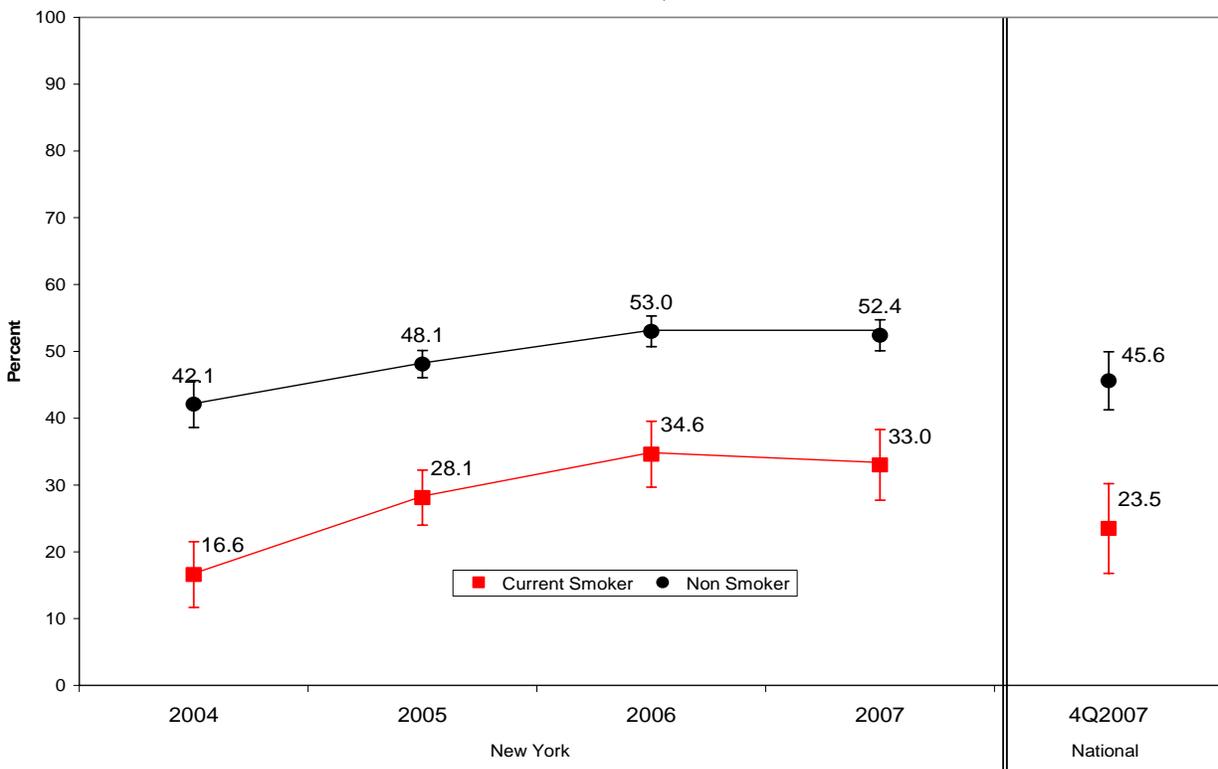


More Smokers and Non-Smokers Believe Tobacco Advertising In Stores Should Not Be Allowed

Adult Tobacco Survey respondents were asked: “Do you think tobacco advertising in stores should be: “Always allowed,” “Allowed only on the inside of the store,” “Allowed only on the outside of the store,” or “Not allowed at all?”

- In 2007, half of all non-smokers and one-third of all smokers agreed that tobacco advertising should not be allowed at all.
- Between 2004 and 2007, an increasing proportion of smokers and non-smokers believe that tobacco advertising should not be allowed at all.
- Non-smokers are more likely to believe that there should be no tobacco advertising inside or outside stores compared with smokers.
- The percentages of smokers and nonsmokers in New York who believe that tobacco advertising should not be allowed at all are significantly higher than their respective national averages.

Percentage of Adults Who Believe Tobacco Advertising Inside and Outside Stores Should Not Be Allowed, New York State and National



Source: New York State Adult Tobacco Survey, 2003-2007, National ATS 4Q2007. Data analysis conducted by RTI, International and the NYS Department of Health.

Contact the Bureau of Chronic Disease Epidemiology and Surveillance, New York State Department of Health at (518) 473-0673 or type ‘StatShot’ in the subject line of an e-mail and send it to tcp@health.state.ny.us.