

**Appendix K:  
Pricing Assessment  
Tool and Promotion  
Assessment Tool**



**Pricing Assessment Tool: Alcohol Establishment Observation  
On-Premise Consumption**

**ALCOHOL PRICING (PR)**

The next several questions are related to the price of alcohol:

|   | ID #           | ID #           | ID #           | ID #           |
|---|----------------|----------------|----------------|----------------|
| PR1. Are happy hours with discounted drinks offered at this establishment?  | Yes No Unknown | Yes No Unknown | Yes No Unknown | Yes No Unknown |
| PR2. Do prices increase to their normal level after happy hour is over?   | Yes No Unknown | Yes No Unknown | Yes No Unknown | Yes No Unknown |
| PR3. Are “all you can drink” specials offered at this establishment?  | Yes No Unknown | Yes No Unknown | Yes No Unknown | Yes No Unknown |
| PR4. Are “two for one” drink specials offered at this establishment?  | Yes No Unknown | Yes No Unknown | Yes No Unknown | Yes No Unknown |
| PR5. Are there price specials for larger amounts of alcohol purchased (e.g., 20 ounce beer specials vs. regular size of 12 ounces)? | Yes No Unknown | Yes No Unknown | Yes No Unknown | Yes No Unknown |
| PR6. Are there specials for certain groups at this establishment (e.g. ladies night, college night, etc.)?                          | Yes No Unknown | Yes No Unknown | Yes No Unknown | Yes No Unknown |
| PR7. Other notes on the price of alcohol sold   |                |                |                |                |

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Community: \_\_\_\_\_ Date: \_\_\_\_\_

**Pricing Assessment Tool: Alcohol Establishment Observation  
Off-Premise Consumption**

**ALCOHOL PRICING (PR)**

The next several questions are related to the price of alcohol:

|  | ID #                  | ID #                  | ID #                  | ID #                  |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| PR1. Is the establishment offering sale prices on beer or wine?  | Yes No Unknown        | Yes No Unknown        | Yes No Unknown        | Yes No Unknown        |
| PR2. Is the establishment offering sale prices on hard alcohol?  | Yes N/A<br>No Unknown | Yes N/A<br>No Unknown | Yes N/A<br>No Unknown | Yes N/A<br>No Unknown |
| PR3. Are there price specials for larger amounts of alcohol purchased (e.g., sales on larger packs of beer, larger bottles of wine, etc.)? | Yes No Unknown        | Yes No Unknown        | Yes No Unknown        | Yes No Unknown        |
| PR4. Do they sell bottles of wine for less than \$5.00?  | Yes No Unknown        | Yes No Unknown        | Yes No Unknown        | Yes No Unknown        |
| PR5. Other notes on the price of alcohol sold.   |                       |                       |                       |                       |

## Promotion Tool

**PROMOTION:** The next several questions address where underage youths or young adults hear or see advertising promoting alcohol. For the questions that require a Yes/No response, circle the appropriate answer. For the open-ended questions, please provide as much information as possible.

Describe from whom and how you collected this information: \_\_\_\_\_

|                           | <b>How is alcohol portrayed?</b> | <b>Are youth targeted?</b> |    | <b>Are specific groups targeted?<br/>(young women, Hispanics, etc.)</b> |                 |
|---------------------------|----------------------------------|----------------------------|----|---|-----------------|
| PRO1. On the radio        |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO2. On billboards       |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO3. On store fronts     |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO4. At community events |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO5. At sporting events  |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO6. In the newspaper    |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO7. On TV commercials   |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |
| PRO8. Other (Describe)    |                                  | Yes                        | No | Yes<br>No   | Which group(s)? |