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For example, a 1969 study of public school children in the United States found that the smoking behavior of friends and relatives was the most important influence on their decision to smoke, while cigarette commercials then on television had no effect.<sup>2</sup> In explaining these results, the study director said, "The television commercials are an obvious devil for most of us who worry about adolescent smokers, but no one has looked closely enough at the devil to see if he has any substance."<sup>3</sup>

Two similar studies conducted in Australia and the United Kingdom also showed that the smoking habits of others were the major influence among young people, while advertising was not considered important.<sup>4</sup> A 1977 Gallup survey undertaken to study smoking behavior in American teenagers also found that advertising was not among the reasons given for beginning to smoke.<sup>5</sup>

ADVERTISING BANS DO NOT  
REDUCE CIGARETTE CONSUMPTION

In response to various pressures, proposals to ban or restrict cigarette advertising are increasingly appearing almost everywhere in Europe. A wide variety of such restrictions are already in effect, ranging from the abolition of all advertising in Finland, Norway and countries of eastern Europe, to the abolition of radio-television advertising in Austria, The United

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. . . in countries where cigarette advertising has been banned for years, like . . . Eastern Europe, there has been no reduction, comparative to other countries, in the volume of cigarette sales, such as would justify that argument. . . . In Hungary, Poland and Bulgaria in the years 1970-73 the percentage increase in cigarette smoking was three to five times the increase in the UK or United States. There may be economic and other statistical factors which make these figures inconclusive but there is assuredly no evidence of advertising being a significant factor in increasing cigarette consumption. Certainly the Norwegian evidence [where sales of cigarettes and pipe and roll-your-own tobacco increased after an advertising ban went into effect] does not suggest that any new trend has developed there since the advertising ban. [5]

3. Cigarette advertising has not been shown to cause people to smoke. Instead, studies which have examined the motivations of people who begin smoking point to such psychological factors as curiosity, group adaptation and peer pressure. This conclusion is supported by a study which was conducted in the United States before cigarette advertising was banned on television. Although television is considered to be the most influential media, the study showed that broadcast advertising was not an important factor in an individual's decision to begin smoking.

. . . there have been a number of surveys in which young people have been asked why they smoked cigarettes. We asked such a question in a study of cigarette smoking behavior in the Indianapolis Public Schools a year and a half ago. Fifty thousand school children from the fifth to the twelfth grades constituted our total sample. Almost nine thousand youngsters who smoked gave us their reasons. . . . A