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
Event Sponsorship ■ Provides data on events sponsored by tobacco companies.	***Topics:*** ■ Event sponsorship and funding.	State and local levels.	a) Observational. b) Varies.	A limited number of states have conducted this type of survey.	State health departments.
Nielsen Monitor Plus ■ 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.	***Topics:*** ■ Dissemination and frequency of advertisements.	By market unit (there are 210 units in the country). ***Subjects:*** Target population of paid advertisements for all major television stations, and selected newspaper and radio stations.	a) Census of all full-power commercial broadcasting stations. Convenience sample for newspaper and radio commercial activities. c) Ongoing since 1995.	Available to clients, distribution firm, or organization. The costs of obtaining the data sets may be prohibitive.	New Media Services. (212) 708-7500 or (212) 907-4220. www.nielsenmedia.com
Point-of-Purchase Survey ■ Provides contextual data on retail outlets that can show tobacco sales policies and practices in communities, including attitudes and behaviors.	***Topics:*** ■ Product placement. ■ Advertising price. ■ Policies and practices of personnel and management.	State and local levels. ***Subjects:*** Retail outlets.	a) Random design. Unannounced visits. Methodology may vary by state. b) Varies.	Surveys may be conducted overtly or covertly.	State health departments. State enforcement agencies.
Product Give-Aways and Promotions ■ Provides data on tobacco promotions and product give-aways.	***Topics:*** ■ Type of promotions and give-aways. ■ Monetary amount of promotion. ■ Frequency.	State and local levels. ***Subjects:*** Community events and entertainment venues.	a) Observational. b) Varies.	A limited number of states have conducted this type of survey.	State health departments.

Table 6