Training Institute Summer Audit: Core Module

Store type:

- ○ Supermarket & Other Grocery
- ○ Convenience Store
- ○ Tobacco Store
- ○ Gas Convenience Store
- ○ Warehouse Clubs & Supercenters
- ○ News dealer/News stand
- ○ Beer/Wine/Liquor Store
- ○ Pharmacy and Drug
- ○ Other Gasoline Stations
- ○ Don't Know
- ○ Other

Exterior Price Promotions

Exterior TOBACCO price promotions (check if yes):

	Special price	Multi-pack offer
Parking lot or property	☐	☐
Building exterior	☐	☐

Interior Price Promotions

Interior CIGARETTE price promotions (check if yes):

	Special price	Multi-pack offer
Marlboro Cig	☐	☐
Camel Cig	☐	☐
All Other Cig	☐	☐

Interior SMOKELESS price promotions (check if yes):

	Special price	Multi-pack offer
Marlboro SNUS	☐	☐
Camel SNUS	☐	☐
All Other Smokeless	☐	☐

Other Tobacco Products

Candy/Fruit flavored little cigars or cigarillos sold?:
- ○ Yes
- ○ No

IF YES, how are they sold?:
- ○ Self-service
- ○ Clerk assisted

If any are self-service, choose Self-service

SINGLE little cigars or cigarillos sold?:
- ○ Yes
- ○ No

IF YES, how are they sold?:
- ○ Self-service
- ○ Clerk assisted

If any are self-service, choose Self-service

E-cigarettes or refills sold?:
- ○ Yes
- ○ No

IF YES, how are they sold?:
- ○ Self-service
- ○ Clerk assisted

If any are self-service, choose Self-service

Candy/Fruit flavored E-cigarettes or refills sold?:
- ○ Yes
- ○ No

IF YES, how are they sold?:
- ○ Self-service
- ○ Clerk assisted

If any are self-service, choose Self-service

Disposable hookah/E-hookah sold?:
- ○ Yes
- ○ No

IF YES, how are they sold?:
- ○ Self-service
- ○ Clerk assisted

Youth Placement

Any branded TOBACCO signs below 3 ft?:
- ○ Yes
- ○ No

Any TOBACCO at child's eye level (~3 ft.)?:
- ○ Yes
- ○ No

Any TOBACCO PRODUCTS displayed within 12 inches of candy, mints or gum?:
- ○ Yes
- ○ No

Notes/Product & Promotion Watch:

Write-in any notes or new products or promotions you see that have not already been captured in this form

Training Institute Summer Audit: Advertised Prices Module

Marlboro Reds (original)

Marlboro Reds (original) - Brand (and exact variety) sold?:
- ○ Yes
- ○ No

Marlboro Reds (original) - Single pack advertised price ($XX.XX): $ _____

Marlboro Reds (original) - Is the advertised price a sale or special price?:
- ○ Yes
- ○ No

Marlboro Reds (original) - Is sales tax included in the advertised price?:
- ○ Yes
- ○ No

Newport Green Full Flavor (original)

Newport Green Full Flavor (original) - Brand (and exact variety) sold?:
- ○ Yes
- ○ No

Newport Green Full Flavor (original) - Single pack advertised price ($XX.XX): $ _____

Newport Green Full Flavor (original) - Is the advertised price a sale or special price?:
- ○ Yes
- ○ No

Newport Green Full Flavor (original) - Is sales tax included in the advertised price?:
- ○ Yes
- ○ No

Camel snus

Camel snus - Brand sold?:
- ○ Yes
- ○ No

Camel snus - Single pack advertised price ($XX.XX): $ _____

Camel snus - Is the advertised price a sale or special price?:
- ○ Yes
- ○ No

Camel snus - Is sales tax included in the advertised price?:
- ○ Yes
- ○ No

Single flavored little cigars or cigarillos

Single flavored little cigars or cigarillos sold?:
- ○ Yes
- ○ No

Single flavored little cigar or cigarillo advertised price ($XX.XX): $ _____

Single flavored little cigar or cigarillo - Is the advertised price a sale or special price?:
- ○ Yes
- ○ No

Single flavored little cigar or cigarillo - Is sales tax included in the advertised price?:
- ○ Yes
- ○ No

Training Institute Summer Audit: Display/Shelving Units Module

Are any tobacco products visible to customers?:

- ○ Yes
- ○ No

Look at the tobacco merchandising area at the checkout area. Is the area one continuous shelving, display, or overhead unit, or is it split into multiple shelving, display, or overhead units?:

- ○ One continuous shelving, display, or overhead unit
- ○ Multiple shelving, display, or overhead units

Shelving, Display or Overhead Unit 1

Height: _____ ft
Width: _____ ft

Shelving, Display or Overhead Unit 2

Height: _____ ft
Width: _____ ft

Shelving, Display or Overhead Unit 3

Height: _____ ft
Width: _____ ft

Shelving, Display or Overhead Unit 4

Height: _____ ft
Width: _____ ft

Shelving, Display or Overhead Unit 5

Height: _____ ft
Width: _____ ft

Shelving, Display or Overhead Unit 6

Height: _____ ft
Width: _____ ft

Training Institute Summer Audit: FDA Compliance Assessment Module

Note: Counter Tools recommends these compliance assessment measures as a community education activity, not for enforcement purposes.

Q1. Are flavored CIGARETTES available?:
- Yes
- No
- Don't Know

(For example, clove or candy flavor? NOT menthol.)

Q2. Are cigarettes with "light", "low tar" or "mild" labels being sold?:
- Yes
- No
- Don't Know

Q3. Are cigarettes sold in less than packs of 20?:
- Yes
- No
- Don't Know

Q4. Are self-service cigarettes available?:
- Yes
- No
- Don't Know

Q5. Is self-service smokeless tobacco available?:
- Yes
- No
- Don't Know

Q6. Are cigarette vending machines present?:
- Yes
- No
- Don't Know

Q7. Do smokeless tobacco PACKAGES have the new, larger warning labels?:
- Yes
- No
- Don't Know

Q8. Are smokeless packets sold individually – less than the full tin?:
- Yes
- No
- Don't Know

Q9. Do smokeless tobacco ADVERTISEMENTS have the new larger warning labels?:
- Yes
- No
- Don't Know

Q10. Are non-tobacco gifts given with tobacco product sale?:
- Yes
- No
- Don't Know

(For example, lighter, t-shirt, etc.)

Q11. Are catalogs available that list gifts for redemption with proof of purchase?:

- ○ Yes
- ○ No
- ○ Don't Know

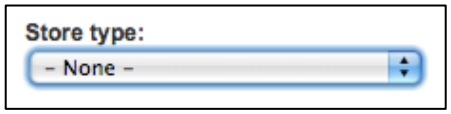
(For example, "Marlboro miles," "Camel cash")

If "YES" for Q1–Q6, Q8, Q10-Q11, the store is likely in violation of the FDA
If "NO" for Q7, Q9, the store is likely in violation of the FDA. Report violations at this online form:
http://www.accessdata.fda.gov/scripts/email/TobaccoProducts/flavoredCigarettes.cfm
OR, call 1-877-CTP-1373 and press #4 to report a violation

Counter Tools Training Institute 2013 Summer Audit Form Counting Rules

Core Module

Store type



Select the store type designation according to the criteria listed below.

Table 1. Tobacco Retailer Definitions

Industry	Description
Supermarket & Other Grocery	Supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.
Convenience Stores	Convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.
Tobacco stores	Primarily engaged in retailing cigarettes, cigars, tobacco, pipes, and other smokers' supplies.
Gas Convenience Store	Engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.
Warehouse clubs and Supercenters	Warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances. Examples: Walmart Supercenters (with grocery), Sam's Club, Costco
News dealers and Newsstands	Primarily engaged in retailing current newspapers, magazines, and other periodicals.
Beer, Wine, and Liquor Stores	Primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.
Pharmacies and Drug Stores	Pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.
Other Gasoline Stations	Gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services. Gas stations with small kiosks would be included here. We anticipate relatively few retailers will be in this category.
Don't Know	If you do not know the type of retailer, select 'Don't Know'.
Other	If the tobacco retailer does not fit any of the listed store types, please indicate what type of store it is here.

Exterior tobacco price promotions

Exterior Price Promotions

Exterior TOBACCO price promotions (check if yes):

	Special price	Multi-pack offer
Parking lot or property	☐	☐
Building exterior	☐	☐

- You will be checking for the presence of tobacco price promotions either on the building exterior or in the parking lot or property. Simply check the box to indicate 'YES', the price promotion is present.

- Scan the **parking lot** area carefully. Some parking lots are large and have a sidewalk outside of the main lot area where retailers may advertise to attract car traffic. Look high and low – signs can be in many locations. Pay particular attention to fuel pumps, street lights, fences, sidewalks, hanging flags, and movable signs in parking lot/property.

- For **building exterior**, count signs that are directly attached to the store exterior (on any side of the building). These may include signs that are attached to the building exterior, signs pasted on the outside of a store window or door, **as well as signs that are on the interior of windows or doors facing the exterior**. If door is propped open, count the sign as if the door were closed.

- Promotions are incentives offered to encourage the purchase of a particular tobacco product. They provide a reason to "buy now." This audit examines: (1) tobacco promotions with sale or special price, (2) tobacco multi-pack promotions.

(1) Promotion with sale or special price
   a. Words to look for include "special value", "special offer", "discount", "cents-off", "reduced price", "save $___", "sale price", " special promotion", or "promotional offer"

   b. Do NOT include words such as: "everyday low price", "low", "value brand", "savings brand", "basic", "Premium brand", "quality"

(2) Multi-pack promotion
   a. A multi-pack promotion is an offer for a discount on multiple packs. The idea is that the customer needs to buy more than one pack to get the discount.

   b. Include words such as: "buy two get one free" "two for the price of one" "free pack with carton"

- NOTE: Promotions include both industry promotions and store/club promotions (e.g. Kroger club members get $1 off), as seen in the example below:

Note price promotion: "$4.00 per pack with your Sheetz card" which is a joint promotion between Camel and Sheetz stores.

Interior cigarette price promotions

Interior CIGARETTE price promotions (check if yes):	Special price	Multi-pack offer
Marlboro Cig	☐	☐
Camel Cig	☐	☐
All Other Cig	☐	☐

Record the presence of interior CIGARETTE price promotions for Marlboro, Camel, and all other cigarettes. This audit examines: (1) cigarette promotions with sale or special price, and (2) cigarette multi-pack promotions.

(1) Promotion with sale or special price

- Words to look for include "special value", "special offer", "discount", "cents-off", "reduced price", "save $___", "sale price", "special promotion" or "promotional offer"

- Do NOT include words such as: "everyday low price", "low", "value brand", "savings brand", "basic", "Premium brand", "quality"

(2) Multi-pack promotion

- A multi-pack promotion is an offer for a discount on multiple packs. The idea is that the customer needs to buy more than one pack to get the discount.

- Include words such as: "buy two get one free", "two for the price of one", "free pack with carton"

Promotions are typically seen on sign or on the packs themselves, as seen below:

Note that promotions can appear on the cellophane packaging.

Interior smokeless price promotions

Record the presence of interior SMOKELESS price promotions for Marlboro SNUS, Camel SNUS, and all other smokeless. This audit examines: (1) promotions with sale or special price, (2) multi-pack promotions.

(1) Promotion with sale or special price

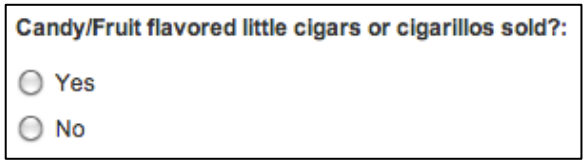
- Words to look for include "special value", "special offer", "discount", "cents-off", "reduced price", "save $___", "sale price", "special promotion" or "promotional offer"
- Do NOT include words such as: "everyday low price", "low", "value brand", "savings brand", "basic", "Premium brand", "quality"

(2) Multi-pack promotion

- A multi-pack promotion is an offer for a discount on multiple packs. The idea is that the customer needs to buy more than one pack to get the discount.
- Include words such as: "buy two get one free", "two for the price of one", "free pack with carton"

Other Tobacco Products

Candy/Fruit flavored little cigars or cigarillos sold?



- Simply mark 'YES' if **flavored** single little cigars or cigarillos are sold in the store.
- This does NOT include menthol. Flavors are typically fruity in nature (cherry, berry, grape, peach) or chocolate or wine.
- This question does not involve package size, only whether or not flavors are present.

Single little cigars or cigarillos sold?

SINGLE little cigars or cigarillos sold?:

- ○ Yes
- ○ No

- Simply mark 'YES' if **single** little cigars or cigarillos are sold in the store.
- These single sticks are wrapped individually and priced generally less than $1.00. Some images of single cigarillos and little cigars are below.

E-cigarettes or refills sold?

E-cigarettes or refills sold?:

- ○ Yes
- ○ No

- Simply mark 'YES' if e-cigarettes or e-cigarette refills are sold in the store.
- Some images of e-cigarettes are below.

Candy/Fruit flavored E-cigarettes or refills sold?

Candy/Fruit flavored E-cigarettes or refills sold?:

- ○ Yes
- ○ No

- Simply mark 'YES' if **flavored** e-cigarettes or refills are sold in the store.
- This does NOT include menthol. Flavors are typically fruity in nature (cherry, berry, grape, peach) or chocolate or wine.
- This question does not involve package size, only whether or not flavors are present.

Disposable hookah/E-hookah sold?

Disposable hookah/E-hookah sold?:

- ○ Yes
- ○ No

- Simply mark 'YES' if disposable hookahs or e-hookahs are sold in the store.
- Some images of disposable hookahs are below.

Youth Placement

Branded tobacco signs below 3 feet

Any branded TOBACCO signs below 3 ft?:

- ○ Yes
- ○ No

- Check 'Yes' if you see branded tobacco signs being displayed at or below a child's eye level, which is about 3 feet off the ground.
- Note this is a question about advertising, not products; only check YES if you see branded tobacco signs being displayed at child's eye level.

Tobacco products at child's eye level (~3 ft.)

Any TOBACCO at child's eye level (~3 ft.)?:

- ○ Yes
- ○ No

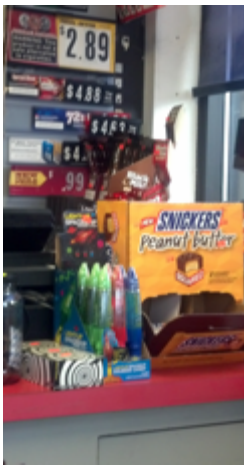
- Check 'Yes' if you see tobacco products being displayed at a child's eye level, which is about 3 feet off the ground.
- Note this is a question about products, not advertising; only check YES if you see tobacco products being displayed at child's eye level.

Tobacco products near candy

Any TOBACCO PRODUCTS displayed within 12 inches of candy, mints or gum?:

- ○ Yes
- ○ No

- Indicate whether there are any tobacco products displayed within 12 inches of candy (e.g. candy bars, gum, mints) that is for sale.
  - Granola bars do not count as candy
- This could be on the counter, below the counter, or behind the counter, or any place else in the store where tobacco is displayed.



- Mark YES if any type of tobacco product is within 12 inches of candy.

Notes/Product & Promotion Watch

Notes/Product & Promotion Watch:

Write-in any notes or new products or promotions you see that have not already been captured in this form

- Write in any notes or new products or promotions you see in the store that have NOT already been captured in this form.

FDA Compliance Assessment Module

Note: Counter Tools recommends these compliance assessment measures as a community education activity, not for enforcement purposes.

Flavored cigarettes (except menthol)

Q1. Are flavored CIGARETTES available?:

- ◯ Yes
- ◯ No
- ◯ Don't Know

(For example, clove or candy flavor? NOT menthol.)

- Flavored **cigarettes other than menthol** are banned by the FDA Act. Their presence in the store would be a violation.
- Note whether any brand of flavored **cigarettes** are available. Do NOT include flavored cigars, cigarillos, chewing tobacco, e-cigarettes or other tobacco products when answering this question as these are not covered by the FDA Act.
- DO NOT include menthol cigarettes as flavored cigarettes
- Common flavorings may include: fruit flavors, candy flavors, chocolate, clove, spice.

Cigarettes sold with labeling indicating modified risk

Q2. Are cigarettes with "light", "low tar" or "mild" labels being sold?:

- ◯ Yes
- ◯ No
- ◯ Don't Know

- Under the FDA Act **tobacco products (including cigarettes and smokeless tobacco)** are not allowed to be sold with words on the packaging or advertising indicating modified (lower) risk.

- For this question, we are only referring to **cigarettes**.
- Specific words may include "light" "low tar" "mild" "ultra light" (see pictures).
- Currently tobacco companies have switched to a color coded system of packaging with lighter colors (e.g., silver, gold) indicating cigarette type – this type of packaging without the specific words indicating modifiable risk should not be included.

Cigarettes sold in less than pack of 20

Q3. Are cigarettes sold in less than packs of 20?:

- ○ Yes
- ○ No
- ○ Don't Know

Open cigarette boxes to sell individual cigarettes—

- The FDA Act prohibits the sale of cigarettes in smaller than regular size packs (i.e., 20 count) (called kiddie packs) or as individual cigarettes (called loosies).
- Include only if there are **VISIBLE** smaller packs or loose cigarettes at the counter. Do not include smaller packs of cigars or cigarillos or other tobacco products in this category. DO NOT ask clerk if loose cigarettes or kiddie packs are available.

Self-service cigarettes

Q4. Are self-service cigarettes available?:

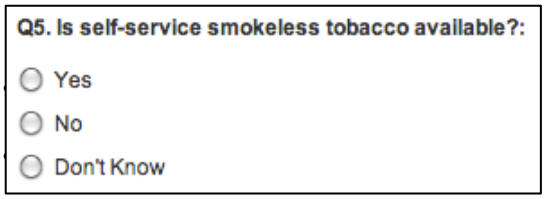
- ○ Yes
- ○ No
- ○ Don't Know

- The FDA Act prohibits the self-service of cigarettes and smokeless tobacco, which must be sold through clerk-assisted transaction.
- For this question, we are only referring to the self-service of **cigarettes**.
- Mark that self-service is available if you can access cigarettes yourself through a walk up display or if it appears the expectation is that consumers would get their own and bring them to the counter to purchase.
- **Do not include vending machines here.**

Cigarettes available through "self-service"

- Do not mark if cigarettes are only accessibly directly to consumers through "extraordinary" means (e.g., jumping over the counter, available if someone has a very long reach, etc.).

Self-service smokeless tobacco



- The FDA Act prohibits the self-service of cigarettes and smokeless tobacco, which must be sold through clerk-assisted transaction.

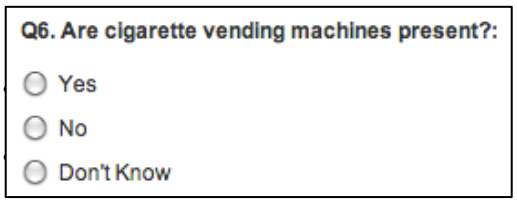
- For this question, we are only referring to the self-service of **smokeless tobacco**. We are referring to ALL types of smokeless tobacco.

- Mark that self-service is available if you can access smokeless yourself through a walk up display or if it appears the expectation is that consumers would get their own and bring them to the counter to purchase.

- **Do not include vending machines here.**

- Do not mark if smokeless tobacco is only accessibly directly to consumers through "extraordinary" means (e.g., jumping over the counter, available if someone has a very long reach, etc.).

Cigarette vending machines



- The FDA Act prohibits the sale of cigarettes in a vending machine (unless the retailer is an adult-only facility).

- Only include if there is a vending machine present that sells cigarettes. DO not include if there is a vending machine that sells other tobacco products or other non-tobacco products.

- Include if there is a cigarette vending machine on either the interior or the exterior of the store.

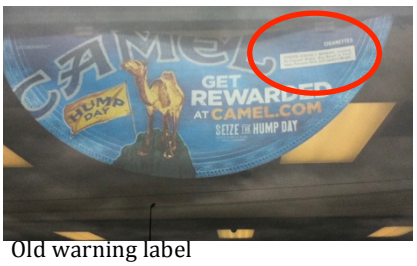
Warning labels on smokeless tobacco packaging

Q7. Do smokeless tobacco PACKAGES have the new, larger warning labels?:

- ○ Yes
- ○ No
- ○ Don't Know

- Under the FDA Act every smokeless tobacco package should include one of the following warnings:

  WARNING: This product can cause mouth cancer.
  WARNING: This product can cause gum disease and tooth loss.
  WARNING: This product is not a safe alternative to cigarettes.
  WARNING: Smokeless tobacco is addictive.



Old warning label

Note the WARNING—This is new packaging.

- For smokeless tobacco packaging, the warning must be located on the two principal sides of the package and cover at least 30 percent of each side.
- Do not pick up the packs. Just code what you can see.
- Mark YES if ANY visible smokeless tobacco packages contain the new, larger warning label.

Smokeless tobacco available in less than individual unit

Q8. Are smokeless packets sold individually – less than the full tin?:

- ○ Yes
- ○ No
- ○ Don't Know

- Smokeless tobacco is usually sold in tins or small boxes. The FDA Act prohibits the sale of smokeless tobacco in smaller than individual units (e.g., baggies, loose tobacco, or non-commercial packaging).
- Only include if smaller packets of smokeless tobacco are VISIBLE. DO NOT ask clerk if smaller packs are available.

Individual snus baggi for sale are an examp of smokeless tobacco sold in less than individual units.

Only the whole tin should be for sale.

Warning labels on smokeless tobacco <u>marketing materials</u>

Q9. Do smokeless tobacco ADVERTISEMENTS have the new larger warning labels?:

- ○ Yes
- ○ No
- ○ Don't Know

- Under the FDA Act every smokeless tobacco marketing material should include one of the following warnings:

  WARNING: This product can cause mouth cancer.
  WARNING: This product can cause gum disease and tooth loss.
  WARNING: This product is not a safe alternative to cigarettes.
  WARNING: Smokeless tobacco is addictive.

- For marketing materials, the warning must cover at least 20 percent of the area.

- Only mark YES if any visible smokeless tobacco marketing materials contain the new warning.

Note the WARNING—This is a new marketing material.

Gifts

The FDA Act prohibits the distribution of **non-tobacco gifts** with the sale of **cigarettes or smokeless tobacco**.

Are gifts given with cigarette or smokeless product sale?

Q10. Are non-tobacco gifts given with tobacco product sale?:

- ○ Yes
- ○ No
- ○ Don't Know

(For example, lighter, t-shirt, etc.)

- Do not include if gifts are provided with purchase of other types of tobacco products *other than* cigarettes or smokeless tobacco
- Look for cigarettes or smokeless tobacco "bundled" with other non-tobacco items or signs advertising gifts with purchase of cigarettes or smokeless tobacco.
- Gifts may include CDs, t-shirts, lighters, or other merchandise given with cigarette or smokeless tobacco purchase. They may have the company or brand logo on them.

Hot sauce given as "gift" with tobacco purchase

- DO NOT confuse gifts given with tobacco purchase with items for sale that may have tobacco logos.
- **Note that matchbooks provided with cigarette purchase are not considered "gifts" under the FDA Act. Do not include matchbooks.**
- Do not include tobacco gifts, such as snus samples, that are given with a cigarette purchase.

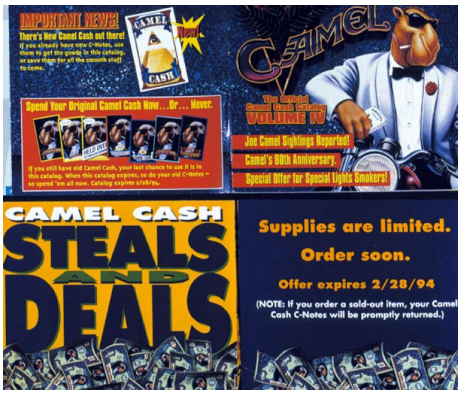
Are catalogs listing gifts with proof of purchase available (e.g. "Camel cash")?

Q11. Are catalogs available that list gifts for redemption with proof of purchase?:

- ○ Yes
- ○ No
- ○ Don't Know

(For example, "Marlboro miles," "Camel cash")

- Gifts are not permitted for redemption with evidence-of-purchase under the FDA Act. Evidence of purchase may include credits, coupons, or proof-of-purchase
- Catalogs of gifts that were traditionally offered in the retail environment include "Marlboro Miles" or "Camel Cash"
- Note presence or absence each of gifts or advertisements for gifts with purchase of tobacco products or presence of catalogs or advertisement of catalogs offering gifts with evidence of purchase according to prior definitions. If items are available select YES. If they are not available, select NO.



If YES responses are recorded for Q1–Q6, Q8, and/or Q10-Q11, the store is likely in violation of the FDA. If NO responses are recorded for Q7 and/or Q9, the store is likely in violation of the FDA. You may report violations at this online form:
http://www.accessdata.fda.gov/scripts/email/TobaccoProducts/flavoredCigarettes.cfm
OR, call 1-877-CTP-1373 and press #4 to report a violation

Display/Shelving Units Module

Visibility of tobacco products

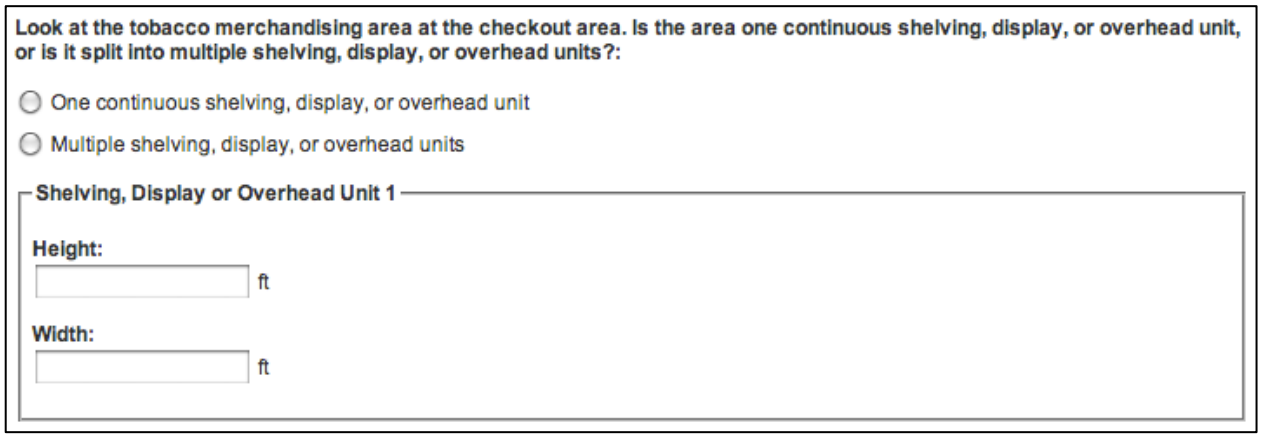
Are any tobacco products visible to customers?:

- ○ Yes
- ○ No

- Indicate YES if any tobacco products are visible to customers anywhere in the store.

- If tobacco products are ONLY in overhead bins so that you cannot see any products, you would mark NO.

Square footage of tobacco merchandising area near the checkout area



- Please look at the tobacco merchandising area near the checkout area. This tobacco merchandising area does not have to be branded—we are just trying to get a sense of the retail space devoted to tobacco products.

- First, please note whether or not it is a continuous section.

- Then, for each shelving, display, or overhead unit (up to 6), estimate the total height and width (rounded to the nearest foot).

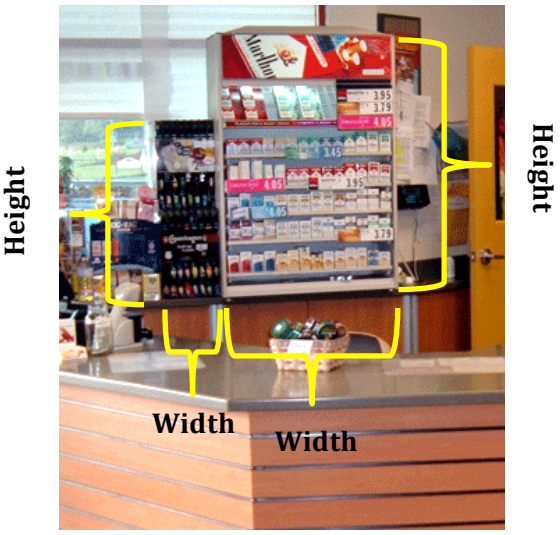
- If there is no tobacco merchandising area near the checkout area, but the tobacco products are in a locked display cabinet, then measure that cabinet and note this in the comments.

- **Do not include piles of tobacco products boxes (packs, cartons, etc.) that are not in a shelving, display, or overhead unit, even if it is a large pile, as these are not permanent merchandising areas.**

- If a merchandising unit has other products aside from tobacco, only measure the part with tobacco. For example, if there is a 6' high shelving unit, but the bottom 2' of the unit has non-tobacco products, and the top 4' of the unit has tobacco products, code that as 4' high.

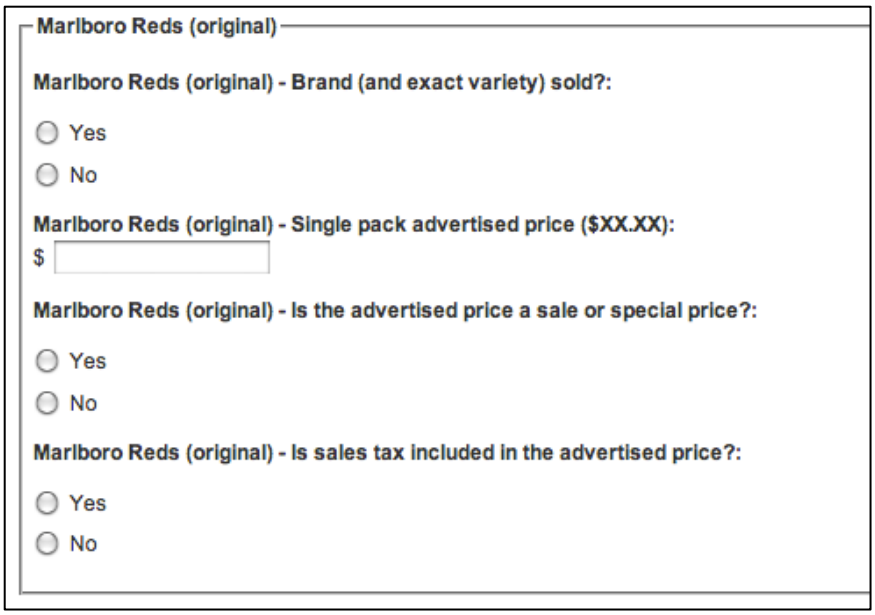
  Example:

Multiple shelving, display, or overhead units



Advertised Price Module

Advertised price



- Look for signs about pack prices for the products being studied (Marlboro Reds/original cigarettes, Newport Green Full Flavor/original cigarettes, Camel snus, single flavored little cigars or cigarillos). Check the YES box for each that the store sells. Check NO if the store does not sell that brand. Do not check this box if the store is merely out of stock.

- **Look for the exact brand and variety only.** If the store does not have the exact brand and variety, code as not sold and do not answer the related questions.

- **Your focus here is on ADVERTISED price, not purchase price.**

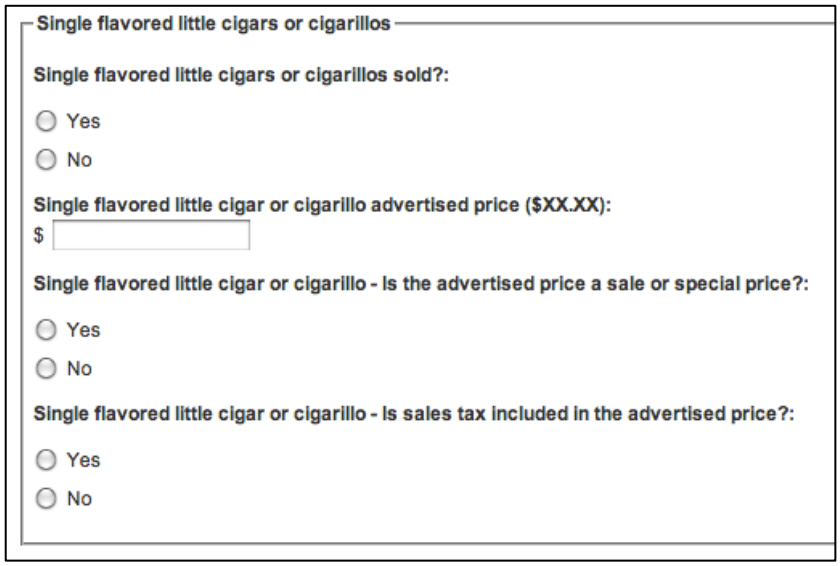
- Record this information for all 4 products: Marlboro and Newport cigarettes, Camel snus, and single flavored little cigars or cigarillos

- **Single unit price – Record the price to buy one and only one pack/tin for each brand.** If the price is not available, leave the field blank. Do not compute this price from a multi-pack discount or from cartons.

- **Sale or special price** – Mark "Yes" if the price for the single pack is a sale or special price, indicated by terms such as "special value", "special offer", "discount", "cents-off", "reduced price", "save $____", "sale price", "special promotion" or "promotional offer"
    - Do NOT include words such as: "everyday low price", "low", "value brand", "savings brand", "basic", "Premium brand", or "quality"

- Sales tax included – Mark "Yes" if sales tax is included in the price, otherwise mark "No."

Single flavored little cigars or cigarillos



- Mark 'YES' if **single flavored** little cigars or cigarillos are sold in the store.
- These single sticks are wrapped individually and priced generally less than $1.00.
- If there are multiple prices for single flavored little cigars or cigarillos, enter the lowest advertised price.
- Flavors do NOT include menthol. Flavors are typically fruity in nature (cherry, berry, grape, peach) or chocolate or wine.