Standardized Tobacco Assessment for Retail Settings (STARS)

Pocket Guide

SCTC

State and Community Tobacco Control Research

PRODUCT EXAMPLES

Cigarettes

Menthol cigarettes

Cigarillos/little cigars

Single cigarillos

PRODUCT EXAMPLES

Large cigars

Chew, moist or dry snuff, dip or snus

Definition: Tobacco products that do not produce smoke or vapor, often referred to as smokeless tobacco.

E-cigarettes

Definition: Battery-powered cigarettes that produce vapor instead of smoke. They can be refillable or disposable. This category **does not** include e-hookahs or e-cigars.

STORE CHARACTERISTICS

Outside advertisements

Definition: Include any sign, poster, banner, decal, sticker, neon light or other three-dimensional object that promotes a brand. Advertisements are pre-printed or professionally-produced but may include hand-written information about price. These may be located on the building, on functional items (e.g. trash can, shopping basket) or property (e.g., on the sidewalk, window, parking lot, front door, gas pump, side of the building).

Store categories

Convenience store with or without gas: Convenience stores, also known as food marts, sell a limited line of goods that generally include milk, bread, soda, and snacks. Some convenience stores sell gas (e.g., Arco AM/PM, Chevron FoodMart, BP Connect, Valero), and others don't (e.g., 7-Eleven, Circle K, Quik Stop).

Drug store/pharmacy: These are known primarily for selling prescription drugs as well as over-the-counter medicines (e.g., Rite Aid, Walgreens, Duane Reade).

Liquor store: Beer, wine or liquor stores mostly sell alcoholic beverages and may sell a limited supply of snack foods.

Grocery store: This includes a small market, deli, produce market, large grocery and supermarket (e.g., Safeway, Kroger, Giant Food, Piggly Wiggly, Vons, Luckys, Ralph's, Jewel Osco). Some supermarkets have gas pumps. The difference between a convenience store and a grocery store is that grocery stores sell raw meat that is meant to be cooked at home.

Mass merchandiser or discount store: Mass merchandisers sell a variety of goods including clothes, electronics and food (e.g., WalMart, Costco, BJ's, Sam's Club). Discount stores sell a wide range of general merchandise including fresh and perishable goods (e.g., 99 Cent Stores, Dollar General).

Tobacco shop: Use this category for a smoke shop or other retailer that primarily sells tobacco products (e.g., Cigarettes Cheaper, Cigar shops, or e-cigarette shops).

Pharmacy counter

Note: Stores do not have to be a drug store/pharmacy to have a pharmacy counter. For example, a WalMart might be a mass merchandiser and have a pharmacy counter.

Price promotion

PRICE PROMOTION

Definition: Popular price promotions include cents or dollar-off promotions, multi-pack discounts and buy some-get some free deals.

Multi-pack discount

An offer to purchase more than one item that results in a lower price (e.g.,"buy 2, get 1 free" or "$4.59 per pack when you buy 2").

Special price

A sale or special price indicated by terms such as "special value", "discount", "cents-off", "on sale", "reduced price", or "limited time offer". Ignore cigarette cartons and **do not** include "everyday low price" or "value brand".

Cross-product promotion with cigarettes

An offer to purchase any brand of cigarettes that results in a free or discounted price of any brand of smokeless tobacco (e.g., snus, snuff, dip, or chew) or e-cigarettes.

Not a promotion

Just a sign with a price, regardless of how many you get for the price (e.g., 2 cigarillos for 99 cents). This is not a promotion because it is just displaying the everyday price of the item and doesn't have the words associated with a special price (e.g. "reduced price").

FLAVORED PRODUCTS

Flavor examples

Fruit or Sweet	Liquor	Mint	NOT Flavored
Apple	**Bourbon**	**Fresh**	Black
Cherry	**Cognac**	**Frost**	Bold
Chocolate	**Margarita**	**Menthol**	Mild
Cinnamon	**Peach schnapps**	**Peppermint**	Perfecto
Cream	**Piña Colada**	**Spearmint**	Purple or purple haze
Grape (white, red)	**Spiced Rum**	**Wintergreen**	Red
Honey	**Whiskey**	**Winterchill**	Regular
Java	**Wine**		Royale
Peach	**Wine grape**		
Spice			
Strawberry			
Sweet			
Vanilla			

Talking to the cashier

Please consider the context, remembering that the cashier's time is a limited resource. Use your judgment and remember to be courteous and to avoid getting in the way of other customers.

PRODUCT PRICE

Obtaining price

Try to ask the cashier for the cheapest pack price and request the price for the Newport and Blu products. Look for the lowest advertised price if cashier is not available or unwilling to answer questions.

Newport menthol

Definition: Price of one Newport menthol regular hard pack (green pack). Record the discounted price if the product is on sale. **Do not** substitute the price for any other variety of Newport, such as a different cigarette length or flavor (e.g., Newport 100's or red pack). **Do not** compute this price from a multi-pack discount or from a carton price.

Blu disposable e-cigarette

Definition: Price of one Blu disposable e-cigarette (menthol). Record the discounted price if the product is on sale. **Do not** substitute the price for any other Blu product (e.g., starter kit, cartridge) or any other brand of e-cigarette.

Sales Tax

Price <u>without</u> sales tax is indicated by "plus tax".

Price <u>with</u> sales tax is indicated by "tax included".

Training Notes

Alcoholic beverages

Definition: Include any beverage designed for consumption that contains at least 0.5% alcohol by volume (e.g., wine, beer, distilled spirits, alcopops). This category **does not** include products that contain alcohol but are not meant for consumption as a beverage (e.g., cooking wine, vanilla).

Graphic health warning signs

Definition: A realistic photo or illustration depicting the negative health consequences of tobacco use. This **does not** include signs requesting ID if under 18 or grahic health warnings on tobacco packages.

Availability

Note: Always ask about availability of tobacco products if they are not visibly displayed in a store. When a sign on a shelf or presence of an advertisement shows that a store usually sells the product, then indicate that the product is "sold here". Indicate a product is available even if it looks to be temporarily "out of stock".

WIC & SNAP (i.e. food stamps, EBT)

TOBACCO PLACEMENT

Tobacco placement

Tobacco product within 12 inches (approximately two hand lengths) of toys, candy, gum, slushy/soda machines, or ice cream.

Tobacco advertisement within 3 feet of floor

Note: Do not consider advertisements behind the counter

Self-service display

Definition: A consumer can obtain the tobacco product **without** clerk assistance.

Training Notes

SCTC
State and Community Tobacco Control Research