

Nebraska Youth Tobacco Survey

2015/2017



for a great state of health

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INTRODUCTION

Tobacco use is the single 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 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, 2013, 2015 and 2017. This report presents results from the 2015 and 2017 surveys.

¹ CDC (2012)

Method

The 2015 Nebraska High School YTS was conducted from September 2014 to February 2015. All public high schools in Nebraska containing grades 9 to 12 were included in the 2015 sampling frame.

The 2017 Nebraska High School YTS was conducted from September 2016 to February 2017. Similarly, all public schools in Nebraska containing grades 9, 10, 11, 12 were included in the 2017 sampling frame.

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 in both samples (2015, 2017).

School Level – Schools were selected using Probability Proportional to Size (PPS) sampling method, in which large schools have greater 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.

In 2015, a total of 47 out of 60 sampled schools participated (78.3%), with 2,356 of 2,899 sampled students completing the survey questionnaires (81.3%). Overall response rate was 63.7% (78.3% X 81.3% = 63.7%).

In 2017, a total of 47 of the 60 sample schools participated (78.3%), with 2,329 of 2,879 sampled students completing the survey questionnaires (80.90%). Overall response rate was 63.4% (78.3% X 80.9% = 63.4%).

Table 1. Number of Samples and Response Rates

<i>Data Year</i>	<i>Sampled Schools</i>	<i>Participating Schools</i>	<i>School Response Rate</i>	<i>Sampled Students</i>	<i>Participating Students</i>	<i>Student Response Rate</i>	<i>Overall Response Rate</i>
2015	60	47	78.30%	2,899	2,356	81.30%	63.70%
2017	60	47	78.30%	2,879	2,329	80.90%	63.37%

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 (2015)

<i>Demographic Characteristic</i>	<i>Group</i>	<i>Number of Participants</i>	<i>Unweighted Percent</i>	<i>Weighted Percent</i>
<i>Age</i>	<i>14 and under</i>	438	19%	19%
	<i>15</i>	574	24%	25%
	<i>16</i>	583	25%	24%
	<i>17</i>	584	25%	25%
	<i>18 and older</i>	175	7%	7%
	<i>Missing</i>	2		
<i>Gender</i>	<i>Female</i>	1,194	51%	48%
	<i>Male</i>	1,156	49%	52%
	<i>Missing</i>	6		
<i>Grade</i>	<i>9th</i>	623	26%	25%
	<i>10th</i>	523	22%	25%
	<i>11th</i>	601	26%	24%
	<i>12th</i>	605	26%	26%
	<i>Missing</i>	4		
<i>Race/Ethnicity</i>	<i>White</i>	1,749	75%	67%
	<i>Hispanic</i>	385	16%	16%
	<i>Multiracial</i>	119	5%	5%
	<i>Other^{2*}</i>	89	4%	12%
	<i>Missing</i>	14		

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

Table 3. Demographic Characteristics of Students Who Participated in the Survey (2017)

Demographic Characteristic	Group	Number of Participants	Unweighted Percent	Weighted Percent
Age	14 and under	391	17%	17%
	15	594	26%	25%
	16	669	29%	24%
	17	510	22%	26%
	18 and older	141	6%	8%
	Missing	24		
Gender	Female	1,145	50%	48%
	Male	1,154	50%	52%
	Missing	30		
Grade	9 th	583	25%	25%
	10 th	595	26%	25%
	11 th	713	31%	25%
	12 th	415	18%	25%
	Missing	23		
Race/Ethnicity	White	1,754	76%	64%
	Hispanic	350	15%	18%
	Multiracial	96	4%	5%
	Other ^{3*}	98	4%	13%
	Missing	31		

³ '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 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.

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 asked to never smokers in this report; 1) if 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.

EXECUTIVE SUMMARY

Results from the 2015 and 2017 Nebraska Youth Tobacco Survey (YTS) show continued progress in reducing tobacco use and in improving tobacco-related environments for Nebraska youth.

Prevalence of Tobacco Use

- In 2015 and 2017, approximately two in five Nebraska high school students (2015, 38%; 2017, 39%) have ever used at least one form of tobacco in their lifetime.
- About one in five high school students (2015, 20%; 2017, 18%) have used at least one form of tobacco during the past 30 days prior to the survey (current tobacco users).
- In 2015, approximately 17,923 Nebraska high school students were currently using at least one form of tobacco. Among them, about 8,065 students smoked cigarettes in 2015.
- In 2017, approximately 16,705 Nebraska high school students were currently using at least one form of tobacco. Among them, about 6,496 students smoked cigarettes in 2017.
- In 2015, cigarettes and e-cigarettes were the most commonly used form of tobacco (9%), followed by cigars (7%), and smokeless tobacco (6%). In 2017, cigarettes were still the most commonly used form of tobacco (7%), followed by cigars and e-cigarettes (6%), and smokeless tobacco (5%).
- Current smokeless tobacco use was more prevalent among high school boys (2015, 10%; 2017, 9%) than high school girls (2015, 1%; 2017, 1%).

- In 2015, about one in five high school students (19%) have ever used e-cigarettes, even just one or two puffs. In 2017, it increased to about one in four (26%) having ever used e-cigarettes. The same percentage (9%) of high school students reported e-cigarette use during the past 30 days (current e-cigarette users) in 2015 and 2017.
- More than half of current cigarette smokers (2015, 53%; 2017, 60%) smoked menthol cigarettes.

Initiation of Tobacco Use

- About one in 10 (2015, 10%; 2017, 8%) high school students reported having first tried a cigarette when they were younger than 13 years old.
- Current cigarette smokers were more likely to report they smoked their first cigarette under the age of 13 than non-cigarette smokers in 2015 and 2017.
- In 2015, tobacco use experimentation peaked at 16 years of age for cigarettes and smokeless tobacco, and age 15 for cigars. In 2017, tobacco use experimentation peaks at 14 years of age for cigarettes and age 15 for smokeless tobacco, tobacco in a hookah or waterpipe, and e-cigarettes, and age 16 for cigars.

Level of Tobacco Use

- In 2015, about 11% of students reported having only one or two puffs of a cigarette, with 5% reporting having smoked 100 or more cigarettes in their lifetime. Similarly, in 2017 about 9%

reported having only one or two puffs of a cigarette, with 4% reporting having smoked more than 100 cigarettes in their lifetime.

- In 2015, among all students, 73% were never-smokers, 18% were ever-smokers, 6% were moderate smokers who smoked less than 20 days during the month, and 4% were frequent smokers who smoked on 20 days or more during the past 30 days. In 2017, 78% were never-smokers, 15% ever-smokers, 5% moderate smokers, and 2% were frequent smokers.
- In 2015, nearly one in three smokers (30%) smoked one or two days during the past 30 days and slightly more than a quarter (27%) smoked every day. In 2017, slightly more than one-third (34%) smoked one to two days, and a quarter (25%) smoked every day during the past 30 days.
- Current smokers most frequently reported smoking two to five cigarettes per day (2015, 42%; 2017, 37%), with about 6% reporting they smoked more than 20 cigarettes per day in both years.

Access to Tobacco Products

- In 2015, high school smokers under the age of 18, most commonly obtained cigarettes by borrowing or “bumming” cigarettes from others (35%), followed by giving someone else money to buy cigarettes for them (34%), and buying cigarettes themselves (19%). In 2017, they most commonly obtained cigarettes by having someone else buy for them (41%), followed by borrowing or “bumming” cigarettes from others (34%), and buying cigarettes themselves (21%).

- High school smokers most frequently purchased cigarettes at gas stations (2015, 42%; 2017, 37%).
- During the past 30 days prior to the survey, slightly more than one in two smokers (2015, 55%; 2017, 51%) under the age of 18 reported they had never been refused from buying cigarettes due to their age.

Cessation Efforts

- In 2015, 37% of current cigarette smokers reported that they wanted to quit smoking cigarettes, and 36% of current cigarette smokers wanted to quit within a year.
- In 2017, about one third (34%) of cigarette smokers were seriously thinking about quitting cigarettes in the next 12 months, and close to two-thirds (61%) reported having tried at least one time to stop smoking for one day or longer to quit for good.
- In 2015 and 2017, the same proportion (66%) of cigarette smokers made at least one quit attempt to stay off cigarettes for one day or longer during the past 12 months. In 2015, about one half (51%) of cigarette smokers stayed off cigarettes for one day or longer when they last tried to quit for good. In 2017, the number rose to 58%. In 2015, 46% of smokers reported seriously thinking about quitting the use of all tobacco within a certain period of time. In 2017, 38% of smokers reported doing so.

Attitudes about Secondhand Smoke

- Approximately one in five (2015, 19%; 2017, 20%) high school students reported exposure to secondhand smoke in their homes, nearly one in four (2015, 24%; 2017, 23%) in vehicles, about one in five (2015, 21%; 2017, 21%) in schools, slightly more than one in three (2015, 35%; 2017, 34%) in indoor or outdoor public places, and around one in ten (2015, 10%; 2017, 12%) in work places. (Figure 1)

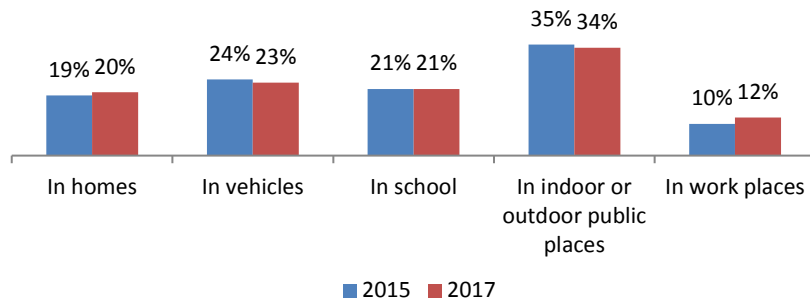


Figure 1. Exposure to Secondhand Smoke, Nebraska YTS, 2015-2017

- Overall, the majority of high school students (2015, 86%; 2017, 85%) reported that smoking is not allowed anywhere inside their homes. Smoke-free home rules were more likely if there were no smokers in the home.

- In 2015, 87% of all high school students believed that people should strictly prohibit smoking in their homes and 82% believed that people should prohibit smoking in their vehicles. In 2017, 81% of high school students believed that people should strictly prohibit smoking in their homes and 81% also embraced no smoking in their vehicles.

Influence from Family and Friends

- Overall, about two-fifths (2015, 41%; 2017, 42%) of high school students reported living with a smoker. Students who reported living with a cigarette smoker or smokeless tobacco user were more likely to use cigarettes or smokeless tobacco themselves.
- In 2015, about 29% of high school students reported living with at least one cigarette smoker and 12% with at least one smokeless tobacco user. In 2017, about 26% of high school students reported living with at least a cigarette smoker and 10% with at least one smokeless tobacco user.
- In 2015, 24% of high school students reported that one or more of their closest friends smoked. In 2017, 21% reported that one or more of their closest friends smoke.
- About four in every five cigarette smokers (2015, 80%; 2017, 78%) reported having at least one cigarette smoker among their four closest friends.
- In 2015, one in five high school students (20%) reported that one or more of their four closest friends used smokeless tobacco. In 2017, slightly less than one in five (17%) reported that.

- In 2015, 84% of current smokeless tobacco users reported that at least one of their four closest friends used smokeless tobacco. In 2017, 78% of current smokeless tobacco users reported that.
- In 2015, Nebraska high school students who were never-smokers were unlikely to start smoking cigarettes (2%). Similarly, in 2017, Nebraska high school students who were never-smokers were still unlikely to start smoking cigarettes (3%).
- In 2015, slightly more than one in three high school students (36%) reported that their parents or guardians talked to them in the past year about not using any type of tobacco.

Influence from Tobacco Marketing and Mass Media

- In 2015, about 7% of high school cigarette smokers received coupons and 10% received direct ads from tobacco companies. Similarly, in 2017, about 7% of high school cigarette smokers received coupons and 9% received direct ads from tobacco companies.
- In 2015, over three-quarters of high school students (79%) reported seeing tobacco advertisements in convenience stores during the past 30 days. In 2017, over two-thirds (68%) reported seeing tobacco advertisements in convenience stores.
- In 2015, 73 of high school students reported watching TV programs or movies in which actors used tobacco products during the past 30 days. In 2017, it dropped to 63.

- The percentage of high school students who have seen tobacco advertisements on the Internet has gradually decreased after reaching the peak in 2013, while the percentage of those who have seen actors using tobacco products on TV or in the movies keeps dropping since 2000.
- Fewer than one in five (2015, 16%; 2017, 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

- In 2015, 17% of high school students had participated in community activities to keep peers from using tobacco products, and in 2017 it dropped to 13%.
- In 2015, about 14% of students thought that young people who smoke cigarettes have more friends, and in 2017 it decreased to 13%.
- In 2015, 8% of high school students believe that smoking makes young people look cool or fit in, and in 2017 it increased to 11%.
- In 2015, the majority of high school students (92%) believed that secondhand smoke is harmful. This information was not gathered in 2017. In 2015, 62% believed that tobacco companies try to get minors to use tobacco products, and in 2017 it went down to 58%.

RESULTS

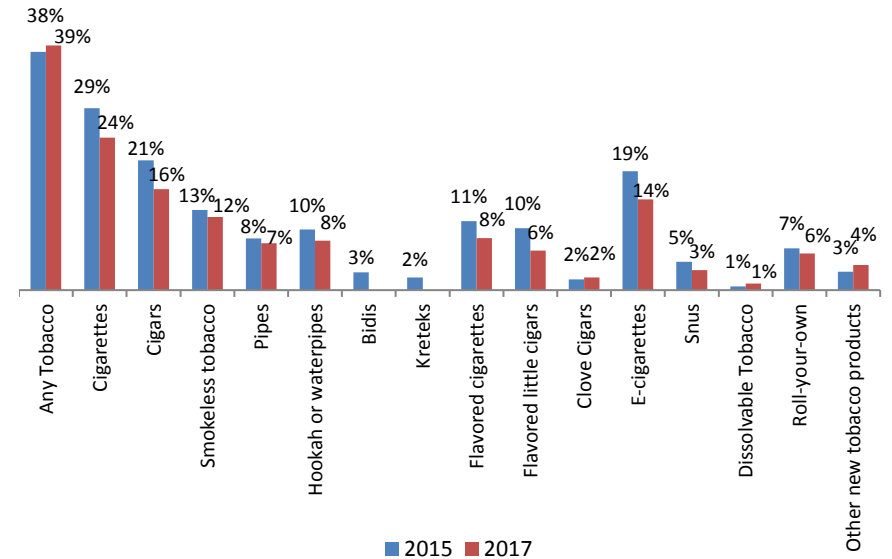
Prevalence: All Tobacco – Lifetime Use

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.

In 2015 and 2017, almost two in five Nebraska high school students (2015, 38%; 2017, 39%) reported having ever tried at least one form of tobacco. Cigarettes were the most commonly used (2015, 29%; 2017, 24%), followed by cigars (2015, 21%; 2017, 16%), e-cigarettes (2015, 19%; 2017, 14%) and smokeless tobacco (2015, 13%; 2017, 12%). **(Figure 2)**

The percentage of students who had ever used tobacco decreased from 41% in 2013 to 39% in 2017. **(Figure 3)**

In 2015, males (2015, 42%) were more likely than females (2015, 34%) to have ever used tobacco products. As students progressed through grades, they were more likely to report ever-use of at least one form of tobacco in both years. **(Figure 4)**



Note: No data for bidis or kreteks lifetime use was collected in 2017.

Figure 2. Percentage of Students Reporting Having Ever Used Tobacco Products in the Lifetime, Nebraska YTS, 2015-2017

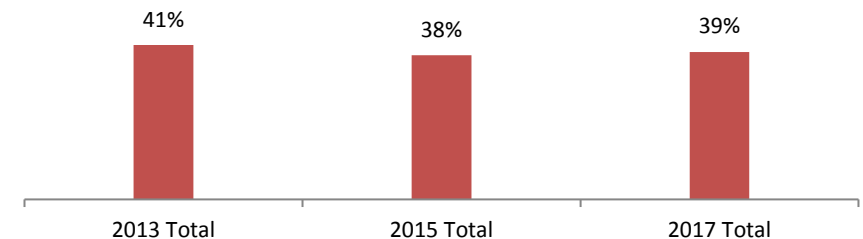


Figure 3. Percentage of Students that Has Ever Used Any Form of Tobacco, Nebraska YTS, 2013-2017

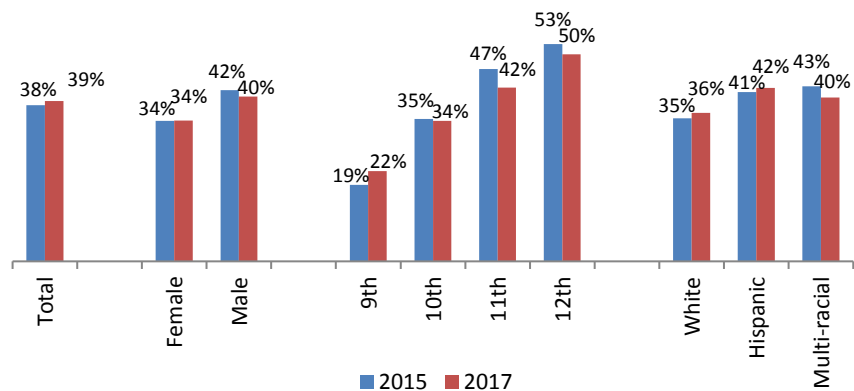


Figure 4. Percentage of Students Who Have Ever Used Any Form of Tobacco, Nebraska YTS, 2015-2017

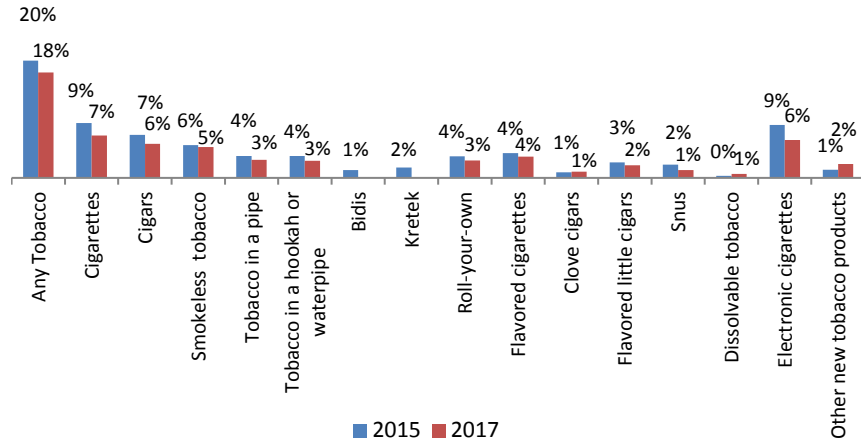
Prevalence: All Tobacco - Current Use

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 2015, one in five high school students (20%) reported currently using at least one form of tobacco. In 2015, among tobacco products reported being used in the past 30 days prior to the survey, cigarettes (9%) and e-cigarettes (9%) were the most commonly used, followed by cigars (7%) and smokeless tobacco (6%).

In 2017, slightly a smaller percentage of students (18%) reported current tobacco use. Cigarettes (7%) were the most commonly used, followed by cigars (6%) and e-cigarettes (6%). **(Figure 5-Figure 6)**

In both years, males (2015, 23%; 2017, 21%) were more likely than females (2015, 16%; 2017, 15%) to report past 30-day tobacco use. Students in higher grades were generally more likely to use tobacco than those in grades 9 and 10. **(Figure 7)**



Note: No data for current bidis or kreteks use was collected in 2017.

Figure 5. Percentage of Students Reporting Current Tobacco Use, Nebraska YTS, 2015-2017

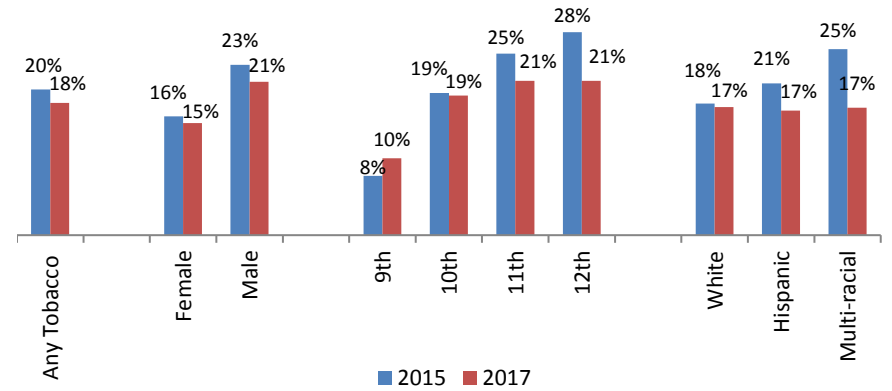


Figure 7. Percentage of Students Reporting Any Form of Current Tobacco Use, Nebraska YTS, 2015-2017

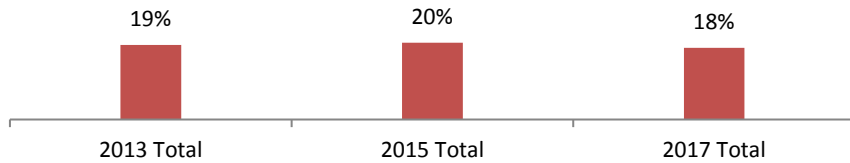


Figure 6. Percentage of Students Reporting Any Form of Current Tobacco Use, Nebraska YTS, 2013-2017

Prevalence: Cigarettes

Ever Used:

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

In 2015, 29% of high school students reported having ever smoked cigarettes in their lifetime, and this number dropped to 24% in 2017. The ever-tried prevalence has consistently decreased through the years, from 62% in 2000 to 24% in 2017. **(Figure 8)**

In 2017, males (27%) were more likely than females (22%) to report having ever smoked a cigarette. In both years, students in higher grades were more likely to report having ever tried a cigarette than those in lower grades. **(Figure 9)**

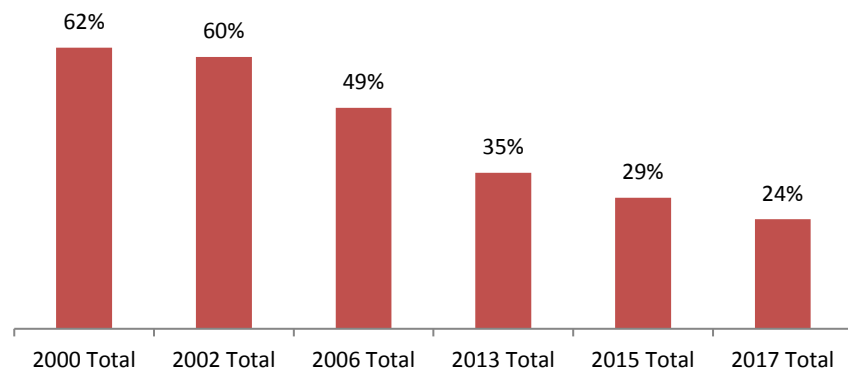


Figure 8. Percentage of Students Having Ever Smoked a Cigarette, Nebraska YTS, 2000-2017

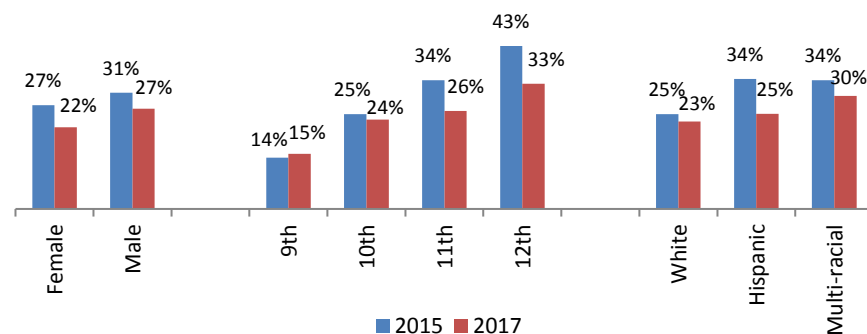


Figure 9. Percentage of Students Having Ever Smoked a Cigarette, Nebraska YTS, 2015-2017

Current Use:

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

In 2015, about 9% of Nebraska high school students were current cigarette smokers. This number dropped to 7% in 2017. Over time, smoking prevalence has decreased from 29% in 2000, to 7% in 2017. **(Figure 10)**

In both years, the proportions of students reporting current cigarette use varied across different grades. No significant differences were found by gender in 2015 and 2017. **(Figure 11)**

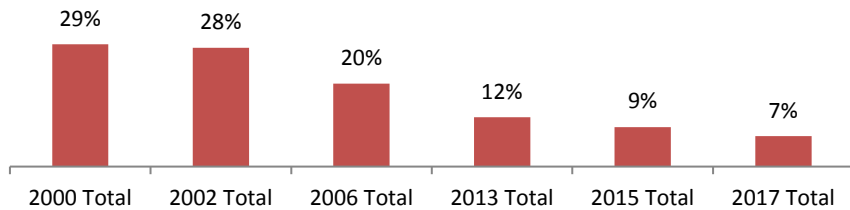


Figure 10. Percentage of Students Reporting Current Cigarette Use, Nebraska YTS, 2000-2017

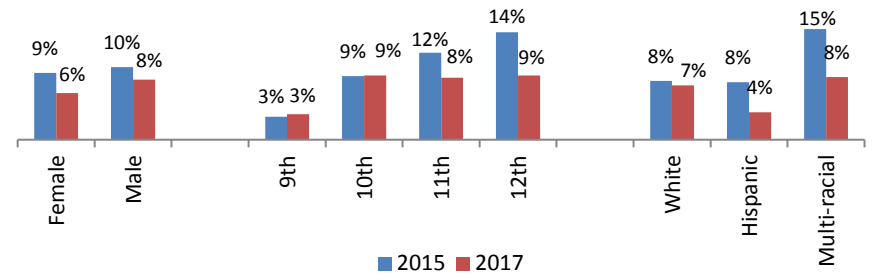


Figure 11. Percentage of Students Reporting Current Cigarette Use, Nebraska YTS, 2015-2017

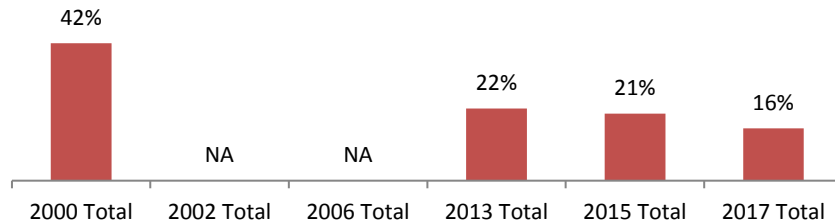
Prevalence: Cigars, Cigarillos, Little Cigars

Ever Used:

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

In 2015, about one in five (21%) high school students reported having ever smoked cigar products, while 16% of high school students reported smoking cigar products in 2017. The ever-used prevalence rate has decreased from 42% in 2000 to 16% in 2017. **(Figure 12)**

In 2015, males (27%) were more likely than females (14%) to report having ever smoked a cigar, cigarillo, or little cigar. In both years, as students aged, they were more likely to report having tried a cigar product in their lifetime. **(Figure 13)**



Note: Data for lifetime cigar products use was not collected in 2002 and 2006.

Figure 12. Percentage of Students Having Ever Smoked Cigars, Cigarillos or Little Cigars, Nebraska YTS, 2000-2017

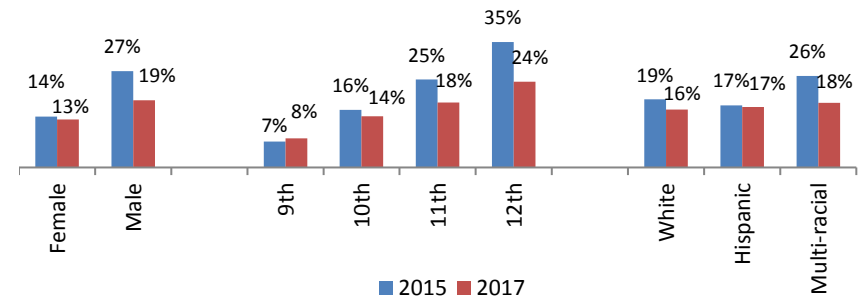


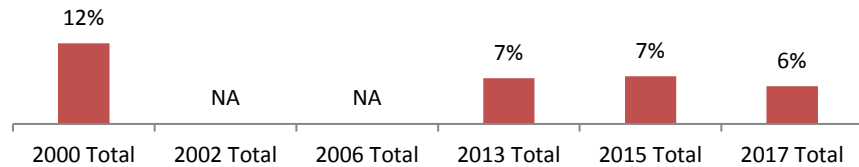
Figure 13. Percentage of Students Having Ever Smoked Cigars, Cigarillos or Little Cigars, Nebraska YTS, 2015-2017

Current Use:

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

In 2015, 7% of high school students were current cigar products smokers. In 2017, this percentage went down to 6%. The smoking prevalence has decreased from 12% in 2000, to 6% in 2017. **(Figure 14)**

In 2015, males (11%) were more likely than females (4%) to report current cigar products smoking. The proportions of high school students who reported past-30 day use of cigar products in that year also differed by grade, with smoking rate increasing as grade increases. Although similar trends were also found among high school students in 2017 in terms of gender and grade, the differences were not significantly different. **(Figure 15)**



Note: Data for current cigar products use was not collected in 2002 and 2006.

Figure 14. Percentage of Students Reporting Current Cigar, Cigarillo or Little Cigar Use, Nebraska YTS, 2000-2017

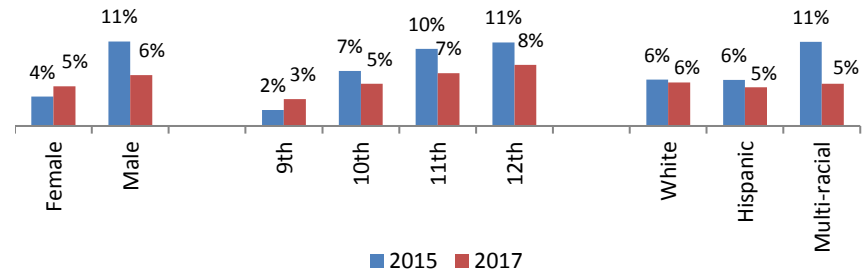


Figure 15. Percentage of Students Reporting Current Cigar, Cigarillo or Little Cigar Use, Nebraska YTS, 2015-2017

Prevalence: Smokeless Tobacco

Ever Used:

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

In 2015, 13% of high school students reported they had ever used smokeless tobacco. In 2017, this percentage was reduced to 12%. The ever-used prevalence rate has decreased from 26% in 2000 to 12% in 2017. **(Figure 16)**

In both years, the proportions of lifetime smokeless tobacco use differed by gender and by grade.

In 2015, about one in five male students (21%) reported having ever tried smokeless tobacco, compared to 5% among female students. The percentage of high school seniors (20%) reporting lifetime use of smokeless tobacco was four times higher than 9th graders (5%).

In 2017, 17% of male students reported having tried smokeless tobacco in their lifetime, compared to 5% among female students. Nearly one in five high school seniors (17%) have ever used smokeless tobacco in their lifetime, which was almost three times higher than 9th graders. **(Figure 17)**

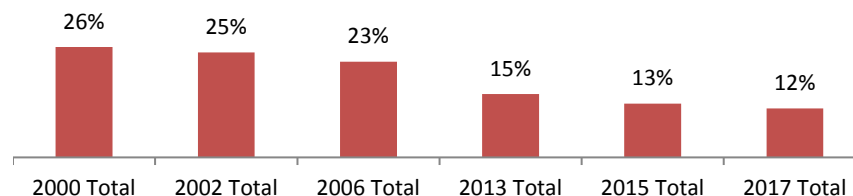


Figure 16. Percentage of Students Having Ever Used Smokeless Tobacco, Nebraska YTS, 2000-2017

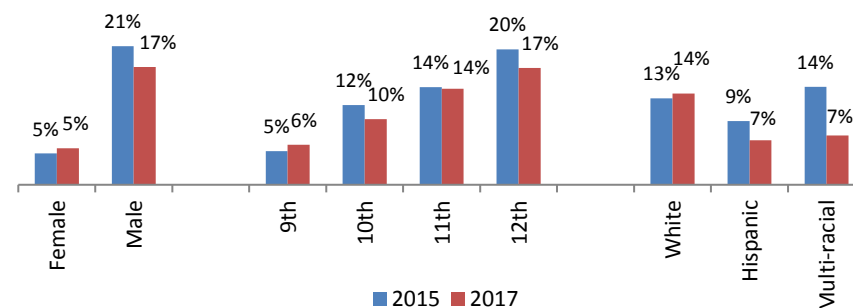


Figure 17. Percentage of Students Having Ever Used Smokeless Tobacco, Nebraska YTS, 2015-2017

Current Use:

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

In 2015, 6% of high school students were current smokeless tobacco users. In 2017, 5% of high school students were smokeless tobacco users. Smokeless tobacco use prevalence has decreased from 10% in 2000 to 5% in 2017. **(Figure 18)**

In both years, current smokeless tobacco use was reported by more male students (2015, 10%; 2017, 9%), compared to female students (about 1% in both years). In addition, the reported current smokeless tobacco use rates varied across grades in each year. **(Figure 19)**

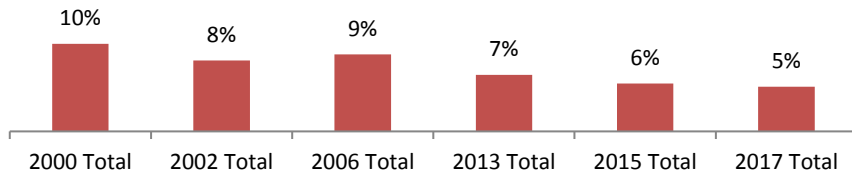


Figure 18. Percentage of Students Reporting Current Smokeless Tobacco Use, Nebraska YTS, 2000-2017

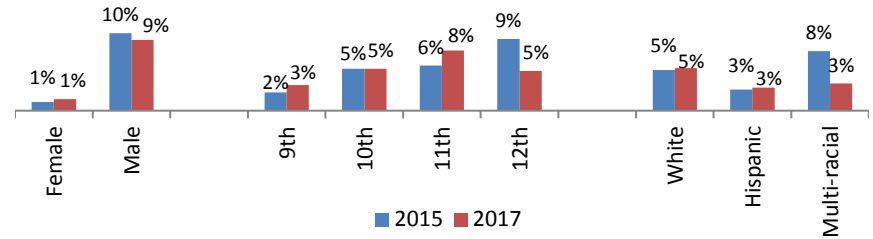


Figure 19. Percentage of Students Reporting Current Smokeless Tobacco Use, Nebraska YTS, 2015-2017

Prevalence: E-Cigarettes

Ever Used:

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

In 2015, nearly one in five high school students (19%) reported that they had ever used an e-cigarette. This rate more than doubled from 2013 (9%). However, in 2017, this percentage increased to almost one-quarter (26%). **(Figure 20)**

In both years, juniors (2015, 26%; 2017, 30%) and seniors (2015, 26%; 2017, 36%) were more likely to report e-cigarette use in their lifetime than students in lower grades. No significant differences were found between males and females in each year. **(Figure 21)**

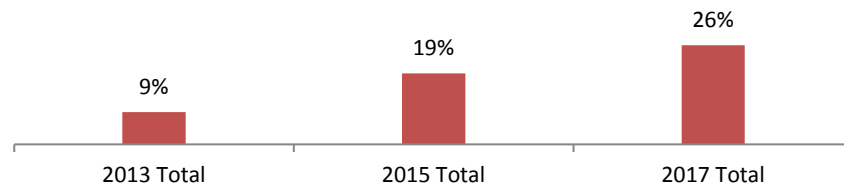


Figure 20. Percentage of Students Having Ever Used E-Cigarettes, Nebraska YTS, 2013-2017

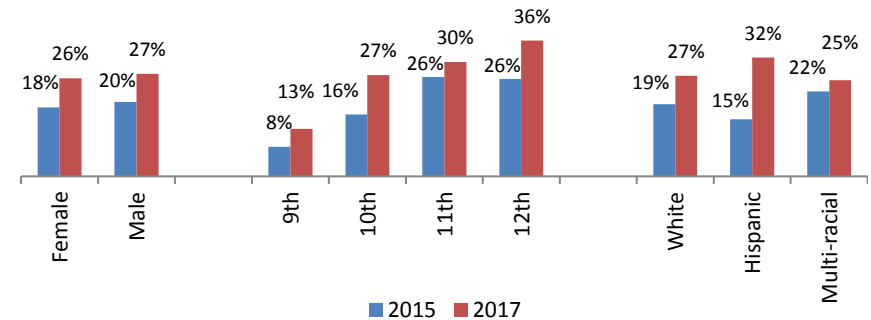


Figure 21. Percentage of Students Having Ever Used E-Cigarettes, Nebraska YTS, 2015-2017

Current Use:

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

In 2015, about one in ten (9%) high school students reported current e-cigarette use, which was more than four times more than the percentage in 2013 (2%). The percentage remained at the same level (9%) in 2017. **(Figure 22)**

In both years, the proportions did not differ statistically significantly by gender. The proportions of current e-cigarette use varied across grades only in 2015. **(Figure 23)**

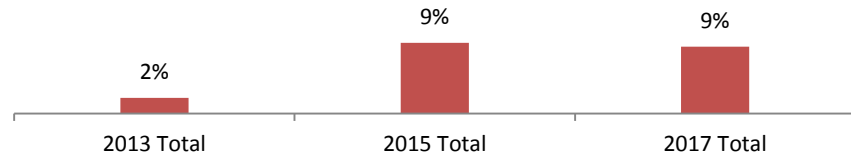


Figure 22. Percentage of Students Reporting Current E-Cigarettes Use, Nebraska YTS, 2013-2017

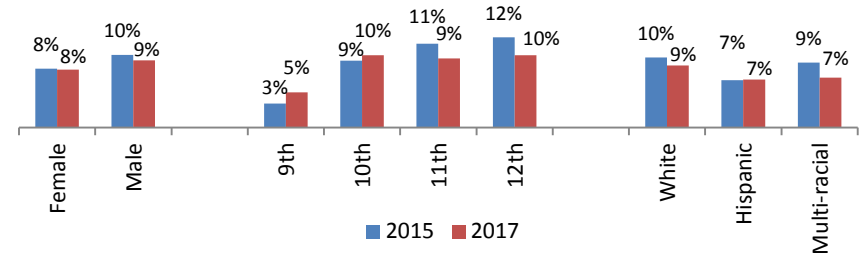


Figure 23. Percentage of Students Reporting Current E-Cigarettes Using, Nebraska YTS, 2015-2017

Prevalence: Pipes

Ever Used:

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

In 2015, 8% of high school students reported they had ever smoked tobacco in a pipe. In 2017, 7% of high school students reported they had smoked such a tobacco product in their lifetime.

(Figure 24)

In both years, males (2015, 10%; 2017, 9%) were more likely than females (about 6% in both years) to report having ever smoked tobacco in a pipe. The ever-used prevalence also differed across grades in each year. (Figure 25)

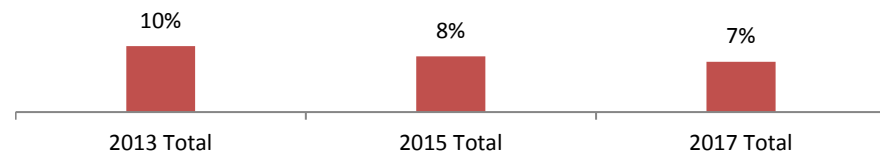


Figure 24. Percentage of Students Having Ever Used Pipe Tobacco, Nebraska YTS, 2013-2017

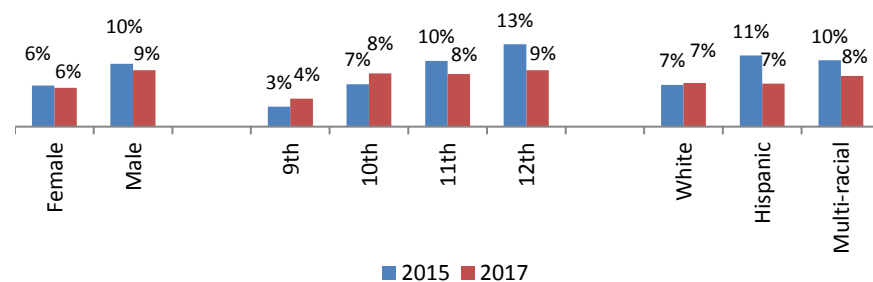


Figure 25. Percentage of Students Having Ever Used Pipe Tobacco, Nebraska YTS, 2015-2017

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 2015, 4% of high school students reported currently smoking tobacco in a pipe. In 2017, 3% of high school students reported such behavior. **(Figure 26)**

In both years, no statistically significant differences were found by gender, and significant differences across grades were only found in 2015. **(Figure 27)**

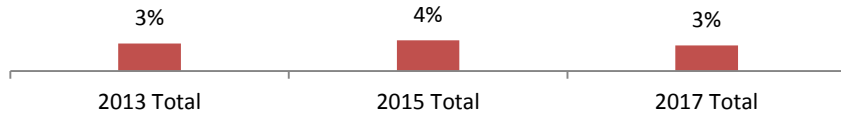


Figure 26. Percentage of Students Reporting Current Pipe Tobacco Use, Nebraska YTS, 2013-2017

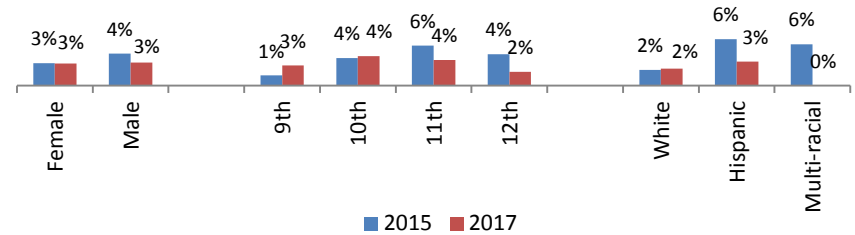


Figure 27. Percentage of Students Reporting Current Pipe Tobacco Use, Nebraska YTS, 2015-2017

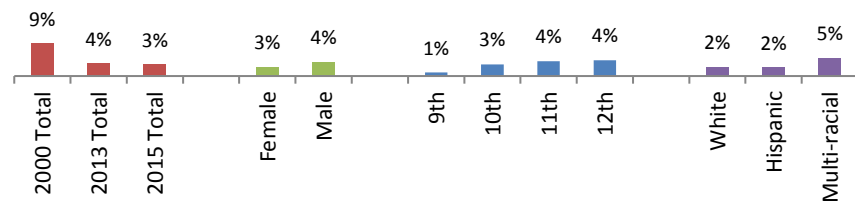
Prevalence: Bidis and Kreteks

Ever Used:

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

In 2015, 3% of high school students reported they had ever used bidis or kreteks – a decrease from 9% in 2000.

No significant differences were found by gender or grade. **(Figure 28)**



Note: Data was not collected in 2002, 2006, and 2017.

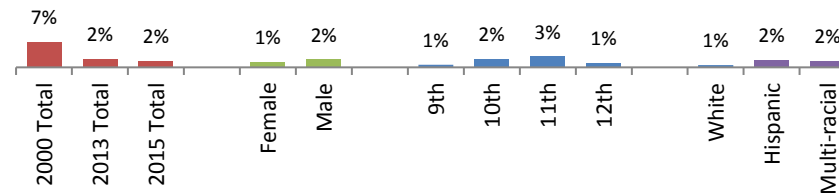
Figure 28. Percentage of Students Having Ever Used Bidis or Kreteks, Nebraska YTS, 2000-2015

Current Use:

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

In 2015, 2% of high school students reported smoking bidis or kreteks during the previous 30-day period. The bidi and kreteks prevalence use rate has decreased from 7% in 2000.

No significant differences were found by gender or grade. **(Figure 29)**



Note: Data was not collected in 2002, 2006, and 2017.

Figure 29. Percentage of Students Reporting Current Bidis or Kreteks Use, Nebraska YTS, 2000-2015

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 2015, 7% of high school students reported they had ever used roll-your-own tobacco. In 2017, this number went down to 6%.

(Figure 30)

In both years, males (2015, 8%; 2017, 7%) were more likely than females (2015, 5%; 2017, 4%) to report having ever used a roll-your-own tobacco product. In 2015, high school freshmen were least likely to report roll-your-own tobacco use than other grades. Significant differences by grade were only found in 2015. **(Figure 31)**

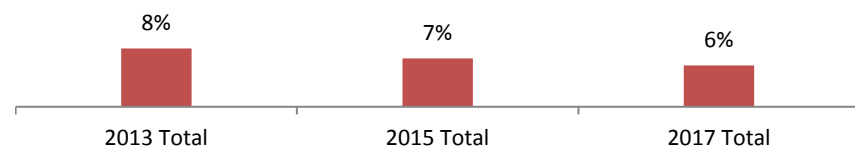


Figure 30. Percentage of Students Having Ever Used Roll-Your-Own Tobacco, Nebraska YTS, 2013-2017

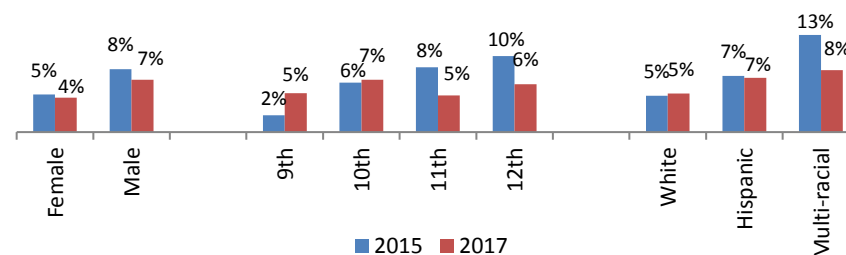


Figure 31. Percentage of Students Having Ever Used Roll-Your-Own Tobacco, Nebraska YTS, 2015-2017

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 2015, 4% of high school students reported current roll-your-own tobacco use. In 2017, 3% of high school students reported current roll-your-own tobacco use. **(Figure 32)**

In both years, males (2015, 5%; 2017, 4%) were more likely than females (about 2% in both years) to report having ever used a roll-your-own tobacco product. The proportion of high school students reporting current roll-your-own use increased with grade in 2015. No significant differences were found by grade in 2017. **(Figure 33)**

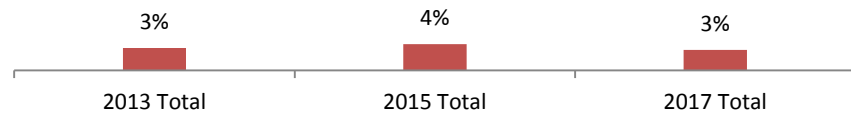


Figure 32. Percentage of Students Reporting Current Roll-Your-Own Tobacco Use, Nebraska YTS, 2013-2017

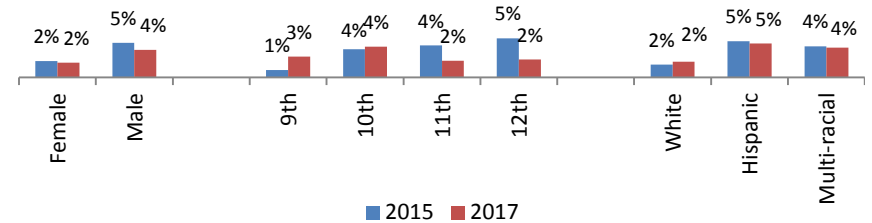


Figure 33. Percentage of Students Reporting Current Roll-Your-Own Tobacco Use, Nebraska YTS, 2015-2017

Prevalence: Flavored Cigarettes

Ever Used:

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

In 2015, 11% of high school students reported having ever smoked a flavored cigarette product in their lifetime. In 2017, the proportion reduced to 8%. **(Figure 34)**

Significant differences by grade were found in both 2015 and 2017. In 2015, the prevalence rate increased with school grades, and in 2017 the rate fluctuated across grades. No significant differences were found by gender in both years. **(Figure 35)**

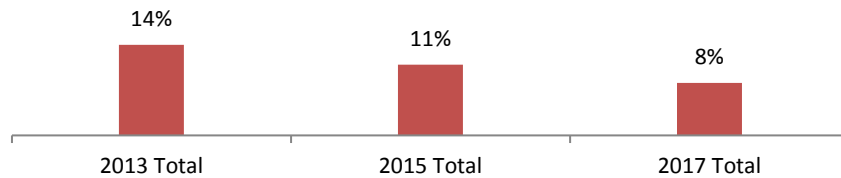


Figure 34. Percentage of Students Having Ever Smoked Flavored Cigarettes, Nebraska YTS, 2013-2017

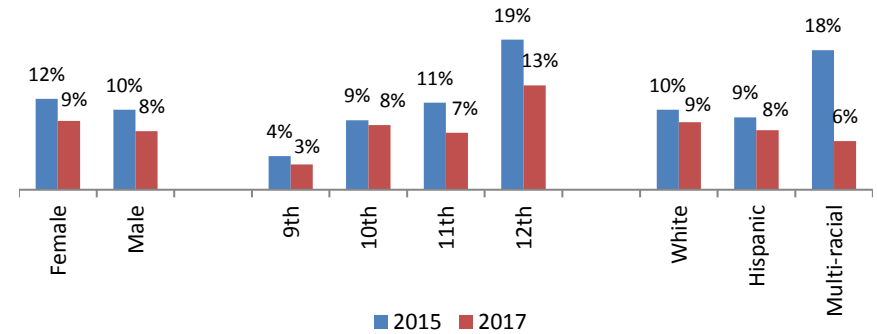


Figure 35. Percentage of Students Having Ever Smoked Flavored Cigarettes, Nebraska YTS, 2015-2017

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 2015, 4% of high school students reported currently smoking flavored cigarettes. About the same percent (4%) of high school students reported currently smoking such products in 2017.

(Figure 36)

Significant differences were found by grade in both years where the prevalence rates of current flavored cigarettes use fluctuated across grades. No significant differences by gender were found in either year. **(Figure 37)**

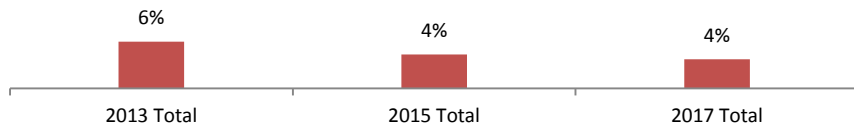


Figure 36. Percentage of Students Reporting Current Flavored Cigarette Use, Nebraska YTS, 2013-2017

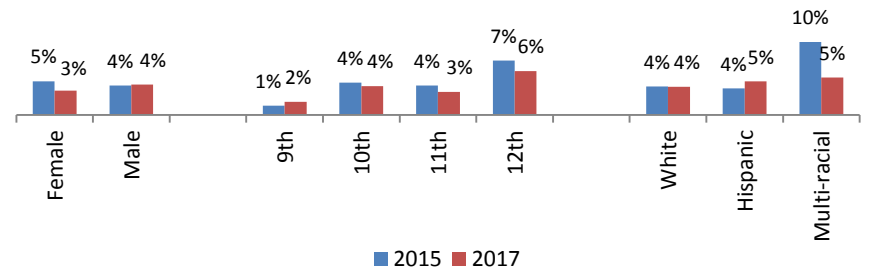


Figure 37. Percentage of Students Reporting Current Flavored Cigarette Use, Nebraska YTS, 2015-2017

Prevalence: Flavored Little Cigars

Ever Used:

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

In 2015, 10% of high school students reported having ever smoked a flavored cigar. This number decreased to 6% in 2017.

(Figure 38)

The prevalence rate increased with grade in both years. In 2015, male students (12%) were more likely to report ever-use of flavored little cigars than female students (7%). Significant differences by gender were only found in 2015. (Figure 39)

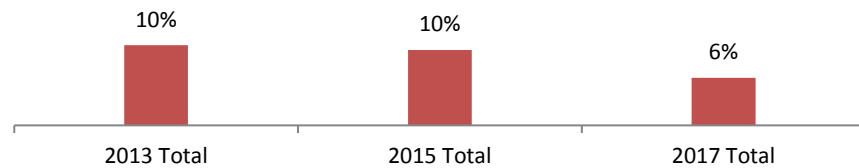


Figure 38. Percentage of Students Having Ever Smoked Flavored Little Cigars, Nebraska YTS, 2013-2017

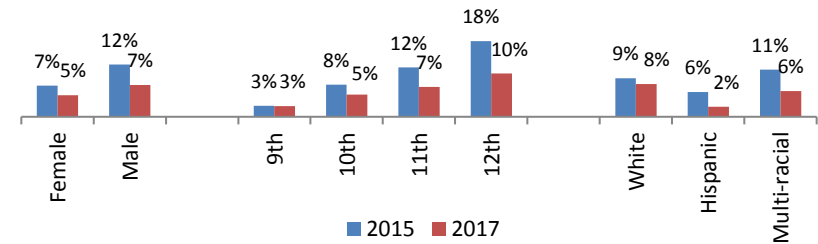


Figure 39. Percentage of Students Having Ever Smoked Flavored Little Cigars, Nebraska YTS, 2015-2017

Current Use:

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

In 2015, 3% of high school students reported currently smoking flavored cigars. In 2017, 2% of high school students reported currently smoking such products. **(Figure 40)**

In 2015, males (4%) were more likely than females (1%) to report current flavored little cigar use, whereas the proportions for both genders were around the same (2%) in 2017. No significant differences were found by grade in either year. **(Figure 41)**

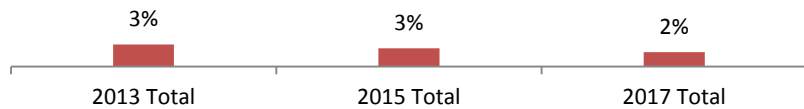


Figure 40. Percentage of Students Reporting Flavored Little Cigar Use, Nebraska YTS, 2013-2017

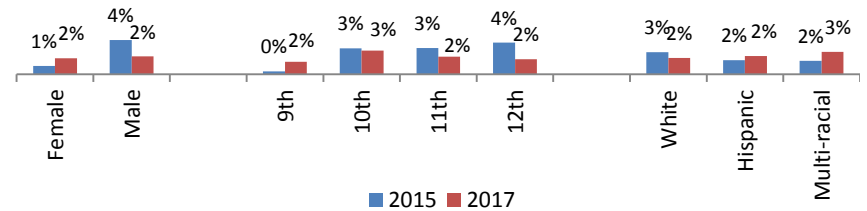


Figure 41. Percentage of Students Reporting Flavored Little Cigar Use, Nebraska YTS, 2015-2017

Prevalence: Clove Cigars

Ever Used:

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

2% of high school students reported they had ever tried a clove cigar in 2013, 2015, and 2017. **(Figure 42)**

In 2015, males (3%) were more likely than females (1%) to report having ever used a clove cigar. In 2017, the proportions in both genders were around 2%. No significant differences were found by gender in 2017. **(Figure 43)**

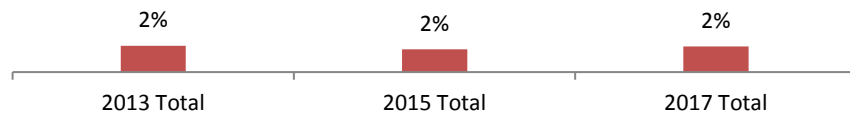


Figure 42. Percentage of Students Having Ever Smoked Clove Cigars, Nebraska YTS, 2013-2017

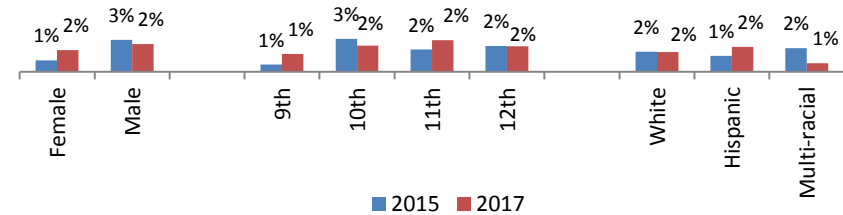


Figure 43. Percentage of Students Having Ever Smoked Clove Cigars, Nebraska YTS, 2015-2017

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.

Through 2013 to 2017, the proportion of high school students reporting current clove cigar use remained about 1%. **(Figure 44)**

In both years, no significant differences were found by gender or grade. **(Figure 45)**

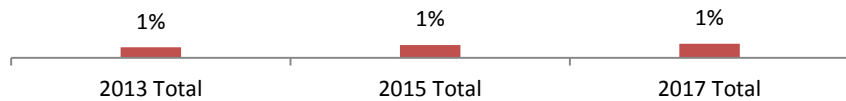


Figure 44. Percentage of Students Reporting Current Clove Cigar Use, Nebraska YTS, 2013-2017

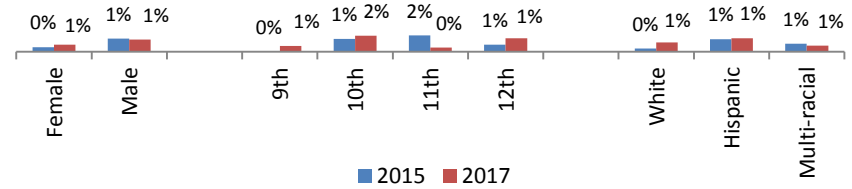


Figure 45. Percentage of Students Reporting Current Clove Cigar Use, Nebraska YTS, 2015-2017

Prevalence: Hookah and Waterpipes

Ever Used:

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

In 2015, 10% of high school students reported having ever used tobacco in a hookah or waterpipe. In 2017, 8% of high school students reported doing so. **(Figure 46)**

In 2015, the prevalence rate increased steadily with grade level. Similarly, in 2017, reported use of hookah or waterpipes increased by grade level, but dropped slightly for 12th grade (10%). No significant differences were found by gender in either year. **(Figure 47)**

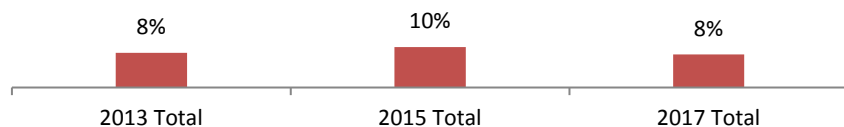


Figure 46. Percentage of Students Having Ever Used Tobacco in a Hookah or Waterpipe, Nebraska YTS, 2013-2017

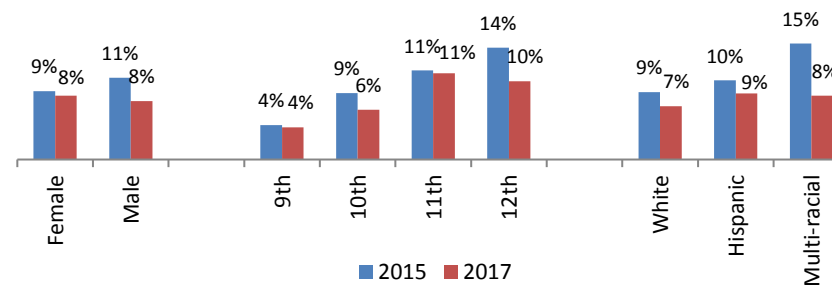


Figure 47. Percentage of Students Having Ever Used Tobacco in a Hookah or Waterpipe, Nebraska YTS, 2015-2017

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 2015, 4% of high school students reported current hookah or waterpipe use. In 2017, 3% of high school students reported current hookah or waterpipe use. **(Figure 48)**

The proportions of high school students who reported current hookah or waterpipe use by males and females were about the same in both years (2015, 4% for both genders; 2017, 3% for both genders). The trends by grade were also similar between both years. However, significant differences across grades were found only in 2015. **(Figure 49)**

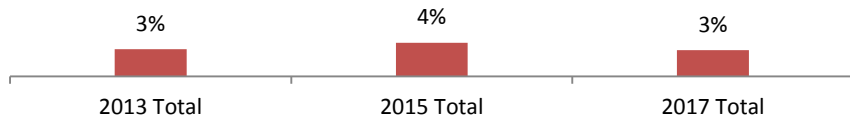


Figure 48. Percentage of Students Reporting Hookah or Waterpipe Use, Nebraska YTS, 2013-2017

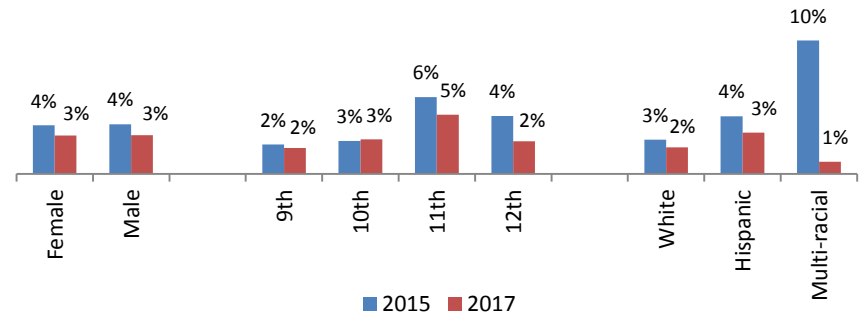


Figure 49. Percentage of Students Reporting Hookah or Waterpipe Use, Nebraska YTS, 2015-2017

Prevalence: Snus

Ever Used:

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

In 2015, about 5% of high school students reported they had ever tried snus. In 2017, 3% of high school students reported having ever done so. **(Figure 50)**

In both years, males (2015, 7%; 2017, 5%) were significantly more likely than females (2015, 2%; 2017, 1%) to report having used snus. The ever-used prevalence increased with grade level in 2015, while a similar growing trend went down after 11th grade in 2017. Significant differences were found by grade in both years. **(Figure 51)**

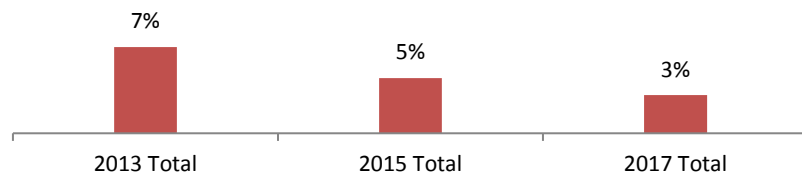


Figure 50. Percentage of Students Having Ever Used Snus, Nebraska YTS, 2013-2017

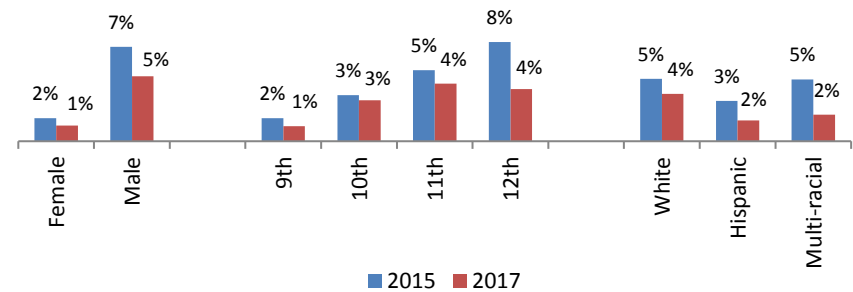


Figure 51. Percentage of Students Having Ever Used Snus, Nebraska YTS, 2015-2017

Current Use:

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

In 2015, 2% of high school students reported current snus use. In 2017, 1% of high school students reported current snus use.

(Figure 52)

In both years, males (2015, 4%; 2017, 2%) were more likely than females (2015, 1%; 2017, 1%) to report current snus use. While the snus use prevalence rate increased with school grade in 2015, a similarly upward trend went down slightly after 11th grade in 2017. Significant differences by grade were found only in 2015.

(Figure 53)

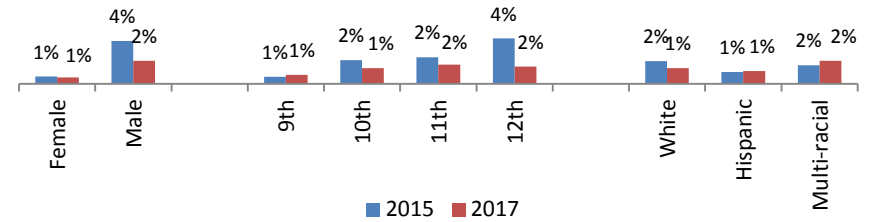


Figure 53. Percentage of Students Reporting Current Snus Use, Nebraska YTS, 2015-2017

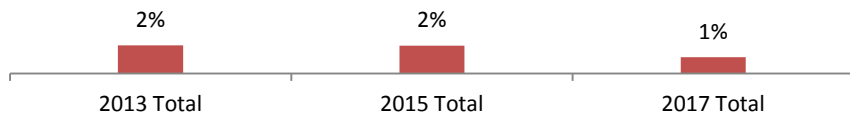


Figure 52. Percentage of Students Reporting Current Snus Use, Nebraska YTS, 2013-2017

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 (less than 1%) reported having ever used a dissolvable tobacco product in 2015 and in 2017 (1%). Significant differences were only found by grade in 2017. (**Figure 54 and Figure 55**)

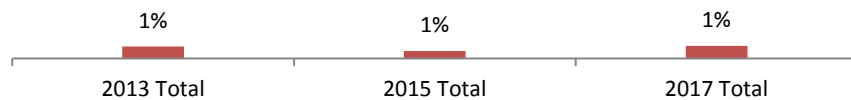


Figure 54. Percentage of Students Having Ever Used Dissolvable Tobacco, Nebraska YTS, 2013-2017

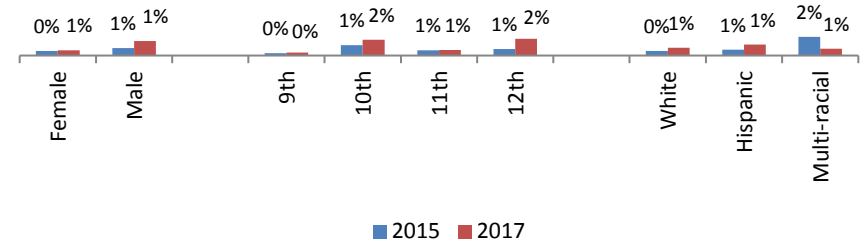


Figure 55. Percentage of Students Having Ever Used Dissolvable Tobacco, Nebraska YTS, 2015-2017

Current Use:

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

In three years (2013, 2015, and 2017), less than 1% of high school students reported current dissolvable tobacco use. Since most of the percentages were 0%, the results are not displayed. Overall, only 1% of high school students reported current dissolvable tobacco use in 2017. Males (1%) were more likely than females (0%) to report current use of such products in 2017. (Figure 56)

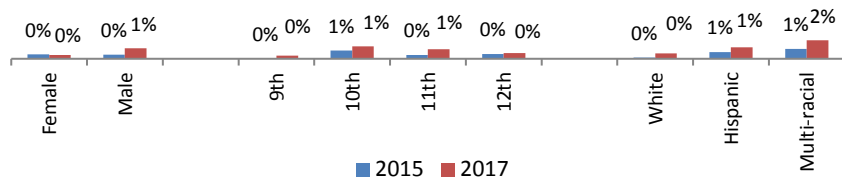


Figure 56. Percentage of Students Reporting Current Dissolvable Tobacco Use, Nebraska YTS, 2015-2017

Prevalence: Menthol Cigarette

Menthol is a substance naturally found in mint plants such as peppermint and spearmint.⁴ Menthol is added to tobacco products because it cools and numbs the throat to reduce throat irritation and makes the smoke feel smoother.⁵

Menthol cigarettes appeal to young inexperienced smokers, but longitudinal studies show that youth who begin smoking with menthol cigarettes often progress to established cigarette use.⁶

Current cigarette smokers were asked if the cigarettes they usually smoked were menthol during the past 30 days prior to the survey.

Slightly more than half of cigarette smokers (53%) smoked a menthol cigarette during the 30 days prior to the survey. (Figure 57)

In 2017, three out of every five high school cigarette smokers (60%) smoked menthol cigarettes in the same time period preceding the survey.

⁴<http://smokefree.gov/menthol-cigarettes>, accessed December 3, 2014

⁵http://www.tobaccofreekids.org/content/what_we_do/industry_watch/product_manipulation/2014_06_19_DesignedforAddiction_web.pdf, accessed December 3, 2014

⁶<http://truthinitiative.org/sites/default/files/LEG-FactSheet-Topical-Menthol-APR2014.pdf>, Tobacco Factsheet: Menthol: A starter product for youth, accessed January 22, 2016

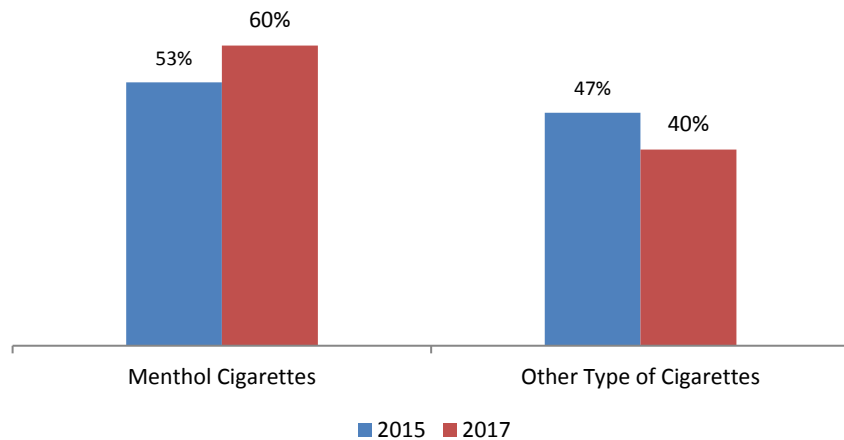


Figure 57. Percentage of Current Smokers Reporting Using Menthol Cigarettes, Nebraska YTS, 2015-2017

Initiation

In 2015, 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. In 2017, two more tobacco products, e-cigarette and tobacco in a hookah or waterpipe, were asked about along with the three mentioned above.

In 2015, 8% of high school students who answered to the survey reported having smoked a cigarette for the first time under the age of 13. In 2017, the percentage rose by 1%.

In 2017, compared to 2015, higher percentages of both high school students and high school seniors reported they had never tried smoking in their lifetime, and lower percentages of high school students and high school seniors reported first trying smoking when they were aged 13 or older than 2015. **(Figure 58 and Figure 59)**

In 2015, the most common age of initiation for cigarettes and smokeless tobacco was 16, and 15 for cigars. **(Figure 60)**

In 2017, the most common age of initiation for cigarettes was 14 and 16 for cigars; the most common age of initiation for smokeless tobacco, e-cigarettes, and tobacco in a hookah or waterpipe was 15. **(Figure 61)**

In both years, current cigarette smokers were more likely to start smoking at younger ages than non-smokers who ever smoked cigarettes, but did not smoke at the time of the survey. **(Figure 62 and Figure 63)**

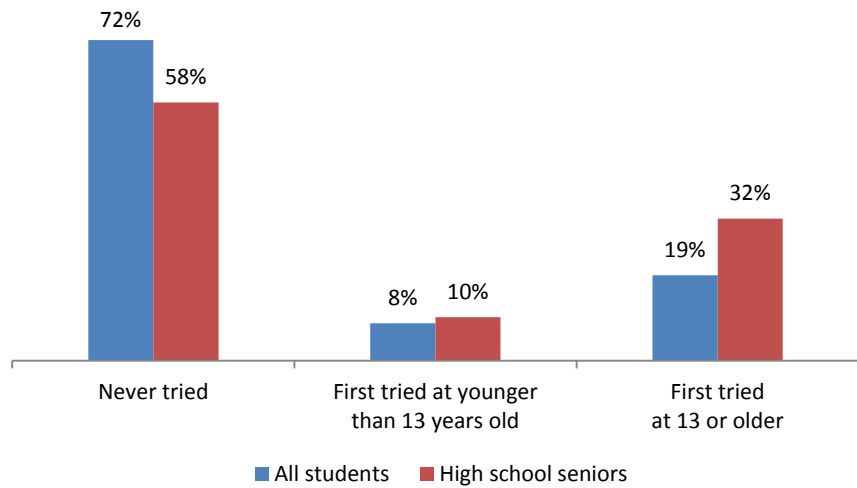


Figure 58. Percentage of Students at Age of Smoking Initiation, Nebraska YTS, 2015

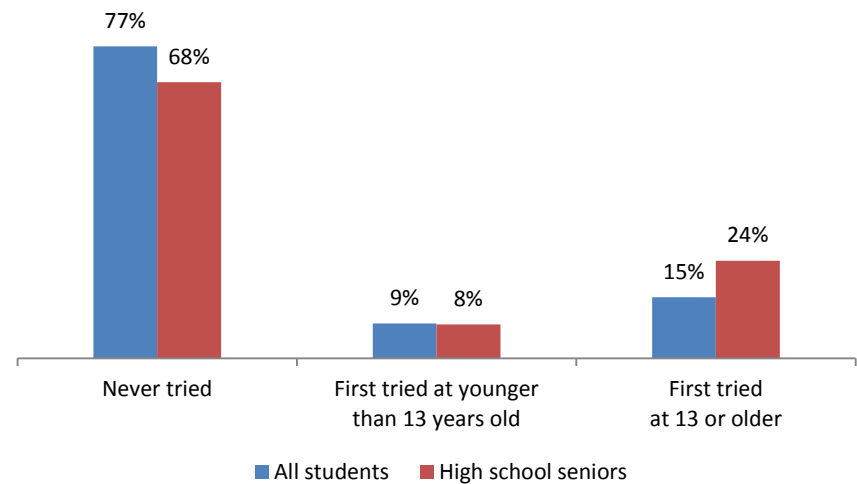


Figure 59. Percentage of Students at Age of Smoking Initiation, Nebraska YTS, 2017

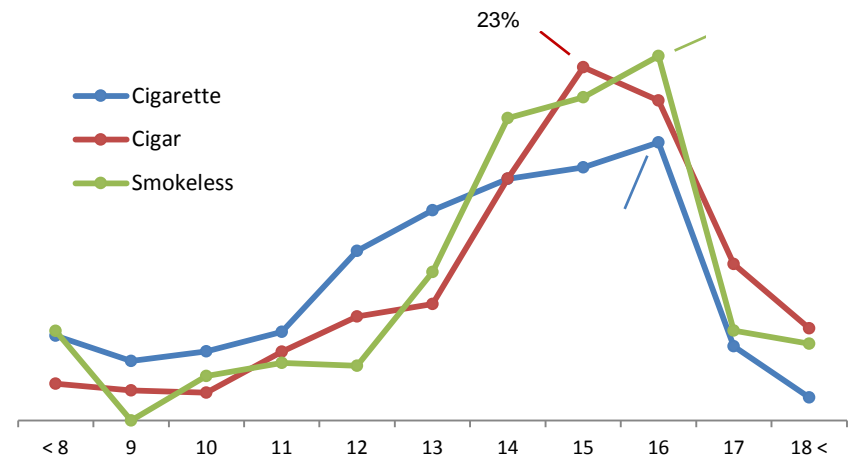


Figure 60. Age of First Tobacco Use, Nebraska YTS, 2015

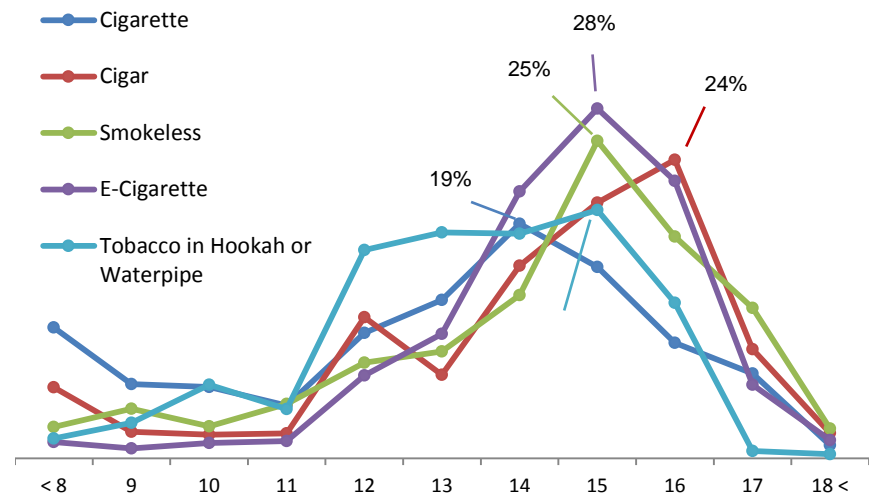


Figure 61. Age of First Tobacco Use, Nebraska YTS, 2017

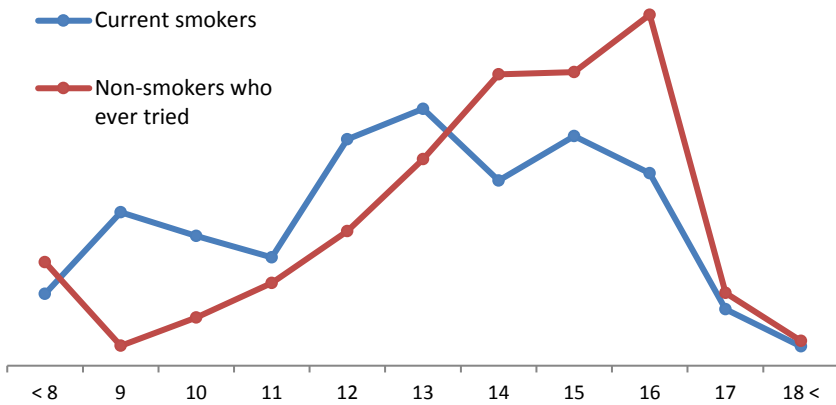


Figure 62. Age of first smoking a cigarette, Nebraska YTS, 2015



Figure 63. Age of first smoking a cigarette, Nebraska YTS, 2017

Level of Tobacco Use: Number of Cigarettes Smoked in Lifetime

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

In 2015, 11% of high school students reported having smoked one cigarette or less (a few puffs), and 5% reported having smoked more than 100 or more cigarettes in their lifetime.

In 2017, 9% of high school students reported having smoked one cigarette or less (a few puffs), and 4% reported having smoked more than 100 or more cigarettes in their lifetime. **(Figure 64)**

The percentage of students who smoked more than 100 cigarettes (4%) has decreased from 20% in 2000. **(Figure 65)**

In both years, males (2015, 6%; 2017, 5%) were more likely than females (2015, 4%; 2017, 3%) to report having smoked 100 or more cigarettes in their lifetime. In 2015, the proportion of students who smoked 100 or more cigarettes continued to grow as the grades increased. In 2017, the growing trend began decreasing in 11th grade, but increased again for 12th grade. The proportions varied significantly across grades in both years. **(Figure 66)**

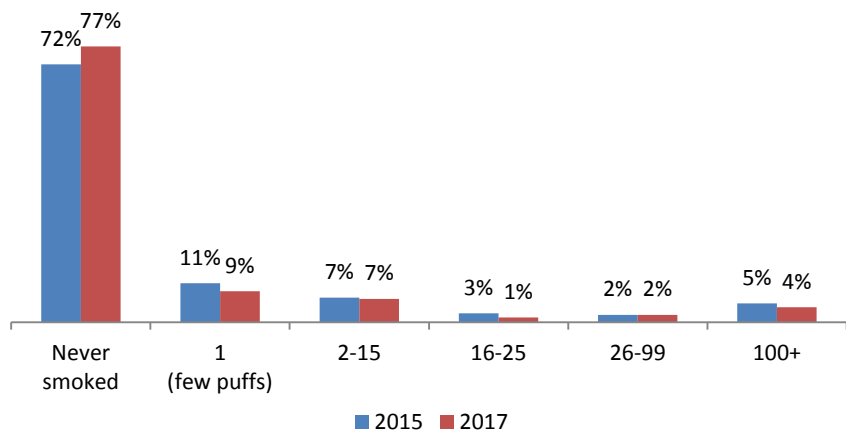


Figure 64. Number of Cigarettes Smoked by Students in Their Lifetime, Nebraska YTS, 2015-2017

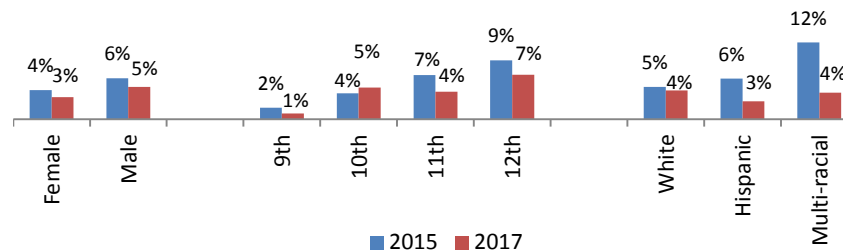


Figure 66. Percentage of Students Who Smoked 100+ Cigarettes in Their Lifetime, Nebraska YTS, 2015-2017

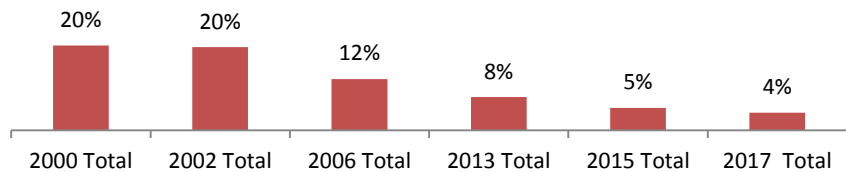


Figure 65. Percentage of Students Who Smoked 100+ Cigarettes in Their Lifetime, Nebraska YTS, 2000-2017

Level of Tobacco Use: Number of Days Smoked

Students were asked how many days 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 4.

In 2015, among the students participating in the survey, 73% were never-smokers, 18% ever-smokers, 6% moderate smokers, and 4% were frequent smokers. In 2017, 78% were never-smokers, 15% ever-smokers, 5% moderate smokers, and 2% were frequent smokers.

Since 2000, the percentage of students who are never-smokers has steadily increased, while those classified as ever-smokers and moderate smokers have decreased. **(Figure 67)**

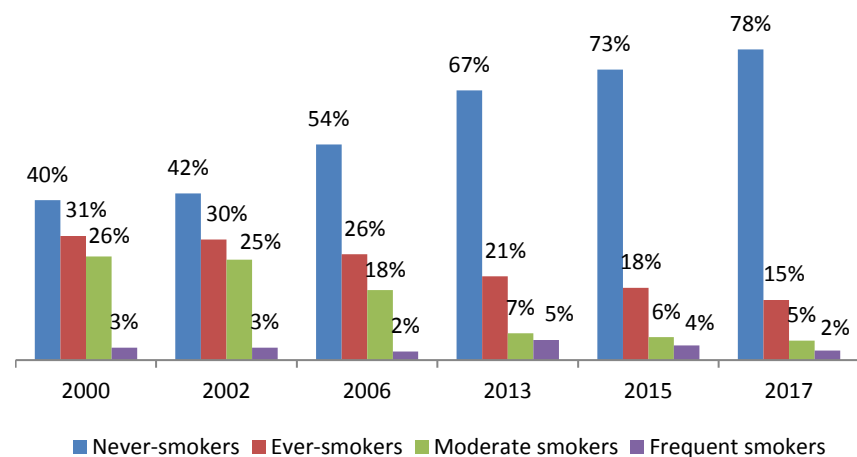


Figure 67. Prevalence of Cigarette Smoking, Nebraska YTS, 2000-2017

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

In 2015, among current smokers, nearly one-third (30%) of them smoked one or two days during the past 30 days prior to the survey, and little more than a quarter (27%) smoked every day during the same time period.

In 2017, among current smokers, slightly more than one-third (34%) of them smoked one or two days during the past 30 days preceding the survey, and a quarter (25%) smoked every day during the same period of time. Overall, fewer students reported frequent smoking behavior in 2017. **(Figure 68)**

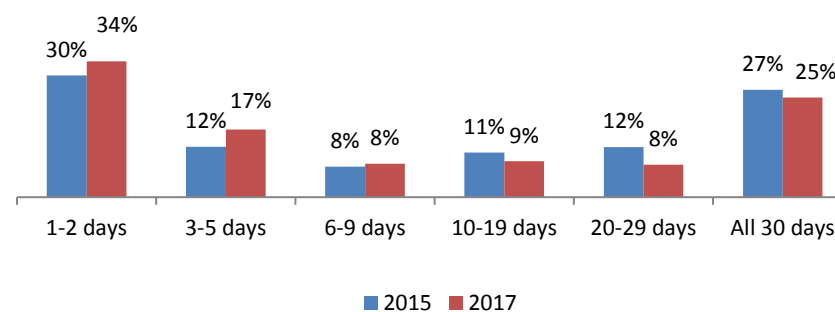


Figure 68. Number of Days Smoked During the Past 30 Days by Current Smokers, Nebraska YTS, 2015-2017

***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.

In 2015, 42% of current smokers reported smoking two to five cigarettes per day, and 6% reported smoking more than 20 cigarettes daily.

In 2017, 37% of current smokers reported smoking two to five cigarettes per day, and 6% reported smoking more than 20 cigarettes daily. The percentages of students who smoked more than 11 cigarettes per day stayed about the same from 2015 to 2017. **(Figure 69)**

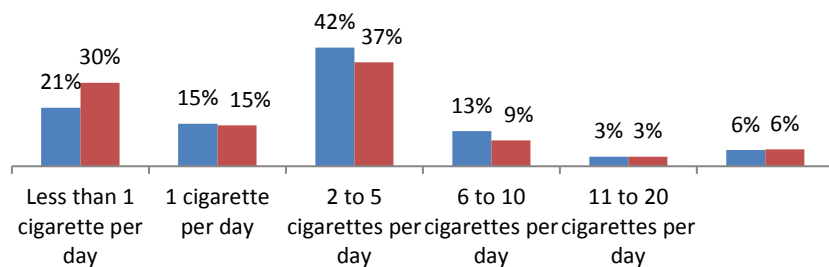


Figure 69. Number of Cigarettes Smoked Per Day by Current Smokers, Nebraska YTS, 2015-2017

***Level of Tobacco Use:
The Last Time Ever-Smokers Smoked a Cigarette***

Students who had ever smoked a cigarette (ever-smokers) in their lifetime were asked when the last time they smoked a cigarette was.

In both years, around one in every ten students who had ever smoked a cigarette (2015, 11%; 2017, 10%) reported that the last time they smoked a cigarette was earlier the day that they answered the survey. About one-fifth of ever-smokers (2015, 22%; 2017, 20%) reported that they did not smoke on the day of the survey, but last smoked during the past 30 days prior to the survey. About one-third (2015, 33%; 2017, 29%) reported they last smoked a cigarette during the past year, but not during the past 30 days. In 2017, a larger proportion of ever-smokers (41%) reported that they last smoked one year or more ago than 2015 ever-smokers (33%). **(Figure 70)**

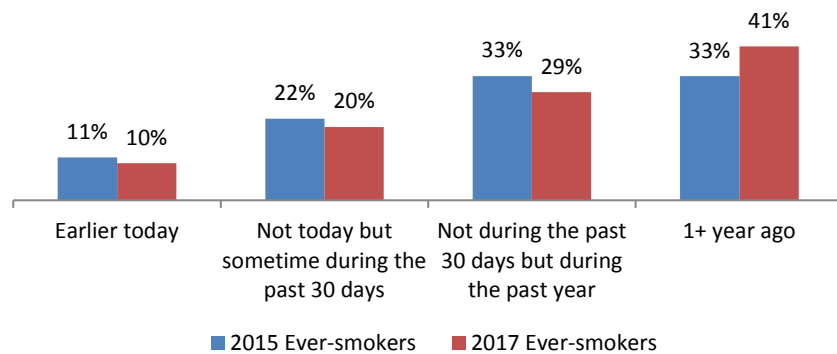


Figure 70. The Last Time When Ever-Smokers Smoked a Cigarette, Nebraska YTS, 2015-2017

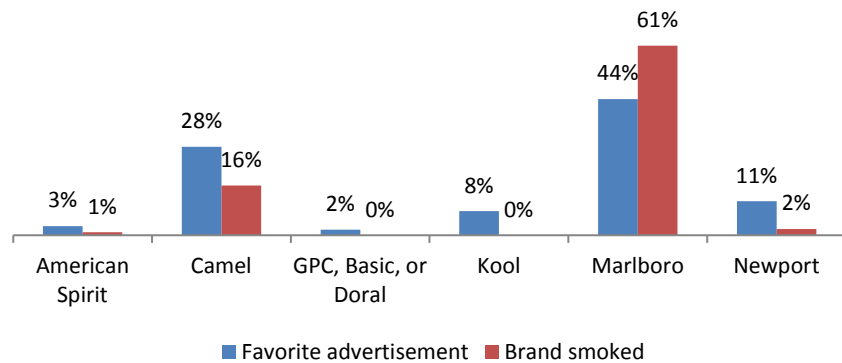
Cigarette Brands

Studies have suggested a link between exposure to tobacco advertising and cigarette brand preference.⁷ 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.

In 2015, the majority of high school smokers reported that they usually smoked one of the three most heavily advertised brands: Marlboro (61%), Camel (16%), and Newport (2%). **(Figure 71)**

In both years, Marlboro (2015, 61%; 2017, 54%), Camel (2015, 16%; 2017, 9%), and Newport (2015, 2%; 2017, 10%) were the most heavily smoked cigarette brands by high school smokers. **(Figure 72)**

⁷ Wakefield et al. (2002)



Note: Data for favorite cigarette advertisements was not collected in 2017.

Figure 71. Cigarettes Brands and Advertisements Preferred by Smokers, Nebraska YTS, 2015

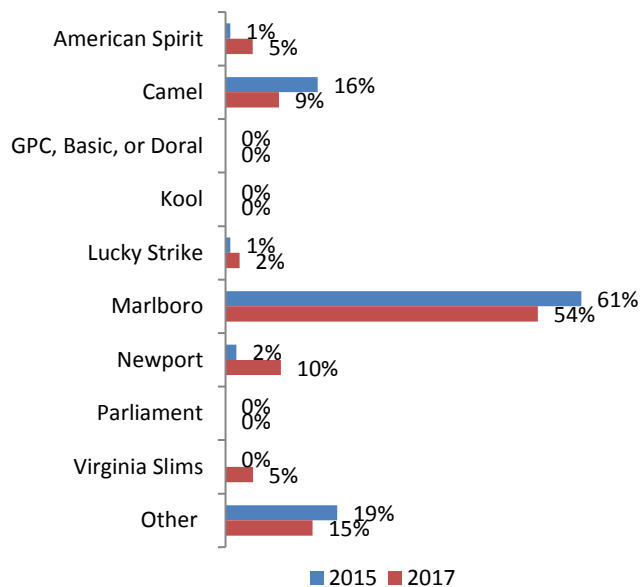


Figure 72. Cigarettes Brands Preferred by Smokers, Nebraska YTS, 2015-2017

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.

In both years, about one-fifth (2015, 19%; 2017, 21%) of high school cigarette smokers reported buying cigarettes themselves.

A little over one-third (2015, 35%; 2017, 34%) of high school cigarette smokers obtained cigarettes through borrowing or “bumming” from others. Having someone else buying cigarettes for them was the second most common source of cigarettes in 2015 (34%), and the most common in 2017 (41%). **(Figure 73)**

Cigar smokers reported having someone else buy cigars for them (2015, 24%; 2017, 33%) and buying cigars themselves (26%, 2015; 24%, 2017) as common ways to obtain such products. **(Figure 74)**

High school smokeless tobacco users also reported buying smokeless tobacco themselves (2015, 24%; 2017, 32%), having someone else buy for them (2015, 26%; 2017, 28%), and borrowing or “bumming” from someone as the most frequently used means of getting such tobacco products. **(Figure 75)**

Among all three types of tobacco users who answered this survey, getting tobacco products from a store was less commonly reported. This was particularly true among high school smokeless tobacco users, who reported an increase in getting smokeless tobacco in some other way in 2017.

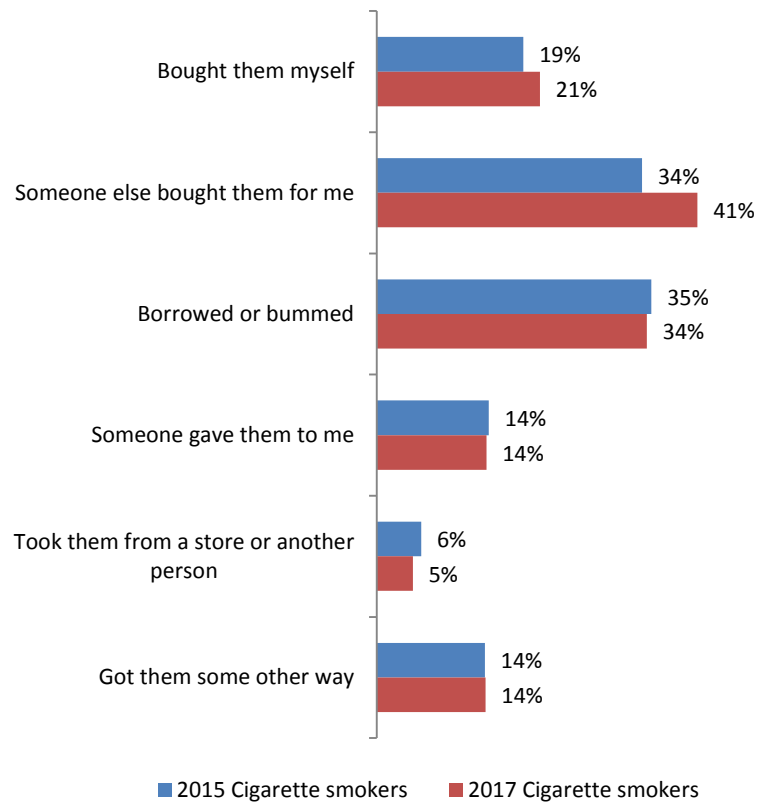


Figure 73. Student Sources for Obtaining Cigarettes, Nebraska YTS, 2015-2017

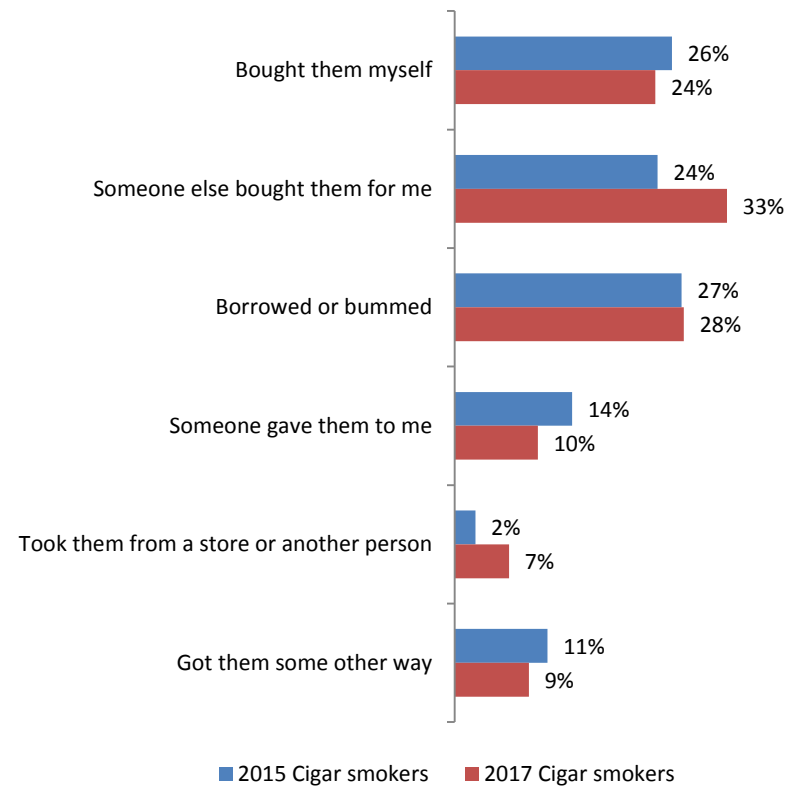


Figure 74. Student Sources for Obtaining Cigars, Nebraska YTS, 2015-2017

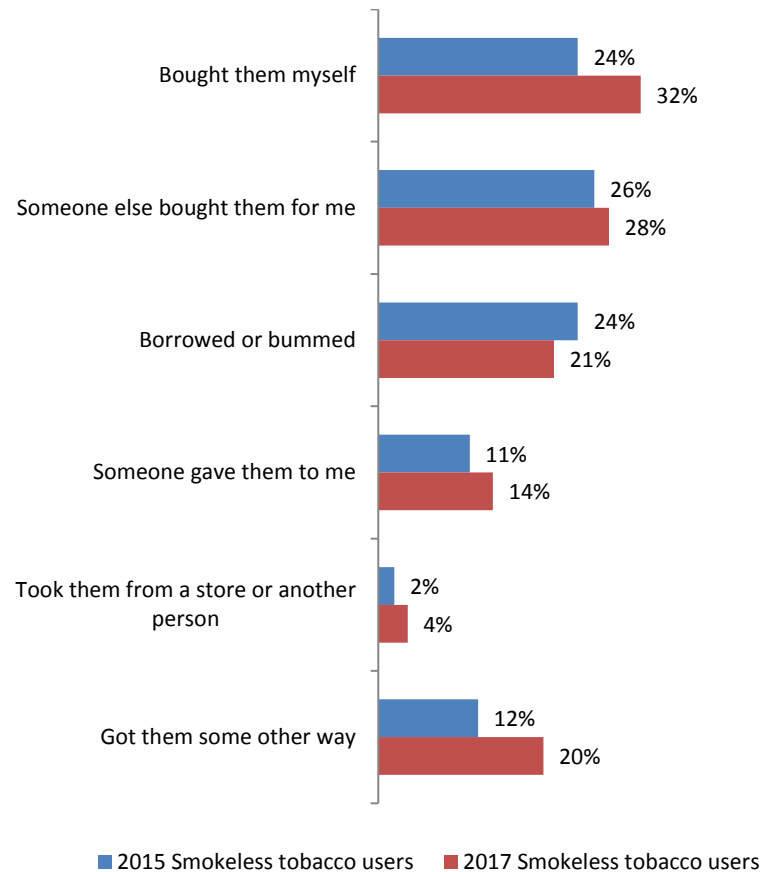


Figure 75. Student Sources for Obtaining Smokeless Tobacco, Nebraska YTS, 2015-2017

Access: Places Where Tobacco Products Were Bought

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

In both years, high school cigarette smokers purchased cigarettes most frequently from gas stations (2015, 42%; 2017, 37%), convenience stores (2015, 14%; 2017, 9%), and grocery stores (2015, 11%; 2017, 9%). **(Figure 76)**

In both years, high school cigar smokers most frequently purchased cigars at gas station (2015, 42%; 2017, 45%) and convenience stores (2015, 10%; 2017, 11%). In 2017, 9% more cigar smokers reported obtaining cigars from grocery stores, and 5% more reported getting cigars over the internet. **(Figure 77)**

In both years, high school smokeless tobacco users most frequently purchased their products at gas stations (2015, 44%; 2017, 33%). In 2017, the percentage of smokers who reported getting their products from convenience stores doubled from 2015 (2015, 5%; 2017, 10%), and 9% more smokeless tobacco users reported obtaining their products from drug stores than 2015 (2015, 4%; 2017, 13%). However, fewer students reported getting smokeless tobacco from grocery stores in 2017 (2015, 9%; 2017, 1%). **(Figure 78)**

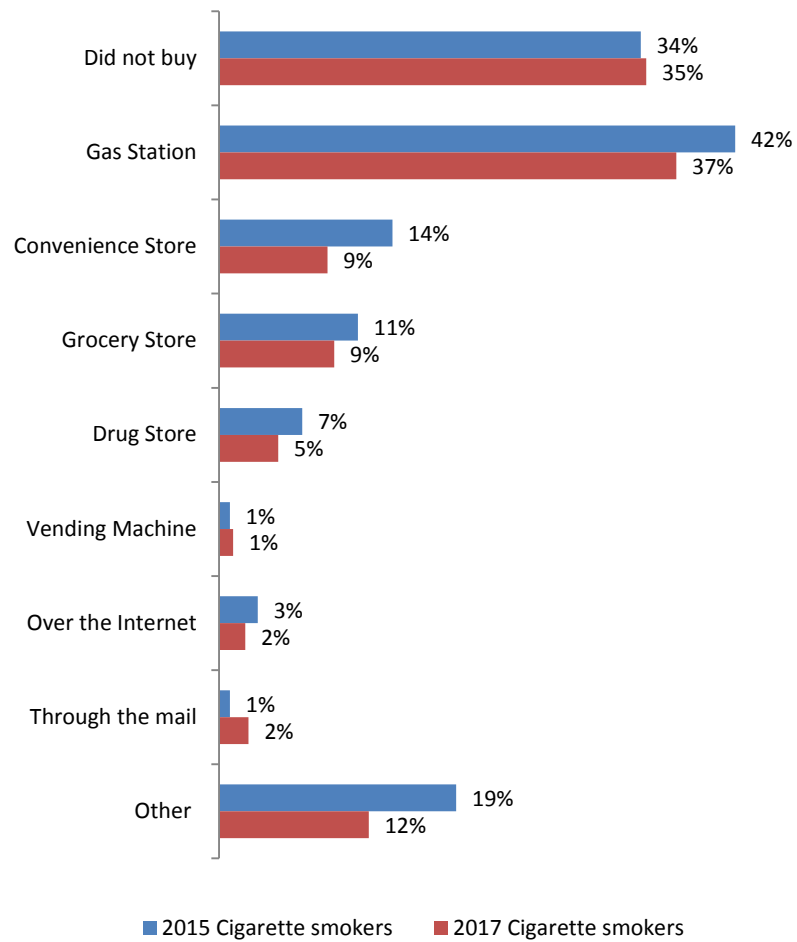


Figure 76. Places Where Students Purchased Cigarettes, Nebraska YTS, 2015-2017

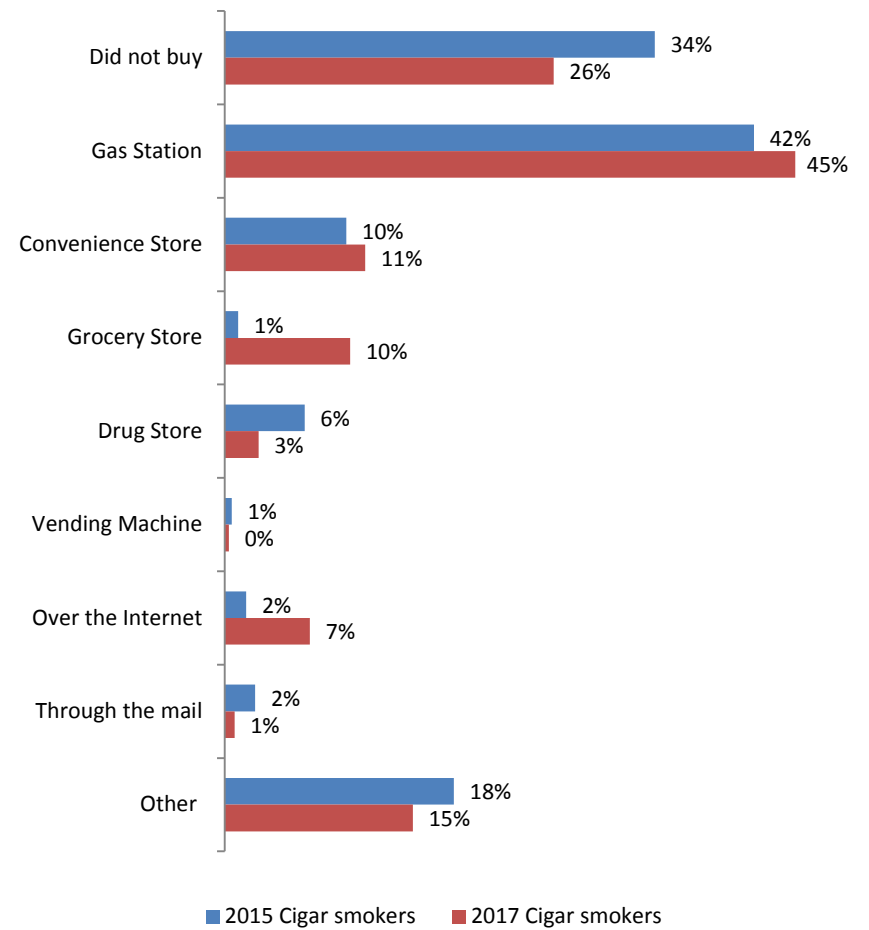


Figure 77. Places Where Students Purchased Cigars, Nebraska YTS, 2015-2017

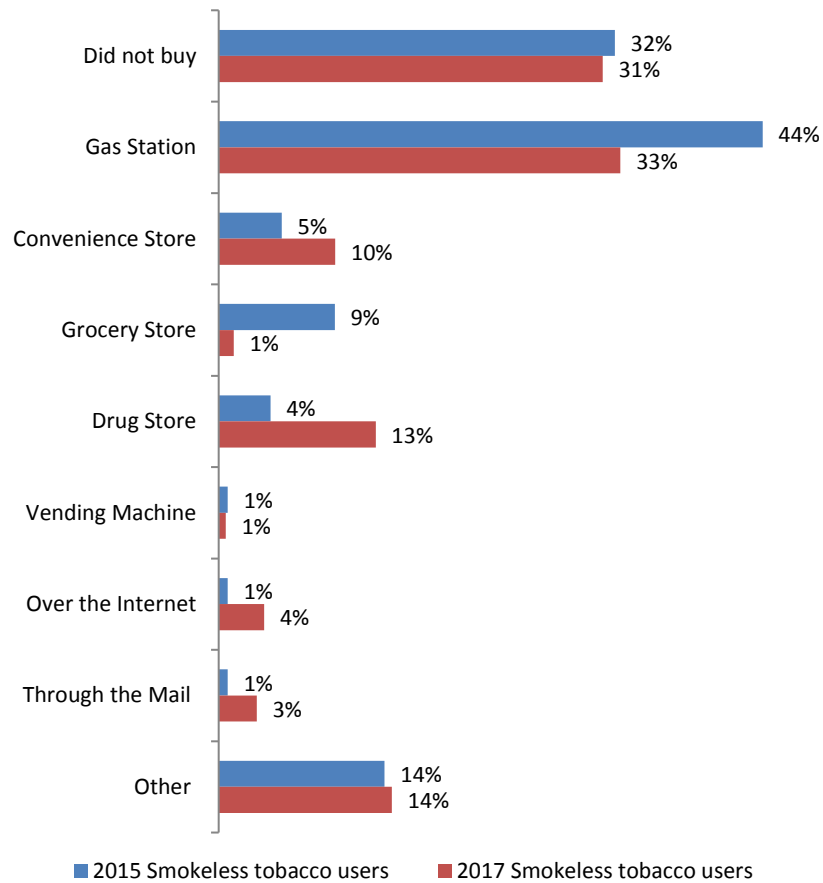


Figure 78. Places Where Students Purchased Smokeless Tobacco, Nebraska YTS, 2015-2017

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.

In 2015, 8% of high school smokers reported that they were unable to buy a tobacco product because of their age. More than half (55%) reported that they had never been refused at all because of age.

In 2017, 14% of high school smokers reported that people refused to sell them cigarettes because of their age, and about half (51%) reported that they had never been refused at all. Overall, despite the slight decrease (4%) from 2015 (55%) to 2017 (51%), the percentages of students who reported not being able to buy cigarettes due to their age in recent years were noticeably higher than 2013 and before. **(Figure 79)**

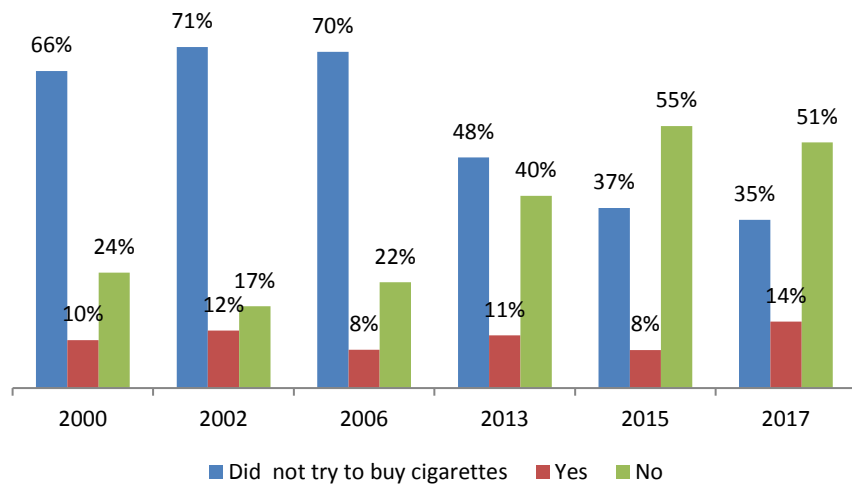


Figure 79. Percentage of Cigarettes Smokers Who Were Unable to Buy Cigarettes Due to Their Age During the Past 30 Days, Nebraska YTS, 2015-2017

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.

Overall, the proportions of high school cigarette smokers who thought it would be very easy for them to purchase cigarettes if they wanted to were twice as high as they were among total high school students or high school non-smokers, in both 2015 and 2017.

Compared to 2015 (31%), more high school students considered it “not easy at all” for them to get tobacco products in 2017 (39%). **(Figure 80)**

For cigarette smokers, the proportions of students who felt it would be “very easy” for them to get tobacco products if they wanted to stayed about the same in both years. **(Figure 81)**

In 2017, 10% more high school non-smokers indicated that they felt it would be “not easy at all” for them to buy cigarettes if they wanted to than in 2015. **(Figure 82)**

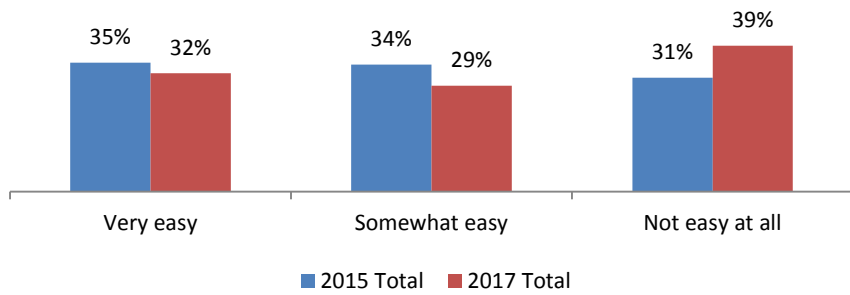


Figure 80. Percentage of High School Students That Indicated the Ease of Purchasing Cigarettes, Nebraska YTS, 2015-2017

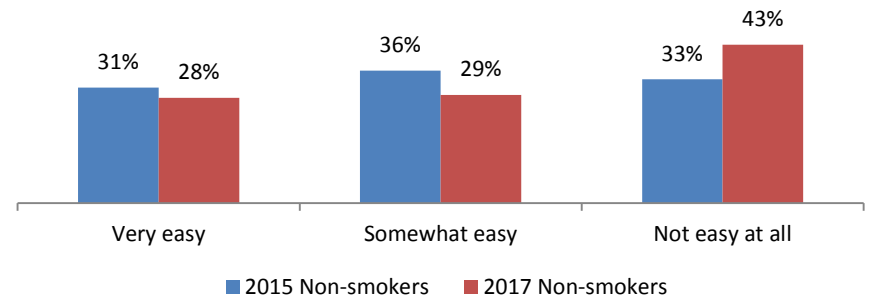


Figure 82. Percentage of High School Non-smokers That Indicated the Ease of Purchasing Cigarettes, Nebraska YTS, 2015-2017

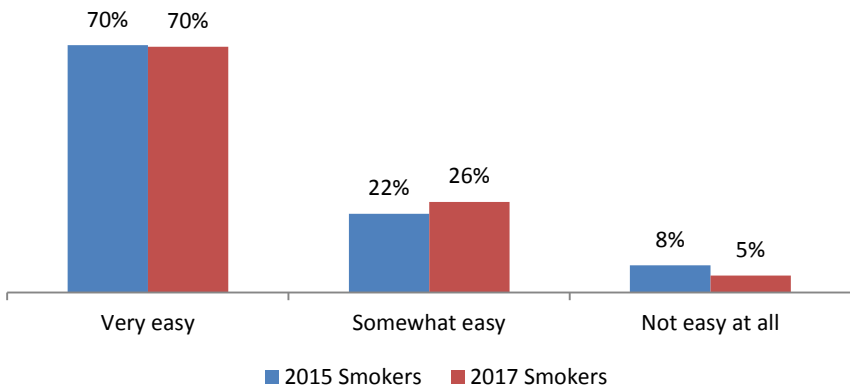


Figure 81. Percentage of High School Smokers That Indicated the Ease of Purchasing Cigarettes, Nebraska YTS, 2015-2017

Cessation: Intent to Quit

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

Similar questions were asked in each year with moderate changes in 2017.

In 2015, students were asked:

1. if they want to stop smoking cigarettes for good,
2. if they plan to stop smoking cigarettes for good within the next year,
3. during the past 12 months, how many times they have stopped smoking for one day or longer because they were trying to quit smoking cigarettes for good,
4. how long they stayed off cigarettes when they last tried to quit for good, and
5. if they are seriously thinking about quitting the use of all tobacco.

In 2017, students were asked:

1. how many times they have stopped smoking cigarettes for one day or longer because they were trying to quit smoking cigarettes for good,
2. how long they stayed off cigarettes when they last tried to quit for good,
3. during the past 12 months, how many times they have stopped smoking for one day or longer because they were trying to quit smoking cigarettes for good,
4. how long they stayed off cigarettes when they last tried to quit for good, and
5. if they are seriously thinking about quitting the use of all tobacco.

In 2015, nearly two-fifths of student cigarette smokers (37%) indicated expectations to stop smoking cigarettes for good. **(Figure 83)** And 36% of student smokers answered they plan to quit within one year. **(Figure 84)**

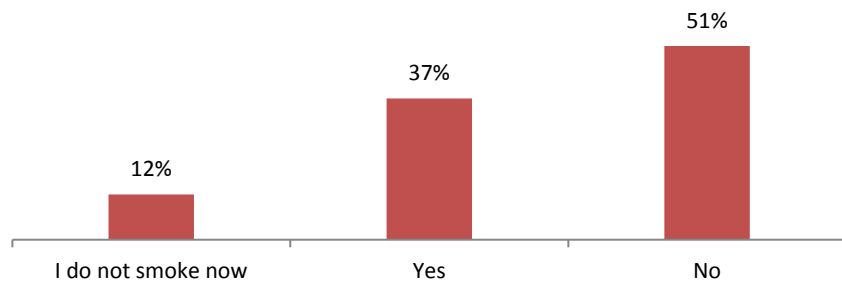
In 2015 and 2017, the same proportion of student smokers (66%) reported that they stopped smoking at least once for one day or longer because they were trying to quit for good. **(Figure 85)**

Additionally, more than half of student smokers (2015, 51%; 2017, 58%) indicated that they stayed off cigarettes at least one day to quit. **(Figure 86)**

When asked if they were seriously thinking about quitting the use of all tobacco, more than half of student smokers (54%) in 2015 reported that they were not thinking about quitting the use of all tobacco at the time of the survey and a slightly larger percent of high school smokers (61%) reported they were not considering doing so in 2017. **(Figure 87)**

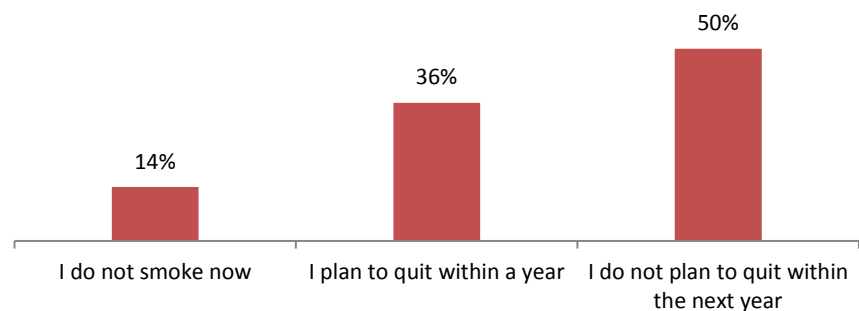
In 2017, about one-third of student smokers (34%) answered they were seriously thinking about quitting cigarettes in the next 12 months, while about half of the students (51%) did not plan to. **(Figure 88)**

In addition, more than half of the student smokers (61%) reported they have stopped smoking for one day or longer at least once time to quit smoking for good. **(Figure 89)**



Note: Data was not collected in 2017.

Figure 83. Percentage of Student Smokers Who Wanted to Stop Smoking Cigarettes for Good, Nebraska YTS, 2015



Note: Data was not collected in 2017.

Figure 84. Percentage of Student Smokers Who Wanted to Stop Smoking Cigarettes for Good Within the Next Year, Nebraska YTS, 2015

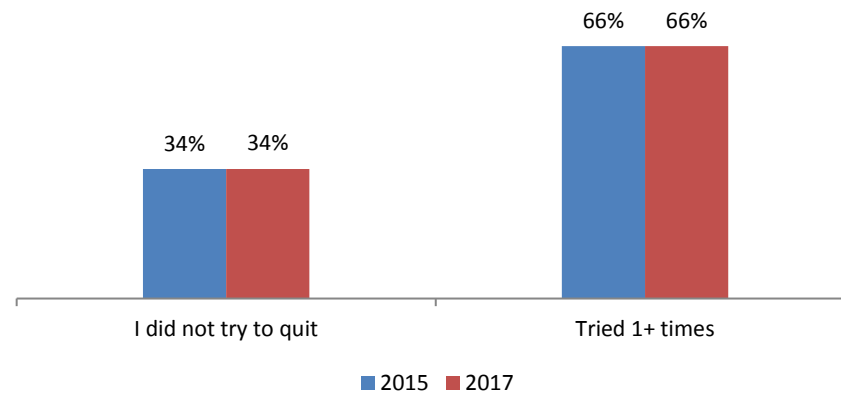


Figure 85. Percentage of Student Smokers Who Stopped Smoking for One Day or Longer to Quit Smoking Cigarettes for Good, Nebraska YTS, 2015-2017

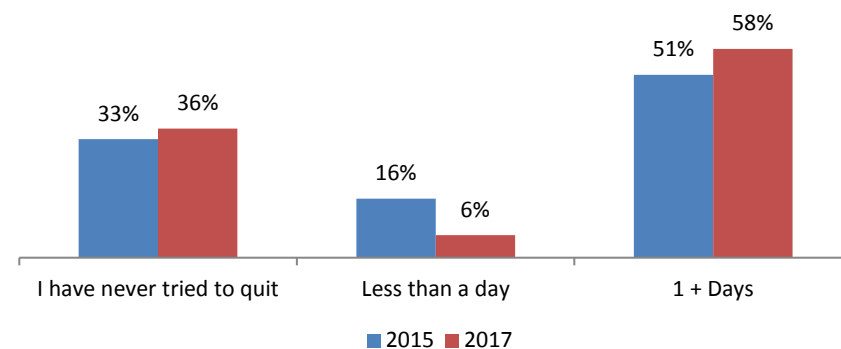


Figure 86. Percentage of Student Smokers Who Stayed off Cigarettes to Quit for Good, Nebraska YTS, 2015-2017

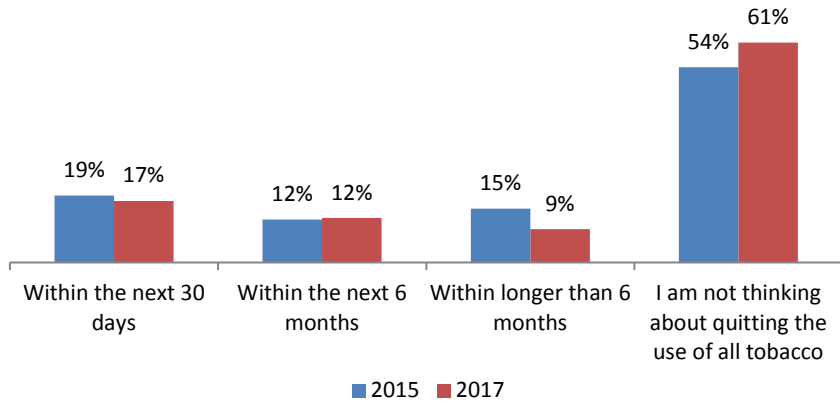
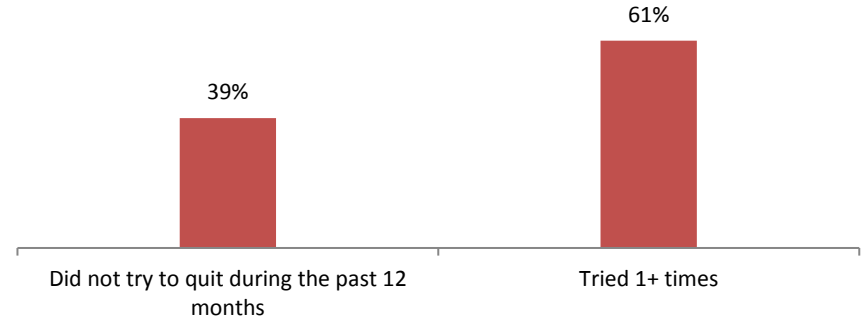
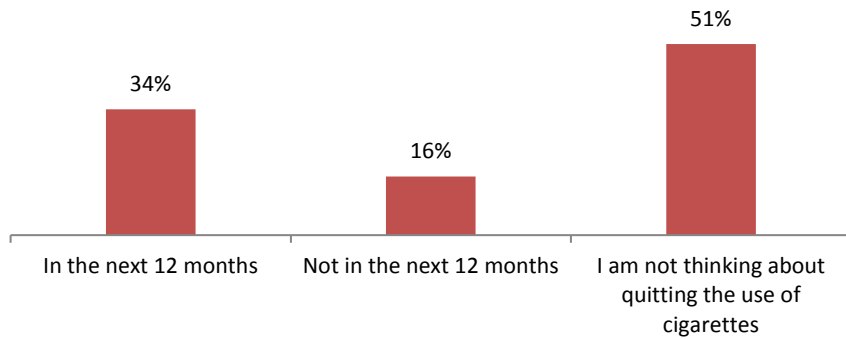


Figure 87. Percentage of Student Smokers Who Were Seriously Thinking about quitting the use of all tobacco, Nebraska YTS, 2015-2017



Note: Data was not collected in 2015.

Figure 89. Percentage of Student Smokers Who Stopped Smoking for One Day or Longer to Try to Quit Smoking for Good, Nebraska YTS, 2017



Note: Data was not collected in 2015.

Figure 88. Percentage of Student Smokers Who Were Seriously Thinking About Quitting Cigarettes, Nebraska YTS, 2017

Cessation: Quit Attempt Methods

Students were asked what they did to help themselves quit using tobacco in the 12 months preceding the survey. Students were able to choose more than one answer.

In 2015, nearly one-fifth of high school students (19%) who reported using at least one quit attempt method did so on their own, or went “cold turkey,” the term used to describe people who quit their tobacco use abruptly. This number rose to 71% in 2017.

In 2015, receiving help from family and friends (29%), using nicotine gum (25%), attending a program at school (19%), or using medicine (16%) were the most frequent methods used to quit.

In 2017, reliance on those methods was largely replaced by quitting on their own. **(Figure 90)**

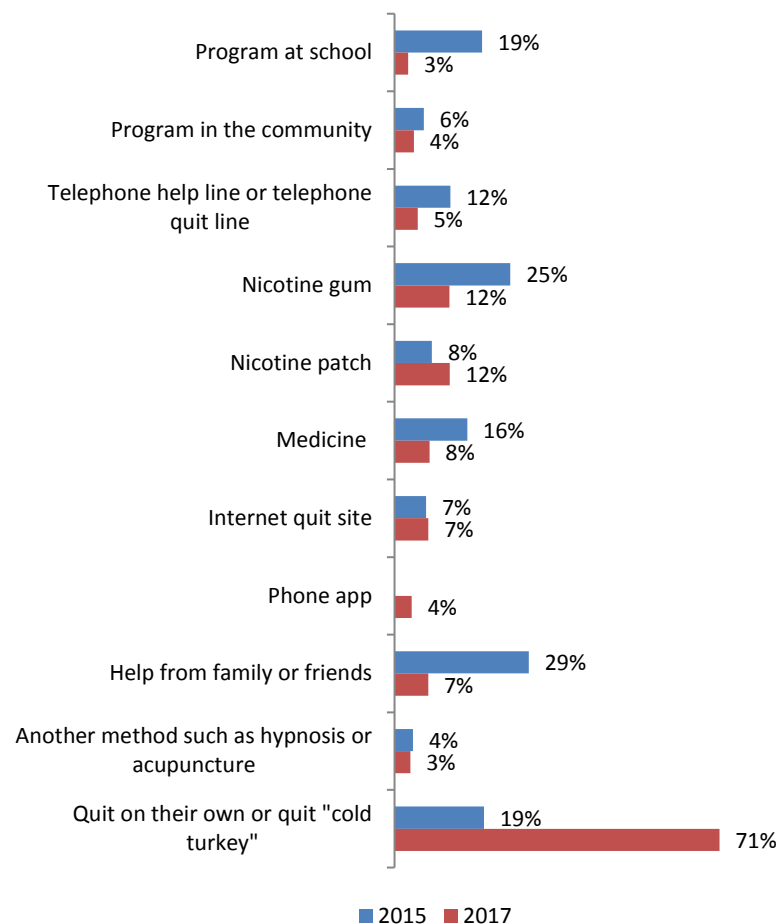


Figure 90. Help Used by Students Who Had at Least One Quit Attempt During the Past 12 Months, Nebraska YTS, 2015-2017

Secondhand Smoke in Homes and Vehicles

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

In both years, about one-fifth (2015, 19%; 2017, 20%) of high school students reported secondhand smoke in their homes, a decline from 23% in 2013.

The percentages of students who reported being exposed to secondhand smoke in a vehicle also differed by only 1% between 2015 (24%) and 2017 (23%). Compared to the lowest point (13%) in 2013, the percentages of high school students reporting secondhand smoke in a vehicle increased by about 10% in 2015 (24%) and 2017 (23%). **(Figure 91)**

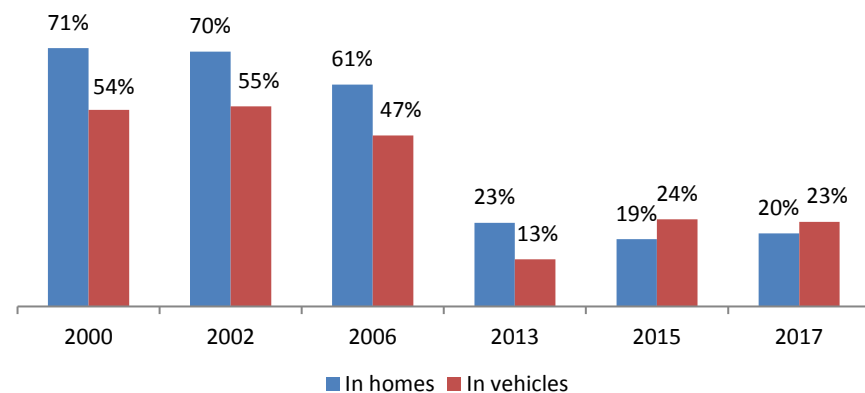


Figure 91. Percentage of Students Who Reported Being Exposed to Secondhand Smoke in Their Homes or Vehicles, Nebraska YTS, 2000-2017

Secondhand Smoke in the Work Place

Students were asked if they were exposed to secondhand smoke during the past seven days in the work place.

In both years, nearly two-thirds of students (2015, 62%; 2017, 59%) did not have a job at the time of the survey. In 2015, 8% of high school students reported that they did not work in the past seven days prior to the survey, and about the same percentage (7%) in 2017.

Among those who worked in the past seven days, about one-fifth of students (2015, 21%; 2017, 23%) reported being exposed to secondhand smoke in their work place, while about 10% (2015, 10%; 2017, 12%) of students reported being exposed to secondhand smoke in the work place on at least one day during the past seven days. **(Figure 92)**

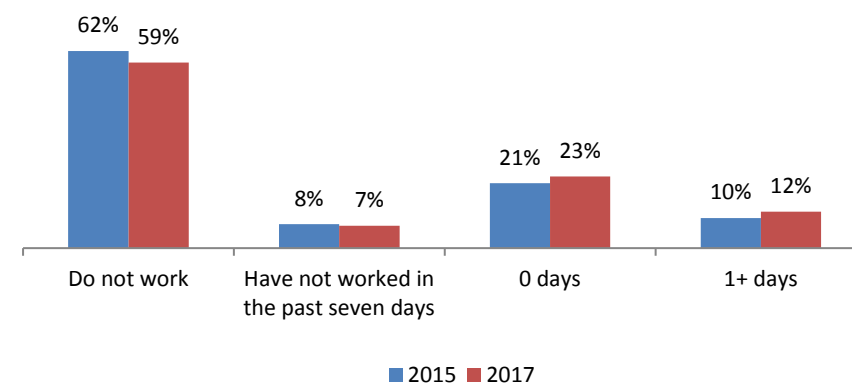


Figure 92. Percentage of Students Who Reported Being Exposed to Secondhand Smoke in the Work Place during the Past Seven Days, Nebraska YTS, 2015-2017

Secondhand Smoke at School and Public Place

Students were asked if they were exposed to secondhand smoke during the past seven days at school or in an indoor or outdoor public place.

The proportions of high school students who reported being exposed to secondhand smoke at school or in a public place were about the same in 2015 and 2017. In both years, slightly more than one-fifth (21%) of students reported being exposed to secondhand smoke at school, and over one-third (2015, 35%; 2017, 34%) of students reported being exposed to secondhand smoke in public places. **(Figure 93)**

In 2017, students were also asked if they were exposed to vapor from someone who was using an e-cigarette in an indoor or outdoor public place during the past seven days. One-fifth (20%) of students indicated they breathed the vapor from an e-cigarette smoker in public place. **(Figure 94)**

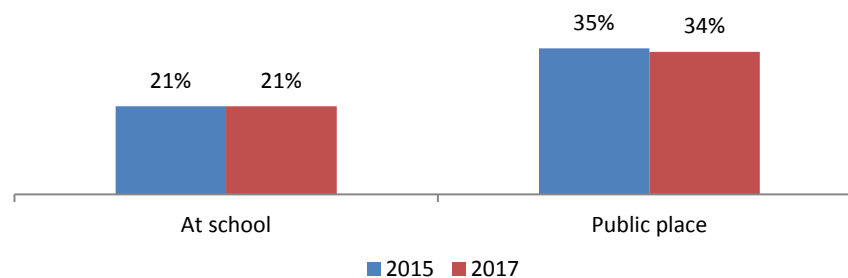
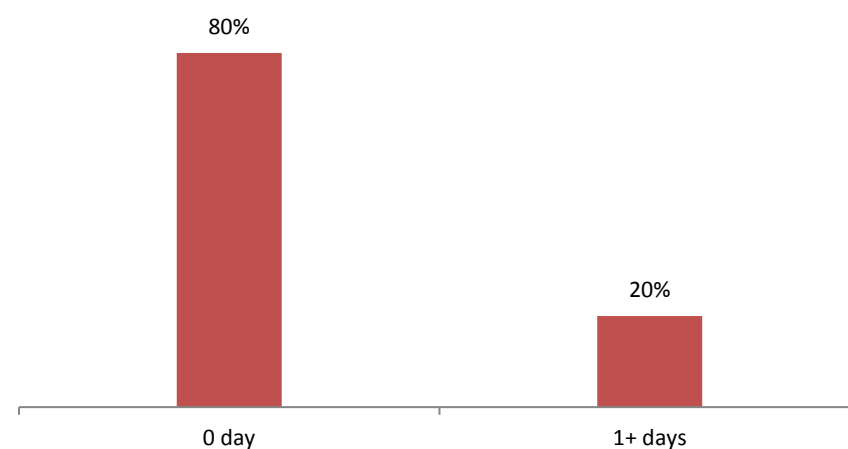


Figure 93. Percentage of Students Exposed to Secondhand Smoke at School and in Public Place During the Past Seven Days, Nebraska YTS, 2015-2017



Note: Data was not collected in 2015.

Figure 94. Percentage of Students Exposed to Vapor in Public Place During the Past Seven Days, Nebraska YTS, 2017

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.

All three categories had similar proportions of students between 2015 and 2017.

Overall, the majority of high school students (2015, 86%; 2017, 85%) reported that smoking was never allowed anywhere inside their homes.

Whether or not a home was smoke-free was associated with the presence of a smoker in the home. Students living with at least one cigarette smoker in their household were less likely to report that smoking was never allowed anywhere in the home (2015, 69%; 2017, 66%). **(Figure 95 and Figure 96)**

Conversely, if no one smoked in the home, 98% of students reported that smoking was not allowed in the home in 2015 and 96% in 2017.

Whether or not a family-owned vehicle was smoke-free was also associated with the presence of a smoker in the home. When asked about smoke-free rules in vehicles, overall, close to four-fifths of students (78% in both years) reported that smoking was never allowed inside their family's vehicles.

About half of students (2015, 49%; 2017, 50%) who at that point lived with at least one smoker reported that smoking was never allowed in their family's vehicles. Conversely, if no one smoked in

the household, 97% of students reported that smoking was never allowed in their family's vehicles in 2015 and 95% in 2017.

(Figure 97 and Figure 98)

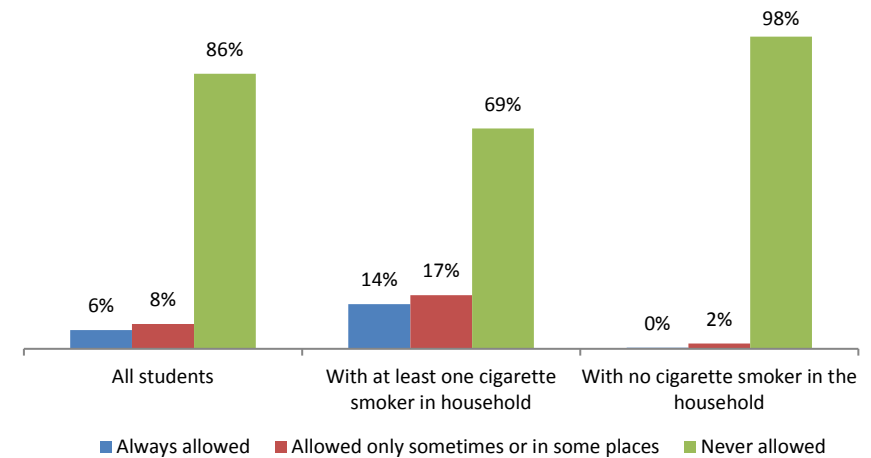


Figure 95. Percentage of Students with Smoke-Free Rules in Their Homes, Nebraska YTS, 2015

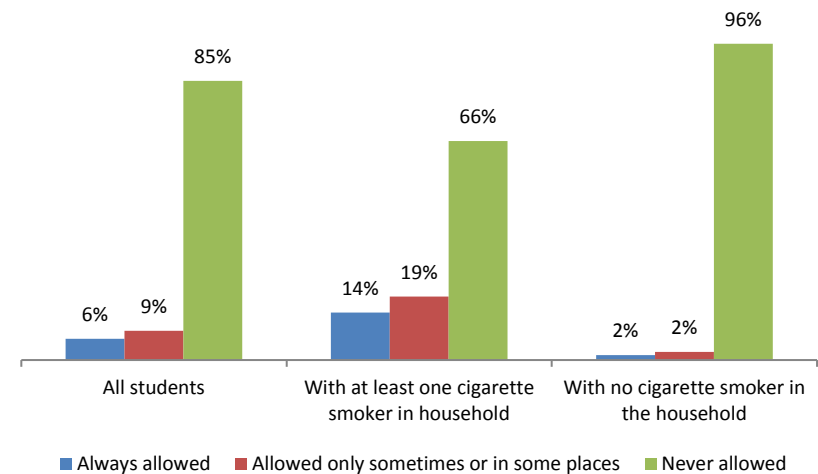


Figure 96. Percentage of Students with Smoke-Free Rules in Their Homes, Nebraska YTS, 2017

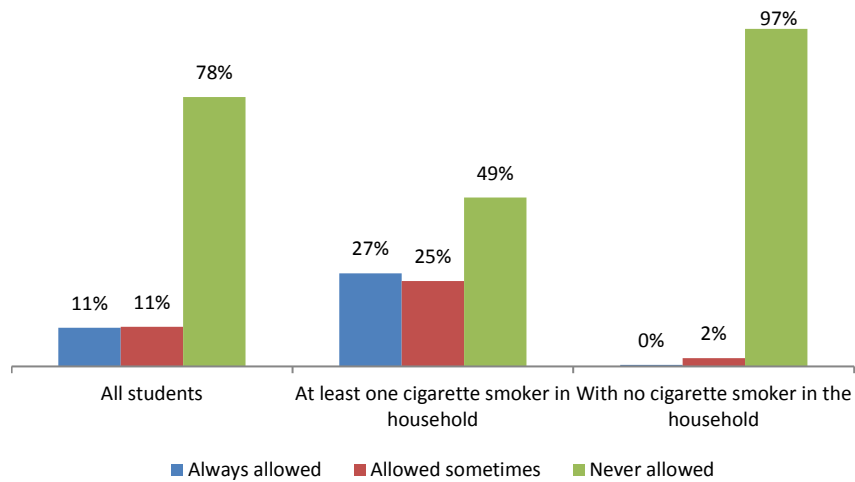


Figure 97. Percentage of Students with Smoke-Free Rules in Their Family's Vehicles, Nebraska YTS, 2015

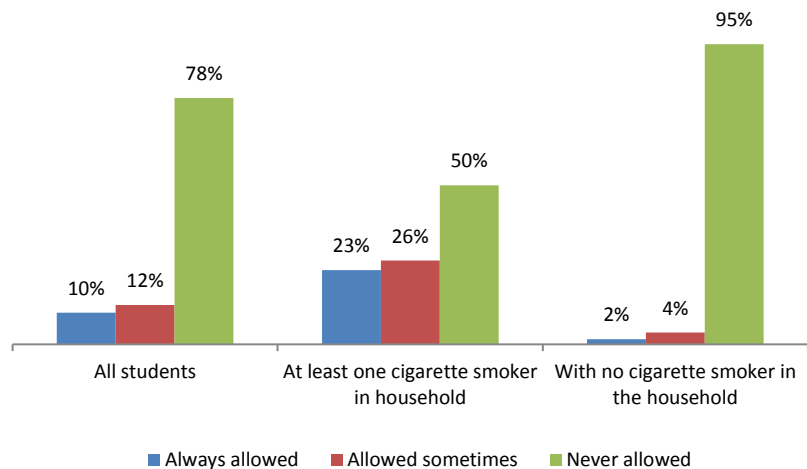


Figure 98. Percentage of Students with Smoke-Free Rules in Their Family's Vehicles, Nebraska YTS, 2017

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.

In 2015, overall, 87% of high students believed that people should strictly prohibit smoking in their homes. Females (89%) were more likely than males (85%) to reject tobacco use at home. Cigarette smokers (50%) were less likely than non-smokers (92%) to believe this. No significant differences were found by grade.

In 2017, students in all categories were less likely to believe that smoking tobacco products should be allowed in their homes compared to respondents in 2015. Females (84%) were more likely than males (79%) to reject tobacco use at home. The prevalence declined as grades increased. Non-smokers doubled in proportions (85%) compared to smokers (42%) in whether they believe that smoking tobacco at home should not be allowed. Significant differences were found by gender, grade, and smoker type. **(Figure 99)**

When asked if they thought people should allow or not allow smoking inside their vehicles, overall, more than four-fifths of students believed that people should strictly prohibit smoking in their vehicles in both years (2015, 82%; 2017, 81%). Proportions of prevalence did not differ much between the two years. In 2017, females (84%) were more likely to believe smoking should not be allowed in vehicles than males (79%). Significant differences by gender were only found in 2017, and went down as grades increased. In 2017, the percentage of non-smokers (86%) who

opined smoking should be prohibited in their vehicles was more than three times higher than it was among smokers (26%). Significant differences were found by grade and smoker type in both years. **(Figure 100)**

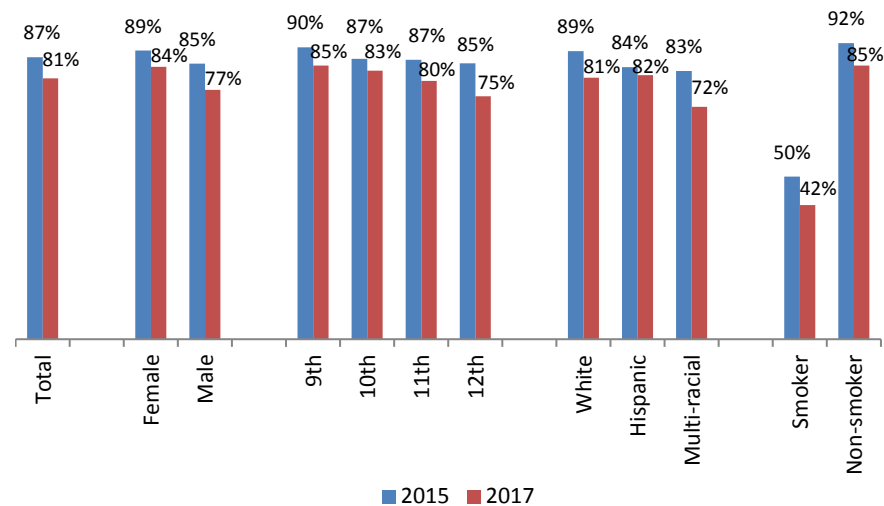


Figure 99. Percentage of Students Who Believe That Smoking Should Not Be Allowed Inside the Home, Nebraska YTS, 2015-2017

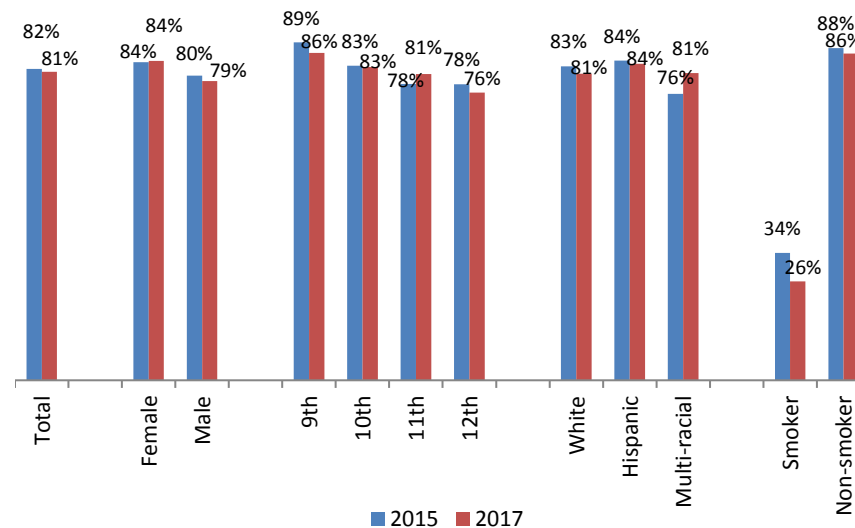


Figure 100. Percentage of Students Who Believe That Smoking Should Not Be Allowed in Vehicles, Nebraska YTS, 2015-2017

Exposure to Tobacco Products

Students were asked if anyone they lived with was a tobacco user. The percentage of students who reported living with someone who smokes has decreased since 2000; however, this trend began to rise in 2013. Overall, about two-fifths of high school students reported living with a smoker (2015, 41%; 2017, 42%). **(Figure 101)**

In 2015, nearly one-third of high school students (29%) reported living with someone who smokes cigarettes in the household at the time of the survey. Students who reported living with a smoker were more likely to smoke themselves. About one in five students (21%) who lived with a cigarette smoker were also cigarette smokers. Conversely, only 5% of students were cigarette smokers if they lived with no one who smoked cigarettes. **(Figure 102)**

In 2017, about a quarter of high school students (26%) reported living with someone who smokes cigarettes at the time of the survey. Fourteen percent (14%) of high school students who lived with a cigarette smoker were cigarette smokers themselves, and only 5% of those who lived with non-smokers were cigarette smokers. **(Figure 103)**

Such patterns also held true among high school smokeless tobacco users. In 2015, 12% of high school students reported living with someone who used smokeless tobacco in the household at the time of the survey. Seventeen percent (17%) of students who lived with at least one smokeless tobacco user used the products as well, while only 4% of those living without a

smokeless tobacco user were also smokeless tobacco users. **(Figure 104)**

In 2017, about one in every ten high school students (10%) reported living with a smokeless tobacco user at the time of the survey. Nearly one-fifth of students (23%) were current smokeless tobacco users if they reported living with at least one such product user, whereas only 3% of those who were not living with a smokeless tobacco user were current users of such products. **(Figure 105)**

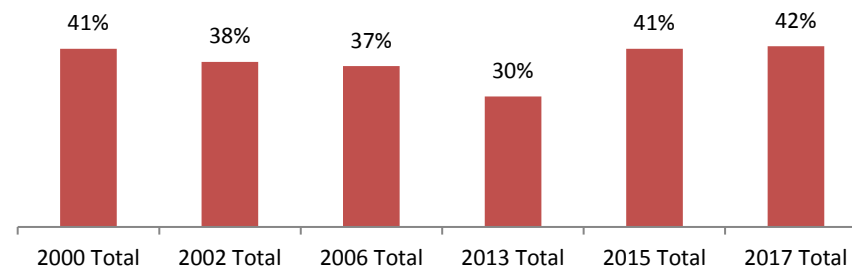


Figure 101. Percentage of Students Who Live with a Smoker, Nebraska YTS, 2000-2017

Lives with Cigarette Smoker(s)

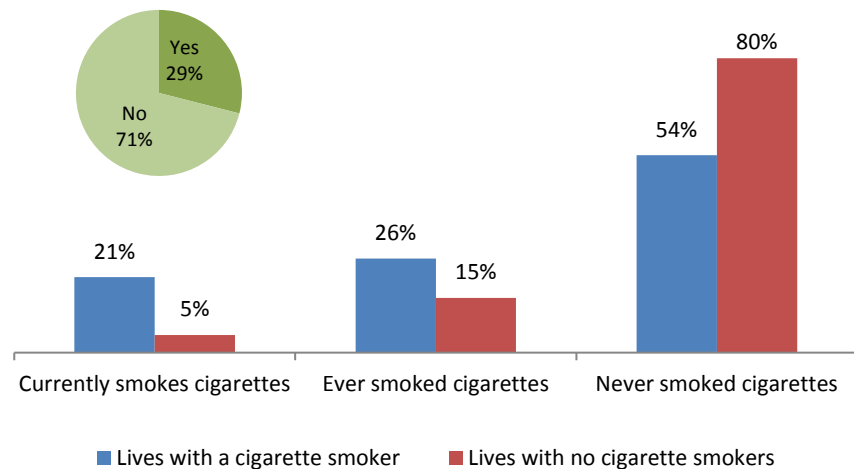


Figure 102. Percentage of Students Who Live with a Cigarette Smoker and Their Cigarette Smoking Status, Nebraska YTS, 2015

Lives with Cigarette Smoker(s)

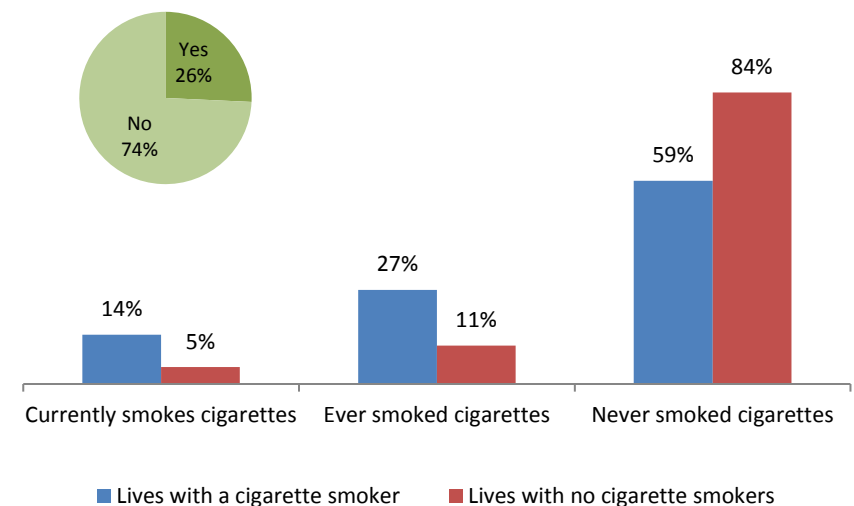


Figure 103. Percentage of Students Who Live with a Cigarette Smoker and Their Cigarette Smoking Status, Nebraska YTS, 2017

Lives with Smokeless Tobacco User(s)

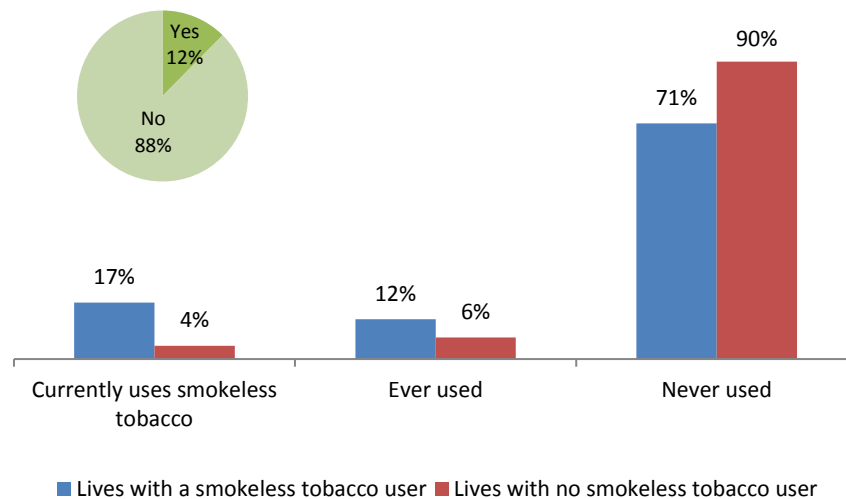


Figure 104. Percentage of Students Who Live with a Smokeless Tobacco User and Their Status of Smokeless Tobacco Use, Nebraska YTS, 2015

Lives with Smokeless Tobacco User(s)

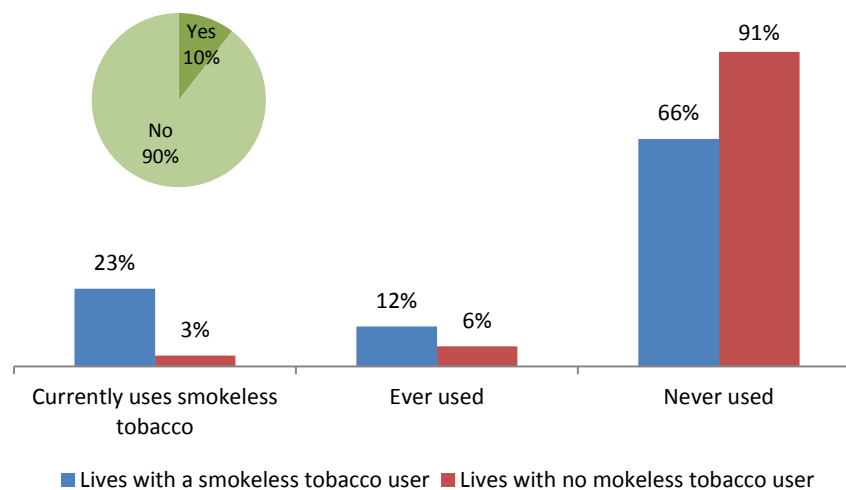


Figure 105. Percentage of Students Who Live with a Smokeless Tobacco User and Their Status of Smokeless Tobacco Use, Nebraska YTS, 2017

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.

In 2015, nearly one-quarter (24%) of high school students reported that one or more of their four closest friends smoked, and slightly more than one-fifth (21%) reported the same in 2017. Overall, this is a decrease from 49% in 2000. **(Figure 106)**

In 2015, females (27%) were more likely than males (21%) to report that at least one of their four closest friends smoked cigarettes. In 2015 the proportions also increased as grade level went up, while small fluctuations were found across grades in 2017. In both years, about four in five cigarette smokers (2015, 80%; 2017, 78%) reported that one or more of their closest friends were cigarette smokers, compared to only 18% (2015) and 17% (2017) among non-smokers. Significant differences were found by gender and grade only in 2015. **(Figure 107)**

The higher the number of friends who smoked, the greater the likelihood that the student also smoked. In 2015, nearly three in every four high school students (74%) were cigarette smokers if all four of their closest friends smoked, compared to only 8% who smoked if one of their four closest friends smoked. In 2017, more than half of high school students (56%) smoked cigarettes if all four of their closest friends smoked, compared to only 12% who smoked if one of their four closest friends smoked. **(Figure 108)**



Figure 106. Percentage of Students Who Report that One or More of Their Four Closest Friends Smoked, Nebraska YTS, 2000-2017

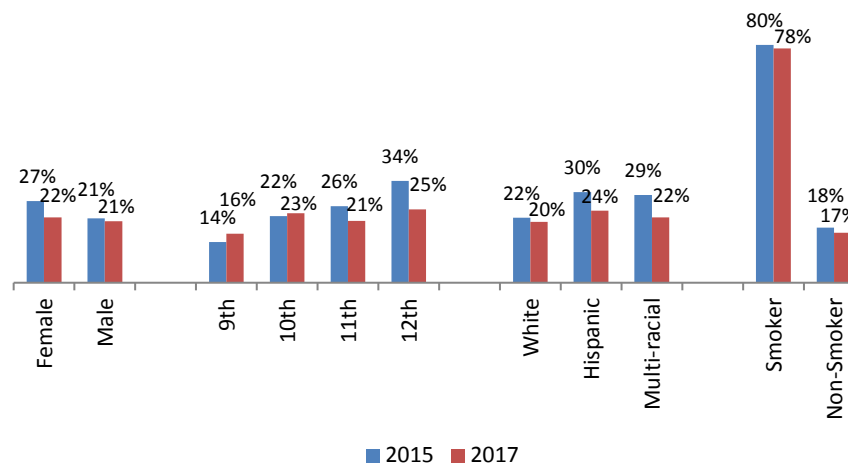


Figure 107. Percentage of Students Who Report that One or More of Their Four Closest Friends Smoked Cigarettes, Nebraska YTS, 2015-2017

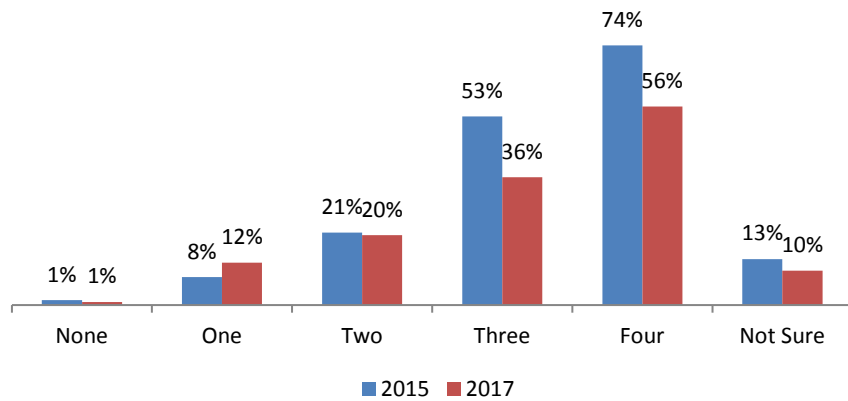


Figure 108. Percentage of Students Who Smoked Cigarettes in Relationship to the Number of Their Friends That Smoked Cigarettes, Nebraska YTS, 2015-2017

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.

In 2015, one in every five high school students (20%) reported that one or more of their four closest friends used smokeless tobacco, and in 2017, 17% reported the same. This is a decrease from 26% in 2000. **(Figure 109)**

In both years, males (2015, 24%; 2017, 20%) were more likely than females (2015, 15%; 2017, 13%) to report that one or more of their four closest friends used smokeless tobacco. In 2015, as grade level increased, students were significantly more likely to report that one or more of their closest friends used smokeless tobacco. This trend was also true in 2017, except for small fluctuations.

In 2015, 84% of smokeless tobacco users reported that one or more of their four closest friends used smokeless tobacco, compared to only 16% of students who did not use smokeless tobacco. In 2017, 78% of smokeless tobacco users reported that one or more of their four closest friends used such products, compared to only 13% of students who did not use smokeless tobacco. **(Figure 110)**

The higher the number of friends who used smokeless tobacco, the greater the likelihood that the student himself or herself also used these products. (Figure 111)

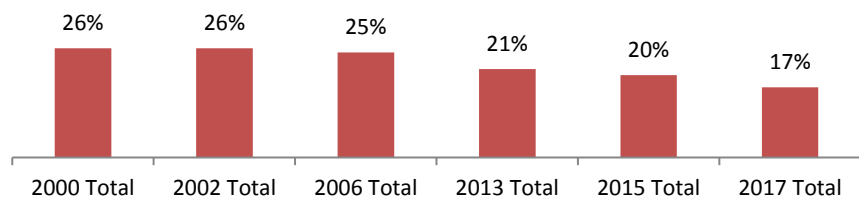


Figure 109. Percentage of Students Who Report that One or More of Their Four Closest Friends Used Smokeless Tobacco, Nebraska YTS, 2000-2017

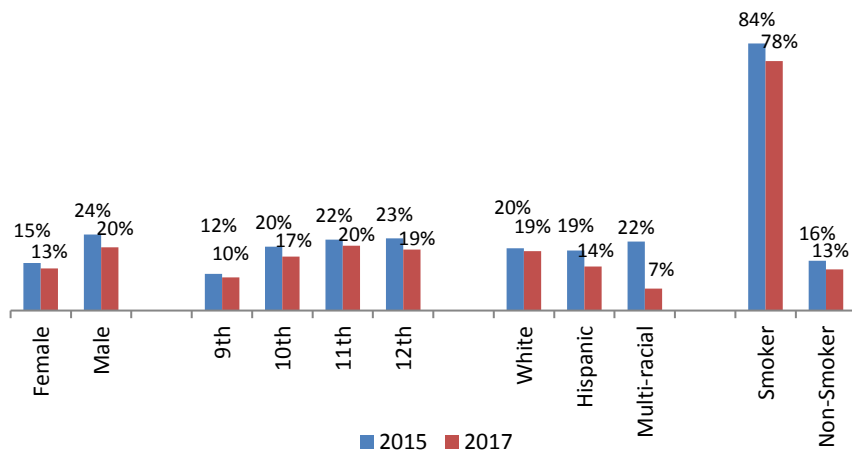


Figure 110. Percentage of Students Who Report that One or More of Their Four Closest Friends Used Smokeless Tobacco, Nebraska YTS, 2015-2017

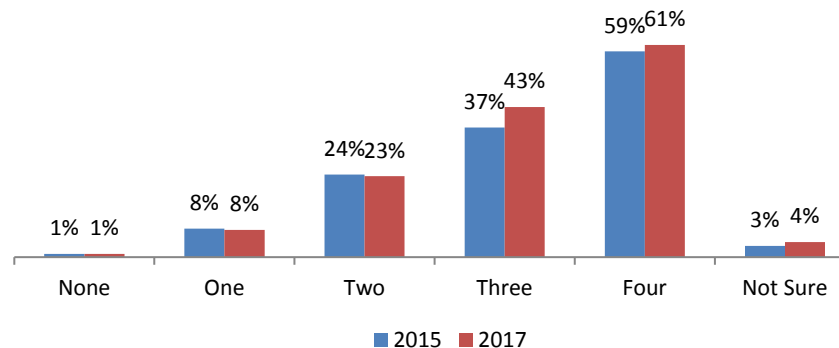


Figure 111. Percentage of Students Who Used Smokeless Tobacco in Relationship to the Number of Their Friends That Used Smokeless Tobacco, Nebraska YTS, 2015-2017

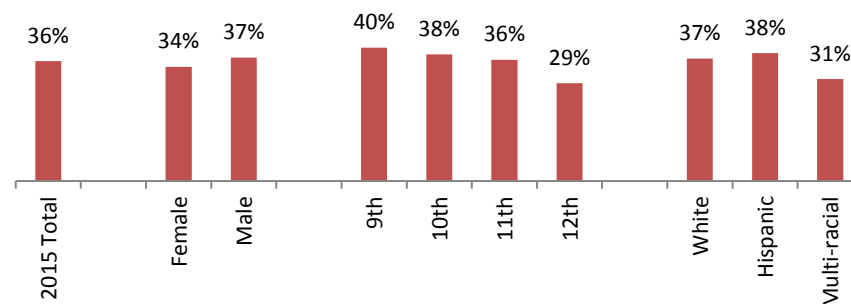
Parental Influence

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 (36%) reported their parents or guardian had talked with them in the past year about not using tobacco.

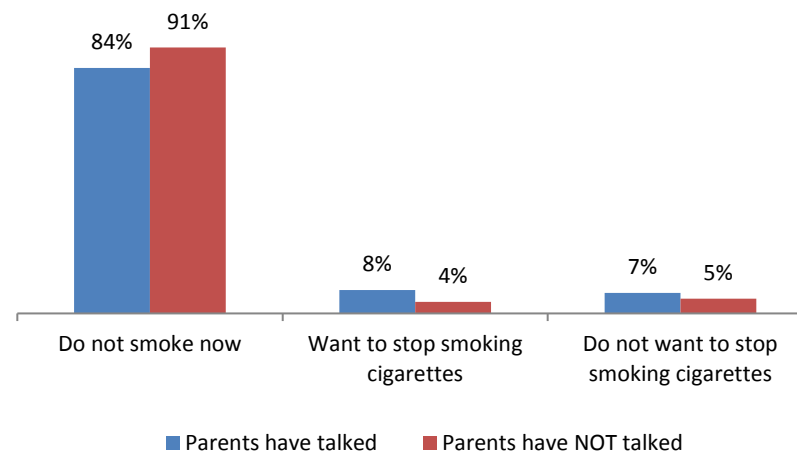
As grade level increased, students were less likely to report that their parents or guardians had talked with them about staying away from tobacco in the past 12 months. **(Figure 112)**

In 2015, high school smokers whose parents had talked with them about not using any type of tobacco products during the past 12 months were more likely to report they want to stop smoking cigarettes for good, however, they were also more likely to report they do not want to stop smoking cigarettes as well. **(Figure 113)**



Note: Data was not collected in 2017.

Figure 112. Percentage of Students Who Reported Their Parents or Guardians Talked With Them About Not Using Tobacco, Nebraska YTS, 2015



Note: Data was not collected in 2017.

Figure 113. Percentage of Student Smokers Who Reported Their Parents or Guardians Talked With Them About Not Using Tobacco and Intent to Quit, Nebraska YTS, 2015

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.

In 2015, nearly half (48%) of all high school students who answered this survey reported being asked by health care professionals if they used tobacco, and more than one-third (35%) of all that responded to the survey reported being advised not to use tobacco of any kind. **(Figure 114 and Figure 115)**

Cigarette smokers were more likely than non-smokers to report that health professionals asked about their tobacco use (63% vs. 46%) or advised them not to use tobacco of any kind (46% vs. 34%).

In 2017, overall, 42% of high school students who answered the survey reported being asked by health care professionals if they use tobacco, and 33% being advised not to use tobacco of any kind. **(Figure 116 and Figure 117)**

Compared to 2015, fewer students reported seeing a health care professional in the past 12 months, being asked whether they use tobacco products, or being advised not to use any type of tobacco products in all categories in 2017.

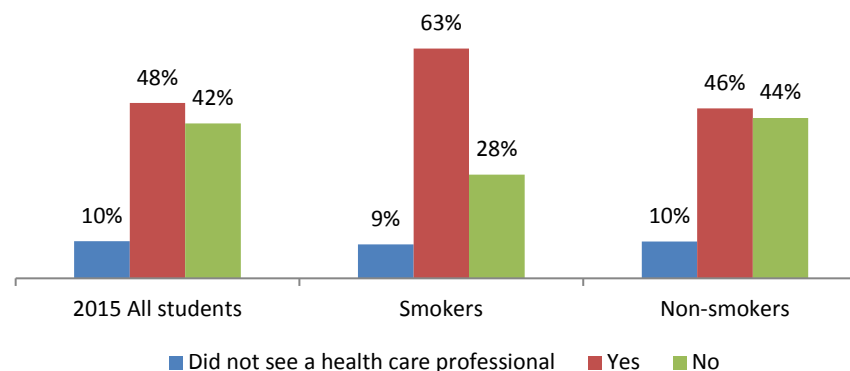


Figure 114. Percentage of Students Reporting Asked by a Health Care Professional if They Use Tobacco of Any Kind, Nebraska YTS, 2015

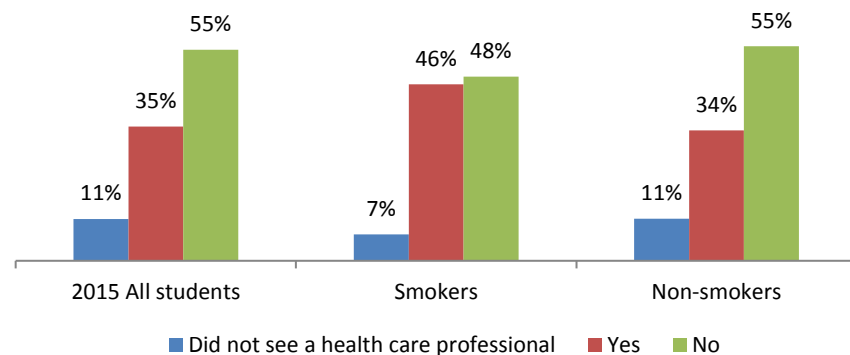


Figure 115. Percentage of Students Reporting Advised by a Health Care Professional Not to Use Tobacco of Any Kind, Nebraska YTS, 2015

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 in both 2015 and 2017. In addition, “Myspace” was also included as an option in the 2015 survey, which was later replaced by “Twitter” in the 2017 survey.

In 2015, while most students (93%) did not receive coupons for tobacco products, 3% reported receiving tobacco coupons in the mail, 2% via e-mail, 1% on the Internet, 1% on Facebook, and 1% via text messaging. **(Figure 118)**

Likewise, while most students (90%) did not receive direct ads from tobacco companies, 4% reported receiving tobacco ads on the Internet, 3% in the mail, 2% via e-mail, 2% on Facebook and 1% via text messaging. **(Figure 119)**

In 2015, current cigarette smokers were more likely to receive tobacco coupons and ads than non-smokers. They received direct marketing in the mail most frequently (12% for coupon and 9% for tobacco ads). In addition, they also frequently received tobacco ads by e-mail (9%).

In 2017, while most students (93%) did not receive coupons for tobacco products, 2% reported receiving tobacco coupons in the mail, 2% on Facebook, 1% via e-mail, 1% on the Internet, 1% on Twitter and 1% via text messaging. **(Figure 120)**

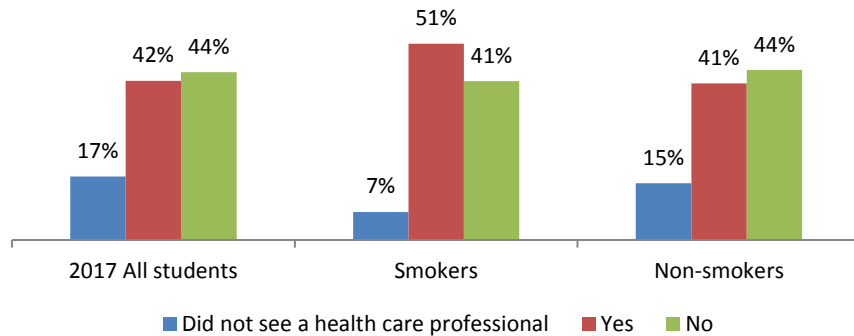


Figure 116. Percentage of Students Reporting Asked by a Health Care Professional If They Use Tobacco of Any Kind, Nebraska YTS, 2017

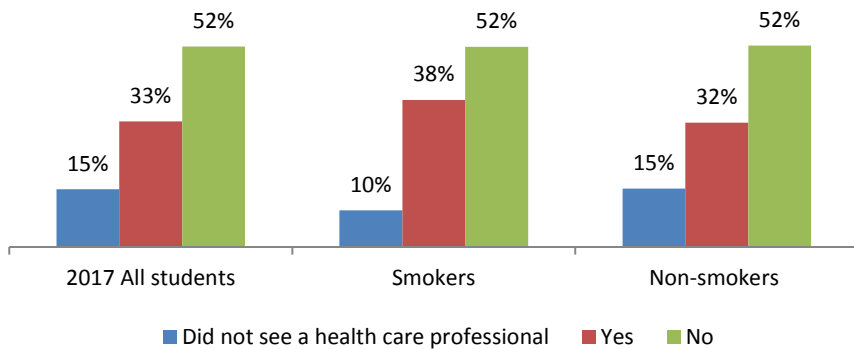


Figure 117. Percentage of Students Reporting Advised by a Health Care Professional Not to Use Tobacco of Any Kind, Nebraska YTS, 2017

Similarly, while most students (91%) did not receive direct ads from tobacco companies, 3% reported receiving tobacco ads on the Internet, 2% in the mail, 2% on Facebook, 1% via e-mail, 1% on Twitter and 1% via text messaging. **(Figure 121)**

In 2017, current cigarette smokers were more likely to receive tobacco coupons and ads. They received coupons most frequently in the mail (7%), followed by e-mail and text messaging (6% for both), and on Facebook (5%). They received ads most frequently on the Internet (9%), in the mail (8%), on Facebook (7%), and via e-mail (4%).

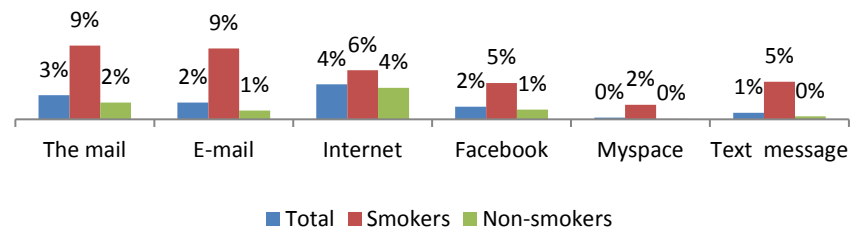


Figure 119. Percentage of Students Who Reported Receiving Tobacco Ads During the Past 30 Days, Nebraska YTS, 2015

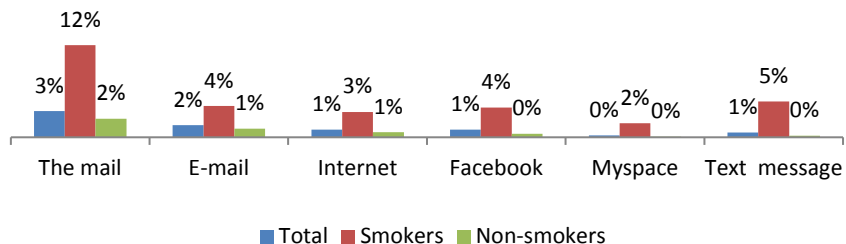


Figure 118. Percentage of Students Who Reported Receiving Tobacco Coupons During the Past 30 Days, Nebraska YTS, 2015

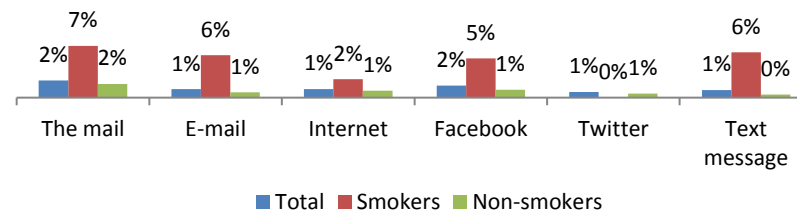


Figure 120. Percentage of Students Who Reported Receiving Tobacco Coupons During the Past 30 Days, Nebraska YTS, 2017

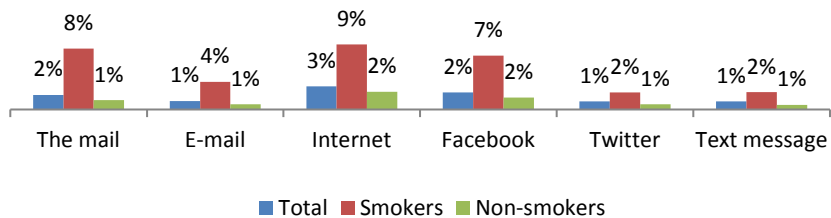


Figure 121. Percentage of Students Who Reported Receiving Tobacco Ads During the Past 30 Days, Nebraska YTS, 2017

Exposure to Tobacco Advertisements

In 2015, 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, supermarket, gas station, on billboards, and actors smoking on TV or in the movies. In 2017, billboard was removed from the survey.

In 2015, more than three-quarters of students (79%) reported seeing tobacco ads at convenience stores, supermarkets, or gas stations. Slightly more than two-thirds of students (72%) reported seeing actors use tobacco on TV or in the movies. More than half (59%) of students reported seeing tobacco ads on billboards, nearly half of students (47%) reported seeing tobacco ads in newspapers or magazines, and 42% on the Internet. **(Figure 122)**

In 2017, more than three-quarters of students (68%) reported seeing tobacco ads at convenience stores, supermarkets, or gas stations, followed by 63% of students reporting seeing actors use tobacco on TV or in the movies. In 2015, more students saw tobacco ads in newspapers or magazines (29%), but in 2017 students reported seeing tobacco ads more frequently on the internet (41%). **(Figure 123)**

The percentages of students who have seen tobacco advertisements on the Internet and those who reported seeing actors use tobacco products on TV or in the movies have both decreased since 2013. **(Figure 124 and Figure 125)**

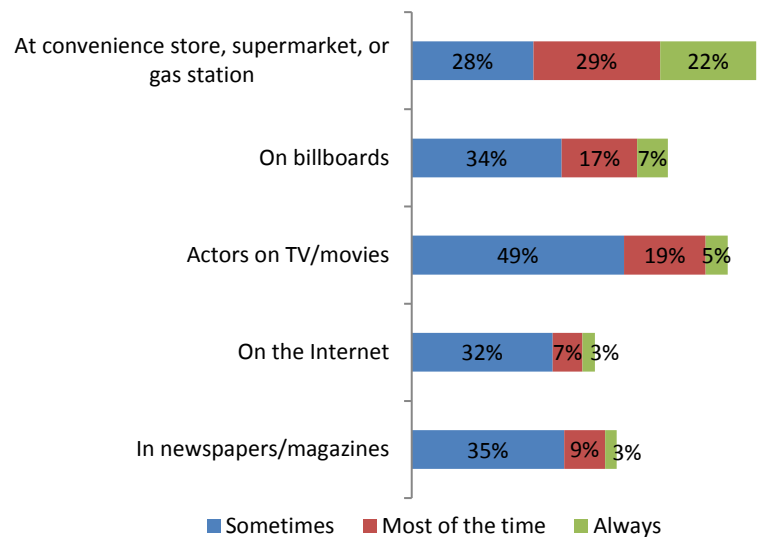


Figure 122. Percentage of Students Who Saw Tobacco Ads, Nebraska YTS, 2015

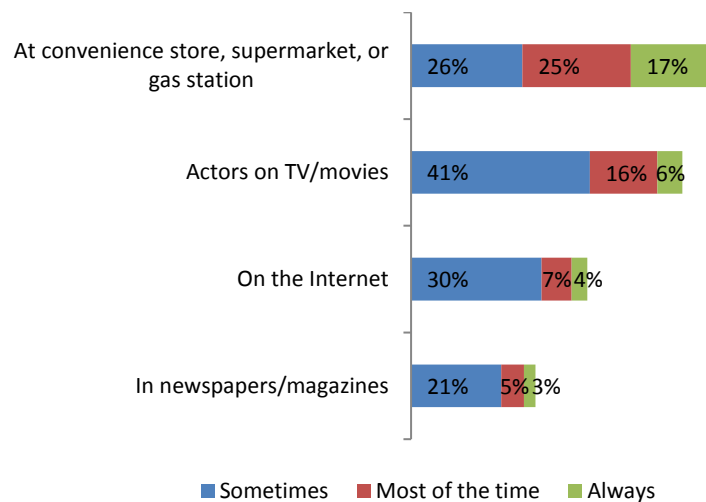


Figure 123. Percentage of Students Who Saw Tobacco Ads, Nebraska YTS, 2017

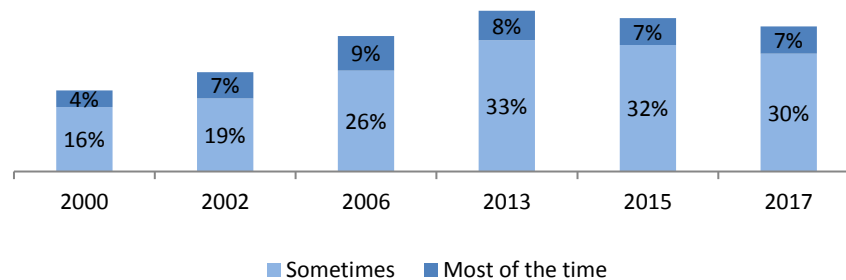


Figure 124. Percentage of Students Who Reported Seeing Tobacco Ads Sometimes, Most of Times on the Internet, Nebraska YTS, 2000-2017

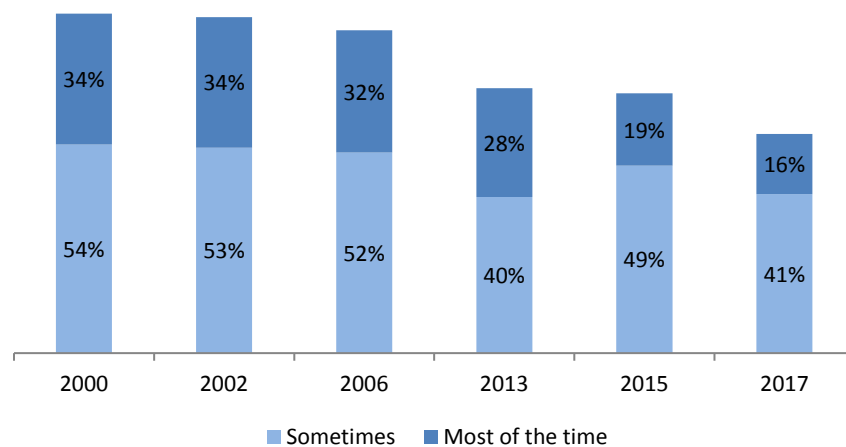


Figure 125. Percentage of Students Who Reported Seeing Actors Use Tobacco Products on TV or in the Movies Sometimes, Most of Times, Nebraska YTS, 2000-2017

Tobacco Warning Labels

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

In 2015, about one out of five (21%) students reported that they saw cigarette warning labels during the past 30 days and 17% reported seeing smokeless tobacco warning labels.

(Figure 126 and Figure 127)

In 2017, overall, 18% of students reported that they saw cigarette warning labels during the past 30 days, and 14% reported seeing smokeless tobacco warning labels. **(Figure 128 and Figure 129)**

In both years, regardless of the tobacco products used, smokers generally reported seeing tobacco warning labels markedly more frequently than non-smokers.

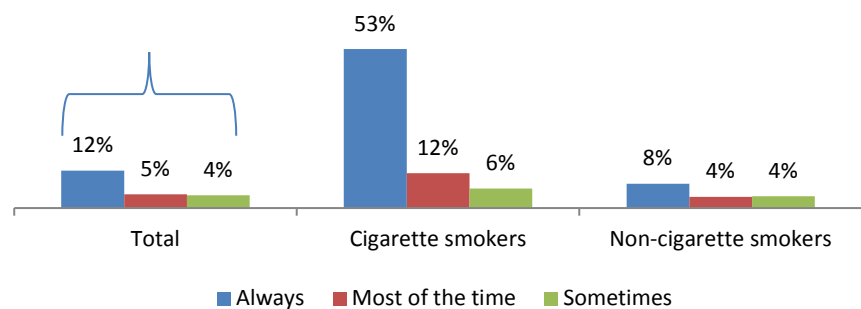


Figure 126. Percentage of Students Who Reported Seeing Cigarette Warning Labels During the Past 30 Days, Nebraska YTS, 2015

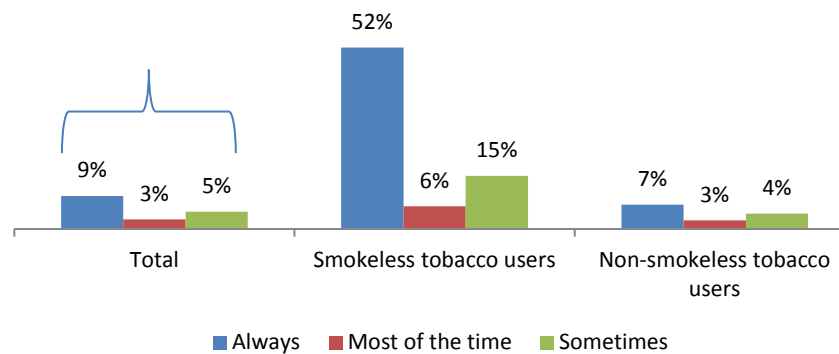


Figure 127. Percentage of Students Who Reported Seeing Smokeless Tobacco Warning Labels During the Past 30 Days, Nebraska YTS, 2015

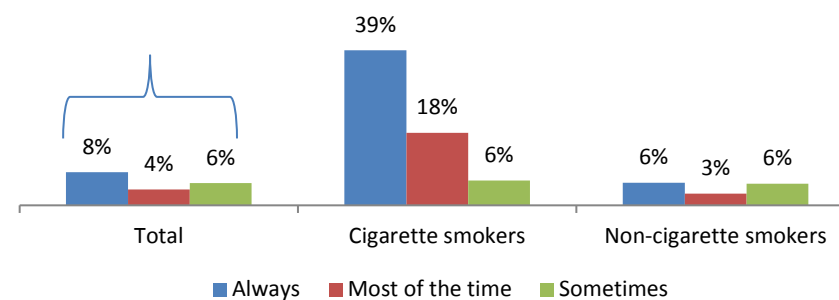


Figure 128. Percentage of Students Who Reported Seeing Cigarette Warning Labels During the Past 30 Days, Nebraska YTS, 2017

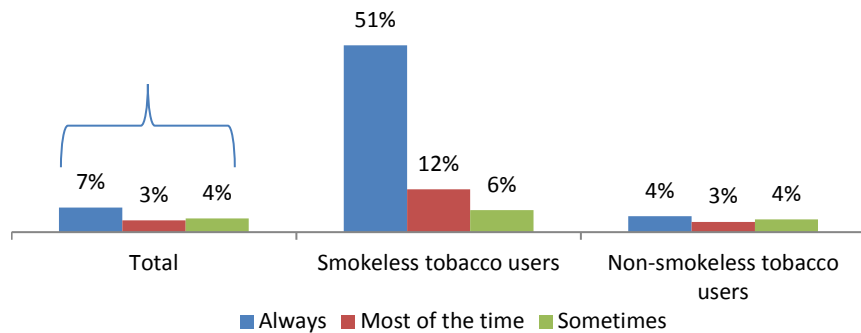
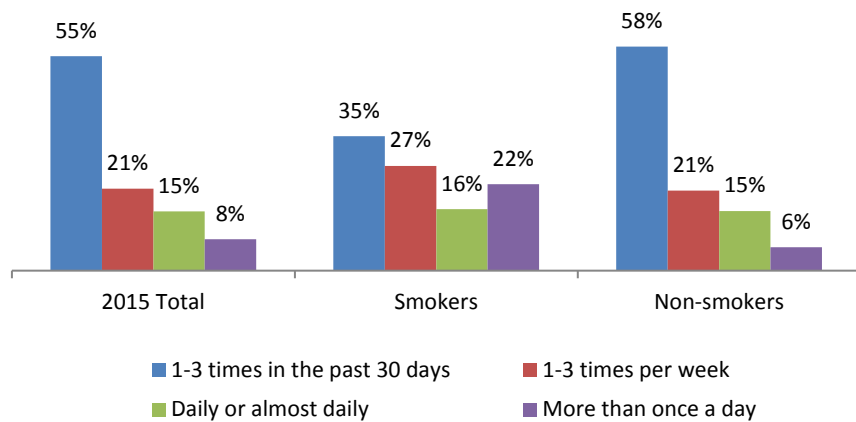


Figure 129. Percentage of Students Who Reported Seeing Smokeless Tobacco Warning Labels During the Past 30 Days, Nebraska YTS, 2017

Dangers of Tobacco Use Content on Social Media Sites

In 2015, students were also asked how often they saw content about the dangers of tobacco use on social media sites like Facebook, Twitter, or YouTube.

Overall, more than half of high school students who responded to this survey (55%) reported that they saw content about the dangers of tobacco use on social media sites one to three times in the past 30 days. The proportions of non-smokers in each of the four categories of frequency came close to those of the overall sample. However, smokers generally reported seeing such content more frequently on social media sites than non-smokers and the overall sample. More than one-fifth of cigarette smokers (22%) reported that they saw content about the dangers of tobacco use more than once a day on social media sites. **(Figure 130)**



Note: Data was not collected in 2017.

Figure 130. Percentage of Students Who Reported Seeing Content About the Dangers of Tobacco Use on Social Media Sites During the Past 30 Days, Nebraska YTS, 2015-2017

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.⁸

To assess receptivity to tobacco advertising and marketing, student 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.

16% of students in 2015 and 17% in 2017 reported they would wear or use a product with a tobacco company name or picture on it, which is a decline from 44% in 2000. **(Figure 131)**

In 2015, male students (18%) were more likely than female students (13%) to report they would wear or use such a product. Proportions of students who reported so also significantly varied across grades in both years. **(Figure 132)**

⁸ Pierce et al. (2010)

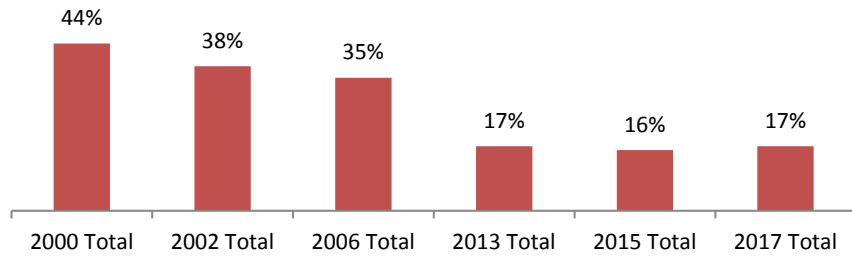


Figure 131. Percentage of Students Who Reported They Would Use or Wear a Product with a Tobacco Company Name or Picture on it, Nebraska YTS, 2000-2017

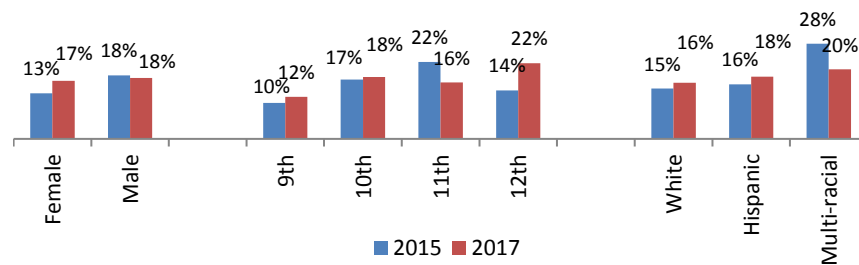


Figure 132. Percentage of Students Who Reported They Would Use or Wear a Product with a Tobacco Company Name or Picture on it, Nebraska YTS, 2015-2017

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, 9% of high school students in 2015 and 11% in 2017 reported buying or receiving something with a tobacco company name or picture on it, a decline from 26% in 2000. **(Figure 133)**

No significant differences were found by gender in either year. In addition, there were no significant differences found by grade in 2015 or 2017. **(Figure 134)**

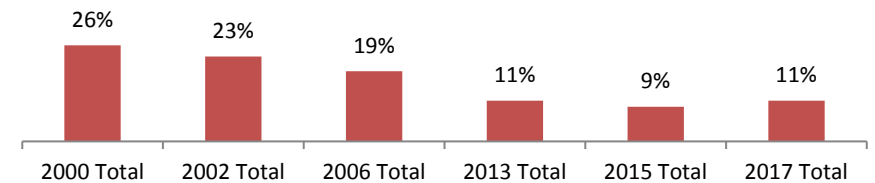


Figure 133. Percentage of Students Who Bought or Received Something with a Tobacco Company Name or Picture on it, Nebraska YTS, 2000-2017

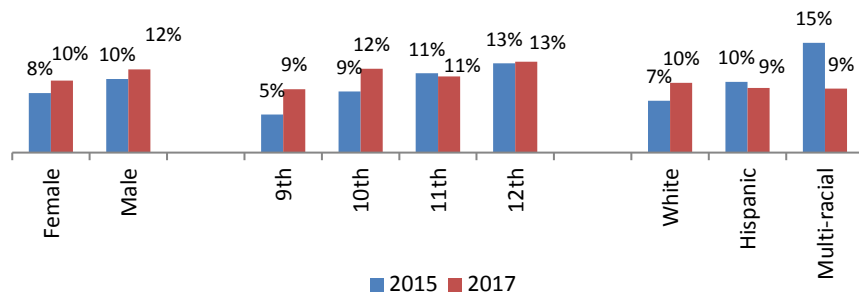


Figure 134. Percentage of Students Who Bought or Received Something with a Tobacco Company Name or Picture on it, Nebraska YTS, 2015-2017

Smoking on School Property

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

In 2015, 29% of high school students reported that someone, including themselves, smoked on school property during the past 30 days. In 2017, this percentage decreased to 18%, a decline from 33% in 2013. **(Figure 135)**

In 2015, females (31%) were more likely than males (27%) to report that they knew someone smoking on school property. Slightly more males (19%) reported seeing such behavior than females (18%) in 2017. Compared to 2015, students in all categories were less likely to report seeing smoking on school property in 2017, regardless of gender, grade, or race/ethnicity. In both years, no significant differences were found by grade, and in 2017 no significant differences were found by gender. **(Figure 136)**

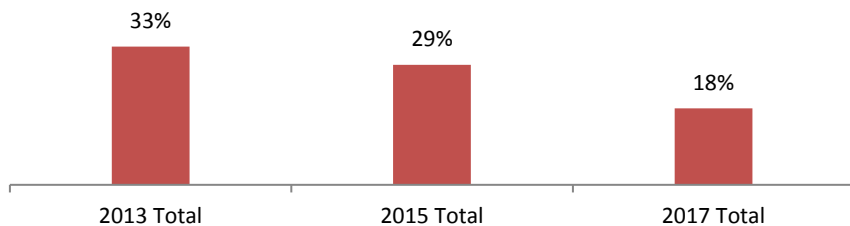


Figure 135. Percentage of Students Who Reported They Knew Someone Who Smoked on School Property During the Past 30 Days, Nebraska YTS, 2013-2017

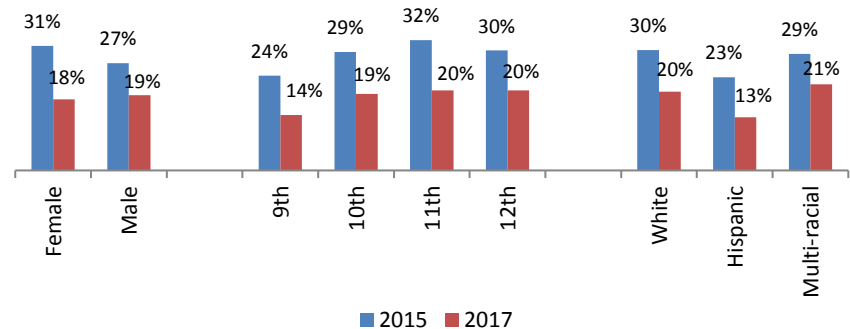


Figure 136. Percentage of Students Who Reported They Knew Someone Who Smoked on School Property During the Past 30 Days, Nebraska YTS, 2015-2017

Other Tobacco Use on School Property

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

In 2015, slightly more than one quarter of high school students (26%) reported that someone, including themselves, used other type of tobacco on school property during the past 30 days. In 2017, the percentage dropped to 19%. **(Figure 137)**

The proportions of students who reported seeing anyone, including themselves, using other type of tobacco on school property varied significantly across grades in both years. **(Figure 138)**

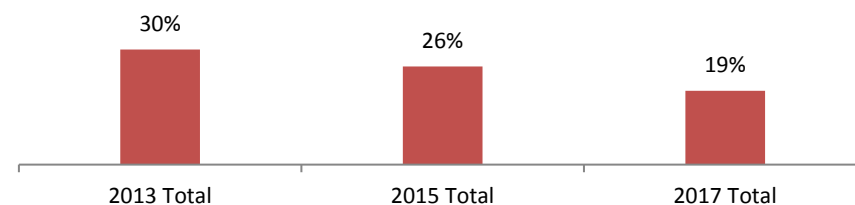


Figure 137. Percentage of Students Who Reported They Knew Someone Who Used a Tobacco Product on School Property During the Past 30 Days, Nebraska, 2013-2017

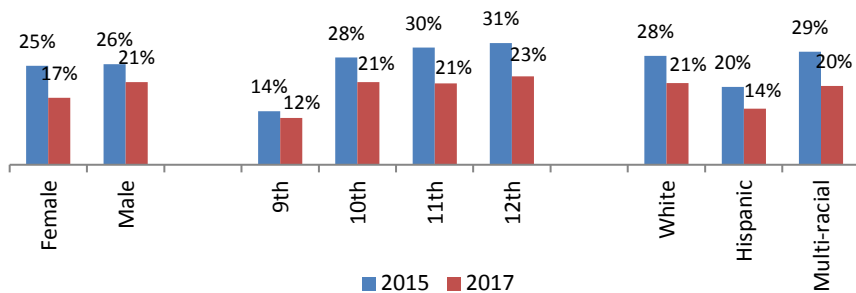


Figure 138. Percentage of Students Who Reported They Knew Someone Who Used a Tobacco Product on School Property During the Past 30 Days, Nebraska YTS, 2015-2017

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 quit actually help learning.⁹

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.

In 2015, overall, slightly more than one in 10 students (11%) 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. In 2017, this percentage went up by 4% to 15%.

Two-fifths of high school smokers (40%) reported that they skipped at least one class period in both years. **(Figure 139 and Figure 140)**

In 2015, one in four students (25%) who were exposed to secondhand smoke at home on at least one day during the past seven days, also reported being absent from school for at least one day during the past 30 days. This proportion rose to 33% in 2017. **(Figure 141 and Figure 142)**

⁹ Dilley, J. (2009)

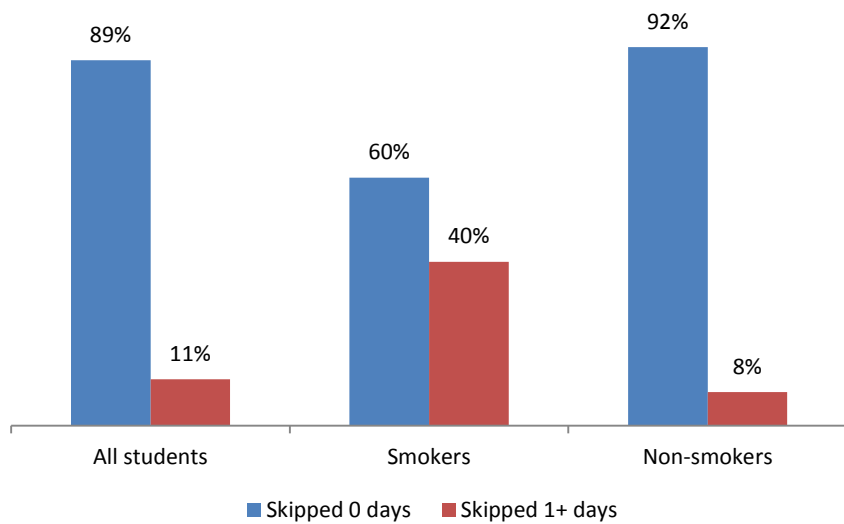


Figure 139. Number of Days That Students Skipped School, Nebraska YTS, 2015

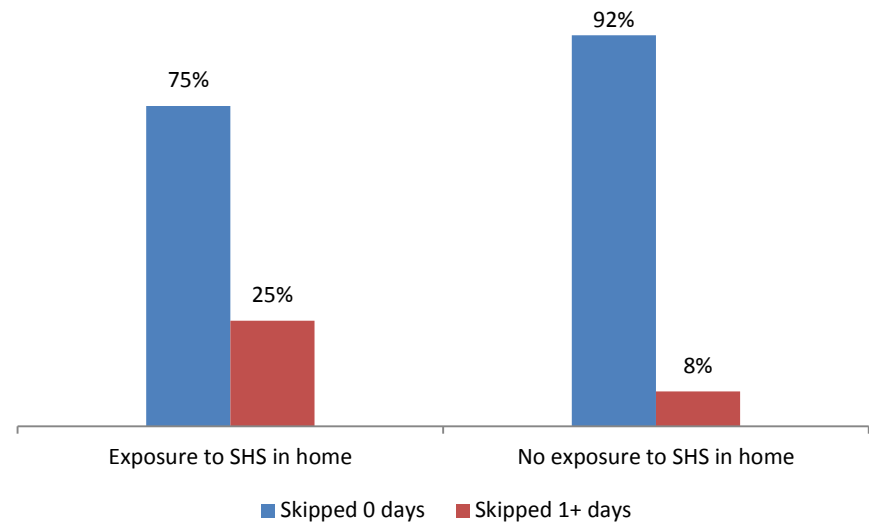


Figure 141. Number of Days That Students Skipped School by Exposure to Secondhand Smoke, Nebraska YTS, 2015

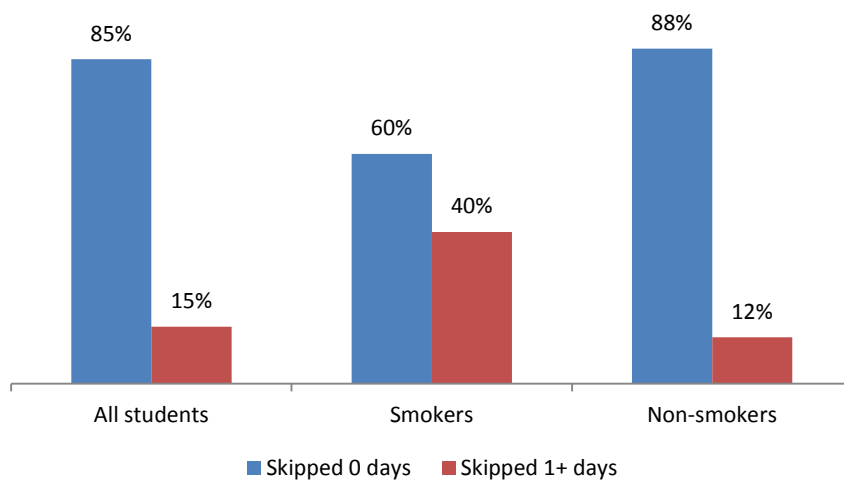


Figure 140. Number of Days That Students Skipped School, Nebraska YTS, 2017

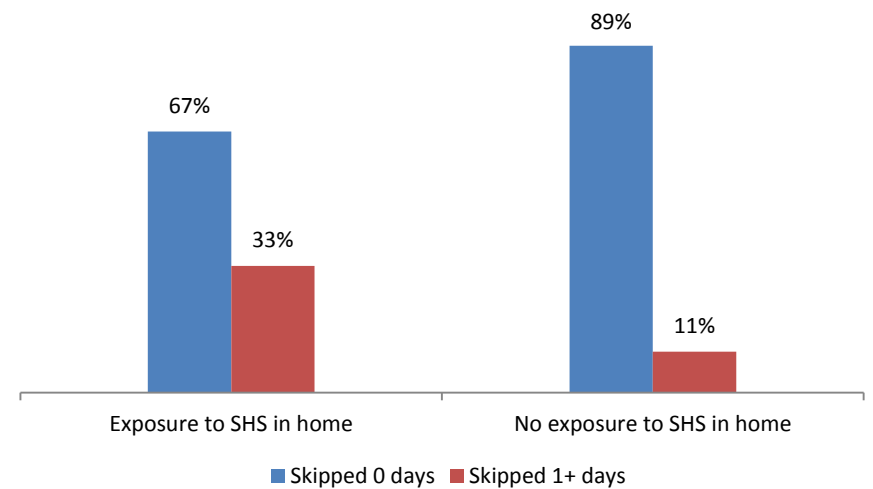
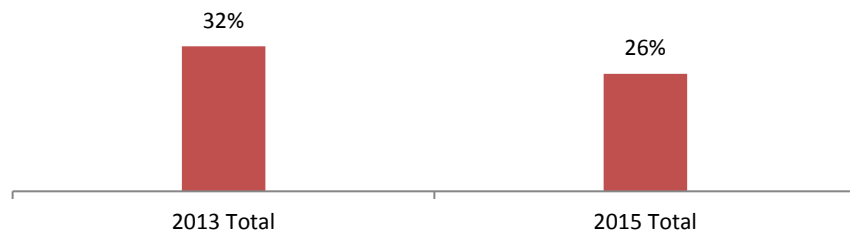


Figure 142. Number of Days That Students Skipped School by Exposure to Secondhand Smoke, Nebraska YTS, 2017

Education on the Dangers of Tobacco Use

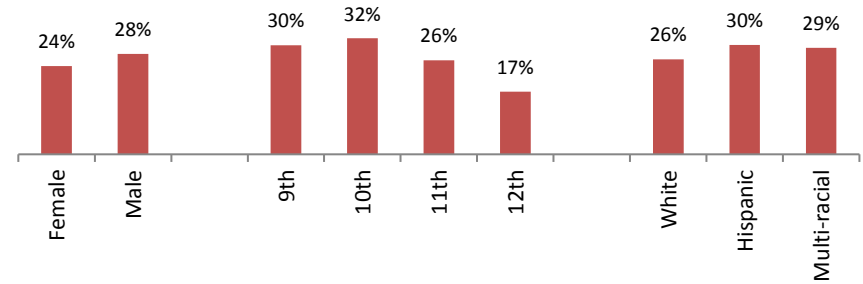
Students were asked if during the school year they were taught about why they should not use tobacco products in any class. In 2015, slightly over one quarter of high school students (26%) reported they had attended a class which taught about not using tobacco. **(Figure 143)**

Such education decreased steadily after 10th grade. Significant differences were found by grade. **(Figure 144)**



Note: Data was not collected in 2017.

Figure 143. Percentage of Students Who Were Taught in Any Class about Not Using Tobacco, Nebraska YTS, 2013-2015



Note: Data was not collected in 2017.

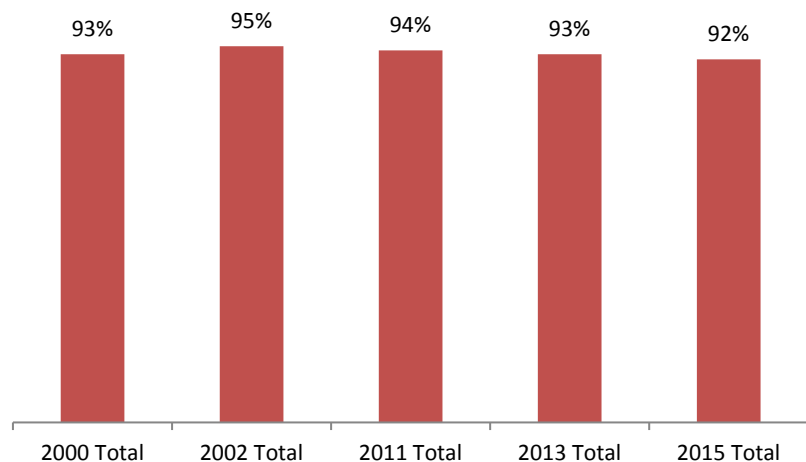
Figure 144. Percentage of Students Who Were Taught in Any Class about Not Using Tobacco, Nebraska YTS, 2015

Secondhand Smoke is Harmful

Secondhand smoke is a known human carcinogen and negatively impacts on human body even with brief exposure.¹⁰ 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.

In 2015, more than nine in 10 high school students (92%) believed that secondhand smoke is harmful. There has been a downward trend since 2002. **(Figure 145)**

No significant differences were noted by gender or grade. **(Figure 146)**



Note: Data was not collected in 2017.

Figure 145. Percentage of Students Who Believe that Secondhand Smoke is Harmful, Nebraska YTS, 2000-2015



Note: Data was not collected in 2017.

Figure 146. Percentage of Students Who Believe that Secondhand Smoke is Harmful, Nebraska YTS, 2015

¹⁰ U.S. DHHS (2014)

Do Smokers Have More Friends?

Prior to the 2017 survey, students were only asked if they think young people who smoke cigarettes have more friends. In 2017, students were also asked if they think young people who smoke smokeless tobacco or e-cigarettes have more friends.

In 2015, 14% of students think that those who smoke cigarettes have more friends, and the percentage decreased by 1% in 2017. **(Figure 147)** In addition, in the two years, significant differences were found only by grade in 2017. **(Figure 148)**

In 2017, about one in every ten students (11%) think that young people who use smokeless tobacco have more friends, and a larger percentage of students (14%) think that young people who smoke e-cigarettes have more friends. No significant differences were found by grade for the “smokeless tobacco” question and no significant differences were found by gender for the “e-cigarette” question. **(Figure 149 and Figure 150)**

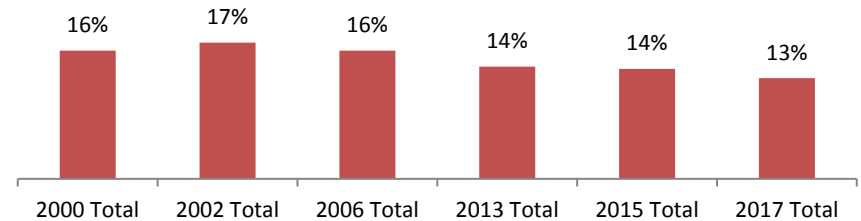


Figure 147. Percentage of Students Who Agree That Young People Who Smoke Cigarettes Have More Friends, Nebraska YTS, 2000-2017

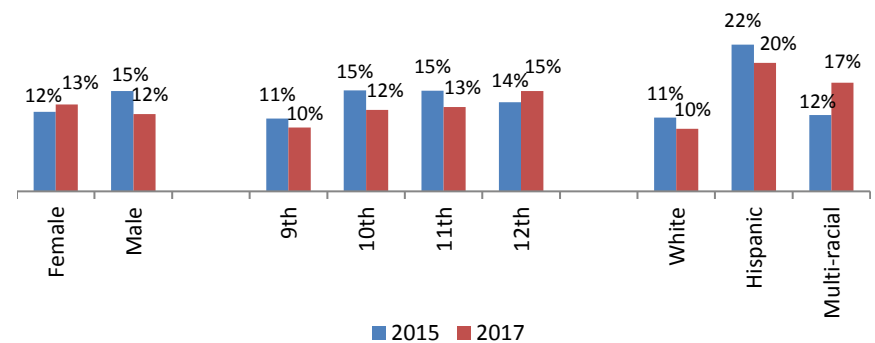
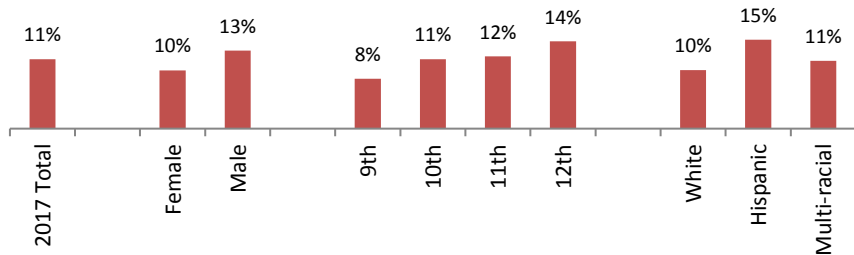
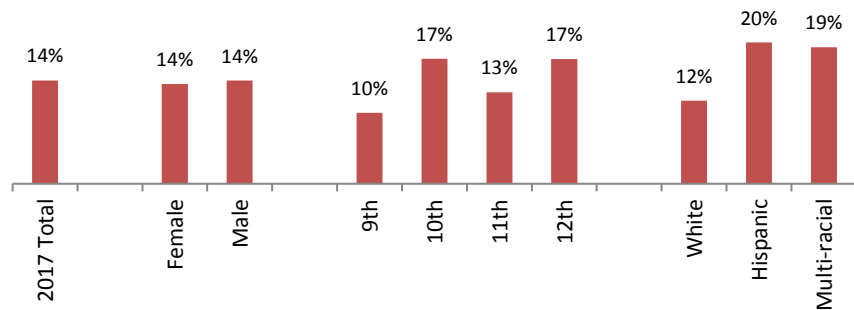


Figure 148. Percentage of Students Who Agree That Young People Who Smoke Cigarettes Have More Friends, Nebraska YTS, 2015-2017



Note: Data was not collected in 2015.

Figure 149. Percentage of Students Who Agree That Young People Who Use Smokeless Tobacco Have More Friends, Nebraska YTS, 2017



Note: Data was not collected in 2015.

Figure 150. Percentage of Students Who Agree That Young People Who Use E-Cigarettes Have More Friends, Nebraska YTS, 2017

Does Smoking Makes Young People Look Cool?

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

In 2015, overall, 8% of students believed that smoking makes young people look cool, and this percentage increased to 11% in 2017. **(Figure 151)**

In 2015, males (9%) were more likely than females (8%) to believe smoking makes young people look cool, and cigarette smokers were more likely than non-smokers to consider it cool in both years. **(Figure152)**

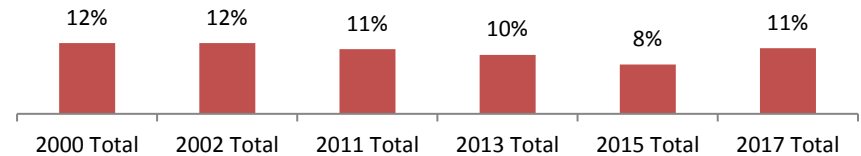


Figure 151. Percentage of Students Who Believe That Smoking Makes Young People Look Cool or “Fit In,” Nebraska YTS, 2000-2017

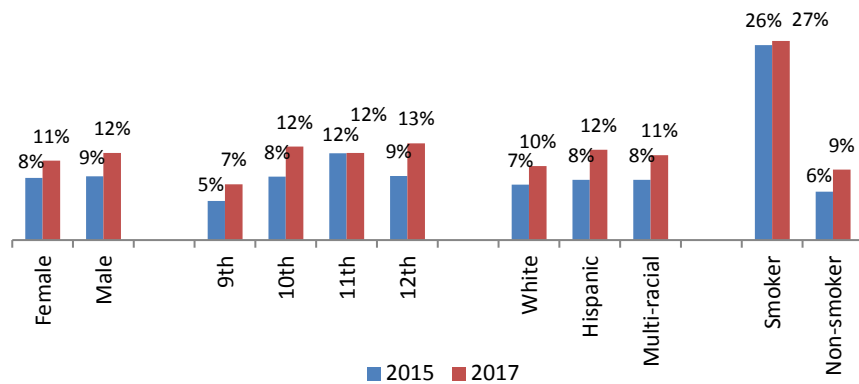


Figure 152. Percentage of Students Who Believe That Smoking Makes Young People Look Cool or “Fit In,” Nebraska YTS, 2015-2017

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 153** and **Figure 154** are from never-smokers.

In 2015, only 2% of never-smokers were considered susceptible to start smoking and in 2017 only 3% - an increase of one percentage point every year since 2013. Significant differences were only found by grade in 2017.

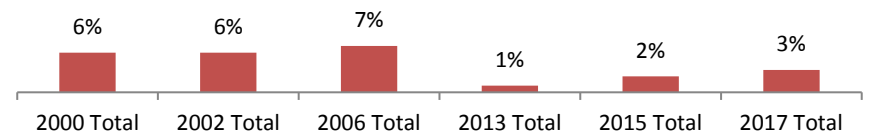


Figure 153. Percentage of Never-Smokers Who Were Susceptible to Start Smoking, Nebraska YTS, 2000-2017

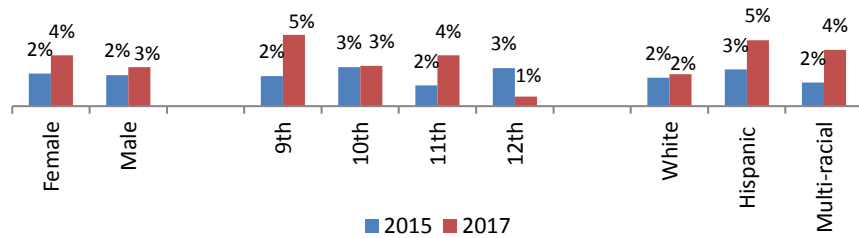


Figure 154. Percentage of Never-Smokers Who Were Susceptible to Start Smoking, Nebraska YTS, 2015-2017

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.

In 2015, about 17% of high school students had participated in community activities to keep peers from using tobacco whereas 13% reported doing so in 2017. The proportions of students who took part in community activities which discourage tobacco use has fluctuated through the years. **(Figure 155)**

Significant differences were only found by gender in 2015, and none were found in 2017. **(Figure 156)**

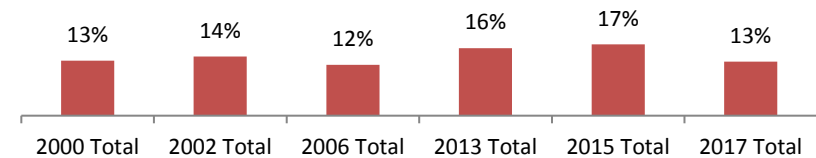


Figure 155. Percentage of Students Who Reported Being Involved in Organized Activities Preventing Tobacco Use During the Past Year, Nebraska YTS, 2000-2017

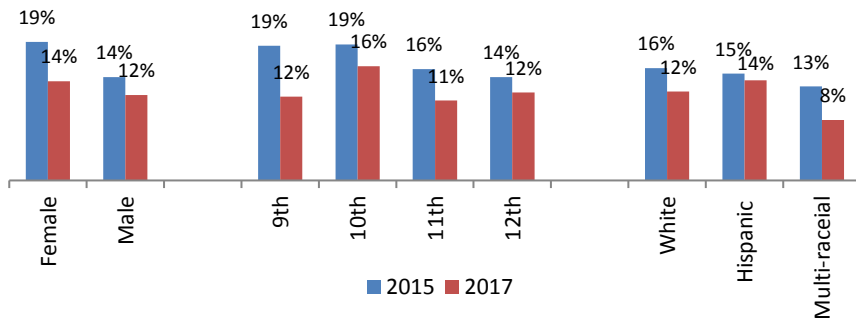


Figure 156. Percentage of Students Who Reported Being Involved in Organized Activities Preventing Tobacco Use During the Past Year, Nebraska YTS, 2015-2017

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.'

In 2015, overall, nearly nine in 10 high school students (89%) believed that "all tobacco products are dangerous." In 2017, this percentage is 88%. They levelled off through the years when it was 89% for two and 88% for one. **(Figure 157)**

In both years, female students were more likely than male students to consider all tobacco products dangerous. No significant differences were found by grade in either year. **(Figure 158)**

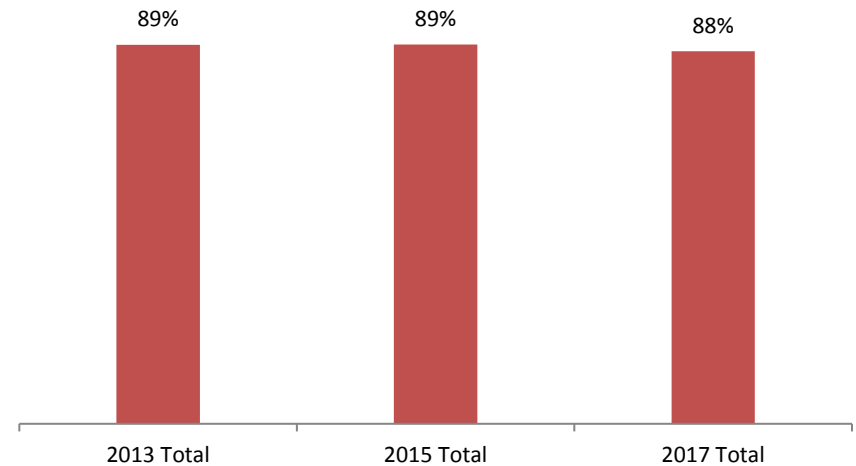


Figure 157. Percentage of Students Who Believe That All Tobacco Products Are Dangerous, Nebraska YTS, 2013-2017

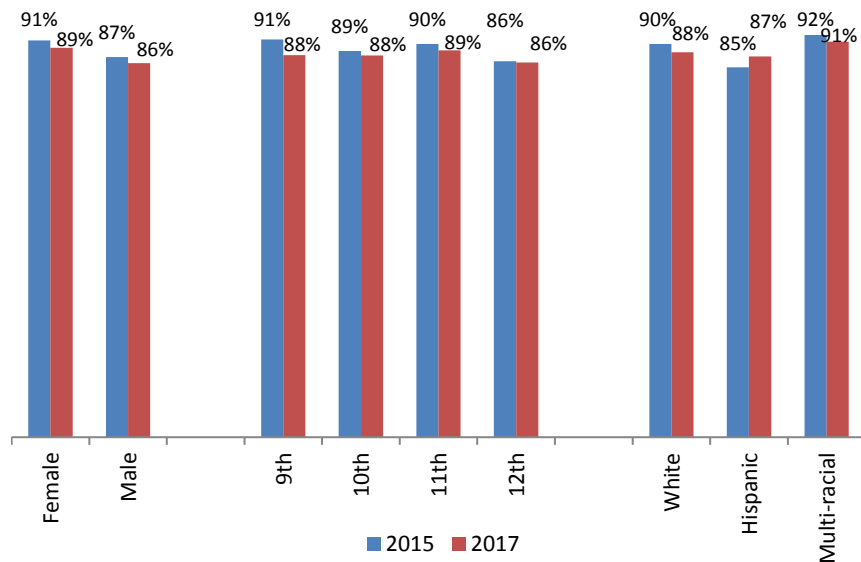


Figure 158. Percentage of Students Who Believe That All Tobacco Products Are Dangerous, Nebraska YTS, 2015-2017

Tobacco Companies Target Young People

Tobacco companies use marketing strategies to target young people. These strategies include keeping prices low, making products easy to buy, designing products and packaging that appeal to youth, and use of media to promote products to young people.¹¹

Students were asked if they believe that tobacco companies try to get young people under 18 to use tobacco products. In 2015, overall, nearly two in three high school students (62%) believed that tobacco companies try to get young people to use tobacco products, and this percentage dropped to 58% in 2017. The proportion of students who believed that tobacco companies try to get young people to use tobacco products declined through the years. **(Figure 159)**

In 2015, females (67%) were more likely than males (58%) to believe tobacco companies try to get people under 18 to use tobacco products, and the trend went down as grade level increased. Significant differences were only found by gender in 2015. **(Figure 160)**

¹¹ U.S. DHHS (2012)

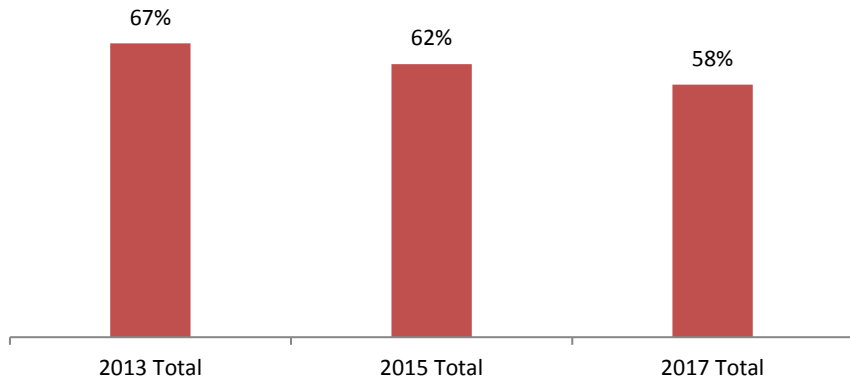


Figure 159. Percentage of Students Who Believe That Tobacco Companies Try to Get Young People to Use Tobacco Products, Nebraska YTS, 2013-2017

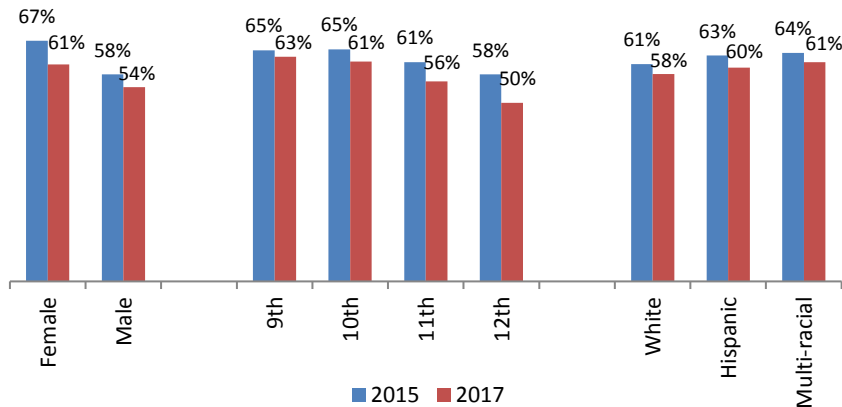


Figure 160. Percentage of Students Who Believe That Tobacco Companies Try to Get Young People to Use Tobacco Products, Nebraska YTS, 2015-2017

Amount of Money Students Have Each Week

Students were asked how much money they have each week to spend on things they want.

Overall, the proportions of high school students in each category did not differ markedly between the two years. In both years, roughly two-fifths (2015, 41%; 2017, 37%) of students reported having \$11 to \$50 to spend on things they want each week. Around one-third of students reported having more than 50 dollars each week. **(Figure 161)**

In both years, the proportions of smokers who reported having more than \$50 each week to spend on things they want (2015, 37%; 2017, 48%) were larger than those who did not smoke (2015, 28%; 2017, 33%). **(Figure 162 and Figure 163)**

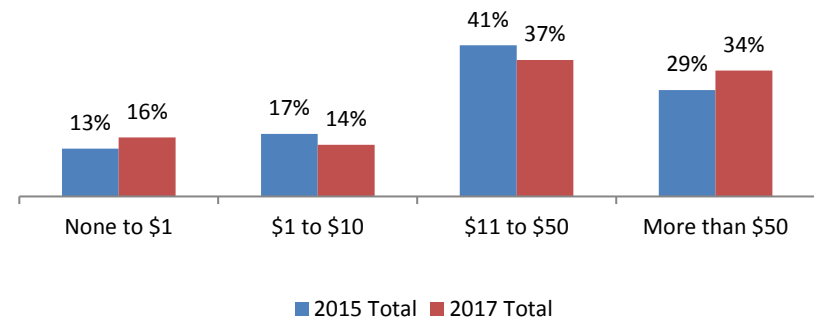


Figure 161. Amount of Money High School Students Have Each Week to Buy Things They Want, Nebraska YTS, 2015-2017

APPENDIX A: AAPOR TRANSPARENCY INITIATIVE IMMEDIATE DISCLOSURE ITEMS

YTS AAPOR Transparency Initiative Immediate Disclosure Items

1. Who sponsored the research study:

The Nebraska SHARP Surveillance System is administered by the Nebraska Department of Health and Human Services and the Nebraska Department of Education through a contract with the Bureau of Sociological Research at the University of Nebraska-Lincoln.

2. Who conducted the research study:

The Nebraska SHARP Surveillance System is administered by the Nebraska Department of Health and Human Services and the Nebraska Department of Education through a contract with the Bureau of Sociological Research at the University of Nebraska-Lincoln.

3. If who conducted the study is different from the sponsor, the original sources of funding will also be disclosed:

The YTS is funded by the Nebraska Department of Education and the Nebraska Department of Health and Human Services.

4. The exact wording and presentation of questions and response options whose results are reported:

<http://bosr.unl.edu/yts-questionnaires>

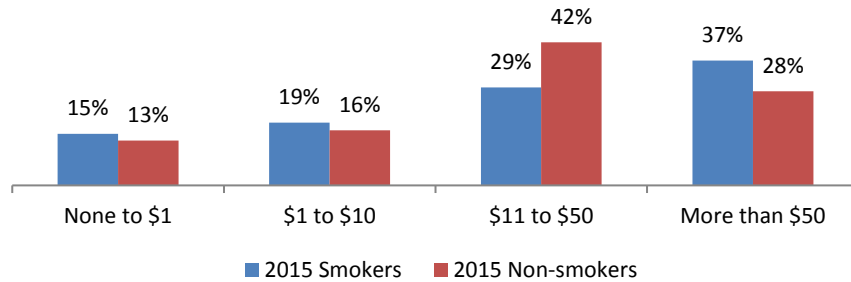


Figure 162. Amount of Money High School Smokers Have Each Week to Buy Things They Want, Nebraska YTS, 2015

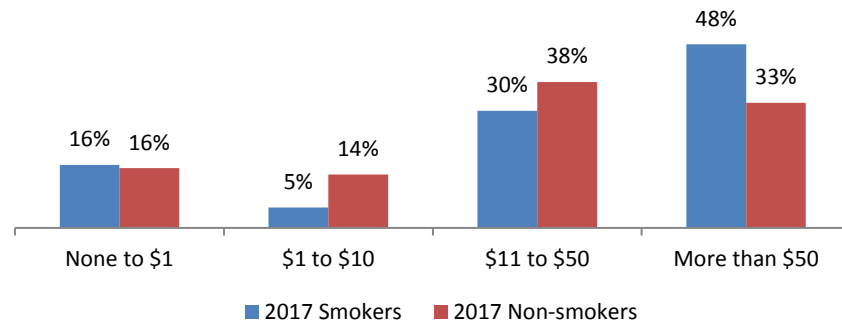


Figure 163. Amount of Money High School Smokers Have Each Week to Buy Things They Want, Nebraska YTS, 2017

5. A definition of the population under study and its geographic location:

The YTS targets public high school students in grades 9-12 in Nebraska.

6. Dates of data collection:

The 2015 YTS was administered from September 2014 to February 2015. The 2017 YTS was administered starting in September 2016 and concluding during February 2017.

7. A description of the sampling frame(s) and its coverage of the target population, including mention of any segment of the target population that is not covered by the design:

The YTS sampling frame consists of the Nebraska Department of Education Membership Information by County data file, which provides a list of all schools in Nebraska with the school type (public, private, alternative, etc.), school and school district codes, corresponding address, county, and enrollment by grade level. This list is then reduced to only include public schools with students in 9, 10, 11, and/or 12th grade.

8. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party:

The data file used to create the YTS sampling frame is obtained through the Nebraska Department of Education website.

9. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents:

The CDC drew the 2015 and 2017 YTS samples for Nebraska using a two-stage cluster sampling design. In

the first stage, a random sample of public high schools was selected with probability proportionate to school enrollment. Eligible schools were then recruited to participate. In 2015, schools were first informed of their eligibility via mailed letter at the beginning of 2014. In 2017 schools were first informed of their eligibility via mailed letter at the beginning of 2016. This letter informed schools of the opportunity to participate in the YTS in the upcoming fall. For both years, BOSR began active recruitment in March through mailed letter, phone, and/or e-mail in an effort to get as many schools to participate as possible. In the second stage, within each of the participating schools, a random sample of classrooms was selected and all students in those classes were targeted for participation.

10. A description of the sample design, giving a clear indication of the method by which the respondents were selected, recruited, intercepted or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling. The description of the sampling frame and sample design will include sufficient detail to determine whether the respondents were selected using probability or non-probability methods:

The CDC drew the 2015 and 2017 YTS samples for Nebraska using a two-stage cluster sampling design. In the first stage, a random sample of public high schools was selected with probability proportionate to school enrollment. Eligible schools were then recruited to participate. In 2015, schools were first informed of their eligibility via mailed letter at the beginning of 2014. In 2017 schools were first informed of their eligibility via

mailed letter at the beginning of 2016. This letter informed schools of the opportunity to participate in the YTS in the upcoming fall. For both years, BOSR began active recruitment in March through mailed letter, phone, and/or e-mail in an effort to get as many schools to participate as possible. In the second stage, within each of the participating schools, a random sample of classrooms was selected and all students in those classes were targeted for participation.

11. Method(s) and mode(s) used to administer the survey (e.g., CATI, CAPI, ACASI, IVR, mail survey, web survey) and the language(s) offered:

The YTS is a self-administered, paper-pencil survey administered within the classroom. The survey was only offered in English.

12. Sample sizes (by sampling frame if more than one was used) and a discussion of the precision of the findings. For probability samples, the estimates of sampling error will be reported, and the discussion will state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors:

Because the CDC develops the sampling plan, draws the sample, and weights the data, this information is best found at

https://www.cdc.gov/tobacco/data_statistics/surveys/yts/index.htm

13. A description of how the weights were calculated, including the variables used and the sources of weighting parameters if weighted estimates are reported:

Because the CDC develops the sampling plan, draws the sample, and weights the data, this information is best found at

https://www.cdc.gov/tobacco/data_statistics/surveys/yts/index.htm

14. If the results reported are based on multiple samples or multiple modes, the preceding items will be disclosed for each:

Not applicable.

15. Contact for obtaining more information about the study:

Any questions regarding the YTS can be directed to the Bureau of Sociological Research at the University of Nebraska-Lincoln by calling (402) 472-3672 or by sending an e-mail to bosr@unl.edu.

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