TARGET Project
Observational Survey

Observer:	**Date of Observation:**
Store Name:	**Store ID:**
School:	**Chaperon:**
Camera Numbers:	

Circle the type of store…

a.	Convenience	f.	Drug Store/Pharmacy
b.	Convenience/Gas	g.	Liquor Store
c.	Gas Station	h.	Tobacco Store
d.	Grocery	i.	Other (Specify Type) :
e.	Supermarket		_____

Exterior of Store…

How many tobacco signs, ads or promotions?		
The two most advertised brands of tobacco products?		
How many anti-tobacco messages?		
Any tobacco litter around the exterior of the store property?	a. A lot	b. Some
	c. Few	d. No Litter

Surrounding Area…

Any schools visible from the store?	a. Yes	b. No
How many tobacco-related advertisements are in the surrounding area? (Billboards, bus stops, on the sidewalk)		
How many anti-tobacco messages are in the surrounding area?		
Any tobacco litter around the surrounding area?	a. A Lot	b. Some
	c. Few	d. No Litter

Comments…

TARGET Project
Observational Survey – Instructions
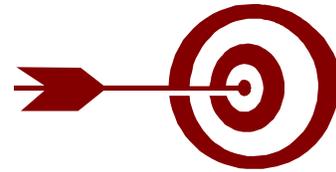
Observer Information

Fill out the top portion of the observational survey. Be sure to write down the name of the store and the school you are from. The cameras should also have been clearly marked with an identifying number. Make sure to note the numbers on all the cameras that were distributed to your group.

Feel free to use the comments section on the bottom if you run out of space.

Defining "Types of Stores"

Convenience Store: A small, independently-owned or chain store that sells convenience items, including fresh milk. May have a deli, or sell some hot food (hotdogs or sandwiches), but does not sell fresh (raw) meat that must be taken home and cooked, such as steak or chicken breast. Examples: 7-Eleven, AM/PM

Convenience/Gas: A small independently-owned, or more likely, a chain gas station that sells convenience items, including fresh milk. Must have pumps and a convenience store to be included in this category. Examples: Shell & Food Mart, Arco Mart, Texaco Convenience Shop, Mobil Mart.

Gas Station: A chain or independently-owned gas station that does not have an attached convenience store. They might have a small booth or kiosk where they sell maps, gum, candy, or cigarettes, but they do not sell fresh milk.

Grocery: A small privately-owned grocery store. Must sell (raw) fresh meat as well as fresh milk to qualify as a grocery instead of a convenience store.

Supermarket: A large store with at least two cash registers, usually part of the chain, that sells food and other household items. Supermarkets, as distinguished from grocery stores, must contain at least a pharmacy, florist, or coffee shop. Examples: Albertsons, Ralphs, Vons, Trader Joe's, Gelson's, Whole Foods.

Drug Store/Pharmacy: A privately-owned or chain store that sells prescription and over-the-counter medication. They may also sell many other items, such as food, small house wares, gift wrap, cards, cosmetics, perfume, magazines, school supplies, infant and pet care. Examples: CVS, Rite Aid, Walgreens, local drug stores and pharmacies.

Liquor Store: A store that predominantly sells alcohol products (beer, wine or liquor/spirits). Depending on the state. Liquor stores may be government-owned or privately owned.

Tobacco Store: A store that primarily sells tobacco products. May sell any combination of cigarettes, cigars, pipe tobacco, and sometimes smoking paraphernalia (matches, lighters, cigarette papers, etc). Discount cigarette stores fall into this category, as well as pipe tobacco or cigar shops.

Other (Specify Type): This category can refer to a privately owned or chain store that does not fall into the above categories. Examples include: restaurants, donut shops, internet cafes.

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Observational Survey
Exterior Observations

Exterior observations note the advertising or promotional items that are either located unattached to the store, but on its property (e.g. in the parking lot, at the gas pumps), or attached to the exterior of the store (on the windows or wall), or on the interior of the store but facing outdoors through the windows or doors.

Other Definitions
Advertisement: An ad is any representation of a product. An ad may contain images, text, or both. It may feature a picture of the product, the product name, the product logo, or any combination of these items. Small signs on the tobacco display that feature price or sale promotions should also be counted.
Signs & Promotions: Signs and promotions come in all forms ranging from the traditional cardboard, metal and plastic displays that feature the product to digital electronic signs and video displays. Some examples include: price boards, clocks & calendars.
Anti-Tobacco Messages: These messages can come in graphic and or text forms with tobacco-related health warnings, cessation service information and or signs that discourage smoking.
Tobacco Litter: Refers to tobacco-related trash, including empty cigarette packs, cigarette butts, cigarette packaging, cigar butts and packaging, lighters, matches and other tobacco use byproducts.

Surrounding Area Observations

Surrounding area observations are made from and around the retailing location, within a 10 feet distance from the edge of the store property (store property includes the attached parking lot or the gas pump area). It notes advertising, including advertising on billboards, bus stops or on the sidewalk close to the store and visible to the naked eye.

Comments

Comments can note any other tobacco-related observations, such as the amount of tobacco litter or advertising. The observer can also choose to write a statement about how such things made him/her feel.

*The exterior and the surrounding areas are mutually exclusive.

*You may enter the store to verify the type of store and to hand out the Merchant Education Packets, but please survey only the <u>outside</u> area of the store.