

Rules and Conduct When Visiting Stores

A few things to remember when conducting the store survey:

- Come prepared. Bring store surveys, pen, and possibly a camera or phone to take pictures of what you find.
- Write it down. There is a lot to look for and one person cannot remember everything, so write things down while at the store.
- Stay out of the way. Stores can be busy places. We do not want to be disruptive to staff or customers.
- Be honest. If asked, tell the store owner or manager that you are conducting a survey on advertising and marketing. If they ask you to leave, that is OK. Thank the employee for their time and leave the store right away.
- Be safe. If you feel uncomfortable, unsafe, or have a bad feeling, you can stop your survey at any point and leave the store immediately. Your safety and well-being are more important than gathering information.

Questions and Answers

A storeowner, manager, or employee may ask you about the project. Here are some common questions and to answer them:

- If they ask who your employer is or what school/organization you are with, reply honestly.
 - “I am with _____ (school/group).”
- If you are asked if your visit is related to tobacco compliance checks from the city, county, or federal government, let them know that it is not.
 - “This is a study on advertising and marketing in retail stores.”
- If a storeowner or employee asks to see the assessment form, show it to them.
- If you do not know the answer to a question, tell them to contact your supervisor/teacher. If you are with an adult chaperone, they can help answer questions.
 - “I do not know. You can call my teacher or advisor, _____ (name) at _____ (phone #).”