



**Florida Retail Advertising Tobacco Survey  
Part 1: Store Information**

Date of data collection: \_\_\_\_\_ Time of day \_\_\_\_\_ am/pm

**1. Surveyor Information**

Surveyor Initials: \_\_\_\_\_

**2. Store Identification**

Survey Form number \_\_\_\_\_

Store Name: \_\_\_\_\_

County: \_\_\_\_\_

Store Address: \_\_\_\_\_

**3. Select the option that describes the completion of this survey.**

Store visited, partial exterior data collected

All exterior data collected

**4. Select the option that best describes this store type.**

Convenience (small store, such as 7-11, does not sell gasoline)

Convenience/gas (small store that sells milk, convenience items, and gasoline)

Gasoline station only (does not sell milk)

Small grocery/independently owned (e.g., deli, food marts, markets, superette)

Large grocery (e.g., Albertson's, Food Lion)

Tobacco discount/specialty (sells mostly tobacco products)

Mass merchandiser (e.g., Kmart, Costco, BJ's)

Pharmacy/drug (e.g., CVS, Walgreens)

Other (e.g., stationery, video, candy, discount)



5. Is the store located within  $\frac{1}{2}$  mile of a school? (circle one)    Yes    No

6. Record any comments/unusual observations (such as details about store environment, major promotions observed, cartoon ads noticed, etc.)

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Florida Retail Advertising Tobacco Survey  
Part 2: Store Exterior

1. Does the store have an exterior “age of sale” sign that customers can easily see that contains the following words EXACTLY: “THE SALE OF TOBACCO PRODUCTS TO PERSONS UNDER THE AGE OF 18 IS AGAINST FLORIDA LAW. PROOF OF AGE IS REQUIRED FOR PURCHASE.” (circle one)

Yes (Wording is exact)      Yes (But wording is different)      No

If —Yes (But wording is different) enter the wording of the exterior —age of sale sign here.

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2. Does the store have exterior tobacco advertising (signage, portable or freestanding displays, or functional items)?    Yes      No (If no, skip to Question 5.)

We will collect exterior advertising data by type and location. Count all advertisements (signage, portable or free-standing displays, or functional items). Look for posters, signs, stickers, banners, neon lights, trash cans, news racks, etc. Count the number of ads indicated below, record the number in the blank to the right, and total the number of exterior ads.

3. Count Exterior Store Tobacco Advertising

Count the number of tobacco ads (signage, displays, or functional items) on/affixed to the building (include windows, doors, roof, sides, building face, and awnings)

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Count the number of tobacco ads (signage, displays, or functional items) **not** on/affixed to the building (include fences, stoop, parking lot, light posts, fuel pumps, etc.)

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Total number of exterior tobacco ads

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Please describe any functional items you observe.

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**4. Do any of the exterior ads for cigarette products mention “light, medium, or mild” cigarettes?**

Yes

No

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**5. Does the store have exterior advertising for other tobacco products, such as cigars, bidis, pipes, smokeless (chew), herbal cigarettes, snus, or loose tobacco?**

Yes

No

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**6. Are there any exterior advertising signs for cigarettes or smokeless tobacco that exceed 14 square feet (i.e., 4' x 3.5' or 5' x 2.8') either mounted outside or in the window facing outward? (Ads can be a single sign or a single mosaic created by multiple smaller signs.)**

Yes

No

If yes, please provide details of brand, type (cigarette or smokeless), and location of signage.

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**7. How many total ads (tobacco and non-tobacco) are placed on store windows and doors?**

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**8. How many tobacco ads are placed on store windows and doors?**

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