

California Tobacco Retail Surveillance Study
CTRSS
2017

Final Survey

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



Welcome to the California Tobacco Retail Surveillance Study
Section 1: Basic Store Information

1	Store ID (6 digit ID): _____
2	Coder ID (2-character ID): ____
3	Store name: Does the actual store name match the assigned store name? <input type="radio"/> Yes <input type="radio"/> No – Enter correct name: _____
4	Store address: Does the actual store address match the assigned address? <input type="radio"/> Yes <input type="radio"/> No – Enter correct address _____
6	Can you survey this store? <input type="radio"/> Yes, I can <input type="radio"/> No, store does not exist [TERMINATE] <input type="radio"/> No, store is closed [TERMINATE] <input type="radio"/> No, membership or fee required to enter [TERMINATE] <input type="radio"/> No, environment unsafe for me [TERMINATE] <input type="radio"/> No, asked to leave before completing the survey [TERMINATE] <input type="radio"/> No, other - specify: _____[TERMINATE]
7	What products are sold here? (Select one) <input type="radio"/> Conventional tobacco products <input type="radio"/> Vaping devices <input type="radio"/> Both of the above <input type="radio"/> Neither [Terminate]
<p>Convenience (with or without gas): A store that sells convenience items such as snacks, beverages and often gas. Does not sell uncooked meat.</p> <p>Gas Only (Gas kiosk): A gas station that does not have an attached store/convenience area that you can enter.</p> <p>Head shop: A store that primarily sells accessories for smoking marijuana, such as bongs and glass pipes of various shapes and sizes. May also sell tobacco or other items such as hats or clothing.</p>	

	<p>Liquor store: A store that sells mostly alcohol; it may also sell snacks and other types of drinks (e.g., soda or water).</p> <p>Pharmacy: A store that sells drugs and medicines and may also sell other items. It may be a chain such as Rite Aid or a smaller, independently owned store.</p> <p>Small Market / deli / produce market: These stores have fewer than three cash registers; may sell alcohol, but it is not its main product. Small markets sell uncooked meat.</p> <p>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.</p> <p>Tobacco shop: A store primarily engaged in the sales of tobacco products (including electronic cigarettes, but no more than 50% electronic cigarettes or other vapor devices, including e-juice) but may also sell snacks and alcohol.</p> <p>Vape shop: A store whose visible product includes at least 50% electronic cigarettes or other vapor devices, including e-juice. The word “vape” does not need to be in the store name for it to be considered a vape shop, and having the word vape in the store name does not necessarily make it a vape shop.</p> <p>Other: Any store that does not fall into any of the above categories (e.g., Walmart, BJ’s, Dollar General, Family Dollar, hookah bars, donut shop/bait and tackle). Please include a brief description of store type in the box.</p>	
8	<p>What type of store is this:</p> <ul style="list-style-type: none"> ○ Convenience store (With or without gas) ○ Gas only (Gas kiosk) [Go to Q11] ○ Head shop [Go to Q9] ○ Liquor store [Go to Q11] ○ Pharmacy (Walgreens, etc.) [Go to Q11] ○ Small market/deli/produce market ○ Supermarket/large grocery store ○ Tobacco shop [Go to Q11] ○ Vape shop [Go to Q9] ○ Other 	<p>Vape shop / head shop/ Other section begins here</p>
9.		<p>9v. Does the store sell conventional tobacco products? (e.g., Cigarettes, chew, hookah, not including accessories)</p> <ul style="list-style-type: none"> • Yes [Go back to full survey, Q11] • No [Continue No Conventional Tobacco Branch, Q11v]
10	<p>Does the store have a pharmacy counter? (yes/no)</p>	<p>YES NO</p>

Section 2. Product Availability, Promotion, and Placement

12	Select all products available, and indicate placement:				
		Sold	Self-service	Near kid stuff	Not sold
	Cigarettes, regular	<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"/>
	Chewing tobacco, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Chewing tobacco, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Snus, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Snus, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Large cigars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Blunt/cigar wraps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Blunt/cigar wraps, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	LCC's, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	LCC's, flavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loose or pipe tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Hookah/Shisha	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Near kid-stuff: Within 12-inches of sodas fountains, ice cream, slushy machines, candy, gum, toys					
13.	Which non-tobacco products are sold here? <input type="checkbox"/> Herbal wraps (e.g., Primal Nature) <input type="checkbox"/> Hemp rolling papers (e.g., RAW) <input type="checkbox"/> Dry-chamber vaporizers (e.g., PAX, Firefly) <input type="checkbox"/> None of the above				13v. Which non-tobacco products are sold here? <input type="checkbox"/> Herbal wraps (e.g., Primal Nature) <input type="checkbox"/> Hemp rolling papers (e.g., RAW) <input type="checkbox"/> Dry-chamber vaporizers (e.g., PAX, Firefly) <input type="checkbox"/> None of the above

14.	<p>Are any vaping products sold?</p> <ul style="list-style-type: none"> • Yes • No [Skip to Q16] 																																														
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17	<p>Smallest unit size of little cigars/cigarillos available? (Select one)</p> <ul style="list-style-type: none"> <input type="radio"/> One (sold as single) <input type="radio"/> Packs of 2-5 <input type="radio"/> Packs of 6-19 <input type="radio"/> Packs of 20 or more <input type="radio"/> No LCC's sold [Skip next two questions] 	
18	<p>20 packs of little cigars come in which flavors: (e.g., Swisher Sweets, Prime Time, Santa Fe, Captain Black or Exacta)(Select all)</p> <ul style="list-style-type: none"> <input type="radio"/> Regular (e.g., Sweet, Bold, Mild) <input type="radio"/> Menthol <input type="radio"/> Any other flavor (e.g. Sweet Grape) <input type="radio"/> 20 packs NOT SOLD 	
19	<p>What's the largest pack of little cigars/cigarillos that can be purchased for less than \$1.00? (Select one)</p> <ul style="list-style-type: none"> <input type="radio"/> Four or more <input type="radio"/> Three <input type="radio"/> Two <input type="radio"/> One (sold as singles) <input type="radio"/> None (All quantities are more than \$1.00) 	
<p>Section 3. Interior Marketing Materials</p>		
	<p>Marketing materials: Any professionally manufactured/printed item that is branded that advertises, displays or promotes a product. This includes advertisements (signs, posters, sandwich boards), shelving units and functional items (e.g., trashcans, gas station handles, mirrors, doormats, counter mats, newspaper racks, "register closed" signs, neon signs).</p>	<p>Marketing materials: Any professionally manufactured/printed item that is branded that advertises, displays or promotes a product. This includes advertisements (signs, posters, sandwich boards), shelving units and functional items (e.g., trashcans, gas station handles, mirrors, doormats, counter mats, newspaper racks, "register closed" signs, neon signs).</p>

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21.	Which products have packaging or marketing materials with the term "blunt": <ul style="list-style-type: none"> <input type="checkbox"/> Wraps (e.g., blunt wraps, cigar wraps) <input type="checkbox"/> Little cigars/ cigarillos (filled with tobacco) <input type="checkbox"/> None of the above 	21v. Which products have packaging or marketing materials with the term "blunt": <ul style="list-style-type: none"> <input type="checkbox"/> Wraps (e.g., blunt wraps, cigar wraps) <input type="checkbox"/> None of the above 																																																																																				

22.	<p>Cross product promotions for ENDS? (Select all)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Buy ENDS device, get free/discounted ENDS related item (Liquid, accessory, etc.) <input type="checkbox"/> Buy ENDS device, get free/discounted conventional tobacco <input type="checkbox"/> Buy ENDS device, get free/discounted trinket (Hat, shirt, keychain) <input type="checkbox"/> Buy ENDS liquid, get free/discounted liquid <input type="checkbox"/> None of these [Exclusive option] 	<p>22v. Cross product promotions for ENDS? (Select all)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Buy ENDS device, get free/discounted ENDS related item (Liquid, accessory, etc.) <input type="checkbox"/> Buy ENDS device, get free/discounted conventional tobacco <input type="checkbox"/> Buy ENDS device, get free/discounted trinket (Hat, shirt) <input type="checkbox"/> Buy ENDS liquid, get free/discounted liquid <input type="checkbox"/> None of these [Exclusive option]
<p>Section 4. Price</p>		
23.	<p>The following questions are for a blu e-cigarette, Classic Tobacco (disposable, single unit):</p> <p>[IMAGE]</p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No [Skips this price question] <p>[IMAGE]</p> <p>B. Single item price (\$XX.XX. Enter "0.09" if store sells variety but price is unavailable)</p> <ul style="list-style-type: none"> <input type="radio"/> \$XX.XX <p>C. Is the price discounted?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused <p>D. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused 	<p>23v. The following questions are for a blu e-cigarette, Classic Tobacco (disposable, single unit):</p> <p>[IMAGE]</p> <p>E. Is this item sold?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No [Skips this price question] <p>[IMAGE]</p> <p>F. Single item price (\$XX.XX. Enter "0.09" if store sells variety but price is unavailable)</p> <ul style="list-style-type: none"> <input type="radio"/> \$XX.XX <p>G. Is the price discounted?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused <p>H. Is sales tax included in the price?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused

24. **Cheapest electronic cigarette: Ask the cashier "What is the cheapest price for ONE e-cigarette? If none, ask for e-hookah or other vaping device."**

If the cashier refuses, attempt to discern the cheapest price by looking at advertised prices.

- A. Price was obtained:
- Yes, from cashier
 - Yes, advertised price
 - No (unable to obtain price)
- B. Cheapest e-cigarette or vaping device (\$XX.XX): Enter price
- \$XX.XX
- C. Is the price discounted?
- Yes
 - No
 - Refused
- D. Is sales tax included?
- Yes
 - No
 - Refused
- E. What type of device is this?
- Disposable cigalike
 - Reusable cigalike
 - Other closed system
 - Open system
 - E-hookah
 - E-cigar
 - Refused
 - Other [Explain]
- F. What brand is it? (Select all if multiple cheapest)
- Blu
 - NJOY
 - MarkTen
 - Vuse
 - Logic
 - Other [Input]

24v. **Cheapest electronic cigarette: Ask the cashier "What is the cheapest price for ONE e-cigarette? If none, ask for e-hookah or other vaping device."**

If the cashier refuses, attempt to discern the cheapest price by looking at advertised prices.

- A. Price was obtained:
- Yes, from cashier
 - Yes, advertised price
 - No (unable to obtain price)
- B. Cheapest e-cigarette or vaping device (\$XX.XX): Enter price
- \$XX.XX
- C. Is the price discounted?
- Yes
 - No
 - Refused
- D. Is sales tax included?
- Yes
 - No
 - Refused
- E. What type of device is this?
- Disposable cigalike
 - Reusable cigalike
 - Other closed system
 - Open system
 - E-hookah
 - E-cigar
 - Refused
 - Other [Explain]
- F. What brand is it? (Select all if multiple cheapest)
- Blu
 - NJOY
 - MarkTen
 - Vuse
 - Logic
 - Other [Input]

<p>25.</p>	<p>Cheapest E-liquid: Ask the cashier "What's the cheapest price for ONE bottle of e-liquid?"</p> <p>If the cashier refuses, attempt to discern the cheapest E-LIQUID price by looking at advertised prices.</p> <p>A. Price was obtained:</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No (unable to obtain price) <input type="radio"/> E-liquid not sold [skip next question] <p>B. Cheapest e-liquid (\$XX.XX): Enter price</p> <ul style="list-style-type: none"> <input type="radio"/> \$XX.XX <p>C. What is the size of the bottle?</p> <ul style="list-style-type: none"> <input type="radio"/> XX.X <p>D. Is the size in "ml" or "oz"? (Select one)</p> <ul style="list-style-type: none"> <input type="radio"/> ml <input type="radio"/> oz <input type="radio"/> Refused <p>E. Is the price discounted?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused <p>F. Is sales tax included?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused <p>G. What brand is it?</p> <ul style="list-style-type: none"> <input type="radio"/> [INPUT] 	<p>25v. Cheapest E-liquid: Ask the cashier "What's the cheapest price for ONE bottle of e-liquid?"</p> <p>If the cashier refuses, attempt to discern the cheapest E-LIQUID price by looking at advertised prices.</p> <p>A. Price was obtained:</p> <ul style="list-style-type: none"> a. Yes b. No (unable to obtain price) c. E-liquid not sold [skip next question as well] <p>B. Cheapest e-liquid (\$XX.XX): Enter price</p> <ul style="list-style-type: none"> a. \$XX.XX b. What is the size? <p>C. What is the size of the bottle?</p> <ul style="list-style-type: none"> a. XX.X <p>D. Is the size in "ml" or "oz"? (Select one)</p> <ul style="list-style-type: none"> a. ml b. oz c. Refused <p>E. Is the price discounted?</p> <ul style="list-style-type: none"> a. Yes b. No c. Refused <p>F. Is sales tax included?</p> <ul style="list-style-type: none"> a. Yes b. No c. Refused <p>G. What brand is it?</p> <ul style="list-style-type: none"> <input type="radio"/> [INPUT]
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26.	<p>Ask clerk: “Do you sell e-liquid with ZERO nicotine?” (Select one)</p> <ul style="list-style-type: none"> A. No B. Yes C. Refused 	<p>26v. Ask clerk: “Do you sell e-liquid with ZERO nicotine?” (Select one)</p> <ul style="list-style-type: none"> A. No B. Yes C. Refused
<p>Section 5. Tobacco and other Product Prices</p>		
27.	<p>Cheapest Pack of Cigarettes: Ask the cashier "What’s the cheapest single pack of cigarettes? How much is it?" If the cashier refuses, attempt to discern the cheapest pack price by looking at advertised prices.</p> <ul style="list-style-type: none"> A. Price was obtained: <ul style="list-style-type: none"> <input type="radio"/> Yes, from cashier <input type="radio"/> Yes, from advertised price <input type="radio"/> No (unable to obtain price) B. Cheapest single pack of cigarettes (\$XX.XX): Enter price <ul style="list-style-type: none"> <input type="radio"/> \$XX.XX C. Is the price discounted? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused D. Is sales tax included? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused 	
28.	<p>The following questions are for Marlboro “Reds” (original regular hard pack) [IMAGE]</p> <ul style="list-style-type: none"> A. Is this item sold? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No 	

	<p>B. How many pack facings of Marlboro Red are on display?</p> <ul style="list-style-type: none"> ○ XX <p>C. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <ul style="list-style-type: none"> ○ \$XX.XX <p>D. Is the price discounted?</p> <ul style="list-style-type: none"> ○ Yes ○ No ○ Refused <p>E. Is sales tax included in the price?</p> <ul style="list-style-type: none"> ○ Yes ○ No ○ Refused 	
<p>29.</p>	<p>The following questions are for Newport Menthol box (regular hard pack) [IMAGE]</p> <p>A. Is this item sold?</p> <ul style="list-style-type: none"> a. Yes b. No <p>B. How many pack facings of Newport Menthol are on display?</p> <ul style="list-style-type: none"> a. XX <p>C. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <ul style="list-style-type: none"> a. \$XX.XX <p>D. Is the price discounted?</p> <ul style="list-style-type: none"> a. Yes b. No c. Refused <p>E. Is sales tax included in the price?</p> <ul style="list-style-type: none"> a. Yes b. No c. Refused 	

<p>30.</p>	<p>The following questions are for Natural American Spirit, Mellow cigarettes (yellow pack) [IMAGE]</p> <p>A. Is this item sold?</p> <p style="padding-left: 20px;">a. Yes b. No</p> <p>B. [ONLY IF NO] Full-bodied variety (Blue hard pack) only to be collected if Mellow (Yellow) is not sold.</p> <p>C. Is this item sold?</p> <p style="padding-left: 20px;">a. Yes b. No</p> <p>D. How many pack facings of Natural American Spirit Mellow are on display?</p> <p style="padding-left: 20px;">a. XX</p> <p>E. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <p style="padding-left: 20px;">a. \$XX.XX</p> <p>F. Is the price discounted?</p> <p style="padding-left: 20px;">a. Yes b. No c. Refused</p> <p>G. Is sales tax included in the price?</p> <p style="padding-left: 20px;">a. Yes b. No c. Refused</p>	
<p>31.</p>	<p>The following questions are for Pall Mall regular cigarettes (Red box) [IMAGE]</p> <p>A. Is this item sold?</p> <p style="padding-left: 20px;">a. Yes b. No</p> <p>B. How many pack facings of Pall Mall Red are on display?</p> <p style="padding-left: 20px;">a. XX</p>	

	<p>C. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <p>a. \$XX.XX</p> <p>D. Is the price discounted?</p> <p>a. Yes</p> <p>b. No</p> <p>c. Refused</p> <p>E. Is sales tax included in the price?</p> <p>a. Yes</p> <p>b. No</p> <p>c. Refused</p>	
<p>32.</p>	<p>The following questions are for Grizzly Wintergreen long cut (1.2 oz tin): [IMAGE]</p> <p>A. Is this item sold?</p> <p>o Yes</p> <p>o No</p> <p>B. Single item price (\$XX.XX. Enter "0.09" if store sells brand but price is unavailable)</p> <p>o \$XX.XX</p> <p>C. Is the price discounted?</p> <p>o Yes</p> <p>o No</p> <p>o Refused</p> <p>D. Is sales tax included in the price?</p> <p>o Yes</p> <p>o No</p> <p>o Refused</p>	
<p>33.</p>	<p>The following questions are for Copenhagen unflavored long cut (1.2 oz red tin): [IMAGE]</p> <p>A. Is this item sold?</p> <p>o Yes</p>	

	<ul style="list-style-type: none"> <input type="radio"/> No B. Single item price (\$XX.XX. Enter “0.09” if store sells brand but price is unavailable) <ul style="list-style-type: none"> <input type="radio"/> \$XX.XX C. Is the price discounted? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused D. Is sales tax included in the price? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused 	
34.	<p>The following questions are for Aquafina water (20 oz bottle): [IMAGE]</p> <ul style="list-style-type: none"> A. Is this item sold? <ul style="list-style-type: none"> <input type="radio"/> Yes [skip Dasani] <input type="radio"/> No B. Single bottle price (\$XX.XX. Enter “0.09” if store sells brand but price is unavailable) <ul style="list-style-type: none"> <input type="radio"/> \$XX.XX C. Is the price discounted? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Refused 	
34b	<p>The following questions are for Dasani water (20 oz bottle): [IMAGE]</p> <ul style="list-style-type: none"> D. Is this item sold? <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No E. Single bottle price (\$XX.XX. Enter “0.09” if store sells brand but price is unavailable) 	

	<ul style="list-style-type: none"> ○ \$XX.XX <p>F. Is the price discounted?</p> <ul style="list-style-type: none"> ○ Yes ○ No ○ Refused 	
35	<p>Is this store a vape shop?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	<p>If “Yes” vape shop, and if already in “No conventional tobacco product branch”.</p>
		<p>35v. Are any of these messages on INTERIOR marketing materials for e-cigarettes/vapor devices/e-juice? (Select all)</p> <ul style="list-style-type: none"> a. Reference to quit smoking b. Healthier than combustible cigarettes (e.g., “No secondhand smoke”, “it’s only vapor”) c. Contains healthy ingredients (e.g. organic, natural, vitamins, non-toxic) d. Useful where smoking is banned (e.g., “smoke anywhere”) <p>None of the above [deselects all other options]</p>
	<p>Please thank the clerk and proceed to the exterior of the store.</p>	<p>Please thank the clerk and proceed to the exterior of the store.</p>
	<p>Section 6. Exterior Marketing Materials</p>	<p>35v2. Are any of these messages on EXTERIOR marketing materials for e-cigarettes/vapor devices/e-juice? (Select all)</p> <ul style="list-style-type: none"> a. Reference to quit smoking b. Healthier than combustible cigarettes (e.g., “no secondhand smoke”, “it’s only vapor”) c. Contains healthy ingredients (e.g., organic, natural, vitamins, non-toxic) d. Useful where smoking is banned (e.g., “smoke anywhere”) <p>None of the above [deselects all other options]</p>

Merge branches

36. Exterior marketing materials:

	At least one	Below 3-ft	None
Cigarettes, regular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LCC's, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LCC's, flavored	<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"/>
Any ENDS devices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any e-liquids	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36b. Exterior price promotions are located on:

	Marketing material	Amateur signage	None
Cigarettes, regular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cigarettes, menthol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LCC's, unflavored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LCC's, flavored	<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"/>
Vaping devices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

37. **Do any signs advertise redemption opportunities for mobile coupons? (e.g., Marlboro Mobile Coupon, Copenhagen/Skoal coupon, Logic e-cig coupon) [Image]**

- Yes
- No

38. **How many ads of each type are there on the outside of the store? Must be professionally produced. (Larger than 8.5x11")**
38. Count marketing materials for any tobacco, including ENDS: _____

39	<p>39. Count subset of marketing materials from 38 that are specifically for ENDS: _____</p> <p>Notes: A marketing material with multiple products counts only as 1 for Question 38 (e.g., ENDS and cigarettes). However, you will count a marketing material displaying both ENDS and cigarettes for both question 38 (ANY tobacco products) and question 39 (Subset of marketing for ENDS). The answer for 39 should never be greater than the answer for 38.</p>
40.	<p>Take one photo of each exterior ENDS advertisement (up to 8)</p> <ul style="list-style-type: none"> • Photo 1 • Photo 2 • Photo 3 • Photo 4 • Photo 5 • Photo 6 • Photo 7 • Photo 8
41.	<p>What percent of the windows and clear doors are covered by signs on the exterior?</p> <ul style="list-style-type: none"> • Less than 10% (1/10) • Between 10% and 33% (between 1/10 and 1/3) • More than 33% (more than 1/3) • No windows or clear doors
41b.	<p>Take a photo of the entire STORE FRONT [photo capture]</p>
42.	<p>Final disposition</p> <ul style="list-style-type: none"> • Completed • Partial/Exception (Please explain): _____
43.	<p>Enter any other relevant information about this store audit (e.g., “Store was discontinuing tobacco product sales and had very few products left in stock. Most product availability was coded based on shelf labels.”)</p>