

## APPENDIX

### Appendix 1: POINT-OF-SALE OBSERVATION FORM CHINA

Before entering the store:

1. Observer ID
  - Text box

Instructions: Enter your assigned unique observer ID

- 1.1 City
  - 1-Shanghai
  - 2-Beijing
  - 3-Guangzhou
  - 4-Chongqing
  - 5-Shenyang
  - 6-Jinan
  - 7-Kunming
  - 8-Guilin
  - 9-Kaifeng
  - 10-Baiyin

2. Date
  - mm/dd/yyyy

Instructions: Enter the date in day/month/year format, October 15, 2020 would be entered as 10/15/2020.

3. Time of observation
  - hh:mm am/pm

This should be automatically recorded by the device.

But if the time shown on the device is incorrect, enter the time that you entered the venue in hh:mm am/pm format. Allowed input is from 00:00-12:00 am/pm.

4. School Name
  - Text Box

- 4.1 School ID (5-digit)
  - Text Box

Instructions: Enter the school ID obtained from project coordinator.

- 4.2 School type
  - 1-Junior high school
  - 2-Senior high school
  - 3-Vocational senior high school

- 4.3 Area of the school
  - 1-Urban (district)

- 2-Rural (county)

5. Geo-coordinates

- School

App will capture the geo-coordinates for the venue automatically.

6. Retailer located within 100 or 250 meters from the front entrance of the school  
[determined from Baidu maps]

- A 100 meters distance
- A 101-250 meters distance
- No retailer

7. Retailer Name (if available)

- Text Box

Instructions: Enter retailer name, if name of the venue cannot be found, please enter “NF”.

8. Retailer Street Address (if available)

- Text Box

Instructions: Enter street and No. of the venue as that from the venue lists. If the address of the venue cannot be found, please enter “NF”.

9. Geo-coordinates

- Retailer

App will capture the geo-coordinates for the venue automatically.

10. Retailer Type

- 1-Supermarket
- 2-Hypermarket
- 3-Tobacco and Alcohol Specialty Store
- 4-Vape Shop
- 5-Convenience Store/Mini Mart
- 6-Independent Small Grocer
- 7-Shopping Mall (please specify the type of store in the mall)
- 8-Other: text box

Definitions:

Supermarket: Large store offering a large range of food and grocery products. Supermarkets are found in one building, not part of a larger mall.

Hypermarket: Large store offering multiple types of goods, including groceries, electronics, and home appliances. Hypermarkets are included in shopping malls.

Tobacco and Alcohol Specialty Store: Stores exclusively selling tobacco and alcoholic products.

Vape Shop: Stores exclusively selling e-cigarette products.

Convenience Store/Mini Mart: A chain store that stocks household items, including food and beverages.

Independent Small Grocer: Independently owned retailer selling only food products in a traditional market (in a stall). A traditional market is a large market selling produce, meat, fish, and spices and is in either an open-air setting or large building.

Shopping Mall: A large building or series of connected buildings containing a variety of retail stores and typically also restaurants.

#### BEFORE ENTER THE STORE/RETAILER

##### Outside the store: Product Advertisements

11. From the outside – looking at the retailer, are there cigarette products being advertised (select all that apply)?

- 1-Print signage (posters, banners, flyers, etc.), apart from a product display
- 2-Backlit or illuminated tobacco product advertisements
- 3-Three-dimensional signage
- 4-Others-text option
- 5-No cigarette products being advertised

Instructions: Record the tobacco company branding in the text box under “4- Others-text option”.

12. From the outside-looking at the retailer, are any cigarette products on display?

- 1-Yes
- 2-No

13. From the outside – looking at the retailer, are there e-cigarette products being advertised (select all that apply)?

- 1-Print signage (posters, banners, flyers, etc.), apart from a product display
- 2-Backlit or illuminated tobacco product advertisements
- 3-Three-dimensional signage
- 4-Others-text option
- 5-No e-cigarette products being advertised

14. From the outside-looking at the retailer, are any e-cigarette products on display?

- 1-Yes
- 2-No

Instructions: Observe if there are signs that ban the sale of tobacco products.

15. Are there any signs banning cigarette sale visible from the street?

- 1-Yes
- 2-No

16. Are there any signs banning e-cigarette sale visible from the street?

- 1-Yes
- 2-No

#### ENTER THE STORE/RETAILER

##### Inside the store: Product Promotions & Advertisements

17. What types of tobacco products does the retailer sell? (select all that apply)

- 1-Cigarettes only
- 2-E-cigarettes only
- 3-Tobacco products sold besides cigarettes, e-cigarettes-text option
- 4-No tobacco products sold (go to Q 44)

Include examples of additional tobacco products sold or anecdotal comments: Text box

18. Are advertisements for cigarettes present?

- 1-Yes
- 2-No

19. Are advertisements for e-cigarettes present?

- 1-Yes
- 2-No

Advertising refers to branded print or digital/electronic signage such as posters, banners, flyers, or shelf liners.

(If select “Yes” in Q18, Q20 and Q21 will show on the form.)

20. How are the cigarettes advertised (select all that apply)?

- 1-Print signage (posters, banners, flyers, shelf liners, etc.), apart from a product display
- 2-Print signage inside/as part of a product display (backgrounds, shelf liners)
- 3-Electronically illuminated tobacco product advertisements
- 4-Three-dimensional signage
- 5-Other: text option

Instructions: Record the tobacco company branding in the text box under “5- Others-text option”.

21. Do any cigarette advertisements use cartoon characters?

- 1-Yes
- 2-No

(If select “Yes” in Q19, Q22 and Q23 will be displayed on the form.)

22. How are the e-cigarettes advertised (select all that apply)?

- 1-Print signage (posters, banners, flyers, shelf liners, etc.), apart from a product display
- 2-Print signage inside/as part of a product display (backgrounds, shelf liners)
- 3-Electronically illuminated tobacco product advertisements
- 4-Three-dimensional signage
- 5-Other: text option

23. Do any e-cigarette advertisements use cartoon characters?

- 1-Yes
- 2-No

24. Are cigarettes promoted using in any of the following ways (select all that apply)?

- 1-Price discounts (e.g. sales, coupons, limited time offer, multi pack discounts)
- 2-Free tobacco products
- 3-Gifts other than the product (free or with purchase)
- 4-A sponsored event, activity, or cause
- 5-Contests or competitions
- 6-Loyalty/rewards scheme
- 7-Mention of social media channel on a sign
- 8-Other: text box

- 9-None

25. Are e-cigarettes promoted using in any of the following ways (select all that apply)?

- 1-Price discounts (e.g. sales, coupons, limited time offer, multi pack discounts)
- 2-Free tobacco products
- 3-Gifts other than the product (free or with purchase)
- 4-A sponsored event, activity, or cause
- 5-Contests or competitions
- 6-Loyalty/rewards scheme
- 7-Mention of social media channel on a sign
- 8-Other: text box
- 9-None

Promotion refers to special or limited time offer that are intended to result in the purchase of a tobacco product

26. What type of social media channels are being used to promote cigarettes (select all that apply)?

- 1-QQ
- 2-WeChat
- 3-Weibo
- 4-Tiktok
- 5-Xiaohongshu
- 6-Lvzhou
- 7-Kuaishou
- 8-Other: text box
- 9-None

27. What type of social media channels are being used to promote e-cigarettes (select all that apply)?

- 1-QQ
- 2-WeChat
- 3-Weibo
- 4-Tiktok
- 5-Xiaohongshu
- 6-Lvzhou
- 7-Kuaishou
- 8-Other: text box
- 9-None

28. Do you see cigarette brands on non-tobacco products in the store like clocks, hats, t-shirts, mirrors, carry bags, cigarette lighters, in the areas displaying cigarette packs? [do not include items owned by customers in the store]

- 1-Yes
- 2-No

29. Do you see e-cigarette brands on non-tobacco products in the store like clocks, hats, t-shirts, mirrors, carry bags, cigarette lighters, in the areas displaying e-cigarette packs? [do not include items owned by customers in the store]

- 1-Yes
- 2-No

30. Are there any celebrity endorsements on a cigarette advertising sign at this retailer?

- 1-Yes
- 2-No

31. Are there any celebrity endorsements on a e-cigarettes advertising sign at this retailer?

- 1-Yes
- 2-No

Celebrity endorsements may include people from entertainment industry (film, TV, radio personalities), sports figures, social media influencers

#### Product Placement/Display

32. Any display of cigarette packs?

- 1-Yes
- 2-No

33. Any display of e-cigarettes?

- 1-Yes
- 2-No

Product display refers to the prominent exhibition of a tobacco product(s) that is visible to customers or potential customers

(If select “1-Yes” in Q32, Q34, Q36 and Q38 will be displayed on the form; if select “1-Yes” in Q33, Q35, Q37 and Q39 will be displayed on the form.)

34. Are cigarette packs displayed in the cashier zone excluding the power wall?

- 1-Yes
- 2-No

Cashier Zone refers to the area surrounding the cash register (on the counter, in front of the counter, immediately to the left or right of the cash register)

35. Are e-cigarettes displayed in the cashier zone excluding the power wall?

- 1-Yes
- 2-No

36. Are cigarette packs displayed on a power wall?

- 1-Yes
- 2-No

37. Are e-cigarettes displayed on a power wall?

- 1-Yes
- 2-No

Power wall refers to a display of tobacco products with multiple shelves and multiple packs

38. Are cigarette packs displayed within 30 cm (estimate using your leg or body) of candy, beverages or snacks?

- 1-Yes
- 2-No

39. Are e-cigarettes displayed within 30 cm (estimate using your leg or body) of candy, beverages or snacks?

- 1-Yes
- 2-No

#### Flavors

40. What types of flavors are available for cigarette packs at the store?

- 1-Menthol/mint flavor
- 2-Other flavors -Include examples or anecdotal comments: Text box
- 3-No flavored cigarette packs at the store
- 4-No cigarette sale

41. What types of flavors are available for e-cigarettes at the store?

- 1-Fruit flavored: Yes/No
- 2-Candy flavored: Yes/No
- 3-Food or beverage flavored: Yes/No
- 4-Mint or menthol Yes/No
- 5-Other flavors-Include examples or anecdotal comments: Text box
- 6-No e-cigarette sale

#### Examples

Fruit flavored: mango, orange, banana

Candy: chocolate, bubblegum

Food/beverage flavor: cookie, chips, yogurt, green tea

Other: tobacco flavor

#### Signage

42. Is there a sign that says the cigarettes can only be sold to adults (select all that apply)?

- 1-Yes: a sign saying – “sales are prohibited to youth under 18”
- 2-Yes: a sign saying – “sales are prohibited to youth” (no specific age indicated)
- 3-No

43. Is there a sign that says the e-cigarettes can only be sold to adults (select all that apply)?

- 1-Yes: a sign saying – “sales are prohibited to youth under 18”
- 2-Yes: a sign saying – “sales are prohibited to youth” (no specific age indicated)
- 3-No

#### Completion of Observation

44. Result of observation

- 1-Observation completed

- 2-Observation not completed
45. If observation not completed, why?
- 1-Data collector not allowed to enter venue
  - 2-Retailer out of business
  - 3-Other: text box