

Walking Tobacco Audit Form



As you walk your route, be on the lookout for store exteriors with visible tobacco advertisements. Convenience stores, gas stations, pharmacies, and tobacco stores are just a few examples of stores you may come across on your walk. For each store with visible tobacco advertisements fill out the information below as a group and take photographs of the advertisements you see.

Date: _____

Store Name: _____

Address: _____

STEP 1: Type of Store (check one)

Supermarket & Other Grocery

Convenience Store

Tobacco Store

Gas Station

Newsstand

Beer, Wine, and Liquor Store

Pharmacy or Drug Store

Other _____

STEP 2: Ad Placement and Discount Ads		
	No	Yes
Are there ads on store doors?		
Are there ads on property fences?		
Are there ads on building walls?		
Are there ads on trash cans?		
Are there any ads in other places? If yes, where _____		
Are there any "special" price ads?		
Are there any ads with a multi-pack discount?		

STEP 3: Type of Advertisements			
	No	Yes	How many?
Are there ads for cigarettes?			
Are there ads for cigars or cigarillos (little cigars)?			
Are there ads for smokeless tobacco?			
Are there ads for other tobacco products (like snus or cigar wrappers?)			
Total number of advertisements			

STEP 4: Can you see a school from this store? No Yes

STEP 5: Is there a place where youth might hang out nearby (like McDonald's, Starbucks, park, community center)?

No Yes

If yes, estimate how far away it is: ½ block away 1 block away More than 1 block away