

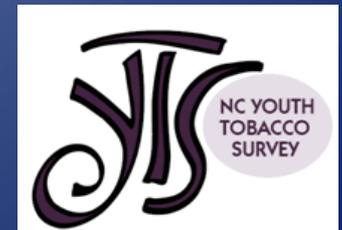
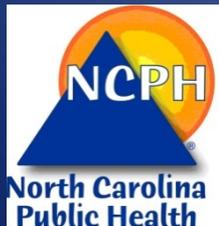
SLIDE BANK FOR YTS 2011 DATA

(and trends through 1999)

Highlights from the 2011 North Carolina Youth Tobacco Survey

Tobacco Prevention and Control Branch
Surveillance and Evaluation Team

June 2012



2011 NC YTS Participation

Alamance-Burlington	Clay County	Granville County	Mecklenburg County	Rutherford County
Alexander County	Cleveland County	Guilford County	Mitchell County	Sampson County
Ashe County	Columbus County	Halifax County	Montgomery County	Scotland County
Asheville City	Craven County	Harnett County	Nash-Rocky Mount	Stokes County
Beaufort County	Cumberland County	Haywood County	New Hanover County	Swain County
Brunswick County	Dare County	Henderson County	Newton Conover	Thomasville City
Buncombe County	Davidson County	Hickory City	Pender County	Transylvania County
Burke County	Davie County	Hoke County	Perquimans County	Union County
Caldwell County	Duplin County	Iredell-Statesville	Person County	Wake County
Camden County	Durham County	Johnston County	Pitt County	Watauga County
Carteret County	Edenton/Chowan	Kannapolis City	Polk County	Wayne County
Catawba County	Edgecombe County	Lenoir County	Richmond County	Wilkes County
Chapel Hill-Carrboro	Forsyth County	Lincoln County	Robeson County	Wilson County
Charter Day School	Franklin County	Macon County	Rockingham County	
Cherokee County	Gaston County	McDowell County	Rowan-Salisbury	

- 73 school districts / 182 schools
- 525 classrooms / 10,162 MS and HS students
- Overall response rate = 80.6% for MS and 78.2% for HS

Current* Youth Cigarette Smoking

NC YTS 2009 v. 2011

- *Middle School*
 - 2009: 4.3 (95% CI: 3.2-5.4)
 - 2011: 4.2 (95% CI: 3.3-5.1)

- *High School*
 - 2009: 16.7 (95% CI: 14.0- 19.4)
 - 2011: 15.5 (95% CI: 14.0- 17.0)

**Current use defined as use on one or more of the past 30 days*

Current Youth Tobacco Use*

NC YTS 2009 v. 2011

- *Middle School*
 - 2009: 10.5 (95% CI: 8.6-12.4)
 - 2011: 7.4 (95% CI: 6.0 – 8.8)

- *High School*
 - 2009: 25.8 (95% CI: 22.6-29.0)
 - 2011: 22.5 (95% CI: 20.2–24.8)

**Current use defined as use on one or more of the past 30 days*

*** Not including emerging products e.g. snus, e-cigarettes*

Current Youth Smokeless Tobacco Use

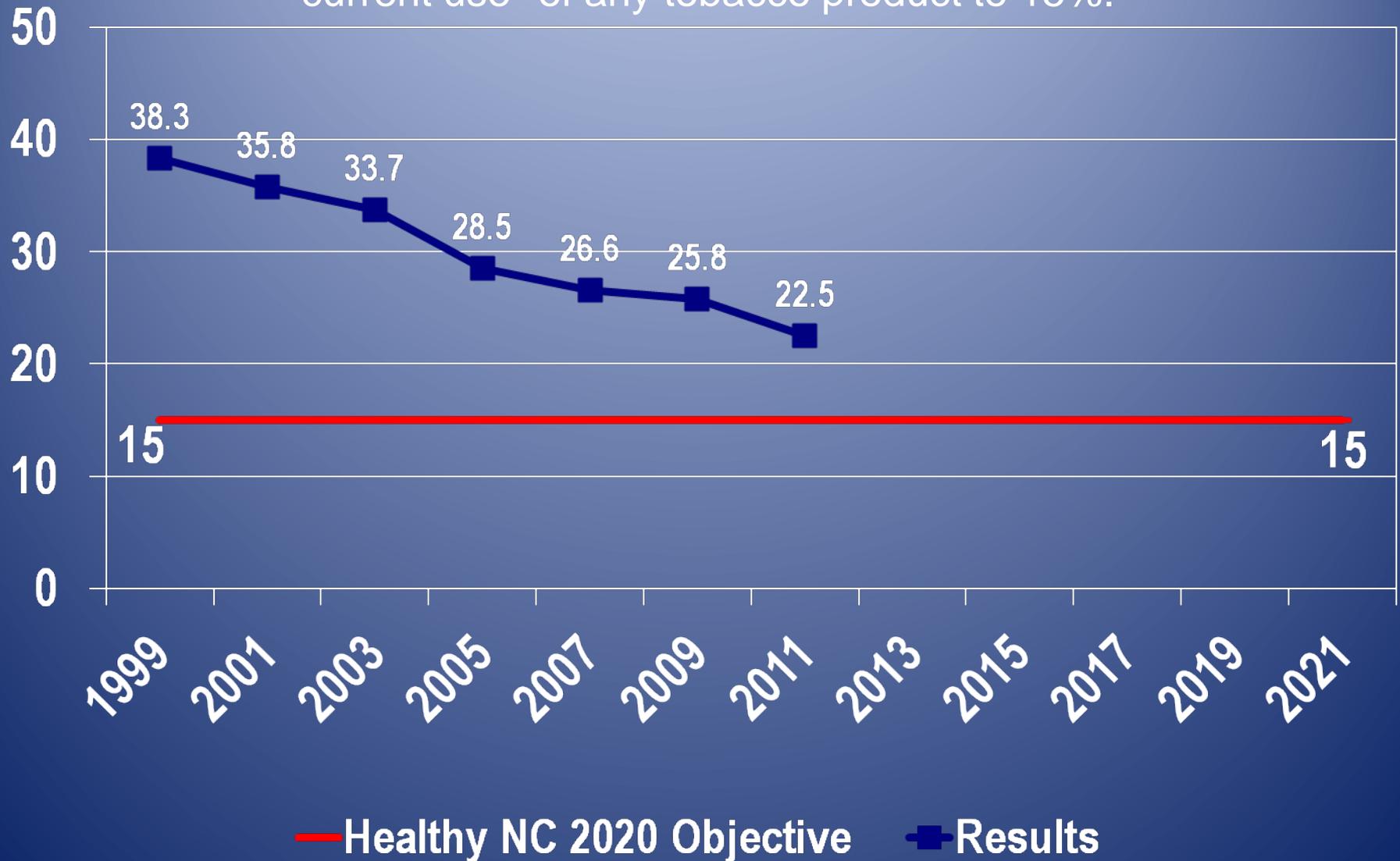
NC YTS 2009 v. 2011

- *Middle School*
 - 2009: 3.0 (95% CI: 2.3-3.7)
 - 2011: 2.7 (95% CI: 2.0 – 3.4)

- *High School*
 - 2009: 8.5 (2.0) (95% CI: 6.5-10.5)
 - 2011: 6.6 (95% CI: 5.2-8.0)

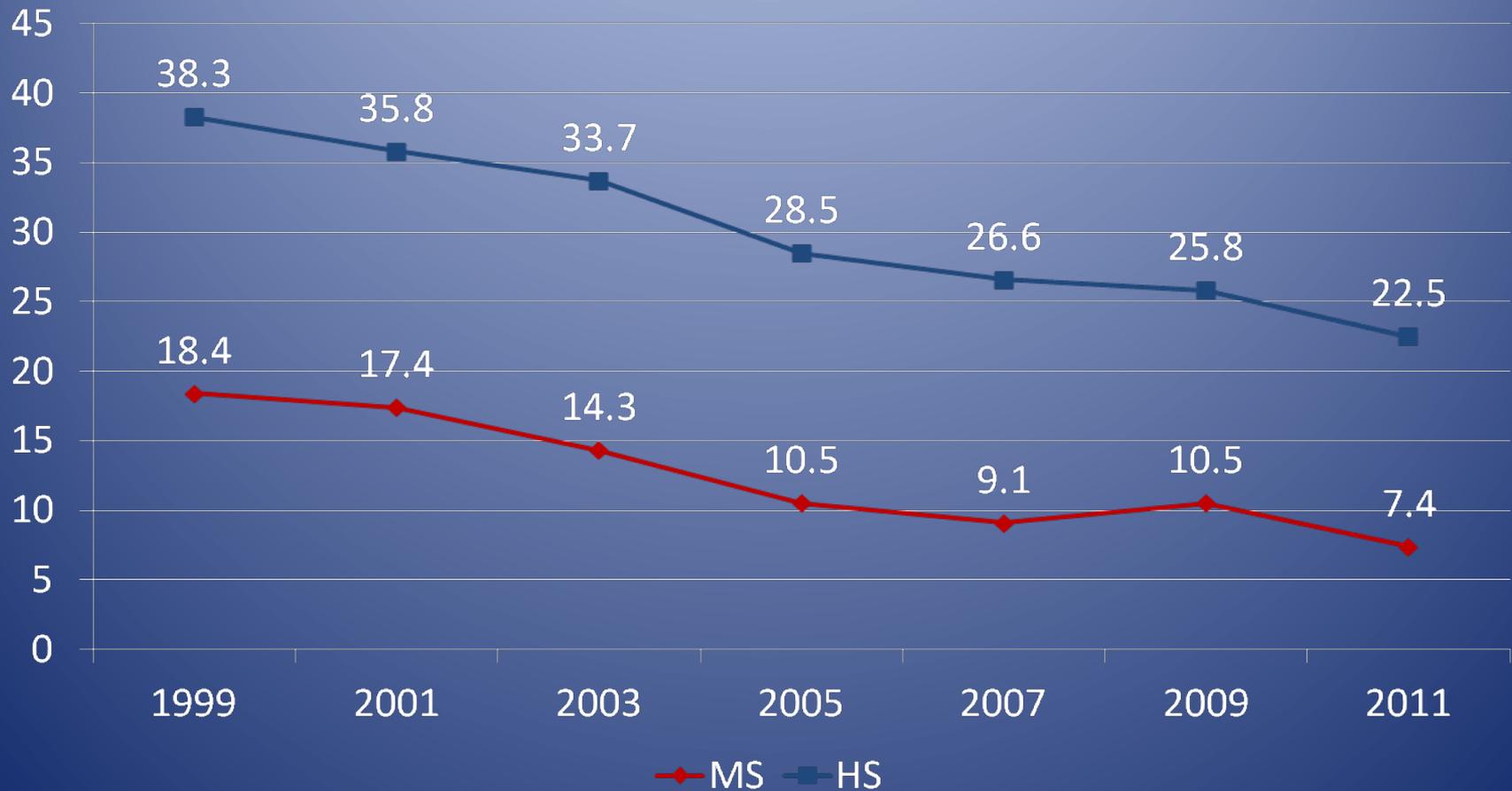
**Current use defined as use on one or more of the past 30 days*

By 2020, decrease the percentage of high school students reporting current use* of any tobacco product to 15%.



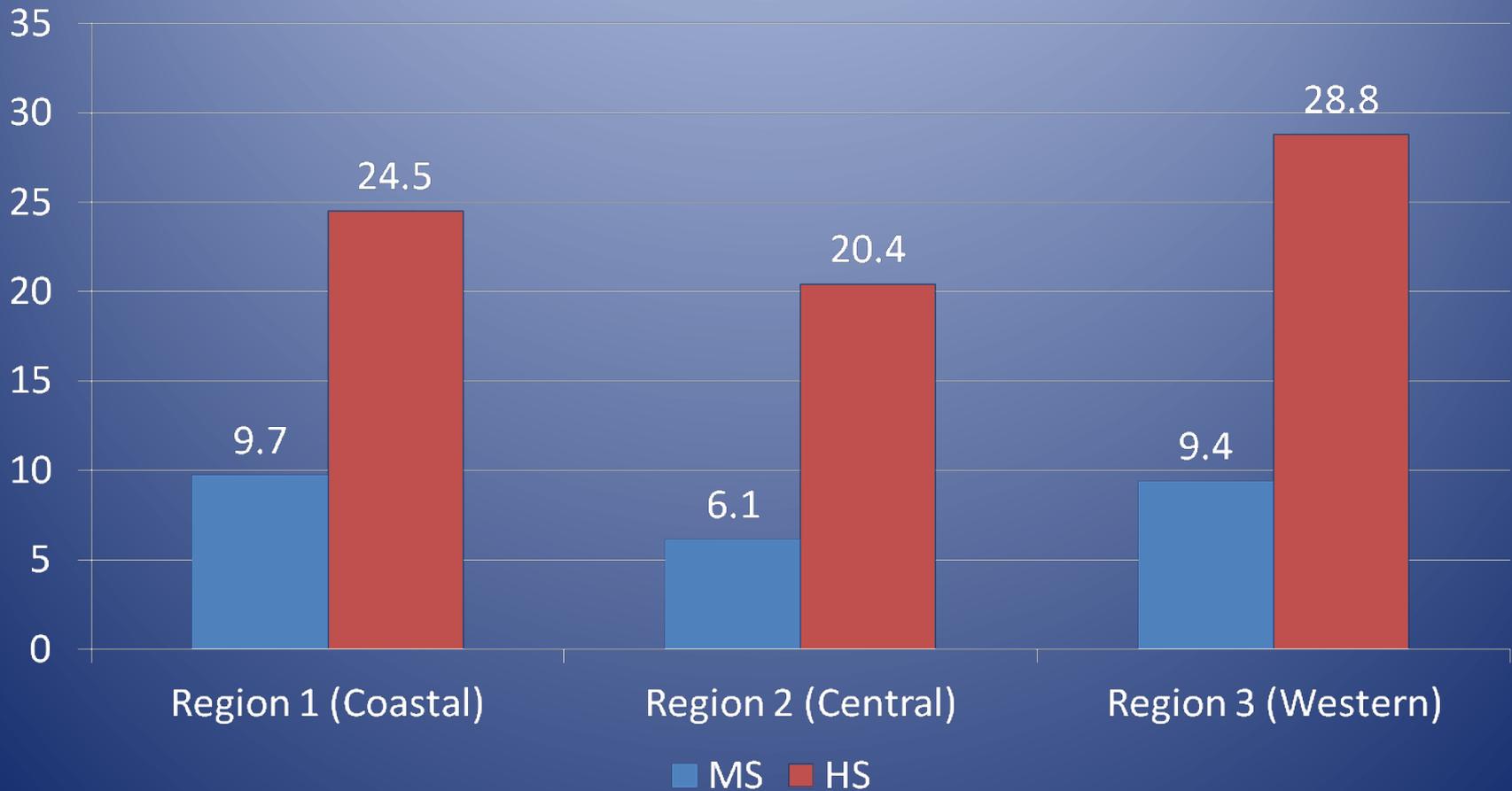
*Current use defined as use on one or more of the past 30 days

Percentage of middle and high school students who report current use* of any tobacco product: NC YTS 1999-2011



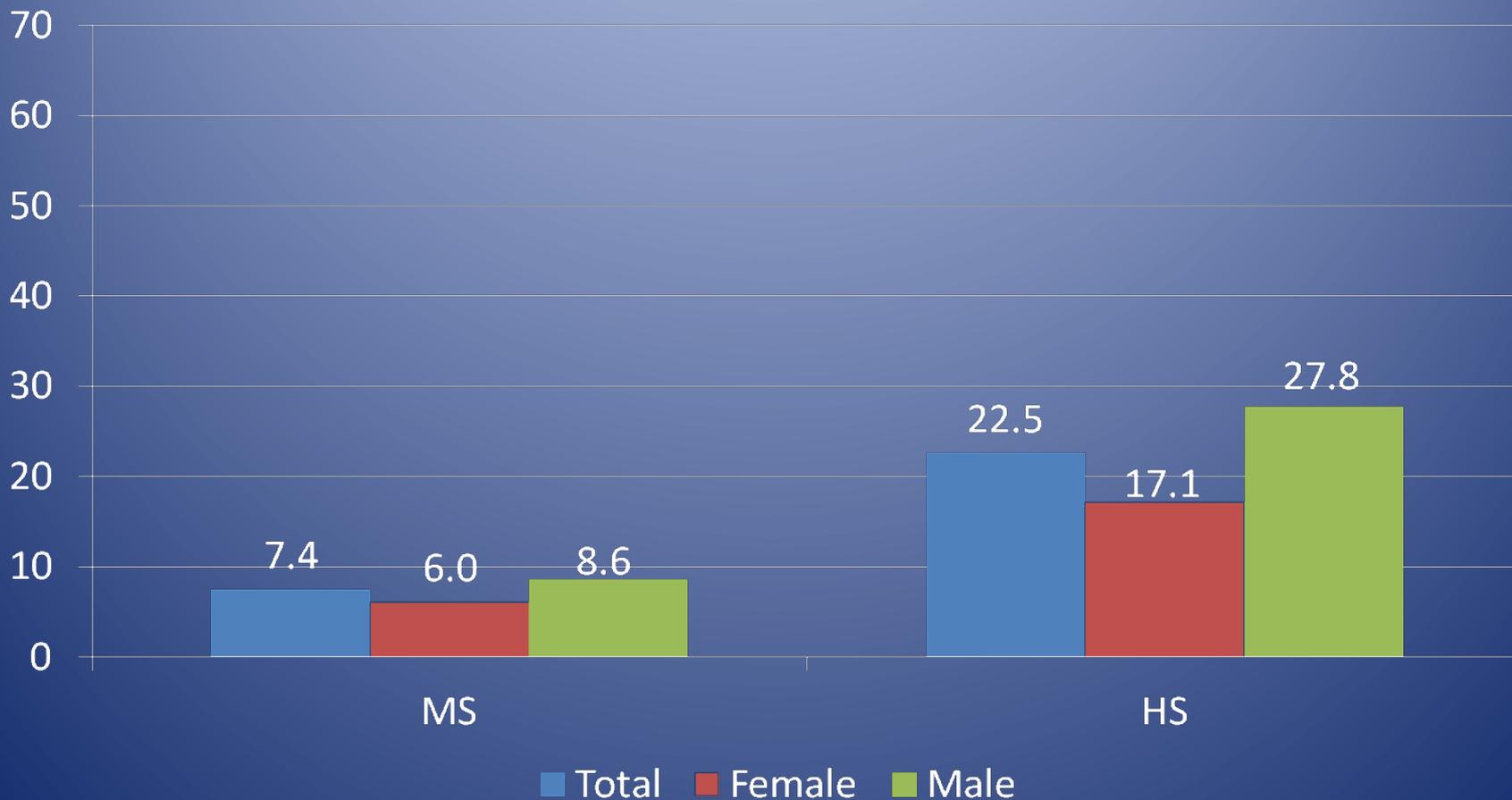
*Current use defined as use on one or more of the past 30 days

Percentage of middle and high school students who report current use of any tobacco product by region: NC YTS 2011



**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who report current use of any tobacco product by gender: NC YTS 2011



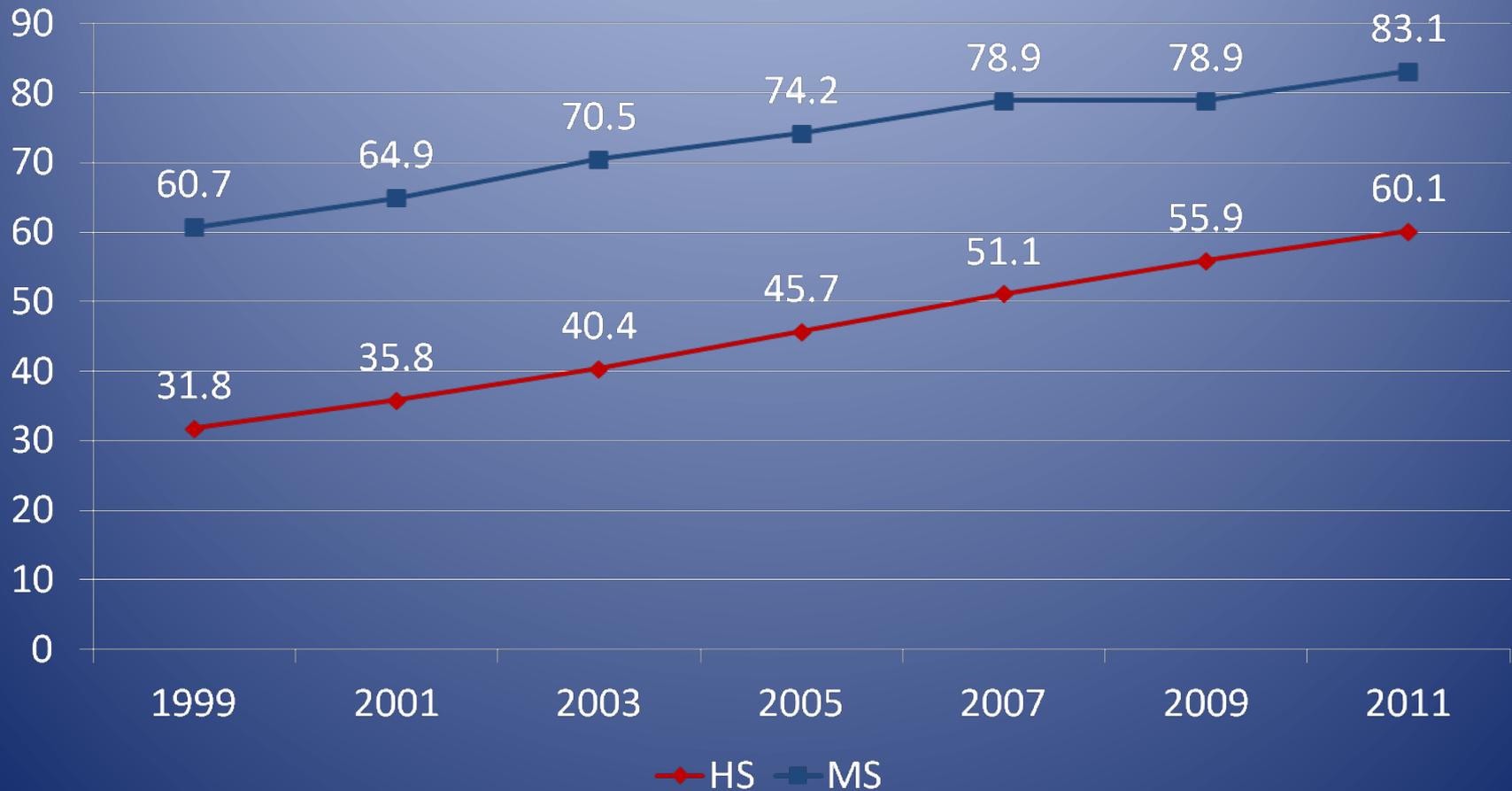
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who report current use of any tobacco product by grade: NC YTS 2011



**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who have never smoked cigarettes: NC YTS 1999-2011

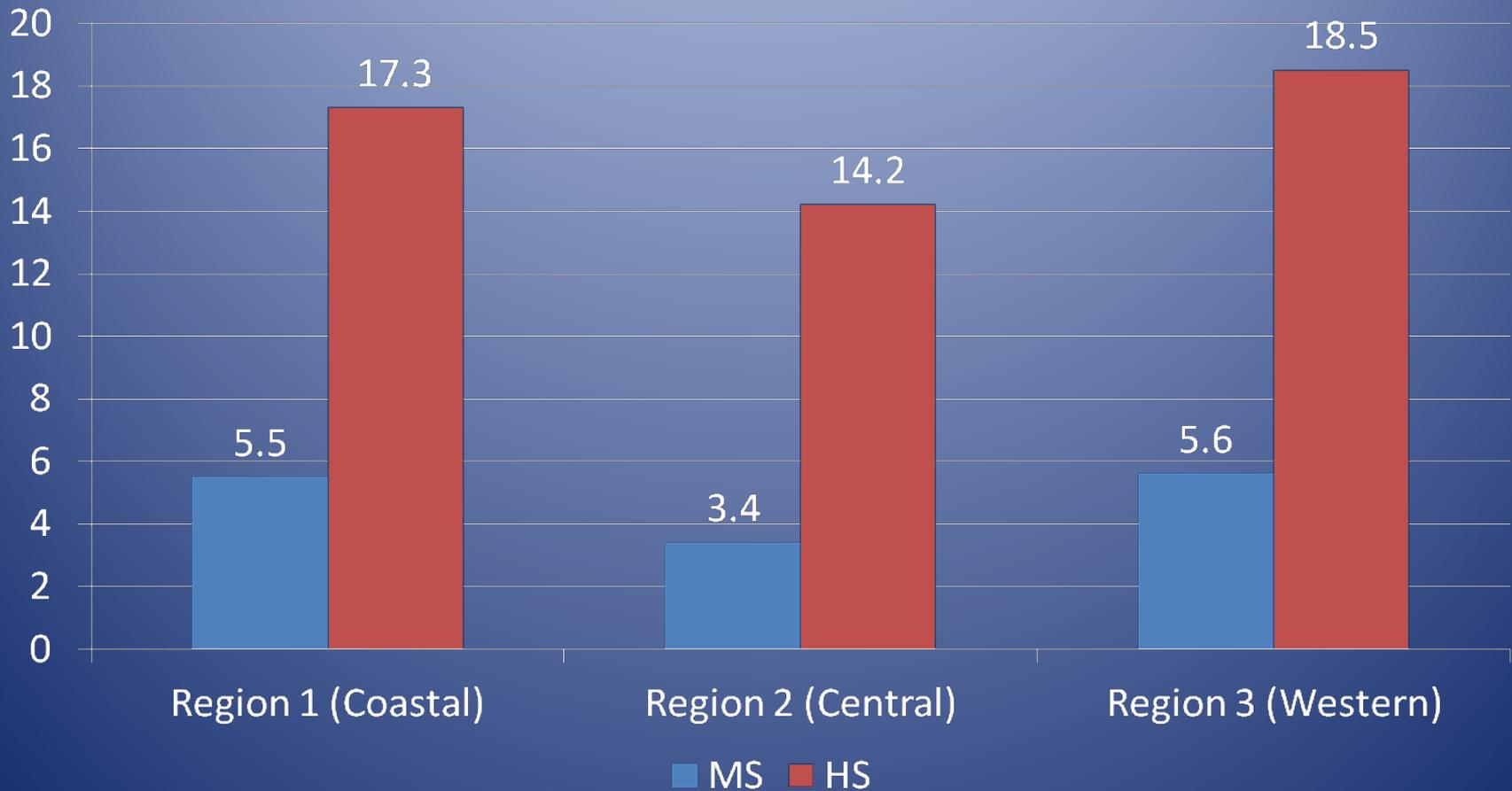


Percentage of middle and high school students who are current smokers: NC YTS 1999-2011



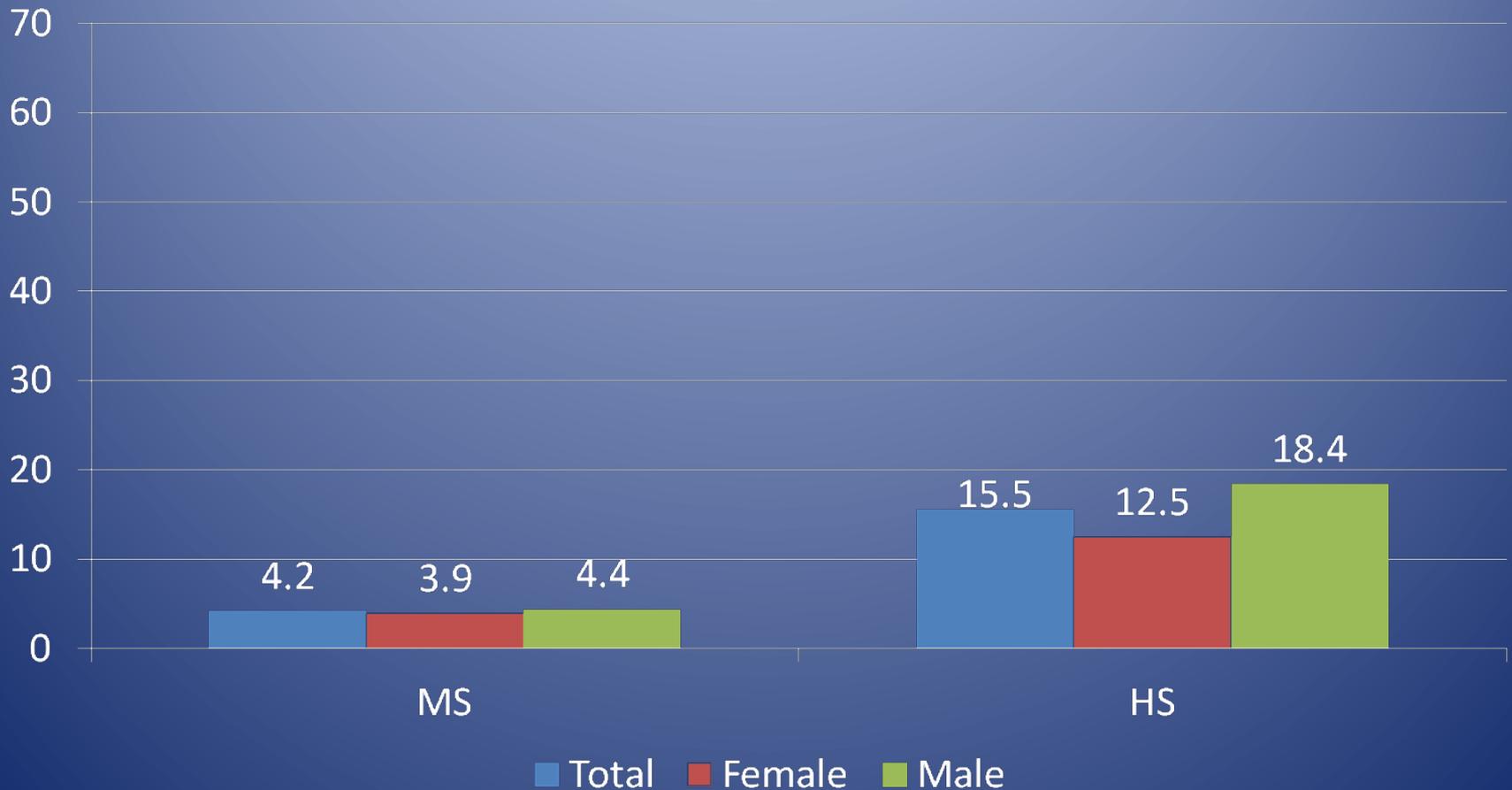
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current smokers by region: NC YTS 2011



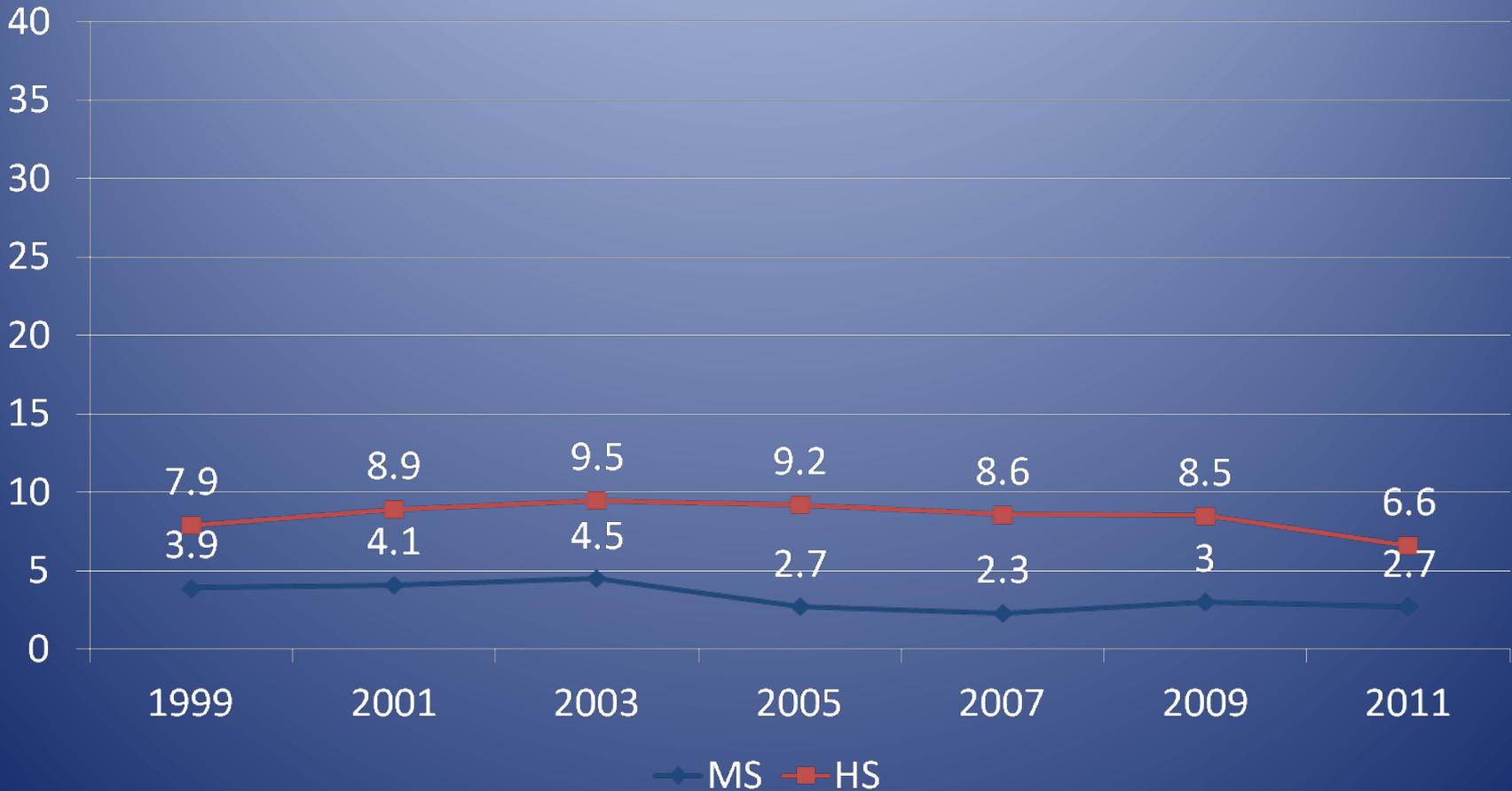
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current smokers by gender: NC YTS 2011



**Current use defined as use on one or more of the past 30 days*

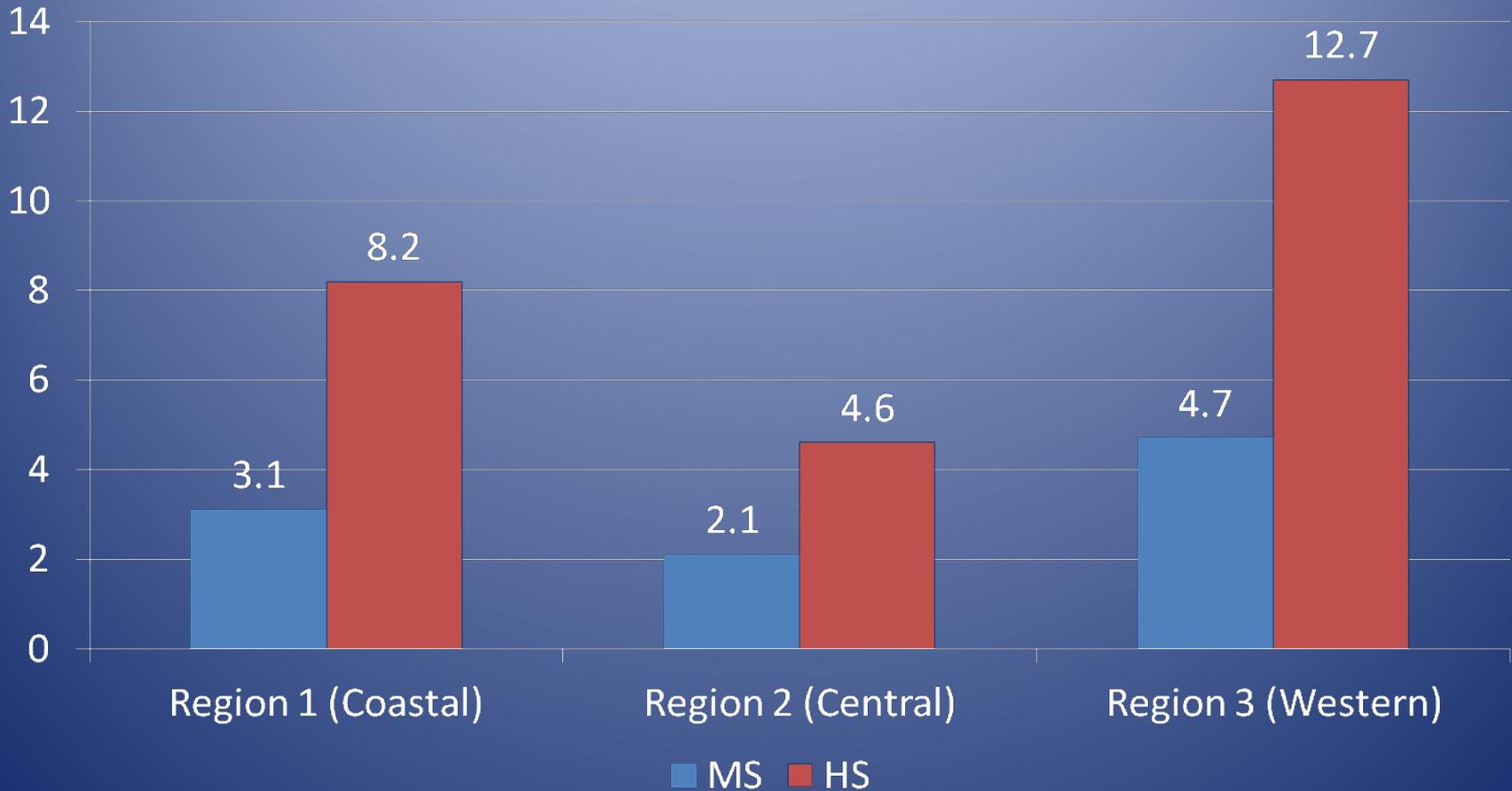
Percentage of middle and high school students who are current users* of traditional smokeless tobacco products**: NC YTS 1999-2011



*Current use defined as use on one or more of the past 30 days

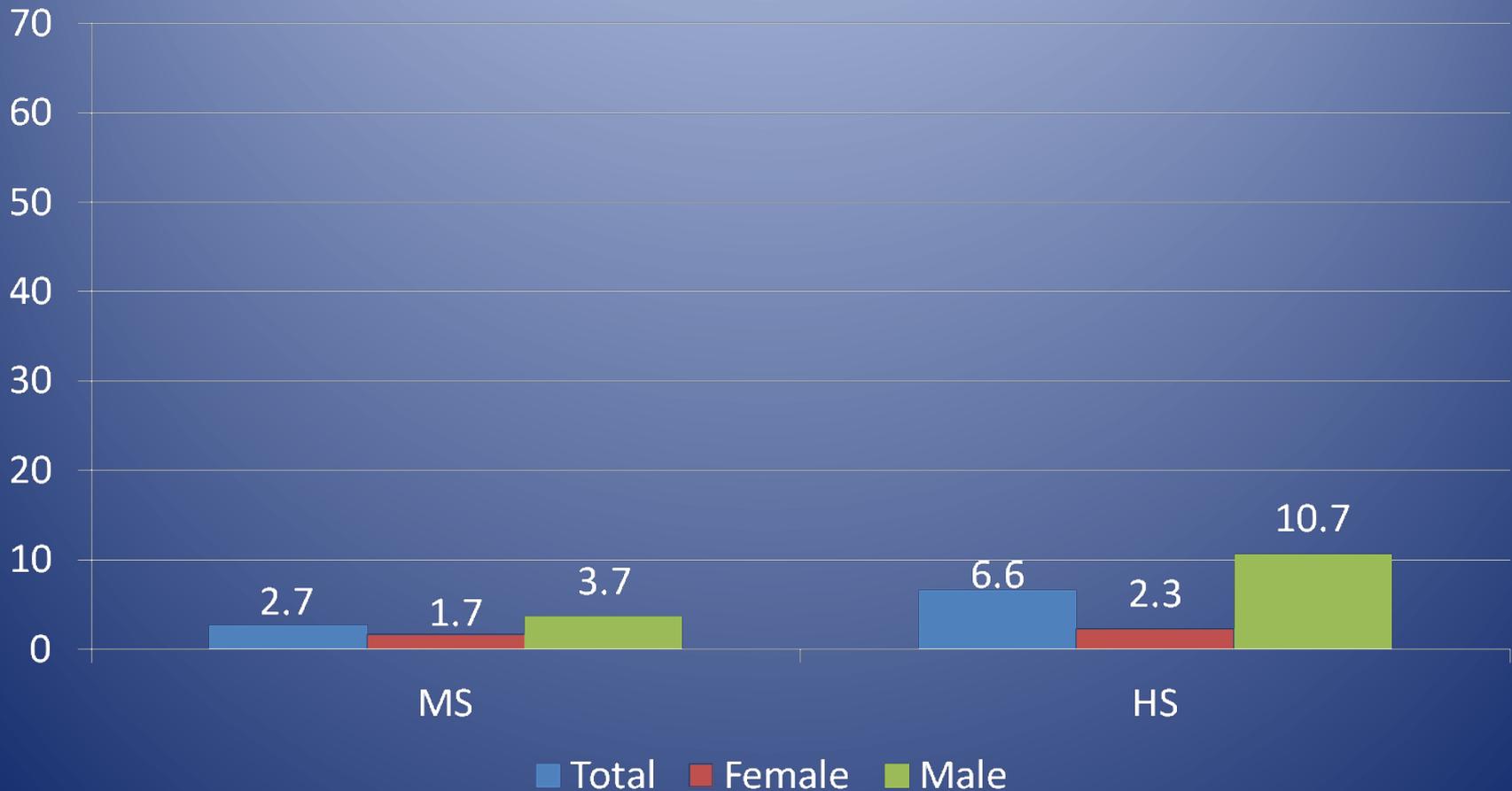
**Includes chewing tobacco, snuff, dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen

Percentage of middle and high school students who are current users of traditional SLT products by region: NC YTS 2011



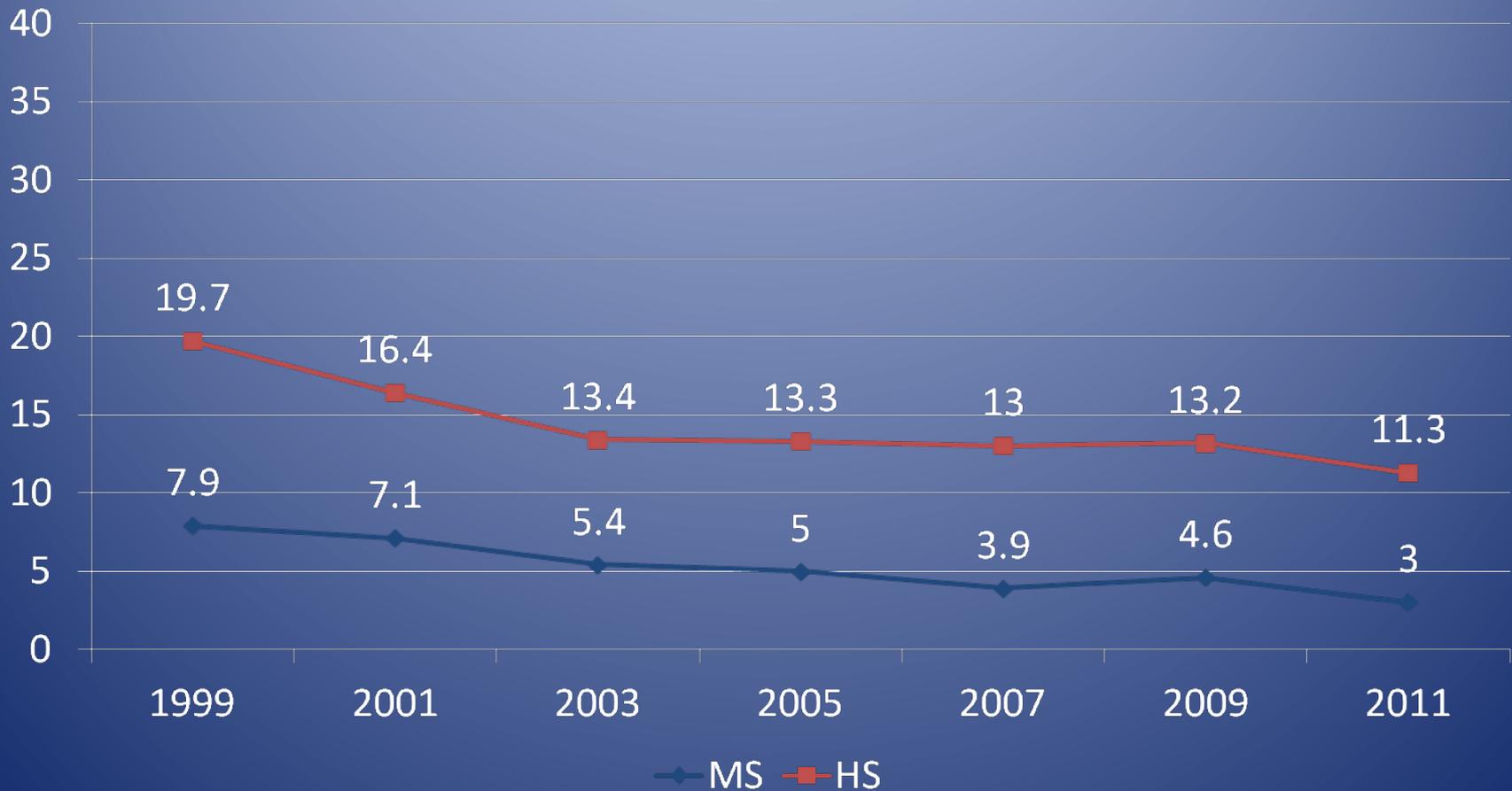
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current users of traditional SLT products by gender: NC YTS 2011



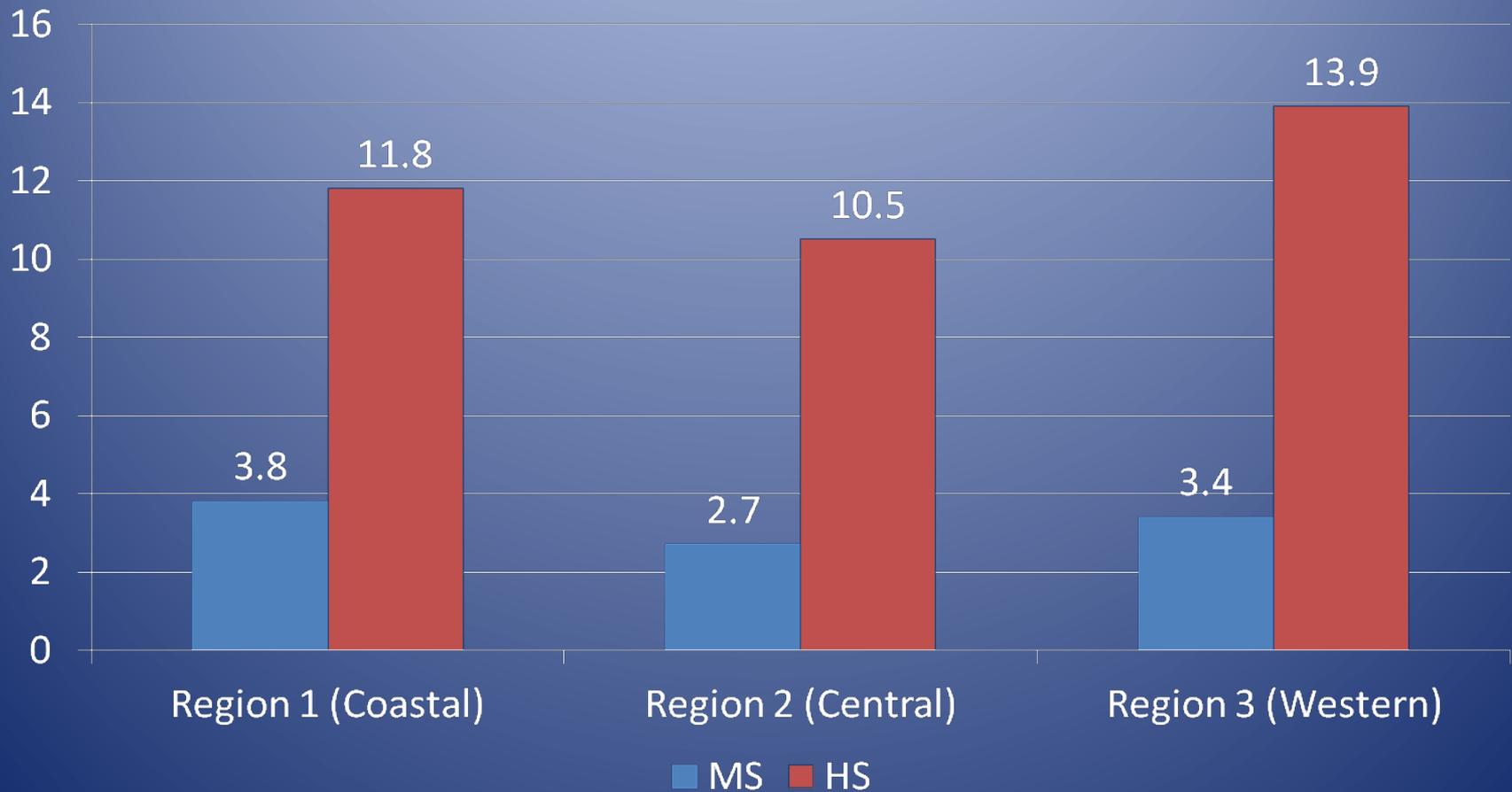
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current cigar smokers: NC YTS 1999-2011



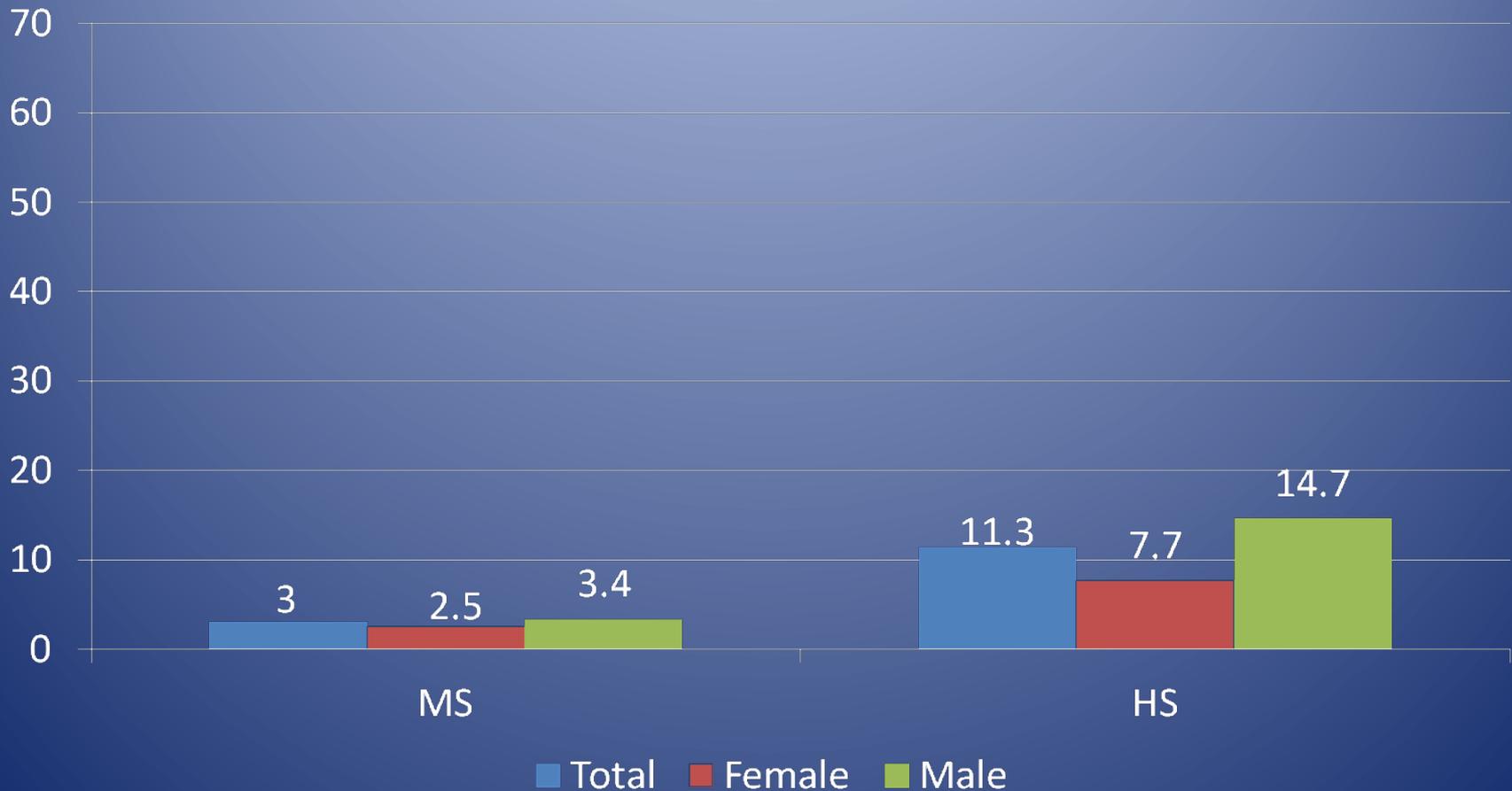
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current cigar smokers by region: NC YTS 2011



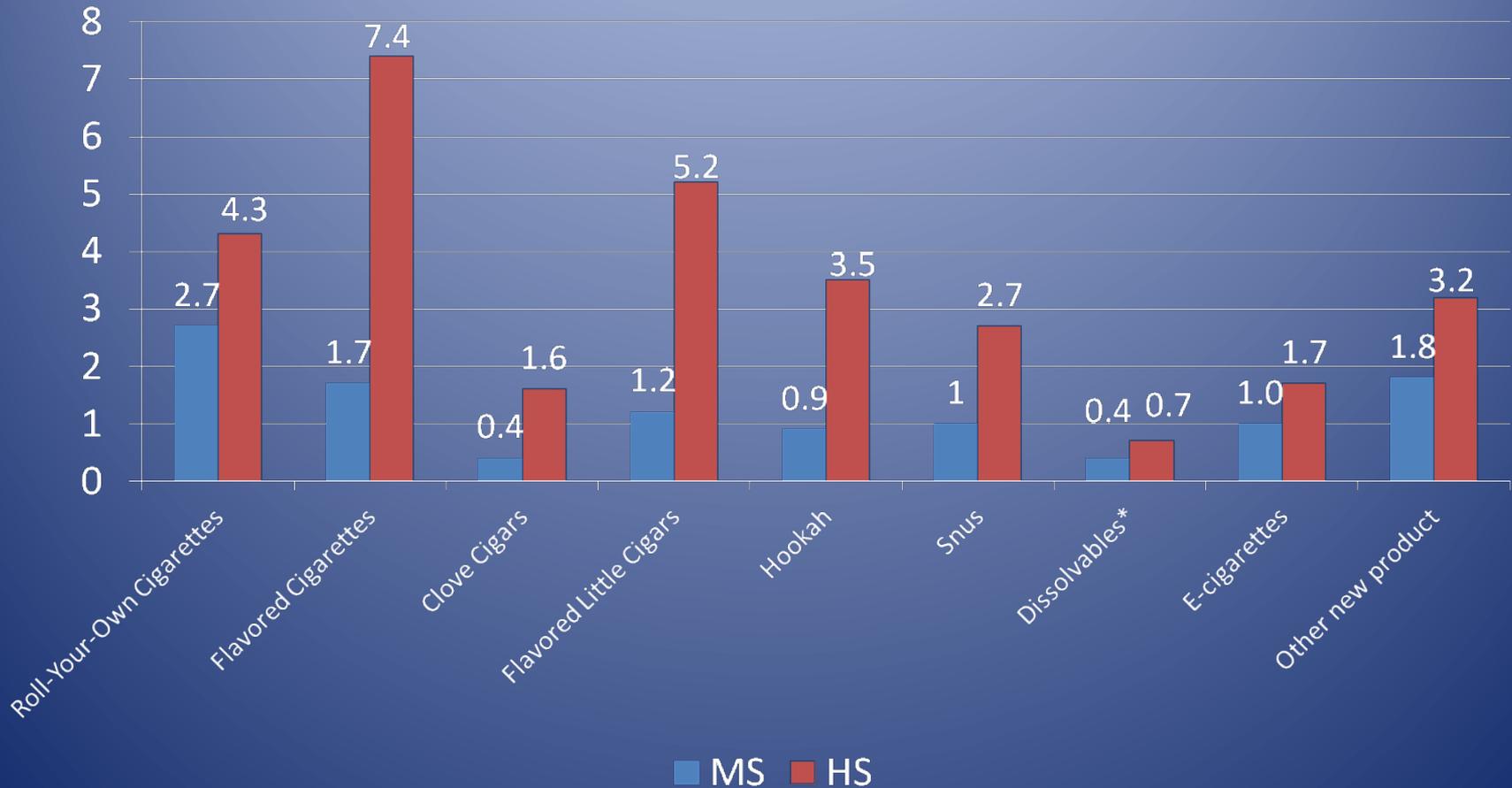
**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current cigar smokers by gender: NC YTS 2011



**Current use defined as use on one or more of the past 30 days*

Percentage of middle and high school students who are current users* of emerging tobacco products: NC YTS 2011

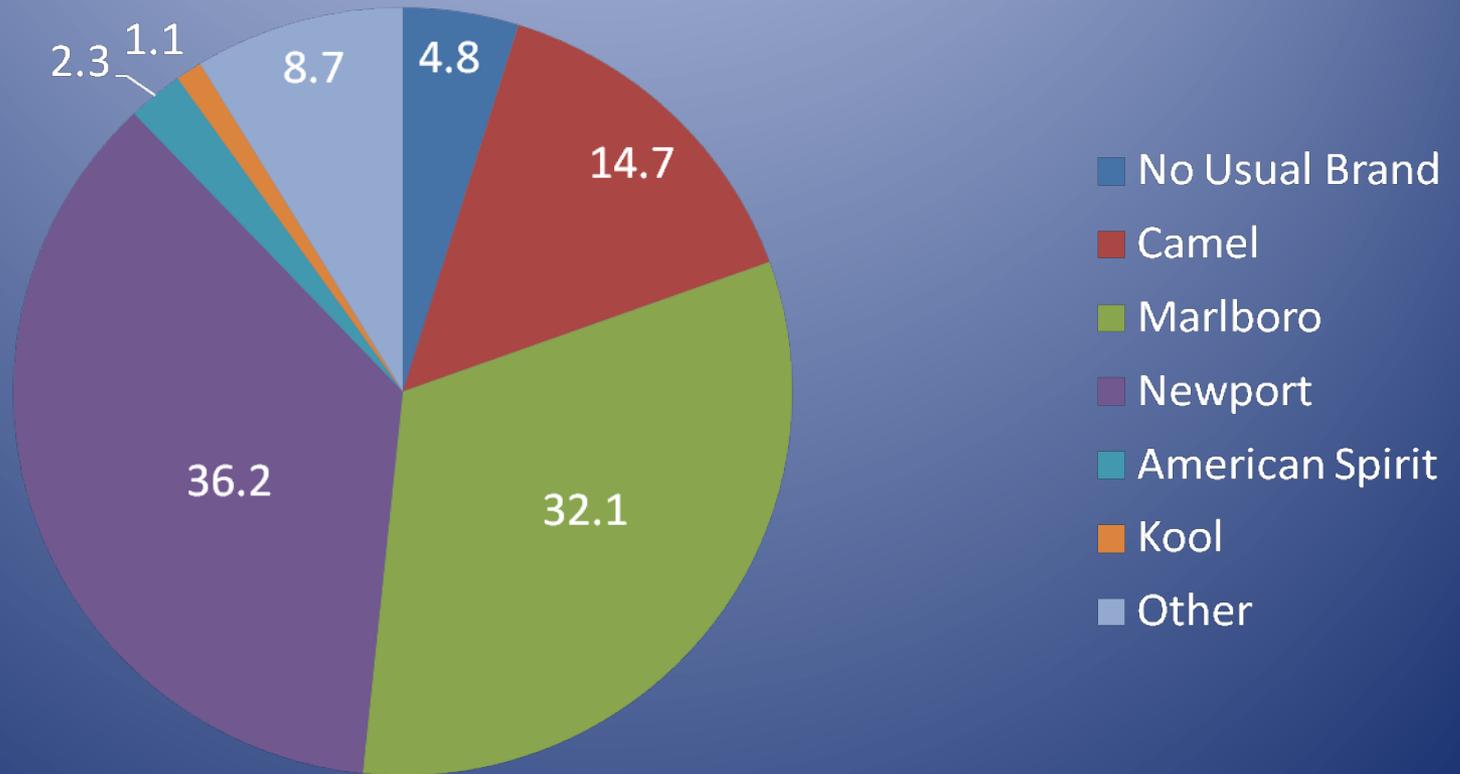


*Current use defined as use on one or more of the past 30 days

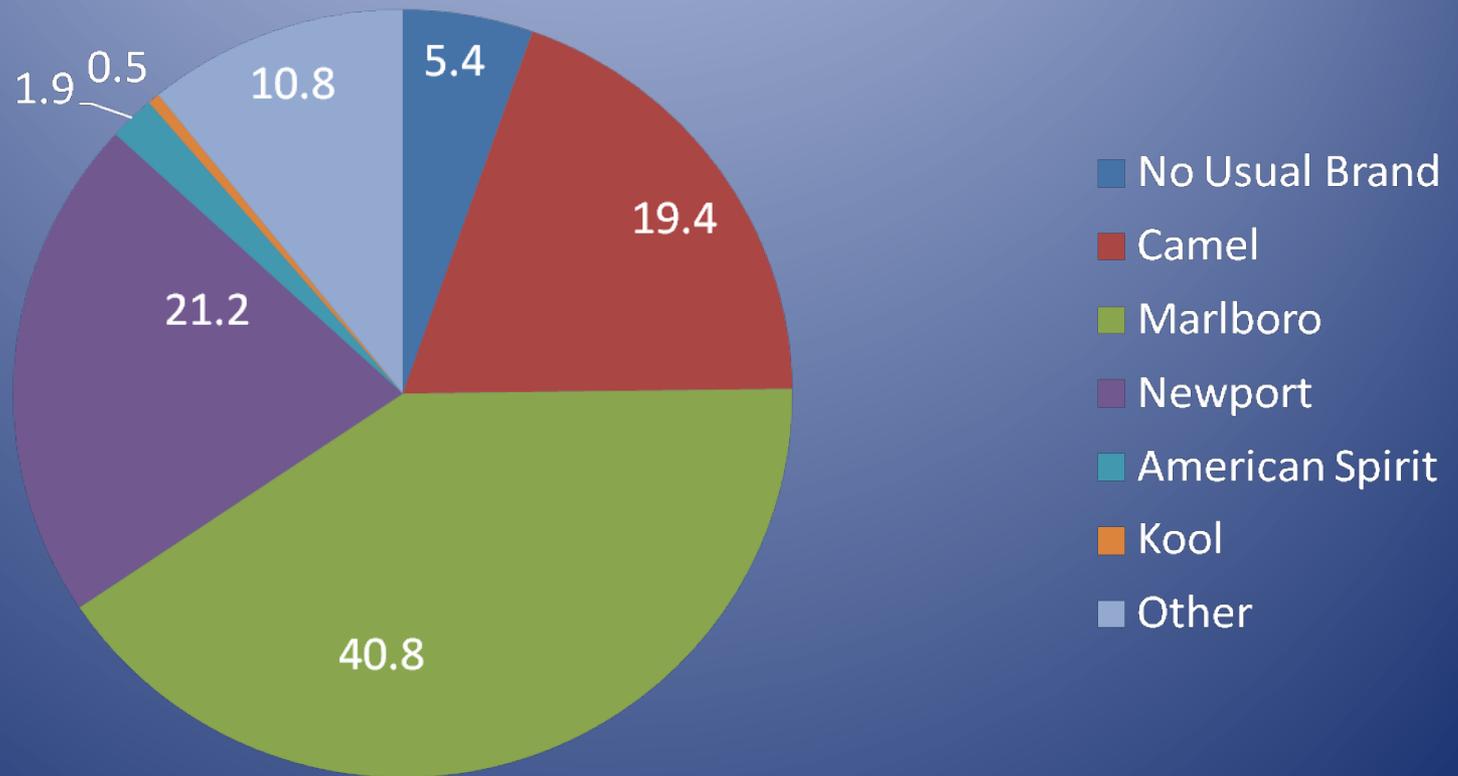
**Dissolvables include orbs, strips, sticks, and similar products.

Note: 2011 is the first year the NC YTS has measured current use of specific emerging tobacco products.

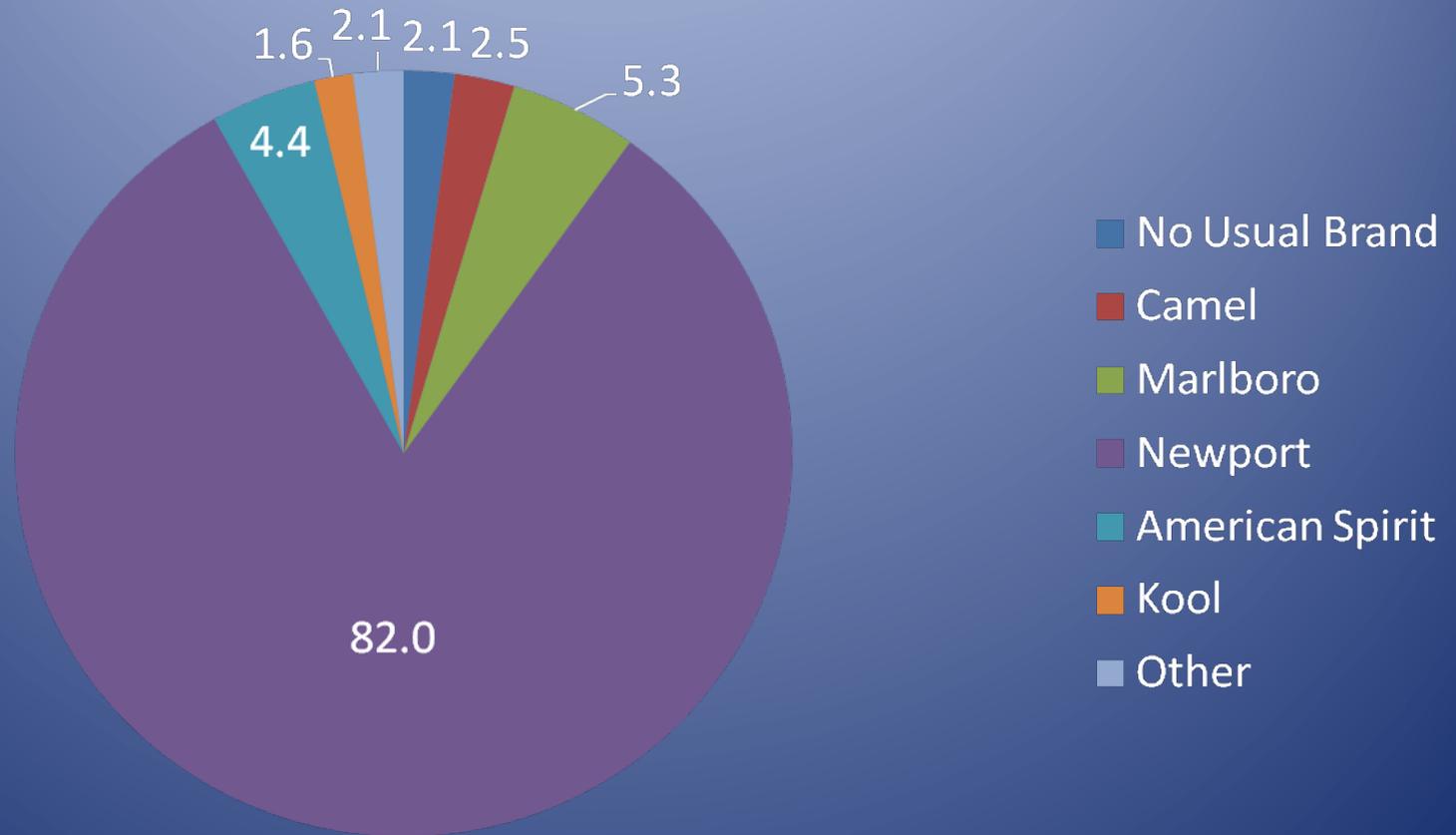
Cigarette Brand Preference among NC High School Youth : NC YTS 2011



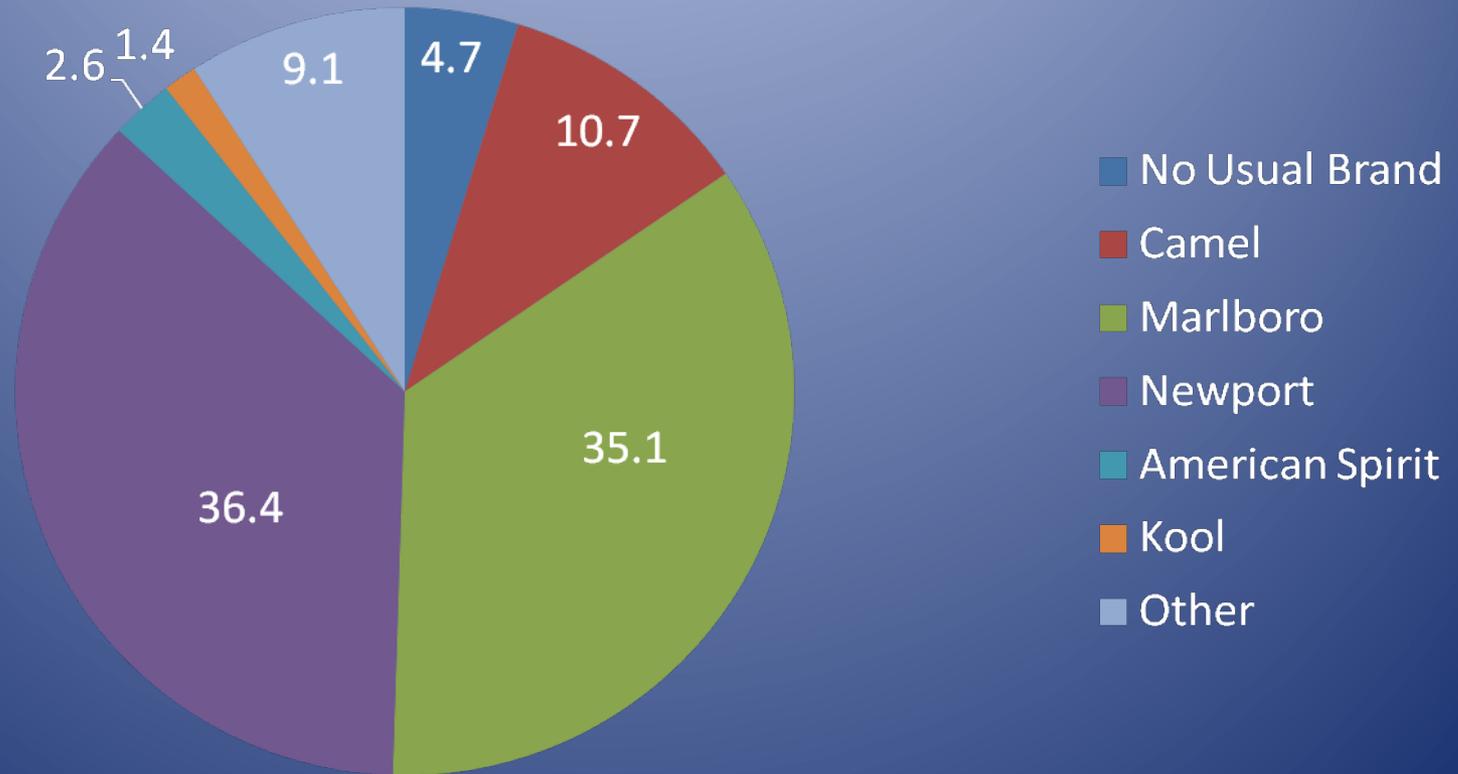
Cigarette Brand Preference among White NC High School Youth : NC YTS 2011



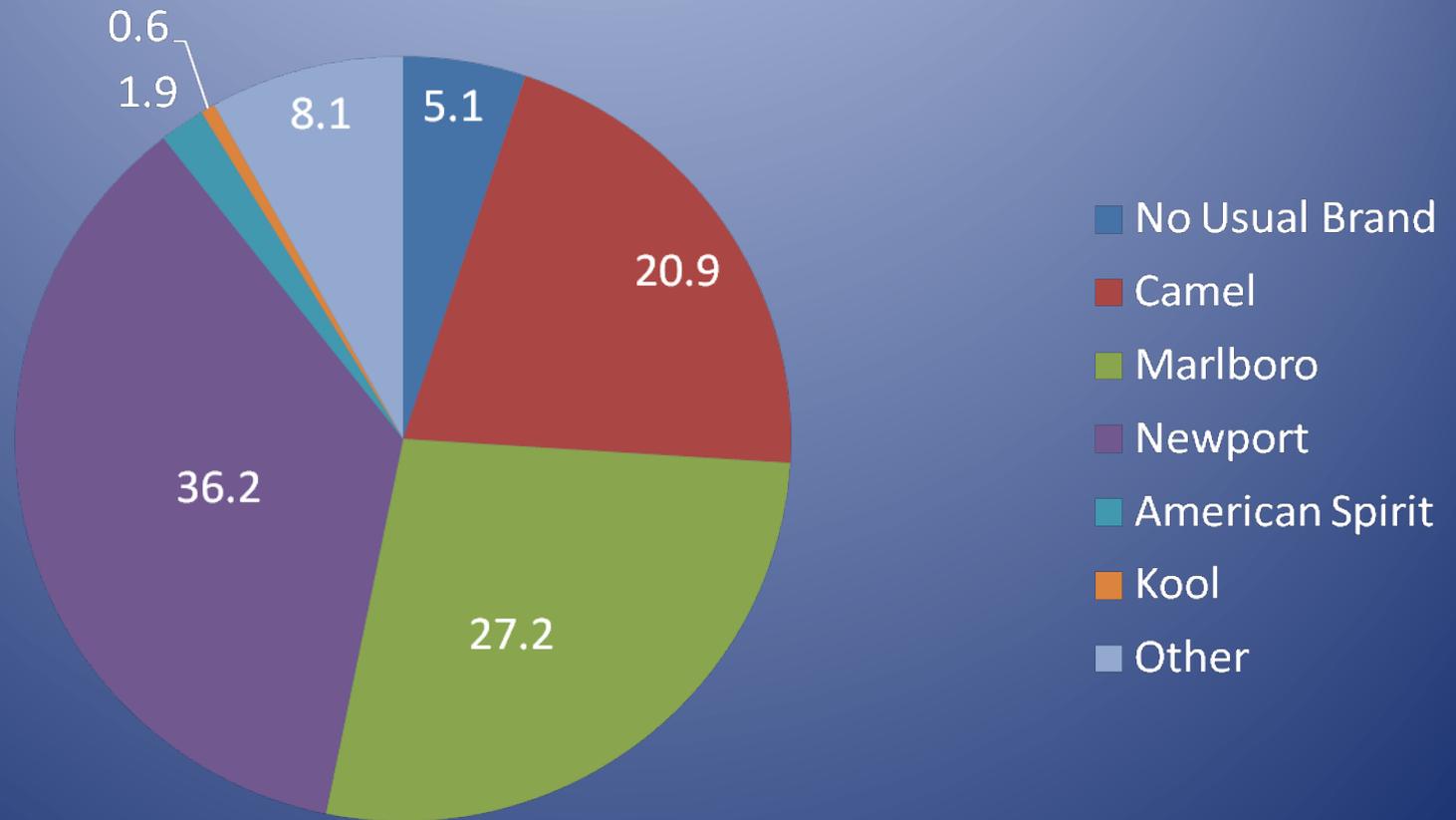
Cigarette Brand Preference among African-American/Black NC High School Youth : NC YTS 2011



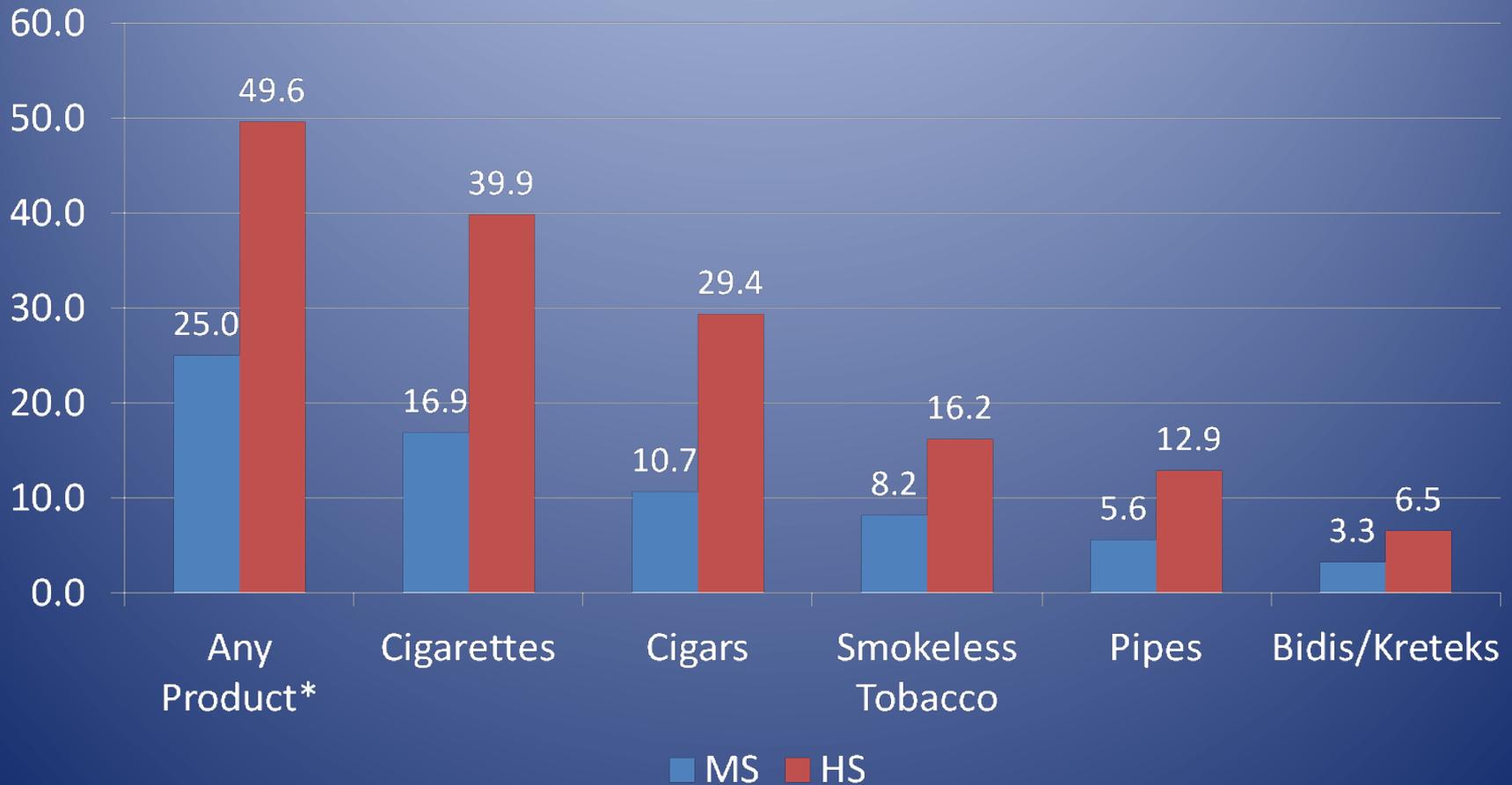
Cigarette Brand Preference among Male NC High School Youth : NC YTS 2011



Cigarette Brand Preference among Female NC High School Youth : NC YTS 2011

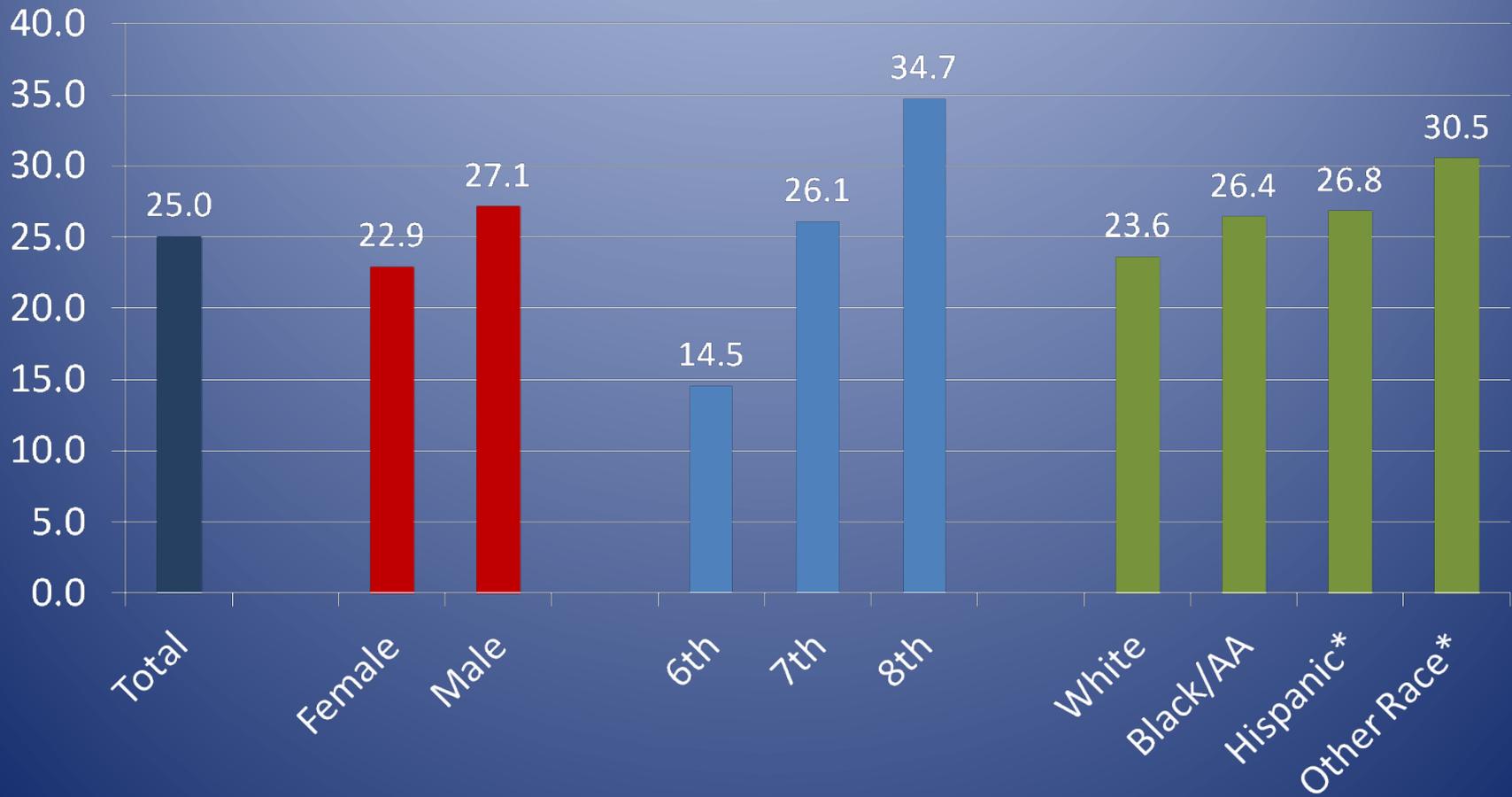


Percentage of middle and high school students who have *ever* used tobacco products by type of product: NC YTS 2011



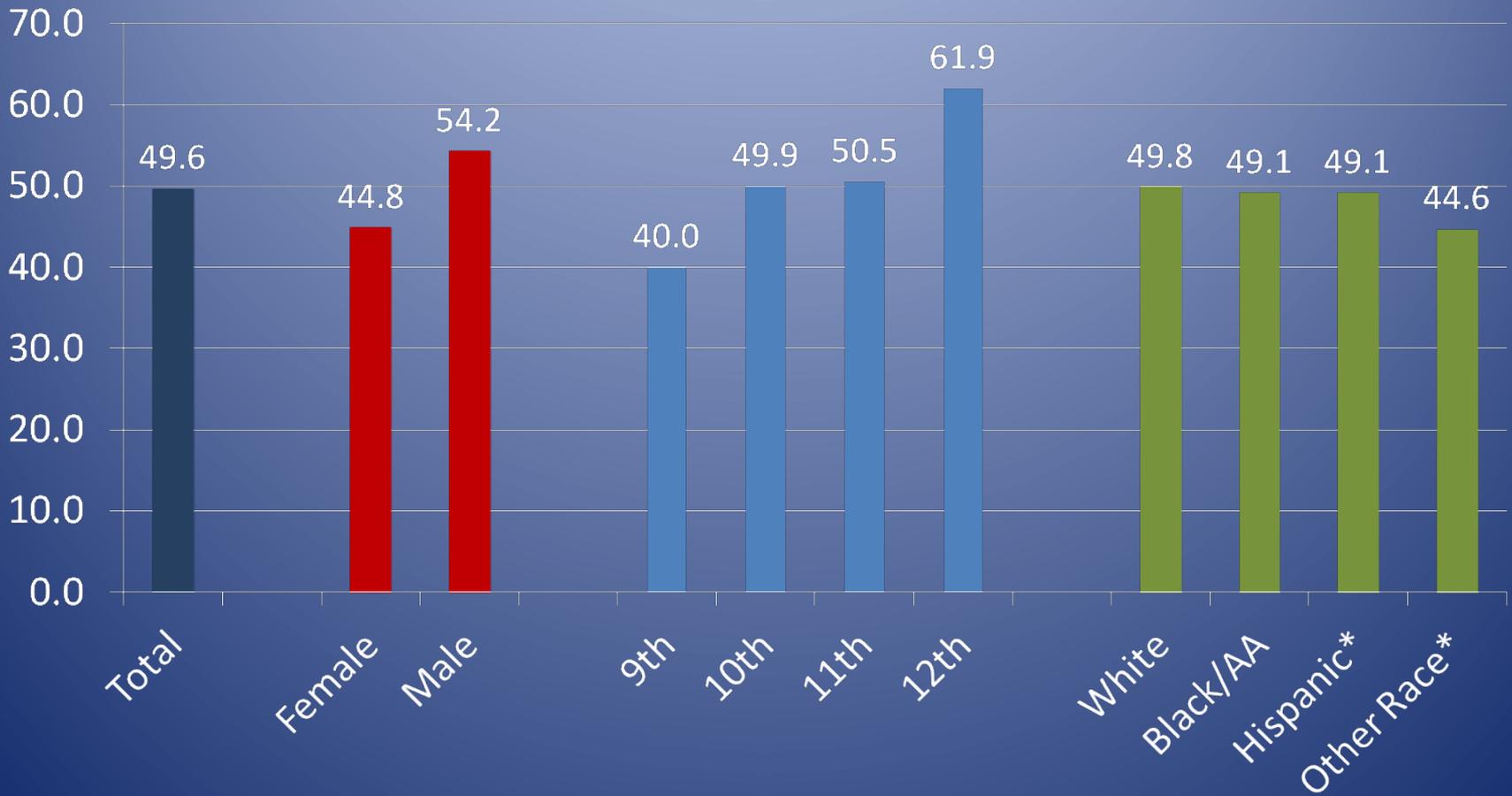
**Does not include emerging tobacco products (snus, e-cigarettes, etc.)*

Percentage of middle school students who have ever used any tobacco product by gender, grade, and race/ethnicity: NC YTS 2011



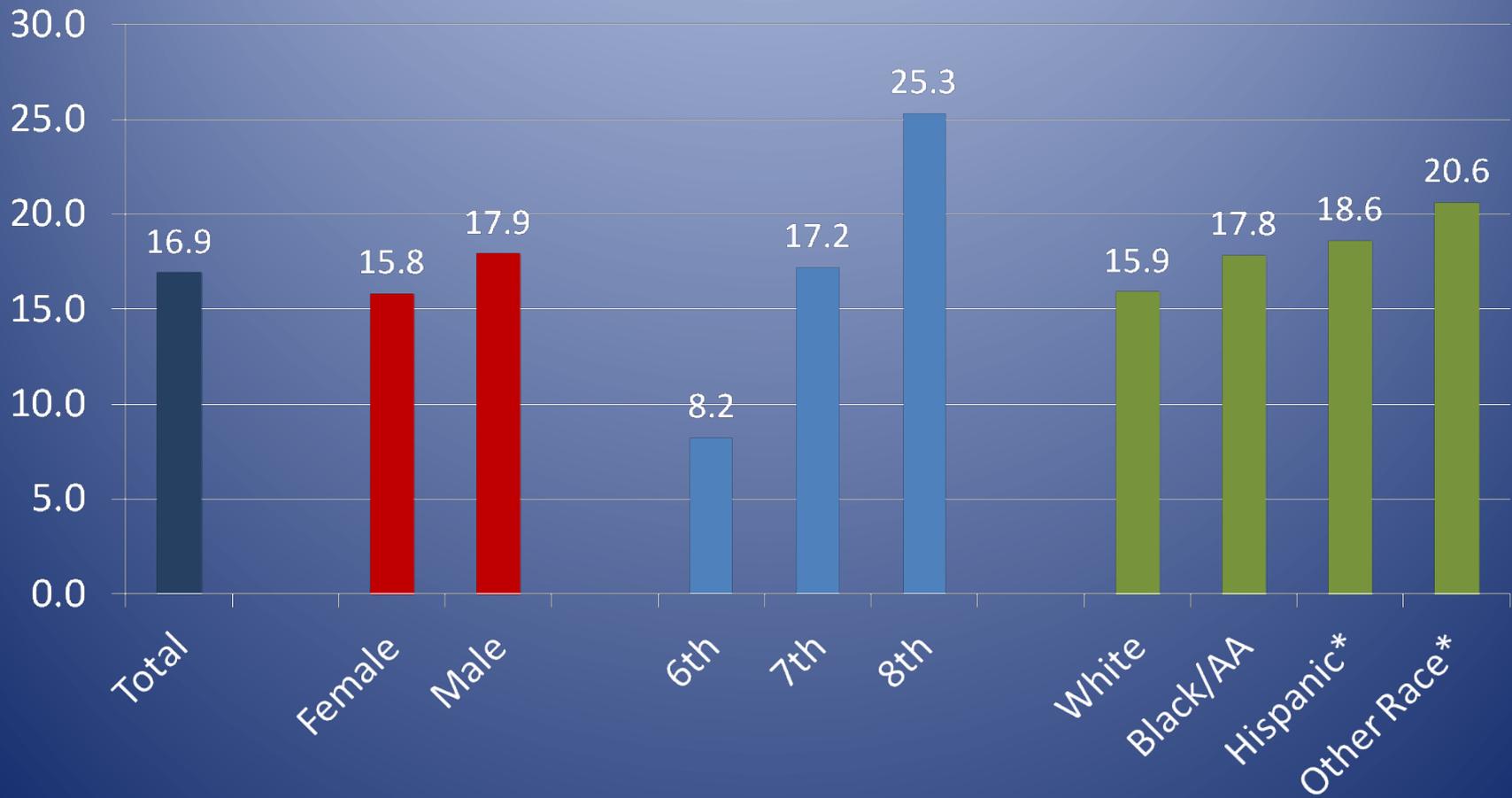
**Based on small sample size. Use caution when interpreting.*

Percentage of high school students who have ever used any tobacco product by gender, grade, and race/ethnicity: NC YTS 2011



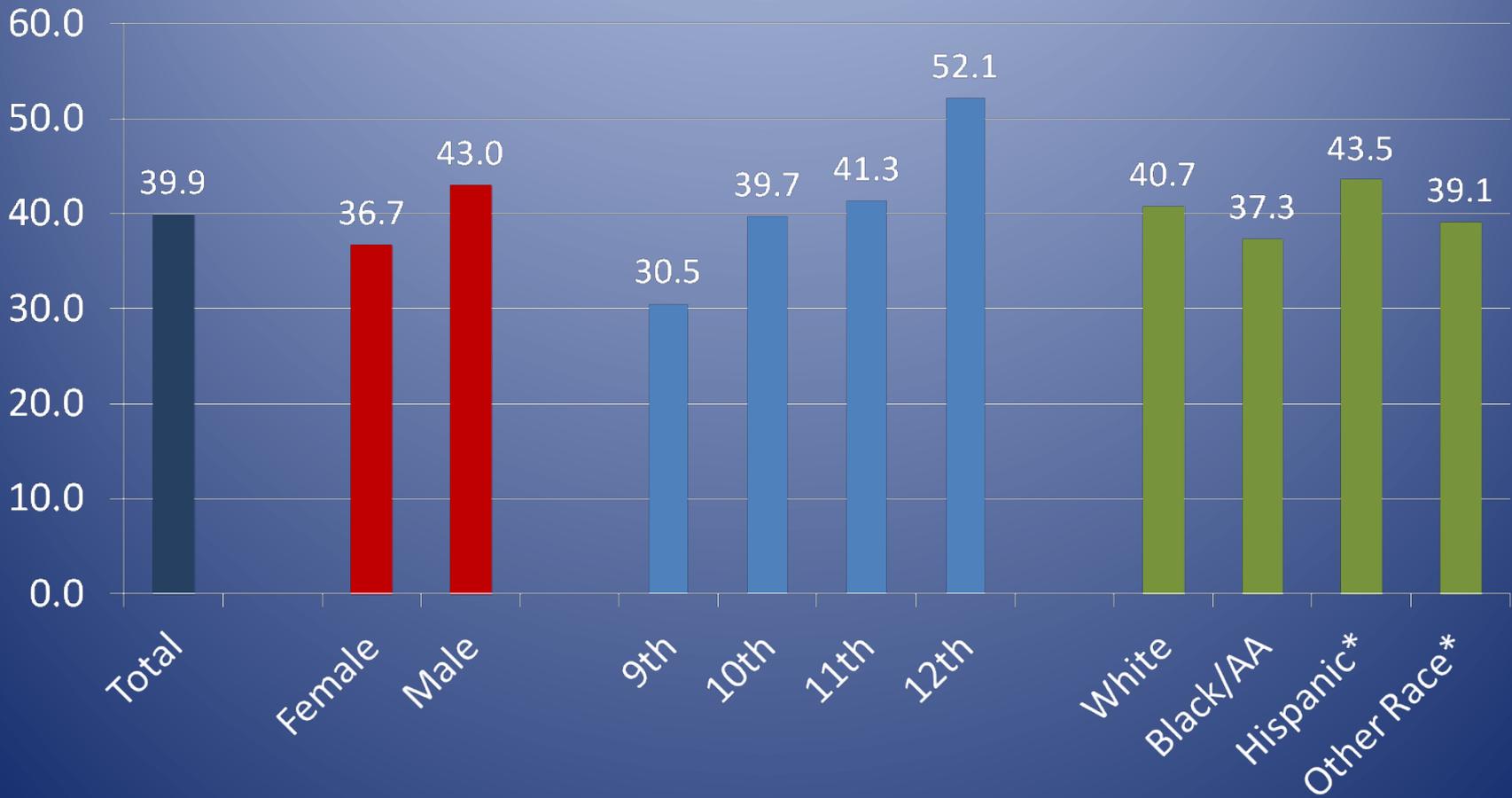
**Based on small sample size. Use caution when interpreting.*

Percentage of middle school students who have ever smoked (even one puff) by gender, grade, and race/ethnicity: NC YTS 2011



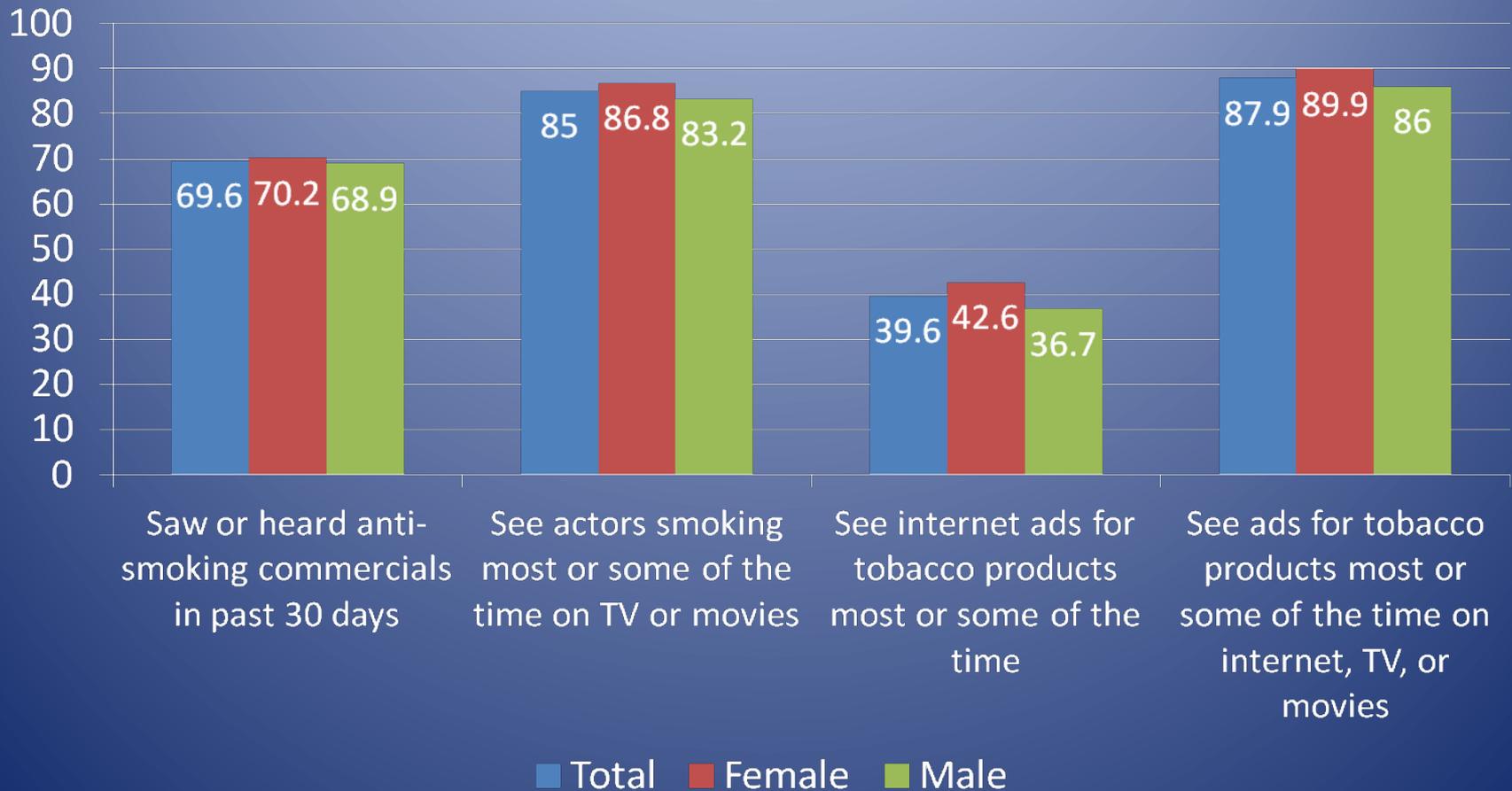
**Based on small sample size. Use caution when interpreting.*

Percentage of high school students who have ever smoked (even one puff) by gender, grade, and race/ethnicity: NC YTS 2011

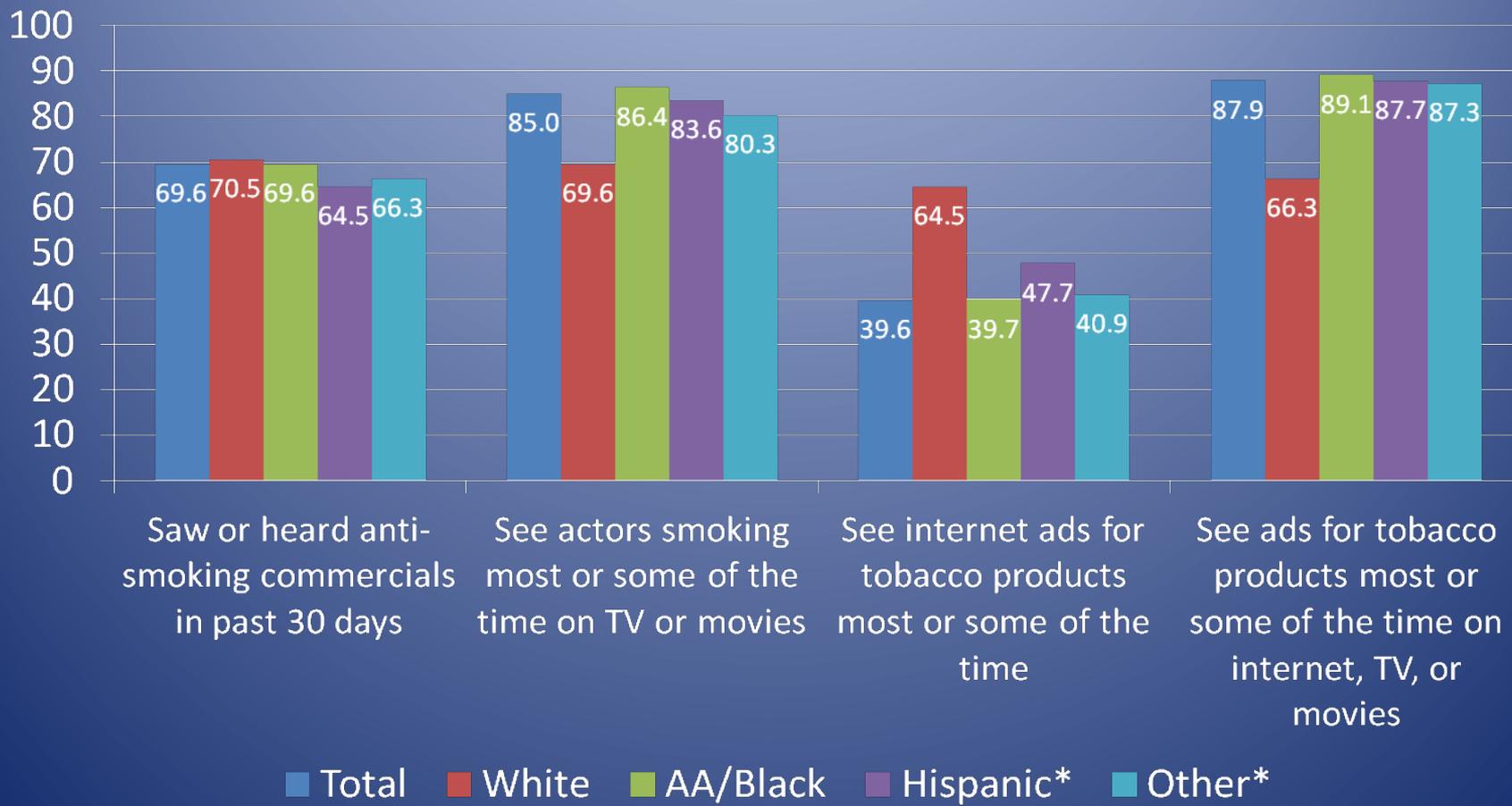


**Based on small sample size. Use caution when interpreting.*

Percentage of high school students who report media and advertising influence regarding tobacco by gender: NC YTS 2011

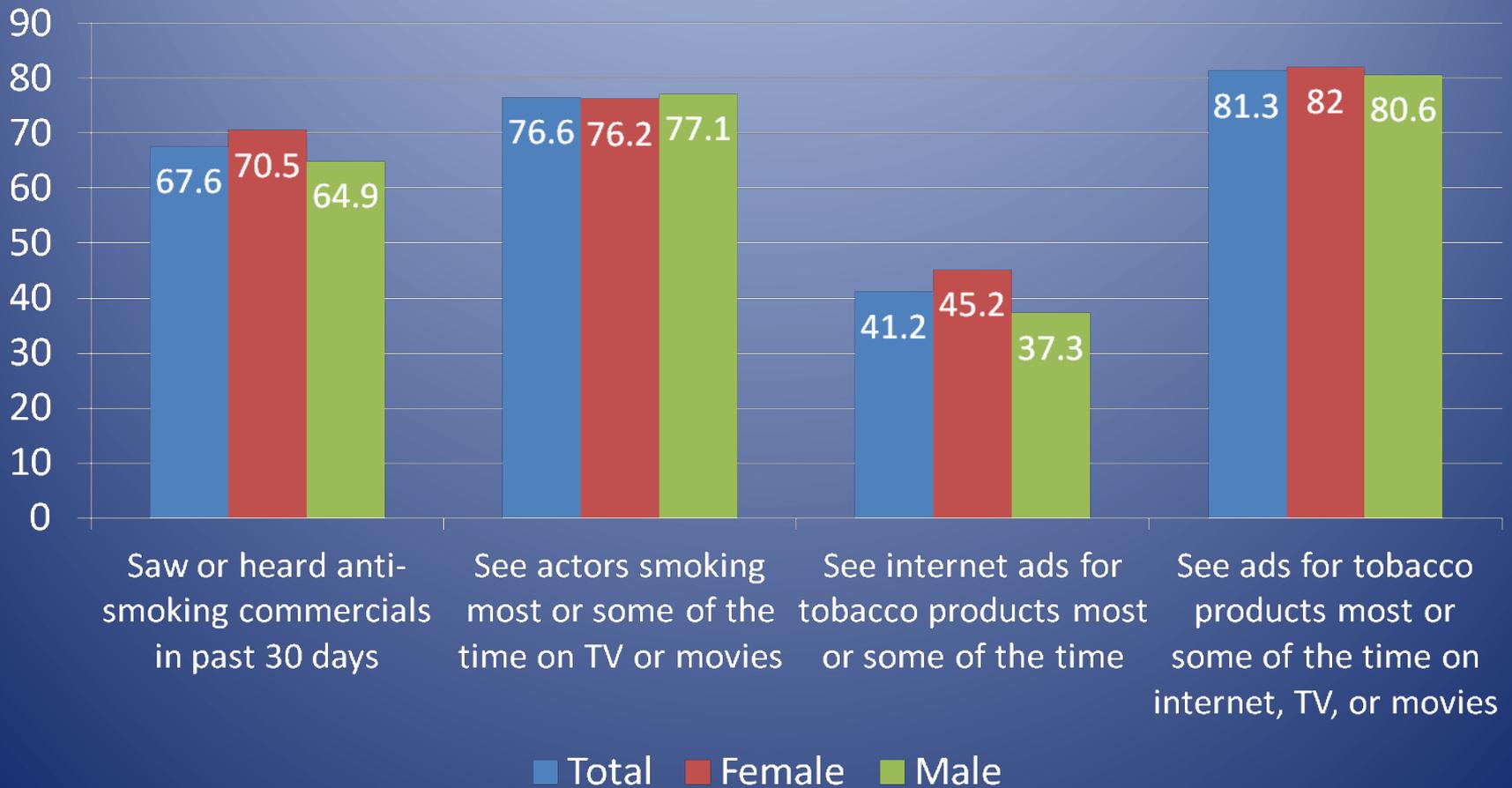


Percentage of high school students who report media and advertising influence regarding tobacco by race/ethnicity: NC YTS 2011

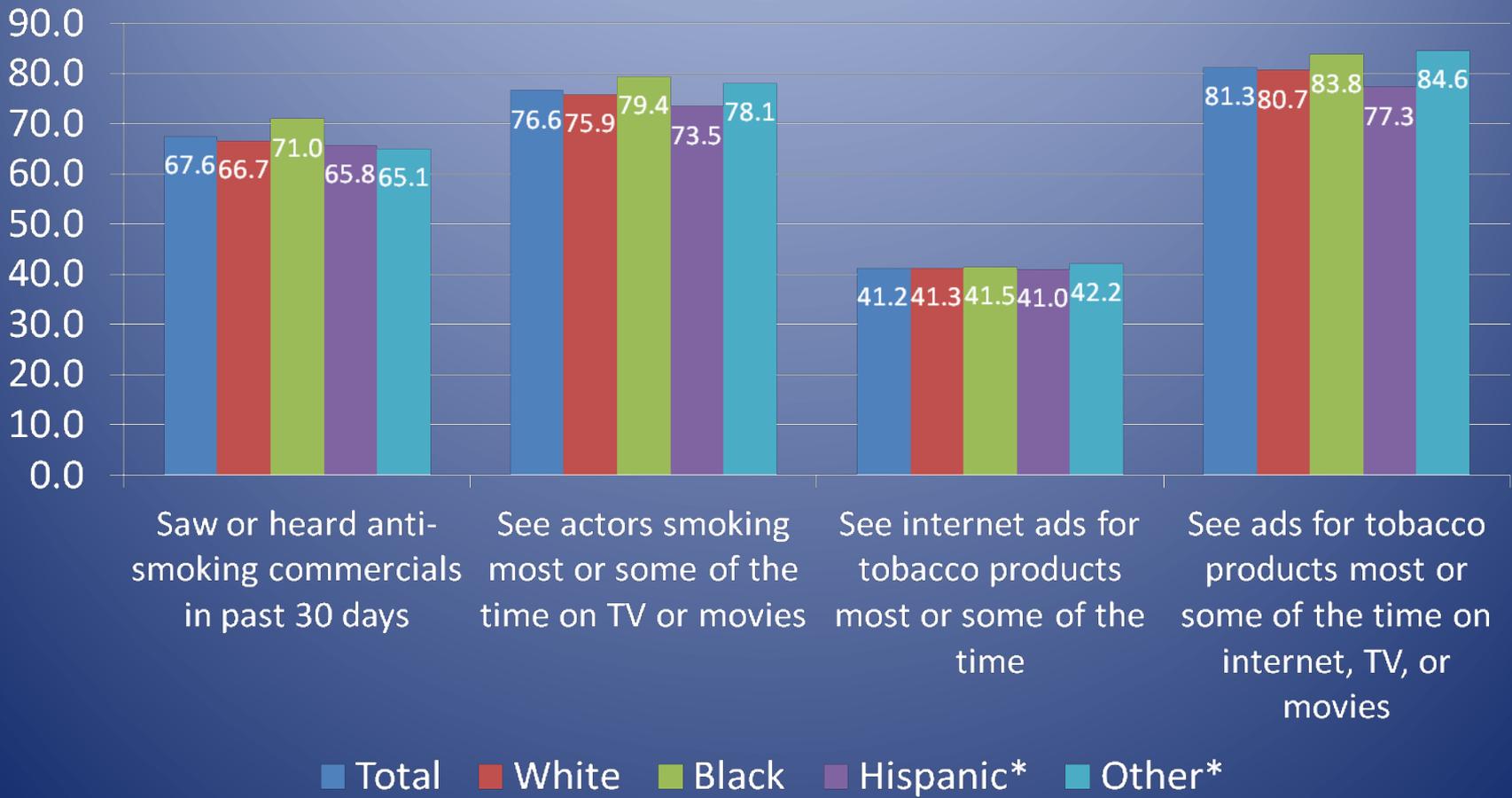


**Based on small sample size. Use caution when interpreting.*

Percentage of middle school students who report media and advertising influence regarding tobacco by gender: NC YTS 2011

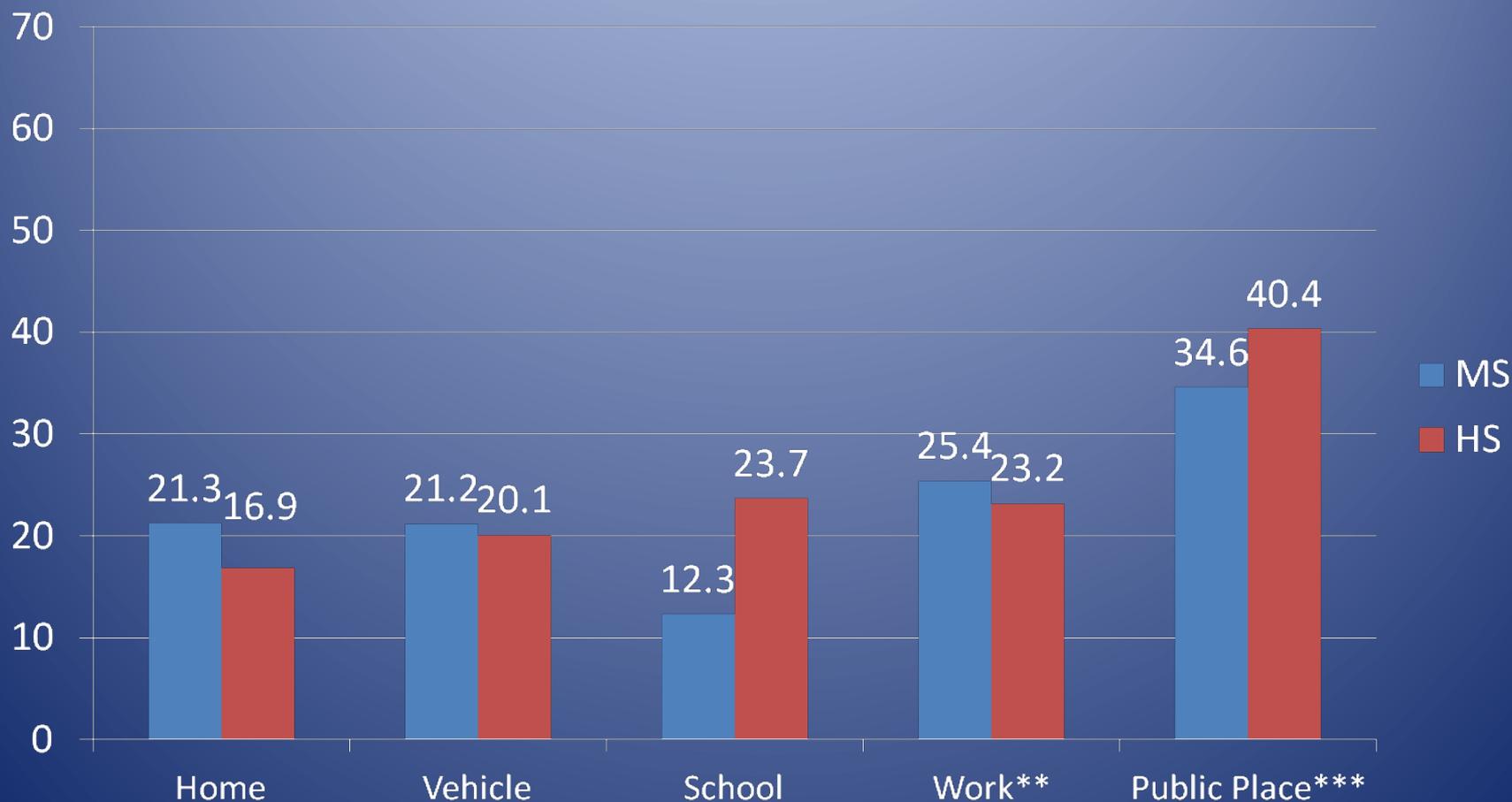


Percentage of middle school students who report media and advertising influence regarding tobacco by race/ethnicity: NC YTS 2011



**Based on small sample size. Use caution when interpreting.*

Percentage of middle and high school never smokers exposed to secondhand smoke in homes*, vehicles, school, work, or indoor/outdoor public places within past 7 days: NC YTS 2011

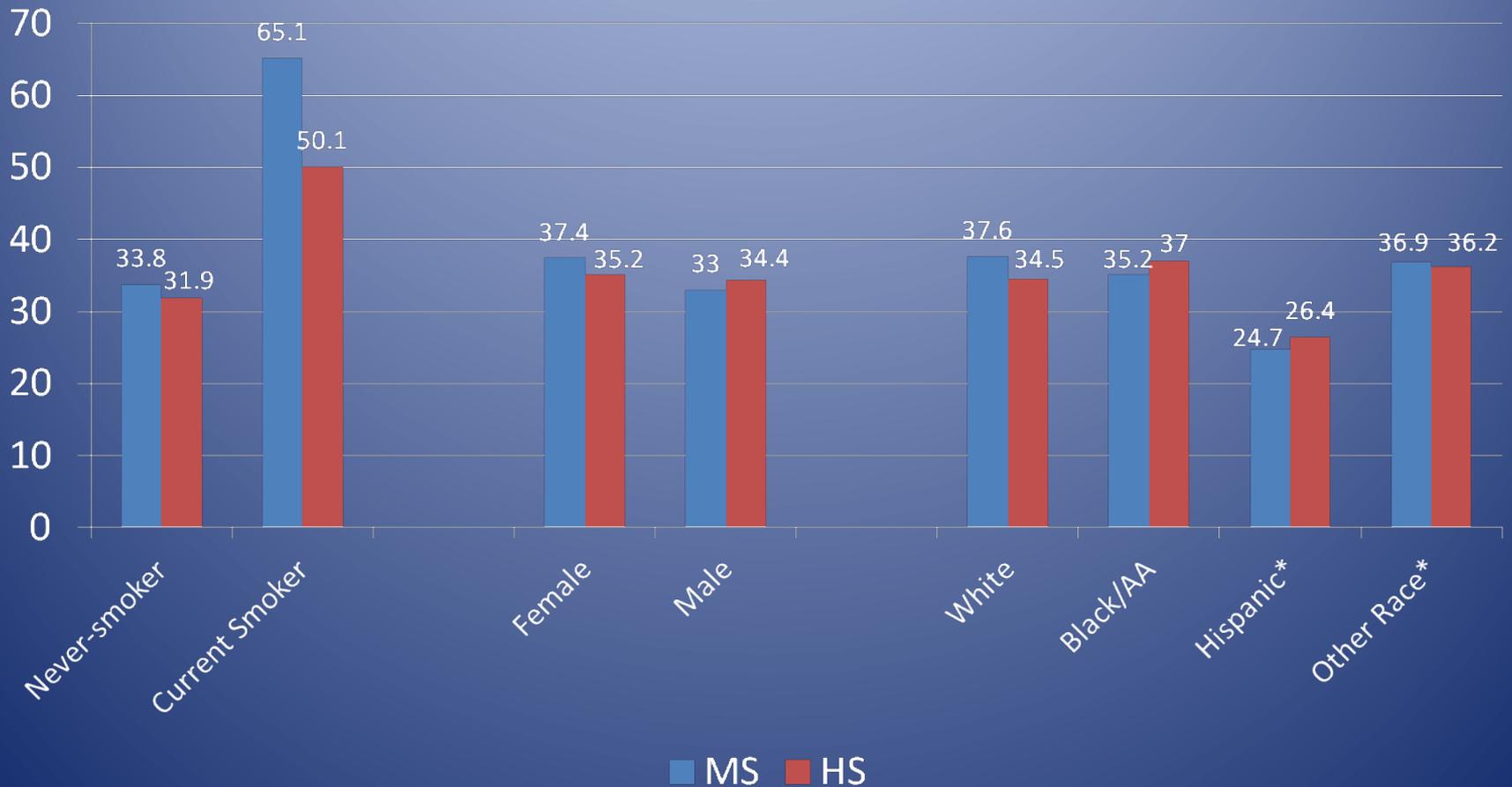


**Note: Previous years' surveys have asked about SHS exposure in any room. The 2011 YTS specifically asks whether the student has been exposed to SHS while in their own home.*

***Includes only those students who have jobs and have 1+ day in the past 7 days*

****Includes indoor /outdoor places including stores, restaurants, parking lots, stadiums, parks, etc.*

Percentage of middle and high school students who live with someone who smokes by smoking status, gender, and race/ethnicity: NC YTS 2011

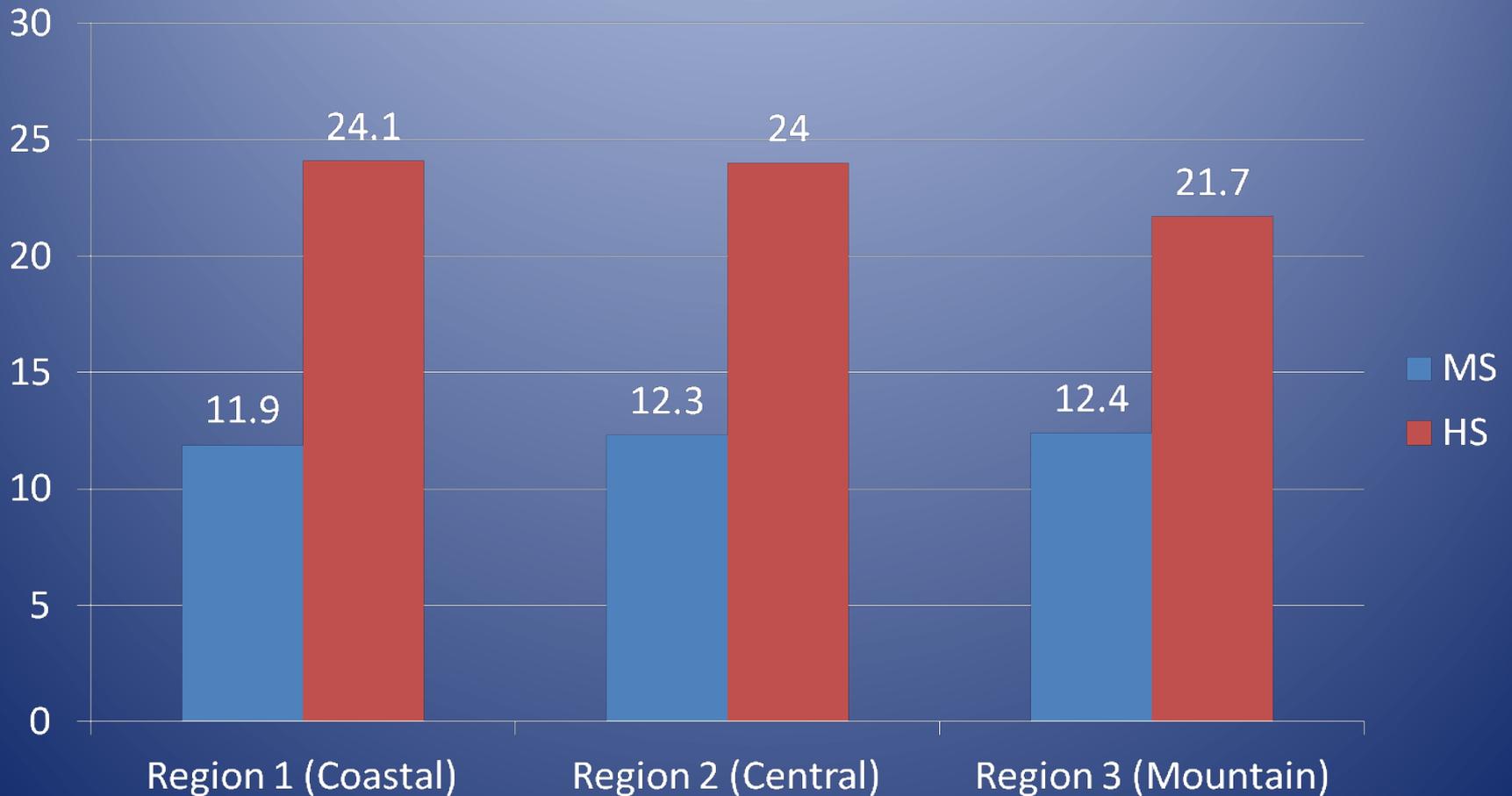


**Based on small sample size. Use caution when interpreting.*

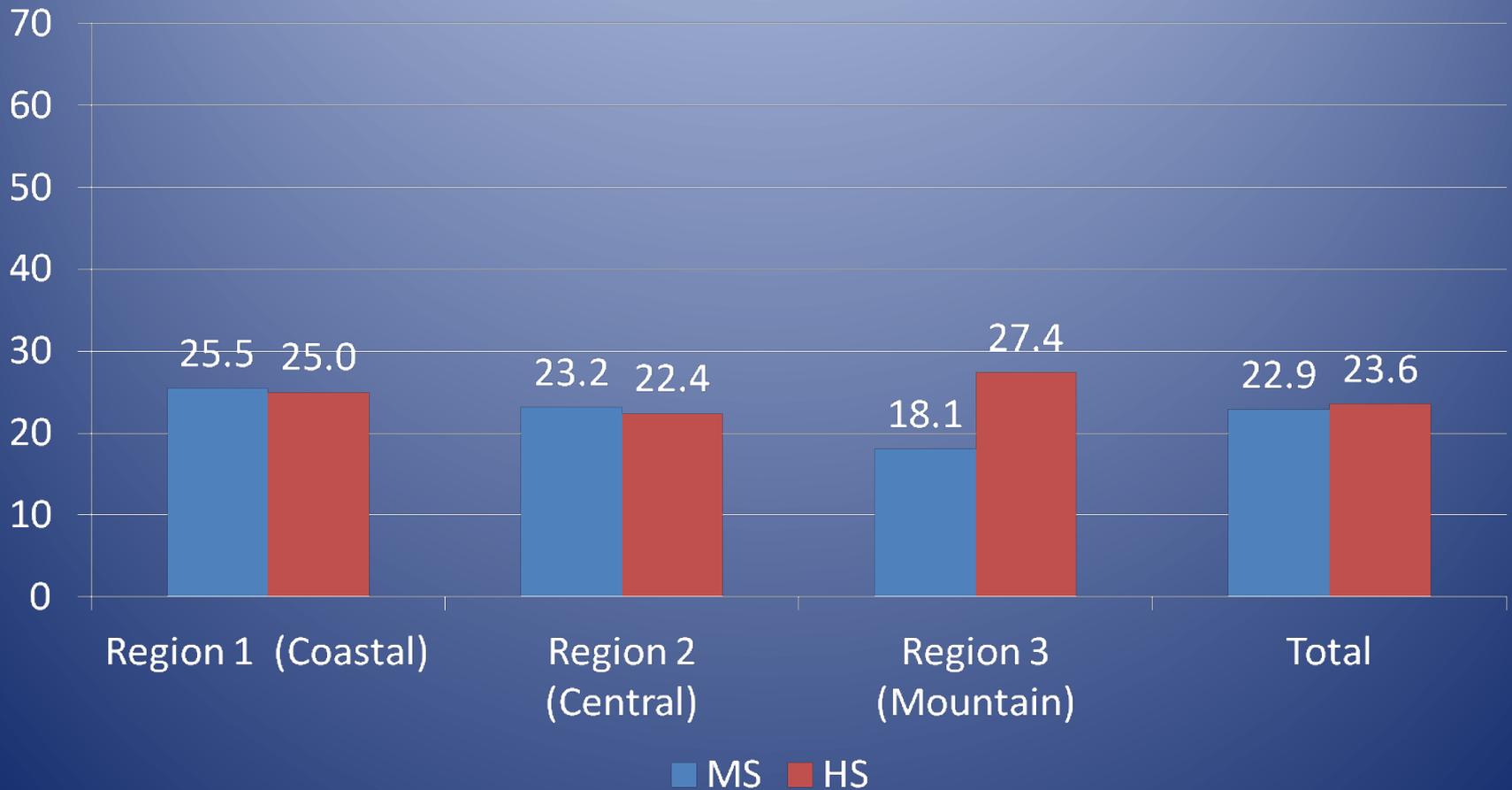
Percentage of middle and high school never smokers exposed to SHS in a vehicle in the past 7 days: NC YTS 1999-2011



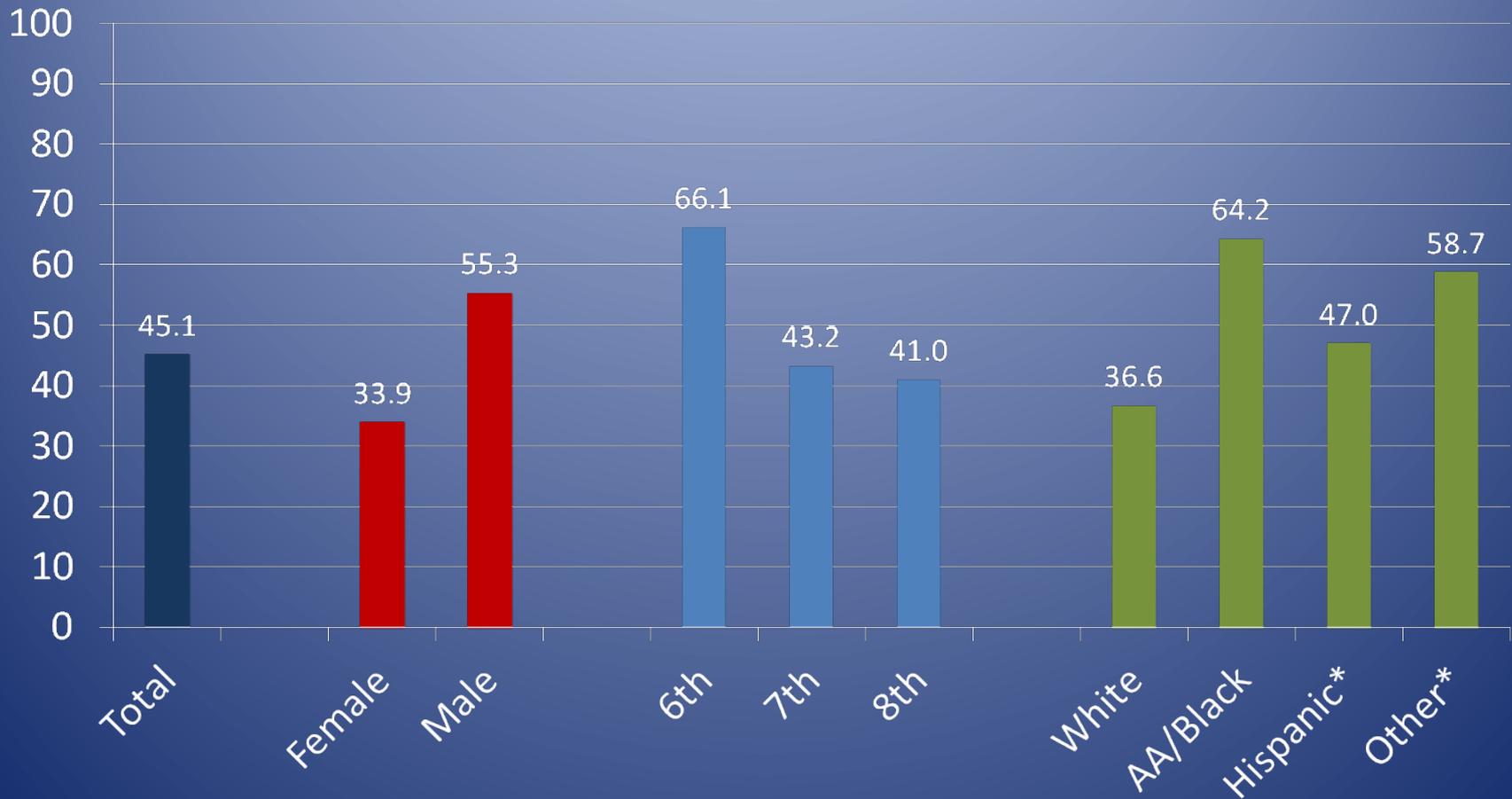
Percentage of middle and high school never smoking students exposed to SHS at school by region: NC YTS 2011



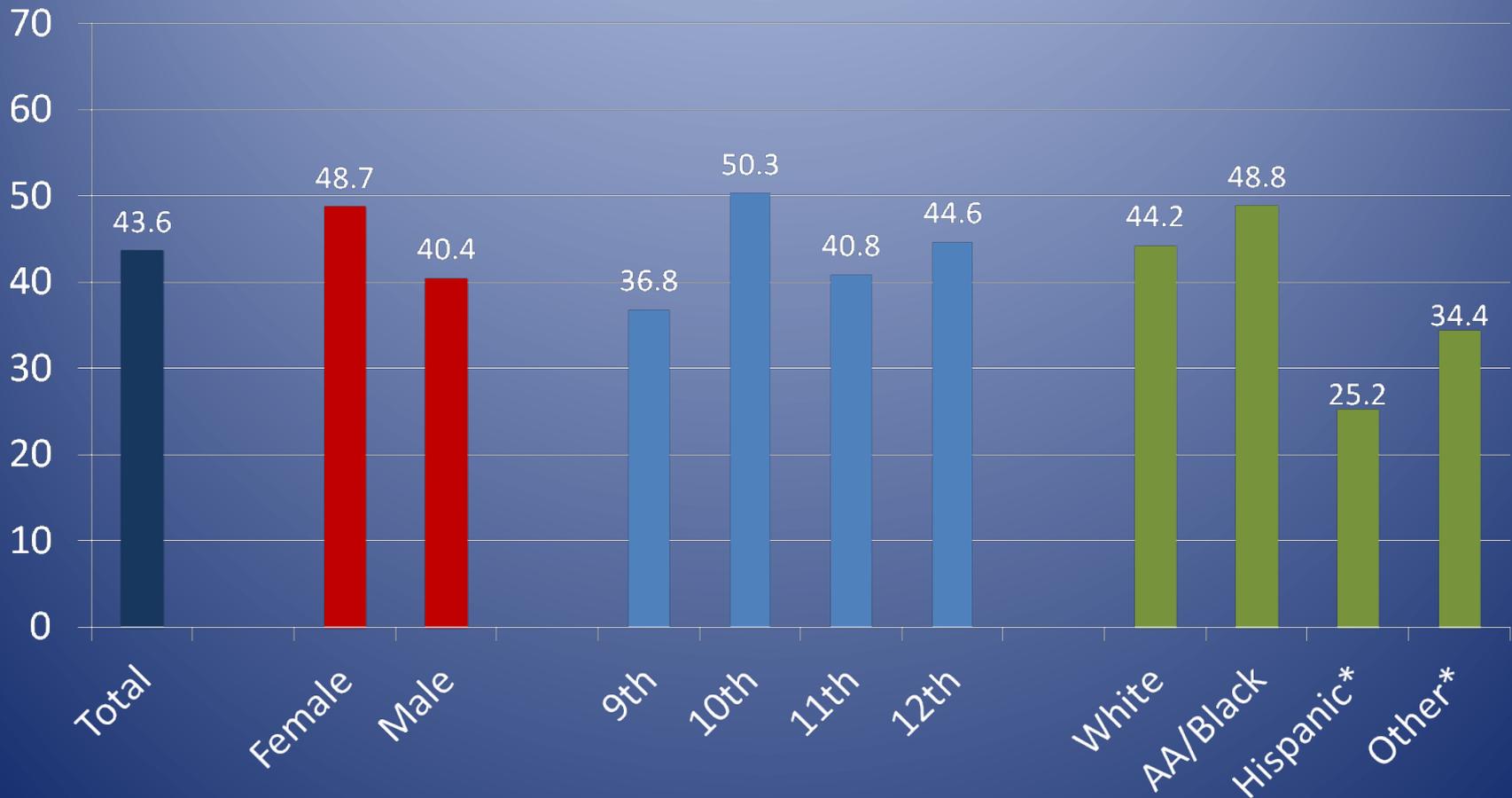
Percentage of middle and high school never smoking students who were exposed to SHS at school and who saw a teacher/staff member/volunteer violating 100% Tobacco-Free Schools policy:
NC YTS 2011



Percentage of middle school current smokers who want to stop smoking cigarettes by gender, grade, and race/ethnicity: NC YTS 2011

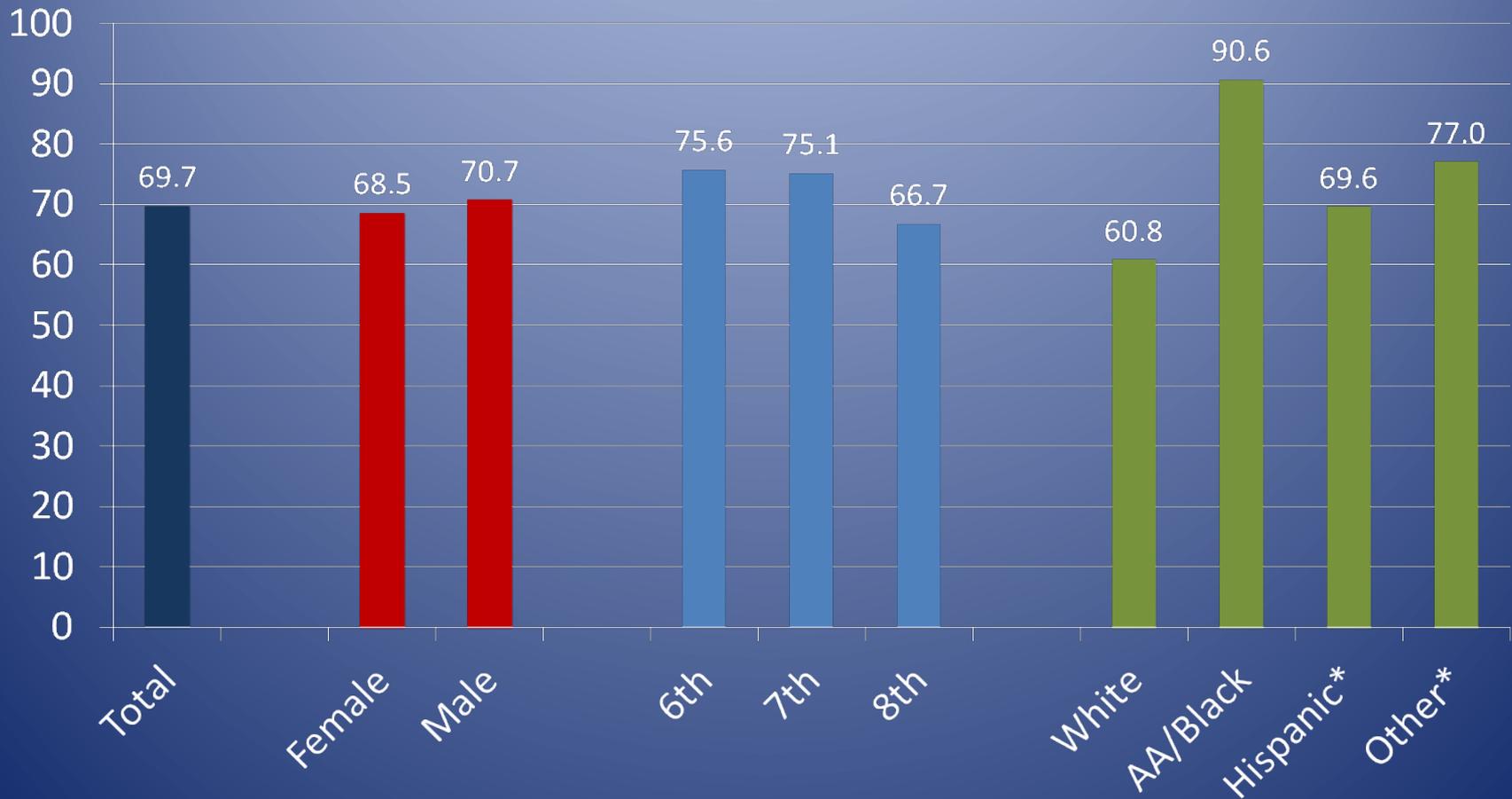


Percentage of high school current smokers who want to stop smoking cigarettes by gender, grade, and race/ethnicity: NC YTS 2011

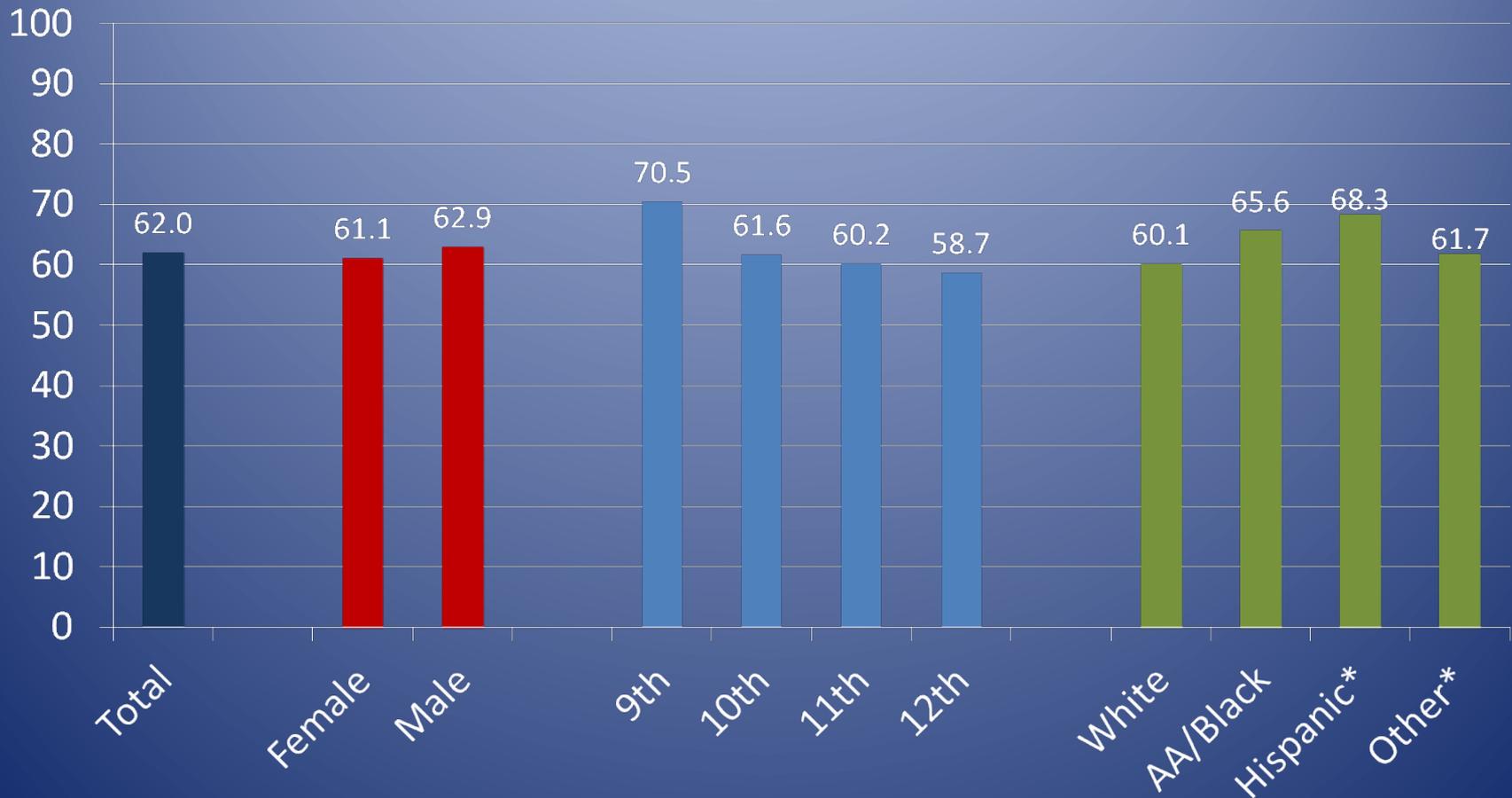


**Based on small sample size. Use caution when interpreting.*

Percentage of middle school current smokers who tried to stop smoking at least once in the past 12 months by gender, grade, and race/ethnicity: NC YTS 2011



Percentage of high school current smokers who tried to stop smoking cigarettes at least once in the past 12 months by gender, grade, and race/ethnicity: NC YTS 2011



**Based on small sample size. Use caution when interpreting.*