

SAMPLE ALCOHOL ENVIRONMENTAL SCAN TOOL

Store/Location Name: _____ City: _____

Date/Time: _____ Team Members: _____

Address: _____ Type of Location: _____

PRODUCT:

Indicate the 3 brand names you see the most in each category.

	Beer	Wine	Liquor	Wine Coolers/Seltzers	Other
1					
2					
3					

Indicate "yes" or "no" to answer each question.

	Yes/No	Notes
Is there a brand more popular with underage youth offered for sale?		
Are products with higher alcohol content sold? (A standard drink is 12 oz. of beer (5%), 5 oz. of wine (12%), or 1.5 oz. of distilled spirits (40%).)		
Are caffeinated alcoholic beverages sold?		

PLACEMENT:

Indicate "yes" or "no" to answer each question.

	Yes/No	Notes
Is alcohol in a cooler next to water/soda?		
Is alcohol by an entrance/exit?		
Is alcohol next to candy?		
Is alcohol available at the check-out counter?		
Is alcohol displayed on end caps?		
Are alcoholic beverages and non-alcoholic beverages featured in the same display?		

	Yes/No	Notes
Are alcoholic beverages next to soft drinks, fruit juices, bottled water, or snack foods portraying cartoons or youth-oriented photos?		
Is alcohol included in promotional store displays?		

PROMOTION:

Indicate "yes" or "no" to answer each question.

	Yes/No	Notes
Is alcohol advertising visible from outside the store?		
Are windows and doors covered in alcoholic beverage company advertisements?		
Are any "WE CARD" signs displayed?		
Are there any signs stating you must be 21 to purchase alcohol?		
Are there any "age calendars"?		
Are there alcohol ads or specials in the menu?		
Are there ads/signs for "happy hour" specials?		
Are there displays related to holidays or events?		

Indicate the number of ads/signs you count for each category.

Type of Alcohol	Beer	Wine	Liquor	Wine Coolers/Seltzers	Other
Number of ads/signs					

PRICE:

Indicate the number of price promotion types you count for each category.

Type of Alcohol	Beer	Wine	Liquor	Wine Coolers/Seltzers	Other
Price Promotions					
Gifts with purchase					

Indicate "yes" or "no" to answer each question.

	Yes/No	Notes
Does the price change based on the time of day?		

	Yes/No	Notes
Are there 2-for-1 specials? (Note: 2-for-1 drink specials are prohibited in Ohio.)		
Is alcohol cheaper than non-alcoholic drinks (water/soda)?		
Are larger quantities of alcohol cheaper than smaller quantities per serving (i.e., pitchers, 30-packs vs 6-pack)?		

