

StoreALERT Report Card



Store Name: _____

Address: _____

City _____ State _____ Zip _____

TYPE OF STORE: (Check one)

<input type="checkbox"/> Convenience	<input type="checkbox"/> Drug Store
<input type="checkbox"/> Convenience & Gas	<input type="checkbox"/> Liquor Store
<input type="checkbox"/> Gas Station	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Grocery	<input type="checkbox"/> Tobacco Store
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Other

Are any schools visible from this store? Yes No

EXTERIOR OBSERVATIONS Circle Value if Yes

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

CHOOSE ONE { Discreet 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 →

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

INTERIOR OBSERVATIONS Circle Value if Yes

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) x 2 =

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

CHOOSE ONE { 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 →

Total Exterior

Total Interior +

Grand Total =

Grand Total

of Registers ÷

SCORE =

How does this store compare with others?

A B C D F

→ (0-2.0) (2.1-4.0) (4.1-6.0) (6.1-10.0) (10.1+)