

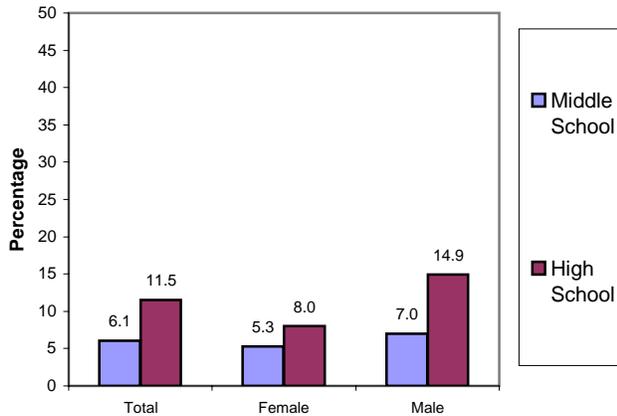
SURVEILLANCE UPDATE

North Carolina Tobacco Prevention and Control Branch -- May 2008

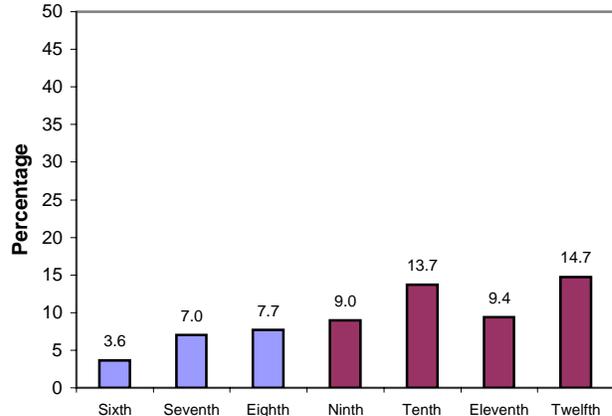


2007 N.C. Youth Tobacco Survey: Receptivity to Tobacco Advertising

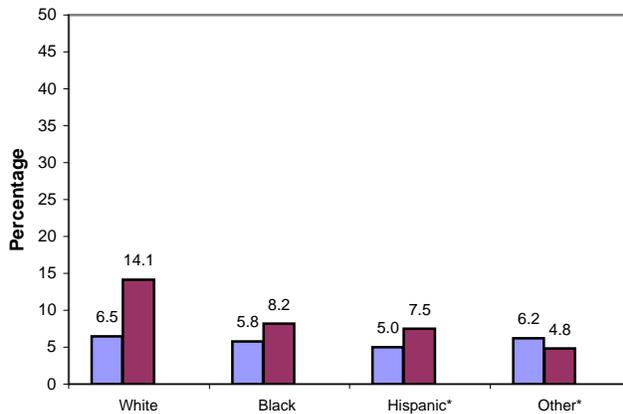
Percentage of N.C. middle and high school students receptive to tobacco advertising, by gender: N.C. YTS, 2007



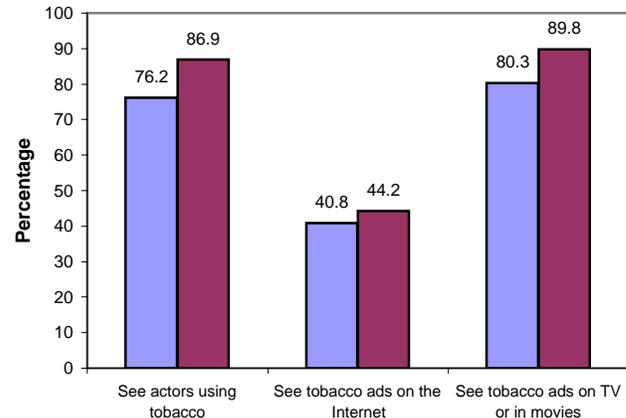
Percentage of N.C. middle and high school students receptive to tobacco advertising, by grade level and region: N.C. YTS, 2007



Percentage of N.C. middle and high school students receptive to tobacco advertising, by race/ethnicity and region: N.C. YTS, 2007



Percentage of N.C. middle and high school students exposed to tobacco advertising, by source: N.C. YTS, 2007



Weighted to provide estimates representative of the public middle & high school student population; Persons reported using, wearing or receiving tobacco industry items. Specific data on 95% confidence intervals and regional definitions is at the N.C. YTS website.

*Use 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. 2007 YTS is a comprehensive statewide representative sample of more than 7,400 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 2007, TPCB together with the Health and Wellness Trust Fund added questions regarding media, community participation and secondhand smoking attitudes. The sampling scheme is now intended to generate significant numbers for regional data (West, Central and East). 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.



N.C. Division of Public Health / Surveillance and Evaluation Team / 919-707-5400 / www.tobaccopreventionandcontrol.ncdhs.gov
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