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.\(^1\) 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

![Bar chart showing percentage of people who have seen ads in stores over time]

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