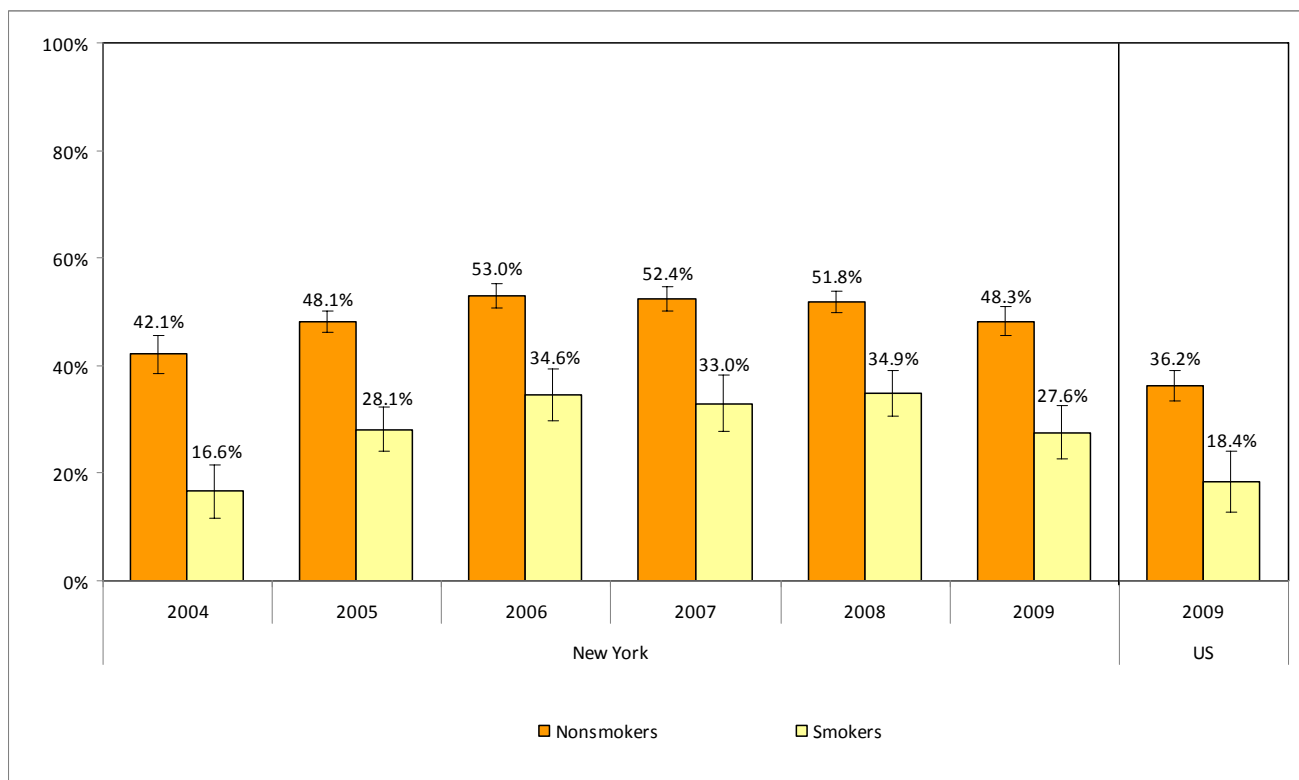


## Update – Attitudes of Smokers and Non-Smokers Towards Tobacco Advertising in Stores has Plateaued

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](mailto:tcp@health.state.ny.us).