

Confirmed Awareness of Tobacco Control Television Ads Closely Parallels Expenditures

Confirmed awareness is measured by surveying adults to determine if they can provide specific details about television ads related to Tobacco Control, thus “confirming” that they have seen the ads. Gross Rating Points (GRPs) provide an independent measure of the percentage of the target audience that saw an advertisement and the frequency with which they saw it. GRPs are directly related to expenditures.

- Between 2003 and 2007, confirmed awareness of the New York Tobacco Control Program’s (TCP) countermarketing media campaigns increased significantly from 6% to 45%.
- After increasing each year from 2003 to 2007, confirmed awareness of the New York TCP countermarketing campaign decreased from 45% in 2007 to 34% in 2008.
- Changes in confirmed awareness closely parallel GRPs. The Centers for Disease Control and Prevention recommends a target audience reach of between 75% and 85% for tobacco related media campaigns.

Confirmed Awareness of NY TCP Tobacco Countermarketing Television Advertisements and Gross Rating Points

