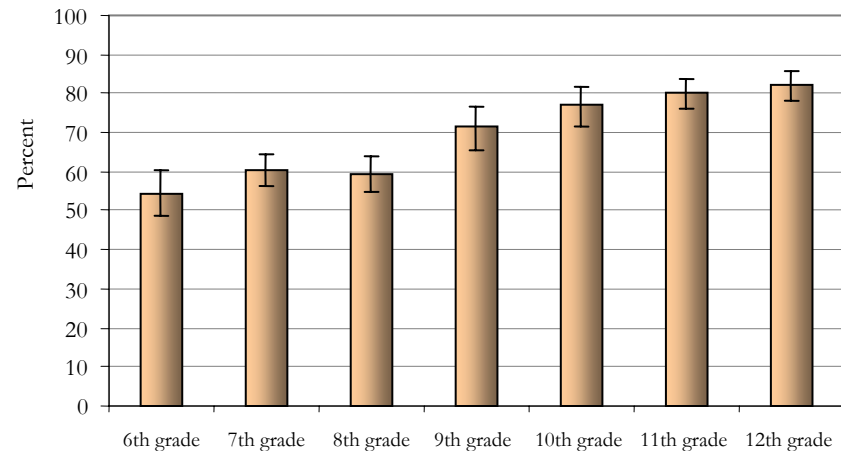


Have Seen or Heard Commercials About the Dangers of Tobacco

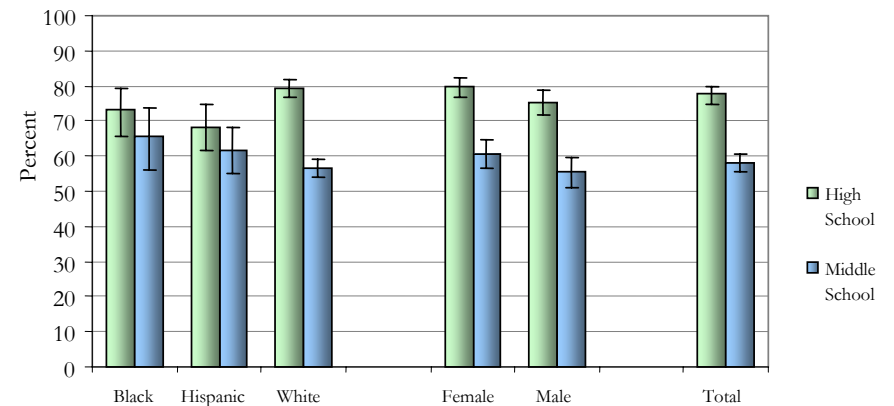
Students were asked if, during the past 30 days, they have seen or heard commercials on TV, the Internet, or on the radio about the dangers of cigarette smoking.

- ◆ High school students (78 percent, CI: 75-80) were more likely than middle school students (58 percent, CI: 56-61) to have seen or heard commercials about the dangers of cigarette smoking.
- ◆ In high school, White students (79 percent, CI:77-82) were more likely than Hispanic students (69 percent, CI:62-75) to have seen or heard commercials about the dangers of smoking.

Percent of Pennsylvania Students Who Have Seen or Heard Commercials on TV, Internet, or Radio About Dangers of Tobacco During the Past 30 Days, by Grade



Percent of Pennsylvania Students Who Have Seen or Heard Commercials on TV, Internet, or Radio About Dangers of Tobacco During the Past 30 Days, by Race/Ethnicity and Sex

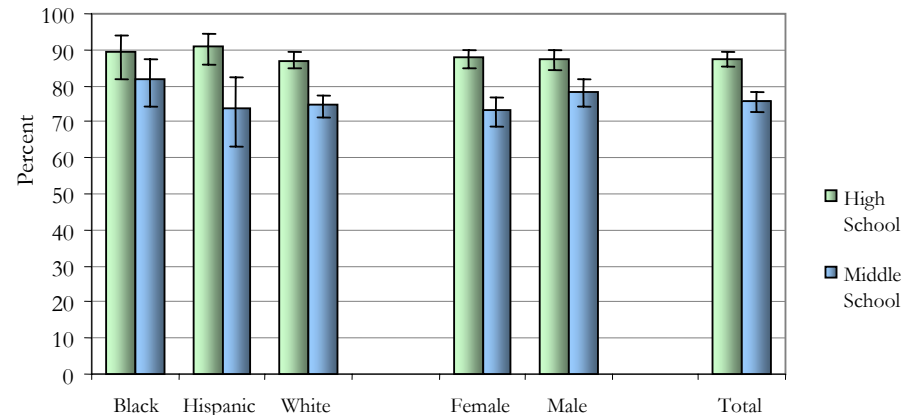


Have Seen Actors or Athletes Using Tobacco

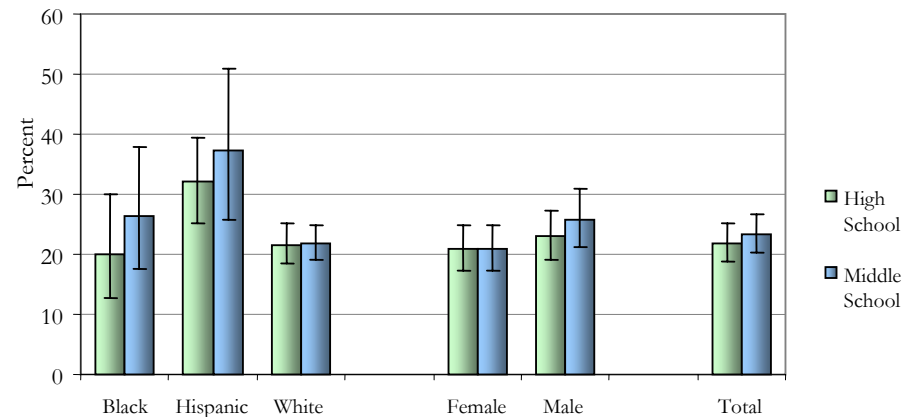
Students were asked how often, when they watch TV or go to the movies, they see actors using tobacco. Another question was asked about their TV viewing, how often they see athletes using tobacco. The students who answered “Most of the time,” or “Some of the time” were included in the following as positive responses. If the student answered “Hardly ever” or “Never,” it was considered a negative response. There was also a response available to students to say that they don’t watch TV or movies, which was excluded from these results.

- ◆ High school students (88 percent, CI: 86-89) were more likely than middle school students (76 percent, CI: 73-78) to have seen actors using tobacco on TV or movies.
- ◆ High school students (22 percent, CI:19-25) and middle school students (23 percent, CI:21-27) were equally likely to have seen athletes using tobacco on TV.
- ◆ Hispanic high school students were significantly more likely (32 percent, CI: 25-40) than White high school students (22 percent, CI: 18-25) to have seen athletes on TV using tobacco.
- ◆ Hispanic middle school students were also significantly more likely (37 percent, CI: 26-50) than White middle school students (22 percent, CI: 19-25) to have seen athletes on TV using tobacco.

Percent of Pennsylvania Students Who, When Watching TV or Movies, See Actors Using Tobacco, by Race/Ethnicity and Sex



Percent of Pennsylvania Students Who When Watching TV, See Athletes Using Tobacco, by Race/Ethnicity and Sex

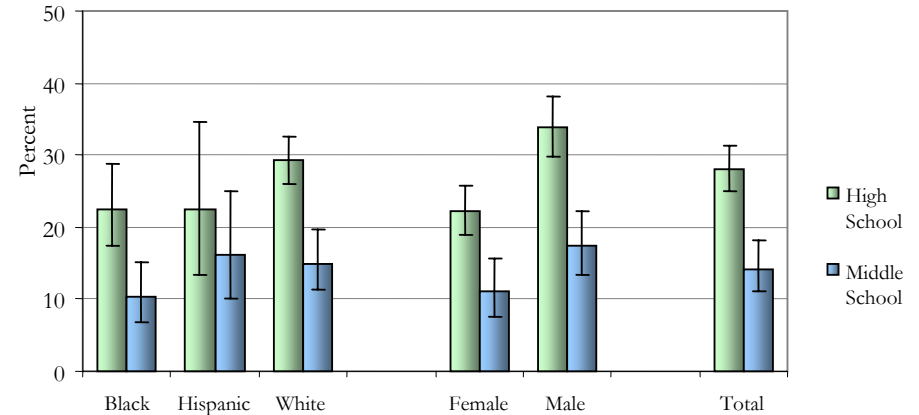


Would Use Something With a Tobacco Company Name or Picture on It/Think Tobacco Companies Try to Mislead Young People

Students were asked if they would ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses. They were also asked if they thought that tobacco companies have tried to mislead young people to buy their products more than other companies. The students could answer “Definitely yes,” “Probably yes,” “Probably no,” or “Definitely no.” The results below were for the students who answered either definitely or probably yes.

- ◆ High school students (28 percent, CI: 25-31) were more likely than middle school students (14 percent, CI: 11-18) to use or wear something with a tobacco company name or picture on it.
- ◆ High school males (34 percent, CI: 30-39) were more likely than females (22 percent, CI: 19-26) to use or wear something with a tobacco company name or picture on it.
- ◆ Middle school students (82 percent, CI: 78-85) were just as likely as high school students (84 percent, CI: 81-86) to think that tobacco companies have tried to mislead young people more than other companies.
- ◆ Black middle school students (66 percent, CI: 58-74) were less likely than White students (86 percent, CI: 84-88) to think that tobacco companies have tried to mislead young people more than other companies.

Percent of Pennsylvania Students Who Would Use Something With a Tobacco Company Name or Picture on It, by Race/Ethnicity and Sex



Percent of Pennsylvania Students Who Think Tobacco Companies, More than Other Companies Try to Mislead Young People, by Race/Ethnicity and Sex

