

**OBSERVATIONAL PROTOCOL (Grocery Stores)**  
 Cancer Prevention for African Americans in Los Angeles

Observer(s): \_\_\_\_\_ Date (mm/dd/yyyy): \_\_\_\_\_  
 \_\_\_\_\_ Start Time: \_\_\_\_\_  
 \_\_\_\_\_ Stop Time: \_\_\_\_\_

**I. INITIAL OBSERVATIONS**

Store Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 \_\_\_\_\_

1. Is the store a chain?
 

<input type="checkbox"/> No	<input type="checkbox"/> Yes, national chain
<input type="checkbox"/> Yes, local chain	<input type="checkbox"/> Don't Know
<input type="checkbox"/> Yes, regional chain	
2. Percent of total window area covered by *all* ads:  %
3. Approximately what percentage of all window advertisements are for healthy foods?  %
4. Name and title of employee spoken to: \_\_\_\_\_

**II. QUESTIONS** (for employee mentioned above)

5. What is the square footage of the store?   
 Ask this person the questions regarding the USDA grade of fruits and vegetables specified in question 11.

**III. PRODUCT OBSERVATIONS**

**A. Produce Section:**

6. Does the store offer fresh fruits and vegetables?
 

<input type="checkbox"/> Yes	
<input type="checkbox"/> No	→ <input style="width: 80px;" type="text" value="Go to question 14"/>
7. How many types of fruits are offered?
8. How many types of vegetables are offered?
9. Where is the fruit and vegetable section?
 

<input type="checkbox"/> Front	→ <input style="width: 150px;" type="text" value="First major section?"/>
<input type="checkbox"/> Back	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
10. How much space is devoted to fresh fruits and vegetables?

Type	Length and Depth of Displays
Fresh fruit	<input style="width: 50px; height: 50px;" type="text"/>

Type	Length and Depth of Displays
Fresh vegetables	



11. Please rate the quality of the fresh fruits and vegetables listed in the tables below.

Fruits	Grade	Color	No dirt or insects	Firm, Crisp	Undamaged	Price per pound or bunch
Apples ( <u>Most</u> expensive type: _____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Apples ( <u>Least</u> expensive type: _____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Oranges ( <u>Most</u> expensive type: _____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Oranges ( <u>Least</u> expensive type: _____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Pears ( <u>Most</u> expensive type: _____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Pears ( <u>Least</u> expensive type: _____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Grapefruit		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Tangerines		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Bananas		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Strawberries		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Cantalope		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	

<b>Fruits</b>	<b>Grade</b>	<b>Color</b>	<b>No dirt or insects</b>	<b>Firm, Crisp</b>	<b>Undamaged</b>	<b>Price per pound or bunch</b>
Other Melon (type:_____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Kiwi		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Peaches		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Grapes		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Avocado		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	

<b>Vegetables</b>	<b>Grade</b>	<b>Color</b>	<b>No dirt or insects</b>	<b>Firm, Crisp</b>	<b>Undamaged</b>	<b>Price per pound or bunch</b>
Head lettuce ( <u>Most</u> expensive type:_____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Head lettuce ( <u>Least</u> expensive type:_____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Tomatoes ( <u>Most</u> expensive type:_____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Tomatoes ( <u>Least</u> expensive type:_____)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Carrots (bunch, topped)		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Collard Greens		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Mustard Greens		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Broccoli		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	

Vegetables	Grade	Color	No dirt or insects	Firm, Crisp	Undamaged	Price per pound or bunch
Cauliflower		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Sweet potatoes		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Potatoes, Russet		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Green beans		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Celery		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Cucumbers		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Spinach		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Onions		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	
Zucchini squash		Excellent Good Poor	Very clean Some dirt Very dirty	Firm/crisp Mostly firm/crisp Mushy/wilted	Perfect Some damage A lot of damage	

12. Are there any health promotion items around the fruit and vegetable display?

Yes

No → Go to question 14

13. How many health promotion items are there?

	5 – a – day signs
	Nutritional Information
	Other _____

14. Does the store sell dried fruit (raisins, apricots, figs, etc.)?

- No →
- Yes, complete the table

Types	Length and Depth of Displays	
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 50px;"></td> </tr> </table>	

15. Does the store sell frozen vegetables?

- No →
- Yes, complete the table

Types	Length and Depth of Displays	
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 50px;"></td> </tr> </table>	

**B. Meat Section:**

16. Does the store sell fresh meat?

- No →
- Yes, complete the table

Type	Length and Depth of Display	
All meat	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;"></td> </tr> </table>	
Total Ground Beef	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;"></td> </tr> </table>	
Lean and Extra Lean Ground Beef	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;"></td> </tr> </table>	
Ground Turkey	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;"></td> </tr> </table>	
Turkey Sausage	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;"></td> </tr> </table>	

Type	Length and Depth of Display		
All Chicken			
Whole Chicken			
Chicken Breasts – with Skin			
Chicken Breasts – Skinless			
Fresh fish and shellfish			

17. Please record the expiration dates for the first row of each meat product, and whether the product has a noticeably bad smell.

Type	Expiration dates for first row of packages in display case	Bad Smell?	
		No	Yes
Regular Ground Beef		No	Yes
Lean or Extra Lean Ground Beef		No	Yes
Ground Turkey		No	Yes
Whole Chicken		No	Yes
Chicken Breasts – with skin		No	Yes
Chicken Breasts – skinless		No	Yes
Fresh fish (Names of fish: _____ _____ _____ _____ _____)		No	Yes

**C. Dairy Section:**

18. Does the store sell dairy products?

Yes

No → Go to question 21

19. Does the store sell milk?

- No → Go to question 20  
 Yes, complete the table

Half Gallon Cartons		
Type	Length x Shelves	Expiration dates (Choose the front row center carton from each shelf)
Skim		<input style="width: 50px; height: 30px;" type="text"/>
1%		<input style="width: 50px; height: 30px;" type="text"/>
2%		<input style="width: 50px; height: 30px;" type="text"/>
Soy		<input style="width: 50px; height: 30px;" type="text"/>
Rice		<input style="width: 50px; height: 30px;" type="text"/>
Whole		<input style="width: 50px; height: 30px;" type="text"/>
Gallon Cartons		
Type	Length x Shelves	Expiration dates (Choose the front row center carton from each shelf)
Skim		<input style="width: 50px; height: 30px;" type="text"/>
1%		<input style="width: 50px; height: 30px;" type="text"/>
2%		<input style="width: 50px; height: 30px;" type="text"/>
Soy		<input style="width: 50px; height: 30px;" type="text"/>
Rice		<input style="width: 50px; height: 30px;" type="text"/>
Whole		<input style="width: 50px; height: 30px;" type="text"/>

20. Does the store sell cheese?

- No → Go to question 21  
 Yes, complete the table

	All Cheese	Low-fat and Non-fat Cheese
Length x Shelves	□	

21. Does the store sell butter and margarine?

- No → Go to question 22  
 Yes, complete the table

	All Butter and Margarine	Reduced fat or light butter an margarine
Length x Shelves	□	

22. Does the store sell tofu?

- No → Go to question 23  
 Yes, complete the table

Length and Height of Display	Number of Shelves
□	

**D. Dressings Section:**

23. Does the store sell mayonnaise?

- No → Go to question 24  
 Yes, complete the table

	All Mayonnaise	Low-fat and Non-fat Mayonnaise
Length x Shelves	□	

24. Does the store sell salad dressing?

- No → Go to question 25  
 Yes, complete the table

	All Salad Dressing	Low-fat and Non-fat Salad Dressing
Length x Shelves	□	

**E. Bread and Grains Section:**

25. Does the store sell bread?

- No → Go to question 26  
 Yes, complete the table

Type	Length and Height of Display	Number of Shelves
All bread	□	
Whole wheat or high fiber bread	□	
Other Dark Breads	□	
White bread	□	

26. Does the store sell rice?

- No → Go to question 27  
 Yes, complete the table

Type	Length and Height of Display	Number of Shelves
All rice	□	
Brown rice	□	

27. Does the store sell un-refrigerated pasta?

- No → Go to question 28  
 Yes, complete the table

Type	Length and Height of Display	Number of Shelves
All pasta	□	
Whole wheat pasta	□	

**F. Beans and Peas:**

28. Does the store sell dried or canned beans and peas?

- No → Go to question 29  
 Yes, complete the table

Type	Length and Height of Display	Number of Shelves
Dried beans and peas		
Canned beans and peas		

**G. Beverages Sales:**

29. Does the store sell non-alcoholic beverages in an un-refrigerated area of the store?

- No → Go to question 30  
 Yes, complete the table

Type	Length and Depth of Display	Number of Shelves
All non-alcoholic beverages		
Juice (100%)		
Bottled water		

30. Does the store sell **refrigerated** non-alcoholic beverages?

- No → Go to question 31  
 Yes, complete the table

Type	Length and Depth of Display	Number of Shelves
All refrigerated beverages		
Juice (100%)		
Bottled water		

31. Does the store sell **frozen** non-alcoholic beverages?

- No → Go to question 32  
 Yes, complete the table

Type	Length and Depth of Display	Number of Shelves
All frozen beverages		
Juice (100%)		

**H. Snack Sales:**

32. Does the store sell snacks?

- No → Go to question 33  
 Yes, complete the table

Type	Length and Depth of Display	Number of Shelves
All snacks		
Low-fat, Non-fat, or baked snacks		

**H. Food Guide Pyramid Observations:**

33. Does the store provide any information promoting dietary guidelines through the Food Guide Pyramid?

- No → Go to question 34  
 Yes →

34. Where are the signs posted? Check all that apply.

- Check-out stands                       Grocery carts  
 Counter displays                       Grocery baskets  
 End-shelves                               Other: \_\_\_\_\_

**IV. OBSERVED CUSTOMER INFORMATION**

35. Are the customers in the store mostly...

<input type="checkbox"/> Families	<input type="checkbox"/> Youth/Teenage	<input type="checkbox"/> African-American	<input type="checkbox"/> Male	<input type="checkbox"/> Live in community
<input type="checkbox"/> Couples	<input type="checkbox"/> Adult	<input type="checkbox"/> White	<input type="checkbox"/> Female	<input type="checkbox"/> Come from outside the community
<input type="checkbox"/> Singles	<input type="checkbox"/> Middle-aged	<input type="checkbox"/> Hispanic	<input type="checkbox"/> About equal	<input type="checkbox"/> Both
<input type="checkbox"/> Don't Know	<input type="checkbox"/> Elderly/Senior Citizen	<input type="checkbox"/> Other	<input type="checkbox"/> Don't Know	<input type="checkbox"/> Don't Know
	<input type="checkbox"/> Don't Know	<input type="checkbox"/> Don't Know		

**V. STORE CLEANLINESS**

36. Please rate features of the store for cleanliness. Circle the word that best describes each section of the store.

<b>Parking lot</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Store entrance</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Check-out stands</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Shopping carts</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Floors</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Meat area</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Produce area</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Restrooms</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN
<b>Overall impression</b>	VERY DIRTY	ABOUT AVERAGE	VERY CLEAN

## **OBSERVATIONAL PROTOCOL KEY (Grocery Stores)**

Cancer Prevention for African Americans in Los Angeles

### INTRODUCTION AND GENERAL NOTES

The observational survey is focused primarily on nutrition products. The initial items in the protocol provide a general description of the site. The survey is designed to allow the determination of availability of low fat products and high fiber products, availability and quality of produce, availability of health promotion messages for fruits and vegetables, and presence of food guide pyramid information.

The following is a key to completing the observational protocol.

To minimize data entry on site, complete any section possible prior to entering the site, for example: observers, date of survey, name and address of site, etc. Complete all relevant sections as completely as possible. Write clearly and legibly. Following the skip patterns will decrease frustration. *For questions where none of the item is available, enter a "0" in the space provided.* This will distinguish items with no data from those with missing data. Feel free to make notes in the margins.

### INSTRUCTIONS

**\*\*NOTE:** Please follow the skip patterns carefully. If no skip pattern is listed, go directly to the question immediately following.

**Observer(s):** Enter the names of all field workers  
**Date of survey:** Enter the date of data collection by month, day, and year  
**Time:** Enter the time of day that you entered the store and the time of day you that left the store

### SECTION I - INITIAL OBSERVATIONS

**Store name:** Enter the name of the store at which you are conducting the observation.  
**Store address:** Enter the address of the store mentioned above. Include street address, city, county, and zip.

- 1 Check if the store is a chain. If you are unsure, check the box marker "don't know," and we will follow-up on it later.
- 2 Estimate the percentage of window space covered by ads. This includes all ads (not only tobacco ads). The sheet at the back of this key (appendix A) provides some guidance.
- 3 Estimate the percentage of window space covered by advertisements for healthy foods. The sheet at the back of this key (appendix A) provides some guidance.
- 4 The questions in the next section will need to be answered by a manager or close equivalent. Record the name and title of the person who answered the question for section II. This person may also be responsible for answering questions regarding the USDA grade of the produce sold in the store.

### SECTION II - QUESTIONS FOR THE STORE MANAGER

This section consists of several questions which only the store manager, or close equivalent can answer.

- 5 Record the square footage of the store based on the response of the manager.

## **SECTION III - PRODUCT OBSERVATIONS**

### **Subsection A. Produce Section**

- 6** Check if the store offers any **FRUITS** and **VEGETABLES**.
- 7** Indicate the number of different types of fruits sold. (*discussion item*)
- 8** Indicate the number of different types of vegetables sold. (*discussion item*)
- 9** Check if the fruit and vegetable section is in the front half or the back half of the store. If in front, check whether or not it is the first major section in the store. *First major section is defined as the first type of edible products that you encounter upon entering the store. You should not have to walk through any other edible sections, or the pharmacy/medicine section, or the liquor section.*
- 10** Measure the length and width of all the space devoted to fruits and vegetables.
- 11** Please rate the quality of produce listed in the tables.
- First, if a fruit is listed more than once then select one type that is the most expensive and one that is the least expensive. Be sure to write down the type you are rating.
  - Second, this column is reserved for the USDA (for example: extra fancy, fancy, etc.) rating for the produce. You will need to get this information from the grocery store manager or the produce department manager. It would probably be a good idea to collect this information upon initial entry to the store, right after completing question 5.
  - Third, circle the word that best describes the color, cleanliness, firmness and damage level for each type of fruit or vegetable. This rating is your overall impression of the entire bin of produce you are judging, not just one or two individual apples or potatoes.
  - Fourth, write the price per pound, bunch, or bag for each item. Be sure to indicate pound, bunch, bag, or piece.
- 12** Check if there are any health promotion items near the fruit and vegetable section. *A health promotion item is any item that encourages healthy diet practices, over and above what is on the label. Examples include any 5-a-day signs (even produce bags), cards displaying the nutritional value of food items, promotional tags identifying products as being healthier (other), or cards identifying the best way to select and prepare foods for maximum nutritional value (other).*  
If such items are available, then go to question 13 otherwise go to question 14.
- 13** Complete the table. Record the number of each type of health promotion item. If you select the “other” option, enter your response in the space provided.
- 14** Check whether or not the store sells **DRIED FRUIT**. This includes raisins, apricots, figs, prunes, etc. If the store does not sell dried fruit then go to question 15. Otherwise complete the table.  
List the types of dried fruits available. Measure the total length and width of the available dried fruit.
- 15** Check whether or not the store sells **FROZEN VEGETABLES**. If the store does not sell frozen vegetables then go to question 16. Otherwise complete the table.  
List the types of frozen vegetables available. Measure the total length and width of the available frozen vegetables.

### **Subsection B. Meat Section**

- 16** Check whether or not the store sells **FRESH MEATS**. If the store does offer meats, fill out the table. If

the store does not sell fresh meat then go to with question 18

The table should include:

The measurement of the length and depth of the meat display for all meats, all ground beef, lean, extra lean ground beef, ground turkey, *fresh* turkey sausage, all poultry, skinless poultry, and fresh fish. *(It must say lean or extra lean on the package label to qualify for inclusion in this section, it is not enough to have a shelf sign stating the fat content if the label does not do so.)*

*The meat display includes all the shelves, including the bottom “cooler”. The length and depth measurements should allow you to compute an area for each type of meat product.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. These types of calculations can be made later.

- 17** Please record the expiration date for the first row of packages in the display cases. If more than one expiration date is found than choose the one that is present on the majority of packages. If there is an equal amount than choose the oldest date. Indicate whether or not the products smell bad.

### **Subsection C. Dairy Section**

- 18** Check whether or not the store sells **DAIRY** products. If dairy products are available then continue with question 19 otherwise go to question 21.

- 19** Check whether or not the store sells **MILK**. *Do not consider buttermilk or acidophilus milk. Non-fat milk is the same as skim milk.* If the store does not sell milk then go to question 20. Otherwise complete the table.

Include the number of rows of half gallons, and gallons for low-fat milk (skim, 1/2%, 1%), 2% milk, soy, rice, and whole milk for all brands. *For the purposes of the milk section, a row is defined as a row **deep**.* Enter the expiration date from the front row center carton from each shelf.

- 20** Check whether or not the store sells **CHEESE**. *Cheeses include chunk cheese only found in the cheese section, not the deli section. Low-fat or fat-free products must be labeled as such on the package to be considered. Do not consider grated parmesan cheese, cream cheese or cottage cheese.* If the store does not sell cheese then go to question 21. Otherwise complete the table.

Include the length of the front display and the corresponding number of shelves for all chunk, and chunk low fat/fat-free. *The number of shelves in this case is defined as the number of horizontal shelves. The basic measurement unit is a linear foot of display, i.e., the distance along the front of the display.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the chunk low-fat/fat-free cheese may be interspersed among the regular chunk cheese and separated out by brand name rather than fat content. In this case, you'd add up the length of the front display of one kind of low fat/fat-free chunk cheese x 1shelf (most likely) with the length of the front display of another kind x 1 shelf ... etc. These types of calculations can be made later.

- 21** Check whether or not the store sells **BUTTER and MARGARINE**. If the store does not sell butter and margarine then go to question 22. Otherwise complete the table.

Include the length of the front display and the corresponding number of shelves for all butter and margarine, and light or reduced fat butter and margarine. *The number of shelves in this case is defined as the number of horizontal shelves. The basic measurement unit is a linear foot of display, i.e., the distance along the front of the display.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the light margarine may be interspersed among the regular margarine and separated out by brand name rather than fat content. In this case, you'd add up the length of the front display of one kind of light margarine x 1shelf (most likely) with the length of the front display of another kind x 1 shelf ... etc. These types of calculations can be made later.

- 22 Check whether or not the store sells **TOFU**. If the store does not sell tofu then go to question 23, otherwise complete the table.  
Include the width of the display and the shelf height for all tofu. *The basic measurement units are a linear foot of display, i.e., the distance along the front of the display, and a linear foot of shelf height.*

#### **Subsection D. Dressings Section**

- 23 Check whether or not the store sells **MAYONNAISE**. *Low-fat or fat-free products must be labeled as such on the package to be considered.* If the store does not sell mayonnaise then go to question 24. Otherwise complete the table.  
Include the length of the front display and the corresponding number of shelves for all brands of mayonnaise. *The number of shelves in this case is defined as the number of horizontal shelves.*  
\*\* NOTE: There may be times when you must make several measurements and add them up. For example, the mayonnaise will be grouped by brand and not by fat-content. In this case, you'd add up the length of the front display of one brand of low fat/fat-free mayonnaise x 1 shelf (most likely) with the length of the front display of another brand x 1 shelf ... etc ... etc. These types of calculations can be made later.
- 24 Check whether or not the store sells **SALAD DRESSING**. *Low-fat or fat-free products must be labeled as such on the package to be considered.* If the store does not sell Salad dressing then go to question 25. Otherwise complete the table.  
Include the length of the front display and the corresponding number of shelves for all brands of salad dressing. *The number of shelves in this case is defined as the number of horizontal shelves.*  
\*\* NOTE: There may be times when you must make several measurements and add them up. For example, the salad dressing will be grouped by brand and not by fat-content. In this case, you'd add up the length of the front display of one brand of low fat/fat-free mayonnaise x 1 shelf (most likely) with the length of the front display of another brand x 1 shelf ... etc ... etc. These types of calculations can be made later.

#### **Subsection E. Bread and Grains Section**

- 25 Check whether or not the store sells **BREAD**. *Bread includes only pre-packaged sliced breads. Do not include hot dog and hamburger buns (or any other bread buns). In addition, for the purposes of this survey, only bread that actually says **100% whole wheat** or **high in fiber** on the label is considered whole wheat or high fiber bread.* If the store does not sell bread then go to question 26, otherwise complete the table.  
Include the width of the display and the shelf height for all breads, and then specifically the 100% whole wheat sections. *The basic measurement units are a linear foot of display, i.e., the distance along the front of the display, and a linear foot of shelf height.*  
\*\* NOTE: There may be times when you must make several measurements and add them up. For example, the 100% whole wheat bread may be interspersed among the regular breads by brand name rather than bran content. In this case, you'd add up the width, and height (which hopefully will remain the same) of the section of one kind of 100% whole wheat with the width, and height of the section of another kind, etc. These types of calculations can be done later.
- 26 Check whether or not the store sells **RICE**. If the store does not sell rice then go to question 27, otherwise complete the table.  
Include the width of the display and the shelf height for all types of rice, and then specifically the brown rice. *The basic measurement units are a linear foot of display, i.e., the distance along the front of the display, and a linear foot of shelf height.*
- 27 Check whether or not the store sells **PASTA**. If the store does not sell pasta then go to question 28, otherwise complete the table.

Include the width of the display and the shelf height for all types of pasta, and then specifically the whole wheat pasta. *The basic measurement units are a linear foot of display, i.e., the distance along the front of the display, and a linear foot of shelf height.*

### **Subsection F. Beans and Peas**

**28** Check whether or not the store sells dried or canned **BEANS AND PEAS**. If the store does not sell beans and peas then go to question 29, otherwise complete the table.

Include the width of the display and the shelf height for all dried beans and peas and all canned beans and peas. *The basic measurement units are a linear foot of display, i.e., the distance along the front of the display, and a linear foot of shelf height.*

### **Subsection G. Beverages Sales**

**29** Check whether or not the store sells non-alcoholic **UN-REFRIGERATED BEVERAGES** of any kind. *100% fruit juice must be labeled as such on the package to be considered. Also, be aware of bottled water that has caffeine added to it.* If the store does not sell non-alcoholic un-refrigerated beverages then go to question 30, otherwise complete the table. Remember that these beverages may be located in various locations through out the store (soda aisle and juice aisle).

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of non-alcoholic non-refrigerated beverages. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the un-refrigerated beverages may be grouped by brand (or by section – juices and fruit drinks in one area and soda and water in another) and not by 100% juice content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of 100% juice with the length X depth X number of shelves of the display of another brand of 100% juice ... etc. These types of calculations can be made later

**30** Check whether or not the store sells non-alcoholic **REFRIGERATED BEVERAGES** of any kind. *100% fruit juice must be labeled as such on the package to be considered. Also, be aware of bottled water that has caffeine added to it.* If the store does not sell refrigerated beverages then go to question 31, otherwise complete the table.

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of refrigerated beverages. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the refrigerated beverages may be grouped by brand and not by 100% juice content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of 100% juice with the length X depth X number of shelves of the display of another brand of 100% juice ... etc. These types of calculations can be made later

**31** Check whether or not the store sells non-alcoholic **FROZEN BEVERAGES** of any kind. *100% fruit juice must be labeled as such on the package to be considered.* If the store does not sell frozen beverages then go to question 32, otherwise complete the table.

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of frozen beverages. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the refrigerated beverages may be grouped by brand and not by 100% juice content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of 100% juice with the length X depth X number of shelves of the display of another brand of 100% juice ... etc. These types of calculations can be made later

### **Subsection H. Snacks**

**32** Check whether or not the store sells **SNACKS**. These include potato chips, pretzels, cheese doodles, etc. *Low-fat, fat-free, or baked products must be labeled as such on the package to be considered in their section.* If the store does not sell snacks then go to question 33. Otherwise complete the table.

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of snack foods. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the snacks will be grouped by brand and not by fat-content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of low fat/fat-free/baked snacks with the length X depth X number of shelves of the display of another brand of low fat/fat-free/baked snacks ... etc. These types of calculations can be made later.

### **Subsection I. Food Guide Pyramid Section**

**33** Check whether or not the store has any Food Guide Pyramid dietary guidelines posted. These signs may be located anywhere in the store. Please look for them as you go through the store. If there are Food Guide Pyramid signs posted then continue with question 34. Otherwise go to question 35.

**34** Please indicate all locations where you see Food Guide Pyramid information posted.

### **SECTION IV – OBSERVED CUSTOMER INFORMATION**

The purpose of this section is to provide a basic “picture” of who shops at this grocery store. As you are walking around the store making measurements please make a general note of who the customers are and fill out the table in question 32

**35** Please check one selection in each column to indicate your perception of who the customers appear to be.

### **SECTION V – STORE CLEANLINESS**

The purpose of this section is to provide an idea of the overall cleanliness as well as the cleanliness of specific areas of the store.

**36** Please select the rating for the cleanliness of each section of the store using the choices provided.

## OPTIONAL ITEMS

The following items are optional.

- 1 Check whether or not the store sells **YOGURT**. *Low-fat or fat-free products must be labeled as such on the package to be considered*. If the store does not sell yogurt then go to question 20. Otherwise complete the table.

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of yogurt. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the yogurt will be grouped by brand and not by fat-content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of low fat/fat-free yogurt with the length X depth X number of shelves of the display of another brand of low fat/fat-free yogurt ... etc. These types of calculations can be made later.

- 2 Check whether or not the store sells **SNACKS**. These include potato chips, pretzels, cheese doodles, etc. *Low-fat, fat-free, or baked products must be labeled as such on the package to be considered*. If the store does not sell snacks then go to question 24. Otherwise complete the table.

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of snack foods. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the snacks will be grouped by brand and not by fat-content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of low fat/fat-free/baked snacks with the length X depth X number of shelves of the display of another brand of low fat/fat-free/baked snacks ... etc. These types of calculations can be made later.

- 3 Check whether or not the store sells **CRACKERS**. These include any type of cracker such as ritz, triscuits, graham, saltines, etc. *Low-fat, fat-free, or whole wheat products must be labeled as such on the package to be considered*. If the store does not sell crackers then go to question 25. Otherwise complete the table.

Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of crackers. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the snacks will be grouped by brand and not by fat-content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of low fat/fat-free/whole wheat crackers with the length X depth X number of shelves of the display of another brand of low fat/fat-free/whole wheat crackers ... etc. These types of calculations can be made later.

- 4 Check whether or not the store sells **COOKIES**. *Low-fat, or fat-free products must be labeled as such on the package to be considered*. If the store does not sell cookies then go to question 26. Otherwise complete the table.

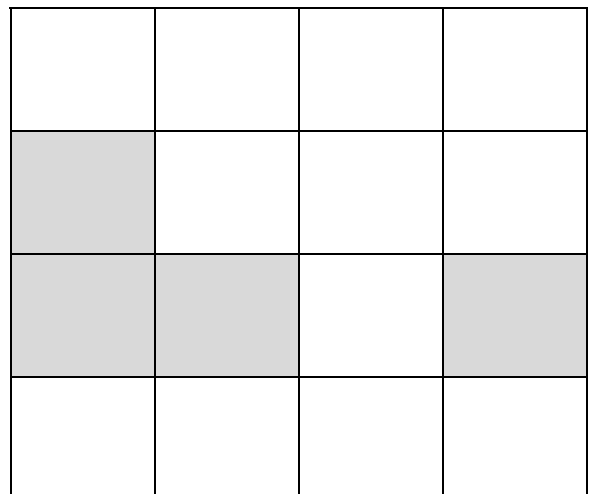
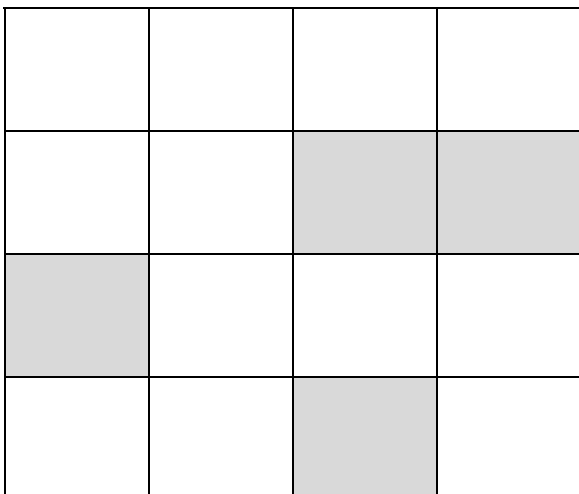
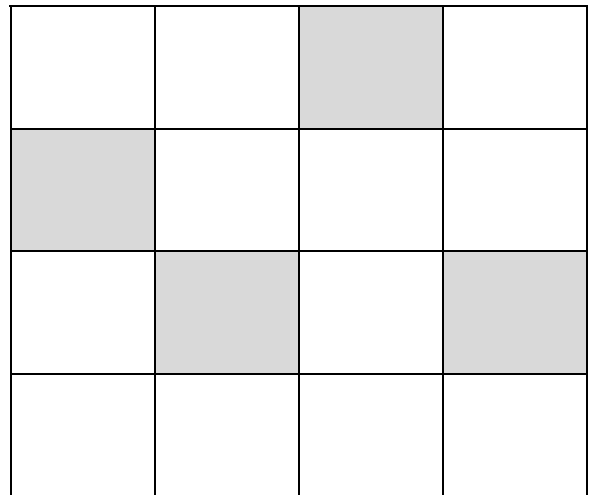
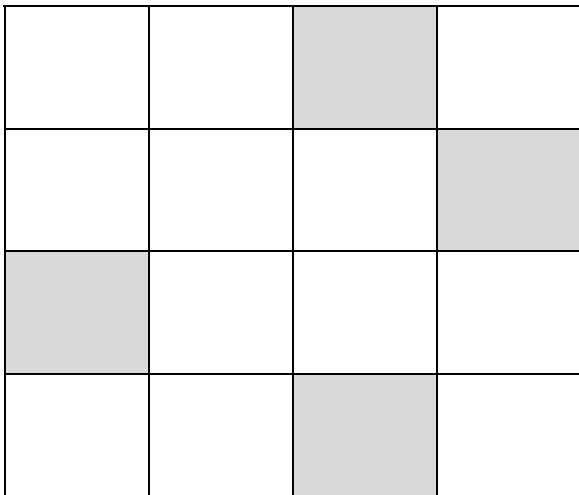
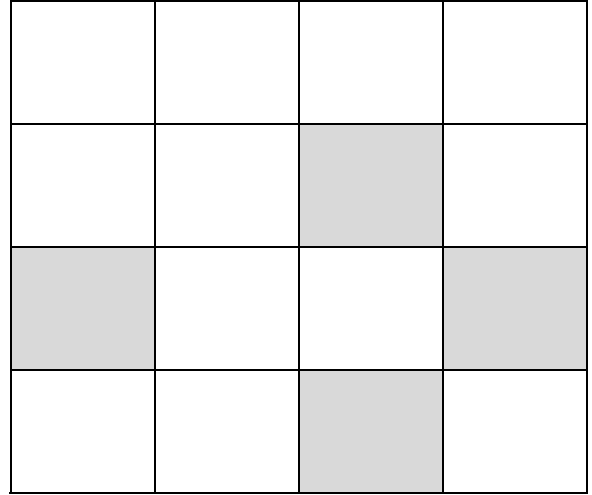
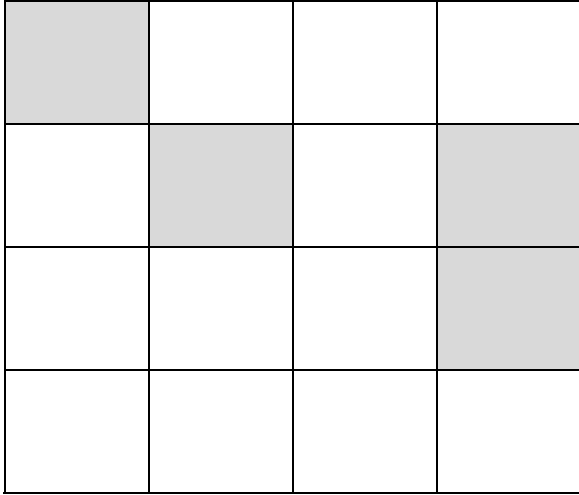
Include the length of the front display, the depth of the display, and the corresponding number of shelves for all brands of cookies. *The number of shelves in this case is defined as the number of horizontal shelves.*

**\*\* NOTE:** There may be times when you must make several measurements and add them up. For example, the cookies will be grouped by brand not by fat-content. In this case, you'd add up the length X depth X number of shelves of the display of one brand of low fat/fat-free cookies with the length X depth X number of shelves of the display of another brand of low fat/fat-free cookies ... etc. These

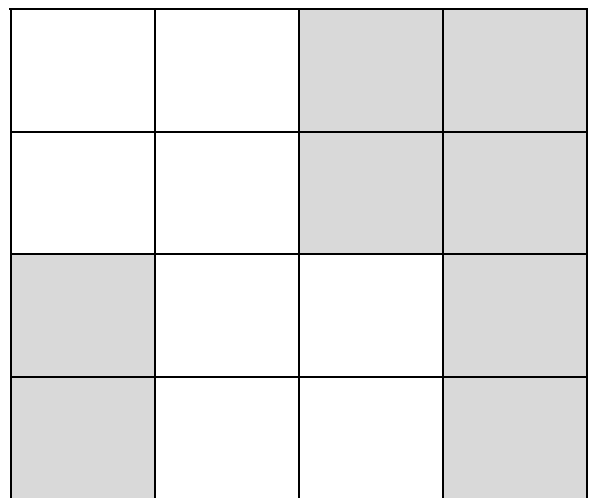
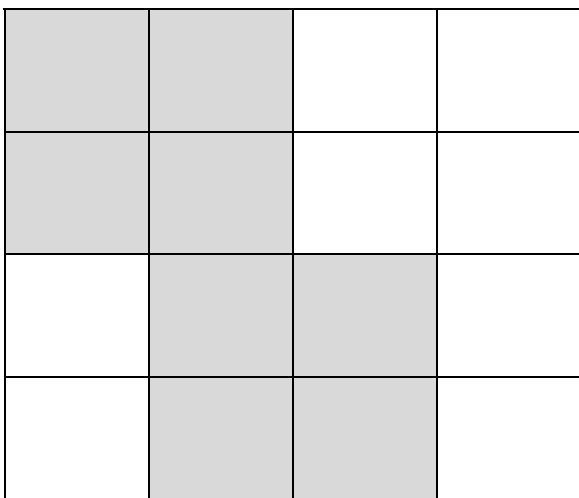
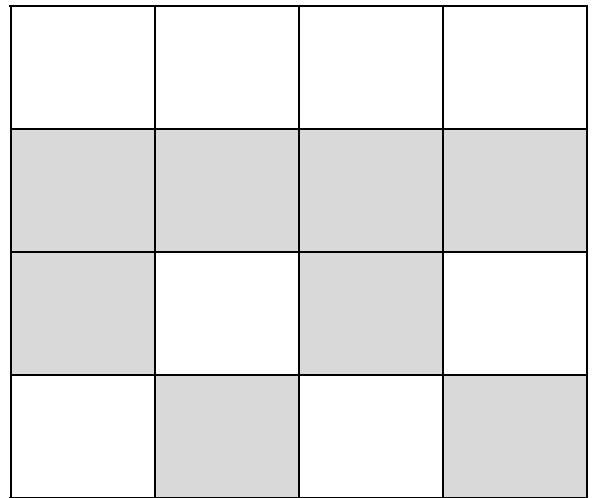
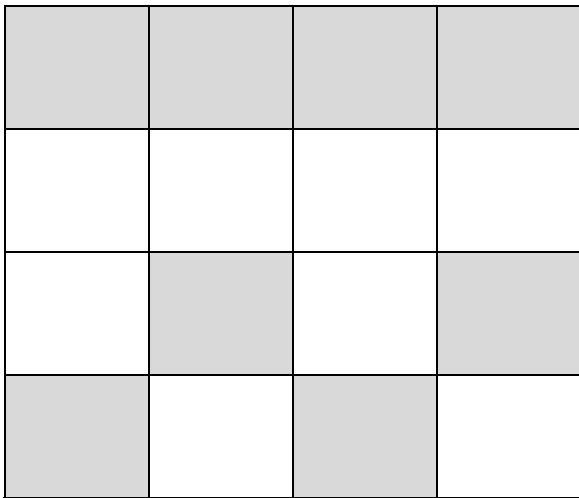
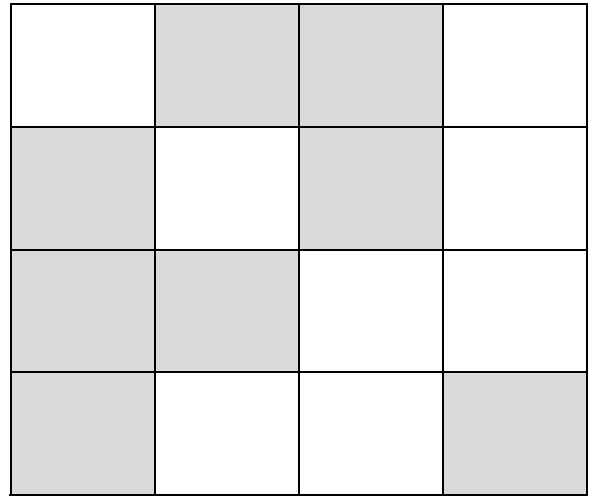
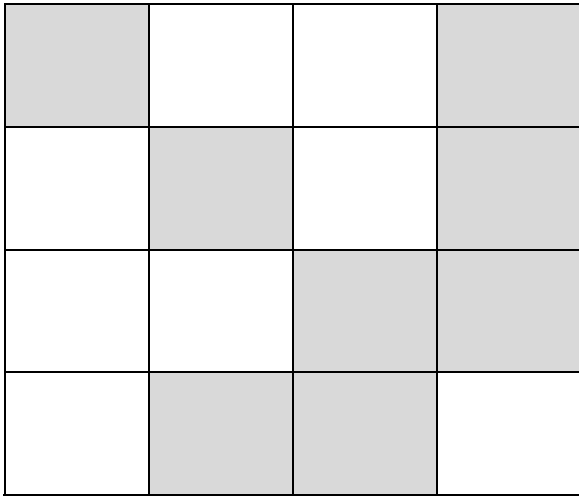
types of calculations can be made later.

**APPENDIX A**  
**Percent of Window Ads**

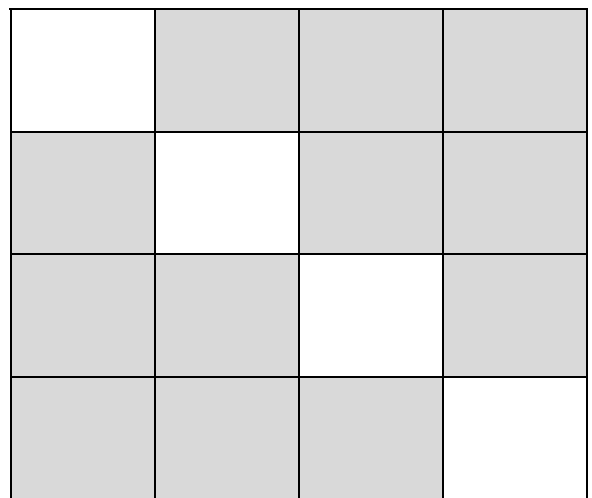
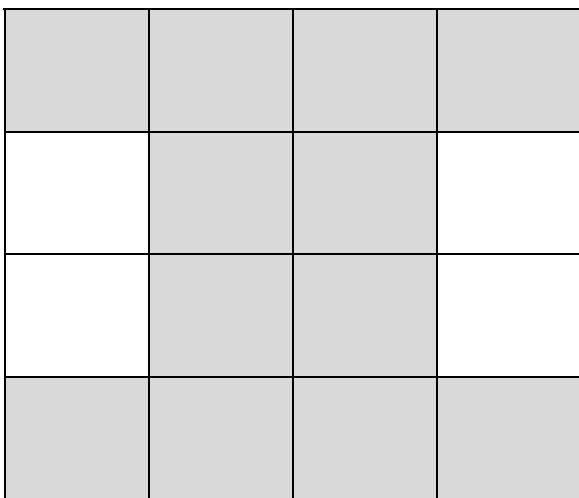
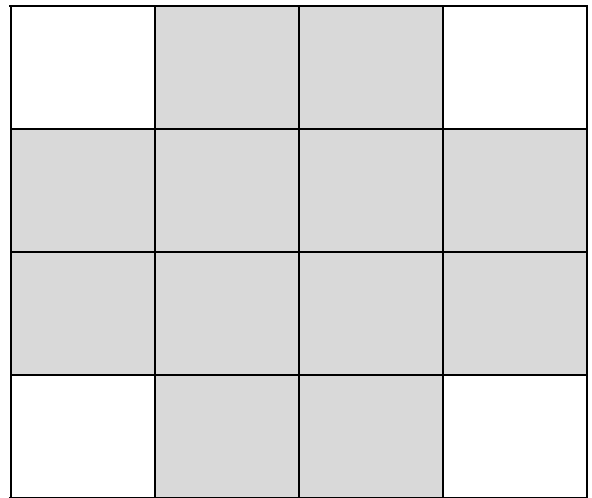
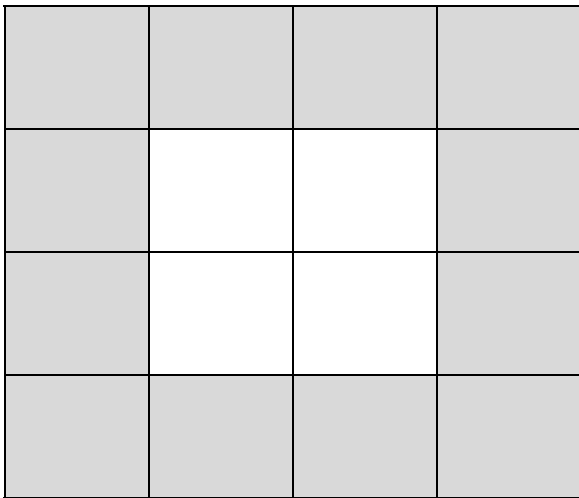
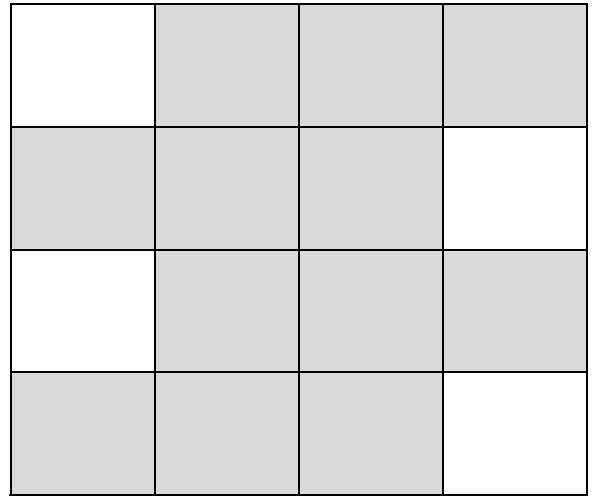
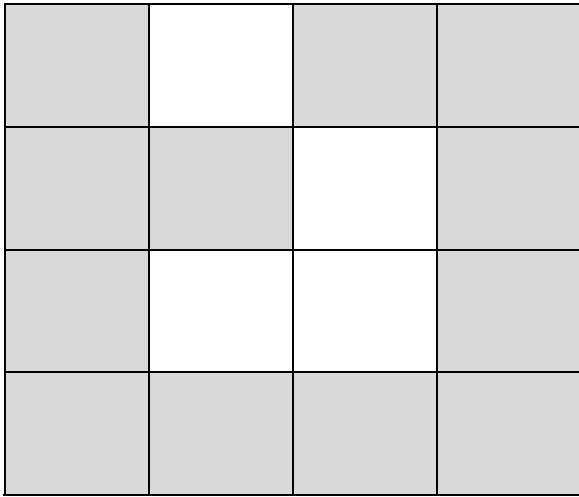
25%



50%



75%



## APPENDIX B

### **Tips for Noticing**

(adapted from Operation Storefront - POP and our experiences in the field)

Tips for health promotion signs

- \* If you find grocery bags often have 5-a-day information or nutritional content.
- \* It was common to find dietary guidance or nutritional information in the meat section – these were often sponsored by the beef council
- \* Also, information regarding the importance of whole grains was often located in the bread or cereal aisle
- \* Ditto for the dairy section

APPENDIX C

**Food Guide Pyramid**