

## African Cigarette Price Data Fieldworker Information Pack

Round 7

November 2018

The following information and instructions outline what is required of all fieldworkers for the tobacco price collection project. Please ensure that you have read through the **entire document before commencing data collection**. If you have any queries regarding the information and instructions below please feel free to contact the fieldworker coordinator, at [tobaccocontrolproject@gmail.com](mailto:tobaccocontrolproject@gmail.com).

### Table of Contents

1.	Basic Fieldworker Requirements .....	2
2.	Payment .....	2
3.	Fraud .....	2
4.	Where to Collect Data.....	3
5.	Safety .....	3
6.	Instructions .....	3
7.	Preservation of Metadata and Location Tracking.....	6
	<i>Android</i> .....	6
	<i>iPhone (iOS)</i> .....	6
8.	Fieldworkers in Zimbabwe .....	6
9.	Photo Naming Convention.....	7
10.	Submissions.....	8
11.	Review Process and Penalties.....	8
12.	Check List .....	9
13.	Guideline for Outlet Categorization.....	10
14.	Brands and Sub-Brands for Common Cigarettes .....	22

## 1. Basic Fieldworker Requirements

It is essential that all participants meet the following basic requirements. Each fieldworker must:

- a) Be a registered student at the University of Cape Town for the duration of the project,
- b) International students must have a valid visa for the WHOLE DURATION of the project,
- c) Have a South African bank account,
- d) Have access to a Smartphone (with camera functionality) and internet access,
- e) Be proficient in Excel and Dropbox (each fieldworker will complete a proficiency test),
- f) Be located in an area that is approved by the fieldworker coordinator during the vacation.

If any of these requirements are not met, then payment to the fieldworker may be compromised. Please contact the coordinator immediately if any of these requirements are unclear or are not met.

## 2. Payment

Payments to fieldworkers will be as follows:

- R5.00 per price collected from retail outlets,
- R7.50 per price collected from spaza shops,
- R10.00 per price collected from street vendors<sup>1</sup>.
- A R300 bonus will be paid to each fieldworker who collects 500 prices.
- There is a limit of 1500 prices per fieldworker, and **at least one third of the data from each fieldworker must be from retail outlets<sup>2 3</sup>**.
- There will be no payment distinction between single cigarettes and packs.

In most cases the difference between a retail store, spaza shop and street vendor will be obvious, however, if you are uncertain, please see the appendix, "Outlet Categorization". You are welcome to contact the coordinator with a photograph of the outlet if you are not certain of a particular store.

## 3. Fraud

The Economics of Tobacco Control Project takes the integrity of its data and data collection processes very seriously. Should any fraud be discovered, including prices being made up, duplicated, or falsified in any way the fieldworker forfeits any payment. If fraud is suspected, the fieldworker will be called in to explain him/herself. Photos of cigarette prices will be used to detect such fraud, which will be

---

<sup>1</sup> See section 13 for a guide on categorizing retail outlets, spaza shops and street vendors.

<sup>2</sup> The fieldworker coordinator may specify a different limit based on your area.

<sup>3</sup> If less than one third of prices are from retail outlets, we will pay you the retail outlet rate for one third of your data, none the less.

reviewed by various fraud detection tools. Fieldworkers will not be paid for any prices that do not have both a valid storefront and product photo. **Fieldworkers may NOT supply their own cigarettes/tobacco products or cigarette packs for photo purposes. Photographs may only contain products that are the actual stock of the vendor.**

#### 4. Where to Collect Data

By this point you have indicated the areas in which you will be spending your vacation, and where you will be collecting data. In some cases, the coordinator will have requested data from only specific areas that you are visiting or only certain types of data (for example, only retail prices). **Please ensure that your data collection does not surpass these areas without contacting the coordinator first.** We are happy to discuss further data collection areas with you, but please be sure to clear it with the coordinator before moving on to areas that have not been approved. In the event that you do collect data from unapproved areas, you risk not being paid for these prices.

**If multiple fieldworkers are located in the same city/town/village, these fieldworkers will be required to coordinate their shop visits so that no duplication of prices occurs. In areas with many fieldworkers, one may fieldworker be designated by the coordinator to oversee this process and ensure that all data collection is fairly allocated.**

#### 5. Safety

During the data collection exercise fieldworkers will need to make decisions about when and where they should collect data. Please take every precaution necessary and maintain an attitude of “safety first”. For example, please avoid collecting data at late hours of the night or early hours of the morning, when it is dark. Please avoid collecting data in isolated areas, where you might find yourself alone. Also, please be discreet with your cell phones/cameras, as these are valuable items. Keep these carefully concealed when you are not using them. In general, avoid collecting data in areas where you feel you might be endangered in any way. **Fieldworkers will be required to sign an indemnity form for the data collection exercise. Please sign and return the indemnity form that will be supplied to you by the coordinator.**

#### 6. Instructions

- Fieldworkers are required to visit outlets where tobacco products are sold.

- Fieldworkers will be provided with a letter from the head of the project, Professor Corné van Walbeek, explaining the project and asking for permission to take photographs<sup>4</sup>. **Before** recording any prices or taking any photographs, the fieldworker must approach the store manager/shop-owner with this letter and discuss taking photographs in the shop. If the manager gives consent the fieldworker should continue with the next steps.  
**However, if the manager/shop-owner refuses then the fieldworker must respectfully move on to another outlet.**
- Zimbabwean fieldworkers must see Section 8 of this document.
- In some cases, it will be necessary to move behind the counter in order to take clear photographs. This should be communicated to the manager/shop-owner.
- Once the manager has given permission, the fieldworker should record the prices of all tobacco products (single/boxes/packs).
- **In previous rounds of the project we only required cigarette prices. In this round, fieldworkers can collect prices for any tobacco products they find (excluding e-cigarettes and vape products). You should record the type of product in the relevant excel column and the number of grams in the quantity column. The excel template has been updated to accommodate this and we will provide a catalogue/guideline for these products—please read the notes carefully.**
- As we are interested in observing cheap prices, please remember to respectfully ask the vendor whether they have any cheaper cigarettes available.
- **It is essential that every recorded price has a photograph to verify it.**
- Photographs must be clear enough to identify the price, brand and sub-brand of the products. This may mean taking individual photographs of each product or photos of groups of products, depending on the camera quality (if it is possible to zoom in on the picture and still see the information clearly, then it is perfectly acceptable to include many prices in one photo, this will just involve experimentation by the fieldworker with his/her camera). It is at this step that the fieldworker might be required to move behind the counter to obtain a clear image.
- **The fieldworker should carry with them a pencil and paper (supplied)**, so that if prices are not presented in the shop (for example, at street vendors), they can write down the relevant **price and quantity** and include this in the photograph.
- NOTE: both price and quantity must be recorded in photographs.

---

<sup>4</sup> You are welcome to translate this letter into an appropriate language if need be and we will stamp and sign it. Please contact the coordinator.

- Besides the photographs of the prices, the fieldworker must also take a **photo of the shop (storefront)**. In this photo the name of the shop must be visible. In the case of street vendors, a clear photo of the stall/table is required.
- **If any price/shop is not accompanied by a clearly visible photograph**, that piece of data will be discarded and regarded as invalid.
- **Please note:** photos should not include shop-owners/managers/vendors or any other person. Fieldworkers should also not record the personal information of vendors—this is an anonymous study.
- The **street address** must also be recorded. **See section 7 for location tracking instructions.**
- Once the prices have been recorded and photographs taken, the fieldworker must record each price (as a separate unit/row) in the Excel spreadsheet that will be provided by the coordinator. **Please ensure that the layout of the spreadsheet remains in the exact form in which it was given** (e.g. don't move columns around).
- **For cigarettes, you may only record prices for single sticks (1) or packs of 10, 20, 30 and more (cartons).**
- If anything is sold on promotion (for example, “save 30%” or “Buy 2 for 1”), or there are exceptional circumstances, these should be noted in the comment column.
- **The fieldworker must name all photographs according to the naming convention illustrated in Section 9 of this document.**
- The spreadsheet includes two columns for photo references; please ensure that the name quoted in the Excel spreadsheet and the name of the relevant photo is correct and that they are identical!
- **Once you have recorded between 50 and 100 prices, this data (and photographs) must be uploaded to your shared Dropbox folder so that the coordinator can review it. Please inform the coordinator when you have done this.** The coordinator will then review the work to ensure that the fieldworker is not making any systematic mistakes. You will be given feedback on this sample and will be allowed to move on to collect more prices.
- Although we encourage you to record prices far and wide, you should not exceed 1500 entries. **At least one third of each fieldworker's prices must be from retail outlets.**
- **See sections 13 and 14 for a guide on categorizing retail outlets, spaza shops and street vendors as well as a guide for popular cigarette brands and sub-brands. Please use this guide. An additional guide for other tobacco products will be provided shortly.**
- **You may not transfer your images through a third party application, please see section 7 for more information.**

## 7. Preservation of Metadata and Location Tracking

Each photo taken has additional information that describes it, called metadata. To preserve this information, **fieldworker images may at no point be transferred using any third party applications, including WhatsApp**. After the images have been taken on a smartphone or alternative device, the images must be transferred to a computer for storage and/or uploaded to Dropbox directly. Use of third party applications may lead to loss of metadata.

Additionally, to collect the location information on the images, **fieldworkers are to ensure that the location tracking is activated on their phones**. This will allow the device to store the location coordinates of where the image was taken. Due to privacy concerns, fieldworkers can turn on the location tracking just before they start collecting data and disable it afterwards, but make sure it is active while taking pictures. Below are instructions to activate location tracking for both Android (Samsung, Huawei, HTC, and others) and iPhone.

### *Android*

1. Location:  
Navigate to **Settings**. Under Settings, select **Location**. In the Location settings, turn Location on. If your phone has the Mode setting, turn it to **High accuracy**.
2. Camera Geotagging:  
While in the **Camera** application, click on **Settings**. Expand the **Settings**, you will find a **Location tags / Geo-Tagging** option (depending on your version of Android) and turn this on. And you are all set and ready to take pictures!

### *iPhone (iOS)*

1. Navigate to **settings**. Under settings, click on **"Privacy"** and select **"Location Services"**. Toggle on location services. You will see a list of application for which you can modify location services settings. Under the list of applications, select **"Camera"** and select **"allow location access while using the App"**.

## 8. Fieldworkers in Zimbabwe

Following feedback from previous waves of the project, Zimbabwean fieldworkers will be allowed to purchase cool drinks as a bargaining tool for vendors, where the project will reimburse fieldworkers for the purchase of these drinks. These cool drinks should be treated as gifts for vendors who allow you to take photos of their prices. Zimbabwean fieldworkers are required to keep ALL the receipts for cool drinks bought for this purpose to get refunded; **any payments for cool drinks that do not have a receipt cannot be refunded**. We are trusting that fieldworkers will maintain the highest level of integrity and honesty when claiming refunds for this purpose and will only purchase cool drinks for this purpose.

## 9. Photo Naming Convention

Each photo must be named according to the following naming convention, and the name given must be the referenced used in the Excel spreadsheet.

PHOTO NAMING CONVENTION	
<b><u>12 DIGIT CODE</u></b>	
<b>FIRST 3 DIGITS</b>	CITY NAME (FIRST THREE LETTERS)
<b>NEXT 3 DIGITS</b>	FIELDWORKER CODE (WILL BE SUPPLIED)
<b>NEXT 4 DIGITS</b>	SHOP CODE: BEGIN WITH "R" IF RETAIL STORE, "S" IF SPAZA SHOP, AND "V" IF VENDOR, FOLLOWED BY THE NUMBER OF THE STORE
<b>LAST 2 DIGITS</b>	PHOTO NUMBER WITHIN THAT SHOP; "00" IF STOREFRONT

### Example One:

I am fieldworker 024. I collect a price from a street vendor in Cape Town. This photo is the 7<sup>th</sup> photo I took at this vendor (this is not the photo of the storefront, but rather of a price), and the vendor is the fourth vendor I've visited overall.

<b>FIRST 3 DIGITS</b>	CAP	For Cape Town
<b>NEXT 3 DIGITS</b>	024	My Fieldworker Code
<b>NEXT 4 DIGITS</b>	V004	Vendor number 4
<b>LAST 2 DIGITS</b>	07	7 <sup>th</sup> photo at vendor 4

The correct photo reference is thus: **CAP024V00407**, and this should be the reference used in the spreadsheet under "**Photo Reference (Name) for Price**".

### Example Two:

I am fieldworker 010. I collect a price from a retail store in Lusaka. This photo is the photo of the storefront (not of a cigarette price), and this is the first retail store I've visited overall.

<b>FIRST 3 DIGITS</b>	LUS	For Lusaka
<b>NEXT 3 DIGITS</b>	010	My Fieldworker Code
<b>NEXT 4 DIGITS</b>	R001	Retail store number 1
<b>LAST 2 DIGITS</b>	00	Storefront photo

The correct photo reference is thus: **LUS010R00100**, and this should be the reference used in the spreadsheet under "**Photo Reference (Name) for Storefront**".

## 10. Submissions

All data and photos must be shared using the Dropbox platform. You will be invited to a shared folder (by the coordinator, “Tobacco Control Project”); accept this invitation. Important documents with be shared with you in this folder, and this is where you must upload your Excel spreadsheet and photos. **Please ZIP your photo folder before uploading it to Dropbox** (right-click the folder, “send to...”, “compressed (zipped) folder”). **Share only the zipped version. Please do not separate your photos into various folders, only upload one folder containing all photos and no sub-folders.**

Final datasets (completed Excel spreadsheets and accompanying photographs) will be accepted until Wednesday the 18<sup>th</sup> of February 2019. If you are ready to hand in before then you are welcome to do so (this may result in earlier payment). **Inform the coordinator once your FINAL work is uploaded.**

## 11. Review Process and Penalties

Once you have submitted your final dataset on the 18<sup>th</sup> of February the data will be reviewed. It is expected that your data meets the standards outlined in this instruction manual and the example spreadsheet. Once your data has been reviewed, you will be sent the reviewed version with comments. You must then resubmit your data with these comments resolved and corrections made.

If all comments are resolved in the revised version, your payment will be processed. **However**, if all comments are not dealt with we will send the work back to you with the outstanding comments to be resolved by a specified date. **This process will continue until the data has met the required standard, however please note that for every additional set of comments (after the first) we will deduct 15% from your payment.** Thus the process will be:

- 1) Submit final data by 18 February
- 2) Receive version one comments
- 3) Resubmit data with version one comments resolved

If not all comments are dealt with:

- 4) Receive version two comments – 15% reduction in payment
- 5) Resubmit data with version two comments resolved

If not all comments are dealt with:

- 6) Receive version three comments – further 15% reduction in payment
- 7) Resubmit data with version three comments resolved

And so on, until all comments are dealt with and the data is up to standard. For this reason, it is very important that you take careful note of the instructions, and that you submit your preliminary data (see Section 6), to identify and correct any mistakes in your data early on.

## 12. Check List

### **Before leaving Cape Town, you should have:**

- Read this document in its entirety;
- Completed the HR form, with copy of proof of banking plus ID or Passport and Visa;
- Signed and submitted Indemnity Form;
- Received your Letter to Retailer with copies;
- Given a comprehensive list of your locations for your vacation to the coordinator.

### **While collecting data, you should:**

- Coordinate your data collection with other fieldworkers in your area;
- Collect data at your own pace;
- Use the instructions in section 7 to activate location tracking;
- Use the attached branding and shop category guidelines;
- Informed the coordinator if you visit any new areas;
- Submit preliminary data (first 50-100 prices) for review;
- Submit final dataset before the deadline – one excel file and one photo folder containing all photos (no sub-folders);
- Resubmit revised data with comments resolved (see Section 11), if necessary.

### 13. Guideline for Outlet Categorization

The data input spreadsheet recognizes three categories of outlets, namely retail outlets, spaza shops and street vendors. This document will help fieldworkers distinguish between these three types. This document will not cover every situation, please send the fieldworker coordinator a picture of any outlets you are uncertain about.

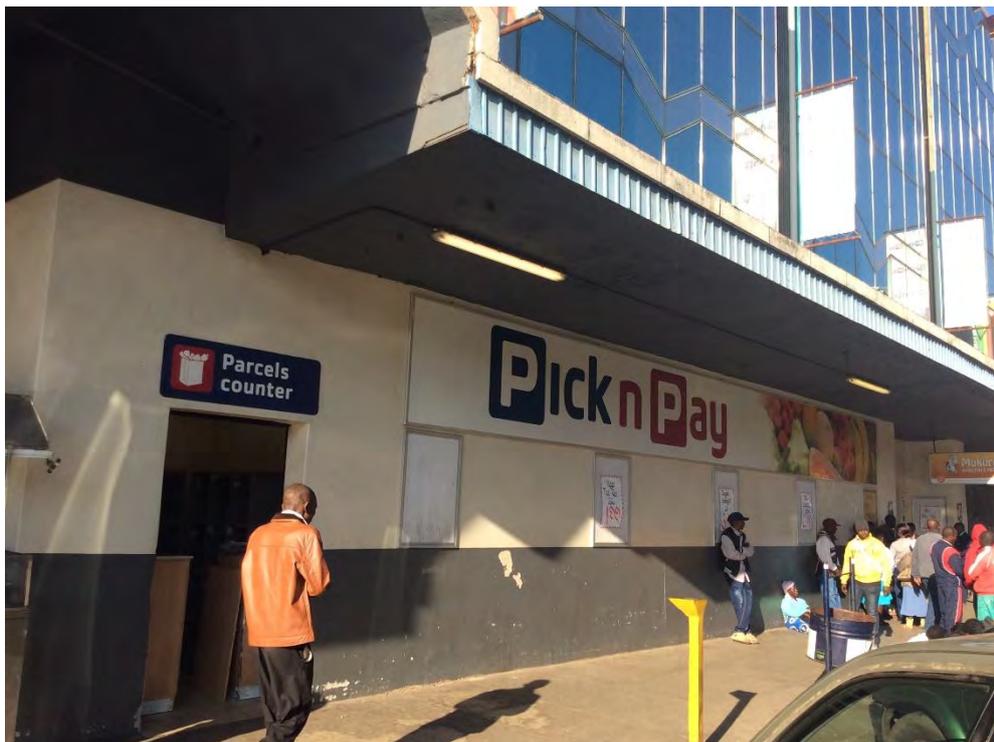
#### **Retail Outlet:**

This are generally the easiest to identify. Usually retail outlets are large built stores (constructed), that are greater than 3x4m in size. They are considered “formal shops” and have electricity and water available and formal till points (e.g. card machine/electronic till). They will generally have the largest variety and number of products available. These shops also have printed advertising, and names. They will generally also offer more than 10 cigarette products. Retail outlets also include petrol stations, restaurants, etc.

Examples of retail outlets:







**Spaza shop:**

Spaza shops are generally smaller than retail outlets but more formal than street vendors. Spaza shops are essentially micro-convenience stores, selling groceries, bread, cool drinks, sweets and cigarettes. Spaza shops typically trade seven days a week and operate from early morning until about 10pm. They will have a permanent structure, generally 3x4m or smaller and could be brick, clay, wood or in a container. They will have a name and some branding and these might be written/painted by hand or printed on a board (often Coca Cola or MTN). The name of the shop will often include “spaza”, “tuck shop”, “cash store”, etc.

Examples of spaza shops:











**Street vendors:**

These shops are informal and small. Street vendors sell a significantly smaller range of goods, have no branding and tend to operate less frequently. They are in non-permanent structures which will be removed (packed up) at the end of the working day. These vendors may operate from a small stall or off a tray or table. They are often found on streets, street corners, taxi/bus ranks, etc.

Examples of street vendors:









## 14.Brands and Sub-Brands for Common Cigarettes

This guide gives examples of common cigarette products with their brands and sub-brands to assist fieldworkers with filling in the branding section of the data input spreadsheet. This should also give an idea of how to read branding off a box even if a specific product is not mentioned here.

### Overall Comments:

Please keep the “brand” simple and include details in the “sub-brand”.

Be careful with spelling.

Be **consistent** with brands and sub-brands throughout your spreadsheet.

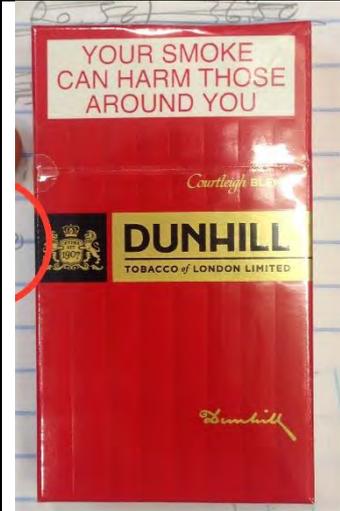
Branding must be **taken from product boxes NOT store labels**.

Please use the colour of the box where there is NO sub-brand.

Ask the coordinator if there is a product you are unsure of.

Example	Brand	Sub-brand
	Rothmans	Red
	Rothmans	Blue
	Peter Stuyvesant	Filter

	Peter Stuyvesant	Blue
	Craven A	Menthol
	Craven A	120
	Dunhill	Courtleigh Blend

			
		<p>Dunhill</p>	<p>Master Blend</p>
		<p>Dunhill</p>	<p>Signature Blend</p>

	<p>Dunhill</p>	<p>Switch Black</p>
	<p>Dunhill</p>	<p>Switch Silver</p>
	<p>Dunhill</p>	<p>Menthol</p>

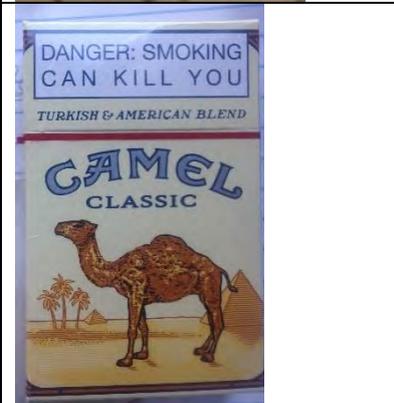
		Dunhill	Refined Blend
		Dunhill	<p>Fine Cut Menthol</p> <p>* Only include "Fine Cut" when it is included below the emblem. Then state the branding from the top right corner of the box.</p>
		Dunhill	<p>Fine Cut Master Blend</p> <p>* Also Fine Cut Signature Blend, etc.</p>

	<p>Sun</p>	<p>White</p>
	<p>RG</p>	<p>Blue</p> <p>* There is also RG "Menthol"</p>
	<p>RG</p>	<p>Menthol Edge</p>

 <p>A pack of Everest Menthol cigarettes. The pack is white with green accents. It features the Everest logo and the text "MENTHOL", "FILTER CIGARETTES", and "FOR SALE IN ZIMBABWE ONLY". A warning label at the top reads "DANGER: SMOKING IS HARMFUL TO HEALTH".</p>	<p>Everest</p>	<p>Menthol</p>
 <p>A pack of Madison 40 Years of Quality cigarettes. The pack is white with red and blue accents. It features the Madison logo, "40 YEARS of QUALITY", and "20 FILTER TIPPED CIGARETTES". A warning label at the top reads "DANGER: SMOKING IS HARMFUL TO HEALTH".</p>	<p>Madison</p>	<p>Toasted</p>
 <p>A pack of Pacific Storm cigarettes. The pack is red and white. It features the Pacific Storm logo, "Toasted", and "FINEST AMERICAN BLEND CIGARETTES". A warning label at the top reads "DANGER: SMOKING IS HARMFUL TO HEALTH".</p>	<p>Pacific</p>	<p>Storm</p>
 <p>A pack of Pacific Breeze cigarettes. The pack is green and white. It features the Pacific Breeze logo, "MENTHOL", and "FINEST MENTHOL CIGARETTES". A warning label at the top reads "DANGER: SMOKING IS HARMFUL TO HEALTH".</p>	<p>Pacific</p>	<p>Breeze * There is also Pacific "Mist"</p>

 <p>A pack of Newbury Extra Mild cigarettes. The pack is white with a blue and red swoosh design. It features a warning label at the top: "DANGER: SMOKING IS HARMFUL TO HEALTH". The brand name "Newbury" is prominently displayed in the center, with "EXTRA MILD" written below it.</p>	Newbury	Extra Mild
 <p>A pack of Newbury Filter cigarettes. The pack is white with a red swoosh design. It features a warning label at the top: "DANGER: SMOKING IS HARMFUL TO HEALTH". The brand name "Newbury" is prominently displayed in the center, with "FILTER" written below it.</p>	Newbury	Filter
 <p>A pack of Ascot King Size Toasted Cigarettes. The pack is white with a red and blue diagonal design. It features a warning label at the top: "DANGER: SMOKING IS HARMFUL TO HEALTH". The brand name "ASCOT" is prominently displayed in the center, with "King Size Toasted Cigarettes" written below it.</p>	Ascot	Toasted King Size
 <p>A pack of Chesterfield Cool Taste cigarettes. The pack is green and blue. It features a warning label at the top: "YOUR SMOKE CAN HARM THOSE AROUND YOU". The brand name "Chesterfield" is prominently displayed in the center, with "COOL TASTE" written above it and "PRESS 2 IN 1" written below it.</p>	Chesterfield	Cool Taste

		Chesterfield	Rich Taste
		Chesterfield	Soft Taste
		Chesterfield	Blue

 <p>A pack of Chesterfield Red cigarettes. The top features a red banner with the text "DANGER: SMOKING CAN KILL YOU". Below this is the Chesterfield logo, which includes a crown and a large 'C' with a camel silhouette. The word "Chesterfield" is written in a red, stylized font, with "RED" in smaller letters below it. At the bottom, it says "ESTABLISHED 1854".</p>	Chesterfield	Red
 <p>A pack of Camel Blue cigarettes. The top has a black banner with the text "SMOKING DAMAGES YOUR LUNGS". The word "CAMEL" is written in large, blue, stylized letters, with "BLUE" in smaller letters below it. A blue silhouette of a camel is centered on the pack. At the bottom, it says "SINCE 1913".</p>	Camel	Blue
 <p>A pack of Camel Filters cigarettes. The top has a white banner with the text "... BREASTFEEDING? YOUR SMOKING CAN HARM YOUR BABY". The word "CAMEL" is written in large, black, stylized letters, with "SINCE 1913" below it. A yellow silhouette of a camel is centered on the pack. At the bottom, it says "FILTERS".</p>	Camel	Filters
 <p>A pack of Camel Classic cigarettes. The top has a white banner with the text "DANGER: SMOKING CAN KILL YOU". Below this, it says "TURKISH &amp; AMERICAN BLEND". The word "CAMEL" is written in large, blue, stylized letters, with "CLASSIC" below it. A detailed illustration of a brown camel is centered on the pack, set against a desert background with palm trees and pyramids. At the bottom, it says "SINCE 1913".</p>	Camel	Classic

 <p>TOBACCO IS ADDICTIVE</p> <p>CAMEL BLACK</p> <p>VIRGINIA BLEND</p>		Camel	Black
 <p>DANGER: SMOKING CAUSES CANCER</p> <p>CAMEL WHITE</p> <p>VIRGINIA BLEND</p>		Camel	White
 <p>DANGER: SMOKING CAUSES CANCER</p> <p>CAMEL SILVER</p> <p>SINCE 1913</p>		Camel	Silver
 <p>DANGER: SMOKING CAUSES HEART DISEASE</p> <p>CAMEL ACTIVATE</p> <p>VIRGINIA BLEND</p>		Camel	<p>Active Mint</p> <p>* There are various flavours of this, just state.</p>

 <p>PREGNANT? BREAST-FEEDING? YOUR SMOKING CAN HARM YOUR BABY</p> <p>CAMEL DOUBLE MINT RED VIRGINIA BLEND</p>	Camel	<p>Double Mint Red</p> <p>* There are various flavours of this, just state.</p>
 <p>DANGER: SMOKING CAUSES CANCER</p> <p>MENTHOL KENT</p>	Kent	Menthol
 <p>TOBACCO IS ADDICTIVE</p> <p>SILVER KENT</p>	Kent	Silver

	Kent	White
	Kent	Special
	Ransom Select	King Size Filter

	Texan	Toasted
	Gunston	Toasted
	Voyager	Blue  * Also green, red, silver, gold and white.

	Pall Mall	Red  * Also Blue, "Boost" and "Click On".
---	-----------	---