PI: Melanie Wakefield
Grant # CA86273-01

Youth Smoking and the Media
Funded by the National Cancer Institute

NCI State and Community Research Initiative

Comparative Exposure to Televised Anti-Smoking Advertising from Tobacco Control Agencies, Pharmaceutical Companies and the Tobacco Industry: 1999 – 2002

Glen Szczypka, Melanie Wakefield, Yvonne Terry-McElrath, Sherry Emery, Brian Flay, Frank Chaloupka, Henry Saffer

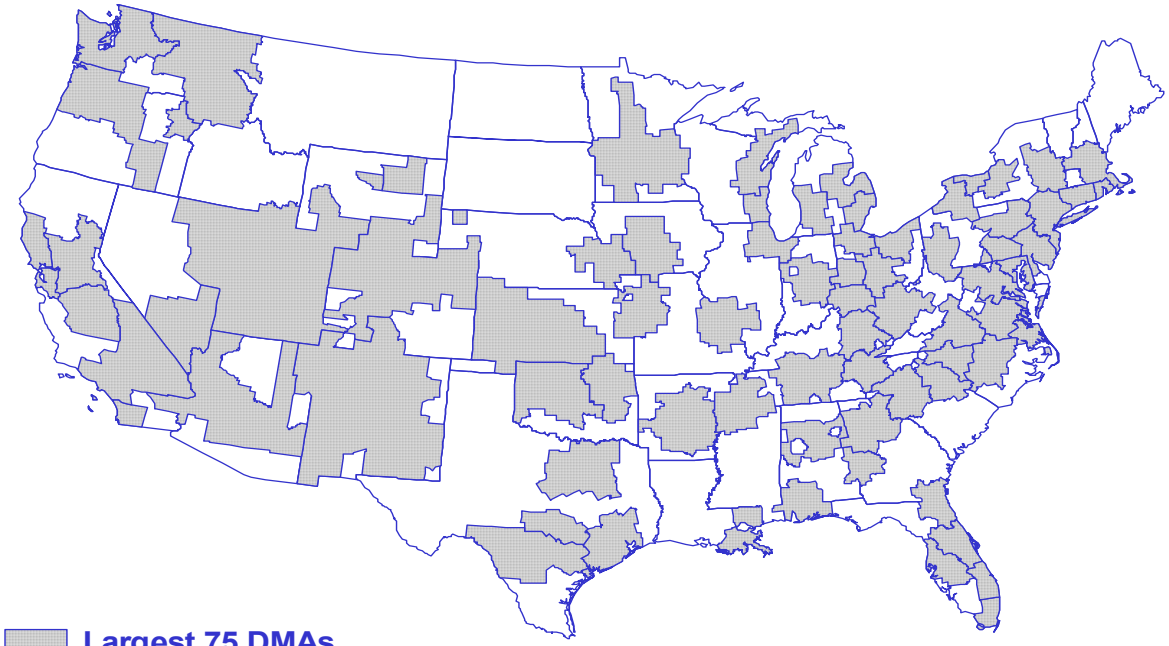
132nd American Public Health Association Annual Meeting

Washington, D.C., 2004

Nielsen Data Collection

- Nielsen Monitor Plus dataset –
  links television ratings to commercial occurrence data
- Data collected using electronic people meters and paper diaries
- Data provided at the level of single occurrence (every commercial)
- Data collected from top 75 Designated Market Areas (DMAs)
- Over 9 million ad occurrences through data year 2002

Designated Market Areas (DMAs)



Largest 75 DMAs

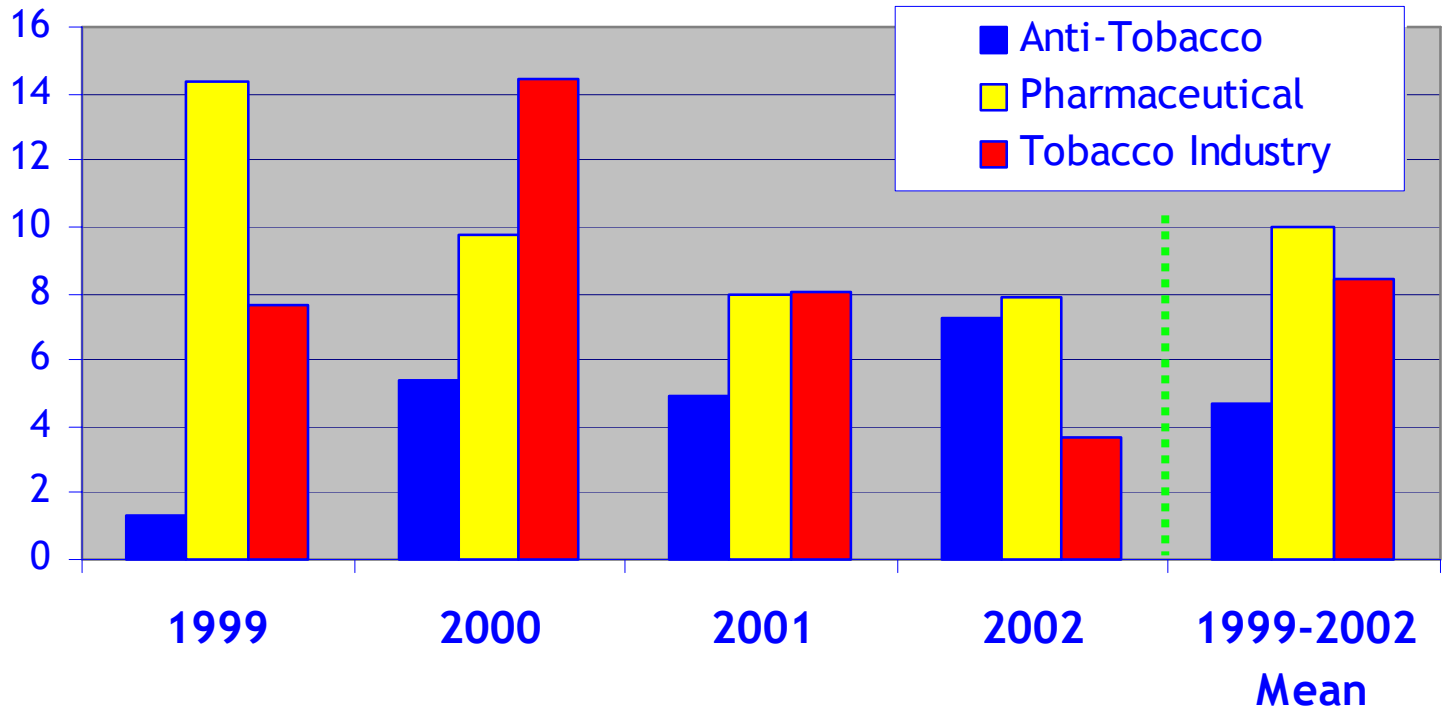
Advertising Exposure Measures

- Ratings provide an estimate of the percentage of households or an audience watching an advertisement
- Ratings are averages across the population
- Gross Rating Points (GRPs) - Television Households
- Targeted Rating Points (TRPs) - Teens 12-17
- GRPs and TRPs used to calculate exposures by month
- 100 GRPs/TRPs per month = 1 Exposure per month

Tobacco Related Advertisers

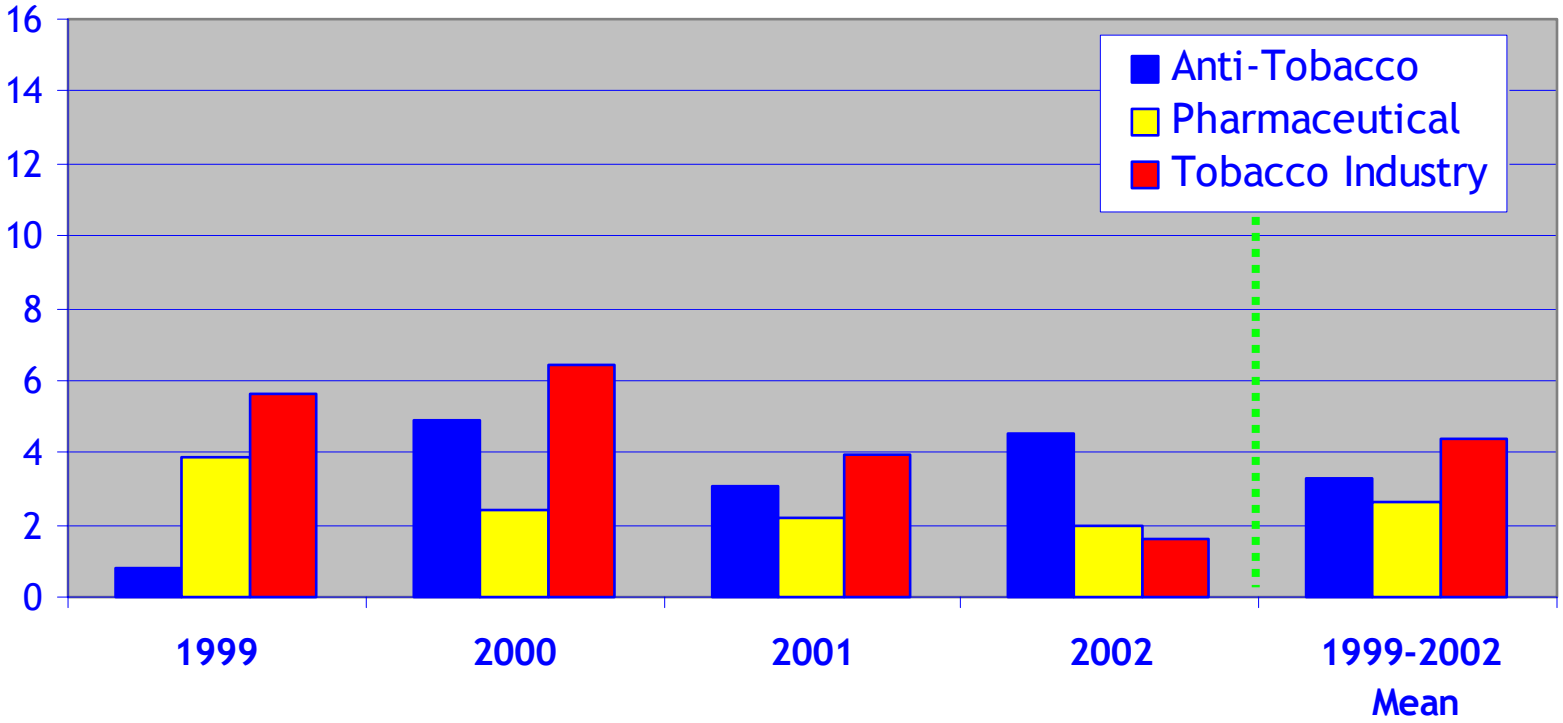
Anti-Tobacco	=	American Legacy State Tobacco Control Agencies
Pharmaceutical	=	Nicotine Replacement Therapy Zyban
Tobacco Youth	=	Philip Morris, Lorillard
Tobacco Parent	=	Philip Morris
Tobacco Corporate	=	Philip Morris
Other	=	Miscellaneous

Mean Monthly Exposures by Year to Tobacco-Related Advertising (Television Households)



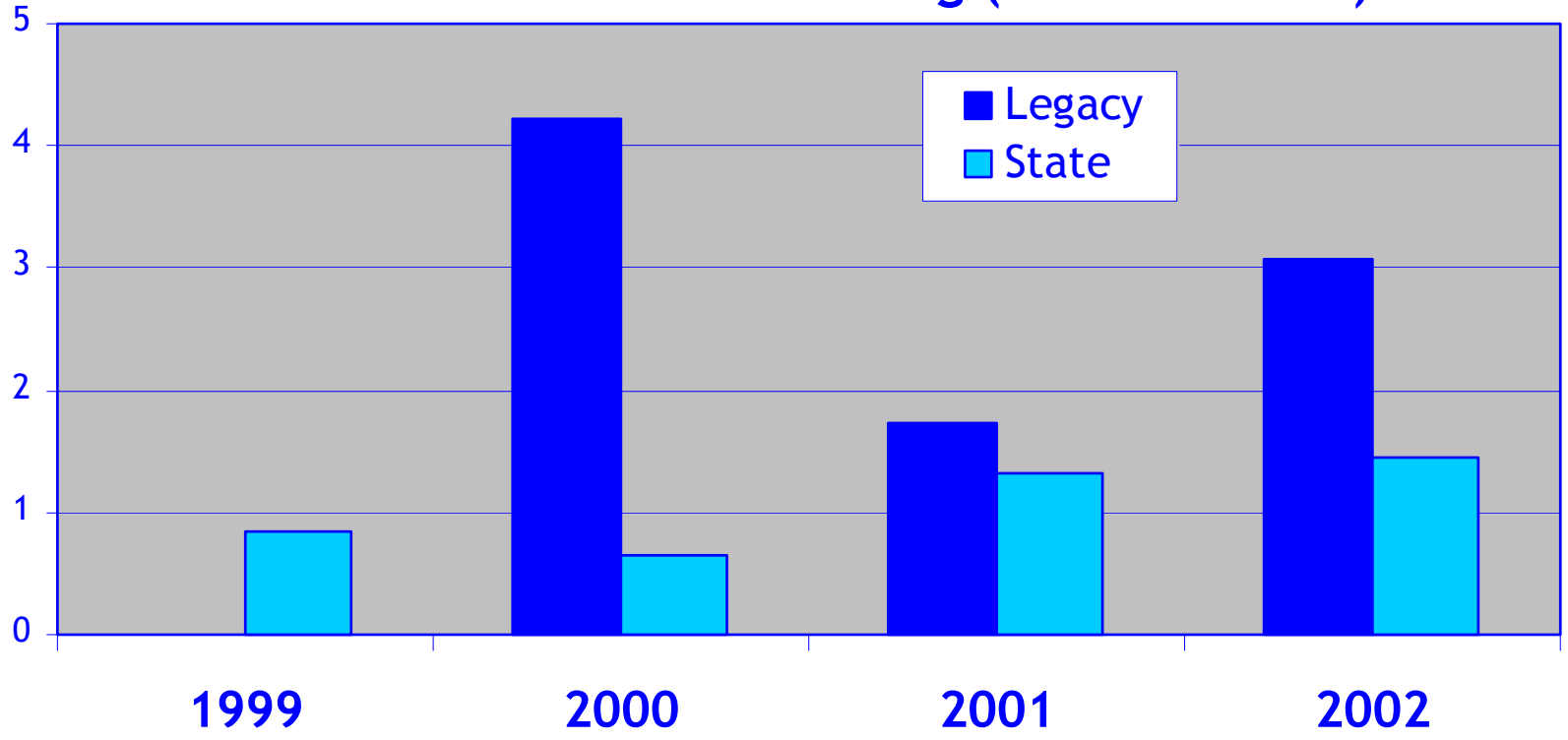
Source: Nielsen Media Research; Top 74 Media Markets

Mean Monthly Exposures by Year to Tobacco-Related Advertising (Teens 12 - 17)



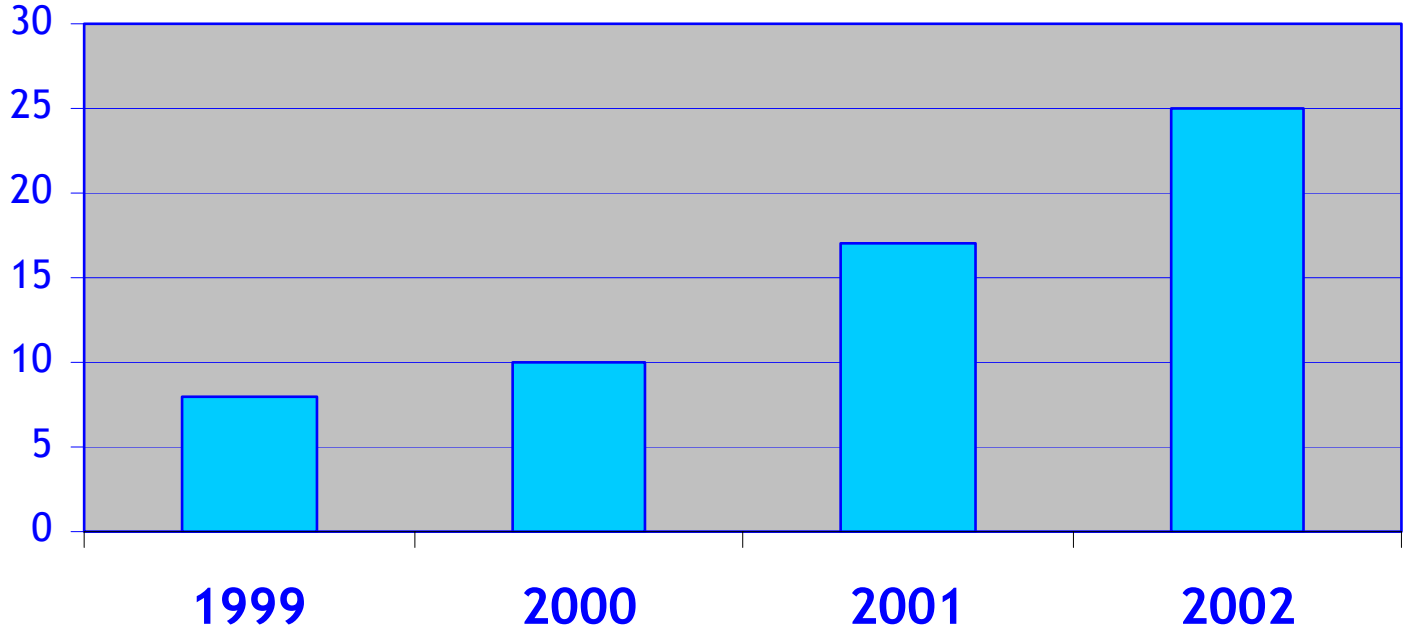
Source: Nielsen Media Research; Top 74 Media Markets

Mean Monthly Exposures by Year to Legacy and Tobacco Control Advertising (Teens 12 - 17)



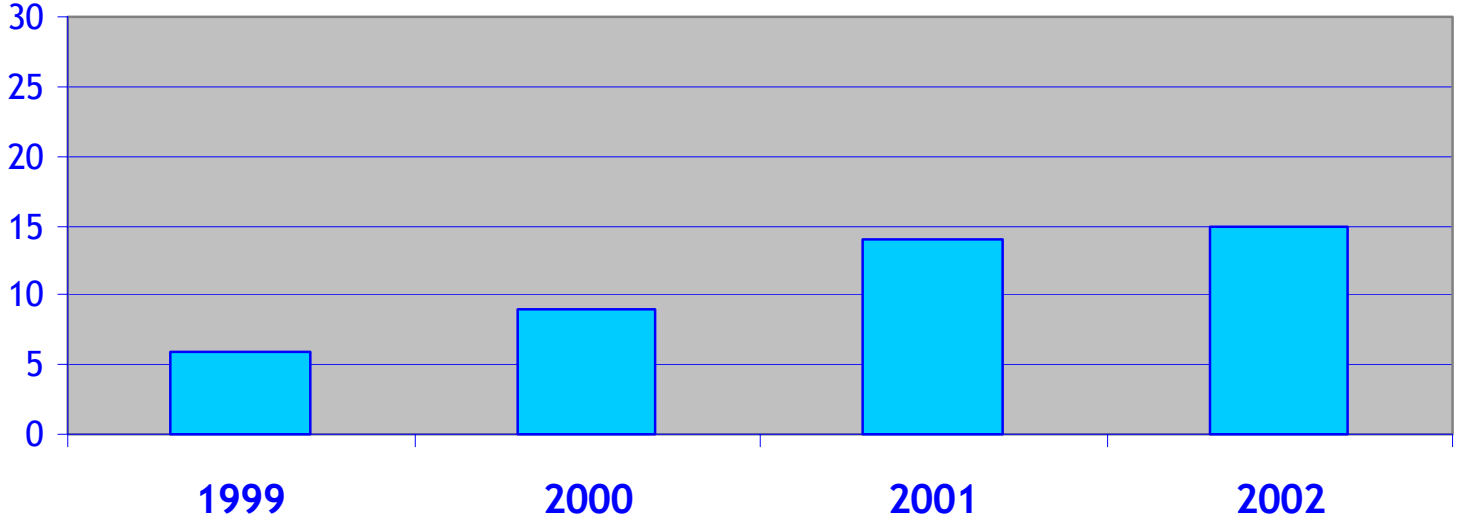
Source: Nielsen Media Research; Top 74 Media Markets

Number of States with > 1 Mean Exposures per Month for State Tobacco Control Advertising (Television Households)



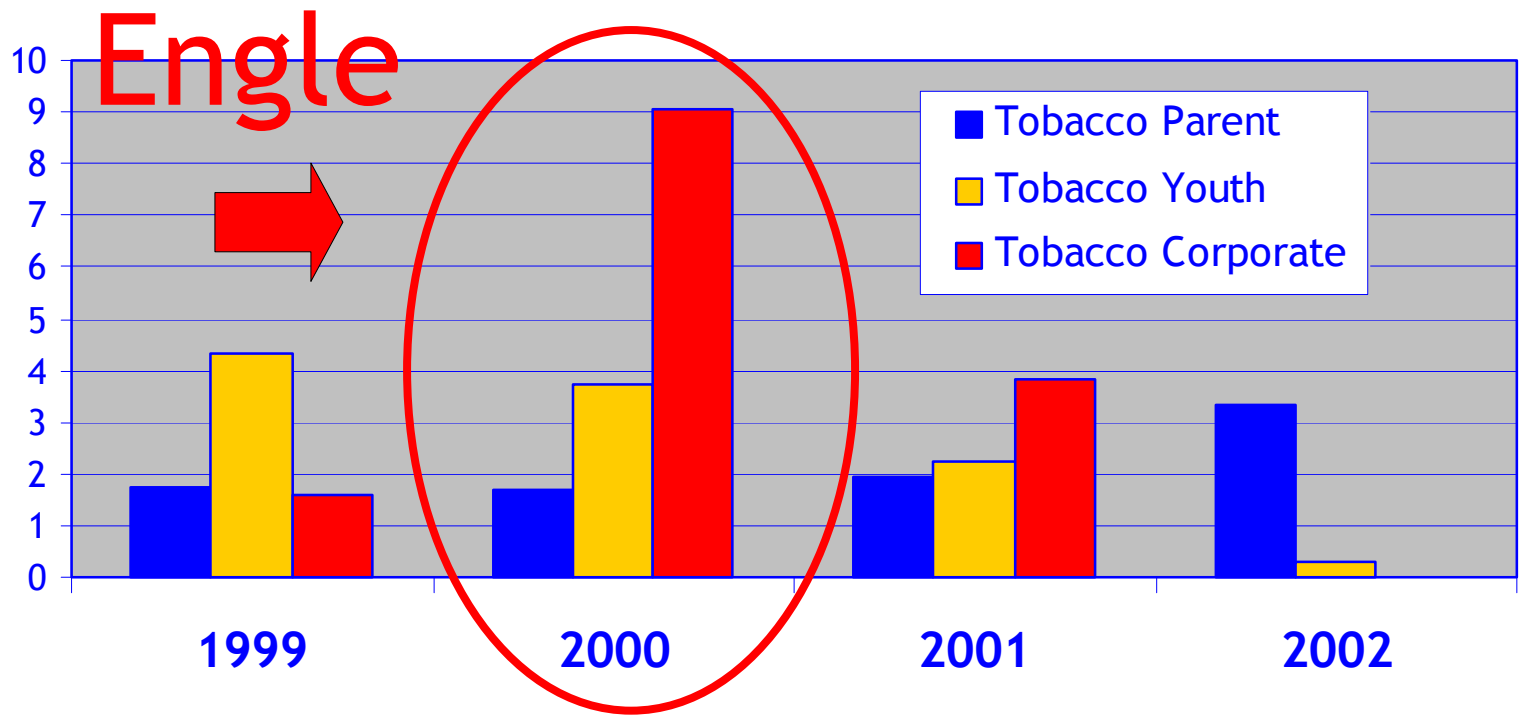
Source: Nielsen Media Research; Top 74 Media Markets

Number of States with > 1 Mean Exposures per Month for State Tobacco Control Agencies (Teens 12 -17)



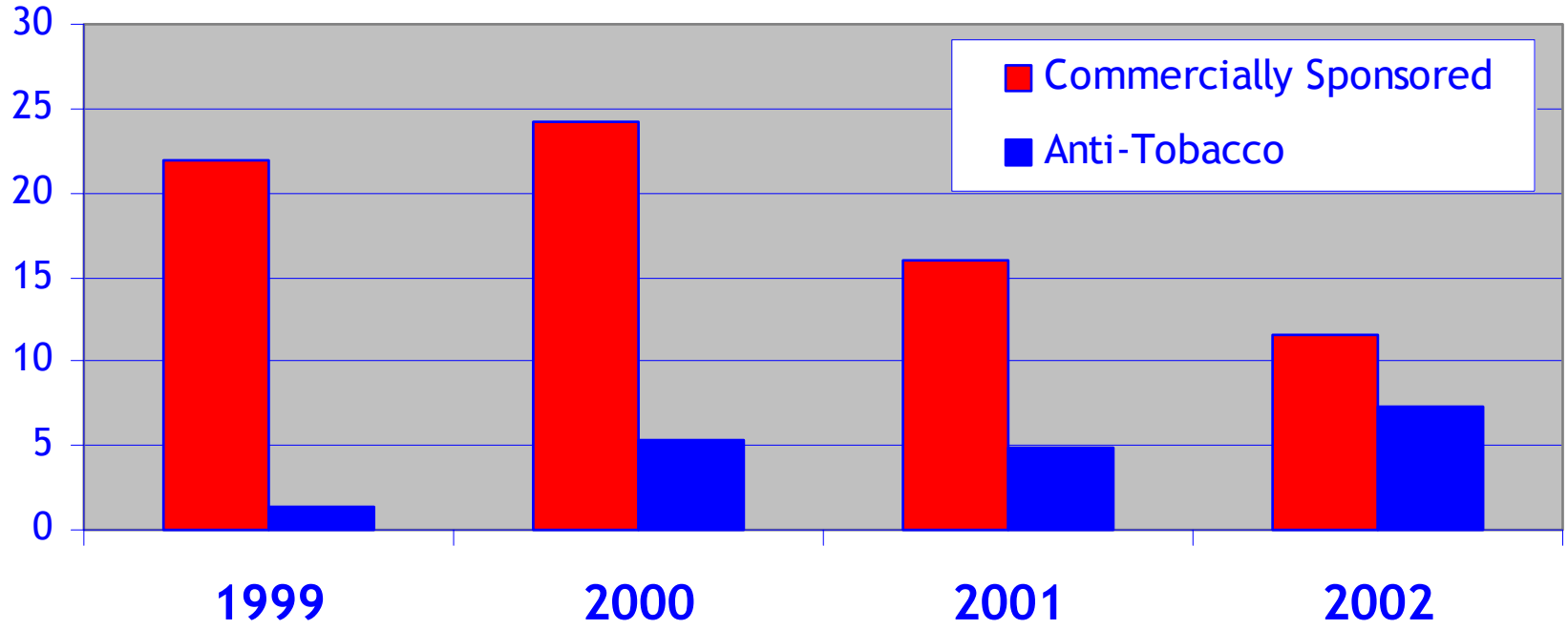
Source: Nielsen Media Research; Top 74 Media Markets

Mean Monthly Exposures per Year to Tobacco Industry Advertising for Television Households



Source: Nielsen Media Research; Top 74 Media Markets

Mean Monthly Exposures
Commercially Sponsored v. Anti-Tobacco
(Television Households)



Source: Nielsen Media Research; Top 74 Markets

Conclusions

- Anti-Tobacco advertising has increased since 1999.
  - Decrease expected in 2003 due to funding cutbacks.
- American Legacy Foundation provided boost to state-based anti-tobacco advertising. In some states, Legacy was the only anti-tobacco advertiser.
- State Anti-Tobacco Programs more often target adults than teens.
- Commercially sponsored advertising dwarfs Anti-Tobacco advertising.
- Could advertising from commercial brands dilute anti-tobacco messages?
- The tobacco industry remains a major contributor to tobacco-related advertising.