

African Cigarette Price Data Fieldworker Information Pack

Round 9

November 2019

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.

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	5
8. Location Tracking	5
<i>Android</i>	6
<i>iPhone (iOS)</i>	6
9. Fieldworkers in Zimbabwe	6
10. Photo Naming Convention	6
11. Submissions.....	7
12. Review Process and Penalties	7
13. Check List.....	8
14. Guideline for Outlet Categorization	10
15. 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 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 vendors¹.
- A R300 bonus will be paid to each fieldworker who collects 500 prices.
- There is a limit of 1500 prices per fieldworker. Each fieldworker must try to get at-least one third of the data from retail outlets².
- 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 Research Unit on the Economics of Excisable Products (REEP) 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 tobacco prices will be used to detect such fraud, which will be reviewed by various fraud detection tools. Fieldworkers will not be paid for

¹ See section 14 for a guide on categorizing retail outlets, spaza shops and street vendors.

² The fieldworker coordinator may specify a different limit based on your area.

any prices that do not have both a valid storefront and product photo. **Fieldworkers may NOT supply 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.

5. Safety

In the field, fieldworkers will need to make decisions about when and where to collect data. Please take every precaution necessary and maintain an attitude of “safety first”. For example, please avoid collecting data when it is dark or 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 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 photographs³. **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

³ 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.

manager gives consent the fieldworker should continue with the next steps. **If the manager/shop-owner refuses, then respectfully move on to another outlet.**

- Zimbabwean fieldworkers must see Section 9 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).
- **Fieldworkers can collect prices for any tobacco products they find (including 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. We will provide a catalogue/guideline for these products—please read the notes carefully.
- As we are interested in observing cheap products, respectfully ask the vendor whether they have any cheaper products available.
- **It is essential that every recorded price has a photograph to verify it.**
- Photos must be clear enough to identify the price, brand, sub-brand and quantity. This may mean taking individual photographs of each product or photos of groups of products, depending on the camera quality. At this step the fieldworker might be required to move behind the counter to obtain a clear image.
- **The fieldworker should carry 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.
- Besides the photographs of the prices, the fieldworker must also take a **photo of the 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, including the background, is required. Street vendor storefront photos must be taken at a diagonal, not from above.**
- **If any price/shop is not accompanied by a photograph,** it will be regarded as invalid.
- **Please note:** photos should not include shop-owners/managers/vendors or any other person. Fieldworkers should also not record any personal information of vendors.
- The **street address** must also be recorded. See section 7 for location tracking instructions.
- 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 of single sticks or packs (10, 20, 30 or 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.
- Photographs must be named according to the naming convention in Section 10.
- Ensure that the name quoted in Excel and the name of the relevant photo on Dropbox are identical.
- **Once you have recorded 50-100 prices**, this dataset (and the corresponding photographs) must be uploaded to your shared Dropbox folder for review. **All new fieldworkers are required to submit sample data by a specific date.** Please email the coordinator (tobaccocontrolproject@gmail.com) once you have done this. **We may also require some experienced fieldworkers to submit their sample data.** Experienced fieldworkers that are required to submit data for review will be contacted personally by the Project Coordinator. You will be given feedback on this sample and will be allowed to collect more prices.
- Although we encourage you to record prices far and wide, you should not exceed 1 500 entries. **All new fieldworkers from South Africa should not exceed 1 000 entries/prices⁴.**
- **See sections 14 and 15** for a guide on categorizing outlets, as well as a branding guide. An additional guide for other tobacco products will be provided in your Dropbox folder.
- You may not transfer your images through a third party application, please see section 7 for more information.

7. Preservation of Metadata

Each photo has information, called metadata, that describes it. Transferring photos via third party apps (e.g. WhatsApp or photo apps) corrupts the metadata, so do not use these. Rather

- transfer your images to a computer via cable and uploaded to Dropbox, or
- transfer your images directly to Dropbox via the Dropbox app.

Photos with corrupted or lost metadata will not be paid for.

8. Location Tracking

Fieldworkers are to ensure that location tracking is activated on their phones when in the field. This will allow the device to store the location GPS coordinates of where the image was taken. Below are instructions to activate location tracking for both Android and iPhone.

⁴ This is due to a high number of new fieldworkers from South Africa.

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”**.

9. Fieldworkers in Zimbabwe

Following feedback from previous rounds of the project, Zimbabwean fieldworkers will be allowed to purchase cool drinks as a bargaining tool for vendors. 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 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 trust that fieldworkers will maintain the highest level of integrity and honesty when claiming refunds for this purpose.

10. Photo Naming Convention

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

PHOTO NAMING CONVENTION	
<u>12 DIGIT CODE</u>	
FIRST 3 DIGITS	CITY NAME (FIRST THREE LETTERS)
NEXT 3 DIGITS	FIELDWORKER CODE (WILL BE SUPPLIED)
NEXT 4 DIGITS	SHOP CODE: BEGIN WITH "R" IF RETAIL STORE, "S" IF SPAZA SHOP, AND "V" IF VENDOR, FOLLOWED BY THE NUMBER OF THE STORE
LAST 2 DIGITS	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 7th 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.

FIRST 3 DIGITS	CAP	For Cape Town
NEXT 3 DIGITS	024	My Fieldworker Code
NEXT 4 DIGITS	V004	Vendor number 4
LAST 2 DIGITS	07	7 th 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.

FIRST 3 DIGITS	LUS	For Lusaka
NEXT 3 DIGITS	010	My Fieldworker Code
NEXT 4 DIGITS	R001	Retail store number 1
LAST 2 DIGITS	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"**.

11. Submissions

You will be invited to a shared folder (by the coordinator, "Tobacco Control Project"); accept this invitation. Important documents will 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"). Please do not separate your photos into subfolders, only upload one folder containing all renamed photos.

Sample data (50-100 prices) must be submitted by **Monday 27th January 2020**. Final datasets (completed Excel spreadsheets and accompanying photographs) will be accepted until **Monday the 17th of February 2020**. 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 work is uploaded.**

12. Review Process and Penalties

All new fieldworkers are required to submit a sample of data (50-100 prices). If this sample is not submitted, **the fieldworker runs the risk of being excluded from the process**. Once you have

submitted your final dataset on the **17th of February 2020** 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 receive 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 any 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 meets 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
- 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.

13. 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:

- Know your fieldworker number and check that your shared Dropbox folder is working;
- 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 below branding and outlet category guides;

- Use the guide for other tobacco products;
- Inform the coordinator if you visit any new areas;
- Submit sample data 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 12), if necessary.

14. 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:







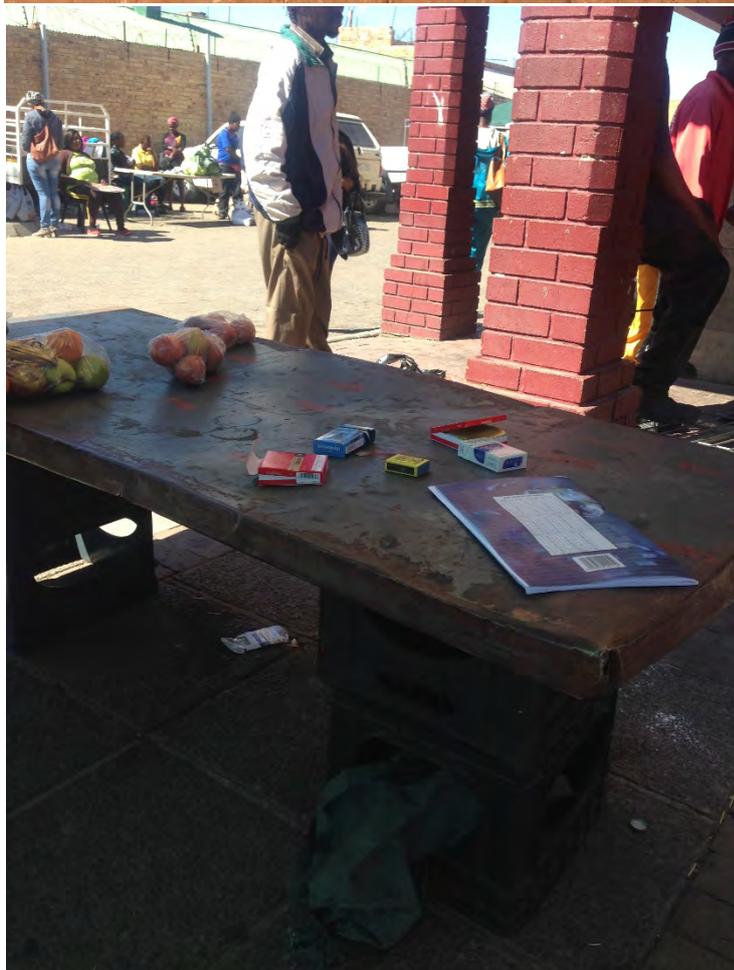




Street vendors:

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:









15.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.

General comments:

Please keep the “brand” simple (usually one word) and include details in the “sub-brand”.

Be consistent with spelling.

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

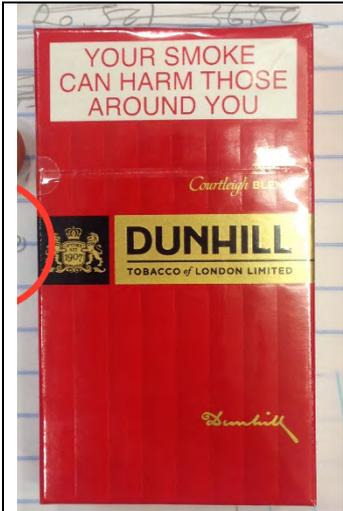
Branding must be **taken from product boxes NOT store labels**.

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

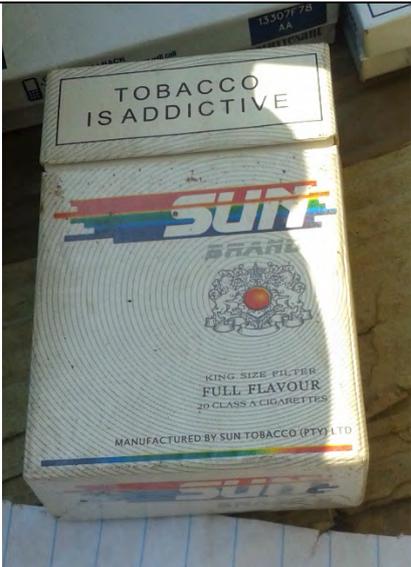
	Peter Stuyvesant	Blue
	Craven A	Menthol
	Craven A	120
	Dunhill	Courtleigh Blend

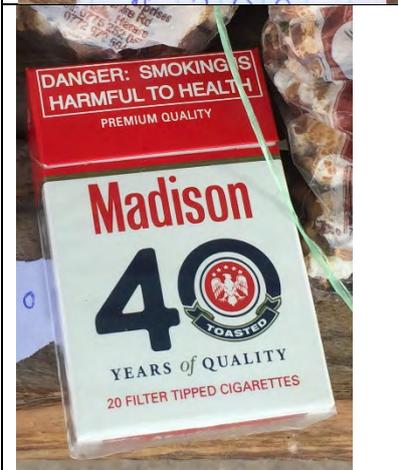


		Dunhill	Master Blend
		Dunhill	Signature Blend

	Dunhill	Switch Black
	Dunhill	Switch Silver
	Dunhill	Menthol

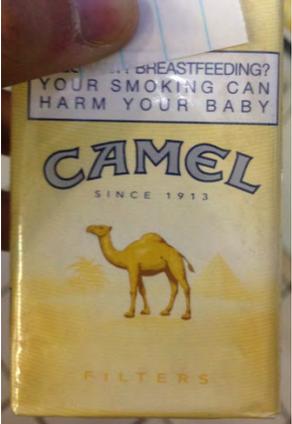
	Dunhill	Refined Blend
	Dunhill	<p>Fine Cut Menthol</p> <p>* Only include "Fine Cut" when it is included below the emblem. Then state the branding from the top right corner of the box.</p>
	Dunhill	<p>Fine Cut Master Blend</p> <p>* Also Fine Cut Signature Blend, etc.</p>

	Sun	White
	RG	Blue * There is also RG "Menthol"
	RG	Menthol Edge

	Everest	Menthol
	Madison	Toasted
	Pacific	Storm
	Pacific	Breeze * There is also Pacific "Mist"

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

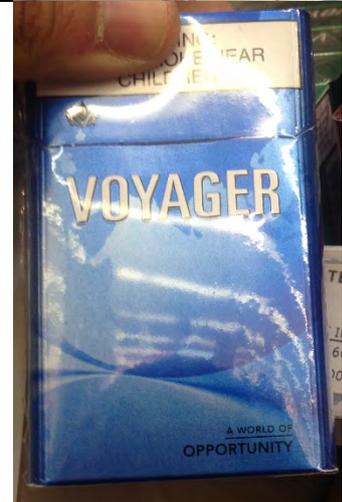
		Chesterfield	Rich Taste
		Chesterfield	Soft Taste
		Chesterfield	Blue

 <p>DANGER: SMOKING CAN KILL YOU</p> <p>Chesterfield RED</p> <p>ESTABLISHED 1858</p>		Chesterfield	Red
 <p>SMOKING DAMAGES YOUR LUNGS</p> <p>CAMEL BLUE</p> <p>SINCE 1913</p>		Camel	Blue
 <p>... BREASTFEEDING? YOUR SMOKING CAN HARM YOUR BABY</p> <p>CAMEL SINCE 1913</p> <p>FILTERS</p>		Camel	Filters
 <p>DANGER: SMOKING CAN KILL YOU</p> <p>TURKISH & AMERICAN BLEND</p> <p>CAMEL CLASSIC</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 MINT</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	Double Mint Red * There are various flavours of this, just state.
 <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".
---	-----------	---