



Marketing Surveillance Manual

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Healthy Stores for a Healthy Community: Marketing Surveillance Manual

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Overview

Objective: The California Tobacco Control Program is leading the statewide Healthy Stores for a Healthy Community (HSHC) campaign to monitor tobacco industry practices in the retail environment. This effort is being coordinated with The Nutrition Education and Obesity Prevention Branch, The Sexually Transmitted Diseases (STD) Control Branch, the Chronic Disease Control Branch, and the Safe and Active Communities Branch at the California Department of Public Health, as well as the Substance Use Disorders Program, Policy, and Fiscal Division at the Department of Health Care Services. This joint effort expands the campaign's reach to include assessing the availability and marketing of condoms, alcohol and food products in the retail environment. All local health departments in California will conduct store observations to document the availability and marketing of tobacco products, condoms, alcohol, and healthy/unhealthy food and beverages in their respective jurisdictions. In total, this retail marketing surveillance will be conducted in over 10,000 licensed tobacco retail outlets including convenience, gas, grocery, liquor, dollar/discount, drug, and big-box stores.

Tobacco retailers and tobacco marketing are a primary focus of the observations because of three key policy objectives for the statewide campaign: (1) to increase the price of tobacco products; (2) to reduce the availability of menthol cigarettes and other flavored tobacco products; and (3) to reduce tobacco advertising in storefront windows. Retail campaign goals related to the marketing of food in retail stores include: (1) to promote healthy food and beverage choices via signage and to increase placement of healthy foods and beverages overall, and especially as a substitute where less healthful food currently resides, to reduce obesity-related health disparities; (2) to motivate retail outlets to offer and promote a variety of good quality fruits, and vegetables, and other healthy, affordable foods, especially in low income communities; and (3) to offer healthy foods and beverages in check-out aisles and limit unhealthy foods and beverages in check-out aisles. The data collection will also support the alcohol prevention goal to reduce the number of problem alcohol outlets in California by engaging in strategies that address youth buying and consumption patterns, as well as strategies that effectively address product placement, availability and advertisement of alcohol products. The California STD Control Branch's goal is to expand condom access to reduce the transmission of sexually transmitted diseases, including HIV. In addition to providing free condoms to youth, the STD Control Branch also seeks to make sure that all sexually active Californians have easy access to low-cost condoms in retail settings. **The long-term objective of this campaign is to make the retail environment a healthier place for ALL Californians.**

About the survey: To address multiple policy objectives, the marketing surveillance survey is comprised of a core instrument and four optional modules:

- Flavored Products Module
- Price and Promotions Module
- Electronic Cigarettes, Vapor Devices and E-liquids Module
- Placement and Exterior Ads Module

The core instrument and four modules are based on other successful marketing surveillance efforts in California, including the California Tobacco Advertising Study¹, the Operation Storefront campaign², Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)³, and the Responsible Alcohol Merchants Award Toolkit⁴. Some questions and procedures were adapted from other reliable instruments, including the New York Retail Tobacco Advertising Survey⁵ and the National ImpacTeen Community Observation Survey⁶.

Importance of accuracy: The data you collect are very important and the success of the marketing surveillance depends on the quality of your work. For this reason, you should use the manual in conjunction with the Pocket Guide as a complement to the hours of training provided by your local health department. If you need additional help in the field, please call your locally designated Point of Contact. The Point of Contact can call (530-754-8929) or e-mail (JTAnd@phs.ucdavis.edu) the Tobacco Control Evaluation Center (TCEC) during data collection for any questions that arise. The HSHC survey hotline will be available M-F, 9-5 pm. If the Point of Contact anticipates help outside of normal business hours, schedule an appointment with TCEC at least one week in advance.

¹ Feighery EC, Schleicher NC, Cruz TB, et al. An examination of trends in amount and type of cigarette advertising and sales promotions in CA stores, 2002-2005. *Tob Control* 2008;17: 93-98.

² Roeseler A, Feighery EC, and Cruz TB. Tobacco marketing in California and implications for the future. *Tob Control* 2010;19(Supp 1):i21-i29.

³ CX3, Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention. Communities of Excellence (CX3). Network for a Healthy California, Jan 2013. Available online: http://www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx

⁴ Responsible Alcohol Merchant Awards (RAMA) Project Toolkit. Visalia, CA: Friday Night Live Partnership, 2013. Available online: <http://www.fridaynightlive.org/t-a/>

⁵ New York Retail Advertising Tobacco Survey. Rep. New York State Department of Health, May 2012.

⁶ ImpacTeen, Bridging the Gap Initiative: Research Informing Practice and Policy for Healthy Youth, supported by the Robert Wood Johnson Foundation and administered by the UIC, 2013.

How data will be used: Surveillance data will help guide local health departments on the direction of their programmatic interventions, and will be used in local media campaigns. At the local level, the survey data can also help raise public awareness and educate consumers and retailers about industry marketing practices at the point of sale. At the state level, these data will also inform future evaluations of the retail campaign.

About This Survey

Talking with cashiers:

Completing this survey requires talking with a cashier or other store employee, but please remember that the cashier's time is limited. You'll need to ask whether tobacco products are sold in stores where the products are not visible to customers. **You will also always need to ask about the price of the cheapest pack of cigarettes and whether condoms are sold.**

There are a few other situations in which you may need to interact with a cashier. Because it may be difficult to see the flavors available for tobacco products or to identify the smallest package size for little cigars, you may need to ask the cashier for help. Another situation in which you may need to talk to the cashier is to identify the price of other tobacco products when the price is not advertised or to ask if tax is included if the advertisement does not specify.

If you are in a store where at least some tobacco products are on display, it is not necessary to ask about the availability of particular product types or brands, such as e-cigarettes. For example, if some tobacco products are visible, but e-cigarettes cannot be seen, you may mark e-cigarettes as not sold in that store without asking the cashier about them.

Each local health department is determining its own protocol for how data collectors are to introduce or identify themselves in each store. Please refer to your local health department's the training materials for more information. However, courtesy is important. Please wait for paying customers to finish before asking questions of a cashier. As you walk around the store to answer other survey questions, make sure that you don't block the doors or aisles, and avoid disrupting store employees or customers.

Product availability:

For most products, consider them 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. The only exceptions are fresh fruits and fresh vegetables—these must be "in stock" to be available.

Using the survey device:

There will be a variety of devices used for collecting data. To start a survey on a device, open the SurveyPocket application, select "HSHC 2016 Survey," and then select "Start Survey".

Once in the survey, you will see a home button on the top right, which you can ignore since you should not need to use it during the survey. You will also see a button on the top left that allows you to go back to the previous screen. On some devices, this will be an arrow pointing left and other devices will show the word "back." Use this back button in situations where you need to go back to change your answer to previous questions so that your answers are more accurate. **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 SELECT ALL THAT APPLY. Some questions can only be answered with ONE selection, while other questions may have multiple selections. The appropriate instruction is 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.

<p>Pick ONE:</p> <p><input type="radio"/> Red</p> <p><input type="radio"/> Blue</p> <p><input type="radio"/> Green</p> <p><input type="radio"/> None of the above</p>	<p>Check ALL:</p> <p><input type="checkbox"/> Red</p> <p><input type="checkbox"/> Blue</p> <p><input type="checkbox"/> Green</p> <p><input type="checkbox"/> None of the above</p>
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Attention to detail and accuracy are important. If you are uncertain about your survey answers or had difficulty with particular questions, please mention that information at the end of the survey. Please also enter any interesting things you observe in the store, such as new tobacco products you haven't seen before. The screen for entering your comments is called "FINAL INFO."

Frequently Asked Questions

Q: How do you save the data?

Data entered in SurveyPocket are saved when the “Next” button is selected on the last screen of the survey.

Q: What if you are asked to leave a store before finishing the survey?

The answer depends on how far along you are. If you are in the core survey, select the back button until you get to question C5, then select “I was asked to leave before completing the survey”. If you are in a module, select the BACK button until you return to the start of the module, then select “No” to exit. In the “FINAL INFO” section, state that you were asked to leave, and then select “Next” to end the survey. Be sure to indicate this on store list and field notes form.

Q: What if you want to survey the same store again?

You only need to survey each store one time. You may return to a store at a later time or a different day to complete the survey, but it is strongly recommended to finish surveying the store on the same visit if at all possible, to ensure accurate and consistent data. Please indicate on your field notes if a store was visited at different times. If you must close Survey Pocket and re-start your survey at a different time, please follow the instructions in the answer to the next question.

Q: What happens if SurveyPocket is closed or the device is turned off?

If SurveyPocket is moved to the background because the device goes to sleep or dims to save power, another app pops up, e.g. an alarm or text message, or the home button is pressed, you should be able to get back to the part of the survey where you left off once SurveyPocket is opened again. If SurveyPocket shuts down or the device is turned off, then there are a few more steps to take in order to get back to where you left off. Open SurveyPocket, select the menu button on the top (three horizontal lines), select “Responses,” select, “HSHC 2016,” and select the survey you were in the middle of conducting. Scroll all the way to the bottom, and select, “Complete the Survey” to get back to where you left off. Note: Please avoid closing the app in the middle of the survey if possible, to avoid potentially losing the data or entering information in the survey for the incorrect store. It is strongly recommended to finish surveying the store on the same visit, to ensure accurate and consistent data.

Q: Who can I call for help?

Data collectors should *first* call their local Point of Contact with questions. If necessary, the Point of Contact may then contact The Tobacco Control Evaluation Center (TCEC) at UC Davis, which is available for technical assistance in the field. The Point of Contact may call the TCEC help line at **(530) 754-8929** or email jtand@ucdavis.edu during normal business hours.

The remainder of the manual is divided into separate sections for each part of the survey:

- Core Survey
- Flavored Products Module
- Price and Promotions Module
- Electronic Cigarettes, Vapor Devices and E-liquids Module
- Placement and Exterior Ads Module

Product Categories

This section describes the categories of products that are mentioned in the core survey: tobacco products, condoms, alcohol, healthy/unhealthy beverages, and healthy/unhealthy foods. Note that stores may sell different brands and flavors than the examples pictured below. See the Pocket Guide for additional pictures and brand names.

Tobacco Products:

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

	<p>Cigarettes: These are the most widely available tobacco product, typically sold in packs and cartons. Popular cigarette brands include Marlboro, Newport, Pall Mall, Camel, and Winston.</p>
	<p>Little cigars/cigarillos: 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. They may be sold individually, a few in a pack, or in a pack of 20 that looks like a cigarette pack. You do not need to be able to distinguish little cigars from cigarillos. Popular brands are Swisher Sweets, Black & Mild, Phillies, and White Owl. <u>Blunts that are filled with tobacco should be included in this category.</u></p>
	<p>Blunt wraps: These are also called cigar wraps and are flavored tobacco rolling papers that come in sealed plastic packages, typically two in a pack. They are commonly used for rolling blunts filled with tobacco or marijuana. Popular brands of wraps are Zig zag, Platinum, Blunt Wrap, XXL Royal Blunts, Juicy, Phillies, Dutch Masters, Backwoods and White Owl.</p>
	<p>Large cigars: 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>Chewing tobacco: This category includes all smokeless tobacco products that involve spitting. Chewing tobacco 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, Redman, Swedish Match, and Klondike.</p>
	<p>Snus: 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>Hookah: 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>
	<p>Heat-not-burn: These products produce smoke by heating tobacco without burning it and come in two varieties: 1) A product that appears similar to an electronic cigarette heats the tobacco and requires recharging (e.g., iQOS); 2) A product that appears identical to a cigarette, but uses combustion to produce heat. Revo, Marlboro Heatstick/iQOS are popular brands.</p>
<p>Note: Loose tobacco is not included in the survey. If you find yourself in a store where no tobacco products are sold other than loose tobacco, please mention that in the field notes.</p>	

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

E-cigarettes, other vapor devices and e-liquids:

This is an umbrella term for a category of tobacco products that includes many different kinds of devices and accessories. You should be able to recognize the difference between these products and the presence of any one item in this large category. Other times you will be asked to look for e-cigarettes, vape pens, tanks/mods, and e-liquids.

E-cigarettes: This term includes electronic devices that look similar to cigarettes or little cigars and their refill cartridges. E-cigarettes are marketed under a number of terms, including cigalikes, e-hookah and e-cigars. The four types of products listed below are all counted as “e-cigarettes” for the purposes of this survey:



Cigalikes: These are battery-operated products that deliver nicotine, flavors and other chemicals in an aerosol that is often mistakenly called “vapor”. Popular brand names are Blu, GreenSmoke, Logic, MarkTen, NJOY, and Vuse. This category includes e-cigarettes that look like combustible cigarettes and can be disposable (one-time use) or rechargeable and refillable. These refills are defined separately below.



E-hookah: This 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 cigalikes and have a narrower tip at the end. The device or packaging is usually colorful and must be labeled e-hookah. Example brand names are: Fantasia, 5StarHookah, and G1.



E-cigars: These are also the same technology as cigalikes, packaged to look similar to combustible cigars. They are usually sold individually and may be disposable or rechargeable/refillable and must be labeled e-cigar. These are typically unbranded, or made by generic manufacturers.



Cartridges: These refills for e-cigarettes, e-hookah, and e-cigars are cylinders about half the length or of a cigarette and come in a variety of flavors. For the purposes of this survey, we will include them in the “e-cigarette” category since they can only be used with this type of device.



Vape pens: This category includes rechargeable electronic devices that can be filled with e-liquid. Vape pens come in all different shapes and sizes, usually have a narrower end and do not look like combustible cigarettes. Example brands include V2 and Logic. NJOY and blu also make vape pens, as well as other types of e-cigarettes, vapor devices and e-liquids.



Mod/tanks: Typically larger than vape pens but with the same functionality. Mods (short for “Modifier”) have the capability for customization, with a removable battery and attachment for re-buildable coils within an atomizer (the compartment that holds the e-liquid). There are mechanical mods, with a battery incased in a cylindrical shape, which look similar to the classic vape pen but larger. The box mods are larger, and generally have rectangular-shaped cases where the battery is stored. Mods created larger “vape clouds” as compared to vape pens, because of the larger battery. Example brands are: Vaporfi, Kanger, Aspire, and Innokin.



E-liquids: These are usually sold in small “eye-dropper”-sized bottles, but the size can vary. E-liquids typically contain nicotine, but some are labeled as being nicotine free. There are numerous flavors and brands. Some common brand names are: NJOY, Suicide Bunny, Milkman, Fuzion Vapor, Five Pawns, Seduce Juice, and Cosmic Fog.

Dry chamber vaporizer:



These electronic devices use a similar technique of the vape pen to heat different items, i.e. wax, oils, or herbs. Wax and oil vaporizers require that the substance be added close enough to be heated by the coil, which is charged by the battery. Herb vaporizers require the insertion of herbs into a compartment of the vaporizer, which is heated, and then expelled as vapor. Example brand names are Pax and Firefly.

Tobacco Product Flavors:

For tobacco products other than cigarettes, you should be able to identify whether a store sells tobacco products in each of the flavor categories below. See the Pocket Guide for pictures of flavored tobacco products. Do not use the same tobacco product for more than one flavor category. If one product has multiple flavors (e.g., strawberry margarita), choose only one category, prioritizing: (1) Liquor; (2) Mint; (3) Fruit or sweet. For example, strawberry margarita should be coded as Liquor; and mint chocolate or chocolate mint should be coded as Mint. Examples below are not an exhaustive list:

Fruit or sweet		Liquor	Mint	NOT Flavors
Apple	Gummy Bear	Amaretto	Frost	<i>Black, Purple, Red Bold, Smooth Diamond, Gold, Platinum Light, Dark Naked Original(e) Perfecto, Premium, Royale Summer Twist, Sunshine Tropical, Tropical Fusion Wild</i>
Berry	Pineapple	Bourbon	Menthol	
Blueberry	Honey	Caribbean Peach Rum	Peppermint	
Cherry	Java	Cognac	Spearmint	
Chocolate	Mango	Honey Bourbon	Wintergreen	
Cinnamon	Peach	Irish Cream	Winterchill	
Cream	Spice	Moonshine		
Dulce De Leche	Sour Apple	Peach Schnapps		
Fruit Punch	Sweet Vanilla	Piña Colada		
Grape (white, red)	Raspberry Cream	Rozay Wine		
Green Sweet		Scotch		
		Spiced Rum		
		Tequila		
		Watermelon Rum		
		Whiskey		
		Wine Grape		

Condoms:

Next to abstinence, using condoms is one of the best ways to protect from pregnancy and sexually transmitted diseases, including HIV. You will ask the cashier about the availability of condoms, regardless of brand.

	<p>Condoms may be sold as single, individually-wrapped packages that fit in the palm of your hand, or in boxes as large as 36. These may be found at the front counter, or shelved in the aisles, often in a family planning section. Common brands include Trojan, Durex, LifeStyles, Kimono, and ONE.</p>
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Alcoholic Beverages / Products / Branded Merchandise:

You should be able to identify whether a store sells/advertises alcoholic beverages or products.

	<p>Alcoholic beverages: Any beverage designed for consumption that contains at least 0.5% alcohol by volume.</p> <p>There are four major types of alcoholic beverages:</p> <ul style="list-style-type: none"> • Beer (including malt liquor) • Wine (including fortified wine, and Champagne) • Distilled Spirits (e.g., whiskey, rum, vodka and other distilled products) • Alcopops (labeled “malt beverages” usually with a sweet, fruity flavor) <p>NOTE: Beverages or products that contain alcohol but are not meant for consumption as a beverage (e.g., cooking wine, vanilla) are not considered alcoholic beverages.</p>
	<p>Beer: The third most commonly consumed beverage in the world. It is generally fermented, deriving sugars from malted cereal grains, most commonly malted barley and malted wheat. Most beer is also flavored with hops, which add bitterness and act as a natural preservative, though other flavorings such as herbs or fruit may occasionally be included.</p>
	<p>Malt liquor: Malt liquor with 6% or more alcohol in any size container. NOTE: Malt liquor is a form of beer. Include only those beers labeled as malt liquor. “40’s”, or 40 ounce can/bottles of malt beer are popular. Brands include: Steel Reserve, King Cobra, Colt 45, Olde English 800, Hurricane, Miceys, Schlitz, Magnum, and St. Ides.</p>



Wine: An alcoholic beverage made from fermented grapes. Wine comes in a variety of flavors and costs more than \$3.



Low-end fortified wine: Wine to which a distilled spirit is added. Low-end fortified wines are generally flavored and very inexpensive, and generally have an alcohol content between 14% and 20% alcohol by volume (ABV). They are usually made of grape and citrus wine, sugar, and artificial flavor. It's important to understand the difference between fortified wine and low-end fortified wine. The main difference is that fortified wines are more expensive; you might see those called port or vermouth. Low-end fortified wines are VERY CHEAP. Look for specific brands, including Boone's Farm, Richards Wild Rose, Thunderbird, Night Train, MD 20/20, Cisco and Ripple. Do not include other products unless they fit these criteria: 14% to 20% alcohol content, 375 ml or similar size container; pricing under \$3.00. Do not count high-end fortified wines including vermouth, port, madeira, and other dessert wines.



Distilled spirits are alcoholic beverages produced by distillation of a mixture produced from alcoholic fermentation. This is different from beers and wines, which are fermented and not distilled. Examples of distilled spirits are what some people may call "hard liquor" such as gin, brandy, vodka, etc.



Mini bottles of distilled spirits: 1-2 oz. or 50 ml bottles containing distilled spirits, also referred to as airplane-size containers. Mini bottles are approximately 4.5" tall.



Alcopops: Fruity, malt-based alcoholic beverages in various sizes. NOTE: These products are usually labeled as "premium malt beverages". Alcopops are not labeled as beer or malt liquor, and they are distinct from beer in their color and taste (usually bright colors or clear with fruit flavors). They are produced with a distinct manufacturing process. Brands include Mike's, Smirnoff Ice, Four Loko, Bartles and James, and Bacardi's Silver, all in various flavors.

Other novelty alcoholic products (e.g., pouches, BuzzBallz, non-liquid alcoholic products, etc.): These are products that do not fit into the above definitions that are newer to the market. Three examples of these are Pouches, BuzzBallz, and non-liquid alcoholic products described below.



Pouches/slushies: Alcoholic beverages available in soft plastic pouches for consumption as liquid or frozen. May include beer, wine, or distilled spirits products. The packaging is key - a soft plastic container that is designed to be consumed as liquid or after being frozen. Brands include Shot Pak, Daily's Ready to Drink, Arbor Mist, and Smirnoff's.



BuzzBallz: These are a novelty alcohol product available in small, round cans. They are found in the refrigerator section or on the shelf. They are ready-to-drink mixed cocktails that come in a variety of flavors.



Non-liquid alcoholic products: Alcohol containing products that are not liquid such as powders (e.g., Palcohol, which is a powdered alcohol available in small packets); pills; or Jello (e.g., Jello shots). This does not include BuzzBallz or Pouches/Slushies because they are liquid. You are asked specifically about this only in C16.



Alcohol Branded Merchandise: These are items that may or may not be free with the purchase of alcohol products, but they make the alcohol products and the consumption of alcohol seem more fun and may encourage people to purchase the product. Examples are key chains (such as those that are logo-branded or that double as a bottle opener), hats, beer cozies, or any other items often referred to as SWAG ("stuff we all get"). See examples to the left.

Healthy/Unhealthy Foods:

You should be able to determine whether the store sells ONE in each category below. You do not have to classify every food in a store as healthy or unhealthy.

	<p>Healthy beverages: This category refers to unflavored milk that is non-fat, low-fat (1%), or reduced fat (but NOT 2% or whole milk), 100% juice of any variety, and bottled water (either still or sparkling). Calorie-free flavored mineral water or seltzer (e.g., lemon- or lime-flavored Crystal Geyser or Perrier) is included in this category, as well as black coffee, as long as it does not contain any sugar.</p>
	<p>Fruit or vegetables: In addition to whole fruits and vegetables, this category includes refrigerated packs of fruits or vegetables, such as sliced apples or small carrots, and fresh fruit in a cup (e.g., Dole Fruit-in-a-Cup). If the survey question does not specify "fresh," then the fruit/vegetable category also includes canned, frozen, or dried products, such as raisins and prunes.</p>
	<p>Sugary drinks: This category includes any soda, sports/energy drinks (e.g., Gatorade, Monster, Red Bull), vitamin water, chocolate or other-flavored milk, lemonade, sweetened tea or juices that do not specify 100% juice (e.g., Sunny Delight, Snapple, and Crystal Geyser Juice Squeeze). Include diet soda even though it is not a sugary drink by some other definitions.</p> <p>Do NOT include alcoholic beverages in this category.</p>

Locations and Definitions

Exterior:

Storefront/main entrance: The storefront is defined as the side of the building with the front door. If the door faces the street corner, survey the side that corresponds to the street address. If there are entrances on two sides of the building, the main entrance is the one that corresponds to the street address. If it is still not possible to determine the main entrance, then just choose the one with the most windows.

Buildings/sidewalks: Any part of the store property or other part of the building besides the windows or doors on the storefront. Buildings/sidewalks includes the roof, walls, windows on the sides of building, and parts of the property such as fences, garbage cans, sign poles, gas pump islands, parking lots, etc.

Interior:

Main checkout area: In a store with multiple registers, the main checkout area includes all "lines" in a supermarket, including self-checkout. This also includes the counters and the wall behind the counter. Do not include smaller checkout areas in other parts of the store, such as the pharmacy or deli counter.

On/next to counter: "On the counter" is defined as products or product displays touching the top, side or front of the checkout counter, OR stacked on top of one or more items touching the counter. If tobacco products are behind the counter, this does NOT count.

Other definitions:

Advertisement: Any sign, poster, banner, decal, sticker, neon light or other three-dimensional object that promotes a product or brand. Advertisements are pre-printed or professionally-produced, but may include hand-written information about price.

Sweepstakes/contest offers: A sweepstakes or contest offer is any kind of contest that promises cash or other prizes if you enter and win. The offer may or may not require proof of purchase. Look for sweepstakes or contest offers printed, displayed on the checkout counter or on the product packaging.

Price promotion: These are discounted prices that may be hand-written on small signs along the shelf-edge, or printed on stickers or shrink-wrap on packages. Promotions are a temporary "special" or "sale" price (e.g., \$1 off

or 50 cents off), a multi-pack discount (e.g., a special price for buying more than one pack, or buy some number of packs and get additional of packs for free or a set low price when you buy 3), a cross-product promotion (e.g., free snus with a cigarette purchase), or other free gifts with purchase (e.g., hot sauce, drink holder).

Not all advertisements that show prices are a price promotion. Do NOT include advertisements that say “low price” or “everyday low price.” Do NOT include promotions for cartons of cigarettes. If the package is pre-printed with “2 for \$0.99,” this is NOT a temporary promotion, it’s just the manufacturer’s price. However, “5 for the price of 3” or a lower price when you buy multiple packs (e.g., “\$5.49 when you buy 3”) are promotions because you are getting a little extra product at no additional cost, or a discount for buying multiple packs.

Power wall: This is the main area where tobacco products are shelved. If you are in a convenience store, it is typically the area behind the counter with packages of cigarette products and other tobacco. In some supermarkets or pharmacies, this can be located at the front of the store, or in a glass display that customers can approach, or in a locked area at a customer service desk, where you will need to ask a cashier for assistance with prices.

Core Survey

This section contains about 50 questions and takes about 15 minutes, depending on the type of store you are in. The main tasks are to:

- Make sure that store sells cigarettes or other tobacco products
- Look for a pharmacy counter
- Answer questions about the main check-out area
- Look for particular types of tobacco products, alcoholic beverages/products, healthy/unhealthy foods
- Look for price promotions of tobacco products, and alcoholic beverages/products
- Get prices for two specific tobacco products
- Get the price for the cheapest condom(s)

Store information:

Begin each survey outside the store. Select **Start** to begin, and remain outside to answer the questions until the survey prompts you to enter the store. The first few questions ask you about the store ID, your coder ID, and the store name and address, and then ask you about the advertisements and signage on storefront windows and glass doors.

C1. Store ID (6 digits):

Enter the 6-digit store ID number provided with the list of stores for your route. This number contains information about your area, how the store was selected, and an identifier that is unique to each store. **IMPORTANT:** Check to make sure you entered the 6 digits correctly.

C2. Coder ID (2-digits):

C2. Coder ID (2-digits):

Enter the 2-digit code assigned to you by your Point of Contact.

C3. Does the actual store name match the assigned store name?

Compare the store name on the list with the actual name on the storefront. For example, the list might read “Chevron,” but the convenience store may be called “Food Mart” or “Extra Mile.”

- Select **Yes** if the store names match.
- Select **No** if the store name doesn’t match exactly and enter the name as it appears on the store.

If the store name is not displayed, indicate that the store names match.

C4. Does the actual store address match the assigned address?

Check the address located on the store front against the store list. Sometimes the list contains errors in street names or numbers. For example, the address list might read “362 Thomas Ave” but the street number is “326.”

- Select **Yes** if addresses match.
- Select **No** if the addresses do not match, then enter the correct street address (only).

C5. Can you survey this store?

Yes I can

No, store does not exist

No, store is closed

No, under 18 not allowed to enter

No, membership or fee required to enter

No, environment unsafe for me

I was asked to leave before completing the survey

Other (specify)

C5. Can you survey this store?

Some stores on your list may be closed for business, either temporarily or permanently, and some may no longer exist at the given address. Other reasons that stores can't be surveyed are that they don't admit youth or they require a membership (e.g., Costco) or other fee (e.g., golf course clubhouse).

- Select **Yes** if the store is open and you can enter.
- If you can't survey a store, select among the **No** answers to indicate why. The **No** answers will take you to the end of the survey. Select **Next** to add any additional information about the store, then select **Next** again to see the "Thank You" screen. Hit **Next** one more time to get back to the home screen before moving on to the next store to be sure your data are saved.

In some cases you may be asked to leave the store before you finish the Core. If that happens, select the back button until you return to C5. You may select the back button to return to this question at any point during the Core.

- Select **I was asked to leave before completing the survey** and **Next** three times as described above before moving on to the next store.

Outside the store:

Focus on storefront windows and glass doors to answer questions C6 and C7, and other parts of the building or sidewalks for question C8. The storefront is defined as the side of the building with the front door. If the door faces the street corner, survey the side that corresponds to the street address. If there are entrances on two sides of the building, the main entrance is the one that corresponds to the street address. If it is still not possible to determine the main entrance, then choose the one with the most windows. Be sure not to miss any signs if the door is propped open. Survey an open door as if it were closed. You may need to look at the back of an open door in order to code exterior signs.

C6. What percent of the windows and clear doors are covered by signs?

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

C6. What percent of the windows and clear doors are covered by signs?

Look carefully at the storefront windows and glass doors to determine what portion of the **storefront glass area** is covered by signage of **any** kind. This question is not limited to ads. Include ALL signs such as those posting store hours, thanking shoppers for coming or communicating other messages. Consider any sign that is professionally printed or hand written; it may be affixed to the windows on the outside or on the inside. Also include neon lights, decals, store name, or posters from any material. Do not consider anything that isn't a sign that might block the window/door space, such as product displays, trashcans or newsstands. If such items are present, then consider the window/door space behind or in front of these objects as clear. Do not include signs or ads on building windows/doors that are not the storefront.

Select the one option that best describes the storefront windows and glass doors:

- **Less than 10%**, if there is hardly any signage and most of the windows and doors are clear from signs.
- **Between 10% and 33%**, if there is some signage but a good portion of the windows and doors is uncovered.
- **More than 33%**, if at least one-third of the window and glass door space is obscured by signage of any kind.
- Select **No windows or clear doors** if there is no glass surface to consider.

C7. Choose all that are advertised on windows and clear doors: (Check all)

E-cigarettes, vapor devices or e-liquids

Any other tobacco products (e.g., cigarettes, chew)

Alcoholic beverages/products/branded merchandise

Sugary drinks (soda, chocolate milk, sports/energy drinks)

Healthy beverages (water, 100% juice, low or non-fat milk)

Fruit or vegetables (fresh, frozen, canned)

None of the above

C7. Choose all that are advertised on windows/glass doors: (Select all that apply)

Look carefully at the storefront windows and glass doors to locate advertisements for each category of products. Advertisements try to sell something, must be branded with a product or store name and must be professionally printed (sign, banner, poster) or a neon light. They may be printed by the manufacturer or branded by chain stores, such as 7-Eleven, Safeway or others. Branded decals or stickers, push/pull or enter/exit signs with a product advertised on them, neon or other lighted signs advertising a branded product should also be considered as advertisements. The pre-printed signs may have hand-written prices, but do not consider entirely hand-written signs, such as painted butcher paper or painted windows that read "Bananas: 4 for \$1." Champions for Change or Harvest of the Month are NOT advertisements because they do not try to sell something.

Focus on storefront windows/doors exclusively, and DO NOT consider ads located elsewhere on the building or property.

Select the appropriate item if you find an ad from each product category below:

- Select **E-cigarettes, vapor devices or e-liquids** if at least one ad for any e-cigarettes, vapor devices or e-liquids.
- Select **Any other tobacco products** (e.g., cigarettes, chew) if at least one ad for a tobacco product other than e-cigarettes, vapor devices or e-liquids. This category includes cigarettes, chewing tobacco, snus, cigarillos/little cigars, large cigars, blunt wraps and hookah.
- Select **Alcoholic beverages/products/branded merchandise** if at least one ad for any type of alcoholic beverage, product or branded merchandise.
- Select **Sugary drinks** if at least one ad for any soda, sports/energy drinks, vitamin water, chocolate or other flavored milk, lemonade, sweetened tea or juice that does not specify 100% juice. Do not include ads for alcohol in this category.
- Select **Healthy beverages** if at least one ad for bottled water (still or sparkling), white milk (nonfat, low fat 1%), or 100% juice. Assume that juice drinks are sugary drinks unless the sign specifies 100% juice.
- Select **Fruits or vegetables** if at least one ad for fruit or vegetables that are fresh, frozen, dried, bagged, canned or in a plastic cup.
- Select **None of the above** if there are no ads for any of the above products found on storefront windows or glass doors.

C8. Products advertised on building/sidewalks (NOT on windows/doors): (Select all that apply)

E-cigarettes, vapor devices or e-liquids

Any other tobacco products (e.g., cigarettes, chew)

Alcoholic beverages/products/branded merchandise

Sugary drinks (soda, chocolate milk, sports/energy drinks)

Healthy beverages (water, 100% juice, low or non-fat milk)

Fruits or vegetables (fresh, frozen, canned)

None of the above

C8. Products advertised on buildings/sidewalks (Select all that apply, NOT on windows/doors)

Complete if there are any ads on the store property or other parts of the building besides the windows or doors on the store front. Count any products advertised on the roof, walls, windows on the sides of building, and parts of the property such as fences, garbage cans, sign poles, gas pump islands, and parking lots.

- Select each product below as soon as you find one advertisement that refers to that product: **E-cigarettes, vapor devices or e-liquids, any other tobacco products, alcoholic beverages/products/branded merchandise, sugary drinks (soda, chocolate milk, sports/energy drinks), or healthy beverages (water, 100% juice, low or non-fat milk).**
- Select **None of the above** if there are no ads for any of the above products found on other parts of the building or property.

Inside the store:

Please enter the store to continue the survey.

C9. Are tobacco products (includes e-cigs/vapor devices/e-liquids) visible to customers? (Ask if none are visible)

- Yes
- No - Neither tobacco products nor e-cigarettes/vapor devices or e-liquids are visible but they are sold
- No - Store does not sell tobacco products

C9. Are tobacco products (including e-cigs/vapor devices/e-liquids) visible to customers? (Ask cashier if none are visible)

Tobacco products are typically displayed on the wall behind the main cash register, near the counter, or in a separate shelving area. You may have to walk around the perimeter of the store to determine if tobacco is sold, particularly if you are at a supermarket, Walmart, or other large discount store. If the store does not sell tobacco products, it is not eligible to be included in this survey.

- Answer **Yes** if tobacco is sold and visible.

If you cannot see tobacco products, ask the cashier whether the store sells them in order to choose between the remaining options. If the store sells tobacco but the tobacco is not visible, most of the questions regarding tobacco products will require that you ask the cashier.

- Select **No - tobacco products are not visible but are sold**, if tobacco products are kept behind the counter in such a way that they are not visible to customers.
- Otherwise select **No - store does not sell tobacco products**. This will take you to the end of the survey.

C10. Which products are sold here? (Select all that apply)

- E-cigarettes, vapor devices or e-liquids
- Any other tobacco products (e.g., cigarettes, chew)
- Alcoholic beverages/products
- Fresh fruits or vegetables
- Other food or beverages (e.g., candy, chips, snack foods)
- None of the above

C10. Which products are sold here? (Select all that apply)

- Select **E-cigarettes, vapor devices or e-liquids** if the store sells any e-cigarettes, vapor devices or e-liquids.
- Select **Any other tobacco products (e.g., cigarettes, chew)** if the store sells at least one tobacco product other than e-cigarettes, vapor devices or e-liquids. This category includes cigarettes, chewing tobacco, snus, cigarillos/little cigars, large cigars, blunt wraps and hookah.
- Select **Alcoholic beverages/products** if the store sells beer, wine, or other alcoholic beverages in cans or bottles that are meant to be consumed off site. Also include alcoholic products that are not liquid such as powdered alcohol.
- Select **Fresh fruits or vegetables** if the store sells either. This includes whole fruit in a basket on the checkout counter, or individual packages of carrots or apple slices in the refrigerator section. Do NOT include canned and frozen fruits, and dried fruits, such as raisins and prunes. Fresh fruits or vegetables must be “in stock” to count.
- Select **Other food or beverages** if the store sells any other food items (e.g., candy, chips, snack foods) or non-alcoholic beverages (e.g., soda, bottled water, juice).
- Otherwise select **None of the above** if the store does not sell any food or beverages.

C11. Mark one type or select other for more choices: (Select one)

- Chain convenience
- Drug store/pharmacy
- Liquor store
- Small market/deli/produce market
- Supermarket/large grocery store
- Other (Store types continue on the next screen)

C11. Mark one type or select other for more choices:

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

- **Chain convenience:** These stores, also known as food marts, sell a limited line of goods that include milk, bread, soda, and snacks. Some convenience stores sell gas (Arco AM/PM, Chevron FoodMart, BP Connect, Valero), and others don't (7-Eleven, Circle K). These will not sell raw meat for cooking at home. *You do **NOT** need to confirm if a convenience store is part of a chain to include it in this category.*
- **Drug store/pharmacy:** These are known primarily for selling prescription drugs as well as over-the-counter medicines (e.g., CVS, Rite Aid, Walgreens).
- **Liquor stores:** Liquor stores mostly sell beer, wine, other alcohol, and may sell a limited supply of snack foods.
- **Small market/deli/produce market:** Small markets have 1 or 2 cash registers and a limited selection of fresh fruits/vegetables and raw meats for cooking at home.
- **Supermarket/large grocery store:** Primarily engaged in retailing a general line of food, such as canned and frozen foods, fresh fruits and vegetables, and fresh and prepared meats, fish, and poultry (Safeway, Vons, Luckys, Ralph's, etc.). They have three or more registers and may or may not also have gas pumps.
- Select **Other** for more options on the next screen.

C12. Mark one type or specify other:
(Select one)

Discount store (e.g., Dollar Store, Family Dollar)

Gas station booth

Hookah bar/cafe

Tobacco store

Vape shop/lounge

Walmart

Other (specify):

C12. Mark one type or specify other:

Store designations continued ...

- **Discount stores:** Discount stores sell a wide range of general merchandise including fresh and perishable goods (Dollar Store, Family Dollar, 99 Cent Stores, Dollar Tree).
- **Gas station booth:** Use this category to describe the kiosk or booth at a gas station that has no door for customer entry and may sell cigarettes or small food items through a cashier’s window.
- **Hookah bar/café:** Use this category to describe a restaurant or bar that allows customers to smoke tobacco from hookahs. Some serve food, but others don’t.
- **Tobacco store:** Use this category for a smoke shop or other retailer that primarily sells tobacco products (e.g., Cigarettes Cheaper). If they appear on your retailer sample, attempt to survey them all. If there is a sign that specifically states no one under 18 admitted, then indicate that on question C5.
- **Vape shop/lounge:** A store with products that are mostly (at least 50%) e-cigarettes or other vaping devices, including e-liquids. 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.
- **Walmart:** Use this category for a Walmart of any size (superstore or grocery).
- Select **Other** to specify a different store type, and enter a brief description, such as donut shop, restaurant, cell phone or video store, bait and tackle, auto repair, etc.

C13. Does the store have a pharmacy counter (e.g., Safeway, Vons)?

Yes

No

C13. Does the store have a pharmacy counter (e.g., Safeway, Vons)?

The survey will skip this item if you specified “pharmacy/drug” for store type.

- Select **Yes** if the store has a pharmacy counter (e.g., Safeway or Walmart with pharmacy).
- Select **No** if the store doesn’t have a pharmacy counter.

C14. Choose all that are sold here:
(Select all that apply)

Cigarettes, unflavored

Cigarettes, menthol

Chewing tobacco

Little cigars/cigarillos

Blunt wraps

Snus

Large cigars

Hookah

None of the above

C14. Choose all that are sold here: (Select all that apply, scroll for choices)

Questions C14 ask you to identify the tobacco products that are sold here. Tobacco products are typically located near the cash register. See the product descriptions on pages 5-6 of this manual and the Pocket Guide for additional pictures and popular brand names for each.

Please ask the cashier in stores where tobacco products are not visible to customers.

- Select item as soon as you find one example of each category: cigarettes (unflavored), cigarettes (menthol), chewing tobacco, little cigars/cigarillos, blunt wraps, snus, large cigars, and hookah (depending on your device, it may be necessary to scroll).
- Select **None of the above** if none of these products are sold (it may be necessary to scroll).

Only products selected in this question will appear in subsequent tobacco questions.

C15. Choose all e-cigarette, vapor devices or e-liquids that are sold here:
(Select all that apply)

E-cigarettes

Vape pens

Mod/tanks

E-liquids

None of the above

C15. Choose all e-cigarettes, vapor devices or e-liquids that are sold here: (Select all that apply)

This question asks you to identify which types of e-cigarettes, vapor devices or e-liquids products sold here. See the product descriptions on pages 5-6 of this manual and the Pocket Guide for additional pictures and some popular brands for each category.

- Select each product if you find at least one in each category: **e-cigarettes (including cigalikes, e-hookah, e-cigars and cartridges), vape pens, mod/tanks, and e-liquids.** Select each item as soon as you find one example of each category.
- Scroll down to select **None of the above** if none of these products are sold.

C16. In the main checkout area, are any of these placed on/next to the counter(s)? (Select all that apply)

- E-cigarettes, vapor devices or e-liquids
- Any other tobacco products (e.g., cigarettes, chew)
- Alcoholic beverages (All liquids, including BuzzBallz and pouches)
- Non-liquid alcoholic products (e.g., Alcohol)
- Alcohol branded merchandise

- Sugary drinks (soda, sports/energy drinks, chocolate milk, etc.)
- Candy
- Fresh fruit
- None of the above

C16. In the main checkout area, are any of these placed on/next to the counter(s)?

In a store with multiple registers, the main checkout area includes all “lines” in supermarket. Do not include smaller checkout areas in other parts of the store, such as the pharmacy or deli counter. Look carefully at the main checkout area for tobacco products, alcoholic beverages, sugary drinks, candy, and fresh fruit. “On the counter” is defined as products or product displays touching the top, side or front of the checkout counter, OR stacked on top of one or more items touching the counter. If tobacco products are behind the counter, this does NOT count.

- Select the appropriate items to indicate whether **E-cigarettes, vapor devices or e-liquids, any other tobacco products (e.g., cigarettes, chew), alcoholic beverages (all liquids including BuzzBallz and pouches), Non-liquid alcoholic products (e.g., Alcohol), sugary drinks, candy or fresh fruit** are displayed ON the counter; in a display that touches the top, side or front of the checkout counter; OR in a display stacked on top of one or more items that are touching the counter.

Only product categories selected in C10 will appear in this question.

C17. Which are displayed on the counter so customers can take one without asking the cashier for help?

-  Cigarettes
-  Chewing tobacco
-  Little cigars/cigarillos
-  Blunt wraps
-  Snus
-  E-cigarettes, vapor devices or e-liquids
-  None of the above

C17. Which are displayed on the counter so customers can take one without asking the cashier for help? (Select all that apply)

Self-service means that the customers could pick up the tobacco item rather than asking the cashier to hand it to them. Do not count as self-service any clear plastic displays that contain tobacco products only the cashier can reach. Look carefully around the store and select the appropriate item to indicate which of the following products are available for self-service:

- Select each product if you find one self-service display of each category: **cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, and e-cigarettes, vapor devices, or e-liquids**
- Select **None of the above** if none of these products are available for self-service.

Only products selected in C14 will appear in this question.

C18. Which products are within 6 inches of candy, ice cream, or slushie/soda machines? (Select all that apply)

-  Cigarettes
-  Chewing tobacco
-  Little cigars/cigarillos
-  Blunt wraps
-  Snus
-  E-cigarettes, vapor devices or e-liquids
-  None of the above

C18. Which products are within 6 inches of candy, ice cream, or slushie/soda machines? (Select all that apply)

Look carefully for candy, ice cream, and slushie/soda machines in the store. Select the appropriate items to indicate which of the following products are in a display that is either touching the display for candy or the ice cream or slushie/soda machine, or is within 6 inches of any of these items (roughly one hand length apart).

- Select each product if you find one within 6-inches of candy, ice cream, or slushie/soda machines: **cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, or e-cigarettes, vapor devices, or e-liquids.**

Only products selected in C14 will appear in this question.

C19. Inside the store, are there any price promotions for the following? (Select all that apply)

Cigarettes	<input type="checkbox"/>
Chewing tobacco	<input type="checkbox"/>
Little cigars/cigarillos	<input type="checkbox"/>
Blunt wraps	<input type="checkbox"/>
Snus	<input type="checkbox"/>
E-cigarettes, vapor devices or e-liquids	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

C19. Inside the store, are there any price promotions for the following? (Select all that apply)

Promotions offer a “special” or “sale” price (e.g., \$1 off, or 50 cents off), a multi-pack discount (e.g., a special price for buying more than one pack, or buy # of packs and get # of packs free), a cross-product promotion (e.g., free snus with a cigarette purchase), or other free gifts with purchase (e.g., hot sauce, drink holder). Price promotions may be hand-written or printed, and placed along shelf-edge, on stickers or shrink-wrapped on packages.

Not all advertisements that show prices are a price promotion. Do not include advertisements that say “low price” or “everyday low price.” Do not include promotions for cartons of cigarettes. “2 for \$0.99” is NOT a promotion, it’s just a price. “5 for the price of 3” or a lower price when you buy multiple packs (e.g., “\$5.49 when you buy 3”) are price promotions because you are getting a little extra product at no additional cost, or a discount for buying multiple packs. See the Pocket Guide for pictures of different types of price promotions.

- Select each item as soon as you find one price promotion for each type of product: **cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, or e-cigarettes, vapor devices, or e-liquids.**
- Select **None of the above** if the store does not advertise promotions for any of these products.

C20. Which advertisements are placed within 3 feet (any direction) of candy or toys? (Select all that apply)

E-cigarettes, vapor devices or e-liquid ads	<input type="checkbox"/>
Any other tobacco product ads (e.g., cigarettes, chew)	<input type="checkbox"/>
Alcohol ads	<input type="checkbox"/>
None of these	<input type="checkbox"/>

C20. Which advertisements are placed *within 3 feet* (any direction) of candy or toys: (Select all that apply)

- Select all of the categories that have advertisements within 3-feet, in any direction of candy or toys: **e-cigarettes, vapor devices, or e-liquids, any other tobacco product ads, or alcohol ads.**
- 3-feet is the height of a standard kitchen counter, or a little more than arm’s length.
- **Any other tobacco product ads** include any tobacco products other than e-cigarettes, vapor devices, or e-liquids. Specifically, this category includes cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, and hookah.

C21. Which advertisements are placed below 3 feet? (Select all that apply)

E-cigarettes, vapor devices or e-liquids ads	<input type="checkbox"/>
Any other tobacco product ads (e.g., cigarettes, chew)	<input type="checkbox"/>
Alcohol ads	<input type="checkbox"/>
None of these	<input type="checkbox"/>

C21. Which advertisements are placed *below 3 feet*? (Select all that apply)

- Select all of the categories that have advertisements below 3-feet: **e-cigarettes, vapor devices, or e-liquids, any other tobacco product ads, or alcohol ads.**
- 3-feet is the height of a standard kitchen counter, or a little more than arm’s length.

Any other tobacco ads include any tobacco products other than e-cigarettes, vapor devices, or e-liquids. Specifically, this category includes cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, and snus.

The next set of questions will likely require cashier interaction.

C22. What is the SMALLEST pack of little cigars/cigarillos in the store?
(Select one)

One (sold as singles)

Packs of 2 to 5

Packs of 6 to 19

Packs of 20 or more

C22. What is the SMALLEST pack of little cigars/cigarillos in the store?

Look carefully at the tobacco product displays for evidence that the store sells little cigars/cigarillos as singles or in small packs of 2 to 5, and select the SMALLEST pack size sold. Popular brands are Black & Mild, Swisher Sweets, White Owl, and Phillie Blunts.

- Select **One (sold as singles)** if the store sells singles.
- Otherwise select the pack size that best describes the number of little cigars/cigarillos in the smallest pack.

C23. Choose all flavor types of non-cigarette tobacco products sold here:
(Select all that apply)

Fruit or sweet (e.g. cherry, honey, vanilla)

Liquor (e.g. wine, margarita)

Mint (e.g. menthol, wintergreen)

None of the above

C23. Choose all flavor types of non-cigarette tobacco products are sold here: (Select all that apply)

If the store does not sell tobacco products other than cigarettes, select **None** and move on to the next question. “Non-cigarette tobacco products” refers to all tobacco products other than cigarettes, and includes chewing tobacco, little cigars/cigarillos, blunt wraps, snus, hookah, e-cigarettes, vapor devices, or e-liquids. If the store sells any tobacco products other than cigarettes, look carefully for any tobacco product in each flavor category. Review pages 5 -6 above for descriptions of non-cigarette tobacco products, and see the Pocket Guide for product examples from each flavor category. Do not code the same product as two flavor categories. Code it only as one flavor, prioritizing flavors in this order: (1) Liquor; (2) Mint; (3) Fruit or sweet. For example, Peach Schnapps should be coded as Liquor; while Chocolate Mint should be coded as Mint. As a general rule of thumb, try to avoid spending too much time with complex labels. Try to find straightforward examples (one for each category) and move on.

- Select **Fruit or sweet** as soon as you find one fruit-flavored (e.g., strawberry, apple, white grape, red grape) or other sweet-flavored (e.g., honey, sweet, cream, cinnamon, chocolate) non-cigarette tobacco product.
- Select **Liquor** as soon as you find one alcohol-flavored (e.g., wine, margarita, peach schnapps, piña colada, spiced rum) non-cigarette tobacco product.
- Select **Mint** as soon as you find one mint-flavored (e.g., wintergreen, peppermint, frost, winterchill) non-cigarette tobacco product.
- Select **None of the above** if the store does not sell tobacco products other than cigarettes or if the store does not sell any flavored non-cigarette tobacco products listed above.

C24. Are FLAVORED Swisher Sweets little cigars/cigarillos sold here?

 Yes

 No

C24. Are FLAVORED Swisher Sweets little cigars/cigarillos sold here?

Look carefully at the tobacco products display to locate the Swisher Sweets brand little cigars/cigarillos if sold. See the Pocket Guide for additional pictures of this brand.

- Select **Yes** if flavored Swisher Sweets are sold.
- Select **No** if the store doesn't sell any flavored Swisher Sweets.

C25. What is the cheapest price to purchase only ONE flavored Swisher Sweets?

Enter price (next screen)

Sold here but can't get price

No single flavored Swisher Sweets sold here

C25. What is the cheapest price to purchase only ONE flavored Swisher Sweets?

Look for the price of a single FLAVORED Swisher Sweets little cigars/cigarillos. Do not consider prices from any pack with more than one little cigars/cigarillos. Please ask for price if not advertised. If a Swisher Sweets can only be obtained by purchasing a pack of 2 or more, then select **Not sold here**. Do not record the price for any other brand.

- Select **Enter price (next screen)** to record the Swisher Sweets price on the next screen.
- Select **Sold here but can't get price** if the store sells singles, but you are unable to determine the price.
- Select **No single flavored Swisher Sweets sold here** if the store doesn't sell any singles.

C26. What is the cheapest price to purchase only ONE flavored Swisher Sweets? (Enter 0.99 for 99 cents)

C26. What is the cheapest price for ONE Swisher Sweets cigarillos, any flavor?

Enter the price in dollars and cents (e.g., 99 cents would be entered as 0.99). If a Swisher Sweets cigarillo/little cigar is buy one get one free, enter the full price; do not divide the price in half.

- Touch the box to bring up the numeric keypad.
- Enter the price in dollars and cents, including the decimal point: #.##
- For any price less than \$1.00, enter 0.##.

C27. Is the Swisher Sweets on sale, e.g., cents off or buy one get one free?

Yes

No

C27. Is the Swisher Sweets on sale, e.g. cents off or buy one get one free?

- Select **Yes** if the price listed is a special offer (e.g., 50 cents off) or multi-pack discount (e.g., buy one get one free). It is okay to consider handmade signs as a special price, if they indicate a discount or special offer.
- Select **No** if the price is not a sale, discount, or other promotion.

C28. Is sales tax included in the Swisher Sweets price?

Yes

No

Unable to verify

C28. Is sales tax included in the Swisher Sweets price?

- Select **Yes** if the 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.

Cheapest single pack of cigarettes price:

The next three questions (C29-C31) pertain to the price of the cheapest single pack of cigarettes sold.

C29. Ask cashier: "What's the cheapest single pack of cigarettes? How much is it?"

Cashier provided price (Enter price on next screen)

I had to look for lowest advertised price (Enter price on next screen)

Unable to determine

C29. Ask cashier: "What's the cheapest single pack of cigarettes? How much is it?"

Ask the cashier first. If the cashier refuses to answer or says, “Find it for yourself,” then you should compare advertised prices to find the lowest price (there may be more than one brand at the same lowest price). You do not need to know the brand. Do not consider a 2-pack price. Do not round up the price, instead, enter it exactly. The price must be for a single pack purchase. If the cheapest pack is a buy-one-get-one, do not divide by two. Use the price for purchasing only one item.

- Select **Cashier provided** to enter price on the next screen
- Select **I had to look for lowest advertised price** if the merchant says something like, “I don’t know, figure it out yourself.” In this case, answer the question based on the lowest priced cigarettes you see advertised.
- Select **Unable to determine** only if you have no information from the cashier or the advertised prices. Try to avoid this option.

C30. Cheapest single pack of cigarettes: (\$_._)

Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
.	0	<X>

C30. Cheapest single pack of cigarettes:

- Touch the box to bring up the numeric keypad.
- Enter in dollars and cents (#.##) in the box marked: \$ Your Answer
- Enter the pack price in dollars and cents, including the decimal point: #.##

C31. Is sales tax included?

Yes

No

Unable to verify

C31. Is sales tax included?

- Select **Yes** if the price says “tax included” or the cashier said the price includes tax.
- Select **No** if the price says “plus tax” or 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.

STD questions:

The next three questions are about condoms.

C32. Ask cashier: Do you sell condoms here? (Select all that apply)

No, condoms not sold in store

Yes, behind the counter, visible

Yes, behind the counter, not visible

Yes, on shelf, locked up

Yes, on shelf, unlocked

C32. Ask cashier: Do you sell condoms here?

Ask the cashier if condoms are sold in the store. If no, select **No, condoms not sold in Store**. If yes, ask where condoms are sold.

1. If the cashier indicates that the condoms are behind the counter, ask where. Condoms will often be hung on a rack or placed on a shelf near or behind the counter. Some stores will sell individual condoms behind the counter, and these may not be visible.
 - a. Select **Yes, behind counter, visible** if the condoms are behind the counter and you are able to see them.
 - b. Select **Yes, behind counter, not visible** if the condoms are behind the counter and you cannot see them.
2. If directed to an area or aisle in the store, ask if condoms are also sold behind the counter before proceeding. If condoms are also sold behind the counter, follow instructions in #1 before continuing to #2a. If condoms are not also sold behind the counter, continue to #2a.
 - a. Proceed to the indicated area and find the shelf with condoms.
 - b. Select **“Yes, on shelf, locked up”** if the condoms are behind a locked barrier, typically made of glass or plastic.
 - c. Select **“Yes, on shelf, unlocked”** if the condoms are simply placed on the shelves or racks and not behind a locked barrier.

Remember to ask the cashier if condoms are sold in the store and where, even if you can see them on display. Sometimes condoms will be sold in multiple places in the same store.

C33. What is the smallest number of condoms sold? (Ask cashier)

1

3

6

10

12

24

Other quantity (Enter number in box)

C33. What is the smallest number of condoms sold? (Ask cashier)

- If you are still at the counter, ask the cashier the following questions and record the response:
 - What is the smallest pack of condoms that you sell?
 - Do you sell individual condoms?
- If you are in an aisle or other area of the store, examine the shelves with condoms, find the box with the fewest number of condoms, and select the appropriate response: **1, 3, 6, 10, 12** or **24**.
- Select **Other quantity** and enter the amount in the space provided if the smallest box contains a number not listed.

C34. What is the cheapest price to purchase the smallest number of condoms? (Select one)

Enter price: [XX.XX]

Sold, but unable to collect price information

C34. What is the cheapest price to purchase the smallest number of condoms?

Record the price for the individual condom or smallest condom pack you found for Question C33. Enter the price without tax. Make sure to enter dollars and cents. You may need to ask the cashier for the price if the condoms are behind the counter.

- Select **Sold, but unable to collect price information** if you cannot see the price, the cashier refuses to answer, or for some other reason you can't get this information.
- Touch the box to bring up the numeric keypad.
- Enter the price in dollars and cents, including decimal point: **##.##**

C34. Cheapest price to purchase smallest number of condoms: (\$_._)

Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
.	0	<input type="text"/>

Alcohol questions:

The next questions are about alcoholic beverages and products

C35. Choose all that are sold: (Scroll)
(Select all that apply)

Beer	<input type="checkbox"/>
Wine	<input type="checkbox"/>
Low-end fortified wine	<input type="checkbox"/>
Malt Liquor (any size)	<input type="checkbox"/>
Distilled spirits	<input type="checkbox"/>
Mini bottles (distilled spirits, 50 ml)	<input type="checkbox"/>
Alcopops	<input type="checkbox"/>
Other novelty alcoholic products (e.g., pouches, BuzzBallz)	<input type="checkbox"/>
Alcohol branded merchandise	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

C35. Choose all that are sold here: (Scroll) (Select all that apply)

Questions C35 ask you to identify the alcohol products that are sold here. Alcohol products are typically located in a designated aisle of the store and/or refrigerated section. See the product descriptions on pages 7-8 of this manual and the Pocket Guide for additional pictures and popular brand names for each.

- Select item as soon as you find one example of each category: **beer, wine, low-end fortified wine, malt liquor (any size), mini bottles (distilled spirits), Alcopops, other novelty alcoholic products (e.g., pouches, BuzzBallz, non-liquid alcoholic products), or alcohol branded merchandise.** (Depending on your device, it may be necessary to scroll).
- Select **None of the above** if none of these products are sold (it may be necessary to scroll).

C36. Are there any displays of alcoholic beverages/products: (Select all that apply)

On the counter	<input type="checkbox"/>
In large tubs	<input type="checkbox"/>
Close to the store's entrance (10 ft)	<input type="checkbox"/>
In an open refrigerator	<input type="checkbox"/>
In a large floor display	<input type="checkbox"/>
Within 3-feet of candy/toys	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

C36. Are there any displays of alcoholic products (Select all that apply):

- Select **On the counter** if any alcoholic products touch the top, side or front of the checkout counter, OR if they are stacked on top of one or more items touching the counter.
- Select **In large tubs** if alcoholic products are displayed on ice in large tubs that have an open top, so that people can reach in and grab the drinks. Look for large barrels or other novelty displays (e.g., a wheelbarrow) that have an open top or a see-through half-cover, and allow for customers to help themselves to alcoholic products.
- Select **Close to the store's entrance (10 ft)** if any alcoholic products are located inside the store, within 10 feet of the entrance. You can estimate 10 feet by taking 5-6 normal walking steps: start to finish equals about 10 feet.
- Select **In an open refrigerator** if the store has a large refrigerator/freezer unit that sits on the floor which is accessible for people to reach in to self-serve. There will not be ice in the unit, which is kept cold due to refrigeration methods.
- Select **In large floor displays** if the store has any eye-catching displays of alcoholic products, which measures at least 5 feet by 5 feet. A typical example is a pyramid built of cases of beer, wine, or alcohol. These displays are usually close to a store's entrance, but not always. There are usually eye-catching products as part of the display (e.g., pennant flags, balloons, or posters/similar) and there are often snack foods (e.g., chips and salsa) also on display with the alcohol.
- Select **Within 3 feet of candy or toys** if any alcoholic products are found within 3 feet of candy or toys. 3-feet is the height of a standard kitchen counter, or a little more than arm's length.

C37. Are any of the alcopops displayed within 12 inches of non-alcoholic beverages with very similar packaging?

Yes

No

C37. Are any of the alcopops displayed within 12 inches of non-alcoholic beverages with very similar packaging?

When looking for “similar” products, identify whether the container size, shape, and packaging (colors, logos, etc.) are close enough that someone could accidentally grab one product thinking it is the other. 12 inches is a little longer than a sheet of paper.

When looking for beverages displayed within 12 inches of alcopops, look to see what products are on the same shelf, immediately above or immediately below the alcopops.

- Select **Yes** if alcopops are displayed within 12 inches of a non-alcoholic beverage with a similar container size, shape and color.
- Select **No** if no non-alcoholic beverages are nearby, or if the beverages do not have similar packaging.

C38. Inside the store, are there any price promotions for the following? (Scroll)(Select all that apply)

Beer

Wine

Low-end fortified wine

Malt liquor (any size)

Distilled spirits

Mini bottles (distilled spirits, 50 ml)

C38. Inside the store, are there any price promotions for the following? (Scroll) (Select all that apply)

Promotions offer a “special” or “sale” price (e.g., \$1 off, or 50 cents off), a multi-container discount (e.g., a special price for buying more than one bottle, six pack, or case, or buy # of bottles and get # of bottles free), or other free gifts with purchase (e.g., hot sauce, drink holder). Price promotions may be hand-written or printed, and placed along shelf-edge, on stickers or shrink-wrapped on packages.

Not all advertisements that show prices are a price promotion. Do not include advertisements that say “low price” or “everyday low price.” “2 for \$0.99” is NOT a promotion, it’s just a price. “5 for the price of 3” or a lower price when you buy multiple bottles, six packs, or cases (e.g., “\$5.49 when you buy 3”) are price promotions because you are getting a little extra product at no additional cost, or a discount for buying multiple bottles, six packs, or cases. See the Pocket Guide for pictures of different types of price promotions.

- Select each item as soon as you find one price promotion for each type of product: **beer, wine, low-end fortified wine, malt liquor (any size), distilled spirits, mini bottles, alcopops, or other novelty alcoholic products (e.g. pouches, BuzzBallz, non-liquid alcoholic products).**
- Select **None of the above** if the store does not advertise promotions for any of these products.

Other novelty alcoholic products (e.g., pouches, BuzzBallz)

None of the above

C39. Is there signage stating the legal drinking age and/or store policy related to selling alcohol to minors?

Yes

No

C39. Is there signage stating the legal drinking age and/or store policy related to selling alcohol to minors?

- Select **Yes** if the store has posted signs stating the legal drinking age, or stating the store policy about selling to minors (e.g., “We card anyone attempting to purchase alcohol who looks under 30”). These signs are generally posted by the refrigerated sections of the store (above them, on the wall, or stuck onto the doors). The signs on the walls are generally large (approximately 8” x 10”); stickers are smaller (approximately 4” x 6”). You can also find them at the checkout, stuck to the counter. The signs at the checkout are generally small in size (approximately 4” x 6”). Do not look for these signs outside the store.
- Select **No** if no signs are posted about the legal drinking age or alcohol sales to minors.

Nutrition questions:

The next set of questions is about nutrition

C40. Is non-fat or low-fat (1%) milk (NOT 2%, whole, or flavored milk) sold here?

Yes

No

C40. Is non-fat or low-fat (1%) milk (not 2%, whole, or flavored) sold here?

- Select **Yes** if non-fat or low-fat milk is sold. Non-fat is also known as skim milk and may say 0% milk fat. Low-fat has 1% milk.
- Select **No** if nonfat or low-fat milk is not sold.

C41. Is whole wheat bread sold here?	
Yes	<input type="radio"/>
No	<input type="radio"/>

C41. Is whole wheat bread sold here?

Check the ingredient list—whole wheat flour must be the first ingredient.

- Select **Yes** if whole wheat bread is sold at the store.
- Select **No** if whole wheat bread is not sold.

C42. Are tortillas (soft corn or whole wheat only) sold here?	
Yes	<input type="radio"/>
No	<input type="radio"/>

C42. Are tortillas (soft corn or whole wheat only) sold here?

Check the packaging—only select Yes if soft corn or whole wheat flour tortillas are available.

White flour tortillas or hard shell corn tortillas do not count.

- Select **Yes** if soft corn or whole wheat tortillas are sold at the store.
- Select **No** if soft corn or whole wheat tortillas are not sold.

C43. Overall availability of fresh fruit: (Pick one)	
Limited (1-3 types)	<input type="radio"/>
Moderate variety (4-6 types)	<input type="radio"/>
Wide variety (7 or more types)	<input type="radio"/>
None sold	<input type="radio"/>

C43. Overall availability of fresh fruit (pick one)

Count the number of different types of fresh fruit that are available and **in stock** at the store (inside and outside of the store). For example, if a store has bananas, oranges, and apples, there are 3 different types. Only count fruit that is **in stock**. Do **not count each variety of fruit** (for example, if gala, fuji and red delicious apples are in stock, this counts as one type) **as a different type**. If you get up to 7 types of fruit, stop counting.

- Select **Limited** if there are 1-3 types of fresh fruit.
- Select **Moderate variety** if there are 4-6 types of fresh fruit.
- Select **Wide variety** if there are 7 or more types of fresh fruit.
- Select **None sold** if the store does not sell fresh fruit.

C44. Overall quality of fresh fruit: (Pick one)	
All or most fruit are poor quality	<input type="radio"/>
Mixed: more poor than good	<input type="radio"/>
Mixed: more good than poor	<input type="radio"/>
All or most is good quality	<input type="radio"/>

C44. Overall quality of fresh fruit (pick one)

Take a look at the quality of the fruit available. Examine by looking for:

- **Wilting** (leaves or stems are limp)
- **Decay** (mold or blackening)
- **Shrivel** (skin has wrinkles)
- **Brown stems/dry stem cuts**
- **Color changes** (yellowing when item should be dark green)

If it is difficult to decide how to rate the overall quality of items, scan all the fruit and estimate the proportion that are good quality.

- Select **All or most fruit are poor quality** if most or all of fruit is not good quality.
- Select **Mixed: more poor than good** if good quality is less than half.
- Select **Mixed: more good than poor** if good quality is more than half.
- Select **All or most is good quality** if all or more is good quality.

C45. Overall availability of fresh vegetables: (Pick one)	
Limited (1-3 types)	<input type="radio"/>
Moderate variety (4-6 types)	<input type="radio"/>
Wide variety (7 or more types)	<input type="radio"/>
None sold	<input type="radio"/>

C45. Overall availability of fresh vegetables (pick one)

Count the number of different types of fresh vegetables that are available and **in stock** at the store (inside and outside of the store). For example, if a store has carrots, potatoes, onions, and bell peppers there are 4 different types. Only count vegetables that are **in stock**. Do **not count each variety of vegetable** (for example, if both green and red bell peppers are in stock, this counts as one type) **as a different type**. If you get up to 7 types of vegetable, stop counting. Refrigerated pickles do not count as fresh vegetables. Lemons and limes each count as different types of fruit. Packaged salad is considered one type of vegetable, just as packaged fruit salad is considered one type of fruit.

- Select **Limited** if there are 1-3 types of fresh vegetables.
- Select **Moderate variety** if there are 4-6 types of fresh vegetables.
- Select **Wide variety** if there are 7 or more types of fresh vegetables.
- Select **None sold** if the store does not sell fresh vegetables.

C46. Overall quality of fresh vegetables:
(Pick one)

All or most vegetables are poor quality

Mixed: more poor than good

Mixed: more good than poor

All or most is good quality

C46. Overall quality of fresh vegetables (pick one)

Take a look at the quality of the vegetables available. Examine by looking for:

- **Wilting** (leaves or stems are limp)
- **Decay** (mold or blackening)
- **Shrivel** (skin has wrinkles)
- **Brown stems/dry stem cuts**
- **Color changes** (yellowing when item should be dark green)

If it is difficult to decide how to rate the overall quality of items, scan all the vegetables and estimate the proportion that are good quality.

- Select **All or most vegetables are poor quality** if most or all of the vegetables are not good quality.
- Select **Mixed: more poor than good** if good quality is less than half.
- Select **Mixed: more good than poor** if good quality is more than half.
- Select **All or most is good quality** if all or more is good quality.

C47. Are there any health promoting items or signs (e.g. posters, brochures, etc.) around the fruit/veg display?

Yes

No

Produce not sold

C47. Are there any health promoting items or signs (e.g., posters, brochures, recipe cards, signage, drawings) around the fruit or vegetable display?

Any professionally produced (e.g., from the store chain or produce company) and hand-drawn items (e.g., chalkboard drawing) that include nutrition or health information. Health-promoting items or signs include but are not limited to nutrition information, 5 A Day, Fruit and Veggies: More Matters, Champions for Change, or prominent images of fresh fruits and vegetables. Do not include small shelf tags that only include the name of the item and/or the price. See pocket guide for visual examples.

- Select **Yes** if there are health promoting items such as posters, brochures, recipe cards, signage, drawings, etc. within 6 feet of the general fruit and vegetable display area
- Select **No** if there are no health promoting items present.
- Select **Produce not sold** if the store does not sell fresh fruit or vegetables.

C48. Is there a "healthy" or "family-friendly" checkout lane or display at checkout?

Yes

No

C48. Is there a "healthy" or "family-friendly" checkout lane or display at the checkout?

This type of display or checkout lane must have signage indicating that retail selections contained in the lane or display are "healthy" or "family-friendly". The display or checkout lane may include non-food products or healthy products that include but are not limited to bottled water, 100% juice, low-fat (1%) or non-fat milk, fresh fruits, granola bars, or trail mix. However, if the display contains candy (chocolate, mints, etc.), or unhealthy beverages (e.g., soda, water with added sugar, fruit juice with added sugar), the display does NOT count. See pocket guide for visual examples.

- Select **Yes** if there is a "healthy" or "family-friendly" checkout lane or display area. These checkout lanes (or display areas, in smaller stores without checkout lanes) are usually well marked to attract the attention of customers.
- Select **No** if a "healthy" or "family-friendly" checkout lane or display area is not available.

Any additional information about this store (optional):

Any additional information about this store (optional):

This screen will appear only once in your survey, after you have completed (or declined to complete) all of the modules. This question is optional. Please enter any additional details about the information entered in this survey that might be helpful in understanding the data. For example, did you feel rushed in the store, have trouble answering some of the questions, or want to share some other information about the store?

Thank you! The Core survey is complete. The next several screens will ask if you want to do additional modules in this order:

- Flavored Products
- Price and Promotion
- E-cigarettes, vapor devices, and e-liquids
- Placement and Exterior Ads

This screen indicates that you finished the Core section of the survey.

You may select BACK multiple times at any point during the module to revise the responses to your questions.

Continue by indicating whether or not you will do the next modules. They will appear in the following order:

- Flavored Products
 - Price and Promotions
 - E-cigarettes, vapor devices, and e-liquids
 - Placement and Exterior Ads
-

Flavored Products Module

This section contains 14 questions and takes about 5 minutes, depending on the type of store. The main tasks are to get prices for two flavored tobacco products, find price promotions for menthol cigarettes and other flavored tobacco products, find examples of different types of flavors, look for particular brands of cigarettes, and look for menthol ads. In stores where tobacco products are sold but not visible to customers, please ask the cashier about products and prices. Menthol is the only flavored cigarette permitted by federal law. For tobacco products other than cigarettes, the category “mint” includes menthol, wintergreen, frost, winterchill, and peppermint. See the Pocket Guide for examples.

If you are asked to leave a store before finishing this module, select the **BACK** button until you return to the start of the module, then select “**NO**” to exit each module and “**NEXT**” to end the survey. Be sure to indicate this on store list and field notes form.

Newport menthol hard pack price:

The next set of questions (F2-F5) pertain to the price of a single pack of Newport menthol hard pack cigarettes.

F2. What is the price to purchase ONE Newport menthol hard pack?

Enter price (next screen)

Sold here but can't get price

Not sold here

F2. What is the price to purchase ONE Newport menthol hard pack?

Look for the price of one Newport menthol regular hard pack (green pack). Do not substitute the price for any other variety of Newport, such as a different cigarette length or flavor (e.g., Newport 100's or red pack). Do not compute this price from a multi-pack discount or from a carton price. For example, do not use the price from an advertisement that requires you to buy more than one pack. If the single-pack price is not advertised, please ask the cashier for the price and if it includes sales tax.

- Select **Enter price** to record the Newport price on the next screen.
- Select **Sold here** if the store sells the Newport menthol hard pack, but you are unable to determine the price.
- Select **Not sold** if the store doesn't sell this product.

F3. Price for one Newport menthol hard pack: (\$_.__)

5.99

Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
.	0	<X>

F3. Price for one Newport menthol hard pack: (\$_.__)

- Touch the box to bring up the numeric keypad.
- Enter the price to buy a single pack in dollars and cents, including the decimal: “#.##”.

Do not compute the price from a multi-pack discount. DO NOT round to the nearest dollar or 10-cents.

F4. Is the Newport menthol on sale, e.g., \$1 off or Buy one get one free?

Yes

No

F4. Is the Newport menthol on sale, e.g., \$1 off or buy one get one free?

- Select **Yes** if the price listed is a special offer (e.g., 50 cents off) or multi-pack discount (e.g., buy one get one free). It is okay to consider handmade signs as a special price, if they indicate a discount or special offer.
- Select **No** if the price is not a price promotion.

F5. Is sales tax included in the Newport menthol price?

Yes

No

Unable to verify

F5. Is sales tax included in the Newport menthol price?

- Select **Yes** if the price says “tax included” or the cashier 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.

Grizzly wintergreen long cut price:

The next set of questions (F6-F9) pertain to the price of a tin of Grizzly wintergreen long cut, 1.2 oz.

F6. What is the price to purchase ONE tin of Grizzly wintergreen long cut, 1.2 oz?

Enter price (next screen)

Sold here but can't get price

Not sold here

F6. What is the price to purchase ONE tin of Grizzly wintergreen long cut, 1.2 oz?

Look for the price of Grizzly wintergreen long-cut chew (moist snuff) for a single 1.2 oz tin, which is the standard size. Do not record the price for any other variety or size of Grizzly chew. Do not compute the price of one tin from a multi-pack discount. For example, do not use the price from an advertisement that requires you to buy more than one pack, such as "\$X.XX when you buy 3." If the single item price is not advertised, please ask for price and ask if sales tax is included.

- Select **Enter price** to record the Grizzly price on the next screen.
- Select **Sold here but can't get price** if the store sells the Grizzly tin, but you are unable to determine the price.
- Select **Not sold here** if the store doesn't sell this product.

F7. Price for ONE tin of Grizzly wintergreen long cut, 1.2oz:

3.99

Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
.	0	<X

F7. Price for ONE tin of Grizzly wintergreen long cut, 1.2oz:

- Touch the box to bring up the numeric keypad.
- **Enter the price for a single tin in dollars and cents, including the decimal: #.##.**
- Do not compute the price from a multi-pack discount. DO NOT round to the nearest dollar or 10-cents.

F8. Is the Grizzly wintergreen on sale, e.g., \$1 off or Buy one get one free?

Yes

No

F8. Is the Grizzly wintergreen on sale, e.g. \$1 off or buy one get one free?

- Select **Yes** if the price listed is a special offer (e.g., \$1 off) or multi-pack discount (e.g., buy one get one free). It is okay to consider handmade signs as a special price, if they indicate a discount or special offer.
- Select **No** if the price is not a special price or other promotion.

F9. Is sales tax included in the Grizzly wintergreen price?

Yes

No

Unable to verify

F9. Is sales tax included in the Grizzly wintergreen price?

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

F10. Which products are available in any MINT flavor, including menthol? (Select all that apply)

Chewing tobacco

Snus

E-cigarettes, vapor devices or e-liquids

None of these

F10. Which products are available in any MINT flavor, including menthol?

This question asks about non-cigarette tobacco products. See the Pocket Guide for additional pictures and popular brand names for each product category. The mint category includes descriptors such as wintergreen, frost, winterchill, peppermint, and menthol.

- Select each item as soon as you find one example of a **mint-flavored** variety of each product category: chewing tobacco, snus, and e-cigarettes, vapor devices, or e-liquids.
- Scroll down to select **None of these** if none of these products are sold. Remember to ask the cashier in stores where tobacco products are sold, but not visible to customers.

F11. Which products are available in any OTHER flavor, e.g., fruit or sweet, liquor?

 Chewing tobacco

 Snus

 E-cigarettes, vapor devices or e-liquids

 None of these

F11. Which products are available in any OTHER flavor, e.g., fruit/sweet, liquor?

For this question, only look for fruit/sweet-flavored or liquor-flavored products. Do not include mint-flavored products. Remember to ask the cashier in stores where tobacco products are sold, but not visible to customers. See the Pocket Guide for additional pictures and popular brand names for each category and for a list of flavors.

- Select each item as soon as you find one example of either a **fruit/sweet or liquor-flavored** variety of each product category: chewing tobacco, snus, and e-cigarettes, vapor devices, or e-liquids.
- Select **None of these** if none of these products are sold or if they are not sold in fruit, sweet, or liquor flavors.

F12. Choose all types of flavored little cigars/cigarillos sold here: (Select all that apply)

Fruit or sweet (cherry, honey, etc)

Liquor (wine, margarita, etc)

Mint (menthol, wintergreen, etc)

None of these

F12. Choose all types of flavored little cigars/cigarillos sold here: (Select all that apply)

If the store does not sell tobacco products other than cigarettes, select NONE and move on to the next question. If the store sells any little cigars/cigarillos, look to see if they are sold in each flavor category. See the Pocket Guide for product examples from each flavor category. Do not use the same product for more than one flavor category (e.g., peach schnapps as fruit and liquor). Choose only one category, prioritizing flavors in this order: (1) Liquor; (2) Mint; (3) Fruit or sweet (e.g., Peach Schnapps should be categorized as Liquor; while Chocolate Mint should be coded as Mint).

- Select **Fruit or sweet** as soon as you find one fruit-flavored (e.g., strawberry, apple, white grape, red grape) or other sweet-flavored (e.g., honey, sweet, cream, cinnamon, chocolate) variety of little cigars/cigarillos.
- Select **Liquor** as soon as you find one alcohol-flavored (e.g., wine, wine grape, lime margarita, peach schnapps, piña colada, spiced rum) variety of little cigars/cigarillos.
- Select **Mint** as soon as you find one mint-flavored (e.g., wintergreen, peppermint, frost, winterchill, menthol) variety of little cigars/cigarillos.
- Select **None of these** if the store does not sell any flavored little cigars/cigarillos.

F13. Choose all types of flavored blunt wraps sold here: (Select all that apply)

Fruit or sweet (cherry, honey, etc)

Liquor (wine, margarita, etc)

Mint (menthol, wintergreen, etc)

None of these

F13. Choose all types of flavored blunt wraps sold here: (Select all that apply)

If the store does not sell tobacco products other than cigarettes, select NONE and move on to the next question. If the store sells any blunt wraps (can also be called cigar wraps), look to see if they are sold in each flavor category. See the Pocket Guide for product examples from each flavor category. Do not use the same product for more than one flavor category (e.g., peach schnapps as fruit and liquor). Choose only one category, prioritizing flavors in this order: (1) Liquor; (2) Mint; (3) Fruit or sweet (e.g., Peach Schnapps should be categorized as Liquor; while Chocolate Mint should be coded as Mint).

- Select **Fruit or sweet** as soon as you find one fruit-flavored (e.g., strawberry, apple, white grape, red grape) or other sweet-flavored (e.g., honey, sweet, cream, cinnamon, chocolate) variety of blunt wraps.
- Select **Liquor** as soon as you find one alcohol-flavored (e.g., wine, wine grape, lime margarita, peach schnapps, piña colada, spiced rum) variety of blunt wraps.
- Select **Mint** as soon as you find one mint-flavored (e.g., wintergreen, peppermint, frost, winterchill, menthol) variety of blunt wraps.
- Select **None of these** if the store does not sell any flavored blunt wraps.

F14. Which of the following FLAVORED products have a price promotion? (Select all that apply)

- Menthol cigarettes
- Little cigars/cigarillos
- Chewing tobacco
- Snus
- None of the above

F14. Which of the following FLAVORED products have a price promotion?

Promotions offer a discount price. Price promotions may be hand-written on small signs along the shelf-edge, or printed on stickers or shrink-wrap on packages. Not every advertisement with a price is a price promotion. See the Pocket Guide for pictures of different types of price promotions.

- Select each item as soon as you find one example: **Menthol cigarettes, little cigars/cigarillos, chewing tobacco, snus.**
- **Promotions** offer a “special” or “sale” price (e.g., \$1 off, or 50 cents off), a multi-pack discount (e.g., a special price for buying more than one pack, or buy # of packs and get # of packs free or \$X.XX when you buy 3), a cross-product promotion (e.g., free snus with a cigarette purchase), or other free gifts with purchase (e.g., hot sauce, drink holder). Price promotions may be hand-written or printed, and placed along shelf-edge, on stickers or shrink-wrapped on packages.

Not all advertisements that show prices are a price promotion. Do not include advertisements that say “low price” or “everyday low price.” Do not include promotions for cartons of cigarettes. “2 for \$0.99” is NOT a promotion, it’s just a price. “5 for the price of 3” or a lower price when you buy multiple packs (e.g., “\$5.49 when you buy 3”) are price promotions because you are getting a little extra product at no additional cost, or a discount for buying multiple packs.

- Select **None of the above** if none of the products are sold, or if none have a price promotion.

F15. Does the store sell these cigarettes? (Select all that apply)

-  Camel Crush
-  Marlboro NXT
-  None of the above

F15. Does the store sell these cigarettes? (Select all that apply)

Camel Crush and Marlboro NXT contain a flavor capsule that turns a regular cigarette into a menthol cigarette. The packs may be green, blue, or black. See the Pocket Guide for additional pictures of these products.

- Select each item as soon as you find one example.
- **Camel Crush**
- **Marlboro NXT**
- Select **None of the above** if neither of these products are sold.

Thank you for completing the Flavored Products module. The remaining modules will appear in this order:

- Price and Promotions
- E-cigarettes, vapor devices and e-liquids
- Placement and Exterior Ads

Thank you for completing the Flavored Products Module. The remaining modules will appear in this order:

- Price and Promotions
- E-cigarettes, vapor devices and e-liquids
- Placement and Exterior Ads

Price and Promotions Module

This section contains 15 questions and takes about 5 minutes, depending on the type of store. The main tasks are to get prices for snus and chewing tobacco, look for different types of price promotions for each kind of tobacco product, and find examples of sweepstakes offers (if any).

If you are asked to leave a store before finishing this module, select the **BACK** button until you return to the start of the module, then select **"NO"** to exit each module and **"NEXT"** to end the survey. Be sure to indicate this on store list and field notes form.

P2. What's the LARGEST pack of little cigars/cigarillos that can be purchased for less than \$1.00?

None (All quantities cost more than \$1.00)

One (sold as singles)

Two

Three

Four or more

P2. What's the LARGEST pack of little cigars/cigarillos that can be purchased for less than \$1.00? Look carefully at the display of little cigars/cigarillos to find the LARGEST pack size you can buy for less than \$1.00 before tax. Search for packs of four or more first, then look for packs of three, two and one, in order to determine the largest unit size that can be purchased for less than \$1.00. Do **not** multiply the price of a single cigarillo to determine how many you can buy. Popular brands are Black & Mild, Swisher Sweets, White Owl, and Phillies Blunts.

- Select **Four or more** if the store sells cigarillos in packs of four or more for under \$1.00 before tax.

Otherwise select the pack size that best describes the number of little cigars/cigarillos in the largest pack available for under \$1.00.

P3. Are there price promotions for ANY snus? (Select all that apply)

Special price or multi-pack discount (e.g. \$1 off or Buy one get one)

Other (e.g. gift with purchase, cross-product promotion)

None of the above

P3. Are there price promotions for ANY snus? (Select all that apply)

Look carefully at prices for Camel and other brands of snus for one example of each type of promotion. Popular brands besides Camel are General Snus, and Marlboro Snus.

- Select **Special price or multi-pack discount** as soon as you find one advertisement for chewing tobacco that refers to a "special" or "discount" or "sale" price (e.g., \$1 off, 75 or 50 cents off, or \$4 when you 2 or more, or buy two get one free). Do not include "low price" or "everyday low price."
- Select **other** if you find a promotion that advertises a deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy Snus and get \$1 off Newport cigarettes).
- Select **None of above** if the store does not sell this product.

Camel Snus Frost price:

The next set of questions (P4-P7) are for 15-pouch tins of Camel Snus Frost.

P4. Price for ONE 15-pouch tin of Camel Snus Frost?

Enter price (next screen)

Sold here but can't get price

Not sold here

P4. Price for ONE 15-pouch tin of Camel Snus Frost?

- Look for the price of one 15-pouch tin of Camel Snus Frost (blue package). Do not substitute the price for any other variety of Camel Snus, such as a different flavor (e.g., Robust or Winterchill). Do not compute the price of one tin from a multi-pack discount. For example, do not use the price from an advertisement that requires you to buy more than one pack, such as "\$X.XX when you buy 3." If the single item price is not advertised, please ask for price and ask if sales tax is included.
- Select **Enter** to record the Camel Snus Frost price on the next screen.
- Select **Sold here** if the store sells the Camel Snus Frost, but you are unable to determine the price.
- Select **Not sold** if the store doesn't sell this product.

P5. Price for ONE 15-pouch tin of Camel Snus Frost:

P5. Price for ONE 15-pouch tin of Camel Snus Frost:

Touch the box to bring up the numeric keypad. **Enter the pack price in dollars and cents, including the decimal: “#.##”** If a pack is buy one get one free, do not divide the price in half. **DO NOT** round to the nearest dollar or 10-cents.

Done

1 ABC	2 DEF	3 GHI
4 JKL	5 MNO	6 PQRS
7 TUV	8 WXYZ	9 0
.		<X>

P6. Is the 15-pouch tin of Camel Snus on sale, e.g., \$1 off or Buy one get one?

Yes
No

P6. Is the 15-pouch tin of Camel Snus on sale, e.g., \$1 off or Buy one get one?

- Select **Yes** if the price is a special offer (e.g., 50 cents off) or multi-pack discount (e.g., buy one get one free). It is okay to consider a price promotion on a handmade sign if it indicates that it is a discount or special offer. If the price is not advertised, please ask for the price and if it includes sales tax.
- Select **No** if the price is not a special or other price promotion.

P7. Is sales tax included in the 15-pouch tin of Camel Snus price?

Yes
No
Unable to verify

P7. Is sales tax included in the 15-pouch tin of Camel Snus price?

- Select **Yes** if the price says “tax included” or the cashier 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.

P8. Are there price promotions for ANY chewing tobacco? (Check all that apply)

- Special price or multi-pack discount (e.g., \$1 off or Buy one get one)
- Other (e.g., gift with purchase, cross-product promotion)
- None of the above

P8. Are there price promotions for ANY chewing tobacco? Select all that apply

Look at prices for Copenhagen and other brands of chewing tobacco for one example of each type of promotion, defined below:

- Select **Special Price** as soon as you find one advertisement for chewing tobacco that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off). Do not include “low price” or “everyday low price.”
- **Select other** if you find a promotion that advertises a cross-product promotion or other deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy Grizzly and get \$1 off any cigarette brand).
- Select **None of above** if the store does not sell this product.

Copenhagen Straight long cut chew price:

The next set of questions (P9-P12) pertain to the price of one 1.2 oz tin of Copenhagen Straight long cut chew.

P9. Price for ONE tin of Copenhagen Straight, 1.2 oz long cut?

Enter price (Next screen)

Sold here but can't get price

Product not sold

P9. Price for ONE tin of Copenhagen Straight, 1.2 oz long cut?

Look for the price of Copenhagen Straight long cut chew for a single 1.2 oz tin. Do not substitute the price for any other variety or size of Copenhagen chew (e.g., Whiskey Blend, Black, Natural). Do not compute the price of one tin from a multi-pack discount. For example, do not use the price from an advertisement that requires you to buy more than one pack, such as "\$X.XX when you buy 3." If the single item price is not advertised, please ask for price and ask if sales tax is included.

- Select **Enter** to record the Copenhagen price on the next screen.
- Select **Sold here** if the store sells the Copenhagen chew, but you are unable to determine the price.

Select **Product not sold** if the store doesn't sell this product.

P10. Price for ONE tin of Copenhagen Straight, 1.2oz long cut:

4.99

Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
.	0	⌫

P10. Price for ONE tin of Copenhagen Straight, 1.2 oz long cut?

Touch the box to bring up the numeric keypad. **Enter the tin price in dollars and cents, including the decimal: #.##.** DO NOT round to the nearest dollar or 10-cent increment. Do not compute this price from a multi-pack discount.

P11. Is the Copenhagen Straight, 1.2oz long cut on sale, e.g., \$1 off or Buy one get one?

Yes

No

P11. Is the Copenhagen Straight, 1.2oz long cut on sale, e.g., \$1 off or Buy one get one?

- Select **Yes** if the price is you listed is a special offer (e.g., \$1 off) or multi-pack discount (e.g., buy one get one free). It is okay to consider handmade signs as a special price, if they indicate a discount or special offer.
- Select **No** if the price is not a special price or other promotion.

P12. Is sales tax included in the Copenhagen Straight, 1.2oz long cut price?

Yes

No

Unable to verify

P12. Is sales tax included in the Copenhagen price?

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

P13. Indicate whether price promotions are visible for any CIGARETTES? (Select all that apply)

Special price or multi-pack discount (e.g., \$1 off or Buy one get one)

Other (e.g., gift with purchase, cross-product promotion)

None of the above

P13. Indicate whether price promotions are visible for cigarettes.

- Select **Special Price** as soon as you find one advertisement for the target product that refers to a "special" or "discount" or "sale" price (e.g., \$1 off, 75 or 50 cents off). Do not include "low price" or "everyday low price."
- **Select other** if you find a promotion that advertises a cross-product promotion or other deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy Newport cigarettes and get \$1 off any e-cigarette).
- Select **None of above** if the store does not sell this product.

P14. Are there price promotions for any LITTLE CIGARS/CIGARILLOS? (Select all that apply)

Special price or multi-pack discount (e.g., \$1 off or Buy one get one)

Other (e.g., gift with purchase, cross-product promotion)

None of the above

P14. Indicate whether price promotions are visible for little cigars/cigarillos.

- Select **Special Price** as soon as you find one advertisement for the target product that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off). Do not include “low price” or “everyday low price.”
- **Select other** if you find a promotion that advertises a cross-product promotion or other deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy Swisher Sweets and get \$1 off any e-cigarette).
- Select **None of above** if the store does not sell this product.

P15. Are there price promotions for any e-cigarettes or e-liquid? (Select all that apply)

Special price or multi-pack discount (e.g., \$1 off or buy one get one)

Other (e.g., gift with purchase, cross-product promotion)

None of the above

P15. Indicate whether price promotions are visible for any e-cigarettes or e-liquid.

- Select **Special Price** as soon as you find one advertisement for the target product that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off). Do not include “low price” or “everyday low price.”
- **Select other** if you find a promotion that advertises a cross-product promotion or other deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy e-cigarette and get \$1 off any cigarette).
- Select **None of above** if the store does not sell this product.

P16. Are there any sweepstakes/contest offers in the store for: (Select all that apply)

Cigarettes

Other tobacco products (not including e-cigarettes or e-liquid)

E-cigarettes, vapor devices and e-liquid

Alcoholic beverages/products/branded merchandise

None of the above

P16. Are there any sweepstakes/contest offers in the store for: (Select all that apply)

A sweepstakes offer or contest is any kind of contest that promises cash or other prizes if you enter and win. The offer may or may not require proof of purchase or participation. Look for sweepstakes offers printed on signs or stickers. They may be displayed on the check-out counter or on the product packaging.

- Select each item as soon as you find one sweepstakes offer for each type of product: cigarettes; other tobacco products (not including e-cigarettes or e-liquid); e-cigarettes, vapor devices and e-liquid; and alcoholic beverages/brands/products.
- Select **None** if the store does not advertise sweepstakes offers for these products.



Thank you for completing the Price and Promotions module. The remaining modules will appear in this order:

- E-cigarettes, vapor devices and e-liquids
- Placement and Exterior Ads

Thank you for completing the Price and Promotions module. The remaining modules will appear in this order:

- E-cigarettes, vapor devices and e-liquids
- Placement and Exterior Ads

Electronic Cigarettes, Vapor Devices and E-liquids Module

This section contains 12 questions and takes about 5 minutes, depending on the type of store. The main tasks are to look for e-cigarette, vapor device and e-liquid products and determine which of the 6 most popular brands are sold, and where they are located. You will also determine flavors, self-service and promotion availability, and obtain the price for the cheapest e-cigarette device sold.

V2. Are any e-cigarettes, vapor devices or e-liquids sold?

- Yes
- No

V2. Are any e-cigarettes, vapor devices or e-liquids sold?

Look throughout the store to determine whether any e-cigarettes, vapor devices, or e-liquids are sold. Products in this category include: e-cigarettes, defined as cigalikes, e-hookah, e-cigars, and their refill cartridges; other vapor devices, including vape pens, mod/tanks, and e-liquids.

- Select **Yes** if any e-cigarettes, vapor devices or e-liquids are sold. If you do not see any of these products, ask the cashier.
- Select **No** if none of these products are sold. If you select “No”, you will be taken to the end of the module, after completing V3.

V3. Choose all that are sold here: (Select all that apply)

-  Dry Chamber vaporizer (e.g. PAX, Firefly)
-  Heat not burn (Revo, Marlboro Heatstick/iQOS)
-  None of these

V3. Choose all that are sold here: (Select all that apply)

Look throughout the store to determine whether the following products are sold: dry chamber vaporizer (e.g., PAX, Firefly) and heat-not-burn products (e.g., Revo, Marlboro Heatstick/iQOS). **Dry chamber vaporizers** are electronic devices that use a similar technique of the vape pen to heat different items, i.e. wax, oils, or herbs. Wax and oil vaporizers require that the substance be added close enough to be heated by the coil, which is charged by the battery. Herb vaporizers require the insertion of herbs into a compartment of the vaporizer, which is heated, and then expelled as vapor. Example brand names are Pax and Firefly.

Heat-not-burn products produce smoke by heating tobacco without burning it and come in two varieties: 1) A product that appears similar to an electronic cigarette heats the tobacco and requires recharging (e.g., iQOS); 2) A product that appears identical to a cigarette, but uses combustion to produce heat. Revo, Marlboro Heatstick/iQOS are popular brands.

Select each item as soon as you find one example.

- **Dry chamber vaporizer**
- **Heat not burn**
- Select **None of these** if neither of these products are sold.

V4. Which brands of e-cigarette, vapor device or e-liquid brands are sold? (Select all that apply)

-  blu
-  GreenSmoke
-  Logic
-  MarkTen
-  NJOY
-  Vuse
- Other e-cigarette, vapor device or e-liquid brands

V4. Which of these e-cigarettes, vapor devices or e-liquids brands are sold? (Select all that apply)

Select each brand as soon as you find one example. They may be found anywhere in the store. Examples of these brands are shown in the pocket guide.

- **Blu**
- **Green Smoke**
- **Logic**
- **MarkTen**
- **NJOY**
- **Vuse**
- Select **other e-cigarette, vapor device or e-liquid brands** if the store sells other brands not on this list. Count homemade e-liquid, even if it is not properly branded.

Only brands selected in this question will appear in V5 and V6.

V5. Which brands are located on the power wall? (Select all that apply)

 blu	<input type="checkbox"/>
 GreenSmoke	<input type="checkbox"/>
 Logic	<input type="checkbox"/>
 MarkTen	<input type="checkbox"/>
 NJOY	<input type="checkbox"/>
 Vuse	<input type="checkbox"/>
Other e-cigarette, vapor device or e-liquid brands	<input type="checkbox"/>
 No brands are on the power wall	<input type="checkbox"/>
 No power wall	<input type="checkbox"/>

V5. Which brands are located on the power wall? (Select all that apply)

The power wall is the main area where tobacco products are shelved. If in a convenience store, it is typically the area behind the counter with packages of cigarette products and other tobacco. In some supermarkets or pharmacies, it can be located at the front of the store, in a glass display that customers can approach, or in a locked area at a customer service desk where you will need to ask a cashier for assistance with prices. Examples of these brands are shown in the pocket guide.

- Select the brands that are displayed on the power wall. Brands can be sold in multiple places within the power wall.
- Select **no brands are on the power wall** if none of the brands are located on the power wall.
- Select **no power wall** if there is no power wall.

Only brands selected in V4 will appear in this question.

V6. Which brands are located on/next to the counter? (Select all that apply)

 blu	<input type="checkbox"/>
 GreenSmoke	<input type="checkbox"/>
 Logic	<input type="checkbox"/>
 MarkTen	<input type="checkbox"/>
 NJOY	<input type="checkbox"/>
 Vuse	<input type="checkbox"/>
Other e-cigarette, vapor device or e-liquid brands	<input type="checkbox"/>
 No brands are located on the counter	<input type="checkbox"/>
 No counter	<input type="checkbox"/>

V6. Which brands are located on/next to the counter? (Select all that apply)

“On/next to the counter” is defined as products or product displays touching the top, side or front of the checkout counter, OR stacked on top of one or more items touching the counter. If tobacco products are behind the counter, this does NOT count. Examples of these brands are shown in the pocket guide.

- Select the appropriate brands to indicate which are displayed ON the counter; in a display that touches the top, side or front of the checkout counter; OR in a display stacked on top of one or more items that are touching the counter.
- Select **no brands are located on the counter** if none of the above brands are located on/next to the counter.
- Select **no counter** if there is no counter.

Only brands selected in V4 will appear in this question.

V7. Choose all types of flavored e-cigarettes, vapor devices or e-liquids sold here: (Select all that apply)

Fruit or sweet (cherry, honey, etc)	<input type="checkbox"/>
Liquor (wine, margarita, etc)	<input type="checkbox"/>
Mint (menthol, wintergreen, etc)	<input type="checkbox"/>
None of these	<input type="checkbox"/>

V7. Choose all types of flavored e-cigarettes, vapor devices or e-liquids sold here: (Select all that apply)

Look for fruit/sweet-flavored, liquor-flavored, and mint flavored products. See the Pocket Guide for additional pictures and popular brand names for each category and for a list of flavors.

Select each flavor as soon as you find one example of a **fruit/sweet, liquor, or mint flavored** variety for e-cigarettes, vapor devices, or e-liquids. Do not use the same product for more than one flavor category (e.g., peach schnapps as fruit and liquor). Choose only one category, prioritizing flavors in this order: (1) Liquor; (2) Mint; (3) Fruit or sweet (e.g., Peach Schnapps should be categorized as Liquor; while Chocolate Mint should be coded as Mint).

- Select **Fruit or sweet** as soon as you find one fruit-flavored (e.g., strawberry, apple, white grape, red grape) or other sweet-flavored (e.g., honey, sweet, cream, cinnamon, chocolate) variety of e-cigarettes, vapor devices or e-liquids.
- Select **Liquor** as soon as you find one alcohol-flavored (e.g., wine, wine grape, margarita, peach schnapps, piña colada, spiced rum) variety of e-cigarettes, vapor devices or e-liquids.
- Select **Mint** as soon as you find one mint-flavored (e.g., wintergreen, peppermint, frost, winterchill, menthol) variety of e-cigarettes, vapor devices or e-liquids.
- Select **None of these** if the store does not sell any flavored e-cigarettes, vapor devices or e-liquids.
- Select **None of these** if none of these products are sold or if they are not sold in fruit/sweet, liquor, or mint flavors.

V8. Are any e-cigarette, vapor device or e-liquid products displayed so customers can take one without asking the cashier for help? (Select all that apply)

- Yes, in vending machine
- Yes, in free-standing display
- Yes, on counter
- No

V8. Are any e-cigarette, vapor device or e-liquid products displayed so customers can take one without asking the cashier for help? (Select all)

Self-service means that the customers could pick up the product item rather than asking the cashier to hand it to them. Do not count as self-service any clear plastic displays that contain products only the cashier can reach. Look carefully around the store and select all appropriate items to indicate which of the following products are available for self-service:

- Select **Yes, in vending machine** if a customer could purchase the product without asking the cashier for help.
- Select **Yes, in a free-standing display** if a customer can pick up the product from the display without help from the cashier (e.g., it is unlocked and on/near the front counter).
- Select **Yes, on counter** if the product is on the counter and is accessible by the customer without help from the cashier.
- Select **No** if none of these products are available for self-service.

V9. Are there price promotions for any e-cigarettes or vapor devices? (Select all that apply)

- Special price or multi-pack discount (e.g., \$1 off or Buy one get one)
- Other (e.g., gift with purchase, cross-product promotion)
- None of the above

V9. Are there price promotions for any e-cigarettes or vapor devices? (Select all that apply)

Price promotions may be hand-written on small signs along the shelf-edge, or printed on stickers or shrink-wrap on packages. Not every advertisement with a price is a price promotion. See the Pocket Guide for pictures of different types of price promotions. Look at prices for e-cigarettes, vape pens, and mod/tanks for one example of each type of promotion. Do not include e-liquid:

- Select **Special price or multi-pack discount** as soon as you find one advertisement for chewing tobacco that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off, or \$4 when you 2 or more, or buy two get one free). Do not include “low price” or “everyday low price.”
- Select **Other** if you find a promotion that advertises a deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy e-cigarettes and get \$1 off cigarettes).
- Select **None of above** if the store does not sell this product.

Cheapest e-cigarette price:

The next set of questions (V10-V11) pertain to the cheapest price of a single e-cigarette device (not cartridge).

V10. What is the price of the cheapest e-cigarette device sold?

- Enter price (next screen)
- Sold here but can't get price

V10. What is the price of the cheapest e-cigarette device sold?

Look for the price of an e-cigarette device. This includes cigalikes, e-hookah and e-cigars, but does not include cartridges, or other vaping devices such as vape pens, mods/tanks or e-liquids. Enter the price in dollars and cents (e.g., 99 cents would be entered as 0.99). If a product is buy one get one free, enter the full price; do not divide the price in half.

- Select **Enter price (next screen)** to record the e-cigarette device price on the next screen.
- Select **Sold here but can't get price** if the store sells e-cigarette devices, but you are unable to determine the price.

V10. What is the price of the cheapest e-cigarette device sold?

V10. What is the price of the cheapest e-cigarette device sold?

- Touch the box to bring up the numeric keypad.
- Enter in dollars and cents (#.##) in the box
- Enter the price in dollars and cents, including the decimal point: #.##

V10. What is the price of the cheapest e-cigarette sold?

V11. Is sales tax included?

Yes

No

Unable to verify

V11. Is sales tax included?

- Select **Yes** if the 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.

V12. Where are e-liquids located? (Select all that apply)

On/next to checkout counter in main checkout area

On counter for self-service

Within 6 inches of candy, ice cream or slushie/soda machine

Elsewhere

V12. Where are e-liquids located? (Select all that apply)

Look throughout the store to identify where e-liquids are located. Select all that apply.

- Select **On/next to the checkout counter in main checkout area** if products or product displays touching the top, side or front of the checkout counter, OR stacked on top of one or more items touching the counter. If e-liquid products are behind the counter, this does NOT count.
- Select **On counter for self-service** if customers could pick up the product item rather than asking the cashier to hand it to them. Do not count as self-service any clear plastic displays that contain products only the cashier can reach. Look carefully around the store and select all appropriate items to indicate which of the following products are available for self-service.
- Select **Within 6 inches of candy, ice cream, or slushie/soda machine** if e-liquid is in a display that is either touching the display for candy or the ice cream or slushie/soda machine, or is within 6 inches of any of these items (roughly one hand length apart).
- Select **Elsewhere** if e-liquid is sold and it is placed in the store in locations other than those listed above.

V13. Are there price promotions for any e-liquids? (Select all that apply)

Special price or multi-pack discount (e.g., \$1 off or Buy one get one)

Other (e.g., gift with purchase, cross-product promotion)

None of the above

V13. Are there price promotions for any e-liquids? (Select all that apply)

Price promotions may be hand-written on small signs along the shelf-edge, or printed on stickers or shrink-wrap on packages. Not every advertisement with a price is a price promotion. See the Pocket Guide for pictures of different types of price promotions.

Look at prices for e-liquid for one example of each type of promotion:

- Select **Special price or multi-pack discount** as soon as you find one advertisement for chewing tobacco that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off, or \$4 when you buy 2 or more, or buy two get one free). Do not include “low price” or “everyday low price.”
- Select **Other** if you find a promotion that advertises a deal where purchasing the product results in a free or discounted product that is from a different category (e.g., buy e-liquid and get \$1 off cigarettes).
- Select **None of above** if the store does not sell this product.

Thank you for completing the E-cigarettes, vapor devices, and e-liquid module. The last module is the:

- Placement and Exterior Ads module

Thank you for completing the E-cigarettes, vapor devices and e-liquid module. The last module is the:

- Placement and Exterior Ads module

Placement & Exterior Ads Module

This section contains 10 questions and takes about 5 minutes, depending on the type of store. The main tasks are to look at where and how tobacco products and alcoholic beverages are displayed, to indicate which types of tobacco products are advertised on storefront windows/glass doors, and to look for litter, graffiti, and other features outside.

If you are asked to leave a store before finishing this module, select the **BACK** button until you return to the start of the module, then select **"NO"** to exit each module and **"NEXT"** to end the survey. Be sure to indicate this on the store list and field notes form.

Inside the Store:

E2. Which tobacco products are visible in the main check-out area? (Select all that apply)

Cigarettes	<input type="checkbox"/>
Chewing tobacco	<input type="checkbox"/>
Little cigars/cigarillos	<input type="checkbox"/>
Blunt wraps	<input type="checkbox"/>
Snus	<input type="checkbox"/>
E-cigarettes, vapor devices or e-liquids	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

E2. Which tobacco products are visible in the main check-out area? (Select all that apply)

Look carefully in the main checkout area for tobacco products, which are typically located near the cash register. In a store with multiple registers, the main checkout area includes all "lines" in supermarket. Do not include smaller checkout areas in other parts of the store, such as the pharmacy or deli counter.

- Select each product as soon as you find one example of each category: **cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, and e-cigarettes, vapor devices or e-liquids.**
- Select **None of the above** if none of these products are visible in the main check-out area.

E3. Which of the following are used in the display of alcoholic beverages/products? (Select all that apply)

On an endcap	<input type="checkbox"/>
Paired with food items (e.g., chips and dip)	<input type="checkbox"/>
As part of a specialty/holiday display (e.g., pyramid for Super Bowl)	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

E3. Which of the following are used in the display of alcoholic beverages/products? (Select all that apply)

Determine if all alcoholic beverages are sold in a distinct area of the store, paired with food, or are displayed as part of a specialty/holiday display.

- Select **On an endcap** if any alcoholic beverages are located at the end of an aisle, on the shelving that is perpendicular to the aisle itself.
- Select **Paired with food items** if any alcoholic beverages are displayed with food items, including snacks such as chips and dip, as if the alcohol is an integral part of the snack or meal.
- Select **As part of a specialty/holiday display** if any alcoholic beverages are part of a display that is showcasing a holiday or a special event. For example, a large floor display of cases of beer for the Super Bowl, with balloons, pictures of footballs, etc., or bottles and cases of champagne with flowers and ornaments around Christmastime. Again, you are looking for displays that convey the message that alcohol is an integral, necessary part of life's celebrations.
- Select **None** if none of these placements exists.

E4. What products are next to baby formula? (Select all that apply)

Tobacco products next to formula	<input type="checkbox"/>
Alcohol beverages/products/branded merchandise next to formula	<input type="checkbox"/>
Neither tobacco nor alcohol next to formula	<input type="checkbox"/>
Baby formula not sold here	<input type="checkbox"/>

E4. What products are next to baby formula? (Select all that apply)

Determine where baby formula is shelved, which is often near the diapers.

- Select either product category that is displayed on the same shelf as, one shelf below or one shelf above baby formula: **tobacco products** or **alcoholic beverages/products.**
- Select **Neither tobacco nor alcohol next to formula** if formula is sold but not shelved next to these products.
- Select **Baby formula not sold here** if the store does not sell baby formula.

Outside the store:

Please exit the store to answer the next questions.

E5. Do any signs indicate: (Check all)

No vaping allowed	<input type="checkbox"/>
Vaping is allowed	<input type="checkbox"/>
Quit smoking by vaping	<input type="checkbox"/>
None of these	<input type="checkbox"/>

E5. Do any signs indicate: (Select all that apply)

Look on the exterior of the store, particularly near the door, for any signs indicating whether vaping is or is not allowed.

- Select **No vaping allowed** if any signs indicate that vaping is prohibited inside the store.
- Select **Vaping is allowed** if any signs indicate vaping is allowed inside the store.
- Select **Quit smoking by vaping** if any marketing materials or signs display language that conveys this message.
- Select **None of these** if there are no signs with these messages.

E6. Which tobacco products are advertised on windows or doors? (Select all that apply)

Cigarettes, unflavored	<input type="checkbox"/>
Cigarettes, menthol	<input type="checkbox"/>
Chewing tobacco	<input type="checkbox"/>
Little cigars/cigarillos	<input type="checkbox"/>
Snus	<input type="checkbox"/>
E-cigarettes, vapor devices or e-liquids	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

E6. Which tobacco products are advertised on windows or doors? (Select all that apply)

Look carefully at the storefront windows and glass doors for advertisements for the following tobacco products: **cigarettes (unflavored); cigarettes (menthol); chewing tobacco; little cigars/cigarillos; snus; or e-cigarettes, vapor devices or e-liquids.** Do not miss any signs because the door is propped open. In that case, code the signs as if the door were closed. Remember, advertisements must be branded and professionally printed.

- Select the appropriate item as soon as you find one example of each product
- Select **None of the above** if none of the products are advertised storefront windows/glass doors.

E7. Which tobacco products are advertised elsewhere outside the store (on building, side of building or sidewalk?) (Select all that apply)

Cigarettes, unflavored	<input type="checkbox"/>
Cigarettes, menthol	<input type="checkbox"/>
Chewing tobacco	<input type="checkbox"/>
Little cigars/cigarillos	<input type="checkbox"/>
Snus	<input type="checkbox"/>
E-cigarettes, vapor devices or e-liquids	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

E7. Which tobacco products are advertised elsewhere outside the store (on buildings, side of building or sidewalk?)(Select all that apply) Complete if there are any ads on other parts of the building besides the windows or doors on the store front (roof, walls, windows on sides of building, etc.) or on other parts of the property such as fences, garbage cans, sign poles, gas pump islands, parking lots, etc.

- Select each product below as soon as you find one advertisement that refers to that product: **cigarettes (unflavored), cigarettes (menthol), chewing tobacco, little cigars/cigarillos, snus, or e-cigarettes, vapor devices or e-liquids.** Select **None of the above** if there are no ads for any of the above products are found on other parts of the building or property.

E8. Outside the store, are there any price promotions for the following? (Select all that apply)

Cigarettes	<input type="checkbox"/>
Chewing tobacco	<input type="checkbox"/>
Little cigars/cigarillos	<input type="checkbox"/>
Snus	<input type="checkbox"/>
E-cigarettes, vapor devices or e-liquids	<input type="checkbox"/>
Alcoholic beverages/brands/products	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

E8. Outside the store, are there any price promotions for the following? (Select all that apply)

Walk the outside perimeter of the store to look for price promotions for **cigarettes, chewing tobacco, little cigars/cigarillos, snus, e-cigarettes, vapor devices or e-liquids, or alcoholic beverages/brands/products.** This question asks you to consider any exterior location, including the building walls, windows and doors, parking lot, gas pumps, telephone poles, or fences. Do not miss any promotions because the door is propped open. In that case code the signs as if the door were closed. This means that you might have to look at the back of an open door to find price promotions.

- Select each product below as soon as you find one price promotion that refers to that product: **cigarettes, chewing tobacco, little cigars/cigarillos, snus, e-cigarettes, vapor devices or e-liquids, or alcoholic beverages/brands/products.**
- Select **None of the above** if the store does not advertise promotions for any of these.

E9. This store has: (Select all that apply)

Produce bins

Water refill vending machine

Bicycle parking

Wall murals of healthy foods

Wall murals of other images

Benches or other places to sit

None of the above

E9. This store has: (Select all that apply)

Walk around the outside of the store exterior to look for each of the following items, and select the appropriate item if you find these:

- **Produce bins** if bins, boxes or other containers of fresh fruits or vegetables are present;
- **Water refill vending machine** if you can purchase water to refill a gallon container; this category does not include vending machines that sell bottled water.
- **Bicycle parking** if there is a structure meant for locking one or more bikes;
- **Wall murals of healthy foods** if a large painting anywhere on the building exterior portrays one or more fruits and vegetables or health beverages, or any scene with healthy fruits/beverages;
- **Wall murals of other images** if wall murals without any healthy foods are present;
- **Benches or other places to sit** if there is public seating available
- Select **None of the above** if none of the above are present outside the store.

E10. Which of the following are present:

Bars on windows

Graffiti/tagging (not murals)

Buildings with broken/boarded windows

Noticeable/excessive litter in street/sidewalk

Abandoned cars

Broken glass

E10. Which of the following are present:

Walk around the outside of the store exterior to look for each of the following items, and select the appropriate item if you find these:

- **Bars on windows** if the bars are permanently fixed across one or more windows, but do not include screens or chains that roll up or slide open during business hours;
- **Graffiti/tagging** if any writing or picture that has been drawn, scratched, or sprayed illegal or unlawfully on the store exterior.
- **Buildings with broken/boarded windows** if the store has windows with holes, or large cracks in them, or windows with wood placed over them for weather or security.
- **Noticeable/excessive litter in street/sidewalk** if there is a noticeable amount of liter around the store.
- **Abandoned cars** if there are any cars with flat tires, or multiple tickets on the windshield in the store parking lot or immediately in front of store.
- **Broken glass** if there are shards of glass or partial bottles on the ground creating a safety hazard on the store property.
- **Beer/liquor bottles/cans** if there are partially or fully empty bottles or cans of alcohol, any variety, on the store property.
- **Neighborhood watch signs** if there are signs indicating that the area is under Neighborhood Watch on the store property.
- Select **None of these** if none of the above are present outside the store.

Beer/liquor bottles/cans

Neighborhood watch signs

None of these

E11. How much graffiti/tagging is on the building/property? (Select one)

A lot

Some

A little

None

E11. How much graffiti/tagging is on the building/property? (Select one)

Look at the building and entrance area for graffiti or tagging: any writing or picture that has been drawn, scratched, or sprayed illegally or unlawfully on a wall, sidewalk, fence or other surface.

Do not consider stickers or other adhesives as graffiti. Select the one option that best describes the amount of graffiti/tagging on the building:

- Select **A lot** if there is more graffiti/tagging than clean surface: Graffiti/tagging is present throughout most or all of the building and/or property.
- Select **Some** if there are more than 3 graffiti patches/tags are present in more than one area, but not across the entire building and/or property.
- Select **A little** if there are 1-3 graffiti patches/tags scattered throughout the building and/or property or concentrated in one area; generally the building/property is free of graffiti/tagging.
- Select **None** if there is no graffiti or tagging present.

E12. How much litter/garbage is within 10 feet of the store entrance? (Select one)

A lot

Some

A little

None

E12. How much litter/garbage is within 10 feet of the store entrance? (Select one)

Look for litter or garbage within 10 feet of the main store entrance. Select the one option that best describes the amount of litter or garbage within 10 feet of the store entrance:

- Select **A lot** if many items are on the ground, giving the facility entrance area the feeling of being full of trash.
- Select **Some** if several items are on the ground but not strewn across the entire facility entrance area.
- Select **A little** if only a few items are on the ground; generally the facility entrance area is free of litter/garbage.
- Select **None** if there is no litter or garbage at the entrance area.

Thank you for completing the Placement and Exterior Ads module.

Any additional information about this store (optional):

Thank you for completing the Placement and Exterior Ads module.

Any additional information can be entered into the Final Information Box at the end.

Touch the box to bring up the keypad.

Thank you for completing the Healthy Stores for a Healthy Community 2016 Marketing Surveillance Survey.

Done

This is the final screen. Upon selecting “Done”, your survey will be complete. No further changes can be made after selecting “Done.”