

Standardized Tobacco Assessment for Retail Settings (STARS) **Pocket Guide**



Cigarettes



Menthol cigarettes



Cigarillos/little cigars



Single cigarillos



Large cigars



PRODUCT
EXAMPLES

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.

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 handwritten 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).

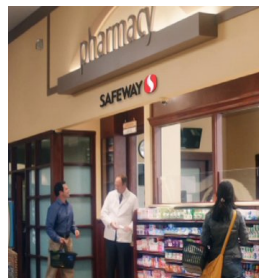
Liquor store: Beer, wine, or liquor stores mostly sell alcoholic beverages and may sell a limited supply of snack foods.

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). 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.

Availability of alcoholic beverages

STORE CHARACTERISTICS



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).

Presence of 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 graphic health warnings on tobacco packages.

Availability and visibility of tobacco products



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."

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



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

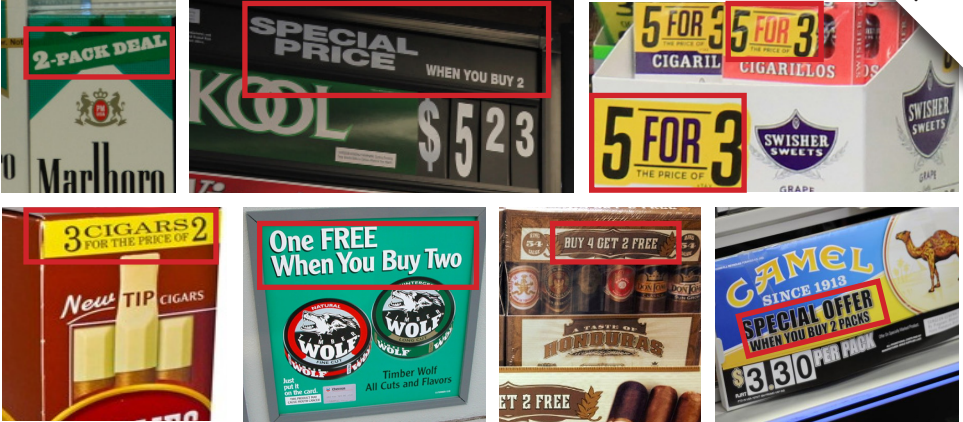


Definition: A consumer can obtain the tobacco product **without** clerk assistance.

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”).

PRICE PROMOTION

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.

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.

PRODUCT
PRICE

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 without sales tax is indicated by "plus tax."



Price with sales tax is indicated by "tax included."



Training Notes

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Training Notes

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