

## ALCOHOL RETAIL ENVIRONMENTAL SCAN

NAME OF OUTLET: \_\_\_\_\_

DATE VISITED: \_\_\_\_\_

LOCATION: \_\_\_\_\_  
(Name of street, intersection, or other identifying information)

- TYPE OF OUTLET:
- Convenience store/gas station mini-market
  - Drug store
  - Grocery store
  - Other

IS THIS STORE LOCATED WITHIN CLOSE PROXIMITY (A BLOCK OR SO) OF A SCHOOL, DAYCARE CENTER, PLAYGROUND/RECREATIONAL FACILITY, OR CHURCH WHERE MINORS GATHER?

Yes  No *If yes, please describe* \_\_\_\_\_

HOW ARE ALCOHOL PRODUCTS DISPLAYED? (mark all that apply)

- In a cooler that contains only alcoholic beverages
- In a cooler that contains both alcoholic and non-alcoholic beverages  
*Circle the types of non-alcoholic products that are in this cooler with the alcohol:*  
SODA, ENERGY DRINKS, JUICE, MILK, OTHER \_\_\_\_\_
- On a shelf (not refrigerated)
- Stacked on the floor (not refrigerated)

ARE ENERGY DRINKS DISPLAYED WITH OR SPECIFICALLY PROMOTED WITH ALCOHOL? (placed with sodas and also with alcohol, for instance)

Yes  No *If yes, please describe* \_\_\_\_\_

ARE ALCOHOL PRODUCTS DISPLAYED NEAR CANDY, ICE CREAM, TOYS, OR OTHER PRODUCTS ATTRACTIVE TO YOUTH?

Yes  No *If yes, please describe* \_\_\_\_\_

ARE ITEMS USED TO PLAY DRINKING GAMES DISPLAYED WITH THE ALCOHOL PRODUCTS? (such as ping pong balls)

Yes  No *If yes, please describe* \_\_\_\_\_

ARE ALCOHOL PRODUCTS SOLD COLD AS SINGLES (INDIVIDUAL CANS OR BOTTLES), NOT JUST IN CASES OR MULTI-PACKS?

Yes  No

*If yes, please mark all the ways the alcoholic cold singles are displayed:*

- Cooler shelves (wall cooler with doors or walk-in cooler)
- Cooler door displays (attached to the inside of the cooler door)
- Iced-down in a free-standing display

TYPES OF PRODUCTS AVAILABLE AS SINGLES (mark all that apply):

- Regular and light beers (Budweiser, Miller, Coors, etc.)
- Craft or microbrew beers (usually only available in bottles) in either multi-packs or singles
- Bottled flavored malt beverages (such as Smirnoff Ice, Mike's Hard Lemonade, Bacardi Silver, Johny Bootlegger, etc.)
- Canned flavored malt beverages (such as Four Loko, Tilt, Blast, Joose, Mike's Harder Lemonade, etc.)

**FOR PRODUCTS SOLD AS SINGLES (CANS OR BOTTLES), WHAT IS THE CHEAPEST PRICED PRODUCT AND WHAT IS THE HIGHEST PRICED PRODUCT THAT YOU SEE?**

Cheapest product name & price: \_\_\_\_\_

Highest priced product name & price: \_\_\_\_\_

**TYPES OF PRODUCTS AVAILABLE IN MULTI-PACKS (mark all that apply):**

- Regular and light beers (Budweiser, Miller, Coors, etc.)
- Craft or microbrew beers (usually only available in bottles) in either multi-packs or singles
- Bottled flavored malt beverages (such as Smirnoff Ice, Mike's Hard Lemonade, Bacardi Silver, Johny Bootlegger etc.)
- Canned flavored malt beverages (such as Four Loko, Tilt, Blast, Joose, Mike's Harder Lemonade, etc.)

**IS THERE A FROZEN SLUSHY MACHINE THAT SERVES FROZEN ALCOHOLIC SLUSHIES (SUCH AS MARGARITAS OR DAIQUIRIS)?**

Yes  No

*If yes, please describe where it is in the store and what sort of signs advertise the product (what do they say, where are they located?)*

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**ARE THERE SIGNS POSTED INFORMING CUSTOMERS THAT THERE IS A MINIMUM AGE TO PURCHASE ALCOHOL?**

Yes  No

**ARE THESE SIGNS POSTED PROMINENTLY AND WITHIN THE CUSTOMER'S CLEAR LINE OF SIGHT? (at the front door, or at eye level near alcohol displays).**

Yes  No

**IS THERE ANYTHING ELSE YOU WOULD LIKE TO NOTE ABOUT THIS STORE, HOW ALCOHOL IS DISPLAYED, STORE SIGNAGE, OR THE GENERAL STORE ATMOSPHERE, ETC. THAT YOU FEEL HELPS EITHER TO DETER OR ENCOURAGE UNDERAGE DRINKING?**

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