

Advertising in Stores & Branded Merchandise 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
Tobacco Co. logo - would wear, all (new)	How likely is it that you would ever use or wear something – such as a lighter, T-shirt, hat, or sunglasses – that has a tobacco company name or picture on it? (new)
Tobacco Co. logo - would wear, curr tob (new)	Current tobacco users who would ever use or wear anything with a tobacco company name or picture on it (new)
Tobacco Co. logo - would wear, nvr tob (new)	Never tobacco users who would ever use or wear anything with a tobacco company name or picture on it (new)

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

profiles@hhdw.org

(855) 946-5899 x 15

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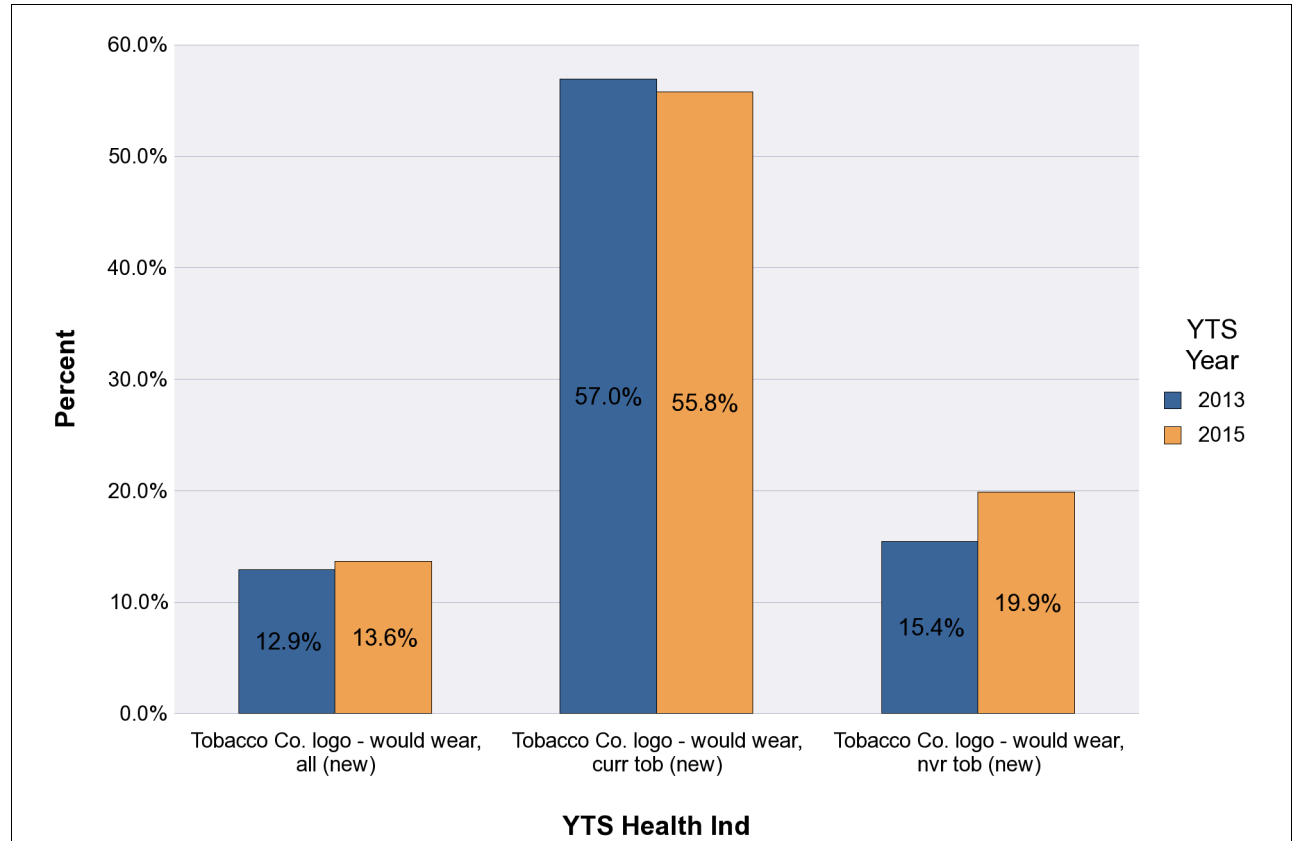
Note: Weighted percentages, positive responses only; n/r (Not Reportable) - Unweighted respondents less than 35

High Schools

	YTS Year	Percent
Tobacco Co. logo - would wear, all (new)	2013	12.9%
	2015	13.6%

	YTS Year	Percent
Tobacco Co. logo - would wear, curr tob (new)	2013	57.0%
	2015	55.8%

	YTS Year	Percent
Tobacco Co. logo - would wear, nvr tob (new)	2013	15.4%
	2015	19.9%



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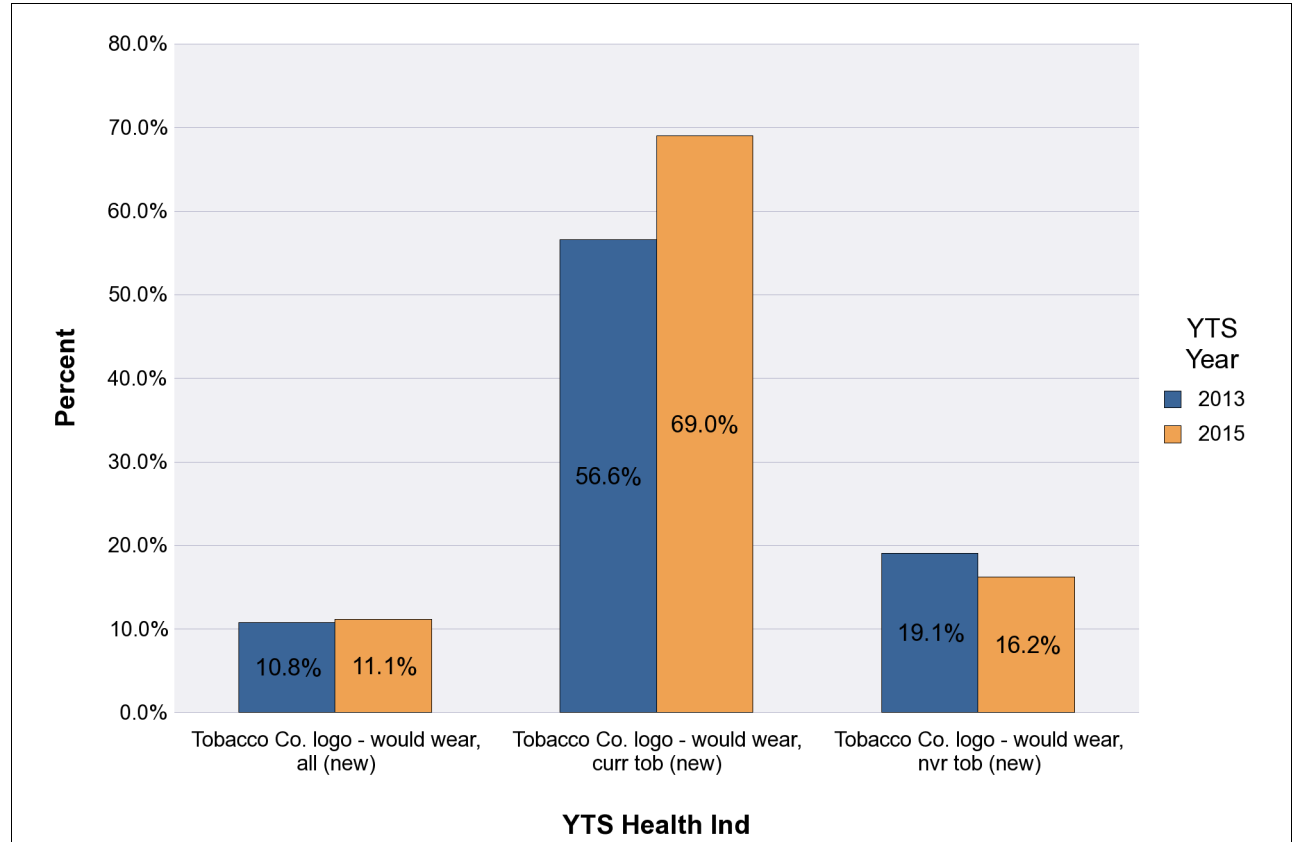
Note: Weighted percentages, positive responses only; n/r (Not Reportable) - Unweighted respondents less than 35

Middle Schools

	YTS Year	Percent
Tobacco Co. logo - would wear, all (new)	2013	10.8%
	2015	11.1%

	YTS Year	Percent
Tobacco Co. logo - would wear, curr tob (new)	2013	56.6%
	2015	69.0%

	YTS Year	Percent
Tobacco Co. logo - would wear, nvr tob (new)	2013	19.1%
	2015	16.2%



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High Schools

2015

State	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Totals	5,600	13.6%	11.7 - 15.6	2,500	55.8%	47.9 - 63.7	5,400	19.9%	17.3 - 22.4

Gender	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Male	3,000	15.0%	12.2 - 17.8	1,400	58.5%	46.9 - 70.2	2,700	21.0%	17.8 - 24.3
Female	2,500	12.3%	10.1 - 14.4	1,000	51.4%	40.3 - 62.5	2,600	18.7%	15.4 - 21.9

Grade Level	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
9th Grade	1,700	14.5%	10.5 - 18.6	500	57.2%	33.5 - 80.9	1,700	20.1%	15.7 - 24.4
10th Grade	1,600	16.1%	12.2 - 20.1	600	59.7%	40.4 - 79.0	1,400	22.0%	17.0 - 26.9
11th Grade	1,300	13.5%	10.9 - 16.2	800	66.9%	53.8 - 79.9	1,100	18.2%	13.8 - 22.6
12th Grade	900	9.6%	5.0 - 14.2	600	42.3%	30.8 - 53.8	1,100	18.3%	11.2 - 25.4

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High Schools

2015

DOH Race-Ethnicity	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Caucasian	800	16.5%	11.3 - 21.7	n/r	n/r	n/r	900	24.3%	15.2 - 33.5
Native Hawaiian	1,400	20.4%	14.4 - 26.3	800	61.3%	43.0 - 79.7	700	21.3%	13.2 - 29.4
Chinese	200	11.4%	7.0 - 15.8	n/r	n/r	n/r	200	16.8%	10.0 - 23.6
Filipino	900	8.6%	5.8 - 11.5	500	58.3%	40.1 - 76.6	1,200	17.8%	13.2 - 22.3
Japanese	200	6.9%	2.9 - 10.8	n/r	n/r	n/r	200	7.4%	4.5 - 10.3
Black	200	25.4%	12.3 - 38.5	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	500	17.6%	9.9 - 25.3	n/r	n/r	n/r	400	23.5%	11.5 - 35.5
Other	1,200	12.9%	9.9 - 15.8	n/r	n/r	n/r	1,600	24.5%	17.4 - 31.5

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High Schools

2013

State	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Totals	5,300	12.9%	11.3 - 14.5	2,700	57.0%	46.0 - 67.9	4,200	15.4%	13.0 - 17.8

Gender	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Male	3,000	14.5%	11.5 - 17.6	1,600	59.5%	45.2 - 73.9	2,300	17.4%	12.9 - 21.9
Female	2,400	11.4%	8.6 - 14.2	1,100	54.3%	39.9 - 68.8	1,900	13.7%	9.6 - 17.8

Grade Level	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
9th Grade	1,500	12.2%	8.3 - 16.1	600	59.4%	35.9 - 82.9	1,400	16.8%	11.9 - 21.6
10th Grade	1,400	13.2%	8.2 - 18.2	800	60.3%	47.3 - 73.3	1,000	14.6%	9.3 - 19.9
11th Grade	1,400	14.4%	9.5 - 19.3	500	46.1%	26.9 - 65.3	1,100	18.1%	11.1 - 25.2
12th Grade	1,100	11.7%	8.5 - 15.0	n/r	n/r	n/r	600	11.5%	5.1 - 17.8

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High Schools

2013

DOH Race-Ethnicity	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Caucasian	900	17.5%	13.9 - 21.1	n/r	n/r	n/r	700	19.4%	13.5 - 25.3
Native Hawaiian	800	12.4%	7.0 - 17.8	n/r	n/r	n/r	800	17.6%	10.3 - 25.0
Chinese	<50	1.0%	0.0 - 2.6	n/r	n/r	n/r	100	7.5%	1.1 - 14.0
Filipino	1,200	12.5%	8.4 - 16.6	n/r	n/r	n/r	1,100	16.1%	9.0 - 23.3
Japanese	400	11.9%	4.8 - 19.1	n/r	n/r	n/r	300	10.0%	3.7 - 16.3
Black	100	14.6%	2.4 - 26.8	n/r	n/r	n/r	n/r	n/r	n/r
Other Pacific Islander	600	22.9%	11.8 - 33.9	n/r	n/r	n/r	400	31.9%	14.5 - 49.2
Other	900	9.8%	4.9 - 14.8	700	59.1%	42.5 - 75.6	700	12.1%	7.2 - 16.9

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Middle Schools

2015

State	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Totals	2,900	11.1%	9.3 - 13.0	1,000	69.0%	63.2 - 74.8	3,200	16.2%	13.9 - 18.5

Gender	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Male	1,400	11.4%	8.2 - 14.6	500	67.9%	57.0 - 78.8	1,600	16.5%	13.2 - 19.8
Female	1,400	10.8%	8.2 - 13.4	500	70.1%	60.8 - 79.3	1,600	15.9%	12.8 - 19.0

Grade Level	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
6th Grade	400	7.6%	4.2 - 11.1	n/r	n/r	n/r	400	10.1%	5.9 - 14.3
7th Grade	1,300	11.8%	9.5 - 14.1	400	67.7%	51.5 - 83.9	1,400	16.0%	13.4 - 18.5
8th Grade	1,200	12.3%	10.1 - 14.6	500	73.3%	65.7 - 80.9	1,400	19.8%	16.8 - 22.8

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Middle Schools

2015

DOH Race-Ethnicity	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Caucasian	300	8.8%	4.5 - 13.1	n/r	n/r	n/r	400	16.9%	9.9 - 24.0
Native Hawaiian	700	16.0%	13.1 - 18.8	n/r	n/r	n/r	700	22.6%	18.2 - 27.0
Chinese	<50	3.4%	0.0 - 7.8	n/r	n/r	n/r	<50	5.1%	1.2 - 9.1
Filipino	600	10.4%	7.5 - 13.3	n/r	n/r	n/r	700	15.4%	12.3 - 18.6
Japanese	100	3.9%	1.0 - 6.8	n/r	n/r	n/r	100	6.6%	4.3 - 9.0
Black	100	14.7%	4.1 - 25.3	n/r	n/r	n/r	<50	10.0%	3.0 - 16.9
Other Pacific Islander	500	22.2%	16.0 - 28.5	n/r	n/r	n/r	300	22.2%	11.6 - 32.9
Other	400	7.6%	4.2 - 10.9	n/r	n/r	n/r	700	15.2%	12.2 - 18.3

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Middle Schools

2013

State	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Totals	2,800	10.8%	8.1 - 13.4	900	56.6%	43.2 - 69.9	3,800	19.1%	15.9 - 22.2

Gender	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Male	1,500	11.6%	9.0 - 14.2	400	52.2%	34.4 - 69.9	2,000	20.1%	16.3 - 24.0
Female	1,300	9.9%	6.3 - 13.5	500	59.1%	43.1 - 75.2	1,900	18.1%	14.1 - 22.2

Grade Level	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
6th Grade	600	11.2%	5.3 - 17.1	n/r	n/r	n/r	700	14.6%	9.0 - 20.2
7th Grade	900	8.6%	6.5 - 10.6	n/r	n/r	n/r	1,600	18.8%	13.8 - 23.9
8th Grade	1,300	12.9%	9.5 - 16.2	400	49.2%	32.5 - 65.8	1,600	22.2%	18.3 - 26.1

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Middle Schools

2013

DOH Race-Ethnicity	Tobacco Co. logo - would wear, all (new)			Tobacco Co. logo - would wear, curr tob (new)			Tobacco Co. logo - would wear, nvr tob (new)		
	#	%	CI	#	%	CI	#	%	CI
Caucasian	300	8.6%	1.5 - 15.7	n/r	n/r	n/r	500	18.1%	12.4 - 23.8
Native Hawaiian	800	18.5%	13.5 - 23.5	n/r	n/r	n/r	700	24.5%	16.2 - 32.8
Chinese	<50	4.0%	0.0 - 8.6	n/r	n/r	n/r	100	17.8%	9.6 - 26.1
Filipino	500	7.6%	5.0 - 10.1	n/r	n/r	n/r	700	16.1%	12.8 - 19.3
Japanese	100	6.5%	2.4 - 10.6	n/r	n/r	n/r	300	14.0%	8.0 - 20.0
Black	100	16.0%	4.4 - 27.7	n/r	n/r	n/r	100	17.3%	5.6 - 29.0
Other Pacific Islander	400	16.6%	7.4 - 25.9	n/r	n/r	n/r	400	26.9%	13.4 - 40.5
Other	500	8.6%	5.1 - 12.1	n/r	n/r	n/r	800	18.5%	14.3 - 22.7