

HEALTHY STORES FOR A HEALTHY COMMUNITY

2019 PUBLIC INTERCEPT SURVEY SPECIFICATIONS



This document provides background and specifications on conducting public intercept surveys for the 2019 HSHC campaign. **Do NOT use this paper form to collect the data.** The survey must be conducted on handheld devices. Survey content to be read aloud is in **bold**. The instructions are in *italics*.

Background: This survey will collect data about community knowledge, attitudes, and perceptions regarding the retail environment. Survey results can inform your project about public support, which you can try to leverage into local policymaker action.

Required questions are preceded by an asterisk. *

LLA are also able to reorder, edit, or delete questions and answer choices of the non-required questions. Decide in advance how much explanation (the italicized content that follows some questions on the specifications document) data collectors should provide when asking questions. This text does not currently appear on the electronic survey but can be added. Whatever you decide, instruct all data collectors to implement the survey in the same way.

Survey Administration: All surveys must be administered by a trained data collector who reads each question aloud to a respondent and enters the respondent's answer into SurveyPocket on a mobile device. Questions should not be skipped, so if the respondent does not know how to answer or does not have an opinion about the question, then the data collector should select "*Don't know*". If a respondent wants to change a previous answer, select the "Back" button located in the top left corner of the screen. If someone does not want to complete the entire survey, that's ok. You can stop in the middle of a survey by selecting the home button located in the top right corner of the screen. Save it as "Incomplete," and it will save data up to that point. Then start a new survey for the next person.

Parts of the survey and pattern of questions: The first multi-part question is about how easy or difficult it is to buy certain products in nearby stores. This is followed by a set of questions about opinions on suggested policies. The last section asks demographic questions.

Your LLA should decide on the optional questions you want to include and any clarifications or context you want each data collector to provide, and then train all your data collectors to do this in the same way. You can make these clarifications and context appear on the screen if you want. Your data collectors can also use the HSHC Pocket Guide particularly for the questions about various products.

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

Who to survey: A public intercept survey is a convenience sample – that means that you survey whomever is around. And because data collectors tend to approach people who look like themselves, their sample ends up being younger, less diverse and more non-smoking than the actual population. However, there are a few ways to try to make your sample as representative as possible, so that who is surveyed better mirrors the overall population of your community. One method is to set quotas for various characteristics such as age or ethnicity, based on the population breakdowns of your county OR you can instruct your team to approach every 5th person who walks by, for example. Whichever route you go, instruct your team during the training and then observe in the field that this is being implemented properly.

Only survey respondents 18 or older.

How many people need to be in your sample? That number has already been determined in the tobacco control work plan of the local lead agency. However, you want to survey MORE people so that if you need to throw out any data (like incomplete surveys), you will still reach your target.

Some guidance on sampling can be found:

- <http://tobaccoeval.ucdavis.edu/evaluation-planning/EvaluationDesign.html>
- <http://tobaccoeval.ucdavis.edu/data-collection/conducting-surveys.html>
- http://resources.ga-sps.org/content/resources/conducting-intercept-surveys-best-practices/best-practices-in-conducting-intercept-surveys_2.pdf

Data Management: Each LLA will manage their HSHC Public Intercept Survey through their LLA's www.SurveyAnalytics.com account. Each LLA must copy the survey into their own account from a folder called, "2019 HSHC Public Intercept Survey." Instructions for managing your LLA's HSHC 2019 Public Intercept Survey in SurveyAnalytics (setting up the survey, connecting to devices, syncing devices, analyzing data, and reporting results) are available on Partners with additional resources on the TCEC website www.tobaccoeval.ucdavis.edu. You may also contact the data collection helpline: 530-754-8929 or jtand@ucdavis.edu.

2019 HSHC Public Intercept Survey

What is your coder ID? _____

Enter the coder ID your Local Lead Agency assigned to you.

Introduction: “The _____ (county/city) Health Department wants to know your opinions about stores in the community. Many things impact our health, including the types of products our stores sell, such as alcohol, tobacco, and different types of foods and beverages. I’d like to ask about stores in the community and about proposed changes. The questions will take 5-7 minutes of your time, and the survey is anonymous. We aren’t selling anything. You are free to stop at any time.”

Saying on whose behalf you are doing the survey helps people decide if they want to participate. A survey associated with a public health department may be more acceptable to some people than a marketing survey. Feel free to adjust this introduction to suit the situation.

“The first set of questions is a series that asks about a variety of different products.

- 1. Think of all stores in the community, including grocery stores, convenience stores, corner stores, and gas stations. How easy or difficult is it to buy these products?”**

Because the responses to the next set of questions are the same, you probably don’t have to repeat “easy or difficult” after each product. Try the first few and see how it goes. Also, most people are familiar with these products, so you might not need to read the definitions and examples. If the respondent doesn’t know what the product is, the additional information can be read to provide a definition and examples of the product.

a. Cigarettes <i>Definition: Includes all types of traditional cigarettes such as regular and menthol.</i> <i>Examples: Marlboro, Newport, Camel</i>	Easy/difficult/don’t know
b. Menthol cigarettes <i>Definition: Includes cigarettes flavored with menthol.</i> <i>Examples: Newport Green, Camel Crush</i>	Easy/difficult/don’t know
c. Vaping Products <i>Definition: Includes all electronic smoking and vaping devices, refills, and accessories such as JUUL, e-cigarettes, e-hookah, e-liquids, etc.</i> <i>Examples: JUUL, Suorin, blu</i>	Easy/difficult/don’t know

<p>d. Cigarillos/Little cigars <i>Definition: About the size of cigarettes but with a brown wrapper.</i> <i>Examples: Swisher Sweets, Black & Mild</i></p>	<p>Easy/difficult/don't know</p>
<p>e. Chewing tobacco <i>Definition: Comes in a pouch or tin for chewing and spitting.</i> <i>Examples: Kodiak, Copenhagen, Grizzly</i></p>	<p>Easy/difficult/don't know</p>
<p>f. Flavored tobacco <i>Definition: Includes any vaping product, cigarillo/little cigar, chew that is flavored (such as strawberry, peach, wine, mint, etc.).</i> <i>Examples: Mango JUUL, grape Swisher Sweets, Camel wintergreen</i></p>	<p>Easy/difficult/don't know</p>
<p>g. Beer <i>Definition: an alcoholic drink made from yeast-fermented malt flavored with hops.</i> <i>Examples: Budweiser, Coors</i></p>	<p>Easy/difficult/don't know</p>
<p>h. Low-end fortified wine <i>Definition: a wine to which a distilled spirit is added; usually flavored and very inexpensive; has an alcohol content between 14% and 20% alcohol by volume.</i> <i>Examples: Thunderbird, Wild Irish Rose</i></p>	<p>Easy/difficult/don't know</p>
<p>i. Malt liquor <i>Definition: alcoholic liquor made from malt by fermentation rather than distillation; beer with a relatively high alcohol content. Examples: Colt 45, Mickeys</i></p>	<p>Easy/difficult/don't know</p>
<p>j. Alcopops <i>Definition: Fruity, single serve bottles labeled "premium malt beverages," often sold individually.</i> <i>Examples: Mike's Hard Lemonade, Smirnoff Ice, Four Loko</i></p>	<p>Easy/difficult/don't know</p>
<p>k. Novelty alcoholic beverages or products <i>Definition: Any beverage or product containing alcohol; will likely have alcohol by volume on the side of the container;</i> <i>Examples: pouches, BuzzBallz, jello shots</i></p>	<p>Easy/difficult/don't know</p>
<p>l. Condoms <i>Definition: Includes all types of condoms</i> <i>Examples: Trojan, Durex, LifeStyles, Kimono, and ONE</i></p>	<p>Easy/difficult/don't know</p>
<p>m. Water <i>Definition: Bottled water, water refill stations, NOT free fountains</i> <i>Examples: Aquafina, Fiji, Glacier</i></p>	<p>Easy/difficult/don't know</p>
<p>n. Soda <i>Definition: Includes diet and regular soda</i> <i>Common brands: Coke, Pepsi, Dr. Pepper</i></p>	<p>Easy/difficult/don't know</p>

o. Sports drinks <i>Definition: Contain electrolytes</i> <i>Common brands: Gatorade, Powerade</i>	Easy/difficult/don't know
p. Energy drinks <i>Definition: Contain caffeine</i> <i>Common brands: Red Bull, Monster</i>	Easy/difficult/don't know
q. Non/Low-fat milk <i>Definition: Also called skim. 0%, or 1%. Does NOT include 2%, whole milk, or flavored milk</i>	Easy/difficult/don't know
r. 100% juice (NOT including punch drinks such as Sunny Delight) <i>Definition: 100% juice such as orange, apple. Does not include punch or artificial fruit drinks such as Sunny Delight</i>	Easy/difficult/don't know
s. Whole wheat bread <i>Definition: Lists "whole wheat" as the first ingredient</i>	Easy/difficult/don't know
t. Fresh fruit	Easy/difficult/don't know
u. Fresh vegetables	Easy/difficult/don't know

2. "The next set of questions asks if you would be in favor or against interventions to change the ways that stores promote and sell tobacco products."

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

a. *Would you be in favor or against a law that bans pharmacies from selling tobacco products?

- i. in favor
- ii. against
- iii. I don't know [don't read]

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

b. *Would you be in favor or against a law to prevent stores near schools from selling tobacco?

- i. in favor
- ii. against
- iii. I don't know [don't read]

- c. ***Would you be in favor or against a law that requires store owners to have a local license to sell tobacco? The license fees would cover the cost of checking whether stores follow tobacco laws, including making sure they don't sell to minors.**
- i. in favor
 - ii. against
 - iii. I don't know [*don't read*]
- ci. ***Would you be in favor or against a law to ban the sale of flavored tobacco products?**
- i. in favor
 - ii. against
 - iii. I don't know [*don't read*]

Background information: The federal Food and Drug Administration prohibited the sale of flavored cigarettes (except menthol) in 2009, because it encourages youth to use tobacco. The vast majority of youth that use tobacco use flavored tobacco.

- e. ***Would you be in favor or against a law that makes it illegal to sell small amounts of tobacco like single cigarillos, or other tobacco products in packs of one?**
- i. in favor
 - ii. against
 - iii. I don't know [*don't read*]

Background information: Tobacco companies sell tobacco products, like little cigars, in small packages to reduce the cost and make tobacco more accessible to people without much money.

- f. ***Would you be in favor or against a law that sets a minimum price for tobacco products?**
- i. in favor
 - ii. against
 - iii. I don't know [*don't read*]
- g. *** Would you be in favor or against a law that bans price discounts on tobacco?**
- i. in favor
 - ii. against
 - iii. I don't know [*don't read*]
- h. ***Would you be in favor or against a law to ban sale of vaping products?**
- i. in favor
 - ii. against
 - iii. I don't know [*don't read*]

- i. **Would you be in favor or against a tax on sugary drink distributors?**
 - i. **in favor**
 - ii. **against**
 - iii. *I don't know [don't read]*

3. **If stores were rated, for instance by giving 5 stars to the healthiest stores and 0 stars to the unhealthiest stores, would you be more likely to shop at stores with a high rating?**
 - a. **I would be more likely to shop at stores with high health ratings.**
 - b. **No, I would not be more likely to shop at stores with high health ratings.**
 - c. *I am not sure if I would pay attention to the store rating. [don't read]*

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

4. ***Select all that apply. Do you think advertisements at stores should be:**
 - a. **Allowed anywhere**
 - b. **Allowed only on the inside of the store**
 - c. **Limited to a small percentage outside of the store**
 - d. **Allowed but only in places that are hard for children to see**
 - e. **Not allowed at all**
 - f. *I don't know [don't read]*

"Now I would like to ask you a few questions about yourself. Your answers will remain anonymous."

This last transition alerts the respondent to a new topic and set of questions. Responses are grouped to show policy makers how their constituents feel about different policy issues.

5. **What is your zip code? _____**

6. **What is your age? _____**

7. In the past 30 days, how often did you use vaping products?

- a. Every day
- b. Some days
- c. Not at all
- a. Decline to state *[don't read]*

8. In the past 30 days, did you use other tobacco products (cigarettes, cigar products, hookah, pipes, chewing tobacco)?

- a. Everyday
- b. Some days
- c. Not at all
- d. Decline to state *[don't read]*

9. Do you identify as Latino or Hispanic?

- a. Yes
- b. No
- c. Decline to state *[don't read]*

10. Which category best describes your race? Select all that apply.

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Native Hawaiian or Other Pacific Islander
- f. White
- g. Race not listed _____
- h. Decline to state *[don't read]*

11. (If "Asian" is chosen) What is your specific Asian background?

- a. Bangladeshi
- b. Burmese
- c. Cambodian
- d. Chinese
- e. Filipino
- f. Hmong
- g. Indian (India)
- h. Indonesian
- i. Iu Mien
- j. Japanese
- k. Korean
- l. Laotian
- m. Malaysian
- n. Nepalese
- o. Pakistani
- p. Srilankan
- q. Taiwanese
- r. Thai
- s. Vietnamese
- t. Another Asian background: _____
- u. I prefer not to answer

12. (If "Native Hawaiian or Other Pacific Islander" is chosen) **What is your Pacific Islander background?**

- a. Native Hawaiian
- b. Guamanian
- c. Fijian
- d. Samoan
- e. Tongan
- f. Another Pacific Islander background: _____
- g. I prefer not to answer

13. **Do you have children under 18 living with you?**

- a. Yes
- b. No
- c. Decline to state [don't read]

If a respondent says they have custody of a child(ren) part-time, then the answer is yes. If they are housing a relative temporarily (e.g., a niece is staying for one month), the answer is yes.

14. **What best describes your gender identity?**

- a. Man
- b. Woman
- c. Trans male or Trans man
- d. Trans female or Trans woman
- e. Genderqueer or Nonbinary
- f. Questioning or unsure of gender identity
- g. Gender category not listed (please fill in the blank): _____
- h. Decline to state

15. **What best describes your sexual orientation?**

- a. Straight or Heterosexual
- b. Lesbian or Gay or Homosexual
- c. Bisexual or Pansexual or Sexually Fluid
- d. Queer
- e. Questioning or unsure
- f. Sexual orientation not listed (please fill in the blank): _____
- g. Decline to state

Thank you for participating in this survey

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