# CX³ Tier 2 - NF 2-5 Food Availability & Marketing Survey

## A. STORE INFORMATION

1) Store ID: ABC - Golden Bear - 01
County - Neighborhood - Store Code

2) Census Tract: 01010010001

3) Name/Address of Store: ABC Market
1234 First Street

4) Coder Name/ID: Joe

5) Store Type: Obtain from GIS store lists (circle one):
At store visit if store type is different, mark through circled number and circle correct store type.
1. Supermarket chain (e.g., Safeway, Ralph's)
2. Large grocery store (> 20 employees or ≥ 4 registers, but not large chain)
(3) Small Market (< 4 registers, but not convenience)
4. Convenience (sells food items and snacks, no fresh meat, may sell gas)
5. Other (NO liquor stores) (specify): _____

6) Is store with in ½ mile of a school? (1) - Yes 0 - No ➔ If Yes, Name of school: ABC High

7) WIC Vendor? 1 - Yes (0) - No (Obtain from GIS, Verify by phone or at store) 1 Elem 2 Middle (3) High 4 Contn (circle one)

8) Food stamp or SNAP vendor? (1) - Yes 0 - No (Obtain from GIS, Verify by phone or at store)

9) Participate as a Network for a Healthy California retail store? 1 - Yes (0) - No

10) Date of visit: 01.01.11

34) Disposition: (circle one)
(1) Completed
2 Partial
3 Denied / No data
4 Denied / Exterior only
5 Store not found
6 Store closed (out of business)
7 Store not visited
8 Inaccessible due to safety conditions

## B. STORE EXTERIOR

11) Is a school visible from the store (circle one)? (1) - Yes 0 - No

12) Record information about healthy and unhealthy advertising and products *on all doors and windows of the storefront.* Do not include ads on the sides of the building or on other parts of the property such as the roof, fences or parking lot.

For the following table, only include professionally-produced advertising that depicts brands, logos or products. See definitions to learn what types of items to count.

| *Tally in grey area, circle totals in white area* | # of ADS for Unhealthy | # of ADS for Healthy |
|---|---|---|
| **a) Small** ≤ 1 sheet of 8 1/2" x 11" paper (same size or smaller than this sheet of paper) | 0 (0) 1-2 3-5 6-9 10 + | II 0 (1-2) 3-5 6-9 10 + |
| **b) Medium** > 1 up to 10 sheets of paper (bigger than this sheet of paper, but smaller than 10 together) | I 0 (1-2) 3-5 6-9 10 + | (0) 1-2 3-5 6-9 10 + |
| **c) Large** > 10 sheets of paper (bigger than 10 of these sheets of paper together) | IIII 0 1-2 (3-5) 6-9 10 + | (0) 1-2 3-5 6-9 10 + |

**Unhealthy foods** are high calorie, low nutrient foods and beverages that include alcoholic beverages, soft drinks and other sweetened beverages including diet drinks, sweet desserts and highly sugared cereals, chips and other salty snacks, most solid fats, fried foods, and other foods with high amounts of sugar, fat and/or sodium.

**Healthy foods** are fruits and vegetables, whole grains, beans, nuts and seeds, non-fat and low fat milk products, and lean meat, poultry, and fish. Healthy foods include minimal or no added fat, sugars, or sweeteners. Unsweetened black coffee is included.

**Do not consider:**
Cigarettes or tobacco products

| Store Exterior Conditions | Circle One |
|---|---|
| 13) Are there any produce bins on the sidewalk in front of the store? | 1 - Yes (0) - No |
| 14) Are other products displayed on the sidewalk in front of the store or inside the store *next to* the window so they are clearly visible from the outside?<br>Please check all that apply:<br>__ soda __ water __ other. (specify) _____ | 1 - Yes (0) - No<br>← If Yes |
| 15) Are there vending machines on the sidewalk in front of the store?<br>Please check all that apply:<br>__ soda ✓ water __ other. (specify) _____ | (1) - Yes (0) - No<br>← If Yes |
| 16) Is there advertising (banners, posters, temporary signs, etc.) on the roof, walls or elsewhere on the property such as on fences, garbage cans or in the parking lot?<br>Please check all that apply:<br>____ healthy ✓ unhealthy | (1) - Yes 0 - No<br>← If Yes |
| 17) Are there any images of **healthy** food (e.g. tomato, apple) and/or beverages (e.g. milk), painted on doors or windows of the storefront? | 1 - Yes (0) - No |
| 18) Are there any images of **un-healthy** food (e.g. hamburger, hot dog) and/or beverages (e.g., soda, shake) painted on doors or windows of the storefront? | 1 - Yes (0) - No |
| 19) Are there any painted murals of *healthy* food and/or beverages anywhere on the *building walls*? | (1) - Yes 0 - No |
| 20) Are there permanent bars/chains on the windows or doors? (do not include sliding or rolling chains or bars) | (1) - Yes 0 - No |
| 21) If the store sells alcohol, is more than 1/3 of the total window area covered by any type of advertising? | 1 - Yes (0) - No 9 - N/A (Store does not sell alcohol) |
| 22) Is "We Accept WIC" signage displayed? | 1 - Yes (0) - No |
| 23) Is "We Accept Food Stamps/ EBT" signage displayed? | 1 - Yes (0) - No |

## C. STORE INTERIOR

24) Number of cash registers throughout store (staffed and unstaffed, for grocery items only) 2

**25) Marketing of foods and beverages <u>next to</u> the main check-out area**

Circle "1" for yes if the item or ad is present or "0" for no if the item or ad is not present.

| Presence of ads or promotions (fill in BOTH columns): | UNHEALTHY | HEALTHY |
|---|---|---|
| Next to check-out (attached or directly next to) | 1 - Yes (0) - No | (1) - Yes 0 - No |
| Below check-out level | 1 - Yes (0) - No | (1) - Yes 0 - No |
| On floor (if standing in checkout isle or next to counter) | (1) - Yes 0 - No | 1 - Yes (0) - No |
| Hanging from ceiling (directly over register) | 1 - Yes (0) - No | 1 - Yes (0) - No |
| **Presence of UNHEALTHY products next to or below a check-out counter:** | | |
| Gumball or candy machine (next to counter or exit doorway) | 1 - Yes (0) - No | |
| Candy (next to or below counter/check-out) | (1) - Yes 0 - No | |
| Soda (next to or below counter/check-out) | 1 - Yes (0) - No | |
| Chips (next to or below counter/check-out) | (1) - Yes 0 - No | |
| Other:specify (such as cookies, ice cream, beef jerky, energy drinks, etc.)→ donuts | (1) - Yes 0 - No | |
| **Presence of HEALTHY products next to or below a check-out counter:** | | |
| Granola bars (whole grain, ≥ 2 g fiber, ≤ 1 g saturated fat, ≤ 14 g sugar per serving) | | 1 - Yes (0) - No |
| Bagged Nuts/seeds (do not include honey roasted or w/ added sugar) (next to or below counter/check-out) | | (1) - Yes 0 - No |
| Fresh fruit (next to or below counter/check-out) | | (1) - Yes 0 - No |
| Bottled water (next to or below counter/check-out) | | 1 - Yes (0) - No |
| Other:specify (such as dried fruit, trail mix, 100% juice, etc.)→ | | 1 - Yes (0) - No |

**Unhealthy products** are high calorie, low nutrient foods and beverages that include alcoholic beverages, soft drinks and other sweetened beverages including diet drinks, sweet desserts and highly sugared cereals, chips and other salty snacks, most solid fats, fried foods, and other foods with high amounts of sugar, fat and/or sodium.

**Healthy products** include minimal or no added fat, sugars, or sweeteners. Examples include fresh or dried fruits and vegetables, whole grain snacks (≥ 2 g fiber per serving), energy bars (≤ 14 g sugar per serving), nuts and seeds, non-fat and low fat milk products, water, or 100% fruit juice.

## D. PRODUCE SECTION

**26)** Is produce sold? (Circle one) (1) Yes 0 - No If yes, continue. **If no → Go to Question 33.**

**27)** Are there any health promotion items around the fruit and vegetable display?

1 - Yes (0) No **If no→ Go to Question 29.**

**28)** If there *are* health promotion items around the fruit and vegetable display, circle a number next to the types of health promotion items that are present (more than one can be circled).

**1** - 5 A Day signs (not on packaging)
**2** - Nutrition information
**3** - Fruit and Veggies: More matters
**4**- Network for a Healthy California: Champions for Change
**5** - Other (specify) _____

**28a)** Are there any items promoting locally grown produce? (Circle one) 1 - Yes (0) No

**29)** Circle the number that best describes overall availability of fruits and vegetables inside and outside the store.

| | None | Limited (1-3 types) | Moderate variety (4-6 types) | Wide variety (7 or more types) |
|---|---|---|---|---|
| Fresh fruit | 1 | 2 | 3 | (4) |
| Fresh vegetables | 1 | 2 | 3 | (4) |

**30)** Circle the number that best describes the overall quality of the fresh fruit.

| 0 | 1 | 2 | (3) | 4 |
|---|---|---|---|---|
| None sold | All or most of fruit is of poor quality (brown, bruised, overripe, wilted) | Mixed quality; more poor than good | Mixed quality; more good than poor | All or most of fruit is of good quality (very fresh, no soft spots, excellent color) |

**31)** Circle the number that best describes the overall quality of the fresh vegetables.

| 0 | 1 | (2) | 3 | 4 |
|---|---|---|---|---|
| None sold | All or most of vegetable is of poor quality (brown, bruised, overripe, wilted) | Mixed quality; more poor than good | Mixed quality; more good than poor | All or most of vegetable is of good quality (very fresh, no soft spots, excellent color) |

**32)** Record if the fresh fruit or vegetable is available and the price if possible. If more than one variety of a fruit (e.g. gala or red delicious apples) or vegetable is available, please record the lowest price option. Record the pricing if available (per pound is preferred). If the fruit or vegetable is available by the bag or bunch, record the price only if you can record a weight for the bag (marked on the bottom) or bunch. If a weight is not on the bag or bunch, weigh the item if a scale is present.

| | Available? (circle one) | Price posted? (circle one) | Price per | | | If package/bunch, record *weight in pounds and/or ounces* |
|---|---|---|---|---|---|---|
| | | | Pound (preferred if available) | Piece | Package/Bunch (only record if weight is available or can weigh) | |
| **Fruits** | | | | | | |
| Apples | (1) Yes 0 - No | (1) Yes 0 - No | 1.39 | | → | |
| Bananas | (1) Yes 0 - No | (1) Yes 0 - No | | .50 | → | |
| Oranges | 1 - Yes (0) No | 1 - Yes (0) No | | | → | |
| **Vegetables** | | | | | | |
| Carrots | (1) Yes 0 - No | (1) Yes 0 - No | | | 2.00 → | 1 |
| Tomatoes | (1) Yes 0 - No | (1) Yes 0 - No | 1.19 | | → | |
| Broccoli | 1 - Yes (0) No | 1 - Yes (0) No | | | → | |
| Cabbage | (1) Yes 0 - No | (1) Yes 0 - No | .69 | | → | |

## E. OTHER HEALTHY FOODS

**33)** Record if the following items are available in the store.

| Food Item | Circle one |
|---|---|
| Milk – skim, non fat, plain white (not flavored- chocolate, strawberry, vanilla) | 1 - Yes (0) - No |
| Milk – 1%, low fat, plain white (not flavored- chocolate, strawberry, vanilla) | 1 - Yes (0) - No |
| Milk – 2%, reduced fat, plain white (not flavored- chocolate, strawberry, vanilla) | (1) - Yes 0 - No |
| Mozzarella cheese, part skim | (1) - Yes 0 - No |
| Ground beef or turkey, lean (85% or higher) | 1 - Yes (0) - No |
| Whole chicken | 1 - Yes (0) - No |
| Whole wheat bread — # of ounces on bag 24 | (1) - Yes 0 - No ← If Yes |
| Brown rice | 1 - Yes (0) - No |
| High fiber cereal (≥ 3 grams fiber, ≤ 12 grams sugar per serving) | (1) - Yes 0 - No |
| Oatmeal (plain) | (1) - Yes 0 - No |
| Tortillas, soft corn or whole wheat (no lard) | (1) - Yes 0 - No |
| Soy beverage, plain, with no added sugar or sweeteners | (1) - Yes 0 - No |
| Soy beverage, flavored, vanilla or chocolate | 1 - Yes (0) - No |
| Tofu, plain | 1 - Yes (0) - No |
| Beans, dried | (1) - Yes 0 - No |
| Beans, canned with no added fats, sugar or sweetener | (1) - Yes 0 - No |
| Tuna (light) canned in water | (1) - Yes 0 - No |
| Salmon canned in water | 1 - Yes (0) - No |
| Sardines canned in water, tomato, or mustard | (1) - Yes 0 - No |
| Any canned fruit packed in 100% fruit juice | (1) - Yes 0 - No |
| Any canned vegetable with no added fats, sugar, or sweetener | (1) - Yes 0 - No |
| Any frozen fruit with no added fats, sugar, or sweetener | 1 - Yes (0) - No |
| Any frozen vegetables with no added fats, sugar, or sweetener | 1 - Yes (0) - No |
| Baby food, jarred, single fruit | 1 - Yes (0) - No |
| Baby food, jarred, single vegetable | 1 - Yes (0) - No |
| Baby food, jarred, single meat | 1 - Yes (0) - No |

**Added sugars or sweeteners include**: Sugar, raw sugar, invert sugar, brown sugar, sucrose, dextrose, fructose, glucose, maltose, high fructose corn syrup, corn sweetener, molasses, syrup, honey, malt syrup, fruit juice concentrates, evaporated cane juice, dehydrated cane juice, brown rice syrup, stevia, sorbitol, mannitol, maltitol, xylitol

**34)** Fill out the disposition on page 1

**Things to remember:**
**Check for missing data!** Be sure all questions are complete before leaving the store.