Update – Attitudes of Smokers and Non-Smokers Towards Tobacco Advertising in Stores has Plateaued

To determine attitudes about tobacco advertising in stores, New Yorkers are 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 2009, nearly half of all non-smokers and 28% of all smokers in New York reported that tobacco advertising should not be allowed at all.
- Between 2004 and 2009, an increasing proportion of smokers and non-smokers in New York believed that tobacco advertising should not be allowed at all, however there has been little change since 2006.
- The percentages of smokers and nonsmokers in New York who believe that tobacco advertising should not be allowed at all remains significantly higher than their respective national averages.

Percentage of Adults Who Believe that Tobacco Advertising in Stores Should Be Eliminated, New York and US

Note: This StatShot updates a previously released StatShot, Volume 1, No. 10, December, 2008. Source: New York State Adult Tobacco Survey, 2004-2009, National ATS, 2009. Data analysis conducted by RTI, International. 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.