

PHYSICAL LOCATION SCAN TOOL

The goal of alcohol environmental scanning is to identify your community's risk factors that can contribute to underage or excessive alcohol consumption. Conducting a scan allows you to observe and document the **4 P's: Price, Product, Promotion, and Placement**.

Store/Location name: _____ Date/Time: _____

Address: _____ City: _____

Team members: _____

Type of Location: _____

PRICE

- Does the price change based on the time of day? Yes No
 - What items are priced differently? _____
- Are there 2-for-1 specials? Yes No
- Is alcohol cheaper than non-alcohol (water/soda)? Yes No
 - What is the price of a single serving of alcohol vs. water?
 - Alcohol _____ Water _____
- Are larger quantities of alcohol cheaper than smaller quantities per serving (i.e., pitchers, 30-packs vs 6-pack)? Yes No

PRODUCT

- What type of alcohol is being sold?
Beer Wine Alco-pops/Ready to Drink Alcoholic Beverages Hard Liquor
- Are single units of alcohol sold? Yes No
- Is there a brand more popular with underage youth offered for sale? Yes No
 - Brand names: _____
- Are products with higher alcohol content sold? Yes No
(A standard drink is 12 oz. of beer (5%), 5 oz. of wine (12%), or 1.5 oz. of distilled spirits (40%).)
 - What is the percentage of alcohol? _____
- Are caffeinated alcoholic beverages sold? Yes No
- Are Alco-pops/Ready to Drink products sold (i.e., Hard Mt. Dew, White Claw, Hard Lemonade)?
Yes No

- Are alcohol-infused products sold (i.e., whipped cream)? Yes No
 - Are frozen alcoholic products sold (i.e., ice pops, ice cream)? Yes No
 - Brand names of the most observed alcoholic products for sale:
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PROMOTION

- Are they advertising alcoholic drink specials? Yes No
- Are there displays related to holidays or events? Yes No
- Are there displays in non-alcohol-related areas of the store? Yes No
- Is there a non-alcoholic beverage product included with the purchase of alcohol, such as glassware, a t-shirt, or a hat? Yes No
- Are there table displays advertising alcoholic beverages? Yes No
- Are staff wearing alcoholic beverage company-sponsored merchandise? Yes No

PLACEMENT

- Is alcohol in a cooler next to water/soda? Yes No
- Is alcohol by an entrance/exit? Yes No
- Is alcohol next to candy? Yes No
- Is alcohol available at the check-out counter? Yes No
- Is alcohol displayed on end caps? Yes No
- Are alcoholic beverages and non-alcoholic beverages featured in the same display?
 - Yes No
 - If yes, what brand? _____
- Are alcoholic beverages next to soft drinks, fruit juices, bottled water, or snack foods portraying cartoons or youth-oriented photos? Yes No

ADVERTISING

Before entering a physical location, the scan team should observe the amount and type of advertising on the exterior, including windows and doors. Scan team members should take pictures to document the external advertising.

- Is alcohol advertising visible from outside the store? Yes No
- Are windows and doors covered in alcoholic beverage company advertisements?
 - Yes No
 - What percentage of coverage? _____

