

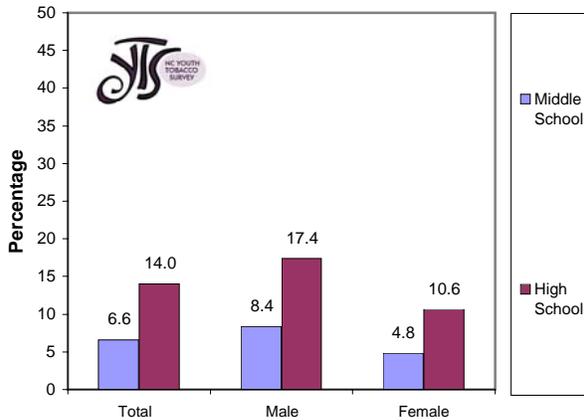
SURVEILLANCE UPDATE

North Carolina Tobacco Prevention and Control Branch / April 2006

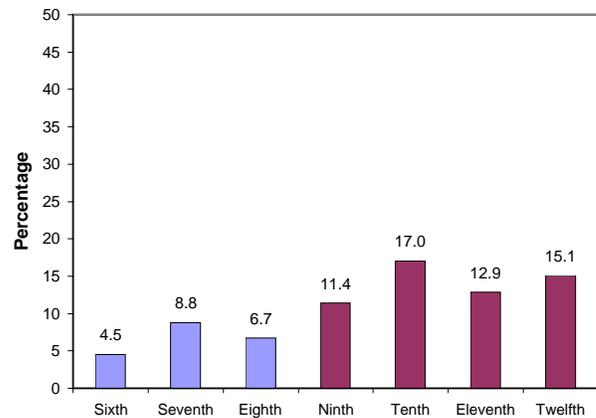


2005 N.C. Youth Tobacco Survey: Receptivity to Tobacco Advertising

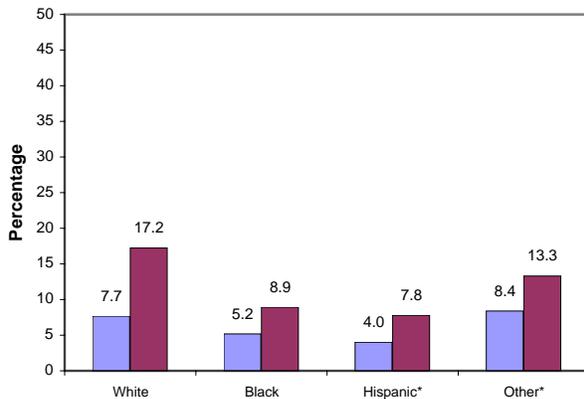
Percentage of N.C. middle and high school students receptive to tobacco advertising, by gender: N.C. YTS, 2005



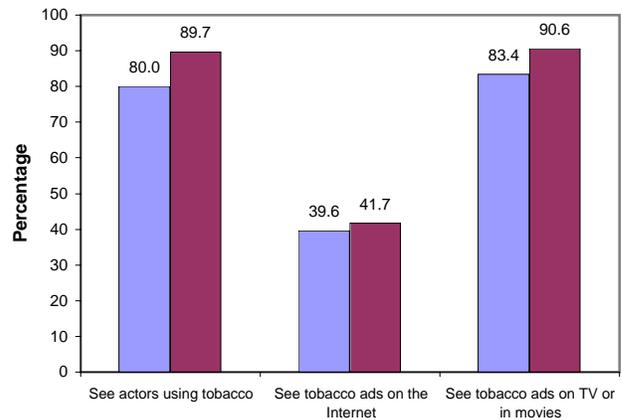
Percentage of N.C. middle and high school students receptive to tobacco advertising, by grade level: N.C. YTS, 2005



Percentage of N.C. middle and high school students receptive to tobacco advertising, by race/ethnicity: N.C. YTS, 2005



Percentage of N.C. middle and high school students exposed to tobacco advertising, by source: N.C. YTS, 2005



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. 2005 YTS is a comprehensive statewide representative sample of more than 6,000 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 2005, 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 (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.



N.C. Division of Public Health / Surveillance and Evaluation Team / 919-707-5400 / www.communityhealth.dhhs.state.nc.us/tobacco.htm
 State of North Carolina / Department of Health and Human Services / www.dhhs.state.nc.us

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