

Core Survey *

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

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

Store information:

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

C1. Store ID (6-digits):

C1. Store ID (6 digits): *

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

C2. Coder ID (2-digits):

C2. Coder ID (2-digits):

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

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

Yes

No - Enter correct name

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

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

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

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

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

Yes

No - Enter correct address

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

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

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

C5. Can you survey this store?

Yes I can

No, store does not exist

No, store is closed

No, under 18 not allowed to enter

No, membership or fee required to enter

No, environment unsafe for me

I was asked to leave before completing the survey

Other (specify)

C5. Can you survey this store?

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

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

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

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

Outside the store:

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

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

Less than 10% (1/10)

Between 10% and 33% (between 1/10 and 1/3)

More than 33% (more than 1/3)

No windows or clear doors

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

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

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

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

C7. Choose all that are advertised on windows and clear doors: (Check all) E-cigarettes, vapor devices or e-liquids Any other tobacco products (e.g., cigarettes, chew) Alcoholic beverages/products/branded merchandise Sugary drinks (soda, chocolate milk, sports/energy drinks) Healthy beverages (water, 100% juice, low or non-fat milk) Fruit or vegetables (fresh, frozen, canned) None of the above**C7. Choose all that are advertised on windows/glass doors: (Select all that apply)**

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

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

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

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

C8. Products advertised on building/sidewalks (NOT on windows/doors): (Select all that apply) E-cigarettes, vapor devices or e-liquids Any other tobacco products (e.g., cigarettes, chew) Alcoholic beverages/products/branded merchandise Sugary drinks (soda, chocolate milk, sports/energy drinks) Healthy beverages (water, 100% juice, low or non-fat milk) Fruits or vegetables (fresh, frozen, canned) None of the above**C8. Products advertised on buildings/sidewalks (Select all that apply, NOT on windows/doors)**

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

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

Inside the store:

Please enter the store to continue the survey.

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

Yes

No - Neither tobacco products nor e-cigarettes/vapor devices or e-liquids are visible but they are sold

No - Store does not sell tobacco products

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

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

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

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

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

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

E-cigarettes, vapor devices or e-liquids

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

Alcoholic beverages/products

Fresh fruits or vegetables

Other food or beverages (e.g., candy, chips, snack foods)

None of the above

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

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

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

Chain convenience

Drug store/pharmacy

Liquor store

Small market/deli/produce market

Supermarket/large grocery store

Other (Store types continue on the next screen)

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

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

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

prepared meats, fish, and poultry (Safeway, Vons, Luckys, Ralph's, etc.). They have three or more registers and may or may not also have gas pumps.

- Select **Other** for more options on the next screen.

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

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

Gas station booth

Hookah bar/cafe

Tobacco store

Vape shop/lounge

Walmart

Other (specify):

C12. Mark one type or specify other:

Store designations continued ...

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

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

Yes

No

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

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

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

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

Cigarettes, unflavored

Cigarettes, menthol

Chewing tobacco

Little cigars/cigarillos

Blunt wraps

Snus

Large cigars

Hookah

None of the above

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

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

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

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

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

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

E-cigarettes

Vape pens

Mod/tanks

E-liquids

None of the above

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

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

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

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

E-cigarettes, vapor devices or e-liquids

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

Alcoholic beverages (All liquids, including BuzzBallz and pouches)

Non-liquid alcoholic products (e.g., Palcohol)

Alcohol branded merchandise

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

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

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

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

Candy

Fresh fruit

None of the above

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

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

Cigarettes

Chewing tobacco

Little cigars/cigarillos

Blunt wraps

Snus

E-cigarettes, vapor devices or e-liquids

None of the above

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

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

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

Only products selected in C14 will appear in this question.

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

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

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

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

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

Only products selected in C14 will appear in this question.

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

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

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

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

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

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

Only products selected in C14 will appear in this question.

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

- E-cigarettes, vapor devices or e-liquid ads
- Any other tobacco product ads (e.g., cigarettes, chew)
- Alcohol ads
- None of these

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

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

(7)

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

E-cigarettes, vapor devices or e-liquids ads

Any other tobacco product ads (e.g., cigarettes, chew)

Alcohol ads

None of these

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

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

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

The next set of questions will likely require **cashier interaction.**

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

One (sold as singles)

Packs of 2 to 5

Packs of 6 to 19

Packs of 20 or more

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

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

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

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

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

Liquor (e.g. wine, margarita)

Mint (e.g. menthol, wintergreen)

None of the above

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

If the store does not sell tobacco products other than cigarettes, select **None** and move on to the next question. "Non-cigarette tobacco products" refers to all tobacco products other than cigarettes, and includes chewing tobacco, little cigars/cigarillos, blunt wraps, snus, hookah, e-cigarettes, vapor devices, or e-liquids. If the store sells any tobacco products other than cigarettes, look carefully for any tobacco product in each flavor category. Review pages 5 -6 above for descriptions of non-cigarette tobacco products, and see the Pocket Guide for product examples from each flavor category. Do not double code a product as two flavor categories if two flavors are listed, but count the first flavor only. For example, if the product flavor is "wine grape," count the first flavor listed, wine, and mark it as liquor. As a general rule of thumb, try to avoid spending too much time with complex labels. Try to find straight forward examples (one for each category) and move on.

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

cigarettes or if the store does not sell any flavored non-cigarette tobacco products listed above.

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

Yes

No

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

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

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

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

Enter price (next screen)

Sold here but can't get price

No single flavored Swisher Sweets sold here

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

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

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

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

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

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

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

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

Yes

No

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

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

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

Yes

No

Unable to verify

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

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

↙
If '+ tax' → NO
If 'tax incl.' → YES

Cheapest single pack of cigarettes price:

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

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

Cashier provided price (Enter price on next screen)

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

Unable to determine

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

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

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

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

3.99

Done

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

C30. Cheapest single pack of cigarettes:

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

C31. Is sales tax included?

Yes

No

Unable to verify

C31. Is sales tax included?

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

STD questions:

The next three questions are about condoms.

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

No, condoms not sold in store

Yes, behind the counter, visible

Yes, behind the counter, not visible

Yes, on shelf, locked up

Yes, on shelf, unlocked

C32. Ask cashier: Do you sell condoms here?

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

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

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

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

1
3
6
10
12
24

Other quantity (Enter number in box)

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

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

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

Enter price: [XX.XX]

Sold, but unable to collect price information

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

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

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

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

Done

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

Alcohol questions:

The next questions are about alcoholic beverages and products

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

Beer

Wine

Low-end fortified wine

Large containers of malt liquor (40 oz)

Distilled spirits

Mini bottles (distilled spirits, 50 ml)

Alcopops

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

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

- Select item as soon as you find one example of each category: **beer, wine, low-end fortified wine, large containers of malt liquor (40 oz), mini bottles (distilled spirits), Alcopops, other novelty alcoholic products (e.g., pouches, BuzzBallz, non-liquid alcoholic products), or alcohol branded merchandise.** (Depending on your device, it may be necessary to scroll).
- Select **None of the above** if none of these products are sold (it may be necessary to scroll).

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

Alcohol branded merchandise

None of the above

C36. 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

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

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

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

- Yes
- No

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

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

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

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

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

- Beer
- Wine
- Low-end fortified wine
- Large containers of malt liquor (40 oz)
- Distilled spirits
- Mini bottles (distilled spirits, 50 ml)
- Alcopops

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

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

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

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

None of the above

promotions.

- Select each item as soon as you find one price promotion for each type of product: **beer, wine, low-end fortified wine, large containers of malt liquor (40 oz), distilled spirits, mini bottles, alcopops, or other novelty alcoholic products (e.g. pouches, BuzzBallz, non-liquid alcoholic products).**
- Select **None of the above** if the store does not advertise promotions for any of these products.

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

Yes

No

C39. Is there signage stating the legal drinking age and/or store policy related to selling alcohol to minors? *(Anything that talks abt legal drinking age)*

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

Nutrition questions:

The next set of questions is about nutrition

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

Yes

No

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

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

C41. Is whole wheat bread sold here?

Yes

No

C41. Is whole wheat bread sold here?

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

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

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

Yes

No

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

Check the packaging—only select Yes if soft corn or whole wheat flour tortillas are available. White flour tortillas or hard shell corn tortillas do not count.

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

C43. Overall availability of fresh fruit: (Pick one)

Limited (1-3 types)

Moderate variety (4-6 types)

Wide variety (7 or more types)

None sold

C43. Overall availability of fresh fruit (pick one)

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

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

C44. Overall quality of fresh fruit: (Pick one)

All or most fruit are poor quality
 Mixed: more poor than good
 Mixed: more good than poor
 All or most is good quality

C44. Overall quality of fresh fruit (pick one)

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

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

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

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

C45. Overall availability of fresh vegetables: (Pick one)

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

C45. Overall availability of fresh vegetables (pick one)

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

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

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

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

C46. Overall quality of fresh vegetables (pick one)

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

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

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

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

14

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

Yes

No

Produce not sold

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

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

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

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

Yes

No

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

This type of display or checkout lane must have signage indicating that retail selections contained in the lane or display are "healthy" or "family-friendly". The display or checkout lane may include non-food products or healthy products that include but are not limited to bottled water, 100% juice, low-fat (1%) or non-fat milk, fresh fruits, granola bars, or trail mix. See pocket guide for visual examples.

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

Any additional information about this store (optional):

Any additional information about this store (optional):

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

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

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

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

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

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

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

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

• Placement and Exterior Ads module

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

• Placement and Exterior Ads module

Placement & Exterior Ads Module ✱

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

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

Inside the Store:

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

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

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

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

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

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

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

E4. What products are next to baby formula? (Check all)

- Tobacco products next to formula
- Alcohol beverages/brands/products next to formula
- Neither tobacco nor alcohol next to formula
- Baby formula not sold here

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

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

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

16

Outside the store:

Please exit the store to answer the next questions.

E5. Do any signs indicate: (Check all)

No vaping allowed

Vaping is allowed

Quit smoking by vaping

None of these

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

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

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

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

Cigarettes, unflavored

Cigarettes, menthol

Chewing tobacco

Little cigars/cigarillos

Snus

E-cigarettes, vapor devices or e-liquids

None of the above

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

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

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

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

Cigarettes, unflavored

Cigarettes, menthol

Chewing tobacco

Little cigars/cigarillos

Snus

E-cigarettes, vapor devices or e-liquids

None of the above

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

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

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

Cigarettes

Chewing tobacco

Little cigars/cigarillos

Snus

E-cigarettes, vapor devices or e-liquids

Alcoholic beverages/brands/products

None of the above

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

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

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

17

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

Produce bins

Water refill vending machine

Bicycle parking

Wall murals of healthy foods

Wall murals of other images

Benches or other places to sit

None of the above

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

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

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

E10. Which of the following are present:

Bars on windows

Graffiti/tagging (not murals)

Buildings with broken/boarded windows

Noticeable/excessive litter in street/sidewalk

Abandoned cars

Broken glass

E10. Which of the following are present:

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

- **Bars on windows** if the bars are permanently fixed across one or more windows, but do not include screens or chains that roll up or slide open during business hours;
- **Graffiti/tagging** if any writing or picture that has been drawn, scratched, or sprayed illegal or unlawfully on the store exterior.
- **Buildings with broken/boarded windows** if the store has windows with holes, or large cracks in them, or windows with wood placed over them for weather or security.
- **Noticeable/excessive litter in street/sidewalk** if there is a noticeable amount of 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.
- Select **None of these** if none of the above are present outside the store.

Beer/liquor bottles/cans

Neighborhood watch signs

None of these

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

A lot

Some

A little

None

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

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

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

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

18

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

A lot

Some

A little

None

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

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

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

Thank you for completing the Placement and Exterior Ads module.

Any additional information about this store (optional):

Thank you for completing the Placement and Exterior Ads module.

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

Touch the box to bring up the keypad.

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

Done

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

19