

GASPS Alcohol Promotion and Retail Availability Tool

The GASPS Alcohol Promotion and Retail Availability Tool requires you to tour your community and record observations that assess alcohol promotion and retail availability in your community.

Alcohol Promotion Assessment

For the alcohol promotion assessment select a radius of your community to tour and respond to the yes/ no questions where alcohol is being promoted in your community and the groups these promotions target:

Location	Is alcohol being promoted in this location?	What specific groups do you believe are being targeted? (i.e. young women, college students, different age groups)
On the radio	Yes No	
On billboards	Yes No	
At local bars	Yes No	
In local stores (i.e. convenient stores, grocery stores, gas stations)	Yes No	
On local store fronts	Yes No	
At local community events	Yes No	
At local sporting events	Yes No	
In the local newspaper(s)	Yes No	
On local TV commercials	Yes No	
On website/facebook/twitter page of local businesses	Yes No	
Other (describe)	Yes No	

Retail Availability Assessment

For retail availability assessment you will need to go to bars, restaurants, convenience stores and grocery stores in your community to complete this assessment. Complete an assessment on a **minimum** of 10 different establishments. Larger communities should visit up to 20 establishments. For yes/no questions circle the appropriate response, and record your response for open-ended questions.

Question	Establishment#1:	Establishment #2:	Establishment #3:	Establishment #4:
What type of establishment is it? (Circle response)	Bar Restaurant Liquor Store Convenience Store Grocery Store	Bar Restaurant Liquor Store Convenience Store Grocery Store	Bar Restaurant Liquor Store Convenience Store Grocery Store	Bar Restaurant Liquor Store Convenience Store Grocery Store
How many days a week is the establishment open?				
How many hours a day is the establishment open?				
What type of alcohol does the establishment sell? (Circle all that apply)	a. Beer b. Wine c. Liquor d. Alco-pops (i.e. Mike's, Smirnoff) e. None	a. Beer b. Wine c. Liquor d. Alco-pops (i.e. Mike's, Smirnoff) e. None	a. Beer b. Wine c. Liquor d. Alco-pops (i.e. Mike's, Smirnoff) e. None	a. Beer b. Wine c. Liquor d. Alco-pops (i.e. Mike's, Smirnoff) e. None
Is alcohol advertising visible outside the establishment?	Yes No	Yes No	Yes No	Yes No

Retail Availability Assessment Continued

Question	Establishment#1:	Establishment #2:	Establishment #3:	Establishment #4:
Is there alcohol advertising inside the establishment?	Yes No	Yes No	Yes No	Yes No
Are there “no sales to minors” or “no one under 21” signs posted?	Yes No	Yes No	Yes No	Yes No
Are happy hours with discounted drinks offered?	Yes No	Yes No	Yes No	Yes No
Do prices increase after happy hour is over?	Yes No	Yes No	Yes No	Yes No
Are “all you can drink” specials offered at this establishment?	Yes No	Yes No	Yes No	Yes No
Are “two for one” drink specials offered at this establishment?	Yes No	Yes No	Yes No	Yes No
Are there price specials for larger amounts of alcohol purchased (e.g., 20 ounce beer specials vs. regular size of 12 ounces)?	Yes No	Yes No	Yes No	Yes No
Are there specials for certain groups at this establishment (e.g. ladies night, college night, etc.)?	Yes No	Yes No	Yes No	Yes No
Does the establishment offer free alcohol-related promotional items?	Yes No	Yes No	Yes No	Yes No

Do they offer single-unit sales (e.g. single cans of beer)?	Yes No	Yes No	Yes No	Yes No
Is there alcohol available for sale placed in the front of the store?	Yes No	Yes No	Yes No	Yes No
Is the establishment offering sale prices on beer or wine?	Yes No	Yes No	Yes No	Yes No
Is the establishment offering sale prices on liquor?	Yes No	Yes No	Yes No	Yes No
Are there price specials for larger amounts of alcohol purchased (e.g., sales on larger packs of beer, larger bottles of wine, etc.)?	Yes No	Yes No	Yes No	Yes No
Do they sell bottles of wine for less than \$5.00?	Yes No	Yes No	Yes No	Yes No
Other notes on establishment:				