

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

Table 7