

Store Survey Form

Store Name:

Store Address:

Student Names:

Date of visit:

STORE INFORMATION

Type of Store (check one):

Convenience/Corner Store Drug store (Walgreens)

Gas Station Grocery Store Big Box store (Walmart)

Other

ADVERTISEMENTS - OUTSIDE THE STORE

1. How many branded tobacco signs do you see outside the store (on the windows, on the walls of the building, by the roads, poles or fences, at the gas pumps)?

2. Do any of the signs have "special" price offers?

No Yes, Describe:

3. Do you see any branded signs advertising electronic cigarettes? No Yes

ADVERTISEMENTS - INSIDE THE STORE

4. How many branded tobacco signs do you see inside the store (behind the counter, on the walls, hanging from the ceiling, near the counter)?

5. Do any of the signs have "special" price offers?

___ No ___ Yes, Describe:

6. Do you see any branded signs advertising electronic cigarettes? ___ No ___ Yes

7. What is the cheapest tobacco product sold in the store? What is the price?

8. Pick one sign advertisement that is appealing to you or catches your eye. Describe the advertisement:

Other comments about advertising you see (inside or outside):

TOBACCO PRODUCTS AVAILABLE

9. Do they sell electronic cigarettes?

___ No ___ Yes

10. Do they sell flavored little cigars or cigarillos?

___ No ___ Yes

11. Do they sell single cigars?

___ No ___ Yes

12. Do they sell cigars in packs of 2 or 3?

No Yes

13. Are any tobacco products located in a self-service display (where you can access products without assistance from the clerk)?

Yes No

Notes about anything else you notice or that surprises you:
