

**Appendix G**

**ALCOHOL WEB SITE  
SURVEY FORM**

ALCOHOL WEB SITE SURVEY FORM

Name \_\_\_\_\_ Date \_\_\_\_\_

Assigned URL \_\_\_\_\_

Company Name \_\_\_\_\_

---

**PRINT HOME PAGE AND ATTACH**

1. Does the site contain a statement on it's home page limiting entrance to people 21 years of age or older?

No                  Yes

If No, is the statement posted anywhere within this site?

No                  Yes

If Yes, where?

---

**PRINT STATEMENT PAGE AND ATTACH**

2. Does the site ask for the user to input an age?

No                  Yes

If Yes, can you input "any" age (i.e. 2 yrs old, 16 yrs or 150 yrs old) and be allowed into the site?

No                  Yes

If Yes, does the site "kick" the user out of the site if an age under 21 is entered?

No                  Yes

If Yes, where does the site "kick" the user to? \_\_\_\_\_

---

3. Does the site ask the user to input age numerous times?

No Yes

If Yes, does the site "kick" the user out of the site if different ages are input?

No Yes

4. Does the site contain a warning that alcohol should not be used by persons under the age of 21?

No Yes

If Yes, where does it appear?

At entry  
Virtual Bars  
Sales point  
Other \_\_\_\_\_

5. Once inside the site, is the content attractive to children?

No Yes

IF YES, PRINT PAGE WITH THIS MATERIAL AND ATTACH

If Yes, does the site contain:

cartoon characters/similar	No	Yes
games/contests	No	Yes
prize promos	No	Yes
chat rooms	No	Yes
bulletin boards	No	Yes
virtual bars	No	Yes
screen savers	No	Yes
sale of logoed products	No	Yes
wallpaper	No	Yes
animations	No	Yes
Other - specify	_____	

6. Does the site contain any responsible drinking messages?

No Yes

If Yes, what are they? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_