

DATA ANALYSIS:

OBSERVATION OF COMMUNITY EVENTS

DESCRIBE THE OBSERVATIONS

Day of Observation	Number of Observations	Percent of Total Observations
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Total		100%

Time of Observation	Number of Observations	Percent of Total
Morning		
Afternoon		
Evening		
Night		
Total		100%

Type of Event	Number of Observations	Percent of Total
Outdoor concert		
College sporting event		
Other:		
Total		100%

PARKING AREA

People loitering:

Number of Minors _____ + Number of Adults _____ / Total #
 Observation Forms _____ = **Average Number of People
 Loitering** _____

Alcohol Consumption:

Number of Minors _____ + Number of Adults _____ / Total #
 Observation Forms _____ = **Average Number of People Consuming
 Alcohol** _____

Empty Alcohol Containers:

Number of incidents of "Many" _____ + Number of incidents of "Few" / Total #
 # Observation Forms _____ = **Average Number of Empty Alcohol
 Containers** _____

Parking area was...	Number of Observations	Percent of Total Observations
Lighted		
Patrolled		
Organized		
None of the Above		
Total Observations		100%

ENTRANCE TO VENUE

Staff at the Entrance:

Number of Volunteers _____ + Number of Security _____ / Total #
 Observation Forms _____ = **Average Number of Staff at Entrance** _____

Bags Searched:

Total number of "Yes" observations _____ / Total number of "Yes" observations _____ + Total number of "No" observations _____ = **Average Number of Events that Searched Bags at the Entrance** _____

Coolers Searched:

Total number of "Yes" observations _____ / Total number of "Yes" observations _____ + Total number of "No" observations _____ = **Average Number of Events that Searched Coolers at the Entrance** _____

Clear Rules Regarding Alcohol:

Total number of "Yes" observations _____ / Total # Observation Forms _____ = **Average Number of Events that Posted Clear Rules** _____

Entrance Fee:

Total number of "Yes" observations _____ / Total # Observation Forms _____ = **Average Number of Events with an Entrance Fee Taken at the Door** _____

ALCOHOL ADVERTISING AND PROMOTIONS

Advertising and Promotions	Number of Observations	Percent of Total Observations
Alcohol Banners		
Promotional Gifts		
Free Samples		
Stage Sponsorship		
Promotional Staff		
None of the Above		
Total Observations		100%

DID YOU OBSERVE...?

Promotions Given to Minors:

Total number of "Yes" observations _____ / Total number of "Yes" observations _____ + Total number of "No" observations _____ = **Average Number of Events with Promotions Given to Minors** _____

Minors Possessing Alcohol-Related Promotions:

Total number of "Yes" observations _____ / Total number of "Yes" observations _____ + Total number of "No" observations _____ = **Average Number of Events with Minors Possessing Alcohol-Related Promotions** _____

Age Verification:

Total number of "Yes" observations _____ / Total number of "Yes" observations _____ + Total number of "No" observations _____ = **Average Number of Events with Age Verification Consistently Conducted** _____

Alcohol Given to Someone under 21:

Total number of "Yes" observations _____ / Total number of "Yes" observations _____ + Total number of "No" observations _____ = **Average Number of Events with Alcohol Being Given to Someone under 21** _____

EVENT SPONSORSHIP

Sponsor	Number of Observations	Percent of Total Observations
Local Community Businesses		
Corporations		
Service Clubs		
Alcohol Industry		
Local Bar/Tavern		
Other:		
Total Observations		100%

QUALITATIVE ANALYSIS*

Write three themes that emerged from the first ‘observation scenario’: **“If you can, observe an interaction between a “young looking” event attendee and sellers/servers of alcoholic beverages...”**

1. _____
2. _____
3. _____

Write three themes that emerged from the second ‘observation scenario’: **“If you can, observe an interaction between an adult event attendee and sellers/servers of alcoholic beverages (refusal of service, restricted amount of alcohol, checking ID, etc.)...”**

1. _____
2. _____
3. _____

***Note: Themes should be concise statements, one to four words. The three themes of each ‘observation scenario’ should summarize all of the observations for that scenario.**