

STORE TOBACCO ADVERTISING

1. Section I: EXTERIOR Store Tobacco Advertisements

1. Name of Store/Venue

2. Address of Store/Venue

3. Please select the zip code for this Store/Venue:

- 78702
- 78722
- 78741
- 78753
- 78705
- 78745
- 78701

4. According to the zip code you selected please choose the appropriate category:

- East- 78702, 78722, 78741, 78753
- College/University- 78705, 78745
- Entertainment District- 78701

5. DATE & TIME OF SURVEY

* MM DD YYYY HH MM AM/PM
□ / □ / □ □ : □ □ □

STORE TOBACCO ADVERTISING

6. TYPE OF STORE

- Convenience
- Convenience/Gas
- Gas
- Grocery
- Supermarket
- Supermarket/Gas
- Drug Store/Pharmacy
- Liquor Store
- Tobacco Store

Other (please specify)

NO EXTERIOR tobacco advertisements? Please skip to question 7

7. EXTERIOR Tobacco Advertisements Observed

	YES	NO
Special Price	<input type="checkbox"/>	<input type="checkbox"/>
Multi-pack Discount	<input type="checkbox"/>	<input type="checkbox"/>
Free Gift With Tobacco Purchase	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

If you marked "yes" for OTHER, please specify.

8. EXTERIOR Tobacco Advertising: type of media

	Cigarettes	Cigars (All types)	Smokeless Tobacco	Other
Posted sign with brand/logo and/or image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posted sign with text only (NO brand/logo and/or image)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you marked OTHER, please specify

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9. Specific Location of EXTERIOR Tobacco Advertising

	Yes	No
On Building	<input type="checkbox"/>	<input type="checkbox"/>
On Window	<input type="checkbox"/>	<input type="checkbox"/>
At gas pump	<input type="checkbox"/>	<input type="checkbox"/>
Stand alone (separate from bldg or pumps)	<input type="checkbox"/>	<input type="checkbox"/>
OTHER	<input type="checkbox"/>	<input type="checkbox"/>

If you marked yes for "stand-alone", or OTHER please describe

10. Estimate the Percentage of total tobacco ad-coverage viewable from EXTERIOR of building; use the attached examples of window coverage for reference.

- 0%
- up to 10%
- up to 25%
- up to 50%
- up to 75%
- up to 100%

11. Do you see counter-advertising messages such as images or educational information (excluding surgeon general's warning) on the EXTERIOR of the building?

If Yes, please write down how many and what type

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2. Section II: INTERIOR Store Tobacco Advertisements

NO INTERIOR tobacco advertisements? Please skip to question 5 in this section and proceed to complete the rest of the survey

1. INTERIOR Advertisements Observed?

	yes	no
Special Price	<input type="checkbox"/>	<input type="checkbox"/>
Multi-pack Discount	<input type="checkbox"/>	<input type="checkbox"/>
Free Gift With Tobacco Purchase	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

If you marked "yes" for OTHER, please specify.

2. INTERIOR Tobacco Advertising: type of Media

	Cigarettes	Cigars (All types)	Smokeless Tobacco	Other
Posted sign with brand/logo and/or image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posted sign with text only (no brand/logo and/or image)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you marked OTHER, please specify

3. Specific Location of INTERIOR Tobacco Advertising

- None
- Placed high (above observer's eye-level)
- Point of Sale (counter level)
- Placed low (Child eye-level, 3ft or under)
- Next to Candy Aisle
- Other

If you marked OTHER, please specify

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4. In-store Tobacco Promotional Items

	Cigarettes	Cigars (All)	Smokeless	OTHER
T-shirts & other clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catalogues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you marked OTHER, please specify

5. What is the regular price for the following? If price is not available for a particular brand please write 'N/A'

Camel Regular (pack)	<input type="text"/>
Marlboro Reds (pack)	<input type="text"/>
Camel SNUS any type (individual)	<input type="text"/>
Newport Menthol (pack)	<input type="text"/>
N/A	<input type="text"/>

6. Were there any free sampling of tobacco products observed?

- Yes
 No

If you marked "yes" what type and brand of tobacco was being offered as a free sample?

7. Do you see counter-advertising messages such as images educational information (excluding surgeon general's warning) on the INTERIOR of the store?

If Yes, please write down how many and what type

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8. Store Observation Status

- Completed
- Exterior only completed
- Interior only completed
- Denied access
- Retailer out of business
- Visited outside business hours
- Store not located
- Other
- If any category other than "Completed" is checked, give detailed explanation

9. Please use this area to add any additional comments or observations related to tobacco advertising at this retailer.