

## 2024 NY RATS Survey Instrument

Enter Store ID from your assignment list to begin the survey: <<ID ENTRY>>

### Section 1: Store Information

**Store Overview.** Carefully review the information about the Store ID you entered before moving on.

Store ID: {PIPE FROM SAMPLE - STORE ID}

Store Name (from assignment list): {PIPE FROM SAMPLE - STORE\_NAME}

Store Address (from assignment list): {PIPE FROM SAMPLE – STORE\_ADDRESS}

If this is not the correct store, please close this window and carefully enter the correct ID for the store you are intending to survey.

1. Correct ID entered, continue

**Store Name:** According to your assignment list, the store name is: {PIPE:} **Store Name**

Is this the current/correct name of the store?

1. Yes
2. No [TYPE CORRECT STORE NAME]: \_\_\_\_\_

**Store Address:** According to your assignment list, the store address is: {PIPE} **Store Address**

Is this the current/correct name of the store?

1. Yes
2. No [TYPE CORRECT STORE ADDRESS]: \_\_\_\_\_

**Store Address:** According to your assignment list, the store is a/an {PIPE} **Outlet Type**

Does this accurately describe the store?

1. Yes
2. No

[ASK IF Store Address = 2]

**StoreType\_Update.** Select the one option that best describes this store:

1. Convenience store with or without gas
2. Gasoline station kiosk only
3. Large grocery store or supermarket (e.g., Kroger, Pathmark, Price Chopper, Hannaford)
4. Small Grocery, Bodega, or Delicatessen
5. Mass Merchandiser (e.g., Walmart)
6. Discount Store (e.g., Family Dollar, Dollar General)
7. Newsstand
8. Other (e.g., bar, restaurant, liquor store) **[PLEASE SPECIFY STORE TYPE]:**  
[TEXT BOX]

2. Enter your initials: Coder Initials
3. Are you able to start this survey?
  1. Yes →[Go to Q6]
  2. No →[Go to Q25]

**Section 2: Store Exterior**

7. Is there ANY EXTERIOR ADVERTISING, INCLUDING PRICE PROMOTIONS, for tobacco, oral nicotine, or e-cigarette/vaping products?
  1. Yes →[Go to Q8]
  2. No →[Go to Q12]
8. Which products have ANY ADVERTISING outside of the store (on windows, doors, building, fences, sidewalk, gas pumps, etc.)? SELECT ALL THAT APPLY.
  1. Cigarettes – Non-menthol
  2. Cigarettes – Menthol
  3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
  4. Cigars, little cigars, or cigarillos – Menthol
  5. Cigars, little cigars, or cigarillos – Flavored
  6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
  7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Menthol
  8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
  9. Oral nicotine – Non-flavored or tobacco only
  10. Oral nicotine – Menthol
  11. Oral nicotine – Flavored
  12. E-cigarettes/vaping products – Non-flavored or tobacco only
  13. E-cigarettes/vaping products – Menthol
  14. E-cigarettes/vaping products – Flavored
  15. Blunt wraps – Non-flavored or tobacco only
  16. Blunt wraps – Menthol
  17. Blunt wraps – Flavored
  18. None of the above [EXCLUSIVE]
- 9a. Are there EXTERIOR **PRICE PROMOTIONS** for tobacco, oral nicotine, or e-cigarette/vaping products?
  1. Yes
  2. No

[Display if Q9a=1]

9. Which products have **BOGO promotions** advertised outside the store (on windows, doors, building, fences, sidewalk, gas pumps, etc.)? SELECT ALL THAT APPLY
  1. Cigarettes – Non-menthol
  2. Cigarettes – Menthol
  3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
  4. Cigars, little cigars, or cigarillos - Menthol
  5. Cigars, little cigars, or cigarillos – Flavored
  6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
  7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus - Menthol
  8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored

9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine - Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol
14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above [EXCLUSIVE]

[Display if Q9a=1]

10. Which products have **temporary price reductions** advertised outside the store (on windows, doors, building, fences, sidewalk, gas pumps, etc.)? SELECT ALL THAT APPLY

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
4. Cigars, little cigars, or cigarillos - Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus - Menthol
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine - Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol
14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above [EXCLUSIVE]

[Display if Q9a=1]

11. Which products have **multipack discounts** advertised outside the store (on windows, doors, building, fences, sidewalk, gas pumps, etc.)? SELECT ALL THAT APPLY

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
4. Cigars, little cigars, or cigarillos - Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus - Menthol
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine - Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol

14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above [EXCLUSIVE]

**Section 3: Store Interior – Availability, Advertising, and Price Promotions**

12. Are ANY tobacco products or e-cigarettes/vaping products sold here?
1. Yes → **[Go to Q13]**
  2. No → **[Go to Q25]**
  3. Asked to leave → **[Go to Q25]**

13. Which tobacco or e-cigarette/vaping products are sold in this store? SELECT ALL THAT APPLY

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored or tobacco only
4. Cigars, little cigars, or cigarillos – Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Single cigars or cigarillos - Any
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored or tobacco
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Menthol
9. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
10. Oral nicotine – Non-flavored or tobacco only
11. Oral nicotine – Menthol
12. Oral nicotine – Flavored
13. E-cigarettes/vaping products – Non-flavored or tobacco only
14. E-cigarettes/vaping products – Menthol
15. E-cigarettes/vaping products – Flavored
16. Blunt wraps – Non-flavored or tobacco only
17. Blunt wraps – Menthol
18. Blunt wraps – Flavored
19. None of the above [Exclusive]

14. Does this store have a branded tobacco display?

1. Yes → **[Go to Q15]**
2. No → **[Go to Q16]**

15. For each shelving unit in the display, note the brand(s) in the HEADER ROW at the top of each shelving unit. SELECT ALL THAT APPLY.

1. Marlboro
2. Newport
3. Camel
4. Copenhagen
5. Grizzly
6. Black & Mild
7. Swisher Sweets
8. JUUL
9. Vuse
10. Zyn

11. On!
12. Other (specify): \_\_\_\_\_

16. Which products are advertised inside the store NOT ON THE DISPLAY (hanging from ceiling, affixed to the counter, etc.)?. SELECT ALL THAT APPLY.

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored or tobacco only
4. Cigars, little cigars, or cigarillos – Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored or tobacco
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Menthol
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine – Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol
14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above

16a. Are there INTERIOR **PRICE PROMOTIONS** for tobacco, oral nicotine, or e-cigarette/vaping products?

1. Yes
2. No

[Display if Q16a=1]

17. Which products have **BOGO promotions** advertised inside the store? SELECT ALL THAT APPLY

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
4. Cigars, little cigars, or cigarillos - Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus - Menthol
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine - Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol
14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above [EXCLUSIVE]

[Display if Q16a=1]

18. Which products have **temporary price reductions** advertised inside the store?

SELECT ALL THAT APPLY

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
4. Cigars, little cigars, or cigarillos - Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus - Menthol
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine - Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol
14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above [EXCLUSIVE]

[Display if Q16a=1]

19. Which products have **multipack discounts** advertised inside the store? SELECT ALL THAT APPLY

1. Cigarettes – Non-menthol
2. Cigarettes – Menthol
3. Cigars, little cigars, or cigarillos – Non-flavored tobacco only
4. Cigars, little cigars, or cigarillos - Menthol
5. Cigars, little cigars, or cigarillos – Flavored
6. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Non-flavored tobacco only
7. Smokeless tobacco, chewing tobacco, snuff, dip, or snus - Menthol
8. Smokeless tobacco, chewing tobacco, snuff, dip, or snus – Flavored
9. Oral nicotine – Non-flavored or tobacco only
10. Oral nicotine – Menthol
11. Oral nicotine - Flavored
12. E-cigarettes/vaping products – Non-flavored or tobacco only
13. E-cigarettes/vaping products – Menthol
14. E-cigarettes/vaping products – Flavored
15. Blunt wraps – Non-flavored or tobacco only
16. Blunt wraps – Menthol
17. Blunt wraps – Flavored
18. None of the above [EXCLUSIVE]

20. Are there any tobacco industry corrective statements displayed anywhere in the store?

1. Yes
2. No
3. Unsure

#### Section 4: Store Interior - Observed Prices

[Ask if Q13 = 1 or 2 is selected]

**Q21. Marlboro Red Price**

1. Enter price **advertised/displayed**: [OPEN]
2. Enter price **from clerk**: [OPEN]
3. Not sold [**Go to Q22**]
4. Sold but can't determine price [**Go to Q22**]

**Q21a. Does price include sales tax?**

1. Yes (tax included)
2. No (plus tax)
3. Can't determine

[Ask if Q13 = 1 or 2 is selected]

**Q22. Newport Menthol Price**

1. Enter price **advertised/displayed**: [OPEN]
2. Enter price **from clerk**: [OPEN]
3. Not sold [Go to Q23]
4. Sold but can't determine price [Go to Q23]

**Q22a. Does price include sales tax?**

1. Yes (tax included)
2. No (plus tax)
3. Can't determine

[Ask if Q13 = 1 or 2 is selected]

**Q23. Lowest priced cigarettes in store**

1. Enter price **advertised/displayed**: [OPEN]
2. Enter price **from clerk**: [OPEN]
3. Sold but can't determine price [Go to Q24]

**Q23a. Does price include sales tax?**

1. Yes (tax included)
2. No (plus tax)
3. Can't determine

**Q23b. Brand** [OPEN]

24. Are any cigars or cigarillos advertised for \$1 or less?

- i. Yes
- ii. No
- iii. Don't know

[Ask if Q13 = 3,4,5 or 6 is selected]

**Q25. Lowest priced cigars/cigarillos in the store**

1. Enter price **advertised/displayed**: [OPEN]
2. Enter price **from clerk**: [OPEN]
3. Sold but can't determine price [Go to Q26]

**Q25a. Does price include sales tax?**

1. Yes (tax included)
2. No (plus tax)
3. Can't determine

**Q25b. Brand [OPEN]**

**Section 5: Survey Disposition**

26. Final survey disposition:

Did you complete the entire survey for this store? SELECT ONE.

1. [DISPLAY IF Q3 = 1 AND Q12 = 1] Yes, all items are complete
2. [DISPLAY IF Q3 = 2] No, Store does not exist at this location
3. [DISPLAY IF Q3 = 2] No, Store is permanently closed
4. [DISPLAY IF Q3 = 2] No, Store is temporarily closed
5. [DISPLAY IF Q3 = 2] No, Membership or fee required to enter
6. [DISPLAY IF Q3 = 2] No, Environment unsafe for me
7. [DISPLAY IF Q3 = 2] No, I was asked to leave before completing the survey  
[What was the last question answered?]
8. [DISPLAY IF Q3 = 2] No, I was unable to complete the store for some other reason [TEXT BOX]
9. [DISPLAY IF Q7 = 1 AND Q12 = 2] Store visit complete. No tobacco sold.  
Advertisement outside
10. [DISPLAY IF Q7 = 2 AND Q12 = 2] Store visit complete. No tobacco sold. No advertisement outside

[IF Q26 = 4, 6, 7, OR 8]

Q26a. Should store be re-attempted?

1. Yes, explain: [OPEN]
2. No, explain: [OPEN]

[ALL]

Q27. Take photo of store exterior

[ALL]

Q28. Enter any notes/comments about this store or survey (optional)