

Surveillance Update

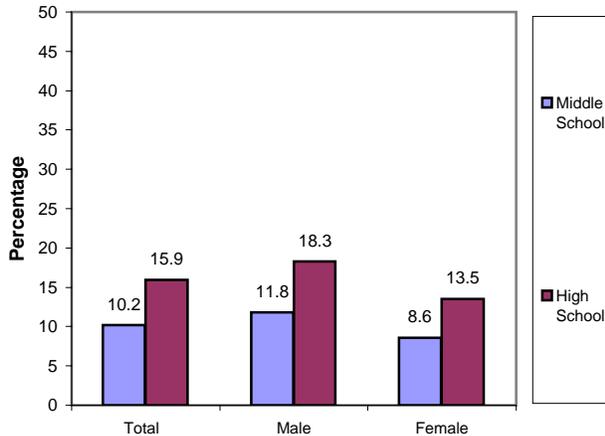


N.C. Tobacco Prevention and Control Branch - Surveillance and Evaluation Team

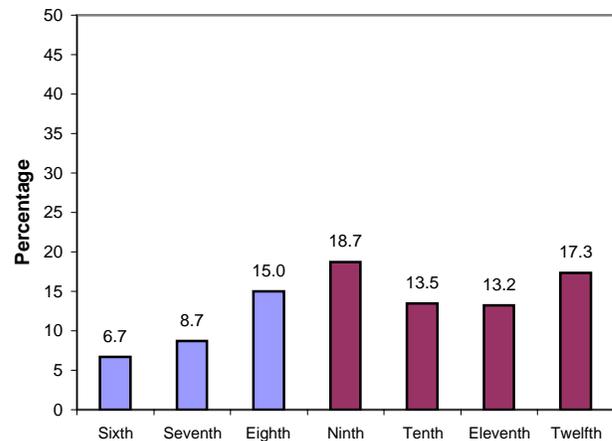
August 2005

2003 N.C. Youth Tobacco Survey: Receptivity to Tobacco Advertising

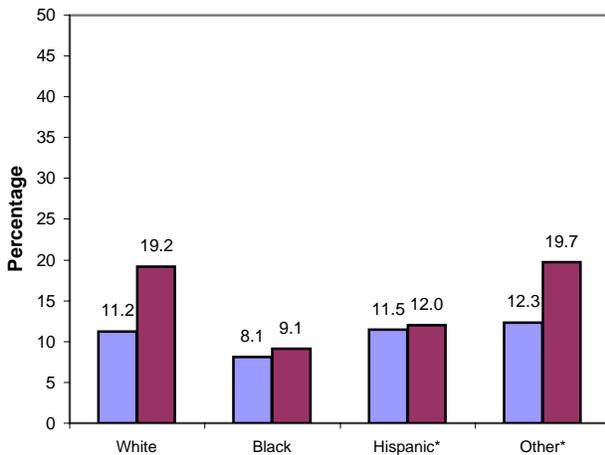
Percentage of N.C. middle and high school students receptive to tobacco advertising, by gender: N.C. YTS, 2003



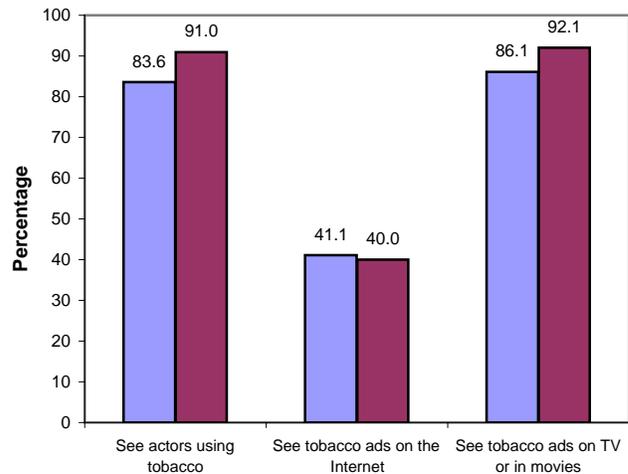
Percentage of N.C. middle and high school students receptive to tobacco advertising, by grade level: N.C. YTS, 2003



Percentage of N.C. middle and high school students receptive to tobacco advertising, by race/ethnicity: N.C. YTS, 2003



Percentage of N.C. middle and high school students exposed to tobacco advertising, by source: N.C. YTS, 2003



Weighted to provide estimates representative of the public middle and high school student population;
 Persons having received anything with a tobacco company name or picture on it AND who would (Definitely Yes or Probably Yes) use or wear something with a tobacco company name or picture on it. Specific data on 95% confidence intervals is at the N.C. YTS website.

*Caution when interpreting. Results based on small sample size.

The N.C. Youth Tobacco Survey (N.C. YTS) provides a critical source of public health data for understanding the scope of the tobacco problem and measuring progress toward overall goals among youth. N.C. YTS is a comprehensive statewide representative sample of more than 7,000 middle and high school students. Every other year a core set of CDC tobacco-related questions are asked. In addition, states add questions related to local program factors. In 2003, the TPCB added questions regarding media, community participation and secondhand smoking attitudes. In 2005, N.C. YTS will try to over sample in a few counties to provide county level YTS data. The sampling scheme is now intended to generate significant numbers for regional data (Mountains, Piedmont and Coast). Caution should be used in interpreting results when only a small number of respondents have answered the question. See the N.C. Tobacco Prevention and Control Branch website for more information:

<http://www.communityhealth.dhhs.state.nc.us/tobacco.htm>