ANTI-TOBACCO MEDIA CAMPAIGNS

A STATE-BY-STATE LOOK
1999–2007

UIC Institute for Health Research and Policy
UNIVERSITY OF ILLINOIS AT CHICAGO
SCHOOL OF PUBLIC HEALTH
Anti-Tobacco Media Campaigns: A State-by-State Look
1999–2007

Author:
Sherry L. Emery, PhD

Institute for Health Research and Policy
University of Illinois at Chicago
December 2009

slemery@uic.edu
Illinois Prevention Research Center
Institute for Health Research and Policy
University of Illinois at Chicago (MC 275)
1747 West Roosevelt Street, Room 558
Chicago, IL 60608-1264
www.ihrp.uic.edu
We would like to recognize the following people, who contributed substantially to the production of this report: Glen Szczypka; Eman H. Aly, MSW; Jordan Ross; and Veronica Johnston.

This report was supported by Cooperative Agreement Number 1-U48-DP-000048 from the Centers for Disease Control and Prevention for the Illinois Prevention Research Center. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.
# TABLE OF CONTENTS

Table of Contents........................................................................................................................................................ 4  
Introduction ............................................................................................................................................................... 5  
Methods ..................................................................................................................................................................... 6  
References ................................................................................................................................................................. 7  
Alabama ................................................................................................................................................................. 9  
Arkansas ................................................................................................................................................................. 10  
Arizona ................................................................................................................................................................. 11  
California .............................................................................................................................................................. 12  
Colorado ............................................................................................................................................................... 13  
Connecticut ........................................................................................................................................................... 14  
Washington D.C. .................................................................................................................................................. 15  
Florida ................................................................................................................................................................. 16  
Georgia ............................................................................................................................................................... 17  
Hawaii ................................................................................................................................................................. 18  
Iowa ................................................................................................................................................................. 19  
Illinois ................................................................................................................................................................. 20  
Indiana ................................................................................................................................................................. 21  
Kansas ................................................................................................................................................................. 22  
Kentucky ............................................................................................................................................................ 23  
Louisiana ............................................................................................................................................................ 24  
Massachusetts .................................................................................................................................................... 25  
Maryland ............................................................................................................................................................. 26  
Michigan ............................................................................................................................................................ 27  
Minnesota ........................................................................................................................................................... 28  
Missouri .............................................................................................................................................................. 29  
North Carolina .................................................................................................................................................. 30  
Nebraska ............................................................................................................................................................. 31  
New Mexico ....................................................................................................................................................... 32  
Nevada ................................................................................................................................................................. 33  
New York ............................................................................................................................................................ 34  
Ohio ................................................................................................................................................................. 35  
Oklahoma ............................................................................................................................................................ 36  
Oregon ............................................................................................................................................................... 37  
Pennsylvania ....................................................................................................................................................... 38  
South Carolina .................................................................................................................................................. 39  
Tennessee ........................................................................................................................................................... 40  
Texas ................................................................................................................................................................. 41  
Utah ................................................................................................................................................................. 42  
Virginia ............................................................................................................................................................. 43  
Washington ....................................................................................................................................................... 44  
Wisconsin ........................................................................................................................................................... 45  
West Virginia .................................................................................................................................................. 46
Smoking remains the leading cause of preventable death in the United States, and paid TV advertising is among the most effective media for health communication\textsuperscript{1, 2}. Over the past ten years, people across the U.S. have been exposed to a growing number and variety of smoking-related ads. These include ads sponsored by the tobacco industry, which were putatively anti-smoking and/or corporate image ads; pharmaceutical industry ads for smoking cessation products; anti-smoking ads produced by the American Legacy Foundation; and media campaigns sponsored by state tobacco control programs\textsuperscript{3, 4}.

Evidence has shown that higher levels of exposure to state-sponsored anti-smoking television advertisements are associated with reduced youth smoking, increased negative attitudes and beliefs about smoking among youth, reduced adult smoking, and increased intentions to quit among adult smokers\textsuperscript{3, 5, 6}. In recent years, however, several states have dramatically cut or even eliminated their funding for anti-smoking media campaigns.

This report focuses on measuring exposure over time to state-sponsored anti-tobacco advertisements. It provides a state-by-state summary of levels of exposure to state-sponsored anti-tobacco television advertisements broadcast between 1999 and 2007, across the top 75 media markets in the United States. Each state-level average monthly exposure is compared to the national average over the same period.

Future versions of this report will also include data on exposure for 2008 and 2009. In addition, we will be able to provide state-by-state data on levels of exposure to the most common message themes (health effects, environmental tobacco smoke, tobacco industry marketing tactics, and positive advice/encouragement for quitting) and key executional characteristics (presence of intense moments, narrative format, and the presence of smoking cues) for ads broadcast between 1999 and 2003.
METHODS

The monthly advertisement-exposure data used in this analysis were based on gross ratings points (GRPs) for TV households in the US, as well as targeted ratings points (TRPs) for adolescents aged 12-17 years. All ratings data were obtained from Nielsen Media Research. GRPs are typically used as a measure of exposure to televised programming, including advertisements, for the general population in a given media market for a specific period of time. Similarly, TRPs provide a measure of exposure to televised programming and advertisement for a specific population – in this case, adolescents ages 12-17 years –during a defined period within a geographic media market. A common interpretation of ratings points equates 100 GRPs or TRPs to an average of one exposure for each household (GRP) or adolescent (TRP) in the media market of interest for a given time period. Thus, if a television advertisement received 200 TRPs for a given month, the average adolescent viewer in that market saw that ad two times during that month.

Data were available for state anti-tobacco advertisements appearing on network and cable television in the 75 largest media markets (i.e., designated market areas [DMAs]) in the United States during 1999-2007. These 75 DMAs were in 37 states and DC, and accounted for 78% of television-viewing households in the United States.

DMAs are television broadcasting geographic regions with a predominantly, but not exclusively, metropolitan audience. For states with only one DMA, exposure estimates for that DMA were applied to the state as a whole. For states with multiple DMAs, estimates were averaged for all DMAs within a state to produce state-level estimates. Exposure estimates for DMAs that crossed state boundaries were assigned to the state in which the largest metropolitan area was located. Annual state estimates were calculated on the basis of means of GRPs and TRPs for all 12 months.

The data presented in this report are subject to at least three limitations. First, because Nielsen Media Research ratings measure the availability of audiences for advertising exposure, they do not guarantee actual viewing or recall of advertisements by individuals. Nevertheless, Nielsen ratings are the standard approach used by corporations and others to estimate population exposure to television programs and advertising. Furthermore, research has demonstrated a dose-response relationship between estimated exposure of adolescents to anti-tobacco advertisements and their ability to recall seeing such advertisements. Second, these data are not nationally representative, given that no data were available from 13 states. Finally, DMAs, although they cover the majority of the population in the 37 states and DC, might not be fully representative of estimated exposure throughout each state.
REFERENCES


DMA – Designated Market Area, television broadcasting geographic regions with a predominantly, but not exclusively, metropolitan audience.

GRP – Gross Rating Points, a measure of exposure to televised programming, including advertisements, for the general population in a given media market for a specific period of time.

TRP – Targeted Rating Points, a measure of exposure to televised programming and advertisement for a specific population.

Note about graphs: The numbers plotted on the graphs are the average number of exposure to state-sponsored anti-tobacco television advertisements.
Among the top 75 designated market areas (DMAs) in the United States, the state of Alabama contains one DMA, Birmingham (ranked 40th).
Among the top 75 designated market areas (DMAs) in the United States, the state of Arkansas contains one DMA, Little Rock-Pine Bluff (ranked 56th).
Among the top 75 designated market areas (DMAs) in the United States, the state of Arizona contains one DMA, Phoenix (ranked 16th).
Among the top 75 designated market areas (DMAs) in the United States, the state of California contains five DMAs. These are Los Angeles (ranked 2nd), San Francisco-Oakland-San Jose (ranked 5th), Sacramento-Stockton-Modesto (ranked 19th), San Diego (ranked 26th), and Fresno-Visalia (ranked 57th).

### California Mean Monthly Exposure

**GRPs (General Audience)**

<table>
<thead>
<tr>
<th>Year</th>
<th>California</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>5.87</td>
<td>3.97</td>
</tr>
<tr>
<td>2000</td>
<td>5.95</td>
<td>4.25</td>
</tr>
<tr>
<td>2001</td>
<td>6.58</td>
<td>4.08</td>
</tr>
<tr>
<td>2002</td>
<td>6.25</td>
<td>5.48</td>
</tr>
<tr>
<td>2003</td>
<td>4.25</td>
<td>3.35</td>
</tr>
<tr>
<td>2004</td>
<td>3.33</td>
<td>2.50</td>
</tr>
<tr>
<td>2005</td>
<td>2.92</td>
<td>2.59</td>
</tr>
<tr>
<td>2006</td>
<td>3.42</td>
<td>2.50</td>
</tr>
<tr>
<td>2007</td>
<td>2.40</td>
<td>2.40</td>
</tr>
</tbody>
</table>

### California Mean Monthly Exposure

**TRPs (12–17 year olds)**

<table>
<thead>
<tr>
<th>Year</th>
<th>California</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>1.79</td>
<td>0.69</td>
</tr>
<tr>
<td>2000</td>
<td>1.15</td>
<td>0.60</td>
</tr>
<tr>
<td>2001</td>
<td>1.25</td>
<td>1.25</td>
</tr>
<tr>
<td>2002</td>
<td>1.57</td>
<td>1.31</td>
</tr>
<tr>
<td>2003</td>
<td>1.51</td>
<td>1.15</td>
</tr>
<tr>
<td>2004</td>
<td>1.32</td>
<td>0.78</td>
</tr>
<tr>
<td>2005</td>
<td>1.11</td>
<td>0.75</td>
</tr>
<tr>
<td>2006</td>
<td>0.86</td>
<td>0.70</td>
</tr>
<tr>
<td>2007</td>
<td>0.87</td>
<td>0.63</td>
</tr>
</tbody>
</table>
Among the top 75 designated market areas (DMAs) in the United States, the state of Colorado contains one DMA, Denver (ranked 18th). This market extends beyond state lines into Nebraska and Wyoming.
Among the top 75 designated market areas (DMAs) in the United States, the state of Connecticut contains one DMA, Hartford-New Haven (ranked 27th).
Among the top 75 designated market areas (DMAs) in the United States, the District of Columbia contains one DMA, Washington (ranked 8th). This market extends into Maryland, Pennsylvania, Virginia, and West Virginia.

**District of Columbia Mean Monthly Exposure**

**GRPs (General Audience)**

<table>
<thead>
<tr>
<th>Year</th>
<th>DC</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>1.13</td>
<td>0.01</td>
</tr>
<tr>
<td>2000</td>
<td>1.09</td>
<td>0.00</td>
</tr>
<tr>
<td>2001</td>
<td>1.96</td>
<td>0.14</td>
</tr>
<tr>
<td>2002</td>
<td>2.01</td>
<td>2.92</td>
</tr>
<tr>
<td>2003</td>
<td>2.29</td>
<td>3.33</td>
</tr>
<tr>
<td>2004</td>
<td>1.66</td>
<td>3.35</td>
</tr>
<tr>
<td>2005</td>
<td>1.02</td>
<td>2.50</td>
</tr>
<tr>
<td>2006</td>
<td>0.69</td>
<td>2.50</td>
</tr>
<tr>
<td>2007</td>
<td>0.63</td>
<td>2.40</td>
</tr>
</tbody>
</table>

**District of Columbia Mean Monthly Exposure**

**TRPs (12–17 year olds)**

<table>
<thead>
<tr>
<th>Year</th>
<th>DC</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>0.69</td>
<td>0.01</td>
</tr>
<tr>
<td>2000</td>
<td>0.60</td>
<td>0.00</td>
</tr>
<tr>
<td>2001</td>
<td>1.25</td>
<td>0.01</td>
</tr>
<tr>
<td>2002</td>
<td>1.31</td>
<td>1.01</td>
</tr>
<tr>
<td>2003</td>
<td>1.15</td>
<td>2.44</td>
</tr>
<tr>
<td>2004</td>
<td>0.78</td>
<td>1.93</td>
</tr>
<tr>
<td>2005</td>
<td>0.75</td>
<td>2.07</td>
</tr>
<tr>
<td>2006</td>
<td>0.70</td>
<td>1.16</td>
</tr>
<tr>
<td>2007</td>
<td>0.39</td>
<td>0.67</td>
</tr>
</tbody>
</table>
Among the top 75 designated market areas (DMAs) in the United States, the state of Florida contains six DMAs. These are Tampa-St. Petersburg (ranked 13th), Miami-Fort Lauderdale (ranked 17th), Orlando-Daytona Beach-Melbourne (ranked 20th), West Palm Beach-Fort Pierce (ranked 39th), Jacksonville (ranked 51st), and Mobile-Pensacola (ranked 62nd). The Jacksonville market extends beyond state lines into Georgia and the Mobile-Pensacola market extends into Alabama and Mississippi.
Among the top 75 designated market areas (DMAs) in the United States, the state of Georgia contains one DMA, Atlanta (ranked 9th). This market extends beyond state lines into Alabama and North Carolina.
Among the top 75 designated market areas (DMAs) in the United States, the state of Hawaii contains one DMA, Honolulu (ranked 71st).
Among the top 75 designated market areas (DMAs) in the United States, the state of Iowa contains one DMA, Des Moines-Ames (ranked 72nd).

Iowa Mean Monthly Exposure
GRPs (General Audience)

Iowa Mean Monthly Exposure
TRPs (12–17 year olds)
Among the top 75 designated market areas (DMAs) in the United States, the state of Illinois contains one DMA, Chicago (ranked 3rd). This market extends beyond state lines into Indiana.
Among the top 75 designated market areas (DMAs) in the United States, the state of Indiana contains one DMA, Indianapolis (ranked 25th).
Among the top 75 designated market areas (DMAs) in the United States, the state of Kansas contains one DMA, Wichita-Hutchinson (ranked 66th). This market extends beyond state lines into Nebraska.

![Kansas Mean Monthly Exposure GRPs (General Audience)](image1)

![Kansas Mean Monthly Exposure TRPs (12–17 year olds)](image2)
Among the top 75 designated market areas (DMAs) in the United States, the state of Kentucky contains two DMAs. These are Louisville (ranked 50th) and Lexington (ranked 65th). The Louisville market extends beyond state lines into Indiana.
Among the top 75 designated market areas (DMAs) in the United States, the state of Louisiana contains one DMA, New Orleans (ranked 42nd). This market extends beyond state lines into Mississippi.
Massachusetts Mean Monthly Exposure
GRPs (General Audience)

Massachusetts Mean Monthly Exposures
TRPs (12–17 year olds)
Among the top 75 designated market areas (DMAs) in the United States, the state of Maryland contains one DMA, Baltimore (ranked 24th).
Among the top 75 designated market areas (DMAs) in the United States, the state of Michigan contains three DMAs. These are Detroit (ranked 10th), Grand Rapids-Kalamazoo-Battle Creek (ranked 38th), and Flint-Saginaw-Bay City (ranked 64th).
Among the top 75 designated market areas (DMAs) in the United States, the state of Minnesota contains one DMA, Minneapolis-St. Paul (ranked 14th). This market extends beyond state lines into Wisconsin.

**Minnesota Mean Monthly Exposure**
**GRPs (General Audience)**

**Minnesota Mean Mean Monthly Exposure**
**TRPs (12–17 year olds)**
Among the top 75 designated market areas (DMAs) in the United States, the state of Missouri contains two DMAs. These are St. Louis (ranked 22nd) and Kansas City (ranked 33rd). The St. Louis market extends beyond state lines into Illinois and the Kansas City market extends into Kansas.
Among the top 75 designated market areas (DMAs) in the United States, the state of North Carolina contains three DMAs. These are Charlotte (ranked 28th), Raleigh-Durham (ranked 29th), and Greensboro-High Point-Winston-Salem (ranked 46th). The Charlotte market extends beyond state lines into South Carolina; the Raleigh-Durham and Greensboro-High Point-Winston-Salem markets extend into Virginia.
Among the top 75 designated market areas (DMAs) in the United States, the state of Nebraska contains one DMA, Omaha (ranked 78th). This market extends beyond state lines into Iowa and Missouri.
Among the top 75 designated market areas (DMAs) in the United States, the state of New Mexico contains one DMA, Albuquerque-Santa Fe (ranked 49th). This market extends beyond state lines into Arizona.

New Mexico Mean Monthly Exposure
GRPs (General Audience)

New Mexico Mean Monthly Exposure
TRPs (12–17 year olds)
Among the top 75 designated market areas (DMAs) in the United States, the state of Nevada contains one DMA, Las Vegas (ranked 52nd).
Among the top 75 designated market areas (DMAs) in the United States, the state of New York contains five DMAs. These are New York (ranked 1st), Buffalo (ranked 44th), Albany-Schenectady-Troy (ranked 55th), Rochester (ranked 77th), and Syracuse (ranked 80th). The New York market extends beyond state lines into Connecticut and New Jersey; the Buffalo market extends into Pennsylvania; and, the Albany-Schenectady-Troy market extends into Massachusetts as well as Vermont.
Among the top 75 designated market areas (DMAs) in the United States, the state of Ohio contains five DMAs. These are Cleveland-Akron (ranked 15th), Cincinnati (ranked 32nd), Columbus (ranked 34th), Dayton (ranked 58th), and Toledo (ranked 68th). The Cincinnati market extends beyond state lines into Kentucky and Indiana; the Dayton market extends into Indiana; and, the Toledo market extends into Michigan.

Ohio Mean Monthly Exposure
GRPs (General Audience)

Ohio Mean Monthly Exposure
TRPs (12–17 year olds)
Among the top 75 designated market areas (DMAs) in the United States, the state of Oklahoma contains two DMAs. These are Oklahoma City (ranked 45th) and Tulsa (ranked 60th). The Tulsa market extends beyond state lines into Kansas.
Among the top 75 designated market areas (DMAs) in the United States, the state of Oregon contains one DMA, Portland (ranked 23rd). This market extends beyond state lines into Washington.
Among the top 75 designated market areas (DMAs) in the United States, the state of Pennsylvania contains four DMAs. These are Philadelphia (ranked 4th), Pittsburgh (ranked 21st), Harrisburg-Lancaster-Lebanon-York (ranked 47th), and Wilkes Barre-Scranton (ranked 53rd). The Philadelphia market extends across state lines into Delaware and New Jersey; the Pittsburgh market extends into Maryland and West Virginia.
Among the top 75 designated market areas (DMAs) in the United States, the state of South Carolina contains one DMA, Greenville-Spartanburg-Ashville-Anderson (ranked 35th). This market extends beyond state lines into Georgia and North Carolina.

South Carolina Mean Monthly Exposure
GRPs (General Audience)

South Carolina Mean Monthly Exposure
TRPs (12–17 year olds)
Among the top 75 designated market areas (DMAs) in the United States, the state of Tennessee contains three DMAs. These are Nashville (ranked 30th), Memphis (ranked 43rd), and Knoxville (ranked 63rd). The Nashville and Knoxville markets extend beyond state lines into Kentucky and the Memphis market extends into Arkansas, Mississippi, and Missouri.

### Tennessee Mean Monthly Exposure

**GRPs (General Audience)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Tennessee</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>1.13</td>
<td>0.03</td>
</tr>
<tr>
<td>2000</td>
<td>1.09</td>
<td>0.00</td>
</tr>
<tr>
<td>2001</td>
<td>2.92</td>
<td>0.00</td>
</tr>
<tr>
<td>2002</td>
<td>3.33</td>
<td>0.00</td>
</tr>
<tr>
<td>2003</td>
<td>3.35</td>
<td>0.00</td>
</tr>
<tr>
<td>2004</td>
<td>2.50</td>
<td>0.32</td>
</tr>
<tr>
<td>2005</td>
<td>2.59</td>
<td>0.09</td>
</tr>
<tr>
<td>2006</td>
<td>2.50</td>
<td>0.29</td>
</tr>
<tr>
<td>2007</td>
<td>2.40</td>
<td>0.00</td>
</tr>
</tbody>
</table>

### Tennessee Mean Monthly Exposure

**TRPs (12–17 year olds)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Tennessee</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>0.69</td>
<td>0.03</td>
</tr>
<tr>
<td>2000</td>
<td>0.60</td>
<td>0.00</td>
</tr>
<tr>
<td>2001</td>
<td>1.25</td>
<td>0.01</td>
</tr>
<tr>
<td>2002</td>
<td>1.31</td>
<td>0.00</td>
</tr>
<tr>
<td>2003</td>
<td>1.15</td>
<td>0.00</td>
</tr>
<tr>
<td>2004</td>
<td>0.78</td>
<td>0.03</td>
</tr>
<tr>
<td>2005</td>
<td>0.75</td>
<td>0.01</td>
</tr>
<tr>
<td>2006</td>
<td>0.70</td>
<td>0.01</td>
</tr>
<tr>
<td>2007</td>
<td>0.63</td>
<td>0.00</td>
</tr>
</tbody>
</table>
Among the top 75 designated market areas (DMAs) in the United States, the state of Texas contains four DMAs. These are Dallas-Ft. Worth (ranked 7th), Houston (ranked 11th), San Antonio (ranked 37th), and Austin (ranked 54th).
Among the top 75 designated market areas (DMAs) in the United States, the state of Utah contains one DMA, Salt Lake City (ranked 36th). This market extends beyond state lines into Idaho, Nevada, and Wyoming.
Among the top 75 designated market areas (DMAs) in the United States, the state of Virginia contains three DMAs. These are Norfolk-Portsmouth-Newport News (ranked 41st), Richmond-Petersburg (ranked 59th), and Roanoke-Lynchburg (ranked 67th). The Norfolk-Portsmouth-Newport News market extends beyond state lines into North Carolina and the Roanoke-Lynchburg market extends into West Virginia.
Among the top 75 designated market areas (DMAs) in the United States, the state of Washington contains two DMAs. These are Seattle-Tacoma (ranked 12th) and Spokane (ranked 79th). The Spokane market extends beyond state lines into Idaho, Montana, and Oregon.
Among the top 75 designated market areas (DMAs) in the United States, the state of Wisconsin contains two DMAs. These are Milwaukee (ranked 31st) and Green Bay-Appleton (ranked 69th). The Green Bay-Appleton market extends beyond state lines into Michigan’s Upper Peninsula.
Among the top 75 designated market areas (DMAs) in the United States, the state of West Virginia contains one DMA, Charleston-Huntington (ranked 61st). This market extends beyond state lines into Kentucky and Ohio.

![West Virginia Mean Monthly Exposure GRPs (General Audience)](image1)

![West Virginia - Mean Monthly Exposure TRPs (12–17 year olds)](image2)