

Received Ads from Tobacco Company by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2013, 2015

Note: Weighted counts rounded to the nearest hundred; weighted percentages, positive responses only; public high school and middle school data; n/r (Not Reportable) - Unweighted respondents less than 35

The weighted data is not available for middle school for 2000 or high school for 2003. Questions for certain health indicators were not asked in all years.

Below are the indicators included in this report, with their long description.

YTS Health Indicator	Health Ind Desc
Media - received tobacco ads, all	Students who received ads from a tobacco company in the past 30 days, all
Media - received tobacco ads, curr smk	Students who received ads from a tobacco company in the past 30 days, current smoker

For documentation on other terms and coding in this report, please go to the following links:

[Click here to access YTS documentation](#)

[Click here to access DOH Race-Ethnicity coding](#)

[Click here to access Hawai'i Data Guide](#)

For questions about this report, please contact The Hawaii Health Data Warehouse

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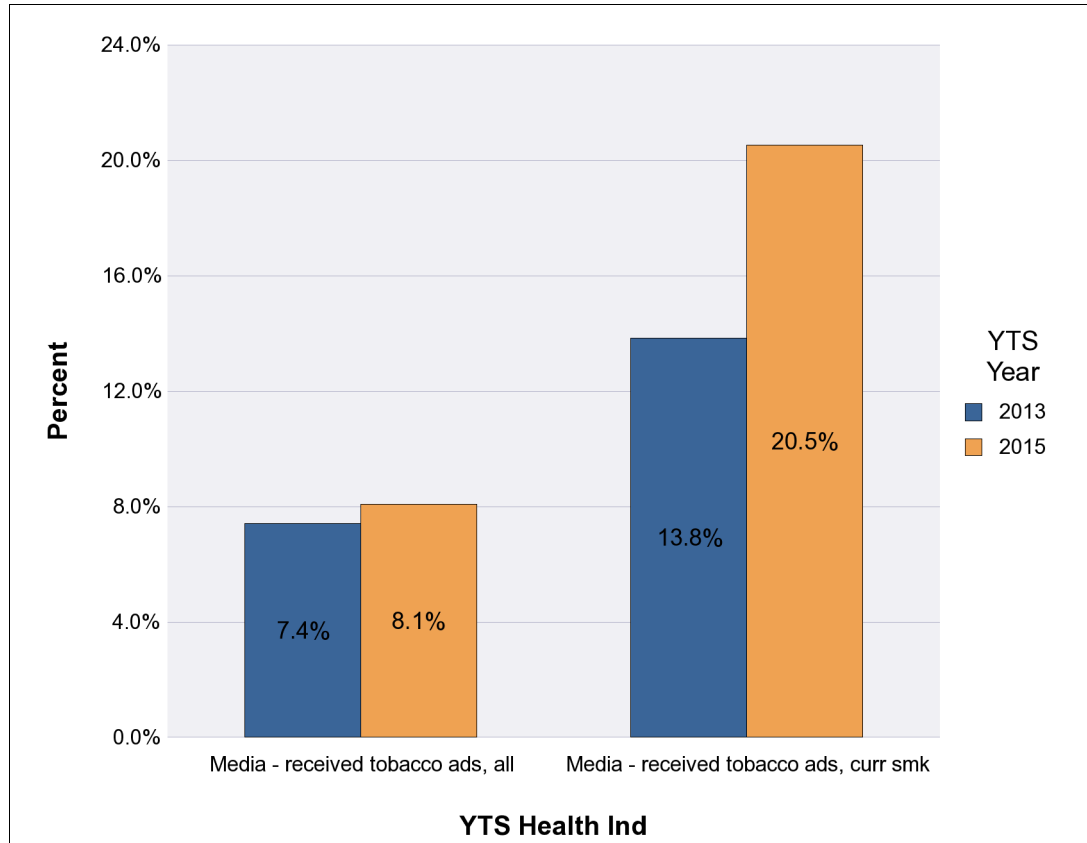
Received Ads from Tobacco Company by School Type, for the Year(s) - 2013, 2015

Note: Weighted percentages, positive responses only; n/r (Not Reportable) - Unweighted respondents less than 35

High Schools

	YTS Year	Percent
Media - received tobacco ads, all	2013	7.4%
	2015	8.1%

	YTS Year	Percent
Media - received tobacco ads, curr smk	2013	13.8%
	2015	20.5%



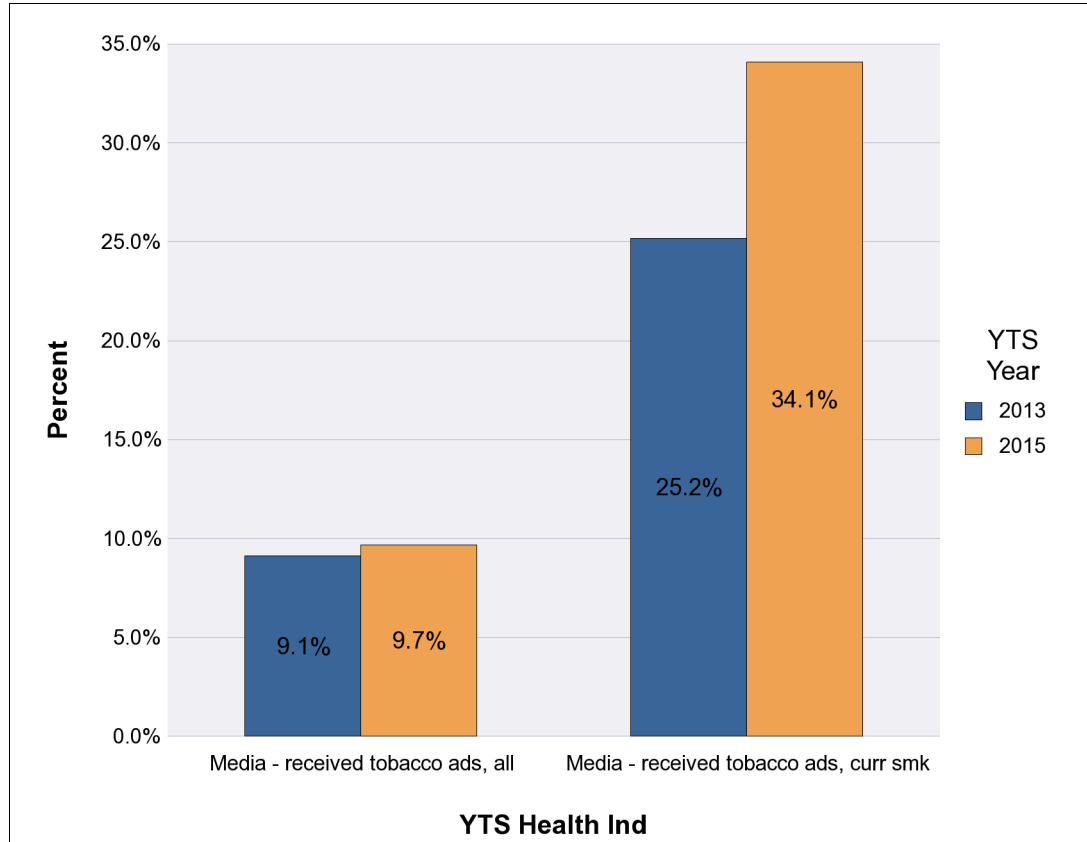
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Middle Schools

	YTS Year	Percent
Media - received tobacco ads, all	2013	9.1%
	2015	9.7%

	YTS Year	Percent
Media - received tobacco ads, curr smk	2013	25.2%
	2015	34.1%



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High Schools

2015

State	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Totals	3,300	8.1%	6.0 - 10.2	600	20.5%	10.2 - 30.9

Gender	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Male	1,500	7.5%	4.9 - 10.1	200	15.8%	5.6 - 26.0
Female	1,800	8.5%	6.3 - 10.7	300	24.2%	7.4 - 40.9

Grade Level	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
9th Grade	1,100	9.2%	6.8 - 11.7	n/r	n/r	n/r
10th Grade	900	9.0%	5.6 - 12.4	n/r	n/r	n/r
11th Grade	600	6.4%	3.9 - 8.9	100	10.6%	0.0 - 21.7
12th Grade	700	7.3%	3.5 - 11.0	n/r	n/r	n/r

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High Schools

2015

DOH Race-Ethnicity	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Caucasian	700	13.4%	6.4 - 20.4	n/r	n/r	n/r
Native Hawaiian	700	10.0%	4.0 - 16.0	n/r	n/r	n/r
Chinese	100	5.6%	1.2 - 10.0	n/r	n/r	n/r
Filipino	700	7.3%	4.2 - 10.5	n/r	n/r	n/r
Japanese	100	4.3%	2.4 - 6.1	n/r	n/r	n/r
Black	200	16.6%	3.9 - 29.3	n/r	n/r	n/r
Other Pacific Islander	200	6.1%	0.9 - 11.4	n/r	n/r	n/r
Other	500	5.3%	3.1 - 7.4	n/r	n/r	n/r

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High Schools

2013

State	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Totals	3,100	7.4%	5.6 - 9.2	400	13.8%	7.2 - 20.5

Gender	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Male	1,600	7.9%	5.3 - 10.6	200	15.7%	5.7 - 25.7
Female	1,400	6.8%	4.6 - 9.1	100	11.6%	0.0 - 24.0

Grade Level	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
9th Grade	900	7.7%	4.9 - 10.5	n/r	n/r	n/r
10th Grade	800	7.5%	4.3 - 10.7	n/r	n/r	n/r
11th Grade	500	5.7%	1.6 - 9.8	n/r	n/r	n/r
12th Grade	800	8.7%	5.4 - 12.0	n/r	n/r	n/r

**Received Ads from Tobacco Company by School Type, State, Gender, Grade Level, DOH
Race-Ethnicity, for the Year(s) - 2013, 2015**

Note: Weighted counts rounded to nearest hundred; weighted percentages, positive responses only; n/r (Not

High Schools

2013

DOH Race-Ethnicity	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Caucasian	300	5.7%	0.2 - 11.2	n/r	n/r	n/r
Native Hawaiian	500	7.6%	1.7 - 13.5	n/r	n/r	n/r
Chinese	200	9.4%	0.0 - 22.3	n/r	n/r	n/r
Filipino	700	6.8%	3.7 - 9.9	n/r	n/r	n/r
Japanese	100	3.2%	0.0 - 7.3	n/r	n/r	n/r
Black	100	13.1%	0.9 - 25.3	n/r	n/r	n/r
Other Pacific Islander	200	7.6%	1.6 - 13.7	n/r	n/r	n/r
Other	600	6.7%	3.9 - 9.6	n/r	n/r	n/r

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Note: Weighted counts rounded to nearest hundred; weighted percentages, positive responses only; n/r (Not

Middle Schools

2015

State	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Totals	2,500	9.7%	8.2 - 11.1	300	34.1%	23.3 - 44.8

Gender	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Male	1,400	10.5%	8.2 - 12.9	200	53.4%	36.2 - 70.7
Female	1,100	8.8%	6.9 - 10.7	n/r	n/r	n/r

Grade Level	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
6th Grade	400	8.2%	5.6 - 10.9	n/r	n/r	n/r
7th Grade	1,100	10.5%	8.5 - 12.5	n/r	n/r	n/r
8th Grade	900	9.5%	7.3 - 11.7	100	26.7%	13.4 - 40.0

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Middle Schools

2015

DOH Race-Ethnicity	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Caucasian	300	11.8%	7.5 - 16.2	n/r	n/r	n/r
Native Hawaiian	400	8.4%	5.8 - 11.1	n/r	n/r	n/r
Chinese	100	7.9%	0.0 - 15.8	n/r	n/r	n/r
Filipino	700	11.2%	8.7 - 13.7	n/r	n/r	n/r
Japanese	100	7.6%	3.0 - 12.1	n/r	n/r	n/r
Black	100	14.0%	6.4 - 21.5	n/r	n/r	n/r
Other Pacific Islander	200	8.0%	3.7 - 12.3	n/r	n/r	n/r
Other	600	9.5%	6.6 - 12.5	n/r	n/r	n/r

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Middle Schools

2013

State	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Totals	2,400	9.1%	7.8 - 10.5	200	25.2%	15.4 - 35.0

Gender	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Male	1,200	9.6%	8.1 - 11.1	n/r	n/r	n/r
Female	1,100	8.6%	6.4 - 10.9	n/r	n/r	n/r

Grade Level	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
6th Grade	500	9.2%	6.2 - 12.2	n/r	n/r	n/r
7th Grade	800	8.0%	6.1 - 9.9	n/r	n/r	n/r
8th Grade	1,000	10.3%	7.0 - 13.7	n/r	n/r	n/r

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Middle Schools

2013

DOH Race-Ethnicity	Media - received tobacco ads, all			Media - received tobacco ads, curr smk		
	#	%	CI	#	%	CI
Caucasian	300	10.9%	5.3 - 16.5	n/r	n/r	n/r
Native Hawaiian	500	11.1%	7.7 - 14.6	n/r	n/r	n/r
Chinese	100	7.3%	3.5 - 11.1	n/r	n/r	n/r
Filipino	500	8.3%	5.9 - 10.6	n/r	n/r	n/r
Japanese	100	6.0%	2.7 - 9.4	n/r	n/r	n/r
Black	100	16.6%	4.6 - 28.6	n/r	n/r	n/r
Other Pacific Islander	200	10.2%	4.9 - 15.5	n/r	n/r	n/r
Other	500	8.3%	5.7 - 10.8	n/r	n/r	n/r