

Mexico Compliance Codebook

Unique ID _____

Please always start coding the primary package first.

[Definition of "primary package" and "larger package": The primary package of cigarettes is defined as the package in which the cigarettes are contained. The larger package is defined as the package in which the primary package is contained (e.g., metal can, sleeve).] See the codebook for examples.

1. Does the pack have beveled or round edges? Yes
NOTE: For packs with beveled or round edges, answer No
all questions taking into account the face of the pack only, not including the beveled or round portion, unless otherwise noted. See the codebook for examples.

Section A: Front of Pack

[Definition of "front of pack": The front face of the pack refers to "the principal display surface of a package, where the business trademark, logo and net product contents are located."]

2. Is the pictogram located on the upper portion of the front face of the pack? Yes
 No

3. Is the pictogram clear, visible, legible and unobstructed? Note that the presence of clear tape on the warning does not constitute label obstruction. However, a sticker on the cellophane that covers the HWL is an obstruction. Yes
 No

4. Is the TEXT of the pictogram YELLOW? Yes
 No

5. Is the pictogram text written in Spanish? Yes
 No

6. What is the area of the front warning label? Enter the area of the front health warning label obtained by using Image]. _____

7. What is the area of the front of the entire package? Enter the area of the entire package obtained by using Image]. _____

8. Front warning label coverage: _____

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

	Yes	N/A	No
9. Full image is shown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Text is outlined in black	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Placement of text is the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Text does not obstruct the focal point of the image in the pictogram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Spelling is correct (If no, describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Text is exact e.g. no words missing or added (If no, describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. If "No" was answer to "Spelling is correct", describe the spelling discrepancies.

16. If "No" was answer to "Text is exact", describe the text discrepancies.

17. Taking into account the face of the pack, as well as the beveled or rounded edges, is the full image of the pictogram shown?

- Yes
 No

Section B: Back of the Pack

18. Is there a health warning label on the BACK panel of the pack?

- Yes
 No

19. Is the health warning clear, visible, legible and unobstructed?
Note that the presence of clear tape on the warning does not constitute label obstruction. However, a sticker on the cellophane that covers the HWL is an obstruction.

- Yes
 No

20. Is the TEXT of the warning message BLACK?

- Yes
 No

21. Is the BACKGROUND of the warning label YELLOW?

- Yes
 No

22. Is the warning message written in Spanish?

- Yes
 No

23. What is the area of the back warning label? Enter the area of the back health warning label obtained by using ImageJ.

24. What is the area of the back of the entire package? Enter the area of the entire package obtained by using ImageJ.

25. Back warning label coverage:

Is the text warning exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

	Yes	N/A	No
26. Line breaks are the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. Spelling is correct (If no, describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. Text is exact i.e. no words missing or added (If no, describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. If "No" was answer to "Spelling is correct", describe the spelling discrepancies.

30. If "No" was answer to "Text is exact", describe the text discrepancies.

Section C: Side of Pack Warning

31. Is there a health warning label on the SIDE panel of the pack?

Yes
 No

32. Is the health warning clear, visible, legible and unobstructed? Note that the presence of clear tape on the warning does not constitute label obstruction. However, a sticker on the cellophane that covers the HWL is an obstruction.

Yes
 No

33. Is the TEXT of the health warning BLACK?

Yes
 No

34. Is the BACKGROUND of the health warning label YELLOW?

Yes
 No

35. Is the health warning label written in Spanish?

Yes
 No

36. What is the area of the side warning label? Enter the area of the back health warning label obtained by using ImageJ.

37. What is the area of the side of the entire package? Enter the area of the entire package obtained by using ImageJ.

38. Side warning label coverage:

Is the text warning exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

	Yes	N/A	No
39. Spelling is correct (If "No", describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. Text is exact i.e. no words missing or added (If "No", describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. If "No" was answer to "Spelling is correct", describe the spelling discrepancies.

42. If "No" was answer to "Text is exact", describe the text discrepancies.

Section D: Other Requirements

43. Check all terms appearing on the pack (translations are available in the codebook).

- Con bajo contenido de alquitran
- Ultraligero
- Ultra
- Ligero
- Light
- Lights
- Extra
- Smooth
- Soft
- Suave
- Mild
- None of the above

44. Does the tobacco package contain any inserts or documents? [Definition of insert or document: An insert or document is anything contained with the pack that is not directly printed on the pack.]

- Yes
- No
- Not sure/can't tell

Section E: Larger Package

45. Does this pack have packaging outside of the primary pack (i.e., a larger package)?

- Yes
- No

46. Does the pack have beveled or round edges?
NOTE: For packs with beveled or round edges, answer all questions taking into account the face of the pack only, not including the beveled or round portion, unless otherwise noted. See the codebook for examples.

- Yes
- No

Front of Pack

[Definition of "front of pack": The front face of the pack refers to "the principal display surface of a package, where the business trademark, logo and net product contents are located."]

47. Is the pictogram located on the upper portion of the front face of the pack? Yes
 No

48. Is the pictogram clear, visible, legible and unobstructed? Note that the presence of clear tape on the warning does not constitute label obstruction. However, a sticker on the cellophane that covers the HWL is an obstruction. Yes
 No

49. Is the TEXT of the pictogram YELLOW? Yes
 No

50. Is the pictogram text written in Spanish? Yes
 No

51. What is the area of the front warning label? Enter the area of the front health warning label obtained by using ImageJ. _____

52. What is the area of the front of the entire package? Enter the area of the entire package obtained by using ImageJ. _____

53. Front warning label coverage: _____

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

	Yes	N/A	No
54. Full image is shown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
55. Text is outlined in black	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
56. Placement of text is the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
57. Text does not obstruct the focal point of the image in the pictogram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
58. Spelling is correct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
59. Text is exact e.g. no words are missing or added	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

60. If "No" was answer to "Spelling is correct", describe the spelling discrepancies. _____

61. If "No" was answer to "Text is exact", describe the text discrepancies. _____

62. Taking into account the face of the pack, as well as the beveled or rounded edges, is the full image of the pictogram shown? Yes
 No

Back of the pack

63. Is there a health warning label on the BACK panel of the pack?

- Yes
 No

64. Is the health warning clear, visible, legible and unobstructed?

- Yes
 No

Note that the presence of clear tape on the warning does not constitute label obstruction. However, a sticker on the cellophane that covers the HWL is an obstruction.

65. Is the TEXT of the warning message BLACK?

- Yes
 No

66. Is the BACKGROUND of the warning label YELLOW?

- Yes
 No

67. Is the warning message written in Spanish?

- Yes
 No

68. What is the area of the back warning label? Enter the area of the back health warning label obtained by using ImageJ.

69. What is the area of the back of the entire package? Enter the area of the entire package obtained by using ImageJ.

70. Back warning label coverage:

Is the text warning exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

	Yes	No	N/A
71. Line breaks are the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
72. Spelling is correct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
73. Text is exact i.e. no words are missing or added	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

74. If "No" was answer to "Spelling is correct", describe the spelling discrepancies.

75. If "No" was answer to "Text is exact", describe the text discrepancies.

Side of Pack

76. Is there a health warning label on the SIDE panel of the pack? Yes
 No

77. Is the health warning clear, visible, legible and unobstructed? Note that the presence of clear tape on the warning does not constitute label obstruction. However, a sticker on the cellophane that covers the HWL is an obstruction. Yes
 No

78. Is the TEXT of the health warning BLACK? Yes
 No

79. Is the BACKGROUND of the health warning label YELLOW? Yes
 No

80. Is the health warning label written in Spanish? Yes
 No

81. What is the area of the side warning label? Enter the area of the back health warning label obtained by using ImageJ. _____

82. What is the area of the side of the entire package? Enter the area of the entire package obtained by using ImageJ. _____

83. Side warning label coverage: _____

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

	Yes	No	N/A
84. Spelling is correct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
85. Text is exact i.e. no words are missing or added	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

86. If "No" was answer to "Spelling is correct", describe the spelling discrepancies. _____

87. If "No" was answer to "Text is exact", describe the text discrepancies. _____

Other requirements

88. Check all terms appearing on the pack (translations are available in the codebook).

- Con bajo contenido de alquitran
- Ultraligero
- Ultra
- Ligero
- Light
- Lights
- Extra
- Smooth
- Soft
- Suave
- Mild
- None of the above

Section F: Topics for Further Discussion

These questions will be addressed at research team meetings following full coding of a country

89. Is there any aspect of this pack that needs further discussion before coding?

- Yes
- No

90. Please describe.
