

Preview

Auditor Information

Name

Date/time

Name of store you are auditing

Wisconsin Assessment Form (May 2017)

Counter Tools Standard Store Assessment Form (adapted from STARS)

1. Can you survey the store?

- Yes - Continue
- No, store does not exist - Skip to Q38a
- No, store closed - Continue with Q2 - Q5, then skip to Q38a
- No, under 18 not allowed - Continue with Q2 - Q5, then skip to Q38a
- No, members only - Continue with Q2 - Q5, then skip to Q38a
- No, unsafe - Skip to Q38a
- No, other reason not listed - Continue with Q2 - Q5, then skip to Q38a

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
- Hookah lounge
- E-cigarette/Vape shop
- 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

8. Is a pharmacy counter present?

- Yes
- No

9. Is tobacco sold here?

- Yes
- No

If No, skip to Q16

10. Is a graphic health warning sign present?

- Yes
- No

Cigarettes

11. Answer these questions about CIGARETTES:

11a. Are any non-menthol OR menthol cigarettes SOLD here?

- Yes
- No

If No, skip to Q12

11b. Enter CHEAPEST single cigarette pack price: \$XX.XX

11c. Is sales tax included (cheapest cig pack)?

- Yes
- No
- Not sure

11d. Are there any cigarette PRICE promotions?

- Yes
- No

11e. Are menthol cigarettes SOLD here?

- Yes
- No

If No, skip to Q11j

11f. Are NEWPORT MENTHOL cigarette single packs (regular hard pack) sold here?

- Yes
- No

If No, skip to Q11i

11g. Enter NEWPORT MENTHOL cigarette single pack price (regular hard pack): \$XX.XX

11h. Is sales tax included (NEWPORT MENTHOL hard pack)?

- Yes
- No
- Not sure

11i. Are there any menthol cigarette PRICE promotions?

- Yes
- No

11j. Are any non-menthol OR menthol cigarettes within 12” of YOUTH products?

- Yes
- No

11k. Are any non-menthol OR menthol cigarette ads within 3 feet of FLOOR?

- Yes
- No

Other Products

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

12a. Are cigarillos, little cigars OR blunts SOLD here?

- Yes
- No

If No, skip to Q13

12b. Are FLAVORED cigarillos, little cigars OR blunts sold here?

- Yes
- No

12c. Are SINGLE cigarillos, little cigars OR blunts sold here?

- Yes
- No

12d. Are any cigarillos, little cigars, or blunts advertised for LESS than \$1?

- Yes
- No

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

- Yes
- No

12f. Are any cigarillos, little cigars, or blunts advertised within 3 feet of FLOOR?

- Yes
- No

12g. Are ANY cigarillos, little cigars, or blunts in SELF-SERVICE displays?

- Yes
- No

12h. Are there any cigarillos, little cigars or blunts PRICE promotions?

- Yes
- No

13. Answer these questions about PREMIUM LARGE CIGARS:

13a. Are premium large cigars SOLD here?

- Yes
- No

If No, skip to Q14

13b. Are FLAVORED premium large cigars sold here?

- Yes
- No

13c. Are any premium large cigars placed within 12" of YOUTH products?

- Yes
- No

13d. Are any premium large cigars advertised within 3 feet of FLOOR?

- Yes
- No

13e. Are ANY premium large cigars in SELF-SERVICE displays?

- Yes
- No

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

14a. Is chew, snuff, dip, snus SOLD here?

- Yes
- No

If No, skip to Q15

14b. Are FLAVORED chew, snuff, dip or snus products sold here?

- Yes
- No

14c. Are any chew, snuff, dip or snus products placed within 12" of YOUTH products?

- Yes
- No

14d. Are any chew, snuff, dip or snus products advertised within 3 feet of FLOOR?

- Yes
- No

14e. Are there any chew, snuff, dip or snus PRICE promotions?

- Yes
- No

14f. Are there any chew, snuff, dip or snus CROSS-product promotions with cigarettes?

- Yes
- No

15. Answer these questions about E-CIGARETTES:

15a. Are e-cigarettes SOLD here?

- Yes
- No

If No, skip to Q16

15b. Are FLAVORED e-cigarettes sold here?

- Yes

No

15c. Are any e-cigarettes placed within 12" of YOUTH products?

Yes

No

15d. Are any e-cigarettes advertised within 3 feet of FLOOR?

Yes

No

15e. Are ANY e-cigarettes in SELF-SERVICE displays?

Yes

No

15f. Are there any e-cigarettes PRICE promotions?

Yes

No

15g. Are there any e-cigarette CROSS-product promotions with cigarettes?

Yes

No

15h. Is BLU DISPOSABLE E-CIGARETTE MENTHOL (single) sold here?

Yes

No

If No, skip to Q16

15i. Enter BLU DISPOSABLE E-CIGARETTE MENTHOL (single) price: \$XX.XX

15j. Is sales tax included (BLU DISPOSABLE E-CIGARETTE MENTHOL (single))?

Yes

No

Not sure

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

Yes

No

If No, skip to Q27

Alcohol

17a. Is beer sold here?

Yes

No

If No, skip to Q18a

If yes, are the following sizes present?

17b. 6 pack of 12 oz cans?

Yes

No

17c. 12 pack of 12 oz cans?

Yes

No

17d. 48 pack of 12 oz cans?

Yes

No

17e. 40 oz bottles?

Yes

No

18a. Are flavored malt beverages sold here?

Yes

No

If No, skip to Q19a

If yes, indicate which types are present:

18b. Hard soda?

Yes

No

18c. Hard teas?

Yes

No

18d. Hard lemonade?

Yes

No

18e. "Pre-mixed cocktails" (ex. Four Loko, Joose, Lime-a-Rita)?

Yes

No

19a. Is malt liquor sold here (ex. Colt 45, Mickey's, Steel Reserve, Old English, Cobra, St. Ides)?

Yes

No

If No, skip to 20a

If yes, are the following sizes present?

19b. 40 oz bottles?

Yes

No

19c. 12 oz 6 pack?

Yes

No

20a. Are distilled spirits/liquor sold here (ex. whiskey (Scotch, Canadian, Bourbon), vodka, rum, brandy, tequila, gin)?

- Yes
- No

If No, skip to Q21a

20b. Are single serving bottles of distilled spirits/liquor sold here?

- Yes
- No

20c. Are multiple serving bottles of distilled spirits/liquor sold here?

- Yes
- No

20d. Are flavored distilled spirits/liquor sold here?

- Yes
- No

20e. Are natural or unflavored distilled spirits/liquor sold here?

- Yes
- No

21a. Is wine sold here?

- Yes
- No

If No, skip to Q22

If yes, are the following sizes present?

21b. Mini/single serving?

- Yes
- No

21c. 4 or 6 pack of single serving?

- Yes
- No

21d. 750 ml (standard wine bottle)?

- Yes
- No

21e. 1.5 liter?

- Yes
- No

21f. Boxed wine, commonly 3 liters?

- Yes
- No

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

- Yes

- No
- No cooler

23. 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

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

If No, skip to Q38a

Food & Beverages

Exterior

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

28a. WIC/WIC acceptance?

- Yes
- No

28b. FoodShare/EBT card acceptance?

- Yes
- No

28c. Fruits or vegetables?

- Yes
- No

28d. Non-fat and low fat milk products?

- Yes
- No

28e. Soft drinks or other sweetened beverages?

- Yes
- No

28f. Chips or other salty snacks?

- Yes
- No

28g. Alcohol or alcoholic beverages?

- Yes
- No

Fruits & Vegetables

29a. Fresh or ready-to-eat fruit available?

- Yes
- No

If No, skip to Q30a

29b. Number of varieties of fresh fruit:

29c. Number of varieties of ready-to-eat fruit:

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

30a. Fresh or ready-to-eat vegetables available?

- Yes
- No

If No, skip to Q31a

30b. Number of varieties of fresh vegetables:

30c. Number of varieties of ready-to-eat vegetables:

30d. Fresh or ready-to-eat vegetable placement at eye level or other prominent places?

- Yes
- No

30e. Fresh or ready-to-eat vegetable promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes

No

30f. Fresh or ready-to-eat vegetable near or within arm's reach at checkout area, counter, or aisle?

Yes

No

31a. Canned fruit or vegetables available?

Yes

No

If No, skip to Q32a

31b. Number of varieties of canned fruit:

31c. Number of varieties of canned vegetables:

31d. Canned fruit or vegetables placement at eye level or other prominent places?

Yes

No

31e. Canned fruit or vegetables promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

Yes

No

32a. Frozen fruit or vegetables available?

Yes

No

If No, skip to Q33a

32b. Number of varieties of frozen fruit:

32c. Number of varieties of frozen vegetables:

32d. Frozen fruit or vegetable placement at eye level or other prominent places?

Yes

No

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

Yes

No

33a. Dried fruit available?

Yes

No

If No, skip to Q34a

33b. Number of varieties of dried fruit:

33c. Dried fruit placement at eye level or other prominent places?

- Yes
- No

33d. Dried fruit promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

- Yes
- No

33e. Dried fruit near or within arm's reach at checkout area, counter, or aisle?

- Yes
- No

Other Food Items

34a. Milk available?

- Yes
- No

If No, skip to Q35a

34b. 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)

34c. Largest size of whole milk available?

- No whole milk available
- Less than 16oz
- Pint (16 floz)
- Quart (32 floz)
- Half Gallon (64 floz)
- Gallon (128 floz)

35a. Healthier drink options (100% juice or water) available?

- Yes
- No

If No, skip to Q36a

35b. Largest size of 100% juice available in fl oz (e.g., 64 oz)? Enter "0" if unavailable.

35c. Largest size of water available in fl oz (e.g., 64 oz)? Enter "0" if unavailable.

36a. Bread available?

- Yes

No

If No, skip to Q37a

36b. 100% whole wheat/whole grain bread available?

Yes

No

36c. White bread available?

Yes

No

37a. Cereals available?

Yes

No

If No, skip to Q38a

37b. 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

37c. Non-whole grain cereals available?

Yes

No

37d. Lower sugar cereals (<7g sugar/serving) available?

Yes

No

37e. Higher sugar cereals (>7g sugar/serving) available?

Yes

No

Field Notes

38a. ALMOST DONE! ANY FIELD NOTES?

Yes

No

38b. Enter field notes:

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

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