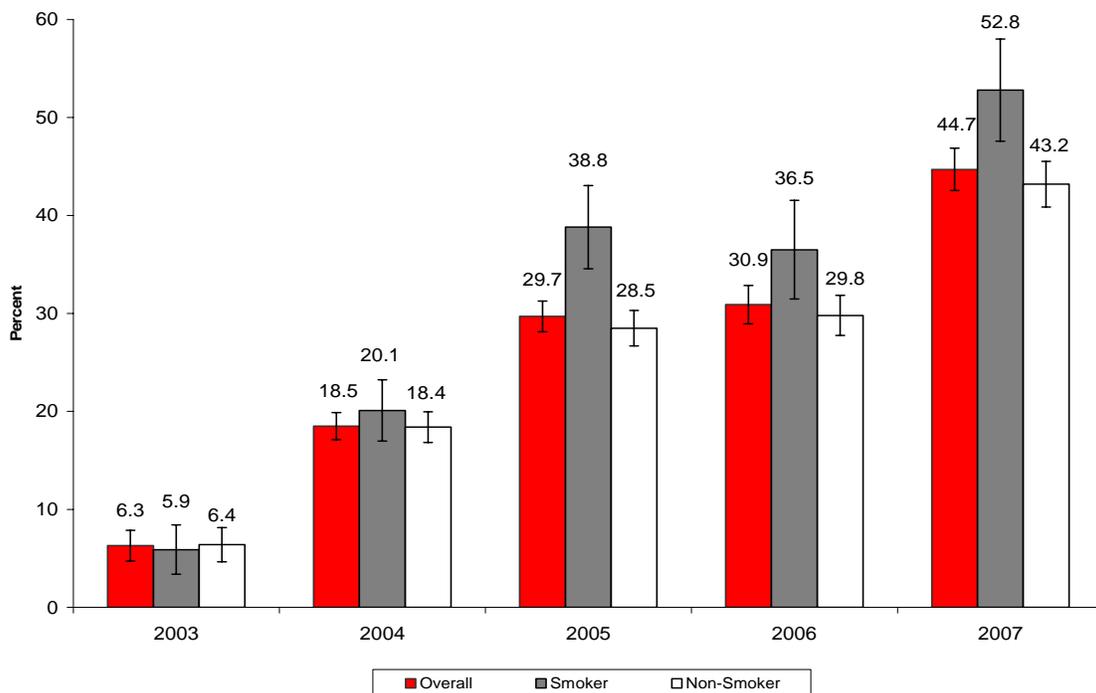


Awareness of Program Countermarketing Campaign Has Increased

For any countermarketing campaign to be effective, it must reach the targeted audience in sufficient numbers. The NYS Tobacco Control Program has set the goal to reach 60% of the target audience. Awareness of New York's tobacco countermarketing advertisements on television has increased from 2003 to 2007.

- In each quarter of the New York State Adult Tobacco Survey, respondents are asked if they have seen each antismoking television advertisement that has recently aired in New York State.
- Confirmed awareness of countermarketing efforts has continually improved over time and increased between 2006 and 2007.
- Confirmed awareness of advertisements among all respondents increased from 6.3% in 2003 to 44.7% in 2007. Similar trends are seen among both non-smokers (6.4% to 43.2%) and smokers (5.9% to 52.8%) between 2003 and 2007.

Percentage of Adults Who Report Awareness of Tobacco Countermarketing Television Advertisements



Source: New York State Adult Tobacco Survey, 2003-2007. Data analyzed by RTI International. Contact the Bureau of Chronic Disease Epidemiology and Surveillance, New York State Department of Health at (518) 473-0673 or type 'StatShot' in the subject line of an e-mail and send it to tcp@health.state.ny.us.