

Appendix E: Bar Assessment Tool

BAR ASSESSMENT TOOL

DIRECTIONS: You will need to do a tour of your community to answer the following questions. If you have a large community, you might only look at a sample of bars. As a general rule, if you have less than 10 bars, visit all of them. If you have more than 10, visit at least 10 to 20 and provide a justification for your choice of bars. Discuss the best approach with your evaluator prior to beginning data collection. For the questions that require a Yes/No response, please circle the appropriate answer. For the open-ended questions, please provide as much detail as possible. Make as many copies of this form as needed.

Number of Bars Visited: _____ Number of Bars in Community: _____

RETAIL AVAILABILITY: This section addresses how alcohol is bought and sold at bars in your community.

	Bar #1	Bar #2	Bar #3	Bar #4	Bar #5
RA1. What is the name of the bar?					
RA2. What is the bar's address?					
RA3. How many days a week is the bar open?					
RA4. How many hours a day is the bar open?					
RA5. What type of alcohol does the bar sell? [CIRCLE ALL THAT APPLY]	a. Beer b. Wine c. Coolers d. Liquor	a. Beer b. Wine c. Coolers d. Liquor	a. Beer b. Wine c. Coolers d. Liquor	a. Beer b. Wine c. Coolers d. Liquor	a. Beer b. Wine c. Coolers d. Liquor
RA6. Does the bar sell single units of alcohol (e.g., a can of beer, glass of wine, etc.)?	Yes No	Yes No	Yes No	Yes No	Yes No

	Bar #1	Bar #2	Bar #3	Bar #4	Bar #5
RA7. Does the bar sell high-strength alcohol?	Yes No	Yes No	Yes No	Yes No	Yes No
RA8. Does the bar sell alcohol pops?	Yes No	Yes No	Yes No	Yes No	Yes No
RA9. Does the bar sell moonshine?	Yes No	Yes No	Yes No	Yes No	Yes No

PRICE: The next several questions are related to the price of alcohol. For the questions that require a Yes/No response, please circle the appropriate answer.

	Bar #1	Bar #2	Bar #3	Bar #4	Bar #5
PR1. Are happy hours with discounted drinks offered at this bar?	Yes No	Yes No	Yes No	Yes No	Yes No
PR2. Do prices increase to their normal level after happy hour is over?	Yes No	Yes No	Yes No	Yes No	Yes No
PR3. Are all-you-can-drink specials offered at this bar?	Yes No	Yes No	Yes No	Yes No	Yes No
PR4. Are two-for-one-drink specials offered at this bar?	Yes No	Yes No	Yes No	Yes No	Yes No

PROMOTION: The next several questions address advertising at each bar. For the questions that require a Yes/No response, circle the appropriate answer.

	Bar #1	Bar #2	Bar #3	Bar #4	Bar #5
PRO1. Is alcohol advertising visible from the outside of the store (e.g., neon signs)?	Yes No	Yes No	Yes No	Yes No	Yes No
PRO2. Is there alcohol advertising on the inside of the store?	Yes No	Yes No	Yes No	Yes No	Yes No
PRO3. Does the bar offer free alcohol-related merchandise or promotional gifts?	Yes No	Yes No	Yes No	Yes No	Yes No
PRO4. Are there “no sales to minors” signs posted?	Yes No	Yes No	Yes No	Yes No	Yes No
PRO5. How does this bar typically advertise?					
PRO6. Does this bar sponsor community events?	Yes No	Yes No	Yes No	Yes No	Yes No