

Promotion/Pricing

Local Conditions	Indicators	Data Sources*
Sponsorships	Number/percent of community events and festivals with alcohol-related sponsors	Community scan/observation
Advertising	Number/percent of billboards in community advertising alcohol	Community scan/observation
	Number/percent of alcohol-related advertisements in local newspapers	Community scan/observation
	Advertisements for alcohol at local events	Community scan/observation; focus groups
	Advertisements for alcohol near college campuses	Community scan/observation; focus groups
Drink pricing	Influence of drink specials on number of drinks consumed	MN Young Adult Alcohol Survey**; focus groups
	Influence of drink specials on establishments patronized	MN Young Adult Alcohol Survey**; focus groups
	Bars near campuses competing for student purchasers with drink specials	Community scan/observation; focus groups
	Pricing specials that target young adults	Community scan/observation; focus groups
	Happy hours	Community scan/observation; focus groups
	Density of bars creates competition and low pricing	Community scan/observation; focus groups
Container pricing	Discount pricing is available in quantity alcohol purchases from warehouse retailers	Community scan/observation
	Convenience stores price beer cheaply to attract customers	Community scan/observation
	Holiday discounts on alcohol	Community scan/observation
	Density of alcohol retailers create competition and low pricing	Community scan/observation
Promotion	Placement of alcohol in stores	Community scan/observation
	Promotional practices encouraging excessive drinking	Community scan/observation; focus groups
	Inadequate media attention to promotional practices	Focus groups; key informant interviews
	Pro-alcohol messages from alcohol industry	Community scan/observation
	Promotion of alcohol in movies, TV, music, social media	Observation; focus groups

*Focus groups and key informant interviews could be considered as a potential data sources for many of the indicators. For more information on these data collection methods visit www.evaluated.org.

**Survey instrument currently under development by the Department of Human Services Alcohol and Drug Abuse Division; will be available in the SUMN Toolbox (www.sumn.org) by December 2011.

Readily available data, existing data for most Minnesota communities
 Data likely exists, but may require relationship building/agreements with local entities
 Data collection required, but tools and/or processes for collection exist
 Data collection required which may be difficult or time consuming