

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

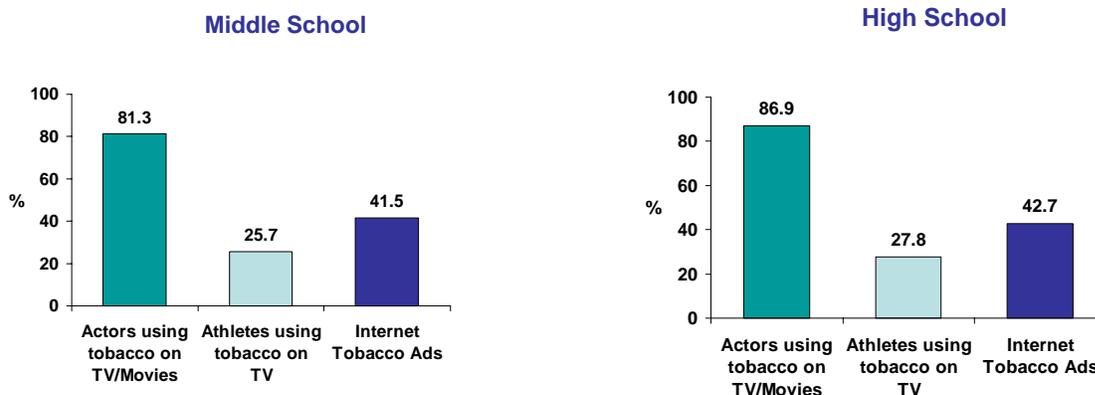
### Grades 6-8

- Four out of five (81%) of middle school students who watch TV or movies still see actors using tobacco, down slightly from 2002 (85%) and 1999 (87%).
- A quarter of middle school students report they saw an athlete using tobacco on television (25.7%).
- Middle school students who use the Internet see tobacco advertisements on the Internet, 41% in 2005 compared to 34% in 2002 and 28% in 1999.
- 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

- More than four out of five (86.9%) high school students who watch TV or movies still see actors using tobacco, down from 2002 (90.7%) and 1999 (91.7%).
- About one quarter of high school students report they saw an athlete using tobacco on television (27.8%).
- Internet tobacco advertising appears to be on the rise with more high school students who use the Internet report they see tobacco advertisements on the Internet, 43% in 2005, up from 28.3% in 2002 and 22.9% in 1999. Note: 2005 is the first survey year where high school students (43%) who use the Internet report seeing tobacco ads more than middle school students (42%).
- 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: Oklahoma Youth Tobacco Survey (OYTS), Oklahoma State Department of Health.

For additional information, please contact:  
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(405) 271-3619

<http://www.health.state.ok.us/program/tobac>