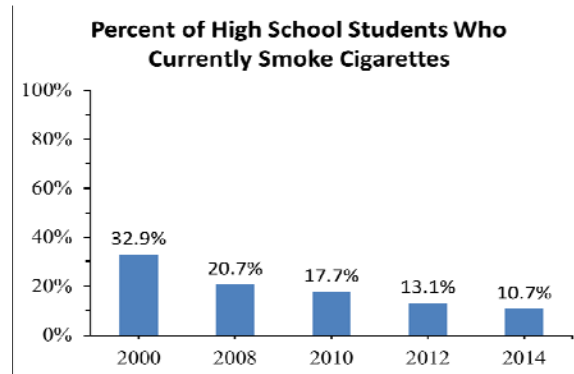


2014 Wisconsin Youth Tobacco Survey Fact Sheet – High School

The Wisconsin Youth Tobacco Survey (YTS) is a comprehensive measure of youth awareness, attitudes, and behaviors related to tobacco use. The purpose of this survey is to monitor trends in these attitudes and behaviors to assist in improving youth programs and initiatives. The 2014 YTS was funded by the Wisconsin Department of Health Services, Tobacco Prevention and Control Program. The high school Wisconsin YTS is a school-based survey of students in grades 9 through 12, conducted every other spring semester of the academic year since the 1999-2000 school year. Fifty schools were randomly selected in 2014 to participate in the survey, followed by the random selection of classrooms. All students in the selected classes were eligible to participate. The overall high school response rate for the 2014 YTS was 53.03%. A total of 1,236 of the 1,522 sampled students completed the survey. The data used in these analyses were unweighted.



Prevalence

- 42.9% of students have ever tried a tobacco product (9th=29.3%, 10th=35.8%, 11th=46.9%, 12th=62.0%)
- 30.1% of students have ever tried cigarettes (Male=35.1%, Female=25.2%)
- 20.0% of students currently use other tobacco products (Male=26.7%, Female=13.0%)
- 10.7% of students currently smoke cigarettes (Male=14.5%, Female=6.9%) (9th=5.7%, 10th=10.6%, 11th=11.1%, 12th=17.0%)
- 8.9% of students currently smoke cigars, cigarillos, or little cigars (Male=13.1%, Female=4.6%)
- 16.4% of students who have ever tried cigarettes first tried cigarette smoking before age 11

Smokeless Tobacco

- 16.4% of students have ever used chewing tobacco, snuff, or dip (Male=24.7%, Female=8.0%)
- 9.7% of students currently use chewing tobacco, snuff, or dip (Male=17.4%, Female=2.0%)
- 7.9% of students had used electronic cigarettes (e-cigarettes) on at least one day in the previous 30 days

Second-Hand Smoke Exposure

- 32.1% of students live with someone who smokes tobacco products
- 19.7% of students were in their homes while someone smoked tobacco products during the previous 7 days
- 29.1% of students rode in a vehicle where someone was smoking a tobacco product during the previous 7 days
- 90.9% think that breathing smoke from other people's cigarettes or other tobacco products is harmful to one's health

Cessation

- 32.3% of students who currently smoke cigarettes want to stop smoking for good
- 59.5% of students who currently smoke cigarettes tried to stop smoking during the previous 12 months

Media

- 37.8% of students who use the Internet see ads for tobacco products at least some of the time
- 64.6% of students who watch TV or go to the movies see actors and actresses using cigarettes or other tobacco products at least some of the time

School

- 34.6% of students were taught in class about why they should not use tobacco during the 2013-14 school year
- 33.7% had smoked, or know someone who had smoked, tobacco products on school property during the previous 30 days

Community

- 13.8% of students were involved in organized activities to discourage people their own age from using tobacco products during the previous 12 months
- 12.0% of students have ever seen or heard of the youth group called FACT (Fighting Against Corporate Tobacco)

Attitudes Toward Tobacco Use

- 81.3% of students think smoking tobacco products should never be allowed inside their homes
- 89.4% of students do not think that smoking cigarettes makes young people look cool or fit in