
Chapter 9

ADVERTISING AND MEDIA

CHAPTER 9: ADVERTISING AND MEDIA

Introduction

Tobacco industry advertising and promotions are major social and economic forces aimed at promoting tobacco use. In recent years, the tobacco industry has allocated approximately equal expenditures for advertising outdoors, in magazines, and at the point-of-sale within retail stores, but these activities represent a smaller portion of the total industry budget for advertising and promotions than in earlier years (see Chapter 1). The distribution of specialty items, such as T-shirts, caps, sunglasses, lighters and sporting goods imprinted with a brand's logo represents another and a growing category of promotional expenditures. These items are often obtained from catalogs with coupons from cigarette packs or given to potential consumers at sporting or cultural events. In addition, the industry uses retail value-added strategies, which include multi-pack offers such as "buy one, get one free" programs, cents-off coupons, and offers that include non-cigarette items (such as key chains, etc.) that are given away with the purchase of cigarettes. Industry expenditures for these activities are much higher in recent years than previously.

The primary purpose of any advertising or promotional activity is to increase product sales. A business can achieve this objective by either increasing the total number of customers (smokers), or by increasing its market share at the expense of the other companies' market shares. The tobacco industry argues that its advertising and promotional expenditures are aimed solely at the latter objective. However, recent data provide evidence that these advertising and promotional activities are effective in achieving the former objective: enlisting new smokers.

This chapter explores the influences of the tobacco industry's advertising and promotional activities, as well as the California Tobacco Control Program (TCP)'s anti-tobacco media messages. It describes trends in both, and suggests what these trends imply about future smoking among adults and teens in California. The data used in this chapter come from the 1990, 1992, 1993, and 1996 California Tobacco Surveys (CTS) and the 1993-1996 Robert Wood Johnson (RWJ) longitudinal survey of adolescents in California.

Section 1 defines the concept of *receptivity* to an advertising or promotional message, and presents evidence that the tobacco industry's advertising and promotional activities effectively target California adolescents. Section 2 presents data linking adolescents' *receptivity* to tobacco advertising and promotional activities with the progression of *nonsusceptible never smokers* to levels of greater smoking experience and higher risk for future smoking, represented on the Uptake Continuum. Section 3 analyzes adults' and adolescents' exposure and responses to the TCP's mass media campaign, and Section 4 provides a summary of the chapter.

1. Teen Receptivity to Tobacco Industry Advertising and Promotion Strategies

Chapters 3 and 5 of this report outlined the evidence that the process of becoming a smoker begins in the pre-adolescent and early adolescent years, and is generally well advanced by the age of 18 years. This section explores the extent to which teens are *receptive* to tobacco industry advertising and promotional activities, and the linkage between this *receptivity* and progression in the process of becoming a smoker, as measured by changes in status on the Uptake Continuum.

Understanding Receptivity to Advertising

The most generally accepted conceptual framework for organizing ideas about *receptivity* identifies three elements of *receptivity*: (1) exposure to the message, (2) paying attention to and understanding of the message, and (3) the development of a cognitive/affective response to the message (McGuire, 1985). Accordingly, the first goal of any persuasive communication or advertisement is to ensure that a prospective audience is targeted and exposed to the communication. It is important to note that the audience is rarely passive during the course of this process, and must pay attention to the message and understand it before the message can have any persuasive impact. Therefore, in order to characterize individuals as receptive to the communication or advertisement, it is necessary to demonstrate that they have internalized positive associations related to that communication. While these internalized messages may encourage the purchase of the advertised product, an additional incentive (such as a promotional item or free sample) is often needed to maximize the likelihood that the persuasive communication will lead to actual consumer behavior—a purchase of the advertised product (Ray, 1982).

(1) Are adolescents exposed to cigarette advertising and promotion?

In recent years, the tobacco industry has spent an estimated \$100 million a year advertising their products, and they have maintained massive levels of advertising expenditures throughout most of the twentieth century (Tilley, 1948; Tennant, 1950; Robert, 1967; Wagner, 1971; Sobel, 1978; Whelan, 1984; Ernster, 1985; Pierce & Gilpin, 1995). Therefore, it is reasonable to argue that all Californians have been exposed to “saturation” level advertising for cigarettes.

(2) Do adolescents pay attention to cigarette advertising and promotion?

To measure attention to this advertising, the 1990, 1993 and 1996 CTS asked all respondents the following:

Think back to the cigarette advertisements you have recently seen on billboards or in magazines. What brand of cigarettes was advertised the most?

By naming a cigarette brand in response to this question without any cues or hints from the survey interviewer, respondents provided evidence that they had been exposed to a cigarette advertisement and paid attention to it. Consistently, Californians of all ages demonstrate little trouble naming a cigarette brand. In each survey year, almost 90% of California adults under the age of 45 named a cigarette brand in an unaided response. In each year, approximately 85% of young teens (12-14 year olds) and nearly 90% of the older teens (15-17 year olds) could provide an unaided response. Teens overwhelmingly named Marlboro and Camel as the most advertised brands. Hence, there is little doubt that Californians of all ages, including adolescents, are exposed to and pay attention to cigarette advertising.

(3) Have adolescents responded cognitively or affectively to these advertising messages?

A positive cognitive response to an advertising or promotional message is manifest when the individual has (a) understood the message and (b) accepted the message. Acceptance is demonstrated when the message is consistent with the individual's set of beliefs relating to the product of the communication or advertisement. A positive affective response is demonstrated if (c) the individual develops a liking for the advertisement or (d) if they have a promotional item related to the product that is the subject of the advertisement.

(a) Do adolescents understand the message?

The first level of cognitive response is understanding the message of an advertisement. To measure the extent to which adolescents in California understand the messages in cigarette advertisements, each of the youth CTS asked all teens whether they thought that cigarette advertising promoted any of the following ideas:

- *Smoking as an enjoyable experience*
- *Smoking helps people relax*
- *Smoking helps people to feel comfortable in social situations*
- *Smoking helps people to stay thin*
- *Smoking helps to reduce stress*
- *Smoking helps people when they are bored*
- *The idea that the "in" crowd are smokers*

Over 90% of 12-14 year old adolescents indicated that cigarette advertising promoted one of these messages. Over 75% indicated the message related to enjoyment, and over two thirds agreed that the messages were about relaxation and the advantage of smoking in social settings. Only for the boredom and weight control options did less than a majority agree that cigarette advertisements contained these messages. There was little difference in the perceptions of the cigarette advertising messages between adolescents in the 12-14 year old age group and those in the 15-17 year-old group.

(b) Do adolescents agree with, or internalize, the message?

In a separate section of the questionnaire from that exploring advertising, the youth CTS asked adolescents to agree or disagree with the following statements about smoking in 1990, 1993 and 1996:

- *Smoking helps people relax*
- *Smoking helps reduce stress*
- *Smoking helps people to feel comfortable at parties and in social situations*
- *Smoking can help people when they're bored*
- *Smoking helps people keep their weight down*

Responses to these questions indicate how well the teens' beliefs about the utility of cigarettes reflect what they think are the persuasive messages used by the tobacco industry.

Adolescents 12-14 years of age were much less likely to agree with the statements than were older teens in each survey. Additionally, agreement was significantly associated with the respondents' level on the Uptake Continuum (see Chapter 3).

Importantly, the pattern of responses for 12-14 year olds matched the pattern of responses to the questions about what they thought were the messages of the cigarette advertising. For example, in 1996, only 17% agreed with the idea that smoking helps keep weight down; as with the advertising question, this was the least supported statement. Similarly, the idea that smoking helps in social situations received the highest percent agreement for this question (38%), and the highest percent agreement for the advertising response.

Furthermore, this idea that smoking helps in social situations is associated with a decline in dislike for being around smokers. One outcome of many effective elementary school programs is that children internalize the idea that they strongly dislike being around smokers. The California surveys demonstrate that there is a marked decline with age in the adolescents who indicate this *strong dislike*, from a high of over 76% in 12-13 year olds to 58% in 16-17 year olds. This decline in *strong dislike for being around smokers* corresponds with the high level of agreement *that smoking helps people in social settings*.

(c) Are adolescents attracted to tobacco industry advertising?

A positive affective response to tobacco advertising occurs if adolescents indicate a liking for or an attraction to a cigarette advertisement. The 1992, 1993, and 1996 CTS asked the following question:

What is the name of the cigarette brand of your favorite advertisement?

Adolescents who hesitated on this question received the following verbal probe:

Of all the cigarette advertisements that you have seen, which do you think attracts your attention the most?

The large majority of adolescents did not need this probe. Hence, the discussion herein refers to this variable as “favorite advertisement.” Between 1993 and 1996, the proportion of individuals in each age group who could name a favorite advertisement remained relatively constant. Among adolescents, approximately 60% of 12-14 year olds named a favorite cigarette advertisement. Teens in the 15-17 year old age group were the most likely of all respondents to nominate a favorite ad; close to 70% of this age group provided an unaided response in 1996 (see Appendix B, Table 15, for detailed demographic analysis).

(d) Do adolescents have a tobacco industry promotional item?

As discussed above, the tobacco industry spends a substantial proportion of its advertising and promotional budget on promotional items. Consumer behavior theory indicates that these items are important incentives that help maximize the probability that a potential consumer will purchase a given brand (Ray, 1982). Thus, possession of such an item strongly indicates a positive affective response to the advertisement or promotion. Between 1993 and 1996, the percentage of teens who possessed a tobacco industry promotional item increased from 8.9% to 13.6% (a factor of 53%). Similar increases in possession were observed for both boys and girls. The greatest increase occurred among the youngest teens: 4.7% of 12-13 year olds possessed a promotional item in 1993, compared to 10.6% in 1996 (an increase by a factor of over 200%). (See Appendix B, Table 6, for a further demographic breakdown of adolescent possession of promotional items).

The material presented above demonstrates that some adolescents reveal *receptivity* to the tobacco industry’s advertisements and promotions. They are exposed to these communications, they pay attention to them, they understand the messages and some develop a positive affective response to the messages. The next section explains the relationship between *receptivity* to tobacco industry advertising and promotions and smoking uptake.

2. Does Cigarette Advertising and Promotion Encourage Adolescents to Become Smokers?

A number of studies have linked the effectiveness of tobacco industry promotional activities over the past 10 years with the recent increases in adolescent smoking behavior (Pierce et al., 1991; Pollay & Lavack, 1993; Pierce et al., 1994; Pierce & Gilpin, 1995; Evans et al., 1995).

Using the Robert Wood Johnson longitudinal study of California adolescents, a logistic regression analysis of the likelihood of *nonsusceptible never smokers’* progression along the Uptake Continuum (described in detail in Chapter 3) between 1993 and 1996 was performed. This model included variables measuring the teens’ *receptivity* to advertising

and promotional activities, as well as peer and parental smoking behaviors. The model also controlled for demographic variables and self-rated school performance.

In this model, *receptivity* was measured using a four-level scale. Teens were categorized as minimally receptive to tobacco industry advertising and promotions if they could not name a brand of cigarette advertising as being most advertised, had no favorite ad, and indicated they were unwilling to use or own a tobacco-related promotional item. A teen who could name a cigarette advertisement as being most advertised but who had no favorite and who was unwilling to use or possess a promotional item was classified as having a low level of *receptivity* to tobacco advertising and promotion. A moderate level of *receptivity* was defined as having a favorite cigarette advertisement, but not having and being unwilling to use a promotional item. Finally, high *receptivity* indicated that the teens owned or were willing to use a promotional item.

Table 9.1 presents the results of this analysis of predictors of which adolescents progressed toward smoking.

Receptivity to Tobacco Promotions/Advertising	% Progressing on Uptake Continuum (±CI^{***})	Adjusted Odds Ratios^{**} (±CI^{***})
Minimal (No Brand, Not Willing)	37.7 (±11.9)	1.00
Low (Brand, Not Willing)	43.9 (±6.7)	1.32 (0.73-2.41)
Moderate (Favorite Ad, Not Willing)	51.7 (±5.4)	1.82 (1.04-3.20)
High (Willing/Has Item)	62.1 (±9.5)	2.89 (1.47-5.68)

*N=1,752

** Adjusted for family smoking, peer smoking, age, gender, race/ethnicity, and school performance

*** CI = 95% Confidence Interval

Source: Pierce JP et al., *JAMA* Feb. 18, 1998;279:511-515.

Copyright ©1998 by AMA. Reprinted with permission.

Baseline *receptivity* to tobacco industry promotional activities was strongly related to which adolescents progressed toward smoking. Among those who were assessed as having a minimal level of receptivity, 37.7% progressed toward smoking. Compared to this group, those with moderate receptivity were 82% more likely to progress toward smoking after adjusting for the demographic variables and the influence of exposure to other smokers. This difference in likelihood of progression was statistically significant. Those with a high level of receptivity were almost three times more likely than teens with minimal receptivity to progress toward smoking, which was highly statistically significant.¹

¹ Preliminary analysis showed no significant interactions between the receptivity index and the exposure to smoking variables and these were not retained in the final model.

Amount of Experimentation Attributable to Tobacco Promotional Activities

Data from the 1993 Robert Wood Johnson longitudinal representative sample indicate that in 1993, there were approximately 1.18 million *nonsusceptible never smokers* in the 12-14 year old age group in California. Furthermore, it was estimated that 1,078,812 (91%) of these *nonsusceptible never smokers* exhibited greater than minimal levels of *receptivity* at baseline. Of these youths who were *receptive nonsusceptible never smokers* in 1993, 367,907 (34%) became *experimenters* by 1996. Similarly, it was estimated that approximately 104,696 *nonsusceptible* teens in 1993 were also minimally receptive to cigarette advertising and promotions. Of these teens, 23,476 (22%) progressed to *experimentation* by 1996. Thus, the percentage of excess risk of experimentation with cigarettes that is influenced by tobacco promotional activities is 34.3%, using the standard attributable risk methodology. In other words, 34% of the progression from *nonsusceptible never smoker* status to *experimentation* between 1993 and 1996 among California teens is attributable to tobacco industry advertising and promotional activities. Therefore, among the approximately 200,000² teens who experiment with cigarettes each year, 34% (approximately 68,000) do so because of the influence of tobacco industry advertising and promotional activities.

3. 1996 Anti-Tobacco Media Exposure Among Adults and Youth

Since the beginning of the California Tobacco Control Program (TCP), the state's anti-smoking media campaigns have been a prominent component of the program's overall strategy. Over the past 6 years, Californians of all ages and sociodemographic groups have been exposed to these messages about the dangers of smoking on television, radio, and billboards. In a previous report, it was noted that the conduct of the early mass media campaigns was coincident with a decline in per capita cigarette consumption (Pierce et al., 1994). However, the evaluation of the media campaign component of the TCP does not include a tracking survey, which can assess public response to a media message or messages in an ongoing manner. Only a few, very general questions were included in the California Tobacco Surveys to assess response to the media campaign. Therefore, a detailed evaluation of the anti-smoking media campaign is hampered by the lack of appropriate data to measure Californians' responses to these media messages.

² From the 1993-96 Robert Wood Johnson California Teenage Longitudinal Survey, it was determined that over the course of the 3 years, there were 600,000 new experimenters or 200,000 new experimenters per year.

Advertising and Media

In 1996, all respondents were asked the following three questions:

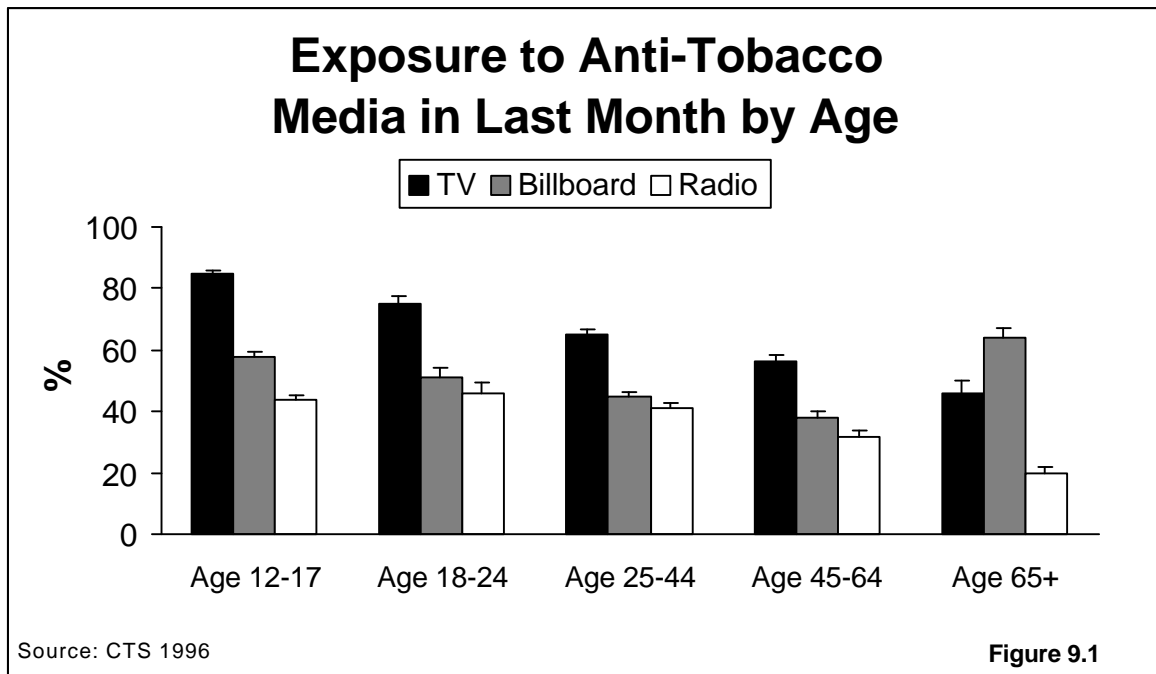
<p>1. <i>In the last month, have you seen anything on TV against smoking?</i></p>	<ul style="list-style-type: none"> • <i>A lot of commercials</i> • <i>A few commercials</i> • <i>No commercials, but saw something in a program</i> • <i>Saw nothing against smoking, or</i> • <i>You rarely watch TV</i>
<p>2. <i>In the last month, have you heard anything on the radio against smoking?</i></p>	<ul style="list-style-type: none"> • <i>A lot of commercials</i> • <i>A few commercials</i> • <i>No commercials, but heard something in a program</i> • <i>Heard nothing against smoking, or</i> • <i>You rarely listen to the radio</i>
<p>3. <i>In the last month, have you seen a billboard with a message against smoking?</i></p>	<ul style="list-style-type: none"> • <i>A lot of billboards</i> • <i>A few billboards</i> • <i>No billboards against smoking</i>

Overall, 67% of adults and 82% of adolescents saw an antismoking message on TV, 44% of adults and 50% of adolescents heard such a message on radio, and 41% of adults and 58% of teens saw an anti-smoking billboard. It is important to note that in addition to capturing recall of the TCP media campaign, answers to the above questions may have also included respondents' recall of media messages against smoking other than the ones that were part of the TCP media campaign. For instance, advertisements on television for nicotine gum or the patch may have been what the respondent recalled. Also, there was some news coverage of the tobacco industry litigation during this period.

Demographics

The younger the respondent, the more likely they were to recall exposure to at least a few TV, radio, or billboard anti-tobacco messages. Similarly, the older the respondent, the more likely they were to recall *no* anti-tobacco messages on TV, radio, or billboards. The 1996 TCP media spots were placed on stations and/or programs that attract young adult viewers. Also, more young people watch TV and listen to the radio than older people. It is notable that these trends are similar to those representing *receptivity* to tobacco industry advertising and promotional activities.

Figure 9.1 illustrates the trends for recall of anti-tobacco messages on television, radio and billboards, by age group. The figure shows that, for all age groups except adults age 65 and older, recall is highest for television messages, followed by billboard and radio messages. Comprehensive demographic information on who saw anti-smoking media messages are presented in Appendix B, Table 16.



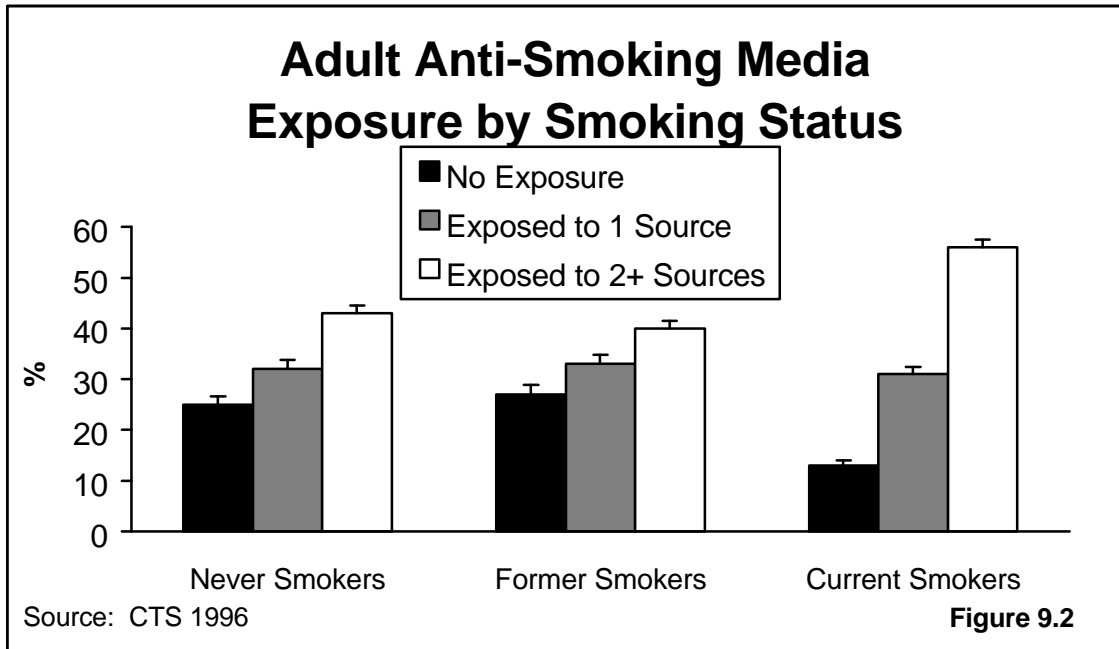
For analytical purposes, exposure to television, radio, and billboard messages were combined into a single binary variable indicating exposure. If respondents did not report seeing or hearing anti-tobacco messages on any of these three media, they were considered *not exposed*; otherwise, they were grouped into the *exposed* category.

Although there was no difference in the rates of recall between gender for adolescents (94% for boys and 93% for girls), adult men were significantly more likely (86%) to report seeing a message than adult women (79%). Also, among youth, there was little difference in rates of exposure across racial/ethnic groups. Among adults, however, exposure varied significantly; African-American (84%) and Hispanic adults (84%) reported higher rates of exposure than Asian (77%) or Non-Hispanic White adults (82%).

Education levels and exposure were also significantly related. Overall, 78% of adults with at least a high school education recalled at least one TV, radio, or billboard anti-tobacco message in the past month, compared to 74% of adults without a high school diploma, and the education gap widened with age. In fact, virtually no educational difference existed among 18-24 year olds, and the difference remained insignificant among 25-44 year olds. However, among adult 45-64 year olds, those with at least a high school education were significantly more likely (75%) to report some exposure than those without a high school diploma (69%). Approximately 64% of adults age 65 and older, who had at least a high school education recalled anti-tobacco media messages, while only 55% of older adults who had not completed high school reported any exposure, also a significant difference. Among youth, school performance was unrelated to exposure rates.

Anti-Tobacco Media Exposure and Smoking Status

Figure 9.2 shows that among adults, smoking status and exposure to anti-tobacco media were related.



The figure shows that adult current smokers recalled ads more often than nonsmokers or former smokers. This trend suggests that TCP media campaigns were successful in their strategy to target adult smokers.

Among teens, this relationship did not exist: addicted smokers recalled ads at about the same rate as never smokers and experimenters. However, for teens this result is desirable; it is important that all teens be exposed to anti-smoking media messages.

Anti-Tobacco Media Exposure and Quitting Behavior Among Adult Current Smokers

Many of the Tobacco Control Program’s television, radio, and billboard ads display the toll-free telephone number for the state-funded California Smokers’ Helpline. The 1996 CTS asked adult smokers who had a quit attempt in the last year if they had ever heard of the 1-800-7NOBUTTS telephone numbers for the Smokers’ Helpline. Approximately 27% of smokers with a recent quit attempt had heard of the toll-free number (with aided recall).

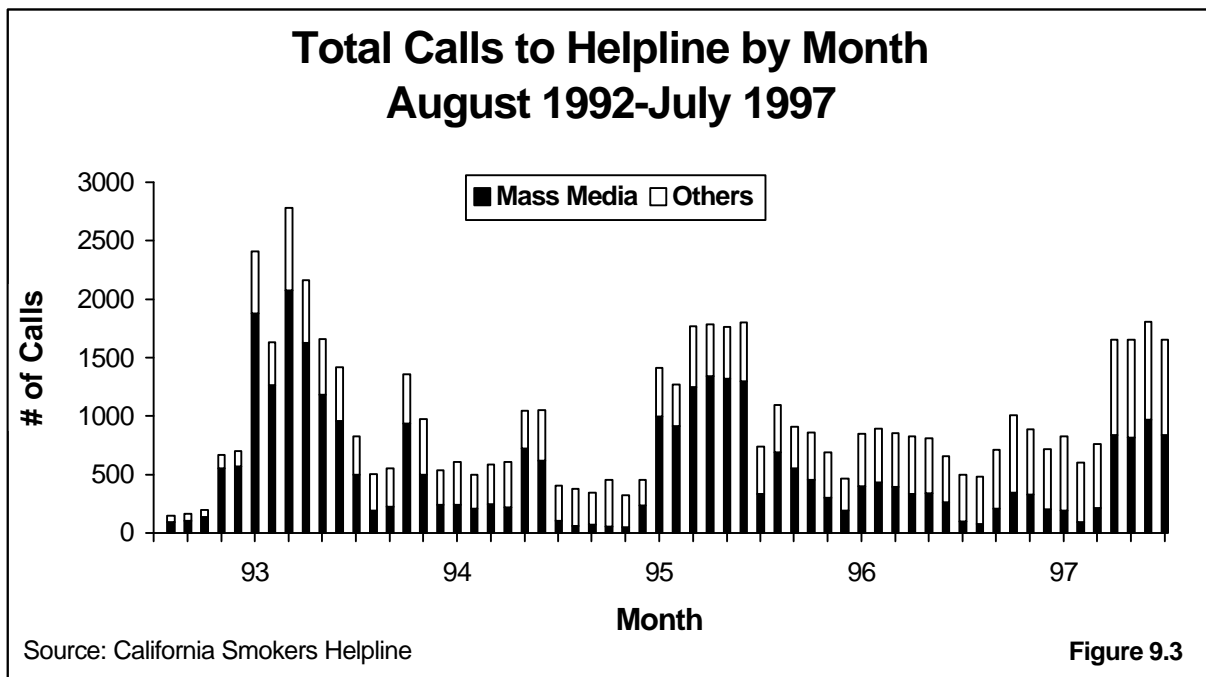
Current smokers who were exposed to anti-smoking media were more likely to attempt to quit smoking.

Current smokers who had made a quit attempt in the past year and were *exposed* in the last month to anti-tobacco media messages were significantly more likely to have heard of the Smokers' Helpline telephone numbers than were those who were *not exposed* (28.2% vs. 16.4%). Current smokers who were *exposed* to anti-tobacco media were also significantly more likely to have attempted to quit smoking within the last 12 months than were current smokers who were *not exposed* (48.2% vs. 39.1%).

To sort out which factors were related to the probability that a current smoker attempted to quit smoking, a logistic regression analysis—which simultaneously controlled for previous quitting history, cigarette consumption level, intention to quit, age, gender, race/ethnicity and educational level—was conducted. After adjusting for other factors known to be related to quitting, the analysis showed that smokers who were *exposed* to all three types of anti-tobacco media were significantly more likely (60.1%) to attempt to quit smoking than were smokers who said they had not seen or heard any of the three types of media messages (43.2%). This result implies that either the TCP media program has been effective in encouraging smokers to quit, or that those smokers who are in the midst of the quitting process are more likely to notice the anti-tobacco media.

Calls to the Helpline for Assistance to Quit

One of the goals of the California Tobacco Control Program (TCP) is to encourage smokers to seek help to quit. As mentioned above, many of the TCP anti-smoking media messages display the telephone number for the California Smokers' Helpline. Figure 9.3 presents the monthly calls to the Helpline from August 1992 through July 1997, and it demonstrates that the media campaign plays a crucial role in getting smokers to call the Helpline for assistance to quit.



In Figure 9.3, the dark portion of the bar represents the number of calls in each month from callers who cited the TCP mass media campaign as one of their motivations to call the Smokers' Helpline. The unshaded portion of each bar represents those smokers who did not directly attribute their awareness of the Helpline to the mass media campaign. The figure shows that the periods during which there were increased calls to the Helpline correspond to times when there was an intensive media campaign in the field. In the first half of 1993, a period of intensive media activity, the monthly average for the number of Helpline calls was over three times that observed from the second half of that year through 1995. Again in the early half of 1995, monthly calls averaged about 3 times the level for the second half of that year through 1996. These data confirm previous reports (Pierce et al., 1986; Pierce et al., 1992) indicating that calls to the Helpline may be a reasonable measure of the effectiveness of the Mass Media Campaign.

Anti-Tobacco Media Exposure and Perceptions of the Tobacco Industry Among Adults

One media strategy outlined in an early report of the Tobacco Education and Research Oversight Committee (TEROC) was to educate Californians about the motives behind the tobacco industry's marketing. Specifically, the mass media program contested the tobacco industry's claims that it does not encourage young people to smoke, its products are not addictive, and that tobacco does not kill people (TEROC, 1997). To assess the effectiveness of the anti-tobacco media messages in this educational process, the 1996 CTS asked respondents whether they believed a series of statements about smoking, which reflected the tobacco industry's positions.

Anti-tobacco media exposure appears to have significantly increased the percentage of smokers who *did not* believe the tobacco industry messages.

Adult current smokers who were exposed to anti-tobacco media were slightly, but significantly, more likely to report that they *did not* believe tobacco company messages about industry advertising practices or the health consequences of smoking and secondhand smoke. Table 9.2

presents the percentages of adult current smokers exposed and not exposed to anti-tobacco messages who responded that they *did not* believe six specific tobacco industry messages.

Tobacco Industry Claim	Exposed to Anti-Tobacco Messages (%)	Not Exposed to Anti-Tobacco Messages (%)	P-value
They do not manipulate the level of nicotine in cigarettes	79.7	74.5	0.002*
They do not target advertising to encourage kids to smoke	71.7	67.5	0.047*
Advertising is only aimed at getting adult smokers to change brands	70.9	66.6	0.051
Nicotine is not addictive	93.1	89.9	0.007*
Secondhand smoke is not harmful to health	82.7	78.4	0.001*
Tobacco is not harmful to health	92.0	88.6	0.005*

*Indicates a statistically significant difference between the percentage of exposed and not-exposed smokers who do not believe the statements.

Source: CTS 1996

Impact of Anti-Tobacco Media Exposure on Adolescents

The 1996 media campaign was not explicitly aimed at adolescents but rather at young adults. Since adolescents often emulate young adults and are interested in the same things, such a focus for the campaign should reach adolescents as well. Indeed, adolescent respondents were more likely than adult respondents to see or hear anti-tobacco messages, but there was no difference in their beliefs about tobacco industry claims depending on whether they were exposed to anti-tobacco media messages. Because there was no difference, the data are not presented here.

One of the most powerful television spots of the 1996 media campaign showed a woman smoking through a hole in her throat. Such an emotional appeal would be expected to influence teens' views on the health consequences of smoking and possibly discourage *never smokers* from thinking about smoking or encourage smokers to quit. However, the data collected cannot isolate this media message from the others aired during this time.

Table 9.3 shows that, overall, the media campaign had no association with teens' beliefs about the health consequences of smoking or *susceptibility* to smoking (see Chapter 3). The table shows a trend for teen smokers exposed to anti-smoking media to be more likely to seriously have thought about quitting, but the sample of smokers is too small for the difference to be statistically significant.

Table 9.3 Association Between Media Exposure Among California Teens and Beliefs About the Health Consequences of Smoking, Susceptibility to Smoking, and Quitting Behavior			
	Exposed (%)	Not Exposed (%)	P-value
Health Consequences (n=6,252)			
Believe it's safe to smoke for a year or two	9.2	10.3	0.452
Believe there is not any harm to having an occasional cigarette	67.4	66.9	0.823
Susceptible to Smoking (n=4,339)	31.1	29.3	0.467
Seriously Thought of Quitting			
All smokers (n=2,174)	40.2	34.4	0.155
Addicted smokers (n=446)	85.1	76.2	0.291

Source: CTS 1996

4. Summary

The tobacco industry and the state of California each use the media extensively to convey their respective messages. This chapter explained that receptivity to advertising and promotions consists of three components: (1) exposure to the message, (2) paying attention to or recognizing the message, and (3) developing a cognitive or positive affective response to the message as demonstrated by understanding of, interest in, and agreement with the message.

Section 1 presented strong evidence that California teens are highly exposed to tobacco industry advertising and promotional activities. Approximately 90% of teens reported exposure to these pro-smoking messages in each CTS, based on their answers to a question about whether they could name a brand of cigarettes they saw advertised most on billboards and in magazines. The analyses presented in this section also showed that teens understand and agree with the messages in cigarette advertisements. Finally, this section demonstrated that the percent of teens who are willing to use or own a cigarette promotional item, another important indicator of receptivity, increased significantly between 1993 and 1996.

Section 2 of this chapter presented evidence that cigarette advertisements and promotional activities independently contribute to the likelihood that a teen will progress from a *nonsusceptible never smoker* to riskier levels of the Uptake Continuum. Using the Robert Wood Johnson longitudinal data, it was shown that approximately 34% of the risk of future experimentation among *nonsusceptible never smokers* could be attributed to these activities. Thus, at least 68,000 new experimenters are recruited from the ranks of never smokers each year by tobacco industry advertising and promotions.

Section 3 suggests that the California Tobacco Control Program (TCP)'s media campaign has produced mixed results. Just as with the tobacco industry messages, younger respondents, women, African Americans and Hispanics were more likely to report recall of anti-tobacco media messages. The media campaign appears to have had some impact with adults. Adults exposed to the anti-tobacco messages were less likely to believe the messages of the tobacco industry; smokers who recalled radio, television and billboard messages were more likely to have made a recent quit attempt. Although more adolescents reported exposure to media antismoking messages than did adults, the messages had little impact on the teens' beliefs or behavior.

The evidence presented in this chapter suggests that the tobacco companies have been quite effective in their strategies to influence and attract new smokers. The TCP Mass Media Campaign showed some effect with adults but had little impact on youth. A fully funded and intensive media campaign that reaches a large proportion of California smokers should stimulate quitting and calls to the California Smokers' Helpline for assistance.

CHAPTER 9: REFERENCES

Ernster VL. Mixed messages for women: A social history of cigarette smoking and advertising. *New York State J Med.* **1985**;266: 335-340.

Evans N, Farkas A, Gilpin E, Berry C, Pierce JP. Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking. *J Natl Cancer Inst.* **1995**;87:1538-1545.

McGuire WJ. Attitudes and attitude change. In: *Handbook of Social Psychology*, Vol. II. 3rd Edition. Lindzey G and Anderson E (eds.). New York, NY: Random House, 233-346; **1985**.

Pierce JP, Anderson M, Romano RM, Meissner HI, Odenkirchen JC. Promoting smoking cessation in the United States: Effect of public service announcements of the Cancer Information Service Telephone Line. *J Natl Cancer Inst.* **1992**;84(9):677-683.

Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Berry CC. Tobacco industry promotion of cigarettes and adolescent smoking. *JAMA.* **1998**;279:511-515.

Pierce JP, Dwyer T, Frape G, Chapman S, Chamberlain A, Burke N. Evaluation of the Sydney "Quit for Life" anti-smoking campaign: Part I. Achievement of intermediate goals. *Med J Australia.* **1986**;144:341-344.

Pierce JP, Evans N, Farkas AJ, Cavin SW, Berry C, Kramer M, Kealey S, Rosbrook B, Choi W, Kaplan RM. Tobacco Use in California. An Evaluation of the Tobacco Control Program 1989-1993. La Jolla, Calif: University of California, San Diego; **1994**.

Pierce JP & Gilpin EA. A historical analysis of tobacco marketing and the uptake of smoking by youth in the United States: 1890-1977. *Health Psychol.* **1995**;14(6): 500-508.

Pierce JP, Gilpin E, Burns DM, Whalen E, Rosbrook B, Shopland D, Johnson M. Does tobacco advertising target young people to start smoking: Evidence from California. *JAMA.* **1991**;266:3154-3158.

Pollay RW & Lavack AM. The targeting of youths by cigarette marketers: Archival evidence on trial. In: McAlister M and Rothschild ML (eds.), *Advances in Consumer Research.* **1993**;20:266-271.

Ray ML. *Advertising and Communication Management.* Englewood Cliffs, NJ: Prentice Hall; **1982**.

Robert JC. *The Story of Tobacco in America.* Chapel Hill, NC: University of North Carolina Press; **1967**.

Sobel R. *They Satisfy: The Cigarette in American Life*. Garden City, NJ: Anchor Press/Doubleday; **1978**.

Tennant RB. *The American Cigarette Industry: A Study in Economic Analysis and Public Policy*. New Haven: Yale University Press; **1950**.

Tobacco Education and Research Oversight Committee (TEROC). *Toward a Tobacco Free California: Mastering the Challenge 1995-1997*, Strategic Plan for the California Tobacco Control Program; **1997**.

Tilley NM. *The Bright-Tobacco Industry*. Chapel Hill, NC: University of North Carolina Press; **1948**.

Wagner S. *Cigarette Country: Tobacco in American History and Politics*. New York: Praeger; **1971**.

Whelan E. *A Smoking Gun: How the Tobacco Industry Gets Away With Murder*. Philadelphia: Stickley; **1984**.