

# Data Sheets

Date \_\_\_\_\_ Store Name \_\_\_\_\_ Location address and zip code \_\_\_\_\_

Coder (your name) \_\_\_\_\_ Flier collected \_\_\_\_\_ in store  on web  Store ID \_\_\_\_\_

How many check outs are there in the store? \_\_\_\_\_ How many numbered aisles are there? \_\_\_\_\_

## KEY CATAGORIES IN ALL LOCATIONS

Location Type	Product Category	Diet, low sugar, or low fat versions			Promotion/ Seasonal (circle all that apply) S= Size TH= Theme D= Display				Are there <u>5</u> or more items from the key category here?		Child Height?		Child Focused?	
		Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
O	FV	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
EN	CA	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
Eca	SD	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
Ecb	CH	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
I	CH	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
E	FV	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
A	CFC	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
A	CH	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
A	SD	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
A	SD	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
COS	CA	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No
COE	SD	Yes	No	NA	S	TH	D	None	Yes	No	Yes	No	Yes	No

CFC	CA	CH	SD	FV	O	EN	Eca	Ecb	I	A	E	CoS	CoE
Child Focused Cereal	Candy	Chips	Soda	Fruits & Vegetables	Outside	Entrance	Endcaps facing towards the entrances	Endcaps facing away from the entrances	Island	Aisle	Edge	Checkout Side	Checkout End

Store ID \_\_\_\_\_

**MAIN CEREAL AISLE PLACEMENT, CHILD FOCUS CEREALS (CFC)**

<b>Shelf # 1=lowest</b>	<b>% of shelf that is CFC</b>	<b>Notes</b>
1	<25 25-50 50-75 75-100	
2	<25 25-50 50-75 75-100	
3	<25 25-50 50-75 75-100	
4	<25 25-50 50-75 75-100	
5	<25 25-50 50-75 75-100	
6	<25 25-50 50-75 75-100	
7	<25 25-50 50-75 75-100	
8	<25 25-50 50-75 75-100	
9	<25 25-50 50-75 75-100	
10	<25 25-50 50-75 75-100	

## KEY DEFINITIONS

- ✓ **Child Height/ Focused**: Note if any categories are at child-height (defined as <4 feet- measure this on your own body for reference around the store), and/or if they're child focused (meaning they have a cartoon, pictures of kids, a contest, or something that is geared towards children e.g. a movie or TV program etc etc).