

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.1**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>Result_Id</b>	Result Id			Unique 7-digit number generated by the survey program. Mostly used during the data cleaning process and referenced in the data doc as "RID"
<b>StoreID</b>	C1. Store ID (6-digit ID)			Unique 6-digit number generated by CTCP and assigned to every store
<b>Store_Name</b>	Store Name			Store name based on BOE listing OR response to C3
<b>Store_Address</b>	Store Address			Store address based on BOE listing OR response to C4
<b>Store_City</b>	Store City			Store city based on BOE listing
<b>Store_Zip</b>	Store Zip			Store zip based on BOE listing
<b>CoderID</b>	C2. Coder ID (2-digit ID)			ID you assigned to your local data collectors
<b>Device_Name</b>	Device Name			Name you assigned each handheld device during authentication
<b>Surveyed_Date</b>	Surveyed Date			Automatically collected from device at the start of the observation
<b>Surveyed_Time</b>	Surveyed_Time			Automatically collected from device at the start of the observation
<b>Location_Latitude</b>	Location Latitude			Automatically collected from device at the start of the observation
<b>Location_Longitude</b>	Location Longitude			Automatically collected from device at the start of the observation
<b>Location_Altitude</b>	Location Altitude			Automatically collected from device at the start of the observation
<b>Location_Accuracy</b>	Location Accuracy			Automatically collected from device at the start of the observation
<b>c3</b>	C3. Does the actual store name match the assigned store name?	Yes	1	
		No - Enter correct name	2	If selected, "Store_Name" (above) is replaced

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.2**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>c4</b>	C4. Does the actual store address match the assigned address?	Yes	1	
		No - Enter correct address	2	If selected, "Store_Address" (above) is replaced
<b>c5</b>	C5. Can you survey this store?	Yes I can	1	
		No, store does not exist	2	If selected, survey jumps to the end
		No, store is closed	3	If selected, survey jumps to the end
		No, under 18 not allowed to enter	4	If selected, survey jumps to the end
		No, membership or fee required to enter	5	If selected, survey jumps to the end
		No, environment unsafe for me	6	If selected, survey jumps to the end
		I was asked to leave before completing the survey	7	If selected, survey jumps to the end
		Other (specify):	8	If selected, survey jumps to the end
<b>C6_1</b>	C6. Choose all that are advertised on windows/glass doors: (Check all)	Tobacco	1	
<b>C6_2</b>		Alcoholic beverages	2	
<b>C6_3</b>		Sugary drinks (soda, chocolate milk, sports/energy drinks)	3	
<b>C6_4</b>		Healthy beverages (water, 100% juice, low or non-fat milk)	4	
<b>C6_5</b>		Fruit or vegetables (fresh, frozen, canned)	5	
<b>C6_6</b>		None of the above	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.3**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>c7</b>	C7. What percent of the windows and glass doors are covered by signs?	Less than 10% (1/10)	1	
		Between 10% and 33% (between 1/10 and 1/3)	2	
		More than 33% (more than 1/3)	3	
		No windows or glass doors	0	
<b>c8</b>	C8. Are tobacco products visible to customers? (Ask cashier if none are visible)	Yes	1	
		No – Tobacco products are not visible but are sold	2	
		No – Store does not sell tobacco products	0	If selected, survey jumps to the end
<b>c9</b>	C9. Number of cash registers:	1		
		2		
		3		
		4		
		5 or more, enter total number:		
<b>C10_1</b>	C10. In the main checkout area, are any of these placed on/next to the counter(s)?	Tobacco products	1	
<b>C10_2</b>		Alcoholic beverages	2	
<b>C10_3</b>		Sugary drinks (soda, sports/energy drinks, chocolate milk, etc.)	3	
<b>C10_4</b>		Candy	4	
<b>C10_5</b>		Fresh fruit	5	
<b>C10_6</b>		None of the above	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.4**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>c11</b>	C11. Mark one type or select other for more choices: (Pick one)  C12. Mark one type or specify other: (Pick one)	Chain convenience	1	C11 and C12 responses were combined in your dataset, so the store type is listed under c11. Survey responses represent the number of stores surveyed through c11 categorized into store types. Some records will not have a response in c11, because certain answers previous questions may end the survey.
		Drug store/pharmacy	2	
		Liquor store	3	
		Small market/deli/produce market	4	
		Supermarket/large grocery store	5	
		Other (Store types continue on next screen)	6	
		Discount store (e.g., Dollar Store, Family Dollar)	8	
		Gas station booth	9	
		Hookah bar/cafe	10	
		Tobacco store	11	
		Walmart	12	
		Other (specify):	13	
<b>c13</b>	C13. Does the store have a pharmacy (e.g., Safeway, Vons)?	Yes	1	Survey responses represent the number of tobacco retailers surveyed which include a pharmacy. (NOT the number of pharmacies that sell tobacco)
		No	0	
<b>C14_1</b>	C14. Which products are sold here? (Check all)	Alcoholic beverages	1	
<b>C14_2</b>		Fresh fruits or vegetables	2	
<b>C14_3</b>		Other food or beverages (e.g., candy, chips, snack foods)	3	
<b>C14_4</b>		None of the above	4	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.5**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>C15_1</b>	C15. Choose all that are sold here: (Check all, scroll for more choices)	Cigarettes	1	
<b>C15_2</b>		Cigarillos	2	
<b>C15_3</b>		Chewing tobacco	3	
<b>C15_4</b>		Snus	4	
<b>C15_5</b>		None of the above	5	
<b>C16_1</b>	C16. Choose all that are sold here: (Check all, scroll for more choices)	Large cigars	1	
<b>C16_2</b>		Hookah	2	
<b>C16_3</b>		Dissolvable tobacco (sticks, strips, lozenges)	3	
<b>C16_4</b>		E-cigarettes or e-hookah	4	
<b>C16_5</b>		None of the above	0	
<b>c17</b>	C17. Are MENTHOL cigarettes sold here? (e.g., Newport, Salem, Kool)	Yes	1	
		No	0	
<b>c18</b>	C18. Are Seneca cigarettes sold here?	Yes	1	
		No	0	
<b>C19_1</b>	C19. Inside the store, are there any price promotions for the following? (Check all)	Cigarettes	1	
<b>C19_2</b>		Chewing tobacco	2	
<b>C19_3</b>		Cigarillos/little cigars	3	
<b>C19_4</b>		Alcoholic beverages	4	
<b>C19_5</b>		None of the above	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.6**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>C20_1</b>	C20. Choose all flavor types of non-cigarette tobacco products sold here:	Fruit or sweet (e.g., cherry, honey)	1	
<b>C20_2</b>		Liquor (e.g., wine, margarita)	2	
<b>C20_3</b>		Mint (e.g., menthol, wintergreen)	3	
<b>C20_4</b>		None of the above	0	
<b>c21</b>	C21. What is the SMALLEST unit size of cigarillos/little cigars in the store? (Pick	One (sold as singles)	1	
		Packs of 2 to 5	2	
		Packs of 6 to 19	3	
		Packs of 20 or more	4	
		No cigarillos/little cigars sold	0	If selected, survey jumps to C27
<b>c22</b>	C22. Are FLAVORED Swisher Sweets cigarillos/little cigars sold here?	Yes	1	
		No	0	If selected, survey jumps to C27
<b>c23</b>	C23. What is the cheapest price to purchase only ONE flavored Swisher	Enter price (next screen)	1	
		Sold here but can't get price	2	
		Not sold here	0	If selected, survey jumps to C27
<b>Raw_C24</b>	C24. Price for ONE Swisher Sweets cigarillo, any flavor: (enter 0.99 for 99 cents)			Raw price data for ONE Swisher Sweets cigarillo, any flavor. It may or may not include sales tax
<b>C24</b>				Price for ONE Swisher Sweets cigarillo calculated withOUT tax per C26
<b>c25</b>	C25. Is the Swisher Sweets on sale, e.g., cents off or buy one get one free?	Yes	1	Represents the number of tobacco retailers surveyed in C24 where ONE Swisher Sweets cigarillo is on sale.
		No	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.7**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>c26</b>	C26. Is sales tax included in the Swisher Sweets price?	Yes	1	
		No	0	
		Unable to verify	2	
<b>c27</b>	C27. Ask cashier: "What's the cheapest single pack of cigarettes? How much is it?"	Cashier provided price (Enter price on next screen)	1	
		I had to look for lowest advertised price (Enter price on next screen)	2	
		Unable to determine	0	If selected, survey jumps to C30
<b>Raw_C28</b>	C28. Cheapest single pack of cigarettes: Enter in dollars and cents			Raw price data for cheapest single pack of cigarettes. It may or may not include sales tax
<b>C28</b>				Price for single pack of cigarettes calculated withOUT tax per C29
<b>c29</b>	C29. Is sales tax included?""	Yes	1	
		No	0	
		Unable to verify	2	
<b>c30</b>	C30. Should someone take pictures of this store?	No	0	
		Yes, share why:		
<b>F1</b>	F1. Would you like to do the Flavored Products module?	Yes, do the Flavored Products module NOW	1	
		No, I will NOT be doing this module.	0	If selected, survey jumps to P1A
<b>F2</b>	F2. What is the price to purchase ONE Newport menthol hard pack?	Enter price (next screen)	1	
		Sold here but can't get price	2	If selected, survey jumps to F6
		Not sold here	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.8**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>Raw_ F3</b>	F3. Price for one Newport menthol hard pack: (\$_ . __)			Raw price data for one Newport menthol hard pack. It may or may not include sales tax
<b>F3</b>				Price for one Newport menthol hard pack calculated withOUT tax per f5
<b>f4</b>	F4. Is the Newport menthol on sale, e.g., \$1 off or buy one get one free?	Yes	1	Represents the number of tobacco retailers surveyed in F3 where one Newport menthol hard pack is on sale
		No	0	
<b>f5</b>	F5. Is sales tax included in the Newport menthol price?	Yes	1	
		No	0	
		Unable to verify	2	
<b>F6</b>	F6. What is the price to purchase ONE tin of Grizzly wintergreen long cut, 1.2 oz?	Enter price (next screen)	1	
		Sold here but can't get price	2	If selected, survey jumps to F10
		Not sold here	0	If selected, survey jumps to F10
<b>Raw_ F7</b>	F7. Price for ONE tin of Grizzly wintergreen long cut, 1.2 oz:			Raw price data for ONE tin of Grizzly wintergreen long cut, 1.2 oz. It may or may not include sales tax
<b>F7</b>				Price for ONE tin of Grizzly wintergreen long cut, 1.2 oz calculated withOUT tax per f9
<b>f8</b>	F8. Is the Grizzly wintergreen on sale, e.g., \$1 off or buy one get one free?	Yes	1	Represents the number of tobacco retailers surveyed in F7 where one tin of Grizzly wintergreen long cut, 1.2 oz is on sale
		No	0	
<b>f9</b>	F9. Is sales tax included in the Grizzly wintergreen price?	Yes	1	
		No	0	
		Unable to verify	2	



**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.9**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>f10</b>	F10. Are there price promotions for FLAVORED chewing tobacco? (Pick one)	Special price (e.g., \$1 off)	1	
		Multi-pack discount (e.g., buy one get one)	2	
		Both special price and multi-pack discount	3	
		Product not sold	0	
		None of the above	4	
<b>f11</b>	F11. Are there price promotions for FLAVORED cigarillos/little cigars, including	Special price (e.g., \$1 off)	1	
		Multi-pack discount (e.g., buy one get one)	2	
		Both special price and multi-pack discount	3	
		Product not sold	0	
		None of the above	4	
<b>F12_1</b>	F12. Choose all types of flavored cigarillos/little cigars sold here: (Check all)	Fruit or sweet (cherry, honey, etc)	1	
<b>F12_2</b>		Liquor (wine, margarita, etc)	2	
<b>F12_3</b>		Mint (menthol, wintergreen, etc)	3	
<b>F12_4</b>		None of these	0	
<b>F13_1</b>	F13. Does the store sell these cigarettes? (Check all)	Camel Crush	1	
<b>F13_2</b>		Marlboro NXT	2	
<b>F13_3</b>		Neither of the above	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.10**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>f14</b>	F14. Are there price promotions for any MENTHOL cigarettes? (Pick one)	Special price (e.g., \$1 off)	1	
		Multi-pack discount (e.g., buy one get one)	2	
		Both special price and multi-pack discount	3	
		Product not sold	0	
		None of the above	4	
<b>F15_1</b>	F15. Which products are available in any MINT flavor, including menthol? (Check all)	Chewing tobacco	1	
<b>F15_2</b>		Snus	2	
<b>F15_3</b>		E-cigarettes or e-hookah	3	
<b>F15_4</b>		None of the these	0	
<b>F16_1</b>	F16. Which products are available in any OTHER flavor, e.g., fruit/sweet, liquor?	Chewing tobacco	1	
<b>F16_2</b>		Snus	2	
<b>F16_3</b>		E-cigarettes or e-hookah	3	
<b>F16_4</b>		None of the these	0	
<b>F17_1</b>	F17. Where are ads for menthol cigarettes? (Check all)	On store windows or glass doors	1	
<b>F17_2</b>		Elsewhere outside the store (on building, side of building or sidewalk)	2	
<b>F17_3</b>		No ads for menthol cigarettes	0	
<b>p1A</b>	P1. Would you like to do the Price & Promotions module?	Yes, I will do the Price & Promotions module NOW	1	
		No, I will NOT be doing the Price & Promotions module	0	If selected, survey jumps to E1

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.11**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>p2</b>	P2. Price for ONE 15-pouch tin of Camel Snus Frost?	Enter price (Next screen)	1	If selected, survey jumps to P6
		Sold here but can't get price	2	
		Not sold here	0	
<b>Raw_P3</b>	P3. Price for ONE 15-pouch tin of Camel Snus Frost:			Raw price data for ONE 15-pouch tin of Camel Snus Frost. It may or may not include sales tax
<b>P3</b>				Price ONE 15-pouch tin of Camel Snus Frost calculated withOUT tax per p5A
<b>p4</b>	P4. Is the Camel Snus on sale, e.g., \$1 off or buy one get one?	Yes	1	Represents the number of tobacco retailers surveyed in P3 where ONE 15-pouch tin of Camel Snus is on sale
		No	0	
<b>p5A</b>	P5. Is sales tax included in the Camel Snus price?	Yes	1	
		No	0	
		Unable to verify	2	
<b>P6_1</b>	P6. Are there price promotions for any snus? (Check all)	Special price (e.g., \$1 off)	1	
<b>P6_2</b>		Multi-pack discount (e.g., buy one get one)	2	
<b>P6_3</b>		Other (e.g., gift with purchase, cross-product promotion)	3	
<b>P6_4</b>		Product not sold	0	
<b>P6_5</b>		None of the above	4	
<b>p7</b>	P7. Price for ONE tin of Copenhagen Straight, 1.2 oz long cut?	Enter price (Next screen)	1	
		Sold here but can't get price	2	
		Product not sold	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.12**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>Raw_P8</b>	P8. Price for ONE tin of Copenhagen Straight, 1.2 oz long cut:			Raw price data for ONE tin of Copenhagen Straight, 1.2 oz long cut. It may or may not include sales tax
<b>P8</b>				Price ONE tin of Copenhagen Straight, 1.2 oz long cut calculated withOUT tax per p10A
<b>p9</b>	P9. Is the Copenhagen on sale, e.g., \$1 off or buy one get one?	Yes	1	Represents the number of tobacco retailers surveyed in P8 where ONE tin of Copenhagen Straight, 1.2 oz long cut is on sale
		No	0	
<b>p10A</b>	P10. Is sales tax included in the Copenhagen price?	Yes	1	
		No	0	
		Unable to verify	2	
<b>P11_1</b>	P11. Are there price promotions for any CHEWING TOBACCO? (Check all)	Special price (e.g., \$1 off)	1	
<b>P11_2</b>		Multi-pack discount (e.g., buy one get one)	2	
<b>P11_3</b>		Other (e.g., gift with purchase, cross-product promotion)	3	
<b>P11_4</b>		Product not sold	0	
<b>P11_5</b>		None of the above	4	
<b>P12_1</b>	P12. Are there price promotions for any CIGARETTES? (Check all)	Special price (e.g., \$1 off)	1	
<b>P12_2</b>		Multi-pack discount (e.g., buy one get one)	2	
<b>P12_3</b>		Other (e.g., gift with purchase, cross-product promotion)	3	
<b>P12_4</b>		Product not sold	0	
<b>P12_5</b>		None of the above	4	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.13**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
P13_1	P13. Are there price promotions for any CIGARILLOS/LITTLE CIGARS? (Check all)	Special price (e.g., cents off)	1	
P13_2		Multi-pack discount (e.g., buy one get one)	2	
P13_3		Other (e.g., gift with purchase, cross-product promotion)	3	
P13_4		Product not sold	0	
P13_5		None of the above	4	
p14	P14. Are there price promotions for any e-cigarettes or e-hookah? (Pick one)	Yes	1	
		No	0	
		Product not sold	2	
P15_1	P15. Are there any sweepstakes offers in the store for: (Check all)	Cigarettes	1	
P15_2		Other tobacco products	2	
P15_3		Alcoholic beverages	3	
P15_4		None of the above	0	
P16_1		P16. Outside the store, are there any price promotions for the following? (Check all)	Cigarettes	1
P16_2	Chewing tobacco		2	
P16_3	Cigarillos/Little cigars		3	
P16_4	Alcoholic beverages		4	
P16_5	None of the above		0	
E1	E1. Would you like to do the Placement & Exterior Ads module?	Yes, do the Placement & Exterior Ads module NOW.	1	
		No, I will NOT be doing this module.	0	If selected, survey jumps to n1

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.14**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
E2_1	E2. Which tobacco products are visible in the main check-out area? (Check all)	Cigarettes	1	
E2_2		Chewing tobacco	2	
E2_3		Snus	3	
E2_4		Cigarillos/little cigars	4	
E2_5		E-cigarettes or e-hookah	5	
E2_6		None of the above	0	
E3_1	E3. Which are displayed on the counter so customers can take one? (Check all)	Cigarettes	1	
E3_2		Chewing tobacco	2	
E3_3		Snus	3	
E3_4		Cigarillos/little cigars	4	
E3_5		E-cigarettes or e-hookah	5	
E3_6		None of the above	0	
E4_1	E4. Which products are near candy, ice cream, or slushie/ soda machines? (Check	Cigarettes	1	
E4_2		Chewing tobacco	2	
E4_3		Snus	3	
E4_4		Cigarillos/little cigars	4	
E4_5		E-cigarettes or e-hookah	5	
E4_6		None of the above	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.15**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
E5_1	E5. Which of the following are used to display alcoholic beverages? (Check all)	Shelved or refrigerated with non-alcoholic beverages (e.g. energy drinks)	1	
E5_2		Placed near the door	2	
E5_3		Displayed in a mountain/pyramid	3	
E5_4		None of the above	0	
E6_1	E6. Which tobacco products are advertised on windows or doors? (Check all)	Menthol cigarettes	1	
E6_2		Other cigarettes (non-menthol)	6	
E6_3		Chewing tobacco	2	
E6_4		Snus	3	
E6_5		Cigarillos/little cigars	4	
E6_6		E-cigarettes or e-hookah	5	
E6_7		None of the above	0	
E7_1	E7. This store has: (Check all)	Produce bins	1	
E7_2		Water refill vending machine	2	
E7_3		Bicycle parking	3	
E7_4		Bars on windows	4	
E7_5		Wall murals of healthy foods	5	
E7_6		Wall murals of other images	6	
E7_7		None of the above	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.16**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>E8</b>	E8. How much graffiti/tagging is on the building/property? (Pick one)	None	0	
		A little	1	
		Some	2	
		A lot	3	
<b>E9</b>	E9. How much litter/garbage is near the store entrance? (Pick one)	None	0	
		A little	1	
		Some	2	
		A lot	3	
<b>n1</b>	N1. Would you like to do the Nutrition & Alcohol Module?	Yes, do the Nutrition & Alcohol module NOW	1	
		No, I will NOT be doing this module.	0	If selected, survey jumps to the end
<b>N2</b>	N2. What is the price for a 6-pack of Bud Light 12 oz cans (or bottles, if cans not available)?	Enter price for cans (Enter price on next screen)	1	
		Enter price for bottles (Enter price on next screen)	2	
		Sold here but can't get price	3	If selected, survey jumps N5
		Product not sold here	0	
<b>Raw_N3</b>	N3. Price for one 6-pack of 12 oz Bud Light cans (or bottles if cans not available):			Raw price data for one 6-pack of 12 oz Bud Light cans (or bottles if cans not available). It may or may not include sales tax
<b>N3</b>				Price for one 6-pack of 12 oz Bud Light cans (or bottles if cans not available) calculated withOUT tax per n4



**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.17**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>n4</b>	N4. Is sales tax included in a 6-pack of Bud Light 12 oz cans price (or bottles)?	Yes	1	
		No	0	
		Unable to verify	2	
<b>n5</b>	N5. Is 6-pack 12 oz regular Bud Light cans or bottles on sale? e.g. \$1 off, buy one get one	Yes	1	Represents the number of tobacco retailers surveyed in N3 where a 6-pack of Bud Light 12 oz cans (or bottles if cans not available) is on sale
		No	0	
<b>N6_1</b>	N6. Choose all that are sold: (Check all)	Low-end fortified wines	1	
<b>N6_2</b>		Large containers of malt liquor	2	
<b>N6_3</b>		Nips or minis (distilled spirits)	3	
<b>N6_4</b>		Supersized alcopops	4	
<b>N6_5</b>		Regular alcopops	5	
<b>N6_6</b>		Alcohol pouches/slushies	6	
<b>N6_7</b>		None of the above	0	
<b>N7_1</b>		N7. Are any alcohol advertisements placed: (Check all)	Within 3 feet of candy or toys	1
<b>N7_2</b>	Below 3 feet		2	
<b>N7_3</b>	Neither		3	
<b>n8</b>	N8. Is non-fat or low-fat (1%) milk sold here? (NOT 2%, whole, or flavored milk)	Yes	1	
		No	0	

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.18**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>n9</b>	N9. Is whole-wheat bread sold here?	Yes	1	
		No	0	
<b>n10</b>	N10. Are tortillas (soft corn or whole wheat only) sold here?	Yes	1	
		No	0	
<b>n11</b>	N11. Overall availability of fresh fruit: (Pick one)	Limited (1-3 types)	1	
		Moderate variety (4-6 types)	2	
		Wide variety (7 or more types)	3	
		None of the above	10	If selected, survey jumps to n13
<b>n12</b>	N12. Overall quality of fresh fruit: (Pick one)	All or most fruit are poor quality	1	
		Mixed: more poor than good	2	
		Mixed: more good than poor	3	
		All or most is good quality	4	
<b>n13</b>	N13. Overall availability of fresh vegetables: (Pick one)	Limited (1-3 types)	1	
		Moderate variety (4-6 types)	2	
		Wide variety (7 or more types)	3	
		None of the above	10	If selected, survey jumps to n15

**Code Book: Healthy Stores for a Healthy Community 2013 Marketing Surveillance Survey Pg.19**

<b>Variable</b>	<b>HSHC Survey Question</b>	<b>Answer Choices</b>	<b>Code</b>	<b>Information</b>
<b>n14</b>	N14. Overall quality of fresh vegetables: (Pick one)	All or most vegetables are poor quality	1	
		Mixed: more poor than good	2	
		Mixed: more good than poor	3	
		All or most is good quality	10	
<b>n15</b>	N15. Are there any health promoting items around the fruit or vegetable display? (e.g.	Yes	1	
		No	0	
		Produce not sold	2	
<b>n16</b>	N16. Is there a “healthy” or “family- friendly” checkout lane or display at checkout?	Yes	1	
		No	0	
<b>N17_1</b>	N17. Products advertised on building/sidewalks, NOT on	Alcoholic beverages	1	
<b>N17_2</b>		Tobacco products	2	
<b>N17_3</b>		Sugary drinks (soda, chocolate milk, sports/energy drinks)	3	
<b>N17_4</b>		None of the above	4	
<b>N17_5</b>	Any additional information about this store (optional):			