

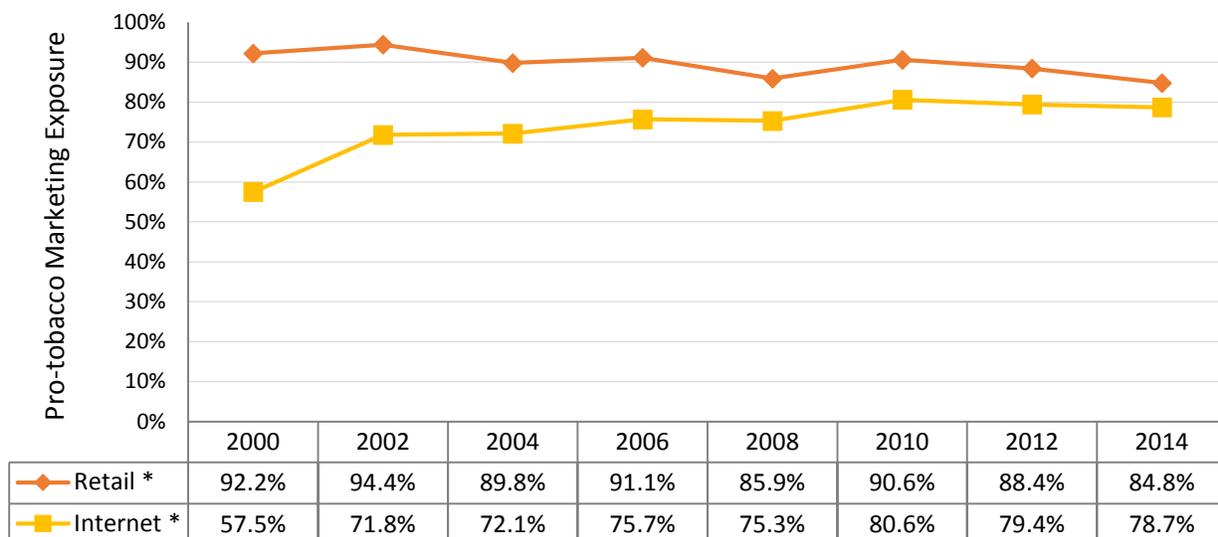
Youth Exposure to Tobacco Marketing Remains High

The U.S. Tobacco Industry spent an estimated \$9.6 billion dollars on advertising and promotion of cigarettes¹ and smokeless tobacco² in 2012. Although the Tobacco Control Act allows states and communities to restrict or regulate the time, place and manner of tobacco product marketing, data from the New York Youth Tobacco Survey finds that youth are being exposed to tobacco product marketing at an alarming rate.

- Awareness of advertising in the retail environment decreased significantly between 2002 and 2014, yet 84.8% of high school students still reported seeing tobacco related ads in convenience stores, supermarkets, gas stations or pharmacies in 2014. (see figure)
- Awareness of pro-tobacco marketing via the internet increased significantly between 2000 and 2014, from a low of 57.5% of high school students reporting exposure in 2000 to 78.7% in 2014. (see figure)
- Over 92% of high school students have been exposed to tobacco marketing in 2014, via the internet or in the retail environment. (data not shown)

“There is strong, consistent evidence that advertising and promotion influence the factors that lead directly to tobacco use by adolescents, including the initiation of cigarette smoking as well as its continuation” according to the Surgeon General’s report on Preventing Tobacco Use Among Youth and Young Adults.³ Continued efforts to reduce tobacco marketing are essential to curtail tobacco use.

Percentage of NYS High School Students Reporting Awareness of Pro-Tobacco Marketing, 2000 – 2014



*Statistically significant trend, $p < 0.0001$

1. Federal Trade Commission Cigarette Report for 2012. Available at: <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2012/150327-2012cigaretterpt.pdf>. Accessed March 7, 2016.

2. Federal Trade Commission Smokeless Tobacco Report for 2012. Available at: <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-smokeless-tobacco-report-2012/150327-2012smokelesstobaccort.pdf>. Accessed March 7, 2016.

3. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

Source: NY Youth Tobacco Survey, 2000-2014. Please contact us with questions or comments at the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or send an e-mail to tcp@health.ny.gov. StatShots can be accessed online at:

http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/