

APPENDIX A. STORE AUDIT

Town: _____ County: _____ (attach photos to this form)

Please check type of store: Small Market Gas Station Chain Convenience
 Chain Supermarket Pharmacy Other _____

Can you see advertising from a nearby: School Park Playground Other _____

Cigarettes

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products next to candy	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____
Power wall (products grouped together, usually in grid, that is high and/or wide)	Y	N	How Many _____
Lighted displays	Y	N	How Many _____
Three most advertised brands of cigarettes in the store _____			

Smokeless Tobacco (Chew, snuff, dip, Snus, Orbs, Sticks or Strips)

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products next to candy	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____

Cigars or Cigarillos

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products next to candy	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____
Flavored products sold	Y	N	How Many _____

Beer, Wine, Alco-pops & Alcoholic Energy Drinks (Alco-pops include products like Mike's Hard Lemonade, Bacardi Silver, Twisted Tea and Smirnoff Ice); (Alcoholic energy drinks include products like Joose and Rockstar 21)

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____
Cooler ads (on cooler doors)	Y	N	How Many _____
Floor displays and/or standing posters	Y	N	How Many _____
Free item with purchase	Y	N	How Many _____
Alco-pops next to or mixed with non-alcoholic beverages	Y	N	How Many _____

Does the Store Accept

3SquaresVT? Look for a sign—ask if one is not visible Y N
WIC Fresh Fruit & Vegetable Benefit? Look for a sign—ask if one is not visible Y N

Fruits and Vegetables

Fresh fruit Y N
What kinds? Apples Oranges Bananas Other(s): _____
Dried fruit Y N
Fresh vegetables Y N
What kinds? Carrots Romaine Lettuce Other(s) _____
Canned fruits Y N
Canned fruit in juice, not in syrup Y N
Frozen fruit without added sugar or sauces Y N
Canned vegetables without added sauces Y N
Reduced-sodium canned vegetables Y N
Frozen vegetables without added breading or sauces Y N
Are any local fruits and vegetables available? Y N
What kinds? _____
Are they highlighted with any special signs or promotions? Y N

Dairy Products

Low-fat (skim or 1%) milk Y N
Low-fat (skim or 1%) flavored milk (e.g. chocolate, strawberry) Y N
What is the lowest price of each kind of milk per gallon?
Skim \$ _____ 1% \$ _____ 2% \$ _____ Whole \$ _____
Low or non fat single serving yogurt Y N
Reduced-fat cheese (shredded or blocks) Y N
Cheese sticks Y N

Snack Foods

Baked chips Y N
Pretzels Y N
Nuts Y N
Low or no-salt nuts Y N
Granola bars (less than 35% of calories from fat and less than 30 grams of sugar per 8 oz) Y N
Popcorn (lower in salt and butter) Y N
Other healthy snacks (less than 35% of calories from fat and less than 30 grams of sugar per 8 oz) Y N

Grains

Whole Grain Bread (look for “whole grain” on the ingredient list)	Y	N
Whole Grain Cereal	Y	N
Whole Grain Crackers	Y	N
Low or No Salt Crackers	Y	N

Beverages

Diet Soda	Y	N
100% Juice	Y	N
Seltzer/Sparkling Water (without added sugar)	Y	N
Plain Bottled Water	Y	N
Unsweetened Ice Tea (not diet)	Y	N

Other

Are any other local foods available? _____

Are they highlighted with any special signs or promotions? Y N

Any additional comments? _____

Any additional questions asked: _____

