

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 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 - see/hear anti-smoking commercials daily, all	Students who have seen or heard anti-smoking commercials daily during the past 30 days
Media - see/hear anti-smoking commercials, all	Students who have seen or heard anti-smoking commercials during the past 30 days
Media - see/hear anti-smoking commercials, curr smk	Current smokers who have seen or heard anti-smoking commercials during the past 30 days
Media - see/hear anti-smoking commercials, nvr smk	Never smokers who have seen or heard anti-smoking commercials during the past 30 days

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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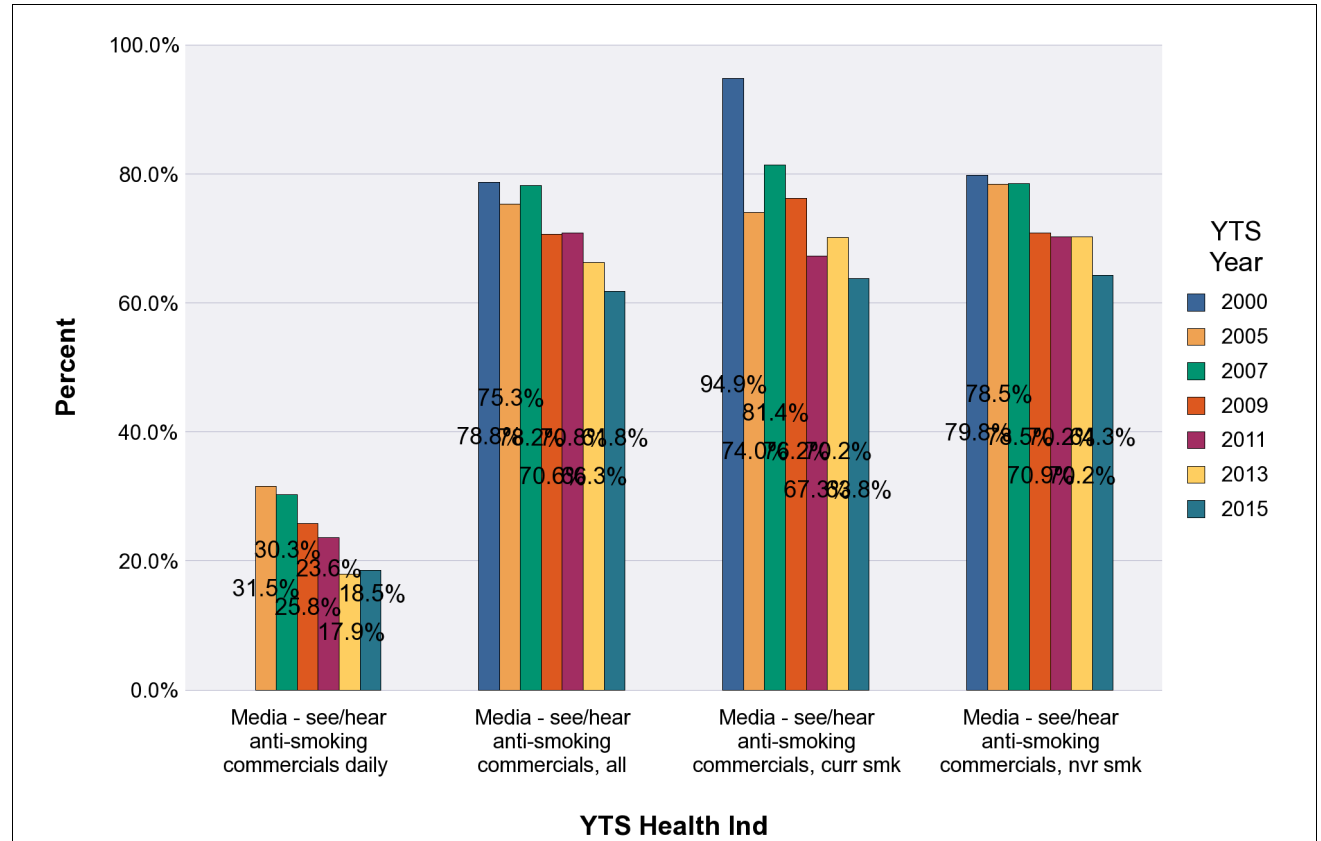
Anti-Tobacco Advertising by School Type, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

High Schools

	YTS Year	Percent
Media - see/hear anti-smoking commercials daily, all	2005	31.5%
	2007	30.3%
	2009	25.8%
	2011	23.6%
	2013	17.9%
	2015	18.5%

	YTS Year	Percent
Media - see/hear anti-smoking commercials, all	2000	78.8%
	2005	75.3%
	2007	78.2%
	2009	70.6%
	2011	70.8%
	2013	66.3%
	2015	61.8%



**Anti-Tobacco Advertising by School Type,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015**

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

High Schools

	YTS Year	Percent
Media - see/hear anti-smoking commercials, curr smk	2000	94.9%
	2005	74.0%
	2007	81.4%
	2009	76.2%
	2011	67.3%
	2013	70.2%
	2015	63.8%

	YTS Year	Percent
Media - see/hear anti-smoking commercials, nvr smk	2000	79.8%
	2005	78.5%
	2007	78.5%
	2009	70.9%
	2011	70.2%
	2013	70.2%
	2015	64.3%

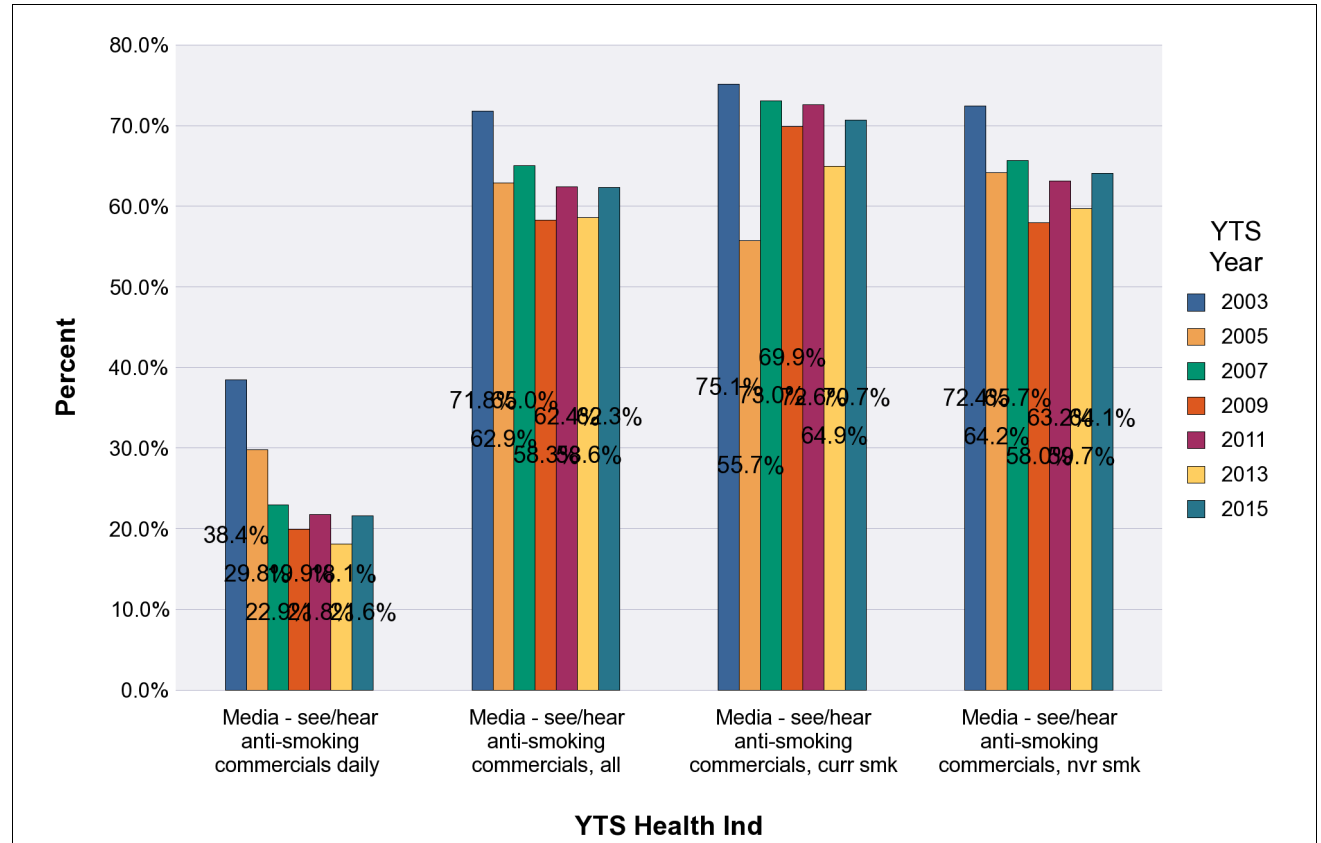
Anti-Tobacco Advertising by School Type, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

	YTS Year	Percent
Media - see/hear anti-smoking commercials daily, all	2003	38.4%
	2005	29.8%
	2007	22.9%
	2009	19.9%
	2011	21.8%
	2013	18.1%
	2015	21.6%

	YTS Year	Percent
Media - see/hear anti-smoking commercials, all	2003	71.8%
	2005	62.9%
	2007	65.0%
	2009	58.3%
	2011	62.4%
	2013	58.6%
	2015	62.3%



**Anti-Tobacco Advertising by School Type,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015**

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

Middle Schools

	YTS Year	Percent
Media - see/hear anti-smoking commercials, curr smk	2003	75.1%
	2005	55.7%
	2007	73.0%
	2009	69.9%
	2011	72.6%
	2013	64.9%
	2015	70.7%

	YTS Year	Percent
Media - see/hear anti-smoking commercials, nvr smk	2003	72.4%
	2005	64.2%
	2007	65.7%
	2009	58.0%
	2011	63.2%
	2013	59.7%
	2015	64.1%

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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High Schools

2015

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	7,600	18.5%	15.9 - 21.1	25,300	61.8%	58.7 - 64.9	1,900	63.8%	52.6 - 74.9	17,400	64.3%	60.9 - 67.8

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	3,500	17.6%	15.0 - 20.3	11,500	57.1%	52.5 - 61.7	1,100	69.0%	52.8 - 85.1	7,600	58.9%	53.5 - 64.4
Female	3,900	19.2%	15.3 - 23.1	13,700	66.6%	62.5 - 70.7	700	56.6%	43.8 - 69.4	9,800	69.2%	64.6 - 73.8

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
9th Grade	2,100	18.1%	14.8 - 21.4	7,100	60.8%	55.7 - 65.9	n/r	n/r	n/r	5,300	63.3%	57.6 - 69.0
10th Grade	1,900	19.1%	14.3 - 23.9	6,300	62.2%	55.5 - 68.8	n/r	n/r	n/r	4,400	65.6%	59.3 - 72.0
11th Grade	1,600	17.2%	12.3 - 22.1	5,600	59.8%	54.7 - 64.9	500	62.9%	46.3 - 79.5	3,800	62.0%	55.5 - 68.5
12th Grade	1,900	19.8%	15.8 - 23.7	6,200	65.1%	59.4 - 70.7	n/r	n/r	n/r	3,900	67.0%	58.9 - 75.1

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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High Schools

2015

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	700	14.6%	9.7 - 19.5	3,100	62.1%	56.8 - 67.5	n/r	n/r	n/r	2,200	62.9%	55.2 - 70.6
Native Hawaiian	1,500	22.5%	17.5 - 27.4	4,100	60.5%	54.7 - 66.2	n/r	n/r	n/r	2,100	65.4%	54.9 - 76.0
Chinese	100	8.7%	2.6 - 14.7	900	60.4%	45.2 - 75.6	n/r	n/r	n/r	800	62.7%	49.3 - 76.0
Filipino	1,800	17.4%	14.0 - 20.8	6,200	61.6%	55.9 - 67.3	n/r	n/r	n/r	4,400	64.4%	57.5 - 71.2
Japanese	500	14.7%	8.7 - 20.7	2,200	67.6%	59.3 - 75.8	n/r	n/r	n/r	1,900	68.1%	60.7 - 75.5
Black	400	38.2%	21.1 - 55.4	600	64.9%	51.1 - 78.8	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	800	31.7%	22.1 - 41.3	1,800	69.3%	57.0 - 81.7	n/r	n/r	n/r	1,100	75.7%	60.6 - 90.7
Other	1,400	15.1%	11.8 - 18.4	5,400	59.5%	52.7 - 66.2	n/r	n/r	n/r	4,000	61.3%	52.6 - 70.0

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High Schools

2013

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	7,400	17.9%	15.2 - 20.6	27,400	66.3%	62.7 - 69.9	1,800	70.2%	61.3 - 79.1	19,100	70.2%	66.5 - 73.9

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	3,400	16.5%	12.6 - 20.4	12,400	60.6%	55.9 - 65.3	1,000	72.4%	61.7 - 83.0	8,600	65.5%	60.1 - 70.8
Female	4,000	19.4%	14.5 - 24.3	14,900	72.2%	68.1 - 76.2	800	67.6%	53.7 - 81.6	10,400	74.9%	70.8 - 79.1

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
9th Grade	1,800	14.7%	10.9 - 18.5	7,400	61.3%	57.1 - 65.4	n/r	n/r	n/r	5,500	66.9%	61.6 - 72.3
10th Grade	2,200	20.8%	15.4 - 26.3	7,000	66.9%	61.4 - 72.3	n/r	n/r	n/r	4,700	67.6%	60.0 - 75.1
11th Grade	1,600	16.6%	10.5 - 22.7	6,500	67.6%	59.3 - 75.9	n/r	n/r	n/r	4,600	72.2%	64.0 - 80.3
12th Grade	1,900	20.2%	13.0 - 27.3	6,600	71.1%	63.2 - 79.0	n/r	n/r	n/r	4,300	76.0%	66.0 - 86.0

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High Schools

2013

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	700	13.4%	6.8 - 20.1	3,500	66.6%	58.0 - 75.2	n/r	n/r	n/r	2,500	70.4%	58.7 - 82.1
Native Hawaiian	1,400	20.2%	12.3 - 28.0	4,500	67.4%	59.3 - 75.4	n/r	n/r	n/r	3,000	69.8%	61.4 - 78.2
Chinese	200	12.8%	3.0 - 22.6	1,000	65.7%	42.4 - 89.1	n/r	n/r	n/r	1,000	68.7%	45.8 - 91.7
Filipino	1,600	16.2%	12.5 - 19.9	7,000	71.6%	66.2 - 76.9	n/r	n/r	n/r	5,100	77.9%	71.4 - 84.4
Japanese	500	15.5%	8.8 - 22.3	2,200	64.7%	50.8 - 78.7	n/r	n/r	n/r	1,800	66.7%	50.9 - 82.5
Black	300	30.5%	16.4 - 44.6	600	63.5%	46.1 - 80.8	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	700	26.7%	17.8 - 35.5	1,500	57.1%	45.7 - 68.5	n/r	n/r	n/r	900	71.4%	57.8 - 85.0
Other	1,800	19.4%	12.2 - 26.6	6,200	67.6%	61.6 - 73.7	n/r	n/r	n/r	3,800	68.3%	60.5 - 76.1

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High Schools

2011

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	10,200	23.6%	21.0 - 26.3	30,600	70.8%	68.9 - 72.8	2,500	67.3%	52.9 - 81.6	20,700	70.2%	67.9 - 72.6

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	4,800	22.9%	19.2 - 26.6	14,600	69.3%	64.8 - 73.8	900	57.3%	37.2 - 77.4	10,100	70.4%	65.2 - 75.6
Female	5,400	24.5%	20.5 - 28.4	15,900	72.5%	69.2 - 75.8	1,500	75.5%	58.4 - 92.6	10,500	70.5%	66.1 - 74.8

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
9th Grade	2,600	21.2%	16.1 - 26.3	8,400	69.1%	63.5 - 74.7	n/r	n/r	n/r	6,400	67.3%	59.7 - 74.9
10th Grade	2,900	25.9%	21.6 - 30.3	8,100	73.6%	67.4 - 79.7	n/r	n/r	n/r	5,600	75.5%	69.0 - 81.9
11th Grade	2,600	24.9%	18.8 - 31.0	7,500	72.5%	67.5 - 77.5	n/r	n/r	n/r	5,100	70.1%	64.8 - 75.3
12th Grade	2,200	22.9%	16.9 - 28.9	6,600	68.6%	61.2 - 76.1	900	81.2%	66.5 - 95.9	3,500	68.9%	60.5 - 77.2

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race- Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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High Schools

2011

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	600	10.6%	6.0 - 15.2	4,200	74.5%	70.7 - 78.3	n/r	n/r	n/r	2,800	76.7%	71.6 - 81.8
Native Hawaiian	2,200	30.8%	22.3 - 39.3	4,900	69.2%	63.7 - 74.7	n/r	n/r	n/r	2,500	67.1%	60.9 - 73.2
Chinese	300	18.3%	8.8 - 27.9	1,200	70.7%	56.0 - 85.4	n/r	n/r	n/r	800	63.0%	48.8 - 77.1
Filipino	3,500	26.1%	20.6 - 31.7	9,600	72.6%	66.1 - 79.1	n/r	n/r	n/r	7,200	72.6%	63.4 - 81.8
Japanese	1,300	23.7%	17.3 - 30.2	4,100	72.9%	67.7 - 78.2	n/r	n/r	n/r	3,600	76.2%	71.1 - 81.3
Black	300	31.5%	19.5 - 43.5	500	61.4%	43.5 - 79.2	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	800	26.8%	16.9 - 36.6	2,000	65.2%	58.1 - 72.3	n/r	n/r	n/r	1,100	64.5%	53.0 - 76.0
Other	600	19.3%	7.8 - 30.8	2,200	67.0%	58.0 - 76.0	n/r	n/r	n/r	1,400	61.2%	49.2 - 73.2

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High Schools

2009

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	12,600	25.8%	23.1 - 28.6	34,500	70.6%	68.7 - 72.5	4,000	76.2%	67.5 - 84.9	21,700	70.9%	68.3 - 73.5

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	6,100	24.1%	21.1 - 27.2	16,700	66.0%	62.5 - 69.5	1,900	73.9%	61.8 - 85.9	10,900	67.6%	63.1 - 72.2
Female	6,500	28.0%	24.3 - 31.7	17,600	75.8%	72.7 - 78.8	2,100	78.1%	67.3 - 88.9	10,700	74.8%	71.7 - 77.9

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
9th Grade	4,200	28.1%	23.0 - 33.3	10,400	69.9%	66.2 - 73.5	1,000	76.4%	62.1 - 90.6	6,900	68.7%	63.5 - 73.9
10th Grade	3,000	24.7%	20.5 - 28.8	8,500	69.4%	65.8 - 73.0	n/r	n/r	n/r	5,800	70.5%	65.6 - 75.5
11th Grade	2,500	24.1%	19.2 - 28.9	7,600	73.8%	68.3 - 79.2	1,000	73.0%	52.8 - 93.2	4,900	78.3%	72.3 - 84.2
12th Grade	2,900	25.4%	20.0 - 30.9	7,900	70.0%	64.2 - 75.9	1,300	82.9%	68.4 - 97.4	4,000	67.8%	60.5 - 75.2

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High Schools

2009

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	1,200	21.7%	15.2 - 28.2	4,000	70.2%	63.6 - 76.9	n/r	n/r	n/r	2,500	66.6%	58.0 - 75.1
Native Hawaiian	2,900	27.2%	23.0 - 31.3	7,400	68.9%	63.8 - 74.0	1,000	75.6%	60.8 - 90.4	3,900	66.4%	59.5 - 73.4
Chinese	400	15.5%	5.8 - 25.1	1,700	64.4%	54.7 - 74.2	n/r	n/r	n/r	1,400	63.9%	53.8 - 74.0
Filipino	3,200	28.0%	23.0 - 33.0	8,300	72.3%	67.6 - 77.0	n/r	n/r	n/r	5,600	75.6%	69.8 - 81.4
Japanese	1,600	23.5%	15.2 - 31.8	5,200	78.4%	72.6 - 84.3	n/r	n/r	n/r	3,800	79.6%	72.7 - 86.4
Black	300	26.5%	9.4 - 43.7	800	70.9%	55.2 - 86.6	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	1,300	34.7%	26.1 - 43.2	2,400	65.2%	53.4 - 76.9	n/r	n/r	n/r	1,200	65.6%	51.1 - 80.1
Other	800	19.8%	13.6 - 25.9	2,400	62.1%	51.2 - 73.1	n/r	n/r	n/r	1,600	59.4%	47.9 - 70.9

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High Schools

2007

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	17,100	30.3%	27.6 - 33.0	44,200	78.2%	75.2 - 81.2	4,400	81.4%	72.3 - 90.4	26,700	78.5%	73.9 - 83.1

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	8,500	29.2%	24.2 - 34.3	22,100	76.5%	72.4 - 80.7	2,300	84.1%	71.0 - 97.1	13,300	75.8%	70.1 - 81.4
Female	8,500	31.4%	28.1 - 34.8	21,700	79.8%	76.1 - 83.5	2,100	78.4%	66.8 - 90.0	13,200	81.4%	75.3 - 87.4

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
9th Grade	5,000	29.7%	23.2 - 36.1	12,300	73.6%	67.7 - 79.5	n/r	n/r	n/r	8,500	73.8%	66.9 - 80.7
10th Grade	4,200	30.2%	22.3 - 38.1	10,800	77.8%	70.6 - 85.0	n/r	n/r	n/r	6,300	78.7%	68.8 - 88.7
11th Grade	4,000	28.7%	24.6 - 32.8	11,000	78.7%	74.7 - 82.7	1,100	76.2%	60.6 - 91.8	6,400	81.4%	75.1 - 87.6
12th Grade	3,800	33.2%	25.8 - 40.6	9,700	85.1%	78.9 - 91.3	n/r	n/r	n/r	5,200	83.6%	76.7 - 90.6

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

High Schools

2007

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	1,300	21.1%	12.4 - 29.9	4,600	74.3%	64.7 - 83.8	n/r	n/r	n/r	3,200	72.8%	59.7 - 85.9
Native Hawaiian	3,600	37.2%	31.0 - 43.4	7,300	76.0%	69.3 - 82.6	n/r	n/r	n/r	3,400	72.3%	63.0 - 81.5
Chinese	500	23.1%	4.8 - 41.4	1,700	78.5%	61.0 - 96.1	n/r	n/r	n/r	n/r	n/r	n/r
Filipino	4,700	29.9%	24.8 - 35.1	12,400	78.4%	72.9 - 84.0	n/r	n/r	n/r	7,600	80.1%	72.6 - 87.7
Japanese	2,500	27.9%	21.4 - 34.4	7,900	87.5%	82.6 - 92.3	n/r	n/r	n/r	6,200	87.2%	81.4 - 93.0
Black	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	1,600	34.7%	23.9 - 45.5	3,400	74.4%	64.2 - 84.5	n/r	n/r	n/r	1,600	68.5%	53.4 - 83.6
Other	2,200	38.7%	28.1 - 49.2	4,400	79.3%	70.1 - 88.5	n/r	n/r	n/r	2,300	78.8%	66.6 - 91.0

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

High Schools

2005

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	25,400	31.5%	27.5 - 35.6	60,500	75.3%	72.8 - 77.9	7,200	74.0%	63.6 - 84.5	33,300	78.5%	75.4 - 81.6

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	12,900	31.3%	26.7 - 35.9	30,200	73.1%	70.4 - 75.9	2,900	69.8%	56.0 - 83.6	17,100	76.0%	73.6 - 78.5
Female	12,400	31.8%	26.8 - 36.7	30,200	77.5%	73.7 - 81.3	4,200	77.1%	64.6 - 89.6	16,100	81.2%	75.9 - 86.5

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
9th Grade	7,400	30.8%	23.5 - 38.1	18,600	78.1%	72.5 - 83.6	1,800	77.3%	62.7 - 92.0	11,700	80.8%	74.9 - 86.8
10th Grade	5,600	28.9%	21.2 - 36.6	13,600	69.8%	64.1 - 75.4	1,000	50.8%	30.0 - 71.6	8,400	75.5%	67.7 - 83.4
11th Grade	5,800	31.6%	26.9 - 36.4	13,700	75.1%	70.7 - 79.6	1,800	78.6%	62.8 - 94.4	6,700	79.4%	74.7 - 84.0
12th Grade	6,300	35.1%	29.4 - 40.9	13,900	77.9%	73.4 - 82.4	2,400	84.3%	73.8 - 94.7	6,200	76.4%	65.4 - 87.4

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race- Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

High Schools

2005

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	4,200	33.4%	27.3 - 39.6	9,900	79.7%	73.8 - 85.6	n/r	n/r	n/r	5,500	78.6%	69.6 - 87.6
Native Hawaiian	4,400	27.2%	22.2 - 32.3	11,000	68.9%	63.9 - 73.9	1,400	67.4%	47.9 - 86.8	5,000	70.6%	62.7 - 78.6
Chinese	500	11.8%	3.1 - 20.5	2,800	72.1%	63.5 - 80.6	n/r	n/r	n/r	2,300	75.0%	68.2 - 81.8
Filipino	6,600	34.5%	27.1 - 41.8	14,600	76.1%	70.1 - 82.1	2,000	74.6%	57.8 - 91.4	7,300	81.4%	71.5 - 91.4
Japanese	4,000	33.5%	28.6 - 38.4	9,500	78.9%	71.4 - 86.3	n/r	n/r	n/r	6,600	82.6%	76.8 - 88.5
Black	800	46.8%	26.3 - 67.4	1,400	86.7%	73.8 - 99.5	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	1,900	35.0%	23.3 - 46.8	3,900	71.9%	62.2 - 81.7	n/r	n/r	n/r	1,700	77.5%	66.7 - 88.4
Other	1,700	31.4%	21.8 - 41.1	4,000	73.7%	66.0 - 81.4	n/r	n/r	n/r	2,300	73.1%	63.6 - 82.6

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

High Schools

2000

State	Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI
Totals	37,900	78.8%	76.3 - 81.2	10,500	94.9%	92.6 - 97.1	13,300	79.8%	74.7 - 84.9

Gender	Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI
Male	18,400	73.7%	69.5 - 78.0	5,000	92.7%	88.8 - 96.6	7,000	74.2%	65.9 - 82.5
Female	19,300	84.2%	81.7 - 86.7	5,500	96.9%	94.7 - 99.1	6,300	87.1%	83.3 - 90.9

Grade Level	Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI
9th Grade	11,400	79.0%	73.8 - 84.3	2,500	97.7%	93.3 - 100.0	5,200	84.4%	77.7 - 91.1
10th Grade	10,100	79.3%	74.5 - 84.1	2,600	97.8%	93.7 - 100.0	3,500	77.4%	68.4 - 86.4
11th Grade	8,500	78.5%	71.4 - 85.5	2,800	93.5%	87.9 - 99.1	2,300	73.0%	56.5 - 89.5
12th Grade	7,600	78.2%	74.5 - 81.9	2,500	90.9%	85.9 - 95.9	2,200	82.3%	75.2 - 89.5

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

High Schools

2000

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI
Caucasian	5,500	84.7%	78.1 - 91.3	1,400	93.0%	85.0 - 100.0	1,900	90.0%	82.6 - 97.4
Native Hawaiian	7,400	71.1%	65.7 - 76.4	2,600	94.5%	89.3 - 99.8	2,200	70.7%	60.1 - 81.3
Chinese	1,600	71.0%	56.8 - 85.1	n/r	n/r	n/r	n/r	n/r	n/r
Filipino	6,400	83.6%	78.7 - 88.4	2,100	97.7%	94.5 - 100.0	2,100	83.1%	73.2 - 92.9
Japanese	1,200	74.4%	57.2 - 91.7	n/r	n/r	n/r	n/r	n/r	n/r
Black	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	7,800	80.6%	76.2 - 85.0	1,900	98.8%	96.5 - 100.0	3,000	76.8%	67.7 - 85.8
Other	5,300	82.3%	75.2 - 89.4	1,100	86.7%	75.4 - 98.0	2,100	90.5%	82.2 - 98.9

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2015

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	5,600	21.6%	18.8 - 24.4	16,100	62.3%	57.5 - 67.2	500	70.7%	62.0 - 79.4	12,700	64.1%	59.8 - 68.4

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	2,900	22.4%	19.6 - 25.1	7,400	58.1%	52.6 - 63.5	300	75.1%	62.7 - 87.5	5,700	60.0%	55.7 - 64.3
Female	2,700	20.9%	16.9 - 25.0	8,600	66.4%	60.9 - 71.9	n/r	n/r	n/r	6,900	68.1%	62.2 - 73.9

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	1,100	22.0%	16.1 - 27.8	3,000	58.5%	52.4 - 64.7	n/r	n/r	n/r	2,500	60.5%	55.2 - 65.8
7th Grade	2,300	21.1%	17.4 - 24.8	6,600	62.1%	57.5 - 66.7	n/r	n/r	n/r	5,400	63.9%	59.6 - 68.2
8th Grade	2,200	22.2%	18.0 - 26.4	6,400	65.0%	57.7 - 72.3	300	73.4%	61.4 - 85.5	4,800	66.6%	59.3 - 73.9

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2015

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	400	15.3%	9.4 - 21.2	1,800	62.1%	54.9 - 69.3	n/r	n/r	n/r	1,600	63.6%	54.8 - 72.4
Native Hawaiian	1,000	23.3%	17.2 - 29.4	2,500	57.8%	46.7 - 68.9	n/r	n/r	n/r	1,800	57.4%	47.3 - 67.5
Chinese	100	11.6%	2.0 - 21.2	500	57.0%	45.3 - 68.7	n/r	n/r	n/r	400	57.3%	45.3 - 69.4
Filipino	1,300	21.2%	17.3 - 25.1	3,800	63.6%	55.8 - 71.5	n/r	n/r	n/r	2,900	66.9%	57.0 - 76.8
Japanese	300	16.1%	10.0 - 22.1	1,200	58.8%	53.1 - 64.6	n/r	n/r	n/r	1,100	60.8%	55.0 - 66.6
Black	300	40.9%	27.4 - 54.4	500	76.2%	65.2 - 87.1	n/r	n/r	n/r	400	78.4%	67.9 - 88.9
Other Pacific Islander	500	22.2%	9.4 - 35.0	1,300	62.0%	48.9 - 75.1	n/r	n/r	n/r	700	62.9%	51.1 - 74.8
Other	1,300	22.6%	18.0 - 27.3	3,800	66.0%	60.6 - 71.5	n/r	n/r	n/r	3,200	68.0%	61.6 - 74.5

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2013

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	4,700	18.1%	15.3 - 21.0	15,200	58.6%	56.1 - 61.1	600	64.9%	50.1 - 79.7	11,900	59.7%	57.4 - 62.0

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	2,400	18.3%	14.5 - 22.2	7,100	54.8%	50.3 - 59.3	n/r	n/r	n/r	5,500	56.9%	52.5 - 61.4
Female	2,300	17.8%	14.1 - 21.6	8,100	62.3%	59.7 - 65.0	n/r	n/r	n/r	6,300	62.4%	59.8 - 64.9

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	1,000	17.7%	13.2 - 22.2	3,100	54.5%	48.4 - 60.7	n/r	n/r	n/r	2,600	56.3%	50.8 - 61.8
7th Grade	2,000	18.8%	15.4 - 22.2	6,600	62.4%	58.2 - 66.6	n/r	n/r	n/r	5,400	63.7%	58.7 - 68.8
8th Grade	1,700	17.6%	13.4 - 21.9	5,600	56.9%	50.8 - 63.1	n/r	n/r	n/r	4,000	57.1%	51.3 - 62.8

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race- Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2013

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	300	10.9%	4.7 - 17.2	1,800	58.3%	46.4 - 70.2	n/r	n/r	n/r	1,600	59.7%	49.6 - 69.8
Native Hawaiian	900	21.4%	16.4 - 26.3	2,400	58.2%	51.2 - 65.2	n/r	n/r	n/r	1,600	58.9%	51.5 - 66.3
Chinese	100	7.3%	1.0 - 13.6	400	49.9%	37.7 - 62.2	n/r	n/r	n/r	400	50.6%	41.8 - 59.4
Filipino	1,200	19.5%	15.3 - 23.7	3,700	61.8%	56.2 - 67.3	n/r	n/r	n/r	2,900	62.6%	57.3 - 67.9
Japanese	300	16.6%	10.3 - 22.9	1,200	60.5%	53.1 - 67.9	n/r	n/r	n/r	1,200	64.0%	57.2 - 70.7
Black	100	14.4%	2.5 - 26.4	300	50.9%	33.4 - 68.3	n/r	n/r	n/r	300	56.5%	36.5 - 76.5
Other Pacific Islander	600	27.4%	16.3 - 38.5	1,300	59.6%	47.2 - 72.0	n/r	n/r	n/r	1,000	62.3%	50.1 - 74.6
Other	1,000	17.9%	14.0 - 21.9	3,300	56.5%	53.2 - 59.7	n/r	n/r	n/r	2,600	56.7%	53.2 - 60.3

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2011

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	5,500	21.8%	19.3 - 24.2	15,900	62.4%	59.0 - 65.8	700	72.6%	56.0 - 89.3	13,000	63.2%	59.7 - 66.6

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	2,500	20.2%	16.5 - 23.9	7,100	56.6%	50.9 - 62.3	n/r	n/r	n/r	5,600	56.6%	51.4 - 61.9
Female	3,000	23.1%	20.4 - 25.8	8,700	68.0%	63.3 - 72.7	400	78.6%	62.7 - 94.4	7,300	69.1%	63.5 - 74.8

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	1,300	24.5%	18.9 - 30.1	3,000	55.1%	47.0 - 63.3	n/r	n/r	n/r	2,600	56.0%	48.3 - 63.8
7th Grade	2,200	22.8%	18.8 - 26.8	6,600	67.5%	63.8 - 71.2	n/r	n/r	n/r	5,900	69.3%	65.4 - 73.1
8th Grade	1,900	19.1%	15.7 - 22.4	6,200	61.2%	56.0 - 66.3	n/r	n/r	n/r	4,400	60.2%	54.1 - 66.3

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2011

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	300	14.3%	9.5 - 19.2	1,400	61.1%	49.0 - 73.1	n/r	n/r	n/r	1,300	62.5%	51.0 - 74.1
Native Hawaiian	1,500	25.4%	21.1 - 29.7	3,600	62.4%	57.4 - 67.3	n/r	n/r	n/r	2,600	57.9%	51.9 - 63.9
Chinese	200	25.8%	14.3 - 37.2	600	75.0%	65.3 - 84.6	n/r	n/r	n/r	500	72.7%	62.2 - 83.2
Filipino	1,500	20.5%	15.5 - 25.5	4,700	62.8%	56.4 - 69.2	n/r	n/r	n/r	4,000	65.1%	57.4 - 72.8
Japanese	700	25.5%	15.6 - 35.4	1,800	65.0%	54.0 - 75.9	n/r	n/r	n/r	1,600	65.8%	54.1 - 77.5
Black	100	26.3%	9.9 - 42.6	300	63.5%	48.2 - 78.8	n/r	n/r	n/r	300	62.6%	45.8 - 79.4
Other Pacific Islander	400	25.8%	13.4 - 38.2	1,000	65.4%	50.8 - 80.0	n/r	n/r	n/r	800	69.4%	53.5 - 85.2
Other	300	15.0%	9.1 - 20.8	1,100	52.4%	40.1 - 64.8	n/r	n/r	n/r	900	55.3%	42.5 - 68.1

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2009

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	5,900	19.9%	17.0 - 22.8	17,100	58.3%	56.2 - 60.5	900	69.9%	58.1 - 81.8	13,800	58.0%	55.0 - 60.9

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	2,600	16.9%	13.1 - 20.7	8,000	53.1%	49.9 - 56.2	n/r	n/r	n/r	6,600	53.5%	49.4 - 57.5
Female	3,300	22.9%	19.6 - 26.3	9,100	63.9%	60.7 - 67.2	500	65.0%	48.0 - 82.0	7,100	63.0%	58.5 - 67.6

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	1,100	17.0%	11.6 - 22.4	3,400	53.3%	47.4 - 59.3	n/r	n/r	n/r	3,000	52.1%	45.7 - 58.5
7th Grade	2,400	20.7%	16.3 - 25.0	6,800	58.1%	52.7 - 63.5	n/r	n/r	n/r	5,400	58.3%	51.6 - 65.0
8th Grade	2,300	20.7%	15.3 - 26.1	6,900	61.4%	56.2 - 66.6	n/r	n/r	n/r	5,400	61.6%	55.4 - 67.8

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2009

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	400	15.7%	11.2 - 20.3	1,900	72.6%	66.2 - 79.1	n/r	n/r	n/r	1,600	70.5%	62.9 - 78.2
Native Hawaiian	1,400	24.1%	19.0 - 29.3	3,400	59.4%	54.3 - 64.5	n/r	n/r	n/r	2,400	56.9%	50.4 - 63.4
Chinese	100	6.4%	0.1 - 12.8	600	53.4%	37.0 - 69.7	n/r	n/r	n/r	500	51.2%	33.4 - 69.0
Filipino	1,800	22.2%	17.9 - 26.5	4,700	57.8%	53.2 - 62.3	n/r	n/r	n/r	3,900	58.7%	53.0 - 64.5
Japanese	700	16.4%	11.0 - 21.7	2,500	57.1%	50.0 - 64.1	n/r	n/r	n/r	2,200	56.7%	50.1 - 63.3
Black	100	23.0%	9.2 - 36.8	300	64.1%	47.0 - 81.2	n/r	n/r	n/r	300	62.3%	40.9 - 83.6
Other Pacific Islander	500	25.6%	14.2 - 37.1	1,100	54.0%	41.2 - 66.7	n/r	n/r	n/r	700	50.0%	33.5 - 66.5
Other	400	14.7%	7.4 - 22.1	1,500	54.2%	46.4 - 62.1	n/r	n/r	n/r	1,300	56.4%	47.0 - 65.8

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2007

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	9,000	22.9%	20.0 - 25.9	25,600	65.0%	62.1 - 68.0	1,100	73.0%	63.3 - 82.8	20,600	65.7%	62.9 - 68.5

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	4,500	22.9%	19.5 - 26.2	12,100	61.1%	55.9 - 66.3	n/r	n/r	n/r	9,700	60.9%	55.9 - 65.9
Female	4,400	23.0%	19.2 - 26.8	13,400	69.2%	64.6 - 73.8	n/r	n/r	n/r	10,900	70.8%	66.2 - 75.3

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	2,400	19.4%	13.1 - 25.7	7,300	58.4%	50.2 - 66.6	n/r	n/r	n/r	6,300	59.6%	52.4 - 66.7
7th Grade	3,200	24.9%	19.7 - 30.1	8,700	66.9%	62.9 - 71.0	n/r	n/r	n/r	6,800	67.3%	62.4 - 72.2
8th Grade	3,300	24.7%	20.9 - 28.5	9,400	70.0%	65.3 - 74.7	n/r	n/r	n/r	7,300	71.2%	65.2 - 77.2

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race- Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2007

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	600	18.7%	10.9 - 26.5	2,000	65.0%	54.2 - 75.9	n/r	n/r	n/r	1,600	61.8%	49.3 - 74.3
Native Hawaiian	2,300	27.3%	17.2 - 37.4	5,300	62.3%	54.1 - 70.6	n/r	n/r	n/r	4,200	64.1%	54.0 - 74.2
Chinese	200	13.6%	1.0 - 26.2	1,100	63.9%	47.4 - 80.3	n/r	n/r	n/r	1,000	66.6%	52.0 - 81.1
Filipino	2,600	22.5%	18.2 - 26.8	7,800	67.1%	61.4 - 72.7	n/r	n/r	n/r	6,700	67.6%	61.7 - 73.4
Japanese	1,100	25.1%	14.4 - 35.8	3,300	73.2%	64.5 - 81.8	n/r	n/r	n/r	3,000	74.3%	66.4 - 82.2
Black	200	24.0%	3.5 - 44.5	700	65.2%	48.1 - 82.3	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	300	12.3%	1.7 - 22.8	1,200	54.3%	40.4 - 68.3	n/r	n/r	n/r	700	45.5%	27.6 - 63.4
Other	800	20.6%	13.8 - 27.4	2,200	57.1%	46.0 - 68.3	n/r	n/r	n/r	1,600	63.0%	52.1 - 73.9

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2005

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	12,700	29.8%	26.8 - 32.8	26,700	62.9%	58.7 - 67.0	1,100	55.7%	42.2 - 69.2	20,500	64.2%	59.2 - 69.1

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	6,000	27.6%	24.9 - 30.3	13,200	61.0%	56.8 - 65.2	600	60.6%	47.8 - 73.4	10,100	63.3%	58.1 - 68.4
Female	6,700	31.9%	27.1 - 36.8	13,500	64.8%	59.5 - 70.1	500	50.7%	28.8 - 72.7	10,400	65.0%	58.8 - 71.2

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	1,900	27.7%	21.9 - 33.6	3,800	55.6%	49.4 - 61.8	n/r	n/r	n/r	3,100	54.7%	45.1 - 64.3
7th Grade	5,000	28.6%	25.2 - 32.1	10,700	61.1%	55.5 - 66.6	n/r	n/r	n/r	8,800	63.1%	57.4 - 68.8
8th Grade	5,600	31.6%	26.4 - 36.7	11,900	67.8%	61.5 - 74.1	800	62.9%	46.1 - 79.7	8,500	70.0%	61.4 - 78.6

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2005

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	1,800	33.5%	28.2 - 38.8	3,500	65.5%	54.7 - 76.3	n/r	n/r	n/r	2,700	66.9%	54.6 - 79.1
Native Hawaiian	2,200	25.6%	19.5 - 31.7	4,800	54.4%	49.0 - 59.8	n/r	n/r	n/r	3,300	54.6%	48.4 - 60.8
Chinese	300	20.2%	5.4 - 35.1	1,000	59.6%	45.0 - 74.3	n/r	n/r	n/r	1,000	64.6%	51.7 - 77.5
Filipino	3,600	29.2%	24.1 - 34.4	8,000	64.5%	57.2 - 71.9	n/r	n/r	n/r	6,100	64.6%	55.6 - 73.5
Japanese	1,500	34.4%	26.7 - 42.1	3,100	72.0%	67.5 - 76.4	n/r	n/r	n/r	2,700	72.9%	68.1 - 77.7
Black	300	28.9%	13.9 - 43.9	700	62.5%	46.8 - 78.2	n/r	n/r	n/r	500	75.1%	53.6 - 96.5
Other Pacific Islander	800	34.6%	24.8 - 44.4	1,600	65.5%	55.7 - 75.4	n/r	n/r	n/r	1,200	64.4%	53.0 - 75.7
Other	1,200	25.3%	15.5 - 35.1	2,800	60.3%	51.6 - 69.1	n/r	n/r	n/r	2,000	62.9%	50.4 - 75.4

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2003

State	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Totals	15,600	38.4%	37.4 - 39.5	29,200	71.8%	70.8 - 72.8	1,500	75.1%	71.3 - 78.9	21,400	72.4%	71.3 - 73.5

Gender	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Male	7,500	36.4%	35.0 - 37.8	14,200	68.6%	67.1 - 70.0	700	72.9%	66.8 - 79.0	10,300	68.9%	67.2 - 70.6
Female	8,000	40.5%	39.0 - 42.0	14,900	75.2%	73.9 - 76.6	800	76.7%	71.6 - 81.8	11,000	76.1%	74.6 - 77.5

Grade Level	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
6th Grade	5,000	37.0%	35.3 - 38.7	9,400	69.5%	68.0 - 71.1	200	72.9%	65.5 - 80.3	7,700	70.1%	68.4 - 71.8
7th Grade	5,100	38.1%	36.2 - 40.0	9,500	71.8%	69.8 - 73.8	400	72.5%	64.8 - 80.2	7,200	72.3%	70.2 - 74.4
8th Grade	5,400	40.3%	38.4 - 42.2	10,000	74.1%	72.4 - 75.9	800	77.0%	71.4 - 82.6	6,400	75.6%	73.4 - 77.7

Anti-Tobacco Advertising by School Type, State, Gender, Grade Level, DOH Race- Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011, 2013, 2015

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

Middle Schools

2003

DOH Race-Ethnicity	Media - see/hear anti-smoking commercials daily, all			Media - see/hear anti-smoking commercials, all			Media - see/hear anti-smoking commercials, curr smk			Media - see/hear anti-smoking commercials, nvr smk		
	#	%	CI	#	%	CI	#	%	CI	#	%	CI
Caucasian	1,600	39.9%	36.4 - 43.3	3,100	77.4%	74.7 - 80.1	100	82.1%	68.4 - 95.9	2,300	77.3%	74.2 - 80.4
Native Hawaiian	3,600	39.1%	36.9 - 41.4	6,300	68.8%	66.8 - 70.9	500	72.0%	65.0 - 79.0	4,200	69.4%	67.0 - 71.8
Chinese	600	37.3%	32.1 - 42.5	1,100	71.2%	66.1 - 76.3	n/r	n/r	n/r	900	72.3%	66.9 - 77.6
Filipino	4,300	42.3%	40.4 - 44.2	7,700	75.8%	74.1 - 77.6	300	81.5%	74.3 - 88.8	5,800	76.5%	74.5 - 78.5
Japanese	1,600	31.4%	28.8 - 34.1	3,500	70.1%	67.4 - 72.8	n/r	n/r	n/r	2,900	70.9%	68.1 - 73.8
Black	600	38.7%	33.7 - 43.8	1,100	69.5%	64.4 - 74.6	n/r	n/r	n/r	700	68.8%	62.3 - 75.3
Other Pacific Islander	900	39.0%	34.6 - 43.5	1,700	72.1%	68.2 - 76.0	100	66.6%	51.8 - 81.5	1,100	73.0%	68.2 - 77.8
Other	1,700	35.0%	32.0 - 38.0	3,400	67.7%	64.9 - 70.4	200	76.2%	65.7 - 86.6	2,400	68.1%	64.8 - 71.5