

Checked by _____
Date: ___/___/___

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Baltimore Healthy Stores Project Store Evaluation Form

1. Date: ___/___/___
2. Day of the week: _____
3. Time in: _____ Time out: _____
4. Data Collector: _____
5. Store Name: _____
6. Store ID: _____
7. Address/ Telephone number _____ (phone) _____
8. Store type
 - a. Supermarket (Chain)
 - b. Mid-size market (superette)
 - c. small food store (incl corner stores)
 - d. Convenience store
 - e. Carry-out
 - f. Other: _____
9. Respondent Name: _____
10. Respondent Position/Title: _____

Section 1. STORE CHARACTERISTICS

1) Store layout

1.1.		Always	Sometimes	Never
	Need to be buzzed in			
	Can't touch/see food, or read label before purchasing			
	Checkout counter enclosed in plexiglass			
	Food products are not marked for price			

2) Location of healthy food items

1.2. Easily visible (Yes/No)

1.3. Stocking in front of store or high traffic area (Yes/No)

1.4. Over the last 30 days, about how many customers do you have on average day? _____

1.5. Considering age and gender, what types of people shop most frequently at your store? (Check all that apply)

	Adolescents (under 17)	Young adult (18-35)	Middle-aged adults (36-60)	Elderly (60+)
Male				
Female				

1.6. How many paid employees (except family laborers) work at your store? _____ # employees?

What are their ethnicities?

1.7 If you judge the quality of your relationship with your customers and community, how good is it?

- a) Excellent, very intimate b) Good c) Fair d) poor, conflictive

1.8. What do you think the impact of hiring African-American employees would be on food sales?

- a. May increase food sales.
- b. No impact on food sales.
- c. May decrease food sales.

1.9. What do you think the impact of hiring African-American employees would be on the relationship of your store with its customers?

- a. Improves relationship with customers.
- b. No impact on the relationship with customers.
- c. Worsens the relationship with customers.

1.10. When you started your business in Baltimore, how did you decide which products to carry? (Circle all that apply.)

- a. Store size or Shelf space
- b. Previous owner's recommendations
- c. Other merchant's recommendation
- d. other _____

1.11. How do you select foods for your current food stocking? (Choose three main reasons and prioritize in order.)

- a. Store or Shelf space _____
- b. Customer recommendations/ requests _____
- c. How well an item has sold _____
- d. Promotion price _____
- e. High profit margin _____
- f. other _____

1.12 How many years have you been operating this store? _____

1.13 How many years have you been operating food stores? _____

1.14. How do you promote the sale of certain foods? (Check all that apply)

- a. Regular clearance sales on some items
- b. Lowering prices compared to competitive stores
- c. Set-up of merchandise /placing items strategically on shelves, in high traffic areas
- d. Other: _____
- e. None

1.15. Which foods are the most profitable in your store?

Why are the above foods the most profitable? (Check one) a) the items are sold well b) the items has high profit margin

1.16. Which foods are the least profitable in your store?

Why are the above foods the least profitable? (Check one) a) the items are sold bad b) the items has low margin

Section 2. STOCKING AND SALES

2.1. I am now going to ask you about stocking and sales of certain foods. For each of the foods listed below, please (1) tell me If you had the food in stock in the last 30 days and (2) Estimate of the number of units (i.e. cans, packages) sold in the entire store in the last 30 days, from (date) to (today's date). We just need your best guess. For corner stores, we will use the weekly food sales record which is attached at the end of the questionnaire.

Food	Standard Unit	In stock in the last 30 days? (Yes/No)	Stock the same amount during the last 30 days? (Yes/No)	Number of units sold (can be a range)
Dairy				
Whole Milk (Incl whole lactaid)	Half Gallon			
2% milk (Incl 2% lactaid)	Half Gallon			
1% milk, Skim Milk (Incl skim lactaid)	Half Gallon			
Beverage				
Regular soda	1 can/bottle			
Diet soda / other diet drinks	1 can/bottle			
100 % Fruit Juice (Name: _____)	1 can/bottle			
Fruit drinks, punch, cocktail	1 can/bottle			
Water (bottled or osmosis)	1 bottle			
Fruit & Vegetables				
Fresh Fruit				
Frozen Fruit	1 package			
Canned Fruit (in water, or juice)	1 can			
Canned fruit (in syrup)	1 can			
Fresh Vegetables	1 purchase			
Frozen Vegetables	1 package			
Canned Vegetables	1 can			
Meats				
Pork				

Food	Standard Unit	In stock in the last 30 days? (Yes/No)	Stock the same amount during the last 30 days? (Yes/No)	Number of units sold (can be a range)
Tuna (canned), in oil	1 can			
Tuna (canned), in water	1 can			
Chicken/Turkey slices				
Beef				
Ham				
Bacon	1 package			
Hot dog, sausage	1 package			
Turkey bacon	1 package			
Scrapple	1 package			
Reg. bologna/deli bologna	1 Package			
Lite or low-fat bologna	1 Package			
Beans				
Regular chili beans	1 can			
Pork and beans	1 can			
Baked beans	1 can			
Cereals & Bread				
Sugary cereals (Fruit Loops, Honey comb, frosted flakes, Apple Jacks)	1 box			

Food	Standard Unit	In stock in the last 30 days? (Yes/No)	Stock the same amount during the last 30 days? (Yes/No)	Number of units sold (can be a range)
Low sugar cereals (Ex. Corn flakes, Cheerios, Life, Rice krispies, Wheaties)	1 box			
Cereals, high in fiber (Oatmeal, Shredded wheat, Wheat chex, any Bran cereal)	1 box			
Whole wheat bread	1 loaf/bag			
White bread, Roll (Hamburger, hot dog, sub roll)	1loaf/bag			
Snacks				
Chips including Doritos, Potato chips, tortilla, cheese puffs (not baked)	1bag (large/small)			
Baked chips (reduced fat chips, says BAKED on the label)	1bag (large/small)			
Hard packaged pretzels (incl. low-fat, low- sodium pretzels)	1bag (large/small)			
Low-fat, Low-salt crackers	1 package			
Candy	1 package			
Cookies	1 package			
Donuts	1 package			

Food	Standard Unit	In stock in the last 30 days? (Yes/No)	Stock the same amount during the last 30 days? (Yes/No)	Number of units sold (can be a range)
Condiments & others				
Regular salad dressing (Mayo-based, ranch)	1 bottle			
Low-fat/non-fat salad dressing	1 bottle			
Lite Mayonnaise	1 bottle			
Ketchup	1 bottle			
Mayonnaise	1 bottle			
Butter, Margarine, Shortening, vegetable oil	1package/bottle			
Cooking spray	1 bottle			
Sugar	1 pack			
Artificial sweetener (Equal, Hytop, Nutrasweet, Sweet-n-low)	1 box			

2.2. Are there any healthier foods products with which you want to stock your store but are hard for you to find? (Y/N)

2.3. If you answered “Yes” for question 2.4, which type of product is it?

- a. Low fat product b. Low sugar c. Low sodium (salt) d. other_____

2.4. Are there any healthier foods products with which you want to stock your store but are hard to afford? (Y/N)

2.5. If you answered “Yes” for question 2.4, which type of product is it?

- a. Low fat product b. Low sugar c. Low sodium (salt) d. other_____

2.6. Why do you want to stock healthier foods in you store?

2.7. If your store does not currently stock fresh produce, please tell me why it does not?

2.8 If your store does not currently stock relatively healthier food items (low-fat, low-sugar, low-sodium and high fiber), what is a main barrier? (Check one)

- a) no demand (sell bad)_____ b) hard to find
c) hard to afford_____ d) low margin

Section 3. OUTCOME EXPECTATIONS: FOOD SALES in terms of number of unit sales

3.1. I am now going to read you a series of statements about how well you think certain foods would sell in your store. For example, “Pretzels WILL SELL WELL IN MY STORE.” Please indicate how strongly you agree or disagree with each statement by choosing one of the following responses: strongly disagree, disagree, undecided, agree or strongly agree. Please tell me what you REALLY believe would happen.

Food (---- will sell well in my store.)	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Dairy products					
1% milk, Skim Milk (Incl skim lactaid)					
Beverages					
Diet soda / other diet drinks					
100 % Fruit Juice (Name: _____)					
Water (bottled or osmosis)					
Fruits & Vegetables					
Fresh Fruit					
Canned Fruit (in water, or juice)					
Fresh Vegetables					
Frozen Vegetables					
Canned Vegetables					
Meats					
Tuna (canned), in water					
Chicken, turkey slices					
Beans					
Baked beans					
Cereals & Bread					

Food (---- will sell well in my store.)	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Low sugar cereals (Corn flakes, Cheerios, Life, Rice krispies, Wheaties)					
Cereals, high in fiber (Oatmeal, Shredded wheat, Wheat chex, any Bran cereal)					
Whole wheat bread					
Snacks					
Baked chips (reduced fat chips, says BAKED on the label)					
Hard packaged pretzels (incl. low-fat, low-sodium pretzels)					
Low-fat, Low-salt crackers					
Condiments & others					
Low-fat/non-fat salad dressing					
Lite Mayonnaise					
Ketchup					
Cooking spray					
Artificial sweetener (Equal, Hytop, Nutrasweet, Sweet-n-low)					

Section 4. OUTCOME EXPECTATIONS: BHS PROMOTIONS EFFECT ON OVERALL STORE SALES

4.1. I am now going to read you statements about what you feel will be the effect of Baltimore Healthy Stores promotional materials on overall store food sales **in terms of the number of units. That means on the total amount of food you sell (not just those foods being promoted).** Please keep in mind that your answers will not hurt my feelings; we want to know what you really think will happen. Indicate how strongly you agree or disagree with each statement by choosing one of the following responses: strongly disagree, disagree, undecided, agree or strongly agree.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
If I stock the healthy foods promoted by Baltimore Healthy Stores, overall food sales will increase.					
If I use Baltimore Healthy Stores posters and educational displays to promote healthy foods, overall food sales will increase.					
If I use Baltimore Healthy Stores shelf labels to indicate healthy foods, overall food sales will increase.					
If I do Baltimore Healthy Stores cooking demonstrations and taste tests of healthy foods, overall food sales will increase.					
If I distribute Baltimore Healthy Stores flyers and recipes for healthy foods, overall food sales will increase.					

4.2. If one of your answers to the above questions was strongly disagree/disagree, why do you think so?

4.3. I am now going to read you statements about what you feel will be the effect of Baltimore Healthy Stores promotional materials on overall store food sales **in terms of profit. That means on the total amount of food you sell (not just those foods being promoted).** Please keep in mind that your answers will not hurt my feelings; we want to know what you really think will happen. Indicate how strongly you agree or disagree with each statement by choosing one of the following responses: strongly disagree, disagree, undecided, agree or strongly agree.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
If I stock the healthy foods promoted by Baltimore Healthy Stores, overall profit of food sales will increase.					
If I use Baltimore Healthy Stores posters and educational displays to promote healthy foods, overall profit of food sales will increase.					
If I use Baltimore Healthy Stores shelf labels to indicate healthy foods, overall profit of food sales will increase.					
If I do Baltimore Healthy Stores cooking demonstrations and taste tests of healthy foods, overall profit of food sales will increase.					
If I distribute Baltimore Healthy Stores flyers and recipes for healthy foods, overall profit of food sales will increase.					

4.4. If one of your answers to the above questions was strongly disagree/disagree, why do you think so?

Section 5. PSYCHOSOCIAL VARIABLES

Self-efficacy for stocking of foods

5.1. The next set of questions asks you how sure you are that you can stock a particular food in your store. By this, I mean how sure are you that you can convince vendors to stock the food, convince supervisors to allow you to order the food, order the food and put it on the shelves (make space for it). Please indicate how strongly you agree or disagree with each statement by choosing one of the following responses: strongly disagree, disagree, undecided, agree or strongly agree. [For example, “I CAN STOCK pork and beans IN MY STORE.]

Food (I can stock ----- in my store.)	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Dairy products					
1% milk, Skim Milk (Incl skim lactaid)					
Beverages					
Diet soda / other diet drinks					
100 % Fruit Juice (Name: _____)					
Water (bottled or osmosis)					
Fruits & Vegetables					
Fresh Fruit					
Frozen Fruit					
Canned Fruit (in water, or juice)					
Fresh Vegetables					
Frozen Vegetables					
Canned Vegetables					
Meats					

Food (I can stock ----- in my store.)	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Tuna (canned), in water					
Chicken, turkey slices					
Cereals & Bread					
Low sugar cereals (Corn flakes, Cheerios, Life, Rice krispies, Wheaties)					
Cereals, high in fiber (Oatmeal, Shredded wheat, Wheat chex, any Bran cereal)					
Whole wheat bread					
Snacks					
Baked chips (reduced fat chips, says BAKED on the label)					
Hard packaged pretzels (incl. low-fat, low-sodium pretzels)					
Low-fat, Low-salt crackers					
Condiments & others					
Low-fat/non-fat salad dressing					
Lite Mayonnaise					
Ketchup					
Cooking spray					
Artificial sweetener					

Food-related Knowledge

I am going to read you a series of questions and answer choices. Pick the answer that you think answers the question best.

5.2. Which meat has less fat?

- a. Bologna
- b. Bacon
- c. Turkey slices
- d. Don't know

5.3. Which cereal has less sugar?

- a. Frosted Flakes
- b. Raisin Bran
- c. Life
- d. Don't know

5.4. Which cereal has most fiber?

- a. Shredded wheat
- b. Corn flakes
- c. Kix
- d. Don't know

5.5. Which of the following foods is lowest in fat?

- a. Nacho Cheese Doritos
- b. Pretzels
- c. Tortilla chips
- d. Don't know

5.6. Which of the following drinks has fewest calories?

- a. Diet soda
- b. Regular soda
- c. Half and half
- d. Don't know

Use the nutrition label (attached at end) to answer questions 5.9 – 5.12

5.7. How many servings are in the entire box of cereal? _____servings

5.8. How many grams of sugar are there in 1 serving? _____grams

5.9. How many grams of fat are in 1 serving? _____grams

5.10. How many grams of fat are in the entire box of cereal? _____grams

Section 6. STORES PATTERNS OF FOOD ACQUISITION

The following questions will ask you how you are getting foods to stock your stores.

6.1. How often do you shop for your stores?

- ___ a. Every day
- ___ b. Several times per week
- ___ c. Once a week
- ___ d. Twice a month or less

6.2. Which of the following have you used in the last 30 days to stock your store? (Check all that apply)

- a. B-Green___
- b. Sams___
- c. Costco___,
- d.MD cashing & carry___
- e. local farmers
- f. large supermarket
- g. vendors
- h. others (specify: _____)

6.3 Which stores do you use most frequently? And how often do you shop at the stores?

# of times	1 st most frequent store	2 nd most frequent store
Everyday		
Several times a week		
Once a week		
Twice a month or less		

