

Exposure to Tobacco in the Media That Reaches Those Under Age 18

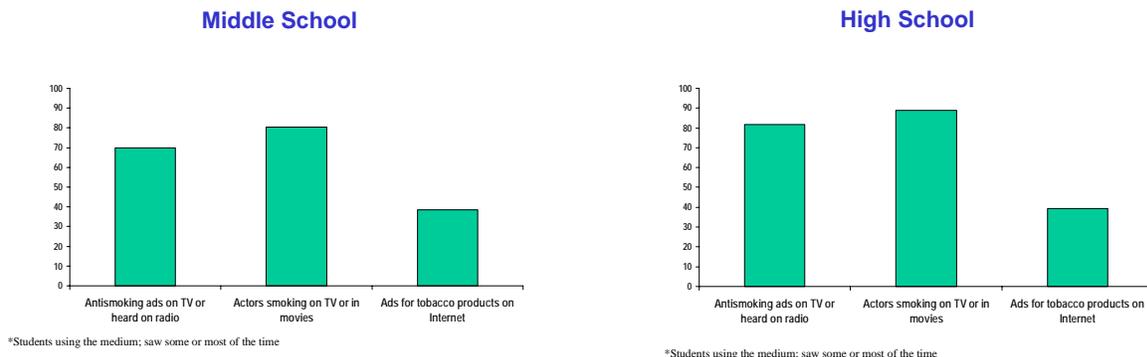
Grades 6-8

- More than two-thirds (70%) have seen anti-smoking commercials on television during the past month.
- Four out of five (80%) of middle school students who watch TV or movies see actors using tobacco,.
- More than one third (38%) of middle school students who use the Internet see tobacco advertisements on the Internet.
- Four out of five (84%) who use the Internet, watch television, or go to the movies see ads for tobacco products.
- Almost one fifth of middle school students (18.8%) either bought or received something with a tobacco company name or logo on it. Current smokers in middle school are three times more likely than never smokers to have bought or received something with a tobacco company name or logo. (42.1% vs. 10.6%).

Grades 9-12

- Four out of five (81%) high school students have seen or heard anti-smoking commercials on television during the past month.
- More than four out of five (89%) high school students who watch TV or movies see actors using tobacco.
- Four in ten high school students who use the Internet reported they see tobacco advertisements on the Internet (39.4%).
- Nine in ten high school students who use the Internet, watch television, or go to the movies see ads for tobacco products.
- Almost one quarter of high school students (24.5%) either bought or received something with a tobacco company name or logo on it. Current smokers in high school are three times more likely than never smokers to have bought or received something with a tobacco company name or logo (40% vs. 12.8%).

Media Exposure by Those Under Age 18



Data Sources: 2007 Oklahoma Youth Tobacco Survey (OYTS), Oklahoma State Department of Health.