

Established Youth Smokers in New York Prefer the Same Brands of Cigarettes as Adult Smokers

Tobacco companies spent \$12.5 billion on advertising and promotions in 2006. We looked at cigarette brand preferences of established high school smokers in 2010, defined as those who have smoked more than 100 cigarettes in their lifetime and have smoked on at least 20 of the past 30 days. The prevalence of established smoking in high school was 4.3% in 2010.

- More than 75% of established smokers in New York high schools preferred Marlboro, Newport, or Camel cigarettes. These three brands have the highest market share in the US (Brandweek Report, 2005).
- The cigarette brand preferences of established youth smokers are the same as adult smokers' brand preferences (NY Adult Tobacco Survey, 2009). Established youth smokers preferences for the same brands of cigarettes as adults may be due to a combination of industry marketing practices and exposure to adult smoking behaviors and preferences.
- There were no notable differences in brand preferences among specific gender or race categories.

High School Established Smokers Preferred Cigarette Brands in the Past 30 Days, Youth Tobacco Survey 2010

