



Draft

# Reward and Reminder Data Collection Form

## I. Background Information:

1. Store visit date:   /   /   (mm/dd/yy)

2. Status of visit:

- outlet located, purchase attempted
- outlet located, purchase **not** attempted for safety reasons
- outlet located, purchase **not** attempted because volunteer knew somebody in the outlet
- outlet located, closed at time of survey
- outlet located, out of business
- unable to locate outlet

## II. Purchase Attempt:

3. Type of outlet:

- gas station only
- convenience (with gas)
- convenience (without gas)
- market/small grocery store (deli)
- supermarket
- drugstore/pharmacy
- liquor store
- discount liquor store
- other discount store
- other

4. Name of volunteer: First name

Last name

5. Type of alcohol attempted to purchase:

- six-pack of beer
- 20-ounce bottle of beer
- 40-ounce bottle of beer
- six-pack of wine coolers
- other

6. Brand of alcohol requested:

Bud Light  Coors Light  Other:



Draft

7. The alcohol purchase attempt was (check one):

- requested from a clerk (behind counter)
- self-service (alcohol accessible to buyer)

8. Clerk characteristics:

a. Approximate age of clerk:

b. Gender of clerk:

- Male
- Female

9. Salesclerk asked for age:

- Yes
- No

10. Salesclerk asked for age identification:

- Yes
- No

11. Attempted sale outcome:

- Yes**, a sale was made
- No**, a sale was **not** made

**III. Outlet Observation:**

12. Consequence delivered:

- Reward
- Reminder

15. Location of warning sign:

- checkout counter
- doors/windows
- other

13. Was a "no sale" warning sign posted?

- Yes
- No

16. Location of alcohol in outlet:

- behind counter
- open shelves or racks (self-service)
- locked case or enclosed area (clerk-only access)

14. Does it comply with state law?

- Yes
- No
- N/A

17. Number of clerks in store:

Comments: