

Tobacco Advertisement P-mkt Liking, Vulnerability Factors, and Tobacco Use B-use Among Young Adults D-age . Introduction Young adulthood (aged D-age 18–24) is a crucial period in the development of long-term tobacco use B-use patterns. Tobacco advertising P-red and promotion lead to the initiation B-use and continuation of smoking among young adults D-age . We examined whether vulnerability factors moderated the association between R-rel tobacco advertisement P-mkt liking and tobacco use B-use in the United States L-loc . Methods Analyses were conducted among 9109 US young adults D-age in the nationally representative M-mth Population Assessment of Tobacco and Health M-dat (PATH M-dat) Study wave 1 (2013–14 B-tme). Participants viewed 20 randomly selected sets of tobacco advertisements P-mkt (five each for cigarettes T-com , e-cigarettes T-etc , cigars T-com , and smokeless tobacco T-oth) and indicated whether they liked each ad. The outcome variables were past 30-day B-tme cigarette T-com , e-cigarette T-etc , cigar T-com , and smokeless T-oth tobacco use B-use . Covariates included tobacco advertisement P-mkt liking, age D-age , sex D-gen , race or ethnicity D-rac , sexual orientation D-sxo , education, poverty D-soc level, military service, and internalizing and externalizing mental health symptoms. Results Liking tobacco advertisements P-mkt was associated with R-rel tobacco use B-use , and this association M-sts was particularly strong among those with lower educational attainment (cigarettes T-com , cigars T-com) and living below the poverty D-soc level (e-cigarettes T-etc , smokeless tobacco T-oth). Conclusions The association between R-rel tobacco advertisement P-mkt liking and tobacco use B-use was stronger among young adults D-age with lower educational attainment and those living below the poverty D-soc level. Policies that restrict advertising P-mkt exposure B-exp and promote counter-marketing messages in this population could reduce their risk B-pcp . Implications This study shows that liking tobacco advertisements P-mkt is associated with R-rel current tobacco use B-use among young adults D-age , with stronger associations M-sts for vulnerable young adults D-age (ie, lower education levels and living below the poverty D-soc level). Findings suggest a need for counter-marketing messages, policies that restrict advertising P-mkt exposure B-exp , and educational interventions P-trt such as health and media literacy interventions P-trt to address the negative influences of tobacco advertisements P-mkt , especially among young adults D-age with a high school D-age education or less R-re and those living below the poverty D-soc level.