

**Wisconsin Department of Health Services
2010 Wisconsin Youth Tobacco Survey (YTS)
High School Fact Sheet**



The Wisconsin 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 2010 Wisconsin YTS was funded by the Department of Health Services, Tobacco Prevention and Control Program.

The Wisconsin YTS is a school-based survey of students in grades 9-12, conducted every other spring semester of the academic year since the 1999-2000 school year. Fifty schools were randomly selected in 2010 to participate in this survey. Classrooms in the selected schools were also randomly selected. All students in the selected classes were eligible to participate. The overall high school response rate for the 2010 YTS was 86%. A total of 1,758 of the 1,971 sampled students completed the survey.

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| <p><u>Prevalence</u></p> <ul style="list-style-type: none"> • 52.0% of students have used a tobacco product in their lifetime (9th grade=36.1%, 10th grade=51.4%, 11th grade=54.1%, 12th=65.7%) • 41.6% have smoked cigarettes in their lifetime (Male=40.2%, Female=43.1%) • 25.6% currently use a tobacco product (Male=28.1%, Female=22.6%) • 17.7% currently smoke cigarettes (9th grade=10.1%, 10th grade=18.4%, 11th grade=16.2%, 12th=25.6%) • 11.2% currently smoke cigars (Male=15.1%, Female=6.8%) <p><u>Smokeless Tobacco</u></p> <ul style="list-style-type: none"> • 7.1% currently use smokeless tobacco or chew (Male=11.2%, Female=2.6%) • 18.5% have used smokeless tobacco (Male=24.9%, Female=11.6%) • 39.4% current smokeless users live with someone who also uses smokeless tobacco (Male=41.4%, Female=34.3%) <p><u>Second-Hand Smoke Exposure</u></p> <ul style="list-style-type: none"> • 38.1% live in homes where others smoke • 59.5% rode in a car or were in the same room with someone who was smoking During the past 7 days <p><u>Cessation – Current Smokers</u></p> <ul style="list-style-type: none"> • 52.1% want to stop smoking • 58.1% attempted to quit smoking at least once during the past 12 months • 8.5% participated in a program to help quit using tobacco <p><u>Media</u></p> <ul style="list-style-type: none"> • 67.8% have seen or heard anti-smoking commercials during the past 30 days • 83.7% who use the internet, watch TV, or go to the movies have seen ads for tobacco products <p><u>School</u></p> <ul style="list-style-type: none"> • 52.8% were taught in class about the dangers of tobacco use • 4.8% smoked on school property in the past month <p><u>Community</u></p> <ul style="list-style-type: none"> • 11.0% participated in a community event to discourage people from using tobacco during the past 12 months <p><u>Access and Availability – Current Smoker < 18 years old</u></p> <ul style="list-style-type: none"> • 6.7% bought cigarettes in a store within last 30 days • 32.6% gave money to someone else to buy the cigarettes • 71.1% who bought cigarettes in a store were not asked to show proof of age | <p><u>High School Highlights</u></p> <ul style="list-style-type: none"> • The current smoking rate has decreased 15% from 2008 to 2010. • The current smoking rate was 33% in 2000 compared to 17.7% in 2010. • The current use of any tobacco product was 39% in 2000 compared to 25.6% in 2010. • 7.1% of public high school students are current users of smokeless tobacco. • Over half of current smokers want to stop smoking in 2010. • Nearly 68% of students saw or heard anti-smoking media messages in the past month. • In 2010, 52.8% of students were taught about the dangers of tobacco in class. • 24% of non-smokers are susceptible to becoming smokers. |
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