

# Standardized Tobacco Assessment for Retail Settings: Flavored Tobacco (fSTARS)



Version 2.0 fSTARS and its accompanying Training Guide are available for free at [www.countertobacco.org/fSTARS](http://www.countertobacco.org/fSTARS)

YOUR NAME \_\_\_\_\_  
STORE NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
DATE \_\_\_\_\_ START TIME \_\_\_\_\_ END TIME \_\_\_\_\_

## SURVEY

### 1. Can you visit the store?

- Yes [Continue]
- No, store does not exist [Skip to Q20a]
- No, store closed [Continue with Q2-Q5, then skip to Q20a]
- No, under 18 not allowed [Continue with Q2-Q5, then skip to Q20a]
- No, members only [Continue with Q2-Q5, then skip to Q20a]
- No, unsafe [Skip to Q20a]
- No, other reason not listed [Continue with Q2-Q5, then skip to Q20a]

### 2. Does the actual store name match the assigned store name?

- Yes [Continue]
- No – Enter correct name: \_\_\_\_\_

### 3. Does the actual store address match the assigned store address?

- Yes [Continue]
- No – Enter correct address: \_\_\_\_\_

### 4. Choose one best store type:

- Convenience store with gas
- Convenience store without gas
- Drug store or pharmacy
- Beer, wine, liquor store
- Grocery store
- Mass merchandiser
- Tobacco shop
- Vape shop
- Other store type not listed

## EXTERIOR

### 5. Are any tobacco products advertised anywhere outside the store? These are ads on windows/doors facing out, building, sidewalk, gas pumps or elsewhere.

- Yes [Continue]
- No [Skip to Q6a]

If yes, please indicate which of the following products are ADVERTISED anywhere outside the store:

a. Cigarettes – Non-menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b. Cigarettes – menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c. Cigarillos/little cigars/blunts	<input type="checkbox"/> Yes	<input type="checkbox"/> No [Skip to Q5f]
d. FLAVORED cigarillos/little cigars/blunts (including mint, menthol, or wintergreen)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
e. NON-FLAVORED cigarillos/little cigars/blunts	<input type="checkbox"/> Yes	<input type="checkbox"/> No
f. Traditional cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No [Skip to Q5i]

g. FLAVORED traditional cigars (including mint, menthol, or wintergreen)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
h. NON-FLAVORED traditional cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
i. Chew, snuff, dip, or snus?	<input type="checkbox"/> Yes	<input type="checkbox"/> No [Skip to Q5l]
j. FLAVORED chew, snuff, dip, or snus (including mint, menthol, or wintergreen)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
k. NON-FLAVORED chew, snuff, dip, or snus	<input type="checkbox"/> Yes	<input type="checkbox"/> No
l. E-Cigarettes	<input type="checkbox"/> Yes	<input type="checkbox"/> No [Skip to Q5o]
m. FLAVORED e-cigarettes (including mint, menthol, or wintergreen)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
n. NON-FLAVORED e-cigarettes (tobacco flavor only)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
o. Hookah	<input type="checkbox"/> Yes	<input type="checkbox"/> No [Skip to Q6a]
p. FLAVORED hookah (including mint, menthol, or wintergreen)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
q. NON-FLAVORED hookah	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## INTERIOR

### 6a. Is WIC accepted here?

- Yes [Continue]
- No [Continue]
- Unsure [Continue]

### 6b. Is SNAP accepted here?

- Yes [Continue]
- No [Continue]
- Unsure [Continue]

### 7. Are alcoholic beverages sold here?

- Yes [Continue]
- No [Continue]

### 8. Is a pharmacy counter present?

- Yes [Continue]
- No [Continue]

### 9. Is tobacco sold here?

- Yes [Continue]
- No [Skip to Q20a]

### 10. Are there indications that mobile tobacco coupons are accepted here?

- Yes [Continue]
- No [Continue]

### 11. Are ANY tobacco products placed within 12" of youth products?

- Yes [Continue]
- No [Continue]

### 12. Are ANY tobacco products advertised within 3 feet of the floor?

- Yes [Continue]
- No [Continue]

## CIGARETTES

### 13. Answer these questions about CIGARETTES:

- |  |                              |   |
|--|------------------------------|---|
| a. Are any cigarettes SOLD here?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No [Skip to 14a] |
| b. Are any NON-MENTHOL cigarettes SOLD here?                                   | <input type="checkbox"/> Yes | <input type="checkbox"/> No [Skip to 13e] |
| c. Enter CHEAPEST advertised price of a single pack of non-menthol cigarettes: | \$ ____ . ____ ____          |   |

- d. Enter BRAND information for the cheapest single pack of non-menthol cigarettes (e.g. Pall Mall Red): \_\_\_\_\_
- e. Are MENTHOL cigarettes SOLD here?  Yes  No [Skip to 13k]
- f. Enter CHEAPEST advertised price of a single pack of menthol cigarettes: \$ \_\_\_\_ . \_\_\_\_
- g. Enter BRAND information for the cheapest single pack of menthol cigarettes (e.g. Traffic Menthol Green, L&M Menthol, Pall Mall Menthol, etc.): \_\_\_\_\_
- h. Are Newport Menthol cigarette single packs (regular hard pack) sold here?  Yes  No [Skip to 13j]
- i. Enter the advertised price of Newport Menthol cigarette single pack (regular hard pack): \$ \_\_\_\_ . \_\_\_\_
- j. Are any cigarettes with menthol capsules in the filter sold here? (e.g. Camel Crush, Marlboro NXT)?  Yes  No
- k. Are there ANY cigarette price promotions?  Yes  No [Skip to 14a]
- l. Are there any NON-MENTHOL cigarette price promotions?  Yes  No
- m. Are there any MENTHOL cigarette price promotions?  Yes  No

#### CIGARILLOS/LITTLE CIGARS/BLUNTS

##### 14. Answer these questions about CIGARILLOS/LITTLE CIGARS/BLUNTS:

- a. Are any cigarillos, little cigars, or blunts SOLD here?  Yes  No [Skip to 15a]
- b. Are FLAVORED cigarillos, little cigars, or blunts SOLD here?  Yes  No [Skip to 14e]
- c. Are cigarillos, little cigars, or blunts flavored with MINT, MENTHOL, or WINTERGREEN sold here?  Yes  No
- d. Are cigarillos, little cigars, or blunts with flavors OTHER THAN mint, menthol, or wintergreen sold here?  Yes  No
- e. Are NON-FLAVORED cigarillos, little cigars, or blunts sold here?  Yes  No
- f. Any there ANY cigarillos, little cigars, or blunts price promotions?  Yes  No [Skip to 14j]
- g. Any price promotions for cigarillos, little cigars, or blunts flavored with mint, menthol, or wintergreen?  Yes  No
- h. Any price promotions for cigarillos, little cigars, or blunts with flavors OTHER THAN mint, menthol, or wintergreen?  Yes  No
- i. Any price promotions for NON-FLAVORED cigarillos, cigars, or blunts?  Yes  No
- j. Are any cigarillos, little cigars, or blunts with AMBIGUOUS flavor descriptors sold here? (e.g., Black and Mild “Jazz,” Garcia y Vega “Blue,” Swisher Sweets “Island Madness”)  Yes  No
- k. If yes, enter flavor name (include brand name E.g., White Owl “Tropical Twist” \_\_\_\_\_
- l. Are any SINGLE cigarillos, little cigars, or blunts sold here?  Yes  No
- m. Are any cigarillos, little cigars, or blunts advertised for less than \$1  Yes  No
- n. Are any cigarillos, little cigars, or blunts in self-service displays?  Yes  No

#### TRADITIONAL CIGARS

##### 15. Answer these questions about TRADITIONAL CIGARS:

- a. Are traditional cigars SOLD here?  Yes  No [Skip to 16a]
- b. Are traditional cigars flavored with MINT, MENTHOL, or WINTERGREEN sold here?  Yes  No
- c. Are traditional cigars with flavors OTHER THAN mint, menthol, or wintergreen sold here?  Yes  No

- d. Are NON-FLAVORED traditional cigars sold here?  Yes  No
- e. Are any cigarillos, little cigars, or blunts in self-service displays?  Yes  No

#### CHEW/SNUFF/DIP/SNUS

##### 16. Answer these questions about CHEW/SNUFF/DIP/SNUS:

- a. Is chew, snuff, dip, or snus SOLD here?  Yes  No [Skip to 17a]
- b. Is chew, snuff, dip, or snus flavored with MINT, MENTHOL, or WINTERGREEN sold here?  Yes  No
- c. Is chew, snuff, dip, or snus with flavors OTHER THAN mint, menthol, or wintergreen sold here?  Yes  No
- d. Is NON-FLAVORED chew, snuff, dip, or snus sold here?  Yes  No
- e. Any there ANY price promotions for chew, snuff, dip, or snus?  Yes  No [Skip to 17a]
- f. Any price promotions for chew, snuff, dip, or snus flavored with MINT, MENTHOL, or WINTERGREEN?  Yes  No
- g. Any price promotions for chew, snuff, dip, or snus with flavors OTHER THAN mint, menthol, or wintergreen?  Yes  No
- h. Any price promotions for NON-FLAVORED chew, snuff, dip or snus?  Yes  No

#### E-CIGARETTE PRODUCTS

##### 17. Answer these questions about E-CIGARETTE PRODUCTS:

- a. Are e-cigarette products SOLD here?  Yes  No [Skip to 18a]
- b. Are any e-cigarette products flavored with MINT, MENTHOL, or WINTERGREEN sold here?  Yes  No
- c. Are any e-cigarette products with flavors OTHER THAN mint, menthol, or wintergreen sold here?  Yes  No
- d. Are any NON-FLAVORED e-cigarette products sold here? (tobacco flavor only)  Yes  No
- e. Any there any e-cigarette price promotions?  Yes  No [Skip to 17i]
- f. Any price promotions for e-cigarette products flavored with MINT, MENTHOL, or WINTERGREEN?  Yes  No
- g. Any price promotions for e-cigarette products with flavors OTHER THAN mint, menthol, or wintergreen?  Yes  No
- h. Any price promotions for NON-FLAVORED e-cigarette products? (tobacco flavor only)  Yes  No
- i. Are e-liquid in droppers sold here?  Yes  No [Skip to 17i]
- j. What is the cheapest advertised price of a dropper of e-liquid? \$ \_\_\_\_\_.\_\_\_\_
- k. How many ounces are in the cheapest dropper of e-liquid? \_\_\_\_ oz
- l. Are any single disposable e-cigarettes sold here?  Yes  No [Skip to 17n]
- m. Enter the CHEAPEST advertised price for a single disposable e-cigarette: \$ \_\_\_\_\_.\_\_\_\_
- n. Are any "pod mod" e-cigarette products sold here (e.g. JUUL, MyBlu, Vuse Alto, NJOY ACE, etc.)?  Yes  No
- o. Are any "pod mod" devices sold here?  Yes  No [Skip to 17g]
- p. Enter the CHEAPEST advertised price for a "pod mod" device: \$ \_\_\_\_\_.\_\_\_\_
- q. Are any "pod mod" cartridges sold here?  Yes  No [Skip to 17t]
- r. Enter the CHEAPEST advertised price for a pack of "pod mod" cartridges:

\$ \_\_\_\_\_

- s. How many “pod mod” cartridges does the cheapest pack contain? \_\_\_\_\_
- t. Are any “pod mod” starter kits sold here?  Yes  No [*Skip to 17v*]
- u. Enter the CHEAPEST advertised price for a “pod mod” starter kit: \$ \_\_\_\_\_
- v. Are any e-cigarette products advertised as containing zero nicotine sold here?  Yes  No
- w. Are any e-cigarette products in self-service displays?  Yes  No

HOOKAH/SHISHA/ARGILEH

**18. Answer these questions about HOOKAH/SHISHA/ARGILEH**

- a. Is hookah SOLD here?  Yes  No [*Skip to 19a*]
- b. Any hookah flavored with MINT, MENTHOL, or WINTERGREEN sold here?  Yes  No
- c. Any hookah with flavors OTHER THAN mint, menthol, or wintergreen sold here?  Yes  No
- d. Any NON-FLAVORED hookah sold here?  Yes  No
- e. Any hookah with AMBIGUOUS FLAVOR DESCRIPTORS sold here (e.g. Starbuzz “Blue Mist”)?  Yes  No
- f. Any there any hookah price promotions?  Yes  No [*Skip to 18j*]
- g. Any price promotions for hookah flavored with MINT, MENTHOL, or WINTERGREEN?  Yes  No
- h. Any price promotions for hookah with flavors OTHER THAN mint, menthol, or wintergreen?  Yes  No
- i. Any price promotions for NON-FLAVORED hookah?  Yes  No
- j. Is any hookah in self-service displays?  Yes  No

TOBACCO PRODUCE INVENTORY

**19. What percent of the total tobacco inventory in the store is:**

	None	Less than 10%	11-25%	26-50%	51-75%	76-100%
a. Mint, menthol, or wintergreen products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Other-flavored products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Non-flavored products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FINISH

**20a. ALMOST DONE! ANY FIELD NOTES?**

- Yes [*Continue*]
- No [*Skip to end*]

**20b. Enter field notes:**

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**THIS IS THE LAST QUESTION. THANKS FOR DOING THE SURVEY!**