

**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: (\$) <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> Snack food: (\$) <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
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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

- 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: \_\_\_\_\_