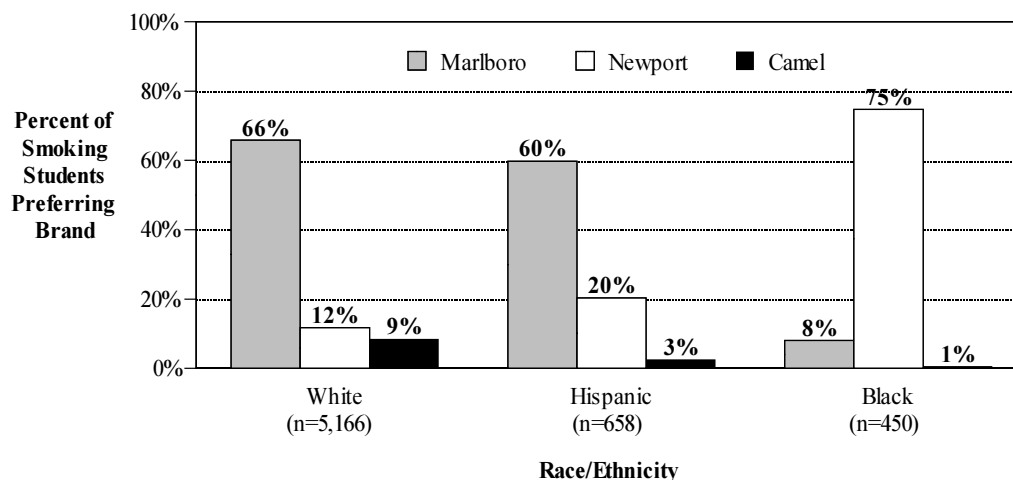


Heavily Advertised Cigarette Brands Are Preferred By High School Smokers

The high rates of cigarette smoking by American teenagers are associated with only three heavily advertised brands, according to an analysis of data from the national Monitoring the Future school survey. The 1998 survey found that between 19% and 35% of 8th, 10th, and 12th grade students nationwide were current smokers. Among these adolescents, the most popular brands of cigarettes were Marlboro (60%), Newport (18%), and Camel (7%). The only factor that appeared to relate to brand preference was race/ethnicity. The majority of white and Hispanic smokers preferred Marlboro, compared to 8% of African American smokers. The predominant preference among African American smokers was Newport (75%). The authors emphasized that these three brands “have been among the most heavily advertised and promoted cigarette brands, in particular Marlboro” and “two of them (Newport and Camel) have aggressively pursued youth-oriented themes in their advertising” (p. 6).

Percentage of 8th, 10th, and 12th Grade U.S. Student Current Smokers Reporting Preferred Brand of Cigarette, by Race/Ethnicity, 1998



NOTES: Current smoking is defined as smoking one or more cigarettes in the 30 days before the survey. Students were asked “What brand of cigarettes do you usually smoke?” to determine brand preference.

SOURCE: Adapted by CESAR from data from Lloyd D. Johnston, Patrick M. O’Malley, Jerald G. Bachman, and John E. Schulenberg, “Cigarette Brand Preferences Among Adolescents,” Monitoring the Future Occasional Paper 45, 1999. Online at <http://www.isr.umich.edu/src/mtf/occpaper45/paper.html> (accessed 6/7/99).