



## Smokers Who Have Seen Cessation Advertisements are More Likely to Make Quit Attempts

New York Tobacco Control Program’s (NY TCP) media efforts have had a significant impact on smokers’ attempts to quit. The New York Adult Tobacco Survey (ATS) measures confirmed recall of NY TCP television advertisements (“ads”) and cessation outcomes such as quit attempts among smokers. For this analysis all data from 2003-2011 were combined to measure confirmed recall of NY TCP ads.

- About 61% of smokers who had confirmed recall of any NY TCP ads had made a quit attempt in the past year compared to about 53% of smokers who did not recall any NY TCP ads. This is a significant difference.
- The percentage of NY smokers who made quit attempts was slightly higher (not significantly different) among those with confirmed recall of ads focused on promoting cessation compared with those who had seen any ad.

**Percentage of Adult Smokers Who Made a Quit Attempt in the Past 12 Months by Awareness of Television Advertisements, NY Adult Tobacco Survey 2003-2011**

