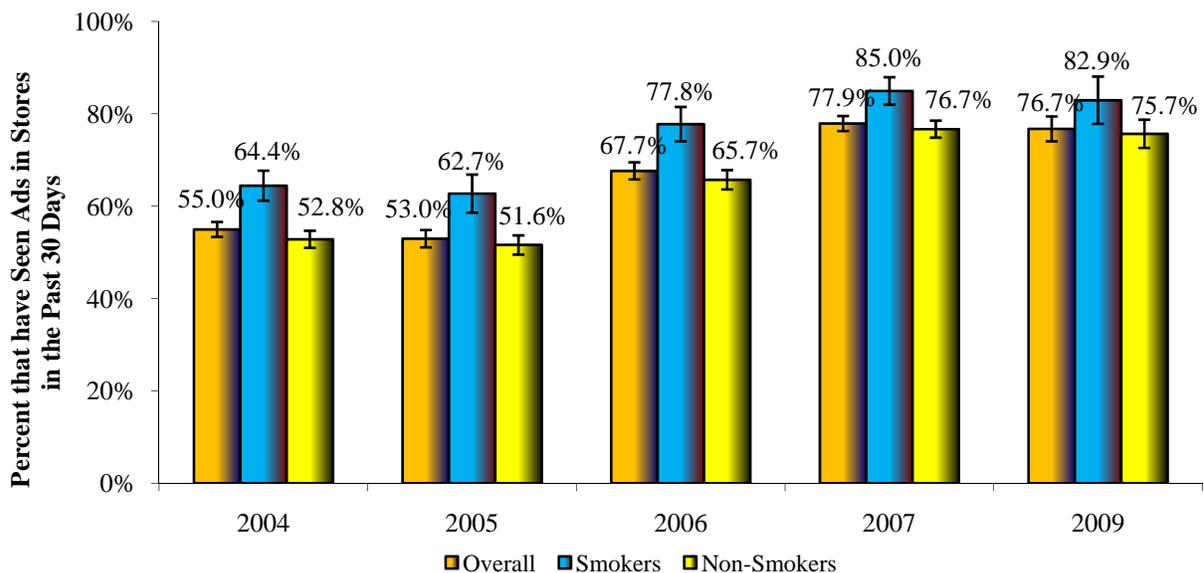


## More New York Adults Report Being Exposed to Tobacco Ads in Stores

In 2006, the tobacco industry spent \$12.5 billion on advertising and promotions in the U.S.<sup>1</sup> Research suggests that tobacco product advertising encourages youth smoking and shows tobacco use as a normative and accepted behavior. New York adults were asked the following question: “In the past 30 days, how often have you noticed cigarettes or tobacco products being advertised or promoted in shop windows or inside shops where tobacco is sold?”

- Between 2004 and 2009, exposure to tobacco product advertising in shop windows or inside stores increased significantly among both smokers and non-smokers in New York.
- In New York, smokers are more likely to report exposure to tobacco advertising than non-smokers.
- American Recovery and Reinvestment Act-funded projects in New York focus on strengthening state tobacco product placement law to require tobacco products to be kept out of consumer view in retail settings open to youth.

### Self Reported Exposure to Tobacco Advertising in Stores



Note: Data not available in 2008. The 2009 estimate represents the first two quarters of the year.

Source: <sup>1</sup>2009 Federal Trade Commission Cigarette Report for 2006. Chart data from the New York State Adult Tobacco Survey, 2004-2009. 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](mailto:tcp@health.state.ny.us).