

INSIDE STORE PROMOTION (Continued from Survey Page 1)

	<u>Beer</u>	<u>Alcopops¹</u>	<u>Wine²</u>	<u>Liquor</u>
Store-made alcohol signs or ads				
Alcohol industry signs or ads, any size				
Neon promotions or ads				
Ads emphasizing size of container (40 oz., 64 oz., etc.)				
Ads emphasizing price				
Industry distributed "Responsibility" ads or minimum-age notices (e.g., "We Card")				
Particular products are promoted (e.g., malt liquors or fortified wine)				

Are alcohol signs or ads near candy or soft drink displays? YES NO

Are alcohol ads or signs located at 3 feet or below? YES NO

Are there any large promotional displays that will get youth's attention? YES NO

Are there ads promoting alcohol use in connection with sports? Circle any that apply:

Nascar Football a local adult team a local youth team Soccer Hockey
 Baseball Basketball Other _____ NONE

Are there ads/signs promoting alcohol use in connection with a holiday? YES NO

Are there alcohol ads on shopping carts or baskets? YES NO

Are there alcohol ads at the checkout counter? YES NO

Are there alcohol ads supporting local events? YES NO

¹ Sweet flavored drinks such as Smirnoff Ice and Bacardi Silver. Also include pre-mixed alcohol beverages (whiskey and colas, mudslides, etc.) and wine coolers.

² Consider only wine. Wine coolers should be listed under alcopops.

OUTSIDE Survey – ALCOHOL Promotion

DATE	OBSERVER #1
STORE NAME	OBSERVER #2

STORE TYPE (Check one) Chain Convenience Gas Station Drugstore
 Party Store Grocery Store Other (Please specify): _____

Street Address _____ Zip Code _____

Is the store within 500 feet of any of the following: (Circle any that apply)

a school a playground a church a daycare none of these

	<u>Beer</u>	<u>Alcopops³</u>	<u>Wine⁴</u>	<u>Liquor</u>
Store-made alcohol signs or ads				
Alcohol industry signs or ads, any size				
Neon promotions or ads				
Ads emphasizing size of container (40 oz., 64 oz., etc.)				
Ads emphasizing price				
Industry sponsored “responsibility” ads				
Ads promoting alcohol and sports				
Ads that welcome specific populations (“Welcome...hunters, returning students, conference attendees, tourists”)				
Ads supporting local events				

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