

FRUITS AND VEGETABLES

1. Health Promotion Items:

a. Description

Type of item: Card Sign Poster Other
Visibility: Obscure Visible Highly visible
Sponsor: Target: # Items: Size of item:
 Store Type fat 1 item 3"x5" card
 Industry Low fat <25% 6" square
 Other Fiber 25-50% 1' square
 _____ Vitamins 50-75% Poster size
 Unknown Cholest. >75%
 All items

b. Description

Type of item: Card Sign Poster Other
Visibility: Obscure Visible Highly visible
Sponsor: Target: # Items: Size of item:
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 Industry Low fat <25% 6" square
 Other Fiber 25-50% 1' square
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 All items

c. Description

Type of item: Card Sign Poster Other
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Sponsor: Target: # Items: Size of item:
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 Other Fiber 25-50% 1' square
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Type of item: Card Sign Poster Other
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 Other Fiber 25-50% 1' square
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 Unknown Cholest. >75%

All items

NONE FOUND

MEAT AND FISH

1. Health Promotion Items:

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 Industry Low fat <25% 6" square
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 Unknown Cholest. >75%
 All items

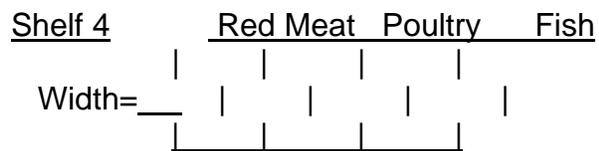
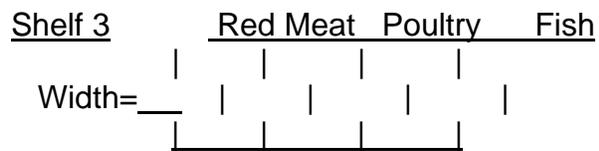
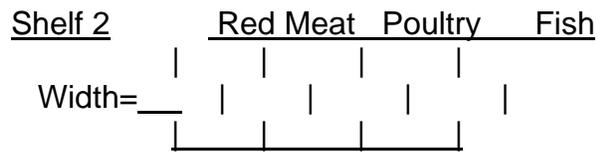
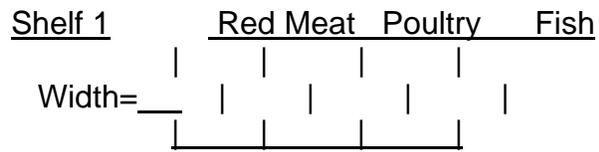
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All items

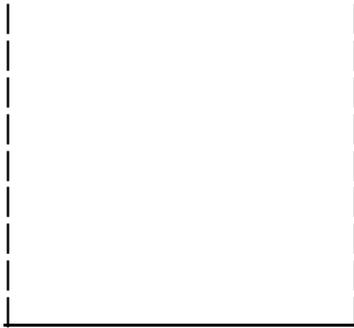
NONE FOUND

2. Diagram meat display:



Red meat _____ 40-43
Poultry _____ 44-47
Fish _____ 48-51

3. Diagram the hamburger display, dividing it into categories based on fat content.



$\leq 15\%$	__ 52-53
$15 < < 25\%$	__ 54-55
$\geq 25\%$	__ 56-57
Unknown	__ 58-59

4. Date on hamburger package (most common variety, package from center of display)

_____ 60-65
 / /
 (mm dd yy)

5. Meat prices:

Price per pound of:

Highest fat content hamburger _____ 66-68
 (% fat= _____) __ 69-70

Lowest fat content hamburger _____ 71-73
 (% fat= _____) __ 74-75

Whole chicken fryer _____ 76-78

5. Meat display stocking:

__ Less than 25% full _ 79
 __ 25-50% full
 __ 50-75% full
 __ Greater than 75% full

6. Fish counter:

__ self service counter _ 80
 __ salesperson weighs fish

7. Turkey parts offered for sale? _ 81

__ yes

__ no

If yes, linear feet of turkey parts:

Full width ___ feet

Half width ___ feet

__ _ 82-84

MILK

1. Health Promotion Items:

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 Unknown Cholest. >75%
 All items

NONE FOUND

2. Cartons along front of the display of:

Carton size	Whole	2% Fat	1% Fat	Skim
Quart	85	88	91	94
Half gallon	97	100	103	106
Gallon	109	112	115	118
Expiration date (half-gallon)	121	127	133	139

3. Milk Stocking:

- Less than 25% full
- 25-50% full
- 50-75% full
- Greater than 75% full

145

4. Price per half gallon of:

Whole milk _____	_____ 146-148
2% fat _____	_____ 149-151
1% fat _____	_____ 152-154
Nonfat _____	_____ 155-157

BREAD

1. Health Promotion Items:

a. Description

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 Other Fiber 25-50% 1' square
 _____ Vitamins 50-75% Poster size
 Unknown Cholest. >75%
 _____ All items

NONE FOUND

3. Bread stocking: _____ 158

- Less than 25% full
- 25-50% full
- 50-75% full
- Greater than 75% full

4. Linear shelf-feet of bread: _____ 159-162

Length of bread display _____ feet
Number of shelves

5. Shelf-feet of 100% whole wheat: _____ 163-165

6. Shelf-feet of white bread _____ 166-168

DELI ITEMS

1. Is low fat cheese offered for sale?
 yes (e.g. "light choice") _ 169
 no

- If yes, proportion: _ 170
 Less than 10%
 10-25%
 25-50%
 More than 50%

2. Is low fat luncheon meat offered for sale?
 yes (less than 5% fat) _ 171
 no

- If yes, proportion: _ 172
 Less than 10%
 10-25%
 25-50%
 More than 50%

MAYONNAISE

1. Number of quart jars:

Type of Mayo	Number of jars	Number of brands
Regular	173	176
Low fat	179	182

CIGARETTES, ALCOHOL

1. Cigarette display:
 Self-serve _ 185
 Behind checkout counter
2. Record the price of a regular size pack
(before tax) _____ _ _ _ 186-188
3. Refrigerated alcohol display in the
front third of the store?
 Yes _ 189
 No

4. Record the price of a six-pack _____ 190-192
of Budweiser
(if not available:
Brand _____ Price/six pack _____)

ADDITIONAL HEALTH PROMOTION ITEMS

1. Health Promotion Items:

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 All items

__ NONE FOUND

GROCERY STORE SURVEY

QUESTION BY QUESTION NOTES

Measurement of store area

2. Measure square footage of store by recording the most common length and width and width measurements:

_____ ft. across store front, _____ ft. deep

NOTE: Measurement usually made across back of store, which tends to be most common width.

4. Ethnicity: Tally the ethnicity of the first 20 customers you see or if there are fewer than 20 customers, make one pass around the store.

HEALTH PROMOTION ITEMS

We are interested in efforts to encourage healthy diet practice, over and above what is on product labels. These efforts may include: Promotional tags identifying products as being healthier, cards displaying the nutritional content of food items, cards indicating the best way to select and prepare food in order to get the maximum nutritional value.

1. At the beginning of each major product area, survey the display for health promotion items and check the appropriate boxes for each distinct health promotion item found in and/or around the display. An example and key are shown below. Possible health promotion items include:

--Labels near the display giving the nutritional content of the item (often located near the price card).

--Information on how to select and prepare the product to receive the maximum nutritional benefit.

--Signs promoting a particular product as being "healthier" in a specific way (e.g. low fat or high fiber)

HEALTH PROMOTION ITEMS -- Continued

EXAMPLE:

a. Description

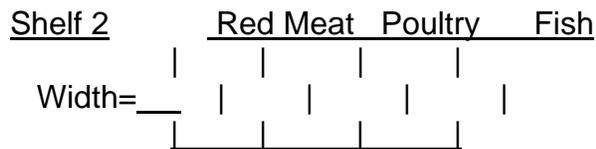
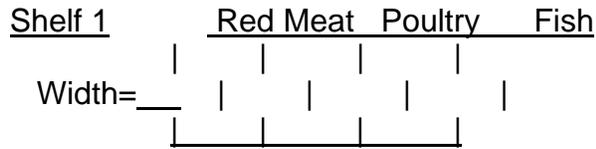
Sponsor:	Target:	# Items:	Size of item:
<input type="checkbox"/> Store	<input type="checkbox"/> Type fat	<input type="checkbox"/> 1 item	<input type="checkbox"/> 3"x5" card
<input type="checkbox"/> Industry	<input type="checkbox"/> Low fat	<input type="checkbox"/> <25%	<input type="checkbox"/> 6" square
<input type="checkbox"/> Other	<input type="checkbox"/> Fiber	<input type="checkbox"/> 25-50%	<input type="checkbox"/> 1' square
<input type="checkbox"/> _____	<input type="checkbox"/> Vitamins	<input type="checkbox"/> 50-75%	<input type="checkbox"/> Poster size
<input type="checkbox"/> Unknown	<input type="checkbox"/> Cholest.	<input type="checkbox"/> >75%	
	<input type="checkbox"/> All items		

KEY:

1. Description: A few words to describe the item, e.g. "nutrition cards," "recipes," "eat more beef poster." On the same line record whether the item is "visible" "highly visible" or "obscure" based on your judgement.
2. Sponsor--If shown, the entity that produced the health promotion display (i.e. if their is a store logo or food industry council mentioned). Check more than one response only if there is joint sponsorship.
3. Target: The nutrient targeted by the HP item. You may check more than one response; for example, some nutrition cards list a number of characteristics of the product. NOTE: "Type fat" refers to (e.g.) saturated vs. unsaturated.
4. # Items: For each major food group (meat, fruits and vegetables) there are a number of distinct product varieties available (e.g. apples, oranges, T-bone steaks, hamburger). Check the space indicating the proportion of the distinct products that have the health promotion item. For example, if only oranges have a vitamin C display, check "1 item." Check one response only.
5. Size of item: Check the category closest to the size of the display. Check one response only.
6. Check category for visibility and type of item (closed ended in most recent version of survey).

MEASURING THE MEAT DISPLAY

2. Indicate dimensions of the sections containing "red" meat (beef, veal, lamb, pork); poultry (including fresh chicken and turkey parts and fresh whole chickens); and fresh fish.



The goal is to get accurate measurements of the amount of display space devoted to red meat, poultry and fish. The problem is that different items are often interspersed with each other. The general idea is to record the length of a particular interspersed item as if it occupied a full shelf width. For example, if there is a six foot length of display that is half poultry, this should be recorded as three feet of a full width of poultry.

The basic measurement unit is a linear foot of display of the self-service meat counter, i.e. the distance along the front of the display. The width of the display refers to the distance from front to back. For multiple shelves, indicate the width of each shelf.

NOTE: For 1988 baseline survey, the bottom shelf of the meat display was assumed to be 3 feet and the upper shelves 2 feet wide.

NOTE: Excluded items for 1988 survey:

--canned and frozen meat

--smoked meat including ham, bacon, sausage

3. Diagram and dimension the hamburger display, dividing it into three categories, extra lean (<12% fat), lean (12-20% fat), and regular (>20%). The dimensions can either be number of packages (if uniform size) or feet (use the edge of the survey form as an approximate foot measure).

NOTE: For California stores categories are based on state code AB1823: Regular 26-29%
Lean 19-21%
Leanest 11-14%

Typical info sign breaks fat content into three categories:

Regular 30%+
Lean 22-30%
Extra Lean 15-22%

5. Record the prices for a pound of both the highest and lowest fat content hamburger offered for sale. These are usually listed on the package. If the fat content is not specified record the lowest price per pound and write "not specified" in the space for % fat.

NOTE: Record the price of a standard package (i.e. not of a bulk "budget" size).

MILK

2. For each carton size listed in the table, count the number of cartons of each fat content for all brands and record in the appropriate cell. Measure along the front of the display (see example below).

Cartons along front of the display of:

Carton size	Whole	2% Fat	1% Fat	Skim
Quart				
Half gallon				
Gallon				

NOTE: For T1, also record the expiration date of a carton picked at random from each category.

NOTE: For double stacked cartons, count the top stack only if the stacking is not consistent across the four different types, e.g. if non-fat milk is single stacked and whole milk is double stacked.

BREAD MEASUREMENT

- 4. Record the linear shelf-feet of bread and related products as follows (see example below):
 - a. Measure the length of the display
 - b. Count the number of shelves containing bread and related products

Length of bread display ____ feet
Number of shelves

(Note: if there are multiple islands containing bread and related products, repeat the above for each area with a different number of shelves).

NOTE: Excluded items for 1988 survey:

Total shelf space:

- Baguettes
- Rolls
- Desserts (pies, cakes, sweet rolls)

- 5. 100% whole wheat must be marked as such on the package.
- 6. White bread is Wonder bread and equivalents.

DELI ITEMS

NOTE: Lunch meat and cheese includes both sliced and non-sliced varieties.

MAYONNAISE

1. Count the number of quart jars of mayonnaise that are advertised as lower in fat content, along with the number of jars of regular and record below. Also record the number of brands available of each. Count along the face of the display, as with milk cartons.

<u>Type of Mayo</u>	<u>Number of jars</u>	<u>Number of brands</u>
Regular		
Low fat		