

# NUTRITION ENVIRONMENT MEASURES SURVEY CORNER STORE MEASURES (NEMS-CS)

## SURVEY INSTRUCTIONS – VERSION FOR PDA

These measures are designed to rate the nutrition environments of neighborhood Corner Stores. There are other establishments that may offer food products to purchase that fall into an exclusions category (see below) and may be enumerated but not necessarily rated. However, based on your survey purposes, you may decide to set different exclusion criteria.

### What is a Corner Store?

A corner store is typically defined as a small-scale store that sells a limited selection of foods and other products. In practice, the term ‘corner store’ encompasses a diverse range of small stores—both independent and chain stores; in rural, urban, and suburban settings; and not always located on a corner.

### Instructions

**The basic principle of these measures is to gather information on comparable items across stores and types of food, so when possible, rate items within the same brand or exactly as specified.**

### Layout

The majority of the measures have a similar layout.

1. There are “healthier” and “regular” options listed. The healthier option is always listed first.
2. For the measures that have healthier and regular options, the preferred item, which is the item that you would ideally like to rate if it is available, is listed first. If the preferred item is not available, you will be prompted to select a viable alternative item.
3. For the bread and frozen dinner measures, there is a section titled “Reference Brand”. This refers to the brand name of the food items that will be rated.
4. There is a Checklist for Completed Measures on the main screen for you to ensure you have completed all measures, prior to leaving the store.

### **Time**

1. Complete corner store measures between 9am-4pm. (This helps to ensure that you are not in the way during a busy time as these stores are small.)

### **Availability**

1. Before recording any information, first look for the preferred healthier item and the comparable regular item of the same brand.
2. If only one is available, look for the first healthier alternate listed to see if a comparison within the same brand is possible.
3. Once a comparable pair is identified, record the information. You may choose to include recording the information for the one item that is available, in addition to the alternate comparable pair information. If so, write in comments “no comparable pair”.
4. If a comparable pair cannot be found, record a healthier and regular item that are as similar as possible.
  - ❖ If an item is sold out, write “sold out” in the Comments section and record any available information. Continue down the list until an item is available or the list has been exhausted.

## Pricing

1. If price is not available, ask an employee. Wait until all of the measures have been completed before asking the price of the items that are needed. There may be exceptions to this (i.e., you are in the produce section and there is no price shown but an employee is working there), so use your judgment.
2. Do not use a sale price unless it is the only price posted and write “sale price” in comments.

## Cover Pages

On the opening screen, enter the following:

- ❖ **Interviewer:** This is the Rater ID
- ❖ **Site:** This is the Store ID

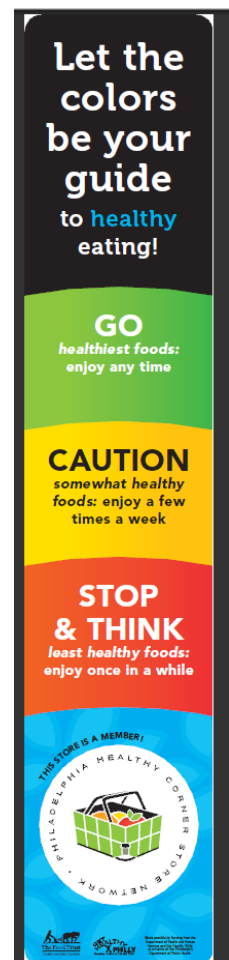
**\*\*Important\*\***

The PDA survey program (SNAP) **automatically enters the Rater ID and Store ID from the last recorded survey** in the PDA. Be sure to **verify you have entered the information for the store you are currently observing** before recording any other information in the store.

On the cover page portion of the survey, fill in the following:

- ❖ Number of cash registers in the store; do not include those dedicated to Lottery sales only.
- ❖ Note anything unusual in the store under the General Store Comments, if necessary.
- ❖ The amount of store space designated for food.
- ❖ Note if the Healthy Corner Store Intervention materials are visible in the store.\*
- ❖ General Comments

**\*Example of Healthy Corner Store Intervention materials include:**



## Measure #1: MILK

### Milk Definitions

- a. Low-fat milk – skim/fat-free and 1%
- b. Reduced fat milk – 2%
- c. Whole milk – full fat (3.25%)

### Measurement Procedures

1. Find where the milk is located in the store.
2. Mark “yes” or “no” if the store sells milk, any size or brand. If yes, continue to follow steps listed below.
3. Look for the lowest-fat milk available in any brand. Select the lowest fat milk available (2%, 1% or Skim. If no low fat or reduced fat milk is available select “None”.
4. If more than one brand of milk is available, look for the brand with the most shelf space. If there is equal shelf space for different brands, select the one that has a brand name closest to the beginning of the alphabet (e.g., Balford Farms instead of Lehigh Valley). Write the name of the brand in the space provided. This brand is now the reference brand for this measure.

Reference Brand name	<input type="text"/>
Comments	<input type="text"/>

5. **Shelf space:** Count and record the **number** of columns of each requested milk item (pint of the whole, quart of whole etc.) for the reference brand. Count the lowest fat milk available as recorded previously. Count only columns that have (any) milk there, but not empty slots where it may need to be restocked. If there are none of a particular item, write “0” in the box.

<b>Shelf Space - lowest fat milk</b>	
Pint	<input type="text"/>
Quart	<input type="text"/>
Half gallon	<input type="text"/>
Gallon	<input type="text"/>
<b>Pricing - lowest fat milk (Do not enter dollar signs. Enter dollars and cents such as 2.35)</b>	
Pint	<input type="text"/>
Quart	<input type="text"/>
Half gallon	<input type="text"/>
Gallon	<input type="text"/>
Comments	<input type="text"/>
<input type="button" value="Back"/> <input type="button" value="Reset"/> <input type="button" value="Save"/> <input type="button" value="Next"/>	

7. Record the **price** of a pint, quart and a half-gallon of lowest fat milk available in the reference brand.
  - ❖ Type 'NA' for price if the item is not available. Type 'WF' if you need to follow-up with an employee for the price.
  
8. Continuing to use the reference brand, record the price of a pint, quart and a half-gallon of the whole milk.
  - ❖ If the reference brand does not have milk available in the quart or half-gallon size, select another brand similar in price and write its name in comments. If quart or half-gallon sizes are not available note this in the comments.

**PLEASE NOTE:** When the survey is complete on the PDA, select "SAVE". Only select "SUBMIT" once the *entire* survey has been completed.

## Measure #2: FRUIT

### Measurement Procedures

AVAILABILITY AND PRICE

Are bananas available?

Yes  No

Back Reset Save Next

Price

Number

pc  lb

Quality

A  UA

Comments

Back Reset Save Next

1. Find the produce section in the store.
2. Mark “yes” or “no” if fresh fruit is available. If no, skip to Measure 4. If yes, continue to follow steps listed below.
3. Look for the fruit listed. If it is **available**, select “yes”.
4. Some fruits will have a reference variety listed (such as Red Delicious apples). If the reference variety is not available, but the fruit type is, look for the cheapest similar alternate. Select “other and enter the name in the space provided. For example, if there are no Red delicious apples and Gala apples are the cheapest alternate, enter “Gala” in the space and mark that it is available.
5. If the fruit or alternate is available, mark “yes”. If it is not available, mark “no”. If the item is sold out, enter “sold out” in comments and record the available information.
  - ❖ If the fruit is only available as pre-sliced and in a container, still mark “yes” for available and write “pre-cut in container” and any size information in comments.
  - ❖ If the fruit is available but mixed with other fruit in a container, mark “no” for available but note the fruit cup contents, price and size in comments.
6. Record the regular **price** of the fruit. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price.
  - ❖ Always choose the pound to price if there is an option.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.

7. Enter the **quantity (#) of the fruit that is listed for the price**. For example, if the sign says 2 for \$1.00, enter “2” for the quantity. If the sign says 3 lbs for 99¢, enter “3” for the quantity.
  - ❖ If the fruit is not loose but packaged (e.g., pint or container), count the quantity as “1” and enter the quantity of the package in comments box.
8. Indicate if the price of the fruit is calculated by the piece or pound by marking “pc” or “lb”. For example, if the sign says 2 for \$1.00, mark “pc” for piece. If the sign says 3 lbs for 99¢, mark “lb” for pound.
  - ❖ If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note under comments.
9. Count the **quantity of the fruit available** in the display. Enter the approximate quantity in the **quantity/comments box** (e.g., “10 apples”). If there are more than 10 pieces or containers of fruit, stop and record ‘10+’ in the comments box. Do this for all available fruit items listed above.
10. Record the **quality** of the item by marking “A” for acceptable or “UA” for unacceptable.
  - ❖ Acceptable = peak condition, top quality, good color, fresh, firm and clean
  - ❖ Unacceptable = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening
  - ❖ The rating is based on the majority (>50%) of fruits. If it seems difficult to decide whether to mark “A” or “UA”, mark “UA” and describe in comments.
11. After completing the information for the 10 fruit items, SNAP will count the total of types of fruit you have entered. Verify this number is correct and click it to select it to record the total.

**Total types: 0**

Please select the total number of types (as shown above in red) here:

--Click Here-- ▾

12. Mark “yes” or “no” if other fresh fruits (not listed in the previous 10 fruit items) are available. If yes, record the types and quantities of the fruit available (e.g., mangos – 2).

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.

### Measure #3: FROZEN FRUIT

2. Find the frozen food section in the store.
3. Mark “yes” if frozen fruit is available. Package must say “no sugar added” on label. If no frozen fruit is available, select “no” and skip to canned fruits. If yes, continue to follow steps listed below.
4. If frozen strawberries are available in the store select “yes”. If more than one size is available, select the cheapest package.
5. Write the **price per package** of the item followed by the **package size in ounces**. If ounces is in fraction form, round up or down accordingly (e.g., if  $9\frac{5}{8}$  oz, write “10”). If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
6. If frozen strawberries are not available, you will be prompted to record information for an alternate item. Select the frozen fruit item with the most shelf space.

### Measure #3: CANNED FRUIT

1. Find the canned food section in the store.
2. Mark “yes” or “no” if canned fruit is available. Can must say “in light syrup”, “in natural juice”, or “in water” on label. If no canned fruit is available, skip to Measure #4. If yes, continue to follow steps listed below.
3. If canned pineapples (chunks) are available in the store select “yes”. If more than one brand or size is available, select the cheapest brand available.
4. Record the **price per can** of the item followed by the **can size in ounces**. If ounces is in fraction form, round up or down accordingly (e.g., if  $9\frac{5}{8}$  oz, write “10”). If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
5. If canned pineapples are not available, you will be prompted to record information for an alternate item. Select the canned fruit (in 100% juice or water) with the most shelf space.
6. Count the number of varieties of canned fruit (packed in light syrup, natural juice, or water).

## Measure #4: VEGETABLES

### Measurement Procedures

**AVAILABILITY AND PRICE**

Are carrots available?  
 Yes  No

Back Reset Save Next

Size  
 1 lb. bag  Other

Back Reset Save Next

**Carrots**  
Price   
Number   
 pc  lb  
Quality  
 A  UA  
Comments

Back Reset Save Next

1. Find the produce section in the store.
2. Mark “yes” or “no” if fresh vegetables are available. If no, skip to Measure #5. If yes, continue to follow steps listed below.
3. Some vegetables will have a reference variety or size listed. If the reference variety is not available, but the vegetable type is, look for the cheapest similar alternate. Select the alternate item button and enter the description of the item name in the space provided. For example, if there are no 1 lb bags of whole carrots but there are 2 lb bags, enter “2 lb bag” in the alternate item space.
  - ❖ For carrots, look for whole carrots. Only select baby or precut carrots as a last resort and make a note in comments.
  - ❖ For tomatoes, look for the least expensive loose tomatoes (regular size) first. If not available, look for tomatoes packaged. Choose tomatoes on the vine or cherry tomatoes as a last resort and make a note in comments.
4. If the vegetable or alternate is available, mark “yes”. If it is not available, mark “no”. If the item is sold out, write “sold out” in comments and record the available information.
  - ❖ If the vegetable is only available as pre-sliced and in a container, still mark “yes” for available and write “pre-cut in container” and any size information in comments.
  - ❖ If the vegetable is available but mixed with other veggies in a container, mark “no” for available but note the veggie contents, price and size in comments.



5. Record the regular **price** of the vegetable. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price.
  - ❖ If the vegetable is not specifically listed as packaged (e.g., corn or celery) but is sold as packaged or loose, record the price of the one that is cheapest.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
6. Enter the **quantity (#)** of the item that is listed **for the price**. For example, if the sign says 2 for \$1.00, write “2” for the quantity. If the sign says 3 lbs for 99¢, write “3” for the quantity.
  - ❖ If the item is sold by the package (e.g., corn), count the quantity as “1” and enter the number of the item included in the package in comments (e.g., 3 in package).
  - ❖ Always choose the pound to price if there is an option.
7. Indicate if the price of the item is by the piece or pound by marking “pc” or “lb”. For example, if the sign says 2 for \$1.00, mark “pc” for piece. If the sign says 3 lbs for 99¢, mark “lb” for pound.
  - ❖ If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note in comments.
  - ❖ If an item is packaged and its size is listed in pounds or equal to a pound, mark “lb” for pound.
8. Record the **quality** of the item by marking “A” for acceptable or “UA” for unacceptable.
  - ❖ Acceptable = peak condition, top quality, good color, fresh, firm and clean
  - ❖ Unacceptable = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening
  - ❖ The rating is based on the majority (>50%) of fruits. If it seems difficult to decide whether to mark “A” or “UA”, mark “UA” and describe in comments.
9. Count the **quantity of the vegetables available** in the display. Enter the approximate quantity in the comments box (e.g., “10 carrots”). If there are more than 20 pieces or containers of vegetables, stop and record ‘20’ in the comments box. Do this for all available vegetable items listed above.
10. After completing the information for the 10 vegetable items, count the number that are marked “yes” under available. The PDA software will show the total recorded, verify this is correct, and select it to record the data.

**Total types: 0**

Please select the total number of types (as shown above in red) here:

11. Mark “yes” or “no” if other fresh vegetables are available. If yes, record the types of available fresh vegetables (not listed in the previous 10 vegetable items).

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.

## Measure #5: FROZEN VEGETABLES

1. Find the frozen food section in the store.
2. Mark “yes” if frozen vegetables are available. Package must not be without sauce. If no frozen vegetables are available, select “no” and skip to canned vegetables. If yes, continue to follow steps listed below.
3. If frozen spinach is available in the store select “yes”. If more than one size is available, select the cheapest package.
4. Write the **price per package** of the item followed by the **package size in ounces**. If ounces is in fraction form, round up or down accordingly (e.g., if  $9\frac{5}{8}$  oz, write “10”). If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
5. If frozen spinach is not available, you will be prompted to record information for an alternate item. Select the frozen vegetable item with the most shelf space.
6. Count the number of varieties of frozen vegetables (without sauce).

## Measure #5: CANNED VEGETABLES

1. Find the canned food section in the store.
2. Mark “yes” or “no” if canned vegetables are available. Vegetable must be canned in water and without sauce. If no, skip to Measure #6. If yes, continue to follow steps listed below.
3. If canned green beans are available in the store select “yes”. If more than one brand or size is available, select the cheapest brand available.
4. Record the **price per can** of the item followed by the **can size in ounces**. If ounces is in fraction form, round up or down accordingly (e.g., if  $9\frac{5}{8}$  oz, write “10”). If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
5. Count the number of varieties of canned vegetables (packed in water and without sauce).
6. If canned green beans are not available, you will be prompted to record information for an alternate item. Select the canned vegetable (in water and without sauce) with the most shelf space.
7. Count the number of varieties of canned vegetables that meet the low sodium criteria of < 200mg/serving. Check the label on the can to double-check the mg/serving of sodium.

## Measure #6: GROUND BEEF

### Ground Beef Definitions:

- Lean ground beef:  $\geq 90\%$  lean,  $\leq 10\%$  fat
- Standard ground beef: 80% lean, 20% fat

### Measurement Procedures

The screenshot shows a digital form titled "AVAILABILITY AND PRICE". Under the heading "Healthier Option:", there is a question: "Is lean ground beef, 90% lean, 10% fat (Ground Sirloin) available?". Below the question are two radio buttons labeled "Yes" and "No". At the bottom of the form, there are two sets of navigation buttons: "Back", "Reset", "Save", and "Next". The "Save" button in both sets is highlighted in green. Below the second set of buttons, there are two input fields: "Price/lb. (no dollar signs)" and "Comments".

1. Find the fresh ground meat case in the store.
2. Mark “yes” or “no” if ground beef is available. If no, skip to Measure #7. If yes, continue to follow steps listed below.
3. Identify the brand of ground beef that occupies the most shelf space and for which there are both lean and regular options. Note that lean ground beef may be labeled “ground sirloin”, but the label should indicate the % fat.
4. For the healthier option, locate the lean ground beef with 10% fat. If **available**, mark yes. Choose the package of lean ground beef closest to one pound. Record the **price per lb** listed and **not** the actual price of the package of meat (i.e., the label should have a price/lb and price. Record the price/lb.).
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
  - ❖ In general, if only organic ground beef is available, look for an alternate. However, if alternates are not labeled and staff doesn’t know % fat, go with the organic and write “organic” in comments.
5. If no lean ground beef with 10% fat is available, mark “no” and look for lean ground beef with  $< 10\%$  fat. If available, write in the % fat (e.g., 7), mark “yes” and record the **price per lb** listed. Mark “N/A” for the remaining alternate item.
6. If no lean ground beef is available, look for ground turkey ( $\leq 10\%$  fat). If available, write in the % fat, mark “yes” and record the **price per lb** listed.

7. Count and record the **number of varieties** of lean ground beef available, which includes both different brands and variety of % fat (e.g., 10%, 7%, 3%, etc.). Include any organic varieties as well.

**Number of varieties of lean ground beef (<=10% fat)**

<input type="radio"/> 0	<input type="radio"/> 4
<input type="radio"/> 1	<input type="radio"/> 5
<input type="radio"/> 2	<input type="radio"/> 6+
<input type="radio"/> 3	

6. For the regular option, locate the standard ground beef with 20% fat. Repeat steps 3-4.

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.

## Measure #7: HOT DOG

**Hot Dog Definitions** (Fat gram definitions are based on Oscar Mayer brand hot dogs.)

- |                                       |                                    |                                       |
|---------------------------------------|------------------------------------|---------------------------------------|
| a. Regular ( $\geq 12$ g fat/serving) | b. Light ( $\leq 7$ g fat/serving) | c. Fat-free Wiener– (0 g fat/serving) |
| i. Wiener – Mixed meat source         | i. Wiener – Mixed meat source      | d. Turkey – ( $\leq 8$ g fat/serving) |
| ii. Frank – All beef                  | ii. Frank – All beef               |                                       |

### Measurement Procedures

The screenshot shows a web-based data entry form. At the top, there is a header box labeled 'AVAILABILITY AND PRICE'. Below this is a section titled 'Healthier Option:'. The main question is 'Are Oscar Mayer 98% Fat-free Wieners (turkey/beef) available? 0g fat'. There are two radio buttons: 'Yes' and 'No'. Below the question is a row of four buttons: 'Back', 'Reset', 'Save', and 'Next'. The 'Save' button is highlighted in green. Below the buttons is a text input field. Underneath that is a label 'Price/pkg. (no dollar signs)' followed by another text input field. Below the price field is a label 'Comments' followed by a larger text input field. At the bottom of the form is another row of four buttons: 'Back', 'Reset', 'Save', and 'Next', with the 'Save' button again highlighted in green.

1. Find the hot dogs in the prepared meats section in the store.
2. Mark “yes” or “no” if hot dogs are available. If no, skip to Measure #8. If yes, continue to follow steps listed below.
3. For the healthier option, locate Oscar Mayer 98% Fat-free wieners regular size. If **available**, mark “yes” and record the **price**.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
  - ❖ If only jumbo size is available, go to the first alternate item and look for regular size. Jumbo should be selected only if no other alternate in regular size is available. If jumbo is selected, complete information under “Other” and write “jumbo” in comments.
4. If Oscar Mayer 98% Fat-free wieners are not available, mark “no” and look for an alternate brand of fat-free wieners. Write down the brand name. If available, mark “yes” and record the price. Mark “N/A” for the remaining alternate items.

5. If no alternate fat-free variety is available, mark “no” and continue down the alternate list until an item is available or the list is exhausted.
  - ❖ Note that an alternate “Other” item does **not** include soy-based hotdogs, bratwurst or other hotdog-like products.
6. For the regular option, look for Oscar Mayer wieners (turkey/pork/chicken). If available, mark “yes”, record the price, and mark “N/A” for the alternates.
7. If Oscar Mayer wieners are not available, mark “no” and continue down the alternate list until an item is available or the list is exhausted.

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.

## Measure #8: FROZEN DINNERS

### Frozen Dinner Definitions:

- a. Reduced-fat frozen dinner =  $\leq 9$  g fat/serving (8-11 oz. package)
- b. Regular frozen dinner =  $\geq 10$  g fat/serving (8-11 oz. package)

### Measurement Procedures

1. Find the frozen dinners in the frozen food case.
2. Mark “yes” or “no” if frozen dinners are available. If no, skip to Measure #9. If yes, continue to follow steps listed below.
3. Look for Stouffer’s® brand of frozen meals as the reference brand. If **available**, mark “yes”.
4. If not available, mark “no” and **choose another brand that has both regular and reduced-fat entrees**. Enter the name of the brand in the space provided.

⌵ Alternate brand name (with reduced-fat dinners available)

Comments

5. Indicate whether reduced-fat frozen dinners (Stouffer’s Lean Cuisine® or other) are available by marking “yes” or “no”.
6. Estimate the **proportion** of the reduced-fat compared to regular frozen dinners only for Stouffer’s® or the alternate brand selected and mark either  $\leq 10\%$ , 11-33%, 34-50%, or 51%+. If there is only a reduced-fat option of a particular brand and not a regular version (e.g., Healthy Choice), estimate the proportion of the reduced-fat dinners compared to the regular across all brands.

⌵ Shelf Space: Reduced-fat dinners/regular dinners:  
Proportion

$\leq 10\%$        34-50%

11-33%       51%+

7. Look for Lean Cuisine® and Stouffer’s® Lasagna, Roast Turkey Breast and Meatloaf frozen dinners. If a pair is **available**, record the **ounces (oz.)** and **price of each package**.  
 ❖ Type ‘WF’ if you need to follow-up with an employee for the price.

**Regular Dinner**

**Is Stouffer's Lasagna available?**

Yes       No

---

**Stouffer's Lasagna**

\$  per pkg

oz./pkg

8. If only one of the regular or reduced-fat entrées is available or neither is available, look for an alternate pair of similar entrees to rate. Record the main item of the entrée in the space provided (e.g., chicken or meatballs) and record the price, ounces, total calories and grams of fat. If ounces or grams of fat is in fraction form, round up or down accordingly (e.g., if 9 5/8 oz, write “10”).  
 ❖ If there is no brand of reduced-fat frozen dinners, look at the nutritional information to see if any frozen dinners qualify as reduced fat ( $\leq 9$  g fat). Pizza does not count.

**Is an alternate for Stouffer's Lasagna available?**

Yes       No

---

Type

**Alternate for Stouffer's Lasagna**

\$  per pkg

oz.

K cal

g fat

9. If there is a limited selection and no alternate pairs available, just record the information on what is available.

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.



## Measure #9: BAKED GOODS

### Baked Goods Definitions

- a. Healthier items
  - i. Fat-free = 0 g fat/serving
  - ii. Low-fat =  $\leq 3$  g fat/serving
- b. Regular item: energy dense =  $>400$  kcal/portion or  $>3$  g fat/portion

### Measurement Procedures

AVAILABILITY & PRICE  
(low-fat baked goods  $\leq 3$ g fat/serving)

Healthier option

Bagel (single)

Yes  No

Back Reset Save Next

Bagel (single) g fat

g fat per item

K cal per item

\$

Comments

Back Reset Save Next

1. Find the baked goods/pastries section in the store.
2. Mark “yes” or “no” if baked goods (excluding bread) are available. If no, skip to Measure #10. If yes, continue to follow steps listed below.
3. For the healthier option, locate the individually sold bagels. Choose a plain bagel to rate if possible. If **available**, mark “yes” and record the grams of **fat** and **calories** listed per bagel and the **price**. If grams of fat is in fraction form, round up or down accordingly (e.g., if 3.5 grams, write “4”). Mark “N/A” for the alternate items.
  - ❖ If an item does not have nutritional information, just record the price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
  - ❖ Type ‘NA’ in any box if information cannot be found (e.g., gram per single serving bagel).
4. If individual bagels are not available, mark “no” and look for the cheapest package of bagels. If available, mark “yes” and record the amount of bagels in the package, the grams of fat and calories listed per bagel, and the price.
  - ❖ For all of the baked goods, if more than one brand is available, use the brand that has the most shelf space of that item. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet.

5. If a package of bagels is not available, mark “no” and continue down the list of alternates until an item is available or the list is exhausted.
  - ❖ If the alternate item is low-fat muffin:
    - look for individually sold items (muffin and danish) first before packaged items. However, if the single muffins do not have nutritional information and a packaged one does, choose the packaged muffins.
  - ❖ Recording the nutritional information can be tricky as the serving size may not be equal to the entire item (e.g., the serving size may be only ½ of the muffin). Be sure to calculate the nutritional information for the entire item.
6. If the low-fat muffin is the available item for the healthier option of the Baked Goods, count and record the **number of varieties** of low-fat muffins which includes both different brands and flavors (blueberry, banana nut, etc.).
7. For the regular option, look for a regular muffin. Follow the same procedures as for low-fat muffins. If available, mark “yes” and record the amount in a package, grams of fat per muffin, total calories per muffin and price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
8. If a regular muffin is unavailable, mark “no” and continue down the list of alternates.

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.

## Measure # 10- CS-BEVERAGE

### Beverage Definitions

- Diet soda - 0 kcal
- Low calorie drink – 10kcal or less
- Sugared soda – Regular
- 100% juice – Natural fruit juice with no added sugars. Container must say 100% fruit juice on label.
- Juice drink – Fruit juice with added sugar and water

### Measurement Procedures

**NEMS Measure #10: CS-Beverage**

**AVAILABILITY & PRICE**

**Healthier option:**

Is Diet Coke (12 oz.) available?

Yes  No

Back Reset Save Next

\$

Back Reset Save Next

#### For the Soda:

- Find the chilled beverage section in the store.
- For the healthier option, locate the 12 oz can and 20 oz bottle of Diet Coca Cola (Diet Coke). If **available**, mark “yes” and record the **price**.
  - ❖ If only 24 oz Diet Coca Cola is available, mark “yes” when prompted for availability of 20 oz bottle of Diet Coca Cola. Do this for the regular option as well.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
- If the 12 oz can or 20 oz bottle is not available, mark “no” and look for an alternate brand of diet soda. Choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write in the brand name, mark “yes” and record the price.
- For the regular option, look for same brand and size of sugared soda to compare.

#### For the Juice:

- ❖ For the healthier option, look for a 15.2 oz bottle of Minute Maid 100% juice first, then Tropicana, then Other. If **available**, mark the brand and “yes” for available, and record the **price**.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
- If no 15.2 oz bottle of 100% juice is available, mark “no” and determine if a 14 oz. bottle of Minute Maid 100% juice is available, then Tropicana and then Other. If available, mark the brand and “yes” for available and record the price.

2. If no 14 oz bottle of 100% juice is available, mark “no” and locate an alternate size of 100% juice (e.g. 12 oz). Look for the Minute Maid brand of 100% juice first, then Tropicana, then Other. If available, mark the oz bubble and record the size of the bottle in ounces. Then, mark the brand and “yes” for available and record the price.
3. For the regular option, look for the same brand and size of a juice drink to compare. If not available, choose a comparable option in size and price.

**For the Water:**

1. Mark “yes” or “no” if bottled water is available.
2. Mark “yes” or “no” if non-carbonated zero or low calorie drinks are available ( $\leq 10$  kcal per serving).
3. Record the types of non-carbonated zero or low calorie drinks available (e.g., Crystal Light – iced tea, Diet Snapple – several varieties).
4. Count the number of varieties of available non-carbonated zero or low calorie drinks.

**PLEASE NOTE:** When the survey is complete on the PDA, select “SAVE”. Only select “SUBMIT” once the *entire* survey has been completed.

## Measure #11: BREAD

### Bread Definitions

- a. Healthier: 100% whole wheat and whole grain bread
- b. Regular: Bread made with refined flour

### Measurement Procedures

AVAILABILITY & PRICE	
Healthier option: Whole grain bread (100% whole wheat bread and whole grain bread)	
Is Stroehmann Dutch Country 100% Whole Wheat Bread available?	
<input type="radio"/> Yes	<input type="radio"/> No
<input type="text"/>	oz.
\$ <input type="text"/>	
Comments	
<input type="text"/>	

1. Find the bread aisle in the store.
2. Mark “yes” or “no” if bread (in loaves) is available. If no, skip to Measure #12. If yes, continue to follow steps listed below.
3. For the healthier option, locate Nature’s Own 100% Whole Wheat Bread.
4. If Stroehmann Dutch Country 100% Whole Wheat Bread is **available**, mark “yes”.
5. Record the **size** in ounces and **price** of the loaf. If the size is in fraction form, round up or down accordingly (e.g., if it is 22 1/8, then write 22).
6. If Stroehmann Dutch Country 100% Whole Wheat Bread brand is not available, mark “no” and look for Sara Lee 100% Whole Wheat Bread. If that is available, mark “yes” and record the size and price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
7. If Sara Lee 100% Whole Wheat Bread is not available, mark “no and choose the brand with the most shelf space. If there is equal shelf space for different brands, select the one that has a brand name closest to the beginning of the alphabet (e.g., Colonial instead of Sunbeam).
8. Write its name, size and price.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.

9. Count and record the **number of varieties** of 100% whole wheat bread and whole grain bread, which includes both different brands and types (100% whole wheat, 100% honey whole wheat, etc.) but does **not** include different sizes of the same bread.

**Number of varieties of 100% whole wheat bread and whole grain (all brands)**

0                       1                       2                       3

4                       5                       6+

---

10. Repeat steps 2-6 for the comparable regular option, looking for the same brand that was available for the healthier option if possible. If the same brand is not available for the regular option, choose a comparable option.

## Measure #12: BAKED CHIPS AND SNACKS

### Baked Chips Definitions

- a. Healthier items:
- i. Fat-free = 0 g fat/serving
  - ii. Low-fat =  $\leq 3$  g fat/ per 1 oz. serving
- b. Regular items:  $> 3$  g fat/ per 1 oz. serving
- Size  
(ounces)**

### Measurement Procedures

AVAILABILITY & PRICE  
Low-fat chips  $\leq 3$ g fat per 1oz. serving

Healthier option:

Are Baked Lays potato chips available?

Yes  No

Back Reset Save Next

oz.

\$

Comments

Back Reset Save Next

1. Mark “yes” or “no” if baked chips are available. If yes, find where the smallest size packages of chips are located. If not available, skip to Measure #13.
2. For the healthier option, locate Baked Lays® Potato Chips and mark the smallest size that is **available** (Do not choose chips that come in multi-packs). Write in the number of ounces. If the size is in fraction form, round up or down accordingly (e.g., if  $9 \frac{5}{8}$  oz, write “10”).
3. If Baked Lays® are not available, mark “no” and look for an alternate chips item that has  **$\leq 3$  g fat per one ounce serving** (Baked Doritos does not meet this criteria; however, if no other baked chips are available, look for the fat-free potato chips made with Olestra). Enter the name and mark “yes” under available.
4. Record the **price** of the Baked Lays® or the alternate item.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.

5. Count and record the **number of varieties** of low-fat chips ( $\leq 3$  g fat per one ounce serving), which includes different brands (Lays, Ruffles, etc.) and flavors (Plain, Ranch, BBQ, etc.) and type of chip (corn, potato, etc). The chips with Olestra count as well. It does **not** include different sizes of the same chip.

Number of varieties of low-fat chips (any brand)

0       1       2       3

4       5       6+

---

6. Repeat steps 2-4 for the comparable regular option, looking for the same brand and size that was available for the healthier option.

**100 Calorie Snacks:**

1. If individual 100 Calorie Snacks packs are available, mark “yes”. If no, skip to Measure #13.
2. Record all types of 100 Calorie Snack packs available (including Lays, Ruffles, Oreos, etc). Make a note if 100 Calorie Snack packs are available as single servings or in a boxed package.
3. Count the **number of varieties** of available 100 Calorie Snack packs.



## Measure #13: CEREAL

### Cereal Definition

Healthier: < 7g sugar per serving

### Measurement Procedures

The screenshot shows a digital form titled "AVAILABILITY & PRICE" with the instruction "Healthier cereals: <7g sugar per serving". Below this is a section for "Healthier option:" with the question "Are Cheerios (plain) available?". There are two radio buttons: "Yes" and "No". At the bottom of this section are four buttons: "Back", "Reset", "Save", and "Next".

Below the first section is another identical section with input fields for "oz." and "\$", a "Comments" text area, and another set of "Back", "Reset", "Save", and "Next" buttons.

1. Mark “yes” or “no” if cereal is available at this store. If yes, follow the steps below.
2. Look for plain Cheerios. If plain Cheerios is **available**, mark “yes” under available.
3. Record the **smallest size** box of Cheerios available in ounces listed on the bottom front of the box. If the size is in fraction form, round up or down accordingly (e.g., if it is 22 1/8, then write “22”).
4. Record the **price** of the plain Cheerios cereal.
  - ❖ Type ‘WF’ if you need to follow-up with an employee for the price.
5. If plain Cheerios is not available, look for an alternate that qualifies as healthier (<7 g sugar per serving). Write its name, marking “yes” under available and follow steps 3-4 for size and price. Examples of other cereals that have <7 g of sugar per serving include Multigrain Cheerios, Special K, Total Whole Wheat, Rice Krispies, and Corn Flakes.
6. Count and record the **number of varieties** of healthier cereal (<7 g sugar per serving).

The screenshot shows a digital form titled "Number of varieties of healthier cereals". It has seven radio buttons arranged in two rows: 0, 1, 2, 3 in the first row, and 4, 5, 6+ in the second row. At the bottom are four buttons: "Back", "Reset", "Save", and "Next".

7. Look for a flavored Cheerios cereal (e.g., Honey Nut, Frosted, Berry Burst, Yogurt Burst, etc.). If available, mark “yes” under available. Write the flavor on the line. If plain Cheerios is not

available for the healthier option and an alternate healthier cereal is available, look for the sugared version as the regular option (e.g., Corn Flakes and Frosted Corn Flakes).

8. Record the **size** in ounces. If multiple sizes are available, record the smallest.
9. Record the **price** of the flavored Cheerios cereal.
  - ❖ Type **'WF'** if you need to follow-up with an employee for the price.
10. If a flavored Cheerios is not available, look for an alternate that qualifies ( $\geq 7$  g sugar per serving). Write its name, marking "yes" under available and follow steps 8-9 for size and price.