



Marketing Surveillance Manual

2019



STANFORD PREVENTION
RESEARCH CENTER
the science of healthy living

Healthy Stores for a Healthy Community: Marketing Surveillance Manual

Table of Contents

Overview	3
Collecting Data	4
Frequently Asked Questions	5
Product Categories	5
Vaping Products:.....	5
Other Tobacco Products:	7
Tobacco product flavors:	8
Condoms:.....	9
Alcoholic Beverages / Products / Branded Merchandise:	9
Healthy/Unhealthy Foods:.....	11
Locations and Definitions.....	11
Exterior:	11
Interior:	11
Other definitions:.....	12
Core Survey	14
Store information:	14
Outside the store:	15
Condom questions	25
Alcohol questions:	26
Nutrition questions:.....	28
Flavored Products Module	31
Newport menthol hard pack price:.....	31
Grizzly wintergreen long cut price:	32
Price and Promotions Module.....	35
Copenhagen Straight long cut chew price:	36
Vaping Products Module.....	39
JUUL pod price:	41
Placement and Exterior Ads Module	42
Inside the Store:.....	42
Outside the store:	43

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Overview

Objective: The California Tobacco Control Program is leading the statewide Healthy Stores for a Healthy Community (HSHC) campaign to monitor tobacco industry practices in the retail environment. This effort is being coordinated with The Nutrition Education and Obesity Prevention Branch and The Sexually Transmitted Diseases (STD) Control Branch at the California Department of Public Health, as well as the Substance Use Disorders Program, Policy, and Fiscal Division at the Department of Health Care Services. This joint effort fosters local partnerships and expands the campaign's reach to include assessing the availability and marketing of condoms, alcohol and food products in the retail environment. All local health departments in California will conduct store observations to document the availability and marketing of tobacco products, condoms, alcohol, and healthy/unhealthy food and beverages in their respective jurisdictions. In total, this retail marketing surveillance will be conducted in more than 7000 licensed tobacco retailers, including convenience, gas, grocery, liquor, drug, and big-box stores. In 2019, food stores that do not sell tobacco will also be surveyed.

Tobacco retailers and tobacco marketing are a primary focus of the observations because of three key policy objectives for the statewide campaign: (1) to increase the price of tobacco products; (2) to reduce the availability of menthol cigarettes and other flavored tobacco products; and (3) to reduce tobacco advertising in storefront windows. Retail campaign goals related to reducing obesity-related health disparities through food sold in retail stores include: (1) to promote healthy food and beverage choices via signage and to increase placement of healthy foods and beverages overall, and especially as a substitute where less healthful food currently resides; (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; (3) to offer healthy foods and beverages in check-out aisles and limit unhealthy foods and beverages in check-out aisles; and (4) to find connectivity between chronic disease prevention programs and establish policy priorities for the retail setting. The data collection will also support the alcohol prevention goal to reduce the number of problem alcohol outlets in California by engaging in strategies that effectively address youth buying and consumption patterns, as well as strategies that effectively address product placement, availability and advertisement of alcohol products. The California STD Control Branch's goal is to expand condom access to reduce the transmission of sexually transmitted diseases, including HIV. In addition to providing free condoms to youth, the STD Control Branch also seeks to make sure that all sexually active Californians have easy access to low-cost condoms in retail settings. **The long-term objective of this campaign is to make the retail environment a healthier place for ALL Californians.**

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

- Flavored Products Module
- Price and Promotions Module
- Vaping Products Module
- Placement and Exterior Ads Module

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

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

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

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

³ CX3, Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention. Communities of Excellence (CX3). California Department of Public Health, Nutrition Education and Obesity Prevention Branch, May 2018. Available online: <https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/CommunitiesofExcellence3.aspx>

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

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

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

Collecting Data

Talking with store clerk:

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

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

If condoms cannot be found on display, you will also need to ask a store clerk whether or not condoms are sold. Condoms may be hard to locate as they can come in small packages, or may only be sold behind the clerk's counter. If you cannot examine condoms that are behind a counter or in a locked cabinet or shelf display, you should also ask the clerk the remaining condom questions about price and pack size.

Each local health department is determining its own protocol for how data collectors are to introduce or identify themselves in each store. Please refer to your local health department's training materials for more information. However, courtesy is important. Please wait for paying customers to finish before asking questions of a store clerk. 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.

Using the survey device:

SurveyPocket works with smart phones and iPads of all sizes. To start a survey on a device, open the SurveyPocket application, select "HSHC 2019 Survey," and then select "Start Survey".



Once in the survey, you will see button on the top left that allows you to go back to the previous screen. On some devices, this will be an arrow pointing left and other devices will show the word "back." Use this back button in situations where you need to go back to change your answer to previous questions so that your answers are more accurate. **IMPORTANT: The survey will not let you skip a question without answering. However, you can always return to questions using the BACK button if you need to change your answer.** You should not need to use the HOME button on the top right.

Most of the survey questions ask you to select from among several possible answers. **Circles** indicate that you should **PICK ONLY ONE answer**. **Squares** indicate that you should **SELECT ALL THAT APPLY**. The appropriate instruction is mentioned on each screen. Other question types show pictures that you touch to select.

Because every question requires an answer, there is always an option to check NONE of the above.

Pick ONE:	Check ALL:
<input type="radio"/> Red	<input type="checkbox"/> Red
<input type="radio"/> Blue	<input type="checkbox"/> Blue
<input type="radio"/> Green	<input type="checkbox"/> Green
<input type="radio"/> None of the above	<input type="checkbox"/> None of the above

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. **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. Please also enter any interesting things you observe in the store, such as new tobacco products you haven't seen before or a notable interaction with a store clerk. The screen for entering your comments is called "FINAL INFO."

Frequently Asked Questions

Q: Who can I call for help?

If you need additional help in the field, please call your locally designated HSHC Lead Contact. If necessary, the HSHC Lead Contact may then contact The Tobacco Control Evaluation Center (TCEC) at UC Davis, which is available for technical assistance in the field by phone at the TCEC help line at 530-754-8929 or by e-mail (JTAnd@ucdavis.edu). The HSHC survey hotline will be available M-F, 8-4 pm. If the HSHC Lead Contact anticipates needing help outside of normal business hours, schedule an appointment with TCEC at least one week in advance.

Q: How do you save the data?

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

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

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

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

You only need to survey each store one time. You may return to a store at a later time or a different day to complete the survey, but it is strongly recommended to finish surveying the store on the same visit to ensure accurate and consistent data. Please indicate on your field notes if a store was visited at different times.

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

If SurveyPocket is moved to the background because the device goes to sleep, another app pops up, e.g. text message, or the home button is pressed, you should be able to return to the part of the survey where you left off once SurveyPocket is opened again. If SurveyPocket shuts down or the device is turned off, then there are a few more steps required to get back to where you left off. Open SurveyPocket, select the menu button on the top (three horizontal lines), select “Responses,” select, “HSHC 2019,” and select the survey you were conducting. Scroll to the bottom, and select, “Complete the Survey” to get back to where you left off. Note: Please avoid closing the app in the middle of the survey if possible, to avoid potentially losing the data or entering information in the survey for the incorrect store. It is strongly recommended to finish surveying the store on the same visit to ensure accurate and consistent data.

Product Categories

This section describes the categories of products that are included in the HSHC survey: tobacco products, condoms, alcohol, healthy/unhealthy beverages, and healthy/unhealthy foods. Note that stores may sell different brands and flavors than the examples pictured below but we have pictured the most popular brands. See the Pocket Guide for additional product examples.

Vaping Products:

This is the umbrella term we use for a category of tobacco products that includes any electronic vaping device or refill (cartridges and e-liquids). In the core, you will only be required to differentiate Pod Mods from other types of vaping products. In the Vaping products module, you are required to identify the remaining types of products. You should be able to recognize the difference between these products and whether they are sold in stores.

Pod Mods: Small, compact vaping devices that use disposable or refillable “pods” of e-liquid. Pods snap onto the devices, unlike traditional e-cigarettes with cartridges that must be screwed onto the end. Popular brands of Pod Mods are JUUL, Suorin, and Vuse Alto.



Other vaping products:

This will refer to all other types of vaping products below, including e-cigarettes, cartridges, vape pens, mods/tanks, and e-liquids.

E-cigarettes: Generally, these are battery-operated products that deliver nicotine, flavors and other chemicals in an aerosol that is often mistakenly called “vapor”. Popular brand names are Vuse, Blu, NJOY, Logic, and MarkTen. This category includes e-cigarettes that look like standard combustible cigarettes, also known as “cigalikes.” E-cigarettes are marketed under a number of terms, including e-hookah and e-cigs. The three types of products listed below all count as “e-cigarettes”:



E-hookah: This is a marketing term for another subgroup of e-cigarettes. They may be disposable or rechargeable/refillable and come in all sizes but are typically thinner and longer than cigalikes and have a narrower tip at the end. The device or packaging is usually colorful and must be labeled e-hookah. Example brand names are: Fantasia, 5StarHookah, and G1.



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



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



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











Mod/tanks: These are typically larger than vape pens that users also fill with e-liquid. Mods (short for “method of delivery” or “modified”) can be customized with a removable battery and attachment for re-buildable coils within an atomizer (the compartment that holds the e-liquid). There are mechanical mods, with a battery incased in a cylindrical shape, which look similar to the classic vape pen but larger. The box mods have rectangular-shaped cases where the larger battery is stored. Mods create larger “vape clouds” as compared to vape pens, because of the larger battery. Example brands are: Vaporfi, Kanger, Aspire, and Innokin.



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

Other Tobacco Products:

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

	<p>Cigarettes: These are the most widely available tobacco product, typically sold in packs and cartons. Popular cigarette brands include Marlboro, Newport, Camel, Natural American Spirit, and Pall Mall.</p>
	<p>Little cigars/cigarillos: Little cigars and cigarillos come in various sizes, from the size of a cigarette, to just smaller than a large cigar. The main feature that distinguishes these from cigarettes is their wrapping material, which is either a tobacco leaf or brown paper containing tobacco. Cigarillos may be sold individually, a few in a pack. Little cigars are sold in a pack of 20 that looks like a cigarette pack. You do not need to be able to distinguish little cigars from cigarillos. Popular brands are Swisher Sweets, Black & Mild, Phillies, and White Owl. <u>Blunts filled with tobacco should be included in this category.</u></p>
	<p>Blunt/cigar wraps: These are rolled tobacco leaves, intended to be filled with tobacco or marijuana by the user. These come in a variety of flavors and package sizes. The product packaging looks similar to packaging for cigarillos, but must say “wrap” or “cone”, e.g. “Blunt wrap”. Do not include herbal products, such as herbal wraps, hemp cones, or cigarette rolling papers. Popular brands of wraps are Zig Zag, Platinum, Blunt Wrap, XXL Royal Blunts, Juicy, Phillies, Dutch Masters, Backwoods and White Owl.</p>
	<p>Large cigars: Typically one inch wide, a large cigar typically contains at least one-half ounce of aged, fermented tobacco (i.e., as much as a pack of cigarettes) and usually takes 1–2 hours to smoke. These are often sold as singles but can also be found in boxes.</p>
	<p>Chewing tobacco: This category includes all smokeless tobacco products that involve spitting, including chew and snuff. 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, and Redman.</p>
	<p>Snus: Snus (rhymes with “goose”) is a moist powder tobacco product in a teabag-like pouch that is used by placing it under the lip for extended periods of time – like snuff tobacco without the need for spitting. Popular brands are Marlboro, Camel, and General. Do not confuse chewing tobacco “pouches” with this product, which are always labeled “Snus”.</p>
	<p>Hookah: Also known as water pipes, hookahs are used for smoking flavored tobacco or other substances. Hookah pipes generally consist of a head, body, water bowl, and hose. Included in this category is the tobacco used in hookahs, which is typically shredded tobacco leaf flavored with molasses, honey, or dried fruit. This sweetened tobacco product is generally called shisha. Popular brands are Starbuzz and Social Smoke.</p>
	<p>Heated tobacco: Manufacturers claim that these products produce smoke by heating tobacco without burning it. Eclipse, Revo, iQOS are popular brands.</p>
<p>Note: Loose tobacco is not included in the survey. If you find yourself in a store where no tobacco products are sold other than loose tobacco, please mention that in the field notes.</p>	

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

Tobacco product flavors:

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

<p>Liquor</p> <p>Amaretto Bourbon Caribbean Peach Rum Cognac Honey Bourbon Irish Cream Moonshine Peach schnapps Piña Colada Rozay Wine Scotch Spiced Rum Whiskey Wine grape</p>	
<p>Fruit or Sweet</p> <p>Apple Cherry dynamite Chocolate Cinnamon Cream Grape (white, red) Honey Java Pineapple Raspberry Cream Spice Strawberry Vanilla</p>	
<p>Mint</p> <p>Arctic Ice Fresh Frost Menthol Peppermint Spearmint Wintergreen Winterchill</p>	
<p>None of the above</p> <p>Black Bold Dark or Light Diamond Gold Naked Original(e) Perfecto Platinum Purple or Red Royale Smooth Sunshine Wild</p>	

Dry chamber vaporizer:

Dry chamber vaporizers: This type of product uses a similar technology as pod mods to heat wax, oils, or herbs rather than e-liquid. Example brand names are Pax, V2 Pro and Firefly.

**Condoms:**

Next to abstinence, using condoms is one of the best ways to protect from pregnancy and sexually transmitted diseases, including HIV.



Condoms may be sold as single, individually-wrapped packages that fit in the palm of your hand, or in boxes with as many as 36 condoms. These may be found at the front counter, or shelved in the aisles, often in a family planning section. Common brands include Trojan, Durex, LifeStyles, Kimono, and ONE.

**Alcoholic Beverages / Products / Branded Merchandise:**

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



Alcoholic beverages: Any beverage designed for consumption that contains at least 0.5% alcohol by volume.

There are four major types of alcoholic beverages:

- Beer (including malt liquor)
- Wine (including fortified wine, Japanese Rice Wine (sake) and Champagne)
- Distilled Spirits (e.g., whiskey, rum, vodka and other distilled products)
- Alcopops (labeled "malt beverages" usually with a sweet, fruity flavor)

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.



Beer: The third most commonly consumed beverage in the world. It is generally fermented, deriving sugars from malted cereal grains, most commonly malted barley and malted wheat. Most beer is also flavored with hops, which add bitterness and act as a natural preservative, though other flavorings such as herbs or fruit may occasionally be included.



Malt liquor (any size): A malt liquor with 6% or more alcohol in any size container. NOTE: Malt liquor is a form of beer. For this category, include only those beers labeled as malt liquor. "40's", or 40 ounce can/bottles of malt beer are popular. Brands include: Steel Reserve, King Cobra, Colt 45, Olde English 800, Hurricane, Miceys, Schlitz, Magnum, and St. Ides.



Wine: An alcoholic beverage made from fermenting sugar that is naturally present in grapes. Wine comes in a variety of flavors and costs more than \$3. Sake (Japanese Rice Wine, made by fermenting rice) is included in this category. The sake may or may not be shelved with wine.



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



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



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



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

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



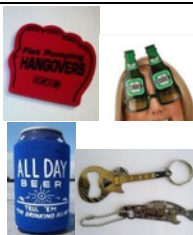
Pouches/slushies: Alcoholic beverages available in soft plastic pouches for consumption as liquid or frozen. May include beer, wine, or distilled spirits products. The packaging is key - a soft plastic container that is designed to be consumed as liquid or after being frozen. Brands include Shot Pak,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



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







Non-liquid alcoholic products: Alcohol containing products that are not liquid such as jello shots. This does not include BuzzBallz or Pouches/Slushies because they are liquid. You are only asked about these in C17



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

Healthy/Unhealthy Foods:

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

	<p>Healthy beverages: This category refers to water, unflavored milk (dairy or non-dairy) that is non-fat, low-fat (1%), or reduced fat with no sugar added (but NOT 2% or whole milk), 100% juice of any variety (no added sugar), and bottled water (either still or sparkling). Calorie-free flavored mineral water or seltzer (e.g., lemon- or lime-flavored Crystal Geyser or Perrier) is included in this category, as well as black coffee or tea, as long as it does not contain any sugar.</p>
	<p>Water is unsweetened/zero-calorie drinking water that is either carbonated (e.g. Perrier or LaCroix) or non-carbonated (e.g., well water, distilled water, mineral water, or spring water like Dasani or Aquafina). It can either be pre-packaged in plastic or glass bottles, or available from a gallon (or larger) water bottle refilling station (fountain beverage dispensers do not apply).</p>
	<p>Fruit or vegetables: In addition to whole fruits and vegetables, this category includes refrigerated packs of fruits or vegetables, such as sliced apples or small carrots, and fresh fruit in a cup (e.g., Dole Fruit-in-a-Cup). If the survey question does not specify "fresh," then the fruit/vegetable category also includes canned (in water or 100% fruit juice – not syrup), frozen, or dried products, such as raisins and prunes.</p>
	<p>Sugary drinks: This category includes any soda, sports/energy drinks (e.g., Gatorade, Monster, Red Bull), vitamin water, chocolate or other-flavored milk, lemonade, sweetened tea or juices that do not specify 100% juice (e.g., Sunny Delight, Snapple, and Crystal Geyser Juice Squeeze). Do not include diet soda.</p> <p>Do NOT include alcoholic beverages in this category.</p>

Locations and Definitions

Exterior:

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

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

Interior:

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

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

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

Other definitions:

Advertisement: Any professional or computer-printed sign, poster, banner, decal OR sticker, neon lights or other three-dimensional object that tries to sell something. Advertisements must be branded to include the name of a specific product (e.g., Marlboro, JUUL, or Swisher) or store name (e.g., 7-Eleven or Safeway). Information about price or price promotions can be hand-written on advertisements; however, entirely hand-written signs, such as painted butcher paper or windows, or unbranded material such as “Bananas: 4 for \$1,” should NOT be considered advertisements. Health promoting signs such as Champions for Change or Harvest of the Month are NOT advertisements because they do not try to sell something.

Age-restricted entry: An area of the store that requires customers be of a certain age to enter (e.g., 18 or 21). This is typically indicated by a sign (e.g., Must be 18+ to enter or No persons under 21 may enter). Employee-only areas of the store, such as kiosks (inside or outside) or checkout areas behind glass, are not considered age-restricted, since customers of any age should not enter these areas.

Some stores have age-restricted entry signs **outside the store**. These exterior signs say something like, “No minors allowed” or “No one under 18 allowed,” or “Under 18 not allowed.” If you see an age-restricted entry sign outside the store, do not complete the survey at that location. For question C5, choose “No, under 18 not allowed to enter,” regardless of whether the sign says 18 or 21.

Some stores have age-restricted entry signs for areas **inside the store** (a so-called store-within-a-store, usually an area reserved for tobacco products exclusively). Please still complete the survey, but do NOT enter the age-restricted area. If tobacco products in an age-restricted area are visible to customers without entering that area, choose “Yes” for question C9, which asks if tobacco products are visible. However, you should not attempt to record any further information about specific products, flavors or advertisements inside the age-restricted area. Information about advertisements that are posted on the age-restricted area facing customers in the main part of the store should be recorded on your survey.

Product availability:

For tobacco products, items are only “sold” if they are currently in stock. If a sign or shelf tag shows that a product may have been previously sold but shelves are now empty, do not consider it as being sold.

For condoms, alcohol, and food/beverage products, an item is “sold” or “available” even if a store is “out of stock” and no product is currently available on the shelf. When a sign on a shelf indicates that a store usually sells the product, then indicate that the product is sold. The exception to this is fresh PRODUCE, which must be IN STOCK to be “available.”

What if products are out of stock?	
Tobacco	Out of stock = NOT sold
Fresh fruit/vegetables	Out of stock = NOT sold
Other foods/drinks/alcohol/condoms	Out of stock = Sold

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

Price promotion: These are discounted prices that may be hand-written on small signs along the shelf-edge, or printed on stickers or shrink-wrap on packages. Promotions are a **temporary** “special” or “sale” price (e.g., \$1 off or 50 cents off); a multi-pack discount (e.g., a special price for buying more than one pack, or buy # of packs and get # of packs free, or set low price when you buy 3); a cross-product promotion (e.g., free snus with a cigarette purchase); or other free gifts with purchase (e.g., hot sauce, or drink holder). Ads for mobile coupons do NOT count as price promotions.

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

Mobile Coupons: An advertisement that indicates the store accepts mobile coupons or suggests how to get them (e.g., website, QR code, App). The advertisement may be for any tobacco (including vaping products) or a tobacco brand (e.g., Marlboro). However, ads for mobile coupons do NOT count as price promotions.

Close to the store’s entrance (10 feet): This refers to products located at any height but within 10 feet of the store’s entrance/exit. You can estimate 10 feet by taking 4-5 normal walking steps: start to finish is about 10 feet.

Core Survey

This section contains about 47 questions and takes about 15 minutes, depending on the type of store you are in. The main tasks are to:

- Assess what products are advertised on clear windows and doors
- Determine whether the store sells any tobacco (including vaping products)
- Look for a pharmacy counter
- Answer questions about the main check-out area
- Look for particular types of tobacco products, alcoholic beverages/products, healthy/unhealthy foods
- Look for price promotions of tobacco products, and alcoholic beverages/products
- Get prices for two specific tobacco products
- Get the price for the cheapest condom(s)
- Answer questions about fresh fruit and vegetables

Store information:

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

C1. Store ID (6 digits): *

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

C2. Coder ID (2-digits): *

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. If the store name is not displayed, indicate that the store names match.
- Select **No – Enter correct name** if the store name does not match exactly and enter the name as it appears on the storefront.

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 – Enter correct address** if the address does not match and enter the correct street address.

C5. Can you survey this store? *

- Yes, I can ☐
- No, store does not exist ☐
- No, store is closed ☐
- No, under 18 not allowed to enter ☐
- No, membership or fee required to enter ☐
- No, environment unsafe for me ☐
- I was asked to leave before completing the survey ☐
- Other (specify) ☐

C5. Can you survey this store?

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

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

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

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

Outside the store:

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

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

- Less than 10% (less than 1/10) ☐
- Between 10% and 33% (between 1/10 and 1/3) ☐
- More than 33% (more than 1/3) ☐
- No windows or clear doors ☐

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

Look carefully at the storefront windows and glass doors to determine what portion of the **storefront glass area** is covered by signage of **any** kind. This question is not limited to ads. Include ALL signs such as those posting store hours, thanking shoppers for coming or communicating other messages. Consider any sign that is professionally printed or handwritten; 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 how covered the storefront windows and glass doors are:

- Select **Less than 10% (less than 1/10)** if there is hardly any signage and most of the windows and doors are clear from signs.
- Select **Between 10% and 33% (between 1/10 and 1/3)** if there is some signage but a good portion of the windows and doors is uncovered.
- Select **More than 33% (more than 1/3)** if at least one-third of the window and glass door space is obscured by signage of any kind.
- Select **No windows or clear doors** if there is no glass surface to consider.

C7. Which products are advertised on windows and clear doors? (Select all that apply) *

- Vaping products ☐
- Any other tobacco (e.g., cigarettes, cigar products, chew) ☐
- Alcoholic beverages/products/branded merchandise ☐
- Sugary drinks (e.g., soda, chocolate milk, sports/energy drinks) ☐
- Healthy beverages (water, 100% juice, low or non-fat milk) ☐
- Fruit or vegetables (fresh, frozen, canned) ☐
- None of the above ☐

C7. Which products are advertised on windows and clear doors? (Select all that apply)

Look carefully at the storefront windows and glass doors to locate advertisements for each category of products. The definition for “Advertisements” can be found on page 12.

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

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

- Select **Vaping products** if there is at least one ad for any e-cigarettes, vapor devices or e-liquids.
- Select **Any other tobacco (e.g., cigarettes, cigar products, chew)** if there is at least one ad for a tobacco product other than vaping products. This category includes cigarettes, chewing tobacco, snus, cigarillos/little cigars, large cigars, blunt wraps and hookah.
- Select **Alcoholic beverages/products/branded merchandise** if there is at least one ad for any type of alcoholic beverage, product or branded merchandise.
- Select **Sugary drinks (e.g., soda, chocolate milk, sports/energy drinks)** if there is 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 (water, 100% juice, low or non-fat milk)** if there is at least one ad for bottled water (still or sparkling), white milk (nonfat, low fat 1%), or 100% juice. Assume that juice drinks are sugary drinks unless the sign specifies 100% juice.
- Select **Fruit or vegetables (fresh, frozen, canned)** if there is at least one ad for fruit or vegetables that are fresh, frozen, dried, bagged, canned or in a plastic cup.
- Select **None of the above** if there are no ads for any of the above products found on storefront windows or glass doors.

C8. Which products are advertised elsewhere outside the store (on building or sidewalk and NOT on windows/doors)? (Select all that apply) *

- Vaping products ☐
- Any other tobacco (e.g., cigarettes, cigar products, chew) ☐
- Alcoholic beverages/products/branded merchandise ☐
- Sugary drinks (e.g., soda, chocolate milk, sports/energy drinks) ☐
- Healthy beverages (water, 100% juice, low or non-fat milk) ☐
- Fruits or vegetables (fresh, frozen, canned) ☐
- None of the above ☐

C8. Which products are advertised elsewhere outside the store (on building or sidewalks and NOT on windows/doors)? (Select all that apply)

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

- Select each product below as soon as you find one advertisement that refers to that product:
 - **Vaping products**
 - **Any other tobacco (e.g., cigarettes, cigar products, chew)**
 - **Alcoholic beverages/products/branded merchandise**
 - **Sugary drinks (e.g., soda, chocolate milk, sports/energy drinks)**
 - **Healthy beverages (water, 100% juice, low or non-fat milk), or**
 - **Fruit or vegetables (fresh, frozen, canned)**
- Select **None of the above** if there are no ads for any of the above products found on other parts of the building or property.

ENTER STORE:

Please enter the store to continue the survey.

C9. Are tobacco products (including vaping products) visible to customers? (Ask a clerk if none are visible) *

Yes ☐

No - Tobacco products are sold but not visible ☐

No - Store does not sell tobacco products ☐

C9. Are any tobacco products (include vaping products) visible to customers? (Ask a clerk if none are visible)

Tobacco products are typically displayed on the wall behind the main cash register, near the counter, or on shelves in a separate area. You may have to walk around the entire store to determine if tobacco is sold, particularly if you are at a supermarket, Walmart, or other large discount store. **Answer this question based on what is visible to customers of any age.** Do not enter any age-restricted area in a store.

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

If you cannot see tobacco products, ask the clerk whether the store sells cigarettes or vaping products.

- Select **No - Tobacco products are sold but not visible** if tobacco products are kept behind/below the counter in such a way that they hidden from view. In this case, please ask the clerk the necessary questions to answer the survey. If tobacco products are **VISIBLE** in an age-restricted area, answer YES but do not enter the area and do not ask the clerk about what is sold in the age-restricted area.
- Otherwise select **No - Store does not sell tobacco products**.

C10. Are tobacco products sold in an age-restricted area? (e.g., Must be 18 to enter or Must be 21 to enter) *

No age-restricted area for tobacco products ☐

Yes, all tobacco products are in an age-restricted area ☐

Yes, some tobacco products are in an age-restricted area ☐

C10. Are tobacco products sold in an age-restricted area? (e.g., Must be 18 to enter or Must be 21 to enter)

Look for an area of the store designated for tobacco products that is off-limits to people under age 18 (or 21). This is likely to be a section of the store with its own door or curtain at the entrance. It may or may not have windows, and what is inside may or may not be visible to customers in the main store.

Select from the following options:

- Select **No age-restricted area for tobacco products** if none exists.
- Select **Yes, all tobacco products are in an age-restricted area** if ALL tobacco is contained in an area that is clearly marked with a sign about age-restricted entry.
- Select **Yes, some tobacco products are in an age-restricted area** if some tobacco products are found in the main store and some are in an age-restricted area within the store.

Please do not enter any age-restricted area to complete the survey. If there is an age restricted area in the store, please complete the survey, but do NOT enter the age-restricted area. If tobacco products in an age-restricted area are visible without entering that area, you should have selected Yes to question C9 about product visibility. However, you should not attempt to record any further information about specific products, flavors or advertisements inside the age-restricted area. Information about advertisements that are posted on the age-restricted area facing customers in the main part of the store should be recorded on your survey.

Reminder: This screen will be shown at multiple points throughout the survey.

What if products are out of stock?

Tobacco

Out of stock = **NOT** sold

Fresh fruit/vegetables

Out of stock = **NOT** sold

Other foods/drinks/alcohol/condoms

Out of stock = **Sold**

For tobacco products, items are only “sold” if they are currently in stock. If a sign or shelf tag shows that a product may have been previously sold but shelves are now empty, do not consider it as being sold.

For condoms, alcohol, and nutrition products, an item is “sold” or “available” even if a store is “out of stock” and no product is currently available on the shelf. When a sign on a shelf indicates that a store usually sells the product, then indicate that the product is sold. The exception to this is fresh PRODUCE, which must be IN STOCK to be “available”.

C11. Which products are sold here? (Select all that apply) *

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

C11. Which products are sold here? (Select all that apply)

- Select **Vaping products** if the store sells any e-cigarettes, vapor devices or e-liquids.
- Select **Any other tobacco (e.g., cigarettes, cigar products, chew)** if the store sells at least one tobacco product other than e-cigarettes, vapor devices or e-liquids. This category includes cigarettes, chewing tobacco, snus, cigarillos/little cigars, large cigars, blunt wraps and hookah.
- Select **Alcoholic beverages/products** if the store sells beer, wine, or other alcoholic beverages in cans or bottles that are meant to be consumed off site. Also include alcoholic products that are not liquid such as jello shots.
- Select **Fresh fruit 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 fruit, and dried fruit, such as raisins and prunes. Fresh fruits or vegetables must be “in stock” to count.
- Select **Other food or beverages (e.g., candy, chips, snack foods)** if the store sells any other food items (e.g., bread, candy, snack foods) or non-alcoholic beverages (e.g., soda, bottled water, juice).
- Select **None of the above** if no products from these categories are sold. In this case, you will be taken to the end of the survey and will not be asked to answer any further questions.

C12. Which type of store is this? Select “other” for more choices: (Select one) *

- Convenience store ☐
- Small market/deli/produce market ☐
- Supermarket/large grocery store ☐
- Discount store/super center (e.g., Walmart, Target, Dollar Store) ☐
- Drug store/pharmacy (e.g., Rite Aid, Walgreens) ☐
- Liquor store ☐
- Gas station booth ☐
- Other (Store types continue next screen) ☐

C12. Which type of store is this? Select “other” for more choices: (Select one)

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

- **Convenience store:** These sell a limited line of goods that generally include milk/bread/soda/snacks. These include foodmarts and may sell gas (Arco AM/PM, Chevron, BP Connect, Valero), while others don’t (7-Eleven, Circle K, Quik Stop). These stores do not sell raw meat, with the exception of bacon.
- **Small market/deli/produce market:** These 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 fruit and vegetables, and fresh and prepared meats, fish, and poultry (Safeway, Vons, Luckys, Ralph’s, etc.). They have three or more registers and may or may not also have gas pumps.
- **Discount store/supercenter (e.g., Walmart, Target, Dollar Store):** These sell a wide range of general merchandise including fresh and perishable goods, home goods and sometimes electronics. Include both smaller dollar stores, such as 99 Cent Stores, Dollar Tree, Dollar General, as well as very large discount department stores like Walmart, Target and Kmart.

- **Drug store/pharmacy (e.g., Rite Aid, Walgreens):** Stores known primarily for selling prescription drugs as well as over-the-counter medicines. Do not include grocery stores with a pharmacy counter.
- **Liquor store:** These stores mostly sell beer, wine, other alcohol, and may sell a limited supply of snack foods.
- **Gas station booth:** A store consisting entirely of a kiosk or booth at a gas station that has no door for customer entry and may sell cigarettes or small food items through a store clerk's window.
- Select **Other (Store types continue next screen)** for more options on the next screen.

C13. Which type of store is this? (Select one) *

Hookah bar/cafe ☐

Tobacco store/head shop ☐

Vaping product store ☐

Other (specify): ☐

C13. Which type of store is this? (Select one)

Store designations continued ...

- **Hookah bar/cafe:** A restaurant or bar that allows customers to smoke tobacco from hookahs. Some serve food, but others don't.
- **Tobacco store/head shop:** Stores that primarily sells tobacco products (e.g., Cigarettes Cheaper) or items related to the consumption of cannabis and tobacco, including pipes, bongs, and clothing related to cannabis and tobacco use. If they appear on your list of stores to survey, attempt to survey them all.
- **Vaping product store:** A store that sells primarily e-cigarettes or other vaping devices, including e-liquids and does not sell any **other** tobacco products. The word "vape" does not need to be in the store name for it to be considered a vaping product store.
- Select **Other (specify)** when none of the other store categories apply. To specify a different store type, enter a brief description, such as donut shop, restaurant, cell phone or video store, bait and tackle, auto repair, etc.

C14. Does the store have a pharmacy counter (e.g., Safeway, Vons, Walmart)? *

Yes ☐

No ☐

C14. Does the store have a pharmacy counter (e.g., Safeway, Vons, Walmart)?

A pharmacy counter dispenses prescription drugs. The survey will skip this item if you specified "pharmacy/drug" for store type.

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

C15. Which vaping products are sold here? (Select all that apply) *

Pod Mods (e.g., JUUL, Suorin, Vuse Alto devices/pods) ☐

Other vaping products (such as e-cigarettes, includes cartridges and e-liquids) ☐

None of the above ☐








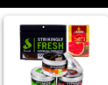

C15. Which vaping products are sold here? (Select all that apply)

This question asks you to identify which types of vaping products are sold here.

- Select each product if you find at least one example in any of the following categories:
 - **Pod Mods (e.g., JUUL, Suorin, Vuse Alto devices/pods)**
 - **Other vaping products (such as e-cigarettes, includes cartridges & e-liquids)**
- Select **None of the above** if none of these products are sold.

Please do not enter an age-restricted area to complete the survey.

C16. Which other tobacco products are sold here? (Select all that apply) *

 Cigarettes, unflavored	 Cigarettes, menthol
 Little cigars/cigarillos	 Blunt/cigar wraps
 Large cigars (e.g., Cohiba, Montecristo)	 Chewing tobacco
 Snus (e.g., Camel, General)	 Hookah (e.g., Starbuzz)
 None of the above	

C16. Which other tobacco products are sold here? (Select all that apply)

Tobacco products are typically located near the cash register. See the Pocket Guide for additional pictures and popular brand names for each. You do not need to find the pictured examples – there are many brands and varieties of each product.

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

- Select item as soon as you find one example in any of the following categories (depending on your device, it may be necessary to scroll):
 - Cigarettes, unflavored (e.g., Marlboro, Camel)
 - Cigarettes, menthol (e.g., Newport, Camel Crush)
 - Little cigars/cigarillos (e.g., Swisher Sweet, White Owl)
 - Blunt/cigar wraps (e.g., ZigZag, Royal Blunts)
 - Large cigars (e.g., Cohiba, Montecristo)
 - Chewing tobacco (e.g., Copenhagen, Grizzly)
 - Snus (e.g., Camel, General)
 - Hookah (e.g., Starbuzz)
- Select **None of the above** if none of these products are sold (it may be necessary to scroll).

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

C17. In the main checkout area, are any of the following placed on/next to the counter(s)? (Scroll and select all that apply) *

Vaping products	<input type="checkbox"/>
Any other tobacco (e.g., cigarettes, cigar products, chew)	<input type="checkbox"/>
Alcoholic beverages (all liquids, including BuzzBallz and pouches)	<input type="checkbox"/>
Non-liquid alcoholic products	<input type="checkbox"/>
Alcohol branded merchandise	<input type="checkbox"/>
Sugary drinks (e.g., soda, sports/energy drinks, chocolate milk, etc.)	<input type="checkbox"/>
Candy	<input type="checkbox"/>
Fresh fruit	<input type="checkbox"/>
Water (e.g., Dasani, Aquafina)	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

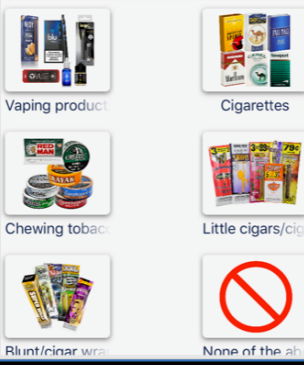
C17. In the main checkout area, are any of the following placed on/next to the counter(s)? (Scroll and select all that apply)

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

- Select the appropriate items to indicate whether they 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:
 - Vaping products
 - Any other tobacco (e.g., cigarettes, cigar products, chew)
 - Alcoholic beverages (all liquids, including BuzzBallz and pouches)
 - Non-liquid alcoholic products
 - Alcohol branded merchandise
 - Sugary drinks (e.g., soda, sports/energy drinks, chocolate milk, etc.)
 - Candy includes candy bars, hard candies, soft chews/taffy/licorice, chocolates, breath mints, and gum. Do not include any kind of granola/energy bars or trail mix.
 - Fresh fruit
 - Water (e.g., Dasani, Aquafina)
- Select **None of the above** if none of the above are located on/next to the counter(s) of the main checkout area.

Only product categories selected in C11 will appear in this question.

C18. Which of the following are displayed on the counter so customers can take one without asking the clerk for help? (Select all that apply) *



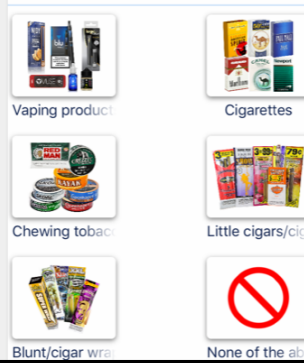
C18. Which of the following are displayed on the counter so customers can take one without asking the clerk for help? (Select all that apply)

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 only the clerk can reach. Select the appropriate item to indicate which of the following products are available for self-service:

- Select each product if you find one self-service display of each category:
 - Vaping products
 - Cigarettes
 - Chewing tobacco
 - Little cigars/cigarillos
 - Blunt/cigar wraps
- Select **None of the above** if none of these products are available for self-service.

Only products selected in C15 and C16 will appear in this question.

C19. Which products are within 6 inches of candy, ice cream, or slushie/soda machines? (Select all that apply) *



C19. Which products are within 6 inches of candy, ice cream, or slushie/soda machines? (Select all that apply)

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

- Select each product if you find one within 6 inches of candy, ice cream, or slushie/soda machines:
 - Vaping products
 - Cigarettes
 - Chewing tobacco
 - Little cigars/cigarillos
 - Blunt/cigar wraps
- Select **None of the above** if none of these products are within 6 inches of candy, ice cream, or slushie/soda machines.

Only products selected in C15 and C16 will appear in this question.

C20. Inside the store, are there any price promotions for the following? (Select all that apply) *

- | | |
|--------------------------|--------------------------|
| Vaping products | <input type="checkbox"/> |
| Cigarettes | <input type="checkbox"/> |
| Chewing tobacco | <input type="checkbox"/> |
| Little cigars/cigarillos | <input type="checkbox"/> |
| Blunt/cigar wraps | <input type="checkbox"/> |
| None of the above | <input type="checkbox"/> |

C20. Inside the store, are there any price promotions for the following? (Select all that apply)

Promotions offer a temporary “special” or “sale” price (e.g., \$1 off, or 50 cents off), a multi-pack discount (e.g., a special price for buying more than one pack, or buy # of packs and get # of packs free), a cross-product promotion (e.g., free snus with a cigarette purchase), or other free gifts with purchase (e.g., hot sauce, drink holder). Price promotions may be hand-written or printed, and placed along shelf-edge, on stickers or shrink-wrap on packages. Ads for mobile coupons do NOT count as price promotions.

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

- Select each item as soon as you find one price promotion for each type of product:
 - Vaping products
 - Cigarettes
 - Chewing tobacco
 - Little cigars/cigarillos
 - Blunt/cigar wraps
- Select **None of the above** if the store does not advertise promotions for any of these products.

Only products selected in C15 and C16 will appear in this question.

C21. Which advertisements are placed within 3 feet (any direction) of candy or toys? (Select all that apply) *

- Vaping product ads ☐
- Any other tobacco ads (e.g., cigarettes, cigar products, chew) ☐
- Alcohol ads ☐
- None of these ☐

C21. Which advertisements are placed within 3 feet (any direction) of candy or toys? (Select all that apply)

Three feet is the height of a standard kitchen counter, or a little more than arm's length.

- Select all of the categories that have advertisements within 3 feet, in any direction, of candy or toys:
 - Vaping product ads
 - Any other tobacco ads (e.g., cigarettes, cigar products, chew)
 - Alcohol ads
- **Any other tobacco ads** include any tobacco products other than vaping products. Specifically, this category includes cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, and hookah.
- Select **None of these** if none of the above advertisements are within 3 feet of candy or toys.

C22. Which advertisements are placed below 3 feet? (Select all that apply) *

- Vaping product ads ☐
- Any other tobacco ads (e.g., cigarettes, cigar products, chew) ☐
- Alcohol ads ☐
- None of these ☐

C22. Which advertisements are placed below 3 feet? (Select all that apply)

Three feet is the height of a standard kitchen counter, or a little more than arm's length.

- Select all of the categories that have advertisements below 3 feet:
 - Vaping product ads
 - Any other tobacco ads (e.g., cigarettes, cigar products, chew)
 - Alcohol ads
- **Any other tobacco ads** include any tobacco products other than e-cigarettes, vaping devices, or e-liquids. Specifically, this category includes cigarettes, chewing tobacco, little cigars/cigarillos, blunt wraps, snus, and hookah.
- Select **None of these** if none of the above advertisements are below 3 feet.

The next set of questions will likely require store clerk interaction.

C23. What is the SMALLEST pack of little cigars/cigarillos here? (Select one) *

- One (sold as singles) ☐
- Packs of 2 to 4 ☐
- Packs of 5 to 9 ☐
- Packs of 10 to 19 ☐
- Packs of 20 or more ☐

C23. What is the SMALLEST pack of little cigars/cigarillos here? (Select one)

Look carefully at the tobacco product displays for evidence that the store sells little cigars/cigarillos as singles or in small packs of 2 to 4, and select the SMALLEST pack size sold. Popular brands are Swisher Sweets, Backwoods, and Dutch Masters.

- Select **One (sold as singles)** if the store sells singles.
- Otherwise select the pack size that best describes the number of little cigars/cigarillos in the smallest pack:
 - Packs of 2 to 4
 - Packs of 5 to 9
 - Packs of 10 to 19
 - Packs of 20 or more

C24. Which flavors of non-cigarette tobacco products are sold here? (Select all that apply)

Liquor (e.g., wine, margarita) ☐

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

Mint (e.g., menthol, wintergreen) ☐

None of the above ☐

C24. Which flavors of non-cigarette tobacco products are sold here? (Select all that apply)

If the store does not sell tobacco products other than cigarettes, select **None** and move on to the next question. “Non-cigarette tobacco products” refers to all tobacco products other than cigarettes, and includes chewing tobacco, little cigars/cigarillos, blunt wraps, snus, hookah, e-cigarettes, vapor devices, or e-liquids. If the store sells any tobacco products other than cigarettes, look carefully for any tobacco product in each flavor category. See the Pocket Guide for product examples from each flavor category. Do not code the same product as more than one flavor category (e.g., peach schnapps as fruit and liquor). Choose only one category, prioritizing flavors in this order: (1) Liquor; (2) Fruit or Sweet; (3) Mint (e.g., Peach Schnapps should be categorized as Liquor; while Chocolate Mint should be coded as Fruit or Sweet)

As a general rule of thumb, try to avoid spending too much time with complex labels. Try to find straightforward examples (one for each category) and move on.

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

Sometimes branded shelves are empty (contain no products). Mark tobacco products as being sold only if they are in stock. If a tobacco product is not in stock, it is not sold.

C25. Are Swisher Sweets little cigars/cigarillos sold here? *

 ☐ Yes

 ☐ No

C25. Are Swisher Sweets little cigars/cigarillos sold here?

Look carefully at the tobacco products display to determine whether any variety (flavored or unflavored) of Swisher Sweets brand little cigars/cigarillos are sold. See the Pocket Guide for additional pictures of this brand.

- Select **Yes** if any Swisher Sweets little cigars/cigarillos are sold.
- Select **No** if Swisher Sweets are NOT sold.

C26. Can Swisher Sweets be purchased for less than \$1? *

Yes ☐

No ☐

C26. Can Swisher Sweets be purchased for less than \$1?

Look at the prices for Swisher Sweets little cigars/cigarillos to determine if any size pack, including singles, can be purchased for less than \$1. Do not worry about additional taxes—base this on the price that you see, even if it says “Plus tax”. Please ask clerk if prices are not advertised. Do not consider the price for any other brand.

- Select **Yes** if Swisher Sweets can be purchased for less than \$1.
- Select **No** if Swisher Sweets can NOT be purchased for less than \$1.

Cheapest cigarettes:

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

C27. Ask store clerk: "What's the cheapest single pack of cigarettes? How much is it?" *

Clerk provided price (Enter price on next screen) ☐

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

Unable to determine ☐

C27. Ask store clerk: "What's the cheapest single pack of cigarettes? How much is it?"

Ask the clerk first. If the clerk 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 **Clerk provided price (Enter price on next screen)** to enter price on the next screen
- Select **I had to look for lowest advertised price (Enter price on next screen)** if the clerk 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 clerk or the advertised prices. Try to avoid this option.

C28. Cheapest single pack of cigarettes: \$_._ (Enter X.XX) *

Enter Number

C28. Cheapest single pack of cigarettes: \$_._ (Enter X.XX)

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

C29. Is sales tax included in the cheapest cigarette price? *

Yes ("tax included") ☐

No ("plus tax") ☐

Unable to verify ☐

C29. Is sales tax included in the cheapest cigarette price?

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

Reminder: This screen will be shown after the first set of tobacco questions:

What if products are out of stock?

Tobacco
Out of stock = **NOT** sold

Fresh fruit/vegetables
Out of stock = **NOT** sold

Other foods/drinks/alcohol/condoms
Out of stock = **Sold**

For tobacco products, items are only "sold" if they are currently in stock. If a sign or shelf tag shows that a product may have been previously sold but shelves are now empty, do not consider it as being sold.

For condoms, alcohol, and nutrition products, an item is "sold" or "available" even if a store is "out of stock" and no product is currently available on the shelf. When a sign on a shelf indicates that a store usually sells the product, then indicate that the product is sold. The exception to this is fresh PRODUCE, which must be IN STOCK to be "available".

Condom questions

The next three questions are about condoms.

C30. Are condoms sold here? (Select all that apply) *

- Yes, unlocked (on shelf or counter) ☐
- Yes, on shelf, locked up ☐
- Yes, behind the counter ☐
- No, condoms not sold in store ☐
- Unable to verify ☐

C30. Are condoms sold here? (Select all that apply)

Look around the store for condoms, which are typically shelved in the toiletry, pharmacy, family planning or checkout areas, depending on the type of store you are in. If condoms cannot be seen, ask a store clerk if condoms are sold here. Select all options that apply:

- Select **Yes, unlocked (on shelf or counter)** if condoms are available to be picked up by a customer without asking a clerk for assistance.
- Select **Yes, on shelf, locked up** if condoms are displayed in a manner that require you to request a clerk to assist you in obtaining them.
- Select **Yes, behind counter** if condoms can only be found behind a store counter and require you to request a clerk to assist you in obtaining them.
- Select **No, condoms not sold in the store** if you have asked a clerk to confirm that condoms are not sold in the store. Select **Unable to verify** if you cannot locate condoms on your own and are unable to ask or get an answer from a clerk.

C31. What is the price of the least expensive pack of condoms? (Select one) *

- Enter price (on next screen) ☐
- Sold, but unable to collect price information ☐

C31. What is the price of the least expensive pack of condoms? (Select one)

Record the price for the least expensive condom pack. Enter the price without tax. Make sure to enter dollars and cents. You may need to ask the clerk for the price if the condoms are behind the counter.

- Select **Enter price (on next screen)** if you are able to determine the price of the least expensive price of condoms.
- Select **Sold, but unable to collect price information** if you cannot see the price, the clerk refuses to answer, or for some other reason you can't get this information.

C32. Price of the least expensive pack of condoms: \$ _ . _ (Enter X.XX) *

Enter Number

C32. Price of the least expensive pack of condoms: \$ _ . _ (Enter X.XX)

- Touch the box to bring up the numeric keypad.
- Enter the price in dollars and cents, including decimal point: #.##
- Remember to enter the lead 0 for prices less than \$1.00 (e.g., 0.79 or 0.99)

C33. How many condoms are in the least expensive pack? *

- 1 ☐
- 3 ☐
- 6 ☐
- 10 ☐
- 12 ☐
- 24 ☐
- Other quantity (Enter number in box) ☐

C33. How many condoms are in the least expensive pack?

The options below represent the most common pack sizes for condoms. If not listed, choose "Other quantity" and enter the number yourself. If condoms are behind the counter, you will need to ask the clerk about how many per pack. If there is more than one pack size of condoms sold for the same lowest price, record the largest pack size.

- **1** condom
- **3** condoms
- **6** condoms
- **10** condoms
- **12** condoms
- **24** condoms

Select **Other quantity (Enter number in box)** and enter the amount in the space provided if the smallest box contains a number not listed.

Alcohol questions:

The next questions are about alcoholic beverages and products.

C34. Which of the following products are sold? (Scroll and select all that apply) *

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

C34. Which of the following products are sold? (Scroll and select all that apply)

Identify the alcohol products that are sold here. Alcohol products are typically located in a designated aisle of the store and/or refrigerated section.

- Select item as soon as you find one example of each category (Depending on your device, it may be necessary to scroll):
 - **Beer**
 - **Wine**
 - **Low-end fortified wine**
 - **Malt liquor (any size)**
 - **Distilled spirits**
 - **Mini bottles (distilled spirits, 50 ml)**
 - **Alcopops**
 - **Other novelty alcohol products (e.g., pouches, BuzzBallz, jello shots)**
 - **Alcohol branded merchandise**
- Select **None of the above** if none of these products are sold (it may be necessary to scroll).

C35. Inside the store, are there any price promotions for the following? (Scroll and select all that apply) *

- Beer ☐
- Wine ☐
- Low-end fortified wine ☐
- Malt liquor (any size) ☐
- Distilled spirits ☐
- Mini bottles (distilled spirits, 50 ml) ☐
- Alcopops ☐
- Other novelty alcoholic products (e.g., pouches, BuzzBallz) ☐
- None of the above ☐

C35. Inside the store, are there any price promotions for the following? (Scroll and select all that apply)

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

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

- Select each item as soon as you find one price promotion for each type of product:
 - **Beer**
 - **Wine**
 - **Low-end fortified wine**
 - **Malt liquor (any size)**
 - **Distilled spirits**
 - **Mini bottles (distilled spirits, 50 ml)**
 - **Alcopops**
 - **Other novelty alcoholic products (e.g. pouches, BuzzBallz)**
- Select **None of the above** if the store does not advertise promotions for any of these products.

C36. Are any of the alcopops displayed within 12 inches of non-alcoholic beverages with very similar packaging? *

Yes ☐

No ☐

C36. Are any of the alcopops displayed within 12 inches of non-alcoholic beverages with very similar packaging?

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

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

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

C37. Are there any displays of alcoholic beverages/products? (Select all that apply) *

On the counter ☐

In large tubs ☐

Close to the store's entrance (10 ft) ☐

In an open refrigerator ☐

In a large floor display ☐

Within 3 feet of candy/toys ☐

None of the above ☐

C37. Are there any displays of alcoholic beverages/products? (Select all that apply)

- Select **On the counter** if any alcoholic products touch the top, side or front of the checkout counter, OR if they are stacked on top of one or more items touching the counter.
- Select **In large tubs** if alcoholic products are displayed on ice in large tubs that have an open top, so that people can reach in and grab the drinks. Look for large barrels or other novelty displays (e.g., a wheelbarrow) that have an open top or a see-through half-cover, and allow for customers to help themselves to alcoholic products.
- Select **Close to the store's entrance (10 ft)** if any alcoholic products are located inside the store, within 10 feet of the entrance. You can estimate 10 feet by taking 5-6 normal walking steps: start to finish equals about 10 feet.
- Select **In an open refrigerator** if the store has a large refrigerator/freezer unit that sits on the floor which is accessible for people to reach in to self-serve. There will not be ice in the unit, which is kept cold due to refrigeration methods instead.
- Select **In a large floor display** if the store has any eye-catching displays of alcoholic products, which measure at least 5 feet by 5 feet. A typical example is a pyramid built of cases of beer, wine, or alcohol. These displays are usually close to a store's entrance, but not always. There are usually eye-catching products as part of the display (e.g., pennant flags, balloons, or posters/similar) and there are often snack foods (e.g., chips and salsa) also on display with the alcohol.
- Select **Within 3 feet of candy/toys** if any alcoholic products are found within 3 feet of candy or toys. Three feet is the height of a standard kitchen counter, or a little more than arm's length.
- Select **None of the above** if there are no displays (it may be necessary to scroll).

C38. Is there signage stating the legal drinking age and/or store policy related to selling alcohol to minors? *

Yes ☐

No ☐

C38. Is there signage stating the legal drinking age and/or store policy related to selling alcohol to minors?

- Select **Yes** if the store has posted signs stating the legal drinking age, or stating the store policy about selling to minors (e.g., “We card anyone attempting to purchase alcohol who looks under 30”). These signs are generally posted by the refrigerated sections of the store (above them, on the wall, or stuck onto the doors). The signs on the walls are generally large (approximately 8 x 10 inches); stickers are smaller (approximately 4 x 6 inches). You can also find them at the checkout, stuck to the

counter. The signs at the checkout are generally small in size (approximately 4 x 6 inches). Do not look for these signs outside the store.

- Select **No** if no signs are posted about the legal drinking age or alcohol sales to minors.

Nutrition questions:

The next set of questions is about nutrition.

C39. Is non-fat or low-fat (1%) milk (NOT 2%, whole, or flavored milk) sold here? *

Yes

No

C39. Is non-fat or low-fat (1%) milk (NOT 2%, whole, or flavored milk) 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 fat.
- Select **No** if nonfat or low-fat milk is not sold.

C40. Is whole wheat bread sold here? *

Yes

No

C40. Is whole wheat bread sold here?

Look for packaged loaf bread where the first ingredient is whole wheat flour. Sometimes it will say "100% whole wheat bread" on the package.

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

C41. Are tortillas (soft corn or whole wheat only) sold here? *

Yes

No

C41. 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.

C42. Overall availability of fresh fruit: (Select one) *

Limited (1-3 types)

Moderate variety (4-6 types)

Wide variety (7 or more types)

None sold

C42. Overall availability of fresh fruit: (Select one)

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

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

C43. Overall quality of fresh fruit: (Select one) *

All or most fruit are poor quality

Mixed: more poor than good

Mixed: more good than poor

All or most is good quality

C43. Overall quality of fresh fruit: (Select one)

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

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

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

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

- Select **Mixed: more good than poor** if good quality is more than half.
- Select **All or most is good quality** if all or more is good quality.

C44. Overall availability of fresh vegetables: (Select one) *

- Limited (1-3 types) ☐
- Moderate variety (4-6 types) ☐
- Wide variety (7 or more types) ☐
- None sold ☐

C44. Overall availability of fresh vegetables: (Select one)

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

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

C45. Overall quality of fresh vegetables: (Select one) *

- All or most vegetables are poor quality ☐
- Mixed: more poor than good ☐
- Mixed: more good than poor ☐
- All or most is good quality ☐

C45. Overall quality of fresh vegetables: (Select one)

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

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

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

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

C46. Are there any health promoting items or signs (e.g. posters, brochures, etc.) around the fruit/veg display? *

- Yes ☐
- No ☐
- Produce not sold ☐

C46. Are there any health promoting items or signs (e.g., posters, brochures, etc.) around the fruit/veg display?

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

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

C47. Is there a "healthy" or "family-friendly" checkout lane or display at checkout? *

Yes

No

C47. Is there a "healthy" or "family-friendly" checkout lane or display at checkout?

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

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

Any additional information about this store (optional):

Any additional information about this store (optional):

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

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

- Flavored Products
- Price and Promotion
- Vaping Products
- Placement and Exterior Ads

Go to the next screen to continue.

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

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

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

- Flavored Products
- Price and Promotions
- Vaping Products
- Placement and Exterior Ads

Flavored Products Module

This section contains 14 questions and takes about 5 minutes, depending on the type of store. The main tasks are to get prices for two flavored tobacco products, find price promotions for menthol cigarettes and other flavored tobacco products, find examples of different types of flavors, look for particular brands of cigarettes, and look for flavored JUUL pods. In stores where tobacco products are sold but not visible to customers, please ask the clerk 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, arctic ice, wintergreen, frost, winterchill, peppermint and other variations. See the Pocket Guide for examples.

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

Newport menthol hard pack price:

The next set of questions (F2-F4) pertain to the price of a single pack of Newport menthol (green) hard pack cigarettes.

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

Enter price (next screen) ☐

Sold here but cannot get price ☐

Not sold here ☐

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

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

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

F3. Price for ONE Newport menthol hard pack: \$_. _ (Enter X.XX) *

Enter Number

F3. Price for ONE Newport menthol hard pack: \$_. _ (Enter X.XX)

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

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

F4. Is sales tax included in the Newport menthol price? *

Yes (“tax included”) ☐

No (“plus tax”) ☐

Unable to verify ☐

F4. Is sales tax included in the Newport menthol price?

- Select **Yes (“tax included”)** if the price says “tax included” or the clerk said that the price includes tax.
- Select **No (“plus tax”)** if the price says “plus tax” or if the clerk said that sales tax isn't included.
- Select **Unable to verify** if you can't tell and the clerk won't answer the question.

Grizzly wintergreen long cut price:

The next set of questions (F5-F7) pertain to the price of a tin of Grizzly wintergreen long cut, 1.2 oz.

F5. 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 ☐

F5. What is the price to purchase ONE tin of Grizzly wintergreen long cut, 1.2 oz?

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

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

F6. Price for ONE tin of Grizzly wintergreen long cut, 1.2oz: \$ _ . _ (Enter X.XX) *

Enter Number

F6. Price for ONE tin of Grizzly wintergreen long cut, 1.2oz: \$ _ . _ (Enter X.XX)

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

F7. Is sales tax included in the Grizzly wintergreen price? *

Yes ("tax included") ☐

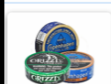
No ("plus tax") ☐

Unable to verify ☐

F7. Is sales tax included in the Grizzly wintergreen price?

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

F8. Which products are sold in any MINT flavor, including menthol? (Select all that apply) *



Chewing tobacco ☐



Snus ☐



Pod Mods (e.g. ☐



Other vaping products ☐



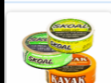
None of these ☐

F8. Which products are sold in any MINT flavor, including menthol? (Select all that apply)

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

- Select each item as soon as you find one example of a **mint-flavored** variety of each product category:
 - **Chewing tobacco**
 - **Snus**
 - **Pod Mods (e.g., JUUL, Suorin, Vuse Alto)**
 - **Other vaping products**
- Scroll down to select **None of these** if none of the above products are sold or if they are not sold in a mint flavor.

F9. Which products are sold in either fruit or sweet, or liquor flavors? (Select all that apply) *



Chewing tobacco ☐



Pod Mods (e.g. ☐



Other vaping products ☐



None of these ☐

F9. Which products are sold in either fruit or sweet, or liquor flavors? (Select all that apply)

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

- Select each item as soon as you find one example of either a fruit/sweet or liquor-flavored variety of each product category:
 - **Chewing tobacco**
 - **Pod Mods**
 - **Other vaping products**

- Select **None of these** if none of these products are sold or if they are not sold in fruit, sweet, or liquor flavors.

F10. Which JUUL pods are sold? (Select all that apply)

Classic or Virginia tobacco	<input type="checkbox"/>
Menthol or cool mint	<input type="checkbox"/>
Fruit, mango, creme, or cucumber	<input type="checkbox"/>
No JUUL pods sold here	<input type="checkbox"/>

F10. Which JUUL pods are sold? (Select all that apply)

Look at the flavors of JUUL that are sold. If a pack of four pods contains more than one flavor, select all flavor categories that apply.

- Select each item as soon as you find one example of any of the following flavors:
 - **Classic or Virginia tobacco**
 - **Menthol or cool mint**
 - **Fruit, mango, creme, or cucumber**
- Select **No JUUL pods sold here** if JUUL pods are not sold here.

F11. Which flavors of little cigars/cigarillos are sold here? (Select all that apply) *

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

F11. Which flavors of little cigars/cigarillos are sold here? (Select all that apply)

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

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

F12. Which flavors of blunt/cigar wraps are sold here? (Select all that apply) *

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

F12. Which flavors of blunt/cigar wraps are sold here? (Select all that apply)

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

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

F13. Which of the following **FLAVORED** products have a price promotion? (Select all that apply) *

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

F13. Which of the following **FLAVORED** products have a price promotion? (Select all that apply)

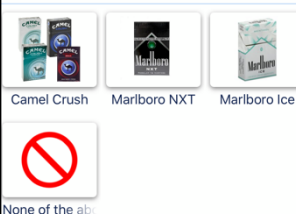
Promotions offer a discount price. Price promotions may be hand-written on small signs along the shelf-edge, or printed on stickers or shrink-wrap on packages. Not every advertisement with a price is a price promotion. See the Pocket Guide for pictures of different types of price promotions.

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-wrap on packages.

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

- Select each item as soon as you find one example:
 - **Menthol cigarettes**
 - **Little cigars/cigarillos**
 - **Chewing tobacco**
 - **Snus**
- Select **None of the above** if none of the products are sold, or if none have a price promotion.

F14. Which cigarettes are sold? (Select all that apply) *



F14. Which cigarettes are sold? (Select all that apply)

Camel Crush and Marlboro NXT contain a flavor capsule that turns a regular cigarette into a menthol cigarette. Marlboro Ice is a menthol variety with a resealable package. Camel Crush comes in multiple colors, and should be coded as long as it is labeled “Camel Crush”. See the Pocket Guide for additional pictures of these products.

- Select each item as soon as you find one example:
 - **Camel Crush**
 - **Marlboro NXT**
 - **Marlboro Ice**
- Select **None of the above** if none of these products are sold.

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

- Price and Promotions
- Vaping Products
- Placement and Exterior Ads

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

- Price and Promotions
- Vaping Products
- Placement and Exterior Ads

Price and Promotions Module

This section contains 13 questions and takes about 5 minutes, depending on the type of store. The main tasks are to find the largest pack of little cigars/cigarillos for less than \$1.00, get the price of chewing tobacco, look for different types of price promotions for each kind of tobacco product, and find examples of sweepstakes offers (if any).

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

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

None (All quantities cost more than \$1.00) ☐

One (sold as singles) ☐

Two ☐

Three ☐

Four ☐

Five or more ☐

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

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

- Select **Five or more** if the store sells cigarillos in packs of four or more for under \$1.00 before tax.
- Otherwise select the pack size that best describes the number of little cigars/cigarillos in the largest pack available for under \$1.00.

P3. How is snus displayed? (Select all that apply) *

On the counter so customers can take without asking store clerk for help ☐

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

Elsewhere ☐

P3. How is snus displayed? (Select all that apply)

Look for where snus is displayed in the store.

- Select **On the counter so customers can take without asking store clerk for help** if the product is displayed on a counter for self-service. Self-service means that the customers could pick up the item rather than asking the store clerk to hand it to them. Do not count as self-service any clear plastic displays that contain snus only the clerk can reach.
- Select **Within 6 inches of candy, ice cream, or slushie/soda machines** if the product is in a display that is either touching the display for candy or the ice cream or slushie/soda machine, or is within 6 inches of any of these items (roughly one hand length apart).
- Select **Elsewhere** if the product is displayed in any other location of the store.

P4. Are there price promotions for any snus? (Select all that apply) *

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

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

None of the above ☐

P4. Are there price promotions for any snus? (Select all that apply)

Look carefully at prices for Camel and other brands of snus for one example of each type of promotion. Another common brand is General Snus.

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

P5. Are there price promotions for any chewing tobacco? (Select all that apply) *

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

P5. Are there price promotions for any chewing tobacco? (Select all that apply)

Look at prices for multiple brands of chewing tobacco to find one example of each type of promotion. Popular brands are Copenhagen, Grizzly, Skoal and Redman.

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

Copenhagen Straight long cut chew price:

The next set of questions (P6-P8) pertain to the price of one 1.2 oz tin of Copenhagen Straight long cut chew.

P6. What is the price to purchase ONE tin of Copenhagen Straight, 1.2 oz long cut? *

- Enter price (Next screen) ☐
- Sold here but can't get price ☐
- Product not sold ☐

P6. What is the price to purchase ONE tin of Copenhagen Straight, 1.2 oz long cut?

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

- Select **Enter price (Next screen)** to record the Copenhagen price on the next screen.
- Select **Sold here but can't get price** if the store sells the Copenhagen chew, but you are unable to determine the price.
- Select **Product not sold** if the store doesn't sell this product.

P7. Price for ONE tin of Copenhagen Straight, 1.2oz long cut: \$_._ (Enter X.XX) *

Enter Number

P7. Price for ONE tin of Copenhagen Straight, 1.2 oz long cut: \$_._ (Enter X.XX)

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

P8. Is sales tax included in the Copenhagen Straight price? *

- Yes (“tax included”) ☐
- No (“plus tax”) ☐
- Unable to verify ☐

P8. Is sales tax included in the Copenhagen Straight price?

- Select **Yes (“tax included”)** if the price says “tax included” or the clerk said that the price includes tax.
- Select **No (“plus tax”)** if the price says “plus tax” or if the clerk said that tax isn't included.
- Select **Unable to verify** if you can't tell and the clerk won't answer the question.

P9. Are there price promotions for any CIGARETTES? (Select all that apply) *

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

P9. Are there price promotions for any CIGARETTES? (Select all that apply)

- Select **Special Price or multi-pack discount (e.g., \$1 off or Buy one get one)** as soon as you find one advertisement for 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 **Other (e.g., gift with purchase, cross-product promotion)** if you find a promotion that advertises a cross-product promotion or other deal where purchasing cigarettes results in a free or discounted tobacco product that is from a different category (e.g., Buy Newport cigarettes and get \$1 off Vuse).
- Select **None of above** if the store does not sell this product.

P10. Are there price promotions for any LITTLE CIGARS/CIGARILLOS? (Select all that apply) *

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

P10. Are there price promotions for any LITTLE CIGARS/CIGARILLOS? (Select all that apply)

- Select **Special Price or multi-pack discount (e.g., \$1 off or Buy one get one)** as soon as you find one advertisement for little cigars/cigarillos 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.” Remember that some pre-printed text is a promotion (“3 for the price of 5”) while other pre-printed text is not (e.g., “2 for 99 cents”).
- Select **Other (e.g., gift with purchase, cross-product promotion)** if you find a promotion that advertises a cross-product promotion or other deal where purchasing little cigars/cigarillos results in a free or discounted tobacco product that is from a different category.
- Select **None of above** if the store does not sell this product.

P11. Are there price promotions for any VAPING PRODUCTS? (Select all that apply) *

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

P11. Are there price promotions for any VAPING PRODUCTS? (Select all that apply)

- Select **Special Price or multi-pack discount (e.g., \$1 off or Buy one get one)** as soon as you find one advertisement for vaping products that refers to a “special” or “discount” or “sale” price (e.g., \$1 off, 75 or 50 cents off). Do not include “low price” or “everyday low price.”
- Select **Other (e.g., gift with purchase, cross-product promotion)** if you find a promotion that advertises a cross-product promotion or other deal where purchasing vaping products results in a free or discounted product that is from a different category (e.g., Get \$1 off JUUL with purchase of Marlboro Cigarettes).
- Select **None of above** if the store does not sell this product.

P12. Are there any sweepstakes/contest offers in the store for: (Select all that apply) *

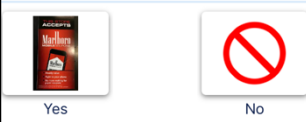
- Vaping products ☐
- Cigarettes ☐
- Other tobacco products (not including cigarettes or vaping products) ☐
- Alcoholic beverages/products/branded merchandise ☐
- None of the above ☐

P12. Are there any sweepstakes/contest offers in the store for: (Select all that apply)

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

- Select each item as soon as you find one sweepstakes offer for each type of product:
 - **Vaping products** such as JUUL, Blu or Vuse
 - **Cigarettes** such as Marlboro, Newport or Camel
 - **Other tobacco products (not including cigarettes or vaping products)** such as Swisher Sweets, Black and Mild, or Camel Snus
 - **Alcoholic beverages/products/branded merchandise**
- Select **None of the above** if the store does not advertise sweepstakes offers for these products.

P13. Does the store advertise mobile coupons for tobacco (including vaping products) anywhere on the interior of the store? *



P13. Does the store advertise mobile coupons for tobacco (including vaping products) anywhere on the inside of the store?

A mobile coupon is an advertisement for a tobacco product (including vaping products) or tobacco brand that indicates the store accepts mobile coupons or suggests how to get them (e.g., website, QR code, App).

- Select **Yes** if there are any signs inside the store that describe mobile coupons.
- Select **No** if there are no signs inside the store with mobile coupons mentioned.

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

- Vaping Products
- Placement and Exterior Ads

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

- Vaping Products
- Placement and Exterior Ads

Vaping Products Module

This section contains 12 questions and takes about 5 minutes, depending on the type of store. The main tasks are to look for vaping products and determine which types are sold, and where they are located. You will also determine flavors, self-service and promotion availability, and obtain the price for the cheapest JUUL pod 4-pack sold.

V2. Looking at all of the tobacco products in this store, would you say that 50% or more are vaping products? *

No ☐
Yes ☐

V2. Looking at all of the tobacco products in this store, would you say that 50% or more are vaping products?

Review the quantity of all types of tobacco products and determine whether vaping products account for more or less than 50% of all products.

- Select **No** if 50% of the tobacco products being sold are products **other** than vaping products.
- Select **Yes** if 50% of the tobacco products being sold are vaping products.

V3. Which types of vaping products are sold? (Select all that apply) *

E-cigarettes ☐
Vape pens ☐
Mods/tanks ☐
E-liquids ☐
None of the above ☐

V3. Which types of vaping products are sold? (Select all that apply)

Look throughout the store to determine whether any additional types of vaping products are sold. Products in this category include:

- **E-cigarettes**
- **Vape pens**
- **Mod/tanks**
- **E-liquids**
- Select **None of the above** if none of these products are sold.

V4. Choose all that are sold here: (Select all that apply) *



V4. Choose all that are sold here: (Select all that apply)

Look throughout the store to determine whether the following products are sold: dry chamber vaporizer (e.g., PAX, Firefly) and heat-not-burn products (Eclipse, Revo, iQOS).

Dry chamber vaporizers are electronic devices that heat different items, i.e. wax, oils, or herbs. Example brand names are Pax and Firefly.

Heated tobacco products produce smoke by heating tobacco without burning it and come in two varieties: 1) A product that appears similar to an electronic cigarette heats the tobacco and requires recharging; 2) A product that appears identical to a cigarette, but uses combustion to produce heat. Common brands are Eclipse, Revo, and iQOS.

- Select each item as soon as you find one example.
 - **Dry chamber vaporizer (e.g., PAX, Firefly)**
 - **Heated tobacco (Eclipse, Revo, iQOS)**
- Select **None of the above** if neither of these products are sold.

V5. Which flavors of vaping products are sold here? (Select all that apply) *

Liquor (e.g., wine, margarita) ☐
Fruit or sweet (e.g., cherry, honey) ☐
Mint (e.g., menthol, wintergreen) ☐
None of these ☐

V5. Which flavors of vaping products are sold here? (Select all that apply)

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

- Select **Liquor (e.g., wine, margarita)** as soon as you find one alcohol-flavored (e.g., wine, wine grape, margarita, peach schnapps, piña colada, spiced rum) variety of vaping products.
- Select **Fruit or sweet (e.g., cherry, honey)** 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 vaping products.
- Select **Mint (e.g., menthol, wintergreen)** as soon as you find one mint-flavored (e.g., wintergreen, peppermint, frost, winterchill, menthol) variety of vaping products.
- Select **None of these** if the store does not sell any flavored vaping products or if they are not sold in fruit/sweet, liquor, or mint flavors.

V6. Are any vaping products displayed so customers can take one without asking the store clerk for help? (Select all that apply) *

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

V6. Are any vaping products displayed so customers can take one without asking the store clerk for help? (Select all that apply)

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

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

V7. Where are e-liquids displayed? (Select all that apply) *

- On/next to checkout counter in main checkout area ☐
- On counter for self-service ☐
- Within 6 inches of candy, ice cream or slushie/soda machine ☐
- Elsewhere (e.g., behind the counter) ☐

V7. Where are e-liquids displayed? (Select all that apply)

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

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

V8. Are there price promotions for any vaping products? (Select all that apply) *

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

V8. Are there price promotions for any vaping products? (Select all that apply)

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

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

V9. Which Pod Mods are sold? Include devices or pods. (Select all that apply) *

JUUL ☐

Other brands of Pod Mods (e.g., Suorin, Vuse Alto) ☐

V9. Which Pod Mods are sold? Include devices or pods. (Select all that apply)


Select each brand as soon as you find one example of the device, pod refills, or starter kits. These can be located throughout the store. Examples of these brands are shown in the pocket guide.

- JUUL
- Other brands of Pod Mods (e.g., Suorin, Vuse Alto)

JUUL pod price:

The next set of questions (V10-V12) pertain to the cheapest price of a single pack of JUUL pods (4-pack, any variety).

V10. What is the price of JUUL Pods 4-pack (any variety)?



Enter price (next screen) ☐

Sold here but cannot get price ☐

Not sold ☐

V10. What is the price of JUUL Pods 4-pack (any variety)?

Look for the price of a 4-pack of JUUL pods in any variety. Do not include the price of a JUUL starter kit with a device inside. Enter the price a pod 4-pack in dollars and cents (e.g., 99 cents would be entered as 0.99). If a product is buy one get one free, enter the full price; do not divide the price in half.

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

V11. Enter 4-pack price: \$_._ (Enter XX.XX) *

Enter Number

V11. Enter 4-pack price: \$_._ (Enter XX.XX)

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

V12. Is sales tax included? (Select one) *

Yes ("tax included") ☐

No ("plus tax") ☐

Unable to verify ☐

V12. Is sales tax included? (Select one)

- Select **Yes ("tax included")** if the price says “tax included” or the clerk said that the price includes tax.
- Select **No ("plus tax")** if the price says “plus tax” or if the clerk said that sales tax isn’t included.
- Select **Unable to verify** if you can’t tell and the clerk won’t answer the question.

Thank you for completing the Vaping Products module. The last module is the:

• Placement and Exterior Ads module

Thank you for completing the Vaping Products module. The last module is the:

- Placement and Exterior Ads module

Placement and Exterior Ads Module

This section contains 11 questions and takes about 5 minutes, depending on the type of store. The main tasks are to look at where and how tobacco products and alcoholic beverages are displayed, to indicate which types of tobacco products are advertised on storefront windows/glass doors, and to look for litter, graffiti, and other features outside.

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

Inside the Store:

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

- Vaping products ☐
- Cigarettes ☐
- Little cigars/cigarillos ☐
- Blunt/cigar wraps ☐
- Chewing tobacco ☐
- Snus ☐
- None of the above ☐

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

Look carefully in the main checkout area for tobacco products, which are typically located near the cash register. The main checkout area includes all "lines" in a supermarket or supercenter. 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:
 - **Vaping products**
 - **Cigarettes**
 - **Little cigars/cigarillos**
 - **Blunt/cigar wraps**
 - **Chewing tobacco**
 - **Snus**
- Select **None of the above** if none of these products are visible in the main check-out area.

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

- On an endcap ☐
- Paired with food items (e.g., chips and dip) ☐
- As part of a specialty/holiday display (e.g., pyramid for Super Bowl) ☐
- None of the above ☐

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

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

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

Outside the store:

Please exit the building and go outside to answer the next questions.

E4. Are any tobacco products visible from outside the store? *

Yes ☐

No ☐

E4. Are any tobacco products visible from outside the store?

- Select **Yes** if tobacco products that are inside the store are easily visible from outside the store through windows or clear doors, regardless of how they are displayed. This does not include advertisements.
- Select **No** if you are unable to view any tobacco products from outside the store.

This includes tobacco products in an age-restricted area only if tobacco is visible in that area from outside the store.

E5. Which tobacco products are advertised on clear windows or doors? (Select all that apply) *

Vaping product Cigarettes, unflavored Cigarettes, menthol

Little cigars/cigarillos Chewing tobacco Snus

None of the above ☐

E5. Which tobacco products are advertised on clear windows or doors? (Select all that apply)

Look carefully at the storefront windows and glass doors for advertisements for the following tobacco products.

- Select each product below as soon as you find one advertisement that refers to that product:
 - Vaping products
 - Cigarettes, unflavored
 - Cigarettes, menthol
 - Little cigars/cigarillos
 - Chewing tobacco
 - Snus

Do not miss any signs because the door is propped open. In that case, code the signs as if the door were closed. Remember, advertisements must be branded and professionally printed.

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

E6. Which tobacco products are advertised elsewhere outside the store (on building, side of building, or sidewalk)? (Select all that apply) *

Vaping product Cigarettes, unflavored Cigarettes, menthol

Little cigars/cigarillos Chewing tobacco Snus

None of the above ☐

E6. Which tobacco products are advertised elsewhere outside the store (on building, side of building or sidewalk)? (Select all that apply)

Complete if there are any ads on other parts of the building besides the windows or doors on the storefront (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:
 - Vaping products
 - Cigarettes, unflavored
 - Cigarettes, menthol
 - Little cigars/cigarillos
 - Chewing tobacco
 - Snus
- Select **None of the above** if there are no ads for any of the above products found on parts of the building or property other than clear windows or doors.

E7. Does the store advertise mobile coupons for tobacco (including vaping products) anywhere on the exterior of the store? *



E7. Does the store advertise mobile coupons for tobacco (including vaping products) anywhere on the exterior of the store?

A mobile coupon is an advertisement for a tobacco product (including vaping products) or tobacco brand. The advertisement may indicate that the store accepts mobile coupons or suggests how to get them (e.g., website, QR code, App).

- Select **Yes** if there are any signs outside the store that describe mobile coupons for tobacco products, including vaping products, e.g., Marlboro Mobile or Camel Coupons
- Select **No** if there are no signs outside the store with mobile coupons mentioned.

E8. Which brands of Pod Mods are advertised ANYWHERE on the outside of the store (windows, doors, or elsewhere)? (Select all that apply) *

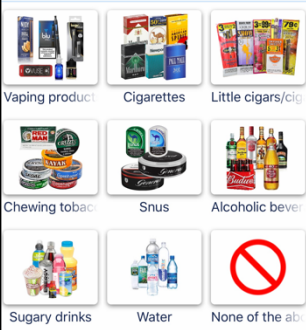


E8. Which brands of Pod Mods are advertised ANYWHERE on the outside of the store (windows, doors, or elsewhere)? (Select all that apply)

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 advertisements 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 advertisements. Walk the outside perimeter of the store looking for advertisements for the listed product options.

- Select each product below as soon as you find one advertisement that refers to that product:
 - **JUUL**
 - **JUUL compatible pods (e.g., Eon Smoke, Ziip, Rush)** are pod-refills made by companies other than JUUL for use with JUUL devices. These must say JUUL on the package (e.g., "For use with JUUL", "JUUL compatible", "JUUL refills")
 - **Other Pod Mod brands (e.g., Suorin, Vuse Alto)**
- Select **None of the above** if the store does not display advertisements for any of these products.

E9. Are there any price promotions for the following ANYWHERE on the outside of the store (windows, doors, or elsewhere)? (Select all that apply) *



E9. Are there any price promotions for the following ANYWHERE on the outside of the store (windows, doors, or elsewhere)? (Select all that apply).

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. Walk the outside perimeter of the store to look for price promotions for the following products.

- Select each product below as soon as you find one price promotion that refers to that product:
 - **Vaping products**
 - **Cigarettes**
 - **Little cigars/cigarillos**
 - **Chewing tobacco**
 - **Snus**
 - **Alcoholic beverages/brands/products**
 - **Sugary drinks**
 - **Water**
- Select **None of the above** if the store does not advertise promotions for any of these.

<p>E10. This store has: (Scroll and select all that apply) *</p> <ul style="list-style-type: none"> Produce bins <input type="checkbox"/> Water refill vending machine <input type="checkbox"/> Bicycle parking <input type="checkbox"/> Wall murals of healthy foods <input type="checkbox"/> Wall murals of other images <input type="checkbox"/> Benches or other places to sit <input type="checkbox"/> None of the above <input type="checkbox"/> 	<p>E10. This store has: (Scroll and select all that apply)</p> <p>Walk around the outside of the store exterior to look for each of the following items, and select the appropriate item if you find these:</p> <ul style="list-style-type: none"> Produce bins if bins, boxes or other containers of fresh fruit or vegetables are present. Water refill vending machines if you can purchase water to refill a gallon container; this category does not include vending machines that sell bottled water. Bicycle parking if there is a structure meant for locking one or more bikes. Wall murals of healthy foods if a large painting anywhere on the building exterior portrays one or more fruits and vegetables or health beverages, or any scene with healthy fruit/beverages. Wall murals of other images if wall murals without any healthy foods are present. Benches or other places to sit if there is public seating available. None of the above if none of the above are present outside the store.
<p>E11. Which of the following are present? (Scroll and select all that apply) *</p> <ul style="list-style-type: none"> Bars on windows <input type="checkbox"/> Graffiti/tagging (not murals) <input type="checkbox"/> Buildings with broken/boarded windows <input type="checkbox"/> Noticeable/excessive litter in street/sidewalk <input type="checkbox"/> Abandoned cars <input type="checkbox"/> Broken glass <input type="checkbox"/> Beer/liquor bottles/cans <input type="checkbox"/> Neighborhood watch signs <input type="checkbox"/> None of these <input type="checkbox"/> 	<p>E11. Which of the following are present: (Scroll and select all that apply)</p> <p>Walk around the outside of the store exterior to look for each of the following items, and select the appropriate item if you find these:</p> <ul style="list-style-type: none"> Bars on windows if the bars are permanently fixed on one or more windows, but do not include screens or chains that roll up or slide open during business hours. Graffiti/tagging (not murals) if any writing or picture has been drawn, scratched, or sprayed illegal or unlawfully on the store exterior. Buildings with broken/boarded windows if the store has windows with holes, or large cracks, or windows with wood placed over them for weather or security. Noticeable/excessive litter in street/sidewalk if there is a noticeable amount of litter around the store. Abandoned cars if there are any cars with flat tires, or multiple tickets on the windshield in the store parking lot or immediately in front of store. Broken glass if there are shards of glass or partial bottles on the ground creating a safety hazard on the store property. Beer/liquor bottles/cans if there are partially or fully empty bottles or cans of alcohol, any variety, on the store property. Neighborhood watch signs if there are signs indicating that the area is under Neighborhood Watch on the store property. None of these if none of the above are present outside the store.
<p>Thank you for completing the Placement and Exterior Ads module.</p>	<p>Thank you for completing the Placement and Exterior Ads module.</p>
<p>Any additional information about this store (optional):</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div>	<p>Any additional information about this store observation can be entered into the Final Information Box at the end. LLA's may use this to record notes about their sample, or to record irregularities of a particular store, such as "Pharmacy closing out tobacco products."</p> <ul style="list-style-type: none"> Touch the box to bring up the keypad.
<p>Thank you for completing the Healthy Stores for a Healthy Community 2019 Marketing Surveillance Survey.</p>	<p>This is the final screen. Upon selecting "Done", your survey will be complete. No further changes can be made after selecting "Done."</p>