

Wisconsin Department of Health Services
2012 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 2012 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 2012 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 2012 YTS was 66.09%. A total of 1,539 of the 1,863 sampled students completed the survey.

Prevalence

- 45.1% of students have used a tobacco product in their lifetime (9th grade=34.3%, 10th grade=44.0%, 11th grade=51.9%, 12th grade=50.1%)
- 34.1% have smoked cigarettes in their lifetime (Male=35.4%, Female=32.8%)
- 19.4% currently use a tobacco product (Male=23.3%, Female=15.3%)
- 13.1% currently smoke cigarettes (9th grade=9.3%, 10th grade=9.5%, 11th grade=16.3%, 12th grade =17.1%) (Male=14.6%, Female=11.5%)
- 9.2% currently smoke cigars (Male=13.0%, Female=5.4%)
- 16.9% of students who reported ever smoking tried their first whole cigarette before age 11

Smokeless Tobacco

- 5.8% currently use smokeless tobacco or chew (Male=9.9%, Female=1.6%)
- 14.6% have used smokeless tobacco (Male=21.1%, Female=7.8%)
- 34.3% have heard about Snus (a smokeless tobacco product)

Second-Hand Smoke Exposure

- 38.1% live in homes where others smoke
- 36.8% rode in a car or were in a home during the past 7 days with someone who was smoking

Cessation – Current Smokers

- 41.1% want to stop smoking
- 55.5% attempted to quit smoking at least once during the past 12 months
- 21.4% participated in a program to help quit using tobacco
- 54.9% of current smokers usually smoke menthol cigarettes

Media

- 77.8% who use the internet, watch TV, or go to the movies have seen ads for tobacco products

School

- 42.1% were taught in class about not using tobacco products
- 38.2% smoked on school property in the past month

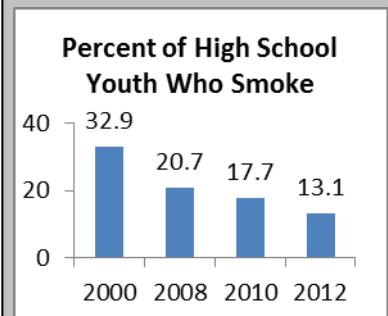
Community

- 16.9% participated in a community event during the past 12 months that was intended to discourage people from using tobacco
- 15.1% have seen or heard of the youth group FACT (Fighting Against Corporate Tobacco)

Attitudes Toward Tobacco Use

- 82.3% believe smoking tobacco products should never be allowed inside the home
- 89.8% do not think that smoking cigarettes makes young people look cool
- 92.8% believe breathing smoke from other people’s cigarettes or other tobacco products is somewhat or very harmful to one’s health

High School Highlights



- 5.8% of public high school students are current users of smokeless tobacco.
- 41.1% of current smokers want to stop smoking in 2012.
- Over 55% of current smokers attempted to quit smoking during the past 12 months.
- 77.8% of students using the internet, watching TV, or going to the movies, have seen ads for tobacco products.
- 15.1% of students have seen or heard of the youth group FACT (Fighting Against Corporate Tobacco).