



Auditor Information

Name

Date/time

Name of store you are auditing

Wisconsin Store Assessment Form (June 2019)

General

1. Can you survey the store? *Required Question* *

- Yes - Continue
- No, store does not exist [Skip to Q37]
- No, store closed [Continue with Q2 - Q5, then skip to Q37]
- No, under 18 not allowed [Continue with Q2 - Q5, then skip to Q37]
- No, members only [Continue with Q2 - Q5, then skip to Q37]
- No, unsafe [Skip to Q37]
- No, other reason not listed [Continue with Q2 - Q5, then skip to Q37]

2. Does the actual store name match the assigned store name?

- Yes
- No - Enter correct name below

If no, Enter correct name:

3. Does the actual store address match the assigned store address?

- Yes
- No - Enter correct address below

If no, Enter correct address:

4. Choose one best store type:

- Convenience store with or without gas
- Drug store or pharmacy
- Beer, wine or liquor store
- Grocery store
- Mass merchandiser
- Tobacco Shop [Skip to Q37]
- Hookah lounge [Skip to Q37]
- E-cigarette/Vape shop [Skip to Q37]

Other store type not listed

Exterior

5. Which products are advertised anywhere outside the store? These are ads on windows/doors facing out, building, sidewalk, gas pumps or elsewhere.

5a. Cigarettes - non-menthol

- Yes
 No

5b. Cigarettes - menthol

- Yes
 No

5c. Cigarillos/little cigars/blunts

- Yes
 No

5d. Premium large cigars

- Yes
 No

5e. Chew, snuff, dip, snus

- Yes
 No

5f. E-Cigarettes

- Yes
 No

6a. Is WIC accepted here?

- Yes
 No

6b. Is SNAP accepted here?

- Yes
 No

Interior

7. Are alcoholic beverages sold here?

- Yes
 No [Skip Q15-Q25]

8. Is a pharmacy counter present?

- Yes
 No

9. Is tobacco sold here? *Required Question* *

- Yes
 No [Skip to Q15]

Cigarettes

10. Answer these questions about CIGARETTES:

10a. Are any non-menthol OR menthol cigarettes SOLD here?

- Yes
- No [Skip to Q11]

10b. Enter CHEAPEST single cigarette pack advertised price: XX.XX

(*Do not enter \$ sign*)

10c. Are there any cigarette PRICE promotions?

- Yes
- No

10d. Are menthol cigarettes SOLD here?

- Yes
- No [Skip to Q10h]

10e. Are NEWPORT MENTHOL cigarette single packs (regular hard pack) sold here?

- Yes
- No [Skip to Q10g]

10f. Enter NEWPORT MENTHOL cigarette single pack advertised price (regular hard pack): XX.XX

(*Do not enter \$ sign*)

10g. Are there any menthol cigarette PRICE promotions?

- Yes
- No

10h. Are any non-menthol OR menthol cigarettes within 12" of YOUTH products?

- Yes
- No

10i. Are any non-menthol OR menthol cigarette ads within 3 feet of FLOOR?

- Yes
- No

Other Products

11. Answer these questions about CIGARILLOS/LITTLE CIGARS/BLUNTS:

11a. Are cigarillos, little cigars OR blunts SOLD here?

- Yes
- No [Skip to Q12]

11b. Are FLAVORED cigarillos, little cigars OR blunts sold here?

- Yes
- No

11c. Are SINGLE cigarillos, little cigars OR blunts sold here?

Yes

No

11d. Are any cigarillos, little cigars, or blunts advertised for LESS than \$1?

Yes

No

11e. Are any cigarillos, little cigars, or blunts placed within 12" of YOUTH products?

Yes

No

11f. Are any cigarillos, little cigars, or blunts advertised within 3 feet of FLOOR?

Yes

No

11g. Are ANY cigarillos, little cigars, or blunts in SELF-SERVICE displays?

Yes

No

11h. Are there any cigarillos, little cigars or blunts PRICE promotions?

Yes

No

12. Answer these questions about PREMIUM LARGE CIGARS:

12a. Are premium large cigars SOLD here?

Yes

No [Skip to Q13]

12b. Are FLAVORED premium large cigars sold here?

Yes

No

12c. Are any premium large cigars placed within 12" of YOUTH products?

Yes

No

12d. Are any premium large cigars advertised within 3 feet of FLOOR?

Yes

No

12e. Are ANY premium large cigars in SELF-SERVICE displays?

Yes

No

13. Answer these questions about CHEW/SNUFF/DIP/SNUS:

13a. Is chew, snuff, dip, snus SOLD here?

Yes

No [Skip to Q14]

13b. Are FLAVORED chew, snuff, dip or snus products sold here?

Yes

No

13c. Are any chew, snuff, dip or snus products placed within 12” of YOUTH products?

Yes

No

13d. Are any chew, snuff, dip or snus products advertised within 3 feet of FLOOR?

Yes

No

13e. Are there any chew, snuff, dip or snus PRICE promotions?

Yes

No

14. Answer these questions about E-CIGARETTES:

14a. Are e-cigarettes SOLD here?

Yes

No [Skip to Q15]

14b. Are FLAVORED e-cigarettes sold here?

Yes

No

14c. Are any e-cigarettes placed within 12” of YOUTH products?

Yes

No

14d. Are any e-cigarettes advertised within 3 feet of FLOOR?

Yes

No

14e. Are ANY e-cigarettes in SELF-SERVICE displays?

Yes

No

14f. Are there any e-cigarettes PRICE promotions?

Yes

No

14g. Is BLU DISPOSABLE E-CIGARETTE MENTHOL (single) sold here?

Yes

No [Skip to Q15]

14h. Enter BLU DISPOSABLE E-CIGARETTE MENTHOL (single) advertised price: XX.XX

(*Do not enter \$ sign*)

15. Would you like to answer questions about alcohol during this visit?

Yes

No [Skip to Q26]

16. Is beer sold here?

- Yes
- No [Skip to Q17]

If yes, are the following sizes present?

16a. 6 pack of 12 oz cans?

- Yes
- No

16b. 12 pack of 12 oz cans?

- Yes
- No

16c. 48 pack of 12 oz cans?

- Yes
- No

16d. 40 oz bottles?

- Yes
- No

17. Are flavored malt beverages sold here?

- Yes
- No [Skip to Q18]

If yes, indicate which types are present:

17a. Hard soda, water or seltzer?

- Yes
- No

17b. Hard teas?

- Yes
- No

17c. Hard lemonade?

- Yes
- No

17d. "Pre-mixed cocktails" (ex. Four Loko, Joose, Lime-a-Rita)?

- Yes
- No

18. Is malt liquor sold here (ex. Colt 45, Mickey's, Steel Reserve, Old English, Cobra, St. Ides)?

- Yes
- No [Skip to Q19]

If yes, are the following sizes present?

18a. 40 oz bottles?

- Yes
- No

18b. 12 oz 6 pack?

- Yes
- No

19. Are distilled spirits/liquor sold here (ex. whiskey (Scotch, Canadian, Bourbon), vodka, rum, brandy, tequila, gin)?

- Yes
- No [Skip to Q20]

19a. Are single serving bottles of distilled spirits/liquor sold here?

- Yes
- No

19b. Are multiple serving bottles of distilled spirits/liquor sold here?

- Yes
- No

19c. Are flavored distilled spirits/liquor sold here?

- Yes
- No

19d. Are natural or unflavored distilled spirits/liquor sold here?

- Yes
- No

20. Is wine sold here?

- Yes
- No [Skip to Q21]

If yes, are the following sizes present?

20a. Mini/single serving?

- Yes
- No

20b. 4 or 6 pack of single serving?

- Yes
- No

20c. 750 ml (standard wine bottle)?

- Yes
- No

21. Are non-alcohol beverages (soda, water or fruit juices) placed in the same or adjacent cooler as alcohol beverages?

- Yes
- No
- No cooler

22. Are single serving cans of alcohol beverage available in the coolers? This includes "mini"s of wine or

spirits plus canned beverages (Four Loko, Joose, Lime-a-Rita, etc.) that cannot be resealed regardless of their size.

- Yes
- No

23. Is alcohol placed on the endcaps of shelves or in free-standing displays/racks?

- Yes
- No

24. Is alcohol displayed within 12 inches of toys, candy, mints, or gum anywhere in the store?

- Yes
- No

25. Is alcohol displayed or advertised within three feet or less of the floor?

- Yes
- No

26. Would you like to answer questions about food and beverages during this visit?

- Yes
- No [Skip to Q37]

Food & Beverages

Exterior

27. Does the store have decals, signage, and/or advertisements posted outside the building for the following?

27a. WIC/WIC acceptance?

- Yes
- No

27b. FoodShare/EBT card acceptance?

- Yes
- No

27c. Fruits or vegetables?

- Yes
- No

27d. Non-fat and low fat milk products?

- Yes
- No

27e. Soft drinks or other sweetened beverages?

- Yes
- No

27f. Chips or other salty snacks?

- Yes
- No

27g. Alcohol or alcoholic beverages?

- Yes
- No

Fruits & Vegetables

28. Fresh or ready-to-eat fruit available?

- Yes
- No [Skip to Q29]

28a. Number of varieties of fresh fruit:

28b. Number of varieties of ready-to-eat fruit:

28c. Fresh or ready-to-eat fruit placement at eye level or other prominent places?

- Yes
- No

28d. Fresh or ready-to-eat fruit promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes
- No

28e. Fresh or ready-to-eat fruit near or within arm's reach at checkout area, counter, or aisle?

- Yes
- No

29. Fresh or ready-to-eat vegetables available?

- Yes
- No [Skip to Q30]

29a. Number of varieties of fresh vegetables:

29b. Number of varieties of ready-to-eat vegetables:

29c. Fresh or ready-to-eat vegetable placement at eye level or other prominent places?

- Yes
- No

29d. Fresh or ready-to-eat vegetable promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes
- No

29e. Fresh or ready-to-eat vegetable near or within arm's reach at checkout area, counter, or aisle?

- Yes
- No

30. Canned fruit or vegetables available?

- Yes
- No [Skip to Q31]

30a. Number of varieties of canned fruit:

30b. Number of varieties of canned vegetables:

30c. Canned fruit or vegetables placement at eye level or other prominent places?

- Yes
- No

30d. Canned fruit or vegetables promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes
- No

31. Frozen fruit or vegetables available?

- Yes
- No [Skip to Q32]

31a. Number of varieties of frozen fruit:

31b. Number of varieties of frozen vegetables:

31c. Frozen fruit or vegetable placement at eye level or other prominent places?

- Yes
- No

31d. Frozen fruit or vegetable promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes
- No

32. Dried fruit available?

- Yes
- No [Skip to Q33]

32a. Number of varieties of dried fruit:

32b. Dried fruit placement at eye level or other prominent places?

- Yes
- No

32c. Dried fruit promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes
- No

32d. Dried fruit near or within arm's reach at checkout area, counter, or aisle?

- Yes
- No

Other Food Items

33. Milk available?

- Yes
- No [Skip to Q34]

33a. Largest size of reduced fat or fat free milk (skim, 1%, 2%) available?

- No 1% or skim/fat free milk available
- Less than 16oz
- Pint (16 floz)
- Quart (32 floz)
- Half Gallon (64 floz)
- Gallon (128 floz)

34. Healthier drink options (100% juice or water) available?

- Yes
- No [Skip to Q35]

34a. Largest size of 100% juice available in fl oz (e.g., 64 oz)? Enter "0" if unavailable.

34b. Largest size of water available in fl oz (e.g., 64 oz)? Enter "0" if unavailable.

35. Bread available?

- Yes
- No [Skip to Q36]

35a. 100% whole wheat/whole grain bread available?

- Yes
- No

36. Cereals available?

- Yes
- No [Skip to Q37]

36a. Whole grain cereals available? (Whole grain cereals = Whole grain as the primary ingredient by weight AND meet labeling requirements for making a health claim as a "whole grain food with moderate fat content")

- Yes
- No

36b. Lower sugar cereals (<7g sugar/serving) available?

- Yes
- No

Field Notes

37. ALMOST DONE! ANY FIELD NOTES?

- Yes
- No

37a. Enter field notes:

Photo Upload

Photo 1

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Photo 2

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Photo 3

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Photo 4

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THAT WAS THE LAST QUESTION. THANKS FOR DOING THE SURVEY!