

Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011

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 |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------|
| Tobacco Co. logo - would wear, all | Students who would ever use or wear anything with a tobacco company name or picture on it |
| Tobacco Co. logo - would wear, curr tob | Current tobacco users who would ever use or wear anything with a tobacco company name or picture on it |
| Tobacco Co. logo - would wear, nvr tob | Never tobacco users who would ever use or wear anything with a tobacco company name or picture on it |

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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(855) 946-5899 x 15

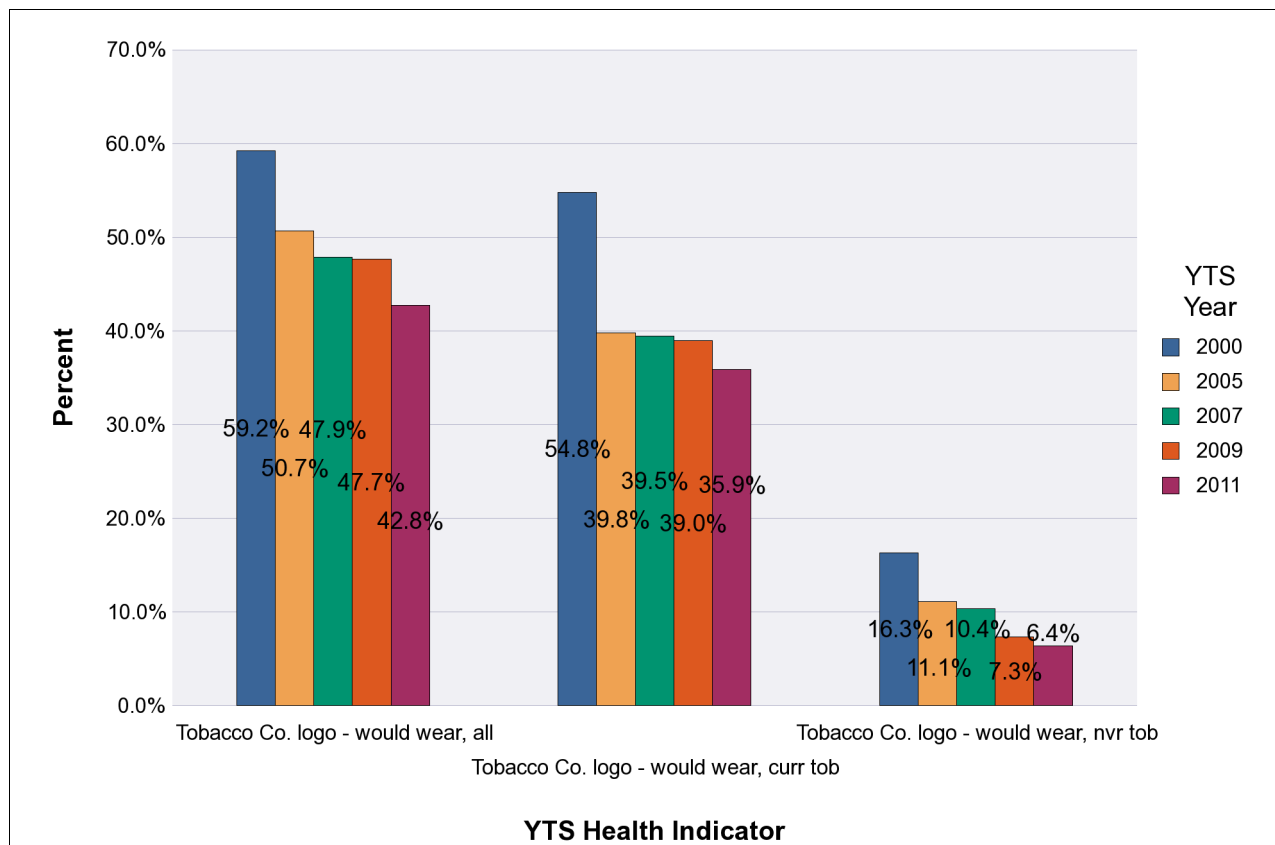
Branded Merchandise by School Type, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011

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

High Schools

| | YTS Year | Percent |
|------------------------------------|----------|---------|
| Tobacco Co. logo - would wear, all | 2000 | 59.2% |
| | 2005 | 50.7% |
| | 2007 | 47.9% |
| | 2009 | 47.7% |
| | 2011 | 42.8% |

| | YTS Year | Percent |
|-----------------------------------------|----------|---------|
| Tobacco Co. logo - would wear, curr tob | 2000 | 54.8% |
| | 2005 | 39.8% |
| | 2007 | 39.5% |
| | 2009 | 39.0% |
| | 2011 | 35.9% |



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for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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

High Schools

| | YTS Year | Percent |
|-------------------------------------------|----------|---------|
| Tobacco Co. logo - would wear, nvr tob | 2000 | 16.3% |
| | 2005 | 11.1% |
| | 2007 | 10.4% |
| | 2009 | 7.3% |
| | 2011 | 6.4% |

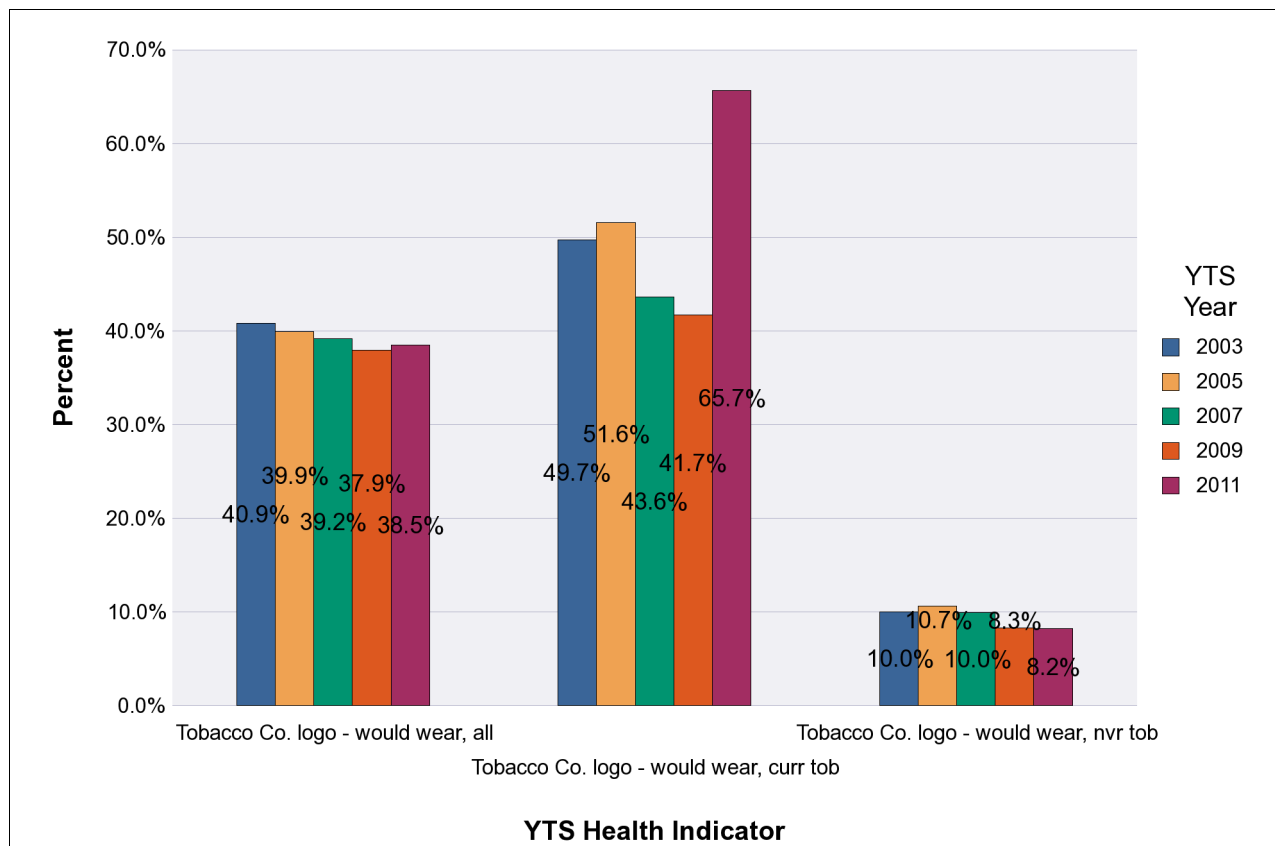
Branded Merchandise by School Type, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011

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

Middle Schools

| | YTS Year | Percent |
|------------------------------------|----------|---------|
| Tobacco Co. logo - would wear, all | 2003 | 40.9% |
| | 2005 | 39.9% |
| | 2007 | 39.2% |
| | 2009 | 37.9% |
| | 2011 | 38.5% |

| | YTS Year | Percent |
|-----------------------------------------|----------|---------|
| Tobacco Co. logo - would wear, curr tob | 2003 | 49.7% |
| | 2005 | 51.6% |
| | 2007 | 43.6% |
| | 2009 | 41.7% |
| | 2011 | 65.7% |



**Branded Merchandise by School Type,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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

Middle Schools

| | YTS Year | Percent |
|-------------------------------------------|----------|---------|
| Tobacco Co. logo - would wear, nvr tob | 2003 | 10.0% |
| | 2005 | 10.7% |
| | 2007 | 10.0% |
| | 2009 | 8.3% |
| | 2011 | 8.2% |

Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011

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

High Schools

2011

| State | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|-----------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 18,500 | 42.8% | 37.1 - 48.4 | 1,800 | 35.9% | 27.6 - 44.1 | 1,800 | 6.4% | 3.7 - 9.2 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 10,400 | 49.2% | 42.4 - 56.0 | 1,100 | 42.9% | 31.7 - 54.2 | 1,500 | 10.4% | 5.7 - 15.2 |
| Female | 8,000 | 36.6% | 30.6 - 42.7 | 700 | 28.9% | 20.6 - 37.3 | 400 | 2.7% | 1.2 - 4.1 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 9th Grade | 4,600 | 37.5% | 29.9 - 45.0 | n/r | n/r | n/r | 600 | 6.5% | 4.1 - 8.8 |
| 10th Grade | 4,900 | 44.5% | 38.1 - 51.0 | 500 | 40.6% | 22.5 - 58.6 | 300 | 4.0% | 1.3 - 6.8 |
| 11th Grade | 4,600 | 45.0% | 38.1 - 51.9 | n/r | n/r | n/r | 500 | 6.7% | 0.3 - 13.1 |
| 12th Grade | 4,300 | 45.1% | 34.6 - 55.6 | 500 | 29.1% | 10.1 - 48.1 | 500 | 9.7% | 3.7 - 15.6 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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

High Schools

2011

| DOH Race-Ethnicity | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 2,800 | 49.6% | 41.1 - 58.0 | n/r | n/r | n/r | 400 | 10.6% | 3.8 - 17.3 |
| Native Hawaiian | 3,300 | 47.4% | 36.5 - 58.2 | 500 | 37.0% | 18.5 - 55.6 | 300 | 9.4% | 2.5 - 16.3 |
| Chinese | 700 | 38.0% | 28.3 - 47.7 | n/r | n/r | n/r | <50 | 3.2% | 0.0 - 7.3 |
| Filipino | 4,700 | 35.8% | 28.2 - 43.3 | 200 | 19.6% | 1.5 - 37.7 | 600 | 6.1% | 1.5 - 10.6 |
| Japanese | 2,400 | 42.9% | 31.1 - 54.7 | n/r | n/r | n/r | 300 | 5.8% | 1.3 - 10.2 |
| Black | 400 | 46.4% | 30.7 - 62.2 | n/r | n/r | n/r | n/r | n/r | n/r |
| Other Pacific Islander | 1,500 | 47.8% | 35.8 - 59.8 | n/r | n/r | n/r | 100 | 8.2% | 0.1 - 16.3 |
| Other | 1,600 | 47.0% | 32.9 - 61.1 | n/r | n/r | n/r | 100 | 4.0% | 0.0 - 9.1 |

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High Schools

2009

| State | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|-----------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 23,200 | 47.7% | 44.1 - 51.2 | 2,900 | 39.0% | 30.4 - 47.6 | 2,100 | 7.3% | 5.7 - 9.0 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 12,600 | 50.2% | 45.6 - 54.7 | 1,800 | 44.3% | 33.2 - 55.4 | 1,100 | 7.7% | 4.7 - 10.8 |
| Female | 10,500 | 45.2% | 41.0 - 49.3 | 1,100 | 33.1% | 23.7 - 42.5 | 1,000 | 7.0% | 4.5 - 9.6 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 9th Grade | 7,000 | 47.2% | 41.1 - 53.3 | 800 | 45.0% | 30.0 - 60.1 | 800 | 7.7% | 4.3 - 11.1 |
| 10th Grade | 5,400 | 44.1% | 37.1 - 51.1 | 700 | 44.4% | 26.5 - 62.3 | 500 | 6.9% | 2.4 - 11.3 |
| 11th Grade | 5,100 | 49.5% | 43.2 - 55.9 | 500 | 29.0% | 18.6 - 39.5 | 400 | 6.6% | 3.3 - 10.0 |
| 12th Grade | 5,700 | 50.6% | 44.4 - 56.9 | 900 | 39.5% | 24.5 - 54.5 | 500 | 8.2% | 4.6 - 11.8 |

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High Schools

2009

| DOH Race-Ethnicity | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 3,000 | 52.3% | 44.8 - 59.8 | n/r | n/r | n/r | 200 | 6.8% | 1.2 - 12.3 |
| Native Hawaiian | 5,400 | 50.3% | 42.5 - 58.2 | 500 | 26.5% | 14.7 - 38.4 | 600 | 10.6% | 4.9 - 16.3 |
| Chinese | 1,100 | 41.2% | 31.5 - 50.8 | n/r | n/r | n/r | 100 | 6.3% | 2.1 - 10.5 |
| Filipino | 5,000 | 43.5% | 37.1 - 49.9 | 600 | 44.5% | 25.9 - 63.1 | 600 | 8.4% | 4.4 - 12.4 |
| Japanese | 2,500 | 37.6% | 27.6 - 47.7 | n/r | n/r | n/r | 200 | 3.5% | 0.0 - 7.0 |
| Black | 800 | 70.5% | 54.9 - 86.0 | n/r | n/r | n/r | n/r | n/r | n/r |
| Other Pacific Islander | 2,000 | 56.8% | 45.3 - 68.4 | n/r | n/r | n/r | 100 | 3.5% | 0.0 - 8.3 |
| Other | 1,900 | 50.0% | 43.2 - 56.7 | n/r | n/r | n/r | 200 | 8.4% | 0.0 - 18.8 |

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High Schools

2007

| State | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 27,000 | 47.9% | 44.3 - 51.4 | 3,100 | 39.5% | 31.5 - 47.4 | 3,300 | 10.4% | 7.7 - 13.1 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 15,500 | 53.8% | 49.1 - 58.5 | 1,800 | 40.8% | 28.8 - 52.9 | 2,300 | 14.2% | 9.9 - 18.4 |
| Female | 11,300 | 41.6% | 36.1 - 47.0 | 1,300 | 37.5% | 25.3 - 49.6 | 1,000 | 6.2% | 3.6 - 8.9 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 9th Grade | 7,100 | 42.7% | 34.5 - 50.9 | n/r | n/r | n/r | 1,000 | 9.7% | 3.9 - 15.5 |
| 10th Grade | 7,000 | 50.8% | 45.4 - 56.3 | 700 | 40.7% | 24.8 - 56.6 | 1,000 | 13.1% | 6.8 - 19.4 |
| 11th Grade | 6,800 | 48.8% | 44.1 - 53.6 | 900 | 41.5% | 28.7 - 54.2 | 800 | 11.3% | 7.2 - 15.4 |
| 12th Grade | 5,800 | 51.1% | 44.0 - 58.2 | 600 | 29.6% | 15.9 - 43.3 | 400 | 6.4% | 2.7 - 10.2 |

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High Schools

2007

| DOH Race-Ethnicity | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 3,200 | 52.3% | 35.5 - 69.2 | n/r | n/r | n/r | 500 | 13.1% | 5.3 - 21.0 |
| Native Hawaiian | 4,800 | 51.7% | 42.1 - 61.2 | n/r | n/r | n/r | 300 | 6.8% | 0.3 - 13.3 |
| Chinese | 700 | 32.4% | 17.4 - 47.4 | n/r | n/r | n/r | n/r | n/r | n/r |
| Filipino | 7,400 | 46.6% | 40.0 - 53.2 | 600 | 33.2% | 16.1 - 50.3 | 1,200 | 12.5% | 7.1 - 17.9 |
| Japanese | 3,600 | 40.5% | 33.6 - 47.4 | n/r | n/r | n/r | 400 | 6.0% | 0.7 - 11.3 |
| Black | n/r | n/r | n/r | n/r | n/r | n/r | n/r | n/r | n/r |
| Other Pacific Islander | 2,200 | 46.2% | 33.2 - 59.2 | n/r | n/r | n/r | 100 | 4.4% | 0.0 - 10.6 |
| Other | 2,800 | 48.9% | 37.9 - 59.9 | n/r | n/r | n/r | 400 | 14.3% | 2.4 - 26.3 |

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High Schools

2005

| State | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 40,200 | 50.7% | 46.6 - 54.8 | 4,800 | 39.8% | 33.7 - 46.0 | 4,500 | 11.1% | 8.4 - 13.8 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 22,200 | 54.7% | 50.0 - 59.4 | 2,800 | 47.2% | 33.8 - 60.6 | 2,600 | 12.4% | 9.0 - 15.8 |
| Female | 18,000 | 46.6% | 42.4 - 50.8 | 1,900 | 33.0% | 24.6 - 41.4 | 1,800 | 9.7% | 5.4 - 14.0 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 9th Grade | 12,100 | 51.4% | 46.1 - 56.7 | 1,400 | 46.8% | 32.0 - 61.7 | 1,500 | 11.6% | 7.7 - 15.5 |
| 10th Grade | 10,100 | 52.2% | 46.6 - 57.9 | 900 | 39.6% | 21.2 - 58.1 | 1,100 | 10.3% | 6.4 - 14.1 |
| 11th Grade | 9,100 | 50.9% | 43.8 - 57.9 | 1,100 | 38.9% | 22.5 - 55.3 | 1,100 | 12.7% | 6.7 - 18.6 |
| 12th Grade | 8,400 | 47.3% | 38.8 - 55.7 | 1,100 | 32.3% | 24.3 - 40.3 | 600 | 8.7% | 2.1 - 15.3 |

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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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 6,400 | 51.4% | 46.0 - 56.7 | 800 | 38.7% | 23.8 - 53.6 | 600 | 8.7% | 3.3 - 14.0 |
| Native Hawaiian | 8,800 | 55.9% | 48.4 - 63.3 | 1,300 | 47.0% | 33.9 - 60.0 | 1,000 | 15.2% | 8.4 - 21.9 |
| Chinese | 1,800 | 45.2% | 38.2 - 52.1 | n/r | n/r | n/r | 500 | 17.0% | 2.5 - 31.4 |
| Filipino | 9,200 | 48.5% | 40.8 - 56.2 | 1,000 | 33.7% | 18.1 - 49.2 | 800 | 9.1% | 2.7 - 15.5 |
| Japanese | 5,400 | 45.6% | 37.1 - 54.0 | n/r | n/r | n/r | 600 | 8.2% | 4.1 - 12.4 |
| Black | 1,100 | 67.5% | 50.7 - 84.3 | n/r | n/r | n/r | n/r | n/r | n/r |
| Other Pacific Islander | 3,000 | 54.9% | 41.1 - 68.8 | n/r | n/r | n/r | 200 | 9.0% | 0.0 - 18.8 |
| Other | 2,500 | 47.3% | 33.2 - 61.4 | n/r | n/r | n/r | 300 | 12.5% | 1.4 - 23.6 |

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High Schools

2000

| State | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 29,100 | 59.2% | 55.6 - 62.9 | 7,000 | 54.8% | 48.4 - 61.2 | 2,800 | 16.3% | 12.5 - 20.1 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 16,800 | 65.6% | 60.6 - 70.6 | 4,000 | 62.4% | 53.3 - 71.5 | 2,100 | 21.0% | 15.0 - 27.0 |
| Female | 12,300 | 52.5% | 48.3 - 56.7 | 3,000 | 47.1% | 39.4 - 54.8 | 800 | 10.3% | 6.2 - 14.4 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 9th Grade | 7,800 | 55.0% | 47.9 - 62.1 | 1,500 | 54.2% | 36.5 - 72.0 | 1,100 | 17.7% | 8.3 - 27.1 |
| 10th Grade | 7,400 | 59.1% | 52.7 - 65.5 | 1,500 | 55.9% | 39.9 - 72.0 | 600 | 12.9% | 6.1 - 19.6 |
| 11th Grade | 7,600 | 64.0% | 57.7 - 70.3 | 2,300 | 60.0% | 43.9 - 76.2 | 600 | 16.6% | 8.2 - 25.0 |
| 12th Grade | 6,200 | 60.2% | 56.3 - 64.0 | 1,600 | 49.7% | 42.8 - 56.6 | 500 | 19.3% | 11.0 - 27.6 |

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High Schools

2000

| DOH Race-Ethnicity | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 4,300 | 68.0% | 61.0 - 75.1 | 1,000 | 59.6% | 41.2 - 78.0 | 400 | 19.2% | 10.8 - 27.7 |
| Native Hawaiian | 6,400 | 63.0% | 55.8 - 70.2 | 1,500 | 50.4% | 36.1 - 64.7 | 1,000 | 31.2% | 17.5 - 44.9 |
| Chinese | 1,100 | 50.2% | 37.8 - 62.7 | n/r | n/r | n/r | n/r | n/r | n/r |
| Filipino | 3,800 | 51.7% | 44.7 - 58.7 | 1,200 | 55.2% | 41.1 - 69.4 | 100 | 6.0% | 0.0 - 13.3 |
| Japanese | 1,000 | 64.4% | 46.3 - 82.5 | 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 | 5,600 | 57.6% | 46.9 - 68.4 | 1,300 | 52.5% | 38.3 - 66.7 | 400 | 11.1% | 4.6 - 17.5 |
| Other | 3,500 | 56.1% | 46.4 - 65.8 | 800 | 56.4% | 40.8 - 72.0 | 400 | 17.1% | 4.8 - 29.4 |

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Middle Schools

2011

| State | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|-----------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 9,800 | 38.5% | 35.7 - 41.4 | 900 | 65.7% | 54.0 - 77.3 | 1,700 | 8.2% | 6.7 - 9.7 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 4,800 | 38.3% | 31.9 - 44.7 | 500 | 64.8% | 43.0 - 86.5 | 800 | 8.3% | 4.7 - 11.9 |
| Female | 5,000 | 38.7% | 33.6 - 43.7 | 500 | 66.6% | 50.8 - 82.4 | 900 | 8.0% | 5.4 - 10.6 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 6th Grade | 1,800 | 31.9% | 19.8 - 43.9 | n/r | n/r | n/r | 300 | 5.5% | 2.9 - 8.0 |
| 7th Grade | 3,700 | 38.3% | 33.8 - 42.7 | 300 | 71.3% | 49.9 - 92.7 | 900 | 10.9% | 8.2 - 13.6 |
| 8th Grade | 4,300 | 42.8% | 36.5 - 49.2 | 500 | 63.3% | 46.1 - 80.5 | 500 | 7.0% | 4.8 - 9.2 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-----|-----|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 800 | 33.1% | 25.9 - 40.3 | n/r | n/r | n/r | 100 | 5.4% | 2.5 - 8.3 |
| Native Hawaiian | 2,800 | 47.5% | 38.4 - 56.5 | n/r | n/r | n/r | 400 | 9.5% | 4.6 - 14.4 |
| Chinese | 100 | 17.8% | 6.1 - 29.4 | n/r | n/r | n/r | 100 | 7.7% | 2.3 - 13.2 |
| Filipino | 2,600 | 35.7% | 29.4 - 41.9 | n/r | n/r | n/r | 500 | 7.3% | 3.9 - 10.7 |
| Japanese | 700 | 26.1% | 19.3 - 32.9 | n/r | n/r | n/r | 100 | 5.8% | 1.8 - 9.8 |
| Black | 200 | 41.2% | 24.4 - 58.1 | n/r | n/r | n/r | 100 | 18.7% | 2.6 - 34.8 |
| Other Pacific Islander | 800 | 47.9% | 36.7 - 59.1 | n/r | n/r | n/r | 100 | 8.7% | 0.6 - 16.8 |
| Other | 900 | 41.8% | 24.7 - 59.0 | n/r | n/r | n/r | 200 | 10.8% | 3.2 - 18.5 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 11,100 | 37.9% | 34.0 - 41.9 | 800 | 41.7% | 29.3 - 54.2 | 2,000 | 8.3% | 6.2 - 10.4 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 5,900 | 39.0% | 33.7 - 44.3 | 400 | 43.0% | 24.9 - 61.0 | 1,300 | 10.7% | 7.9 - 13.6 |
| Female | 5,200 | 36.8% | 32.8 - 40.8 | 500 | 41.4% | 28.1 - 54.6 | 600 | 5.6% | 3.1 - 8.2 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 6th Grade | 1,600 | 25.9% | 21.0 - 30.9 | n/r | n/r | n/r | 200 | 3.1% | 1.9 - 4.3 |
| 7th Grade | 4,400 | 38.0% | 31.6 - 44.5 | 200 | 37.2% | 15.8 - 58.6 | 800 | 9.1% | 6.0 - 12.2 |
| 8th Grade | 5,100 | 44.8% | 39.2 - 50.3 | 500 | 46.5% | 29.7 - 63.4 | 900 | 10.8% | 7.6 - 13.9 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-----|-----|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 900 | 35.6% | 30.5 - 40.8 | n/r | n/r | n/r | 100 | 3.8% | 0.4 - 7.3 |
| Native Hawaiian | 2,600 | 45.8% | 38.4 - 53.1 | n/r | n/r | n/r | 600 | 13.7% | 8.3 - 19.1 |
| Chinese | 400 | 32.4% | 24.5 - 40.3 | n/r | n/r | n/r | <50 | 2.7% | 0.0 - 8.1 |
| Filipino | 2,700 | 33.5% | 28.3 - 38.7 | n/r | n/r | n/r | 400 | 6.2% | 3.3 - 9.1 |
| Japanese | 1,500 | 34.6% | 29.6 - 39.7 | n/r | n/r | n/r | 300 | 7.0% | 3.9 - 10.1 |
| Black | 200 | 38.1% | 28.2 - 48.0 | n/r | n/r | n/r | <50 | 3.4% | 0.0 - 7.8 |
| Other Pacific Islander | 900 | 40.9% | 26.7 - 55.1 | n/r | n/r | n/r | 200 | 15.0% | 6.1 - 23.8 |
| Other | 1,200 | 41.3% | 30.8 - 51.9 | n/r | n/r | n/r | 200 | 10.4% | 3.6 - 17.1 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 15,300 | 39.2% | 35.6 - 42.8 | 1,300 | 43.6% | 35.0 - 52.3 | 3,000 | 10.0% | 7.4 - 12.6 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 8,800 | 44.3% | 39.7 - 49.0 | 700 | 43.8% | 32.3 - 55.2 | 2,100 | 13.4% | 9.3 - 17.5 |
| Female | 6,400 | 33.6% | 29.8 - 37.4 | 700 | 44.0% | 26.0 - 61.9 | 1,000 | 6.4% | 3.9 - 9.0 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 6th Grade | 3,900 | 31.7% | 25.8 - 37.6 | n/r | n/r | n/r | 900 | 8.9% | 3.0 - 14.7 |
| 7th Grade | 5,100 | 38.9% | 33.0 - 44.8 | 500 | 42.2% | 27.9 - 56.4 | 900 | 9.5% | 5.7 - 13.4 |
| 8th Grade | 6,200 | 45.9% | 40.2 - 51.7 | 600 | 49.5% | 35.5 - 63.6 | 1,100 | 11.2% | 7.1 - 15.2 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-----|-----|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 1,200 | 38.5% | 28.2 - 48.7 | n/r | n/r | n/r | 200 | 8.3% | 1.7 - 14.9 |
| Native Hawaiian | 3,500 | 41.4% | 34.1 - 48.6 | n/r | n/r | n/r | 800 | 12.6% | 6.9 - 18.2 |
| Chinese | 500 | 28.9% | 16.2 - 41.6 | n/r | n/r | n/r | 0 | 0.0% | 0.0 - 0.0 |
| Filipino | 4,100 | 36.2% | 31.2 - 41.2 | n/r | n/r | n/r | 700 | 8.0% | 5.1 - 10.9 |
| Japanese | 1,400 | 31.1% | 21.3 - 41.0 | n/r | n/r | n/r | 200 | 5.3% | 2.0 - 8.6 |
| Black | 300 | 27.0% | 11.2 - 42.8 | n/r | n/r | n/r | n/r | n/r | n/r |
| Other Pacific Islander | 1,300 | 56.8% | 39.5 - 74.0 | n/r | n/r | n/r | 300 | 21.1% | 6.1 - 36.1 |
| Other | 1,700 | 42.0% | 32.4 - 51.5 | n/r | n/r | n/r | 300 | 12.0% | 4.7 - 19.3 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 16,600 | 39.9% | 36.7 - 43.1 | 1,600 | 51.6% | 44.5 - 58.7 | 3,200 | 10.7% | 8.4 - 12.9 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 8,800 | 41.8% | 37.2 - 46.4 | 900 | 50.8% | 41.6 - 60.0 | 2,000 | 13.1% | 9.8 - 16.5 |
| Female | 7,800 | 38.1% | 35.3 - 40.9 | 700 | 52.5% | 39.9 - 65.1 | 1,200 | 8.1% | 5.8 - 10.4 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 6th Grade | 1,700 | 25.0% | 19.8 - 30.2 | n/r | n/r | n/r | 300 | 5.8% | 0.8 - 10.8 |
| 7th Grade | 6,400 | 38.0% | 33.0 - 43.0 | 500 | 53.2% | 38.6 - 67.9 | 1,600 | 12.2% | 9.1 - 15.2 |
| 8th Grade | 8,300 | 47.6% | 42.0 - 53.2 | 1,000 | 53.4% | 42.8 - 63.9 | 1,200 | 10.9% | 7.5 - 14.3 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-----|-----|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 2,300 | 44.9% | 35.5 - 54.2 | n/r | n/r | n/r | 300 | 7.2% | 1.0 - 13.5 |
| Native Hawaiian | 4,400 | 50.6% | 42.9 - 58.3 | n/r | n/r | n/r | 900 | 16.7% | 11.9 - 21.5 |
| Chinese | 400 | 21.0% | 13.6 - 28.4 | n/r | n/r | n/r | 100 | 7.4% | 2.0 - 12.7 |
| Filipino | 4,600 | 38.0% | 32.5 - 43.4 | n/r | n/r | n/r | 1,000 | 11.2% | 7.5 - 15.0 |
| Japanese | 1,100 | 26.1% | 17.6 - 34.6 | n/r | n/r | n/r | 300 | 7.1% | 2.3 - 11.9 |
| Black | 400 | 35.0% | 19.7 - 50.4 | n/r | n/r | n/r | 0 | 0.0% | 0.0 - 0.0 |
| Other Pacific Islander | 1,000 | 43.7% | 31.5 - 55.9 | n/r | n/r | n/r | 200 | 10.9% | 2.0 - 19.9 |
| Other | 1,600 | 37.1% | 30.6 - 43.6 | n/r | n/r | n/r | 300 | 9.3% | 2.8 - 15.8 |

Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity, for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Totals | 16,400 | 40.9% | 39.7 - 42.0 | 1,600 | 49.7% | 45.9 - 53.5 | 2,900 | 10.0% | 9.3 - 10.8 |

| Gender | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|---------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Male | 9,100 | 44.4% | 42.9 - 45.9 | 900 | 51.5% | 46.1 - 56.8 | 1,800 | 12.6% | 11.4 - 13.7 |
| Female | 7,300 | 37.1% | 35.6 - 38.6 | 700 | 47.1% | 42.0 - 52.2 | 1,000 | 7.4% | 6.5 - 8.3 |

| Grade Level | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| 6th Grade | 4,000 | 29.9% | 28.3 - 31.6 | 300 | 45.3% | 38.2 - 52.5 | 800 | 7.8% | 6.9 - 8.7 |
| 7th Grade | 5,500 | 41.7% | 39.9 - 43.6 | 500 | 48.3% | 41.8 - 54.9 | 1,000 | 10.0% | 8.7 - 11.3 |
| 8th Grade | 6,800 | 50.8% | 48.9 - 52.7 | 800 | 51.7% | 45.9 - 57.6 | 1,000 | 12.9% | 11.3 - 14.5 |

**Branded Merchandise by School Type, State, Gender, Grade Level, DOH Race-Ethnicity,
for the Year(s) - 2000, 2003, 2005, 2007, 2009, 2011**

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 | Tobacco Co. logo - would wear, all | | | Tobacco Co. logo - would wear, curr tob | | | Tobacco Co. logo - would wear, nvr tob | | |
|-------------------------------|------------------------------------|-------|-------------|-----------------------------------------|-------|-------------|----------------------------------------|-------|-------------|
| | # | % | CI | # | % | CI | # | % | CI |
| Caucasian | 1,800 | 44.0% | 40.8 - 47.2 | 100 | 47.6% | 35.2 - 59.9 | 200 | 7.6% | 5.5 - 9.7 |
| Native Hawaiian | 4,300 | 46.9% | 44.9 - 49.0 | 600 | 56.4% | 49.8 - 63.0 | 800 | 13.7% | 11.9 - 15.5 |
| Chinese | 500 | 30.6% | 25.8 - 35.4 | n/r | n/r | n/r | 100 | 8.5% | 5.0 - 12.1 |
| Filipino | 4,100 | 41.1% | 38.8 - 43.3 | 300 | 44.2% | 35.9 - 52.5 | 700 | 9.4% | 8.0 - 10.8 |
| Japanese | 1,500 | 31.0% | 28.4 - 33.7 | 100 | 49.1% | 31.2 - 67.0 | 200 | 6.1% | 4.5 - 7.7 |
| Black | 700 | 44.5% | 39.2 - 49.7 | 100 | 62.3% | 48.9 - 75.7 | 100 | 11.0% | 6.8 - 15.3 |
| Other Pacific Islander | 1,000 | 42.5% | 38.1 - 47.0 | 100 | 43.1% | 30.6 - 55.6 | 200 | 12.3% | 8.7 - 15.9 |
| Other | 1,900 | 38.4% | 35.5 - 41.3 | 200 | 49.8% | 39.4 - 60.3 | 400 | 10.5% | 8.3 - 12.7 |