

Appendix E. Consumer Omnibus Survey Questionnaire (*final version*)

****ASK: ALL****

1 Currently, how often do you smoke cigarettes?

- A – Every day. Move to Q2
- B – Less than Every day/Sometimes/Occasionally. Move to Q1a.
- C – I am an ex-smoker. Move to Q2
- D – I never smoked cigarettes.

****ASK: If code b in Q1****

1a Please recall the last 30 days, during how many of those days did you smoke cigarettes?

- A – I did not smoke during the past 30 days. Move to Q2
- B – I smoked for ____ days during the past 30 days. Move to Q2

****ASK: If code a or b in Q1****

2 How many cigarettes per day do you smoke on average? _____.

****ASK: If code c in Q1****

2 How many cigarettes per day did you smoke on average? _____.

Survey Instructions

****ANK.** Ask respondent to show a cigarette pack which the respondent is currently smoking, currently has at home. If he/she him/herself does not smoke, ask the respondent to show a pack of cigarettes being smoked by another member of the household. **

****ASK: Indicate ****

3a Respondent's pack was shown.

3b The pack of another member of the household was shown.

3c A pack of cigarettes was not shown.

****ASK If respondent's pack was shown and he/she is a smoker (code A, B in Q1):**

4 Where did you buy this pack of cigarettes?

****ASK If the pack of cigarettes does not belong to the respondent.****

4 Where was this pack of cigarettes purchased?

****ASK: If a pack of cigarettes was not shown and the respondent is an ex-smoker (code c in Q1).****

4 Where did you usually purchase your cigarette packs?

1. Gas Station
2. Hypermarket
3. Grocery store/ Deli
4. Tobacco Shop
5. Newsstand/Kiosku
6. Marketplace (stationary stand/fixed seller)
7. Street seller (mobile seller)
8. Over the internet
9. Wholesaler
10. On the blackmarket
11. Other

****ASK If respondent's pack was shown and he/she is a smoker (code A, B in Q1).****

5. How much did you pay for this pack of cigarettes that you purchased?

__ zł __ gr. ****Insert****

****ASK: If a pack of cigarettes was not shown and the respondent is a smoker (code A, B in Q1).****

5. How much did you usually pay for a pack of cigarettes?

__ zł __ gr. ****Insert****

****ASK If the pack of cigarettes shown does not belong to the respondent.****

5. Do you know the purchase price of the pack of cigarettes which you provided?

__ zł __ gr. ****Insert****

****ASK: If a pack of cigarettes was not shown and the respondent is an ex-smoker (code c in Q1).****

5. How much did you usually pay for a pack of cigarettes?

__ zł __ gr. ****Insert****

NOTE: Proceed to questions 6-11 only if codes A or B in Q3.

****ASK: Based on the shown pack of cigarettes (respondent's or someone else from the household) answer questions: 6-11.****

6a. Brand:

1. ARES
2. ATU
3. BOND
4. BRILLIANT
5. BRYDŻOWE
6. CARO
7. CRISTAL
8. DARK
9. EB
10. FAJRANT
11. FOX
12. GOLD BOND
13. GOLDEN AMERICAN
14. GRAND
15. GROM
16. IRIS
17. JIN LING
18. JAN III SOBIESKI

19. KLUBOWE
20. L&M
21. LA
22. LD
23. LEVEL
24. MARLBORO
25. MĘSKIE
26. MOCNE
27. MONTE CARLO
28. NEVADA
29. NORTH STAR
30. PALL MALL
31. POPULARNE
32. POZNANSKIE
33. PRINCE
34. PRIMA
35. R1
36. RED & WHITE
37. ROUTE 66
38. SAINT GEORGE
39. SALEM
40. SLIM
41. SUPER TANIE
42. TYTOŃ W PACZKACH, SKRECANIE WŁASNORECZNIE
43. VICEROY
44. VIKTORY
45. VIVA
46. VOGUE
47. WALET
48. WEST
49. WIARUS
50. CARMEN
51. MARSY
52. MEWY
53. MORE
54. NORTH STAR
55. PARAMOUNT
56. PARLIAMENT
57. R6
58. ROCKETS 20
59. RONSON
60. SILVER
61. SPIKE
62. SUBLIME
63. TIGER
64. VANILA
65. VIRGINIA
66. ZAWISZA
67. Marsy
68. Carmen

6b. Length:

- 01- Short (70mm)
- 02- Regular ("KS" 85mm)
- 03- Long (100s - 100mm)
- 96- Other. Specify: _____ **Insert**

6c. With filter?:

- 01- Yes
- 02- No

6d. Type of Cigarette

- 01 – Light
- 02 – Super light
- 03 – Menthol
- 04 – Full flavor (regular)
- 05 – Other. Specify: _____ **Insert**

6f. Pack-type:

- 1 Soft
- 2 Hard

6g. How many cigarettes were in each pack?

- 01 – 20
- 02 – 30
- 03 – 40
- 04 – 25
- 05 – Other
- 08 – I don't know.

7. Is the cigarette pack that has been presented by the respondent open or not open and still wrapped in cellophane?

1. new, not open, entirely wrapped in cellophane
2. open, with the cellophane partially removed
3. open, with the cellophane entirely removed
4. difficult to say

8. On the cigarette pack shown, is an official excise tax stamp visible?

- 1 Yes, the packaging displays an excise tax
- 2 Yes, the packaging displays a fraction of the tax stamp or minutely visible fragments of a tax stamp
- 3 No, there is no excise tax stamp visible nor are there any signs which would indicate that such a tax stamp had ever been present.



9. The cigarette pack that has been presented displays as excise tax stamp issued by the Ministry of Finance of:

- 1 Poland
- 2 The Ukraine
- 3 Byelorussia
- 4 Russia
- 5 Other country: _____

10. Is a **health-warning label** present on the pack?

- A No, a health-warning label is not visible.
- B Yes, a health-warning label is present in a language other than Polish.
- C Yes, a health warning label in Polish is present



11. Is a **tar and nicotine label** present on the pack?

- A No, a tar and nicotine label is not visible.
- B Yes, a tar and nicotine label is present in a language other than Polish.
- C Yes, a health warning label in Polish is present



Appendix F: Point of Sale Survey

PART A: AREA DESCRIPTION SHEET

I. Background Details

Surveyor: _____

Country: Poland

Town/City: _____

Postal Code(s) for Area: _____

Range of Store Observation Numbers for this Area: _____

Date of Observation (dd/mm/yy): _____

II. Characteristics of surrounding area (Tick one box only)

- ⁰¹ Almost exclusively residential
- ⁰² Mostly residential with some commercial
- ⁰³ More or less equal mix of commercial and residential
- ⁰⁴ Mostly commercial with some residential
- ⁰⁵ Almost exclusively commercial

III. Total number of stores in the survey area that do NOT sell tobacco products _____

IV. Observer's Comments

Please add any comments relating to your experience of collecting information in this area or one or more specific POS.

If there are any other issues, relating to tobacco promotion to one or all of the POS in this area that you do not feel have been covered already please provide the details.

PART B: POP Checklist

SECTION A: STORE INFORMATION

- A1 Type of Outlet (Tick 1 box only)**
- ⁰¹ Hipermarket
 - ⁰² News-stand or kiosk
 - ⁰³ Gas station convenience store
 - ⁰⁴ Supermarket
 - ⁰⁵ Delicatessen/local small grocery store
 - ⁰⁶ Tobacco Shop (Tabak)
 - ⁰⁷ Café, Restaurant, Pub
 - ⁰⁸ Delicatessen / take away food store
 - ⁰⁹ Other (Specify) _____
- A2 Size of outlet:**
- a) Number of cash registers in outlet: _____
- b) Number of cash registers for purchase of tobacco products only? _____
- A3 Characteristics of outlet (Tick all that apply)**
- ⁰¹ In store: self-service for all or most goods
 - ⁰² In store: clerk served for all or most goods
 - ⁰³ Moveable
 - ⁰⁴ Drive-thru
 - ⁰⁵ Kiosk
- A4 Is there any external advertising of tobacco? (Tick 1 box only)**
- ⁰¹ Yes, very prominent advertising by tobacco brands
 - ⁰² Yes, but not too prominent advertising by tobacco brands
 - ⁰³ No, none visible
- A5 Is the external advertising of tobacco brand specific?**
- ⁰¹ Yes. Brand _____
 - ⁰² No
- A6 Is there any external counter-tobacco advertising? (Tick 1 box only)**
- ⁰¹ Yes
 - ⁰² No, none visible

SECTION B: RANGE/PLACEMENT

- B1 Which of the following products are available for public sale, how many varieties and which are actively promoted for sale?**
- | | Visible
1=Yes/ 0=No | Choice
Brands* | Choice
Sizes* | Promoted
1=Yes/2=No |
|----------------------------------|--|--|--|--|
| A. Cigarettes | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
| B. Cigars | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
| C. Cigarillos | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
| D. Roll Own Tobacco | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
| E. Pipe Tobacco | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
| F. Smokeless/
Chewing Tobacco | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
| G. Other (Specify) | <input type="checkbox"/> ⁰¹ | <input type="checkbox"/> ⁰² | <input type="checkbox"/> ⁰³ | <input type="checkbox"/> ⁰⁴ |
-
- *Coding for Choice Brands and Choice Sizes:
 1 = extensive number (>5)
 2 = restricted number (<5)
- B2 Placement of tobacco products (Tick all that apply for each product)**
- A. Self-service**
- ⁰¹ On counter
 - ⁰² Off counter in view of clerk
 - ⁰³ Off counter not in view of clerk
 - ⁰⁴ Other placement (specify) _____
-
- B. Clerk assisted**
- ⁰¹ Over/behind counter of general check-out
 - ⁰² Behind special customer service/tobacco desk
 - ⁰³ Under counter/not visible to public
 - ⁰⁴ Other placement (specify) _____
-
- C. If self-serve, what is the lowest height of the self-serve product display?**
- ⁰¹ Under 1 meter (< 3 ft)
 - ⁰² Over 1 meter – 1.5 m (3 – 5 ft)
 - ⁰³ Above 1.5 m (above 5 ft)

D. Cigarette proximity to candy/confectionery:

- ⁰¹ Tobacco next to candy display
- ⁰² Tobacco behind/above candy/ display
- ⁰³ Tobacco away from candy/ display

B3 Which brand(s) occupy an "eye-level" shelf position?

B4 Overall, which brand appears most prominent / occupies the largest observable amount of shelf space in the store?

SECTION C: COMPLIANCE

- C1 Are "on pack" health warnings visible?
Yes ⁰¹ No ⁰²
- C2 Are packs without health warnings visible?
Yes ⁰¹ No ⁰²
- C3 Are "on pack" excise stamps visible?
Yes ⁰¹ No ⁰²
- C4 Are packs without excise tax stamps visible?
Yes ⁰¹ No ⁰²
- C5 Are "on pack" price labels visible?
Yes ⁰¹ No ⁰²
- C6 Are packs without price labels visible?
Yes ⁰¹ No ⁰²

SECTION D: TOBACCO CONTROL SIGNAGE

Does the store display tobacco control warnings and/or signage?

- | | Yes | No |
|---|--|--|
| A. Health Warnings | | |
| 1. Government | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| 2. Tobacco industry | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| 3. Store specific | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| B. Minimum age for purchase of tobacco products | | |
| 1. Government Sign | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| 2. Tobacco Industry Sign | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| 3. Store specific sign | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| C. Penalties for purchase by (or on behalf of) underage youth | | |
| 1. Government Sign | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| 2. Tobacco Industry Sign | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |
| 3. Store specific sign | ⁰¹ <input type="checkbox"/> | ⁰² <input type="checkbox"/> |

SECTION E: USE OF FUNCTIONAL OBJECTS

- E1 How are tobacco products displayed?
(Tick all that apply)
 - ⁰¹ In a purpose-built display cabinet for tobacco products only
 - ⁰² In a purpose-built display cabinet for tobacco and non-tobacco products
 - ⁰³ Displayed on standard shelving or counter
 - ⁰⁴ Other (specify) _____

- E2 If purpose-built display cabinet (E1=01 or 02) is used, is it endorsed by a tobacco manufacturer? (Tick one box only)
 - ⁰¹ Yes, endorsed by: _____
 - ⁰² No
 - ⁰³ Not applicable, no purpose built display cabinet

SECTION F: PRICING AND PROMOTION

<i>Note: For F2, F3, F5, code as many as apply.</i>		F1. Sold in Store	F2. Pack Size(s)	F3. Barrel Length(s)	F4. Price Visibility	F5. Price Promotions
		1=Yes 2=No	1=Kiddie Pack (10 or 15/pack) 2=Regular Pack (20 or 25/pack) 3=Cartons (over 100)	1= Regular 70mm 2=King Size 3=Superkings 4=Short (<70mm) 5=Other (explain)	1=Easily visible 2=Barely visible 3=Must ask price	0=None 1=No price promotion 2=Mfg special/discount price 3=Store special/discount price 4=In-store coupon 5=Buy 1, Get 1 Free 6=Special Pack (i.e. 3 for 2) 7=Bonus Pack (i.e. 25%free) 8=Special offer (i.e. gifts) 9=Other (explain)
A. <u>Mocne</u>	Price/pack: _____ (for 70mm)					
B. <u>Caro</u>	Price/pack: _____ (for 70mm)					
C. <u>Klubowe</u>	Price/pack: _____ (for 70mm)					
D. <u>Sobieski</u>	Price/pack: _____ (for KS)					
E. <u>Marlboro</u>	Price/pack: _____ (for KS Lights)					
F. Most Prominent Brand (as reported in B4 above): _____						
	Price/pack: _____ (Size: _____)					
G. Lowest Price Brand: _____						
	Price/pack: _____ (Size: _____)					

SECTION G: TOBACCO ADVERTISING & MARKETING

G1 For each brand indicate if there is special advertising where "advertising" means: 'any material, sign, notice, fixture, fitting or accessory that contains a brand logo or uses brand colors to attract attention to a particular brand' (See codes below)

	Advertised Nature (1=Yes/0=No)	of Ad
A. Mocne	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>
B. Caro	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>
C. Klubowe	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>
D. Sobieski	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>
E. Marlboro	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>
F. Lowest Price	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>

Brand(see in F-F) _____

G. Most Prominent Brand
(see in B4) _____

⁰¹ ⁰²

Codes: Nature of Advert
 1=Exclusively price
 2=About equal on price and image
 3=Exclusively image

G2 Which one brand is most prominently advertised?

G3 Types of promotions observed in store for any tobacco brands. *Tick all that apply.*

⁰¹ Multi-pack discounts
⁰² Money off coupon offers
⁰³ Bonus purchase (e.g., buy 1 - get 1 free)
⁰⁴ Free gifts with purchase
⁰⁵ Mail-in offers
⁰⁶ Advertised special offers
⁰⁷ Competitions/drawings linked to tobacco products
⁰⁸ Other (Specify) _____
⁰⁹ None observed

G4. Are there any posters, leaflets or signs that are branded either with tobacco brand logos, appear to use tobacco brand color schemes or appear to have any other link with tobacco brands. (Tick all that apply)

A. None Observed	Yes ⁰¹ <input type="checkbox"/>	No ⁰² <input type="checkbox"/>
B. Tobacco Brand Logos	Yes ⁰¹ <input type="checkbox"/>	No ⁰² <input type="checkbox"/>
C. Tobacco Brand Colors	Yes ⁰¹ <input type="checkbox"/>	No ⁰² <input type="checkbox"/>
D. Other: _____	Yes ⁰¹ <input type="checkbox"/>	No ⁰² <input type="checkbox"/>

G5. Are there any accessories in store that are branded w/tobacco brand logos, appear to use tobacco brand color schemes or have any other link with tobacco brands? (Tick all that apply)

	Yes ⁰¹ <input type="checkbox"/>	No ⁰² <input type="checkbox"/>	- If YES, proceed to G5: A-M
	Tobacco brand logos	Tobacco brand colours	Other link to tobacco Brands (specify)
A. Change mat/tray	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
B. Staff apron	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
C. Till covers	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
D. Pens	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
E. Clocks	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
F. Grocery basket	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
G. Grocery dividers	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
H. Trash cans	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
I. Door mats	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
J. Mirrors	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
K. Ashtrays	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
L. Open/closed signs	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____
M. Other	⁰¹ <input type="checkbox"/>	⁰² <input type="checkbox"/>	³ <input type="checkbox"/> _____

