

Changing Preference for Cigarette Brands among Youth Smokers in New York

We examined preferences of youth smokers in New York for the two most popular brands of cigarettes, Marlboro and Newport between 2000 and 2010. Newport is the most popular brand of menthol cigarette. The New York Youth Tobacco Survey is conducted biennially in even-numbered years.

- In New York from 2000 to 2010, the percentage of current high school youth smokers who preferred Marlboro declined from 47.6% to 27.9%, a 41% reduction. During that same period, preference for Newport increased from 26.9% in 2000 to 40.2% in 2010, a 49% increase.
- Significance tests for trends showed that non-Hispanic White males preference for Marlboro decreased over time ($p = .02$) while their preference for Newport increased ($p = .05$). Non-Hispanic White females showed a similar decreasing preference for Marlboro ($p < .01$) but no significant trend for Newport. Black and Hispanic youth have continually showed a strong preference for Newport cigarettes.
- Reasons for these changes are unclear but may be related to changes in tobacco industry marketing and promotional practices.

**High School Current Smokers Preference for Marlboro and Newport,
New York Youth Tobacco Survey 2000-2010**

