

California Tobacco Advertising Study (CTAS 2011)

Manual of Instructions for Field Staff

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Please keep this manual with you when you are collecting data in case you need to refresh your memory while you are in the field.



Overview

Study Goal: To assess placement and amount of cigarette and smokeless tobacco marketing materials and to collect price for a selection of cigarette brands in a random sample of stores in California.

Using a store observation form, your task is to count and categorize cigarette and smokeless tobacco marketing materials, note features of the store environment, and record information about store characteristics and prices for several cigarette brands.

This manual is intended for use with the store observation form, providing detailed instruction for each section. If you are unsure of how to record an item, refer to this manual.

While completing data collection, please keep the following things in mind.

- Courtesy is important. Be aware of your surroundings; many stores will have deliveries and lots of customers. Make sure you're not blocking the doors or aisles or disrupting employees.
- Complete and accurate data are essential.
- Attention to detail is very important. Double check to be sure you caught all marketing materials that you were supposed to count, especially in stores with a lot of tobacco ads.
- If you observe anything unusual or noteworthy, make notes on the store observation form on the first page under the "Comments" section.
- It's possible that you may not be able to complete a store survey on your first attempt. **Attempt log** – Use the attempt log to keep track of the date that you visited a store, with whom you spoke (if applicable), and when you are scheduled to return.



COMPLETING THE STORE OBSERVATION FORM

Cover Sheet

Cover sheet - The cover sheet will be labeled with a store number, name, and address.

Before leaving your car – Verify the store name and address. Please specify the correct store name, especially for convenience stores with gas. The label may read “Chevron,” but the convenience store at the station may be called “Food Mart” or “Extra Mile.” Cross out any incorrect information and note changes in the corrections section.

A. Store Information

In this first section, you will record general information about the store, including location (determined with a GPS device), store type, and number of cash registers.

A. STORE INFORMATION	
1) Store ID: _____	5) Store Type: <input type="checkbox"/> ₁ Supermarket
2) Coder ID: _____	<input type="checkbox"/> ₂ Small Market
3) Date of visit: _____	<input type="checkbox"/> ₃ Chain Convenience (no gas)
4) Confirm store location using GPS device	<input type="checkbox"/> ₄ Chain Convenience (with gas)
Obtain lat/long <input type="checkbox"/> ₀ No <input type="checkbox"/> ₁ Yes	<input type="checkbox"/> ₅ Gas Only
	<input type="checkbox"/> ₆ Drug Store
	<input type="checkbox"/> ₇ Liquor Store
	<input type="checkbox"/> ₈ Other (specify): _____
	6) Number of cash registers: _____

Record the following store information.

Before entering the store, record information for items 1 – 5.

- 1) **Store ID** – Copy the store ID number from the label on the cover page into this space and also onto the top of each page. This is important if the pages of the form are for some reason separated.
- 2) **Coder ID** – Enter your initials.
- 3) **Date of visit** – Enter the date that you completed the store observation.
- 4) **Confirm store location** – Use the GPS device and the procedure described in the Appendix to identify latitude and longitude for each store.
- 5) **Store type** – Use the following guidelines to determine store type:
 - Supermarket** – a large store that sells food and other items and is *typically* owned by a company that owns many stores such as Safeway or Lucky. This will have 3 or more cash registers.
 - Small Market** – a mom and pop store that is not part of a chain and has fewer than three cash registers; may sell alcohol, but it is not its main product.
 - Chain Convenience (no gas)** – a store that is owned by a large company such as 7-11 or Quick stop, or a chain that sells convenience items only.



Chain Convenience (with gas) – a store/gas station that is owned by a large company such as Chevron or Shell, and sells convenience items and gas.

Gas Only – a gas station that does not have an attached store/convenience area. Cigarettes may be available from a clerk. Payment might be made at a small kiosk that also sells and advertises cigarettes.

Drug – a store that sells drugs and medicines and may also sell other items. It may be a chain such as CVS or a smaller, independently-owned store.

Liquor – sells mostly alcohol; may also sell snacks and other types of drinks (e.g., soda or water).

Other – any store that does not fall into any of the above categories. Please include a brief description of what it sells. This includes newspaper kiosks.

Introducing yourself

You are not required to obtain permission before you start collecting data. In large stores, simply begin recording information. However, you may need to introduce yourself in smaller stores where you are more likely to be noticed (such as convenience stores and mom-and-pop markets). Introduce yourself to the store manager or clerk and let them know you will be collecting information concerning store advertising.

Here is a sample introduction:

Hello, my name is _____. I am helping with an advertising survey. We are counting ads in stores throughout the state. I will take 10-15 minutes to look around the store. I will stay out of the way of your customers. Thank you.

Here are some common questions and answers:

1a. Question: *Who is your employer?*

1b. Answer: *I work for Ewald and Wasserman Research Consultants.*

2a. Question: *Is this study related to tobacco buys or stings?*

2b. Answer: *No, this is a study of advertising and promotions in retail outlets.*

If the store owner/employee is not satisfied with your answers. Please say to them:

You may contact my supervisor, Lisa Wasserman at 1-866-637-6393 to get further information about the study.

You can also present them with a copy of the merchant letter. If the store clerk or owner asks to see the store observation form, show it to them without hesitation.

- 6) **Number of cash registers** – Record the total number of registers, whether or not they are staffed. Include any register where a customer can purchase store goods, such as customer service, pharmacy, and photo counters. If customers can't purchase store goods at the register (Starbucks, bank counters), don't count it.



B. Store Interior – Product

The **Store Interior – Product** section is designed to collect information about the availability and visibility of tobacco products inside the store. This includes both the checkout area and elsewhere in the store. Please refer to the following definitions for the products included in this study. Below are definitions of each product type. Note that the store may sell different brands and flavors than the examples pictured.



Chew includes all smokeless tobacco products that involve spitting. They generally come in two forms: snuff and chewing tobacco. Snuff is a finely ground tobacco that comes loose or in a teabag-like pouch. Chewing tobacco comes in shredded, twisted, or “bricked” tobacco leaves. Users put these products between the lower lip or cheek and gum and must spit to get rid of the saliva and juice that builds up. The products are packaged in cans or pouches and are usually shelved near cigarettes.



Snus (rhymes with “goose”) is a moist powder tobacco product that is used by placing it under the lip for extended periods of time – like snuff tobacco without the need for spitting. Snus is typically “sold cold”. Look for it in small refrigerated display cases placed near cigarette displays behind the counter. Look carefully because in some stores snus is shelved in larger refrigerators with other products.



Little Cigars, Cigarillos, or Cigars are rolls of tobacco wrapped in leaf tobacco or any substance containing tobacco. Little cigars have features similar to cigarettes, such as size, filters, and packaging. Cigarillos are slightly larger than a cigarette but not as big as a cigar. Cigars are the largest. Cigarillos and little cigars are offered in a variety of flavors. Cigarillos are sold in packages but more often as singles. Many of the same companies sell all three product variations. Cigarillos are sometimes advertised as cigars. Look for these products near cigarettes or on display in a separate shelving area.



E-cigarettes, also called electronic nicotine delivery systems, are battery-operated devices that simulate the act of smoking. Many are designed to look like actual cigarettes or cigars and contain cartridges filled with nicotine, flavors, and other chemicals. The nicotine is vaporized and then inhaled. While e-cigarettes are often sold on the Internet, starter kits and cartridges are also sold in stores. Look carefully for these products because they may be shelved with cigarettes, smokeless tobacco products, or nicotine-replacement products, like Nicorette. Because they are not regulated like tobacco products, e-cigarettes could also be displayed in self-service containers on the counter.



B. STORE INTERIOR - PRODUCT				
7) Product availability:				
	CHEW	<u>SNUS</u>	CIGARILLOS, LITTLE CIGARS, OR CIGARS	E-CIGARETTES
a) Product not sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) If e-cigarettes are sold, are they available by self-service display? <input type="checkbox"/> No <input type="checkbox"/> Yes				
8) Product visibility – Can you see any:				
a) Cigarette packs or cartons visible to customers?	<input type="checkbox"/> No <input type="checkbox"/> Yes			
b) <u>Snus</u> packs visible to customers?	<input type="checkbox"/> No <input type="checkbox"/> Yes			

Record the following for the Store Interior – Product section:

- 7) **Product availability** – Using the definitions of product categories above:
- 7a) Indicate whether the store sells ANY brand of the specified tobacco products. For each tobacco product, if the product is not sold, check the box for “Product not sold”. If the product is sold, leave the box blank.
- 7b) Check “Yes” if there are any self-service displays for e-cigarettes in the store. These are displays with products that are reasonably accessible to customers. If the products are positioned so that the customer would need the clerk’s assistance to remove the product, it is not counted as self-service. A cabinet with a lock that is not locked and permits customers to retrieve e-cigarettes is counted as self-service.
- 8) **Product visibility** – In smaller stores, products are often displayed behind the checkout counter. They may be below eye level and therefore only visible to a customer standing at the counter. In larger stores, products may be displayed away from the checkout area. If you don’t see an obvious display of products, look carefully to confirm.
- 8a) Check “Yes” if there are ANY cigarette packs or cartons visible to customers in the store.
- 8b) Check “Yes” if there are ANY snus packs or tins visible to customers in the store.



C. STORE INTERIOR – ADVERTISING

The **Store Interior – Advertising** section is designed for recording information about the amount, location, and characteristics of tobacco advertisements, product shelving, and displays on the inside of the store. This includes walls, doors, the checkout area, and other areas.

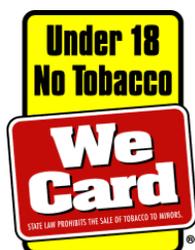
You will need to count ALL tobacco-company generated ads, displays, and shelving for Marlboro, Camel, Newport, and other cigarette brands, as well as chew and snus products. Do not count ads, displays, and shelving for cigarillos/little cigars, cigars, or e-cigarettes.

When asked about a product or ad’s proximity to the counter, this means within 4 feet of a checkout counter, whether or not the register is open.

You will begin by recording information on age of sale warning signs and functional items.

Age of Sale Signs (Store Observation Form, page 3)

Signs about preventing underage sales of tobacco may appear on registers, counters, and sides of overhead bins. The messages are likely to be signs but can also exist as other items, such as calendars or calculators. We are interested in two types of Age of Sale signs:



C. STORE INTERIOR - ADVERTISING		
<i>Interior Age of Sale Signs - Are these items present?</i>		
9) We Card	<input type="checkbox"/> No	<input type="checkbox"/> Yes
10) 1-800-5ASK4ID	<input type="checkbox"/> No	<input type="checkbox"/> Yes

Record the following for Interior Age of Sale signs:

- 9) **We Card** – Check “yes” if the store has ANY sign or item with “We Card”.
- 10) **1-800-5ASK4ID** – Check “yes” if the store has ANY sign or item with “1-800-5ASK4ID”.



Functional Items (Store Observation Form, page 3)

Functional items are objects that serve a function other than displaying and merchandising tobacco products. Functional items that appear in the interior of a store may include:

- Ashtrays
- Change trays
- Checkout strips or dividers
- Clocks that are not part of an overhead bin (See *Interior Shelving Units* section for definition of overhead bin.)
- Counter mats
- Door/floor mats
- Mirrors
- Newspaper racks
- “Register closed” signs
- Sandwich boards
- Shopping baskets or carts
- Trash cans
- If an item is in a doorway but is partially inside a store (>50%), it is counted as an interior functional item.

DO NOT COUNT AS FUNCTIONAL ITEMS:

- Branded push/pull, enter/exit, and signs mentioning store hours are recorded as ads.

Walk around the store being sure to check the floor, ceiling, doors, and checkout area for functional items.

<i>Interior Functional Items</i>							
	None	CIGARETTES				SMOKELESS	
		MARLBORO	NEWPORT	CAMEL	OTHER	CHEW	SNUS
11) Number by brand - near counter	<input type="checkbox"/>						
12) Number by brand - away from counter	<input type="checkbox"/>						

Record the following for Interior Functional Items:

- 11) **Number by brand - NEAR counter** – Count the total number of functional items for each brand or product that appear near the counter (within 4 feet). Check the box marked “None” if there are no interior functional items near the counter.
- 12) **Number by brand - AWAY from counter** – Count the total number of functional items for each brand or product that appear away from the counter. Check the box marked “None” if there are no interior functional items near the counter.



Interior Tobacco Ads (Store Observation Form, page 4)

An ad is any sign or three-dimensional object (other than a functional item) that promotes a tobacco product. Retail stores feature a mix of both pre-printed, professionally-produced and “home-made” signs. Count only pre-printed, professionally-produced signs. Qualifying ads may have prices hand-written by the local merchant. See “FAQs” in the Appendix for a detailed list of guidelines.

Ads that appear in the interior of a store may include:

- 3-D objects (such as giant cardboard cigarette boxes or packs of cigarettes covered in plastic or Plexiglas)
- Banners and posters with pre-printed advertising
- Decals or stickers (some on windows are two-sided)
- Lighted or neon signs
- Plexiglas-enclosed packs of cigarettes (not accessible to anyone)
- Pull/push and enter/exit signs on glass doors
- Signs or banners hanging from the ceiling
- Signs attached to store walls
- Signs attached to display racks (but not actually printed as part of the display)
- Small signs attached to shelves (only if clearly identified by brand; may include price)
- Small strips between shelves (only if clearly identifiable by brand)
- Any other advertising item with a brand name or logo on it
- Branded cigarette tobacco signs printed by companies that own several chain stores, such as 7-11 or other chains

Some ads promote more than one brand or type of tobacco product. An ad for one brand family that features more than one product style or flavor (e.g. Marlboro Kings and Marlboro Menthol) counts as one ad. If the ad has more than one brand or type of tobacco product, record the information about the ad separately for each brand or type of product.

You will be recording information for each cigarette, chew and snus ad inside the store. DO NOT COUNT ads for any type of cigars (little cigars or cigarillos) or for e-cigarettes. There is space to record 30 ads. If you encounter more than 30 ads, please record the additional ads on the unnumbered interior ad sheets that are provided to you. Please record the store number at the top of each sheet and then number the ads on these sheets starting with #31.

Walk up and down the aisles and note advertising on shelves, kiosks, as well as ads hung from the ceiling. Notice all ads and promotions around the counter (e.g., behind and below the counter, on tobacco storage racks on or above the counter, in checkout lines). If the counter is in the center of the store, walk around it to check for ads on all sides.



Interior Tobacco Ads

13) Check box if there are no interior tobacco ads: (skip to 19)

For each interior ad, record:

	14) Product	15) Cigarette flavor	16) Promo type	17) Near counter
Ad 1		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 2		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 3		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 4		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 5		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 6		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 7		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 8		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 9		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 10		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 11		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 12		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes
Ad 13		<input type="checkbox"/> ₁ Regular <input type="checkbox"/> ₂ Menthol <input type="checkbox"/> ₃ Both		1 Yes

Product key:

1 Marlboro cigarettes
2 Newport (red or green) cigarettes
3 Camel cigarettes
4 Other cigarette brands
5 Chew
6 Snus

Cigarette flavor:

Answer only when recording ads for cigarettes.
Leave blank when recording ads for chew and snus.

Promo key:

0 None
1 Special price
2 Multi-pack discount
3 Both (Special price and Multi-pack discount)

13) **Check box if there are no interior tobacco ads.** If there are none, skip to 19.

Record the following for **each** Interior Tobacco Ad:

14) **Product** – Enter the code number of the brand of cigarette or type of smokeless tobacco product that appears on the ad (refer to the key on the right side of page 4 of the store observation form).

15) **Cigarette flavor** –

Fill in only when recording cigarette ads. Leave this blank for chew and snus ads.

1. If the ad is for only regular cigarettes of the same brand, check “₁ Regular”.
2. If the ad is for only menthol cigarettes of the same brand, check “₂ Menthol”.
3. If the ad is for both regular AND menthol cigarettes of the same brand, check “₃ Both”.

16) **Promo type** –

1. Special price – Enter “1” if the sign indicates a “special” price. This is designated by any of the following terms: “special value”, “special offer”, “discount”, “cents-off”, “on sale”, “reduced price”, “special savings”, “save \$_____”.
Do **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, “quality”, or multi-pack discounts.
2. Multi-pack discount – Enter “2” if the sign offers free tobacco products with purchase of cigarettes. An example would be “buy two packs get one free” (usually pre-packaged).
Special prices on cartons do not constitute multi-pack discounts.
3. Both special price AND multi-pack discount – Enter “3” if the ad promotes both a special price and multi-pack discount.

17) **Near counter** – Circle “yes” if the ad is located near the counter (within 4 feet).

18) **Are there additional interior tobacco ads?** Mark the appropriate box. If yes, attach additional sheets to record them. Be sure to write the Store ID on any extra sheets.



Interior Tobacco Displays (Store Observation Form, page 5)

A display is a branded portable unit that holds tobacco products (cigarettes or smokeless tobacco) and is provided to the store by a tobacco company. The purpose of a display is to merchandise tobacco products that can be removed for retail sale. A display can be easily moved depending on available space, generally with one hand.

A display is visible to customers, usually on a counter or inserted into a shelving unit (see *Interior Shelving Units*, page 13). Look for displays around checkout counters, inserted into shelving units, or elsewhere around the store. Snus products are often contained in a display that is inserted into a cigarette shelving unit.

In order to be counted as a display, it must have brand-specific, tobacco-industry generated signage or advertising and a place to hold packs or cartons of cigarettes or other types of tobacco products. Count branded displays even if they contain no tobacco products. If a rack that is holding tobacco products does not have brand-specific information, then it is not recorded as a display. A display may be temporary (e.g., cardboard) or more permanent fixture (e.g., wire or Plexiglas).

You will be recording information for each display and there is space to record 25 displays. If you encounter more than 25 displays, please record the additional displays on the unnumbered display sheets that are provided to you. Please record the store ID at the top of each sheet and then number the displays on these sheets starting with #26.



Interior Tobacco Displays

19) Check box if there are no interior tobacco displays: (skip to 24)

For each interior display, record:

	20) Product	21) Promo type	22) Near counter
Display 1			1 Yes
Display 2			1 Yes
Display 3			1 Yes
Display 4			1 Yes
Display 5			1 Yes
Display 6			1 Yes
Display 7			1 Yes
Display 8			1 Yes
Display 9			1 Yes
Display 10			1 Yes
Display 11			1 Yes

Product key:

1 Marlboro cigarettes
 2 Newport (red or green) cigarettes
 3 Camel cigarettes
 4 Other cigarette brands
 5 Chew
 6 Snus

Promo key:

0 None
 1 Special price
 2 Multi-pack discount
 3 Both (Special price and Multi-pack discount)

19) **Check box if there are no interior displays.** If there are none, skip to 24.

Record the following for **each** Interior Tobacco Display:

- 20) **Product** – Enter the code number of the brand of cigarette or type of smokeless tobacco product that appears on the display (refer to the key on the right side of page 5 of the store observation form).
- 21) **Promo type** –
1. **Special price** – Enter “1” if the display indicates a “special” price. This is designated by any of the following terms: “special value”, “special offer”, “discount”, “cents-off”, “on sale”, “reduced price”, “special savings”, “save \$___”.
Do **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, “quality”, or multi-pack discounts.
 2. **Multi-pack discount** – Enter “2” if the display offers free tobacco products with purchase of cigarettes. An example would be “buy two packs get one free” (usually pre-packaged). *Special prices on cartons do not constitute multi-pack discounts.*
 3. **Both special price AND multi-pack discount** – Enter “3” if the display promotes both a special price and multi-pack discount.
- 22) **Near counter** – Circle “Yes” if the display is located near the counter (within 4 feet).
- 23) **Are there additional interior tobacco displays?** Mark the appropriate box. If yes, attach additional sheets to record them. Be sure to write the Store ID on any extra sheets.



Interior Shelving Units (Store Observation Form, page 5)

A shelving unit is a series of shelves that displays product.

Interior shelving units include:

- overhead bins (branded units that obscure product from customer view, typically suspended from the ceiling over the counter)
- shelves at the end of an aisle (end-cap)
- shelves attached to a wall behind a counter
- shelves in permanent cabinets along store walls

Shelving units cannot be reasonably picked up with one hand. They may have multiple sections, each of which should be counted as an individual unit. To determine whether a section counts as a separate unit, look for a vertical line (or small gap) that goes all the way from top to bottom. If a vertical line does not go all the way from top to bottom, then it is only one unit. (Note: sometimes doors may appear to be dividing the unit.)

Record only shelving units that have a tobacco brand. Record the dominant brand that appears at the top of the shelving unit and is part of the shelving unit. This ad is usually plastic, may be removable, and it is usually the largest brand name on the shelving unit. This branded sign is recorded as part of the shelving unit, not as an ad. Code all other branded signs that are not part of the unit, if any, as interior ads.

You will be recording information for each shelving unit inside the store. You will only record information for cigarettes. Do not count shelving units for smokeless tobacco.

Shelving units may be found along the perimeter of the store, behind counters, or in an island in the center of the store.

<i>Interior Shelving Units</i>					
		CIGARETTES			
	None	MARLBORO	NEWPORT	CAMEL	OTHER
24) Number by brand - near counter	<input type="checkbox"/>				
25) Number by brand - away from counter	<input type="checkbox"/>				

Record the following information for Interior Shelving Units:

- 24) **Number by brand - NEAR counter** – Count the total number of shelving units for each brand located near the counter (within 4 feet). Check the box marked “None” if there are no interior shelving units near the counter.
- 25) **Number by brand - AWAY from counter** – Count the total number of shelving units for each brand located away from the counter by brand. Check the box marked “None” if there are no interior shelving units away from the counter.



Overall Interior Characteristics (Store Observation Form, page 5-6)

This section refers to the location of ads, displays, and functional items in the store interior. Record information for any items that have these characteristics:

“Near candy” means within 6 inches. Six inches is approximately equal to one half of the store observation form or two packs of cigarettes lengthwise. Candy includes items such as chewing gum, mints, and chocolates.

“At or below 3 feet” is generally at waist level or below.

<u>Overall Interior Characteristics</u>		
26) Any tobacco ads near candy?		
a) ads for cigarettes near candy?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
b) ads for other tobacco products near candy?	<input type="checkbox"/> No	<input type="checkbox"/> Yes

Record the following for Overall Interior Characteristics:

26a) **Any ads for cigarettes near candy?** – Check “Yes” if the store has ANY ads for cigarettes located within 6 inches of candy.

26b) **Any ads for other tobacco products near candy?** – Check “Yes” if the store has ANY ads for any tobacco product other than cigarettes located within 6 inches of candy.

							Store ID: _____
		CIGARETTES				SMOKELESS	
None		MARLBORO	CAMEL	NEWPORT	OTHER	CHEW	SNUS
27)	Any interior ads at or below 3 ft?	<input type="checkbox"/> No					
28)	Any interior displays at or below 3 ft?	<input type="checkbox"/> No					
29)	Any interior functional items at or below 3 ft?	<input type="checkbox"/> No					

27) **Any interior ads at or below 3 feet?** – Count the total number of ad for each brand or product that appear at or below 3 feet. Check the box marked “None” if there are no interior functional items at or below 3 feet.

28) **Any interior displays at or below 3 feet?** – Count the total number of interior displays for each brand or product that appear at or below 3 feet. Check the box marked “None” if there are no interior functional items at or below 3 feet.

29) **Any interior functional item at or below 3 feet?** – Count the total number of functional items for each brand or product that appear at or below 3 feet. Check the box marked “None” if there are no interior functional items at or below 3 feet.



Price for Cigarettes (Store Observation Form, page 6)

The same pack of cigarettes may be purchased for different prices depending on how many packs you buy. A multi-pack discount is an offer to purchase more than one pack of cigarettes that results in a lower pack price (e.g., “buy 1, get 1 free”, “buy 2 at \$4.59 each”). Some stores offer more than one multi-pack discount for the same brand.

You will collect information to answer two questions about price:

- (1) What is the price to buy one and only one pack?**
(5 brands – Marlboro, Camel, Newport, Basic, Doral)
- (2) What is the lowest pack price from a multi-pack discount, if offered?**
(3 brands – Marlboro, Camel, Newport)

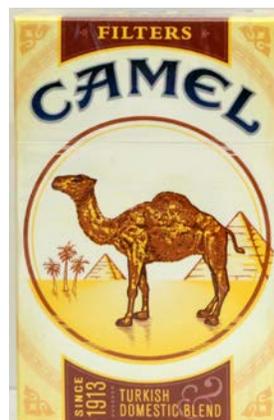
All prices must be for a hard pack of regulars, not Mediums, 100’s, 72’s, wide, silver, gold, light, ultra light, mild, or menthol flavor, except Newport. Collect price information for the exact cigarette type indicated below:



**Marlboro
Regular Hard Pack**



**Newport Green
Regular Hard Pack**



**Camel Filters
Regular Hard Pack**



**Basic Red
Regular Hard pack**



**Doral Full Flavor Red
Regular Hard Pack**



Look for signs about pack prices for the cigarette brands being studied. Begin recording prices for Marlboro and complete all Marlboro sections, both single-pack and multi-pack pricing, before moving on to the next brand.

	Marlboro	Newport (green)	Camel	Basic	Doral
					
30) Brand not sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30) **Brand not sold** – Most stores sell all five brands. Check the box for each brand that the store does not sell. Please verify with the store clerk. Do not check this box if the store is merely out of stock.

What is the price to buy one and only one pack for each brand?

(Record this information for all 5 brands: Marlboro, Newport, Camel, Basic, Doral)

	Price to purchase a single pack															
31) Single pack price (enter ".09" if store sells brand but price is unavailable)	\$	__	__	__	\$	__	__	__	\$	__	__	__	\$	__	__	__
32) Sale or special price	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes
33) Sales tax included	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes

Record the following for Single Pack Price:

- 31) **Single pack price** – Record the price to buy one and only one pack for each brand. If the price is not available, enter “0.09” and write a brief explanation on the front page. Do not compute this price from a multi-pack discount or from cartons.
- 32) **Sale or special price** – Mark “Yes” if the price for the single pack is a sale or special price, indicated by terms such as “special value”, “special offer”, “discount”, “cents-off”, “on sale”, “reduced price”, “special savings”, or “save \$__”. This does **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, “quality”, or discounts that include the purchase of more than one pack.
- 33) **Sales tax included** – Mark “Yes” if sales tax is included in the price, otherwise mark “No”.

****SAN FRANCISCO STORES ONLY****

33b) SF fee included	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes
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San Francisco charges an additional 20-cent per pack fee for cigarettes. Please don't refer to the fee as a tax, which may lead merchants to think you're asking about sales tax. Item 33b requires you to ask SF store merchants, “Does that price include the city's 20-cent fee?” You mark whether or not the price includes the fee, and we'll do the arithmetic at our end.

33b) **SF fee included** – Mark “Yes” if sales tax is included in the price, otherwise mark “No”.



What is the lowest pack price from a multi-pack discount (if offered)?
 (Record this information for the following 3 brands: Marlboro, Newport, Camel)

		Lowest pack price from a multi-pack discount (if any)		
34) Multi-pack discount	<input type="checkbox"/> None <input type="checkbox"/> Buy # get # free <input type="checkbox"/> Other	<input type="checkbox"/> None <input type="checkbox"/> Buy # get # free <input type="checkbox"/> Other	<input type="checkbox"/> None <input type="checkbox"/> Buy # get # free <input type="checkbox"/> Other	
35) Multi-pack purchase price (enter ".09" if store sells brand but price is unavailable)	\$ _ _ . _ _	\$ _ _ . _ _	\$ _ _ . _ _	
36) Number of packs	# ____ packs	# ____ packs	# ____ packs	
37) Sales tax included	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	

If a store offers more than one multi-pack discount for the same brand, you must determine which offer results in the lowest price per pack. You may find it easiest to write down the price and number of packs for all advertised discounts, so you can compute the lowest pack price once you leave the store. **Record the entire purchase price and the number of packs included, NOT the price per pack.** Do not compute multi-pack prices from prices for cartons of 10 packs or more.

Record the following for Multi-Pack Price:

- 34) **Multi-pack discount** – Mark the type of multi-pack discount that yields the lowest pack price. A “buy one get one free” (BOGO) would be any combination (e.g. buy 1-get1, buy 2-get 1, buy 3-get 2, etc.) where the consumer gets one or more free packs with the purchase of a base number. Mark “other” for multi-pack offers that don’t mention free packs, such as “\$4.45 when you buy 2” or “3 for \$14.00.” **Do not use prices for cartons of 10 packs or more as a multi-pack discount.** If no multi-pack discount is offered, mark none and skip the remaining items for the brand.
- 35) **Multi-pack purchase price** – Enter the total price for the multi-pack purchase in dollars and cents. Do not enter the per pack price. For the offer “\$3.79/ea when you buy 5,” please enter \$18.95, not \$3.79. If the store sells a particular brand but you are unable to obtain the price for the pack (e.g., price not posted and clerk does not give you the price), enter the number “0.09” in the price box. Skip the rest of these questions for that brand and write a brief explanation on the front page.
- 36) **Number of packs** – Enter the number of packs included in the recorded price, that is, the total number of packs the customer would receive. For example, for a “buy 2, get 1 free” offer, you would record 3 packs.
- 37) **Sales tax included** – Mark “Yes” if sales tax is included, otherwise mark “No”.

****SAN FRANCISCO STORES ONLY****

37b) SF fee included	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes
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37b) **SF fee included** – Mark “Yes” if the price includes the 20-cent fee, otherwise mark “No”.



D. Store Exterior

The **Store Exterior** section of the store observation form should be used to record information on age of sale signs, functional items, and the amount of tobacco advertising on the outside of the store including windows, doors, exterior walls, elsewhere on the building, on the sidewalk, or in the parking lot.

All advertising in kiosks (e.g., newspaper or gas station kiosks) will be treated as exterior advertising. Customers are restricted from entering the interior of kiosks, therefore, ads located inside the kiosk and behind the clerk are counted as exterior ads.

Exterior Age of Sale Signs and Items at or Below 3 Feet (Store Observation Form, page 6)

Record if any age of sale signs are present on the exterior of the store. These are typically on doors and windows. Also record if there are any ads or functional items for cigarettes or other kinds of tobacco at or below 3 feet on the exterior of the store.

<u>Are these items present?</u>		
38) We Card	<input type="checkbox"/> No	<input type="checkbox"/> Yes
39) 1-800-5ASK4ID	<input type="checkbox"/> No	<input type="checkbox"/> Yes
40) Tobacco ads at or below 3 ft	<input type="checkbox"/> No	<input type="checkbox"/> Yes
41) Tobacco functional items at or below 3 ft	<input type="checkbox"/> No	<input type="checkbox"/> Yes



Record the following for Exterior Age of Sale and items at or below 3 feet:

- 38) **We Card** – Check “Yes” if the store has ANY sign or item with “We Card”.
- 39) **1-800-5ASK4ID** – Check “Yes” if the store has ANY sign or item with “1-800-5ASK4ID”.
- 40) **Ads at or below 3 ft** – Check “Yes” if the store has ANY tobacco ads at or below 3 feet.
- 41) **Functional items at or below 3 ft** – Check “Yes” if the store has ANY tobacco functional items at or below 3 feet.



Exterior Functional Items (Store Observation Form, page 7)

Functional items are objects that serve a function other than displaying and merchandising tobacco products. These are typically just outside the door.

Exterior functional items may include:

- Ashtrays
- Clocks
- Door/floor mats (must be entirely outside of the store)
- Newspaper stands/racks
- Sandwich boards
- Trash cans

Items that are NOT exterior functional items:

- If an item is in a doorway but partially inside a store (50%), it is counted as an interior functional item.
- Branded push/pull, enter/exit, and store hours signs are recorded as ads.

<i>Exterior Functional Items</i>							
	None	CIGARETTES				SMOKELESS	
		MARLBORO	CAMEL	NEWPORT	OTHER	CHEW	SNUS
42) Number by brand	<input type="checkbox"/>						

Record the following for Exterior Functional Items:

- 42) **Number by brand** – Count the total number of functional items for each brand or product that appear outside the store. Check the box marked “None” if there are no exterior functional items.



Exterior Tobacco Ads (Store Observation Form, page 7)

Exterior tobacco ads are branded advertisements and signs that appear on the exterior of the store. Remember, count only pre-printed, professionally produced advertisements. See “FAQs” in the Appendix for a detailed list of guidelines.

Exterior tobacco ads may include:

- Awnings (if industry-produced ads are printed on them)
- Lighted signs
- Paper posters
- Sidewalk ads
- Signs on the inside of a window facing the exterior
- Utilitarian signs (open/closed, enter/exit, store hours)

As was coded for interior ads, if an exterior ad has more than one brand or type of tobacco product, record the information about the ad separately for each brand or tobacco product.

You will be recording information for each tobacco ad outside the store. There is space to record 30 ads. If you encounter more than 30 ads, please record the additional ads on the unnumbered exterior ad sheets that are provided to you. Please record the store number at the top of each sheet and then number the ads on these sheets starting with #31.

Pay attention to windows, doors, sidewalks, and any freestanding ads. Walk around the perimeter of the store and pay attention to ads on light posts, fences, sidewalks (self-standing), fuel pumps, as well as hanging flags.

Exterior Tobacco Ads				
43) There are no exterior signs for study brands: <input type="checkbox"/> (skip to 43)				
For each exterior sign, record:				
	44) Product	45) Cigarette flavor	46) Promo type	47) Location
Ad 1		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 2		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 3		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 4		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 5		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 6		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 7		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 8		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 9		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 10		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 11		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 12		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 13		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 14		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 15		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 16		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 17		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 18		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		
Ad 19		<input type="checkbox"/> Regular <input type="checkbox"/> Menthol <input type="checkbox"/> Both		

Product key:

1 Marlboro cigarettes
 2 Newport (red or green) cigarettes
 3 Camel cigarettes
 4 Other cigarette brands
 5 Chew
 6 Snus

Cigarette flavor:

Answer only when recording ads for cigarettes.
 Leave blank when recording ads for chew and snus.

Promo key:

0 None
 1 Special price
 2 Multi-pack discount
 3 Both (Special price and Multi-pack discount)

Location key:

1 Window/door
 2 Other (gas pump, sidewalk, building side)

43) **Check box if there are no exterior tobacco ads.** If there are none, skip to 43.



Record the following for **each** Exterior Tobacco Ad:

- 44) **Product** – Enter the code number of the brand of cigarette or type of smokeless tobacco product that appears on the ad (refer to the key on the right side of page 4 of the store observation form).
- 45) **Cigarette flavor** –
Fill in this column only when recording information about cigarette ads. If the ad is for chew or snus, leave this column blank.
1. If the ad is for only regular cigarettes of the same brand, check “₁ Regular”.
2. If the ad is for only menthol cigarettes of the same brand, check “₂ Menthol”.
3. If the ad is for both regular AND menthol cigarettes of the same brand, check “₃ Both”.
- 46) **Promo type** –
1. Special price – Enter “1” if the sign indicates a “special” price. This is designated by any of the following terms: “special value”, “special offer”, “discount”, “cents-off”, “on sale”, “reduced price”, “special savings”, “save \$_____”.
Do **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, “quality”, or multi-pack discounts.
2. Multi-pack discount – Enter “2” if the sign offers free tobacco products with purchase of cigarettes. An example would be “buy two packs get one free” (usually pre-packaged).
Special prices on cartons do not constitute multi-pack discounts.
3. Both special price AND multi-pack discount – Enter “3” if the ad promotes both a special price and multi-pack discount.
- 47) **Location** –
1. Window/door – Enter “1” if the sign is located on a window or door.
2. Other – Enter “2” if the sign is located on a gas pump, sidewalk, building side, parking lot, etc. (not a window or door).
- 48) **Are there additional exterior tobacco ads?** Mark the appropriate box. If yes, attach additional sheets to record them. Be sure to write the Store ID on any extra sheets.
- 49) **Disposition** – Record the disposition code when finished auditing each store. If a store does not sell cigarettes, do not complete the store observation form; mark code #4, no cigarettes. Please note the reasons for a “partial” completion on the front of the survey.

END OF SURVEY

Please check the form for completeness as soon as you leave the store. Mark a line through the rows not used in your assessment and reenter if you find some information is missing. This will confirm that the survey is complete.



APPENDIX



GPS UNITS INFORMATION - GARMIN ETREX LEGEND® H

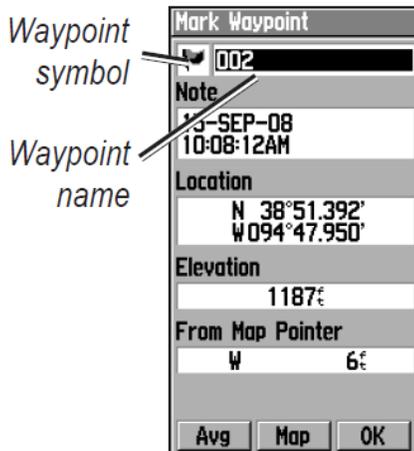
You will use the handheld Garmin eTrex Legend® H for recording the latitude/longitude (waypoints) of each store in the field.

General Use



- 1) Installing batteries: Remove the battery cover by turning the locking ring ¼ turn counter-clockwise and pulling the cover loose. Insert batteries and replace cover.
- 2) Turn on/off the eTrex: Press and hold POWER/Backlight (you will need to be outside to acquire satellites)
- 3) Select: Move the ENTER/ROCKER key up, down, right, or left to move throughout the screen.
- 4) Quit Current Page: Press the QUIT/PAGE button on right side of device.

In the Field: Creating Waypoints (Lat/Lon)



- 1) Turn on device – wait for it to acquire a satellite (this could take up to 2 minutes).
- 2) After your device has acquired a satellite, stand at the entrance (or as close as possible) to each retailer, press and hold the ENTER/ROCKER button until the “Mark Waypoint” page appears. A default three-digit name and symbol are assigned to the new waypoint. Change only the Waypoint Name to the correct License ID number (e.g. 91226151).
- 3) For retailers within another building, stand outside of the main entrance to acquire a satellite.
- 4) To change the License ID number in the Waypoint Name section, use ENTER/ROCKER button to scroll down to Waypoint Name. Press ENTER/ROCKER to select. Move ENTER/ROCKER to select numbers for the License ID number. Move ENTER/ROCKER to hit OK button (located right under ‘space bar’ in keypad).

- 5) Use the ENTER/ROCKER to scroll down to hit OK to confirm your changes.
- 6) Once recorded, turn off device to save battery life.

**Note: If device takes too long to acquire a satellite, proceed with interior store observation. Retry when conducting exterior observation.*

Viewing Waypoints

- 1) Hit Menu/Find button (on left side of device) twice. Move ENTER/ROCKER to select the Find icon. Hit ENTER/ROCKER to select and view Waypoints. To exit, press the QUIT/PAGE button.

Deleting Waypoints

- 1) Hit Menu/Find button (on left side of device) twice. Move ENTER/ROCKER to select the Find icon. Hit ENTER/ROCKER to select and view Waypoints.
- 2) Move ENTER/ROCKER to click on the Waypoint you want to delete. Use the ENTER/ROCKER button to scroll to the delete button. Click ENTER/ROCKER to select yes when it asks if you want to delete.



Tips from the field

GENERAL

- 1) If you are uncertain about recording an item, please do so with a clear note about why you had a question about it.
- 2) Code brand-specific slogans as advertising (e.g. No Bull, Alive with Pleasure, Sold Cold).
- 3) Record a partially blocked ad, display, or shelving unit if it is an easily recognizable brand.
- 4) Self checkouts – Count each self checkout as a separate register.
- 5) Code Camel Crush cigarettes as Menthol.
- 6) Do not code energy or granola bars as candy.

COUNTING ADS

- 7) Count chain store or industry-produced branded ads, not handwritten or homemade ads. Count banners and pre-printed posters that may have prices handwritten by the local merchant.
- 8) Branded push/pull, enter/exit, and store hour signs are recorded as ads, not as functional items.
- 9) If an ad is printed on both sides and is visible to the customer on both sides, then count it as two different ads.
- 10) If an ad is printed on both sides and is visible to the customer both outside and inside of the store, count as one interior and one exterior ad.
- 11) 3-D ads (novelty ads that are 3-dimensional with logos possibly appearing on many sides) will only be counted once.
- 12) Ads mounted outside or inside a glass window/door and facing out are counted as exterior ads.
- 13) When recording ads on doors, count ads as though the doors are closed. If a door is propped open and you think there is an exterior ad, make an effort to code it. You don't have to go as far as closing the door.
- 14) Ads that have multiple brands will be recorded separately for each brand.
- 15) Ads that have multiple products will be recorded separately for each product. For example, an ad with cigarettes and snus from the same brand would be recorded as one ad for each product.
- 16) Plexiglas-enclosed cigarette packs that are not accessible to anyone will be recorded as an ad. If it contains several brands, code separately for each brand that appears.
- 17) For Plexiglas ads that enclose multiple packs, only count different brands. Do not count each fake pack inside the enclosure.
- 18) Plexiglas ads taped together (e.g., on top of each other) count as three different ads (or more if there are additional brands). A Plexiglas ad connected together in a more permanent manner (looks like a display) counts as one ad, or more if there are additional brands. These ads are not part of a display or shelving unit, although they may be attached to them.



INTERIOR TOBACCO DISPLAYS

- 19) Plexiglas displays (made out of a thick, clear plastic) could be accessible to the clerk but not a customer. A Plexiglas-enclosed display is recorded as an ad if no cigarettes are accessible to anyone for sale (not even the clerk).
- 20) If a display has only one brand but it appears several times, record the dominant brand for the display. Record other occurrences of the brand as ads if they are not connected (e.g. on separate pieces of paper). If the display is cardboard (one piece of material), record only the brand for the display and no additional ads.
- 21) If a display has multiple brands, record the dominant brand (largest). If the display does not have a dominant brand, record the brand in the upper left of the display. Code the rest of the brands as ads (even if they are the same as the display brand).
- 22) If a display does not have an ad attached, do not count the display. If a sign is close to the display but not attached, record the sign as an ad.

INTERIOR TOBACCO SHELVING UNITS

- 23) If a shelving unit has multiple brands, record the dominant brand (largest). If the shelving unit does not have a dominant brand, record the brand in the upper left of the shelving unit. Code the rest of the brands as ads (even if they are the same as the shelving unit brand).
- 24) If an ad is attached to a shelving unit but it is not part of the shelf, then count it as an ad.

DO NOT COUNT

- 25) Do not count ads for membership benefits sales or savings (e.g. Safeway Club or CVS Rewards savings).
- 26) Displays or shelving units without brands will not be counted.
- 27) Do not count logos on the shelf marker that would normally be behind the product (i.e., the spring-loaded mechanism that pushes product forward on shelving units and sometimes used to designate location of product).
- 28) Do not count SKU identification tags on shelving units (markers used for store inventory). These generally only have the brand name in black and white text.
- 29) Do not count printed signs that advertise price, product, or type of tobacco but do not mention a specific brand (e.g., signs saying "Cigarettes sold here" or "Best Price \$27.00 per carton").
- 30) Do not count cardboard boxes for shipping tobacco products (even if they are being used as part of a display or for a trash can and are in sight).
- 31) Do not count cartons used as advertising (e.g., cartons on shelving units displayed to emphasize the presence of a brand).
- 32) Do not count ads for little cigars, cigarillos, or cigars (such as Coronas, Dutch Masters, Blunts or "shorty" cigars such as Tiparillos or Cigarillos).
- 33) Do not count ads or product for pipe tobacco, such as Drum.
- 34) Do not count ads or product for cigarette rolling papers or other tobacco paraphernalia (e.g., Zig-Zag).
- 35) Do not count ads or product for hookah.

