

# 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+)