

Specifications for the Public Intercept Survey

Healthy Stores for a Healthy Community Retail Campaign, 2014

These specifications provide definitions and examples, as well as instructions on how to handle follow up questions or unclear answers from survey respondents. The survey questions and answers are in **bold**. The specifications are in *italics*.

Background:

All surveys should be administered by a trained data collector who reads each question aloud to a respondent and enters the respondent's answer into a mobile device using the SurveyPocket app. The data collector should be holding the device the entire time. **DO NOT** hand the respondent the device.

Almost all of the questions require an answer. So if the respondent doesn't know how to answer or doesn't have an opinion about the question, then the data collector should select "Don't know". If a respondent wants to change a previous answer, select the "Back" button located in the top left corner of the screen. On small devices, you may need to touch slightly below to select the "Back" button.

If someone does not want to complete the entire survey, that's ok. You can stop in the middle of a survey by selecting the home button located in the top right corner of the screen. Save it as "Incomplete," then start a new survey for the next person.

Parts of the survey and pattern of questions:

The first question is about how easy or difficult it is to buy certain products in nearby stores. This is followed by three questions about where advertising should be allowed. Then there is a set of questions about support or opposition to suggested policies. The last section asks demographic questions.

Importance on safety:

The survey should always be conducted in areas that are safe. Immediately leave any situation that feels unsafe. Stop any survey if it feels as though the respondent is becoming overly irritated or aggressive. **If possible, collect data in groups of two or more per site.**

To Begin a Survey:

1. On a handheld device, open the SurveyPocket app
2. Select “2014 Public Intercept Survey”
3. Then select “Start Survey”



Public Intercept Survey

Healthy Stores for Healthy Communities Retail Campaign, 2014

What is your coder ID? : _____

Don't read this to the respondent. Enter the 3-digit code your Local Lead Agency assigned to you. It is good practice to assign coder IDs to each data collector so that you can identify training issues or verify conflicting information that may arise.

Introduction: The _____ Health Department wants to know your opinions about stores in _____ county/city. I have some questions for you about stores in your area and about proposed changes. The questions will take 5-7 minutes of your time, and the survey is anonymous. You are free to stop participating in the survey at any time.

Saying on whose behalf you are doing the survey helps people decide whether or not they want to participate. A survey associated with a public health department may be more acceptable to some people than a marketing survey. Feel free to adjust this introduction to suit your situation.

1. Think of all the stores near where you live, including grocery stores, convenience stores, corner stores, and gas stations. How easy or difficult is it to buy these products?

(For this question, data collectors using Android devices will need to scroll horizontally to view all answer choices.)

Because the responses to the next 14 questions are the same, you probably don't have to repeat "easy, difficult, or don't know" after each product. Try the first few and see how it goes.

Also, most people are familiar with these products, so you might not need to read the definitions and examples for them. If the respondent doesn't know what the product is, the additional information can be used to provide examples of the product. However, these explanations are not provided on the handheld device, so use this specifications sheet to study up on the products in advance.

<p>Cigarettes <i>Definition: Includes all types of cigarettes, such as low tar, menthol, electronic, etc.</i> <i>Examples: Marlboro, Newport, Camel</i> (Note: If it is important to your LLA to specifically ask about electronic nicotine delivery devices such as e-cigarettes or e-hookah, etc., then it can be added as supplemental question. Otherwise, it will be included in this category.)</p>	<p>Easy/difficult/don't know</p>
<p>Cigarillos (Little cigars) <i>Definition: About the size of cigarettes but with a brown wrapper.</i> <i>Examples: Swisher Sweets, Black & Mild</i></p>	<p>Easy/difficult/don't know</p>
<p>Chewing tobacco <i>Definition: Comes in a pouch or tin for chewing and spitting.</i> <i>Examples: Kodiak, Copenhagen, Grizzly</i></p>	<p>Easy/difficult/don't know</p>
<p>Beer <i>Definition: an alcoholic drink made from yeast-fermented malt flavored with hops</i> <i>Examples: Budweiser, Coors</i></p>	<p>Easy/difficult/don't know</p>
<p>Malt liquor <i>Definition: alcoholic liquor made from malt by fermentation rather than distillation; beer with a relatively high alcohol content</i> <i>Examples: Colt 45, Mickey's</i></p>	<p>Easy/difficult/don't know</p>

<p>Alcopops <i>Definition: Fruity, single serve bottles with 4-7% alcohol, often sold individually.</i> <i>Examples: Mike's Hard Lemonade, Smirnoff Ice</i></p>	<p>Easy/difficult/don't know</p>
<p>Soda <i>Definition: Includes diet and regular soda</i> <i>Common brands: Coke, Pepsi, Dr. Pepper</i></p>	<p>Easy/difficult/don't know</p>
<p>Sports drinks <i>Definition: Contains electrolytes</i> <i>Common brands: Gatorade, PowerAde</i></p>	<p>Easy/difficult/don't know</p>
<p>Energy drinks <i>Definition: Contains caffeine</i> <i>Common brands: Red Bull, Monster</i></p>	<p>Easy/difficult/don't know</p>
<p>Non/Low-fat milk <i>Definition: Also called skim or 1%. Does not include 2% or whole milk</i></p>	<p>Easy/difficult/don't know</p>
<p>100% juice (NOT including punch drinks such as Sunny Delight) <i>Definition: 100% juice such as orange, apple. Does not include punch or artificial fruit drinks such as Sunny Delight</i></p>	<p>Easy/difficult/don't know</p>
<p>Whole wheat bread <i>Definition: Lists "whole wheat" as the first ingredient</i></p>	<p>Easy/difficult/don't know</p>
<p>Fresh fruit <i>Can include a produce section in a store or a few fresh bananas and apples at the counter</i></p>	<p>Easy/difficult/don't know</p>
<p>Fresh vegetables</p>	<p>Easy/difficult/don't know</p>

The next three questions ask your opinions about advertising in stores.

This note is intended to alert the respondent to a new topic.

The intent of the next three questions is to understand how the respondent feels about advertising in stores for tobacco, alcohol, and sugary drinks. These questions have the same response categories. The first time, try reading the list of responses slowly so that the respondent can hear the difference between the choices. The next two times the respondent may be used to the set of responses and so you may be able to read the answers a bit faster. "Only in places that are hard for children to see" is defined by the respondent, whether that means inside stores above the eye level of children or whether that also includes outside. If they ask what that response includes, say "Whatever it means to you."

2. Do you think advertising for tobacco products in stores should be:
 - a. Always allowed
 - b. Allowed only on the inside of the store
 - c. Allowed only on the outside of the store
 - d. Allowed, but only in places that are hard for children to see
 - e. Not allowed at all
 - f. Don't know

3. Do you think advertising for alcoholic beverages in stores should be:
 - a. Always allowed
 - b. Allowed only on the inside of the store
 - c. Allowed only on the outside of the store
 - d. Allowed but only in places that are hard for children to see
 - e. Not allowed at all
 - f. Don't know

4. Do you think advertising for sugary drinks in stores should be:
 - a. Always allowed
 - b. Allowed only on the inside of the store
 - c. Allowed only on the outside of the store
 - d. Allowed but only in places that are hard for children to see
 - e. Not allowed at all
 - f. Don't know

The next seven questions ask about your support for or opposition to new policies to change the ways that stores promote and sell tobacco products.

This is another transition that alerts the respondent to a new topic. These questions have the same answer choices: support, oppose, or don't know. Some respondents may not have thought about this issue. If they say "I haven't thought about it," mark "don't know." If they give answers such as "I am for it," or simply "yes," mark "support." If they say "I am against it" or "no," mark "oppose."

5. Stores often promote cigarettes and other tobacco products by giving price discounts, like two packages for the price of one. Would you support or oppose a law that bans any kind of price discount on cigarettes?
 - a. Support
 - b. Oppose
 - c. I don't know

6. **Tobacco companies sell single-serving tobacco products, like little cigars, to reduce the cost and make tobacco more accessible. Would you support or oppose a law that makes it illegal to sell single cigarettes, cigarillos, or small amounts of other tobacco?**
- a. **Support**
 - b. **Oppose**
 - c. **I don't know**

Background information: It is illegal to sell single cigarettes based on a Food and Drug Administration (FDA) policy adopted in 2010. So it is unlikely that respondents will ask about sales of single cigarettes. But it is legal and fairly common for stores to sell single cigarillos.

7. **Would you support or oppose a law requiring store owners to buy a local license to sell tobacco. The license fees would cover the cost of checking whether stores follow tobacco and alcohol laws?**
- a. **Support**
 - b. **Oppose**
 - c. **I don't know**

8. **Would you support or oppose a law that bans pharmacies from selling tobacco products?**
- a. **Support**
 - b. **Oppose**
 - c. **I don't know**

This would include any pharmacy, including those located inside grocery stores or discount stores like Wal-Mart.

9. **Would you support or oppose a law to ban the sale of flavored tobacco products like menthol cigarettes and fruit flavored little cigars?**
- a. **Support**
 - b. **Oppose**
 - c. **I don't know**

Background information: Currently menthol cigarettes and flavored cigarillos are not banned, and many different flavors are sold including vanilla, strawberry, etc. The federal Food and Drug Administration prohibited the sale of flavored cigarettes (except menthol) in 2010.

10. **Would you support or oppose a law to prevent stores near schools from selling tobacco.**
- a. **Support**
 - b. **Oppose**
 - c. **I don't know**

11. If stores were rated, for instance by giving 5 stars to the healthiest stores and 0 stars to the unhealthiest stores, would you be more likely to shop at stores with a high rating?

- a. I would be more likely to shop there.
- b. No, I would not be more likely to shop there.
- c. I am not sure if I would pay attention to the store rating.

The intent of this question is to get a sense of how important a rating system might be, not the details of the system. If the respondent asks questions about how the stores will be rated, how the system will be enforced, or similar questions, try to redirect the respondent to the concept of the store rating system and whether it would influence where they would shop by saying "Details on how the stores would be rated are not available yet."

Now I would like to ask you a few questions about yourself. Remember that your answers will remain anonymous.

This is the last transition that alerts the respondent to a new topic. Responses will likely be grouped to show policy makers how their constituents feel about different policy issues. This is why the survey asks for the respondent's information.

12. What is your zip code? _____

This question requires an answer, but if a respondent does not want to answer, just enter "99999."

13. Which category best describes your age?

- a. Decline to state
- b. Under 18
- a. 18-29
- b. 30-39
- c. 40-49
- d. 50-59
- e. 60-65
- f. Older than 65

Read aloud each category and let the respondent choose.

14. Which category best describes your race?

- a. Decline to state
- b. American Indian/Alaska Native
- c. Asian
- d. Black or African American
- e. Native Hawaiian/Other Pacific Islander
- f. White
- g. Some other race _____

Read aloud each category and let the respondent choose. More than one category can be chosen. If the response does not fall into the listed categories, you can type in their answer in the text box next to "other."

15. Which category best describes your gender?

- a. Decline to state
- b. Male
- c. Female

In nearly all cases you can answer the question yourself.

16. Did you smoke any cigarettes in the last 30 days?

- a. Decline to state
- b. Yes
- c. No

Thank you for participating in this survey!

Upon completing a survey, select next, find another respondent, and repeat the process.