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/Kiosk
   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. BRYDZOWE
   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. MESKIE
26. MOCE
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. TYTON W PACZKACH, SKRECANE WLASNORECZNIE
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)
   06- 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
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)
- [ ] F Hipermarket
- [ ] F News-stand or kiosk
- [ ] F Gas station convenience store
- [ ] F Supermarket
- [ ] F Delicatessen/local small grocery store
- [ ] F Tobacco Shop (Tabak)
- [ ] F Café, Restaurant, Pub
- [ ] F Delicatessen / take away food store
- [ ] F 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)
- [ ] In store: self-service for all or most goods
- [ ] In store: clerk served for all or most goods
- [ ] Moveable
- [ ] Drive-thru
- [ ] Kiosk

A4 Is there any external advertising of tobacco? (Tick 1 box only)
- [ ] Yes, very prominent advertising by tobacco brands
- [ ] Yes, but not too prominent advertising by tobacco brands
- [ ] No, none visible

A5 Is the external advertising of tobacco brand specific?
- [ ] Yes, Brand_________________________
- [ ] No

A6 Is there any external counter-tobacco advertising? (Tick 1 box only)
- [ ] Yes
- [ ] 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?

<table>
<thead>
<tr>
<th>Product</th>
<th>Visible</th>
<th>Choice Brands*</th>
<th>Choice Sizes*</th>
<th>Promoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Cigarettes</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
<tr>
<td>B. Cigars</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
<tr>
<td>C. Cigarillos</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
<tr>
<td>D. Roll Own Tobacco</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
<tr>
<td>E. Pipe Tobacco</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
<tr>
<td>F. Smokeless/ Chewing Tobacco</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
<tr>
<td>G. Other (Specify)</td>
<td>[ ] 01</td>
<td>[ ] 02</td>
<td>[ ] 03</td>
<td>[ ] 04</td>
</tr>
</tbody>
</table>

*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
- [ ] On counter
- [ ] Off counter in view of clerk
- [ ] Off counter not in view of clerk
- [ ] Other placement (specify)

B. Clerk assisted
- [ ] Over/behind counter of general check-out
- [ ] Behind special customer service/tobacco desk
- [ ] Under counter/not visible to tobacco desk
- [ ] Other placement (specify)

C. If self-serve, what is the lowest height of the self-serve product display?
- [ ] Under 1 meter (< 3 ft)
- [ ] Over 1 meter – 1.5 m (3 – 5 ft)
- [ ] 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 □ No □

C2 Are packs without health warnings visible?
Yes □ No □

C3 Are “on pack” excise stamps visible?
Yes □ No □

C4 Are packs without excise tax stamps visible?
Yes □ No □

C5 Are “on pack” price labels visible?
Yes □ No □

C6 Are packs without price labels visible?
Yes □ No □

SECTION D: TOBACCO CONTROL SIGNAGE

Does the store display tobacco control warnings and/or signage?
A. Health Warnings
   Yes □ No □
   1. Government
      01 □ 02 □
   2. Tobacco industry
      01 □ 02 □
   3. Store specific
      01 □ 02 □

B. Minimum age for purchase of tobacco products
   1. Government Sign
      01 □ 02 □
   2. Tobacco Industry Sign
      01 □ 02 □
   3. Store specific sign
      01 □ 02 □

C. Penalties for purchase by (or on behalf of) underage youth
   1. Government Sign
      01 □ 02 □
   2. Tobacco Industry Sign
      01 □ 02 □
   3. Store specific sign
      01 □ 02 □

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

**Note:** For F2, F3, F5, code as many as apply.

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1=Yes</td>
<td>1= Kiddie Pack (10 or 15/pack)</td>
<td>1= Regular 70mm</td>
<td>1=Easily visible</td>
<td>6= None</td>
</tr>
<tr>
<td></td>
<td>2=No</td>
<td>2= Regular Pack (20 or 25/pack)</td>
<td>2= King Size</td>
<td>2= Barely visible</td>
<td>1= No price promotion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3= Cartons (over 100)</td>
<td>3= Superkings</td>
<td>3= Must ask price</td>
<td>2= Mfg special/discount price</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4= Short (&lt; 70mm)</td>
<td></td>
<td>3= Store special/discount price</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5= Other (explain)</td>
<td></td>
<td>4= In-store coupon</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5= Buy 1, Get 1 Free</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>6= Special Pack (i.e. 3 for 2)</td>
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<td></td>
<td></td>
<td></td>
<td>7= Bonus Pack (i.e. 25% free)</td>
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<td></td>
<td></td>
<td>8= Special offer (i.e. gifts)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>9= Other (explain)</td>
</tr>
</tbody>
</table>

#### A. Mocne

**Price/ pack:**

(for 70mm)

#### B. Caro

**Price/ pack:**

(for 70mm)

#### C. Klubowe

**Price/ pack:**

(for 70mm)

#### D. Sobieski

**Price/ pack:**

(for KS)

#### E. Marlboro

**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 F: PRICING AND PROMOTION**

**Note:** For F2, F3, F5, code as many as apply.

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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4= Short (&lt; 70mm)</td>
<td></td>
<td>3= Store special/discount price</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>5= Other (explain)</td>
<td></td>
<td>4= In-store coupon</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>5= Buy 1, Get 1 Free</td>
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<td></td>
<td></td>
<td></td>
<td>8= Special offer (i.e. gifts)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>9= Other (explain)</td>
</tr>
</tbody>
</table>

#### A. Mocne

**Price/ pack:**

(for 70mm)

#### B. Caro

**Price/ pack:**

(for 70mm)

#### C. Klubowe

**Price/ pack:**

(for 70mm)

#### D. Sobieski

**Price/ pack:**

(for KS)

#### E. Marlboro

**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)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Advertised Nature of Ad</th>
<th>1=Yes</th>
<th>0=No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Mocne</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Caro</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Klubowe</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. Sobieski</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Marlboro</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. Lowest Price</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**G2** Which **brand** is most prominently advertised?

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

- Multi-pack discounts
- Money off coupon offers
- Bonus purchase (e.g., buy 1 - get 1 free)
- Free gifts with purchase
- Mail-in offers
- Advertised special offers
- Competitions/drawings linked to tobacco products
- Other (Specify) ______________
- 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*

<table>
<thead>
<tr>
<th>Brand</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Tobacco Brand Logos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Tobacco Brand Colors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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*

<table>
<thead>
<tr>
<th>Brand</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Change mat/tray</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Staff apron</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Till covers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. Pens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Clocks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. Grocery basket</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Grocery dividers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H. Trash cans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Door mats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Mirrors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. Ashtrays</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. Open/closed signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>