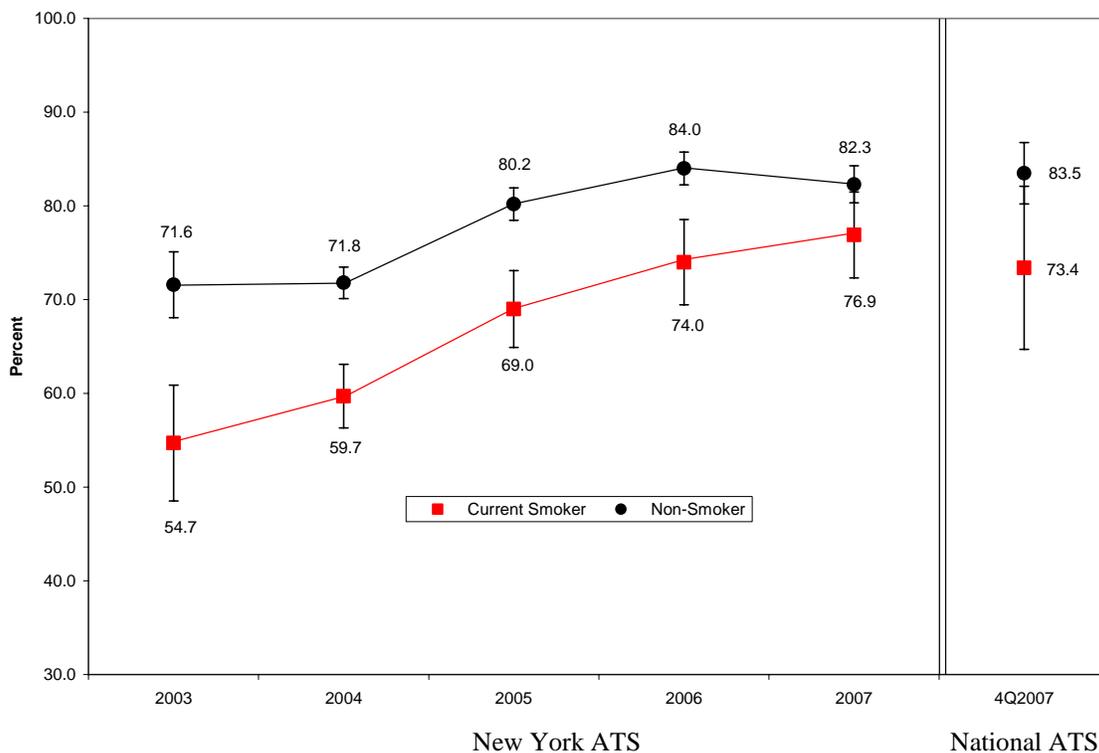


More New Yorkers Agree That Movies Rated G, PG, and PG-13 Should Not Show Actors Smoking

Research suggests that seeing smoking in movies is associated with more positive attitudes toward smoking and smoking initiation among youth. From 2003 to 2007, an increasing percentage of New Yorkers agreed that movies rated G, PG, and PG-13, should not show actors smoking.

- In 2007, 77% of smokers agreed that actors should not smoke in movies rated G, PG, and PG-13, up from 55% in 2003 – a 40% increase.
- In 2007, 82% of non-smokers agreed that actors should not smoke in movies rated G, PG, and PG-13, a 15% increase from the rate of 72% in 2003.
- New York figures are similar to that seen nationally.

Percentage of Adults Who Agree that Movies Rated G, PG PG-13 Should Not Show Actors Smoking, New York State and National



Source: New York State Adult Tobacco Survey (ATS), 2003-2007, National ATS 4Q2007
 Analysis conducted by RTI, International and the New York State 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.