

Table 7. Topic-Specific Tools: Advertising Tracking and Outcomes Measurement

Data Source	Tobacco-Related Indicators	Sampling Frame	Methodology (a), Frequency (b), Years Completed (c)	Comments	Contact
<p>Arbitron</p> <ul style="list-style-type: none"> ■ Provides data on which radio stations have the largest reach for the target population. ■ Can be used to target media campaign activities and estimate reach. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Time of day. ■ Amount of time listened. ■ Specific geographical locations. ■ Listener demographics. 	<p>Based on county level metropolitan markets.</p>	<p>a) Random design. Mail diary. b) Ongoing, since 1950s.</p>	<p>The biggest metropolitan markets are surveyed four times a year. Smaller markets are surveyed twice a year.</p>	<p>Arbitron. (770) 551-1400 or (800) 543-7300. www.arbitron.com</p>
<p>Media Campaign Activity Tracking</p> <ul style="list-style-type: none"> ■ Provides tracking data on counter-marketing advertisements on TV and radio. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Gross rating point (GRP) reach and frequency. 	<p>Media campaigns.</p>	<p>a) Varies. b) Varies.</p>	<p>This information is usually provided by the media campaign provider or contractor.</p>	<p>State health departments.</p>
<p>Media Evaluation Survey</p> <ul style="list-style-type: none"> ■ Provides data on the exposure, awareness, and impact of a paid media campaign. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Confirmation of exposure. ■ Recall of specific advertisements. ■ Behavior change. 	<p>Target population of media campaign.</p>	<p>a) Random design Repeated follow-up telephone surveys. b) Varies.</p>	<p>Provides pre- and post-information before, during, and after a counter-marketing campaign. A number of states have mounted counter-marketing campaigns.</p>	<p>Office on Smoking and Health, Centers for Disease Control and Prevention. (770) 488-5703. www.cdc.gov/tobacco State health departments.</p>
<p>Nielsen Sigma Service</p> <ul style="list-style-type: none"> ■ Provides 24 hours per day tracking of paid and unpaid public service announcements and video news releases. ■ Tracking is done by advertisement master code. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Air time and frequency of advertisement. 	<p>Market unit level of advertisements.</p>	<p>a) Census of all full-power commercial broadcasting stations. b) Ongoing since 1989.</p>	<p>Available to ordering client, distribution firm, or organization. The costs obtaining the data sets may be prohibitive.</p>	<p>New Media Services. (727) 738-3060. www.nielsenmedia.com</p>
<p>Video Monitoring Service</p> <ul style="list-style-type: none"> ■ Tracks broadcast coverage of TV, radio, print, and outdoor advertisements. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Tobacco key words. 	<p>Advertisements on TV, radio, print, and outdoors.</p>	<p>a) Census of full-power commercial broadcasting stations. b) Ongoing since 1996.</p>	<p>Number of media sources depends on region.</p>	<p>Video Monitoring Services. (212) 736-2010. www.vidmon.com</p>

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