



INSTRUCTIONS FOR RETAIL ADVERTISING OF TOBACCO SURVEY

Part 1: STORE INFORMATION

The Store Information Form collects information about the surveyor, store type, location, and environment of the survey.

A.1 Surveyor Information

Fill in the surveyor initials.

A.2 Store Identification

Fill in store name, ID number, the county where the store is located, and the address.

A.3 Outcome of your visit

Select the option that describes the disposition of the survey:

- exterior data collected—check this option if you have completed all parts of the survey.
 - exterior data partially collected—check this option if some of the survey data are missing.
 - Only exterior data collected—check this option if you were unable to enter the retailer to collect interior advertising and pricing data.
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A.4 Store Type

Select the option that describes best describes the store type on the day of your visit:

- 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., Tops, Wilson Farms)
 - 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)
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A.5 Location Near School

Tobacco advertising displayed in stores near schools may be targeting youth consumers. Record if the store is located within ½ mile of a school.

A.6 Comments and Unusual Observations



Record anything unusual you see, such as cartoon ads, new ad campaigns. Also include information on why the store was not visited, why data collection was not complete, or if the age-of-sale sign is not correct.

You may make notes in the margins or on the back of the survey forms.

INSTRUCTIONS FOR RETAIL ADVERTISING OF TOBACCO SURVEY Part 2: STORE EXTERIOR

The Store Exterior Form collects information on the amount of cigarette and other tobacco advertising located on the outside of the store, including the building and surrounding property.

B.1 Age-of-Sale Signs

Does the store have an exterior sign declaring the minimum legal age to purchase tobacco (age-of-sale signs) that customers can easily see and 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

If the store has an exterior age-of-sale sign but it does not have this exact wording, you will record the wording of the sign on the field form. An exterior sign that contains the term —We Card does not count as an exterior age-of-sale sign.

B.2 Exterior Tobacco Advertising

Record if the store does or does not have exterior tobacco advertising. (If not, skip to Question 4.)

Note: — not herbal cigarettes.



B.3 Count Exterior Tobacco Advertising

This section records the exterior advertising affixed to the building and on the rest of the property. Here are the usual places on and around the store that you will observe tobacco advertising:

- Advertising on/affixed to building Advertising on exterior property
 - Windows, Doors, Parking Lot, Fuel pumps
 - Building face, Roof, Sidewalk, Fence
 - Sides, Awning, Stoop, Light post
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B.4 Use of the Words —Light, —Medium, or —Mild on Exterior Cigarette Advertising

Do you observe the words —light, —medium, or —mild on any of the exterior advertisements for cigarette products? This includes exterior advertisements that use the words on cigarette packages (e.g., Camel Lights, Marlboro Lights) and exterior advertisements that use the words in phrases (e.g., —Now in Ultra Lights Box!; —New Ultra Lights Last Longer!).

B.5 Other Exterior Tobacco Advertising

Do you observe other tobacco products (cigars, snus, bidis, pipes, smokeless (chew), herbal cigarettes, snus, or loose tobacco) advertised on the exterior of the establishment?

B.6 Tobacco Signage Square Feet

Does this store have any exterior tobacco signs that exceed 14 square feet?



B.7 Total Advertising Coverage on Doors and Windows

Count total number of ads (tobacco and non-tobacco).

B.8. Count the total number of tobacco ads on doors and windows.