges Have Not Had an Alcoholic Beverage in the Past 30 Days.**
 - More than half of the students report not having had an alcoholic beverage in the past 30 days. Though just under half report having had at least one drink in the past month. This finding is consistent across all three college campuses.
 - There are differences in drinking habits based on gender, age, education and race. Women, younger students, those with less education and Hispanics are less likely than their demographic counterparts to have consumed an alcoholic beverage in the past month.
 - It is interesting to note that there are some distinct differences in alcohol consumption based on smoking status. Those who currently smoke are some of the most likely to have consumed an alcoholic beverage in the past month. Students who have at least tried a cigarette, but do not currently smoke, are also more likely than the student population as a whole to have consumed alcohol over the past month. On the other hand, those who have never tried a cigarette are far less likely than the student population to have consumed alcohol.
- **Most of Those Who Do Drink, Consumed Alcohol Sparingly Over the Previous Month.**
 - Many students who have consumed alcohol, report having drunk it sparingly over the previous month. Indeed, three-quarters note that they drank alcohol on five or fewer days over the past month. This finding is consistent across all three college campuses.
- **And, Most of Those Who Do Drink, Do So in Moderation.**
 - A good number of community college students who do drink, say that they limit the amount they consume. Nearly two-thirds report that on average they consumed two drinks or less on the days they drank. This finding is, again, consistent across all three college campuses.
 - Additionally, nearly six in 10 students report never having more than four or five drinks in one sitting over the previous month. Of those that did, most drank in excess at most, only twice. Once again, there is very little difference across all three colleges in regards to how often students drink to excess.

Alcohol Use Among Community College Students, Cont'd.

- Most of these students stop consuming alcohol before their sixth drink. Seven in 10 students say that the largest number of drinks they have had in one sitting was never more than five. Indeed, more than four in 10 indicate that the most they consumed in one occasion was two or less. As with the previous findings, these numbers are consistent across each college campus.

A Significant Number of Students Say That They Have Had an Alcoholic Beverage in the Last 30 Days

During the past 30 days, have you had at least one drink of any alcoholic beverage?

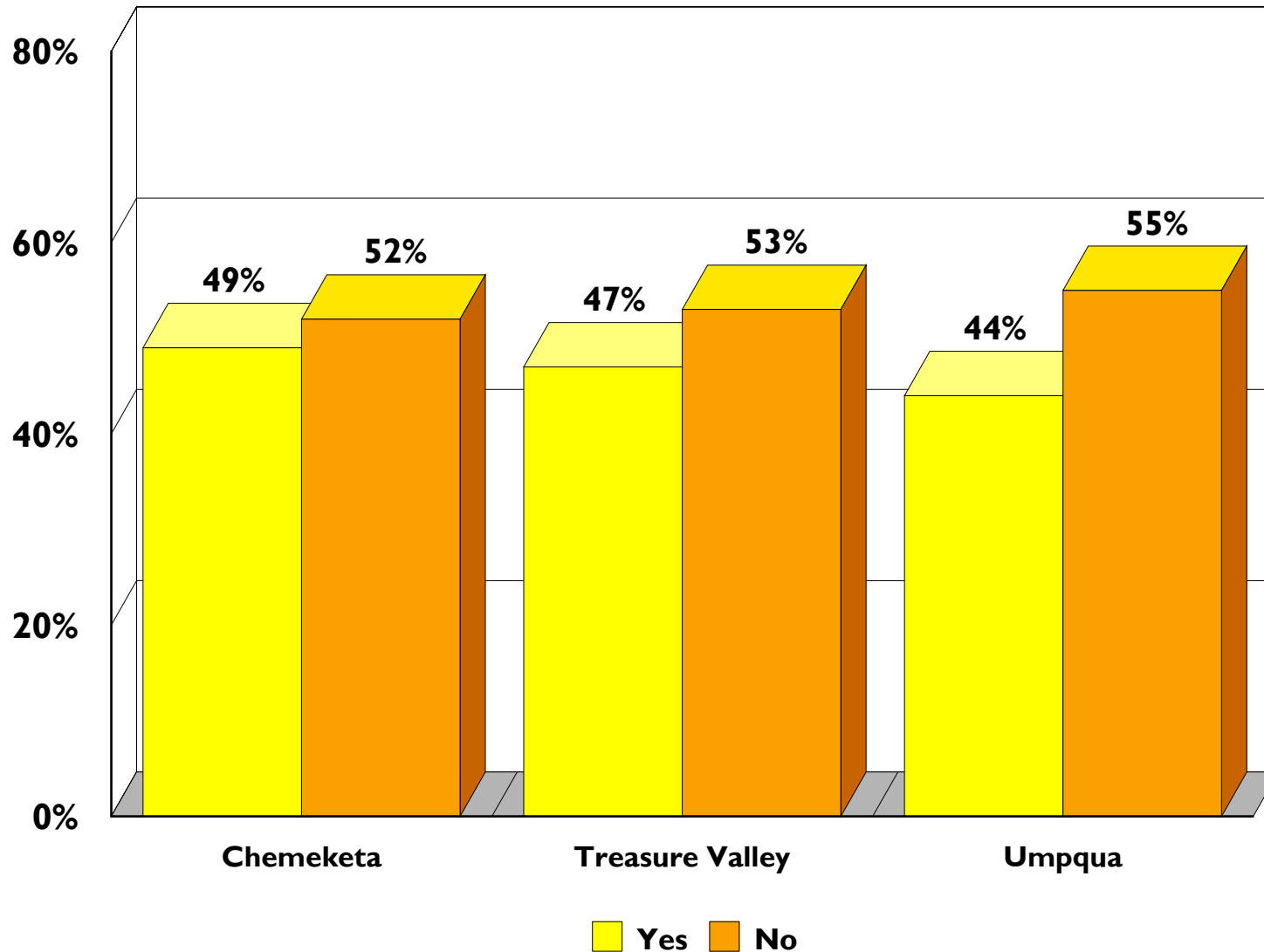


% of students under the age of 21 who report having consumed alcohol in the past month:

29%






On All of the College Campuses, the Majority of Students Have Not Had an Alcoholic Beverage in the Last 30 Days

During the past 30 days, have you had at least one drink of any alcoholic beverage?



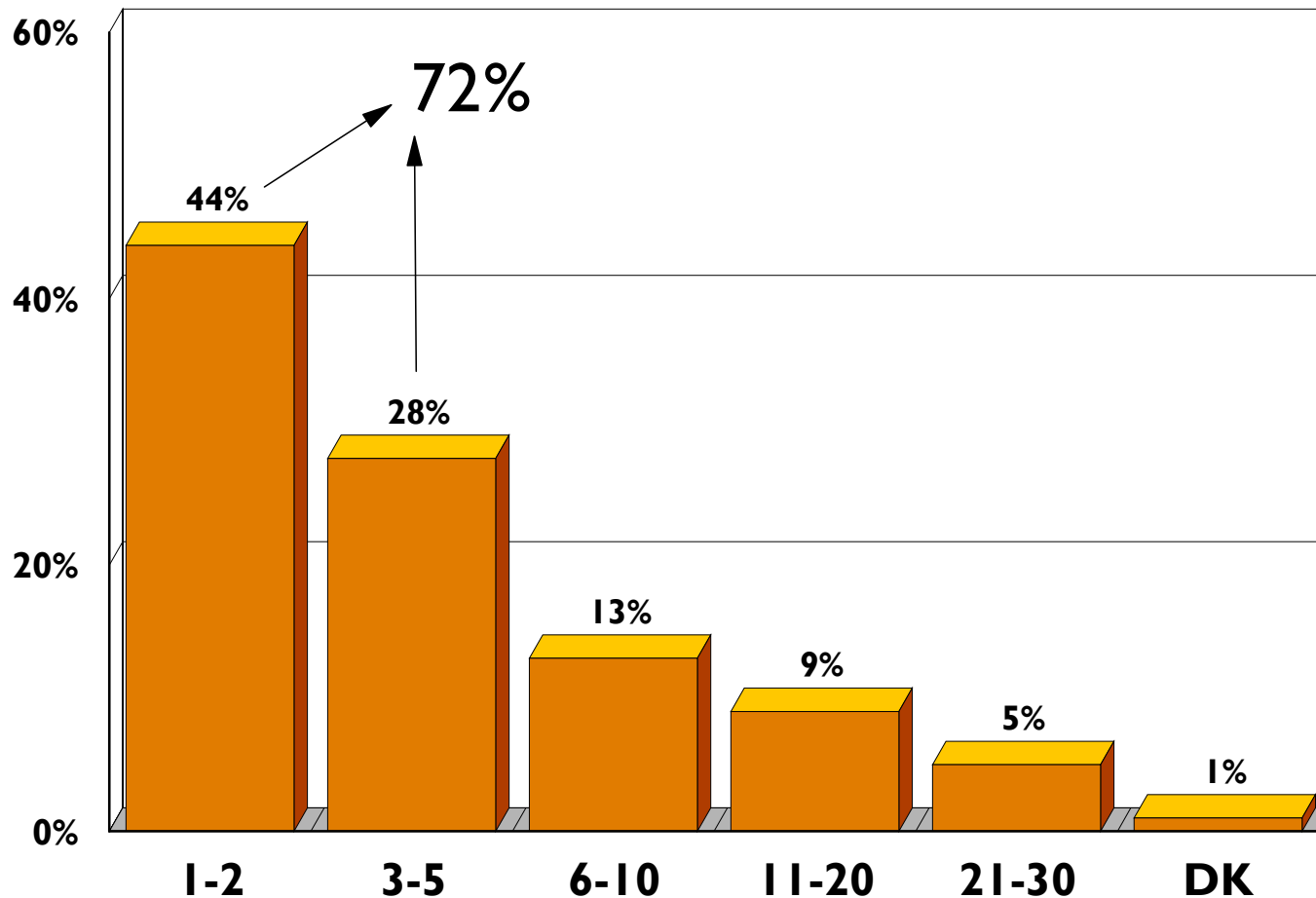
There Are Differences in Drinking Habits Based On Gender, Age, Education, Race

During the past 30 days, have you had at least one drink of any alcoholic beverage?

	Yes	No	Difference	
★ Men	53%	47%	+6	
★ Women	44%	56%	- 12	
★ Under 25	44%	56%	- 12	
★ Over 25	53%	47%	+6	
★ HS or Less	36%	64%	- 28	
★ Some College	49%	51%	- 2	
★ College +	61%	39%	+22	
★ Parents	50%	50%	- 0 -	
★ Non-Parents	46%	53%	- 7	
★ White	51%	49%	+2	
★ Hispanic	32%	67%	- 35	
★ Other	39%	61%	- 22	
★ Smokers	70%	30%	+40	
★ Those who have quit	61%	39%	+22	
★ Nonsmokers	35%	65%	- 30	
★ TOTAL	47%	52%	- 5	

A Little Over Seven In 10 Students Who Drink Say They Have Consumed an Alcoholic Beverage On Five or Fewer Days in the Past Month

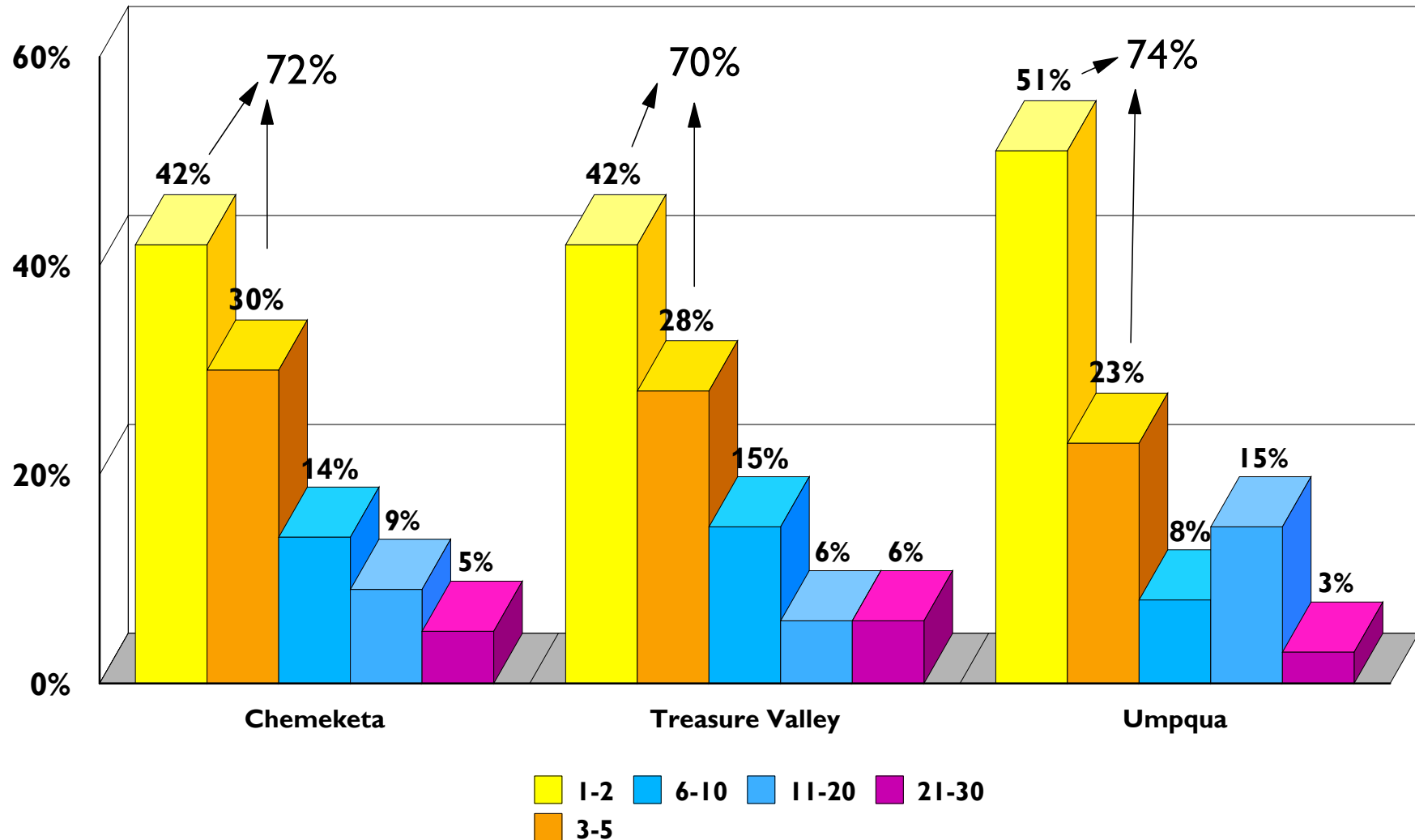
During the last 30 days, how many days did you have at least one drink?



Note: Sample Size = 237; Question asked only among those who report having tried an alcoholic beverage

Around Seven in 10 Students Who Drink Have Consumed Alcohol at Least Five Days in the Past Month On Each College Campus

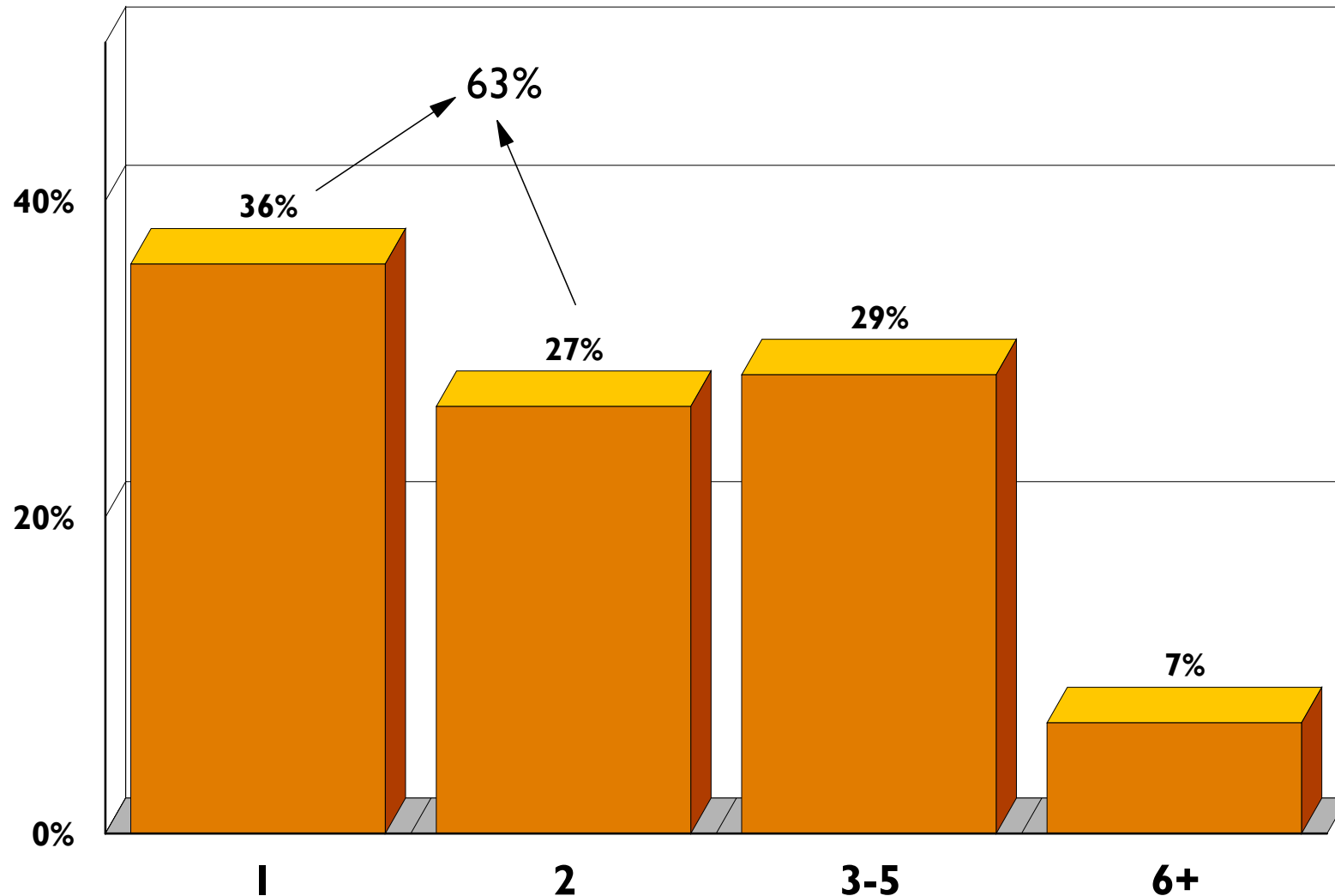
During the past 30 days, how many days did you have at least one drink?



Note: Sample Size = 237; Question asked only among those who report having tried an alcoholic beverage

Most of Those Who Do Drink, Do So In Moderation

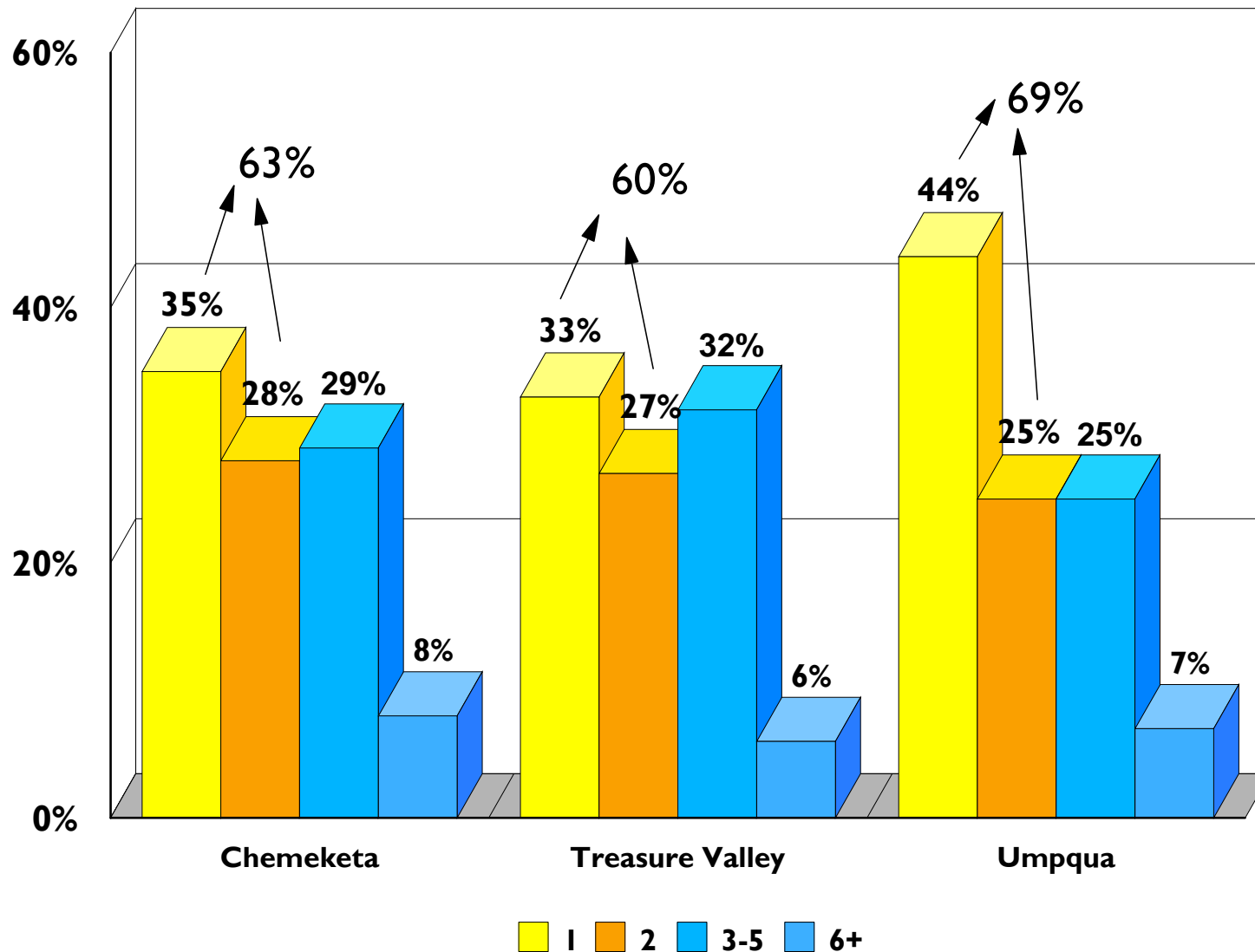
During the last 30 days, on the days when you drank, about how many drinks did you have on the average?



Note: Sample Size = 235; Question asked only among those who report having tried an alcoholic beverage

Around Two Thirds of the Students From Each Campus Who Drink Have Two or Less Alcoholic Beverages When They Consume Alcohol

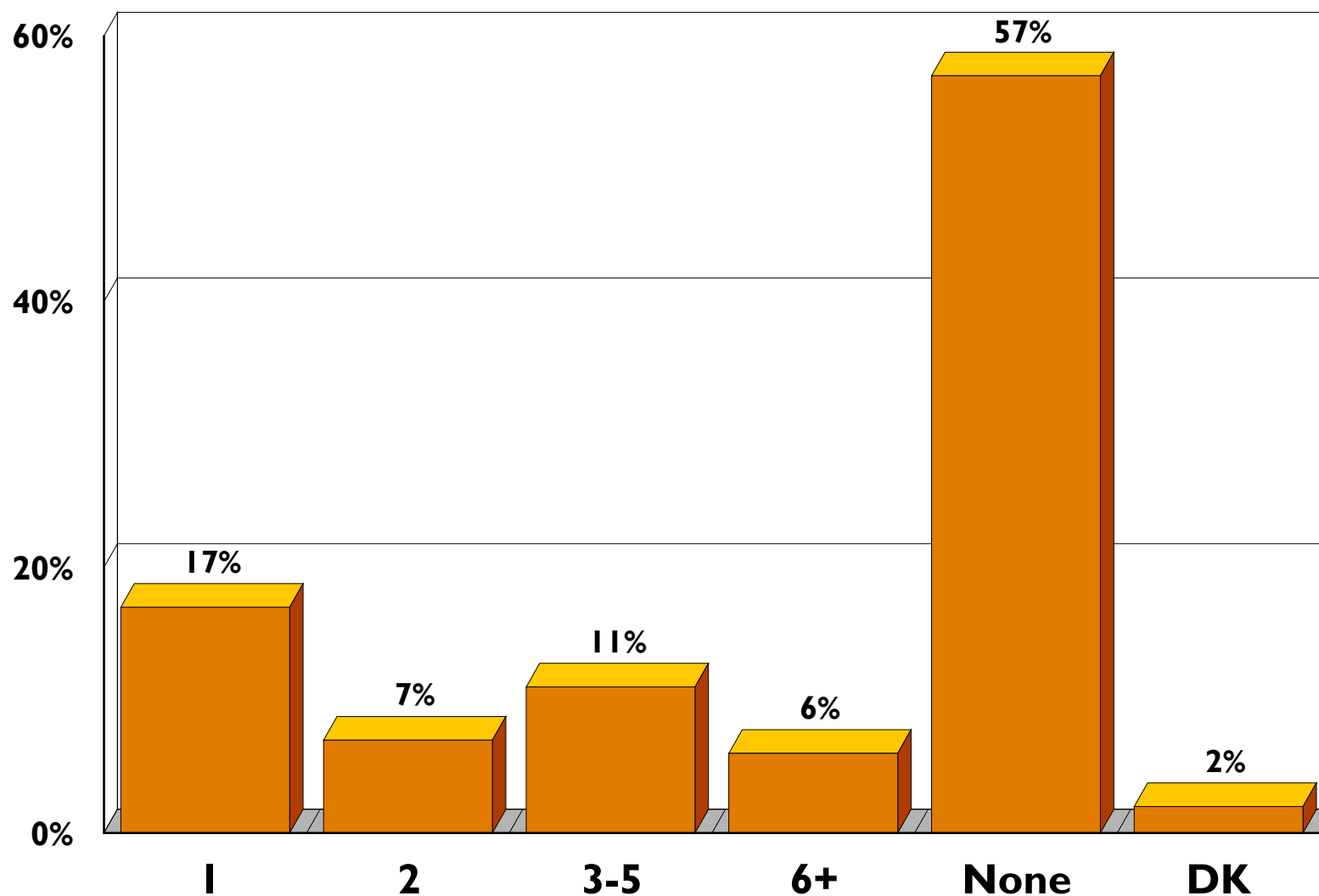
During the past 30 days, on the days when you drank, about how many drinks did you have on average?



Note: Sample Size = 235; Question asked only among those who report having tried an alcoholic beverage

Nearly Six In 10 Students Have Not Had More Than Four or Five Drinks in One Sitting Over the Past Month

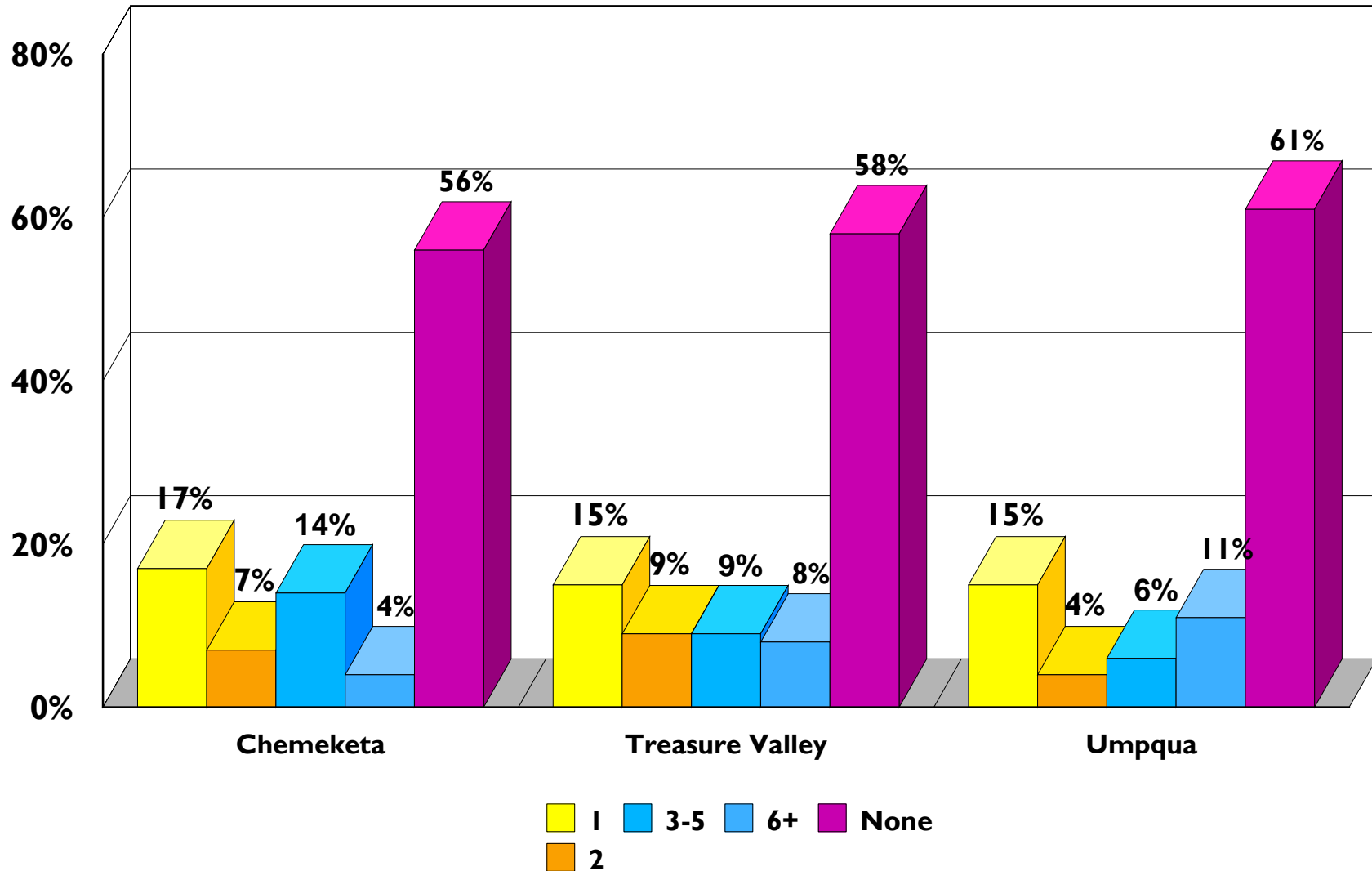
During the last 30 days, how many times did you have five for men and four for women or more drinks on one occasion?



Note: Sample Size = 236; Question asked only among those who report having tried an alcoholic beverage

The Majority of Students at All of the Colleges Say They Have Not Consumed Alcohol in Excess Over the Past Month

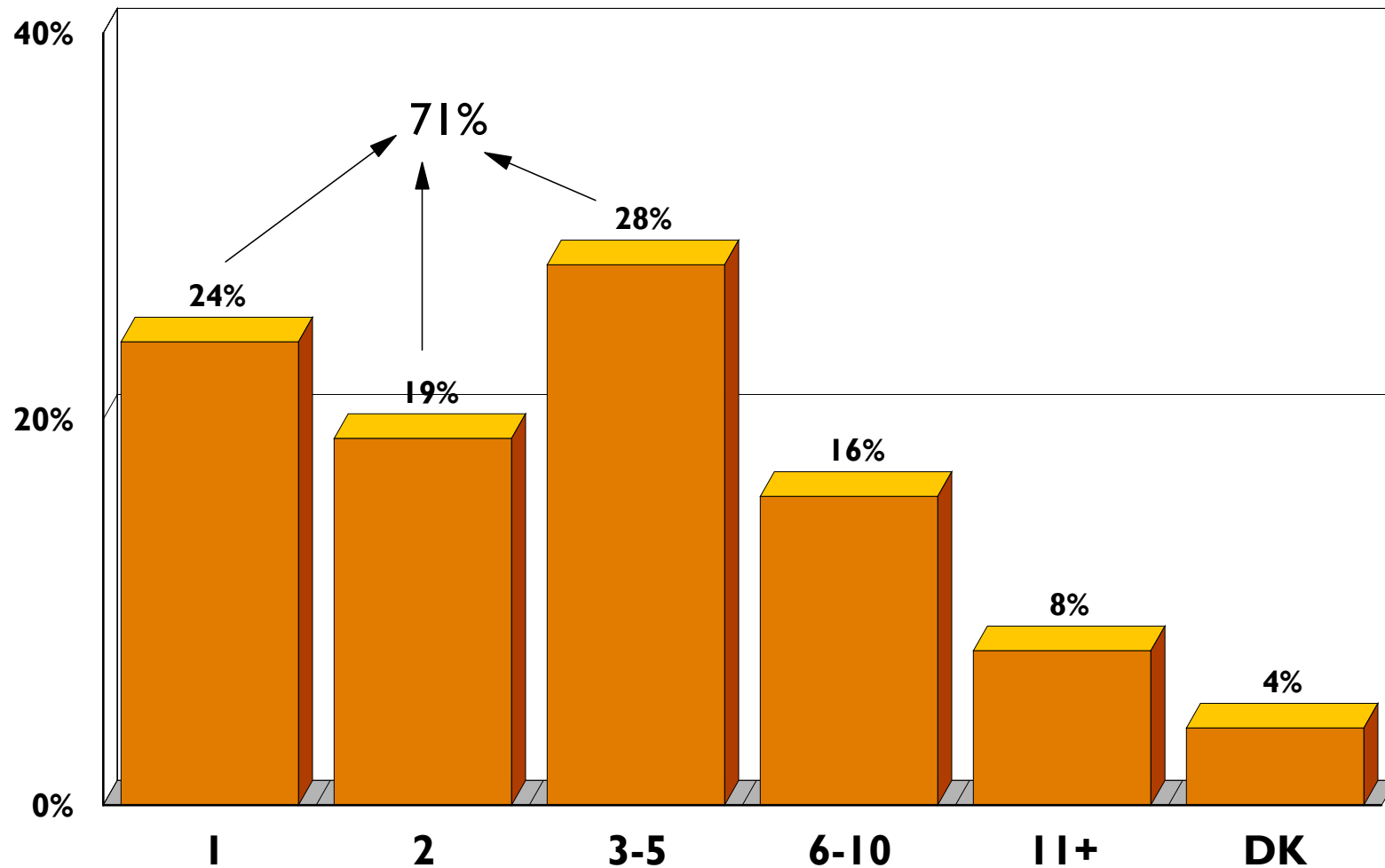
How many times in the past 30 days did you have five for men and four for women or more drinks on one occasion?



Note: Sample Size = 236; Question asked only among those who report having tried an alcoholic beverage

Most of These Students Cut Themselves Off Before Their Sixth Drink

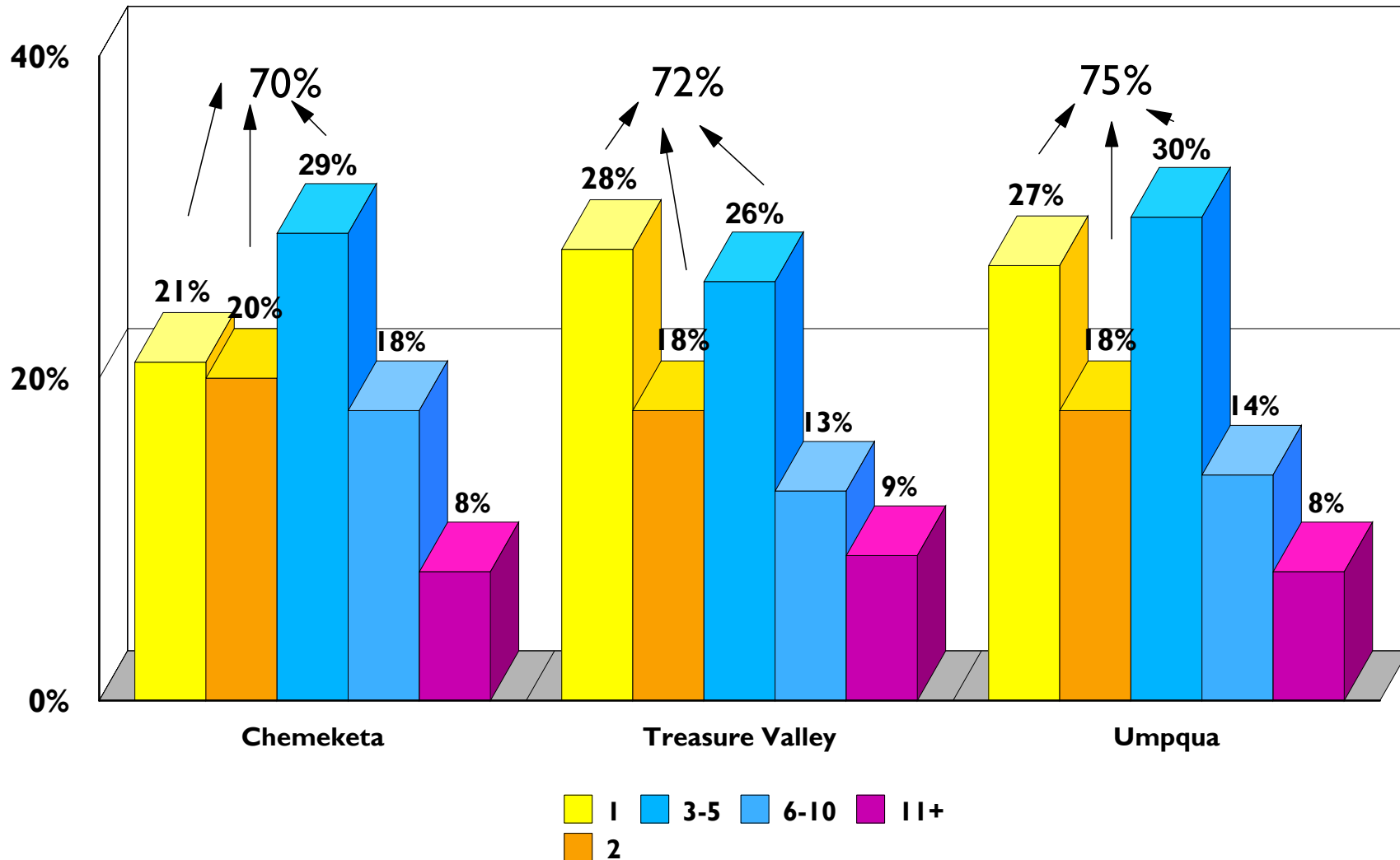
During the last 30 days, what is the largest number of drinks you had on any occasion?



Note: Sample Size = 237; Question asked only among those who report having tried an alcoholic beverage

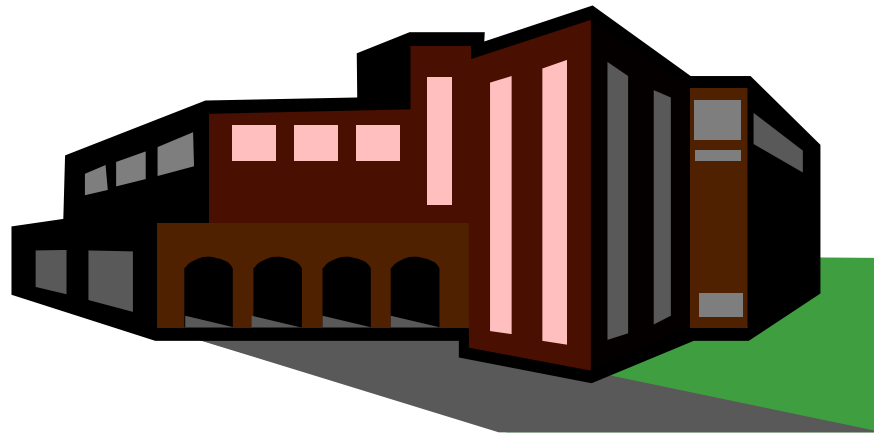
Around Three Quarters of Students On Each College Campus Cut Themselves Off Before Their Sixth Drink

During the past 30 days, what is the largest number of drinks you had on any occasion?



Note: Sample Size = 235; Question asked only among those who report having tried an alcoholic beverage

Community College Student's Personal Health



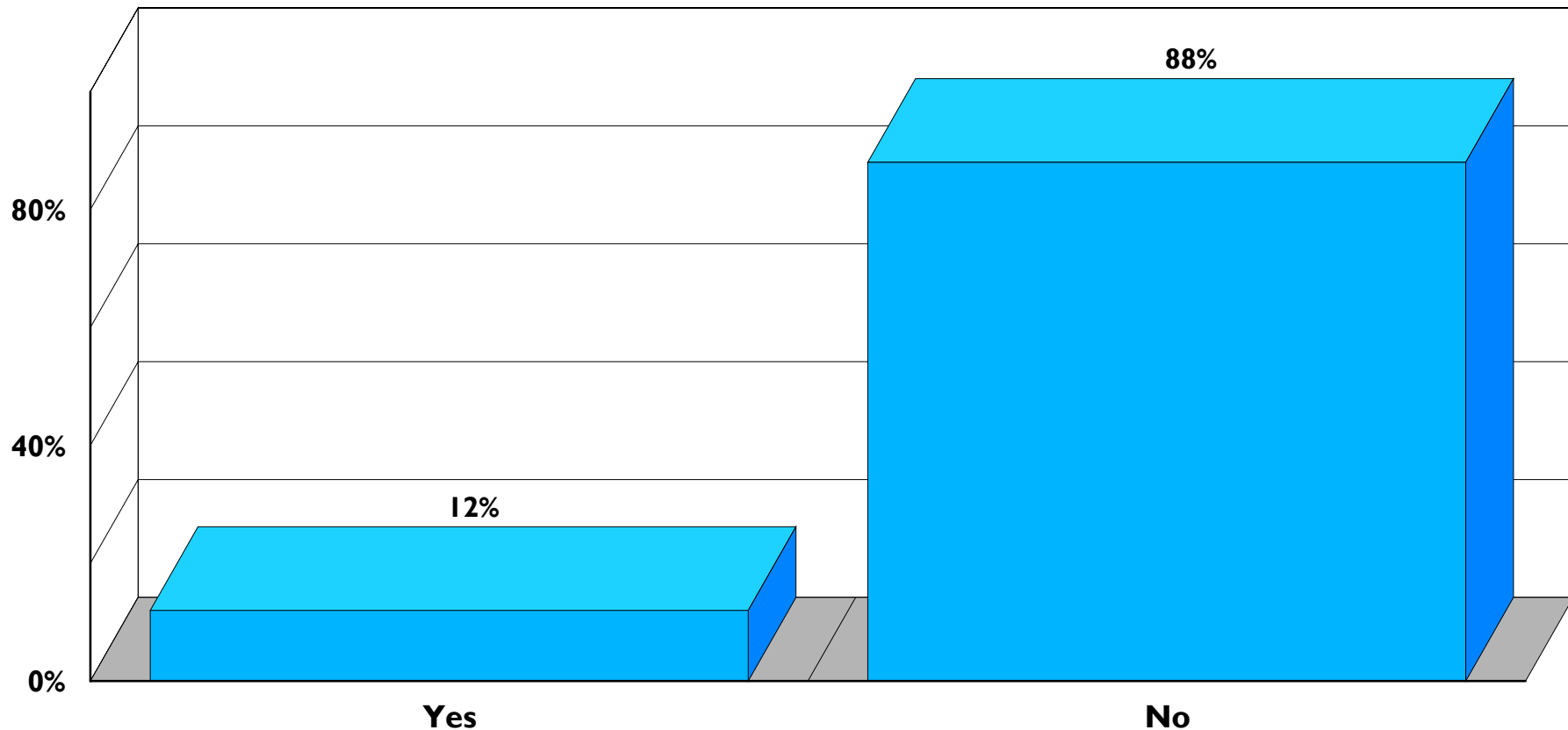
Grove Insight
June 2007

Community College Student's Personal Health

- **One in 10 Students Suffer From Depression.**
 - Most of these students do not suffer from depression. Only slightly more than one in 10 say they have been diagnosed with this ailment. These findings are consistent across all three colleges.
 - It is interesting to note that depression is much more likely to occur among those who smoke every day. More than one-third of this subgroup reports being diagnosed with it.
- **Similarly, One in 10 Students Have Heart Disease, High Cholesterol or High Blood Pressure.**
 - Most students do not suffer from heart disease, high cholesterol or high blood pressure. Only one in 10 report suffering from one of these ailments. There is no appreciable difference in reports of these ailments at all three college campuses.
- **A Significant Number of Students at These Schools Say They Have Asthma.**
 - A little over one in 10 students have been previously diagnosed with Asthma. There is no real difference in asthma rates based upon smoking status or community college.
 - Of those who have been told they have asthma, three-quarters, or nine percent of the student population as a whole, still have it.
- **Almost Half of the Student Body Population Is Overweight.**
 - Just under half of these students are overweight. A similar number are at their "normal weight" and very few are underweight.
- **Just Under One-Third of These Students Live Without Healthcare.**
 - Only two-thirds of the student body reports having some form of healthcare coverage. Over three in 10 say they live without healthcare coverage.

Nearly Nine in 10 Students Say They Have Not Been Told by a Doctor or Health Professional That They Have Symptoms of, or Suffer From, Depression

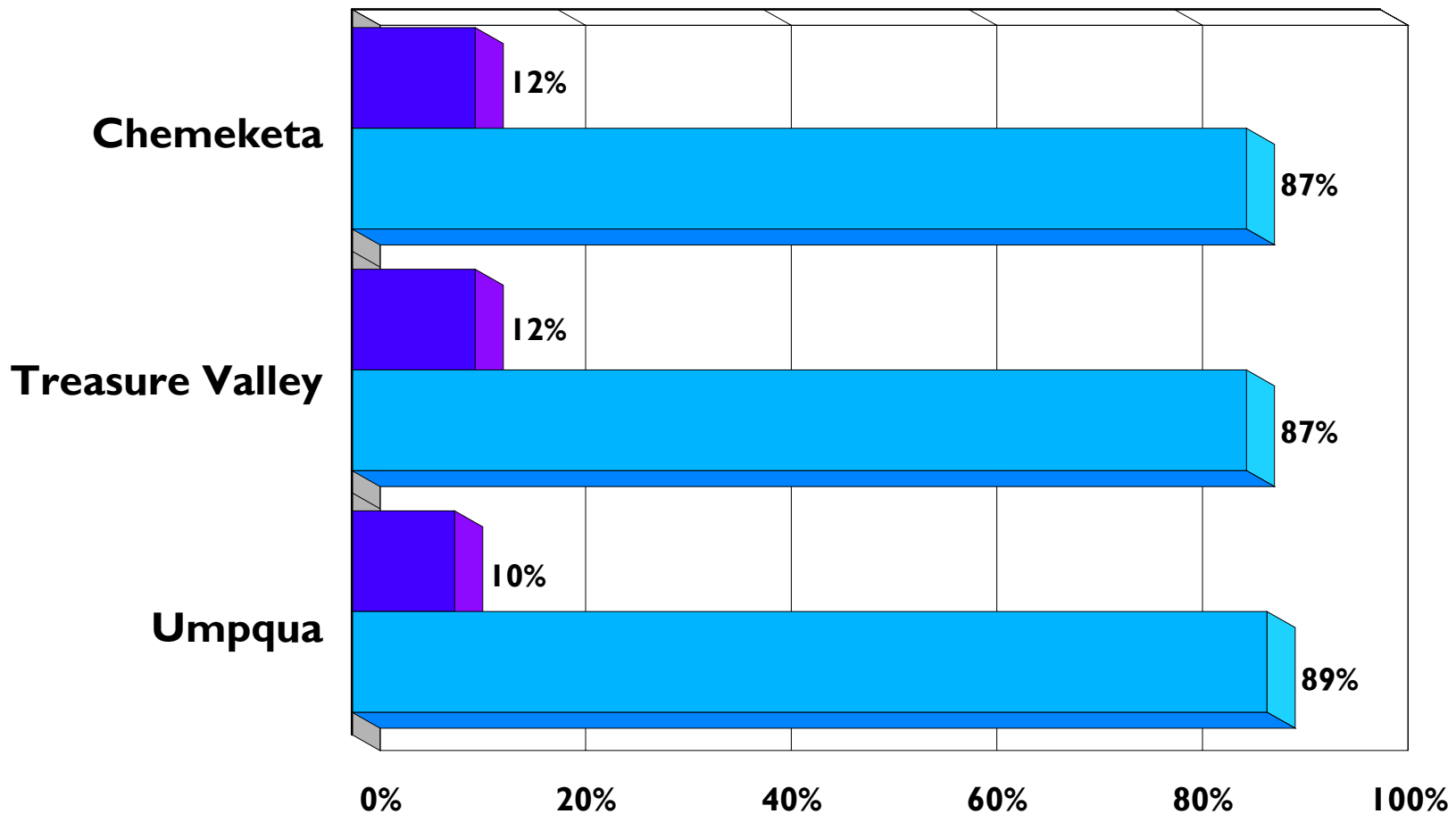
In the last 12 months, have you been told by a doctor that you have symptoms of or may be suffering from depression?



Clinically Relevant Depression in Past 12 Months:
Behavioral Risk Factor Surveillance System, 2005
2005 Oregon Adults 18 and Older: 17%

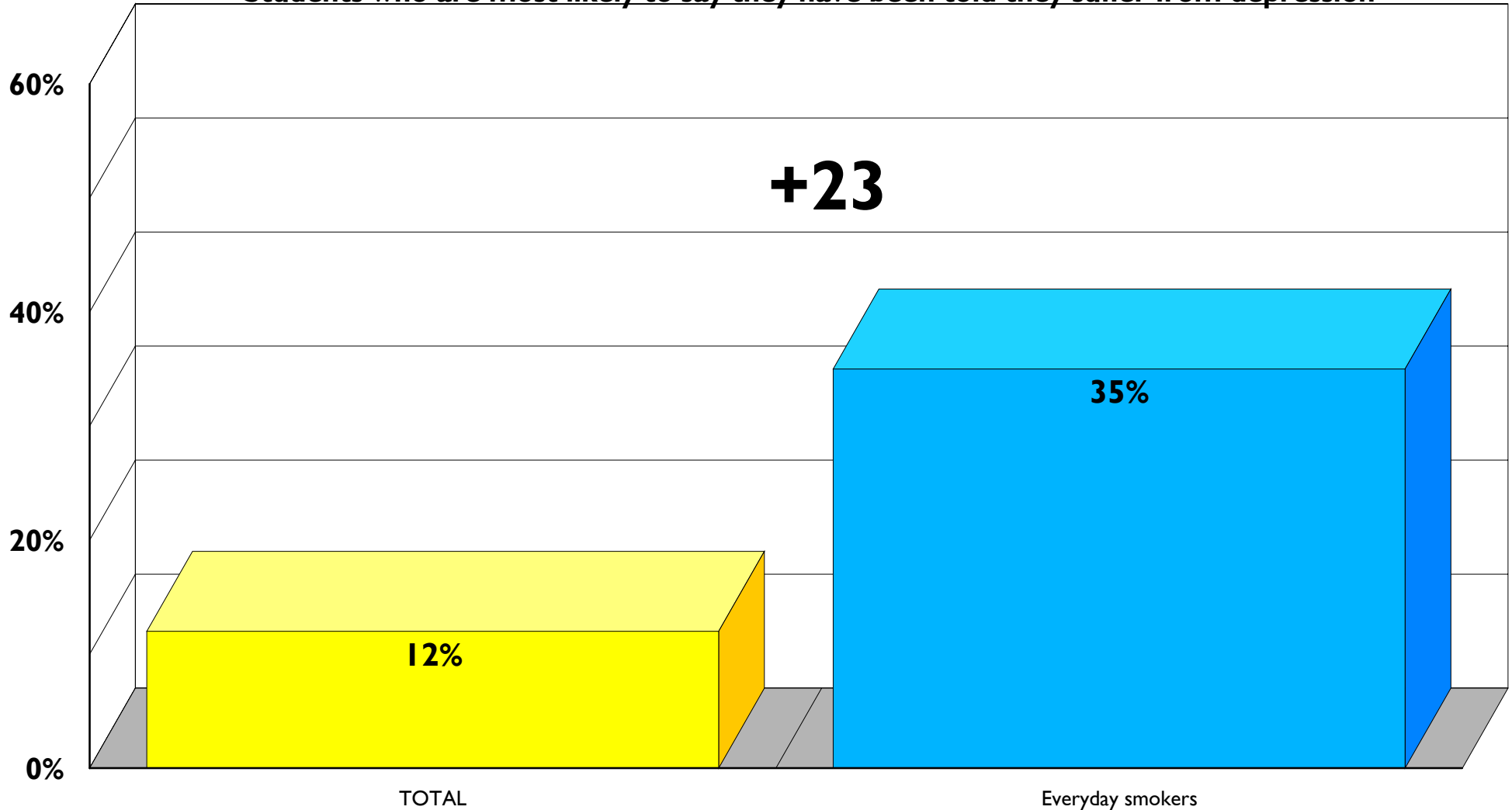
The Breakdown of the Three Colleges Mirrors the General Findings

In the last 12 months, have you been told by a doctor that you have symptoms of or may be suffering from depression?



Everyday Smokers Are Three Times more Likely to Have Been Diagnosed With Depression Than the Student Body as a Whole

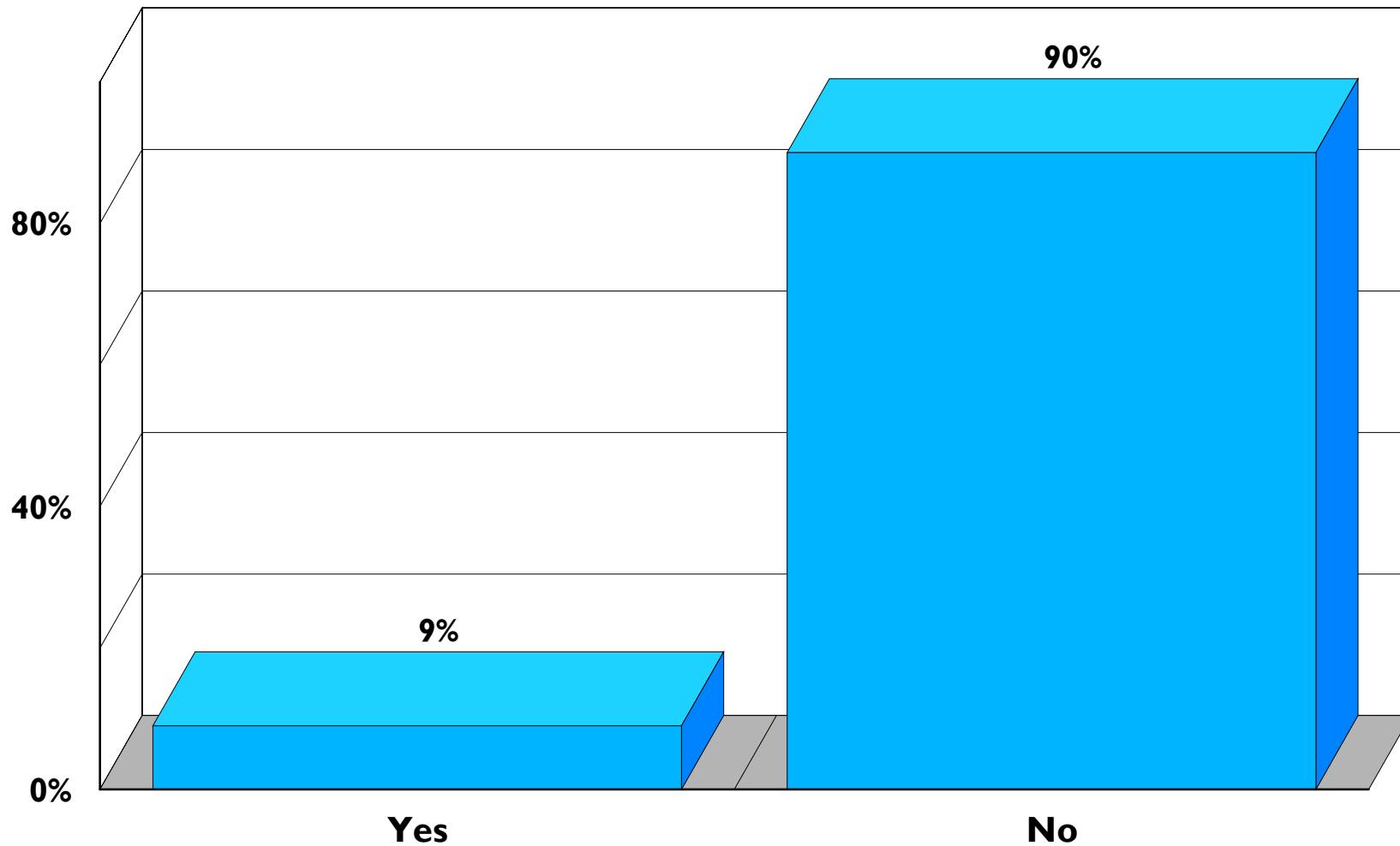
Students who are most likely to say they have been told they suffer from depression



Note: Sample Size = 32

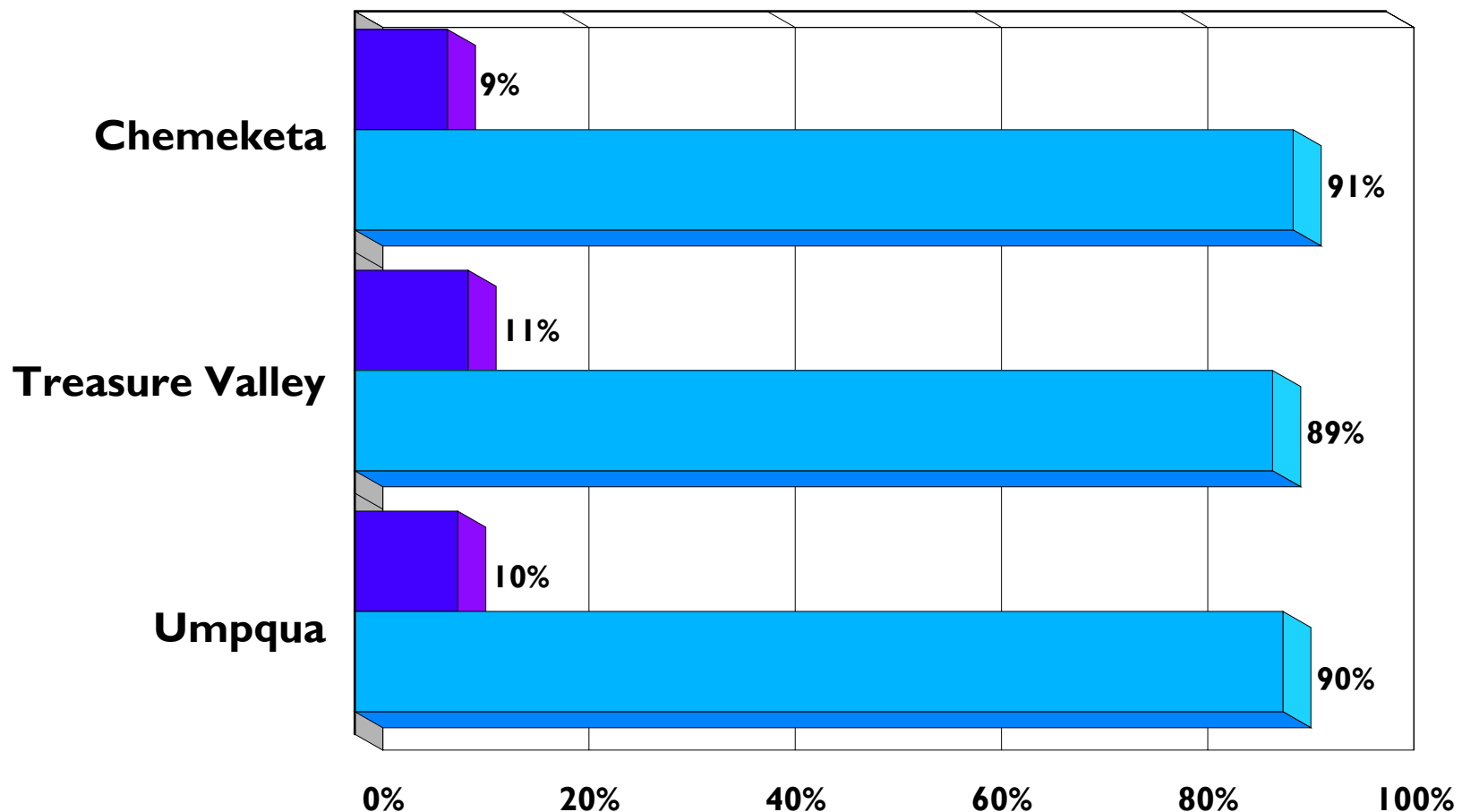
Nearly One In 10 Students Say They Suffer From Heart Disease, High Cholesterol or High Blood Pressure

Has a doctor, nurse, or other health professional ever told you that you had heart disease, high cholesterol or high blood pressure?



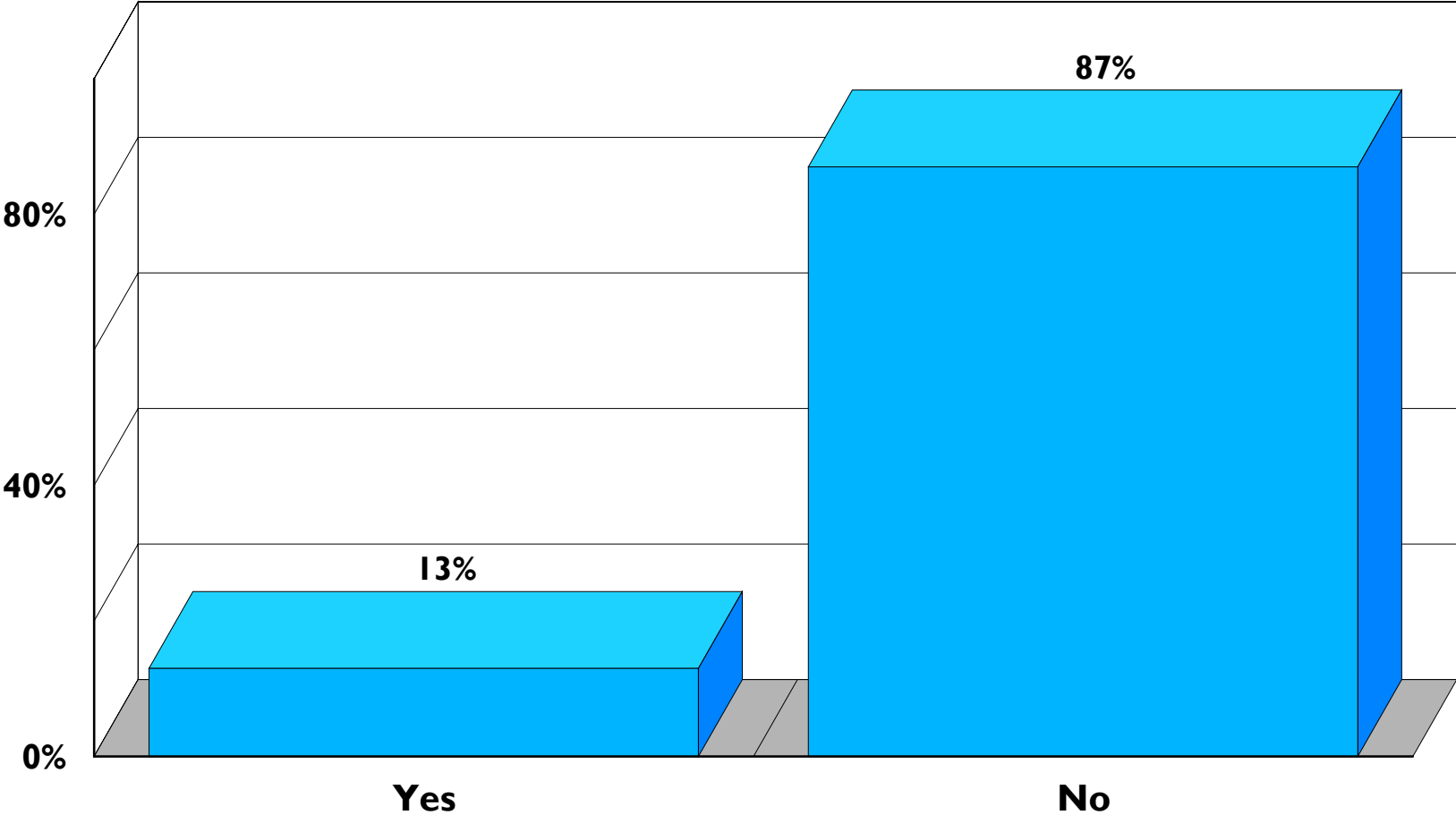
Once Again, Findings at All Three Colleges Are Similar to the General Student Population

Has a doctor ever told you that you had heart disease, high cholesterol or high blood pressure?



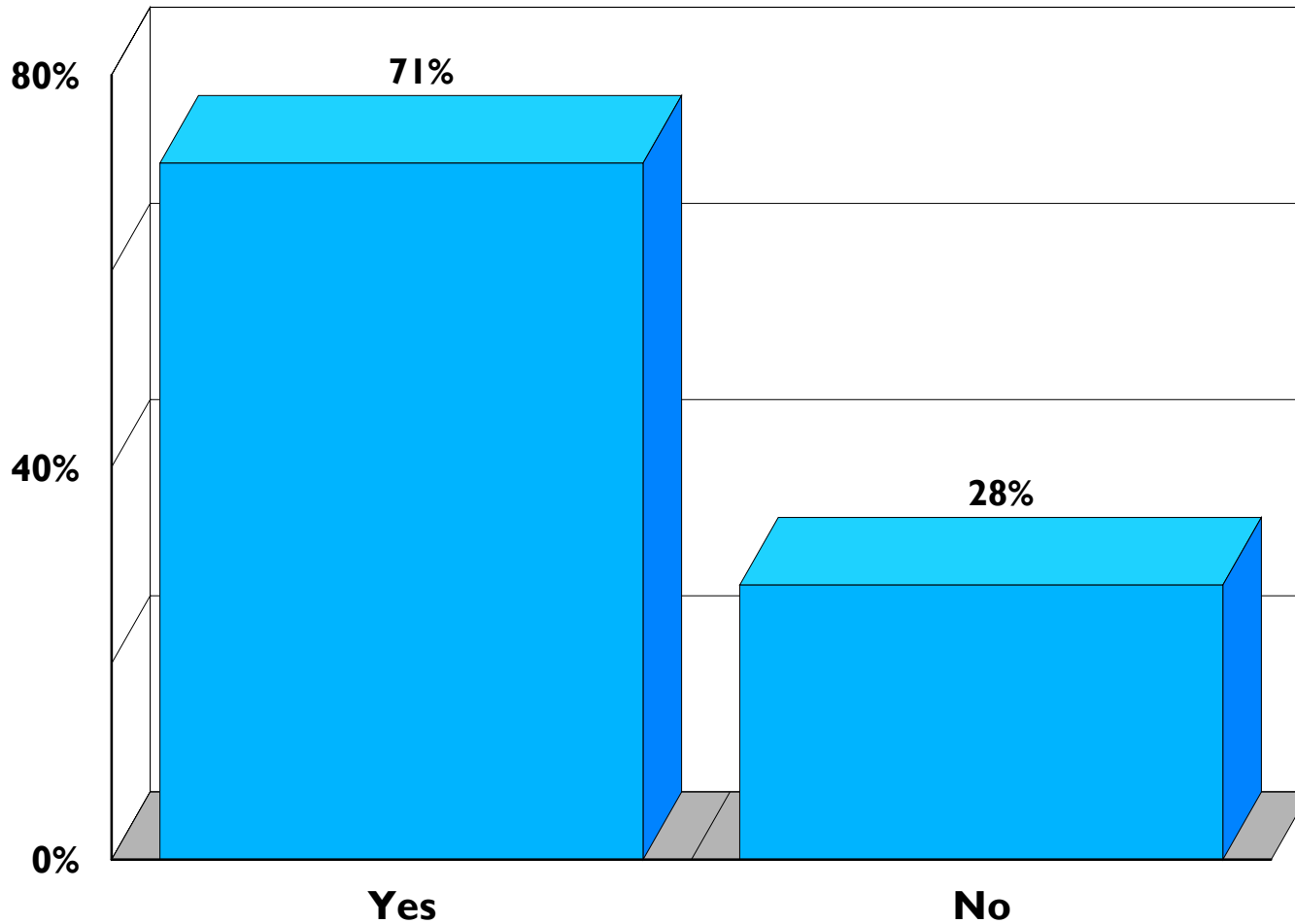
More Than One In 10 Students Say They Have Asthma

Has a doctor told you that you have asthma?



Of the Students Who Have Been Told That They Have Asthma, A Little Less Than Three Quarters of Them Still Have it

Do you still have asthma?



Note: N=63

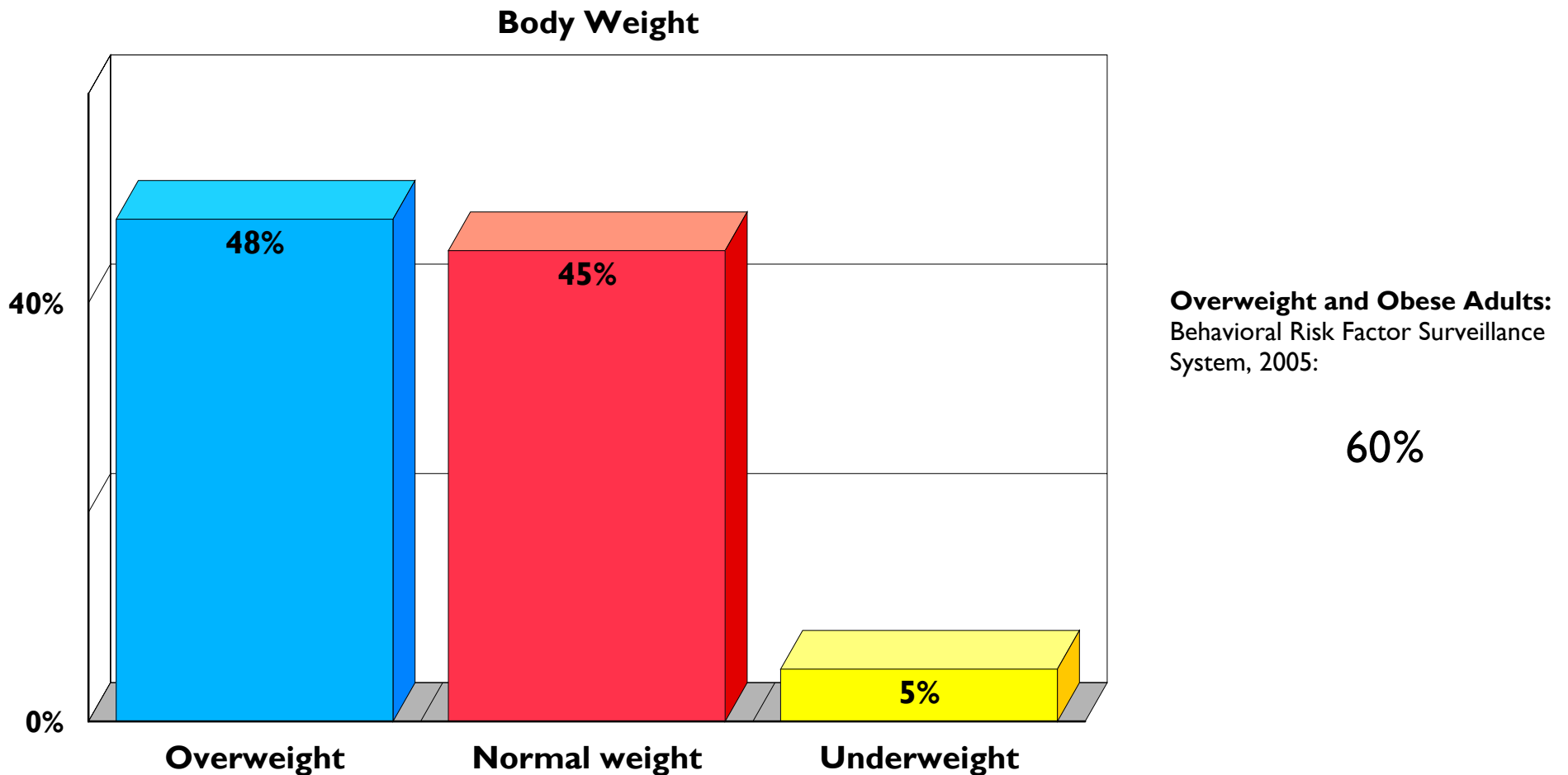
Current asthma rate at community colleges:

9%

Current asthma rate prevalence in Oregon (BRFSS data):

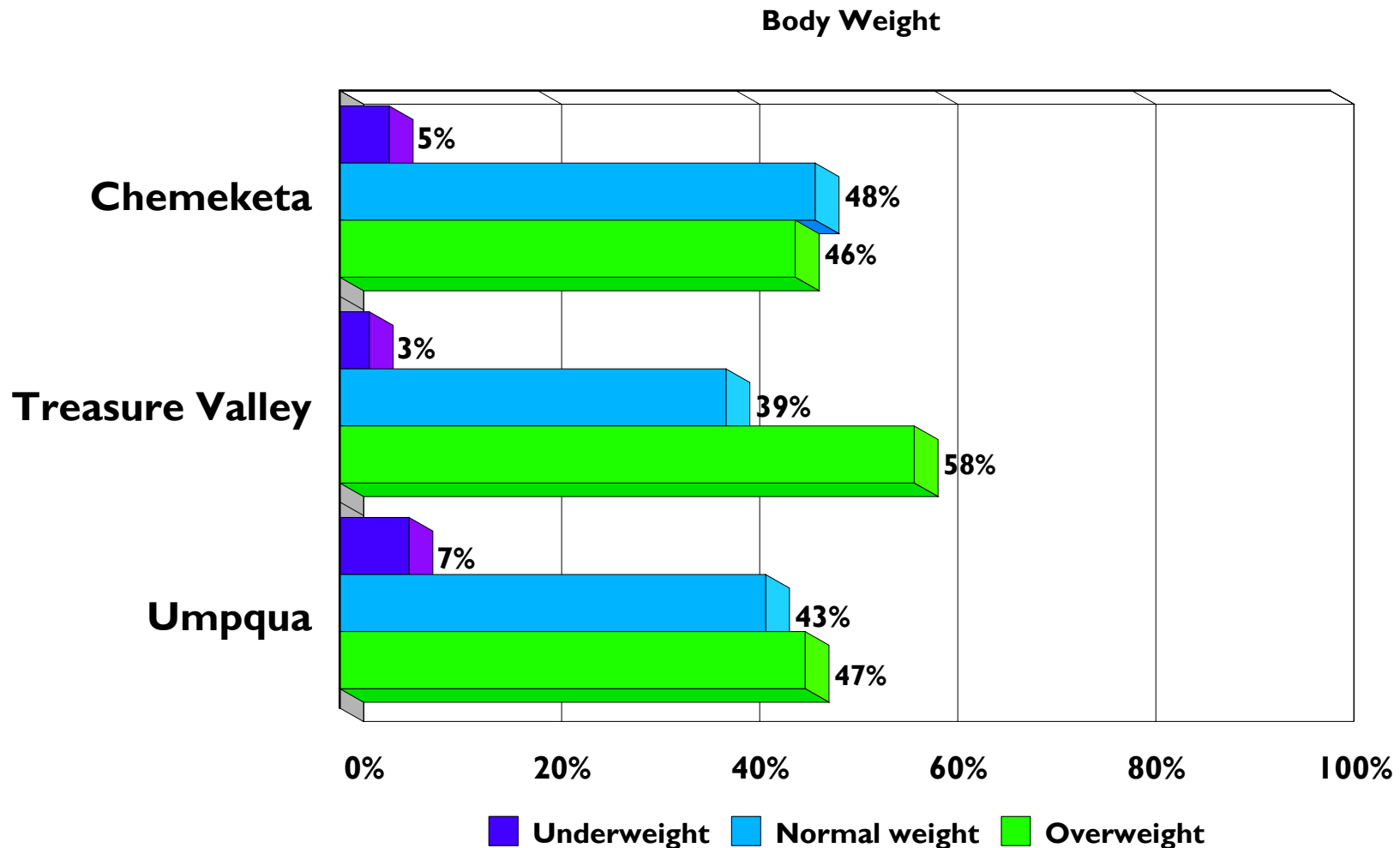
10%

A Plurality of Students Are Overweight









Note: Body weight calculated using BMI index

Students at Treasure Valley Are More Likely to Be Overweight Than Those at Chemeketa or Umpqua

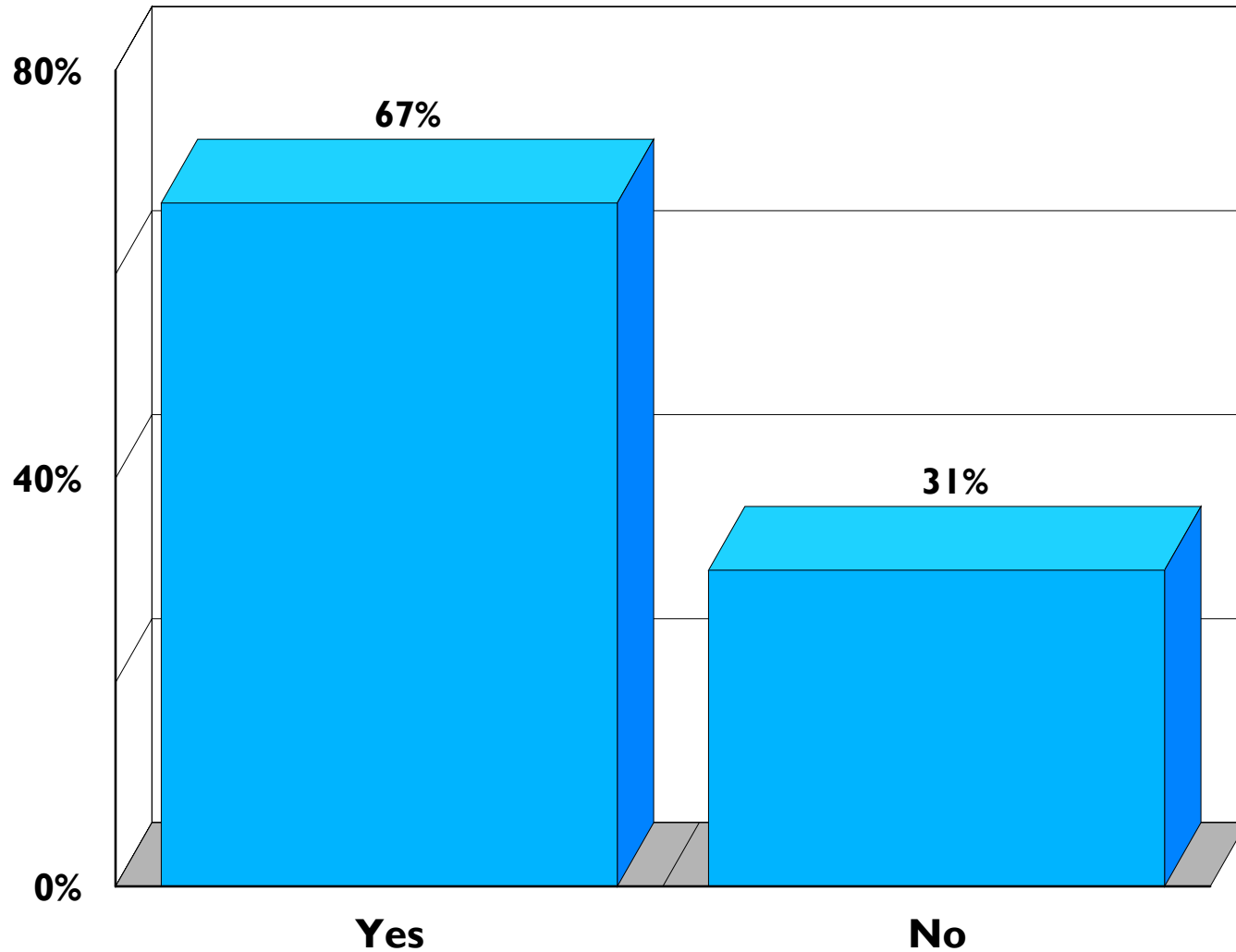


There Are Clear Differences Based On Gender, Age, Education, Parental Status and Whether One Smokes When it Comes to a Student's Weight

	Underweight	Normal weight	Overweight	
★ Men	3%	36%	61%	
★ Women	7%	52%	40%	
★ Under 25	5%	52%	42%	
★ Over 25	3%	34%	62%	
★ HS or Less	5%	53%	40%	
★ Some College	5%	45%	49%	
★ College +	1%	35%	63%	
★ Parents	6%	33%	60%	
★ Non-Parents	5%	51%	44%	
★ White	5%	45%	49%	
★ Hispanic	0%	50%	50%	
★ Other	6%	44%	46%	
★ Smokers	3%	40%	54%	
★ Those who have quit	3%	37%	61%	
★ Nonsmokers	6%	52%	42%	
★ TOTAL	32%	39%	29%	

Three in 10 Students Do Not Have Healthcare Coverage

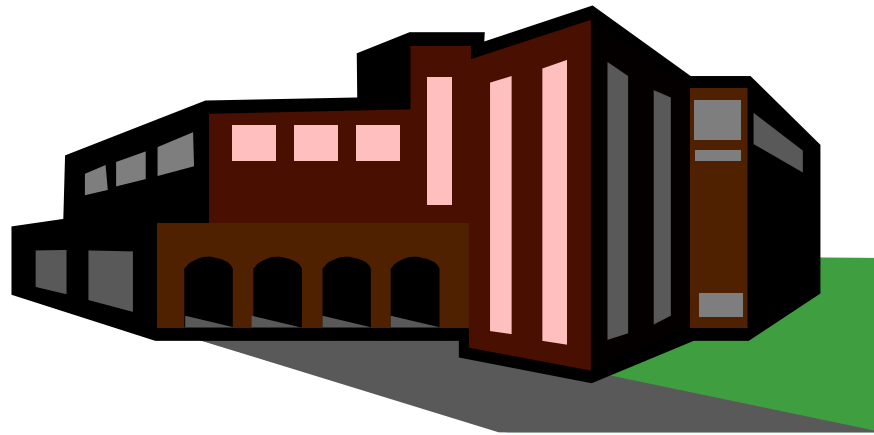
Do you have any kind of health care coverage, including insurance, prepaid plans such as HMOs, or government plans such as Medicare?



Healthcare Coverage for Oregonians: Behavioral Risk Factor Surveillance System, 2005:

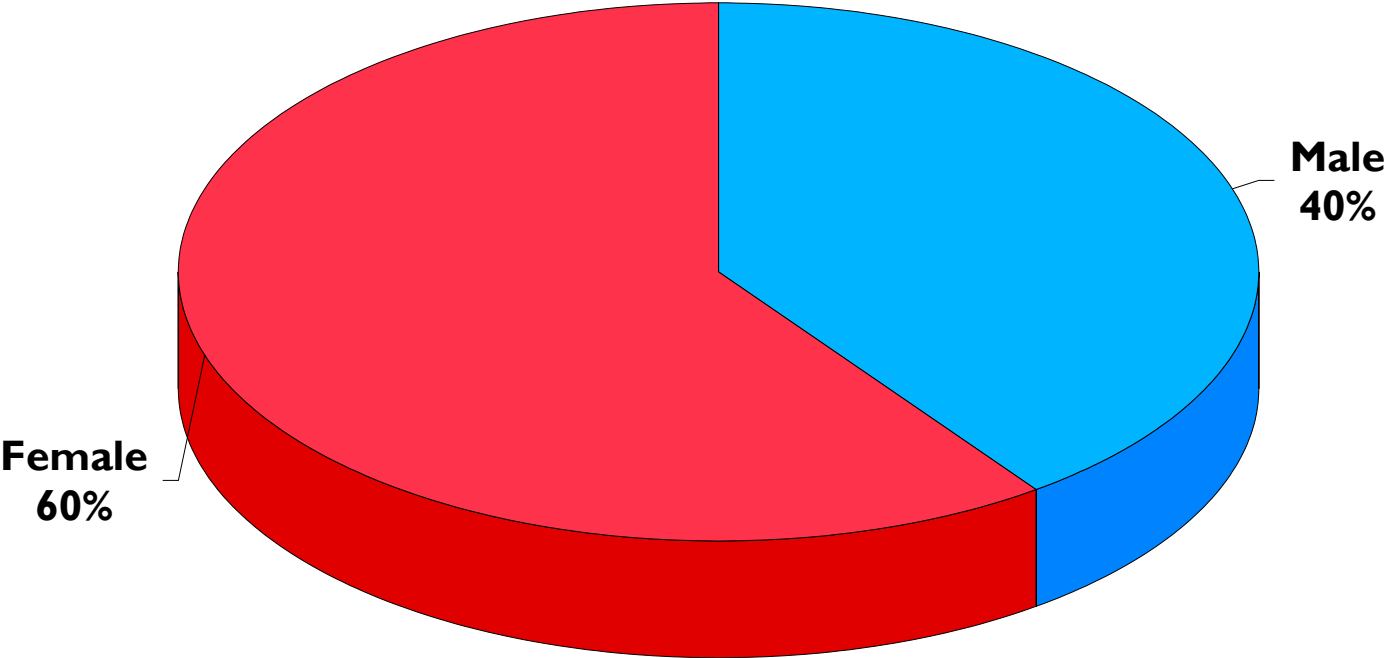
82%

Demographic Information



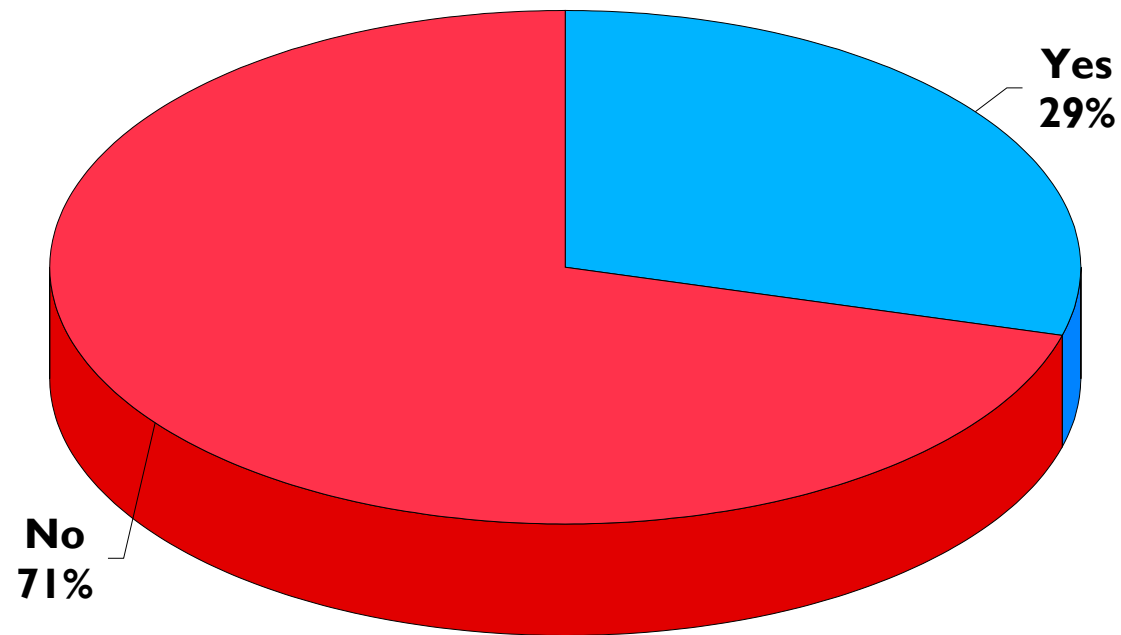
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Students at These Colleges Are More Likely to Be Female Than Male

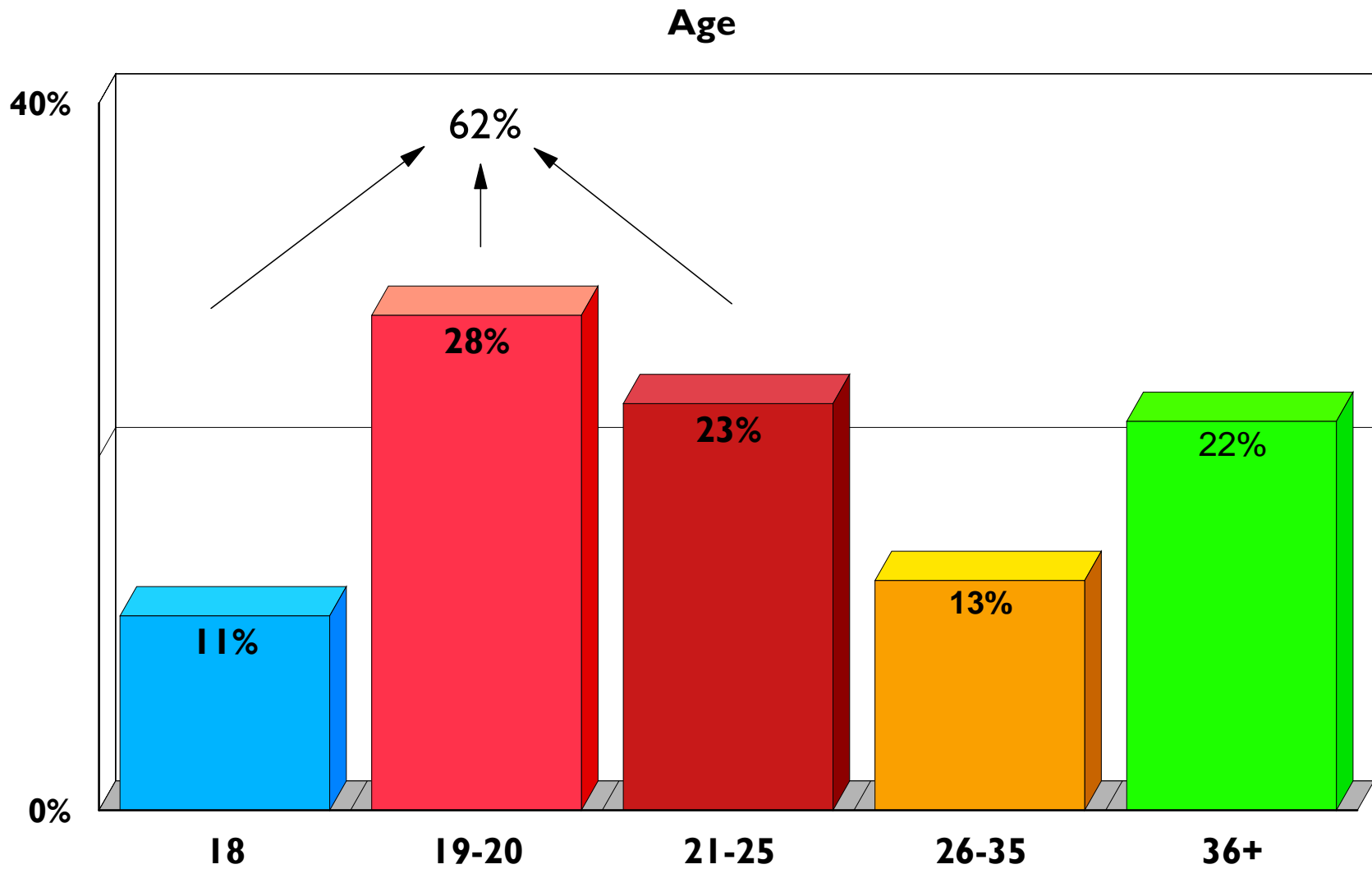


Nearly Three in 10 Have Children Under the Age of 18 Living at Home

Do you have any children under the age of 18 living at home?

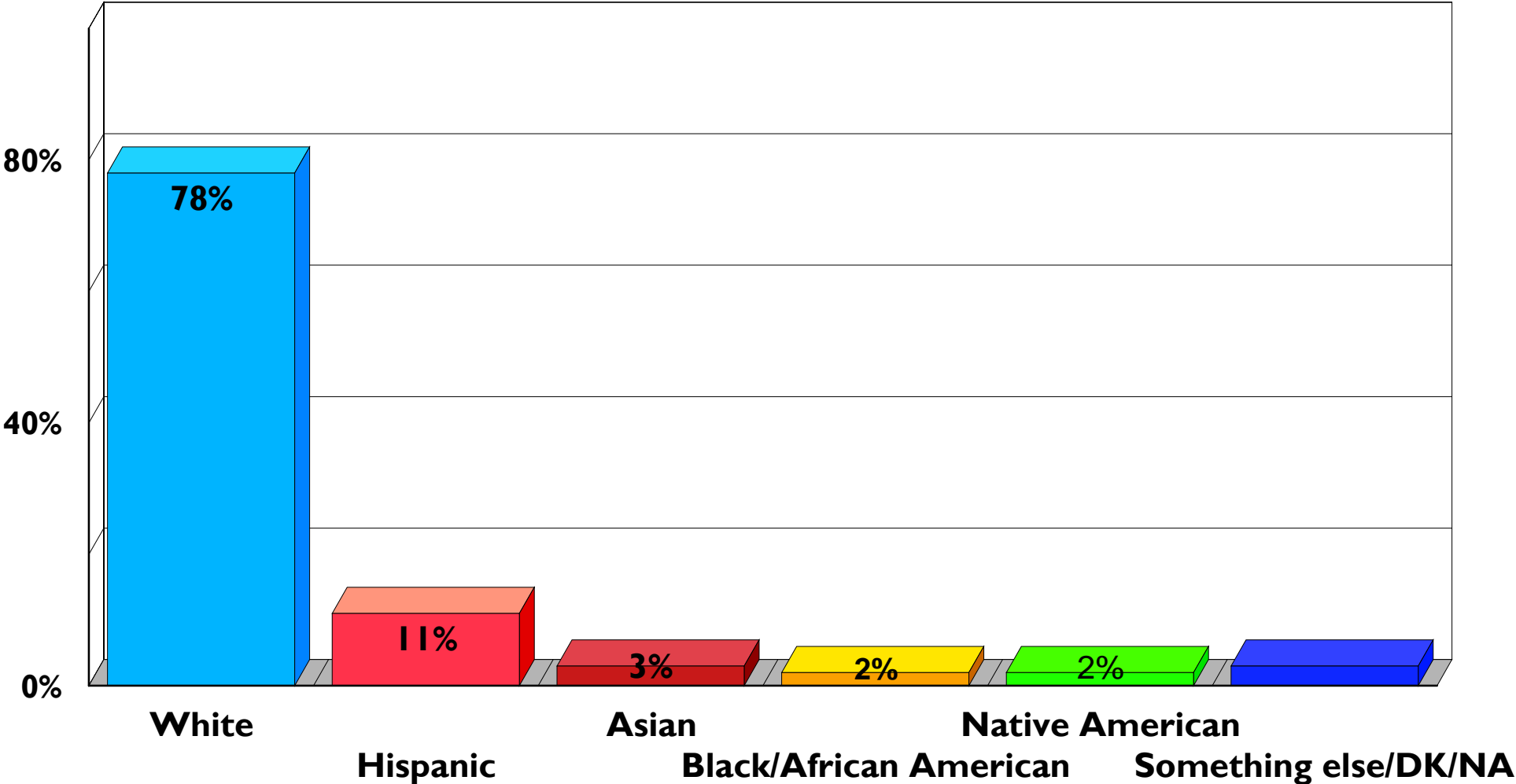


Most Students Are Under the Age of 26



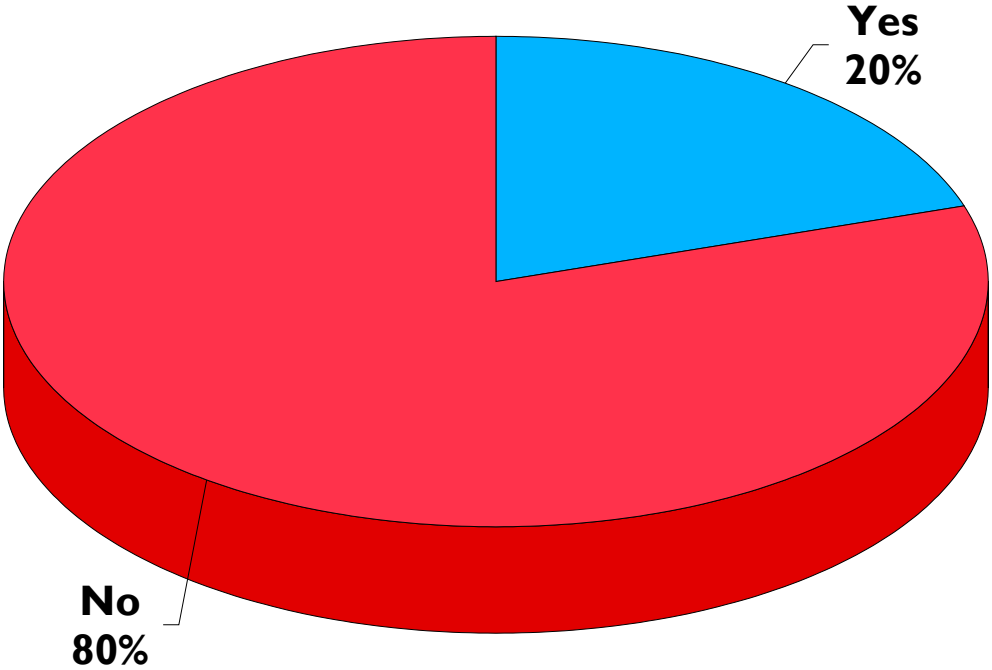
Three-Quarters of the Student Body Is White

Race

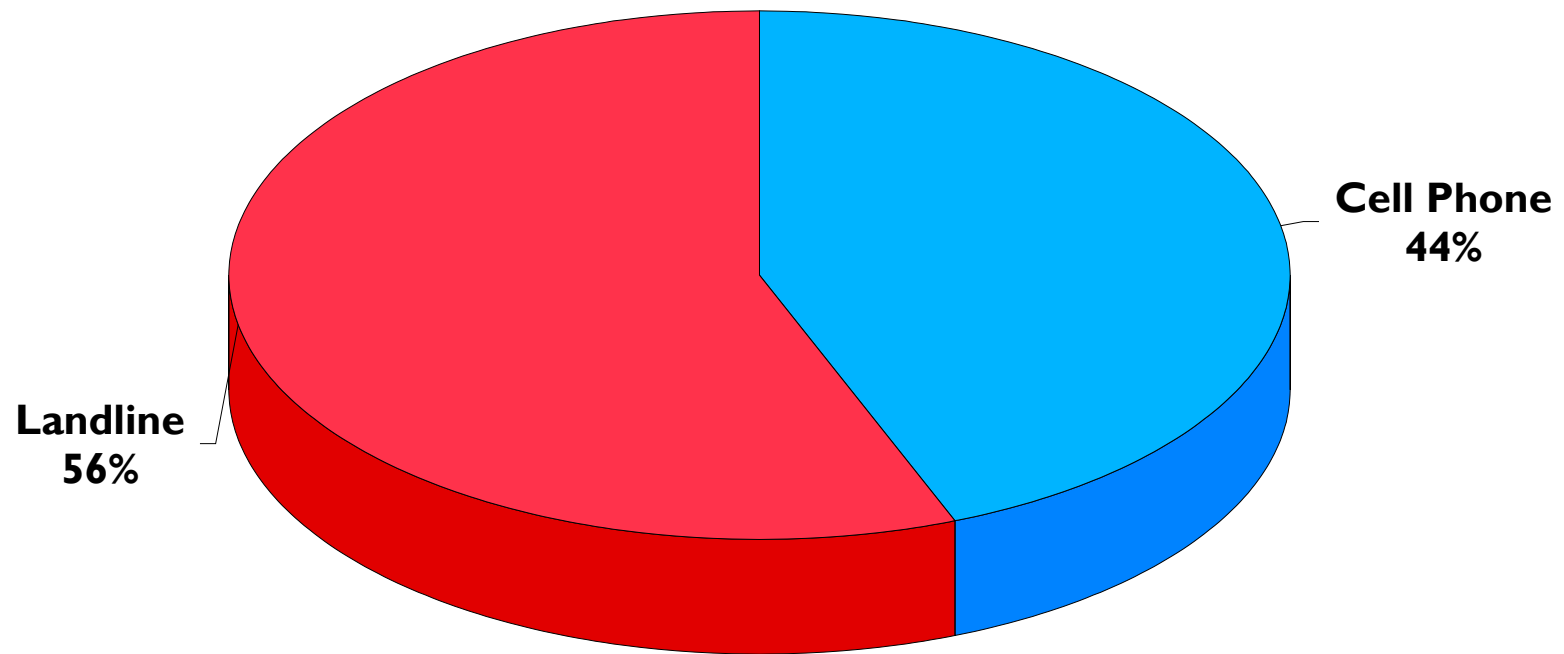


One in Five Students Regularly Speak a Language Other Than English at Home

Do you regularly speak a language other than English at home?



Just Over Four in 10 Have Listed Their Contact Number as a Cell Phone



% of students contacted on a cell phone that do not pay for a landline:

30%