CMCA Buyer Form

Communities Mobilizing for Change on Alcohol (CMCA)
Alcohol Purchase Outcome (Buyer Form)

1. Today’s date
   □□/□□/□□

2. Time:
   □□:□□ am/pm

   **IF NO PURCHASE WAS ATTEMPTED, EXPLAIN ON BACK**

3. Was someone checking identification at the door?
   □ Yes (Go to question 4)
   □ No (Go to question 5)

4. If yes, were you:
   □ Admitted with no question
   □ Admitted after stating no ID
   □ Admitted after explanation for why no ID
   □ Not admitted

5. Purchase attempt outcome
   □ Purchased with no questions
   □ Purchased after stated no ID
   □ Purchased after explaining for why no ID
   □ No purchase

6. Purchase price;
   Alcohol only: ($)□□.□□
   Soft drinks: ($)□□.□□
   Snack food: ($)□□.□□

7. **Seller/server’s sex:**
   □ Male
   □ Female

8. **Seller/server’s age:**
   □ Less than 21
   □ 21-30
   □ 31 or older

**IF BUYING OFF-SALE:**

9. How many people were standing in line behind you at the time you were at the cash register?
   □□

10. How many cash registers?
    □□

**IF BUYING ON-SALE**

11. **Customers’ sex:**
    □ Mostly male
    □ Mostly female
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☐ Even mix
☐ More males than females
☐ More females than males
☐ No Customers

12. Customers' age:
☐ Mostly 25 and under
☐ Mostly 26 to 35
☐ Mostly older than 35
☐ Even mix

WARNING SIGNS

13. No entrance to minors
☐ Door
☐ Register
☐ Other

14. No sales to minors
☐ Door
☐ Register
☐ Other

15. Pregnancy warning
☐ Door
☐ Register
☐ Other

16. Drunk driving warning
☐ Door
☐ Register
☐ Other

17. Other, specify
☐ Door
☐ Register
☐ Other

18. Does the business serve food for consumption on the premises?
☐ Yes (Go to question 19)
☐ No (Go to question 20)

19. Check all that apply
☐ Full menu
☐ Grill menu/hamburgers/sandwiches
☐ Popcorn or other snacks
☐ Other, specify

20. Salesperson’s comments: ________________________________

21. Buyer’s comments: ________________________________