

Table 6. Topic-Specific Tools: Pro-Tobacco Advertising and Promotions

Data Source	Tobacco-Related Indicators	Sampling Frame	Methodology (a), Frequency (b), Years Completed (c)	Comments	Contact
<p>Event Sponsorship</p> <ul style="list-style-type: none"> ■ Provides data on events sponsored by tobacco companies. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Event sponsorship and funding. 	State and local levels.	<p>a) Observational.</p> <p>b) Varies.</p>	A limited number of states have conducted this type of survey.	State health departments.
<p>Nielsen Monitor Plus</p> <ul style="list-style-type: none"> ■ Provides 24 hours per day tracking of paid commercial activity mainly for television, but also newspaper and radio in certain market regions. ■ Tobacco advertisements, traced by brand name. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Dissemination and frequency of advertisements. 	<p>By market unit (there are 210 units in the country).</p> <p>Subjects: Target population of paid advertisements for all major television stations, and selected newspaper and radio stations.</p>	<p>a) Census of all full power commercial broadcasting stations.</p> <p>Convenience sample for newspaper and radio commercial activities.</p> <p>c) Ongoing since 1995.</p>	<p>Available to clients, distribution firm, or organization.</p> <p>The costs of obtaining the data sets may be prohibitive.</p>	<p>New Media Services. (212) 708-7500 or (212) 907-4220. www.nielsenmedia.com</p>
<p>Point-of-Purchase Survey</p> <ul style="list-style-type: none"> ■ Provides contextual data on retail outlets that can show tobacco sales policies and practices in communities, including attitudes and behaviors. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Product placement. ■ Advertising price. ■ Policies and practices of personnel and management. 	<p>State and local levels.</p> <p>Subjects: Retail outlets.</p>	<p>a) Random design. Unannounced visits. Methodology may vary by state.</p> <p>b) Varies.</p>	Surveys may be conducted overtly or covertly.	State health departments. State enforcement agencies.
<p>Product Give-Aways and Promotions</p> <ul style="list-style-type: none"> ■ Provides data on tobacco promotions and product give-aways. 	<p>Topics:</p> <ul style="list-style-type: none"> ■ Type of promotions and give-aways. ■ Monetary amount of promotion. ■ Frequency. 	<p>State and local levels.</p> <p>Subjects: Community events and entertainment venues.</p>	<p>a) Observational.</p> <p>b) Varies.</p>	A limited number of states have conducted this type of survey.	State health departments.

Table 6