

Healthy Stores  
for a  
Healthy Community

Marketing Surveillance  
**Manual**

Revised 7.17.2013

C a l i f o r n i a



**Tobacco Control Program**



STANFORD PREVENTION  
RESEARCH CENTER  
*the science of healthy living*

# Healthy Stores for a Healthy Community: Marketing Surveillance Manual

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## Overview

**Objective:** The California Tobacco Control Program is leading a statewide campaign to monitor tobacco industry practices in the retail environment. This effort is being coordinated with The Network for a Healthy California, California Obesity Prevention Program, and the Safe and Active Communities Branch at the California Department of Public Health, as well as the Department of Alcohol and Drug Programs' Prevention Services Branch and the Department of Alcoholic Beverage Control. This joint effort expands the campaign's reach to include assessing the availability and marketing of 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, alcohol, and healthy/unhealthy food and beverages in their respective jurisdictions. In total, this retail marketing surveillance will be conducted in approximately 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 four key policy objectives for the statewide campaign: (1) to increase the unit price of tobacco products; (2) to reduce the availability of menthol and other-flavored tobacco products; (3) to reduce tobacco advertising in store windows; and (4) to reduce the visibility of tobacco products in stores. Retail campaign goals related to the marketing of food in retail stores include: (1) to restrict marketing and advertising of sugary beverages and unhealthy foods in the retail environment and promote healthy choices via signage and placement 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 in check-out aisles and limit unhealthy foods in check-out aisles. The data collection will also support alcohol prevention goals to reduce the number of problem alcohol outlets in California by engaging in strategies that train retail management and staff on responsible alcohol sales policy as well as strategies that effectively address product placement, availability and advertisement. **The long-term objective of this campaign is to make the retail environment a healthier place for Californians.**

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

- flavored products
- price and promotions
- placement and exterior ads
- nutrition and alcohol

The core instrument and four modules are based on other successful marketing surveillance efforts in California, including the California Tobacco Advertising Study<sup>1</sup>, the Operation Storefront campaign<sup>2</sup>, Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3)<sup>3</sup>, and the Responsible Alcohol Merchants Award Toolkit<sup>4</sup>. Some questions and procedures were adapted from other reliable instruments, including the New York Retail Tobacco Advertising Survey<sup>5</sup> and the national ImpacTeen community observation survey<sup>6</sup>.

**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 contact your Point of Contact. The Point of Contact can call (530-754-8929) or e-mail (JTAnd@phs.ucdavis.edu) TCEC during data collection for any questions that arise. The 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.

**How data will be used:** Surveillance data will help guide local health departments on the direction of their local programmatic interventions, and will be used in local media campaigns. At the local level, the survey results 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 and of local interventions.

<sup>1</sup> 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.

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

<sup>3</sup> 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](http://www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx)

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

<sup>5</sup> New York Retail Tobacco Advertising Survey. Rep. New York State Department of Health, May 2012. Available online: [http://www.health.ny.gov/funding/rfp/1110110505/ny\\_retail\\_advertising\\_of\\_tobacco\\_survey.pdf](http://www.health.ny.gov/funding/rfp/1110110505/ny_retail_advertising_of_tobacco_survey.pdf)

<sup>6</sup> 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.

## Product Categories

This section describes the categories of products that are mentioned in the core survey: tobacco products, 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><b>Cigarettes:</b> 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><b>Cigarillos and little cigars:</b> The main feature that distinguishes cigarillos and little cigars from cigarettes is their wrapping material, which is either a tobacco leaf or brown paper containing tobacco. 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 &amp; Mild, Phillies, and White Owl. <b><u>Blunts and blunt / cigar wraps should also be included in this category throughout the survey.</u></b></p>
	<p><b>Large cigars:</b> A large cigar typically contains at least one-half ounce of aged, fermented tobacco (i.e., as much as a pack of cigarettes) and usually takes 1–2 hours to smoke. These are often sold as singles but can also be found in boxes.</p>
	<p><b>Chewing tobacco:</b> 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><b>Snus:</b> Snus (rhymes with “goose”) is a moist powder tobacco product in a teabag-like pouch that is used by placing it under the lip for extended periods of time – like snuff tobacco without the need for spitting. Popular brands are Marlboro, Camel, and General.</p>
	<p><b>Dissolvables:</b> Dissolvable tobacco products are made from finely ground flavored tobacco shaped as pellets (orbs), sticks, or strips. Common brands include Ariva and Stonewall. Many tobacco products are cross-branded, for example, Camel, Marlboro and Skoal are also brands of dissolvables.</p>
	<p><b>Hookah:</b> Also known as water pipes, hookahs are used for smoking flavored tobacco or other substances. Hookah pipes generally consist of a head, body, water bowl, and hose. Included in this category is the tobacco used in hookahs, which is typically shredded tobacco leaf flavored with molasses, honey, or dried fruit. This sweetened tobacco product is generally called shisha. Popular brands are Starbuzz and Social Smoke.</p>
	<p><b>E-cigarettes:</b> Electronic cigarettes, called “e-cigarettes” or “e-cigs” are battery-operated products designed to deliver nicotine, flavor and other chemicals. They turn nicotine, which is highly addictive, and other chemicals into a vapor that is inhaled by the user. This category also includes other variants, such as e-hookah and e-cigars. Popular brand names are Blu, NJOY, Swisher, and Starbuzz. E-cigarettes may be shelved with tobacco products or with nicotine-replacement products, like Nicorette. Because these devices are not currently regulated as tobacco products, stores are allowed to display e-cigarettes in a self-service container, which is sometimes located on the cash register counter.</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>	

### Tobacco Product Flavors/Not 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.

Fruit or sweet		Liquor	Mint	NOT Flavors
Apple	Honey	Bourbon	Frost	<i>Black</i>
Cherry	Java	Peach Schnapps	Peppermint	<i>Bold</i>
Chocolate	Peach	Piña Colada	Spearmint	<i>Fresh</i>
Cinnamon	Spice	Spiced Rum	Wintergreen	<i>Mild</i>
Cream	Sweet	Whiskey	Winterchill	<i>Perfecto</i>
Grape (white, red)	Vanilla	Wine Grape		<i>Royale</i>

### Alcoholic Beverages

You should be able to identify whether a store sells/advertises any ONE alcoholic beverage.

	<p><b>Alcoholic beverages:</b> 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"> <li>• Beer (including malt liquor)</li> <li>• Wine (including fortified wine, and Champagne)</li> <li>• Distilled Spirits (e.g., whiskey, rum, vodka and other distilled products)</li> <li>• Alcopops (labeled “malt beverages” usually with a sweet, fruity flavor)</li> </ul> <p>For the purposes of the core survey, there is no need to differentiate among these types of alcoholic beverages.</p> <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 for the purposes of the survey.</p>
	<p><b>Regular alcopops:</b> 11-12 oz. containers of fruity, malt-based alcoholic beverages. 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 and Bacardi Silver, all in various flavors.</p>
	<p><b>Supersized alcopops:</b> 23.5 oz. or larger containers of alcopops with at least 8% alcohol NOTE: These products are usually labeled as “premium malt beverages”. See note for regular alcopops to distinguish these products from beer and malt liquor. Brands include: Tilt, Sparks, Joose.</p>
	<p><b>Large containers of malt liquor:</b> A malt liquor with 6% or more alcohol in 40 oz. or larger containers. NOTE: Malt liquor is a form of beer. Include only those beers labeled as malt liquor. Brands include: Steel Reserve, King Cobra, Colt 45, Olde English 800, Hurricane, Miceys, Schlitz, Magnum, and St. Ides</p>
	<p><b>Low-end fortified wine:</b> High strength, cheap wines, typically with alcohol content of 18-20% and priced under \$1.50 for a 12.7 oz. bottle). These products are fortified with distilled spirits and are inexpensive. They do not include vermouth, port, madeira, and other dessert wines, which are also fortified with distilled spirits but are more expensive and distinctly labeled. Brands include: Richards Wild Rose, Thunderbird, Night Train, and MD 20/20.</p>
	<p><b>Nips or mini bottles of distilled spirits:</b> 1-2 oz. bottles containing distilled spirits, also referred to as airplane-size containers.</p>
	<p><b>Alcohol pouches/slushies:</b> Alcoholic beverages available in soft plastic pouches for consumption as liquid or frozen. Can include beer, wine, or distilled spirits products. Key variable is the packaging – 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.</p>

## Healthy/Unhealthy Foods

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

	<p><b>Healthy beverages:</b> This category refers to unflavored milk that is non-fat, low-fat, or reduced fat (but NOT 2% or whole milk), 100% juice of any variety, and bottled water (either still or sparkling). 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><b>Fresh fruit or vegetables:</b> In addition to whole fruits and vegetables, this category includes refrigerated packs of 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><b>Sugary drinks:</b> 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.  Do NOT include alcoholic beverages in this category.</p>

## About This Survey

### Talking with cashiers

Completing this survey requires talking with a cashier or other store employee, but please consider context and remember that the cashier's time is a limited resource. You'll need to ask whether tobacco products are sold in stores where the products are not visible to customers. If you are in a store where at least some tobacco products are on display, you do not need to ask about the availability of particular product types (e.g., e-cigarettes) or brands (e.g., Seneca, Camel Crush, or Marlboro NXT). In this case, if you do not see the product, you would not mark it as sold in that store. You will *always* need to ask about the price of the cheapest pack of cigarettes, and you may also need to ask about the price of other tobacco products and if tax is included when the price is not advertised or does not specify. For other questions, use your judgment. Please refer to the training materials from your local health department about introducing yourself in each store.

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

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

### Using the survey device

Most data collectors will use an iPod Touch to answer the survey questions, but this survey also works on an iPhone, Android phone and iPad. To start your survey on an iPod Touch, open the iSurvey app, then push the button that says "Run Current Survey."

Once in the survey, the title bar at the top of each screen tells you about the question topic (e.g., OUTDOOR ADS) or summarizes a key instruction (e.g., ENTER #.###). Also located at the top of each screen are buttons that let you move backward (BACK) and forward (NEXT).

**IMPORTANT: The survey will not let you skip a question without answering. However, you can always return to questions using the BACK button if you need to change your answer.**

Most of the survey questions ask you to select from among several possible answers. Answers with circles indicate that you should PICK ONLY ONE. Answers with squares indicate that you should CHECK ALL that apply. The appropriate instruction is also mentioned on each screen. Because every question requires an answer, there is always an option to check NONE of the



Pick ONE:

Red

Blue

Green

None of the above

Check ALL:

Red

Blue

Green

None of the above

above. Only a few questions require you to type in an answer, such as the price of a particular product.

Attention to detail is 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. The screen for entering your comments is called "FINAL INFO."

## Frequently Asked Questions

### **Q: How do you save the data?**

Your data are not saved until you select **"TOUCH TO FINISH"** 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, push 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, push the BACK button until you return to the start of the module, then select "No" to exit the module and **TOUCH TO FINISH** the survey.

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

You may return to a store at a later time or a different day to complete the survey, but you will have to start from the beginning.

### **Q: What happens if the device is turned off?**

If the device goes to sleep, is turned off, or you have closed out of the iSurvey application, you can resume the survey you were working on. When you return to the iSurvey app you will receive a message "An incomplete survey was found. Would you like to resume it?" Push "Yes" to continue with the survey you were working on. Please note – if you push "No", you will NOT be able to resume the survey and the data will be deleted.

### **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 **(530) 754-8929** 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 & Promotions Module
- Placement & Exterior Ads Module
- Nutrition & Alcohol Module



## Core Survey

This section contains about 25 questions and takes about 10 minutes, depending on the type of store. The main tasks are to:

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

### Getting Started: C1-C5

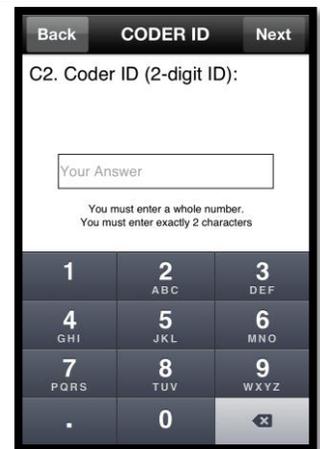


Begin each survey outside the store. Select **Start** to begin, and remain outside to answer the questions until the survey prompts you to enter the store. The first few questions ask you about the store ID, name and address, then ask you about the advertisements and signage on storefront windows and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



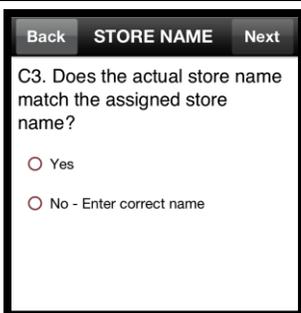
#### C1. Store ID (6 digits):

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):

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.



Back ADDRESS Next

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

Yes

No - Enter correct address

#### 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).

Back ADDRESS Next

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

No - Enter correct address

326 Thomas Ave.

1 2 3 4 5 6 7 8 9 0

- / : ; ( ) \$ & @ "

# + = . , ? ! ' < >

ABC space return

Back STORE STATUS Next

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

#### 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). Scroll down for an “other” category (e.g., if the store is located outside of your survey area).

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 **TOUCH TO FINISH** 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, push the **BACK** button until you return to C5. You may select **BACK** to return to this question at any point during the **Core**.

- Select **I was asked to leave before completing the survey** and **TOUCH TO FINISH** before moving on to the next store.

Back

Thank you for completing the Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey.

IMPORTANT: Your data is not saved until you touch FINISH.

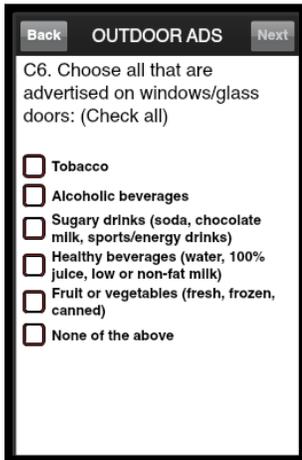
Finish

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## Outside the Store: C6-C7

Focus on storefront windows and glass doors to answer these questions. 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 one. Be sure not to miss any signs if the door is propped open. You may need to look at the back of an open door in order to code exterior signs. Look only at storefront windows and glass doors, do not look at signs elsewhere outside. When answering these items, ignore signs on the building walls, roof, fences, sidewalk, parking lot, and gas pumps.



Back OUTDOOR ADS Next

C6. Choose all that are advertised on windows/glass doors: (Check all)

- Tobacco
- Alcoholic beverages
- 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

### C6. Choose all types of products that are advertised on storefront windows/glass doors:

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 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." The Network for a Healthy CA/Healthy Eating CA Campaign is NOT an advertisement because it does not try to sell something.

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

Check the appropriate box if you find an ad from each product category below:

- Select **Tobacco** if at least one ad for any cigarettes, chewing tobacco, snus, cigarillos/little cigars, large cigars, hookah or e-cigarettes.
- Select **Alcohol** if at least one ad for any type of alcohol.
- 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, lowfat), 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.

Back SIGNS Next

C7. What percent of the windows and glass 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 glass doors

### C7. 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.

## Inside the Store: C8-C22

Back FIND TOBACCO Next

C8. Are tobacco products visible to customers? (Ask cashier if none are visible)

- Yes
- No - Tobacco products are not visible but are sold
- No - Store does not sell tobacco products

### C8. Are any tobacco products visible to customers?

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.

Back THANK YOU Next

No tobacco products sold here. Please go to the next store on your list.

Back STORE INFO Next

C9. Number of cash registers:

- 1
- 2
- 3
- 4
- 5 or more, enter total number:

### C9. Number of cash registers

Counting the number of cash registers gives a rough estimate of the store size. Include cash registers anywhere that you can purchase even small amounts of merchandise, including the pharmacy, deli or customer service counter. Count registers even if they are closed (not staffed) and include the self-checkout counters (count each one) in supermarkets.

**Do not count** lotto kiosks, ATM machines or vending machines. **Do not count** registers that are for independent companies such as Starbucks or Jamba Juice.

- Select the one option that matches the number of cash registers.
- If there are more than 4 registers, select **5 or more**, then enter the total number.

Back PRODUCTS Next

C10. In the main checkout area, are any of these placed on/next to the counter(s)? (Check all)

Tobacco products

Alcoholic beverages

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

Candy

Fresh fruit

None of the above

**C10. 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 boxes to indicate whether tobacco, alcoholic beverage, 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.

Back STORE TYPE Next

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

Chain convenience

Drug store/pharmacy

Liquor store

Small market/deli/produce market

Supermarket/large grocery store

Other (Store types continue on 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:** Chain convenience stores, also known as food marts, sell a limited line of goods that generally 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, Quik Stop). These will not sell raw meat intended to be cooked at home. You don’t need to confirm whether 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 one or two cash registers and a limited selection of fresh fruits, vegetables, and raw meats intended to be cooked 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 can be with or without gas pumps.
- Select **Other** for more options on the next screen.

Back STORE TYPE Next

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

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

Gas station booth

Hookah bar/cafe

Tobacco store

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 (99 Cent Stores, Dollar Tree, Dollar General).
- **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.
- **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?**

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).
- Select **No** if the store doesn’t have a pharmacy counter.



**C14. Which products are sold here? Check all**

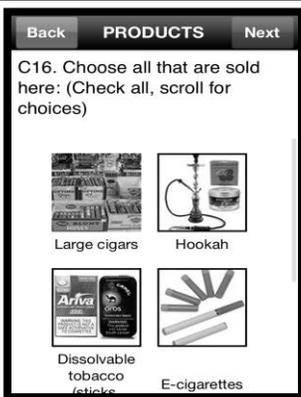
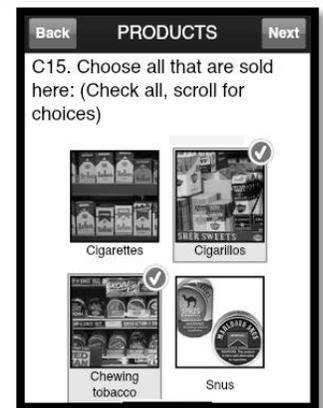
- Select **Alcoholic beverages** if the store sells beer, wine, or other alcoholic beverages in cans or bottles that are meant to be consumed off site.
- Select **Fresh fruits or vegetables** if the store sells either. This includes whole fruit in a basket on the checkout counter, or individual packages of carrots or apple slices in the refrigerator section. Do NOT include canned and frozen fruits, and dried fruits, such as raisins and prunes.
- 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 these** if the store does not sell any food or beverages.



**C15. Choose all tobacco products that are sold here or scroll down to select NONE.**

Questions C15 and 16 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 4-5 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 each box as soon as you find one example of each category: cigarettes, cigarillos/little cigars, chewing tobacco, snus. A green check mark indicates that you found the product.
- Scroll down to select **None** if none of these products are sold.



**C16. Choose all products that are sold here or scroll down to select NONE.**

This question is a continuation of C15 and asks you to identify other tobacco products sold here not already pictured in C15. See the product descriptions on pages 4-5 of this manual and the Pocket Guide for additional pictures and some popular brands for each category.

- Select each box as soon as you find one example of each category: large cigars, hookah (Hookah pipes or hookah tobacco, also known as shisha), dissolvables, tobacco or e-cigarettes. A green check mark indicates that you found the product.
- Scroll down to select **None** if none of these products are sold.



**C17. Are MENTHOL cigarettes sold here?**

Menthol varieties are typically sold in green packaging, but may also be in packages of other colors. Popular menthol brands are Newport, Salem, Kool, and Marlboro menthol (see the Pocket Guide for pictures). Look carefully at the cigarette pack displays and advertisements for evidence that the store sells any menthol cigarettes. In a store where cigarettes are not visible to customers, ask the cashier to confirm that the store has a menthol brand.

- Select **Yes** as soon as you find one brand of menthol cigarettes.
- Select **No** if the store does not sell menthol cigarettes.

Back **SENECA CIGS** Next

C18. Are Seneca cigarettes sold here?



Yes No

**C18. Are Seneca cigarettes sold here?**

Look carefully at the pack displays to determine whether the store sells any variety of Seneca cigarettes. This brand is available in red, blue, brown and green packs. See the Pocket Guide for additional pictures of this brand.

- Select **Yes** as soon as you find one pack or carton of Seneca cigarettes.
- Select **No** if the store does not sell Seneca cigarettes.

Back **PROMOTIONS** Next

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

Cigarettes

Chewing tobacco

Cigarillos/little cigars

Alcoholic beverages

None of the above

**C19. Inside the store, are there any price promotions for the following? Check all**

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. See the Pocket Guide for pictures of different types of price promotions.

- Select each box as soon as you find one price promotion for each type of product: cigarettes, chewing tobacco, cigarillos/little cigars, and alcoholic beverages.
- Select **None** if the store does not advertise promotions for any of these products.

Back **FLAVORED** Next

C20. Choose all flavor types of non-cigarette tobacco products sold here: (Check all)

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

Liquor (e.g., wine, margarita)

Mint (e.g., menthol, wintergreen)

None of the above

**C20. Choose which flavors of non-cigarette tobacco products are sold here. Check all**

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. If the store sells any tobacco products other than cigarettes, look carefully for any tobacco product in each flavor category. Review pages 4-5 above for descriptions of non-cigarette tobacco products, and see the Pocket Guide for product examples from each flavor category.

- 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** if the store does not sell tobacco products other than cigarettes or if the store does not sell any flavored non-cigarette tobacco products (little cigars, etc.).

Back **CIGARILLOS** Next

C21. What is the SMALLEST unit size of cigarillos/little cigars in the store? Pick one

One (sold as singles)

Packs of 2 to 5

Packs of 6 to 19

Packs of 20 or more

No cigarillos/little cigars sold

**C21. What is the SMALLEST unit size of cigarillos/little cigars in the store?**

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

- Select **One** if the store sells singles.
- Otherwise select the pack size that best describes the number of cigarillos/little cigars in the smallest pack or
- Select **No** to indicate these products are not sold.

Back **CIGARILLOS** Next

C22. Are FLAVORED Swisher Sweets cigarillos/little cigars sold here?



Yes No

**C22. Are FLAVORED Swisher Sweets cigarillos/little cigars sold here?**

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

- Select **Yes** if flavored Swisher Sweets are sold.

Prices: C23-C30

The next four questions (C23-C26) pertain to the price of the cheapest single flavored Swisher Sweets cigarillo/little cigar.

**C23. What is the cheapest price to purchase only ONE flavored Swisher Sweets?**

Look for the price of a single FLAVORED Swisher Sweets cigarillo/little cigar. Do not consider prices from any pack with more than one cigarillo. 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 price on the next screen.
- Select **Sold here** if the store sells singles, but you are unable to determine the price.
- Select **Not sold** if the store doesn't sell any singles.

**C24. What is the cheapest price for ONE Swisher Sweets cigarillo, any flavor?**

Enter the price in dollars and cents (e.g., 99 cents would be entered as 0.99). Ignore the default instruction from iSurvey to enter a whole number – **DO NOT** round to the nearest dollar or 10-cents. If a Swisher Sweets cigarillo/little cigar is buy one get one free, enter the full price; do not divide the price in half.

**Enter the price in dollars and cents: #.##**  
**For any price less than \$1.00, enter 0.##.**

**C25. 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.

**C26. 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.

The next three questions (C27-C29) pertain to the price of the cheapest single pack of cigarettes sold.

**C27. 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.

Back ENTER #.## Next

C28. Cheapest single pack of cigarettes: Enter in dollars and cents

\$ Your Answer

Enter a whole number or a number followed by 2 decimals

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

**C28. Cheapest single pack of cigarettes: Enter in dollars and cents (#.##) in the box marked: \$ Your Answer**

Ignore the default instruction from iSurvey to enter a whole number. DO NOT round to the nearest dollar or 10-cents. **Enter the pack price in dollars and cents: #.##**

**C29. 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.

Back CHEAPEST Next

C29. "Is sales tax included?"

Yes

No

Unable to verify.

Back PHOTO OP Next

C30. Should someone take pictures of this store?

No

Yes, share why:

**C30. Should someone take pictures of this store?**

Follow instructions from your local Point of Contact about the kinds of advertising, displays or other examples that are worthy of a return visit for a photograph. Include a brief note about the photo opportunity in the survey, and mention it in your field notes. For example, you may wish to recommend pictures of extremely large tobacco displays, promotions for flavored tobacco products, e-cigarettes displayed on a counter, or ads on the storefront windows/glass doors. Your local Point of Contact will mention which items are of local interest.

Back PHOTO OP Next

C30. Should someone take pictures of this store?

Yes, share why:

self-serve tobacco on counter

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

Back NEXT MODULE Next

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 & Promotion
- Placement & Exterior Ads
- Nutrition & Alcohol

Go to the next screen to continue.

This screen indicates that you finished the core survey. Select **NEXT** to advance to the module(s) you want to do. The modules appear in this order:

- Flavored Products
- Price and Promotions
- Placement and Exterior Ads
- Nutrition and Alcohol

Select **Yes** to begin the module you want to do, or **No** to advance to the next module in the list.

Back FINAL INFO Next

Any additional information about this store (optional):

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

.?123 space Done

**Any additional information about this store (optional):**

This screen will appear only once in the survey, after you complete (or decline to complete) the modules. Please enter any additional details that might be helpful in understanding the data. For example, did you feel rushed in the store, have trouble answering some questions, or want to share some other information about the store? This question is optional: If you have no comments to enter, select Next to complete the survey.

## Flavored Products Module

This section contains about 15 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, push the **BACK** button until you return to the start of the module, then select **NO to exit each module and TOUCH TO FINISH the survey**. Please mention this in your field notes.

### Prices: F2-F9

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

Back NEWPORT Next

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, such as “\$X.XX when you buy 3.” If the single-pack price is not advertised, please ask the cashier and ask if the price includes sales tax.

- Select **Enter** 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.

Back ENTER #.## Next

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

\$ Your Answer

Enter a whole number or a number followed by 2 decimals

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

#### F3. What is the price for ONE Newport menthol hard pack?

Enter the price to buy a single pack in dollars and cents: “#.##”. Do not compute the price from a multi-pack discount. Ignore the default instruction from iSurvey to enter a whole number. DO NOT round to the nearest dollar or 10-cents.

Back NEWPORT Next

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.

Back NEWPORT Next

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.

**The next four questions (F6-F9) pertain to the price of a single 1.2 oz tin of Grizzly wintergreen long cut chew.**

Back GRIZZLY PRICE Next

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 1.2oz tin of Grizzly wintergreen long cut?**

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

Back ENTER #.## Next

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

\$ Your Answer

Enter a whole number or a number followed by 2 decimals

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

**F7. What is the price for ONE tin of Grizzly wintergreen long cut (1.2oz)?**

**Enter the price for a single tin in dollars and cents: #.##.** Do not compute the price from a multi-pack discount. Ignore the default instruction from iSurvey to enter a whole number. **DO NOT** round to the nearest dollar or 10-cents.

\* F7 requires four digits instead of three due to a programming error. Please enter a 0 before the price (e.g., enter 04.75 if the price is \$4.75).

Back GRIZZLY PRICE Next

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?**

- 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.

Back GRIZZLY PRICE Next

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

Yes

No

Unable to verify

**Inside the Store: F10-F16**

Back CHEW PROMO Next

F10. Are there price promotions for FLAVORED chewing tobacco? Pick one

Special price (e.g., \$1 off)

Multi-pack discount (e.g., Buy one get one)

Both special price and multi-pack discount

Product not sold

None of the above

**F10. Are there price promotions for FLAVORED chewing tobacco, including mint? Pick one.**

**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, defined below:

- Select **Special Price** as soon as you find one advertisement for any flavored 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 **Multi-pack discount** as soon as you find one advertisement for any flavored chewing tobacco that offers extra products at no additional cost. Examples include offers such as “buy one get one free”, “five for the price of three,” or “\$X.XX price when you buy 3.” Two for \$0.99 is NOT a promotion, it is just the regular price to buy two.
- Select **Both** as soon as you find a special price and a multi-pack discount. These could be different ads for different brands of flavored chewing tobacco.
- Select **Product not sold** if the store does not sell any flavored chewing tobacco.
- Select **None** if the store does not advertise promotions for any flavored chewing tobacco.

Back FLAVORS Next

F11. Are there price promotions for FLAVORED cigarillos/little cigars, including mint? Pick one

Special price (e.g., \$1 off)

Multi-pack discount (e.g., Buy one get one)

Both special price and multi-pack discount

Product not sold

None of the above

**F11. Are there price promotions for FLAVORED cigarillos/little cigars, including mint? Pick one.**

See the Pocket Guide for pictures of different types of price promotions and for pictures of flavored cigarillos/little cigars.

- Select **Special price** as soon as you find one advertisement for any flavored cigarillos/little cigars 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 **Multi-pack discount** as soon as you find one advertisement for any flavored cigarillos/little cigars that offers extra products at no additional cost. Examples include offers such as “buy one get one free”, “five for the price of three,” or “\$X.XX price when you buy 3.” Two for \$0.99 is NOT a promotion, it is just the regular price to buy two.
- Select **Both** as soon as you find a special price and a multi-pack discount. These could be different ads for different brands of flavored chewing tobacco.
- Select **Product not sold** if the store does not sell any flavored cigarillos/little cigars.
- Select **None** if there are no advertised promotions for any flavored cigarillos/little cigars.

Back CIGARILLOS Next

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

 Fruit or sweet (cherry, honey, etc)

 Liquor (wine, margarita, etc)





**F12. Choose all types of flavored cigarillos/little cigars sold here: Check 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 cigarillos/little cigars, look to see if they are sold in each flavor category. See the Pocket Guide for product examples from each flavor category.

- 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 cigarillos/little cigars.
- Select **Liquor** as soon as you find one alcohol-flavored (e.g., wine, wine grape, margarita, peach schnapps, piña colada, spiced rum) variety of cigarillos/little cigars.
- Select **Mint** as soon as you find one mint-flavored (e.g., wintergreen, peppermint, frost, winterchill, menthol) variety of cigarillos/little cigars.
- Select **None** if the store does not sell any flavored little cigars/cigarillos.



**F13. Does the store sell these cigarettes? Check 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 box as soon as you find one example. A green check mark indicates that you found the product.

- **Camel Crush**
- **Marlboro NXT**
- Select **Neither** if neither of these products are sold.



**F14. Are there price promotions for any MENTHOL cigarettes? Pick one.**

Look at prices for Newport and other menthol cigarettes for one example of each type of promotion. See the Pocket Guide for pictures of different types of price promotions. Select **Special price** as soon as you find one advertisement for menthol cigarettes 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 **Multi-pack discount** as soon as you find one advertisement for menthol cigarettes that offers extra products at no additional cost. Examples include offers such as “buy one get one free”, “five for the price of three,” or “\$X.XX price when you buy 3.” Two for \$0.99 is NOT a promotion, it is just the regular price to buy two.
- Select **Both** if you find a special price and a multi-pack discount. These could be different ads for different brands of menthol cigarettes.
- Select **None** if the store does not advertise promotions for any menthol cigarettes OR if the product isn’t sold.



**F15. 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 wintergreen, frost, winterchill, peppermint, and menthol.

- Select each box as soon as you find one example of a **mint-flavored** variety of each product category: chewing tobacco, snus, and e-cigarettes or e-hookah. A green check mark indicates that you found at least one mint-flavored product.
- Scroll down to select **None** if none of these products are sold. Remember to ask the cashier in stores where tobacco products are sold, but not visible to customers.



**F16. Which products are available in any OTHER flavor, e.g. fruit/sweet, or 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 box 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 or e-hookah. A green check mark indicates that you found at least one flavored product.
- Select **None** if none of these products are sold or if they are not sold in fruit, sweet, or liquor flavors.

## Outside the Store: F17

Back OUTSIDE Next

F17. Where are ads for menthol cigarettes? (Check all)

- On store windows or glass doors
- Elsewhere outside the store (on building, side of building or sidewalk)
- No ads for menthol cigarettes

### F17. Where are ads for menthol cigarettes? Check all that apply

Walk the outside perimeter of the store to look for advertisements for any menthol cigarettes (e.g., Newport, Salem, Kool, Marlboro Menthol). **Note:** A menthol advertisement may include menthol and non-menthol varieties of the same brand family. Do not miss any ads because the door is propped open. This means that you might have to look at the back of door that is propped open toward the street.

- Select **Storefront windows or doors** if you find one advertisement for menthol cigarettes on the storefront windows or glass doors.
- Select **Elsewhere** if you find an ad on anywhere else on the building or property (e.g., on the sidewalk, on a gas pump, in the parking lot, on a fence).
- Select **None** if menthol cigarettes are not advertised anywhere outside the store.

Back Information Next

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

- Price & Promotions
- Placement & Exterior Ads
- Nutrition & Alcohol

This screen indicates that you finished the Flavored Products Module. Select NEXT to advance to the module(s) you are going to complete or to END the survey.

If you are asked to leave the store before you finish this module, push the BACK button until you return to F1, then select:

- **No** to exit the module.

You may select BACK enough times to return to F1 at any point during the module.

In order to end the survey and save your data, answer **NO** to the remaining modules, then select **TOUCH TO FINISH**. **Your data will not be saved until you select TOUCH TO FINISH.**

## Price & Promotions Module

This section contains about 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, find examples of sweepstakes offers (if any), and look for price promotions outside the store.

If you are asked to leave a store before finishing this module, push the **BACK** button until you return to the start of the module, then select **NO to exit each module and TOUCH TO FINISH the survey**. Please mention this in your field notes.

### Prices: P2-P10

**The next four questions (P2-F5) pertain to the price of one 15-pouch tin of Camel Snus Frost .**

Back CAMEL SNUS Next

P2. Price for ONE 15-pouch tin of Camel Snus Frost?

Enter price (Next screen)

Sold here but can't get price

Not sold here

**P2. What is the price to purchase 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.

Back ENTER #.## Next

P3. Price for ONE 15-pouch tin of Camel Snus Frost:

\$

Enter a whole number or a number followed by 2 decimals

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

**P3. What is the price for ONE 15-pouch tin of Camel Snus Frost?**

Ignore the default instruction from iSurvey to enter a whole number. DO NOT round to the nearest dollar or 10-cents. **Enter the pack price in dollars and cents: "#.##"** If a pack is buy one get one free, do not divide the price in half.

Back CAMEL SNUS Next

P4. Is the Camel Snus on sale, e.g., \$1 off, Buy one get one?

Yes

No

**P4. Is the Camel Snus on sale, (e.g., \$1 off, Buy one get one free)?**

- 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.

Back CAMEL SNUS Next

P5. Is sales tax included in the Camel Snus price?

Yes

No

Unable to verify

**P5. Is sales tax included in the 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.

Back PROMO INSIDE Next

P6. Are there price promotions for any snus? Check all

Special price (e.g., \$1 off)

Multi-pack discount (e.g., Buy one get one)

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

Product not sold

None of the above

**P6. Are there price promotions for any snus? Check all**

Look at prices for Camel and other brands of snus for one example of each type of promotion:

- Select **Special Price** as soon as you find one advertisement for snus 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 **Multi-pack discount** as soon as you find one advertisement for snus that offers extra products at no additional cost. Examples include offers such as “buy one get one free”, “five for the price of three,” or “\$X.XX price when you buy 3.” Two for \$0.99 is NOT a promotion, it is just the regular price to buy two.
- Select **Both** as soon as you find a special price and a multi-pack discount. These could be different ads for different brands of snus.
- Select **Product not sold** if the store does not sell this product.
- Select **None** if the store does not advertise promotions for any snus.

**The next four questions (P7-P10) pertain to the price of one 1.2 oz tin of Copenhagen Straight long cut chew.**

Back COPENHAGEN Next

P7. Price for ONE tin of Copenhagen Straight, 1.2oz long cut?

Enter price (Next screen)

Sold here but can't get price

Product not sold

**P7. What is the price for ONE tin of Copenhagen Straight, 1.2oz 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 **Not sold** if the store doesn't sell this product.

Back ENTER #.## Next

P8. Price for one tin of Copenhagen Straight, 1.2oz long cut:

\$ Your Answer

Enter a whole number or a number followed by 2 decimals

1	2	3
4	5	6
7	8	9
.	0	⌫

P8. Price for one tin of Copenhagen Straight, 1.2oz long cut:

\$ Your Answer

Enter a whole number or a number followed by 2 decimals

1	2	3
4	5	6
7	8	9
.	0	⌫

**P8. What is the price for ONE tin of Copenhagen Straight, 1.2oz long cut?**

Ignore the default instruction from iSurvey to enter a whole number. DO NOT round to the nearest dollar or 10-cent increment. Do not compute this price from a multi-pack discount. **Enter the tin price in dollars and cents: #.##**

Back COPENHAGEN Next

P9. Is the Copenhagen on sale, e.g., \$1 off, Buy one get one?

Yes

No

**P9. Is this Copenhagen on sale, e.g. \$1 off or buy one get one free?**

- 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.

**P10. 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.

Back COPENHAGEN Next

P10. Is sales tax included in the Copenhagen price?

Yes

No

Unable to verify

**Price Promotions: P11-P15**

Back PROMO INSIDE Next

P11. Are there price promotions for any CHEWING TOBACCO? Check all

Special price (e.g., \$1 off)

Multi-pack discount (e.g., Buy one get one)

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

Product not sold

None of the above

**P11. Are there price promotions for any CHEWING TOBACCO? Check all**

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 **Multi-pack discount** as soon as you find one advertisement for chewing tobacco that offers extra products at no additional cost. Examples include offers such as “buy one get one free”, “five for the price of three,” or “\$X.XX price when you buy 3.” Two for \$0.99 is NOT a promotion, it is just the regular price to buy two.
- Select **Both** as soon as you find a special price and a multi-pack discount. These could be different ads for different brands of chewing tobacco.
- Select **Product not sold** if the store does not sell this product.
- Select **None** if the store does not advertise promotions for any chewing tobacco.

Back PROMO INSIDE Next

P12. Are there price promotions for any CIGARETTES? Check all

Special price (e.g., \$1 off)

Multi-pack discount (e.g., Buy one get one)

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

Product not sold

None of the above

Back PROMO INSIDE Next

P13. Are there price promotions for any CIGARILLOS/LITTLE CIGARS? Check all

Special price (e.g., cents off)

Multi-pack discount (e.g., Buy one get one)

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

Product not sold

None of the above

**P12-P13.** Follow the instructions from the previous question (P11) to indicate what types of price promotions are visible for cigarettes (P12) and for cigarillos/little cigars (P13).

Back E-PROMOS Next

P14. Are there price promotions for any e-cigarettes or e-hookah? Pick one

Yes

No

Product not sold

**P14. Are there price promotions for any e-cigarettes or e-hookah? Check all**

See the Pocket Guide for pictures of different types of price promotions.

- Select **Yes** as soon as you find one advertisement for e-cigarettes or e-hookah that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off) or a Multi-pack discount that offers extra products at no additional cost. Examples include offers such as “buy one get one free”, “five for the price of three,” or “\$X.XX price when you buy 3.” Two for \$0.99 is NOT a promotion, it is just the regular price to buy two.
- Select **No** if the store does not advertise promotions for any e-cigarettes or e-hookah.
- Select **Product not sold** if the store does not sell this product.

Back SWEEPSTAKE Next

P15. Are there any sweepstakes offers in the store for: (Check all)

Cigarettes

Other tobacco products

Alcoholic beverages

None of the above

**P15. Are there any sweepstakes offers in the store for: (Check all)**

A sweepstakes 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 offers printed on signs or stickers. They may be displayed on the check-out counter or on the product packaging. See the Pocket Guide for examples of sweepstakes offers.

- Select each box as soon as you find one sweepstakes offer for each type of product: cigarettes, any other tobacco products, and alcoholic beverages.
- Select **None** if the store does not advertise sweepstakes offers for these products.

## Outside the Store: P16

Back OUTSIDE Next

P16. Outside the store, are there any price promotions for the following? (Check all)

- Cigarettes
- Chewing tobacco
- Cigarillos/Little cigars
- Alcoholic beverages
- None of the above

### P16. Outside the store, are there any price promotions for the following? Check all

Walk the outside perimeter of the store to look for price promotions for cigarettes, chewing tobacco, cigarillos/little cigars, alcohol. 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, cigarillos/little cigars, alcoholic beverages.**
- Select **None of the above** if the store does not advertise promotions for any of these.

Back INFORMATION Next

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

- Placement & Exterior Ads
- Nutrition & Alcohol

This screen indicates that you finished the Price and Promotions Module. Select NEXT to advance to the module(s) you are going to complete or to END the survey.

If you are asked to leave the store before you finish this module, push the BACK button until you return to P1, then select:

- **No** to exit the module.

You may select BACK multiple times to return to P1 at any point during the module.

In order to end the survey and save your data, answer **NO** to the remaining modules, then select **TOUCH TO FINISH**. **Your data will not be saved until you select TOUCH TO FINISH.**

## Placement & Exterior Ads Module

This section contains about 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, push the **BACK** button until you return to the start of the module, then select **NO to exit each module and TOUCH TO FINISH the survey**. Please mention this in your field notes.

### Inside the Store: E2-E5

Back LOCATION Next

E2. Which tobacco products are visible in the main check-out area? Check all

Cigarettes

Chewing tobacco

Snus

Cigarillos/little cigars

E-cigarettes or e-hookah

None of the above

#### E2. Which tobacco products are visible in the main check-out area? Check all

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, snus, cigarillos/little cigars, and e-cigarettes or e-hookah.**
- Select **None of the above** if none of these products are visible in the main check-out area.

Back SELF-SERVE Next

E3. Which are displayed on the counter so customers can take one? (Check all)

Cigarettes

Chewing tobacco

Snus

Cigarillos/little cigars

E-cigarettes or e-hookah

None of the above

#### E3. Which tobacco products are displayed so that customers can take one? Check all

Self-service means that the customers could pick up the tobacco item rather than asking the clerk to hand it to them. Do not count as self-service any clear plastic displays that contain tobacco products which only the cashier can reach. Look carefully around the store and select the appropriate box 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, snus, cigarillos/little cigars, and e-cigarettes or e-hookah.**
- Select **None of the above** if none of these products are available for self-service.

Back PLACEMENT Next

E4. Which products are near candy, ice cream, or slushie/soda machines? (Check all)

Cigarettes

Chewing tobacco

Snus

Cigarillos/little cigars

E-cigarettes or e-hookah

None of the above

#### E4. Which products are near candy, ice cream, or slushie/soda machines? Check all

Look carefully for candy, ice cream, and slushie/soda machines in the store. Select the appropriate box 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).

Back ALCOHOL Next

E5. Which of the following are used to display alcoholic beverages? (Check all)

- Shelved or refrigerated with non-alcoholic beverages (e.g. energy drinks)
- Placed near the door
- Displayed in a mountain/pyramid
- None of the above

### E5. Which of the following are used to display alcoholic beverages? Check all

Determine if all alcoholic beverages are sold in a distinct area of the store. If refrigerated beverages are separate from non-refrigerated products, treat each as a distinct area. Then see if there are non-alcoholic beverages in the distinct area for alcoholic beverages (either in the non-refrigerated or refrigerated areas). Are the non-alcoholic beverages placed with the alcoholic beverages? If a non-alcoholic beverage area is next to an alcoholic beverage area, do not check the box unless the alcoholic beverages are mixed in with the non-alcoholic beverages or there are alcoholic beverages on both sides of the non-alcoholic beverage area.

- Select **Shelved or refrigerated with non-alcoholic beverages (e.g., energy drinks)** if alcoholic products are mixed with non-alcoholic beverages as described above.

Examine if there are alcoholic beverages near the entrance/exit of the store. Only examine doors that customers can enter into or exit from the store. The placement should be considered near the door if it is within ten feet AND is between the door and any cash register.

- Select **Placed near the door** if alcoholic beverages are within ten feet of the door and are between the door and any cash register.

Mountains/pyramids of alcoholic beverages include any large stacking of a particular alcoholic beverage brand, usually beer, which is at least five feet high and five feet wide in a distinct location in the store. Do not consider the depth of the stacking. Pyramids and mountains can be on the floor or on tables.

- Select **Displayed in a mountain/pyramid** if any brand of alcoholic beverage is placed in at least a five-foot high and five-foot wide stack.
- Select **None** if none of these placements exists.

\* A programming error makes it impossible to select all three choices. If it is necessary to select all three, then just select the first two and add a comment in the field notes and then in the last question of the survey ("Any additional information about this store?") indicating that all three answer choices apply to this store.

## Outside the Store: E6-E9

Back OUTDOOR ADS Next

E6. Which tobacco products are advertised on windows or doors? Check all

- Menthol cigarettes
- Other cigarettes (non-menthol)
- Chewing tobacco
- Snus
- Cigarillos/little cigars
- E-cigarettes or e-hookah
- None of the above

### E6. Which tobacco products are advertised on windows or doors? Check all

Look carefully at the storefront windows and glass doors for advertisements for the following tobacco products: **Menthol cigarettes, Other cigarettes (non-menthol), Chewing tobacco, Snus, Cigarillos/little cigars, E-cigarettes or e-hookah.** 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, professionally printed, and promote the sale of a product.

- Select the appropriate box as soon as you find one example of each product: **menthol cigarettes, other cigarettes (non-menthol), chewing tobacco, snus, cigarillos/little cigars, e-cigarettes or e-hookah.**
- Select **None** if none of the products are advertised storefront windows/glass doors.

Back AMENITIES Next

E7. This store has: (Check all)

- Produce bins
- Water refill vending machine
- Bicycle parking
- Bars on windows
- Wall murals of healthy foods
- Wall murals of other images
- None of the above

### E7. This store has: Check all

Walk around the outside of the store exterior to look for each of the following items, and select the appropriate box 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;
- **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;
- **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;
- Select **None** if none of the above are present outside the store.

Back GRAFFITI Next

E8. How much graffiti/tagging is on the building/property? Pick one

- None
- A little
- Some
- A lot

### E8. How much graffiti/tagging is on the building/property? Pick 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 **None** if there is no graffiti or tagging present.
- 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 **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 lot** if there is more graffiti/tagging than clean surface: Graffiti/tagging is present throughout most or all of the building and/or property.

Back LITTER Next

E9. How much litter/garbage is near the store entrance? Pick one

- None
- A little
- Some
- A lot

### E9. How much litter/garbage is near the store entrance? Pick one

Look for litter or garbage near the store entrance. Select the one option that best describes the amount of litter or garbage near the store entrance:

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

Back INFORMATION Next

Thank you for completing the Product Displays and Exterior Ads module. The Nutrition & Alcohol is next.

This screen indicates that you finished the Placement and Outdoor Exterior Ads Module.

Select NEXT to advance to the module(s) you are going to complete or to END the survey.

If you are asked to leave the store before you finish this module, push the BACK button until you return to E1, then select:

- **No** to exit the module.

You may select BACK enough times to return to E1 at any point during the module.

In order to end the survey and save your data, answer **NO** to the remaining modules, then select **TOUCH TO FINISH**. **Your data will not be saved until you select TOUCH TO FINISH.**

Nutrition & Alcohol Module

Prices: N2-N5

The next four questions (N2-N5) pertain to the price of a 6-pack of 12 oz regular Bud Light cans.

Back BUD LIGHT... Next

N2. What is the price for a 6-pack of Bud Light 12oz cans (or bottles, if cans not available)?

Enter price for cans (Enter price on next screen)

Enter price for bottles (Enter price on next screen)

Sold here but can't get price

Product not sold here

**N2. What is the price for a 6-pack of 12 oz regular Bud Light cans price (or bottles if cans not available)?** Please ask for price if not advertised and ask if the price includes tax. Look for the price of a six-pack of Bud Light cans. You are looking for the "original" Bud Light, which is labeled simply "Bud Light." Ignore other Bud Light products such as Bud Light Platinum, Lime, Chelada, Lima-a-rita or Straw-ber-rita. Do not consider prices for single cans or cans in larger packages (e.g., 24 packs). If six packs are not available, mark "not sold here." If six-packs of cans are not available, look for six packs of Bud Light bottles. Enter price of Bud Light in bottles only if cans are not available.

- Select **Enter price for cans** to record price of six-pack in next screen.
- Select **Enter price for bottles** to record price of six-pack of bottles only if cans are not available.
- Select **Sold here but can't get price** if only six packs of either cans or bottles are available but you are unable to obtain price.
- Select **Not sold here** if six packs of cans or bottles are not available.

\* A programming error does not skip the discount question in a store where Bud Light is not sold. In this case, you still must respond NO to the question about whether Bud Light is on sale (discounted).

Back BUD LIGHT... Next

N3. Price for one 6-pack of 12 oz Bud Light cans (or bottles if cans not available):

\$

Enter a whole number or a number followed by 2 decimals

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

**N3. Price for one 6-pack of 12 oz regular Bud Light cans price (or bottles if cans not available)?**

Enter the price in dollars and cents. Please ignore the default instruction from iSurvey to enter a whole number – DO NOT round to the nearest dollar or 10-cent increment. If a six-pack price is discounted if purchased as part of a larger quantity (e.g., as part of a 12 pack) do not divide the price in half. As noted above, enter the price of a 6-pack of Bud Light bottles only if cans are not available.

Back BUD LIGHT... Next

N4. Is sales tax included in a 6-pack of Bud Light 12oz cans price (or bottles)?

Yes

No

Unable to verify

**N4. Is sales tax included in Bud Light 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.

Back BUD LIGHT... Next

N5. Is 6-pack 12oz regular Bud Light cans or bottles on sale? e.g. \$1 off, Buy one get one

Yes

No

**N5. Is 6-pack of Bud Light on sale, e.g., \$1 off?**

- Select **Yes** if price for a 6-pack of Bud Light cans (or bottles if cans are not available) is a special offer (e.g., \$1 off). You may consider handmade signs as a special price only if they indicate a discount or special offer. Do not record special offers for single cans or discounts for larger quantities (e.g., 12 or 24 packs).
- Select **No** if the price is not on sale, discounted, or part of another promotion.

**Inside the Store: N6-N16**

Back	PRODUCTS	Next
N6. Choose all that are sold: (Check all)		
<input type="checkbox"/>	Low-end fortified wines	
<input type="checkbox"/>	Large containers of malt liquor	
<input type="checkbox"/>	Nips or minis (distilled spirits)	
<input type="checkbox"/>	Supersize alcopops	
<input type="checkbox"/>	Regular alcopops	
<input type="checkbox"/>	Alcohol pouched/slushes	
<input type="checkbox"/>	None of the above	

**N6. Choose all that are sold: (check all that apply)**

See the Pocket Guide and product definition section for product examples for each of these three categories of alcoholic beverages. Look carefully for just one product in each category.

- Select **Low-end fortified wines** as soon as you find one brand of cheap fortified wine.
- Select **Large containers of malt liquor** as soon as you find one brand of malt liquor sold in a container that is 40 ounces or larger.
- Select **Nips or mini bottles of distilled spirits** as soon as you find a one- or two-ounce bottle of distilled spirits (often displaced near the cash register).
- Select **Supersized alcopops** as soon as you find an alcopop with at least 8% alcohol in a 23.5 ounce or larger container.
- Select **Regular alcopops** as soon as you find an alcopop with 5%-6% alcohol in an 11-12 ounce container.
- Select **Alcohol pouches/slushies** as soon as you find an alcoholic beverage in a soft plastic container designed to be consumed as a liquid or as a slushie after being frozen.
- Select **None of the above** if the store does not have any of these.

Back	ALCOHOL ADS	Next
N7. Are any alcohol advertisements placed: (Check all)		
<input type="checkbox"/>	Within 3 feet of candy or toys	
<input type="checkbox"/>	Below 3 feet	
<input type="checkbox"/>	Neither	

**N7. Are any alcohol advertisements placed....(check all that apply)**

Examine the placement of all alcoholic beverage advertisements in the store. You will need to examine all parts of the store in order to complete this question. Do not include signs that are placed on alcoholic beverages themselves that are simply identifying the particular products for sale (including price signs). For example, an advertising sign that states Bud Light, \$4.00 that is placed on or near a Bud Light display should not be included in answering this question. Similarly, ignore advertisements on the glass of refrigerated units providing product and pricing information of brands inside the refrigerated unit including signs that are taped to the case. Look for and inspect alcohol advertisements that are not primarily identifying brands and prices where the products are located, e.g., ads on the walls, on banners, at the cash register or on the windows. Examine only advertisements that are inside the store. Note: You may want to measure three feet on your torso before entering a store as a reference point for answering this question.

- Select **Within 3 feet of candy or toys** if any alcohol advertisement is placed in this manner.
- Select **Below 3 feet** if any alcohol advertisement is placed three feet from the floor or lower.
- Select **Neither** if no such advertisement exists.

Back	MILK	Next
N8. Is non-fat or low-fat (1%) milk sold here? (NOT 2%, whole, or flavored milk)		
<input type="radio"/>	Yes	
<input type="radio"/>	No	

**N8. 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

Back	BREAD	Next
N9. Is whole-wheat bread sold here?		
<input type="radio"/>	Yes	
<input type="radio"/>	No	

**N9. 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.

Back	<b>TORTILLAS</b>	Next
<p>N10. Are tortillas (soft corn or whole wheat only) sold here?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p>		

**N10. 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.

Back	<b>FRUIT</b>	Next
<p>N11. Overall availability of fresh fruit: (Pick one)</p> <p><input type="radio"/> Limited (1-3 types)</p> <p><input type="radio"/> Moderate variety (4-6 types)</p> <p><input type="radio"/> Wide variety (7 or more types)</p> <p><input type="radio"/> None of the above</p>		

**N11. Overall availability of fresh fruit (pick one)**

Count the number of different types of fresh fruit that are available at the store (inside and outside of the store). For example, if a store has bananas, oranges, and apples, there are 3 different types. **Do not count each variety of fruit** (for example with apples: gala, fuji, red delicious) **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 of the above** if the store does not sell fresh fruit.

Back	<b>FRUIT</b>	Next
<p>N12. Overall quality of fresh fruit: (Pick one)</p> <p><input type="radio"/> All or most fruit are poor quality</p> <p><input type="radio"/> Mixed: more poor than good</p> <p><input type="radio"/> Mixed: more good than poor</p> <p><input type="radio"/> All or most is good quality</p>		

**N12. 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: if 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

Back	<b>VEGETABLES</b>	Next
<p>N13. Overall availability of fresh vegetables: (Pick one)</p> <p><input type="radio"/> Limited (1-3 types)</p> <p><input type="radio"/> Moderate variety (4-6 types)</p> <p><input type="radio"/> Wide variety (7 or more types)</p> <p><input type="radio"/> None of the above</p>		

**N13. Overall availability of fresh vegetables (pick one)**

Count the number of different types of fresh vegetables that are available 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. **Do not count each variety of vegetable** (for example with bell peppers: green and red) **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 on 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 of the above** if the store does not sell fresh vegetables.

Back VEGETABLES Next

N14. 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

#### N14. 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: if 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

Back HEALTH PRO... Next

N15. Are there any health promoting items around the fruit or vegetable display? (e.g.

Yes

No

Produce not sold

#### N15. Are there any health promoting items or signs (eg., posters, brochures, recipe cards, signage, drawings) around the fruit or vegetable display?

Include professionally-produced (eg., from the store chain or produce company) and hand-drawn items (eg., chalkboard drawing). 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.

Back HEALTHY CH... Next

N16. Is there a "healthy" or "family-friendly" checkout lane or display at checkout?

Yes

No

#### N16. 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 or non-fat milk, fresh fruits, granola bars, or trail mix. 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.

## Outside the Store: N17



### N17. Products advertised on buildings/sidewalks (Check all, NOT on windows/doors)

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: **Alcohol, Tobacco, Sugary Drinks** (soda, chocolate milk, sports/energy drinks)
- 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.



### 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?



This screen indicates that you finished the Nutrition Module.

If you are asked to leave the store before you finish this module, push the BACK button until you return to N1, then select:

- **No** to exit the module.

You may select BACK multiple times to return to N1 at any point during the module.

Important: Your data will not be saved until you select **TOUCH TO FINISH**.