

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



PRODUCT
EXAMPLES

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 hand-written 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).

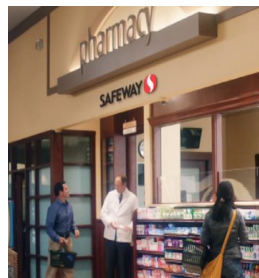
Liquor store: Beer, wine or liquor stores mostly sell alcoholic beverages and may sell a limited supply of snack foods.

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, Jewel Osco). 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



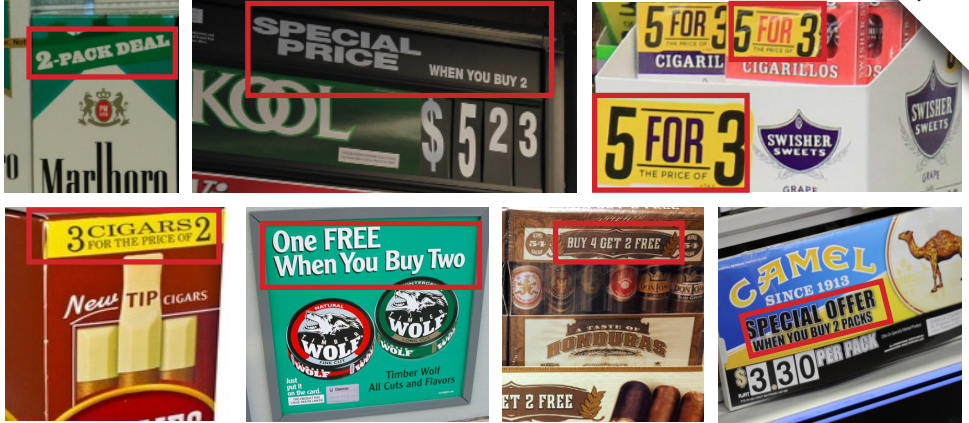
Note: Stores do not have to be a drug store/pharmacy to have a pharmacy counter. For example, a WalMart might be a mass merchandiser and have a pharmacy counter.

Price promotion

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”).

FLAVORED PRODUCTS

Flavor examples



Fruit or Sweet	Liquor	Mint	NOT Flavored
Apple	Bourbon	Fresh	Black
Cherry	Cognac	Frost	Bold
Chocolate	Margarita	Peppermint	Menthol
Cinnamon	Peach schnapps	Spearmint	Mild
Cream	Piña Colada	Wintergreen	Perfecto
Grape (white, red)	Spiced Rum	Winterchill	Purple or purple haze
Honey	Whiskey		Red
Java	Wine		Regular
Peach	Wine grape		Royale
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".



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).

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



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".

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



TOBACCO PLACEMENT

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.

