**Store Name:** _____________________________

**Address:** __________________________________________

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
</table>

**TYPE OF STORE:** (Check one)

- [ ] Convenience
- [ ] Drug Store
- [ ] Convenience & Gas
- [ ] Liquor Store
- [ ] Gas Station
- [ ] Pharmacy
- [ ] Grocery
- [ ] Tobacco Store
- [ ] Supermarket
- [ ] Other

**Are any schools visible from this store?**

- [ ] Yes
- [ ] No

**EXTERIOR OBSERVATIONS**

**Tobacco Advertising**
- Any tobacco ads?.......................... 1
- Any with “special” price?.................. 1
- Any with a multi-pack discount?........... 1
- Any with a free gift with purchase?...... 1
- Any illuminated?......................... 1
- Any mechanical?.......................... 1
- Any audible?................................ 1
- Any at child’s eye level?.................. 1
- Any on the door?........................... 1
- Any at the street?.......................... 1
- Discret level of advertising?............. 1
- Moderate level of advertising?.... 2
- "In your face" level of advertising?... 3

**Functional Objects**
- Are there any functional objects?....... 1
- Any on or near the door?.................. 1
- Any illuminated?......................... 1

**TOTAL EXTERIOR**

Add all circled numbers

**INTERIOR OBSERVATIONS**

**Tobacco Placement**
- Any tobacco at child’s eye level?.......... 1
- Any self service tobacco?............... 1
- Within 12” of candy or toys?............. 1
- Within 12” of cash register?.............. 1
- Any full-front carton displays?......... 1

**Industry Shelving**
- Number of industry shelving units (count) (# Units x 2 = Value).............
- Any illuminated?......................... 1
- Any contain a functional object?....... 1

**Industry Movable Displays**
- Number of movable displays............
- Any illuminated?......................... 1
- Any on the counter?....................... 1

**Tobacco Advertising**
- Any tobacco ads inside the store?........ 1
- Ads only where tobacco is sold?.......... 1
- Ads in other parts of store?............. 2
- Ads everywhere you look?............... 3
- Any with “special” prices?............... 1
- Any with multi-pack discounts?.......... 1
- Any with free gifts with purchase?...... 1
- Any illuminated?......................... 1
- Any mechanical?......................... 1
- Any at child’s eye level?.................. 1

**Functional Objects**
- Are there any functional objects?....... 1
- Any illuminated?......................... 1
- Any grocery baskets with tobacco ads?.. 1

**TOTAL INTERIOR**

Add all circled numbers

**How many cash registers?**
(excluding lottery & gas only)

**TOTAL EXTERIOR**

Add all circled numbers

**TOTAL INTERIOR**

Add all circled numbers

**Grand Total**

**SCORE**

**How does this store compare with others?**

- A (0-2.0)
- B (2.1-4.0)
- C (4.1-6.0)
- D (6.1-10.0)
- E (10.1+)

**Store ALERT Report Card**

[www.StoreALERT.org](http://www.StoreALERT.org)