

In Store Goals:

The aim of this tool is to measure the food promotion environment in grocery stores to investigate how it influences purchasing and consumption, particularly for youth (children and adolescents). We want to explore which foods are promoted most often, where these foods appear in the store, and how many of these are unhealthy foods. We have identified key food categories that children consume, but not including fast foods such as burgers and pizzas.

The Data Sheet (explanation and definitions):

- **Location Type:** We have coded for nine key locations, so be sure to check them all carefully!
- **(O) Outside:** The area outside the doors to a store. Note there may be more than one outside area if there is more than one doorway into the store, so check them all!
- **(EN) Entrance:** This is the area within 10 feet of the doorway (again, if there's more than one doorway, there will be more than one entrance to look at!) Measure out 10 ft in the office and see how many steps it is for you, always step it out to be consistent and sure.
- **(ECa) Endcap A:** Endcap A refers to endcaps (ends of aisles) that face the front of the store (where the entrances are) or the center of the store if there are aisles that are perpendicular to the majority of aisles. Any key category items stacked on the floor right NEXT to an endcap should be included as part of the endcap. (refer to the photo guide for a visual)
- **(ECb) Endcap B:** Endcap B refers to endcaps that face the edge of the store (aka, the perimeter of the store). (refer to the photo guide for a visual)
- **(A) Aisle:** Refers to the main aisles within a store. These may or may not be numbered, so make sure not to skip over any aisles. Note that aisles may not always run the length or width of the store; there can be half aisles, and these should be considered permanent aisle structures (do NOT count these as an island).
- **(E) Edge:** The edge includes everything on or around the perimeter of the store (this includes temporary islands that may be pushed up against the perimeter of the store, if they do not stand out from the edge itself (see below). Baked goods (which may include cookies – one of our key products below) and fruit and vegetables tend to be in edges and permanent islands. For these products the edge section ie. the perimeter of the store is coded as E and the permanent island sections, which are like aisles, are coded as A for aisle. See picture example.
- **(I) Island:** Any temporary and movable display. This can include tables with items on it, cardboard or wire shelf displays, bins or stacks of products in the aisles, and so forth. These do not include the permanent islands used for the bakery and fruit and vegetable section. Sometimes temporary displays are pushed in front of the checkout area these should be considered islands, not as a part of the checkout.

Note: Temporary displays that are pushed against an endcap are give the ECa or ECb rating as we think endcaps may be more important than islands. Temporary displays that are pushed up against the edge and do not stick out further than the normal edge are considered E (Edge) not islands. If they stick out significantly from the edge count as an ISLAND. Temporary displays pushed up against an aisle are considered islands as they come out further than the normal aisle shelving.

- **(CoS) Checkout Side:** These are the sides of the area directly in front of a checkout where candy is often displayed
 - **(CoE) Checkout End:** This refers to the end of the area directly in front of a checkout where soft drinks are often displayed. Both checkout areas should be permanent structures. See picture directions.
- **Product Category:** Each time you see an item that fits the description of one of these key categories, you will fill in one row on the data sheet. Please pay attention to the things to exclude from these categories!
 - (C) Cereal:** This includes boxed cereals, as well as bagged cereals. *Do not count* things such as *oatmeal, hot cereals, breakfast/cereal bars, or poptarts.*
 - (CA) Candy:** This includes things like chocolate covered nuts or chocolate covered pretzels. *(Do NOT include baking chocolate, candy/chocolate chips intended for baking, or frosting).*
 - (CH) Chips:** Count ONLY chips. *Do not count pretzels or crackers of any type.*
 - (CK) Cookies:** Count only cookies that are baked and ready to eat out of the package with no preparation required. This includes both packaged and bakery cookies. *Do not include any premade cookie dough or cookie mix.*
 - (FD) Fruit Drinks:** are not fresh juices that need to be stored in a fridge, but things like Capri Sun or juice concentrates, include drink powder mixes such as Crystal Light and Kool Aid.
 - (FV) Fruit/Vegetables:** Only count fresh fruits/veggies which can include packaged salads or fresh cut fruit. *Do not include canned, preserved, or dried fruits and vegetables* (they're usually not refrigerated).
 - (SD) Soda:** Sodas ONLY. *Do not include energy drinks, mixers (such as ginger ale or club soda), or carbonated water products.*
 - **Diet:** Circle 'yes' if there are low fat, low sugar, or diet versions of the key category available here. Only circle 'NA' , not applicable, if the key category contains things that do NOT have a diet version (this applies to fruits and vegetables only).
 - **Promotional/Seasonal:** Circle ALL that apply.
 - (S)ize:** Anything that uses size or quantity of an item to attract attention. For example in a store there will be normal endcaps or islands and you can see if something is extra large by comparing it with the norm in the store. It can be by height or width.
 - (TH)eme:** Look to see if the items are grouped to sell by marketing them as a theme (such as Halloween candy, or a football theme that displays chips). This is not limited to holidays, but can also apply to sporting events or teams, changing of the seasons, or other yearly events (such as back to school).
 - (D)isplay:** Check to see if there is some sort of extra marketing around the product. This can include large signage, a branded cardboard box display that holds the products, and/or a refrigerator that has brand logos on it (NOT the name of the store, but signs referring to the products). Branding is the product name or range such as Coke or Lays etc, but not the store name. See photo guide for a visual.
 - (NONE):** If there is no size, theme or display, circle this. Something must be circled, do not leave a blank.

- **Five or More Key Items:** If you see five or more of the same category of product, you would circle yes. Different flavors matter here when counting (potato chips that are regular flavor, BBQ, and reduced fat regular counts as three items, green apples and red apples count as two items). Make sure you circle either yes or no, do not leave it blank!
- **Child Height:** If an item from a key category is *four* feet off the ground or lower, it is considered at child height. Note that the child doesn't have to be able to pick the item up, but just see it (for example, a stack of soda that starts on the ground and ends about 5 feet high would still be child height, even though the child can't actually pick the package of soda up). Measure 4 ft against your body in the office and always use this height to check for Child Height. Make sure you circle either yes or no, do not leave it blank!
- **Child Focused:** If a product has something that is meant to focus that product to children, it is considered child-focused. This includes things like the presence of cartoons or caricatures, animals, pictures of children, child focused prizes in the package, promotions of child focused movies, and/or contests with child focused prizes (such as a trip to Disneyland, a video game system, or toys), or even the phrase "parent approved". Look at the cereal packages in the office for examples. The cartoon must be child focused, the sun on Raisin Bran is not child specific and the bulldog on Mug root beer is not either. Make sure you circle either yes or no, do not leave it blank!

Steps to Coding:

- 1) **Start by** writing down the date, the name of the store, and the store's address. Before you leave the office make sure you have the store coding ID. Write down your rater ID too.
- 2) **Check the OUTSIDE** of the store first. There may be more than one outside area (some stores have multiple doorways). If you see two or more of our key product categories in the same outside area (or any other key location), make sure to enter each in its own row on the data sheet. For example, if you see soda and chips outside the same doorway, you would use one row for the chips (location is O, product category would be CH, and so forth), and a second line for the soda (location is O, product category would be SD).
- 3) **Check the ENTRANCE** next. Again, there may be multiple entrances, so check all of them. Entrances can be tricky in that occasionally they will include a portion of a "set area" in the store, such as the produce section or bakery. *If you enter a store and see a key category that is part of a set area, do not count it as a part of the entrance: it is NOT a special location!* For example, if you enter a store and see a table of cookies, look to see if you are next to the bakery section. If you are not near the bakery section, than those cookies are in a special location: the entrance. If the bakery section happens to be right next to the door, the cookies are there because they are a part of the bakery section, rather than part of the entrance. In that case, you would code them as Cookies in an aisle or edge. (See the photo guide for a visual).
- 4) Once inside, mark the **total number of checkouts** (including U-Scan checkouts that may or may not be numbered), and **the total number of Endcap A's** (ECa) in the store, irrespective of our key categories, this is to get an estimate of store size and to be able to calculate how

many key categories out of a total possible number there are. Do not just look at the highest aisle number you see, count each ECA! Including those on half aisles or horizontal aisles.

- 5) **Check all the ENDCAP A's** at this point. Remember to look at both the front of the endcap, and any side shelves the endcap may have (refer to the picture in the photo guide section). Also don't forget to count any key category items that appear right NEXT to the endcap (for example, soda may be stacked next to an endcap- though it's not on the endcap shelves, it's close enough to the endcap that it's being marketed in the same way as the actual endcaps items are).
- 6) **Check all ENDCAP B's next.** Follow the same procedure you did for the ECa's, but you don't need to enter a total count.
- 7) **Walk around the store and look at the EDGE** of the store. Pay close attention to edge locations that seem to end at a doorway (such as an employee only doorway), because items can be located here. Even if these areas look as though they could be endcaps (for example, the side of a refrigerated section), they are ALWAYS counted as edges as long as the structure they're fixed to is on the edge. If you see an island (a temporary and moveable fixture) that is pushed up against an edge, it counts as an EDGE still, in the same way as displays pushed up against an endcap are part of the endcap. You will only count these as islands if they are significantly larger than the rest of the edge area (meaning they stick out more in order to draw more attention to themselves).
- 8) **Walk through each aisle next**, and look for our key food categories. When you're walking through aisles, you'll actually have two aisles to look at: one on your left and one on your right. Each one of these is a separate aisle! For example, if you see chips on your right side, you would use one row of the data sheet (Location would be A, and product category would be CH). However, if you notice that there are chips to your right, as well as on your left (regardless of the amount of space they take up), you will use two rows: one for each aisle. See the image in the photo guide for a visual on this. If chips (or other products) appear twice ie. in two separate places on the same aisle then count this as one aisle location, ie. one row of data. Of course on aisles there are likely to be more than 5 product types so code this as normal.
- 9) **Look at all of the islands next.** You may chose to do this as you're coding the edges and aisles, though it's important not to double count any islands, so it's best to do islands separately to start. Make sure not to count anything you've already counted in your endcaps or edges. Also make sure that you don't count stationary/permanent shelves or permanent islands as islands (these often appear in the fruit and vegetable and bakery sections). Remember, islands must be temporary and moveable!
- 10) **Finally, look at the Checkout Side and Checkout End.** Because this area is often hard to access due to customers, you only need to collect the LOCATION (CoS or CoE) and the PRODUCT CATEGORY. Remember to look at each checkout to make sure you don't miss anything! Also pay close attention to the U-Scan checkouts: they often have key category items that you'll need to code, as well as islands. Each checkout area is likely to have two sides, code each one separately as a new location and new row of data.
- 11) **Before you leave** the store, grab a flier if there is one. Also, please check over your data sheet to make sure you filled everything out properly!