

Changes in Adolescent Cigarette-Brand Preference, 1989 to 1996

Nancy J. Kaufman, RN, MS; Brian C. Castrucci, BA; Paul Mowery, MS
Karen K. Gerlach, PhD, MPH; Seth Emont, PhD; C. Tracy Orleans, PhD

Objective: To understand changes in cigarette-brand choice by adolescents in the context of demographic differences and advertising. **Methods:** Data from 3 nationally representative cross-sectional surveys of adolescents were analyzed. **Results:** Marlboro, Camel, and Newport brand cigarettes accounted for over 80% of the cigarettes usually bought by adolescents in 1989, 1993, and 1996. Between 1989 and 1996, Marlboro

and Camel market shares changed little, whereas preference for Newport doubled among white and Hispanic adolescents. **Conclusions:** Brand preference among adolescents has been steadily concentrated among 3 brands. More attention may need to be focused on mentholated brands given the increase in Newport's market share.

Key words: adolescents, tobacco, cigarette, brand

Am J Health Behav. 2004;28(1):54-62
