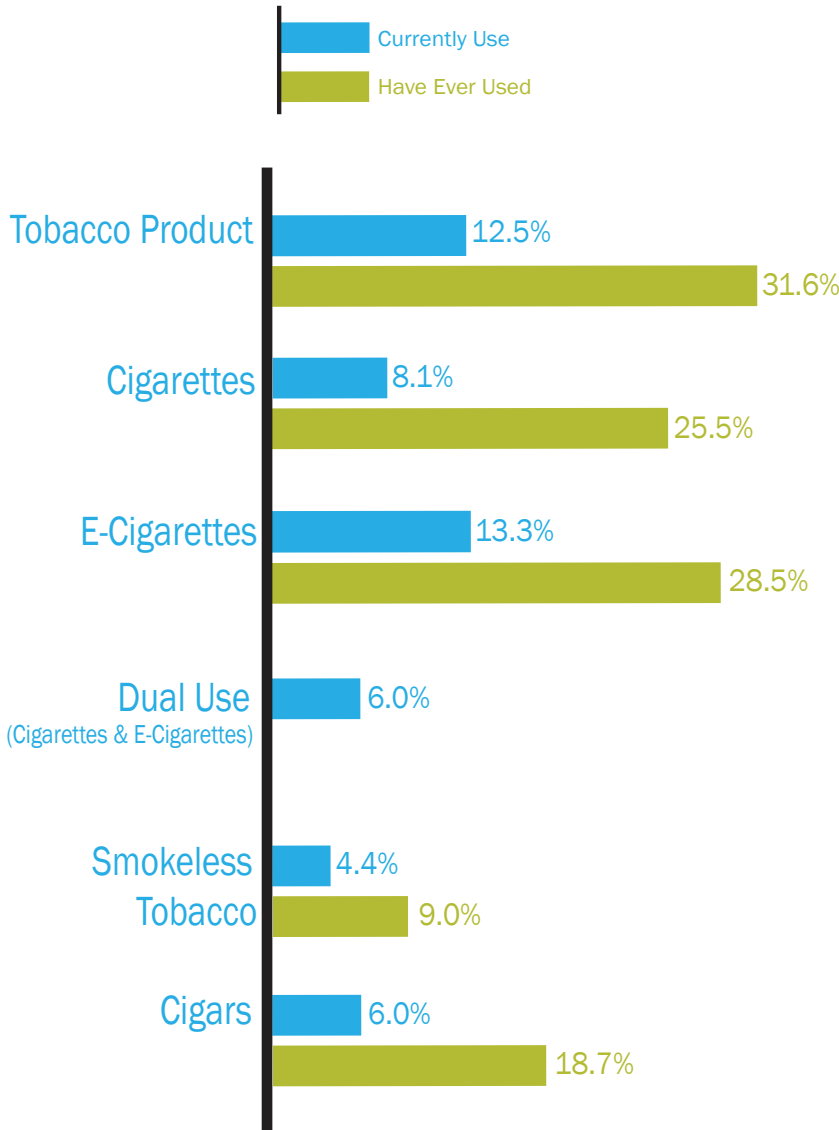


2016 YOUTH TOBACCO SURVEY



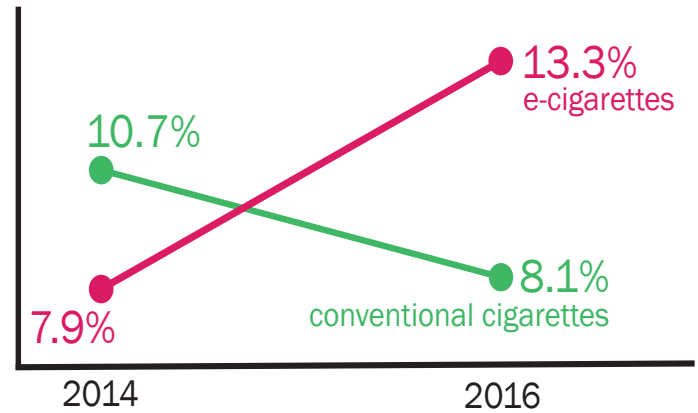
High School Fact Sheet

The Wisconsin Youth Tobacco Survey (YTS) is a comprehensive measure of youth awareness, attitudes, and behaviors related to tobacco use. The purpose of this survey is to monitor trends of these attitudes and behaviors to assist in improving youth programs and initiatives. The Wisconsin YTS is a school-based survey of students in grades 9-12, conducted during the spring semester of every even academic year since the 1999-2000 school year. Fifty schools were randomly selected in 2016 to participate in this survey. Classrooms in the selected schools were also randomly selected. The overall high school response rate for the 2016 YTS was 60.62%. A total of 1,190 of the 1,492 sampled students completed the survey.



E-Cigarette Use is Surpassing Conventional Cigarette Use

Although the use of **conventional cigarettes** has been steadily declining, **e-cigarettes** have been gaining in popularity.



The Appeal of Flavors

87.9% think they probably would not or definitely would not try an e-cigarette if it did not have any flavor such as mint, candy, fruit, or chocolate.

Other Findings

Cessation

- 33.1%** want to stop smoking
- 55.5%** attempted to quit smoking at least once during the past 12 months

Second-Hand Smoke Exposure

- 20.8%** live in homes where others smoke
- 31.3%** rode in a vehicle or were in the home with someone who smoked tobacco products in the past seven days