

REPORT CARD

Date & Time of Data Collection

Store name: _____

Store address: _____

City Prov. Postal Code

Observer: _____

Type of Store (Check one):

Chain Convenience Small Grocery Store

Independent Convenience Supermarket

Chain Gas Station Other (please specify): _____

Independent Gas Station _____

Outside Survey (Check if yes):

Standing outside the store, is there any sign that advertises that cigarettes are available..... _____

Is the cigarette price advertised on sign..... _____

Are there any schools within 1 km of the store _____

Inside Survey (Check if yes):

Overall Tobacco Placement:

Any tobacco products at a child's eye level (3feet) _____

Any tobacco within 30 cm (12") of candy & toys _____

Any tobacco within 30 cm (12") of the cash register _____

Any cigarette packages displayed on the wall behind the counter _____

Any cigarette cartons displayed..... _____

Counter-top Displays

Any permanently sealed counter-top cigarette displays _____

Any locked counter-top cigarette displays _____

Any counter-top tobacco related accessories (i.e. lighter, matches) _____

Powerwalls:

Any tobacco industry shelving used to display cigarettes (versus already existing store shelving) _____

An illuminated tobacco industry shelving _____

Any functional objects (i.e. an electronic sign) _____

Any tobacco industry colour branded shutters/panels/columns _____

Any tobacco industry wall signs displaying cigarette packs glued in an abstract design _____

STORE TRACKING SURVEY

Add up all the check marks for your total score

A B C D F

(0-2) (3-5) (6-8) (9-11) (12-17)

How does this store score? _____

Powerwalls

How many brands are displayed _____

What brands are the most prominent _____

How many cigarette packages are displayed by the most prominent brand _____

How many cigarette packages are displayed overall _____

Are there any other distinguishing features _____

Storage/Shelving Area Just Below The Powerwall

Are Cigarette packages in view..... _____

Are Cigarette cartons in view..... _____

Are other tobacco industry products visible _____

Are there any other distinguishing features _____

Please return
your completed
report card to
the survey
coordinator