

DATA ANALYSIS

OBSERVATION OF RETAILER FORM

E-CIGARETTES

DESCRIBE THE OBSERVATIONS

Day of Observation	Number of Observations	Percent of Total Observations
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Total		100%

Time of Observation	Number of Observations	Percent of Total
Morning		
Afternoon		
Evening		
Night		
Total		100%

Type of Retailer	Number of Observations	Percent of Total
Convenience Store		
Grocery Store		
Other:		
Total		100%

WAITING TIME

Average Estimated Waiting Time (minutes):

Smoking Section:

Total of observed minutes _____ / Total # Observations _____ =
Average Estimated Waiting Time _____

Non-smoking Section:

Total of observed minutes _____ / Total # Observations _____ =
Average Estimated Waiting Time _____

E-CIGARETTE ADVERTISEMENTS

Average Percentage of E-Cigarette Advertisements:

Convenience Stores:

Total of observed percentages _____ / Total # Convenience Stores _____ =
Average Percentage of E-Cigarette Advertisements _____

Grocery Stores:

Total of observed percentages _____ / Total # Grocery Stores _____ =
Average Percentage of E-Cigarette Advertisements _____

Other:

Total of observed percentages _____ / Total # Other Retailers _____ =
Average Percentage of E-Cigarette Advertisements _____

WARNING LABELS

Average Amount of Warning Labels on E-Cigarette Products:

Convenience Stores:

Total of observed percentages _____ / Total # Convenience Stores _____ =
Average Percentage of Warning Labels _____

Grocery Stores:

Total of observed percentages _____ / Total # Grocery Stores _____ =
Average Percentage of Warning Labels _____

Other:

Total of observed percentages _____ / Total # Other Retailers _____ =
Average Percentage of Warning Labels _____

ARTIFICIAL FLAVORS

Average Amount of Artificially Flavored E-Cigarette Products:

Convenience Stores:

Total of observed percentages _____ / Total # Convenience Stores _____ =
Average Percentage of Artificially Flavored Products _____

Grocery Stores:

Total of observed percentages _____ / Total # Grocery Stores _____ =
Average Percentage of Artificially Flavored Products _____

Other:

Total of observed percentages _____ / Total # Other Retailers _____ =
Average Percentage of Artificially Flavored Products _____

SHOW AN ID

Average Amount of Customers Asked to Show an ID:

Convenience Stores:

Total of observed percentages _____ / Total # Convenience Stores _____ =
Average Percentage of Customers Asked to Show an ID _____

Grocery Stores:

Total of observed percentages _____ / Total # Grocery Stores _____ =
Average Percentage of Customers Asked to Show an ID _____

Other:

Total of observed percentages _____ / Total # Other Retailers _____ =
Average Percentage of Customers Asked to Show an ID _____

SMOKING OUTSIDE

Average Amount of Smoking Outside Retailers:

Convenience Stores:

Total of observed percentages _____ / Total # Convenience Stores _____ =
Average Number of Customers Asked to Show an ID _____

Grocery Stores:

Total of observed percentages _____ / Total # Grocery Stores _____ =
Average Number of Customers Asked to Show an ID _____

Other:

Total of observed percentages _____ / Total # Other Retailers _____ =
Average Number of Customers Asked to Show an ID _____

Cigarette Odor	Number of Observations	Percent of Total Observations
Very strong e-cigarette smoke odor		
Strong e-cigarette odor		
Moderate e-cigarette odor		
Weak e-cigarette odor		
No e-cigarette odor		
Total		100%

Visible Cigarette Smoke	Number of Observations	Percent of Total Observations
Heavy; visible in the air		
Only visible from exhaling smoker(s)		
No visible e-cigarette smoke		
Total		100%

FLOOR PLAN

Floor Layout	Number of Observations	Percent of Total Observations
No physical barrier between smoking and non-smoking sections		
Physical barrier between smoking and non-smoking sections		
Smoking confined to separate room or retailer wing		
Total		100%