

The background of the slide features a blue-tinted photograph of two students from the waist down, carrying stacks of books. The student on the left is wearing a vertically striped shirt, and the student on the right is wearing a patterned t-shirt and jeans. The books are stacked high, suggesting a school setting.

# Nebraska Youth Tobacco Survey

2012/2013



for a great state of health

## TABLE OF CONTENTS

Introduction .....	1	Prevalence: Smokeless Tobacco.....	11
Background .....	1	Prevalence: E-Cigarettes .....	12
Method.....	1	Prevalence: Pipes .....	13
Sampling Frame and Response Rates.....	1	Prevalence: Bidis and Kreteks .....	14
Weighting Data.....	2	Prevalence: Roll-Your-Own .....	15
Terms and Definitions.....	2	Prevalence: Flavored Cigarettes.....	16
Executive Summary .....	4	Prevalence: Flavored Cigars.....	17
Prevalence of Tobacco Use .....	4	Prevalence: Clove Cigars .....	18
Initiation of Tobacco Use .....	4	Prevalence: Hookah and Waterpipes .....	19
Level of Tobacco Use.....	4	Prevalence: Snus.....	20
Access to Tobacco Products .....	5	Prevalence: Dissolvable Tobacco.....	21
Cessation Efforts .....	5	Prevalence: Menthol Cigarette.....	21
Attitudes about Secondhand Smoke .....	5	Initiation.....	22
Influence from Family and Friends .....	5	Level of Tobacco Use: Number of Cigarettes Smoked in Lifetime .....	23
Influence from Tobacco Marketing and Mass Media.....	6	Level of Tobacco Use: Number of Days Smoked.....	24
Knowledge and Attitudes.....	6	Level of Tobacco Use: Number of Cigarettes Smoked.....	25
Results.....	7	Cigarette Brands .....	25
Prevalence: All Tobacco – Lifetime Use.....	7	Access: Primary Source of Tobacco.....	26
Prevalence: All Tobacco – Current Use .....	8	Access: Places Where Tobacco Products Were Bought ...	27
Prevalence: Cigarettes .....	9	Access: Selling to Minors.....	28
Prevalence: Cigars, Cigarillos, Little Cigars .....	10	Access: Ease to Get Tobacco Products .....	28

Cessation: Intent to Quit.....	29
Cessation: Quit Attempt Methods.....	30
Secondhand Smoke in Homes and Vehicles .....	31
Secondhand Smoke in the Work Place.....	31
Smoke-Free Rules at Homes and in Vehicles.....	32
Attitude Toward Smoke-Free Rule in Homes and Vehicles	33
Exposure to Tobacco Products .....	34
Peer Influence and Cigarette Smoking.....	35
Peer Influence and Smokeless Tobacco Use .....	36
Parental Influence .....	37
Influence from Health Care Professionals.....	38
Exposure to Tobacco Industry Marketing.....	39
Exposure to Tobacco Advertisements.....	40
Tobacco Warning Labels.....	41
Exposure to Anti-Tobacco Messaging.....	41
Receptivity to Tobacco Advertising .....	42
Exposure to Tobacco Marketing.....	42

Smoking on School Property .....	43
Other Tobacco Use on School Property .....	43
Tobacco Use and School Attendance.....	44
Taking a Class about the Danger of Tobacco Use .....	45
Secondhand Smoke is Harmful .....	45
Do Smokers Have More Friends?.....	46
Does Smoking Makes Young People Look Cool? .....	46
Susceptibility to Start Smoking .....	47
Participation in Community Activities to Discourage Tobacco Use.....	47
All Tobacco Products are Dangerous .....	48
Tobacco Companies Target Young People .....	48

References.....	49
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## INTRODUCTION

Tobacco use is the single leading preventable cause of disease, disability, and death in the United States.<sup>1</sup> Nearly all tobacco use begins during youth and young adulthood. Cigarette smoking by young people has immediate adverse health consequences and accelerates the development of chronic diseases across a person's lifespan. To ensure a continued positive public health impact, it is important to monitor and evaluate youth smoking and tobacco use.

### Background

The purpose of the Nebraska High School Youth Tobacco Survey (YTS) is to ascertain youth tobacco use by using representative samples of public high schools in the state. The YTS collects detailed information regarding the quantity and frequency of tobacco use by adolescents. It also measures knowledge, perceptions and attitudes on health risks associated with tobacco use; indicators of the impact of media and advertising; enforcement of minors' access regulations and laws; school tobacco curriculum; cessation and exposure to secondhand smoke.

The Nebraska High School Youth Tobacco Survey (YTS) has been conducted in 2000, 2002, 2006, 2008, 2010 and 2013. This report presents results from the 2013 survey.

### Method

The 2013 Nebraska High School YTS was conducted from November 2012 to March 2013. All public high schools in Nebraska containing grades 9 to 12 were included in the sample.

### Sampling Frame and Response Rates

A two-stage cluster sample design (see below) was used to produce a representative sample of students in each grade.

**School Level** – Schools were selected using Probability Proportional to Size (PPS) sampling method, in which large schools have bigger probability of being selected and vice versa.

**Class Level** – The second sampling stage consisted of systematic equal probability sampling (with a random start) of classes from each school that participated in the survey. All classes in the selected schools were included in the second-stage sampling frame. All students in the selected classes were eligible to participate in the survey – after parental approval was secured.

A total of 49 out of 60 sampled schools participated (81.7%), with 2,461 of 3,117 sampled students completing the survey questionnaires (79.0%). Overall response rate was 64.5% ( $81.7\% \times 79.0\% = 64.5\%$ ).

**Table 1.** Number of Samples and Response Rates

Data Year	Sampled Schools	Participating Schools	School Response Rate	Sampled Students	Participating Students	Student Response Rate	Overall Response Rate
2013	60	49	81.7%	3,117	2,461	79.0%	64.5%

<sup>1</sup> CDC (2012)

## Weighting Data

To ensure that the results are representative of all high school students from Nebraska’s public schools, the data was weighted by the Centers for Disease Control and Prevention (CDC).

Weighted results can be used to make inferences concerning tobacco use risk behaviors of all public school students (grades 9 - 12) in Nebraska.

**Table 2.** Demographic Characteristics of Students Who Participated in the Survey

Demographic Characteristic	Group	Number of Participants	Unweighted Percent	Weighted Percent
Age	14 and under	471	19%	18%
	15	577	24%	23%
	16	619	25%	25%
	17	595	24%	26%
	18 and older	190	8%	8%
	Missing	9		
Gender	Female	1,209	49%	49%
	Male	1,243	51%	51%
	Missing	9		
Grade	9 <sup>th</sup>	655	27%	25%
	10 <sup>th</sup>	582	24%	25%
	11 <sup>th</sup>	628	26%	24%
	12 <sup>th</sup>	580	24%	26%
	Missing	16		
Race/Ethnicity	White	1,980	80%	69%
	Hispanic	240	10%	14%
	Multiracial	107	4%	5%
	Other <sup>2*</sup>	120	5%	12%
	Missing	14		

<sup>2</sup> ‘Other’ in race/ethnicity includes other race/ethnicity groups (Black, Asian, American Indian and native Hawaiian or other Pacific Islander).

## TERMS AND DEFINITIONS

Throughout this report, the following terms and concepts will be used to describe tobacco use among Nebraska high school students. Please refer to these definitions for clarification when reviewing results.

### **Categorization of Race/Ethnicity**

Race was classified by response to the Hispanic or Latino ethnicity question. All respondents answering “yes” to Hispanic/Latino were classified as ‘Hispanic.’ For the remaining respondents, if only one of the races available was selected, students were classified into that race. If the students selected two or more races, then the student was classified into the ‘multiracial’ group.

### **Categorization of ‘Any Tobacco Product’**

At various points throughout the report, multiple tobacco product use was combined into a single category named ‘any tobacco product.’ This category includes cigarettes, cigars, smokeless tobacco, pipe, hookah or water pipe, bidis, kreteks and e-cigarettes in the form of flavored or regular tobacco products.

### **Forms of Tobacco Products**

**Bidis:** small, brown, hand-rolled cigarettes, primarily made in India and other Southeast Asian countries.

**Kreteks:** clove cigarettes imported from Indonesia that typically contain a mixture of tobacco, cloves and other additives.

**E-cigarettes (e-cig):** a battery-powered cartridge or reservoir designed to look like a filtered traditional cigarette. A heating element generally vaporizes a liquid solution containing a mixture of nicotine and other ingredients or flavorings. When the user puffs on the e-cigarette, the heating element vaporizes the solution and the resulting mist is taken into the lungs.

### ***Categorization of Smoking Status***

**Ever smoked/used:** defined as students who had ever tried a tobacco product, even one or two puffs or a small amount.

**Current smoker/user:** defined as students who smoked cigarette or used tobacco on at least one of 30 days preceding the survey.

**Frequent smoker/user:** defined as students who smoked or used tobacco on 20 or more days of the 30 days preceding the survey.

**Never smoked/used:** defined as students who had never tried a tobacco product, even just one or two puffs or a small amount.

### ***Terms, Acronyms and Definitions***

**Attitudes:** Biases, inclinations or tendencies that influence a person's response to situations, activities, other people or program goals.

**CDC:** Centers for Disease Control and Prevention

**Indicator:** An observable and measurable characteristic or change that shows the progress a program is making toward achieving a specified outcome.

**Prevalence:** The proportion of a population that has a particular attribute (e.g., tobacco use) at a specified point in time or during a specified period.

**Secondhand smoke (SHS):** a mixture of the smoke from the burning ends of tobacco products and the smoke exhaled by someone who is smoking.

**Significant difference:** Statistical testing is applied to determine whether the difference seen between two categories is statistically significant at 95% probability. The term "no significant difference" is used when the 95% confidence intervals around the point estimates overlap telling us that a true difference exists with very low probability (less than 5%).

**Susceptibility:** The likelihood – or lack thereof – that a person may start using tobacco. In this report, susceptibility to start smoking was measured by three questions asking to never smokers in this report; 1) they may try a cigarette soon or 2) may try in the next year and/or 3) would smoke a cigarette if offered by a best friend.

**Tobacco Free Nebraska (TFN):** TFN is the state's comprehensive tobacco prevention program. Housed in the Nebraska Department of Health and Human Services (NE DHHS), Division of Public Health, TFN works to:

- 1) help people quit,
- 2) eliminate exposure to secondhand smoke,
- 3) keep youth from starting, and
- 4) reach underserved populations.

Results from the 2013 Nebraska Youth Tobacco Survey (YTS) showed continued progress in reducing tobacco use and in improving tobacco-related environments for Nebraska youth.

### *Prevalence of Tobacco Use*

- Approximately two in five Nebraska high school students (41%) have used at least one form of tobacco in their lifetime.
- About one in five high school students (19%) have used at least one form of tobacco during the past 30 days (current tobacco users).
- Approximately 18,700 Nebraska high school students currently use at least one form of tobacco. Among them, about 11,100 students smoked cigarettes in 2013.
- Cigarettes were the most commonly used form of tobacco at 12%, followed by cigars (7%), smokeless tobacco (7%), pipes (3%), hookah or water pipes (3%) and e-cigarettes (2%).
- Smokeless tobacco use is more prevalent among high school boys (11%) than high school girls (1%).
- About one in ten high school students (9%) had ever used e-cigarettes, even just one or two puffs. Two percent (2%) reported e-cigarette use during the past 30 days (current e-cigarette users).
- More than half of current cigarette smokers (61%) smoke menthol cigarettes.

### *Initiation of Tobacco Use*

- About one in 10 high school students reported having smoked a cigarette for the first time under age 13.
- Current cigarette smokers are more likely to report they smoked their first cigarette under the age of 13 than non-cigarette smokers.
- Tobacco use experimentation peaks at 16 years of age for cigarettes and cigars, and age 15 for smokeless tobacco.

### *Level of Tobacco Use*

- About 12% of students reported having only one or two puffs of a cigarette, with 8% reporting they smoked more than 100 or more cigarettes in their lifetime.
- Among high students, 67% were never smokers, 21% were ever smokers, 7% were moderate smokers who smoked less than 20 days during the month and 5% were frequent smokers who smoked on 20 days or more during the past 30 days.
- Nearly one in four smokers (24%) smoked one or two days a month and slightly more than a quarter (28%) smoked every day.
- Current smokers most frequently reported smoking two to five cigarettes per day (44%), with 6% reporting they smoked more than 20 cigarettes per day.

## ***Access to Tobacco Products***

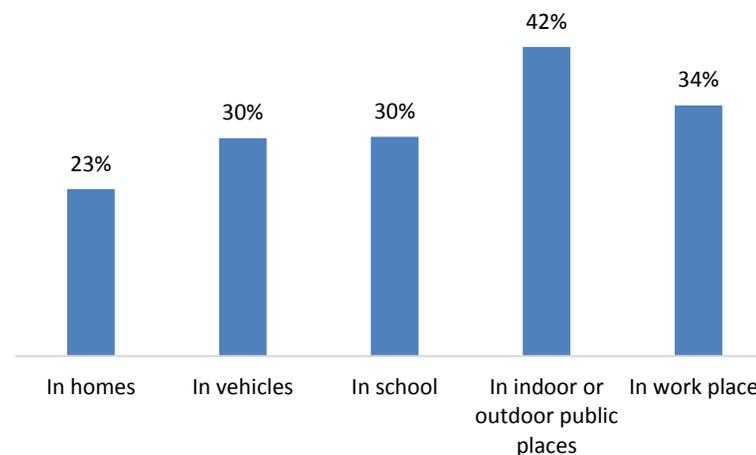
- High school smokers under the age of 18, most commonly obtained cigarettes by giving someone else money to buy them (41%), followed by borrowing cigarettes from others (35%), buying cigarettes themselves (12%) and getting them from others (12%).
- High school aged smokers most frequently purchased cigarettes at gas stations (29%).
- During the past 30 days, two in five smokers (40%) under the age of 18 reported they had never been refused from buying cigarettes due to their age.

## ***Cessation Efforts***

- Almost 43% of current cigarette smokers reported that they wanted to quit smoking cigarettes.
- Among cigarette smokers, 62% made at least one quit attempt during the last year.
- About 44% of current cigarette smokers reported that they want to quit smoking within a year.

## ***Attitudes about Secondhand Smoke***

- Slightly less than a quarter (23%) of high school students reported exposure to secondhand smoke in their homes, 30% in vehicles, 30% in school, 42% in indoor or outdoor public places, and 34% in the work place.



**Figure 1.** Exposure to Secondhand Smoke, Nebraska YTS, 2013

- Overall, 84% of high school students reported that smoking is not allowed anywhere inside their homes. Smoke-free home rules were more likely if there was not a smoker in the home.
- Overall, 84% of all high school students believed that people should strictly prohibit smoking in their homes and 77% believed that people should prohibit smoking in their vehicles.

## ***Influence from Family and Friends***

- About 30% of high school students reported living with at least one cigarette smoker and 13% with at least one smokeless tobacco user. Students who reported living with a cigarette smoker or smokeless tobacco user were more likely to use cigarettes or smokeless tobacco themselves.

- Overall, 30% of high school students reported that one or more of their closest friends smoke. Conversely, more than 84% of current cigarette smokers reported at least one smoker among their closest friends.
- Over one in five high school students (21%) reported that one or more of their closest friends used smokeless tobacco. On the other hand, 79% of current smokeless tobacco users reported that at least one of their closest friends used smokeless tobacco.
- Nebraska high school students who were never-smokers were unlikely to start (1%).
- Slightly more than one in three high school students (38%) reported that their parents or guardians talked to them in the past year about not using tobacco.
- Current cigarette smokers whose parents had talked to them about not using tobacco during the past year (46%) were more likely to show their intent to stop smoking than current smokers whose parents had not talked to them about their tobacco use (36%).

### ***Influence from Tobacco Marketing and Mass Media***

- About 13% of high school aged cigarette smokers received coupons and 6% received direct ads from tobacco companies.

- Over three-quarters of high school students (77%) reported seeing tobacco advertisements in convenience stores during the past 30 days.
- During the past 30 days, slightly more than two in three high school students (69%) reported watching TV programs or movies in which actors used tobacco products.
- Since 2000, the percentage of high school students who have seen tobacco advertisements on the internet has increased, while the percentage who have seen actors using tobacco products in TV program or movies has decreased.
- About 17% of high school students reported that they would wear or use a product with a tobacco company name or picture on it.

### ***Knowledge and Attitudes***

- Sixteen percent (16%) of high school students had participated in community activities to keep peers from using tobacco products.
- About 14% of students think that young people who smoke cigarettes have more friends and the percentage has not significantly changed since 2000.
- One in 10 high school students (10%) believe that smoking makes young people look cool or fit in.
- The majority of high school students (93%) believe that secondhand smoke is harmful.
- About two in three high school students (67%) believe that tobacco companies try to get minors to use tobacco products.

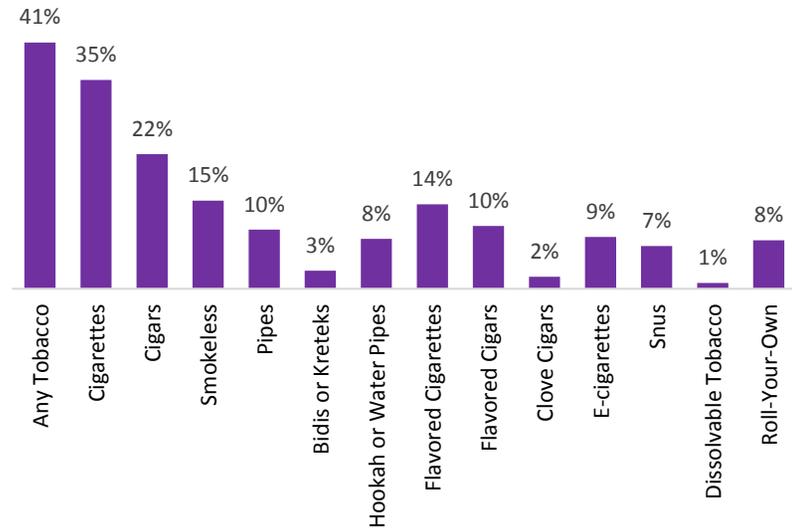
## RESULTS

### *Prevalence: All Tobacco – Lifetime Use*

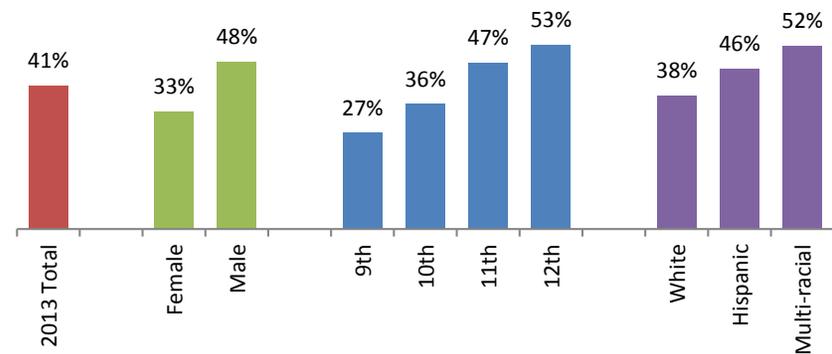
Students were asked whether they had ever tried cigarettes, cigars, smokeless tobacco, pipes, hookahs or water pipes, bidis, kreteks and e-cigarettes including flavored and regular products. Students were considered to be lifetime or ever tobacco users if they had ever used any of these tobacco products.

Over two in five Nebraska high school students (41%) reported having ever tried at least one form of tobacco. Cigarettes were the most commonly used (35%), followed by cigars (22%) and smokeless tobacco (15%). **(Figure 2)**

Males (48%) were more likely than females (33%) to have ever used tobacco. As students get older, they were more likely to report ever-use of at least one form of tobacco. No significant difference was found by race/ethnicity. **(Figure 3)**



**Figure 2.** Percentage of Tobacco Products Used, Nebraska YTS, 2013



**Figure 3.** Percentage of Students that Has Ever Used Any Form of Tobacco, Nebraska YTS, 2013

## Prevalence: All Tobacco – Current Use

Students were asked how many days they used each tobacco product during the 30 days prior to the survey. Current tobacco use was defined as having used any tobacco product on one or more days during the 30 days preceding the survey.

In 2013, nearly one in five high school students (19%) reported currently using at least one form of tobacco. Cigarettes were the most commonly used (12%), followed by cigars (7%) and smokeless tobacco (7%). (Figure 4)

Males (25%) were more likely than females (13%) to report tobacco use. Students in grades 11 (25%) and 12 (26%) were more likely to use tobacco than those in grades 9 and 10.

There were no significant differences found by race/ethnicity. (Figure 5)

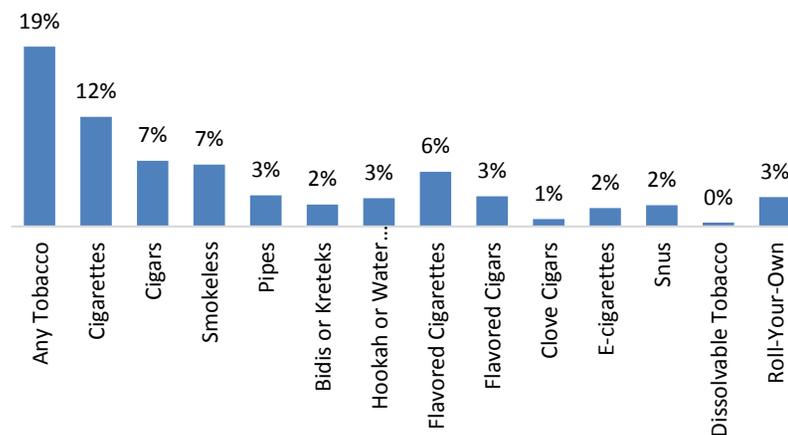


Figure 4. Current Tobacco Use, Nebraska YTS, 2013

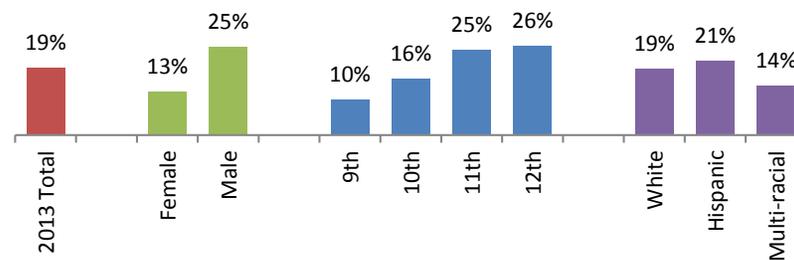


Figure 5. Percentage of Students Reporting Any Form of Tobacco Use, Nebraska YTS, 2013

## Prevalence: Cigarettes

### Ever Used:

Students were asked whether they had ever tried cigarettes, even one or two puffs.

Slightly more than one in three (35%) high school students reported smoking cigarettes in their lifetime. The ever-tried prevalence has consistently decreased through the years, from 62% in 2000, to 35% in 2013.

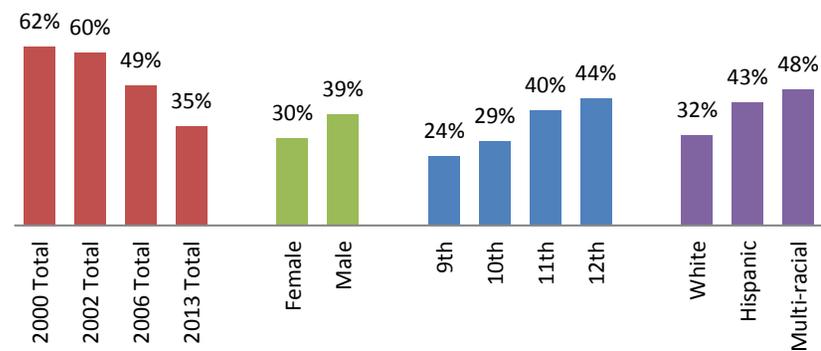
Males (39%) were more likely than females (30%) to report having smoked a cigarette. No significant differences were found by race/ethnicity. **(Figure 6)**

### Current Use:

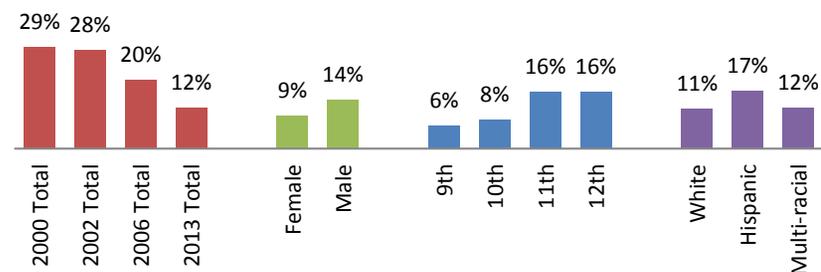
Current smokers are defined as having smoked on one or more days during the 30 days preceding the survey.

Overall, 12% Nebraska high school students were current cigarette smokers. Over time, smoking prevalence has decreased from 29% in 2000, to 12% in 2013.

Males (14%) were more likely to smoke cigarettes than females (9%). Students in 11th and 12th grades were more likely to smoke cigarettes than those in grades 9 and 10. No significant differences were found by race/ethnicity. **(Figure 7)**



**Figure 6.** Percentage of Students Having Ever Smoked a Cigarette, Nebraska YTS, 2000-2013



**Figure 7.** Percentage of Students Reporting Current Cigarette Use, Nebraska YTS, 2000-2013

## Prevalence: Cigars, Cigarillos, Little Cigars

### Ever Used:

Students were asked whether they had ever tried cigars, cigarillos and little cigars, even one or two puffs.

Over one in five (22%) high school students reported smoking cigars. The ever-used prevalence rate has decreased from 42% in 2000, to 22% in 2013.

Males (29%) were more likely than females (16%) to smoke a cigar, cigarillo or little cigar. As students aged, they were more likely to have tried a cigar product. No significant differences were found by race/ethnicity. **(Figure 8)**

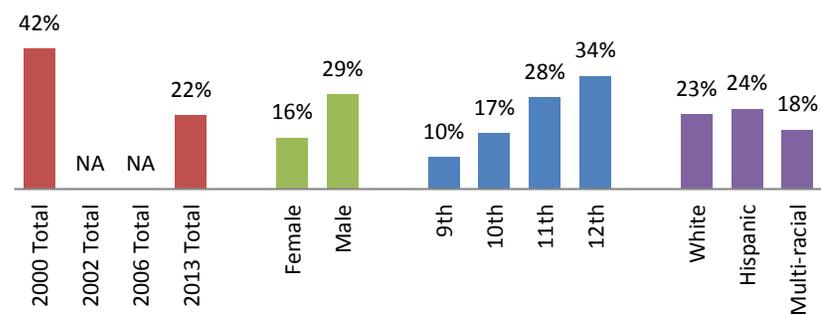
### Current Use:

Current cigar smokers are defined as having smoked cigars on one or more days during the 30 days preceding the survey.

Overall, 7% of high school students were current cigar smokers.

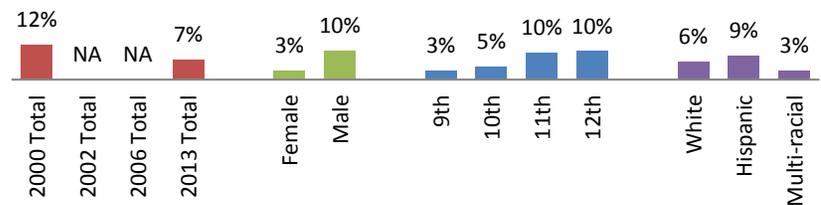
The smoking prevalence has decreased from 12% in 2000, to 7% in 2013.

Males (10%) were more likely than females (3%) to smoke cigars. Cigar smoking rates increased with grade. High school juniors (10%) and seniors (10%) were more likely to smoke cigars than freshmen or sophomores. No significant differences were found by race/ethnicity. **(Figure 9)**



Note: Data was not collected in 2002 and 2006

**Figure 8.** Percentage of Students Having Ever Smoked Cigars, Cigarillos or Little Cigars, Nebraska YTS, 2000-2013



Note: Data was not collected in 2002 and 2006

**Figure 9.** Percentage of Students Reporting Current Cigar, Cigarillo or Little Cigar Use, Nebraska YTS, 2000-2013

## Prevalence: Smokeless Tobacco

### Ever Used:

Students were asked if they had ever used smokeless tobacco products, even just a small amount.

Fifteen percent (15%) of high school students reported they had used smokeless tobacco. The ever-used prevalence rate has decreased from 26% in 2000, to 15% in 2013.

Males (24%) were more likely than females (5%) to report having used smokeless tobacco. High school juniors (18%) and seniors (20%) were more likely than younger students to report smokeless tobacco use. No significant differences were found by race/ethnicity. (Figure 10)

### Current Use:

Current smokeless use was defined as using smokeless tobacco product on one or more days during the 30 days preceding the survey.

Seven percent (7%) of high school students were smokeless tobacco users. Smokeless tobacco use prevalence has decreased from 10% in 2000, to 7% in 2013.

Males (11%) were more likely than females (1%) to report current smokeless tobacco use. The smokeless tobacco use rate increased with grade. No significant differences were found by race/ethnicity. (Figure 11)

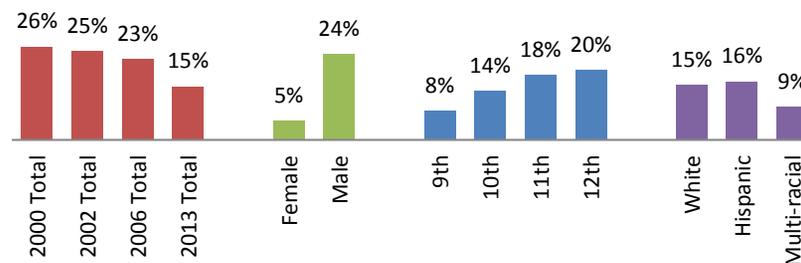


Figure 10. Percentage of Students Having Ever Used Smokeless Tobacco, Nebraska YTS, 2000-2013

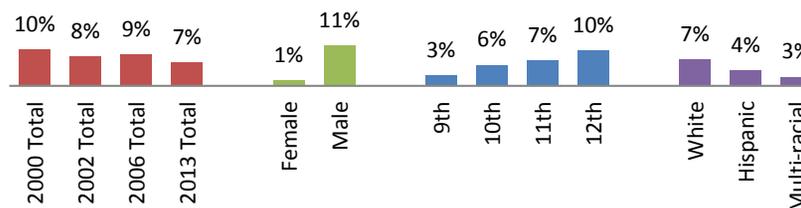


Figure 11. Current Smokeless Tobacco Use, Nebraska YTS, 2000-2013

## Prevalence: E-Cigarettes

### Ever Used:

Students were asked if they had ever used electronic cigarettes or e-cigarettes, even just one time.

For the first time in 2013, students were asked about their e-cigarette use. Nearly one in ten high school students (9%) reported they had used an e-cigarette.

Males (10%) were more likely than females (7%) to report having used an e-cigarette. High school juniors (13%) and seniors (12%) were more likely to report e-cigarette use in their lifetime. No significant differences were found by race/ethnicity. (Figure 12)

### Current Use:

Current e-cigarette use was defined as using electronic cigarette or e-cigarette on at least one day during the 30 days preceding the survey.

In 2013, 2% of high school students reported current e-cigarette use. No significant differences were found by gender, grades or race/ethnicity. (Figure 13)

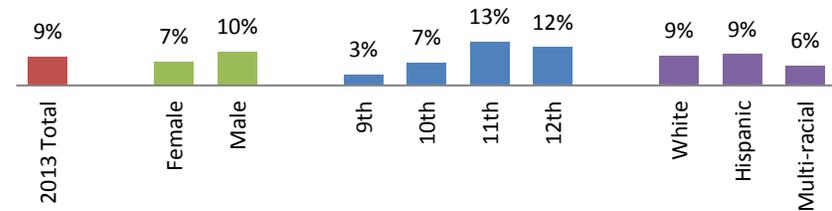


Figure 12. Percentage of Students Having Ever Used E-Cigarettes, Nebraska YTS, 2013

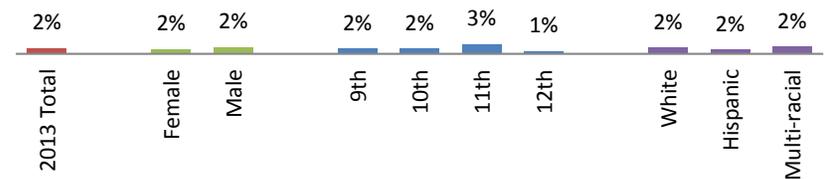


Figure 13. Current E-Cigarette Use Rates, Nebraska YTS, 2013

## Prevalence: Pipes

### Ever Used:

Students were asked if they had ever tried smoking tobacco in a pipe, even one or two puffs.

In 2013, 10% of high school students reported they had smoked tobacco in a pipe.

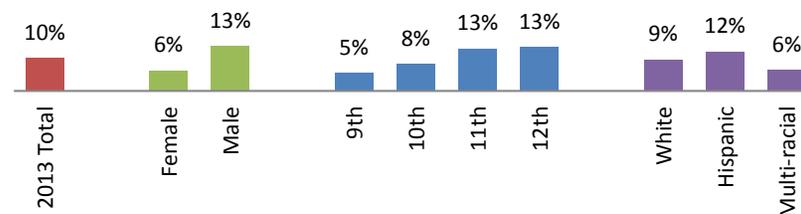
Males (13%) were more likely than females (6%) to report having smoked tobacco in a pipe. High school juniors and seniors were equally likely (13%) to report using pipe tobacco. No significant differences were found by race/ethnicity. **(Figure 14)**

### Current Use:

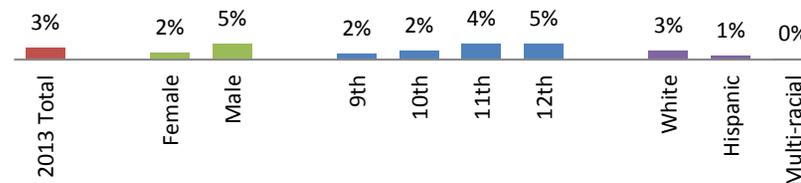
Current pipe tobacco use was defined as smoking tobacco in a pipe on at least one day during the 30 days preceding the survey.

In 2013, 3% of high school students reported smoking tobacco in a pipe.

Males (5%) were more likely than females (2%) to report current pipe tobacco use. High school juniors and seniors were more likely to report pipe tobacco use as well. No significant differences were found by race/ethnicity. **(Figure 15)**



**Figure 14.** Percentage of Students Having Ever Used Pipe Tobacco, Nebraska YTS, 2013



**Figure 15.** Current Pipe Tobacco Use Rate, Nebraska YTS, 2013

## Prevalence: Bidis and Kreteks

### Ever Used:

Students were asked if they had ever smoked bidis or kreteks, even just one or two puffs.

In 2013, 4% of high school students reported they had used bidis or kreteks – a decrease from 9% in 2000.

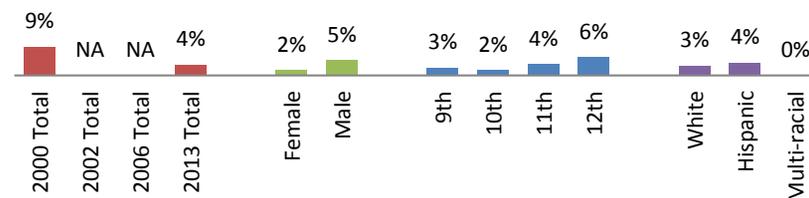
Males (5%) were more likely than females (2%) to report having used bidis or kreteks. No significant differences were found by grade or race/ethnicity. **(Figure 16)**

### Current Use:

Current bidi and kretek use was defined as smoking bidis and kreteks on at least one day during the 30 days preceding the survey.

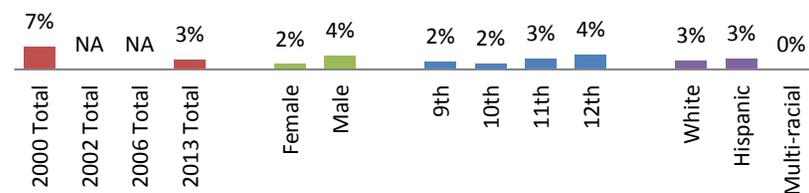
In 2013, 3% of high school students reported smoking bidis or kreteks during the previous 30 day period. The bidi and kretek prevalence use rate has decreased from 7% in 2000.

Males (4%) were more likely than females (2%) to report current bidi or kretek use. No significant differences were found by grade or race/ethnicity. **(Figure 17)**



Note: Data was not collected in 2002 and 2006

**Figure 16.** Percentage of Students Having Ever Used Bidis or Kreteks, Nebraska YTS, 2000-2013



Note: Data was not collected in 2002 and 2006

**Figure 17.** Current Bidi or Kretek Use, Nebraska YTS, 2000-2013

## Prevalence: Roll-Your-Own

### Ever Used:

Students were asked if they had ever smoked a roll-your-own tobacco product, even just one or two puffs.

In 2013, 8% of high school students reported they had used roll-your-own tobacco.

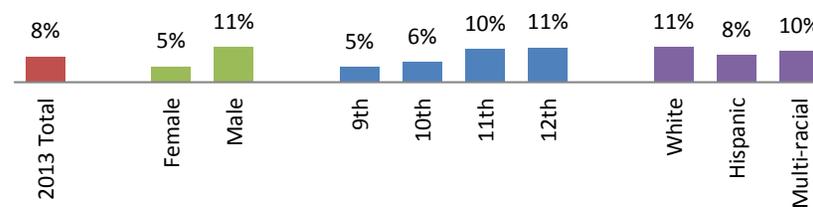
Males (11%) were more likely than females (5%) to report having used a roll-your-own tobacco product. High school juniors and seniors were more likely to report roll-your-own tobacco use than freshmen and sophomores. No significant differences were found by race/ethnicity. **(Figure 18)**

### Current Use:

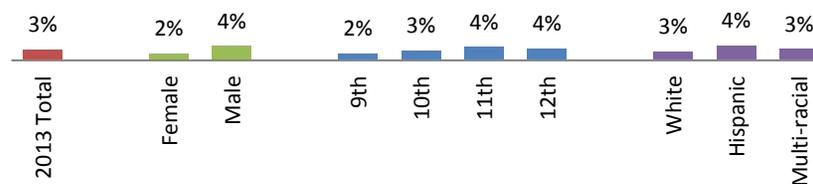
Current roll-your-own tobacco use was defined as smoking a roll-your-own tobacco product on at least one day during the 30 days preceding the survey.

In 2013, 3% of high school students reported current roll-your-own tobacco use.

Males (4%) were slightly more likely than females (2%) to report having used a roll-your-own tobacco product. No significant differences were found by grade or race/ethnicity. **(Figure 19)**



**Figure 18.** Percentage of Students Having Ever Used Roll-Your-Own Tobacco, Nebraska YTS, 2013



**Figure 19.** Current Roll-Your-Own Tobacco Use, Nebraska YTS, 2013

## Prevalence: Flavored Cigarettes

### Ever Used:

Students were asked if they had ever smoked a flavored cigarette, even just one or two puffs.

In 2013, 14% of high school students reported having smoked a flavored cigarette product.

Males (15%) were slightly more likely than females (13%) to report having smoked a flavored cigarette. The prevalence rate increased with school grades. Among smokers, two out of three students (66%) reported having used flavored cigarettes in their lifetime. No significant differences were found by race/ethnicity. (Figure 20)

### Current Use:

Current flavored cigarette smoking was defined as smoking a flavored cigarette on at least one day during the 30 days preceding the survey.

In 2013, 6% of high school students reported currently smoking flavored cigarettes.

Among smokers, 45% reported using flavored cigarettes. No significant differences were found by gender, grade or race/ethnicity. (Figure 21)

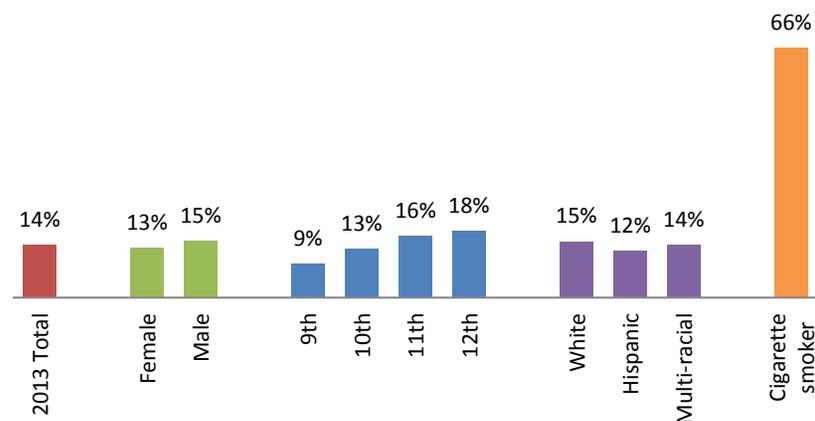


Figure 20. Percentage of Students Having Ever Smoked Flavored Cigarettes, Nebraska YTS, 2013

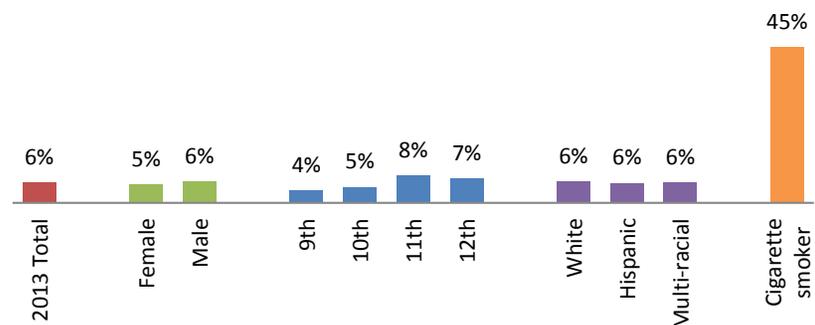


Figure 21. Current Flavored Cigarette Use, Nebraska YTS, 2013

## Prevalence: Flavored Cigars

### Ever Used:

Students were asked if they had ever smoked a flavored cigar, even just one or two puffs.

In 2013, 10% of high school students reported having tried a flavored cigar.

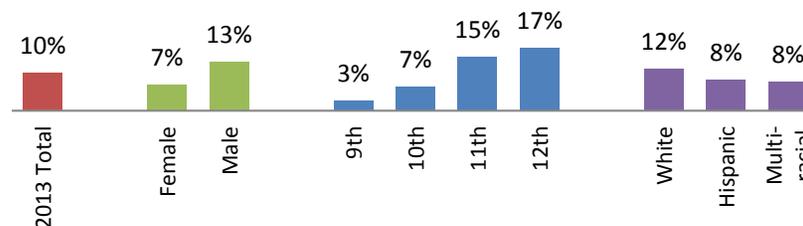
Males (13%) were more likely than females (7%) to report having tried a flavored cigar. The prevalence rate increased with school grades. No differences were found by race/ethnicity. (**Figure 22**)

### Current Use:

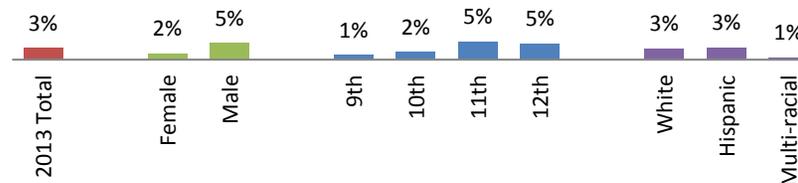
Current flavored cigar use was defined as smoking a flavored cigar on at least one day during the 30 days preceding the survey.

In 2013, 3% of high school students reported currently smoking flavored cigars.

Males (5%) were more likely than females (2%) to report current flavored cigar use. High school juniors and seniors were also more likely than freshmen and sophomores to report current flavored cigar use. No significant differences were found by race/ethnicity. (**Figure 23**)



**Figure 22.** Percentage of Students Having Ever Smoked Flavored Cigars, Nebraska YTS, 2013



**Figure 23.** Current Flavored Cigar Use, Nebraska YTS, 2013

## Prevalence: Clove Cigars

### Ever Used:

Students were asked if they had ever smoked a clove cigar, even just one or two puffs.

In 2013, 2% of high school students reported they had tried a clove cigar.

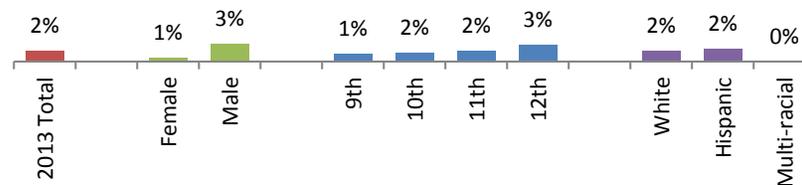
Males (3%) were more likely than females (1%) to report having ever used a clove cigar. No significant differences were found by grade or race/ethnicity. (**Figure 24**)

### Current Use:

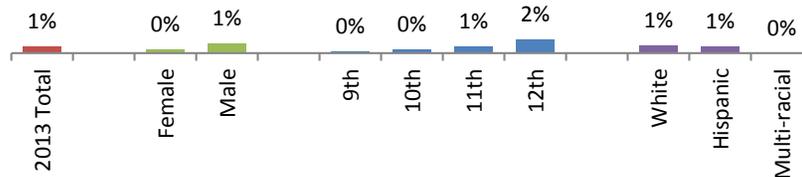
Current clove cigar use was defined as smoking a clove cigar on at least one day during the 30 days preceding the survey.

In 2013, 1% of high school students reported current clove cigar use.

No significant differences were found by gender, grade or race/ethnicity. (**Figure 25**)



**Figure 24.** Percentage of Students Having Ever Used a Clove Cigar, Nebraska YTS, 2013



**Figure 25.** Current Clove Cigar Use, Nebraska YTS, 2013

## Prevalence: Hookah and Waterpipes

### Ever Used:

Students were asked if they had ever used a hookah or waterpipe, even just one or two puffs.

In 2013, 8% of high school students reported having used a hookah or waterpipe.

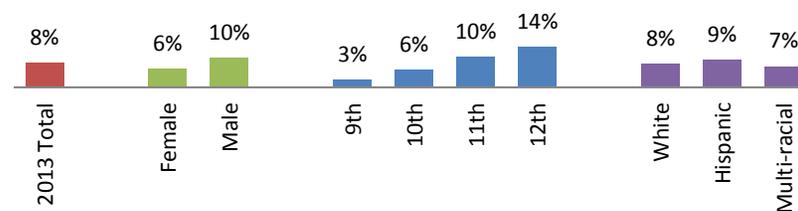
Males (10%) were more likely than females (6%) to report having ever used a hookah or waterpipe. The prevalence rate increased with school grades. No significant differences were found by race/ethnicity. (**Figure 26**)

### Current Use:

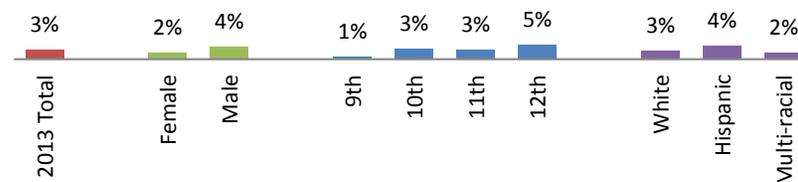
Current hookah and waterpipe use was defined as smoking tobacco in a hookah or waterpipe on at least one day during the 30 days preceding the survey.

In 2013, 3% of high school students reported current hookah or waterpipe use.

Males (4%) were slightly more likely than females (2%) to report current hookah or waterpipe use. No significant differences were found by grade or race/ethnicity. (**Figure 27**)



**Figure 26.** Percentage of Students Having Ever Used a Hookah or Waterpipe, Nebraska YTS 2013



**Figure 27.** Current Hookah and Waterpipe Use, Nebraska YTS 2013

## Prevalence: Snus

### Ever Used:

Students were asked if they had ever used snus, even just one time.

In 2013, about 7% of high school students reported they had tried snus.

Males (10%) were more likely than females (4%) to report having used snus. The ever-used prevalence increased with grade.

No significant differences were found by race/ethnicity. (**Figure 28**)

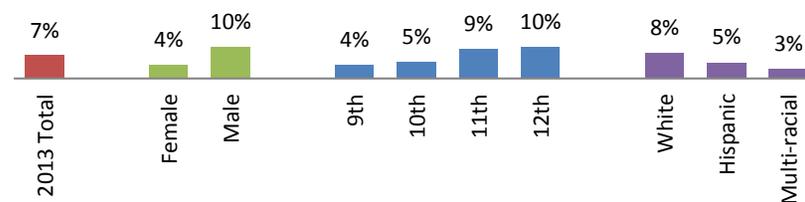
### Current Use:

Current snus use was defined as using snus on at least one day during the 30 days preceding the survey.

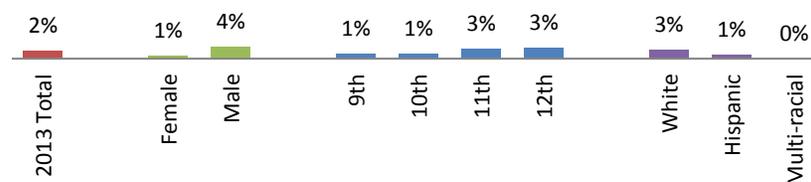
In 2013, 2% of high school students reported current snus use.

Males (4%) were more likely than females (1%) to report snus use.

High school juniors (3%) and seniors (3%) were slightly more likely to report snus use than high school freshmen (1%) and sophomores (1%). No significant differences were found by race/ethnicity. (**Figure 29**)



**Figure 28.** Percentage of Students Having Ever Used Snus, Nebraska YTS, 2013



**Figure 29.** Percentage of Current Snus Use, Nebraska YTS, 2013

## Prevalence: Dissolvable Tobacco

### Ever Used:

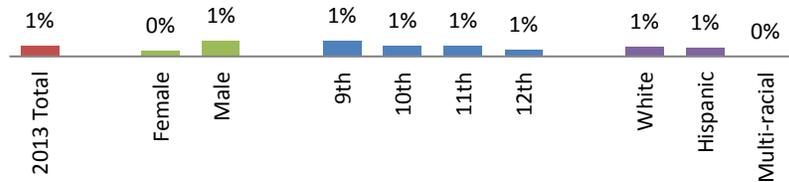
Students were asked if they had ever used a dissolvable tobacco product – such as strips, sticks or lozenges, even just one time.

Only a small percentage of high school students (1%) reported having ever used a dissolvable tobacco product. (**Figure 30**)

### Current Use:

Current dissolvable tobacco use was defined as using the product on at least one day during the 30 days preceding the survey.

Less than one percent of high school students reported dissolvable tobacco use. Since most of the percentages were 0%, the results are not displayed.



**Figure 30.** Percentage of Students Having Ever Used Dissolvable Tobacco, Nebraska YTS, 2013

<sup>3</sup><http://smokefree.gov/menthol-cigarettes>, accessed December 3, 2014

<sup>4</sup>[http://www.tobaccofreekids.org/content/what\\_we\\_do/industry\\_watch/product\\_manipulation/2014\\_06\\_19\\_DesignedforAddiction\\_web.pdf](http://www.tobaccofreekids.org/content/what_we_do/industry_watch/product_manipulation/2014_06_19_DesignedforAddiction_web.pdf), accessed December 3, 2014

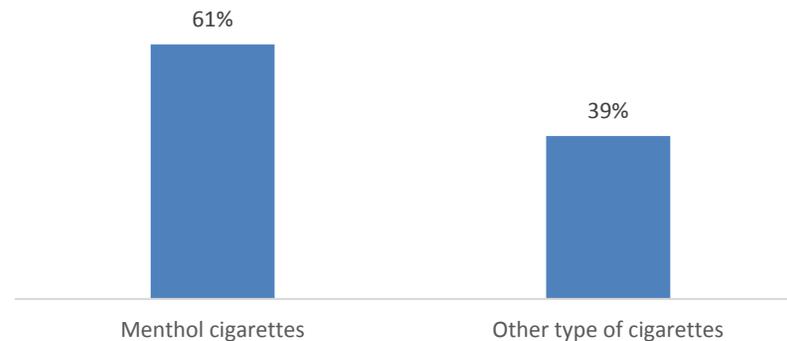
## Prevalence: Menthol Cigarette

Menthol is a substance naturally found in mint plants such as peppermint and spearmint.<sup>3</sup> Menthol is added to tobacco products because it cools and numbs the throat to reduce throat irritation and makes the smoke feel smoother.<sup>4</sup>

Menthol cigarettes appeal to young inexperienced smokers, but longitudinal studies show that youth who begin smoking with menthol cigarettes, oftentimes progress to established cigarette use.<sup>5</sup>

Current smokers were asked if they had used menthol cigarettes on at least one day during the past 30 days prior to the survey.

About three out of five cigarette smokers (61%) smoked a menthol cigarette during the 30 days prior to the survey. (**Figure 31**)



**Figure 31.** Percentage of Current Smokers Who Report Using Menthol Cigarettes, Nebraska YTS, 2013

<sup>5</sup>This needs a citation.

## Initiation

Students were asked how old they were when they first tried using a cigarette, cigar or smokeless tobacco, even one or two puffs or a small amount.

Slightly more than one in 10 high school students (11%) reported having smoked a cigarette for the first time under the age of 13. (Figure 32)

The most common age of initiation for smokeless tobacco was 15, and for cigars and cigarettes it was 16. (Figure 33)

Current cigarette smokers were more likely to start smoking at younger ages than those of current non-smokers who ever smoked cigarettes. (Figure 34)

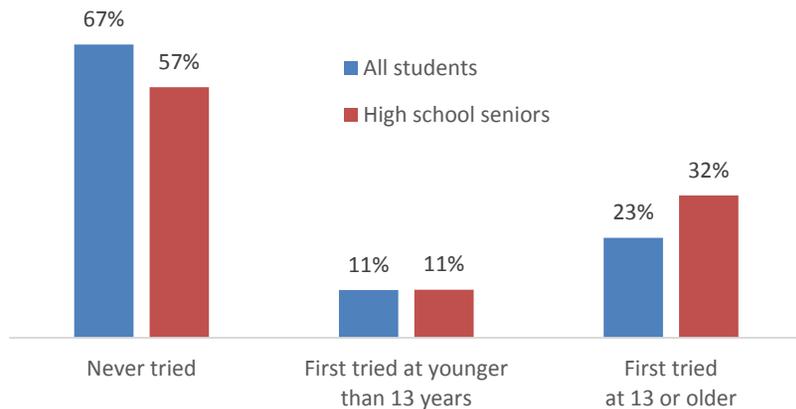


Figure 32. Percentage of Students at Age of Smoking Initiation, Nebraska YTS, 2013

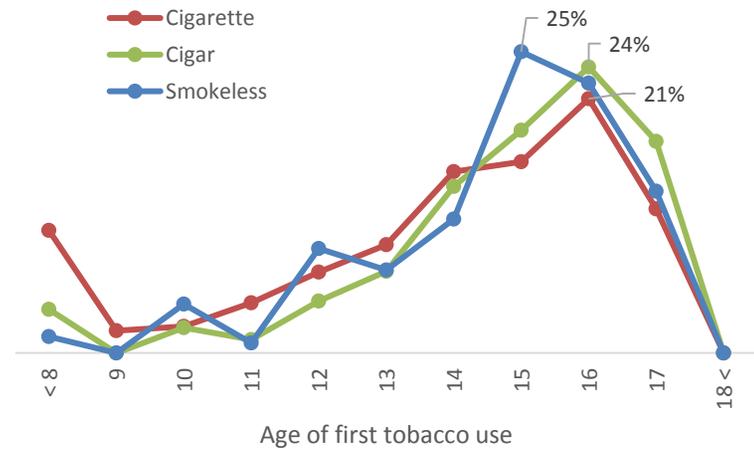


Figure 33. Percentage of Students at Age of Initiation for Cigarettes, Cigars and Smokeless Tobacco, Nebraska YTS, 2013

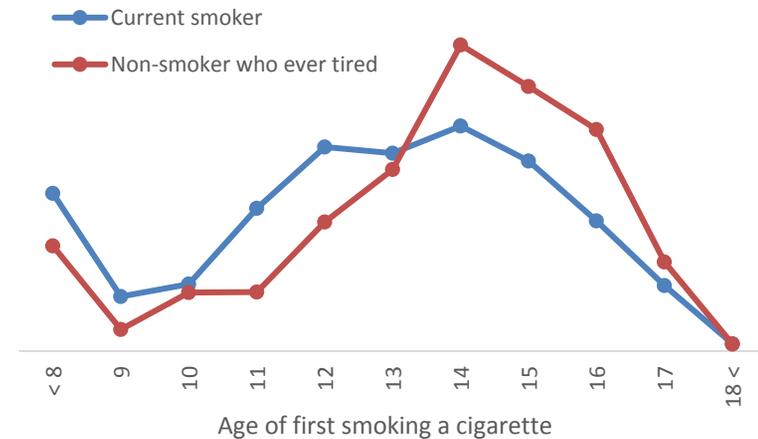
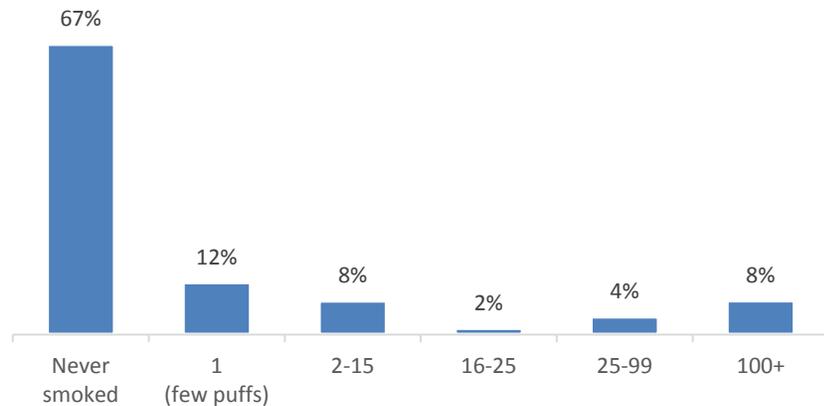


Figure 34. Percentage of ages having smoked a cigarette by current smokers and ever-tried cigarette smokers who are not current smokers, Nebraska YTS, 2013

**Level of Tobacco Use:  
Number of Cigarettes Smoked in Lifetime**

Students were asked how many cigarettes they had smoked in their lifetime.

About 12% of students reported having smoked one cigarette or less (a few puffs) and 8% reported having smoked more than 100 or more cigarettes in their lifetime. **(Figure 35)**

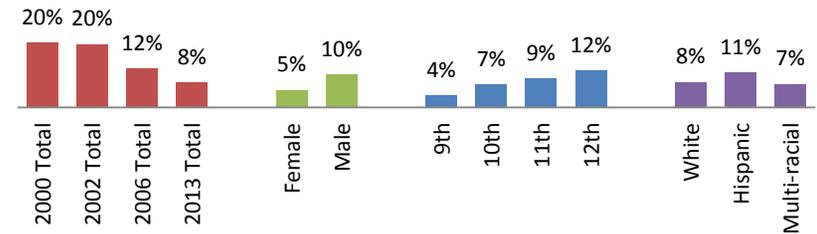


**Figure 35.** Number of Cigarettes Smoked By Students in Their Lifetime, Nebraska YTS 2013

The percentage of students who smoked more than 100 cigarettes (8%) has decreased from 20% in 2000.

Males (10%) are more likely than females (5%) to report smoking 100 or more cigarettes in their lifetime. As the grades increase, the percentage of students having smoked 100 or more cigarettes also increased.

No significant differences were found by race/ethnicity. **(Figure 36)**



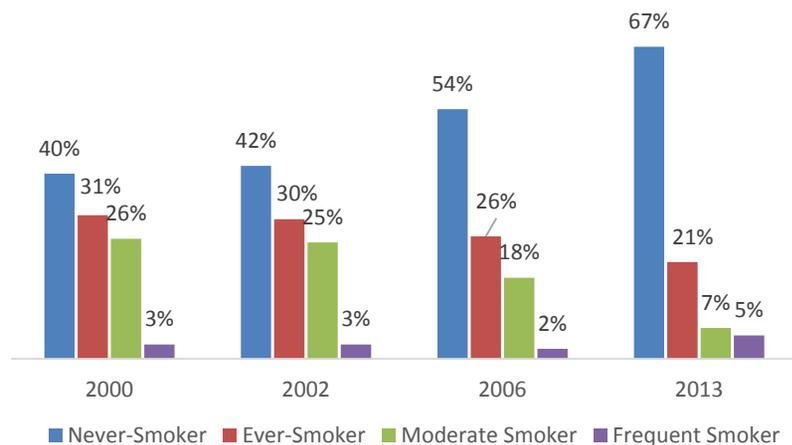
**Figure 36.** Percentage of Students Who Smoked 100+Cigarettes in Their Lifetime, Nebraska YTS, 2000-2013

## ***Level of Tobacco Use: Number of Days Smoked***

Students were asked how many days that they smoked during the past 30 days. Responses were used to determine current smoking status, including: never-smokers, ever-smokers, moderate smokers and frequent smokers. For detailed definitions, see page 2.

Among the students participating in the survey, 67% were never-smokers, 21% ever-smokers, 7% moderate smokers and 5% were frequent smokers.

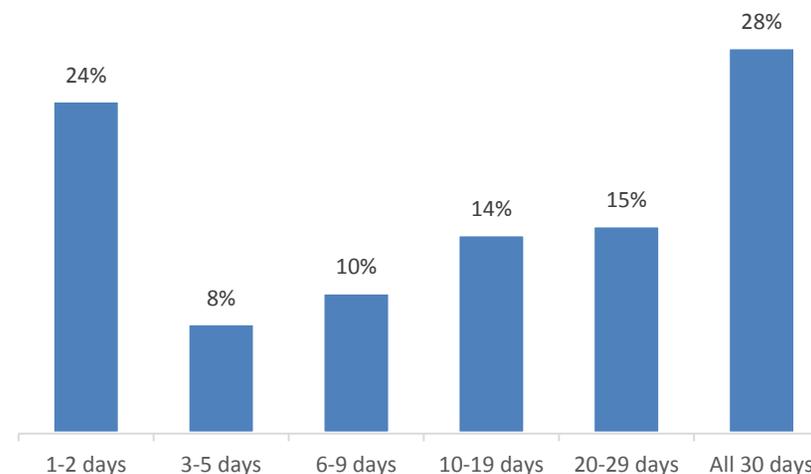
Since 2000, the percentage of students who are never-smokers has increased, while those classified as ever-smokers and moderate smokers have decreased. **(Figure 37)**



**Figure 37.** Prevalence of Cigarette Smoking, Nebraska YTS, 2000-2013

Students were asked how many days that they smoked during the past 30 days.

Among current smokers, about a quarter (24%) of them smoked one or two days during the past 30, and little more than another quarter (28%) smoked every day during the past 30 days. **(Figure 38)**

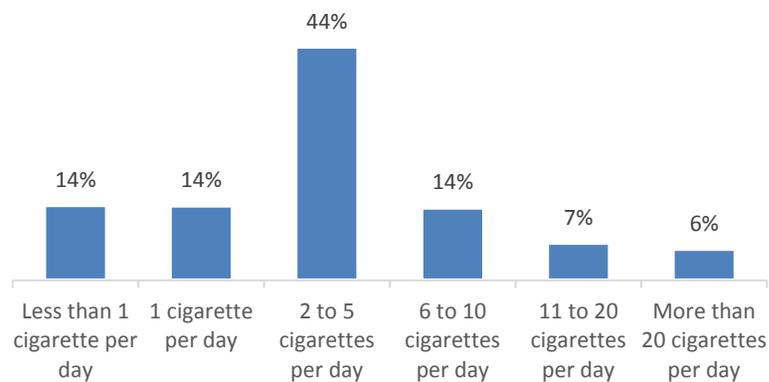


**Figure 38.** Number of Days Smoked During the Past 30 Days by Current Smokers, Nebraska YTS, 2013

## Level of Tobacco Use: Number of Cigarettes Smoked

Students who were current smokers were asked how many cigarettes they smoked during the past 30 days prior to the survey.

Forty-four percent (44%) of current smokers reported smoking two to five cigarettes per day and 6% reported smoking more than 20 cigarettes daily. (**Figure 39**)



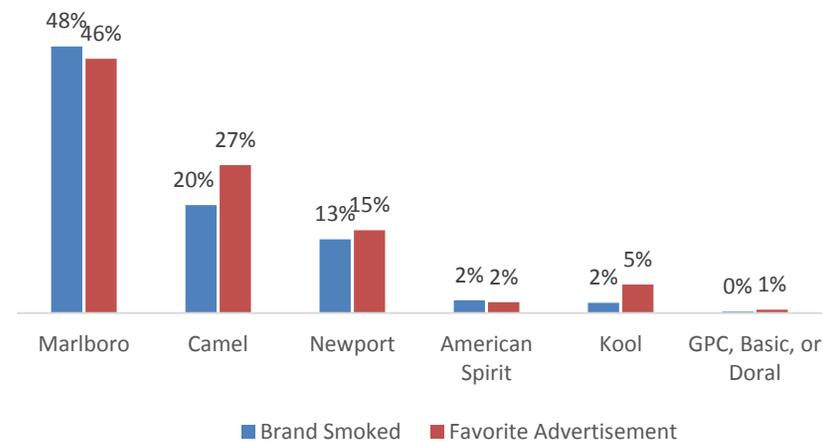
**Figure 39.** Number of Cigarettes Smoked Per Day by Current Smokers, Nebraska YTS, 2013

## Cigarette Brands

Studies have suggested a link between exposure to tobacco advertising and cigarette brand preference.<sup>6</sup> Knowing the brand preference among young established smokers can provide insight to what influences young smokers to start and continue to smoke.

Students were asked about the brand of cigarettes they usually smoked in the past 30 days.

The majority of high school smokers reported that they usually smoked one of the three most heavily advertised brands: Marlboro (48%), Camel (20%) and Newport (13%). (**Figure 40**)



**Figure 40.** Cigarette Brands and Advertisements Preferred by Smokers, Nebraska YTS, 2013

<sup>6</sup> Wakefield et al. (2002)

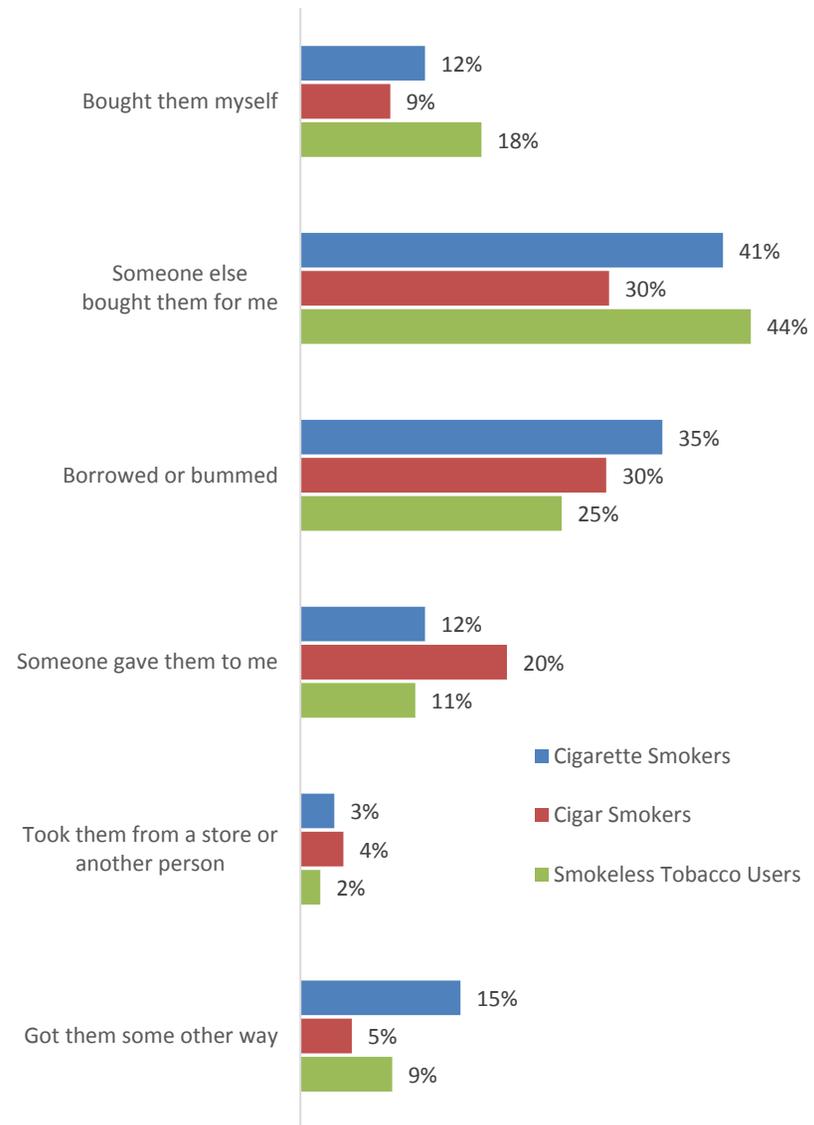
## *Access: Primary Source of Tobacco*

Students who currently use tobacco were asked to identify their sources for obtaining tobacco products. Students were able to choose one or more answer.

Slightly more than one in 10 (12%) current cigarette smokers reported buying the products themselves, with 18% of current smokeless tobacco users obtaining the products in this manner, and 9% of cigar smokers.

Most frequently, students gave someone else money to buy the product for them (41% for smokers, 44% for smokeless tobacco users and 30% for cigar smokers).

Borrowing or ‘bumming’ tobacco products were also popular ways for tobacco users to get products – ranging from 35% for cigarette smokers to 25% for smokeless tobacco users. (Figure 41)



**Figure 41.** Student Sources for Obtaining Tobacco Products, Nebraska YTS, 2013

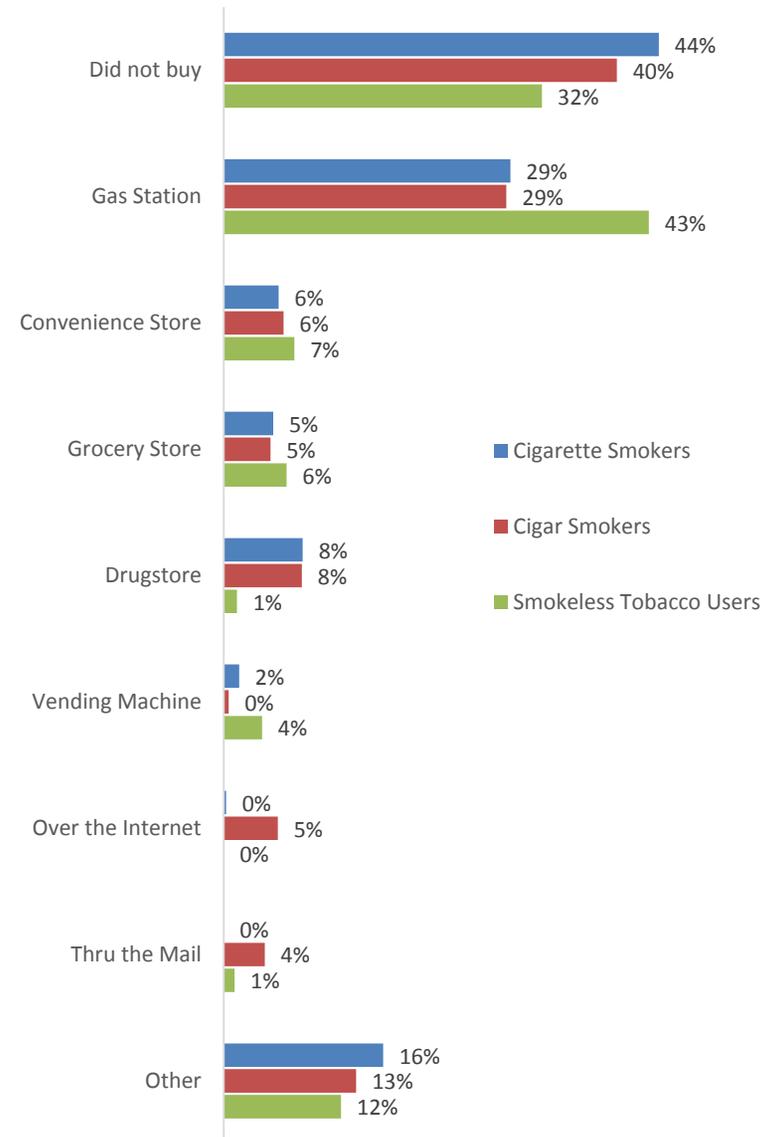
## ***Access: Places Where Tobacco Products Were Bought***

Students were asked where they most recently bought tobacco products during the past 30 days.

Cigarette smokers purchased cigarettes most frequently from gas stations (29%), drugstores (8%), convenience stores (6%) and grocery stores (5%).

Cigar smokers purchased cigars most frequently at gas stations (29%), drugstores (8%), convenience stores (6%), grocery stores (5%), over the Internet (5%) and through the mail (4%).

Smokeless tobacco users most frequently purchased their products at gas stations (43%), followed by convenience stores (7%) and grocery store (6%). **(Figure 42)**

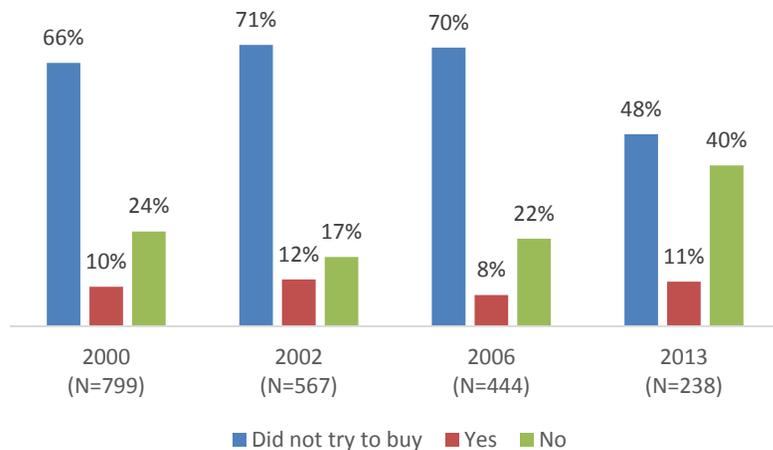


**Figure 42.** Places Where Students Purchased Cigarettes, Cigars and Smokeless Tobacco Products, Nebraska YTS, 2013

## Access: Selling to Minors

Selling tobacco products to minors is illegal in Nebraska. To determine the extent of compliance with the law, students were asked if during the past 30 days anyone refused to sell them cigarettes because of their age. Students were able to choose more than one answer.

About one in 10 (11%) high school smokers reported that they were unable to buy a tobacco product because of their age. About two in five (40%) reported that they had never been refused at all because of age, an increase from 22% in 2006. (Figure 43)

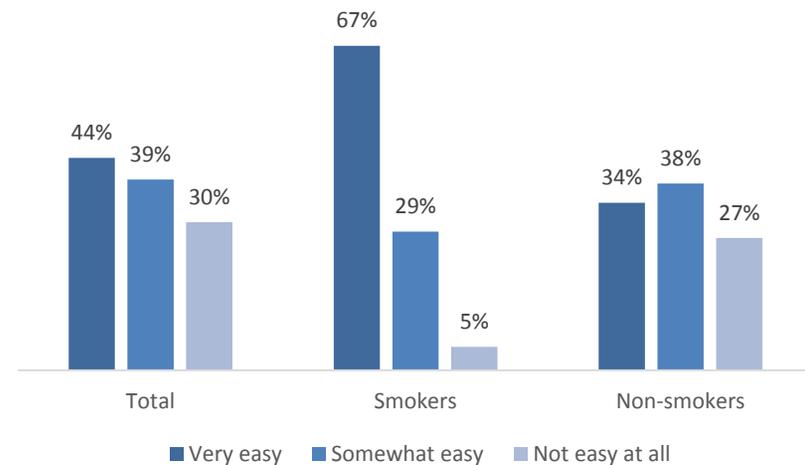


**Figure 43.** Percentage of Smokers who were Unable to Buy Cigarettes Due to Their Age, Nebraska YTS, 2000-2013

## Access: Ease to Get Tobacco Products

Students were asked how easy they felt it would be for them to get tobacco products if they wanted to.

While 27% of non-smokers reported that it would not be easy at all for them to get tobacco products if they wanted some, only 5% of current smokers reported that. Additionally, 67% of smokers reported that it would be very easy to get cigarettes if they wanted to. (Error! Reference source not found.)



**Figure 44.** Percentage of Students That Indicate the Ease of Purchasing Cigarettes, Nebraska YTS, 2013

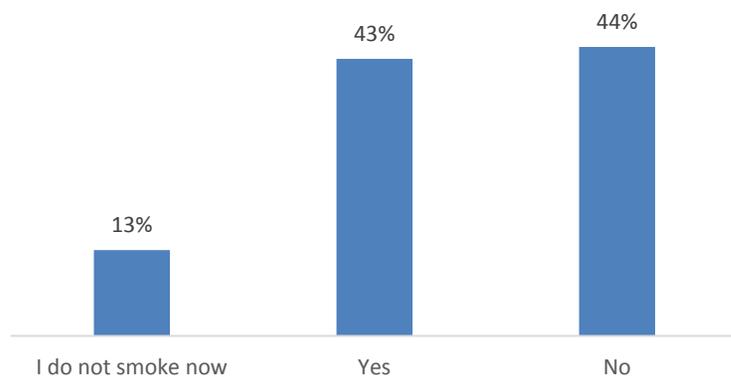
## Cessation: Intent to Quit

Attempts to quit smoking are an important step toward increasing cessation and reducing the overall smoking prevalence rate.

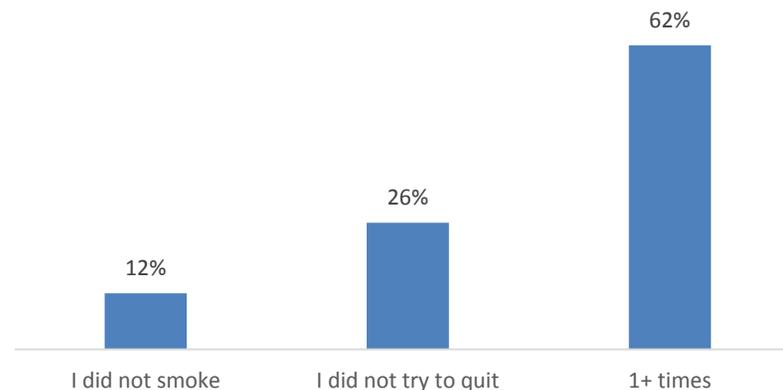
Students were asked:

1. if they wanted to stop smoking cigarettes for good,
2. how many times they had attempted to quit during the past 12 months, and
3. how soon they wanted to quit.

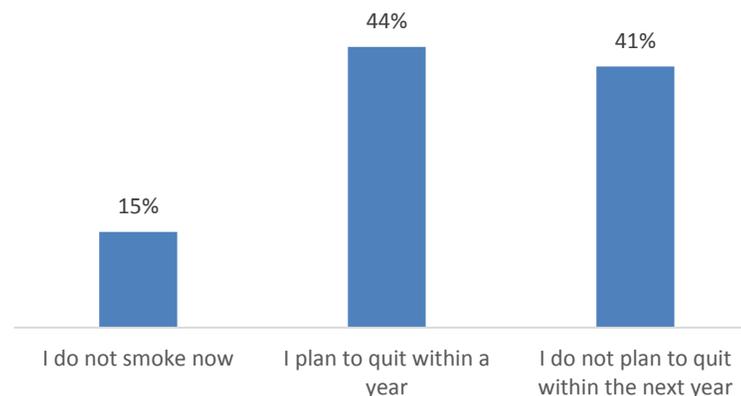
Almost 43% of current smokers (n=276) wanted to quit smoking (**Figure 45**). Among smokers, 62% had made at least one quit attempt during the previous 12 months (**Figure 46**) and about 44% of smokers reported that they wanted to quit within a year (**Figure 47**).



**Figure 45.** Percentage of Student Smokers Who Want to Stop Smoking, Nebraska YTS, 2013



**Figure 46.** Number of Times a Quit Smoking Attempt Had Been Made by Student Smokers during the Past 12 Months, Nebraska YTS, 2013



**Figure 47.** Percentage of Student Smokers Who Plan to Quit Smoking, Nebraska YTS, 2013

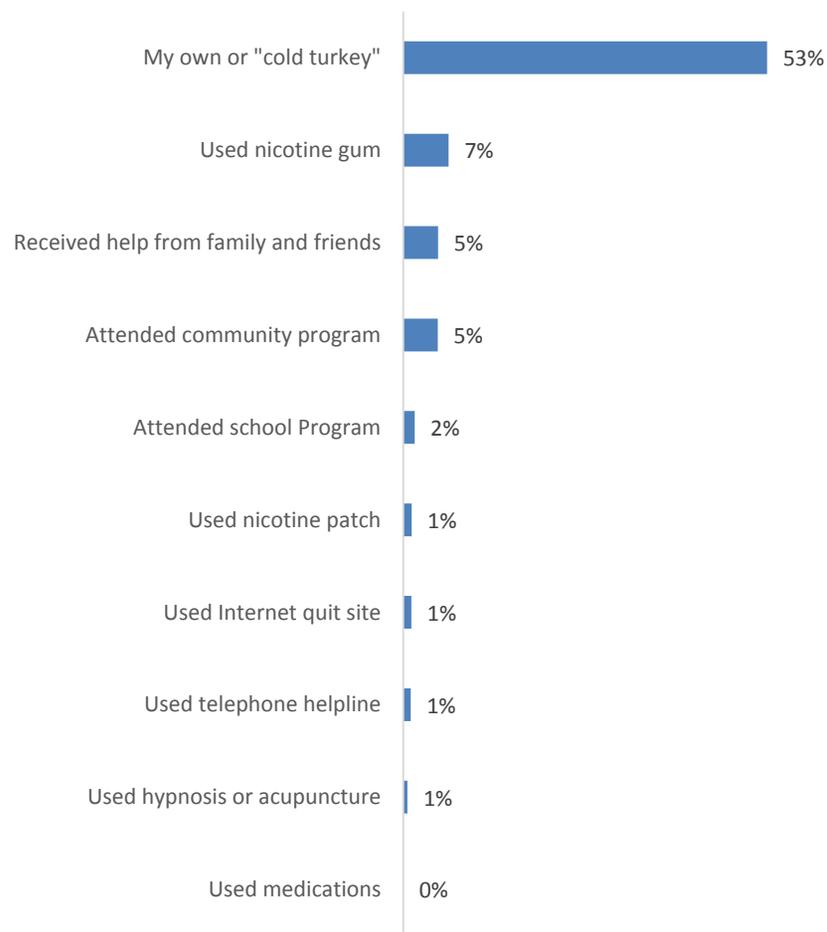
## ***Cessation: Quit Attempt Methods***

Students were asked what they did to help themselves quit using tobacco. Students were able to choose more than one answer.

The majority of students (53%) who reported at least one quit attempt during the past 12 months did so on their own, or went “cold turkey,” -- the term used to describe people who quit their tobacco use abruptly. However, 17% reported that they used some sort of quit assistance.

Using nicotine gum (7%), receiving help from family and friends (5%), and attending community (5%) or school programs (2%) were the most frequent methods used to quit.

A few used nicotine patches (1%), internet quit sites (1%), telephone helplines (1%) and other help such as hypnosis or acupuncture (1%). **(Figure 52)**



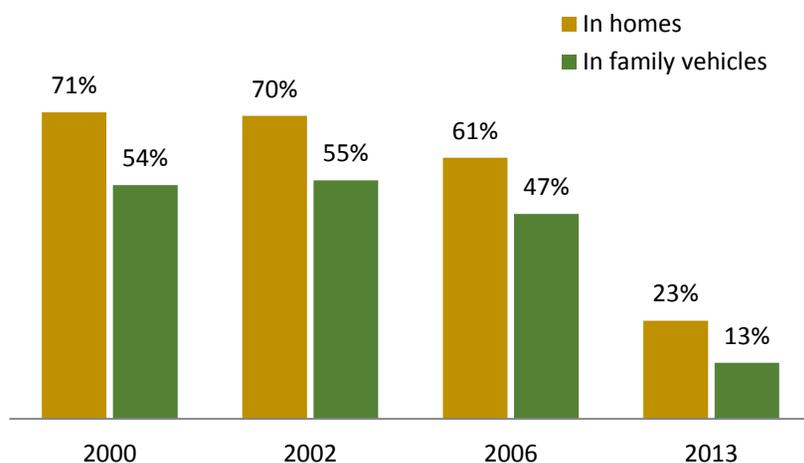
**Figure 48.** Help Used by Students Who Had at Least One Quit Attempt During the Past 12 Months, Nebraska YTS, 2013

## Secondhand Smoke in Homes and Vehicles

Students were asked how often during the past seven days they had been exposed to someone else's secondhand smoke in their homes or in vehicles.

Slightly less than a quarter (23%) of students reported secondhand smoke in their homes – this is a decline from 61% in 2006 and 71% in 2000.

In 2013, 13% of students reported being exposed to secondhand smoke in a vehicle – a decrease from 47% in 2006 and 54% in 2000. (Figure 49)

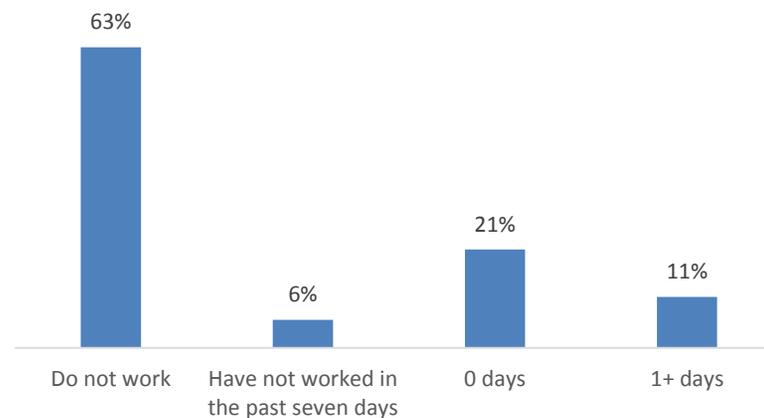


**Figure 49.** Percent of Students Who Reported Being Exposed to Secondhand Smoke in Their Homes or Vehicles, Nebraska YTS, 2000-2013

## Secondhand Smoke in the Work Place

Students were asked if they were exposed to secondhand smoke in the work place.

While nearly two-thirds of students (63%) did not have a job, 11% reported being exposed to secondhand smoke in the work place on at least one day during the past seven. (Figure 50)



**Figure 50.** Percentage of Students Exposed to Secondhand Smoke in the Work Place during the Past Seven Days, Nebraska YTS, 2013

## Smoke-Free Rules at Homes and in Vehicles

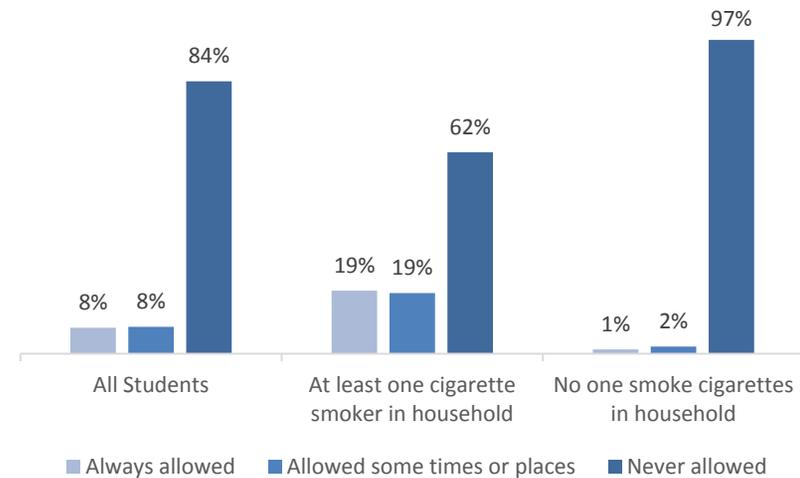
Students were asked about the rules regarding smoking inside their homes or in the vehicles that they and their family own or lease.

Overall, 84% of students reported that smoking was not allowed anywhere inside their homes.

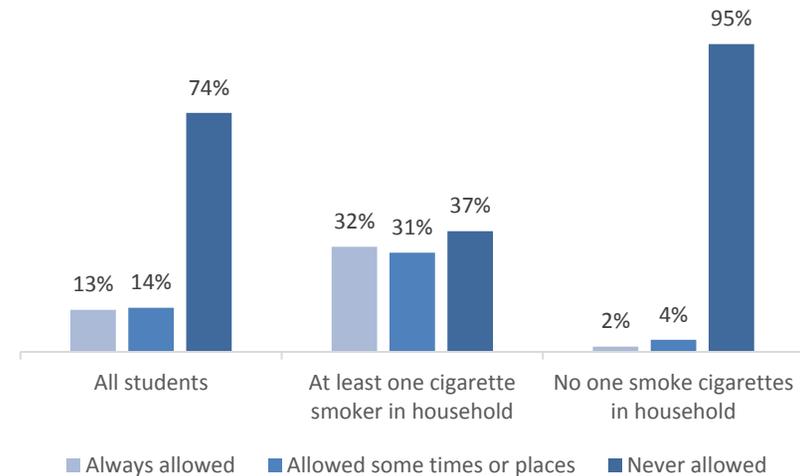
Whether or not a home was smoke-free was associated with the presence of a smoker in the home. When a smoker lived in the home, only 62% of students reported that smoking was not allowed anywhere in the home. Conversely, if no one smoked in the home, 97% of students reported that smoking was not allowed in the home. **(Figure 51)**

Overall, 74% of students reported that smoking was not allowed inside their family's vehicles.

Thirty-two percent (32%) of students who lived with a smoker reported that smoking was always allowed in their family's vehicles. Conversely, if no one smoked in the household, 95% of students reported that smoking was not allowed in their family's vehicles. **(Figure 52)**



**Figure 51.** Percentage of Students with Smoke-Free Rules in Their Homes, Nebraska YTS, 2013



**Figure 52.** Percentage of Students with Smoke-Free Rules in Their Family's Vehicles, Nebraska YTS, 2013

## Attitude Toward Smoke-Free Rule in Homes and Vehicles

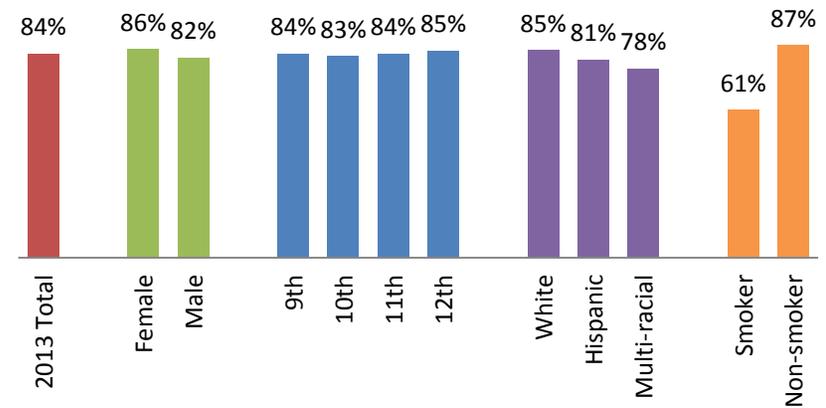
Students were asked if they thought people should allow – or not allow – smoking inside their homes and vehicles.

Overall, 84% of students believed that people should prohibit smoking in their homes.

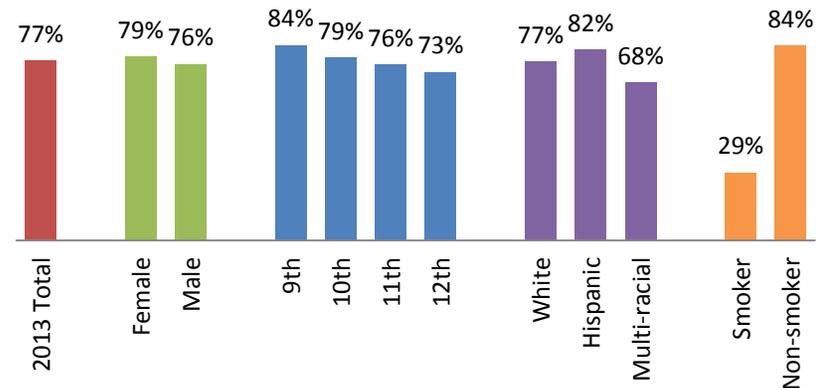
Cigarette smokers (61%) were less likely than non-smokers (87%) to believe this. No significant differences were found by gender, grade and race/ethnicity. **(Figure 53)**

Overall, 77% of students believed that people should strictly prohibit smoking in their vehicles.

Cigarette smokers (29%) were less likely than non-smokers (84%) to agree. No significant differences were found by gender, grade and race/ethnicity. **(Figure 54)**



**Figure 53.** Percentage of Students Who Believe That Smoking Should Not Be Allowed Inside the Home, Nebraska YTS, 2013



**Figure 54.** Percentage of Students Who Believe That Smoking Should Not Be Allowed in Vehicles, Nebraska YTS, 2013

## Exposure to Tobacco Products

The percentage of students who reported living with someone who smokes has decreased since 2000. Overall, 30% of high school students reported living with a smoker. (Figure 55)

Students who reported living with a smoker were more likely to smoke themselves. About one in five students (21%) who lived with a smoker, also smoked. Conversely, only 8% of students were smokers if they lived with no one who smoked. (Figure 56)

Thirteen percent (13%) of students reported living with at least one smokeless tobacco user. Similarly to students who live with smokers, students living with a smokeless tobacco user were more likely to use smokeless tobacco themselves. Over one in five students (21%) who lived with a smokeless tobacco user, also used smokeless tobacco – compared to 5% of students who used smokeless tobacco if they lived with no one who did. (Figure 57)

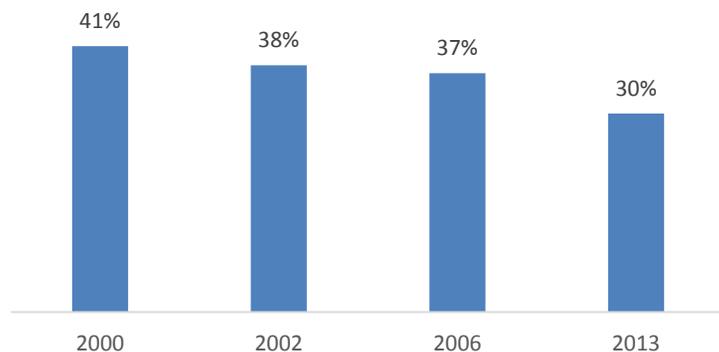


Figure 55. Percentage of Students Who Live with a Smoker, Nebraska YTS, 2000-2013

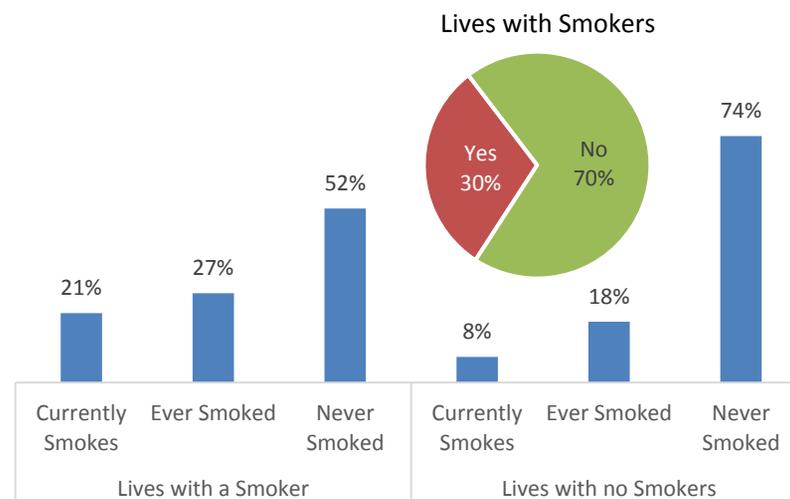


Figure 56. Percentage of Students Who Live with a Smoker and Smoking Status, Nebraska YTS, 2013

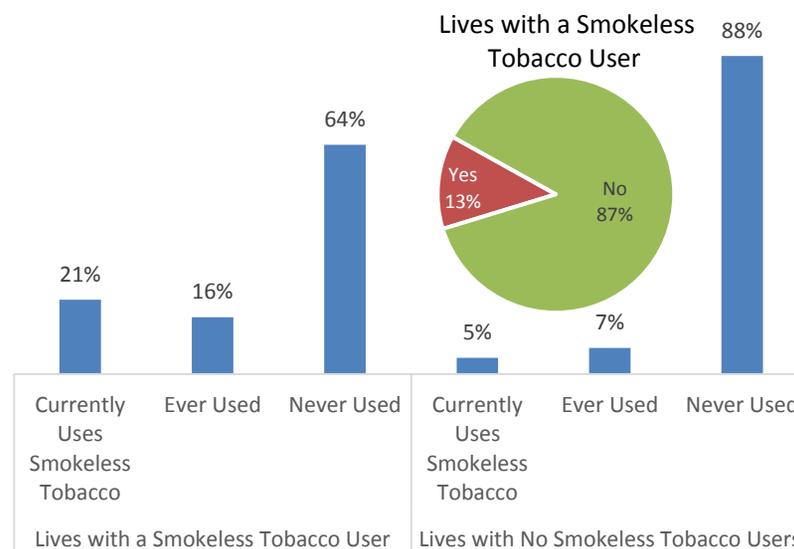


Figure 57. Percentage of Students Who Live with a Smokeless Tobacco User and Status of Smokeless Tobacco Use, Nebraska YTS, 2013

## Peer Influence and Cigarette Smoking

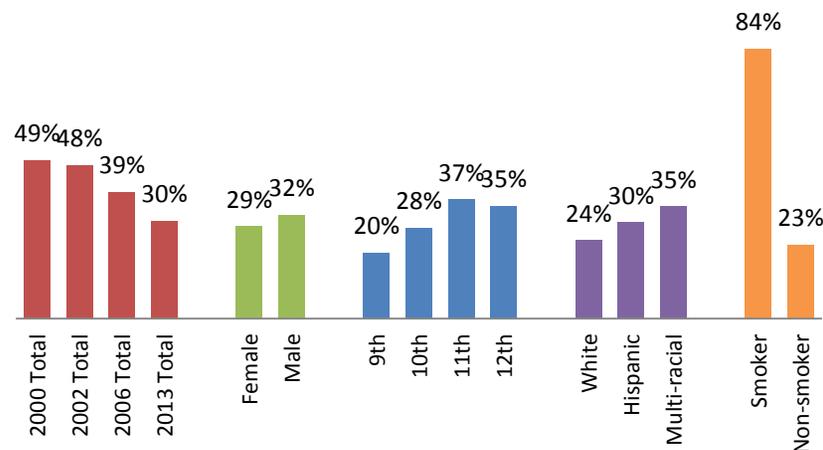
Having friends who use tobacco is strongly associated with tobacco use among young people.

Students were asked how many of their four closest friends smoked.

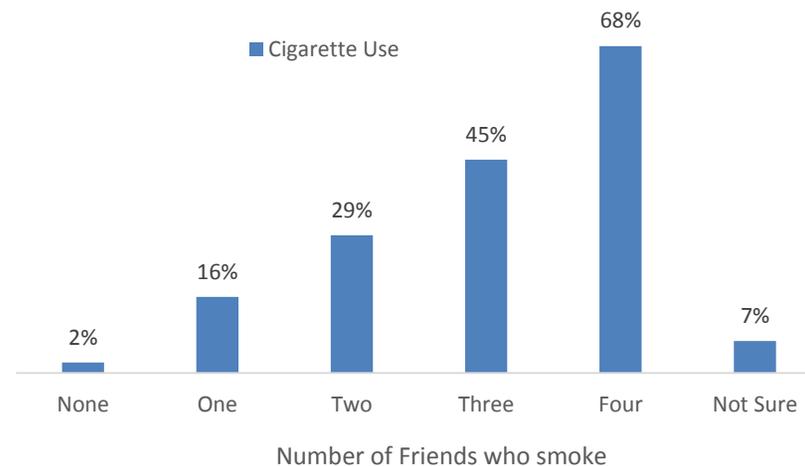
Overall, 30% of high school students reported that one or more of their four closest friends smoked – that’s a decrease from 49% in 2000.

High school juniors (37%) and seniors (35%) were more likely to report that one or more of their closest friends smoked. More than four in five current smokers (84%) reported that one or more of their closest friends smoked. (**Figure 58**)

The higher the number of friends who smoked, the greater the likelihood that the student himself or herself smoked. Sixty-eight percent (68%) of students smoked if all four of their closest friends smoked, compared to only 16% who smoked if one of their four closest friends smoked. (**Figure 59**)



**Figure 58.** Percentage of Students Who Report that One or More of Their Four Closest Friends Smoked, Nebraska YTS, 2000-2013



**Figure 59.** Percentage of Students Who Smoked in Relationship to the Number of Their Friends That Smoked, Nebraska YTS, 2013

## Peer Influence and Smokeless Tobacco Use

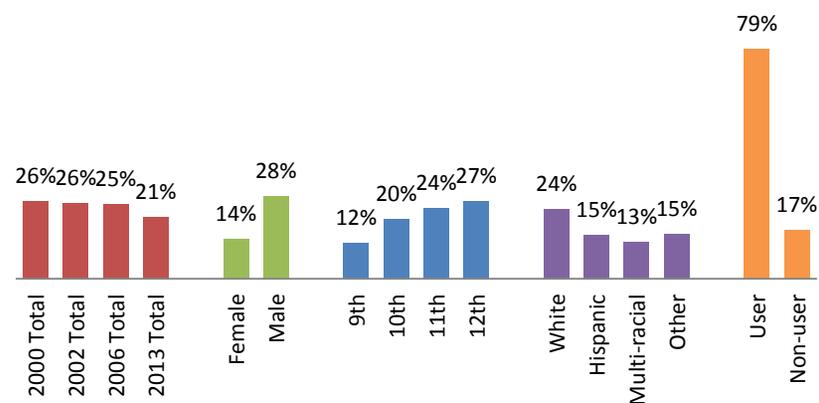
Young people can be susceptible to social influences. If tobacco use is seen as a normal behavior, they are more likely to try tobacco themselves.

Students were asked how many of their four closest friends used smokeless tobacco.

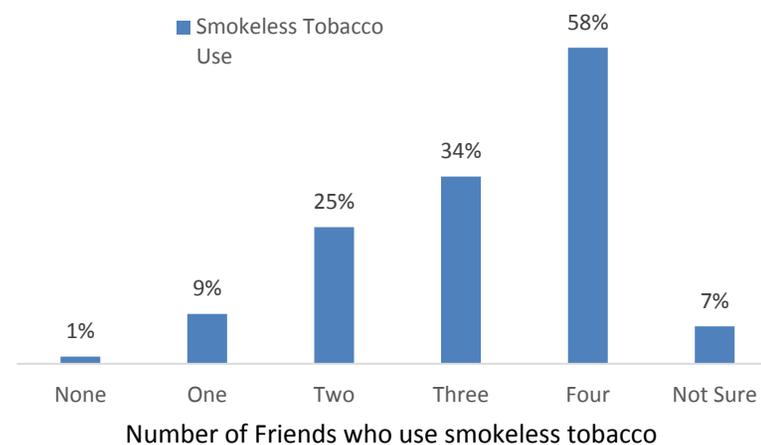
Twenty-one percent (21%) of students reported that one or more of their four closest friends used smokeless tobacco – that’s a decrease from 26% in 2000.

Males (28%) are more likely than females (14%) to report that one or more of their closest friends used smokeless tobacco. As grade levels advance, students were more likely to report that one or more of their closest friends used smokeless tobacco. Over three-quarters of smokeless tobacco users (79%) reported that one or more of their closest friends used smokeless tobacco, compared to 17% of students who did not use smokeless tobacco. (Figure 60)

The higher the number of friends who used smokeless tobacco, the greater the likelihood that the student himself or herself used smokeless tobacco. (Figure 61)



**Figure 60.** Percentage of Students Who Report That One or More of Their Four Closest Friends Used Smokeless Tobacco, Nebraska YTS, 2000-2013



**Figure 61.** Percentage of Students Who Used Smokeless Tobacco in Relationship to the Number of Their Friends That Used Smokeless Tobacco, Nebraska YTS, 2013

## Parental Influence

To assess parental influence on students and whether or not they use tobacco, students were asked if their parents or guardians had talked with them – even once – about not using any type of tobacco during the past 12 months.

Overall, more than one in three students (38%) reported their parents or guardian had talked with them in the past year about not using tobacco.

Males (41%) were more likely than females (35%) to report that parents or guardians had talked with them. As grade levels increased, students were less likely to report that their parents or guardians had talked with them. (Figure 62)

Current cigarette smokers whose parents had talked with them about not using tobacco during the past year (46%), were more likely than smokers whose parents had not talked with them (36%) to indicate their intent to stop smoking. (Figure 63)

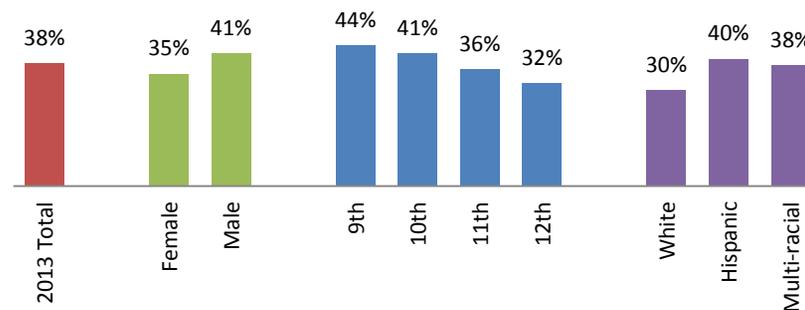


Figure 62. Percentage of Students Who Reported Their Parents or Guardians Talked with Them about Not Using Tobacco, Nebraska YTS, 2013

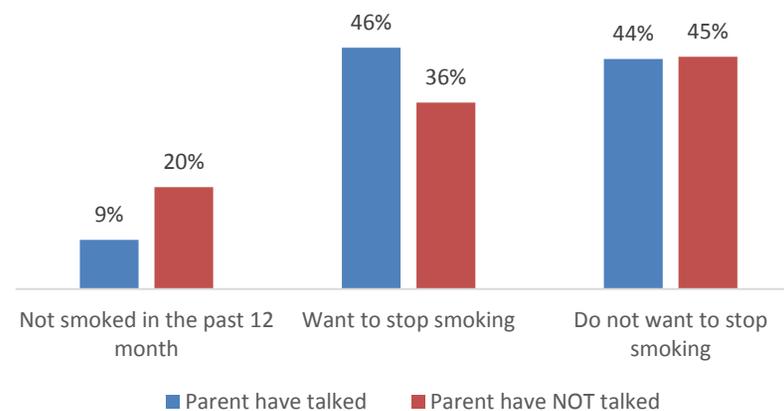


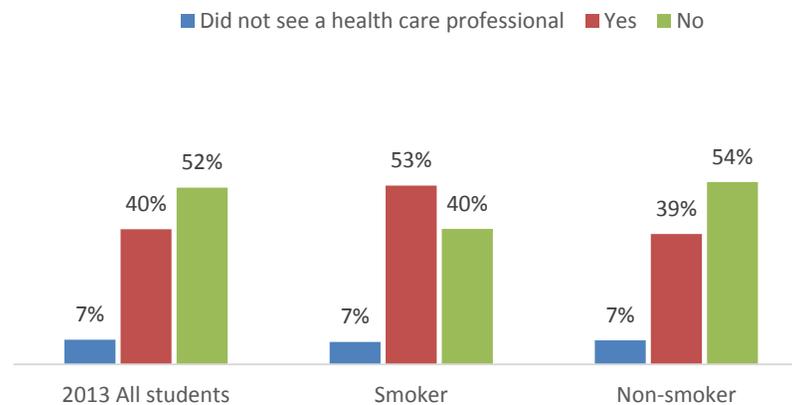
Figure 63. Percentage of Student Smokers who Reported Their Parents or Guardians Talked with Them about Not Using Tobacco and Intent to Quit, Nebraska YTS, 2013

## ***Influence from Health Care Professionals***

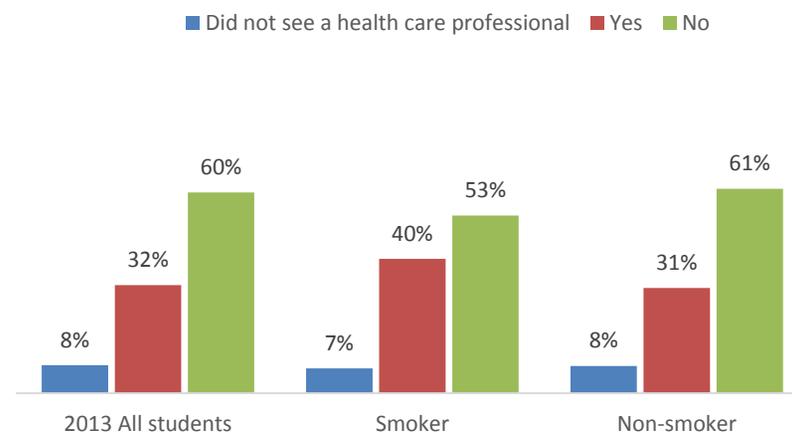
Students were asked whether any health care professional (doctor, dentist or nurse) asked them if they used tobacco of any kind during the past 12 months and whether they were advised not to use tobacco.

Overall, 40% of high school students reported being asked by health care professionals if they use tobacco, with 32% being advised not to use tobacco of any kind. (**Figure 64** and **Figure 65**)

Cigarette smokers are more likely than non-smokers to report that health professionals asked about their tobacco use (53% vs. 39%) or advised them not to use tobacco of any kind (40% vs. 31%).



**Figure 64.** During the Past 12 Months, Did a Health Care Professional Ask You if You Use Tobacco of Any Kind?, Nebraska YTS, 2013



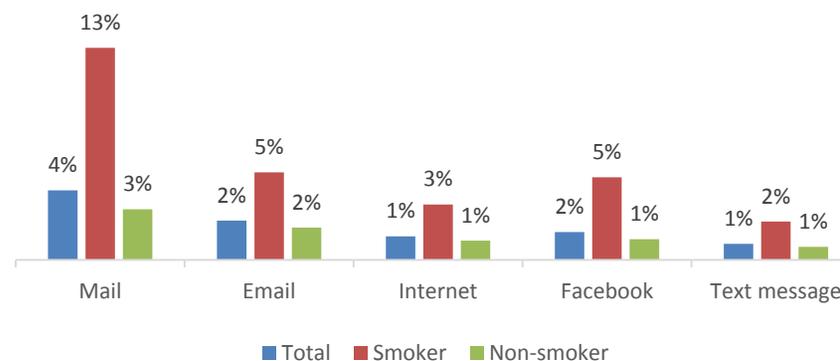
**Figure 65.** During the Past 12 Months, Did a Health Care Professional Advise You Not to Use Tobacco of Any Kind?, Nebraska YTS, 2013

## Exposure to Tobacco Industry Marketing

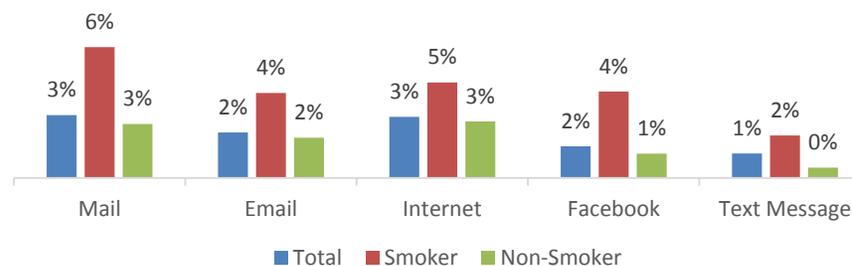
To assess exposure to tobacco industry marketing, students were asked how often they saw ads for tobacco products in the mail, via email, on the Internet, on Facebook or via text messaging.

While most students (91%) did not receive coupons for tobacco products, 4% reported receiving tobacco coupons in the mail, 2% via email, and 2% on Facebook. **(Figure 66)** Likewise, while most students (91%) did not receive direct ads from tobacco companies, 3% reported receiving tobacco ads in the mail, and 3% on the Internet. **(Figure 67)**

Current cigarette smokers were more likely to receive tobacco coupons and ads. They received the direct marketing by the mail most frequently (13% for coupon and 6% for tobacco ads).



**Figure 66.** Percentage of Students Who Reported Receiving Tobacco Coupons During the Past 30 Days, Nebraska YTS, 2013



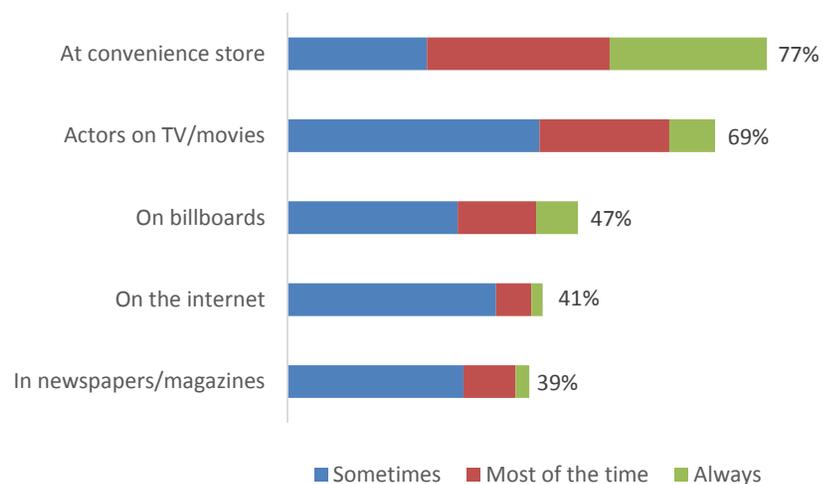
**Figure 67.** Percentage of Students Who Reported Receiving Tobacco Ads During the Past 30 Days, Nebraska YTS, 2013

## Exposure to Tobacco Advertisements

Youth exposure to tobacco advertisements were assessed by asking them how often they saw tobacco ads on the Internet, in newspapers or magazines, at convenience stores, on billboards, or actors smoking on TV or the movies during the past 30 days.

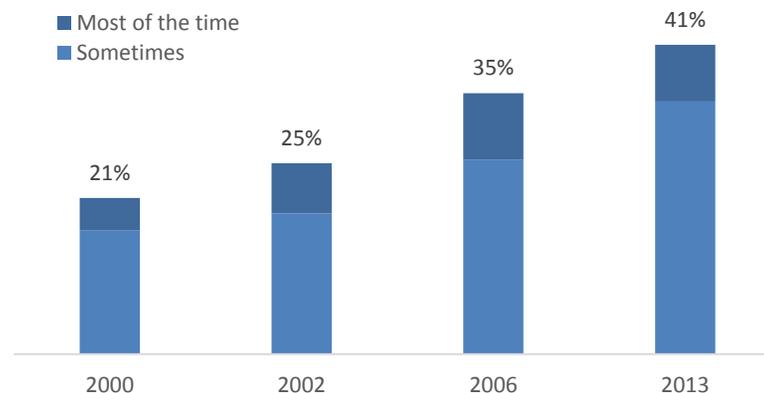
Overall, more than three-quarters of students (77%) reported seeing tobacco ads at convenience stores. Slightly more than two-thirds of students (69%) reported seeing actors use tobacco products on TV or in the movies.

And, about two in five students (41%) reported seeing tobacco ads on the Internet. (Figure 68)

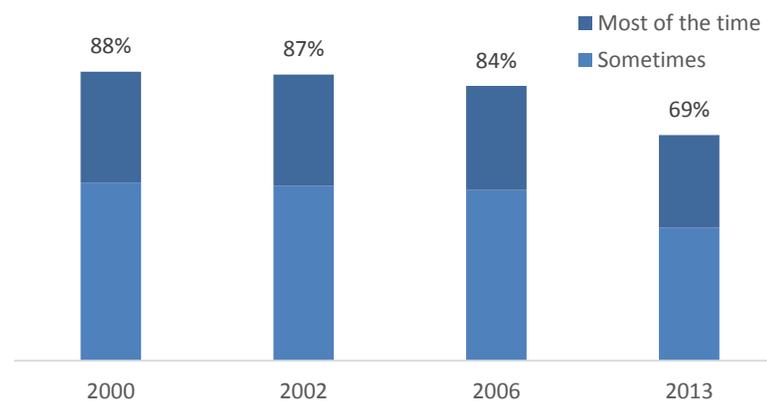


**Figure 68.** Percentage of Students Who Saw Tobacco Ads During the Past 30 Days, Nebraska YTS, 2013

The percentage of students who have seen tobacco advertisements on the Internet has increased since 2000, while the percentage who reported seeing actors use tobacco products on TV or in the movies has decreased. (Figure 69 and Figure 70)



**Figure 69.** Percent of high school students who reported seeing tobacco ads sometimes, most of times in the internet, Nebraska YTS, 2000-2013

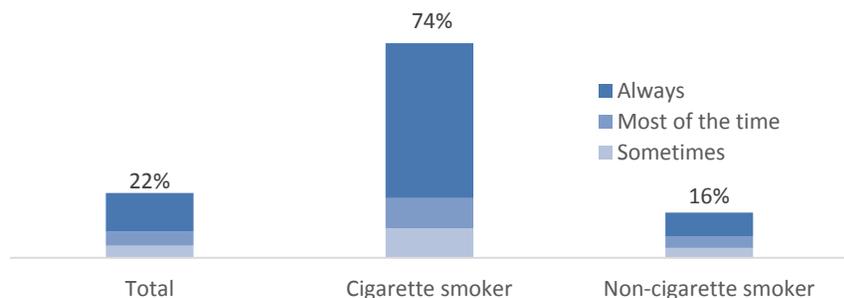


**Figure 70.** Percentage of Students Who Saw Actors Use Tobacco Products on TV or in the Movies, Nebraska YTS, 2000-2013

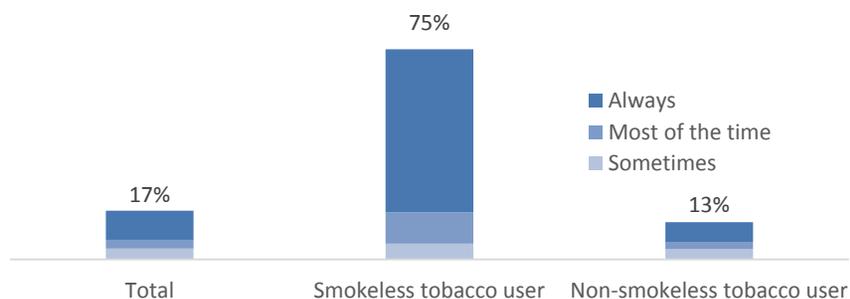
## Tobacco Warning Labels

A warning label tells people if a product is harmful and can be either a picture or written warning.

Overall, 22% of students reported that they saw cigarette warning labels during the past 30 days. Seventeen percent (17%) reported seeing smokeless tobacco warning labels. (Figure 71 and Figure 72)



**Figure 71.** Percentage of Students Who Reported Seeing Cigarette Warning Labels During the Past 30 Days, Nebraska YTS, 2013

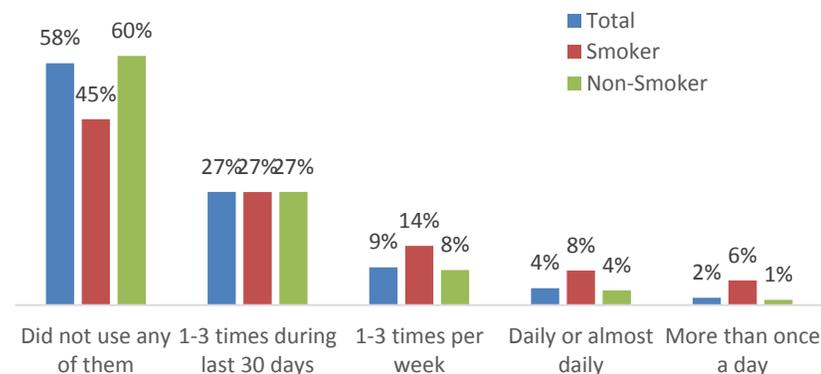


**Figure 72.** Percentage of Students Who Reported Seeing Smokeless Tobacco Warning Labels During the Past 30 Days, Nebraska YTS, 2013

## Exposure to Anti-Tobacco Messaging

Exposure to anti-tobacco messaging was assessed by asking youth how often they saw commercials, posts or comments about the dangers of tobacco use on social media sites such as Facebook, Twitter or YouTube.

Overall, 42% of students reported seeing anti-tobacco messaging on social media sites multiple times during the past 30 days. Conversely, 58% did not see any anti-tobacco messaging at all. (Figure 73)



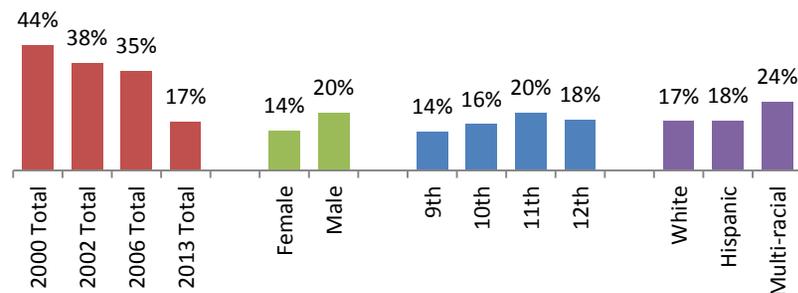
**Figure 73.** Percentage of Students Who Reported Seeing Anti-Tobacco Messaging About the Dangers of Tobacco Use on Social Media Sites, Nebraska YTS, 2013

## Receptivity to Tobacco Advertising

Research suggests a positive relationship between an adolescent's willingness to wear or use tobacco promotional items and the likelihood that he or she will experiment with cigarettes.<sup>7</sup>

To assess receptivity to tobacco advertising and marketing, students were asked if they were likely to wear or use something such as a lighter, t-shirt, hat or sunglasses having a tobacco company name or picture on it.

About 17% of students reported they would wear or use a product with a tobacco company name or picture on it – a decline from 44% in 2000. (Figure 74)



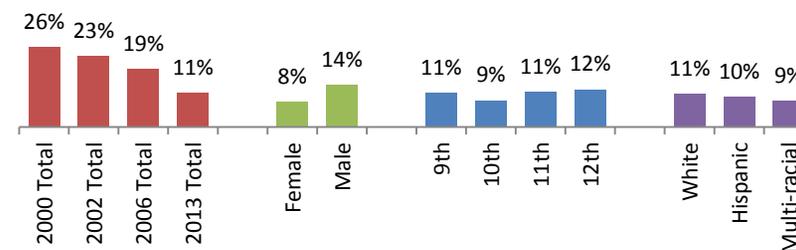
**Figure 74.** Percentage of Students Who Reported They Would Use or Wear a Product with a Tobacco Company name or Picture on it, Nebraska YTS, 2000-2013

## Exposure to Tobacco Marketing

Students were asked if they had bought or received anything with a tobacco company name or picture on it during the past 12 months.

Overall, more than one in 10 high school students (11%) reported buying or receiving something with a tobacco company name or picture on it – a decline from 26% in 2000.

Males (14%) were more likely than females (8%) to report exposure to tobacco marketing. No significant differences were found by grade and race/ethnicity. (Figure 75)



**Figure 75.** Percentage of Students Who Bought or Received Something with a Tobacco Company Name or Picture on it, Nebraska YTS, 2000-2013

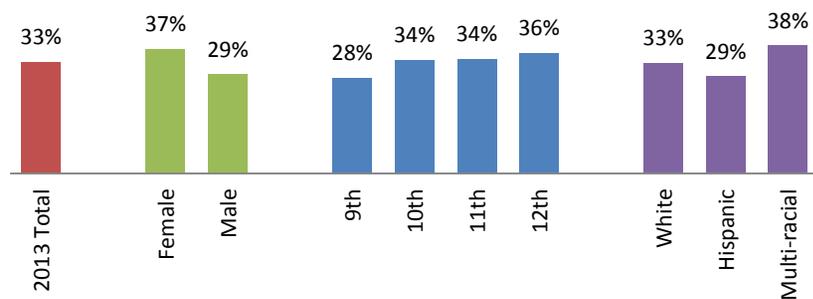
<sup>7</sup> Pierce et al. (2010)

## Smoking on School Property

Students were asked if anyone, including themselves, smoked a tobacco product on school property when he or she was not supposed to.

One in three high school students (33%) reported that someone, including themselves, smoked on school property during the past 30 days.

Females (37%) were more likely than males (29%) to report that they knew of someone smoking on school property. No other significant differences were found by grade or race/ethnicity. (Figure 76)



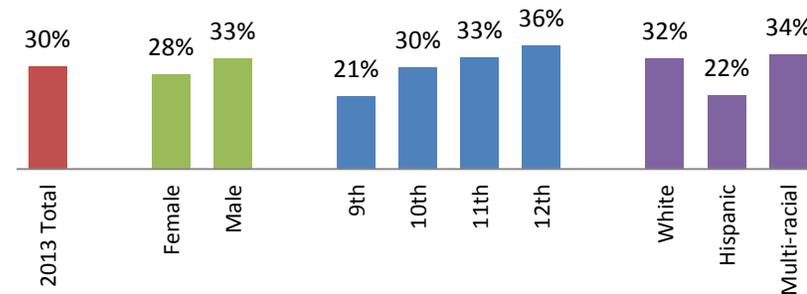
**Figure 76.** Percentage of Students Who Reported They Knew Someone Who Smoked on School Property during the Past 30 Days, Nebraska YTS, 2013

## Other Tobacco Use on School Property

Students were also asked if anyone, including themselves, used any other type of tobacco on school property when he or she was not supposed to.

About one in three high school students (30%) reported that someone, including themselves, used another type of tobacco on school property during the past 30 days.

Males (33%) were more likely than females (28%) to report this, as well as students in grades 10 through 12. (Figure 77)



**Figure 77.** Percentage of Students Who Reported They Knew Someone Who Used a Tobacco Product on School Property During the Past 30 Days, Nebraska YTS, 2013

## ***Tobacco Use and School Attendance***

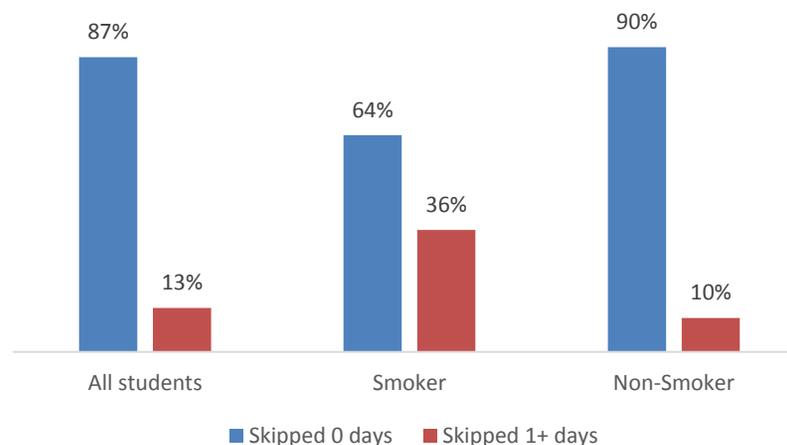
Research shows that tobacco use affects a student's attendance and academic performance. Policies and procedures that provide positive support for remaining tobacco-free, or that help students to quit, actually help learning.<sup>8</sup>

Students were asked how many days they missed at least one class period because they skipped or "cut class," or just did not want to be there.

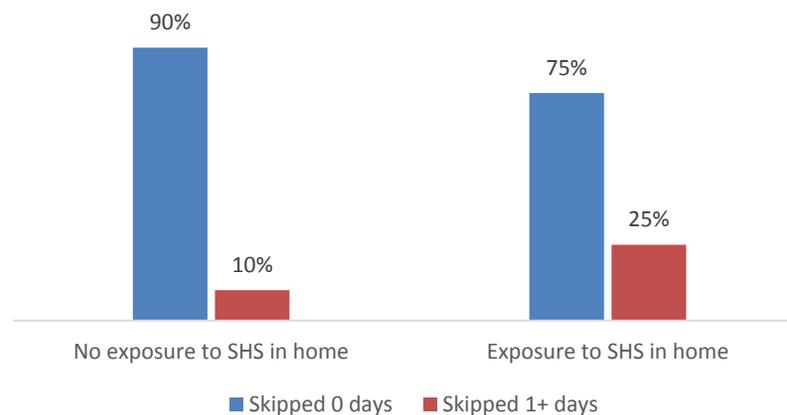
Overall, slightly more than one in 10 students (13%) missed at least one class period because they skipped or cut or just did not want to be there, during the 30 days prior to the survey.

Conversely, more than one in three smokers (36%) reported that they skipped at least one class period. (**Figure 78**)

One in four students (25%) who were exposed to secondhand smoke on at least one day during the past 30, also reported being absent from school for at least one day during the same time period. (**Figure 79**)



**Figure 78.** Number of Days That Students Skipped School, Nebraska YTS, 2013



**Figure 79.** Number of Days That Students Skipped School by Exposure to Secondhand Smoke, Nebraska YTS, 2013

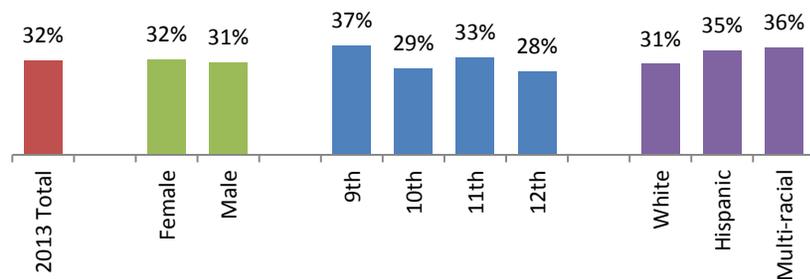
<sup>8</sup> Dilley, J. (2009)

## Education on the Dangers of Tobacco Use

Students were asked if during the school year they were taught about why they should not use tobacco products in any class.

About one in three high school students (32%) reported they had attended a class which taught about not using tobacco.

No significant differences were found by gender, grade and race/ethnicity. (**Figure 80**)



**Figure 80.** Percentage of Students Who Were Taught in Any Class about Not Using Tobacco, Nebraska YTS, 2013

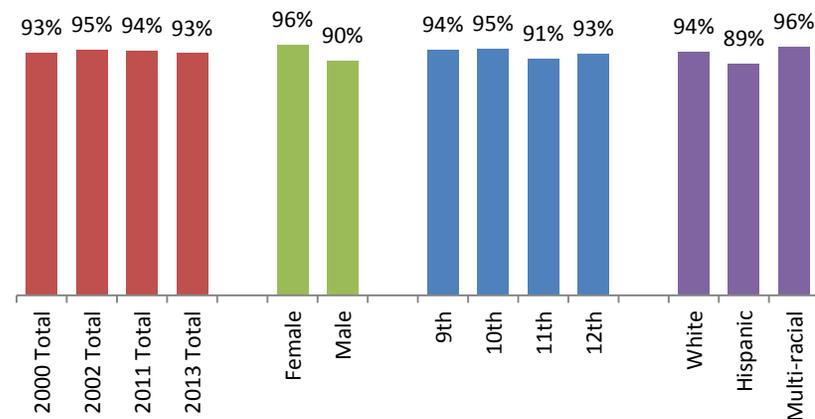
## Secondhand Smoke is Harmful

Secondhand smoke is a known human carcinogen and negatively impacts on human body even with a brief exposure.<sup>9</sup> To assess knowledge about the dangers associated with secondhand smoke exposure, students were asked if they thought that smoke from other people's cigarettes was harmful to them.

Overall, more than nine in 10 high school students (93%) believed that secondhand smoke is harmful.

The percentage did not significantly change from previous years.

Females (96%) were more likely than males (90%) to believe that secondhand smoke is harmful. No significant differences were noted among grades and race/ethnic groups. (**Figure 81**)



**Figure 81.** Percentage of Students Who Believe that Secondhand Smoke is Harmful, Nebraska YTS, 2000-2013

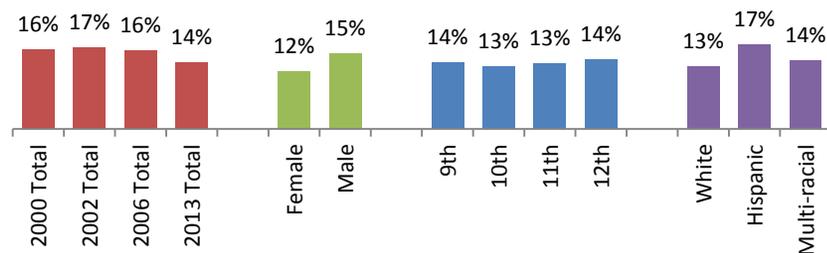
<sup>9</sup> U.S. DHHS (2014)

## Do Smokers Have More Friends?

Students were asked if they think young people who smoke cigarettes have more friends.

Overall, 14% of students think that those who smoke have more friends. The percentage of students who think this did not significantly change over time.

Additionally, no significant differences were found by gender, grade and race/ethnicity. **(Figure 82)**



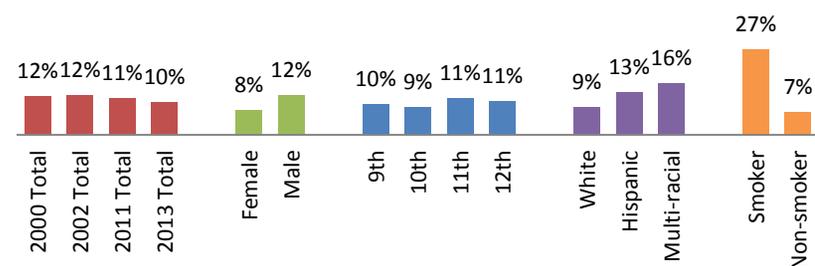
**Figure 82.** Percentage of Students Who Agree That Young People Who Smoke Cigarettes Have More Friends, Nebraska YTS, 2000-2013

## Does Smoking Makes Young People Look Cool?

Students were asked if they think that smoking makes people look cool or “fit in.”

Overall, one in 10 students (10%) believed that smoking makes young people look cool. The percentage of students who think this did not significantly change over time.

Males were slightly more likely than females to believe this. No significant differences were found by grade and race/ethnicity **(Figure 83)**.



**Figure 83.** Percentage of Students Who Believe That Smoking Makes Young People Look Cool or “Fit In,” Nebraska YTS, 2000-2013

## Susceptibility to Start Smoking

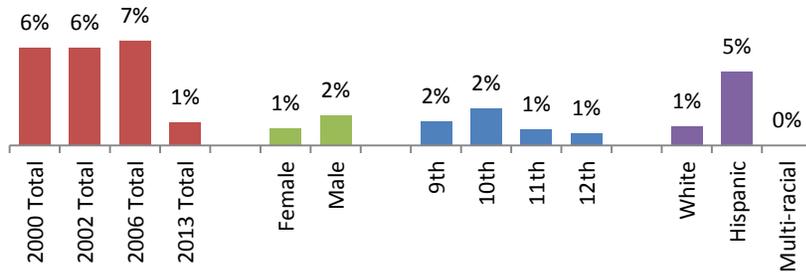
Studies show that susceptible young people (defined as those who have not made a firm decision whether or not to smoke) are more likely than other young people to experiment with smoking.

To assess susceptibility, students were asked if they:

- 1) would try a cigarette soon,
- 2) would try a cigarette in the next year, or
- 3) would smoke a cigarette if offered by a friend.

The results displayed in **Figure 84** are from never-smokers.

Only 1% of never-smokers were considered susceptible to start smoking – a decline from 6% in 2000. No significant differences were found by grade and race/ethnicity.



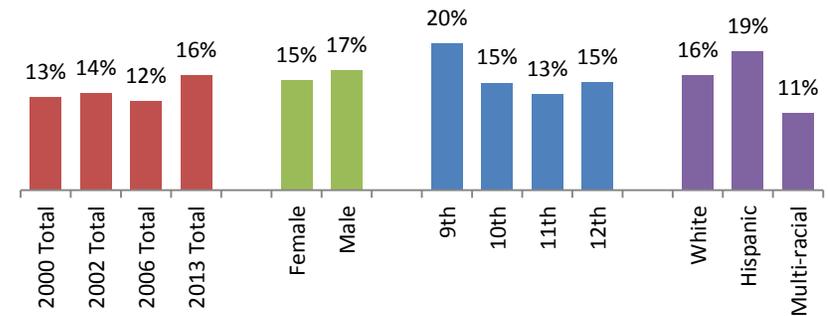
**Figure 84.** Percentage of Never-Smokers Who Were Susceptible to Start Smoking, Nebraska YTS, 2000-2013

## Participation in Community Activities to Discourage Tobacco Use

Students were asked if they had been involved in any organized activities to prevent people their age from using any form of tobacco.

About 16% of high school students had participated in community activities to keep peers from using tobacco.

No significant differences were found in trend or by gender, grade and race/ethnicity. (**Figure 85**)



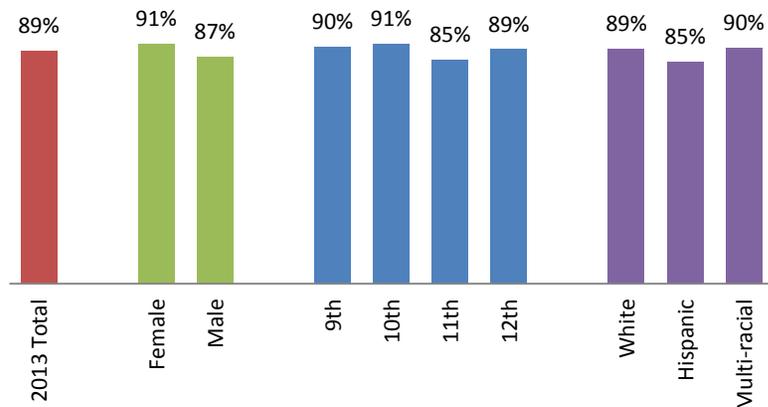
**Figure 85.** Percentage of Students Who Reported Being Involved in Organized Activities Preventing Tobacco Use During the Past Year, Nebraska YTS, 2000-2013

## All Tobacco Products are Dangerous

Students were asked how strongly they agreed with the statement, "All tobacco products are dangerous." Results displayed are for all students who responded 'strongly agree' or 'agree.'

Overall, nearly nine in 10 high school students (89%) believed that "all tobacco products are dangerous."

No significant differences were found by gender, grade or race/ethnicity. (**Figure 86**)



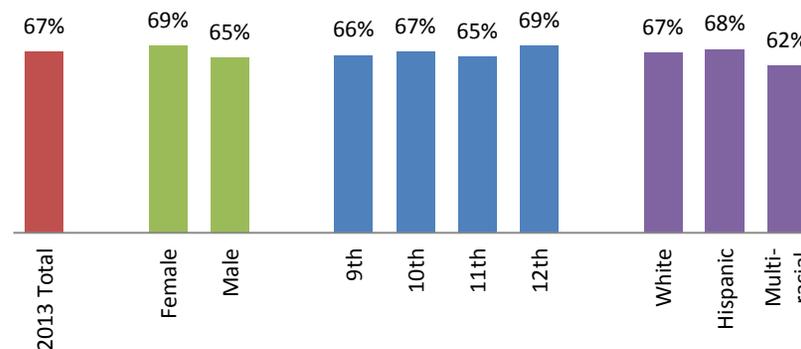
**Figure 86.** Percentage of Students Who Believe That All Tobacco Products are Dangerous, Nebraska YTS, 2013

## Tobacco Companies Target Young People

Tobacco companies use marketing strategies to target young people. They keep prices low, make products easy to buy, design products and packaging that appeals to youth and use media to promote products to young people.<sup>10</sup>

Students were asked if they believe that tobacco companies try to get young people under 18 to use tobacco products.

Overall, more than two in three high school students (67%) believed that tobacco companies try to get young people to use tobacco products. No significant differences were noted by gender, grade and race/ethnicity. (**Figure 87**)



**Figure 87.** Percentage of Students Who Believe That Tobacco Companies Try to Get Young People to Use Tobacco Products, Nebraska YTS, 2013

<sup>10</sup> U.S. DHHS (2012)

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