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**AN INTRODUCTION TO THE 1999 ADVERTISING AND
INDUSTRY SURVEY**

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‘In this paper, we introduce a significant new dataset gained from the Advertising and Industry Survey of the advertising managers of UK firms that took place during 1999. The dataset is lodged with the ESRC databank, study number 4209, and contains information from more than 800 firms on issues such as advertising levels and motivation, Internet advertising and the conjectured actions of rival companies. We describe the survey process, report tests for response bias and summarise some of the key data. In addition, we report mean advertising-to-sales ratios by SIC industry code at various levels of aggregation.’

Posted 1 February, 2001.

See also . . .

The Journal of Industrial Economics Supplemental Materials page on the same site, the purpose of which is to afford access to additional data, econometric specifications, appendices, etc., that could not be published in the Journal because of space limitations. More than 40 documents are currently accessible. The most recent postings relate to the following articles:

David Lucking-Reiley, ‘Auctions on the Internet: What’s Being Auctioned and How?’, *The Journal of Industrial Economics*, 48, pp. 227–252.

David Reiffen, Laurence Schumann and Michael R. Ward, ‘Discriminatory Dealing with Downstream Competitors: Evidence from the Cellular Industry,’ *The Journal of Industrial Economics*, 48, pp. 253–286.

Gilles Duranton, ‘Cumulative Investment and Spillovers in the Formation of Technological Landscapes,’ *The Journal of Industrial Economics*, 48, pp. 205–213.

Nikolaos Vettas, ‘Investment Dynamics in Market with Endogenous Demand,’ *The Journal of Industrial Economics*, 48, pp. 189–203.

Vincenzo Denicolò, ‘Compatibility and Bundling with Generalist and Specialist Firms,’ *The Journal of Industrial Economics*, 48, pp. 177–187.

Yongmin Chen, ‘Strategic Bidding by Potential Competitors: Will Monopoly Persist?’ *The Journal of Industrial Economics*, 48, pp. 161–175.

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