



California STORE Campaign Survey of Tobacco Advertising in Stores

Manual of Instructions for Coders

Table of contents

Content	Page
Study Goal.....	2
Overview	2
General Coding Rules	3
Brands.....	4
Styles.....	4
What to Count	5
Cover Sheet	6
Section A (Store Information)	6
Section B (Store Exterior).....	7
Age-of-sale Signs.....	7
Functional Items.....	7
Ads.....	8
Promotions	8
Section C (Store Interior).....	9
Shelving	9
Displays.....	10
Ads.....	10
Functional Items.....	11
Promotions	11
Age-of-sale Signs.....	11
Section D (Other Language: Optional)	12
Appendix	13
Introducing Yourself	13
Storefront Ad Coverage.....	14

Please keep this manual with you when you are conducting the survey in case you need to refresh your memory while you are in the field.

Study Goal

To assess placement and number of cigarette and smokeless tobacco brand marketing materials in a random sample of stores in the state of California.

Overview

For this study, you will be counting cigarette and smokeless tobacco marketing materials and noting some features of the store environment. There are four distinct types of items you will be counting:

1. Ads – these are pre-printed, industry produced signs or posters.
2. Functional items – these are industry produced branded items (items with a brand name or logo on them) that serve an additional purpose (such as a trash can or a clock).
3. Displays – these are portable units that hold tobacco products (cigarettes or smokeless tobacco) and are provided to the store by a tobacco company. Displays can be carried into a store and can be easily moved around depending on available space. Displays are situated in open view, usually on or near checkout counters, and are used to merchandise cigarette packs, cartons, promotional products, and smokeless tobacco for retail sale.
4. Shelving – this includes shelves in permanent cabinets along store walls and shelving attached to a wall behind a counter; the primary purpose of these fixtures is to merchandise tobacco products.

In addition to counting the above, you will be:

- making observations about the placement and nature of these items;
- noting the presence of special promotions; and
- counting the number of age-of-sale signs present in a store.

After a brief overview of general coding rules, what to count, and how to introduce yourself to the clerk, this manual will go through your observation form page by page with specific instructions for each data point that you will be collecting.

General Coding Procedure

Use a consistent system for surveying and counting ads and promotions. Start with the exterior and record information for age-of-sale signs, functional items, and ads. Next, code the interior of the store, recording items as they appear on the form (shelving units, displays, ads, functional items, and age-of-sale signs).

In **general**:

- Attention to detail is very important. Some stores have a lot of tobacco advertising, making it easy to miss some. When you think you have finished, double check to be sure you caught everything that you were supposed to count.
- Please use care when you record the information. Accuracy is crucial.
- If you see anything unusual or noteworthy, mention it in the “Notes” section on the first page of the form.
- Courtesy is important. Be aware of your surroundings; many stores will have deliveries and lots of customers. Make sure you’re not blocking the doors or aisles or disrupting employees.
- If you are uncertain about recording an item, please do so with a clear note about your question.
- Check the box marked “none” for any variable not appearing in the store.

For store **exterior**:

- First look for age-of-sale signs. These are typically on doors and windows.
- Next, count functional items like newspaper stands or garbage cans/ashtrays that may be just outside the door.
- Ads will be recorded last; pay attention to windows, doors, sidewalks, and any freestanding ads. Walk around the perimeter of the store’s property and pay attention to ads on light posts, fences, sidewalks (self-standing), fuel pumps, and hanging flags.

For store **interior**:

- We are not required to obtain permission from the stores before we start the survey. In large stores, simply begin recording information. However, you may need to use an introduction in smaller stores where it is more likely you will be noticed (such as convenience stores and mom-and-pop markets). Introduce yourself to the store manager or clerk and let them know you will be collecting information on store advertising. See Appendix for sample introduction.
- Start on store interior by looking for and recording information on permanent shelving fixtures that hold cigarettes and smokeless tobacco. These may be found along the perimeter of the store, that is, along the walls and windows of the store interior. Sometimes they appear as an island in the center of the store.
- Next, record information on moveable and cardboard displays. These are often found around the checkout counters but may be on other shelving in the store, and can hold cigarettes or smokeless tobacco.
- Then code all ads. Walk up and down the aisles and note ads and promotions on shelves, kiosks, bins, and ads hung from the ceiling. Notice all ads and promotions around the counter (e.g., behind and below the counter, on tobacco storage racks on or above the counter, in checkout lines). If the counter is in the center of the store, walk around it to check for ads on all sides.
- If coding smokeless tobacco displays and advertising, be aware that smokeless tobacco appears either in small round tins or as loose chewing tobacco in foil pouches.
- You will also code the number of functional items present. These generally appear near the register and entrance of the store. Walk up to and around the counter.
- Look for age-of-sale signs, which can appear on registers, counters, and sides of overhead bins.

Brands

Recording Information by Brand

You will be collecting data for the following cigarette brands:

- **Marlboro**
- **Camel**
- **Winston**
- **Newport**
- **GPC**
- **Kool**
- **Other cigarettes** – such as Virginia Slims, Parliament, Basic, Merit, Benson & Hedges, Lucky Strike, Pall Mall, Misty, Salem, Doral, and any others...

You can also collect data for the following smokeless tobacco brands:

- **Copenhagen**
- **Skoal**
- **Other smokeless** – such as Rooster, Redman, and any others...

Styles

Most cigarettes brands come in a number of different styles. Ads may feature one or more styles of cigarettes of a particular brand. We are only interested in recording the brand of the cigarette, not the specific style. For instance, all Marlboro cigarettes would be counted under Marlboro regardless of whether they are Lights or Menthol.

These are examples of cigarettes and smokeless tobacco brands and their styles:

Marlboro	Camel	Skoal
Reds	Filter	Original
Lights	Filter Kings	Fine Cut Straight
Mediums	Menthol	Long Cut Straight
Menthol (green)	Lights	Long Cut Classic
Mild (purple)	Lights Wides	Bandits Straight
Light Menthol	Non-Filter	Bandits Wintergreen
100's	Special Lights	Bandits Mint
Light 100's	Special Lights 100's	Long Cut Mint
Medium 100's	Ultra Lights	Long Cut Cherry
Ultra Lights	Kamel Red (red pack)	Long Cut Spearmint
25's		

Notes on What to Count

Count **ALL** tobacco company-produced displays, shelving, and advertising for cigarettes and smokeless tobacco (exterior and interior). Do not count pipe and cigar tobacco ads or displays. Do not count “home-made” retail advertising.

1. Count industry-produced branded ads, not handwritten or homemade ads. Count banners and pre-printed posters that may have prices handwritten by the local merchant.
2. To count as an exterior ad, an ad must be mounted outside or affixed to a glass window/door and be facing out. There should be no room to walk in front of this ad when inside the store (i.e., this ad cannot be seen on the inside of the store). Interior ads that are viewable from the outside (e.g., if a door is open) are recorded as interior ads.
3. Ads that have multiple brands will be recorded for each brand. For example, an ad with three brands would be recorded as one ad for each brand; record all relevant information for each of these three ads. Chain stores typically have these ads (e.g., 7-Eleven).
4. If a sign is printed on both sides and is visible to the customer on both sides, then count it as two different ads. Some of these may be suspended from the ceiling. This also applies to two-sided ads in windows that are visible both outside and inside of the store. 3-D ads (novelty branded ads that are 3-dimensional with logos appearing on multiple sides) will only be counted once.
5. Cigarette packs that are enclosed in Plexiglas (thick clear acrylic) and are not accessible to anyone will be recorded as ads. If several brands appear in this Plexiglas ad, code for each brand.
6. Count ads or displays if they are partially blocked by another ad or display only if they are easily recognizable by brand. Code ads with recognizable slogans (e.g., “Mighty Tasty”, “No Bull”, or “Alive with Pleasure”).
7. On shelving units, count the brand logo that is part of the unit as a logo and not as an ad. A logo has a permanent location on the shelving unit, usually covered in clear plastic at the top of the unit. The logo itself may be replaced, but there is a permanent location to display it. If there are multiple logos, record the first brand that appears on the top left of the unit (coding top to bottom, left to right).
8. If signage is part of a display (e.g., a brand logo on top), then it is counted as a logo brand on the display part of the form. You will count the brands by the dominant logo, which is typically the largest logo that is part of the display. If a display has multiple dominant logos, record the first brand appearing on the display, recording from top to bottom, left to right; code all other logos as ads.
9. If an ad is attached to a shelving unit or display but it is not part of the shelf or display, then count it as an ad.

Do NOT Count:

- Handmade/handwritten ads.
- Printed signs that advertise price, product, or type of tobacco but do not mention a specific brand (e.g., signs with “Cigarettes sold here” or “Best Price \$27.00 per carton”).
- Cardboard boxes for shipping tobacco products (even if they are being used as part of a display or for a trash can and are in sight).
- Specialty cigarettes, such as cloves, Beedies or Bidis, or Kreteks (products or ads); only mark “yes” on the form if Beedies are sold in the store.
- Cigar products or ads (such as Coronas, Dutch Masters, Blunts or “shorty” cigars such as Tiparillos or Cigarillos).
- Pipe tobacco, such as Drum (product or ads).
- Ads for cigarette rolling papers or other tobacco paraphernalia (e.g., Zig-Zag).
- SKU identification tags on shelving units (markers used for store inventory).

Cover Sheet

1. The cover sheet should be labeled with a store number, name, and address. If any information is incorrect, cross out and make changes in the notes section. Also, be sure to note if you observe any unique or unusual marketing materials or strategies in the store.
2. Use an attempt log to keep track of the date that you visited a store, with whom you spoke, and when you are scheduled to return.

Section A (Store Information)

1. Before you leave your car, make sure that you copy the store identification number from the label onto the first page of the data collection form.
2. Fill in your coder identifying number. OPTIONAL: Write in your council district number in "2b" and/or your supervisor district number in "2c" if you are identifying the stores by district. In 2d, note if store is within 1000 feet of a school (1000 ft is roughly three football fields in length).
3. Fill in the date.
4. Circle the number with the correct store type.

Fill in the following after you complete the interior of the store:

5. Complete the disposition section with the appropriate code when finished auditing store. All stores should sell cigarettes. If not, do not complete the audit, and circle "no cigarettes".
6. Count the number of cash registers, whether open or closed.
7.
 - a. Circle "yes" if beedies are sold in the store. Beedies (or "bidis") are tobacco products wrapped in temburni leaf or tendu leaf; they are hand-rolled cigarettes that are imported primarily from India and some Southeast Asian countries, they are available in a variety of candy-like flavors and often are sold in packs of fewer than 20. Look on the counters and behind the clerk in the checkout area.
 - b. Circle "yes" if this is an adult only store (no one under the age of 18 permitted).
8. Circle "yes" if Prop 65 signs are posted in an area plainly visible to smokeless tobacco customers, which is at the point of sale or where the products are displayed.
9. Circle "yes" if there are any ads 14 feet² or greater. Size is determined by using an 8" x 11" sheet of paper: 21 adjacent sheets of paper are approximately 14 feet². This includes "mosaics" (ads adjoining each other) and series of ads where the ads are joined together to create a single display that is larger than 14 feet².
10. Circle "yes" if there are any ads with cartoons (e.g., Joe Camel). Cartoons use comically exaggerated features, attribute human characteristics to animals or inanimate objects, or may attribute super-human characteristics to figures (human or otherwise).
11. Circle "yes" if the window coverage is greater than 30%. Refer to Appendix for examples.
12. Circle "yes" if there are self-service cigarettes present in the store (reasonably accessible to the customer). If shelving units or displays are positioned so that the customer would reasonably need the clerk's assistance to remove the tobacco product, do not count as self-service.
13. Circle "yes" if there are other self-service tobacco products in the store (e.g., chewing tobacco).

Section B (Store Exterior)

The **EXTERIOR** section is used to record information on the amount of tobacco advertising on the outside of the store including windows, doors, exterior walls, and anywhere else on the building, on the sidewalk, or in the parking lot.

Age-of-sale Signs

Count each age-of-sale sign that may be present on the exterior of the store.

Answer the following for exterior age-of-sale signs:

14. Number by type:

Count the age-of-sale signs present on the exterior of the store by type. If there are no exterior age-of-sale signs, check box in the “none” column. Enter a number for:

“We Card”: Red, yellow, white

“1-800-5ASK4ID”: Yellow and white OR red, black and white

“Tobacco Company”: e.g., Winston (red, white, black), American Spirits (turquoise, multicolored)

“Other”: Any other age-of-sale sign that does not fit in the above categories; this includes FDA signs or “It’s the Law” signs

Functional Items

These include trashcans, ashtrays, door-floor mats, clocks, and newspaper racks located outside the store. Note: for door/floor mats, the mat must be entirely outside of the store. If in the doorway but inside the store, it will be counted as an interior functional item; if shopping baskets are present, they are counted as one functional item (do not count each basket as a functional item). Please note: push/pull, store hours, and enter/exit signs are **not** counted as functional items, they will be recorded as ads.

Answer the following for exterior functional items:

15. Number by brand:

Count the total number of exterior functional items for each brand and record the total number in the appropriate box. Check “none” if there are no exterior functional items.

16. At or below 3 feet:

Check the box for each brand that has any functional item at or below three feet from the ground. Three feet from the ground is generally at waist level. Check “none” if there are no functional items at or below three feet.

Ads

These are advertisements and signs with a brand name or logo, that appear on the exterior of the store. These included branded cigarette tobacco signs printed by companies that own several chain stores (like 7-Eleven). Ads may be paper posters, banners, awnings, lighted signs, sidewalk ads, decals/stickers, or utilitarian signs (e.g., open/closed, enter/exit, store hours). Note: if multiple brands are on a single ad, please record each brand as an ad.

Answer the following for exterior ads:

17. Number by brand – door/window:

Enter the number of exterior tobacco ads by brand located on the doors and/or windows of the store. If an ad has more than one brand, record each brand as a separate ad. If there are no exterior tobacco ads, check “none”.

18. Number by brand – other exterior location:

Enter the number of exterior tobacco ads by brand located anywhere else on the store property. This includes the building (not window or door), parking lot, and sidewalk.

19. At or below 3 feet:

Check the box for each brand that has an ad with any part displayed at or below three feet from the ground. Three feet from the ground is generally at waist level.

Promotions

Exterior “promotions” are any ads that indicate a promotional offer or value for a tobacco product. These can be signs or functional items with the following:

20. Any special promotions?

Check the box for each brand that advertises any of the following types of special promotions:

- a “special” price (sale price). This is designated by any of the following terms: “special value”, “special offer”, “discount”, “cents-off”, “reduced price”, “special savings”, “save \$____”. Do **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, “quality”, or multi-pack discounts;
- free tobacco products such as “buy two packs get one free” (these are usually pre-packaged) with purchase of cigarettes or smokeless tobacco; or
- a free gift with purchase of cigarettes or smokeless tobacco such as free lighters, t-shirts, or food. An example would be “free camera with purchase”.

Optional - Storefront Advertising Coverage

21. Store exterior coverage (NOTE: this includes ADS for ALL products):

Check the box that best represents the total coverage of advertising on the doors and windows of the store. Use the examples in the Appendix for reference when you are estimating window coverage.

Section C (Store Interior)

Store Interior Characteristics

The **INTERIOR** section is designed to collect information on the location of tobacco products (cigarettes and smokeless tobacco) and the amount of tobacco advertising on the inside of the store, including walls, doors, checkout area, and other areas in the store. You will collect information on the location and characteristics of tobacco product shelving and displays. You will also record information on functional items and age-of-sale warning signs.

Built-in Tobacco Product Shelving

Built-in shelving includes overhead bins and shelves in permanent cabinets along store walls, at the end of an aisle (end-cap), and attached to a wall behind a counter. These shelving units can **not** be reasonably picked up with one hand. They begin and end with a vertical divide (or small gap). If there is no vertical divide that goes all the way from top to bottom, then it is only one unit. Note: sometimes doors may appear to be dividing the unit.

In order to be counted as a shelving unit, the unit must have brand specific, tobacco industry generated signage or advertising (a logo) and a place to hold packs or cartons of cigarettes. If a shelving unit that is holding cigarette products does not have a brand specific logo, then it is not recorded as a tobacco-shelving unit.

Logo: You will count shelving units according to the brand of the dominant logo that appears on the shelving unit that is part of the shelving unit. The dominant logo is the largest ad on the shelving unit, typically at the top of the unit. It is usually plastic or plastic-covered and may be removable. Although a logo is a special kind of ad, we do not code it that way because it is part of the shelving unit. If there is more than one dominant logo, record the first logo, starting from left to right, top to bottom (you will code any other logos as interior ads).

Answer the following for interior shelving units:

22. Number by logo brand – in counter zone:

Enter the number of shelving units in the counter zone for each brand (logo). Counter zone is defined as within four feet of the counter area, including the area behind the counter. If there are no shelving units in this area, check the box marked “none”.

23. Number by logo brand – away from counter zone:

Enter the number of shelving units away from the counter zone for each brand (logo). If there are none, check the box marked “none”.

24. At or below 3 feet:

Is any part of a shelving unit located at or below three feet? Check the box for each brand that has any part of a shelving unit at or below three feet.

25. Near candy:

Are any of the shelving units located within six inches of candy? Six inches is approximately equal to one half of the length of the Store Observation Form. Candy includes items such as chewing gum, mints, chocolates, and sugar candy.

Displays

A display is a portable unit that holds tobacco (cigarettes or smokeless tobacco) and is provided to the store by a tobacco company. It may be used on a temporary basis (e.g., cardboard display) or a permanent basis (wire or Plexiglas display). It can be carried into a store and can be easily moved around the store. It is presented in open view, generally on retail selling counters, and its purpose is to merchandise cigarette packs, cartons, and promotional products for retail sale.

In order to be counted as a display, a brand-specific logo must be part of the display and it must have a place to hold packs or cartons of cigarettes. If a rack that is holding cigarette products does not have brand specific logo, then it is not recorded as a display. **A Plexiglas enclosed display is recorded as an ad if no cigarettes are accessible to anyone for sale (not even the clerk).**

Answer the following for interior displays:

26. Number by logo brand – in counter zone:

Enter the number of displays in the counter zone for each dominant logo brand (within four feet of the counter area). The dominant brand is the largest ad on the display and is part of the display. If the display has more than one dominant brand, count the first brand, coding from top to bottom, left to right; code remaining logos and signs not part of the display as interior ads.

27. Number by logo brand – away from counter zone:

Enter the number of displays away from the counter zone, by the dominant brand logo.

28. At or below 3 feet:

Check the box for each brand that has any display located at or below three feet.

29. Near candy:

Check the box for each brand that has any display located within six inches of candy. Candy includes items such as chewing gum, mints, chocolates, and sugar candy.

Ads

An ad is any sign that promotes a tobacco product with a brand name or logo on it, usually supplied by the manufacturer. These ads include shelf talkers (small signs attached to the shelf), shelf labels or channel strips, 3-dimensional advertising (like inflatable plastic displays, oversized cardboard cigarette packs, or mobile/animated point-of-sale materials), and signs hanging from the ceiling. These not part of a display or shelving unit, although they may be attached to them. If cigarettes are completely enclosed in Plexiglas, and are inaccessible to the customer and the clerk, they will be counted as an ad. Only record shelf marker strips if the brand is reasonably identifiable (e.g., recognizable slogans like “No Bull” or “Mighty Tasty”). Note: for two-sided window ads, only the side facing inside is recorded as an interior ad.

Answer the following for interior ads:

30. Number by brand – in the counter zone:

Enter the number of ads in the counter zone by brand. Remember, if the ad has more than one brand, record as separate ads for each brand.

31. Number by brand – away from the counter zone:

Enter the number of ads away from the counter zone by brand.

32. At or below 3 feet:

Check the box for each brand that has any part at or below three feet from the ground.

33. Near candy:

Check the box for each brand that has an ad located within six inches of candy.

Functional Items

These are objects that serve a function other than displaying and merchandising tobacco products. Functional items that appear on the interior of a store include trash cans, ash trays, door-floor mats, newspaper racks, shopping baskets or carts, clocks (that are not part of an overhead bin), change trays, counter mats, checkout strips or dividers, and “register closed” signs. Clocks that are part of an overhead bin are not to be considered a functional item clock but are considered part of the overhead bin (which are counted in shelving).

Answer the following for interior functional items:

34. Number by brand:

Count the total number of interior functional items for each brand and record the total number in the appropriate box. Check “none” if there are no interior functional items.

35. At or below 3 feet:

Check the box for each brand that has any functional item at or below three feet. Mark “none” if there are no interior functional items at or below three feet.

Promotions

Interior “promotions” are any ads that indicate a promotional offer or value for a tobacco product. These can be signs, logos on shelving units, logos on displays, or functional items.

36. Any special promotions?

Check the box for each brand that advertises any of the following types of special promotions:

- a “special” price (sale price). This is designated by any of the following terms: “special value”, “special offer”, “discount”, “cents-off”, “reduced price”, “special savings”, “save \$____”. Do **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, “quality”, or multi-pack discounts;
- free tobacco products such as “buy two packs get one free” (these are usually pre-packaged) with purchase of cigarettes or smokeless tobacco; or
- a free gift with purchase of cigarettes or smokeless tobacco such as free lighters, t-shirts, or food. An example would be “free camera with purchase”.

Age-of-sale Signs

Count each age-of-sale sign that may be present on the interior of the store. These are typically found around the counter area on registers, overhead bins, and shelving units. Be sure to check all registers in larger stores (e.g., drug stores and supermarkets).

Answer the following for interior age-of-sale signs:

37. Number by type – in the counter zone:

Count the age-of-sale signs in the counter zone by type. If there are no interior age-of-sale signs in the counter zone, check box in the “none” column. Enter a number for:

“We Card”: Red, yellow, white

“1-800-5ASK4ID”: Yellow and white OR red, black and white

“Tobacco Company”: e.g., Winston (red, white, black), American Spirits (turquoise, multicolored)

“Other”: Any other age-of-sale sign that does not fit in the above categories; this includes FDA signs or “It’s the Law” signs

38. Number by type – away from the counter zone:

Count the age-of-sale signs away from the counter zone by type.

Section D (Other Language: Optional)

Use this part of the form to count the occurrence of any other-language items. You can choose the language as appropriate for your study.

39. Other language noted:

Write in the language you are coding (e.g., Spanish, Vietnamese).

Other Language – Exterior

40. Ads:

Check the box for each brand that has any exterior ads in another language. If there are none, check the box marked “none”.

41. Functional items:

Check the box for each brand that has any exterior functional items in another language.

42. Promotions:

Check the box for each brand that has any exterior promotions in another language, including: a special price reduction; free tobacco products with purchase of cigarettes or smokeless tobacco (such as “buy two packs get one free”); or a free gift with purchase of cigarettes or smokeless tobacco such as free lighters, t-shirts, or food.

Other Language – Interior

43. Built-in shelving (logos):

Check the box for each brand that has any interior shelving units in another language. This will be the logo of the shelving unit.

44. Displays (logo):

Check the box for each brand that has any interior displays in another language (the logo).

45. Ads:

Check the box for each brand that has any interior ads in another language.

46. Functional items:

Check the box for each brand that has any interior functional items in another language.

47. Promotions:

Check the box for each brand that has any interior promotions in another language, including: a special price reduction; free tobacco products with purchase of cigarettes or smokeless tobacco (such as “buy two packs get one free”); or a free gift with purchase of cigarettes or smokeless tobacco such as free lighters, t-shirts, or food.

Appendix

Introducing Yourself

Here is a sample introduction:

Hello, my name is _____. I am helping with an advertising survey. We are counting ads in stores throughout the community. We'll take 10-15 minutes to look around the store and we'll stay out of your customers' way. Thank you.

They may ask you some questions about the study. Here are some common questions and guidelines on how to answer them:

If they ask who your employer is, you can reply:

I work for _____.

If you're asked if this is related to tobacco buys or stings:

This is a study of advertising and promotions in retail outlets.

If pressed:

*I don't know. You could call my supervisor, _____
at _____.*

If store clerks ask to see the audit form, show them without hesitation.

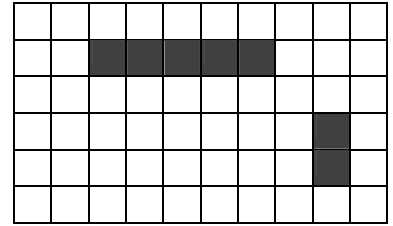
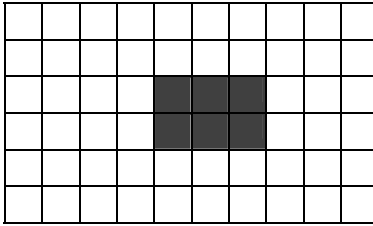
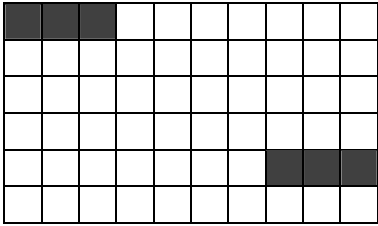
If you are pressed, you may also tell store personnel to call your organization that is sponsoring the project.

You can also present them with a copy of the introduction letter that assures store owners that any information collected from their store will not be used in any criminal or prosecutory activities.

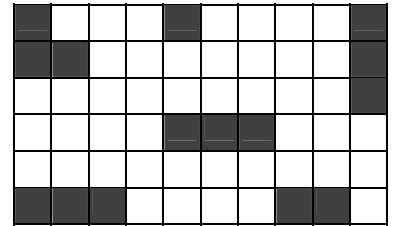
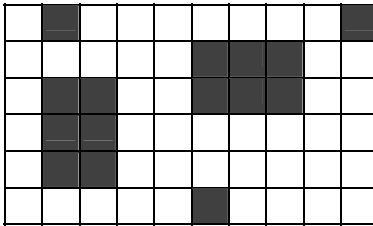
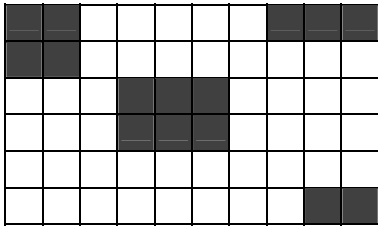
Examples of Storefront Ad Coverage

Use this guide for estimating the total ad coverage on storefront windows. This includes all advertising, not just tobacco.

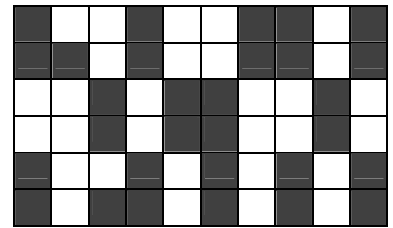
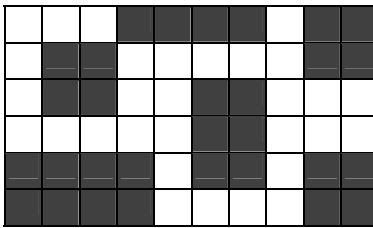
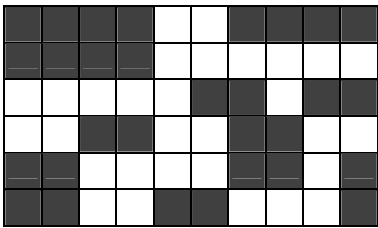
10%



25%



50%



75%

