



## Data Collection Worksheet

**Please Note:** The Data Collection Worksheet (DCW) is a tool to aid integration of a PhenX protocol into a study. The PhenX DCW is not designed to be a data collection instrument. Investigators will need to decide the best way to collect data for the PhenX protocol in their study. Variables captured in the DCW, along with variable names and unique PhenX variable identifiers, are included in the PhenX Data Dictionary (DD) files.

### Identifiers

1. Enter Coder Name:

2. Enter the ID on the pack

- Write down the State, County and Store IDs.
- Each pack should be labeled with a numeric code indicating the state, county and store where it was purchased. Packs are sorted into bags based on the state and county where they were purchased. Enter this information for "State." The answer choices pre-populated with the codes of the stores that were visited. Once you enter the "State," "County" will be limited to those choices that apply to the state you selected. "Store" is then limited in the same way.
- IDs on the packs might have leading zeroes.
- Use the list of State and County IDs in Appendix A to help you
- If you cannot read the ID written on the pack or there is a discrepancy between the Pack State and/or County ID and the Bag State and/or County ID, stop coding and consult with the staff person assigned to resolve such issues.

3. Comments

- Use this section to record if you had to consult about the ID or anything else of note.

### Pack Characteristics

The next section focuses on general pack characteristics.

The diagram below will help you understand some terminology associated with a pack. The pack pictured is a "hard" pack.

 [img[750200\_img\_2.png|Hard Pack]]

[img[750200\_img\_3.png|Hard Pack]]

[[.nl]] [[.nl]]

A **"soft" pack** doesn't have a "flip-top" like a hard pack. Soft packs are easily folded or squished; they usually have exposed foil at the top sealed with a branded sticker. To distinguish between the "front" and "back" of a soft pack, pay attention to two things:

1. 1) Surgeon General's Warning
2. 2) Brand name on the bottom of the pack

(SEE BELOW FOR MORE DETAIL)

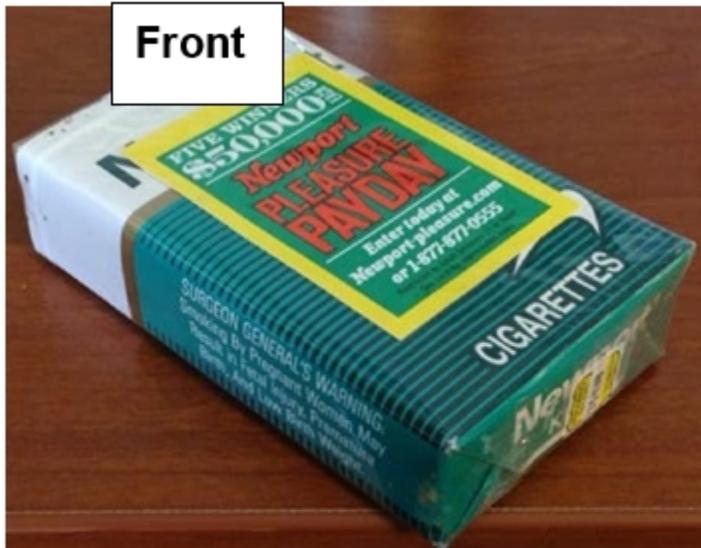
[img[750200\_img\_4.png|Soft Pack]]

[[.nl]]

1) Surgeon General's Warning-when looking at the front of the pack, the Surgeon General's warning will be on the left miter panel.

[img[750200\_img\_5.png">

2) Brand name on the bottom of the pack—when you lay the pack on its back (front side facing up), the brand name on the bottom will be right-side up.



Left miter panel: SG Warning



Bottom

#### 4. Brand (select the appropriate brand)

- Marlboro®
- Newport®
- Other (please specify) \_\_\_\_\_



Answer If Brand Marlboro® Is Selected

#### 5. Marlboro® Variety

- Marlboro® Reds
- Marlboro® Red Label

Marlboro® 100s

Other (please specify) \_\_\_\_\_



Note the difference between  
**Marlboro Red Label**  
**Marlboro Red** (Right)  
is slightly larger, has  
says 'RED LABEL' on

Answer if Brand Newport® is Selected

#### 6. Newport® Variety

Newport® Greens

Newport® 100s

Other (please specify) \_\_\_\_\_

Answer if Brand Other (please specify) Is Selected

#### 7. Other Brand Variety - Type the exact variety (ex. Camel No. 9 100's)

#### 8. Pack Type

Hard

Soft

- Hard packs are made of a more durable material, have a flip top and generally keep their shape as cigarettes are removed from the pack. Soft packs are easily folded or squished; they usually have exposed foil at the top sealed with a branded sticker (See previous "Pack Characteristics" section).

Answer If Brand Newport® Is Selected

9. Does the word "Menthol" appear on the pack?

Yes

No

10. Does the pack indicate that it is duty free? (Look for language like "US Tax Exempt", "Not for Sale in the U.S.," "Made for sale outside of U.S.," or "Made for sale in [Country X].")



Yes (please write in the language on pack)

No

- This could be on the front of the pack, a side panel, or somewhere else on the pack (e.g., tear tape)

11. Is there a health warning present on the pack?

Yes

No

- These warnings are usually located on the left miter panel of the pack
- The Surgeon General's warning DOES count as a health warning
- DO NOT include a health warning on the tear tape

12. Which health warning is present?

(If it is a Surgeon General's warning, make sure that the text matches **exactly**)

a. SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.

b. SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

c. SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.

d. SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

e. Other, please copy or describe

- Make sure the text of the warning matches EXACTLY-this includes spelling, word order, etc.
- If it does not, select Other.

### 13. Comments specific to pack information?

- This is a place to note any additional information or unusual aspects of the pack.
- If the pack has any modified risk language, be sure to note it here (e.g. "light" "low tar"). This should be rare because modified risk language was outlawed in 2009.

### Tax Stamps

The next section is about tax stamps. Tax stamps are issued by countries, states, counties, tribes and municipalities to show that a tax has been paid.

### 14. Tax stamp present?

Yes

No - If No Is Selected, Then Skip to **Q38 Comments**

- Tax stamps are almost always found on the bottom of the pack. If a tax stamp is found elsewhere on the pack, note this in the comments section.
- See the Tax Stamp Key for examples

### 15. Number of tax stamps present

1

2

3

Other (please specify) \_\_\_\_\_

- This is the total number of stamps on the pack-you should count whole AND partial stamps regardless of if you can determine the origin of the stamp.

**16. What style of stamp is present?**

Encrypted Stamp

Decal Stamp (onion skin paper)

Other (please specify) \_\_\_\_\_

- Encrypted stamps use newer technology that makes counterfeiting more difficult. Right now only CA and MA use these stamps, but that could change in the future. Generally they are thicker, more like a sticker and less "flakey" than decal stamps.
- Decal stamps are the most common type of tax stamp. They are applied by heat transfer to the pack and use "onion skin paper"-a thin transfer paper that can be flakey.

**17. Indicate the origin of the tax stamps(s) (check all that apply)**

U.S. State

U.S. Locality

Joint U.S. State-Locality

Joint U.S. Locality (e.g., County-Municipality)

U.S. Tribe

Foreign

Unidentifiable Stamp

Other (please specify, but as specific as possible)

- Answer this question as if you had no context about where the pack was purchased. If you were to pick up this pack without any context, could you tell the origin?
- U.S. Locality includes counties, cities, towns, municipalities, and jurisdictions

Answer If U.S. State OR Joint U.S. State-Locality Is Selected

**18. Is the stamp whole or partial?**

Whole

Partial

- This question will be asked about each stamp type you select as being present on the pack.
- A whole stamp can be completely read. It might be chipped or scratched in a few places, but overall is intact and can be read.
- A partial stamp is chipped or scratched in a way that: (1) makes it harder to read the issuing agent's name, (2) makes it hard to read the ID number, or (3) is missing a substantive amount (at least 1/3) of the stamp (this area does not have to be continuous, but in total about 1/3 or more of the stamp is missing).
- A partial stamp is **not necessarily** illegible.

Answer If Partial Is Selected

**19. How is the stamp partial? (Check all that apply)**

Tax stamp origin is incomplete (i.e., state or country name)

ID number is incomplete

Substantive amount of the stamp is missing (1/3 or more)

- Select in what way the stamp is partial. A partial stamp is chipped or scratched in a way that: (1) makes it harder to read the issuing agent's name, (2) makes it hard to read the ID number, or (3) is missing a substantive amount (at least 1/3) of the stamp (this area does not have to be continuous, but in total about 1/3 or more of the stamp is missing).

**20. Please write the U.S. state that issued the tax stamp.**

**21. Does the U.S. state stamp match the example in the key?**

Yes

No (please describe)

- Our tax stamp key includes a color example of each type of tax stamp that we have come across previously. You should check that the design, writing and color of the stamp on the pack matches the example in the key.
- A note on color: Some states or localities change the color of their stamps periodically. The tax stamp colors are difficult to capture in a photo. Also some stamps are slightly transparent and take on the color of the pack underneath. You should mark "No" for this question if the color is obviously different (e.g., blue vs. yellow), but don't get too caught up on differences in shade (bright vs. dark green). If you have questions or are unsure, stop coding and ask the staff person assigned to resolve such issues.

- If the stamp is not on the key at all, select "No" and note this. Also write in the comments that we need to add this stamp.

Answer if U.S. Locality OR Joint U.S. Locality Is Selected

**22. Is the stamp whole or partial?**

Whole

Partial

- Refer to Q18 for information

Answer if Partial Is Selected

**23. How is the stamp partial? (Check all that apply)**

Tax stamp origin is incomplete (i.e., state or country name)

ID number is incomplete

Substantive amount of the stamp is missing (1/3 or more)

- Refer to Q19 for information

Answer if U.S. Locality OR Joint U.S. Locality OR Joint U.S. State-Locality Is Selected

**24. Please select the U.S. locality that issued the tax stamp.**

Chicago, Cook County

City of St. Louis

County of Cook

Cuyahoga, OH

Evanston, Cook County

Kansas City, MO

Madison County, AL

Mobile County, AL

New York City, NY

NVCTB, VA

Other (please specify on next page)

- U.S. Locality includes counties, cities, towns, municipalities, and jurisdictions

**25. Does the stamp match an example in the key?**

Yes

No (please describe)

- Refer to Q21 for information

If Q24 Select the locality Other Is Selected

**26. Please specify the locality that issued the tax stamp.**

- Write in the locality as it appears on the stamp

Answer if U.S. Tribe Is Selected

**27. Is the stamp whole or partial?**

Whole

Partial

- Refer to Q18 for information

Answer if Partial is Selected

**28. How is the stamp partial? (Check all that apply)**

Tax stamp origin is incomplete (i.e., state or country name)

ID number is incomplete

Substantive amount of the stamp is missing (1/3 or more)

- Refer to Q19 for information

**29. Please select the Tribe that issued the tax stamp.**

Seneca (including Allegany and Cattaraugus)

Jemez

Pojoaque

Tuscarora

Poospatuck

- Cherokee
- Apalachee
- Hurons
- Unkechaug
- Nevada Tribal
- Oklahoma Tribal
- Washington Tribal
- Wisconsin Tribal
- Other (please specify on next page)

**30. Does the stamp match the example in the key?**

- Yes
- No (please describe)

- Refer to Q21 for information

If Q29 Select the tribe "Other" Is Selected

**31. Please specify the U.S. Tribe that issued the tax stamp.**

- Write in the Tribe as it appears on the stamp

Answer If Foreign Is Selected

**32. Is the foreign stamp whole or partial?**

- Whole
- Partial

- Refer to Q18 for information

Answer if Partial Is Selected

**33. How is the stamp partial? (Check all that apply)**

- Tax stamp origin is incomplete (i.e., state or country name)
- ID number is incomplete
- Substantive amount of the stamp is missing (1/3 or more)

- Refer to Q19 for information

**34. Please write the country that issued the foreign tax stamp.**

Answer if Unidentifiable Stamp Is Selected

**35. How is the stamp unidentifiable?**

Stamp is covered by another stamp

Tax stamp origin is incomplete or missing (in a way that makes it unreadable)

Other (please specify) \_\_\_\_\_

- If a stamp is unidentifiable indicate why you are unable to identify the stamp
- Remember to answer this question as if you had no context about where the pack was purchased. If you were to pick up this pack without any context, could you tell the origin?

Answer If Other Stamp Is Selected

**36. Is the other stamp whole or partial?**

Whole

Partial

- Refer to Q18 for information

**37. How is the stamp partial? (Check all that apply)**

Tax stamp origin is incomplete (i.e., state or country name)

ID number is incomplete

Substantive amount of the stamp is missing (1/3 or more)

- Refer to Q19 for information

**38. Comments specific to tax stamps?**

- Note if a stamp is found anywhere other than the bottom of the pack
- Be sure to note if there is a new tax stamp so that we can add it to the key.

**Promotions**

The next section is about promotions. A promotion is a marketing technique used to enhance customers' interest to "buy now." You might typically think of

promotions as "25 cents off" or "buy 1 get 1 free," which are commonly seen on tobacco products. Tobacco companies use other kinds of promotions as well, such as "enter to win a trip" or something of that ilk. It might also just be a branded graphic glued onto the front of the pack (to look new and different), without any price or prize promotion.

### 39. Is there a promotion present on the pack?

Yes

No - If No Is Selected, Then Skip to **Q49** Comments

- Some packs say "For special offers Marlboro.com" on the right miter panel- DO NOT count this as a promotion



### 40. What type of promotion is present? (Check all that apply)

Onsert

Insert (Indicated by language on pack; Do not open)

Cellophane printing (not tear strip)

Tear Strip printing

Other (please specify) \_\_\_\_\_

Examples:

#### Promotions Type-Location

- An **onsert** is a physically separate piece of advertising that is glued onto the pack before the pack is covered in cellophane



- An **insert** is a physically separate piece of advertising that is INSIDE of the pack. Do not open the pack. You would most likely be able to tell if there is an insert without opening it because the outside of the pack would say something like "coupon inside." Sometimes inserts exist but are not indicated on the outside. Do not worry about this here.



- **Cellophane printing** is part of the actual cellophane. This *does not* include

printing on the tear strip.



- **Tear Strip printing** is a promotion printed on the tear strip.



#### 41. What is the promotion for? (Check all that apply)

- Contest/Enter to win/Giveaway (non-tobacco product)
- Special offer inside
- Special Price (cents off)
- Multi pack promotion (buy 1, get 1)
- Product information (no price or prize promotion indicated)
- Other tobacco product offer (e.g., \$1 off Snus with cigarette purchase)
- Other (please specify) \_\_\_\_\_

#### Examples

##### Promotions Type-Incentives

- **Contest/enter to win/giveaway:** The packs promotes a **non-tobacco product** contest or giveaway, such as money, a trip, online music, or vague "prizes."



- **Special offer inside:** The pack vaguely says that there is some sort of special offer or promotion inside without listing any details.



- **Special price (cents off):** Words to look for include "special value," "special offer," "discount," "cents off," "reduced price," "save \$," "sale price," "special promotion," or "promotional offer."



- **Multi-pack promotion (e.g., buy 1, get 1):** A multi-pack promotion is an offer for a discount on multiple packs. The idea is that the customer needs

to buy more than one pack to get the discount. Look for words such as: "buy two get one free," "two for the price of one," "two-pack deal."



- **Product information (no price prize promotion indicated):** The pack has an added graphic or sticker, etc., meant to be eye-catching but without any price or prize promotion.



- **Other tobacco product offer (e.g. \$1 off Snus with cigarette purchase):** The pack indicates that you will receive a free or discounted pack of another type of tobacco product. Only check this if the offer is for a different product than the item the promotion is on. (e.g., you bought cigarettes and the offer is for Snus). If it is for the same product this is a multi-pack promotion (see above).



Answer if **Q41** What is the promotion for? Contest/Enter to win/Give away Is Selected

**42. What is the contest/enter to win/give away for? (check all that apply)**

- Music
- Trip
- Money
- Prizes (vague)
- Other (please specify) \_\_\_\_\_

**43. Does the promotion direct you to a website, phone number or somewhere else? (check all that apply)**

- Website
- Phone number
- Other (please specify) \_\_\_\_\_
- None

**44. Is a promotion advertised on both sides of the pack or just one?**

Front only

Back only

Front and back

- Refer to the "Pack Characteristics" section of the manual to distinguish between the front and back of packs. Be especially careful with soft packs.
- Tear tape promotions should be coded as front and back
- This question is asking for information on the pack level, not about the individual types of promotions. For example, if there is an insert on the front of the pack and cellophane printing on the back, select "Front and back." You would also select "Front and back" if the same promotion (e.g., a cellophane printing) is on both sides.

#### Promotions Type - Inserts

**You will now open the pack. Be careful to follow the instructions in the training manual about opening packs.**

#### Opening the Pack

Before you open the pack, note where the ID number is written.

**VERY IMPORTANT:** If the ID number is written on the top part of the cellophane, you must rewrite this ID number (be VERY careful to write it correctly and use a permanent marker) somewhere on the bottom half of the cellophane (which will remain on the pack) or on the pack itself. Remember to secure the bottom part of the cellophane to the pack with tape if necessary.

**It is extremely important that all packs are clearly labeled with ID numbers!**

To open the pack, peel off the tear tape first. This should release the top part of the cellophane and separate the tear tape from the pack. If the top part of the cellophane does not have a promotion on it, you may dispose of the top part of the cellophane. If it does have a promotion, be sure to replace the top and tape it back to the pack. The cellophane below the tear tape should stay on the pack. If it's coming loose, use tape to secure the bottom half of the cellophane to the pack. Pay very close attention to the note above about ID numbers!

#### 45. Is there an insert inside the pack?

Yes

No

- Select Yes if there is an insert. This may or may not have been indicated on the outside of the pack.

**46. Is the insert for a specific product? (check all that apply)**

- Cigarettes
- Snus
- Other (please specify) \_\_\_\_\_
- Insert is not for a product

- Usually an insert is a coupon for a specific product.

**47. What type of promotion does the insert offer? (check all that apply)**

- Contest/Enter to win/Giveaway
- Special price (cents off)
- Multi-pack promotion (buy 1, get 1)
- Product information (no price or prize promotion indicated)
- Other (please specify) \_\_\_\_\_

- See definitions of Promotion Types - Incentives

Answer If Contest/Enter to win/Giveaway Is Selected

**48. What is the contest/enter to win/give away for? (check all that apply)**

- Music
- Trip
- Money
- Prizes (vague)
- Other (please specify) \_\_\_\_\_

**49. Comments specific to promotions?**

- Add any comments here.

Protocol source: <https://www.phenxtoolkit.org/protocols/view/750201>