

# California Tobacco Advertising Study 2014

## *Final Survey*

***Developed by the Stanford Prevention Research Center for the California Tobacco Control Program,  
California Department of Public Health***

## Welcome to the California Tobacco Advertising Study

### Section 1: Basic Store Information

1	<b>Store ID (3 digit ID):</b> __ __ __	x		
2	<b>Coder ID (2-character ID):</b> __ __	x		
3	<b>Store name: Does the actual store name match the assigned store name?</b> <input type="radio"/> Yes <input type="radio"/> No – Enter correct name: _____	x		
4	<b>Store address: Does the actual store address match the assigned address?</b> <input type="radio"/> Yes <input type="radio"/> No – Enter correct address _____	x		
5	<b>Can you survey this store?</b> <input type="radio"/> Yes, I can <input type="radio"/> No, store does not exist <input type="radio"/> No, store is closed <input type="radio"/> No, membership or fee required to enter <input type="radio"/> No, environment unsafe for me <input type="radio"/> No, asked to leave before completing the survey <input type="radio"/> No, other - specify: _____ [TERMINATE]	x	x	
6	<b>Are any cigarettes sold here?</b> <input type="radio"/> Yes and visible to customers. <input type="radio"/> Yes and NOT visible to customers. <input type="radio"/> No cigarettes sold here [TERMINATE]		x	x

BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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	<p><b>Convenience (with or without gas):</b> A store that sells convenience items such as snacks, beverages and often gas. Does not sell uncooked meat.</p> <p><b>Gas Only (Gas kiosk):</b> A gas station that does not have an attached store/convenience area that you can enter.</p> <p><b>Liquor store:</b> A store that sells mostly alcohol; it may also sell snacks and other types of drinks (e.g., soda or water).</p> <p><b>Pharmacy:</b> A store that sells drugs and medicines and may also sell other items. It may be a chain such as Rite Aid or a smaller, independently owned store.</p> <p><b>Small Market / deli / produce market:</b> These stores have fewer than three cash registers; may sell alcohol, but it is not its main product. Small markets sell uncooked meat.</p> <p><b>Supermarket/large grocery store:</b> A large store that sells food and other items, such as Safeway or Vons. This will have 3 or more cash registers.</p> <p><b>Tobacco shop:</b> A store primarily engaged in the sales of tobacco products but may also sell snacks and alcohol.</p> <p><b>Other:</b> Any store that does not fall into any of the above categories (e.g., Walmart, BJ's, Dollar General, Family Dollar, vape lounges &amp; emporiums, hookah bars, donut shop/bait and tackle). Please include a brief description of store type in the box.</p>			
7	<p><b>What type of store is this:</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Convenience store (With or without gas)</li> <li><input type="radio"/> Gas only (Gas kiosk)</li> <li><input type="radio"/> Liquor store</li> <li><input type="radio"/> Pharmacy (Walgreens, etc.) [Skip pharmacy question]</li> <li><input type="radio"/> Small market/deli/produce market</li> <li><input type="radio"/> Supermarket/large grocery store</li> <li><input type="radio"/> Tobacco shop</li> <li><input type="radio"/> Other</li> </ul>	x	X	x
8	<p><b>Does the store have a pharmacy counter? (yes/no)</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul>	x	X	x
9	<p><b>How many cash registers does this store have?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 1</li> <li><input type="radio"/> 2</li> <li><input type="radio"/> 3 or more</li> </ul>			
10	<p><b>Is a 1-800-5ASK4ID sign present? (Interior only)</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p>[IMAGE]</p>	x		

## Section 2. Product Availability, Placement and Promotions

11	<b>Select all products available and describe product placement (code separately for flavored):</b>					x		x	
		Sold	Front Counter	Near kid stuff	Self service				Not sold
	Cigarettes, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
	Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
	Cigarillos/little cigars, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
	Cigarillos/little cigars, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
	Chewing tobacco, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
	Chewing tobacco, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
	Snus, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Snus, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Near kid-stuff:</b> Within 12-inches of sodas fountains, ice cream, slushy machines, candy, gum, toys									
12	<b>Other tobacco product availability: (Select all)</b>					x	x	x	
<input type="checkbox"/> Loose or pipe tobacco <input type="checkbox"/> Large cigars <input type="checkbox"/> Blunt/cigar wraps <input type="checkbox"/> Hookah (Shisha/tobacco or hookah pipe) <input type="checkbox"/> None of the above									
13	<b>Are there any other tobacco products being sold? If yes, please describe all</b>								
<input type="radio"/> No <input type="radio"/> Yes,(Product names & brands): _____									
14	<b>What flavors are available for these products? (Select all):</b>							x	
		Mint	Fruit/sweet/candy	Liquor	None				
	Little cigars/cigarillos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Chewing tobacco/Snus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
15	<b>Smallest unit size of cigarillos/little cigars available? (Select one)</b>							x	
<input type="radio"/> One (sold as single) <input type="radio"/> Packs of 2-5 <input type="radio"/> Packs of 6-19 <input type="radio"/> Packs of 20 or more <input type="radio"/> No cigarillos/little cigars sold									

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16	<b>Cigarettes: Are there more than 100 cigarette pack facings on display?</b> <ul style="list-style-type: none"> <li><input type="radio"/> Yes, more than 100 pack facings</li> <li><input type="radio"/> No, fewer than 100 pack facings</li> <li><input type="radio"/> No, all packs are end stacked (no front facing packs)</li> </ul>			
17	<b>What percent of merchandising space behind the main checkout counter contains openly visible tobacco products?</b> <ul style="list-style-type: none"> <li><input type="radio"/> Less than 5%</li> <li><input type="radio"/> 5% - 49%</li> <li><input type="radio"/> 50% - 75%</li> <li><input type="radio"/> More than 75%</li> </ul>			

Select Less than 5% if only 5% of the merchandise space is devoted to tobacco products (a token amount). Select 5-49% if a noticeable amount but less than half of the available space is devoted to tobacco products. Select 50-75% if a substantial amount of space is devoted to tobacco products, occupying a majority of the space behind the counter but still leaving some room for other merchandise. Select More than 75% if tobacco dominates the space behind the counter, leaving little space for anything else.

### Section 3. Interior Marketing Materials

**Marketing materials:** Any professionally manufactured/printed item that is branded that advertises, displays or promotes a product. This includes advertisements (signs, posters, sandwich boards), shelving units and functional items (e.g., trashcans, gas station handles, mirrors, doormats, counter mats, newspaper racks, "register closed" signs, neon signs).

18	<b>Marketing materials are located (does not include on-pack promo):</b>	X	X	X																																																	
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 65%;"></th> <th style="width: 10%;">Front counter</th> <th style="width: 10%;">Back counter/wall</th> <th style="width: 10%;">On clear door/windows</th> <th style="width: 10%;">Elsewhere</th> <th style="width: 10%;">Below 3-feet</th> <th style="width: 10%;">None</th> </tr> </thead> <tbody> <tr> <td>Cigarettes, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cigarettes, menthol</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Chew/Snus, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Chew/Snus, flavored</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Little cigarillos/cigars, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Little cigarillos/cigars, flavored</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Front counter	Back counter/wall	On clear door/windows	Elsewhere	Below 3-feet	None	Cigarettes, unflavored	<input type="checkbox"/>	Cigarettes, menthol	<input type="checkbox"/>	Chew/Snus, unflavored	<input type="checkbox"/>	Chew/Snus, flavored	<input type="checkbox"/>	Little cigarillos/cigars, unflavored	<input type="checkbox"/>	Little cigarillos/cigars, flavored	<input type="checkbox"/>																																	
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19	<p><b>Interior marketing materials contain:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 65%;"></th> <th style="width: 15%;">Price promotions</th> <th style="width: 15%;">Images (other than logos/text)</th> <th style="width: 5%;">Neither</th> </tr> </thead> <tbody> <tr> <td>Cigarettes, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cigarettes, menthol</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Chew/Snus, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Chew/Snus, flavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Little cigarillos/cigars, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Little cigarillos/cigars, flavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Price promotions	Images (other than logos/text)	Neither	Cigarettes, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/Snus, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/Snus, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Little cigarillos/cigars, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Little cigarillos/cigars, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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20	<p><b>Which products have on-pack promotions:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Cigarettes, unflavored</li> <li><input type="checkbox"/> Cigarettes, menthol</li> <li><input type="checkbox"/> Cigarillos/little cigars, unflavored</li> <li><input type="checkbox"/> Cigarillos/little cigars, flavored</li> <li><input type="checkbox"/> Chew/Snus, unflavored</li> <li><input type="checkbox"/> None of the above</li> </ul>																															
21	<p><b>Price promotions are advertised inside the store for (any brand, includes on-pack price promo, check all):</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 45%;"></th> <th style="width: 15%;">Special price on 1</th> <th style="width: 15%;">Multi-buy price promo</th> <th style="width: 15%;">None</th> </tr> </thead> <tbody> <tr> <td>Cigarettes, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cigarettes, menthol</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Chew/snus, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Chew/snus, flavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cigarillos/little cigars, unflavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cigarillos/little cigars, flavored</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Special price on 1	Multi-buy price promo	None	Cigarettes, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/snus, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/snus, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarillos/little cigars, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarillos/little cigars, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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22	<p><b>Are there any of these cross-product promotions? (Select all)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Buy cigarette pack(s), get free/discounted ENDS</li> <li><input type="checkbox"/> Buy cigarette pack(s), get free/discounted TOBACCO</li> <li><input type="checkbox"/> Buy cigarette carton(s), get free/discounted ENDS</li> <li><input type="checkbox"/> Buy cigarette carton(s), get free/discounted TOBACCO</li> <li><input type="checkbox"/> Other free/discount with TOBACCO purchase, please describe what you buy/what you get:</li> </ul>																															

### Section 4. ENDS/e-cigarettes

23	<b>Are any ENDS/e-cigarettes sold here?</b> <input type="radio"/> Yes <input type="radio"/> No [Skip section]																																						
24	<b>Which types of ENDS are sold and price promotions?</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 65%;"></th> <th style="width: 10%;">Sold</th> <th style="width: 10%;">Special price on 1</th> <th style="width: 10%;">Multi-buy price promo</th> <th style="width: 10%;">Not sold</th> </tr> </thead> <tbody> <tr> <td>Disposable cigarette lookalikes (e.g., blu/NJOY)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Rechargeable/Refillable cigarette lookalikes (e.g., blu/NJOY/blu)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Vape pens/tanks/MODS (must be rechargeable/refillable)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>E-hookah (anything labeled e-hookah)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>E-cigars (anything labeled e-cigar)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>E-liquid</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Sold	Special price on 1	Multi-buy price promo	Not sold	Disposable cigarette lookalikes (e.g., blu/NJOY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rechargeable/Refillable cigarette lookalikes (e.g., blu/NJOY/blu)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vape pens/tanks/MODS (must be rechargeable/refillable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	E-hookah (anything labeled e-hookah)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	E-cigars (anything labeled e-cigar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	E-liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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25	<b>Select all categories of ENDS for which there are on pack promotions:</b> <input type="checkbox"/> blu e-cigarettes (any) <input type="checkbox"/> NJOY e-cigarettes (any) <input type="checkbox"/> Any OTHER ENDS <input type="checkbox"/> None of the above																																						
26	<b>Are there any of these promotions for ENDS? (Select all)</b> <input type="checkbox"/> Buy ENDS device, get free/discounted e-liquid/cartridge <input type="checkbox"/> Buy ENDS device, get free/discounted accessory <input type="checkbox"/> Buy ENDS device, get free/discounted other ENDS type <input type="checkbox"/> Buy ENDS device, get free/discounted tobacco <input type="checkbox"/> Buy ENDS device, get free/discounted trinket <input type="checkbox"/> Other free/discount with ENDS purchase (describe):																																						

27	<p><b>What flavors of ENDS are available:</b> (Select all)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;"></th> <th style="width: 10%;">Mint</th> <th style="width: 15%;">Fruit/sweet/candy</th> <th style="width: 15%;">Liquor</th> <th style="width: 10%;">None</th> </tr> </thead> <tbody> <tr> <td>Disposable ENDS</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Rechargeable ENDS/cartridges</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>E-liquid</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Mint	Fruit/sweet/candy	Liquor	None	Disposable ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rechargeable ENDS/cartridges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	E-liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			x				
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Rechargeable ENDS/cartridges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																								
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28	<p><b>Where/how are ENDS product located in the store?</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 10%;">Front counter</th> <th style="width: 10%;">Back counter/wall</th> <th style="width: 10%;">Self service</th> <th style="width: 10%;">Under or near NRT banner</th> <th style="width: 10%;">Not sold</th> </tr> </thead> <tbody> <tr> <td>blu</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>NJOY</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Any other ENDS</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Front counter	Back counter/wall	Self service	Under or near NRT banner	Not sold	blu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NJOY	<input type="checkbox"/>	Any other ENDS	<input type="checkbox"/>											
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NJOY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																							
Any other ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																							
29	<p><b>ENDS are placed/shelved next to what products?</b> (Select all)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tobacco products</li> <li><input type="checkbox"/> Alcohol</li> <li><input type="checkbox"/> Kid stuff</li> <li><input type="checkbox"/> NRT products</li> <li><input type="checkbox"/> None of the above</li> </ul>																											
30	<p><b>Are there any ENDS marketing materials?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No [SKIP next 2 questions]</li> </ul>																											
31	<p><b>ENDS INTERIOR marketing materials are located:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 10%;">Front counter</th> <th style="width: 10%;">Back counter/wall</th> <th style="width: 10%;">On clear door/windows</th> <th style="width: 10%;">Elsewhere</th> <th style="width: 10%;">None</th> </tr> </thead> <tbody> <tr> <td>blu</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>NJOY</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Any other ENDS</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Front counter	Back counter/wall	On clear door/windows	Elsewhere	None	blu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NJOY	<input type="checkbox"/>	Any other ENDS	<input type="checkbox"/>											
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BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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33	<p><b>Do any ENDS INTERIOR marketing materials contain:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 20%;">Price promotion</th> <th style="width: 20%;">Cartoon imagery</th> <th style="width: 30%;">None</th> </tr> </thead> <tbody> <tr> <td>blu</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>NJOY</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Any other ENDS</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Price promotion	Cartoon imagery	None	blu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NJOY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Any other ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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Any other ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																	
34	<p><b>The following questions are for a blu e-cigarette, Classic Tobacco (disposable, single unit):</b></p> <p>[IMAGE]</p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No [Skips next series of questions]</li> </ul> <p>[IMAGE]</p> <p>B. Single item price (\$XX.XX. Enter "0.09" if store sells variety but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>D. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>E. Are blu disposable e-cigarettes also available in Magnificent Menthol? (Green package)</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes, for the same price [SKIP NEXT QUESTION]</li> <li><input type="radio"/> Yes, for a different price</li> <li><input type="radio"/> No, not sold [SKIP NEXT QUESTION]</li> </ul>		X																	

BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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35	<p><b>The following questions are for a blu e-cigarette, Magnificent Menthol</b>          (disposable, single unit):          [IMAGE]</p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No [Skips next series of questions]</li> </ul> <p>blu e-cigs in Magnificent Menthol          [IMAGE]</p> <p>B. Single item price (\$XX.XX. Enter "0.09" if store sells variety but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>D. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>			
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BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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36	<p><b>The following questions are for a NJOY e-cigarette, traditional bold (red package, disposable, single unit):</b>                  [IMAGE]</p> <p><b>A. Is this item sold?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p>NJOY King disposable e-cigarette in Traditional Bold                  [IMAGE]</p> <p><b>B. Single item price (\$XX.XX. Enter "0.09" if store sells variety but price is unavailable)</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p><b>C. Is the price discounted?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p><b>D. Is sales tax included in the price?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p><b>E. Are Blu disposable e-cigarettes also available in Menthol Bold (Dark green package, disposable, single unit):</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes, for the same price [SKIP NEXT QUESTION]</li> <li><input type="radio"/> Yes, for a different price</li> <li><input type="radio"/> No, not sold [SKIP NEXT QUESTION]</li> </ul>			
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BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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37	<p><b>The following questions are for a NJOY e-cigarette, Menthol Bold</b> (Dark green package, disposable, single unit):</p> <p>[IMAGE]</p> <p><b>A.</b> Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p>NJOY King disposable e-cigarette in Menthol Bold</p> <p>[IMAGE]</p> <p><b>B.</b> Single item price (\$XX.XX. Enter "0.09" if store sells variety but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p><b>C.</b> Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p><b>D.</b> Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>			
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### Section 5. Tobacco Product Prices

38	<p>The following questions are for <b>Marlboro "Reds" (original regular hard pack)</b></p> <p>[IMAGE]</p> <p><b>A.</b> Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p><b>B.</b> How many pack facings of Marlboro Red are on display?</p> <ul style="list-style-type: none"> <li><input type="radio"/> _____</li> </ul> <p><b>C.</b> Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p><b>D.</b> Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p><b>E.</b> Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>	x	x	x
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BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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39	<p>The following questions are for <b>Newport Menthol box (regular hard pack)</b>  <b>[IMAGE]</b></p> <p>A. Is this item sold?  <input type="radio"/> Yes  <input type="radio"/> No</p> <p>B. How many pack facings of Newport Menthol are on display?  <input type="radio"/> _____</p> <p>C. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)  <input type="radio"/> \$XX.XX</p> <p>D. Is the price discounted?  <input type="radio"/> Yes  <input type="radio"/> No  <input type="radio"/> Refused</p> <p>E. Is sales tax included in the price?  <input type="radio"/> Yes  <input type="radio"/> No  <input type="radio"/> Refused</p>	x	x	x
40	<p>The following questions are for <b>Pall Mall regular cigarettes (Red box)</b>  <b>[IMAGE]</b></p> <p>A. Is this item sold?  <input type="radio"/> Yes  <input type="radio"/> No</p> <p>B. How many pack facings of Pall Mall Red are on display?  <input type="radio"/> _____</p> <p>C. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)  <input type="radio"/> \$XX.XX</p> <p>D. Is the price discounted?  <input type="radio"/> Yes  <input type="radio"/> No  <input type="radio"/> Refused</p> <p>E. Is sales tax included in the price?  <input type="radio"/> Yes  <input type="radio"/> No  <input type="radio"/> Refused</p>			

BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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41	<p>The following questions are for <b>Grizzly Wintergreen long cut (1.2 oz tin):</b>  <b>[IMAGE]</b></p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p>B. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>D. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>			x
42	<p>The following questions are for <b>Copenhagen unflavored long cut (1.2 oz red tin):</b>  <b>[IMAGE]</b></p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p>B. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>D. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>		x	
43	<p><b>What's the largest pack of cigarillos/little cigars that can be purchased for less than \$1.00? (Select one)</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Not sold</li> <li><input type="radio"/> Four or more</li> <li><input type="radio"/> Three</li> <li><input type="radio"/> Two</li> <li><input type="radio"/> One (sold as singles)</li> <li><input type="radio"/> None (All quantities are more than \$1.00)</li> </ul>			x

BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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44	<p>The following questions are for <b>Aquafina water (20 oz bottle):</b>  <b>[IMAGE]</b></p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul> <p>B. Single bottle price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>D. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>			
45	<p><b>Cheapest Pack of Cigarettes: Ask the cashier "What's the cheapest single pack of cigarettes? How much is it?"</b></p> <p><b>If the cashier refuses, attempt to discern the cheapest pack price by looking at advertised prices.</b></p> <p>A. Price was obtained:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No (unable to obtain price)</li> </ul> <p>B. Cheapest single pack of cigarettes (\$XX.XX): Enter price</p> <ul style="list-style-type: none"> <li><input type="radio"/> \$XX.XX</li> </ul> <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul> <p>D. Is sales tax included?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> <li><input type="radio"/> Refused</li> </ul>		x	x
	<p><b>Please thank the clerk and proceed to the exterior of the store.</b></p>			

BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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46	<p>Exterior marketing materials are located:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 15%;">On clear windows /doors</th> <th style="width: 15%;">Elsewhere</th> <th style="width: 10%;">At or below 3 ft.</th> <th style="width: 10%;">None</th> </tr> </thead> <tbody> <tr><td>Cigarettes, unflavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Cigarettes, menthol</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Cigarillos/little cigars, unflavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Cigarillos/little cigars, flavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Chew/Snus, unflavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Chew/Snus, flavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Blu e-cigarettes</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>NJOY e-cigarettes</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Any OTHER ENDS</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> </tbody> </table>		On clear windows /doors	Elsewhere	At or below 3 ft.	None	Cigarettes, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarillos/little cigars, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarillos/little cigars, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/Snus, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/Snus, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Blu e-cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NJOY e-cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Any OTHER ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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NJOY e-cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																		
Any OTHER ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																		
47	<p>Price promotions are advertised OUTSIDE the store (any brand, includes on-pack price promo, check all):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;"></th> <th style="width: 15%;">Special price on 1</th> <th style="width: 25%;">Multi-buy price promo</th> <th style="width: 20%;">None</th> </tr> </thead> <tbody> <tr><td>Cigarettes, unflavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Cigarettes, menthol</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Chew/snus, unflavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Chew/snus, flavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Cigarillos/little cigars, unflavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Cigarillos/little cigars, flavored</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Any ENDS</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> </tbody> </table>		Special price on 1	Multi-buy price promo	None	Cigarettes, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/snus, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chew/snus, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarillos/little cigars, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cigarillos/little cigars, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Any ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
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Cigarillos/little cigars, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																			
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Any ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																			
48	<p>Exterior marketing materials contain images for these: (Any photo, drawing or graphic depiction that is NOT a company logo or text including products/packs. Does NOT apply to ENDS)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tobacco products, unflavored</li> <li><input type="checkbox"/> Tobacco products, flavored</li> <li><input type="checkbox"/> ENDS, unflavored</li> <li><input type="checkbox"/> ENDS, flavored</li> <li><input type="checkbox"/> None of the above</li> </ul>																																																					
49	<p><b>Final disposition</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Completed</li> <li><input type="radio"/> Partial/Exception (Please explain):</li> </ul> <p>_____</p>																																																					

BLUE=2011 COMPATABLE	GREEN=NEW	RED=DELETE?
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CTAS 11 STARS HSHC

50	<b>Enter any other relevant information about this store audit (e.g., “Store was discontinuing tobacco product sales and had very few products left in stock. Most product availability was coded based on shelf labels.”</b>			
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