

Table 4 Prevalence of exposure to tobacco advertising, by year, Tunisia, Global Youth Tobacco Survey

Exposed to:	% (95% confidence intervals)				P
	2001 (n = 2942)	2007 (n = 1499)	2010 (n = 1294)	2017 (n = 1863)	
Anti-tobacco messages in media					
Overall	87.8 (86.3–89.1)	71.8 (69.4–74.0)	85.4 (83.4–87.2)	64.4 (62.2–66.5)	< 0.001
Male	87.3 (85.2–89.1)	71.1 (67.7–74.2)	84.0 (80.9–86.7)	59.4 (56.1–62.5)	< 0.001
Female	88.2 (86.1–90.0)	72.6 (69.2–75.7)	86.6 (83.8–88.9)	69.1 (66.1–72.0)	< 0.001
Anti-tobacco messages at sports and cultural events					
Overall	34.2 (32.5–35.9)	26.4 (24.2–28.7)	19.3 (17.2–21.5)	72.2 (70.1–74.2)	< 0.001
Male	29.9 (27.6–32.4)	22.8 (19.9–25.9)	19.3 (16.4–22.7)	67.1 (64–70.1)	< 0.001
Female	38.2 (35.7–40.6)	29.4 (26.3–32.8)	19.0 (16.2–22.2)	77.3 (74.5–79.9)	< 0.001
Publicity at points of sale					
Overall	NA	NA	67.3 (64.7–69.8)	43.7 (41.2–46.2)	< 0.001
Male	NA	NA	67.1 (63.3–70.8)	47.4 (43.9–51.0)	< 0.001
Female	NA	NA	67.3 (63.6–70.7)	39.8 (36.3–43.4)	< 0.001
Promotional offers of free cigarettes					
Overall	5.5 (4.7–6.4)	4.8 (3.8–6.0)	4.3 (3.3–5.5)	5.6 (4.6–6.7)	0.89
Male	8.1 (6.8–9.7)	5.7 (4.2–7.6)	5.6 (4.0–7.7)	8.0 (6.4–9.9)	0.70
Female	3.1 (2.3–4.1)	3.9 (2.7–5.6)	3.0 (2.0–4.6)	3.3 (2.3–4.6)	0.82

NA: data not available as this question was not included in the questionnaire at that time.