

Lake County Narcotics Agency

P.L.U.S.²

OPERATION STOREFRONT

DATA COLLECTION FORM

Date:	Observer:
Store Name:	City/Town:
Street/Location of Store:	

Store Type (Check One):

☐ Pharmacy
☐ Other (Please Specify): _____

☐ Convenience Type
☐ Small Market

☐ Gas Station
☐ Supermarket

Is the store within 1,000 feet of a school? ☐ Yes ☐ No

Is the store within 1,000 feet of a playground? ☐ Yes ☐ No



EXTERIOR STOREFRONT OBSERVATIONS:

Standing outside the store, carefully look at the store's visible windows, walls, outside areas, etc. Chances are, there are lots of signs and advertising. You might see several types of ads for alcohol products (beer, wine, wine coolers, liquor). Advertising such as homemade signs, professionally produced posters, neon signs, small brand stickers on the door, mini-billboards on the store's property or other signs advertising specific brands. *Record the types and brands of visible alcohol ads below. Please indicate how many of each sign you see.*

	BUDWEISER	COORS	MILLER	OTHER BEER	SEAGRAM'S	MIKE'S HARD LEMONADE	BARTLES AND JAMES	WINE	OTHER ALCOHOL
Store-made alcohol signs or ads									
Professional signs or ads, any size									
Neon Signs									
Other alcohol promotions or ads									
Anti-alcohol signs, any size									
Minimum-age notices (such as "We Card")									

_____ Check here if you saw no alcohol-related signs

INTERIOR STORE OBSERVATIONS:

Location of Alcohol Products

Are alcohol products placed in stacks or creative shapes for display? ☐ Yes ☐ No

Are alcohol products placed in coolers with non-alcoholic beverages (pop, etc.)? ☐ Yes ☐ No

Are alcohol products near candy displays? ☐ Yes ☐ No

Are alcohol products where store clerks can easily see them? ☐ Yes ☐ No

Alcohol Ads Inside the Store

Are alcohol signs or ads near candy displays? ☐ Yes ☐ No

Are alcohol ads or signs located at a height of 3 feet or lower? ☐ Yes ☐ No

Are there any anti-alcohol use ads or signs? ☐ Yes ☐ No

Are there any signs informing customers that there is a minimum age
(such as the “We Card” or “It’s the Law” programs) to purchase
alcohol products, or that they don’t sell alcohol products to minors? ☐ Yes ☐ No

OTHER “CHECKING OUT THE CHECKOUT” OBSERVATIONS:

Notes: _____
