

# Factors related to awareness on tobacco advertisement and promotion among adults in six cities in China (Language: Chinese)

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## **Abstract**

**OBJECTIVE:** To know the situation of tobacco advertisement, promotions and related factors in six cities in China.

**METHODS:** 4815 adults (above 18 years), selected from Beijing, Shanghai, Shenyang, Changsha, Guangzhou and Yinchuan through probability proportionate sampling and simple random sampling, were investigated through questionnaires.

**RESULTS:** The most commonly reported channels that smokers noticed tobacco advertisements were billboards (35.6%) and television (34.4%). The most commonly reported tobacco promotional activities that were noticed by smokers were free gifts when buying cigarettes (23.1%) and free samples of cigarettes (13.9%). Smokers in Changsha were more likely to report noticing tobacco advertisement on billboards ( $\chi^2 = 562.474$ ,  $P < 0.001$ ), and on television ( $\chi^2 = 265.570$ ,  $P < 0.001$ ). Smokers in Changsha ( $\chi^2 = 58.314$ ,  $P < 0.001$ ) were more likely to notice tobacco related news and games. A logistic regression analysis showed that the living and education level were related to awareness of tobacco advertisement and promotion.

**CONCLUSION:** It was universal to see tobacco advertisement and promotions in cities in China but the laws and regulations about tobacco-control were not uniformly executed in different cities. It is necessary to perfect and uniform related laws and regulations.

## **Recommended Citation**

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