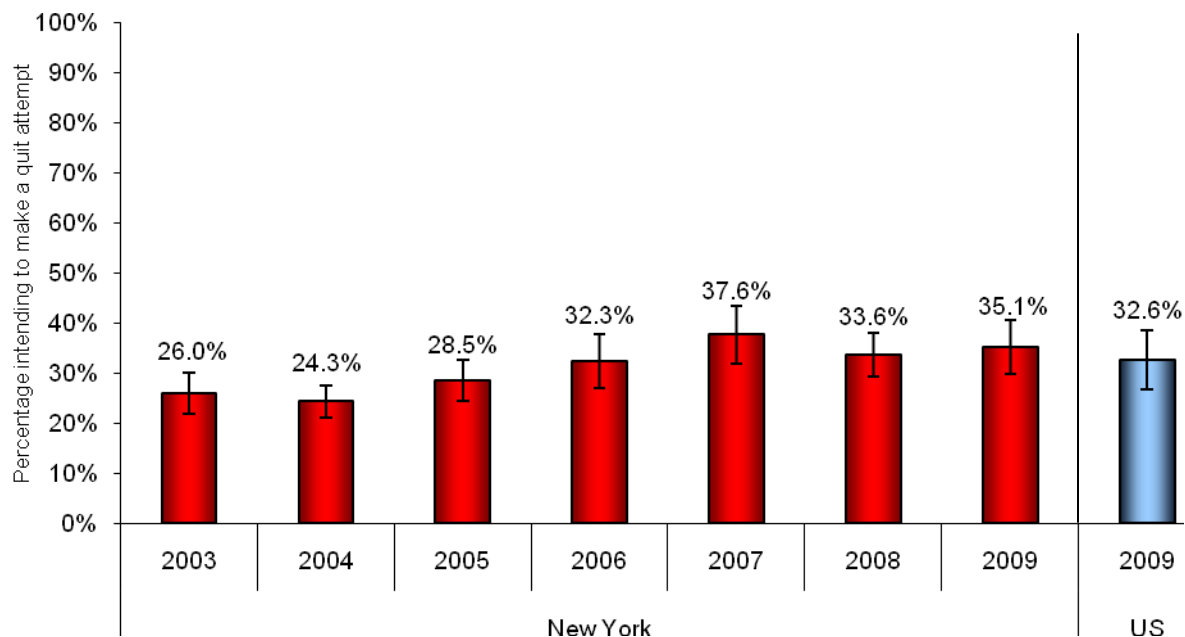


## New York Smokers' Intentions to Quit

Quitting smoking is difficult and most successful quitters make multiple attempts. Measuring smokers' intentions to quit in the near term is a useful measure of progress towards long-term Tobacco Control Program objectives. In New York, quitting smoking is strongly encouraged through public health media campaigns that contain strong graphic images or emotionally evocative messages.

- Since 2003, there has been a statistically significant upward trend in the proportion of New York smokers who report that they intend to quit in the next 30 days.
- Since 2003, the proportion of New York smokers reporting that they intend to make quit attempts in the next month has risen 35%, from 26% in 2003 to 35% in 2009.
- The proportion of smokers who plan to make quit attempts in the next 30 days in New York has not changed since 2007 and is not significantly different from the nation as a whole in 2009.

### Percentage of Adult Smokers Who Intend to Make Quit Attempts in the Next 30 Days, ATS 2003–2009 and NATS 2009



Source: New York State Adult Tobacco Survey (ATS), 2003-2009 and the National Adult Tobacco Survey (NATS), 2009. Analysis conducted 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](mailto:tcp@health.state.ny.us).