

# CTAS 2014

## Data collection manual

Prepared by:



STANFORD PREVENTION  
RESEARCH CENTER  
*the science of healthy living*

For:



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## Overview

**Study Goal:** To assess type, placement, marketing materials and cost for various tobacco products including e-cigarettes in a random sample of stores in California.

Using the iSurvey CTAS instrument, your task is to capture the availability of tobacco products and how they're located and marketed inside the store, note features of the store environment, and record information about store characteristics and prices for several tobacco products.

This manual is intended for use with the CTAS instrument, 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 products that you were supposed to capture, especially in stores with a lot of tobacco products.
- It's possible that you may not be able to complete a store survey on your first attempt.

## Product Availability

A product is sold even if a store is "out of stock." When a sign on a shelf or presence of an advertisement indicates that a store usually sells the product, then indicate that the product is sold.

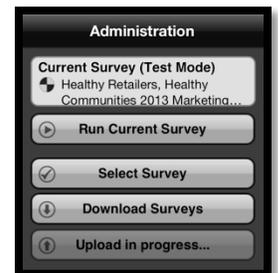
### Find one and move on

Many of the questions ask you about the availability of certain products. As soon as you find one example of the product in question, you may move on. For example, if you're looking for an example of a "Mint flavored chewing tobacco," if you see Grizzly Wintergreen Chew, you can move onto the next flavor.

## Using the survey device

Data collectors will use an iPad to answer the survey questions. To start your survey on an iPad, open the iSurvey app, then push the button that says "Run Current Survey."

Located at the top of each screen are buttons that let you move backward (BACK) and forward (NEXT). **IMPORTANT: The survey will not let you skip a question without answering. However, you can always return to questions using the BACK button if you need to change your answer.**



Most of the survey questions ask you to select from among several possible answers.

Answers with **circles** indicate that you should PICK ONLY ONE.

Answers with **squares** indicate that you should CHECK ALL that apply.

The appropriate instruction is also mentioned on each screen. Because every question requires an answer, there is always an option to check NONE of the above. Only a few questions require you to type in an answer, such as the price of a particular product.

Pick ONE:

Red

Blue

Green

None of the above

Check ALL:

Red

Blue

Green

None of the above

## 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 a marketing survey. We are collecting information*

*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 survey, please walk them through it without hesitation.

**About Tobacco products**

**Product categories**

You should be able to recognize whether each of the product categories below is sold or advertised. Look for tobacco products displayed on the wall behind the main cash register, near the counter, or in a separate shelving area.

	<p><b>Cigarettes:</b> These are the most widely available tobacco product, typically sold in packs and cartons. Cigarettes may be unflavored or menthol. Menthol is the only flavored cigarette permitted by federal law. Menthols are usually sold in green packs but may come in other colors. Popular unflavored cigarette brands include Popular menthol cigarette brands include Newport, Salem, Kool and Marlboro Menthol. Popular brands of non-menthol cigarettes are Marlboro Red, Pall Mall Red, Camel, and Winston.</p>
	<p><b>Cigarillos and little cigars:</b> The main feature that distinguishes cigarillos and little cigars from cigarettes is their wrapping material, which is either a tobacco leaf or brown paper containing tobacco. You do not need to be able to distinguish little cigars from cigarillos. Cigarillos/little cigars are smaller than a large cigar can be flavored or unflavored and may be sold individually, a few in a pack, or in a pack of 20 that looks like a cigarette pack. Popular brands are Swisher Sweets, Black &amp; Mild, Phillies, and White Owl.</p>
	<p><b>Chewing tobacco:</b> This category includes all smokeless tobacco products that involve spitting, including chew and snuff. Chew comes in shredded, twisted, or “bricked” tobacco leaves. Snuff is a finely ground tobacco that comes loose or in a teabag-like pouch. 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. Popular brands are Copenhagen, Grizzly, Skoal, and Redman.</p>
	<p><b>Snus:</b> Snus (rhymes with “goose”) is a moist powder tobacco product in a teabag-like pouch that is used by placing it under the lip for extended periods of time – like snuff tobacco without the need for spitting. Popular brands are Marlboro, Camel, and General.</p>
	<p><b>Loose or pipe tobacco:</b> Fine-cut tobacco used to make self-made cigarettes by hand rolling the tobacco into rolling paper or filter tubes. It can also be used in pipes. It’s typically sold in clear or branded plastic bags.</p>
	<p><b>Large cigars:</b> A large cigar typically contains at least one-half ounce of aged, fermented tobacco (i.e., as much as a pack of cigarettes) and usually takes 1–2 hours to smoke. These are often sold as singles but can also be found in boxes.</p>

	<p><b>Blunts / cigar wraps:</b> A tobacco-leaf wrapper used for wrapping loose tobacco. They come in unflavored and flavored varieties and popular brand names include Phillies, Dutch Masters, Swisher Sweets and White Owl.</p>
	<p><b>Hookah (tobacco or pipe):</b> Also known as water pipes, hookahs are used for smoking flavored tobacco or other substances. Hookah pipes generally consist of a head, body, water bowl, and hose. Included in this category is the tobacco used in hookahs, which is typically shredded tobacco leaf flavored with molasses, honey, or dried fruit. This sweetened tobacco product is generally called shisha. Popular brands are Starbuzz and Social Smoke.</p>

Sources: fda.gov, publichealthlawcenter.org, cdc.gov

**ENDS**

Electronic Nicotine Delivery Systems (ENDS), include e-cigarettes, e-hookah, e-cigars, vape pens/tanks/mods and e-liquid. ENDS turn nicotine with flavorants and other chemicals into a vapor that is inhaled by the user. ENDS may be shelved with tobacco products or with nicotine replacement therapies, like Nicorette. Because ENDS are not currently regulated as tobacco products, retailers are allowed to display e-cigarettes in a self-service container, which is sometimes located on the front counter near the cash register.

	<p><b>Disposable cigarette look-alikes:</b> Electronic cigarettes, called “e-cigarettes” or “e-cigs” are battery-operated products designed to deliver nicotine, flavor and other chemicals. This category includes e-cigarettes that look like combustible cigarettes and are <b>not</b> rechargeable (i.e., disposable) or refillable. They may come in a variety of flavors and are usually sold individually but may also be sold in packs. Popular brand names are Blu, NJOY, Swisher and Starbuzz.</p>
	

	<p><b>Rechargeable cigarette look-alikes:</b> This category includes e-cigarettes that look like combustible cigarettes and are rechargeable/refillable (i.e. the battery or cartridge may be replaced with a new one to continue use of the device). They are often sold as starter kits with extra batteries or refill cartridges. Popular brand names are Blu, V2 Cigs and NJOY. Popular brand names are Blu, NJOY, Swisher and Vuse. Most of these use cartridges instead of e-liquid. Include cartridges for availability of parent product.</p>	
		

**Vape pens, tanks and mods:** This category includes rechargeable electronic devices that can be filled with e-liquid (not oil, wax or herb). Vape pens come in all different shapes and sizes, usually have a narrower end and do not look like combustible cigarettes. Tanks and mods are larger than vape pens but with the same functionality. Mods (i.e. modifications) are an improvement to an original e-cigarette or a completely “home-made” heavy duty e-cigarette.



**E-hookah:** E-hookah is a marketing term for another subgroup of e-cigarettes. They may be disposable or rechargeable/refillable and come in all sizes but are typically thinner and longer than an e-cigarette and have a narrower tip at the end. The device or packaging is usually colorful and must be labeled e-hookah.



**E-cigars:** E-cigars look similar to combustible cigars and are usually sold individually. They may be disposable or rechargeable/refillable and must be labeled e-cigar.



**E-liquid (marketed as “e-juice”):** E-liquid is usually sold in small “eye-dropper” containers and manufactured in thousands of different flavors. Some common brand names are Starbuzz and Tasty Puff. This category is concerned with e-liquid sold separately; do not indicate availability or advertising of e-liquid that is packaged in a starter kit or other packaging with an ENDS device.



**Other products**

**Nicotine Replacement Therapy (NRT):** These are non-prescription pharmaceutical replacement for nicotine products and include brand names such as Nicoderm, Nicorette, Commit, Habitrol or CQ. They come in pill or patch form and are typically sold behind the counter or in a locked case.



**Kid stuff:** Several survey questions ask about products or marketing materials near “kid stuff.” Please include candy, gum/mints, ice cream, toys, and soda/slushie machines in this category.

**Flavor Descriptors**

For tobacco products other than cigarettes, you should be able to identify whether a store sells tobacco products in each of three flavor categories: (1) mint/menthol, (2) fruit/sweet/candy, and (3) liquor. The flavor names listed are examples and not an exhaustive list of each flavor category. See the Reference Guide for pictures of flavored tobacco products. For cigarettes, the only legal flavor variety is

“menthol.” Pall Mall orange refers to the color, not the fruit. For other tobacco products a variety of terms (color, experience, other) are used to label brand variants. Below are examples of FLAVOR DESCRIPTORS in three categories of interest, and terms that are NOT flavor descriptors in this survey.

Mint	Fruit/sweet/candy	Liquor	Not flavor descriptors
Menthol Fresh Frost Peppermint Spearmint Wintergreen Winterchill	Apple (green, wild) Cherry Chocolate Cinnamon Cream Grape (white, red)	Honey Java Peach Peach Schnapps Piña Colada Spiced Rum Whiskey Wine Wine Grape Strawberry Daiquiri	<i>Black</i> <i>Bold</i> <i>Diamond</i> <i>Jazz</i> <i>Mild</i> <i>Perfecto</i> <i>Purple or purple haze</i> <i>Red</i> <i>Regular</i> <i>Royale</i>

### Marketing materials:

Any professionally manufactured/printed item that is branded and advertises, displays, or promotes a tobacco product. This may include conventional ads (e.g., branded signs, posters, sandwich boards, etc.), branded functional items (e.g., trash cans, gas station handles, mirrors, doormats, counter mats, shelving, newspaper racks, “Register closed” signs), and branded displays (e.g., shelving units, table-top or moveable displays, etc). Do NOT include ON-PACK promotions (stickers, or on pack printing).

### Locations of interest:

Several survey questions ask about where products or marketing materials are located. This section defines several terms used throughout.

**Front counter(s):** A counter that customers can approach, typically where the cash register is located. It separates customers from the clerk. If the counter wraps, such that the customer can approach the counter, that is also the front counter.

**Back counter/wall:** The back counter/wall is any counter space/wall that is inaccessible by customers. It is often comprised of shelving units that hold tobacco or other products.

**Clear door/windows:** This pertains to the location of marketing materials on interior or exterior windows and doors that are not obstructed by permanent/semi-permanent objects or material. If the only obstruction is a temporary product display, such as stacked cases that are easily moved, it’s a “clear window.” Windows with white or black plastic covering them are not clear windows.

**Near (counter, kid stuff, NRT):** In this study, near means within 12 inches OR resting on top of an item that touches the item in question (e.g., cigarillos on top of a lottery ticket display that touches the counter is NEAR the counter even if the lottery ticket display is taller than 12 inches).

**Displayed/shelved next to:** Refers to products that are on the same shelf, the next shelf over, or the next shelf up or down. Products are not “next to” each other if there is a product section in-between the two products or a gap wider than 12 inches between shelves. In the same vertical shelving unit, products are not “next to” each other if there is another shelf in-between them.

**At or below 3 feet:** Marketing materials that are located at or below three feet are usually located underneath a counter top or on the bottom half of the door. They may also be branded floor decals, mats or ashcans on the floor. Scan the store (typically below counter height) for any relevant marketing materials.

**Self-service:** Any product or product display that is intended for customers to access directly without the assistance of the clerk.

## Content of interest:

**Images (on marketing material):** Some survey questions ask about the presence of images on marketing materials. This refers to any graphics or photos (e.g., products, packaging, etc.) that are NOT company logos or text.

**Cartoon imagery:** This is a drawing of something in a simplified or exaggerated way, typically with color but can be in black and white. These images typically appeal to youth. Examples of cartoon imagery on tobacco products/advertisements are included in the training presentation.

## Price promotions

Price promotions are discounts on products and can be located on marketing material, stickers, handwritten signs, or on packages. Price promotions, unlike marketing materials, can be handwritten. Four types of price promotions are described here and one location unique to price promotions.

**Special price on ONE unit:** Any sign, sticker or labeling that indicates a discount (cents or dollar off) time-limited or trial offer on a tobacco product. A special price may be indicated by terms such as “special value,” “discount,” “cents off,” “on sale,” “reduced price,” or “limited time offer.” These may be handwritten or professionally manufactured. Do **NOT** include “everyday low price,” “low,” “value brand,” “savings brand,” “premium brand,” “quality.” When coding for cigarette promotions, do NOT include special prices on cigarette cartons.

**Multi-buy discount:** An offer to receive more than one item at a lower price than when purchasing the products separately; the additional items may be free (e.g., “buy 1, get 1 free,” “buy 2 get one free,”) or result in a lower per-unit cost (“\$4.59 per pack when you buy 3,” “3 for the price of 2”). These promotional offers may be professionally produced or handwritten. Look for any sign that indicates a temporary offer on the purchase of a product where either you receive an identical product for free or that requires that you to purchase multiple units to receive a discount. *Multi-packs only constitute multi-buy promos if the language indicates that you are getting something for FREE or for a reduced price. Not all multi-packs of cigarillos are a multi-buy discount. For example, Buy 3 get 1 free is a multi-buy discount but 2 for \$0.99 cents is not – it is just the price. When coding for cigarette promotions, only look at deals for packs, not cartons. Cigarette cartons are not multi-buy promotions.*

**Cross-product promotions for tobacco products:** Purchasing one type of tobacco product results in a free or discounted purchase of another type of tobacco product (e.g., Buy Camel cigarettes get free snus or \$1 off snus). A cross-product promotion could also include free or discounted ENDS when you buy a tobacco product (e.g., buy Newport cigarettes and get \$1 off on Blu e-cigarette).

**Cross-product promotions for ENDS:** For this category of products, you’ll be asked whether there are advertisements for free or discounted accessories or components (e.g., buy a rechargeable e-cig, get free a disposable, a free battery, free e-liquid, or a coupon or other discount for such items). You will also be asked whether there are promotions that result in free or discounted tobacco products when you buy ENDS (e.g., buy Blu e-cig and get a \$1 off on Newport).

**On-pack price promotion:** Some survey questions ask about the presence of price promotions directly on the packaging. These may be stickers or shrink wrap that advertise a special price (e.g., 50 cents off or \$1 off) or a multi-buy discount. On-pack promotions are a location for PRICE PROMOTIONS but do NOT count as marketing materials.

**Section 1. Demographics, store information and basic store description**

*The first four questions can usually be completed before leaving your car:*

**Questions 1-4. Procedures for Entering Store Demographic Data**

Item	Procedure	Notes
1. Store ID (3-digit ID):	Enter 3-digit store ID.	Store ID is given on list of retailers. Please enter all three digits, including leading zeros if any (024). If you do not enter exactly 3 digits, you will get an error message.
2. Coder ID (2-digit ID):	Enter your first and last initial.	If you do not enter exactly 2 characters, you will get an error message (space counts as a character).
3. Store Name	Check store name against list; enter new name if different from list.	Correct store name if it is the same physical address but it has changed names. Please correct even minor differences such as misspellings.
4. Store Address	Check store address against list; correct if address is wrong on list.	Correct the store address if the exact address on list does not exist but a store with the same name does exist at a similar address.

**3-4.** Verify the store name and address. Please specify the correct store name, especially for convenience stores with gas. The name may read “Chevron,” but the convenience store at the station may be called “Food Mart” or “Extra Mile.”

**4. Store address: Does the actual store address match the assigned address?**

**5. Can you survey this store?**

Code the audit status for this store at the beginning of the survey. If you proceed with the survey and are asked to leave before finishing, you can exit the store, back up to this point of the survey, and select “asked to leave before completing the survey.” If you answer “no,” you will be taken to the end of the survey.

**6. Are cigarettes sold here?**

- Yes and visible to customers.
- Yes and NOT visible to customers.
- No tobacco products sold here

Select **Yes and visible to customers** if cigarettes are visible. It's possible that you may need to ask the clerk if cigarettes are sold if they are stored out of sight in cabinets, in which case they are **NOT visible**.

Select **No cigarettes sold here** if no cigarettes are sold. This will take you to the end of the survey.

**7. What type of store is this?**

Select the store type designation according to the criteria listed here.

- Supermarket/large grocery store
- Small market/deli/produce market
- Convenience store (With or without gas)
- Gas only (Gas kiosk)
- Drug store (Walgreens, etc.)
- Tobacco shop
- Liquor store
- Other

Store type	Description
Convenience store (with or without gas)	A store that sells convenience items such as snacks, beverages and often gas. Does not sell uncooked meat.
Gas only (gas kiosk)	A gas station that does not have an attached store/convenience area that you can enter.
Liquor store (includes beer or wine store)	A store that sells mostly alcohol; it may also sell snacks and other types of drinks (e.g., soda or water).
Pharmacy	A store that sells drugs and medicines and may also sell other items. It may be a chain such as Walgreens or a smaller, independently owned store. Not all stores that have pharmacy counters are a "pharmacy." See question 8.
Small market/deli/produce market	Mom-and-pop stores that have fewer than three cash registers; may sell alcohol, but it is not its main product. Small markets sell uncooked meat.
Supermarket/large grocery store	A large store that sells food and other items, such as Safeway or Vons. This will have 3 or more cash registers.
Tobacco shop	A store primarily engaged in the sales of tobacco products but may also sell snacks and alcohol.
Other (specify)	Any store that does not fall into any of the above categories (e.g., Walmart, Dollar General, Family Dollar, vape shops/lounges, hookah bars, donut shop, bait and tackle). Please include a brief description of store type in the box.

**8. Does the store have a pharmacy counter?**

- Yes
- No

Select **Yes** if the store has a pharmacy counter (e.g., many Safeways & Walmarts).

Select **No** if the store doesn't have a pharmacy counter.

**9. How many cash registers does this store have?**

- 1
- 2
- 3 or more

Count cash 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 (e.g., Starbucks or bank counters inside a supermarket), don't count it. It may be necessary to walk around the store perimeter find all the cash registers.

10. Is a 1-800-5ASK4ID sign present? (Interior)

Yes

No

1-800-5ASK4ID

Select **Yes** if the store has ANY sign or item with "1-800-5ASK4ID" inside.

Select **No** if you cannot locate any 1-800-5ASK4ID marketing items inside the store.



Section 2. Product availability, placement and promotions

11. Select all products available and describe placement (code separately for flavored):

	Sold	Front counter	Near kid stuff	Self-Service	Not sold
Cigarettes, unflavored	<input type="checkbox"/>				
Cigarettes, menthol	<input type="checkbox"/>				
Cigarillos/little cigars, unflavored	<input type="checkbox"/>				
Cigarillos/little cigars, flavored	<input type="checkbox"/>				
Chewing tobacco, unflavored	<input type="checkbox"/>				
Chewing tobacco, flavored	<input type="checkbox"/>				
Snus, unflavored	<input type="checkbox"/>				
Snus, flavored	<input type="checkbox"/>				

**Sold/Not sold:** Select **Sold** if the products are available at the store, even if branded shelving indicates product is out of stock. If **NOT** sold, mark the last column and move on to the next product.

**Front counter:** Select if products are on the front (cash) counter OR on top of an item that sits on the front counter.

**Near kid stuff:** Select if products are within 12 inches of candy, gum, mints, toys, soda/slushie machines, ice cream.

**Self Service:** Select if product is displayed so that customers can access without any assistance from the clerk (e.g., box of single cigarillos sitting on the front counter).

12. Other tobacco product availability (Select all):

Loose or pipe tobacco

Large cigars

Blunt wraps

Hookah (Shisha/tobacco or hookah pipe)

None of the above

Select **Sold** if products are available in the store, otherwise select **Not sold**. As soon as you find one example of a product, move on to the next one.

13. Are there any other tobacco products being sold? If yes, please describe all

No

Yes (Product names & brands):

If you find products that were not included in the training, please enter their names and brief description.

14. What flavors are available for these products? (Select all for cigarillos/little cigars, and chew/snus)

	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"/>

Refer to the flavor list (page 5) and select all flavors of **cigarillos/little cigars** and **chewing tobacco/snus** that are available. As soon as you find one product in a flavor category, move on to the next one.

**15. Smallest unit size of cigarillos/little cigars available? (Select one)**

- One (sold as single)
- Packs of 2-5
- Packs of 6-19
- Packs of 20 or more
- No cigarillos/little cigars sold

Choose the smallest unit size of cigarillos/little cigars sold. Begin by looking for single cigarillos/little cigars.

**16. Cigarettes: Are there more than 100 pack facings on display?**

- Yes, more than 100 pack facings
- No, fewer than 100 pack facings
- No, all packs are end stacked (no front facing packs)

A pack facing is the front-facing unit of a shelf visible to customer (do not count packs stacked behind the front-facing pack. Estimate the total number of pack facings for all cigarette brands by counting only front-facing packs, not packs that are stacked any other way. Do not count cartons. **Mark yes if there are 100 or more, otherwise mark no.** If no packs are front facing, mark no.

In this pictured display, there are 14 packs across each row and 10 rows visible in this photo for 140 packs total. Even though some packs are covered by the Marlboro 72's price sign, there are still easily more than 100 packs.

We are **NOT** concerned with the exact number of cigarettes pack faces, just estimate by counting the number of packs in a single row, and multiply that times the number of shelves.



**17. What percent of merchandising space behind the checkout counter contains visible tobacco products?**

Estimate what proportion of the area behind the checkout counter is devoted to tobacco products and select one option that best describes the display area.

Select **Less than 5%** if none of the merchandise space or only a token amount is devoted to tobacco products.

- Less than 5%
- 5% - 49%
- 50% - 75%
- More than 75%

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 merchandize

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 tobacco product. This includes advertisements (signs, posters, sandwich boards), branded shelving units and functional items (e.g., trash cans, gas station handles, mirrors, doormats, counter mats, newspaper racks, “register closed” signs, neon signs).



#### 18. Marketing materials are located (does not include on-pack promo):

Select all that apply, coding for product category and separately by flavor:

	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"/>					
Cigarillos/little cigars, unflavored	<input type="checkbox"/>					
Cigarillos/little cigars, flavored	<input type="checkbox"/>					

Select **Front counter** if marketing materials are located on a counter that customers can touch.

Select **Back counter/wall** if marketing materials are displayed behind a front counter in a location that customers can see but not touch.

Select **On clear door/windows** if marketing materials are displayed so that they can be seen on clear doors/windows.

Select **Elsewhere** if marketing materials appear in a location not described above.

Select **At or below 3 feet** if there is at least one marketing material for the specified product/flavor that is displayed below 3 feet (approximately waist height).

Select **None** if there are no marketing materials for the product category.

**19. Interior marketing materials contain:**

	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"/>
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"/>

For each product, look for marketing materials containing **Price Promotions**, or **Images** including graphics or photo that is NOT a company logo or text. Select **Neither** if there are no marketing materials with either a price promotion or an image for a product. *The sign above does NOT contain images.*



**20. Which products that have on-pack promotions:**

- Cigarettes, unflavored
- Cigarettes, menthol
- Cigarillos/little cigars, unflavored
- Cigarillos/little cigars, flavored
- Chew/snus, unflavored
- Chew/snus, flavored
- None of the above

Check the box for all products that have promotions that are advertised on the product package. This could be pre-printed from the factory or a sticker applied by the manufacturer or retailer. Example pictured below:



**21. Price promotions are advertised inside the store (any brand, includes on-pack price promo, check all): *Select all that apply:***

	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"/>

Select **Special Price on 1** if the store advertises a “special” price for a single unit (e.g., 50 cents off). 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-buy discounts.

Select **Multi-buy** if any marketing material offers you discount where you receive more than one pack or unit of an item at a lower price than purchasing the products separately (e.g., “buy 1, get 1 free,” “\$4.59 per pack when you buy 3,” “buy 2 get one free,” “3 for the price of 2”).

**22. Are there any of these cross-product promotions? (Select all)**

- Buy cigarette pack(s), get free/discounted ENDS
- Buy cigarette pack(s), get free/discounted TOBACCO
- Buy cigarette carton(s), get free/discounted ENDS
- Buy cigarette carton(s), get free/discounted TOBACCO
- Other free/discount with TOBACCO purchase, please describe what you buy/what you get:

Select all product pairings that exist. If you buy cigarette packs or cartons, do you get free or discounted **ENDS**, or another **tobacco product**. If you get something other than these two items, please describe what you must buy and what you get.

## Section 4. ENDS/E-cigarettes

### 23. Are any ENDS/e-cigarettes sold here?

Yes  
 No

Select **Yes** if any ENDS / e-cigarettes. If you cannot find them, ask if e-cigs are sold.

Select **No** if there are none, and the survey will skip the remaining questions in this section.

### 24. Which types of ENDS are sold and price promotions: (Select all that apply)

	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)	<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"/>

Select **Sold** if that variety of ENDS is available.

Select **Special price on 1** if sign/display indicates a “special” price relevant to a single product purchase. 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-buy promotions.

Select **Multi-buy** if any marketing material offers you discount where you receive more than one pack or unit of an item at a lower price than purchasing the products separately (e.g., “buy 1, get 1 free,” “\$4.59 per pack when you buy 3,” “buy 2 get one free,” “3 for the price of 2”).

Be able to identify two brands of e-cigarettes: blu and NJOY. These are cigarette lookalikes that come in disposable and rechargeable varieties and in multiple flavors.



### 25. Select all categories of ENDS for which there are on-pack promotions:

blu e-cigarettes (any)  
 NJOY e-cigarettes (any)  
 Any OTHER ENDS  
 None of the above

Check the box for all products that have promotions that are advertised on the product package. This could be pre-printed from the factory or a sticker applied by the retailer.

### 26. Are there any of these cross-product promotions for ENDS? (Select all)

None  
 Buy ENDS device, get free/discounted e-liquid/ cartridge  
 Buy ENDS device, get free/discounted accessory  
 Buy ENDS device, get free/discounted other ENDS type  
 Buy ENDS device, get free/discounted tobacco product  
 Buy ENDS device, get free/discounted trinket  
 Other free/discount with ENDS purchase (describe):

Select all cross-product promotions that are available where you buy ENDS and get another type of product, e-liquid or access at a discount or for free. For any a product promotion that is not listed here, please describe what you **buy** and what you **get** (e.g., purchase NJOY rechargeable e-cigarette and get 1 free pint of ice cream). A trinket includes non-edible giveaways such as pens, lighters, buttons, stickers, toys, etc.

**27. What flavors of ENDS are available?**

	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"/>

Select all flavor categories for which disposable ENDS, rechargeable ENDS/cartridges, or e-liquid are available.

**28. Where/how are ENDS located in the store?**

	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"/>	<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"/>

Select **Front counter** if specified ENDS are located on a counter that customers can touch.

Select **Back counter/wall** if specified ENDS are displayed behind a front counter in a location that customers can see but not touch.

Select **Self-service** if specified ENDS are ALSO displayed such that customers can access the product without assistance.

Select **Under NRT banner** if ENDS placed on or near any shelving, sign or banner that refers to cessation aids.

Select **Not sold** if no ENDS are sold in the store.

**29. ENDS are placed/shelved next to what products?**

- Tobacco products
- Alcohol
- Kid-stuff
- NRT products
- None of the above

Select all products that are shelved with or next to (on the same shelf or on the next shelf over). Do not count if there are products other than ENDS between ENDS and the products list or a gap wider than 12" between ENDS and the products listed.

**30. Are there any ENDS marketing materials?**

- Yes
- No

Select **Yes** if there are any ENDS marketing materials (refer to marketing definition at the beginning of Section 3).

Select **No** if there are none.

**31. ENDS INTERIOR marketing materials are located:**

	Front counter	Back counter/ On 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"/>	<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"/>

The next two questions are about where marketing materials are located. Scan each location to indicate whether marketing materials for blu, NJOY or other ENDS are found and where they are placed in the store. Do not include on-pack promos.

**32. Are any ENDS INTERIOR marketing materials located:**

	At or below 3- feet	Near NRT product	Near kid stuff	None
blu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NJOY	<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"/>

Select all locations for which marketing material for the specified ENDS product are located.

Select **None** if there are no marketing material for the specified ENDS.

**33. Do any ENDS INTERIOR marketing materials contain:**

	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"/>

Select **Price promotion** if marketing material for the specified ENDS contains a price promotion of any type (does not include on-pack price promotion)

Select **Cartoon imagery** if marketing material for the specified ENDS contains a cartoon image (see definitions list at the beginning).

**34-37. Disposable e-cigarette prices:** The next series of questions pertain to single unit, disposable e-cigarettes from blu and NJOY. The goal is to collect price data for the four e-cigarettes shown below.



There are three flavors of blu disposables: Classic Tobacco, Magnificent Menthol and Cherry Crush. NJOY disposables come in four flavors: Traditional Bold (red package), Menthol Bold (green package), Traditional Gold (gold package), and Menthol Gold (light green package). Questions will only be asked about the four products shown above: blu Classic Tobacco, blu Magnificent Menthol, NJOY Traditional Bold and NJOY Menthol Bold.

EXAMPLE using **blu disposable e-cigarette** (single unit, Classic Tobacco):

**A. Is this item sold?**

34. The following questions are for a blu e-cigarette, Classic Tobacco (disposable, single unit):



A. Is this item sold?

Yes

No

blu e-cig

Select **“Yes”** if this exact variety of blu is sold.

Select **“No”** if this variety is not sold (This will take you to the next product)

**B. Single-item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)**


Record the price to buy one and only one pack of the specified product. If the price is not available, enter "0.09". Do not compute the price from a multi-buy promotion.

**C. Is the price discounted?**
 Yes  
 No  
 Refused

Select **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," "save \$\_\_". This **INCLUDES** buy-one-get-one but do **NOT** divide the price by two. This does **NOT** include "everyday low price," "low," "value brand," "savings brand," "premium brand," "quality," discounts that include or require the purchase of more than one pack (multi-buy discounts).

**D. Is sales tax included in the price?**
 Yes  
 No  
 Refused

Select **Yes** if price says "tax included" or the merchant said that the price includes tax. Select **No** if the price says "plus tax" or if the cashier said that sales tax isn't included. Select **Unable to verify** if you can't tell and the cashier won't answer the question.

**E. Are blu disposable e-cigarettes also available in Magnificent Menthol?**
 Yes, for the same price.  
 Yes, for a different price.  
 No, not sold.

Select **Yes, for the same price** if blu disposable in Magnificent Menthol is the same price as blu disposable in Classic Tobacco.

Select **Yes, for a different price** if blu disposable e-cigarettes in Magnificent Menthol are available for a different price than the Classic Tobacco product. You will be asked the same series of questions about blu e-cigarettes in Magnificent Menthol.

Select **No** if blu disposable in Magnificent Menthol are not sold. You will not be taken to the Magnificent Menthol price question.

**The same series of questions will be asked for NJOY bold, traditional and menthol flavored disposable e-cigarettes pictured on the previous page.**

**Section 5. Tobacco product prices (38-43)**

You will record prices for six products, and one price question requires you to ask the clerk about the cheapest pack of cigarettes:

**3 cigarette prices**

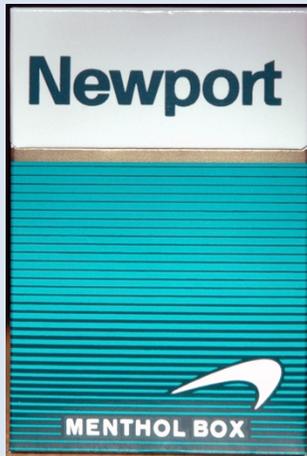
All prices for a hard pack of regulars, not Mediums, 100's, 72's, wide, silver, gold, light, ultra light, or mild.

**Cheapest pack**

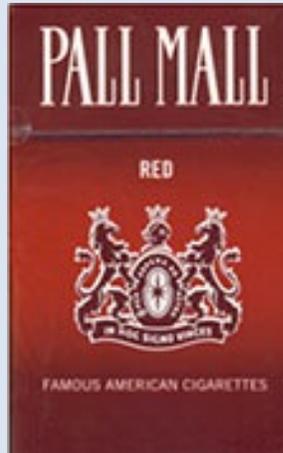
Any brand/type  
Must ask cashier



Marlboro "Reds"



Newport Menthols



Pall Mall Reds



Cheapest pack

**2 chewing tobacco prices**

**1 bottled water**



Grizzly Wintergreen 1.2 oz



Copenhagen Long cut  
Unflavored, 1.2 oz



Aquafina 20oz  
bottled water  
(unflavored)

- (1) Is the product sold?
- (2) How many pack facings are on display? (cigarettes only)
- (3) What is the price to buy one and only one pack/tin/bottle?
- (4) Is the price a sale or special price?
- (5) Is sales tax included in the price?

Product price example: **A demonstration with Marlboro regular hard pack cigarettes “Reds” (original)**

**A. Is this item sold?**

31. The follow questions are about Marlboro Reds (original):



A. Is this item sold?

Yes

No

Marlboro

Select **Yes** if this exact variety of Marlboros is sold.

Select **No** if this variety is not sold (This will take you to the next product).

**B. How many pack facings of Marlboro Red are displayed?**

Count the number of pack facings for Marlboro Red, and enter the number. Count only front-facing packs, not packs that are stacked any other way. Do not count cartons.

**C. Single item price (\$XX.XX. Enter “0.09” if store sells brand but price is unavailable)**

\$

Record the price to buy one and only one pack of Marlboro Red. If the price is not available, enter “0.09”. Do not compute the price from a multi-buy promotion or from cartons.

**D. Is the price discounted?**

Yes

No

Refused

Select **Yes** if the price for the single pack is a sale or special price, indicated by any of the terms “special value,” “special offer,” “discount,” “cents-off,” “on sale,” “reduced price,” “special savings,” “save \$\_\_\_”. This **INCLUDES** buy-one-get-one but do **NOT** divide the price in half. This does **NOT** include “everyday low price,” “low,” “value brand,” “savings brand,” “premium brand,” “quality,” or multi-buy discounts.

**E. Is sales tax included in the price?**

Yes

No

Refused

Select **Yes** if sales tax is included in the price, otherwise mark **No**.

**The same series of questions will be asked for Newport menthol, Pall Mall red, Grizzly wintergreen and Copenhagen long cut pictured on the previous page.**

**43. What's the largest pack of cigarillos/little cigars that can be purchased for less than \$1.00? (Select one)**

Not sold  
 Four or more  
 Three  
 Two  
 One (sold as singles)  
 None (All quantities are more than \$1.00)

Look at the flavored cigarillos in decreasing pack size (four, three, etc.) and determine the largest unit size that can be purchased for less than \$1.00 before sales tax. Do **not** multiply the price of a single cigarillo to determine how many you can buy.

**45. Ask the cashier, "What's the cheapest single pack of cigarettes? How much is it?"**

### Cheapest pack protocol

**Ask the cashier, "What's the cheapest single pack of cigarettes? How much is it?"**

- If the cashier is cooperative, engage in remaining "sale or special" and "tax" questions.
- If the cashier is **NOT** cooperative, attempt to discern the cheapest pack by using advertised prices. Record this price instead.

*We are not interested in which **brand** of cigarettes is the cheapest, so if there are multiple brands at the same lowest price, just record that price.*

*Remember this is for a **SINGLE** pack purchase. If the cheapest single pack comes with a buy-one-get-one free pack, that is fine but we are not interested in a price where you must purchase more than one pack in order to qualify.*

**A. Price was obtained:**

Yes  
 No (unable to obtain price)  
Cheapest pack

Select **Yes** if you are able to obtain a price and **No** if you cannot.

**B. Cheapest single pack of cigarettes (\$XX.XX): Enter price:**

\$

Enter the exact pack price in dollars and cents: #.##.

**C. Is the price discounted?**

Yes  
 No

Select **Yes** if the price is a sale or special and **No** if not.

**D. Is sales tax included?**

Yes  
 No

Select **Yes** if the price includes sales tax and **No** if not.

***After this question, please thank the clerk and exit the store***

Please thank the clerk and proceed to the exterior of the store.

## Section 6. Store exterior

This section asks about tobacco products & ENDS exterior marketing materials.

### 46. Exterior marketing materials are located:

	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"/>

For each product, select all locations that have marketing materials for that product. For example, look at the **Clear doors/windows** and select all products that have at least one marketing materials here. Look **elsewhere** (building, parking lot, gas pump, wooden doors, permanently non-clear glass, etc.) to see if there are marketing materials in other locations.

If any of these products are **At or below 3 feet** record those here as well.

Select **None** if there are no exterior marketing materials for the specified products.

### 47. Price promotions are advertised outside the store for the following products (any brand, check all): Select all that apply:

	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"/>
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"/>
Any ENDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Select **Special Price on 1** if the store advertises a “special” price for a single unit (e.g., 50 cents off). The same marketing material may apply to more than answer (e.g., an advertised discount on Newport regular and Newport menthol). Use the same definition of special price as for previous questions.

Select **Multi-buy** if any marketing material offers you discount where you receive more than one pack or unit of an item at a lower price than purchasing the products separately (e.g., “buy 1, get 1 free,” “\$4.59 per pack when you buy 3,” “buy 2 get one free,” “3 for the price of 2”).

### 48. Exterior marketing materials contain images for which products: (Any photo, drawing or graphic depiction that is NOT a company logo including products/packs)

Tobacco products, unflavored  
 Tobacco products, flavored  
 ENDS, unflavored  
 ENDS, flavored  
 None of the above

Select all products that have marketing materials that include an image, graphic or photo that is NOT a company logo. This includes photos of the package, product, etc.

Otherwise select **None of the above**.

### 49. Final disposition

Complete  
 Partial (Please explain):

Select **Complete** if all questions were answered to the best of your ability.

Select **Partial** if any sections of the survey were unanswerable but you were able to continue with the survey. Please include a note to explain

the issue. **50.** Allows you to enter any other information relevant to this store observation.