**Sticker Shock Retailer Survey**

[Fill in Coalition/Agency Name] would like to hear your feedback about the impact of the information it provided through its Sticker Shock campaign. This short survey should take about five minutes to complete.

**Please select two employees to complete the survey** (two surveys are enclosed; one employee per survey).Individual responses will remain anonymous and will be summarized with the responses from other retailers before sharing the results. Once you have finished the survey, please seal it in the enclosed, stamped envelope and mail it directly to [Fill in Coalition/Agency Name]. Thank you for your participation!

1. Are you familiar with the Sticker Shock campaign that was organized by organized by the [Fill in Coalition/Agency Name]?

❒1Yes

❒2No 🡪 The rest of this survey is only intended for those who are familiar with the Sticker Shock campaign. You can stop here and submit your survey.

1. Approximately how many hours a week do you work at this store?

❒1 1-15 ❒2 16-30 ❒3 31-40 ❒8 More than 40

1. Have any customers asked you about the stickers/tags utilized in the Sticker Shock campaign?

❒1 Yes

 If yes, approximately how many?

 ❒1 1-5 ❒2 6-15 ❒3 16-30 ❒8 31 or more

❒2 No

❒8 Not sure

1. What is the general reaction of customers to the stickers/tags?

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1. Based on the reactions you have seen, do you think the sticker shock campaign was helpful? What do you think, if any, were the most helpful aspects of this campaign?

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**Please continue on the other side of paper**

1. Did the stickers/tags increase your own awareness of laws regarding the supply of alcohol to underage youth?

❒1 Yes ❒2 No ❒8 Not sure

Please explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Do you think it would be beneficial to have a sticker shock event every year?

❒1 Yes ❒2 No ❒8 Not sure

Please explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. If [Fill in Coalition/Agency Name] was to do another Sticker Shock event, is there anything they should do differently for next time?

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1. Is there anything else you would like to share about the Sticker Shock campaign?

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