PHYSICAL LOCATION SCAN TOOL

The goal of alcohol environmental scanning is to identify your community's risk factors that can contribute to underage or excessive alcohol consumption. Conducting a scan allows you to observe and document the 4 P's: Price, Product, Promotion, and Placement.

Store/Location name:	Da	te/Time:			
Address: City:					
Team members:					
Type of Location:					
PRICE					
Does the price change based on the ti	me of day?	Yes	No		
 What items are priced differe 	ntly?				
• Are there 2-for-1 specials?		Yes	No		
• Is alcohol cheaper than non-alcohol ((water/soda)?	Yes	No		
 What is the price of a single s 	erving of alcoh	ol vs. water	?		
Alcohol V	Vater				
 Are larger quantities of alcohol chear 	er than smalle	r quantities	per serving		
(i.e., pitchers, 30-packs vs 6-pack)?	Yes N	Ю			
PRODUCT					
• What type of alcohol is being sold?					
Beer Wine Alco-pops/Re	Beer Wine Alco-pops/Ready to Drink Alcoholic Beverages				
 Are single units of alcohol sold? 		Yes	No		
Is there a brand more popular with un	ıderage youth o	ffered for sa	ale?	Yes	No
o Brand names:				_	
Are products with higher alcohol cont	ent sold?	Yes	No		
(A standard drink is 12 oz. of beer (5%), 5 oz. of wine	(12%), or 1.	5 oz. of		
distilled spirits (40%).)					
o What is the percentage of alco	ohol?				
Are caffeinated alcoholic beverages so	old?	Yes	No		
Are Alco-pops/Ready to Drink product	ts sold (i.e., Haı	rd Mt. Dew,	White Claw,	Hard Lemor	nade)?
		Yes	No		

Are frozen alcoholic products sold (i.e., ice pops, ice c Brand names of the most observed alcoholic products OTION Are they advertising alcoholic drink specials?	•		Ŋ	Yes]
OTION	for sale:				
Are they advertising alcoholic drink specials?					
	Yes	No			
Are there displays related to holidays or events?	Yes	No			
Are there displays in non-alcohol-related areas of the	store?	,	Yes	No	
Is there a non-alcoholic beverage product included wi	th the pur	chase of a	lcohol, s	uch as	3
glassware, a t-shirt, or a hat?		,	Yes	No	
Are there table displays advertising alcoholic beverag	es?		Yes		No
Are staff wearing alcoholic beverage company-sponso	red merch	andise?	Yes		No
MENT					
Is alcohol in a cooler next to water/soda?	Yes	No			
Is alcohol by an entrance/exit?	Yes	No			
Is alcohol next to candy?	Yes	No			
Is alcohol available at the check-out counter?	Yes	No			
Is alcohol displayed on end caps?	Yes	No			
Are alcoholic beverages and non-alcoholic beverages	featured ir	ı the same	e display?	?	
Yes No					
o If yes, what brand?					
Are alcoholic beverages next to soft drinks, fruit juice	s, bottled v	vater, or s	nack foo	ds por	tray
cartoons or youth-oriented photos?	Yes	No			
RTISING					
Is alcohol advertising visible from outside the store?	Yes	No			
Are windows and doors covered in alcoholic beverage	company a	advertisen	nents?		
	Yes	No			
₹	glassware, a t-shirt, or a hat? Are there table displays advertising alcoholic beverage Are staff wearing alcoholic beverage company-sponsorm. MENT Is alcohol in a cooler next to water/soda? Is alcohol by an entrance/exit? Is alcohol available at the check-out counter? Is alcohol displayed on end caps? Are alcoholic beverages and non-alcoholic beverages and a non-alcoholic beverages and a non-alcoholic beverages are alcoholic beverages next to soft drinks, fruit juices cartoons or youth-oriented photos? TISING entering a physical location, the scan team should observior, including windows and doors. Scan team member I advertising. Is alcohol advertising visible from outside the store?	glassware, a t-shirt, or a hat? Are there table displays advertising alcoholic beverages? Are staff wearing alcoholic beverage company-sponsored merch MENT Is alcohol in a cooler next to water/soda? Yes Is alcohol by an entrance/exit? Yes Is alcohol next to candy? Yes Is alcohol available at the check-out counter? Yes Is alcohol displayed on end caps? Are alcoholic beverages and non-alcoholic beverages featured in Yes No If yes, what brand? Are alcoholic beverages next to soft drinks, fruit juices, bottled we cartoons or youth-oriented photos? Yes TISING entering a physical location, the scan team should observe the anterior, including windows and doors. Scan team members should to advertising. Is alcohol advertising visible from outside the store? Yes Are windows and doors covered in alcoholic beverage company and Yes	glassware, a t-shirt, or a hat? Are there table displays advertising alcoholic beverages? Are staff wearing alcoholic beverage company-sponsored merchandise? MENT Is alcohol in a cooler next to water/soda? Yes No Is alcohol by an entrance/exit? Yes No Is alcohol next to candy? Yes No Is alcohol available at the check-out counter? Yes No Is alcohol displayed on end caps? Yes No Are alcoholic beverages and non-alcoholic beverages featured in the same Yes No If yes, what brand? Are alcoholic beverages next to soft drinks, fruit juices, bottled water, or s cartoons or youth-oriented photos? Yes No CTISING entering a physical location, the scan team should observe the amount and error, including windows and doors. Scan team members should take pictural advertising. Is alcohol advertising visible from outside the store? Yes No Are windows and doors covered in alcoholic beverage company advertisen	glassware, a t-shirt, or a hat? Are there table displays advertising alcoholic beverages? Yes Are staff wearing alcoholic beverage company-sponsored merchandise? Yes MENT Is alcohol in a cooler next to water/soda? Is alcohol by an entrance/exit? Yes No Is alcohol next to candy? Is alcohol available at the check-out counter? Yes No Is alcohol displayed on end caps? Are alcoholic beverages and non-alcoholic beverages featured in the same display? Yes No If yes, what brand? Are alcoholic beverages next to soft drinks, fruit juices, bottled water, or snack food cartoons or youth-oriented photos? Yes No CITISING Pentering a physical location, the scan team should observe the amount and type of entering a physical location, the scan team members should take pictures to doe of advertising. Is alcohol advertising visible from outside the store? Yes No Are windows and doors covered in alcoholic beverage company advertisements? Yes No	Are there table displays advertising alcoholic beverages? Are staff wearing alcoholic beverage company-sponsored merchandise? Yes MENT Is alcohol in a cooler next to water/soda? Is alcohol by an entrance/exit? Yes No Is alcohol next to candy? Yes No Is alcohol available at the check-out counter? Yes No Is alcohol displayed on end caps? Yes No Are alcoholic beverages and non-alcoholic beverages featured in the same display? Yes No If yes, what brand? Are alcoholic beverages next to soft drinks, fruit juices, bottled water, or snack foods por cartoons or youth-oriented photos? Yes No CTISING entering a physical location, the scan team should observe the amount and type of adverterior, including windows and doors. Scan team members should take pictures to document advertising. Is alcohol advertising visible from outside the store? Yes No Are windows and doors covered in alcoholic beverage company advertisements? Yes No

	0	How many advertisements are on the location	door?					
	0	How many advertisements are on the location window(s)?						
	0	How many advertisements are on the location walls?						
	0	What brands are advertised?						
•	Are ba	nners, cooler window clings, and other alcoholic	beverage c	ompany-sponsored				
	merch	andise on display?	Yes	No				
•	Are wa	arning signs on display?						
	0	We Card Hard	Yes	No				
	0	Pregnancy Warning Sign	Yes	No				
	0	Proof of Age	Yes	No				
•	Have y	ou observed non-alcoholic beverages being serv	ed in glasse	es or cups with an alcoholic				
	bevera	ge logo?	Yes	No				