



Youth Tobacco Survey Results for 2019

Profile Report: State of Nebraska (bosr.unl.edu/SHARP)



Nebraska Department of Health and Human Services
Division of Public Health

Administered by:
Bureau of Sociological Research
University of Nebraska-Lincoln

The YTS is one component of the Student Health and Risk Prevention (SHARP) Surveillance System, an ongoing program that monitors the health and wellness of Nebraska's youth. SHARP is completed in collaboration with DHHS, the Department of Education, and UNL.

Table of Contents

Introduction	2
Background	2
Sample Design and Response Rates.....	2
Ensuring Demographic Representativeness.....	3
Executive Summary	5
Use of Any Tobacco Product	7
Combustible Cigarettes	12
Cigars, Cigarillos, and Little Cigars.....	18
Smokeless Tobacco	22
Electronic Cigarettes	25
Hookahs.....	33
Flavors	34
Sources of Tobacco Products	35
Quitting Tobacco Products.....	38
Perceptions of Tobacco Health Risk and Peer Utilization	41
Tobacco Advertisements.....	54
Exposure to Tobacco Smoke	57
Appendix A: Terms and Definitions.....	62
Appendix B: References	64

Introduction

Tobacco use is the leading preventable cause of disease, disability, and death in the United States.¹ 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 tobacco use.

Nebraska DHHS, Department of Education, and UNL thank the schools, teachers, and students who participated in the Youth Tobacco Survey (YTS).

Background

The purpose of the Nebraska High School Youth Tobacco Survey (YTS) is to better understand 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; cessation and exposure to secondhand smoke. For more detail on terms and tobacco products included in the report, please see Appendix A.

The Nebraska High School Youth Tobacco Survey (YTS) was conducted in 2000, 2002, 2006, 2008, 2010, 2013, 2015, 2017, and 2019. This report presents results from the 2019 survey. The YTS is conducted in the fall of even numbered years and reported the following year.

Sample Design and Response Rates

A two-stage cluster sample design (see below) was used to produce a representative sample of students in each grade in the sample (2019). In the first stage, a random sample of public high schools was selected with probability proportionate to school enrollment. This method results in schools with a larger student population having a greater probability of being selected. Schools were then invited to participate.

In the second stage, within each of the participating schools, a random sample of classrooms was selected and all students in those classes were selected for participation. 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.

In 2019, a total of 40 out of 60 sampled schools participated (66.7%), with 1,846 of 2,464 sampled students completing the survey questionnaires (74.9%). The 2,464 sample includes the number of students enrolled in eligible classrooms, present or absent the day of the survey. This was a reduction in both the school participation rate and the student response rate (Table 1). The SHARP team is planning strategies for the next survey administration to improve the participation and response. During the project design, the CDC specified a method of calculating an overall response rate by multiplying the two percentages together instead of using an arithmetic mean to represent the response rate. Using the CDC recommended approach,

overall response rate was 50.0% (66.7% x 74.9%=50.0%).

Table 1. 2015-2019 Participation Rates

Data Year	Sampled Schools	Participating Schools	School Participation Rate	Sampled Students	Participating Students	Student Response Rate	Overall Response Rate
2015	60	47	78.3%	2,899	2,356	81.3%	63.7%
2017	60	47	78.3%	2,879	2,329	80.9%	63.4%
2019	60	40	66.7%	2,464	1,846	74.9%	50.0%

Ensuring Demographic Representativeness

To ensure the results are representative and generalizable to all high school students from Nebraska’s public schools, the data was weighted by the University of Nebraska-Lincoln (UNL) Bureau of Sociological Research (BOSR). Weighting of results is a strategy that compares the Nebraska school population to the characteristics of the respondents and adjusts how much each respondent contributes to the final result to ensure certain populations of students are not over or underrepresented in the results.

Table 2. Demographic Characteristics of Participants (2019)

Demographic Characteristic	Group	Number of Participants	Unweighted Percent ¹	Weighted Percent ¹
Age	14 and under	338	18.3%	16.9%
	15	488	26.4%	25.5%
	16	530	28.7%	24.4%
	17	384	20.8%	25.1%
	18 and older	105	5.7%	8.0%
	Missing	1		
Gender	Female	954	51.8%	48.4%
	Male	888	48.2%	51.6%
	Missing	4		
Grade	9 th	501	27.2%	25.4%
	10 th	498	27.0%	25.1%
	11 th	531	28.8%	24.4%
	12 th	314	17.0%	25.1%
	Missing	2		
Ethnicity	Hispanic or Latino	363	19.8%	22.9%
	Not Hispanic or Latino	1474	80.2%	77.1%
	Missing	9		
Race	White, Non-Hispanic ²	1287	69.7%	66.8%
	White, Hispanic or Non-Hispanic ³	1379	74.7%	72.3%
	Other ⁴	467	25.3%	27.7%

Language Spoke in Home	English-Speaking Households	1499	81.6%	78.3%
	Non-English Speaking Households	339	18.4%	21.7%
	Missing	8		
Physical or Mental Disability	Students with a Disability	334	18.2%	17.3%
	Students without a Disability	1500	81.8%	82.7%
	Missing	12		
<p>¹ "Unweighted Percent" and "Weighted Percent" exclude missing.</p> <p>² "White, Non-Hispanic" indicates that the respondent selected "White" for race, and selected "Non-Hispanic" for ethnicity.</p> <p>³ "White, Hispanic or Non-Hispanic" indicates that the respondent selected "White" for race, and can be of any ethnicity.</p> <p>⁴ "Other" includes those who selected multiple races, or any one of the following categories: "American Indian or Alaska Native," "Asian," "Black or African American," "Native Hawaiian or Other Pacific Islander," or "Other."</p> <p>Note: In order to present valid and reliable data some categories were combined. This increases the number of respondents in that category. Additional race and ethnicity data may be available from TFN.</p>				

In previous administrations of the survey, the data were weighted by the Centers for Disease Control (CDC) if the overall response rate was 60.0% or higher using their method for calculating the average response rate. For 2019, the data were weighted by the BOSR at a 50.0% overall response rate. As a result, trend findings should be approached with some caution as the results may be less representative and generalizable than previous survey administrations.

Weighted results can be used to make inferences concerning prevalence of tobacco product use, associated risk behaviors of public school students (grades 9 - 12) in Nebraska, and are used throughout this report. The table above shows how the responding students (unweighted percent) have been adjusted to improve representativeness (weighted percent).

Executive Summary

Results from the 2019 Nebraska Youth Tobacco Survey (YTS) show continued progress in reducing tobacco use and in improving tobacco-related environments for Nebraska youth.

The following is a summary of the findings from the Nebraska YTS 2019.

Many of the topics covered on the YTS have seen improvement in the six-year span from 2013 through 2019. Some of the areas showing the greatest improvement include the proportion of students who have ever used cigarettes and smokeless tobacco, and exposure to secondhand smoke in home (Table 3).

Table 3. Select Favorable Trends among Nebraska High School Students, 2013-2019

	2013	2015	2017	2019
Ever smoked a cigarette	35.0%	29.0%	24.0%	17.2%
Currently use cigarettes	12.0%	9.0%	7.0%	6.1%
Ever used cigars, cigarillos, or little cigars	22.0%	21.0%	16.0%	13.8%
Currently use cigar, cigarillo, or little cigar	7.0%	7.0%	6.0%	4.0%
Ever used smokeless tobacco	15.0%	13.0%	12.0%	7.3%
Currently use smokeless tobacco	7.0%	6.0%	5.0%	3.3%
Ever used a hookah	8.0%	10.0%	8.0%	6.0%
One or more friends use smokeless tobacco	21.0%	20.0%	17.0%	16.7%
Agree that young people who smoke cigarettes have more friends	14.0%	14.0%	13.0%	11.1%
Exposure to secondhand smoke in home	23.0%	19.0%	20.0%	15.8%

In addition to the topics noted above, many measures remained consistent over time, while some unfavorable trends are also reported. One particularly noteworthy finding is that the percentages of both those who had ever used or currently use e-cigarettes continued to rise over this time period. The percentage reported in 2019 of students having ever smoked an e-cigarette has quadrupled since 2013 (Table 4).

Male students were generally more likely than their female counterparts to be past and/or current users of tobacco products. They were more likely to use menthol-flavored tobacco products, and hold the perception that young people who smoke, compared to non-smokers, have more friends. Female students, on the other hand, were more likely to disapprove of smoking in homes or vehicles, consider secondhand smoking harmful, and to agree with the statement “all tobacco products are dangerous.” However, the 2019 YTS data also revealed that compared to male students, a higher percentage of female students had ever smoked a cigarette or e-cigarette. In addition, females demonstrated greater curiosity about cigarette smoking and showed a higher susceptibility to try e-cigarettes.

For tobacco product prevalence, in most cases, the trend was curve-shaped that increased from the 9th grade and usually peaked at grade 11, and declined in the 12th grade. Linear trends were also present: an increasing percentage of current cigarette smoking among high school students was reported as grade levels

increased; more students reported one or more of their four closest friends smoke as grades went up; older students were less likely to try e-cigarettes or believe that young smokers have more friends.

Trend Alert

Trend data shows that cigarette use has seen a meaningful decrease. The percentage of students having ever smoked a cigarette declined from 35.0% in 2013 to 17.2% in 2019. Similarly, students currently using cigarettes also decreased from 12.0% in 2013 to 6.1% in 2019 (Table 3).

Conversely, e-cigarette use has seen a dramatic increase since 2013. In 2013, 9.0% of students reported having ever used an e-cigarette compared to 37.1% in 2019 (Figure 30). Current e-cigarette use more than doubled from 9.0% in 2017 to 22.6% in 2019 (Figure 32).

Table 4. Select E-Cigarette Trends among Nebraska High Students, 2013-2019

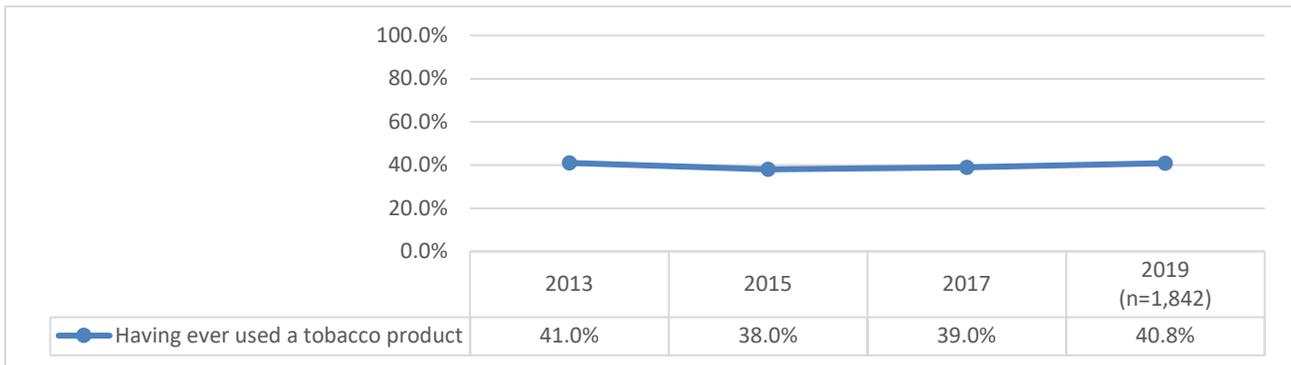
	2013	2015	2017	2019
Ever smoked an e-cigarette	9.0%	19.0%	26.0%	37.1%
Currently use e-cigarettes	2.0%	9.0%	9.0%	22.6%
Having ever used a tobacco product	41.0%	38.0%	39.0%	40.8%
Currently using a tobacco product	19.0%	20.0%	18.0%	24.6%
Percentage of students whose first tobacco product tried was an e-cigarette	NA ¹	19.0%	14.0%	58.9%
¹ Prior to 2015 the question "Of the following tobacco products, what was the FIRST ONE you tried?" was not asked.				

Use of Any Tobacco Product

The prevalence rate for “ever used” includes use of combustible cigarettes, cigars, cigarillos (little cigars), smokeless tobacco, electronic cigarettes, hookahs, roll-your-own cigarettes, pipes filled with tobacco (not water pipes), snus, dissolvable tobacco, and bidis. The prevalence rate for “current use” includes combustible cigarettes, cigars, cigarillos (little cigars), smokeless tobacco, electronic cigarettes, and hookahs.

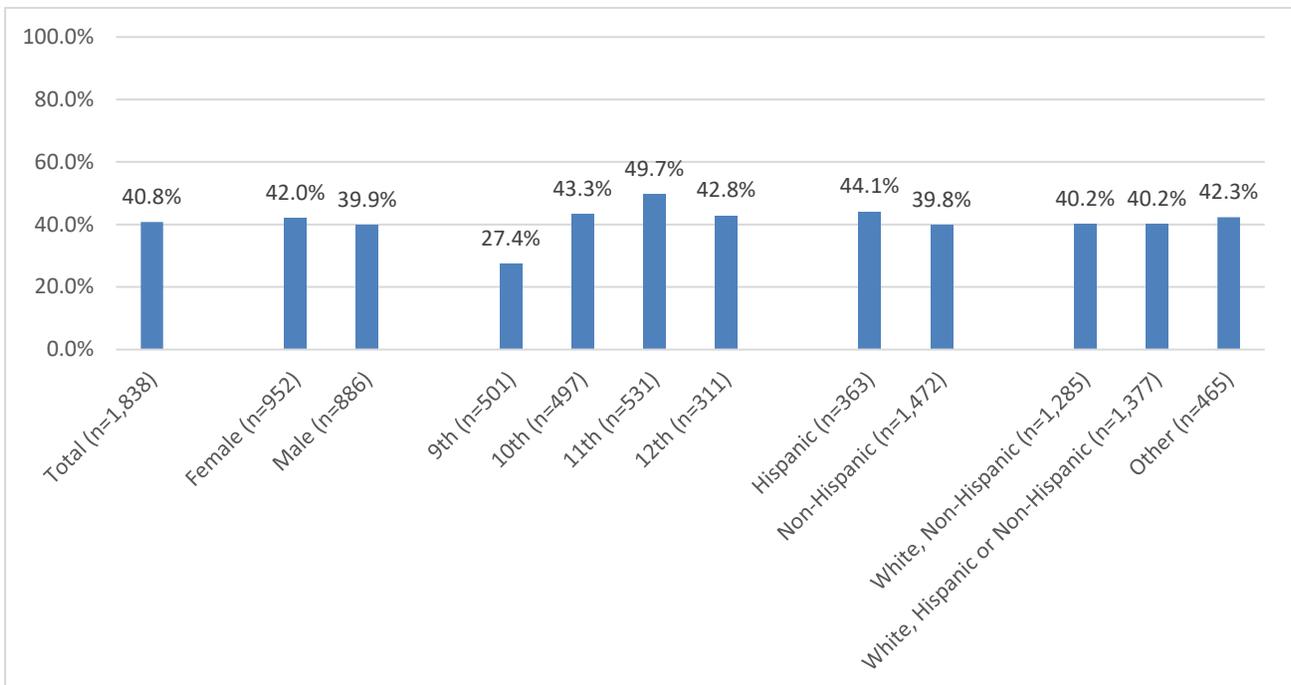
- The percentage of students who reported having ever used any tobacco product in their lifetime remained stable from 2013 to 2019 (Figure 1), with about two of every five students reporting “yes” to at least one product each year.

Figure 1: Percentage of Students Having Ever Used a Tobacco Product in Their Lifetime, Nebraska YTS 2013-2019



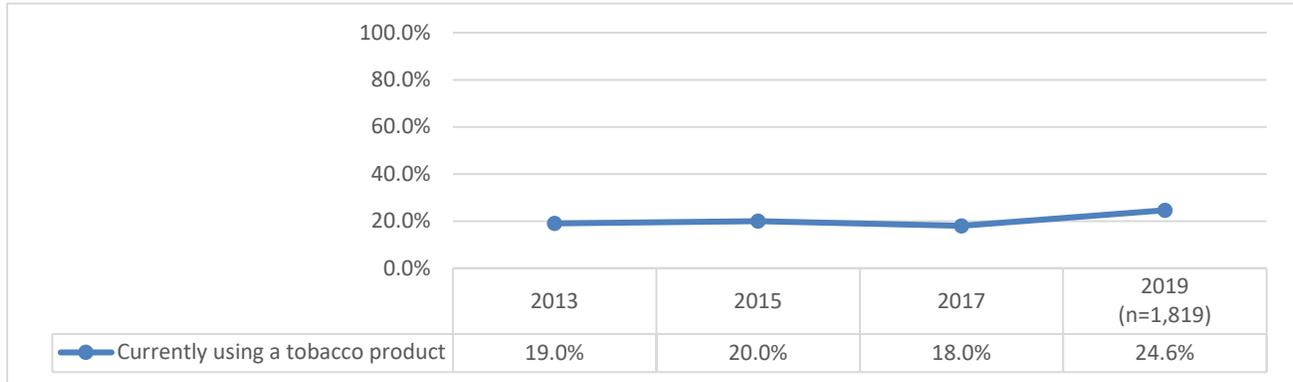
- In 2019, larger variations were found regarding the proportion of students reporting lifetime tobacco use across grades than compared to any other demographic (Figure 2).

Figure 2: Percentage of Students Having Ever Used a Tobacco Product in their Lifetime by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



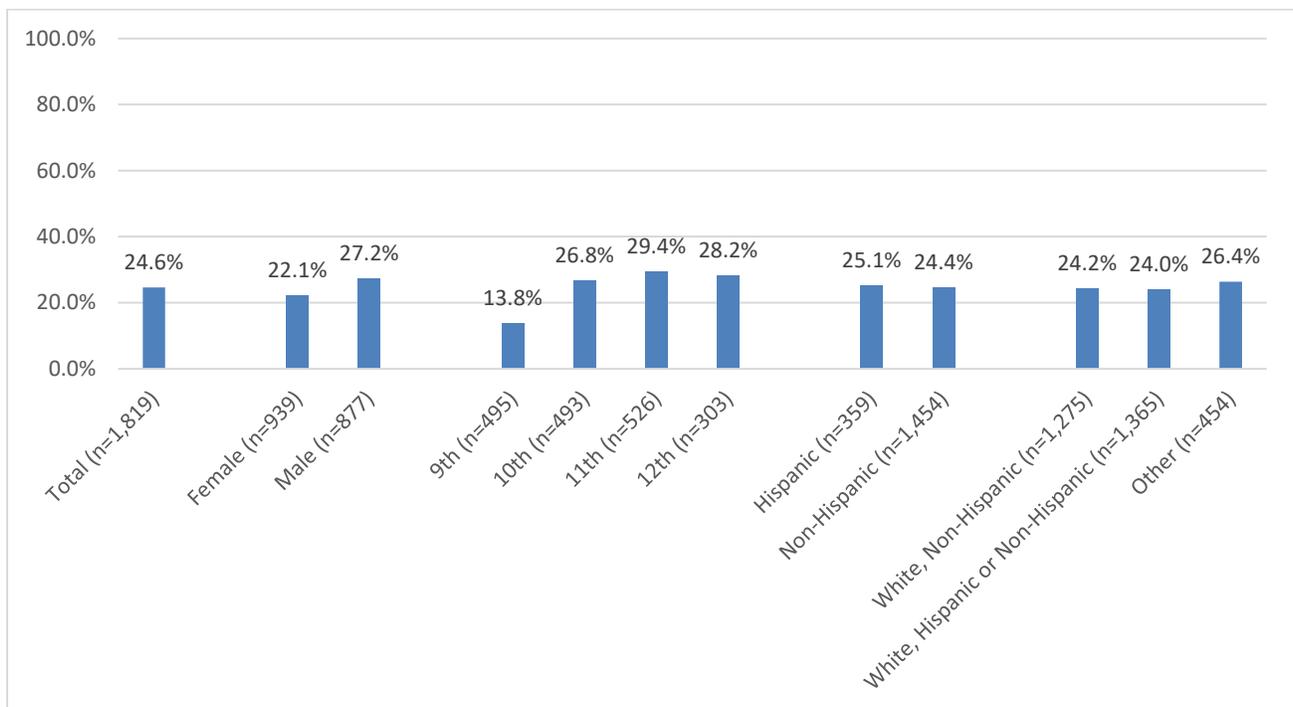
- Figure 3 shows that after a decline of 2.0% from 2015 to 2017, an increased percentage of students were currently using a tobacco product in 2019 (24.6%) though the product mix is quite different. The decrease in cigarette use was diminished while e-cigarettes increased.

Figure 3: Percentage of Students Currently Using a Tobacco Product, Nebraska YTS 2013-2019



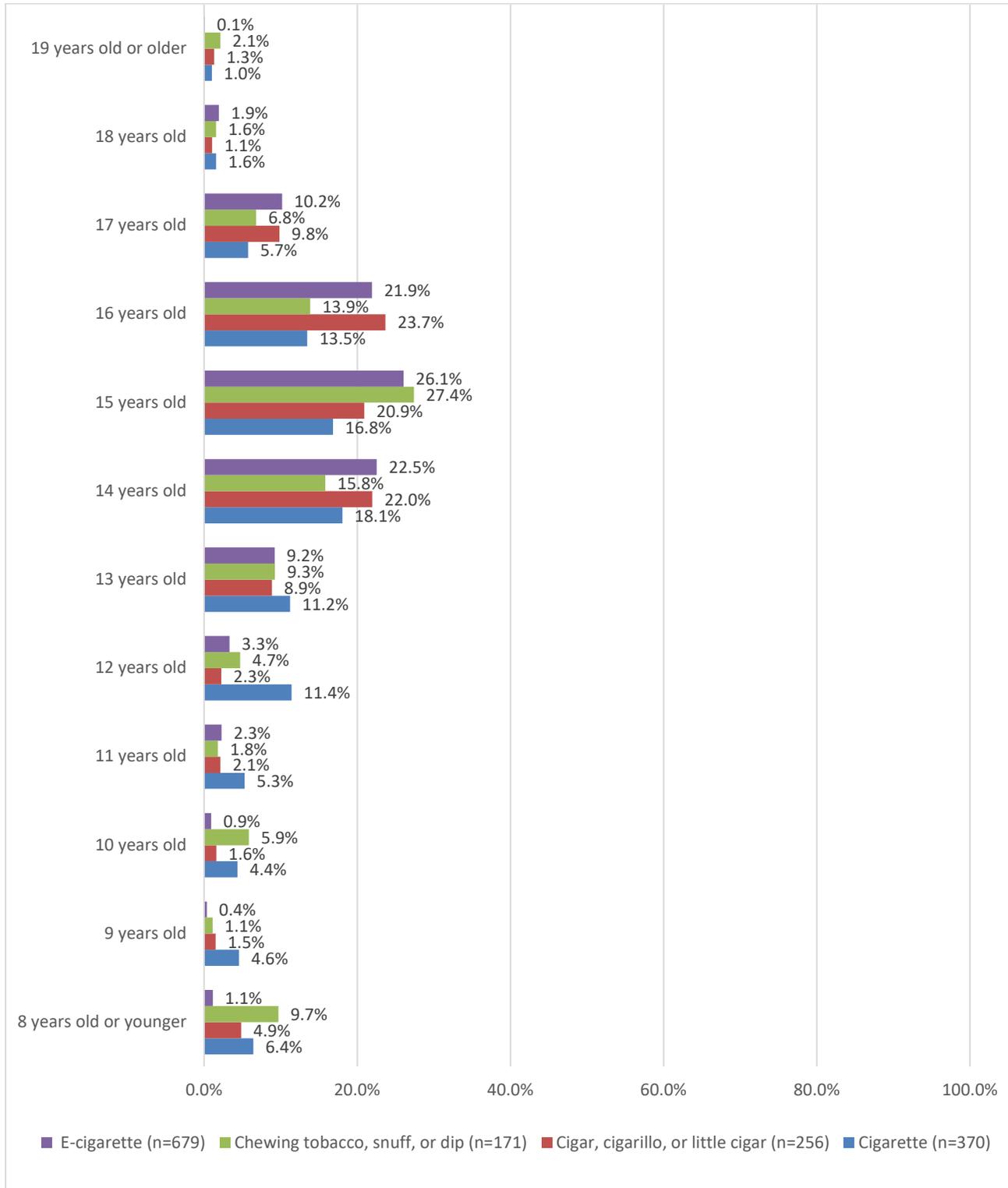
- Male students (27.2%) were more likely to report current tobacco use than females (22.1%, Figure 4).
- Students in higher grade levels were markedly more likely to be current tobacco users as opposed to 9th graders.

Figure 4: Percentage of Students Currently Using a Tobacco Product by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



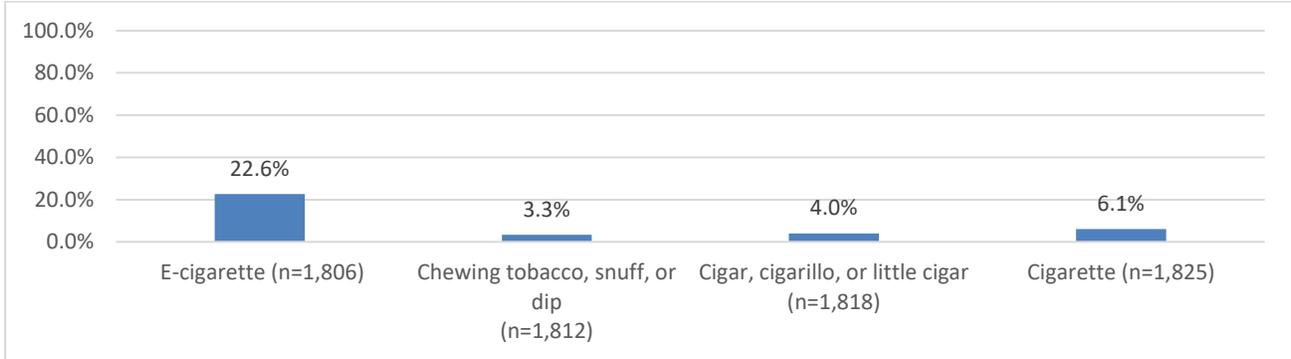
- As seen in Figure 5, nearly one-fifth of students (18.1%) reported starting smoking cigarettes at the age of 14, and larger proportions tried other tobacco products during middle adolescence (23.7% cigar, cigarillo, or little cigar; 27.4% smokeless tobacco; 26.1% e-cigarette).

Figure 5: Age of First Tobacco Use, Among Students who used That Product, Nebraska YTS 2019



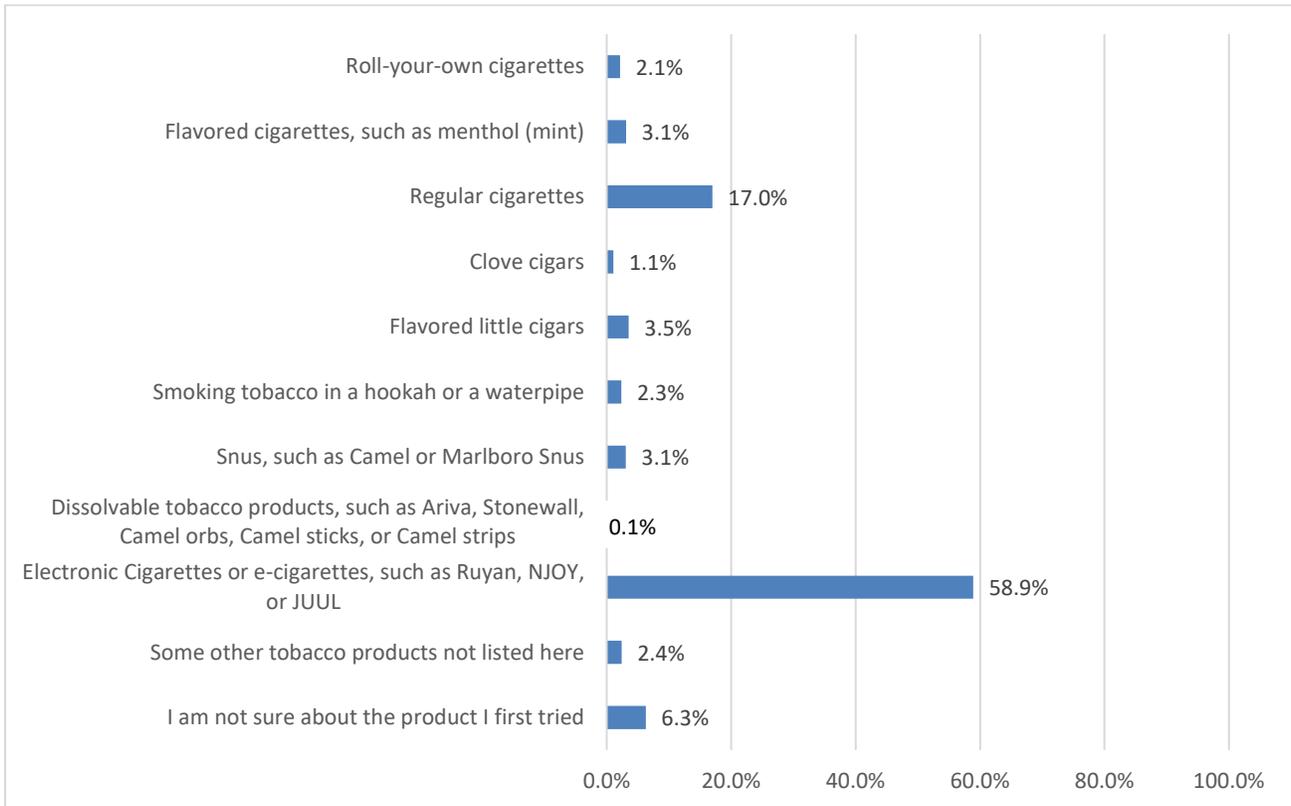
- Over one-fifth (22.6%) of students reported using e-cigarettes in the past 30 days prior to the survey, whereas a small proportion of students reported using other tobacco products such as smokeless tobacco (3.3%), cigar, cigarillo, or little cigar (4.0%), or cigarettes (6.1%) (Figure 6).

Figure 6: Percentage of Students who Reported Using Each Type of Tobacco Product in the Past 30 Days, Nebraska YTS 2019



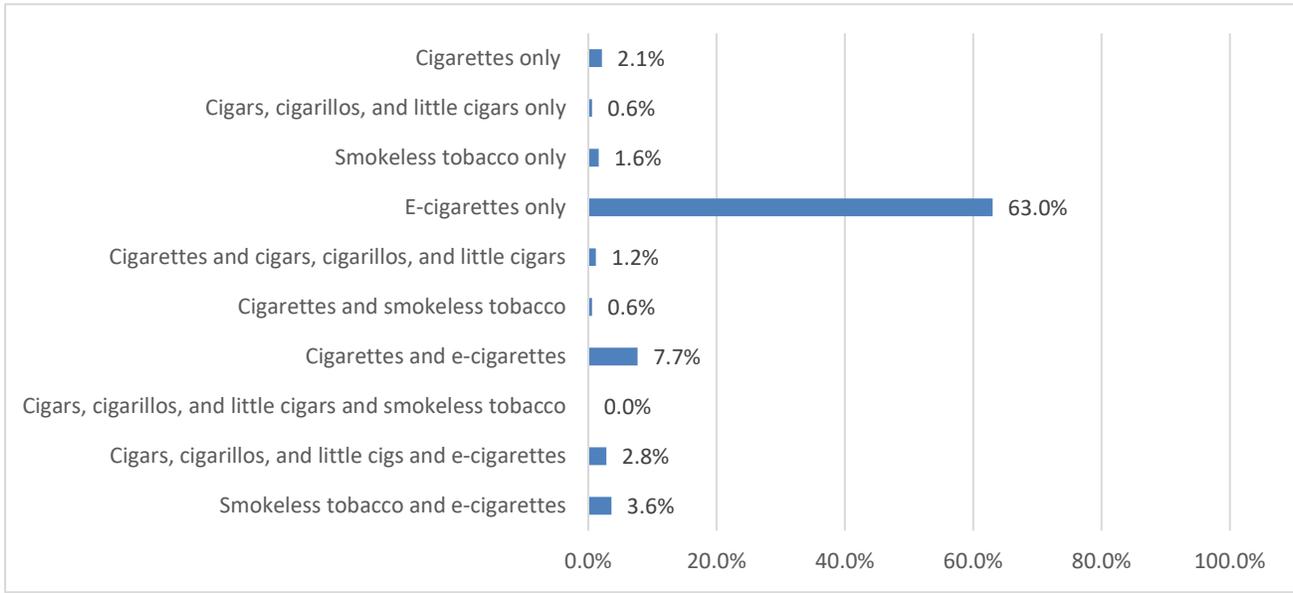
- Among students who had ever tried a tobacco product, a large proportion (58.9%) first tried e-cigarettes, followed by 17.0% reporting combustible cigarettes (Figure 7).

Figure 7: First Tobacco Product Tried, Among Students who Reported Having Ever Tried a Tobacco Product, Nebraska YTS 2019 (n=570)



- The majority of students (63.0%) who reported current tobacco use of only one tobacco product used e-cigarettes only, whereas cigars, cigarillos, and little cigars only were used the least (0.6%) (Figure 8).
- As seen in Figure 8, among students currently using any two tobacco products, cigarettes and e-cigarettes were used together most frequently (7.7%).

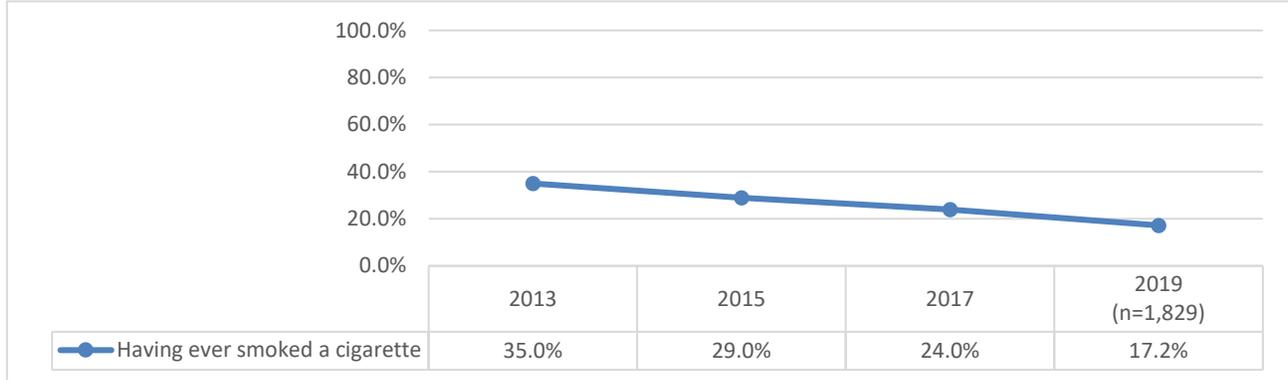
Figure 8: Tobacco Products Used Alone or Together, Among Students who Reported Current Tobacco Use, Nebraska YTS 2019 (n=469)



Combustible Cigarettes

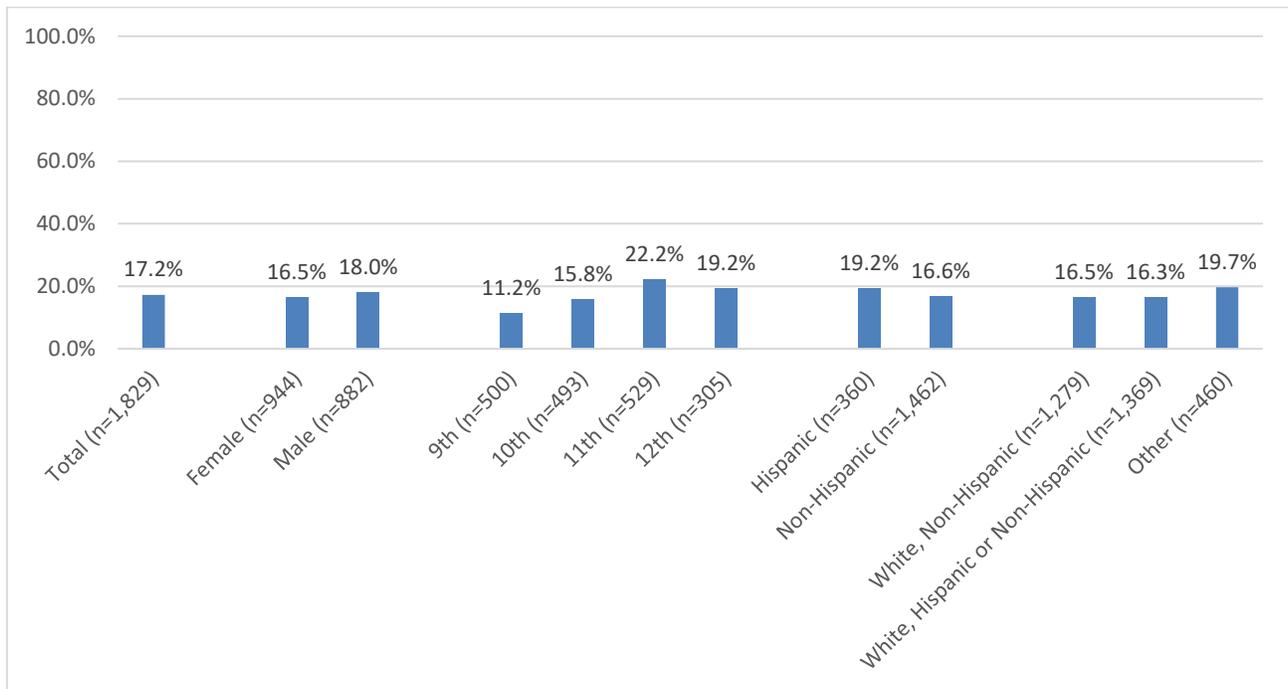
- Over the period from 2013 to 2019 (Figure 9), the percentage of students having ever smoked a cigarette continued to decline, reaching a low point of 17.2% in 2019.

Figure 9: Percentage of Students Having Ever Smoked a Cigarette, Nebraska YTS 2013-2019



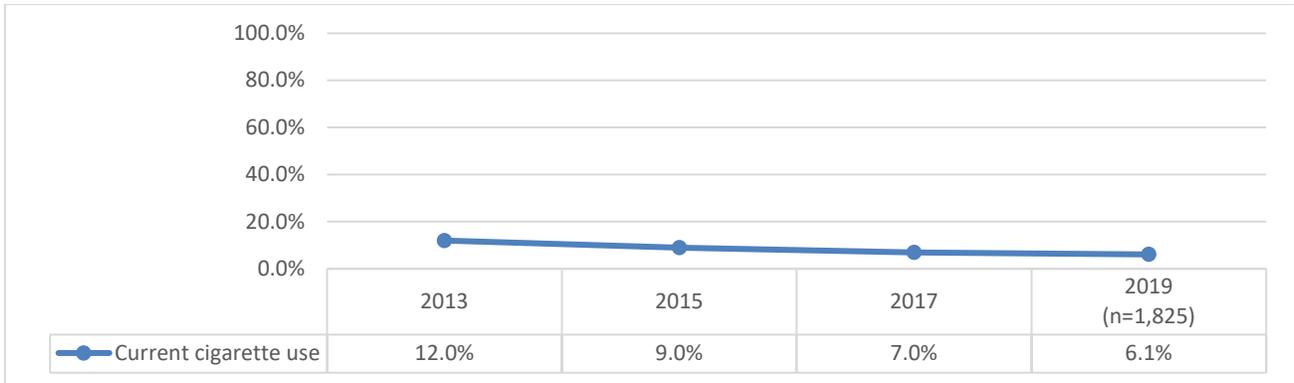
- Overall, students reporting lifetime use of cigarettes increased as they progressed through grades. Of the four grades, 11th graders reported a noticeably higher rate of lifetime cigarette use (22.2%), which almost doubled that reported among 9th graders (11.2%).
- There were no large differences observed by gender, race, or ethnicity (Figure 10).

Figure 10: Percentage of Students Having Ever Smoked a Cigarette by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



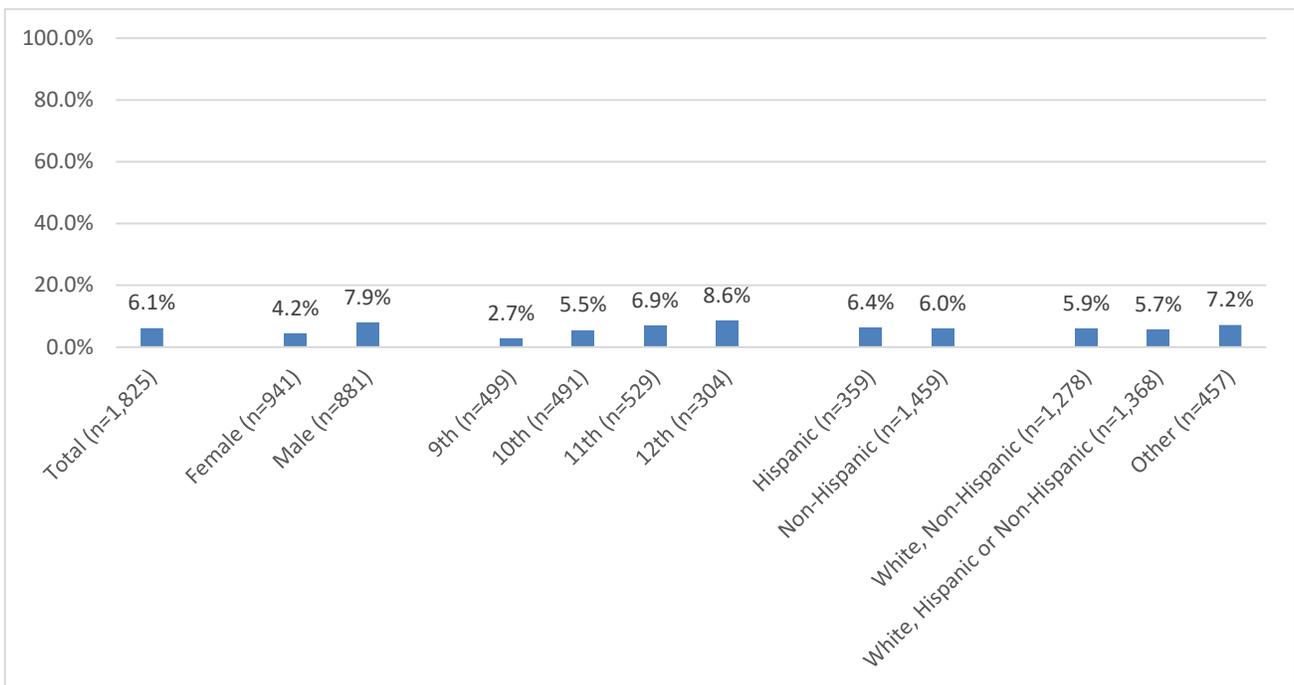
- As seen in Figure 11, from 2013 to 2019, there was a decline in the percentage of students reporting current cigarette use, reaching 6.1% in 2019.

Figure 11: Percentage of Students Reporting Current Cigarette Use, Nebraska YTS 2013-2019



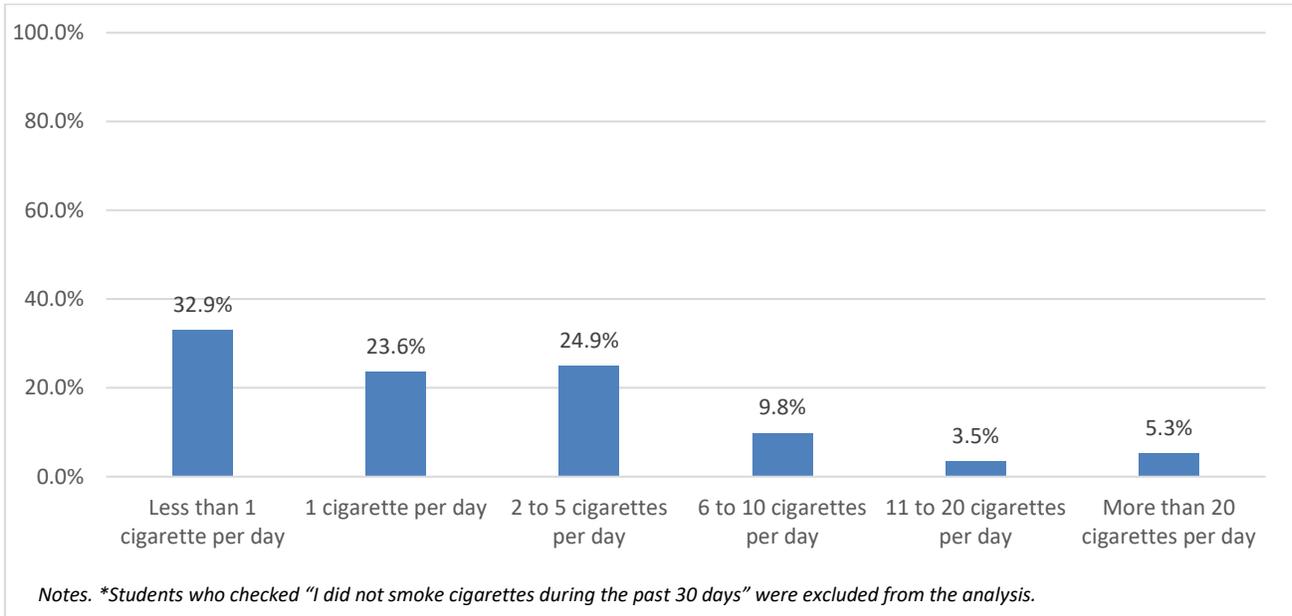
- Male students were more likely to report cigarette smoking in the past 30 days (7.9%) than female students (4.2%).
- An upward trend in current cigarette use was found as grades increased (Figure 12).

Figure 12: Percentage of Students Reporting Current Cigarette Use by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



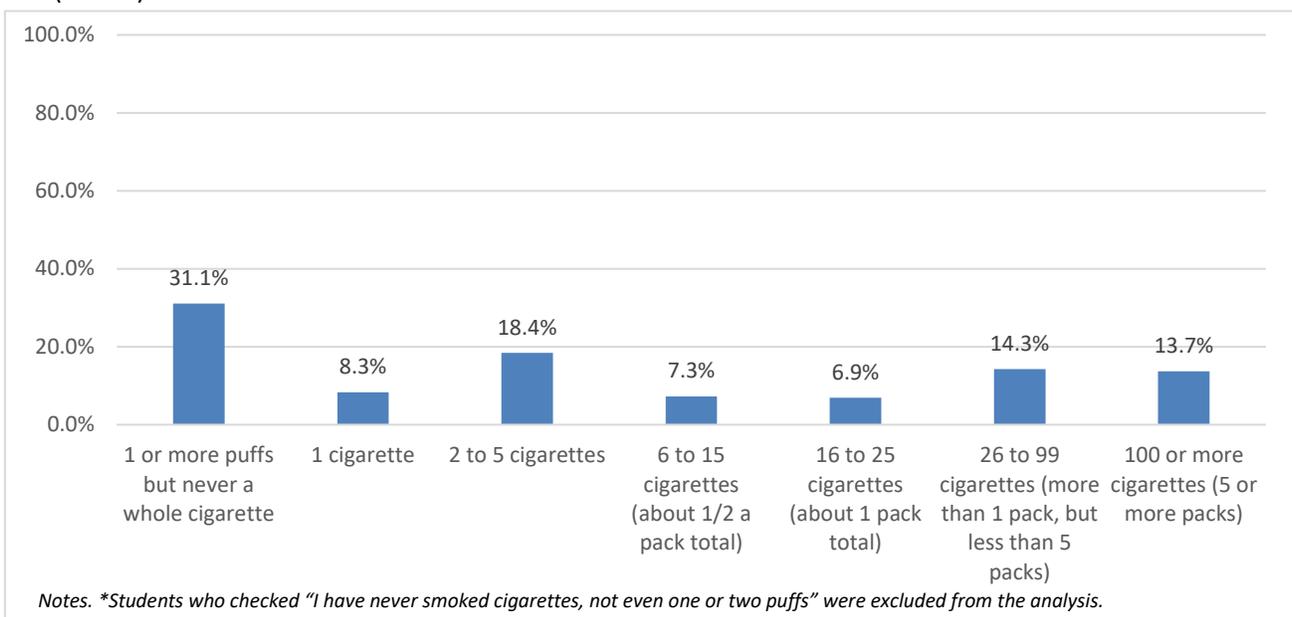
- As seen in Figure 13, the majority of students (81.4%) reported consuming zero to five cigarettes per day during the past 30 days preceding the survey. Percentages of higher cigarette per day use were much smaller, with 9.8% reporting 6 to 10, 3.5% reporting 11 to 20, and 5.3% reporting over 20 cigarettes on a typical day, respectively (Figure 13).

Figure 13: Number of Cigarettes Smoked per Day During the Past 30 Days*, Nebraska YTS 2019 (n=116)



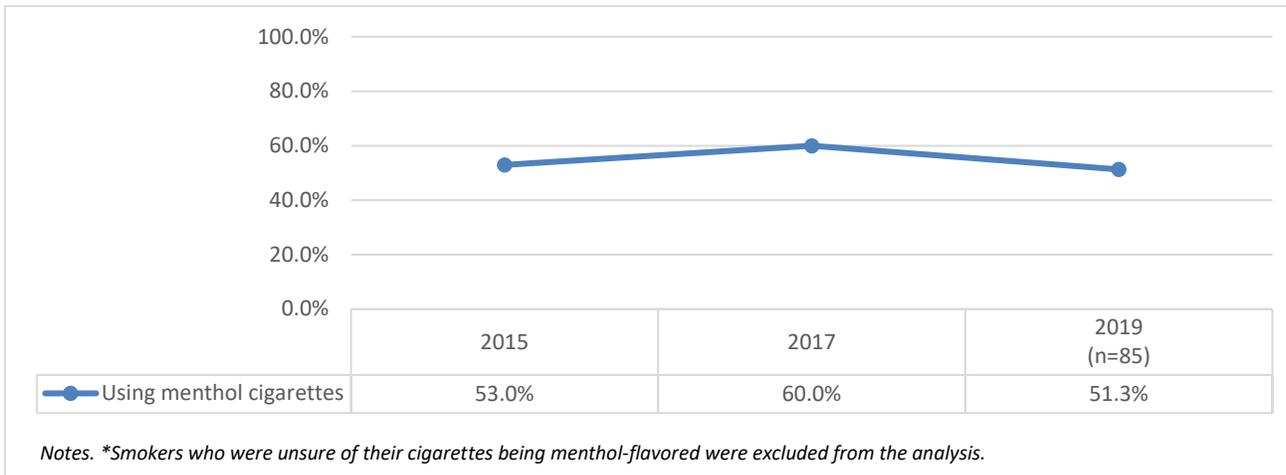
- The majority of students (31.1%) who have ever smoked in their lifetime reported smoking one or more puffs, but never a whole cigarette (Figure 14).

Figure 14: Number of Cigarettes Smoked in Entire Life Among Those Who Reported Ever Smoking, Nebraska YTS (n=359)



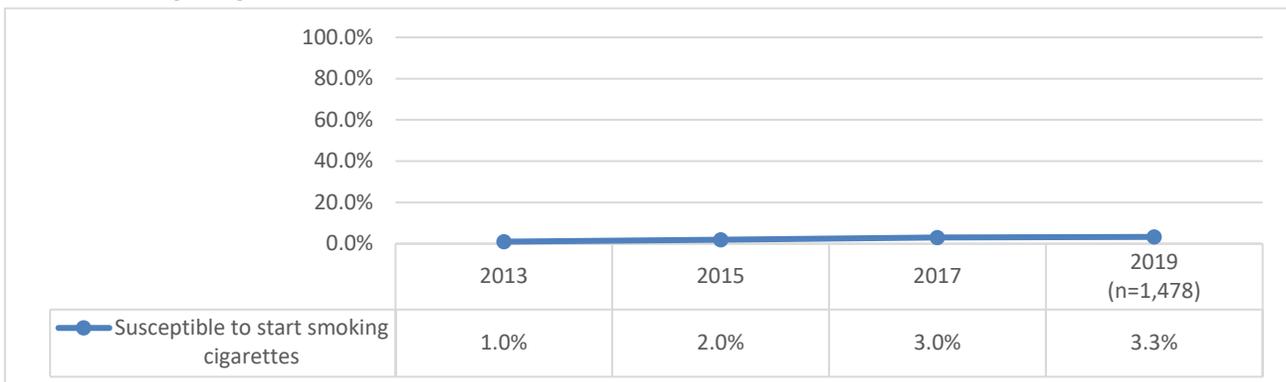
- As seen in Figure 15, over the three YTS administrations displayed in this figure, the percentage of current smokers using menthol cigarettes peaked in 2017 (60.0%) and went down to 51.3% in 2019. It should be noted that smokers who were unsure of their cigarettes being menthol-flavored were excluded from the analysis.

Figure 15: Percentage of Students Reporting Using Menthol Cigarettes, Among Those who Reported Smoking Cigarettes in the Past 30 Days*, Nebraska YTS 2015-2019



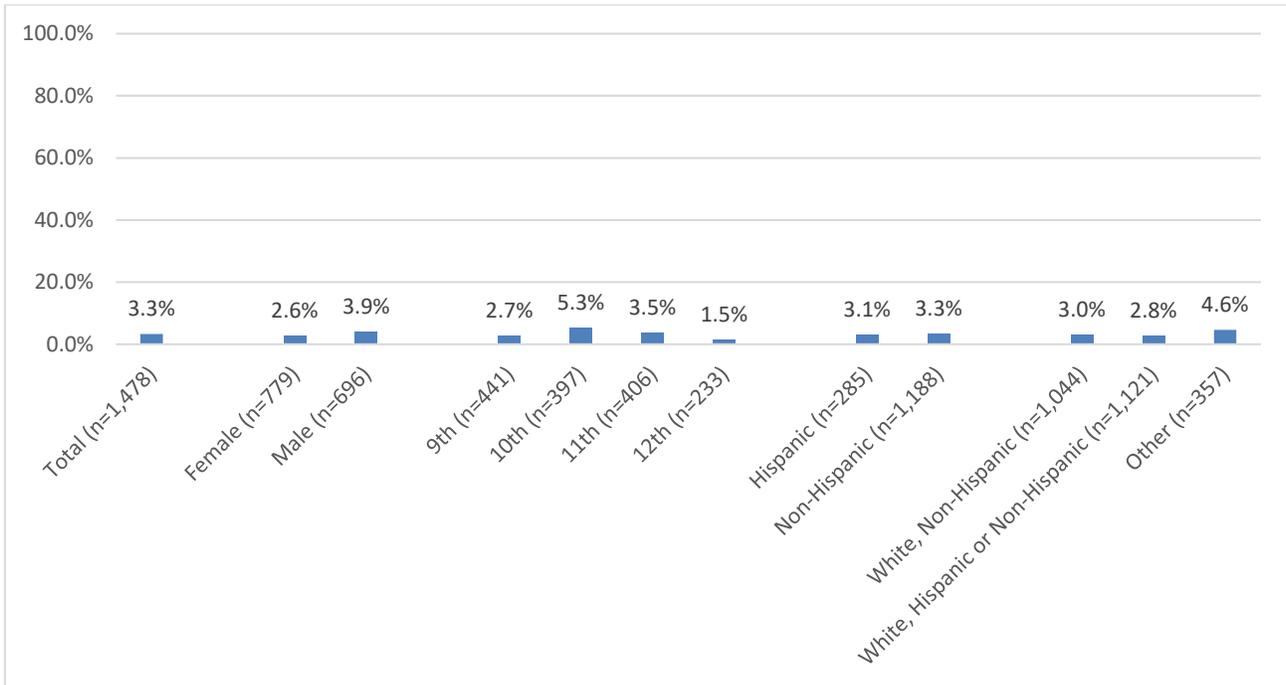
- To assess susceptibility, students were asked if they would try a cigarette soon, would try a cigarette in the next year, or would smoke a cigarette if offered by a friend (Figure 16 and 17).
- As seen in Figure 16, in 2019, among students reporting that they had never smoked a cigarette in their life, 3.3% were susceptible to start smoking.

Figure 16: Percentage of Students Susceptible to Start Smoking Cigarettes, Among Those who Reported Never Smoking a Cigarette in Their Lifetime, Nebraska YTS 2013-2019



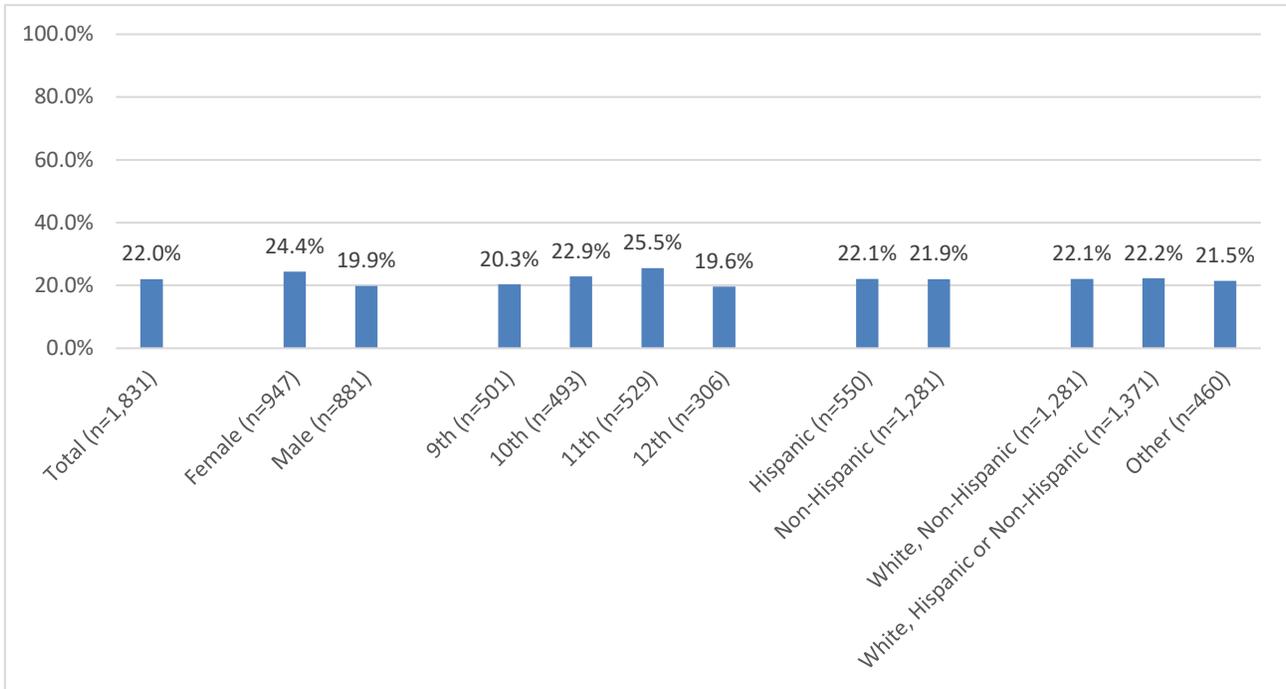
- Among students who reported having never smoked a cigarette, male students (3.9%) were slightly more likely than female students (2.6%) to start smoking.
- Compared to students in other grades, 10th graders reported higher odds of starting such behavior (5.3%) (Figure 17).

Figure 17: Percentage of Students Susceptible to Start Smoking Cigarettes, Among Those who Reported Never Smoking a Cigarette in Their Lifetime by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



- Figure 18 indicated that among all respondents, female students (24.4%) showed more curiosity about smoking a cigarette than male students (19.9%).

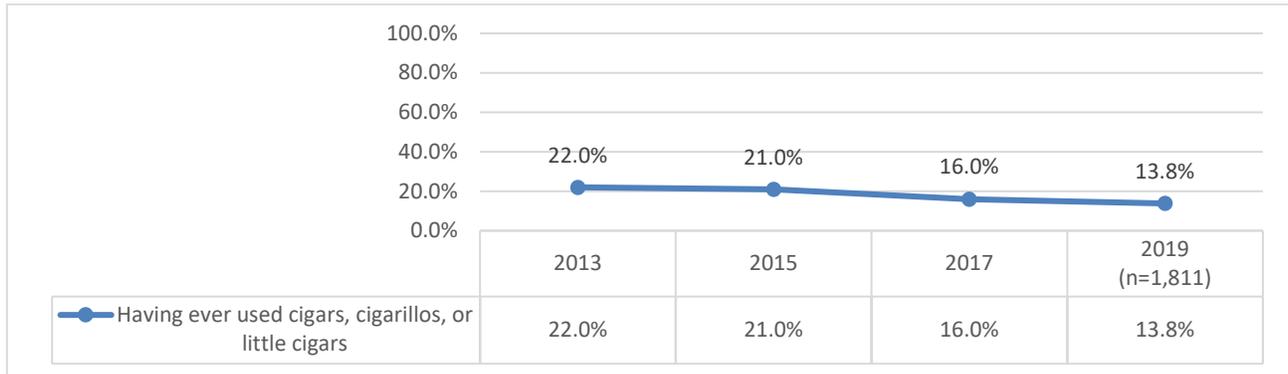
Figure 18: Percentage of Students Curious About Smoking a Cigarette by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



Cigars, Cigarillos, and Little Cigars

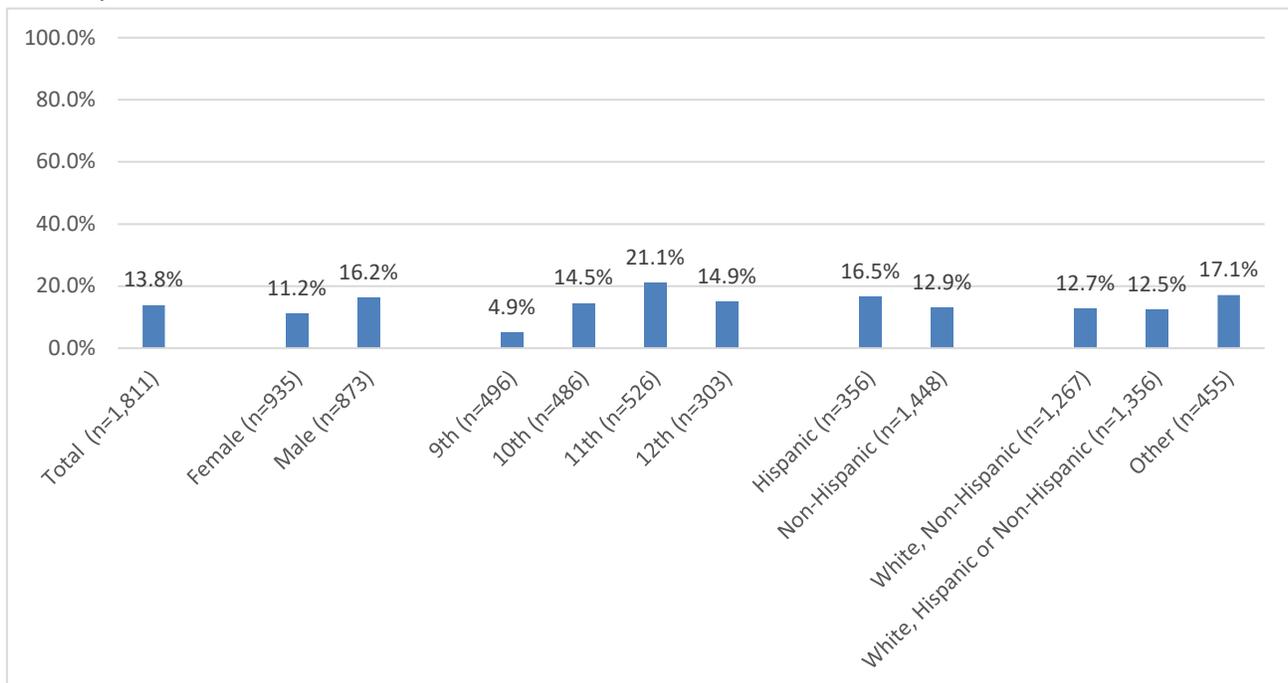
- There has been a consistent decline in cigar, cigarillo, and little cigar use since 2013, reaching a low point of 13.8% in 2019 (Figure 19).

Figure 19: Percentage of Students Having Ever Used Cigars, Cigarillos, or Little Cigars, Nebraska YTS 2013-2019



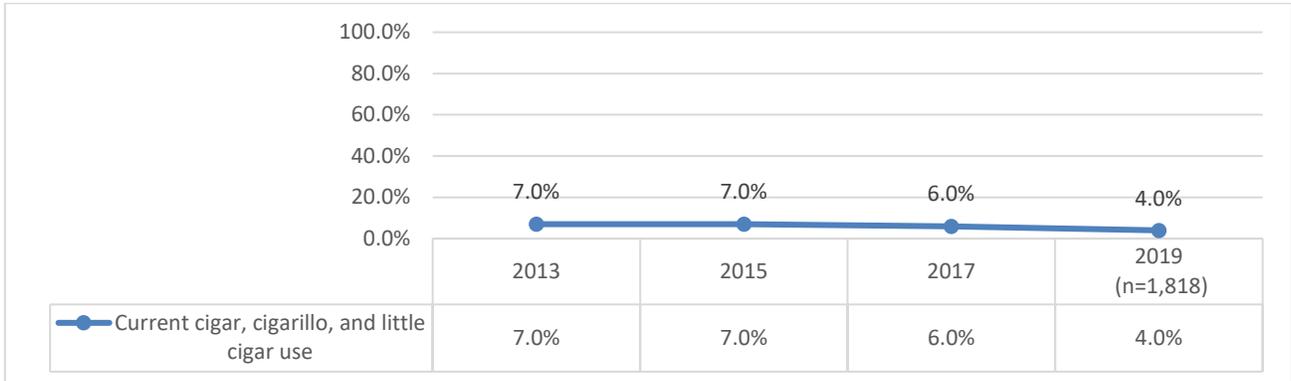
- About one in six male students (16.2%) reported having ever used cigars, cigarillos, or little cigars in their lifetime, whereas this rate was about one in nine among female students (11.2%).
- Students in 10th through 12th grades were much more likely to have used cigars, cigarillos, or little cigars than 9th graders.
- A higher percentage of those having ever used cigars, cigarillos, or little cigars was found among students of other races than white, Hispanic or non-Hispanic students (Figure 20).

Figure 20: Percentage of Students Having Ever Used Cigars, Cigarillos, or Little Cigars by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



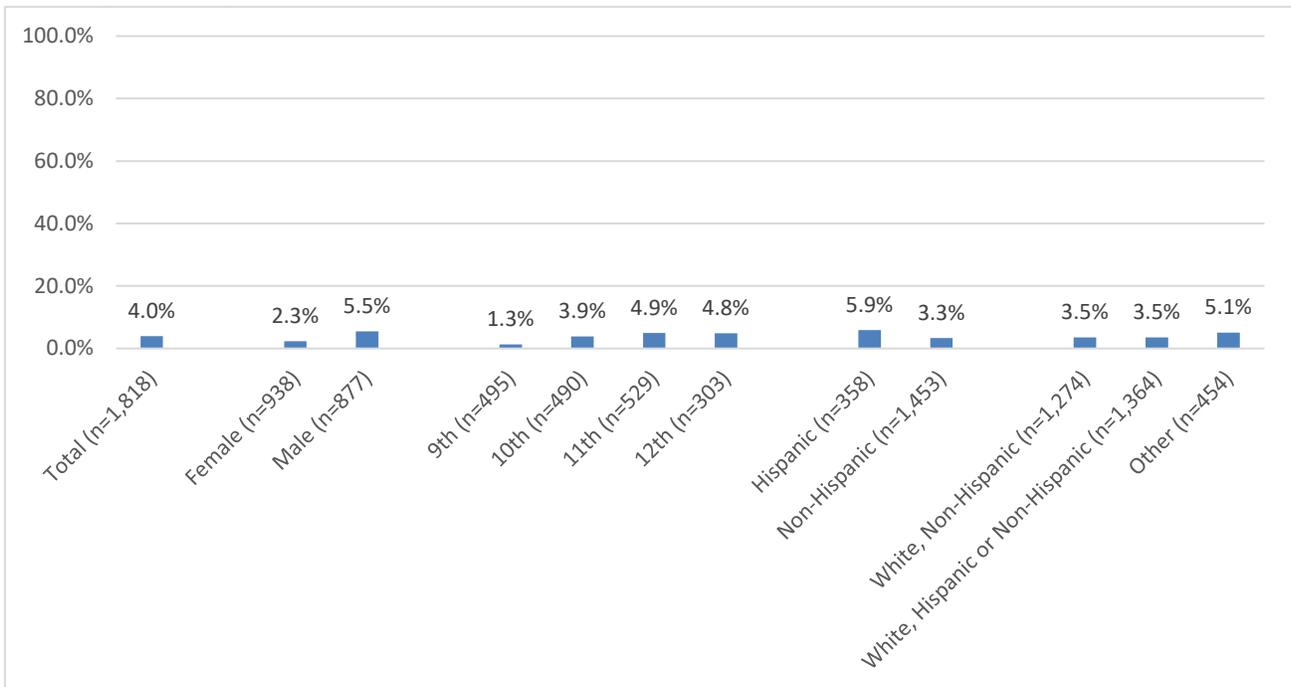
- In 2019, the percentage of students reporting current cigar, cigarillo, or little cigar use dropped by 2.0% from 2017 (6.0%) (Figure 21).

Figure 21: Percentage of Students Reporting Current Cigar, Cigarillo, and Little Cigar Use, Nebraska YTS 2013-2019



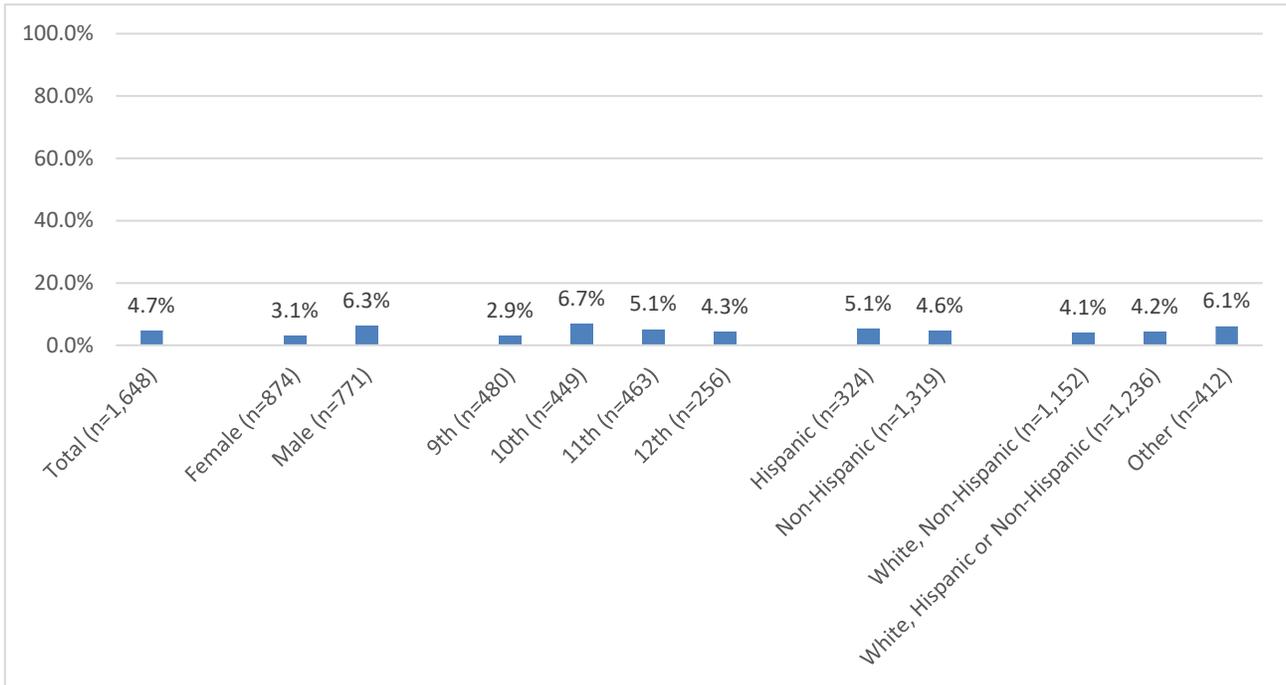
- Male students (5.5%) were more likely to report current cigar, cigarillo, or little cigar use than female peers (2.3%).
- Hispanic students (5.9%) were more likely than their non-Hispanic counterparts (3.3%) to report current use of such tobacco products (Figure 22).

Figure 22: Percentage of Students Reporting Current Cigar, Cigarillo, and Little Cigar Use by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



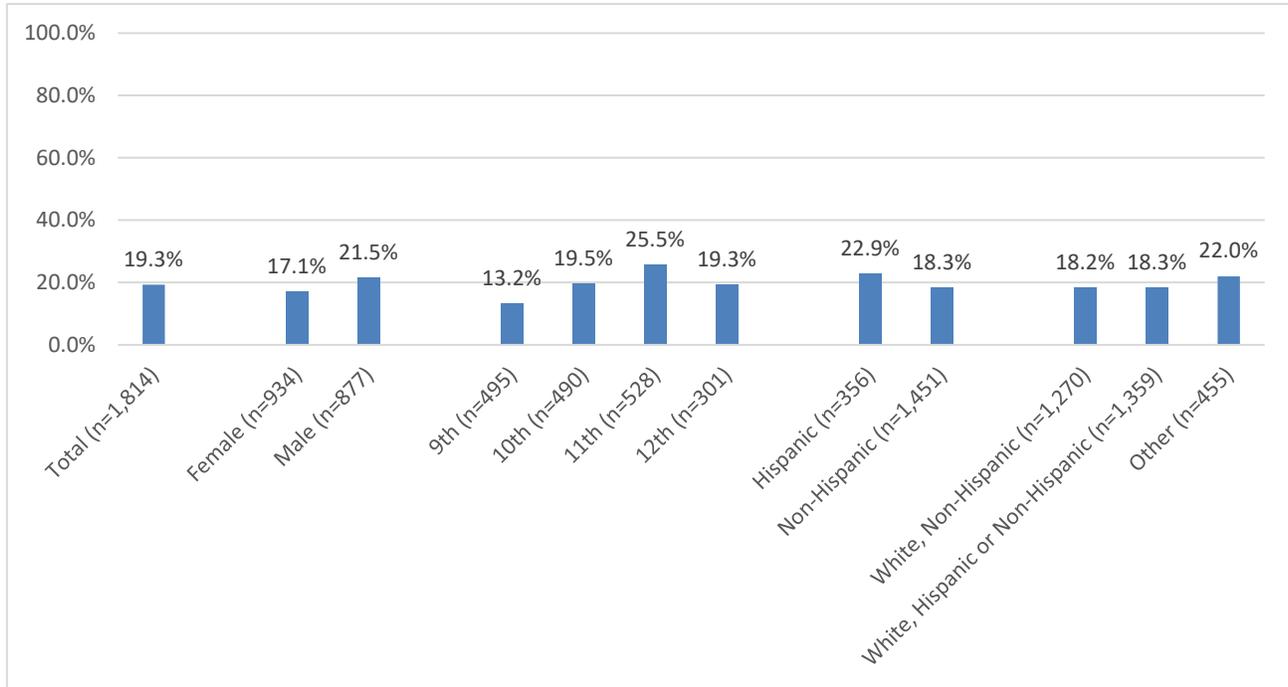
- Male students (6.3%) were twice as likely as female students (3.1%) to report interest in trying a cigar, cigarillo, or little cigar soon (Figure 23).
- Respondents of other races, compared to white, Hispanic or non-Hispanic students, were more likely to try such tobacco products in the near future.

Figure 23: Percentage of Students Who Thought They Would Try a Cigar, Cigarillo, or Little Cigar Soon by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



- About one in five students surveyed (19.3%) indicated curiosity about smoking a cigar, cigarillo, or little cigar (Figure 24).
- Students in 10th through 12th grade reported higher percentages of being curious about smoking such tobacco products compared to those in the 9th grade (13.2%).
- Other races demonstrated a higher level of curiosity than white, Hispanic or non-Hispanic students.

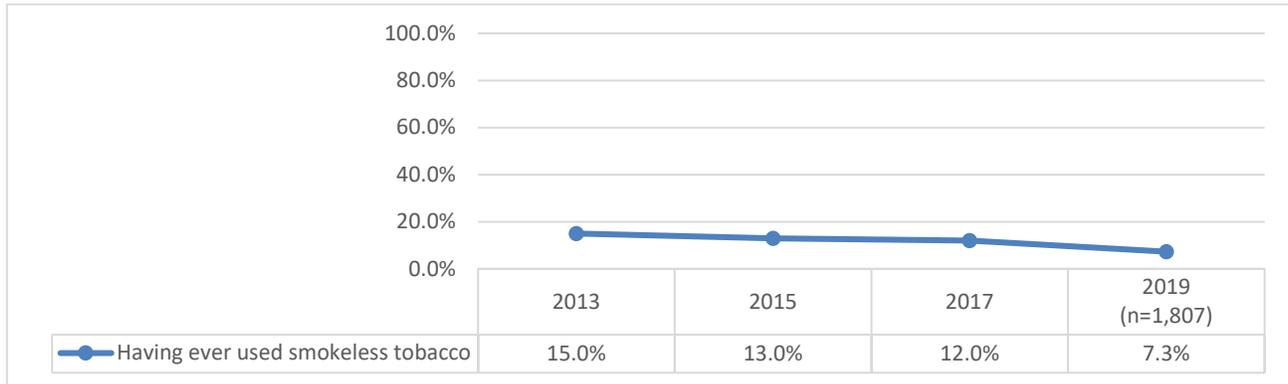
Figure 24: Percentage of Students Curious About Smoking a Cigar, Cigarillo, or Little Cigar by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



Smokeless Tobacco

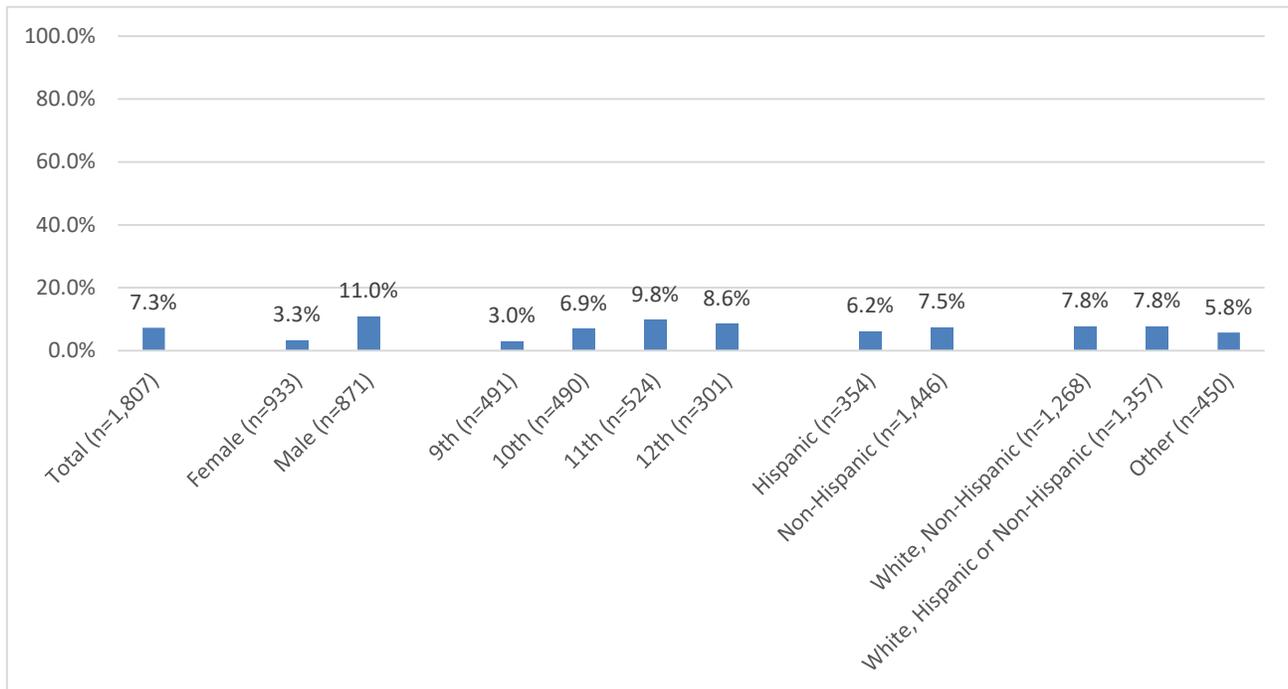
- Similar to the trend of other tobacco products described above, lifetime use of smokeless tobacco decreased throughout the four YTS administrations shown in the chart below (Figure 25), with a drop occurring in 2019 (7.3%) from 12.0% in 2017.

Figure 25: Percentage of Students Having Ever Used Smokeless Tobacco, Nebraska YTS 2013-2019



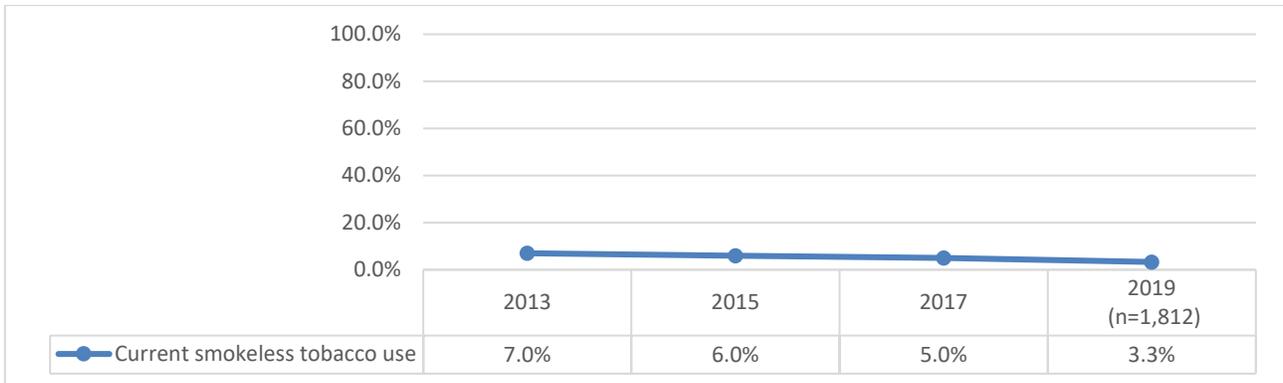
- As seen in Figure 26, about one out of 10 male students (11.0%) reported having ever used smokeless tobacco, which was much higher than the percentage reported among female students (3.3%).
- Students in the 9th grade (3.0%) were less likely to have used smokeless tobacco compared to those in other grades.

Figure 26: Percentage of Students Having Ever Used Smokeless Tobacco by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



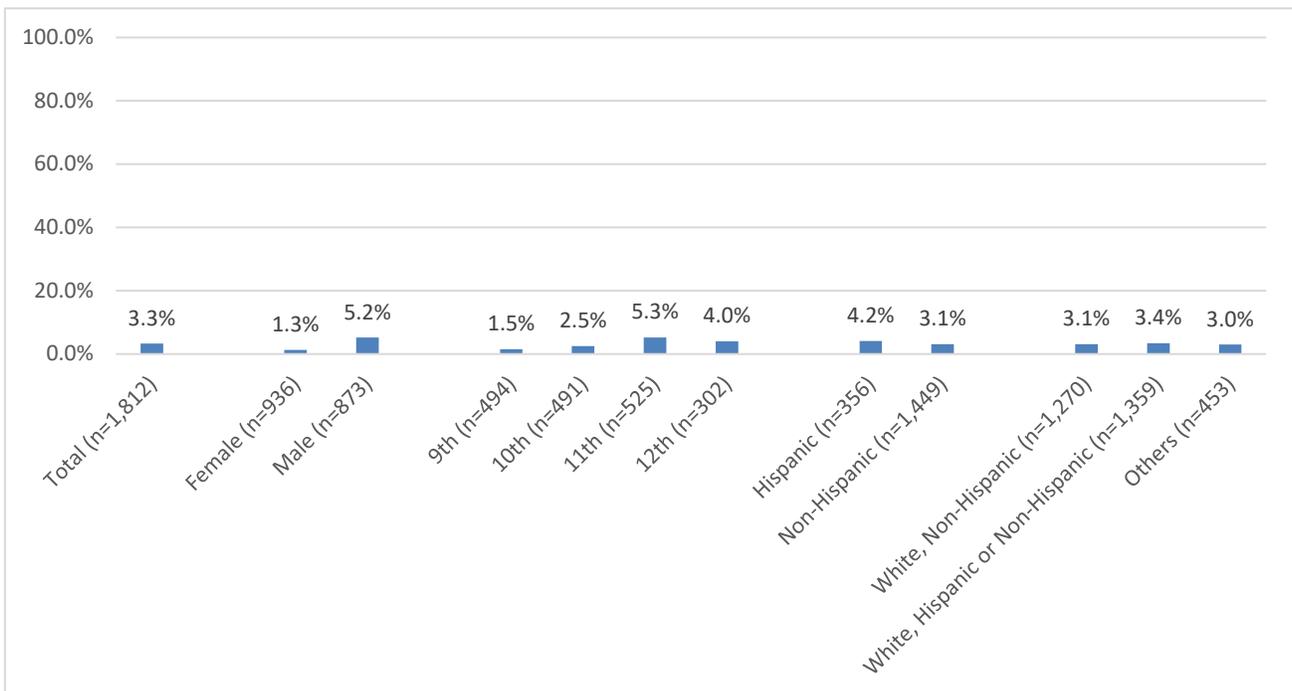
- The past 30 day use of smokeless tobacco among students in Nebraska has followed a gradual decline since the 2013 administration (7.0%). Current smokeless tobacco use was at 7.0% in 2013, dropping to 3.3% in 2019 (Figure 27).

Figure 27: Percentage of Students Reporting Current Smokeless Tobacco Use, Nebraska YTS 2013-2019



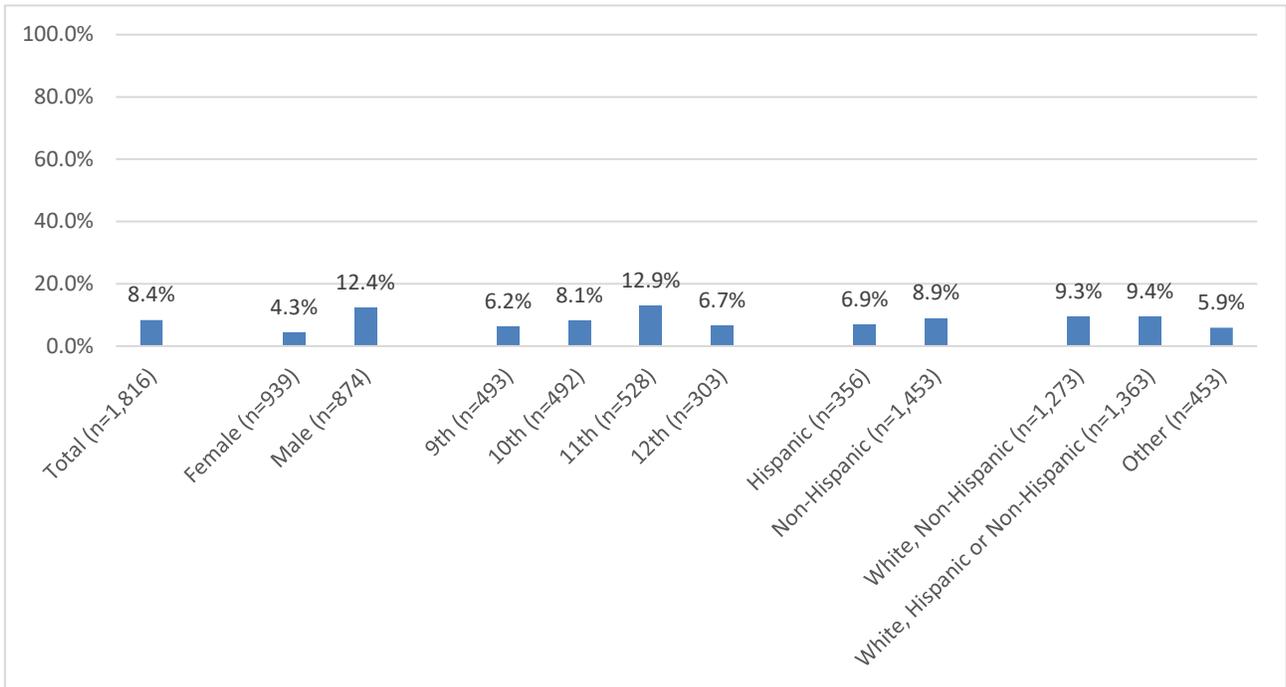
- Current use of smokeless tobacco was found more prevalent among male students (5.2%) than female students (1.3%).
- Similar to trends of current use of other tobacco products by grade, students in the 9th grade (1.5%) were less likely to be current users of smokeless tobacco whereas the data normally peaked at the 11th grade (5.3%).
- Minor differences were present by race or by ethnicity (Figure 28).

Figure 28: Percentage of Students Reporting Current Smokeless Tobacco Use by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



- Slightly over one in every nine male students (12.4%) indicated they were curious about using smokeless tobacco compared to 4.3% among female students (Figure 29).
- Contrary to results observed by ethnicity or race for other tobacco products, white students, including those who were Hispanic or non-Hispanic, were more curious about using smokeless tobacco than those of other races.

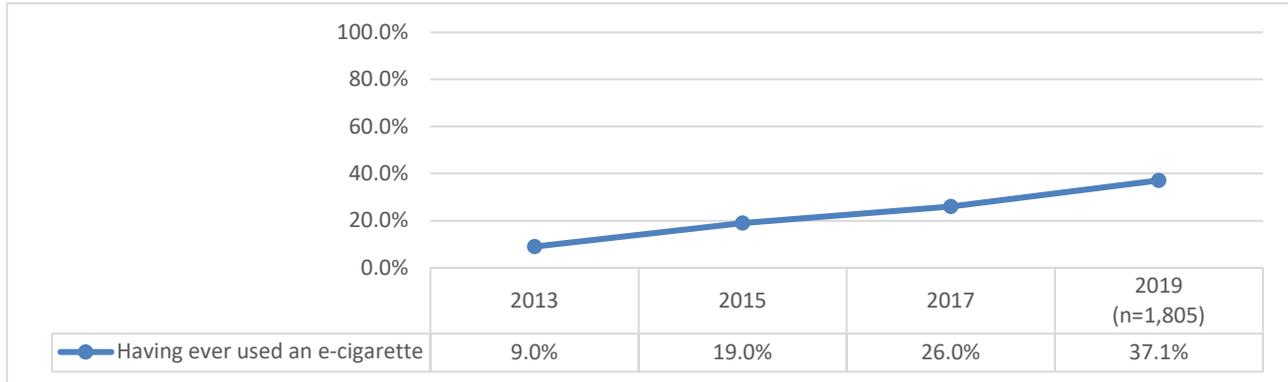
Figure 29: Percentage of Students Curious About Using Smokeless Tobacco by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



Electronic Cigarettes

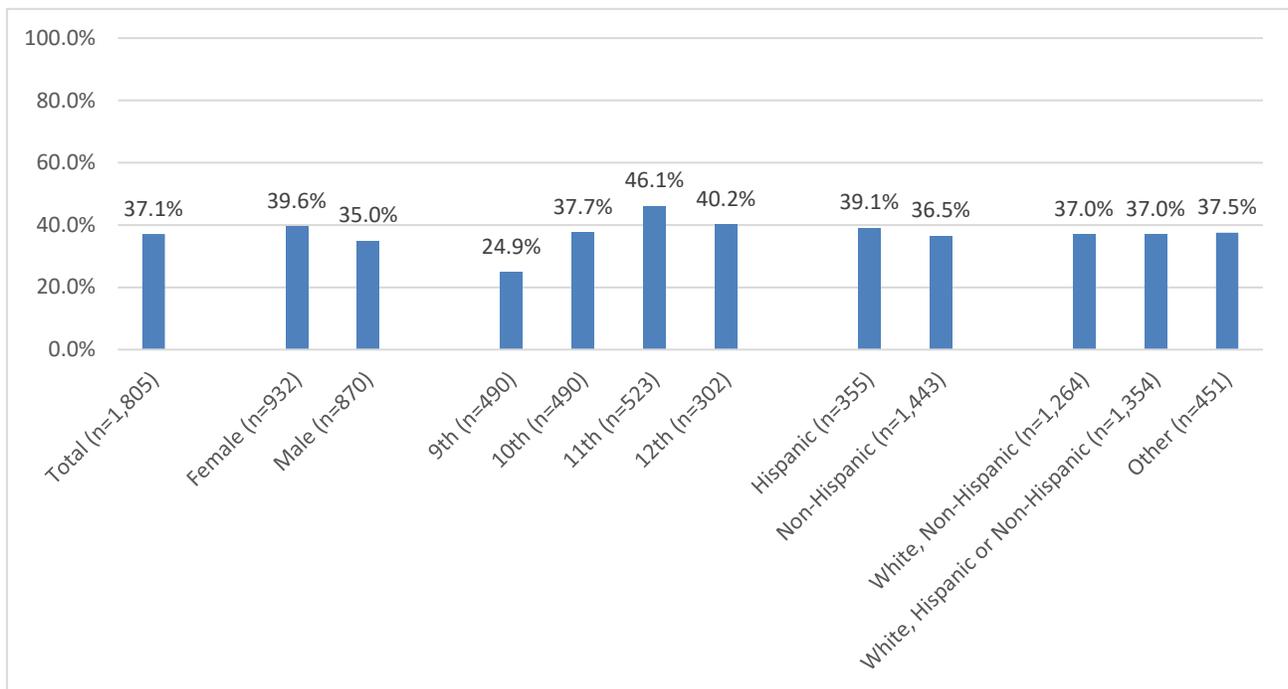
- Figure 30 depicts the trend of lifetime e-cigarette use among students over four YTS administrations. E-cigarette lifetime use has seen an increase every year, a trend unlike other tobacco products. The percentage of students having ever used an e-cigarette more than tripled from 9.0% in 2013 to 37.1% in 2019.

Figure 30: Percentage of Students Having Ever Used an Electronic Cigarette, Nebraska YTS 2013-2019



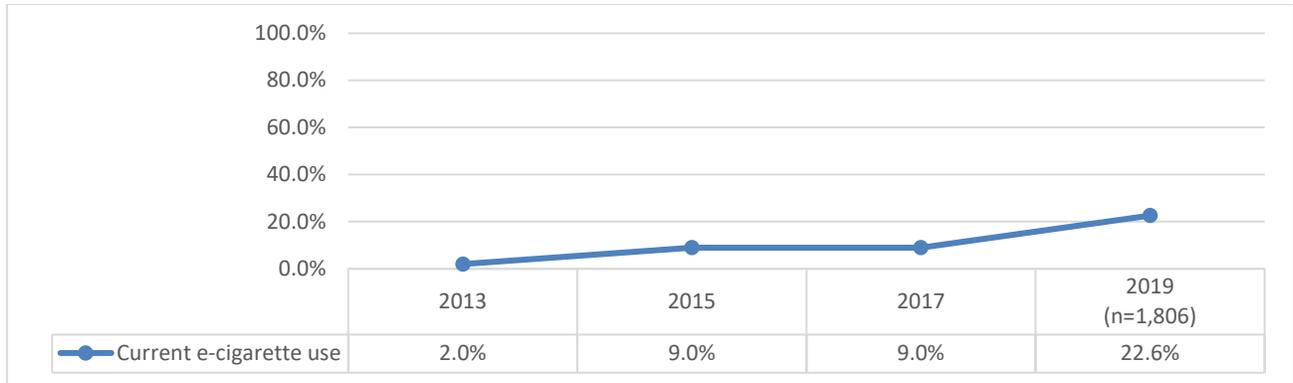
- Breakdowns by demographic variables indicate that close to two-fifths of students having ever used an e-cigarette in their lifetime by gender, ethnicity, or race (Figure 31).
- Nearly one in every two students in the 11th grade (46.1%) reported they had used an e-cigarette in their lifetime.

Figure 31: Percentage of Students Having Ever Used an Electronic Cigarette by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



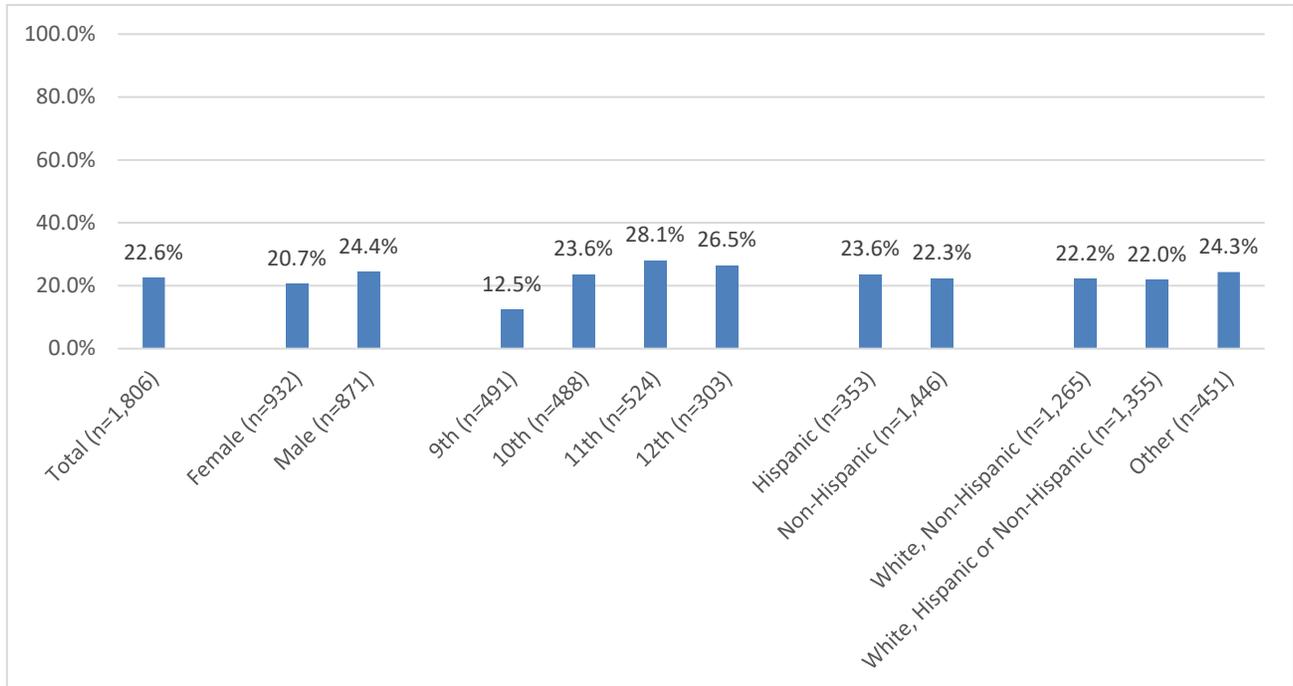
- As shown in Figure 32, while 2017 had the same percentage of past 30 day e-cigarette use as 2015, a sharp increase occurred in 2019, with 22.6% of students reporting current use.

Figure 32: Percentage of Students Reporting Current E-Cigarette Use, Nebraska YTS 2013-2019



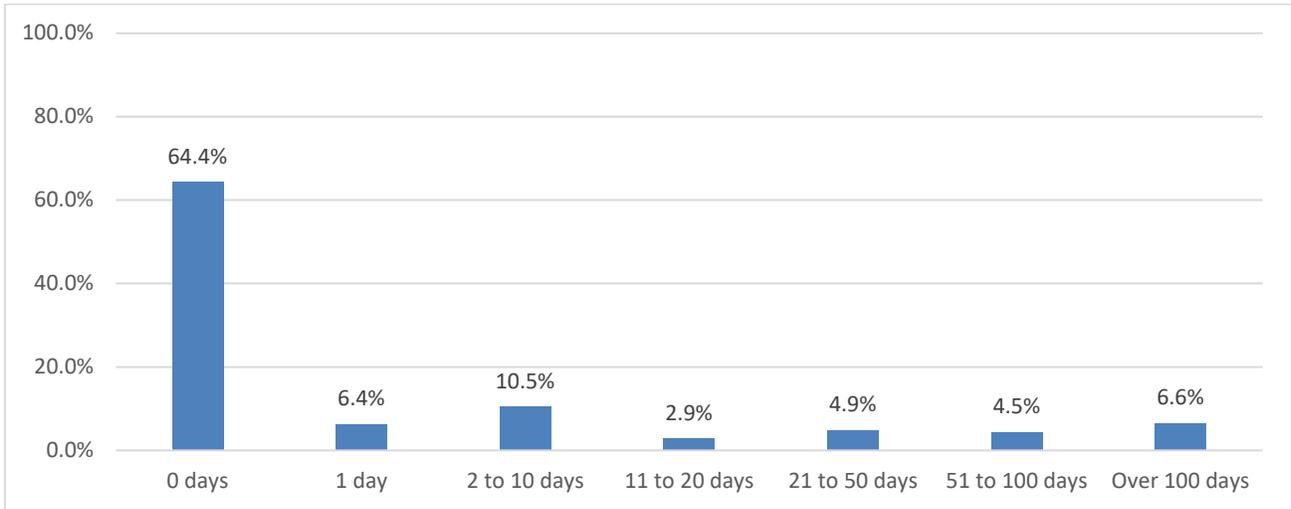
- Small differences were found by gender, ethnicity, or race regarding the prevalence of current e-cigarette use (Figure 33).
- Nearly one-third of 11th graders (28.1%) reported using e-cigarettes in the past 30 days prior to the survey.

Figure 33: Percentage of Students Reporting Current E-Cigarette Use by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



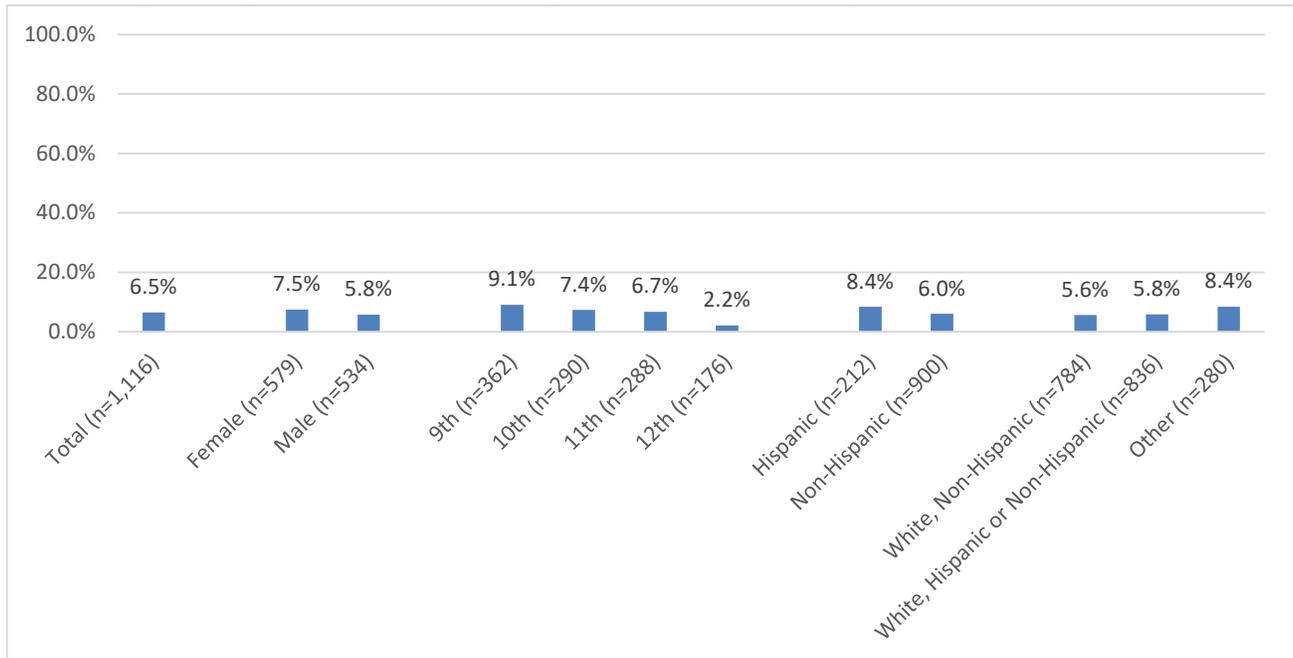
- Figure 34 depicts the distribution of the number of days in a respondent’s lifetime that they used e-cigarettes. Those who had used e-cigarettes were more likely to have used such tobacco products two to 10 days in total (10.5%).

Figure 34: Percentage of Students Reporting on How Many Days They Had Used E-Cigarettes in Their Lifetime, Nebraska YTS 2019 (n=1,811)



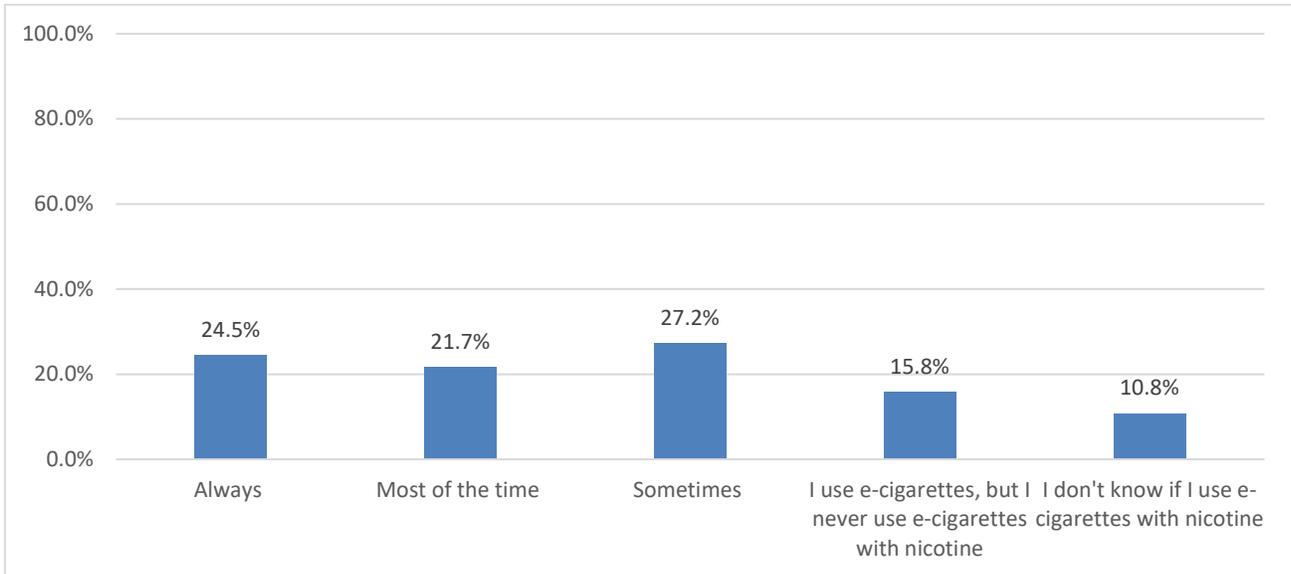
- To assess electronic cigarette susceptibility, students were asked if they would try an e-cigarette soon, would try an e-cigarette in the next year, or would smoke an e-cigarette if offered by a friend.
- Among students who had never used e-cigarettes in their life, 6.5% were susceptible to start using such tobacco products soon (Figure 35).
- Female students showed higher susceptibility (7.5%) than male students (5.8%).
- There were over four times as many students in the 9th grade (9.1%) that were susceptible to try e-cigarettes compared to 12th graders.

Figure 35: Percentage of Students Susceptible to Start Using E-Cigarettes, Among Those who Reported Never Using an E-Cigarette in Their Lifetime by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



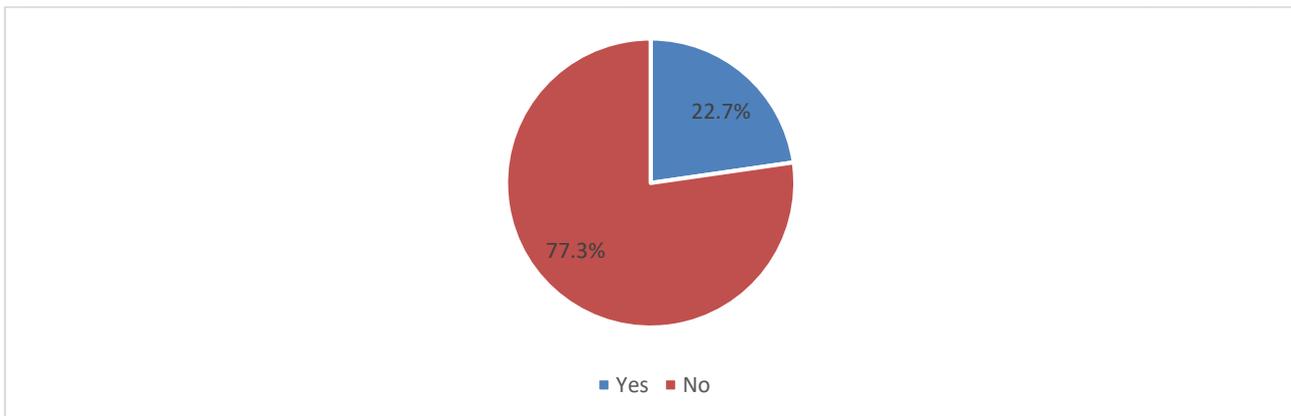
- Figure 36 indicates that close to half of the students who reported using e-cigarettes (46.2%) used an e-cigarette with nicotine always or most of the time.
- About one out of seven e-cigarette users (15.8%) said they did not use them with nicotine.

Figure 36: Students' Frequency of Nicotine Use in E-Cigarettes, Nebraska YTS 2019 (n=549)



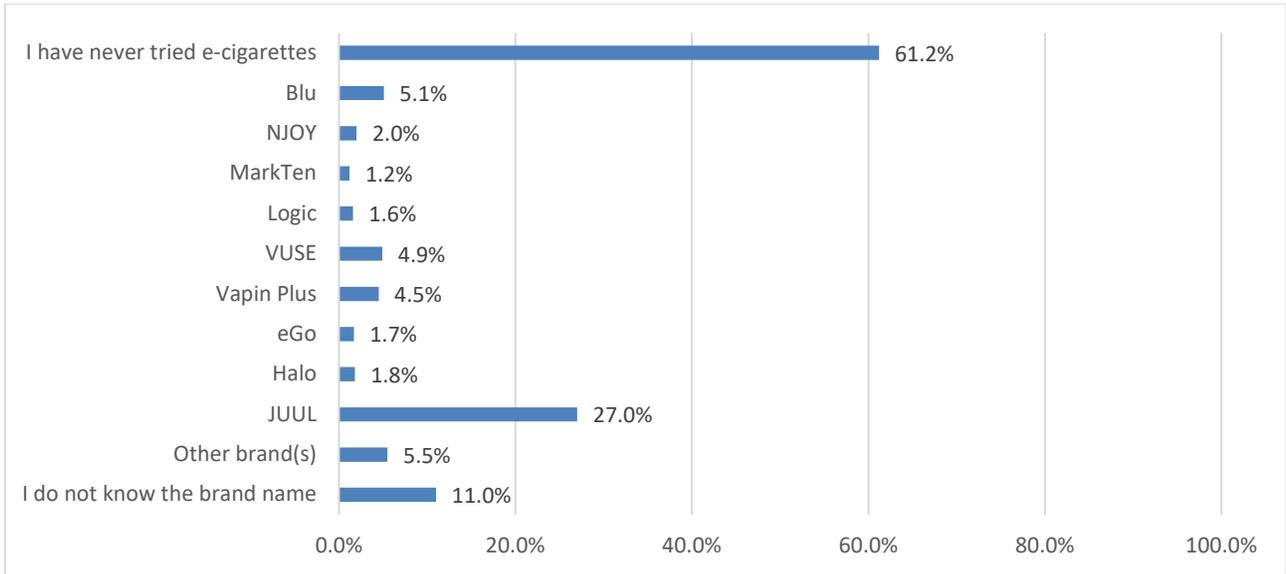
- Among student e-cigarette users, slightly over one-fifth (22.7%) reported using marijuana, marijuana concentrates, marijuana waxes, THC, or hash oils in an e-cigarette (Figure 37).

Figure 37: Percentage of Students Who Used an E-Cigarette with Marijuana, Nebraska YTS 2019 (n=1,047)



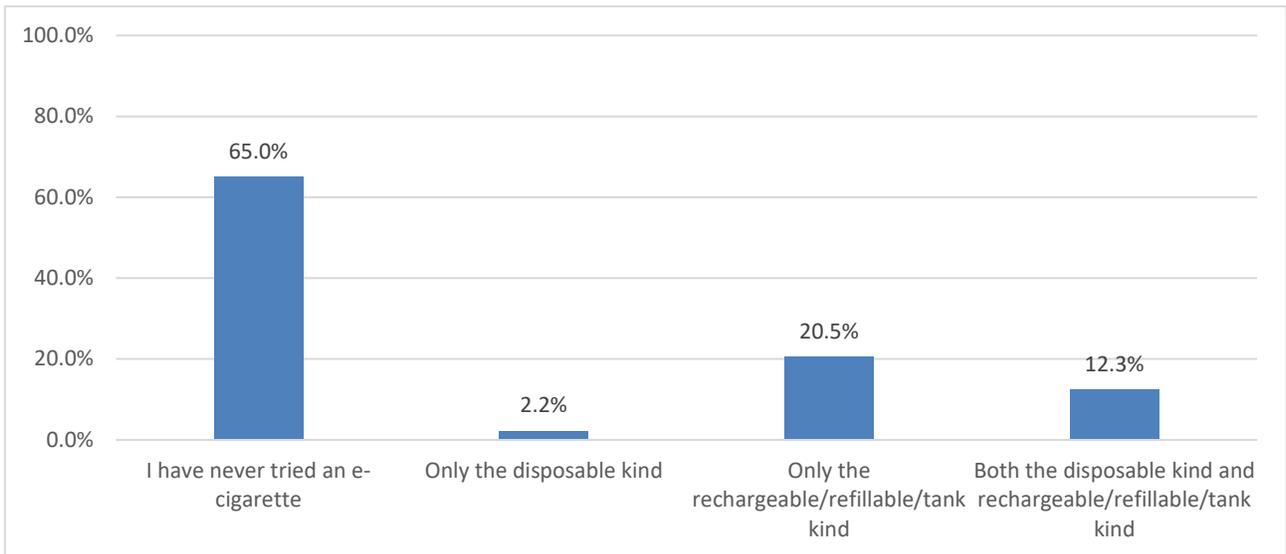
- As shown in Figure 38, the most common choice of e-cigarette brand among student smokers was JUUL, with over one-quarter of respondents (27.0%) having used it.
- About one in every ten students (11.0%) indicated not knowing the brand name of the e-cigarettes they used.

Figure 38: Brands of E-Cigarettes Students Had Tried, Nebraska YTS 2019 (n=1,846)



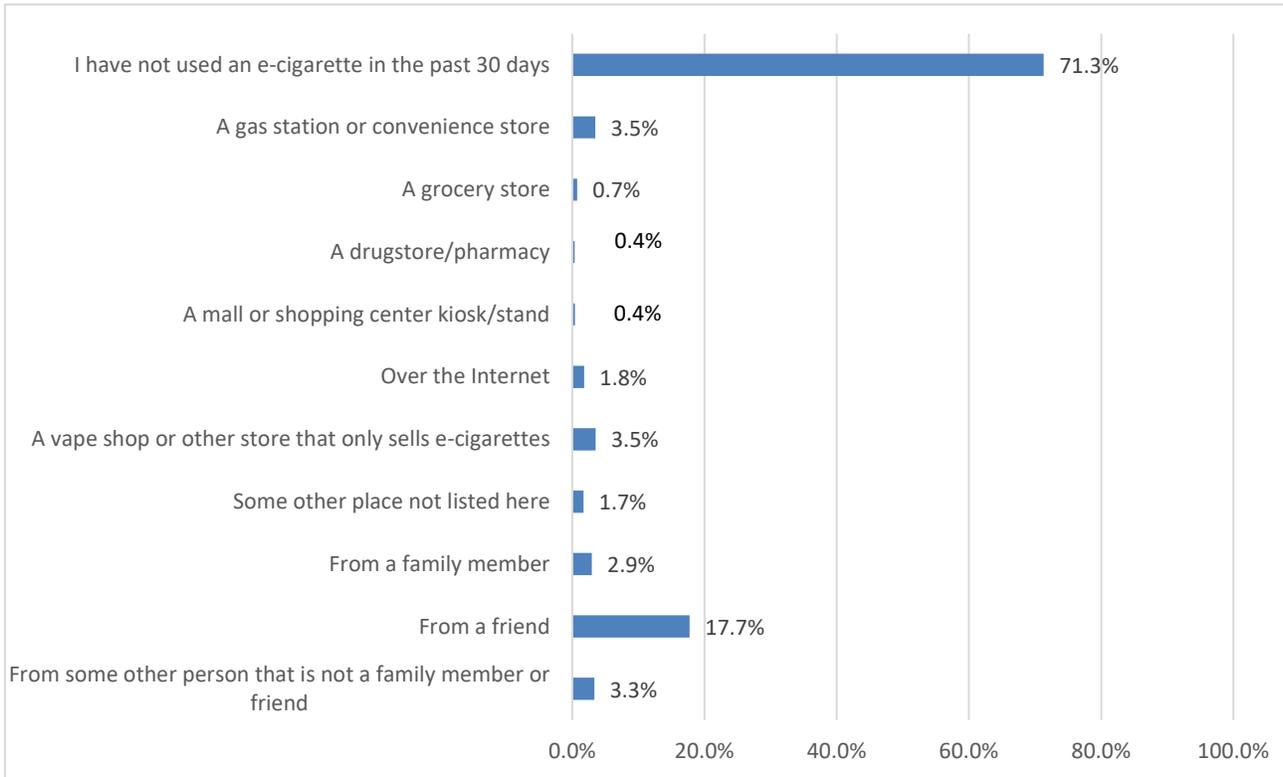
- As Figure 39 demonstrates, student e-cigarette users were more likely to have used the rechargeable/refillable/tank kind of e-cigarettes (20.5%), and less likely to use the disposable kind (2.2%). Slightly over one-tenth (12.3%) reported having used both kinds.
- Among those who marked that they had used some other brand(s), Suorin and Smok were the most frequently reported.

Figure 39: Types of E-Cigarettes Students Have Used, Nebraska YTS 2019 (n=1,778)



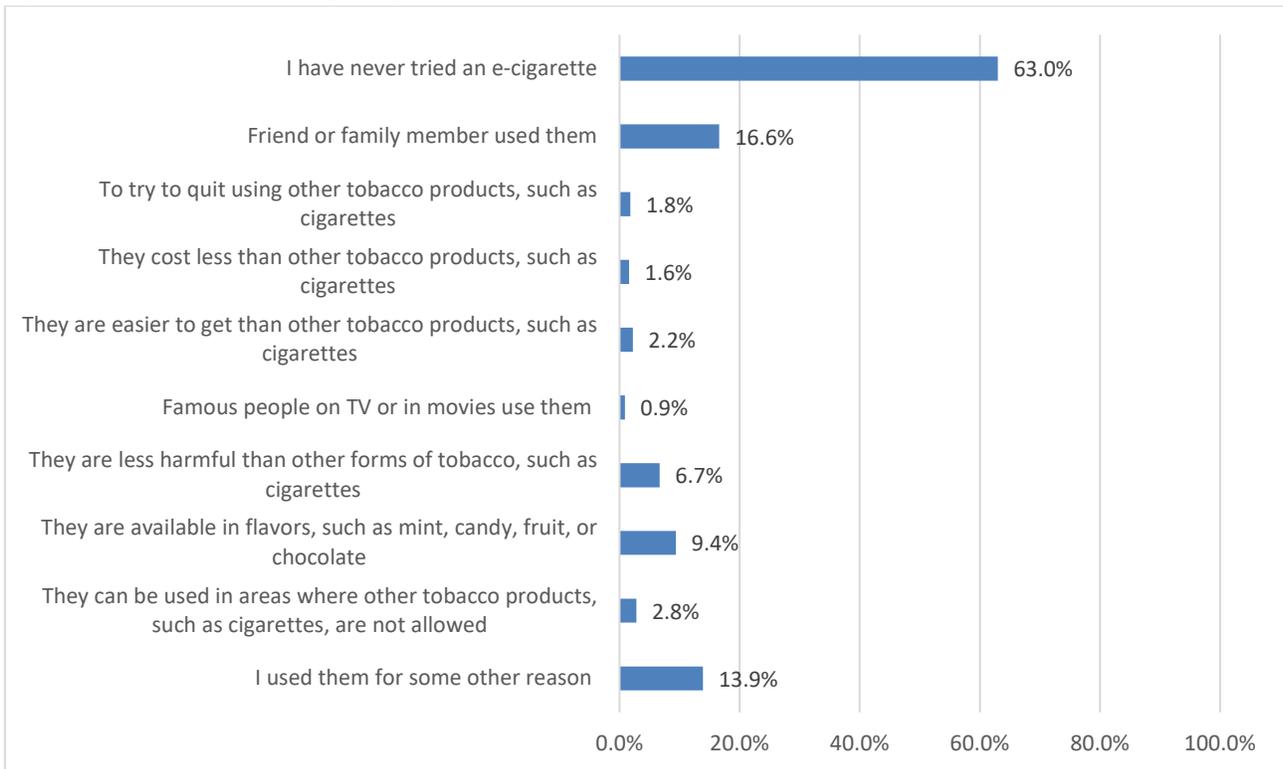
- Among all respondents, 17.7% reported that they got e-cigarettes from a friend (Figure 40) whereas all other sources listed had a smaller proportion of students reporting accessing e-cigarettes in that way.
- Students were least likely to obtain e-cigarettes from a mall or shopping center kiosk/stand (0.4%) or a drugstore/pharmacy (0.4%).

Figure 40: Sources for Obtaining E-Cigarettes in the Past 30 Days, Nebraska YTS 2019 (n=1,846)



- Figure 41 reveals reasons for students using e-cigarettes. Out of all respondents, seeing friends or family members using e-cigarettes (16.6%) was the most widely chosen reason to account for their behavior.
- Other reasons not listed were checked by 13.9% of all students.

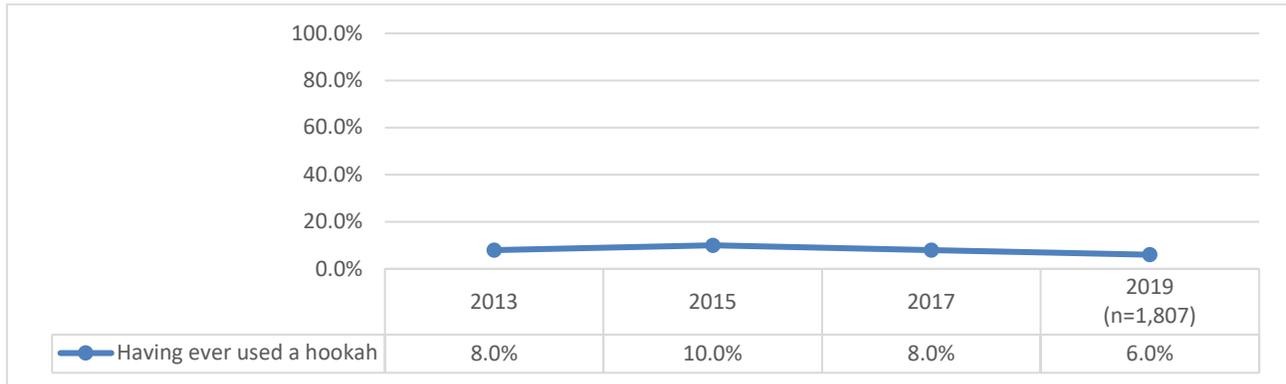
Figure 41: Reasons for Using E-Cigarettes, Nebraska YTS 2019 (n=1,846)



Hookahs

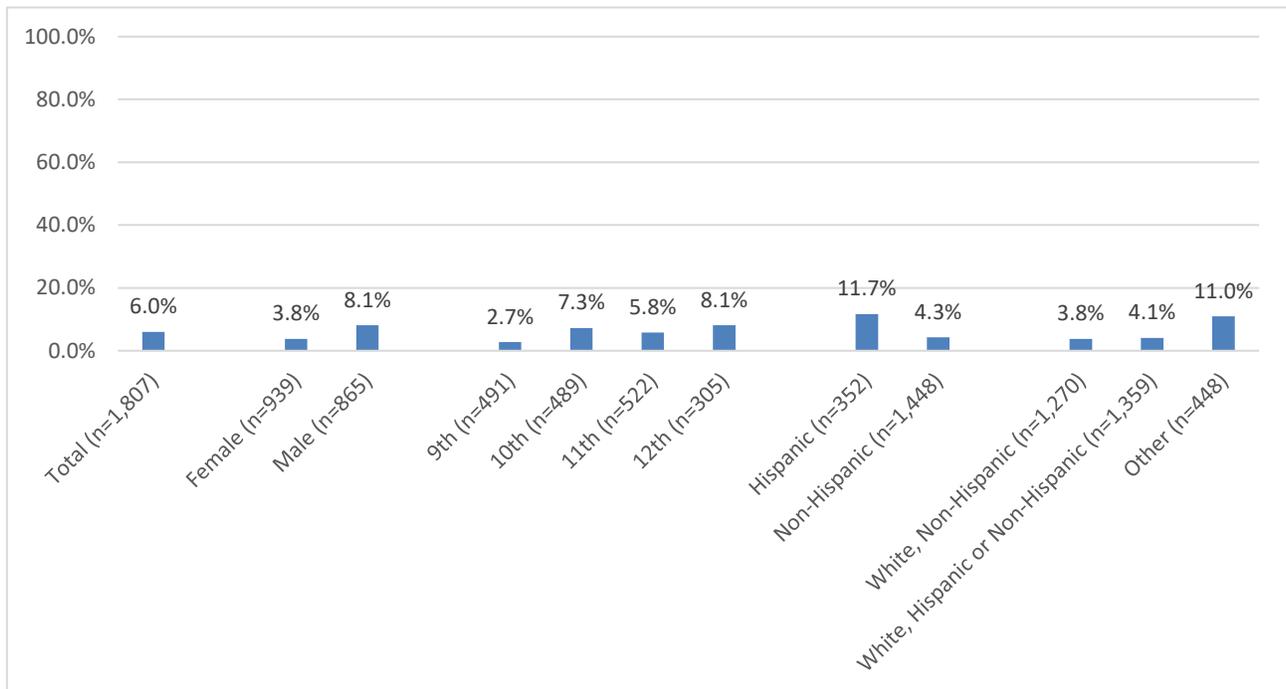
- Figure 42 illustrated trend of lifetime hookah or water pipe use among students over the course of four YTS administrations. After the increase in 2015, the figure went down by 2.0% in 2017 and dropped by another 2.0% in 2019 (6.0%).

Figure 42: Percentage of Students Having Ever Used a Hookah, Nebraska YTS 2013-2019



- Compared to non-Hispanic students (4.3%), Hispanic students were more likely to report having ever used a hookah in their life (11.7%) (Figure 43).
- Students of other races were much more likely to report having used such tobacco product than white students.
- Male students (8.1%) were twice as likely to report lifetime hookah use compared to female students (3.8%).

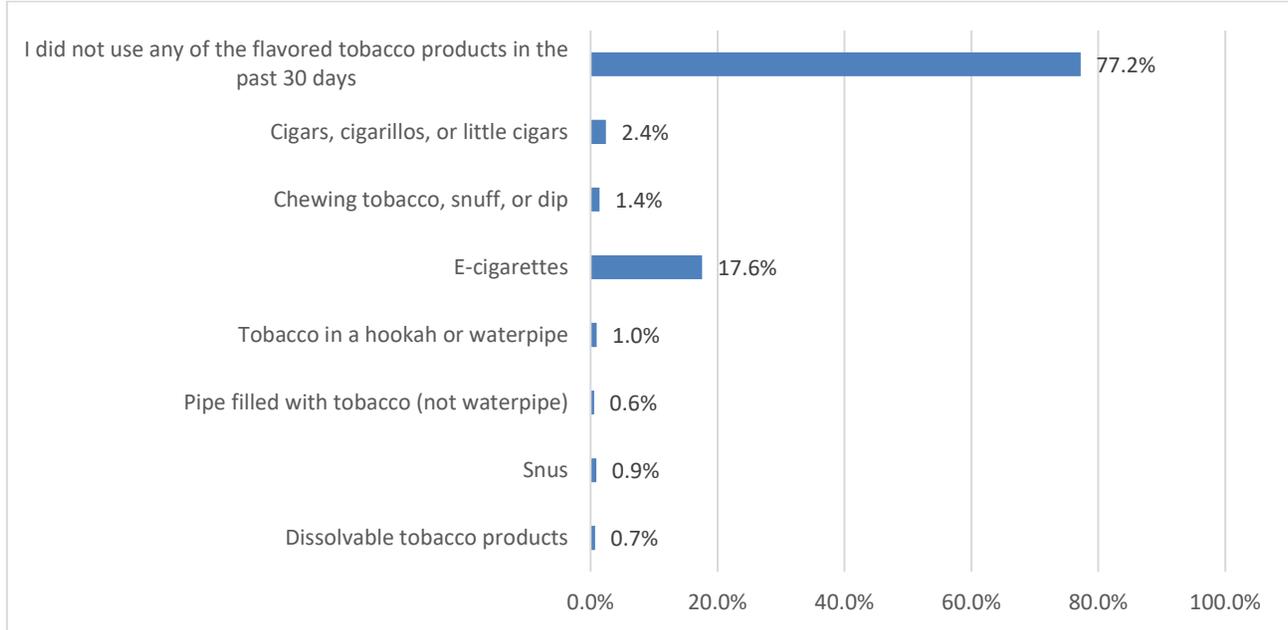
Figure 43: Percentage of Students Having Ever Used a Hookah by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



Flavors

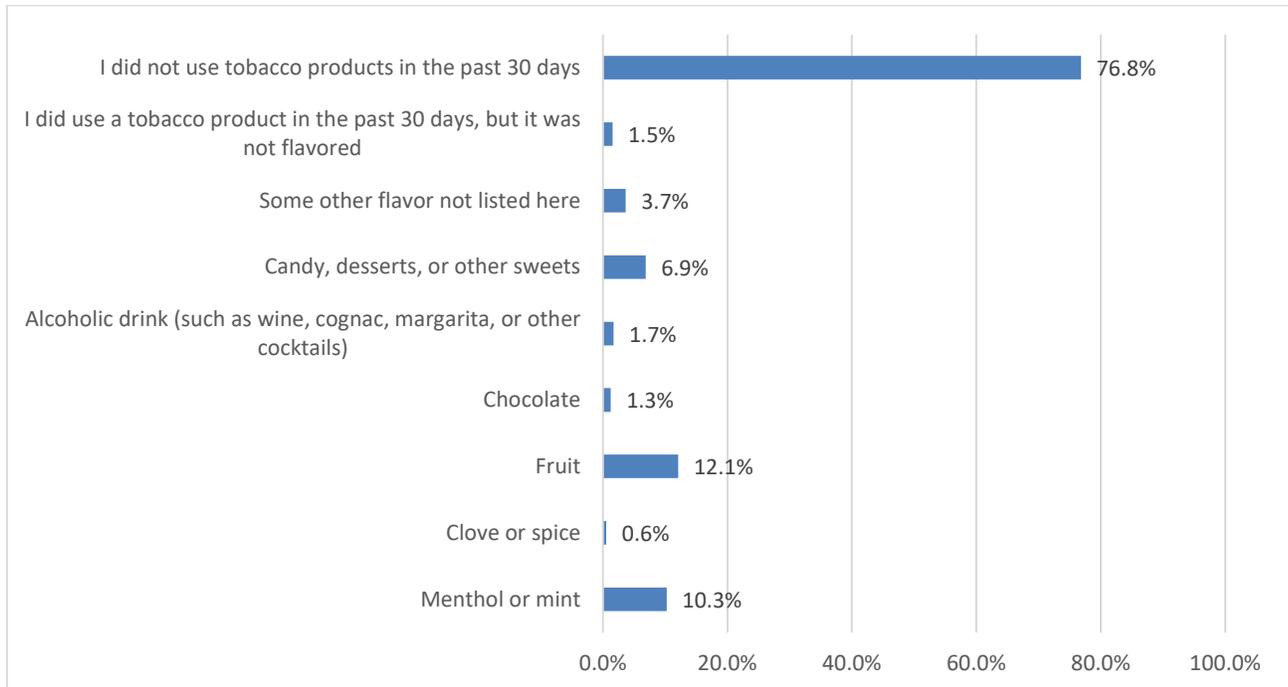
- As indicated in Figure 44, students were most likely to report using flavored e-cigarettes compared to other tobacco products in the past 30 days prior to the survey (17.6%).

Figure 44: Flavored Tobacco Products Used in the Past 30 Days, Nebraska YTS 2019 (n=1,846)



- Among all flavors listed, fruit (12.1%) was the most commonly chosen choice among students (Figure 45), followed by menthol or mint (10.3%).

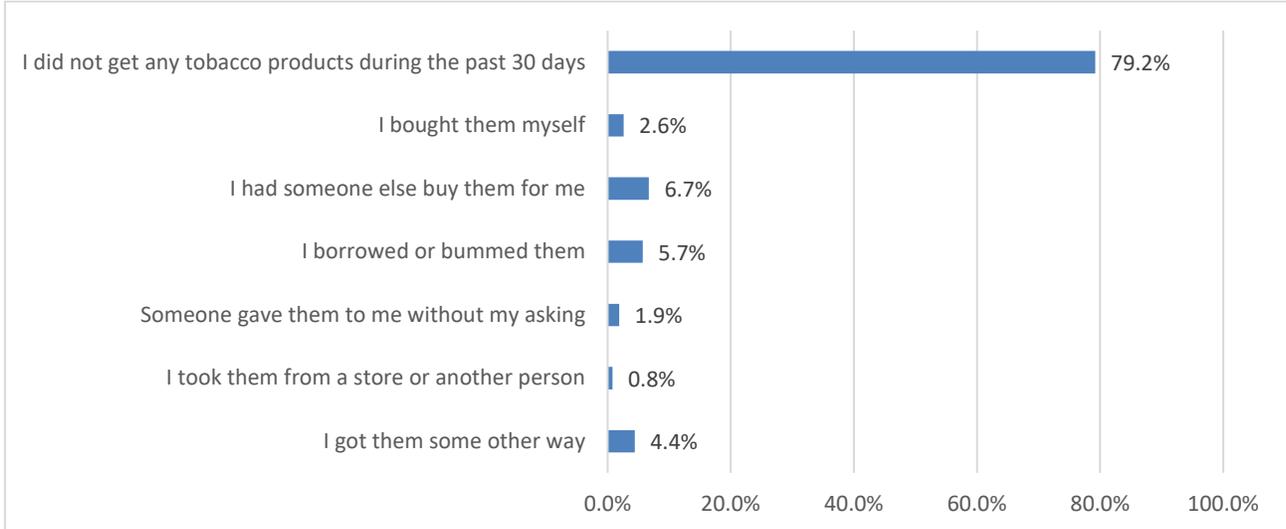
Figure 45: Flavors of Tobacco Products Used in the Past 30 Days, Nebraska YTS 2019 (n=1,846)



Sources of Tobacco Products

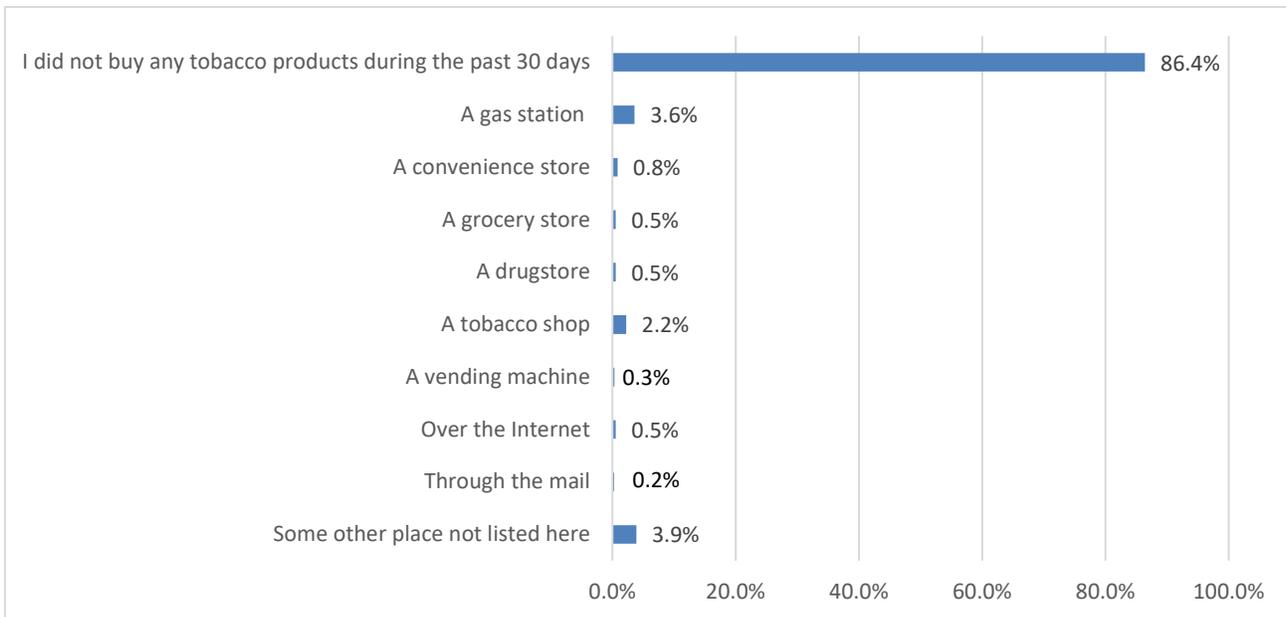
- Students were more likely to have had someone buy tobacco products for them (6.7%) or to have borrowed or bummed them (5.7%) (Figure 46).

Figure 46: Ways Students Obtained Tobacco Products during the Past 30 days, Nebraska YTS 2019 (n=1,846)



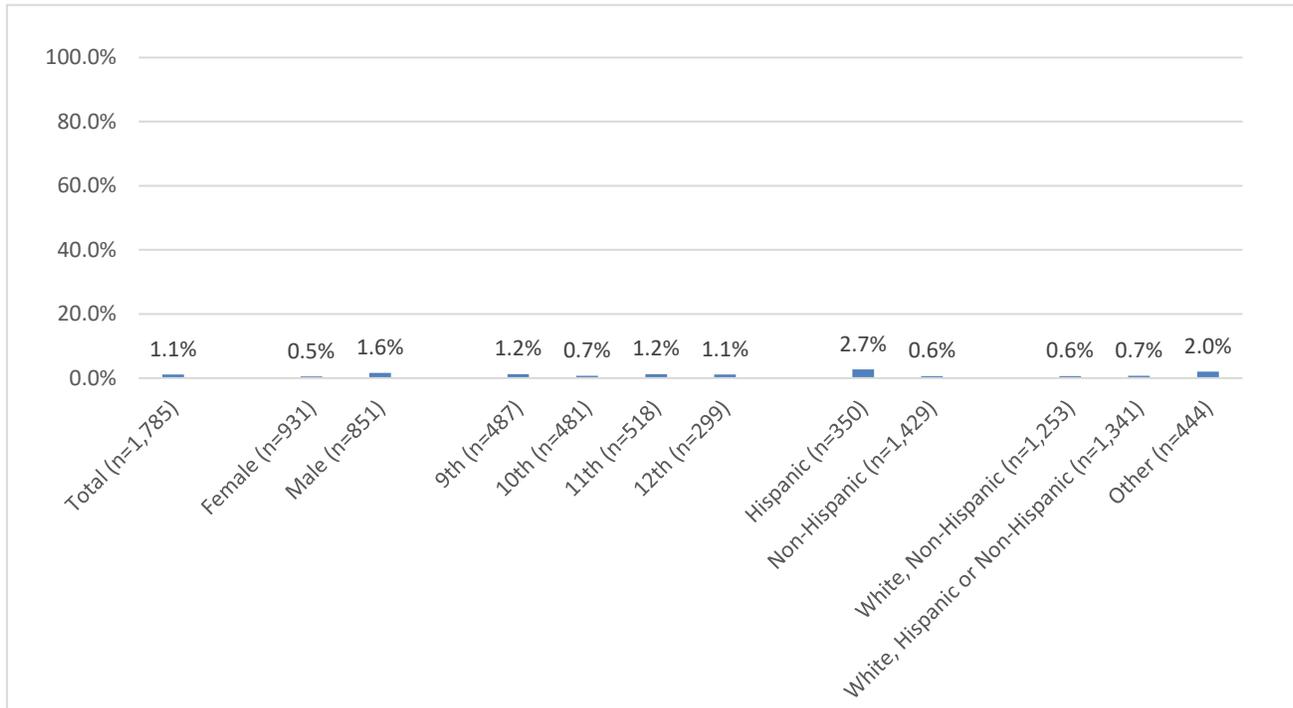
- As seen in Figure 47, purchasing tobacco products from a gas station (3.6%) or a tobacco shop (2.2%) were more prevalent than other places listed. A small proportion of respondents also reported buying tobacco products elsewhere (3.9%).

Figure 47: Places Where Students Purchased Tobacco Products during the Past 30 Days, Nebraska YTS 2019 (n=1,846)



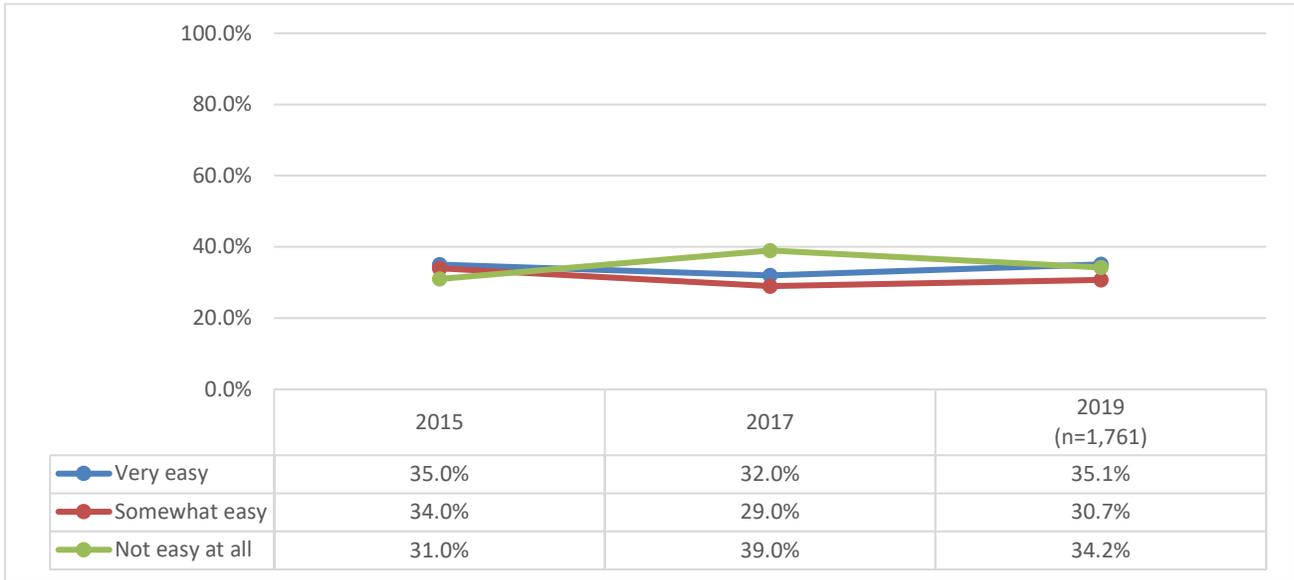
- As seen in Figure 48, among all respondents, a tiny proportion (1.1%) indicated they were not able to buy tobacco products due to their age during the past 30 days. Overall, Hispanic students, along with non-white (“Other”) students, were more likely to be rejected as underage consumers compared to white students.

Figure 48: Percentage of Students Who Were Unable to Buy Tobacco Products Due to Their Age During the Past 30 Days by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



- Figure 49 showed that similar rates were reported across different years regarding the perceived ease of access to tobacco products. In 2019, over one in three students (35.1%) felt it would be very easy for them to get tobacco products.

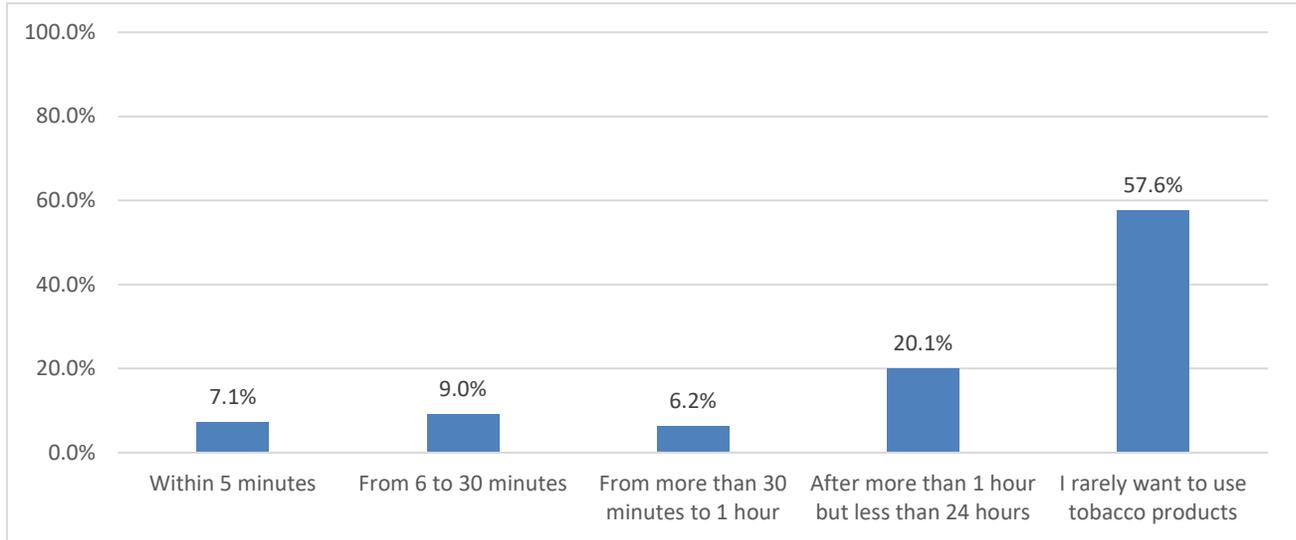
Figure 49: Percentage of Students Reporting the Ease of Getting Tobacco Products, Nebraska YTS 2015-2019



Quitting Tobacco Products

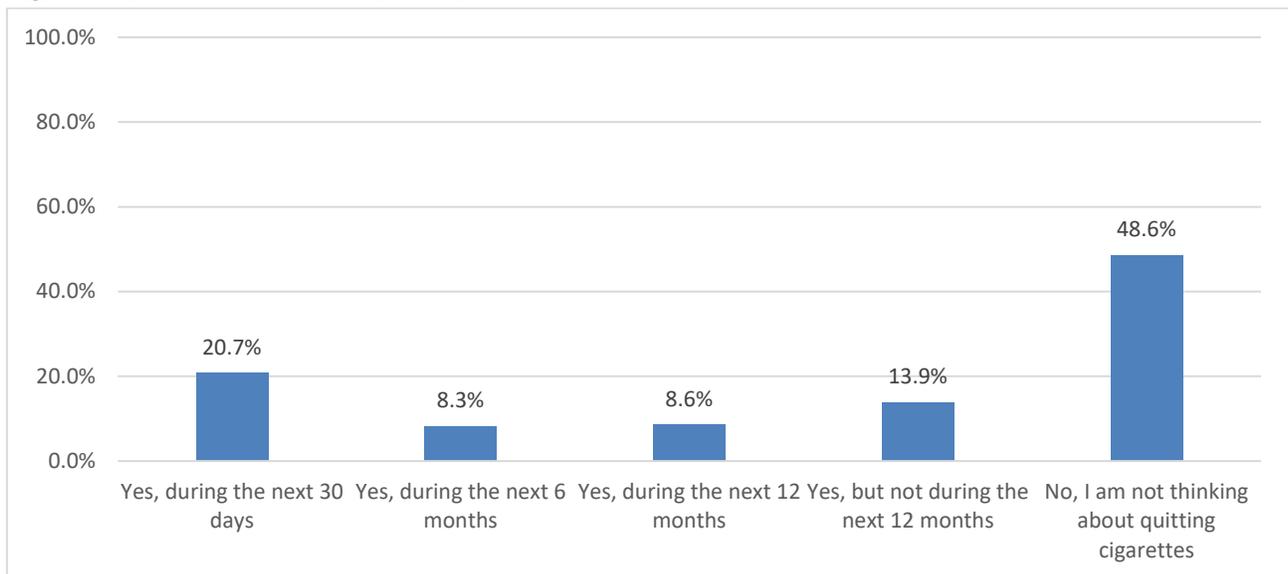
- Among student tobacco users, more than half (57.6%) indicated they rarely wanted to use tobacco products after waking up, whereas 7.1% reported they wanted tobacco products within 5 minutes after waking up (Figure 50).

Figure 50: How Soon Students Want Tobacco Products after Waking Up, Among Students who Reported Using Tobacco Products, Nebraska YTS 2019 (n=356)



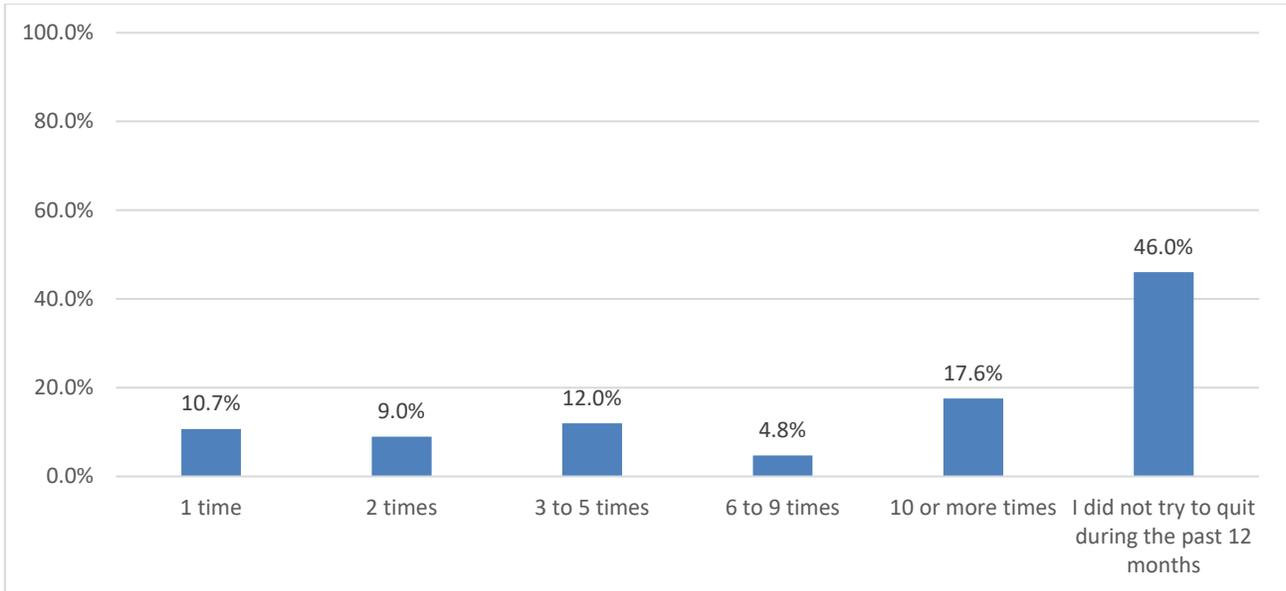
- Close to half of student smokers (48.6%) expressed no intention to quit cigarettes (Figure 51).
- There were 13.9% of student smokers that reported considering quitting cigarettes in the future, but not in the next 12 months.

Figure 51: Students Seriously Thinking About Quitting Cigarettes, Among Students who Reported Smoking Cigarettes, Nebraska YTS 2019 (n=133)



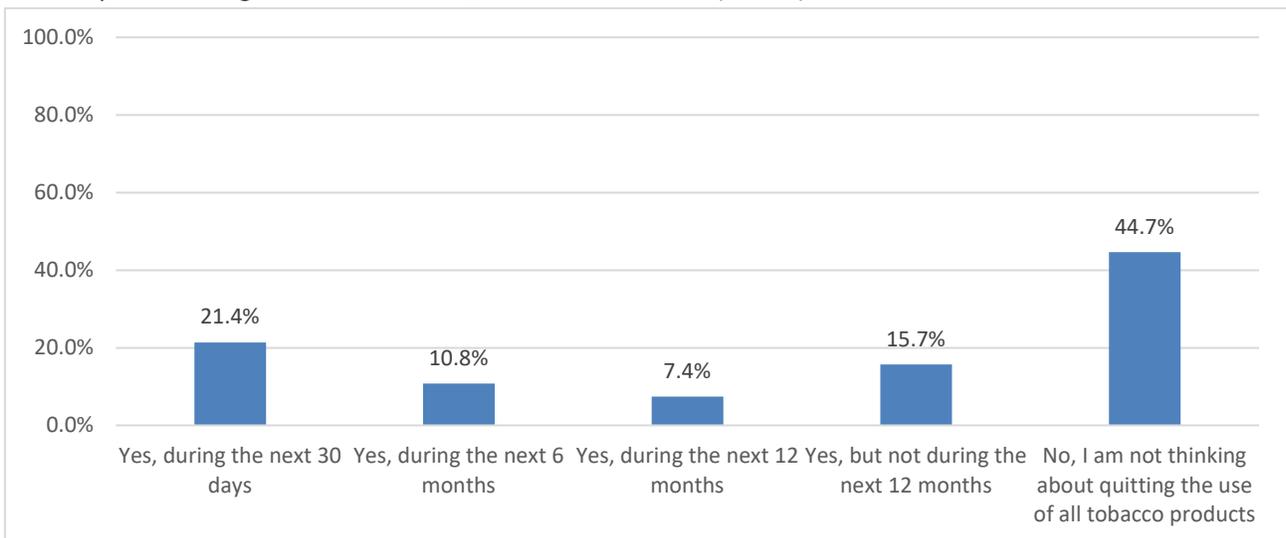
- About half of the student smokers (46.0%) indicated they did not try to quit smoking cigarettes on a single day during the past 12 months (Figure 52).
- Close to one-fifth (17.6%) reported having tried 10 or more times during that period.

Figure 52: How Often Students Stopped Smoking Cigarettes for One Day or Longer to Try to Quit for Good, Among Student who Reported Smoking Cigarettes, Nebraska YTS 2019 (n=161)



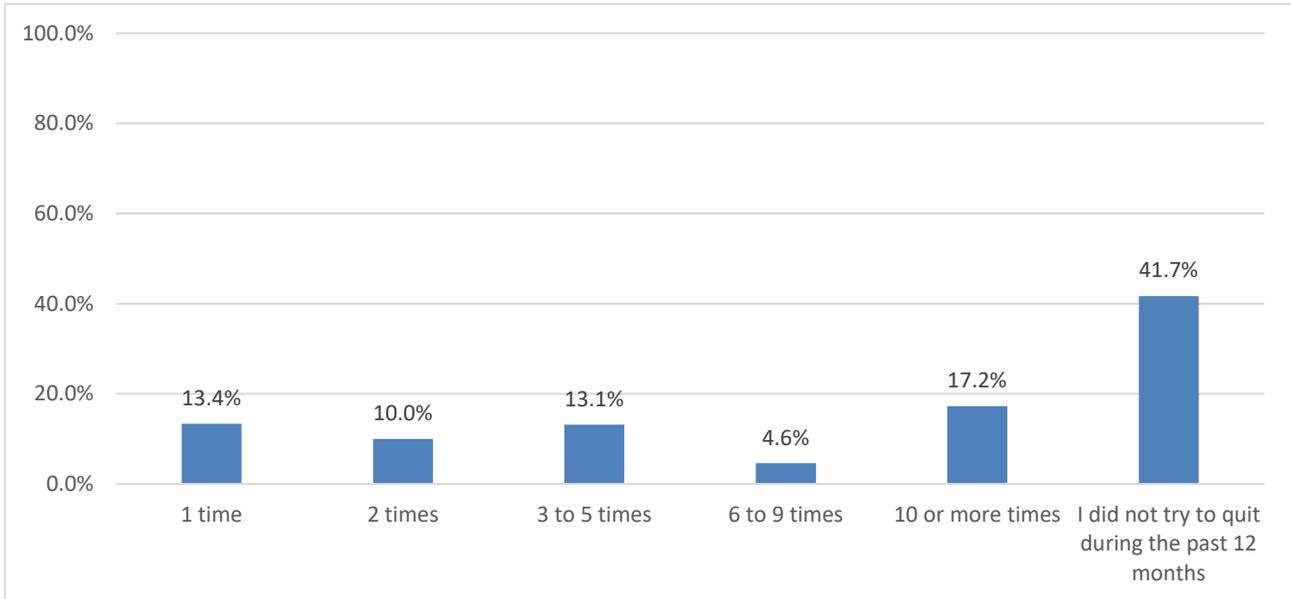
- Figure 53 showed that over two-fifths (44.7%) of student tobacco users were not thinking about quitting the use of all tobacco products.
- About one in seven (15.7%) reported they would think about quitting, but not in the next 12 months.

Figure 53: Students Seriously Thinking About Quitting the Use of All Tobacco Products, Among Students Who Reported Using Tobacco Products, Nebraska YTS 2019 (n=312)



- As seen in Figure 54, 17.2% of student who reported using some form of tobacco indicated they stopped using all tobacco products for one day or longer 10 or more times in the past 12 months to try to quit using for good.

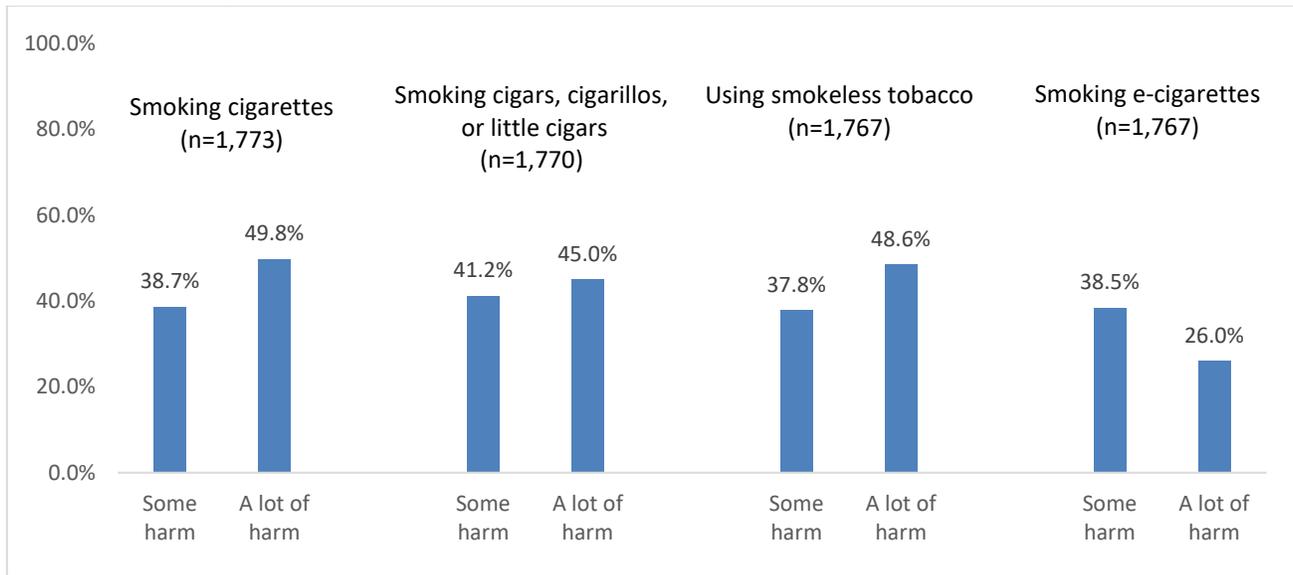
Figure 54: Percentage of Students Who Stopped Using All Tobacco for One Day or Longer to Try to Quit Using for Good, Among Student Smokers, Nebraska YTS 2019 (n=353)



Perceptions of Tobacco Health Risk and Peer Utilization

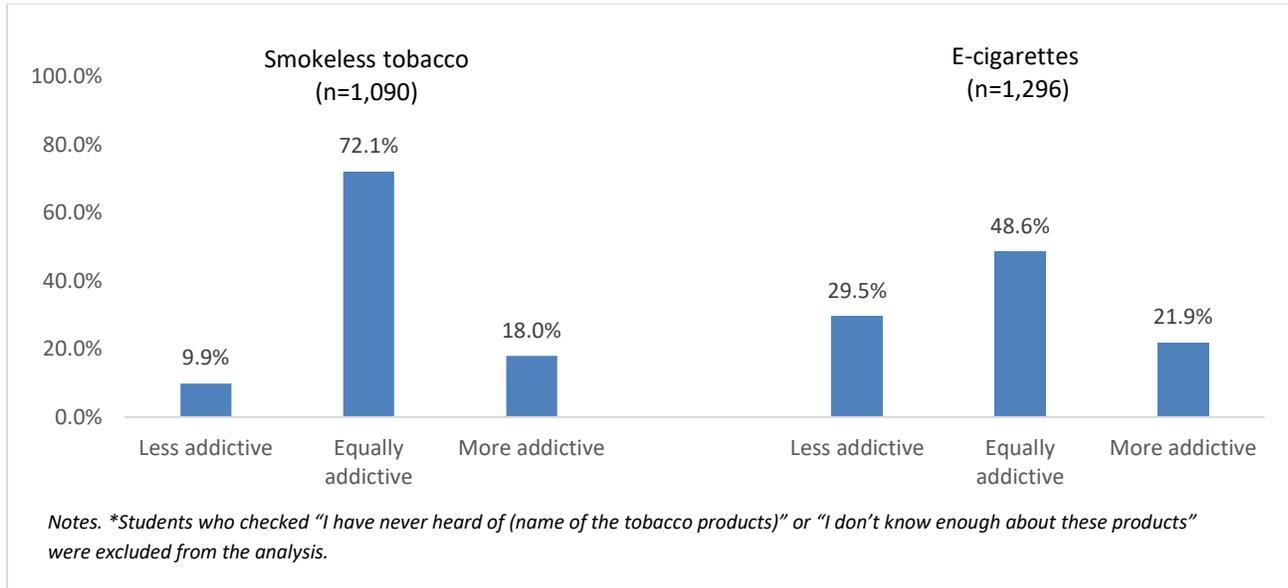
- Figure 55 shows that rates were comparable across various tobacco products regarding students' perceptions on each products' harmfulness. For cigarettes, cigars, cigarillos, little cigars, and smokeless tobacco, close to half of the respondents felt that smokers harm themselves a lot when using these items sometimes, but not on a daily basis.
- Unlike the tobacco products mentioned above, students perceive e-cigarettes as putting users at more risk of "some harm" (38.5%) compared to "a lot of harm" (26.0%).

Figure 55: Percentage of Students Reporting People Harm Themselves Some or a Lot When Using Tobacco Products Some Days, Nebraska YTS 2019



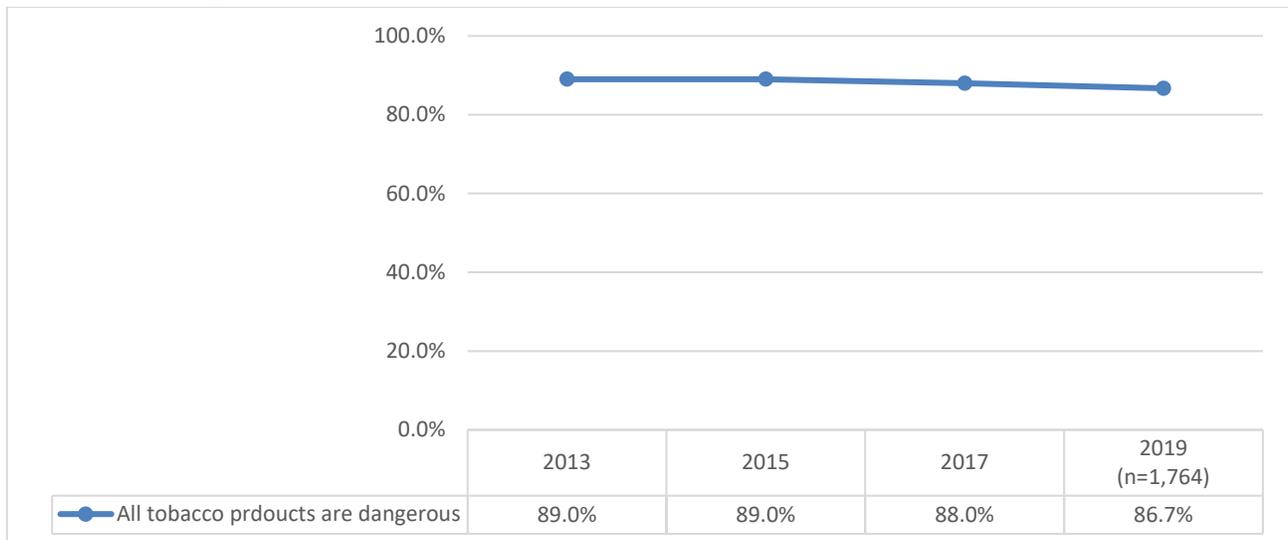
- Among respondents (Figure 56), the majority perceived smokeless tobacco to be equally addictive as cigarettes (72.1%).
- Near one-third of students (29.5%) felt that e-cigarettes are less addictive than cigarettes.

Figure 56: Percentage of Students Reporting How Addictive Smokeless Tobacco and E-Cigarettes are Compared to Cigarettes*, Nebraska YTS 2019



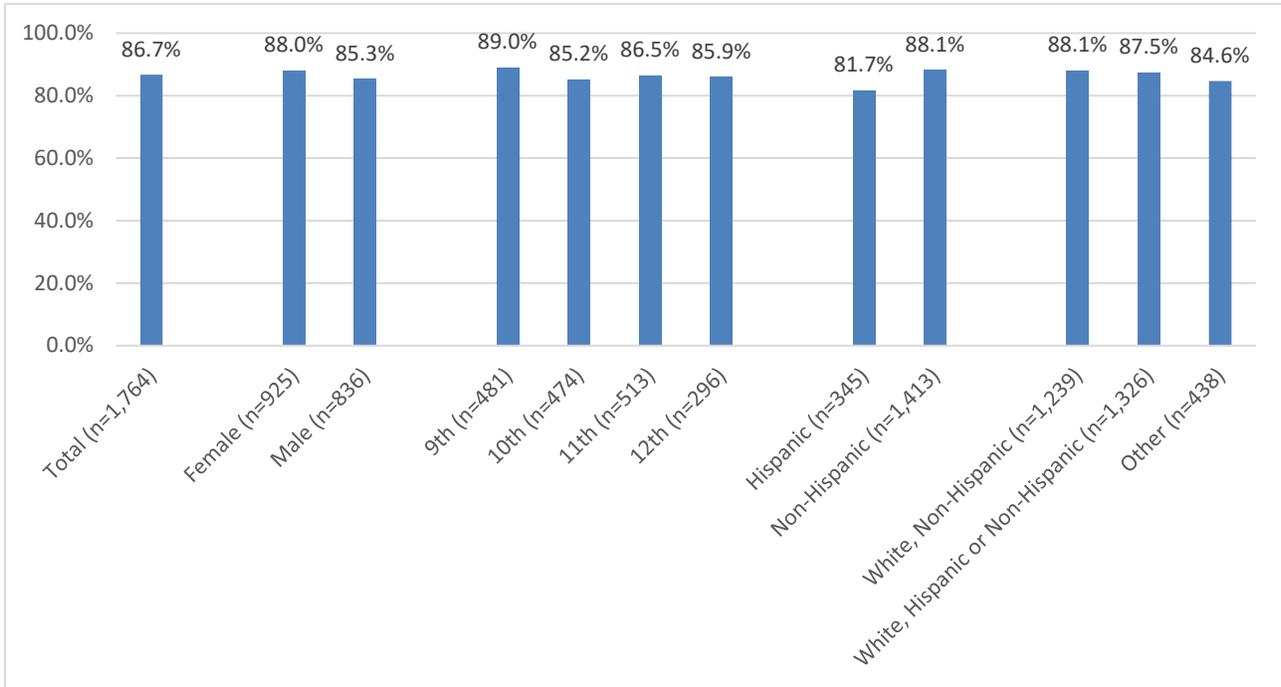
- The percentage of students who agreed or strongly agreed with the statement "all tobacco products are dangerous" remained stable from 2013 (89.0%) to 2019 (86.7%) (Figure 57).

Figure 57: Percentage of Students Who Agreed or Strongly Agreed with the Statement "All tobacco products are dangerous"*, Nebraska YTS 2013-2019



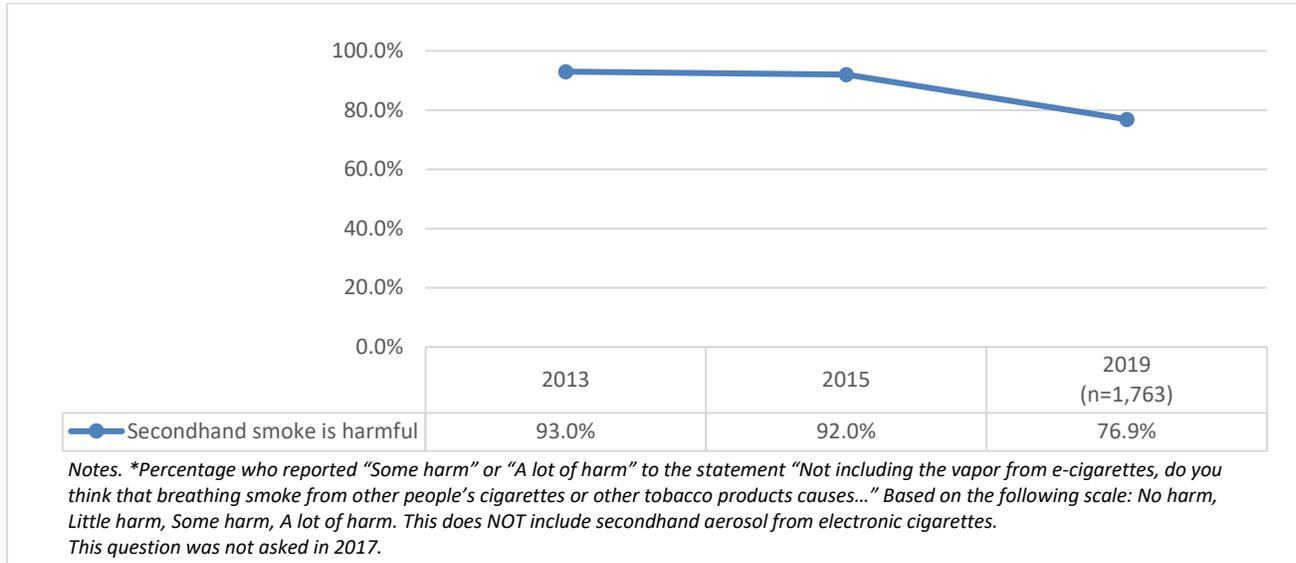
- The majority of students either agreed or strongly agreed with the statement “all tobacco products are dangerous” regardless of gender, grade, ethnicity, or race (Figure 58).
- There were more 9th graders (89.0%) that believed all tobacco products are dangerous, compared to students in other grades.
- Non-Hispanic students (88.1%) were more likely than Hispanic students (81.7%) to believe all tobacco products are dangerous.

Figure 58: Percentage of Students Who Agreed or Strongly Agreed with the Statement “All tobacco products are dangerous” by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



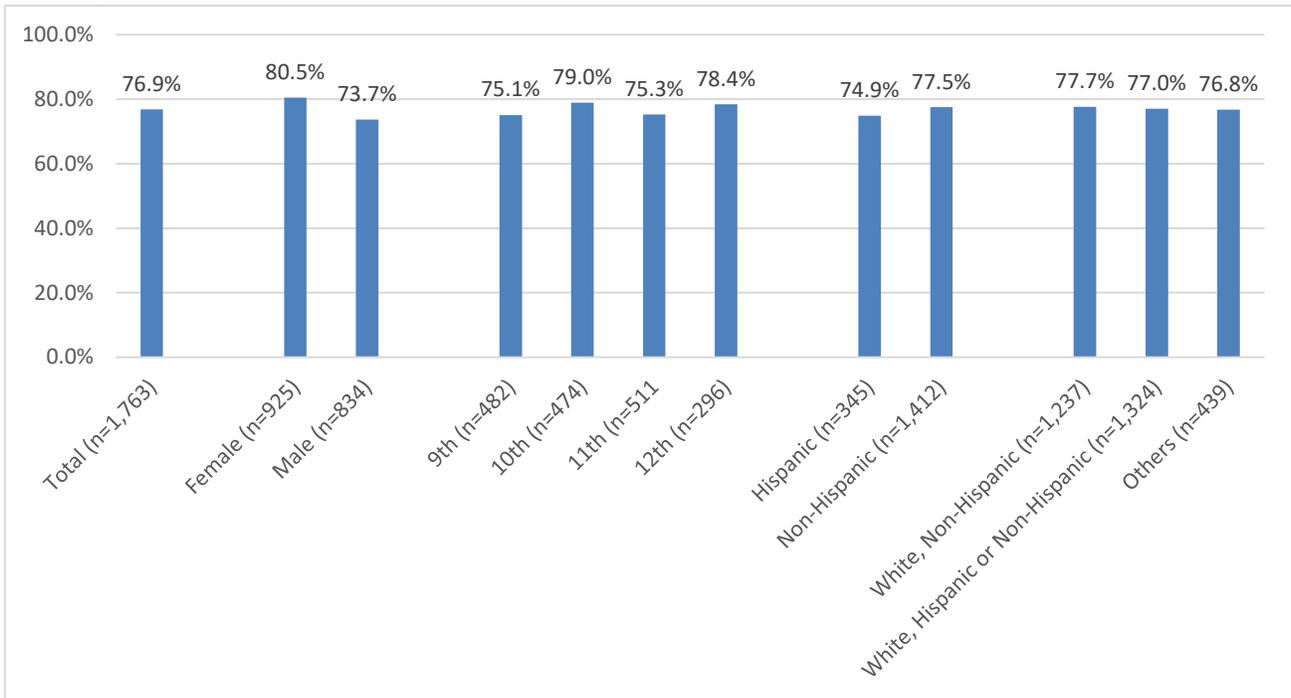
- Compared to earlier YTS administrations, the percentage of students who believe that secondhand smoke is harmful decreased from 93.0% in 2013 to 76.9% in 2019 (Figure 59).

Figure 59: Percentage of Students who Believed that Secondhand Smoke is Harmful*, Nebraska YTS 2013-2019



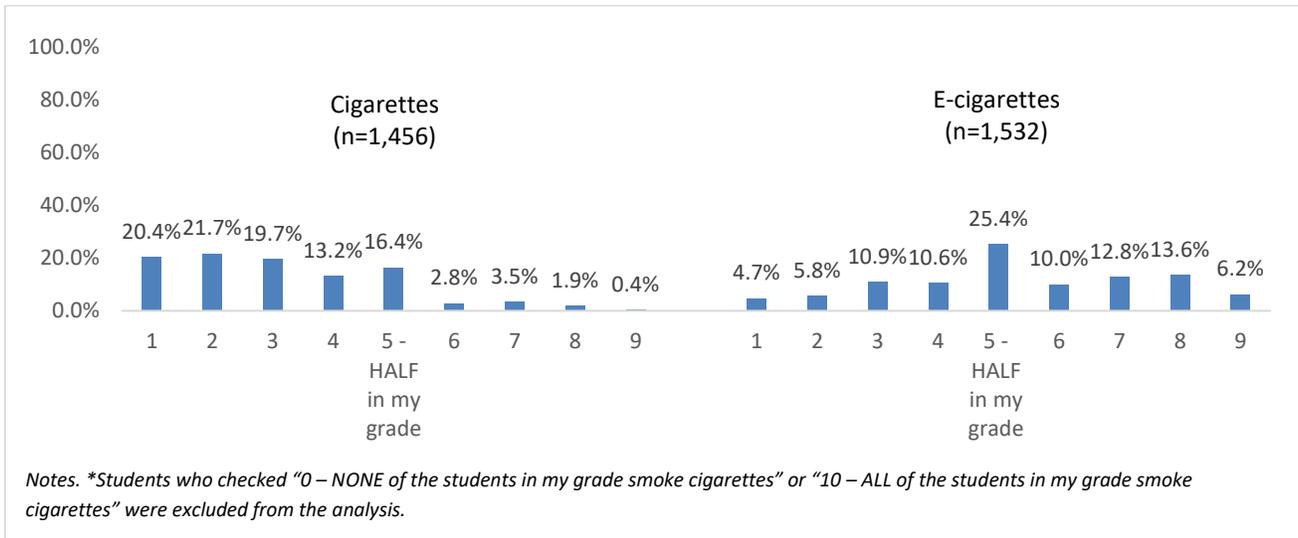
- Female students reported a higher percentage of believing that secondhand smoke is harmful (80.4%) compared to male students (73.7%).
- Rates were similar when measured by grade, ethnicity, or race albeit small differences (Figure 60).

Figure 60: Percentage of Students who Believed that Secondhand Smoke is Harmful by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



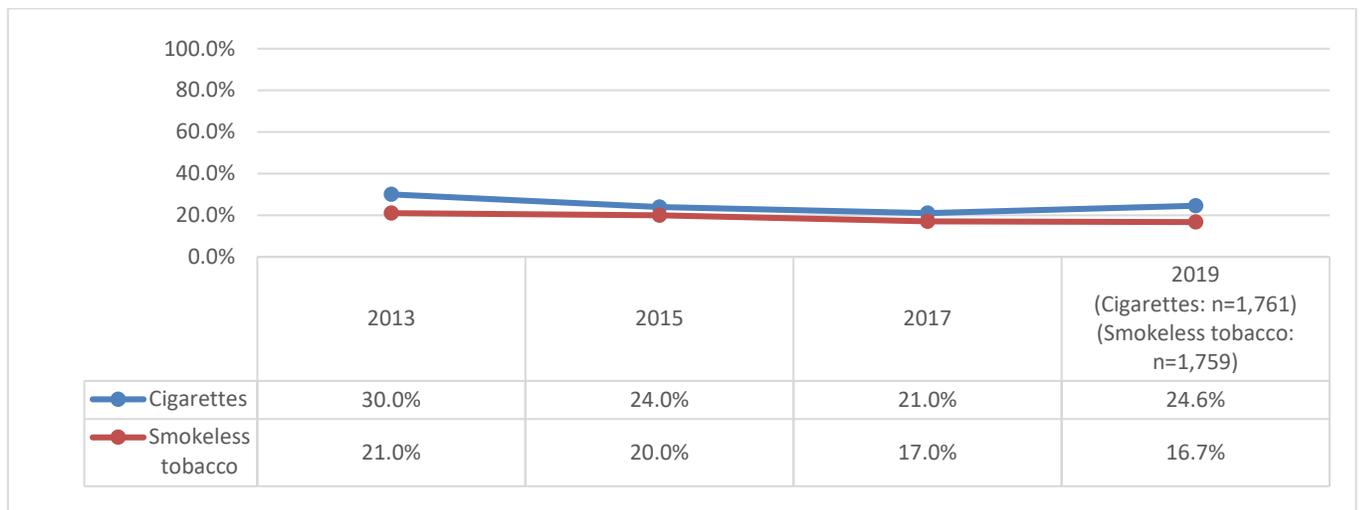
- The majority of students (91.4%) believed that out of every 10 students in their grade at school no more than half (five students) smoked cigarettes (Figure 61).
- The proportion of cohorts believed to smoke e-cigarettes was much higher than that of cigarettes. Over two-fifths (42.6%) of students assumed that six to nine out of every 10 students in their grade at school smoked e-cigarettes.

Figure 61: Percentage of Students Reporting Out of Every 10 Students How Many in Their Grade at School Smoked Cigarettes or E-Cigarettes*, Nebraska YTS 2019



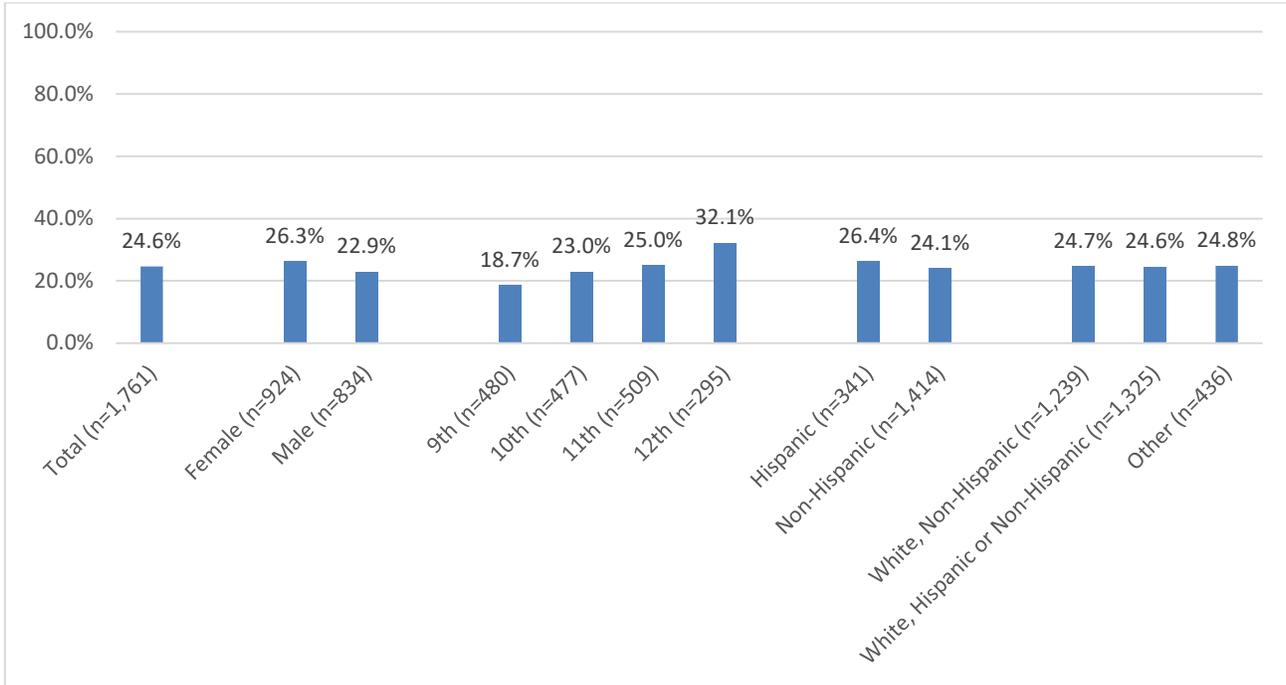
- As seen in Figure 62, the percentage of students reporting one or more of their four closest friends smoked cigarettes went down from 2013 to 2017, and then increased in 2019 (24.6%).
- The percentage of students reporting one or more of their four closest friends used smokeless tobacco followed a gradual decline from 21.0% in 2013 to 16.7% in 2019.

Figure 62: Percentage of Students Reporting One or More of Their Four Closest Friends Smoked Cigarettes, Nebraska YTS 2013-2019



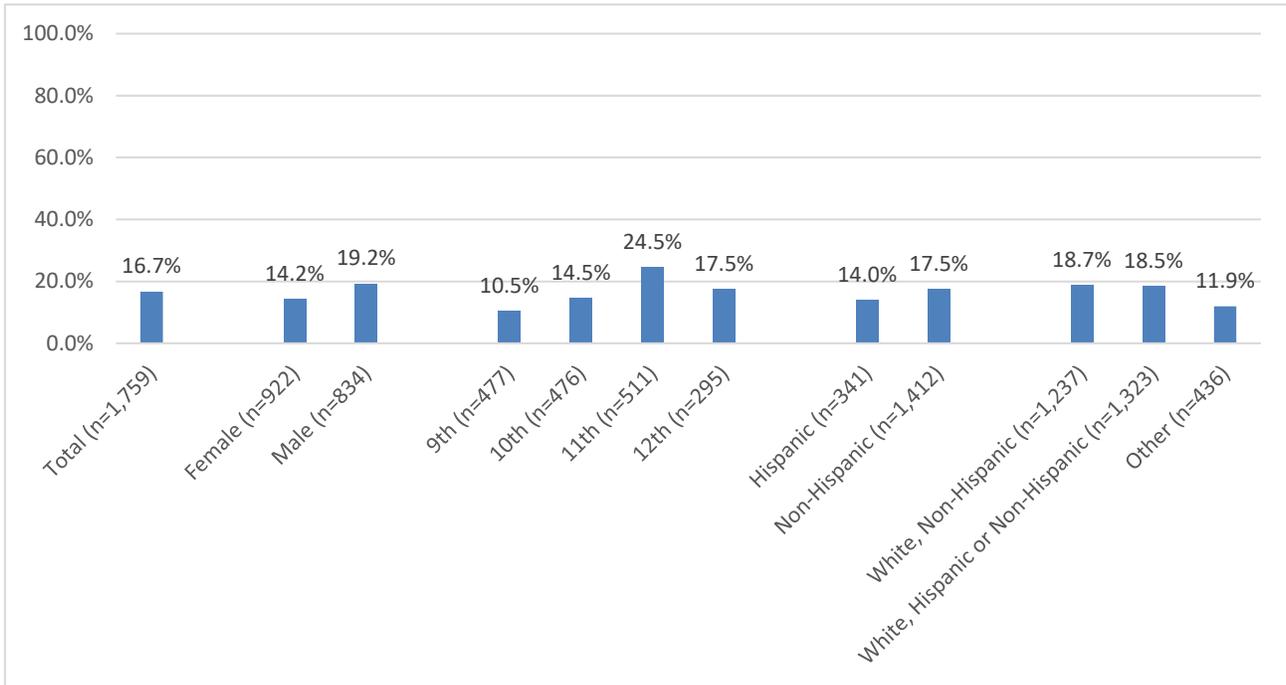
- The percentage of students reporting one or more of their four closest friends smoked cigarettes was higher among female students (26.3%) than male students (22.9%).
- More students reported one or more of their four closest friends smoked cigarettes as grades increased (Figure 63).

Figure 63: Percentage of Students Reporting One or More of Their Four Closest Friends Smoked Cigarettes by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



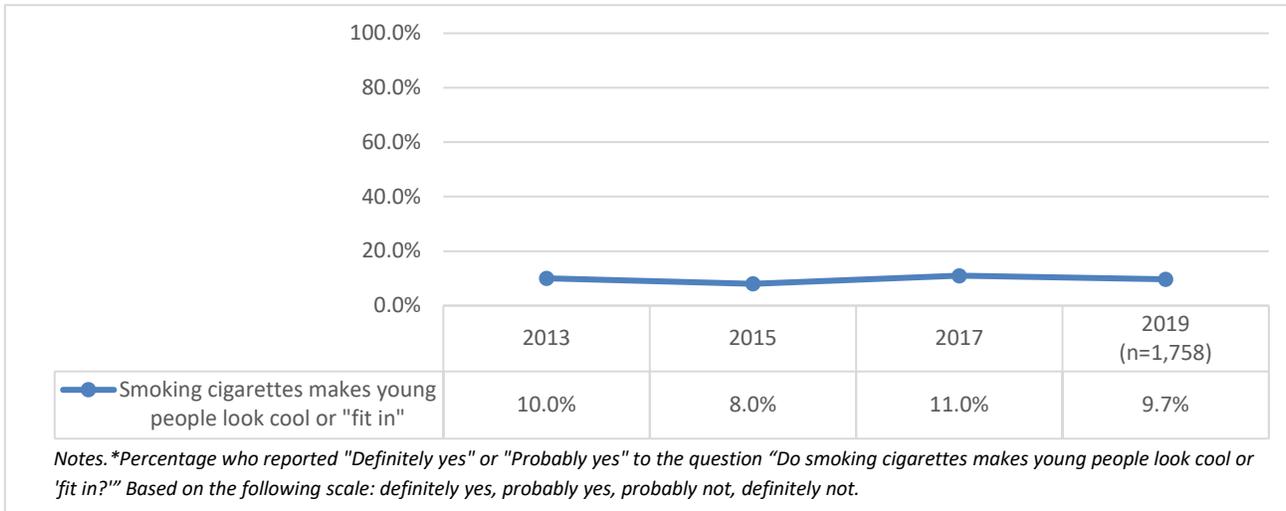
- While a higher proportion of female students reported friends smoked cigarettes, more male students said that one or more of their four closest friends used smokeless tobacco (19.2%).
- White students, regardless of ethnicity, were more likely than students of other races to report that at least one of their four best friends used smokeless tobacco (Figure 64).

Figure 64: Percentage of Students Reporting One or More of Their Four Closest Friends Used Smokeless Tobacco by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



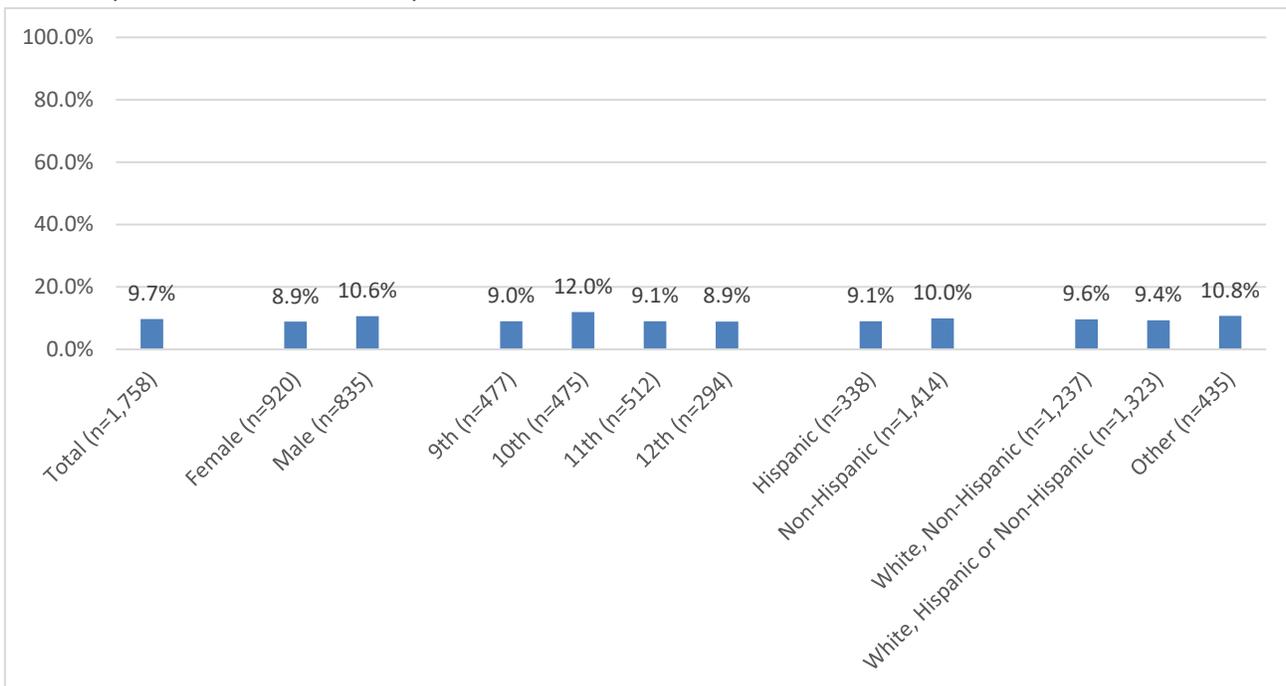
- Among all respondents in 2019, 9.7% perceived that smoking makes young people look cool or “fit in” (Figure 65).

Figure 65: Percentage of Students Who Believed That Smoking Cigarettes Makes Young People Look Cool or “Fit In”*, Nebraska YTS 2013-2019



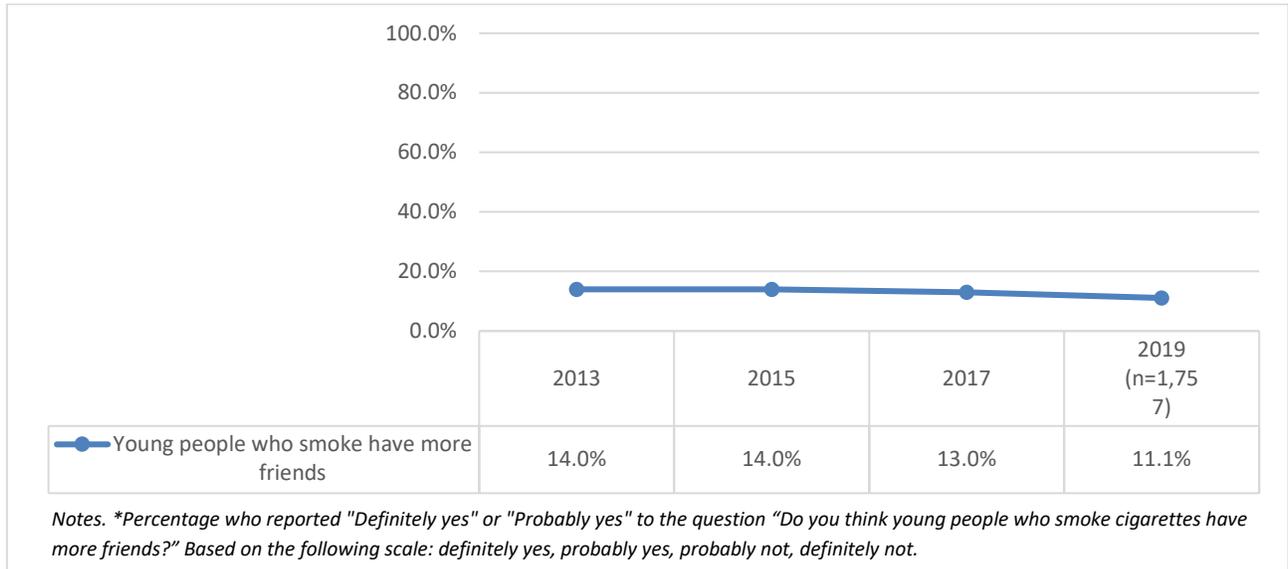
- There were very small variations in the numbers by ethnicity or race regarding the belief that smoking cigarettes makes young people look cool or “fit in” (Figure 66).
- Males were slightly more likely to hold this perception (10.6%) than female students (8.9%).

Figure 66: Percentage of Students Who Believed That Smoking Cigarettes Makes Young People Look Cool or “Fit In” by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



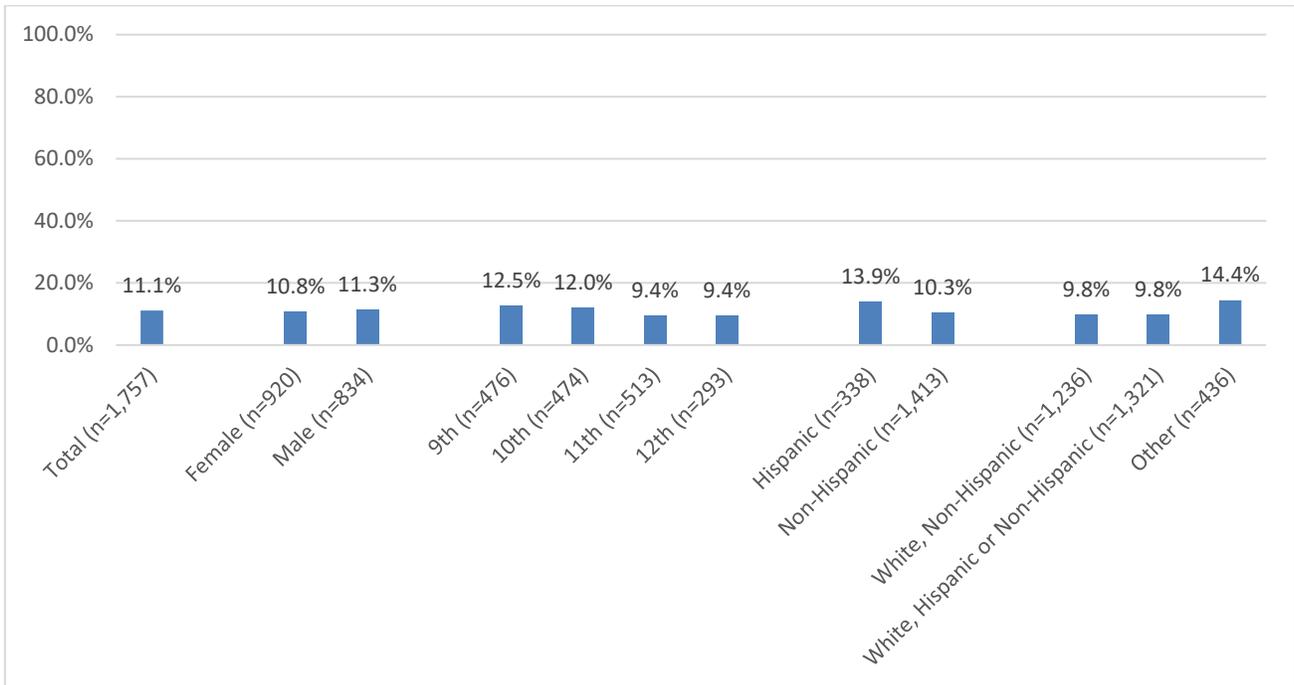
- As observed in Figure 67, the portion of students who believe that young people who smoke cigarettes have more friends has declined since 2015 (13.0%) and hit a new low point of 11.1% in 2019.

Figure 67: Percentage of Students Who Agree That Young People Who Smoke Cigarettes Have More Friends*, Nebraska YTS 2013-2019



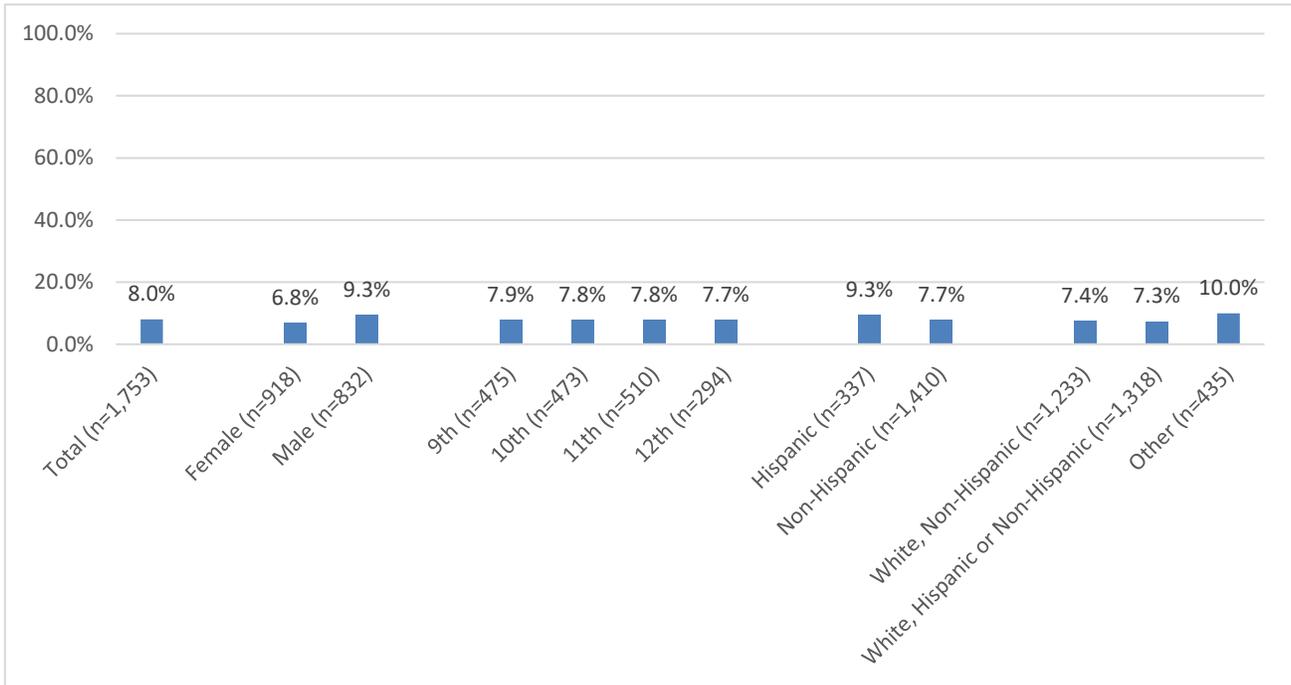
- Breakdowns by demographics indicated that as students progressed through grades, they were less likely to think that those who smoke cigarettes have more friends (Figure 68).
- Hispanic students (13.9%) were more likely than non-Hispanic counterparts (10.3%) to believe cigarette smokers have more friends, and white students (Hispanic or non-Hispanic) were less likely than those of other races to believe this.

Figure 68: Percentage of Students Who Agreed That Young People Who Smoke Cigarettes Have More Friends by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



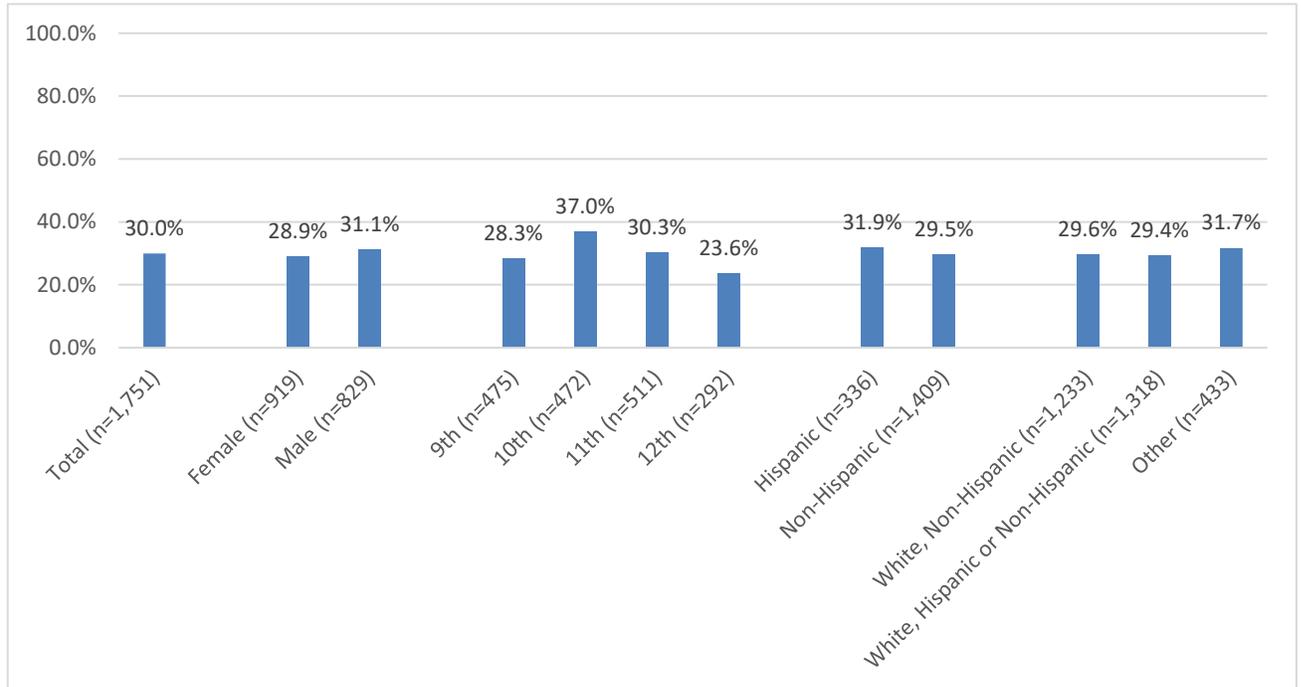
- Figure 69 illustrates that all grades, 9th through 12th, tended to have a similar percentage of students who believe that young people who use smokeless tobacco have more friends.
- Students were less likely to agree that young people who use smokeless tobacco have more friends, compared to those who use cigarettes.

Figure 69: Percentage of Students Who Agreed That Young People Who Use Smokeless Tobacco Have More Friends by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



- As shown in Figure 70, compared to cigarettes (Figure 68) or smokeless tobacco (Figure 69), considerably more students regardless of gender, grade, ethnicity, or race thought young people using e-cigarettes have more friends.

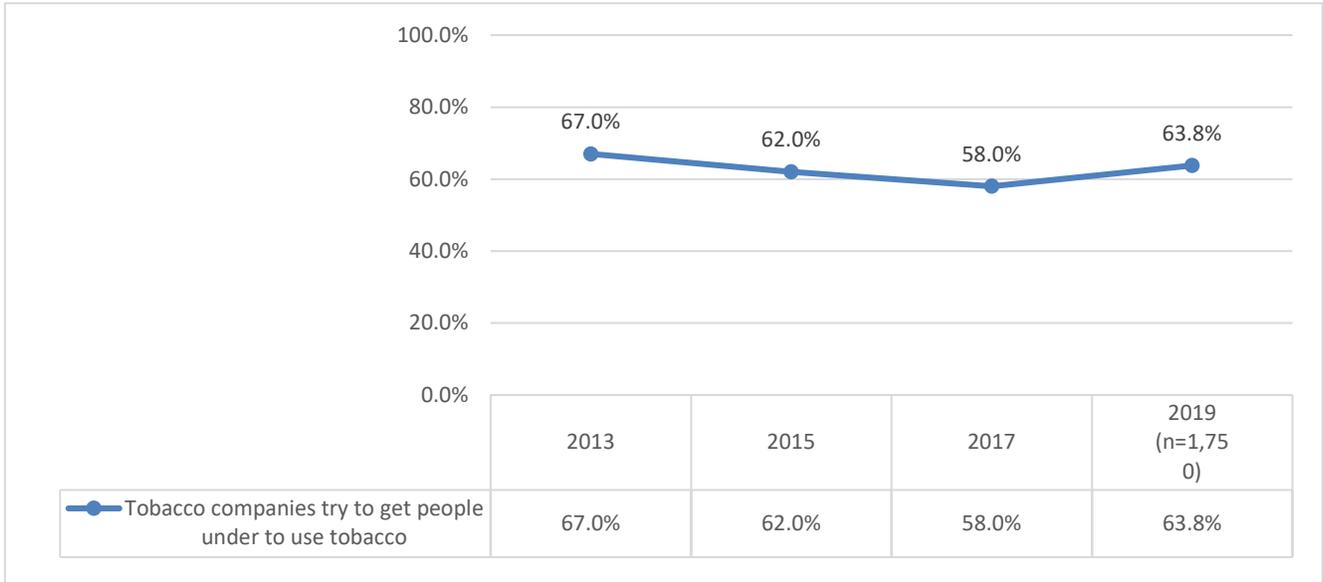
Figure 70: Percentage of Students Who Agreed That Young People Who Use E-Cigarettes Have More Friends by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



Tobacco Advertisements

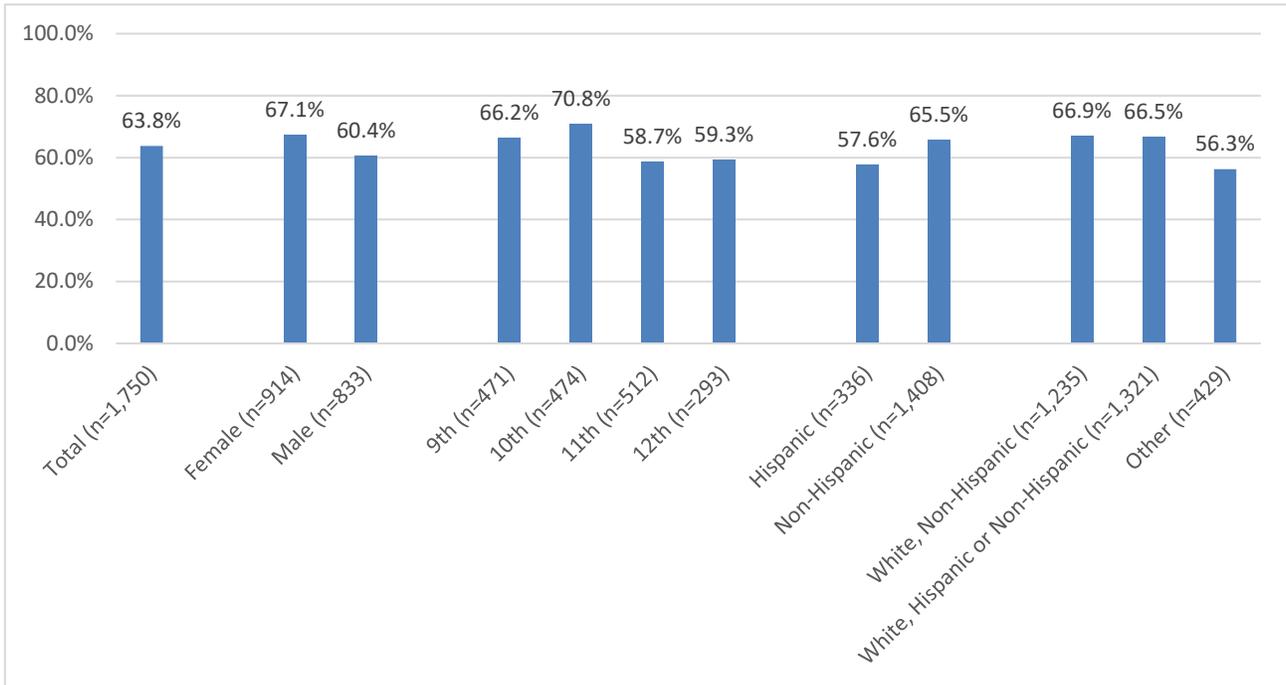
- As shown in Figure 71, after two years of decline, the percentage of students who believe that tobacco companies try to get people under 18 to use tobacco products increased to 63.8% in 2019 from 58.0% in 2017.

Figure 71: Percentage of Students Who Believed Tobacco Companies Try to Get People under 18 to Use Tobacco Products, Nebraska YTS 2013-2019



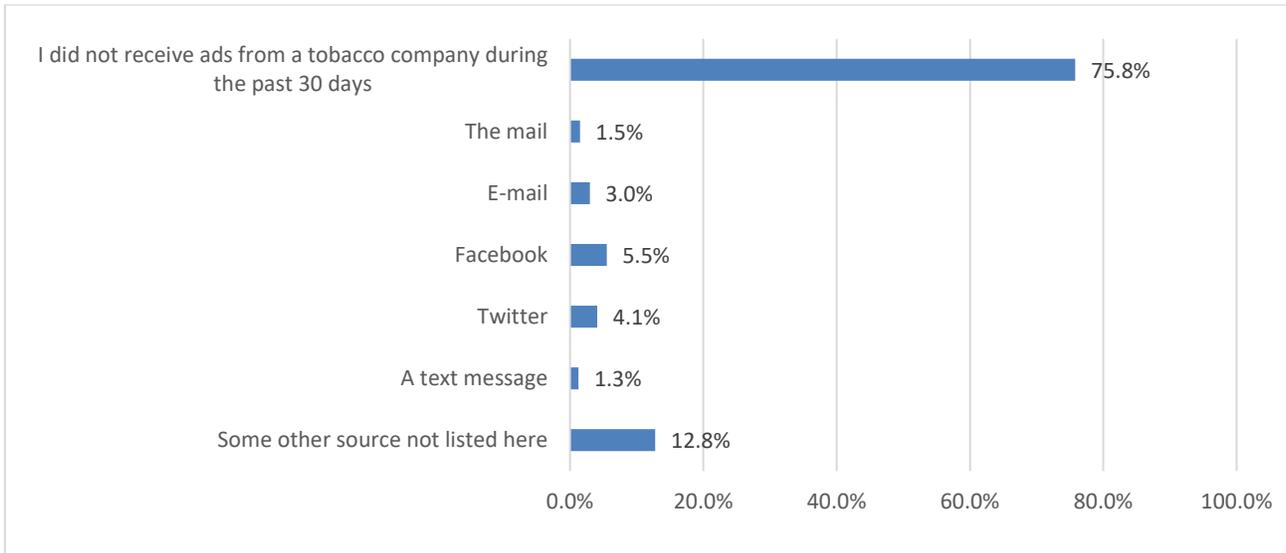
- Female students (67.1%) were more likely than male students (60.4%) to believe that tobacco companies try to get underage youths to use their products (Figure 72).
- White, Hispanic or non-Hispanic students (66.5%) were more likely than other races (56.3%) to believe this.

Figure 72: Percentage of Students Who Believed Tobacco Companies Try to Get People Under 18 to Use Tobacco Products by Grade, Race, Ethnicity, and Gender, Nebraska YTS 2019



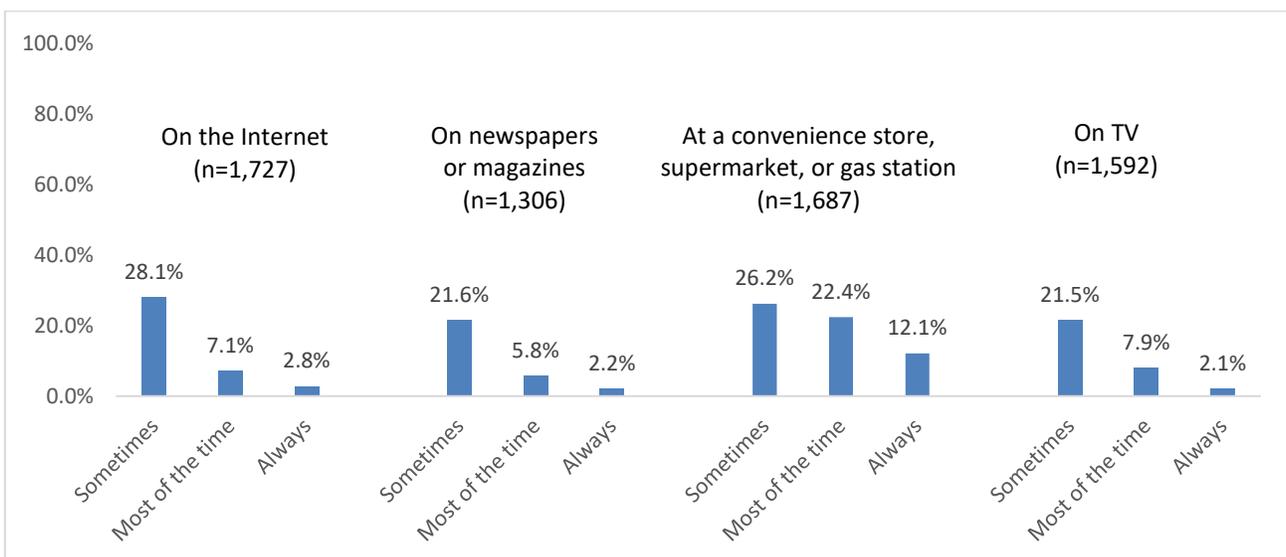
- Out of all respondents, three quarters (75.8%) indicated they did not receive ads from a tobacco company during the past 30 days (Figure 73).
- Students were generally more likely to receive tobacco ads on social media such as Facebook (5.5%) or Twitter (4.1%) compared to other means.

Figure 73: Ways That Students Received Tobacco Advertisements in the Past 30 Days, Nebraska YTS 2019 (n=1,846)



- Students were most likely to see advertisements or promotions for e-cigarettes at a convenience store, supermarket, or gas station (60.7%) compared to on the Internet (38.0%), on TV (31.5%), or in newspapers or magazines (29.6%) (Figure 74).

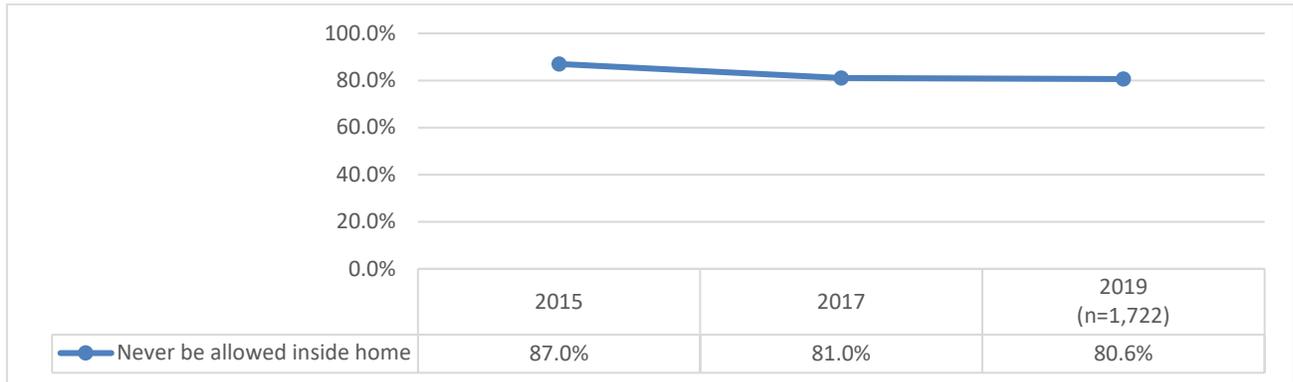
Figure 74: How Often Students Saw Advertisements or Promotions for E-Cigarettes in Different Places, Nebraska YTS 2019



Exposure to Tobacco Smoke

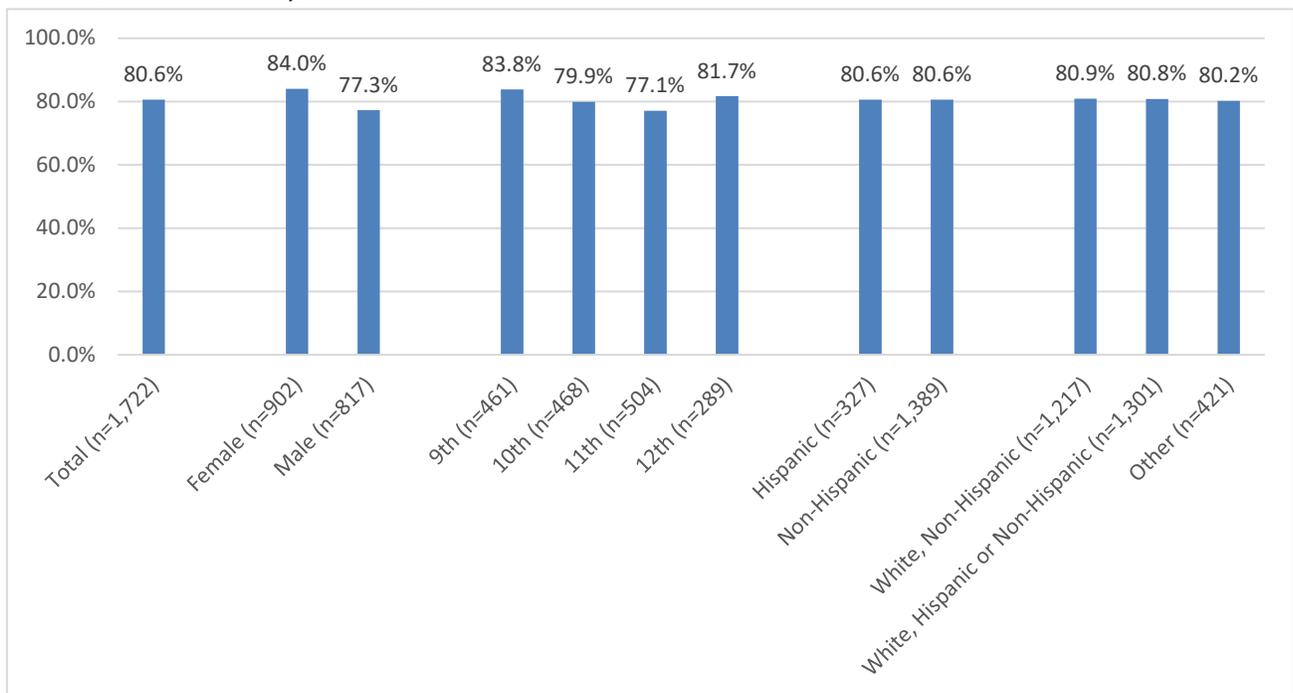
- Eight in ten (80.6%) students believed that smoking should never be allowed inside their home. This was roughly the same as 2017 (81.0%). However, this was a decline from 87.0% in 2015 (Figure 75).

Figure 75: Percentage of Students Who Believed Smoking Should Never be Allowed in Their Home, Nebraska YTS 2015-2019



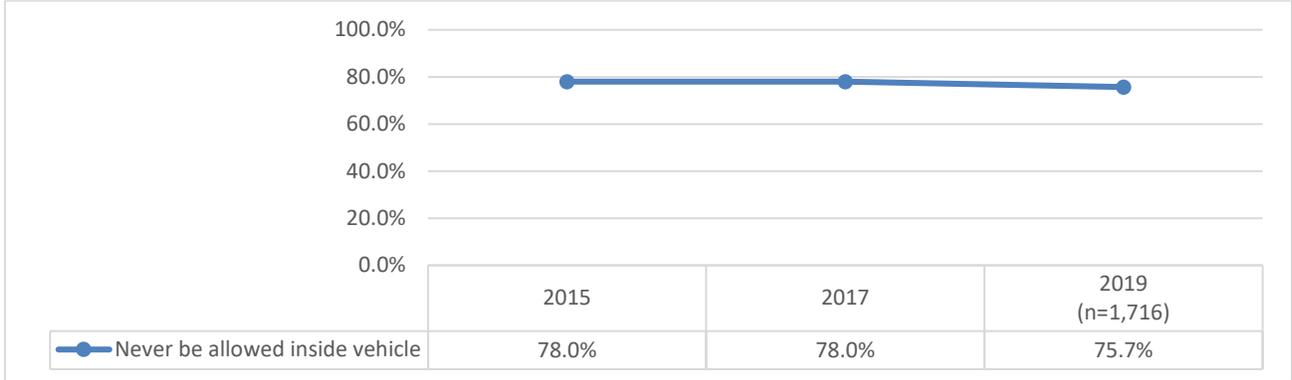
- As shown in Figure 76, female students (84.0%) were more likely than male students (77.3%) to believe the use of smoking tobacco products should never be allowed inside their home.
- Little variation was found by ethnicity or race.

Figure 76: Percentage of Students Who Believed Smoking Should Never be Allowed in Their Home by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



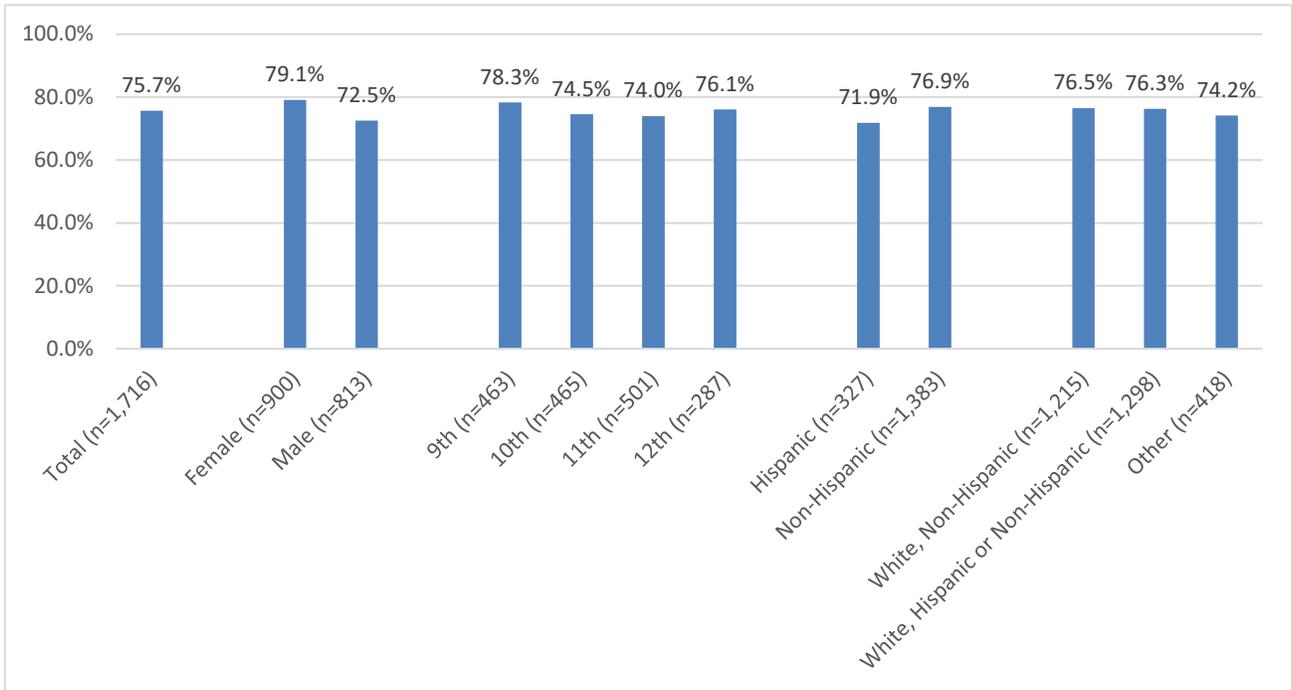
- Similar to opinions on whether smoking tobacco products should never be allowed in the home, a decrease was found in 2019 regarding smoking in vehicles (75.7%) (Figure 77).

Figure 77: Percentage of Students Who Believed Smoking Should Never be Allowed in Vehicles, Nebraska YTS 2015-2019



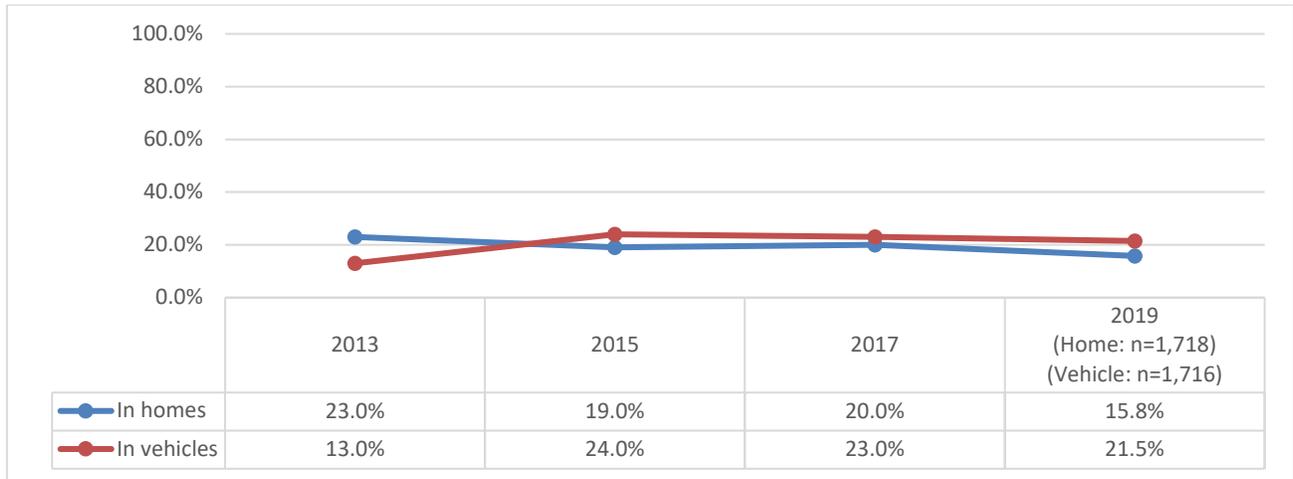
- More female students believed smoking should never be allowed in vehicles (79.1%) than male students (72.5%) (Figure 78).

Figure 78: Percentage of Students Who Believed Smoking Should Never be Allowed in Vehicles by Gender, Grade, Ethnicity, and Race, Nebraska YTS 2019



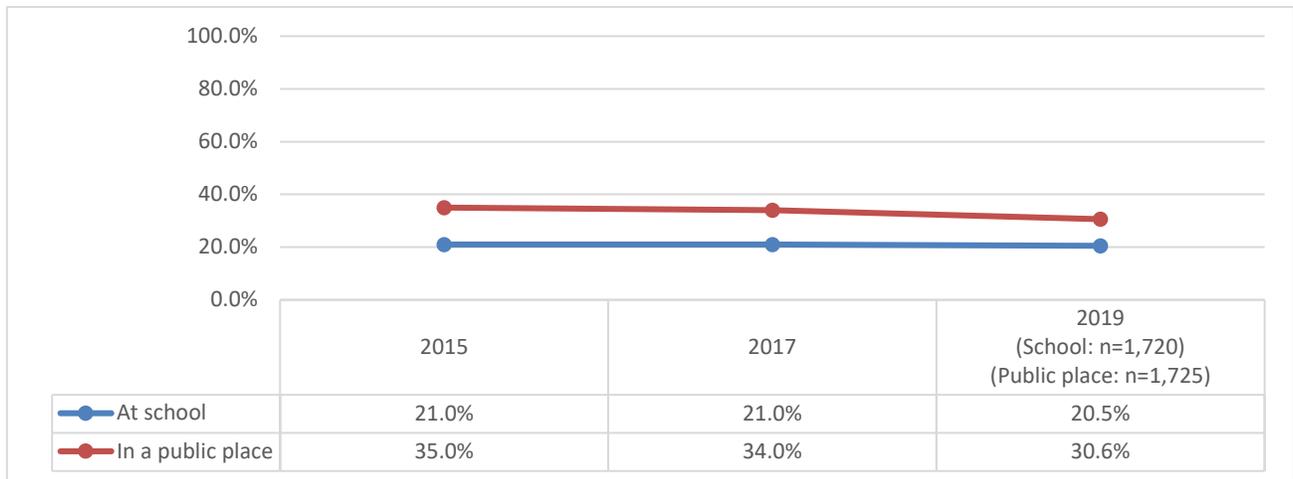
- As seen in Figure 79, from 2015, high school students were more likely to experience secondhand smoking in vehicles versus in their home.

Figure 79: Exposure to Secondhand Smoke in Their Homes or Vehicles During the Past 7 Days, Nebraska YTS 2013-2019



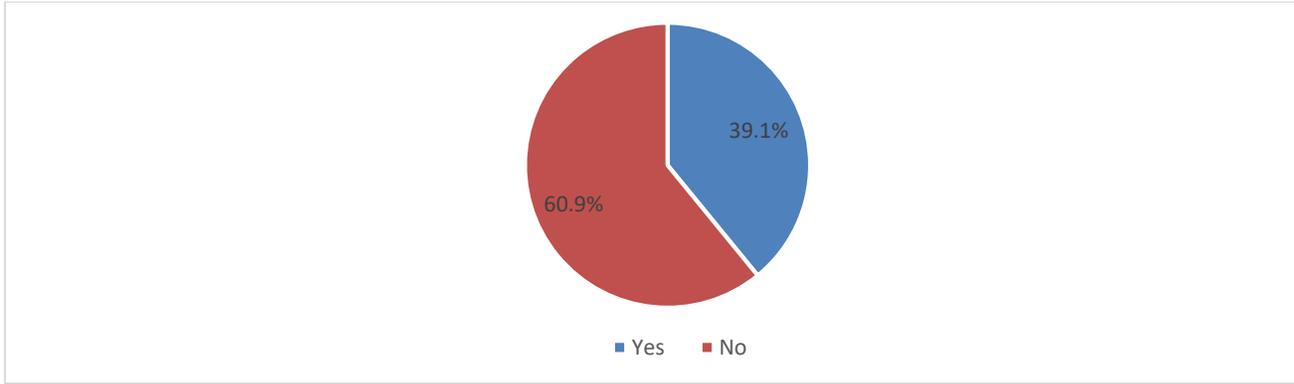
- Figure 80 illustrates that the rate of students reporting exposure to secondhand smoke at school remained about the same from 2015 to 2019.
- Exposure to secondhand smoke in a public place has continued to decline since 2015, reaching 30.6% in 2019.

Figure 80: Exposure to Secondhand Smoke at School or in a Public Place During the Past 7 days, Nebraska YTS 2015-2019



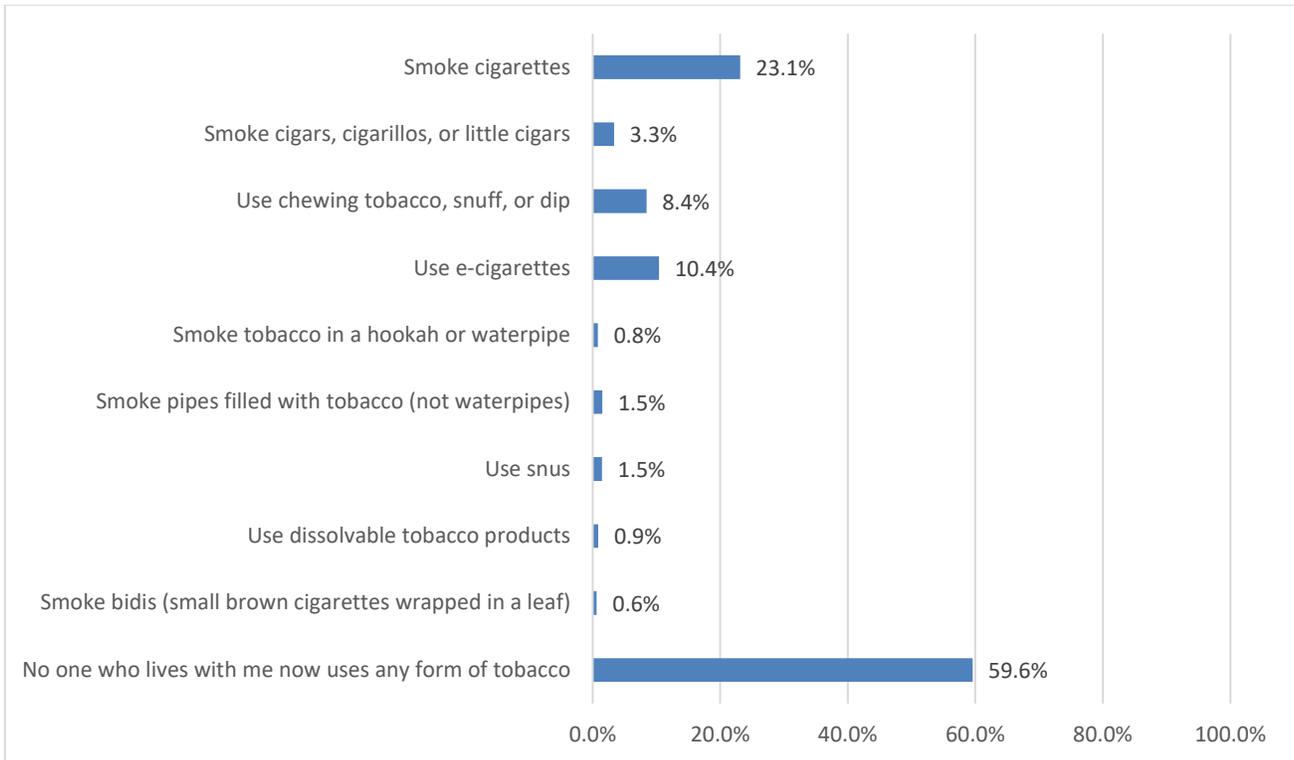
- About two-fifths of students (39.1%) reported exposure to secondhand aerosol at school or in a public place during the past 30 days (Figure 81).

Figure 81: Exposure to Secondhand Aerosol in a Public Place during the Past 7 days, Nebraska YTS 2019 (n=1,719)



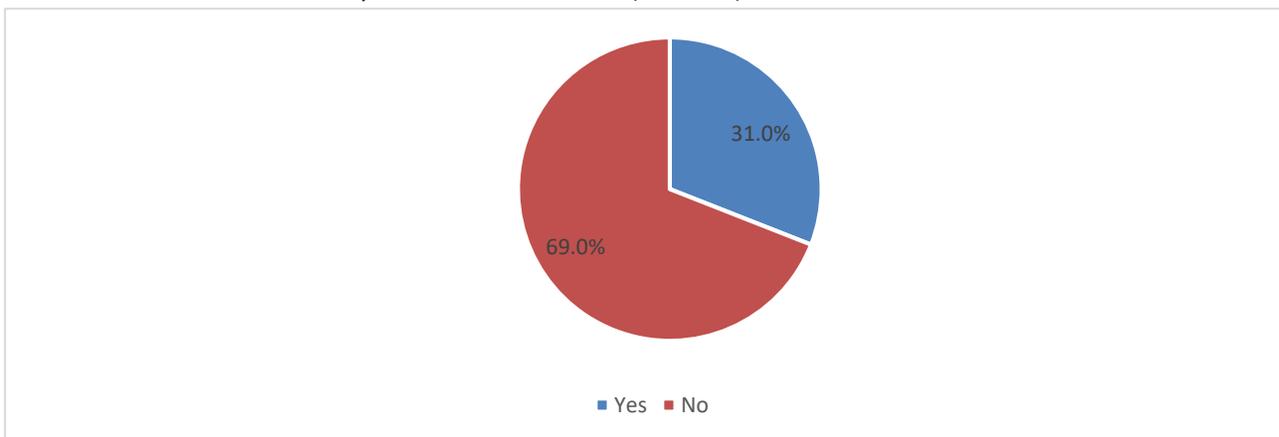
- As seen in Figure 82, close to three-fifths of students (59.6%) reported that they were not currently living with anyone who uses tobacco products.
- The top three tobacco products someone in their home was most likely to use were cigarettes (23.1%), e-cigarettes (10.4%), and smokeless tobacco (8.4%).

Figure 82: Type of Tobacco Used by Someone Who Student Lives With, Nebraska YTS 2019 (n=1,846)



- About one in three students (31.0%) reported knowing someone, including themselves, using tobacco products on school property when they were not allowed to do so in the past 30 days (Figure 83).

Figure 83: Percentage of Students Reporting Knowledge of Tobacco Use on School Property When It was Not Allowed in the Past 30 Days, Nebraska YTS 2019 (n=1,722)



Appendix A: Terms and Definitions

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

Forms of Tobacco Products

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

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

E-cigarettes (e-cig): A device that heats a liquid into an aerosol that the user inhales. The liquid usually has nicotine and flavoring in it, and other additives. E-cigarettes are also commonly called vape pens, e-cigs, tank systems, and mods.

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 a 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.

Tobacco Free Nebraska (TFN): TFN is the state’s comprehensive tobacco prevention program, and is 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.

Appendix B: References

Centers for Disease Control and Prevention (2014). Fast Fact.

http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/, Retrieved March 2020.