

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):

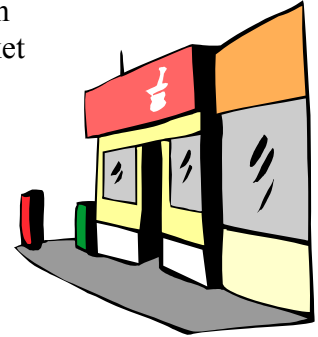
☐ Pharmacy
☐ Other (Please Specify): _____

☐ Convenience Type
☐ Small Market

☐ Gas Station
☐ Supermarket

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

Is the store within 1,000 feet of a playground? ف Yes ف 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 cigarettes, smokeless (spit) tobacco, and other tobacco products. 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 the visible tobacco ads below. Please indicate how many of each type of sign you see.*

	MARLBORO	CAMEL	WINSTON	KOOL	NEWPORT	OTHER CIGARETTE	SMOKELESS	OTHER TOBACCO
Store-made tobacco signs or ads								
Professional signs or ads, any size								
Other tobacco promotions or ads								
Anti-smoking signs, any size								
Minimum-age notices (such as "We Card")								

_____ Check here if you saw no tobacco-related signs or ads from outside the store.

INTERIOR STORE OBSERVATIONS:

Access to Tobacco Products

Cigarettes (check one):

- ☐ Self serve (customers do not need clerk assistance to access cigarettes)
- ☐ Behind or above the checkout counter
- ☐ In locked case
- ☐ Other location requiring clerk assistance



Smokeless (Spit) Tobacco (check one):

- ☐ Self serve (customers do not need clerk assistance to access)
- ☐ Behind or above the checkout counter
- ☐ In locked case
- ☐ Other location requiring clerk assistance

Are cigarettes near candy displays? ٥ Yes ٥ No

Are other tobacco products near candy displays? ٥ Yes ٥ No

Are cigarettes where store clerks can easily see them? ٥ Yes ٥ No

Tobacco Ads Inside the Store

Are tobacco signs or ads near candy displays?

٥ Yes ٥ No

Are tobacco ads or signs located at a height of 3 feet or lower?

٥ Yes ٥ No

Are there any anti-smoking or anti-tobacco use ads or signs?

٥ Yes ٥ 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

tobacco products, or that they don’t sell tobacco products to minors?

٥ Yes ٥ No

OTHER “CHECKING OUT THE CHECKOUT” OBSERVATIONS:

Notes: _____

