

# Technical Report

*This report accompanies the report on the extent of location-based promotions of less healthy food and drink in supermarkets in England*

Prepared for: Department of Health and Social Care

FEBRUARY 2025 VERSION 1



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# 1. Introduction

*This report is independent research commissioned and funded by the National Institute for Health and Care Research Policy Research (NIHR) PRP-PRU-02-15-Healthy Weight. The views expressed in this publication are those of the authors and not necessarily those of the National Institute for Health and Care Research, the Department of Health and Social Care or its arm's length bodies, or other Government Departments.*

This technical report accompanies the report evaluating the impact of regulations on location-based promotions of less healthy food and drink in supermarkets in England and gives an overview of the study methodology and implementation. This report covers the sample design, recruitment, fieldwork, and data processing for pre- and post-legislation data collection.

In October 2022<sup>1</sup> the Government implemented legislation that introduced regulations<sup>2</sup> to restrict location-based promotions of products high in fat, sugar, or salt (HFSS) in retail settings in England as part of a range of policy interventions to support people to make healthier choices. The purpose of this project was to collect baseline data before the implementation of the regulations, followed by a comparison after the implementation of the regulations.

The regulations apply to medium and large retailers (with 50 or more employees) selling food and drink products where the 'relevant floor area' (i.e. the space where goods are displayed and customers are served) is 2,000 sq ft (185.8 m<sup>2</sup>) or greater. It relates to key selling locations within stores: store entrances, end-of-aisles and any separate structures within 50cm of the end-of-aisle (referred to as 'standalone units' in this report), checkouts (including tills, self-checkouts, and checkout queuing areas), and covered external areas. The findings discussed in this report are based on a sample of food and drink retailers (supermarkets and convenience stores<sup>3</sup>) as the majority of food is purchased at these retailers.

The location restrictions also apply to online locations for businesses in scope of the restrictions. A qualifying business must not offer for sale specified food on an online marketplace in the following 'locations':

- the homepage of a website
- when a consumer is searching for or browsing for products other than 'schedule 1' food<sup>4</sup>
- while a consumer is searching for or browsing schedule 1 food
- on a page not opened intentionally by the consumer, such as a pop-up page or a brand burst
- on a 'favourite products' page.

The online location restrictions were not in scope of this research.

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<sup>1</sup> The legislation was originally due to be implemented in October 2021 but delays due to the COVID-19 pandemic meant that the location-based regulations were implemented in October 2022 and the volume price regulations are now planned to be introduced in October 2025.

<sup>2</sup> <https://www.gov.uk/government/publications/restricting-promotions-of-products-high-in-fat-sugar-or-salt-by-location-and-by-volume-price/restricting-promotions-of-products-high-in-fat-sugar-or-salt-by-location-and-by-volume-price-implementation-guidance>

<sup>3</sup> The convenience stores in the sample are part of chains. Symbol convenience stores and independent convenience stores were not included in this research.

<sup>4</sup> Schedule 1 food' means food or drink falling within a category in [schedule 1 of the regulations](#). This can be found here: <https://www.legislation.gov.uk/uksi/2021/1368/schedule/1/made>

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More detail about the regulations, including definitions of locations and the product categories that are included, can be found in the Department for Health and Social Care (DHSC) guidance<sup>2</sup>.

# Definitions

## Locations

The locations covered by the regulations include store entrances, checkout areas (including till checkouts, self-checkouts, and queuing areas), end-of-aisles and any standalone units within 50cm of end-of-aisles, and covered external areas. A 'standalone unit' refers to a separate structure (for example, an island bin, free-standing unit such as fridge or freezer, side stack or clip strip) connected to, adjacent to or within 50cm of an aisle end. Detailed definitions of the restricted location types can be found in the regulation guidance<sup>5</sup>.

Note that although the regulations include covered external areas, data was not collected in this type of location. For the purpose of the report 'locations' refer to the locations covered by the regulations except for covered external areas which were excluded.

## Regulation categories

Thirteen product categories are covered by the regulations, having been identified as the biggest contributors to children's sugar and calorie intakes, and which are heavily promoted. These are drinks, confectionery, cakes, ice cream, savoury snacks, morning goods, puddings and desserts, sweet biscuits, breakfast cereals, ready meals, yoghurts, pizza, and chips and potato products. Some products, e.g. plain, unfilled meringue nests, are in a restricted category but are exempt from the restrictions.

Products from the regulation categories, and which were not exempt from the regulations, were coded as either HFSS or non-HFSS food products, as defined below<sup>6</sup>.

## HFSS food products

Pre-packed food and drinks from one of the 13 product categories included in the regulations which are defined as 'less healthy' based on the 2004/05 Nutrient Profiling Model (NPM) in accordance with the nutrient profiling technical guidance 2011 are called 'HFSS food products' throughout this report. This means the products did not pass the NPM and are restricted as per the regulations.

An example HFSS food product would be a regular chocolate bar.

## Non-HFSS food products

Pre-packed food and drinks from one of the 13 product categories included in the regulations which are defined as 'healthy' based on the 2004/05 NPM in accordance with the nutrient profiling technical guidance 2011 are called 'non-HFSS food products' throughout this report. This means the products passed the NPM and are not restricted.

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<sup>5</sup> <https://www.gov.uk/government/publications/restricting-promotions-of-products-high-in-fat-sugar-or-salt-by-location-and-by-volume-price/restricting-promotions-of-products-high-in-fat-sugar-or-salt-by-location-and-by-volume-price-implementation-guidance>

<sup>6</sup> The nutritional information available for each product was accurate at the time of coding but may be subject to change. As such, some products may have been defined as HFSS when reformulation may mean they no longer are.

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An example non-HFSS food product would be a high-fibre, low-fat chocolate bar.

### **Out-of-scope products**

For the purpose of this analysis, some products displayed in restricted locations are categorised as out-of-scope, either because they are not included in one of the 13 product categories covered by the regulations, or because they were exempt.

Any non-food items such as toiletries as well as food and drink items from categories not covered by the regulations such as alcohol<sup>7</sup> and fruit and vegetables are classified as out-of-scope. Some of these products may be HFSS based on the global definition (of not passing the NPM), for example butter (which is not in a category covered by the regulations).

Some food and drink items may fall into one of the 13 product categories included in the regulations, and may also be HFSS, but are exempt from the restrictions, e.g. plain, unfilled meringue nests, are classified as out-of-scope. Details and examples of out-of-scope exempt products can be found in the regulations<sup>1</sup> and implementation guidance.

Section 5, below, includes flow charts showing the processes for nutrient coding and assigning products to categories.

For post-legislation data collection, the types of out-of-scope products listed for data coders to assign a product to was expanded, to enable more detailed analysis of the types of products being displayed in areas where HFSS products were located previously.

# 2. Sample and recruitment

## Original sample design

The original sample design comprised 134 stores, divided into the following groups:

- 50 supermarkets
- 52 convenience stores

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<sup>7</sup> Whilst alcohol is calorie-dense and less healthy, it is out of scope of the regulations relating to HFSS products. Other policies are attempting to support healthier purchasing and consumption behaviour of alcohol, as with tobacco and vaping products.

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- 34 forecourts.

The intention was that these stores would come from all the major supermarket and convenience store chains in the United Kingdom, as well as symbol group stores (independent retailers who are part of a larger group, e.g. SPAR, Costcutter).

A sample of 30 English local authority areas was selected as a stratified random sample, using urban/rural and area deprivation as stratifiers. From these areas, stores were selected across the chains and groups described above, using Google Maps to identify stores in the local authority areas. If there were not sufficient stores in any area, substitutes could be selected from neighbouring local authorities. Sampling also considered the size of stores, to cover a selection of large, medium and small supermarkets.

## Revised sample design

In January 2022 the original sample design was revised in light of the following considerations:

- The legislation includes a minimum size of premises of 2000 ft<sup>2</sup> (185.8 m<sup>2</sup>), which is likely to exclude most forecourt shops and many convenience stores.
- Convenience stores, particularly those that are independently owned, may not know their relevant floor area and therefore whether they would be affected by the legislation, at the time of the baseline survey.
- Some chains or groups may be reluctant to take part in the research.

The first two points were addressed by excluding forecourts from the sample and by over-sampling convenience stores. A decision was also made (by DHSC) to exclude symbol group stores from the sample due to recruitment difficulties.

## Recruitment of chains

Contact was attempted with each of the nine main supermarket chains. This involved emailing and telephoning Head Office contacts and switchboards, and explaining the purpose of the study and what participation would involve. Document A1 in the Supporting Documentation shows the Research Summary sent to each chain to explain the study and encourage participation. Part of the agreement with chains was that they would not be named in the research, and as such this report refers to Chains A-D only.

Of the nine major chains we were unable to make contact with one, two declined to participate, one did not offer agreement, and a further chain was on board but data protection processes meant that the necessary permissions were not in place before the start of the legislation. Therefore, a total of four chains participated in the research.

Head Office contacts were provided with a list of sampled stores (selected from across the 30 local authorities identified during the sampling stage) and asked to provide store manager contact details. They were also asked



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to provide a permission letter which could be shown to stores ahead of visits. A template of this letter is available in the Supporting Documentation (Document A2).

## Achieved sample

Following Head Office recruitment and approvals, and making contact with individual stores, the final achieved sample was 23 stores. This was made up of:

- 5 supermarkets and 4 convenience stores from Chain A
- 4 supermarkets from Chain B
- 5 supermarkets each from Chains C and D

Data was collected from the 23 stores both pre-legislation and post-legislation. All chains agreed to a re-visit post-legislation.

# 3. Fieldwork

Fieldwork was conducted by Face Facts Research. Following Head Office approvals, Face Facts Research contacted the store managers at each of the sampled stores, to organise a convenient time for data collection to take place. The 23 stores were visited between April and May 2022 to collect the pre-legislation data. They were visited again between April and June 2023 to collect the post-legislation data. Data on seasonal promotions during this time period was not collected, but it was decided to begin fieldwork after the Easter weekend to reduce the likelihood of seasonal promotions.

## Store visits

When visits were booked Face Facts Research fieldworkers attended the store and collected data using video glasses<sup>8</sup> to record video footage of the location areas within the store. Fieldworkers were provided with a thorough briefing and instructions, including ensuring that all products in each location were recorded clearly to enable accurate coding. Before beginning video recording, fieldworkers carried out an initial scope of the store and recorded the number of entrances, end-of-aisles, and checkout areas. They used this information to plan their route through the store. They were provided with paper store record sheets where they recorded additional information including the store details, the visit date and time, opening hours, and store size. Documents A3 and A4 in the Supporting Documentation show the fieldwork protocol and store record sheet.

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<sup>8</sup> <https://business.currys.co.uk/catalogue/cameras-smart-tech/camcorders/camcorders/bear-grylls-bg-gls-1-camcorder-glasses-black/N246150W>

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# 4. Coding

A coding tool was developed to enable Face Facts Research coders to enter information about products from each of the store videos. The tool was hosted online and included questions covering the following:

- Number of each location type
- Specific products within each location
- Whether there were any out-of-scope products (e.g. alcohol, fruit and veg, non-food items) in any of the locations
- The proportion of space taken up by each product at each location
- The relative space each location took up within each store (for example the size of a checkout in comparison to the end of an aisle)
- Whether specific products were on volume price promotions.

The tool contained a product lookup linked to Kantar World Panel food data so that coders did not need to type every product out individually. For example, typing 'Walkers crisps' would bring up all instances of Walkers crisps for coders to choose from. Coders were asked to confirm whether the product they had selected was an exact or close match to the product in the video. If any product could not be found in the lookup, details were entered verbatim for manual coding during data management. They were provided with detailed coding instructions (available in Document A5 in Supporting Documentation) to ensure consistency between coders. The coding tool and instructions were developed with support from Face Facts Research, including thorough testing. The script for the Coding Tool is available in Document A6 in Supporting Documentation.

Coders could also indicate that a location was repeated, for example if all checkouts in a store contained the same products. Data for repeat locations was then imputed at the data processing stage.

# 5. Data processing

Following coding of video footage at each data collection period, two datasets were produced – one containing all coded products across the 23 stores collected pre-legislation, and one containing all coded products across the 23 stores collected post-legislation. The data then needed to be processed to produce variables that could be used for analysis. This involved two stages:

- Deriving HFSS status for products

- 
- Calculating the relative amount of location space each product took up within each store.

# Nutrient profiling

The Kantar World Food data, used as a lookup in the coding tool, contains product descriptions (used for coding) and nutritional information for each of the products. This nutritional information included, per 100g: energy, saturated fat, total sugar, sodium, fibre, and protein. This information can then be used to calculate a nutrient profile score, whereby points are awarded for 'A' nutrients (energy, saturated fat, total sugar, and sodium) and for 'C' nutrients (fruit, vegetables and nut content<sup>9</sup>, fibre, and protein). The 3 steps to calculating the score are below:

1. Work out the total 'A' points
2. Work out the total 'C' points
3. Work out the overall score: total 'A' points minus total 'C' points

Foods scoring 4 or more points, and drinks scoring 1 or more points, are classified as 'less healthy' and subject to the locations legislation. More detail, including the scoring tables, is available in DHSC's nutrient profiling guidance (2011)<sup>10</sup>.

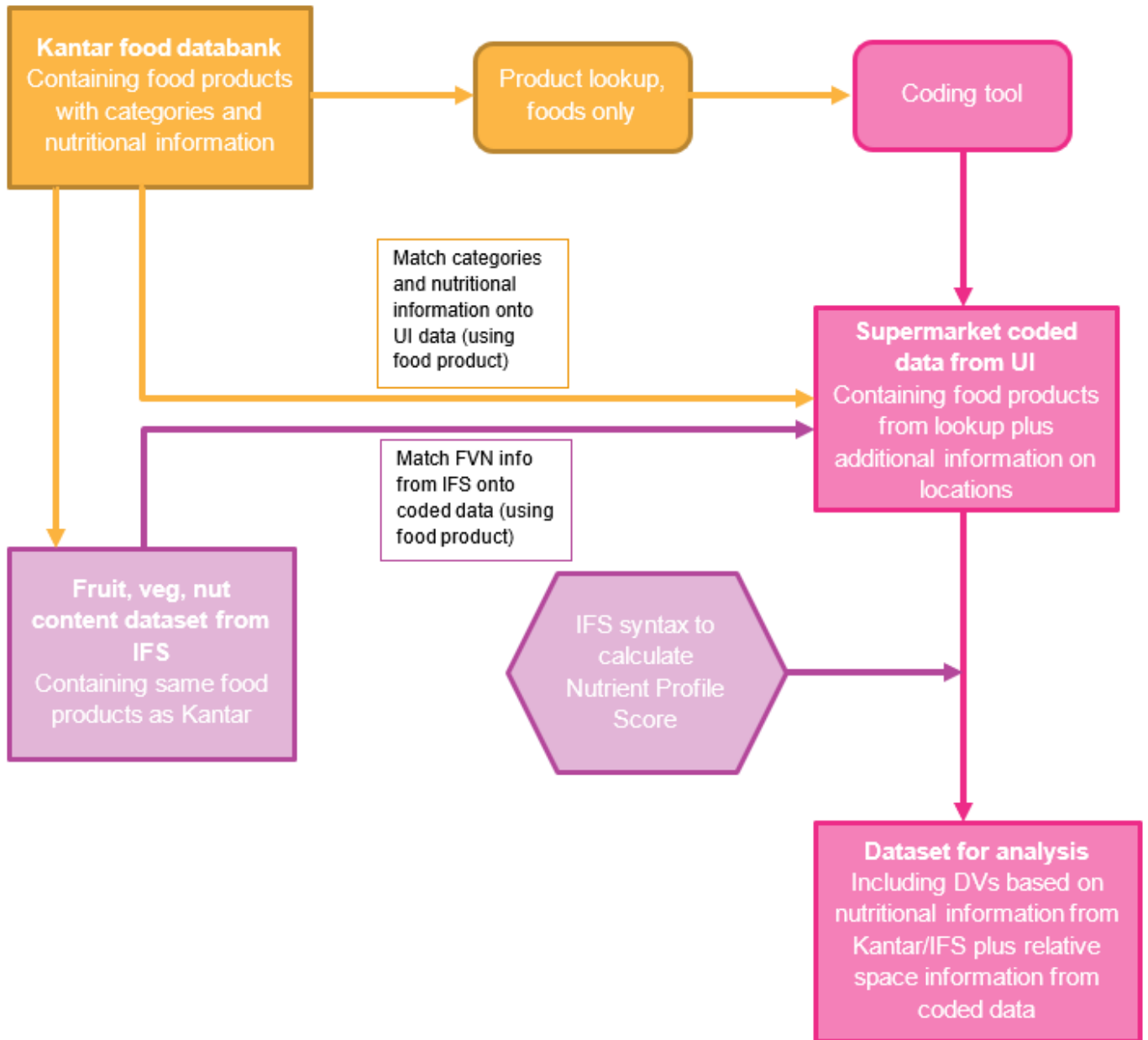
The Kantar World Food data did not include sufficient information on fruit, vegetable and nut content to enable calculation of NPM scores. A separate lookup was obtained with data on fruit, vegetable and nut (FVN) content, and used in the calculation of NPM scores and subsequent assignment of products into HFSS or non-HFSS categories.

The diagram below shows how the different datasets were merged together to produce the nutrient profiling score for all coded products:

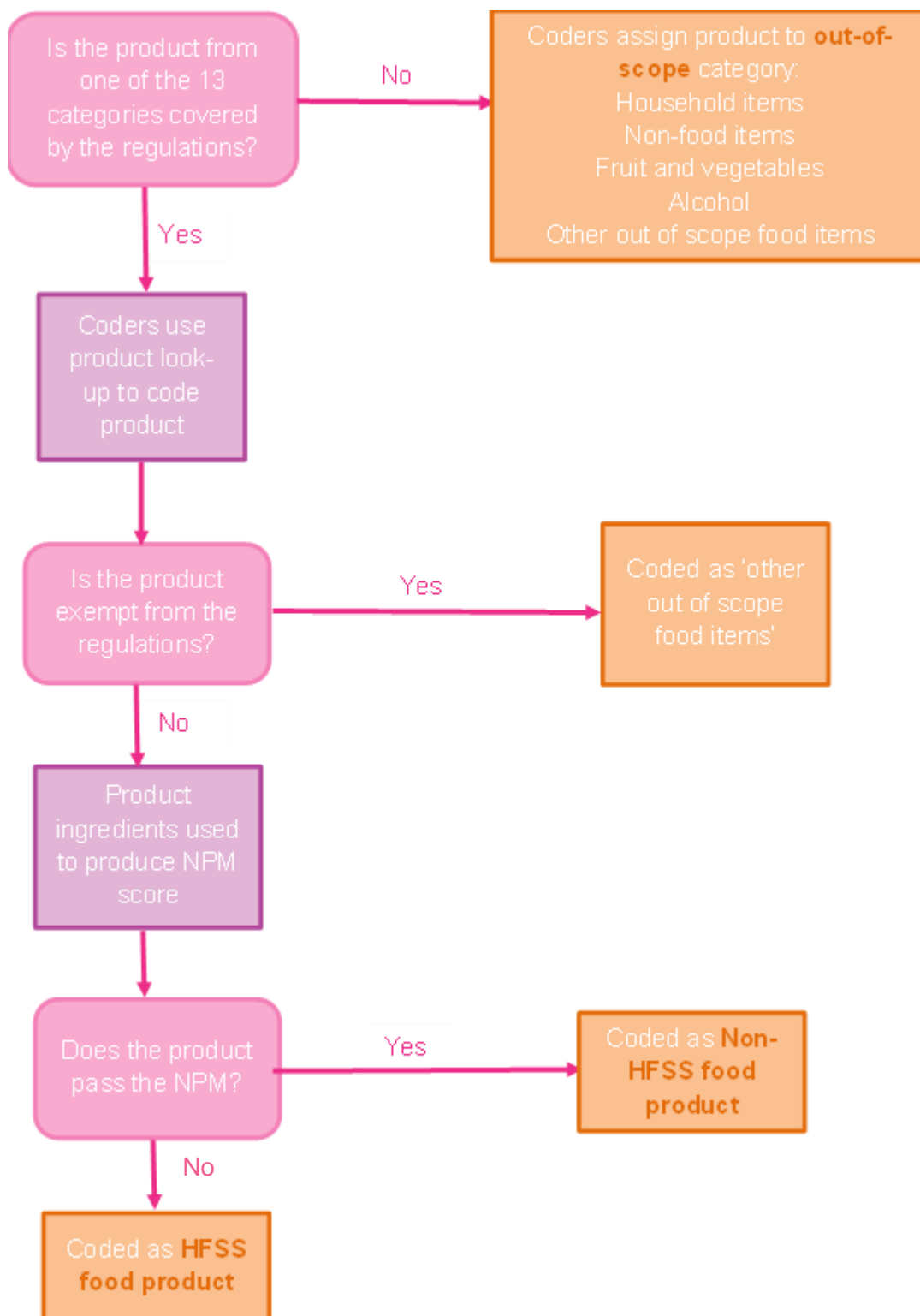
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<sup>9</sup> A separate lookup was obtained with thanks from the Institute for Fiscal Studies (IFS) which enabled easy mapping of whether the fruit and nut content of a product was high enough to exclude it from being HFSS.

<sup>10</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/216094/dh\\_123492.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/216094/dh_123492.pdf)



The flow chart below shows the process for coding a product to assign it to one of three groups for analysis (HFSS food product, non-HFSS food product, out-of-scope items):



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# Data cleaning

Some changes were applied to the coded data following thorough checking, before the calculation of relative space. These changes included:

- Assigning product codes to any products left uncoded by coders (by searching the Kantar data for the closest possible match)
- Changing some estimated space values where it was clear that an inputting error had occurred (e.g. coders had typed 100 rather than 10)
- Accounting for repeated locations by duplicating these records
- Adjusting relative space coding to ensure consistency both between and within stores (for example where it was clear that a typo had been made).

# Weighting

To enable analysis of proportion of space taken up by each of the coded products, weighting variables<sup>11</sup> were created to provide an indication of relative space. There were 3 elements to the weights:

**1. Product space at location: Product level**

The amount of space that each product takes up at an individual location needed to be accounted for to get an estimate of the proportion of HFSS food at that particular location. Coders entered the relative amount of space that each product took up, and these amounts were scaled so that the total added to 100, and then a weight applied to each product was the proportion of the space taken up divided by the total space at that location, and scaled so that the sum of the weights was 1.

**2. Location relative to other locations of the same type: Location type level**

Coders recorded whether there were other locations of the same type as a particular location that had the same number and proportions of products (e.g. two end-of-aisles each with three equal-sized shelves of pizzas and three equal-sized shelves of crisps), rather than separately coding multiple locations. A weight was created which took account of the number of instances of equivalent types at each individual location, divided by the total number of locations of that type, taking duplicate types into account, and scaled so that the sum of the weights was 1.

**3. Number of different types of locations within a store: Store level**

A general ratio was used across all stores to code the relative space taken up by each location type relative to an end of aisle, which was then multiplied by the number of instances of each location type and then scaled so that the sum of the weights was 1.

A full product weight was created as the product level weight x location type level weight x store level weight.

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<sup>11</sup> Note that weighting in this study has a different aim compared to most other surveys. The purpose of weighting for this study was to calculate the amount of space each individual product took up relative to other products within a store. Other weighting methods attempt to align the achieved sample with population characteristics, which would not be appropriate here.

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The product weight was the final weight applied to the data before analysis in order to calculate the proportion of specific areas that were taken up by each of the groups.

# 6. Analysis

## Variables of interest

A set of derived variables were produced for reporting purposes, to be used alongside coded data. The table below outlines these variables.

Variable Name	Description
Chain	Non-identifiable list of chains included in the research
StoreType	Supermarket or convenience store
LocationType	Locations – entrances, end-of-aisles, checkout areas (self-checkouts, tills and queuing areas grouped), standalone units
HFSSGroup	Whether a product was HFSS, non-HFSS or out-of-scope
LegislationCategory	Which of the 13 categories from the regulations (e.g. confectionery) the product fell into (for both HFSS and non-HFSS products, not out-of-scope products)
Promotion	Whether a product was also on volume-based price promotion

## Mean, minimum and maximum percentages of overall space

Data tables include mean, minimum, and maximum percentages of overall location space taken up by HFSS products. This method was chosen to account for variation in store sizes, numbers of each location type within each store, and the difference in relative size of these locations (e.g. the end-of-aisle space in one store might be much smaller than in another store). By providing the mean, tables show an average for the proportion of space taken up by certain products in specific locations, and the inclusion of minimum and maximum values gives an indication of the range across stores.

Significance testing was not conducted on comparisons made between percentages due to low numbers in the sample.

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# 7. Evaluation

As noted above, the research project employed novel research methods. These methods were assessed using a small pilot ahead of the pre-legislation data collection, and on an ongoing basis during the pre-legislation data collection period. This period was also used to inform any changes to protocols for post-legislation data collection. Below is an evaluation of each aspect of the project.

## Recruitment

The recruitment of chains into the study was more difficult than was originally anticipated. Full details are provided in the section on recruitment above, but the original sample had to be adapted once it became clear that making contact with chains was going to be difficult.

However, once chains were on board with the research, and Head Office approvals were in place, the process of making contact with individual stores and booking appointments was smooth. It was also easier than anticipated to re-contact chains and engage them in post-legislation data collection.

As stores knew that data collection was happening it is possible that they were more compliant with the regulations. Similarly, stores may have already been preparing for the implementation of the regulations when baseline data collection was conducted.

## Data collection method

The data collection method, with video glasses used to record data within stores, worked well. It enabled fieldwork to be conducted efficiently and with minimal (if any) disruption to participating stores. It also enabled coders to take time coding footage, looking back over it to ensure all products and locations had been coded. Finally, the video footage allowed for quality assurance to be conducted directly after coding and following queries during the data management process. Only Face Facts Research had access to the video footage and all footage was securely deleted once coding was complete.

## Coding of relative space

Coders were required to watch video footage and estimate the relative space taken up: 1) by each product within a location and 2) by each location type relative to other location types in the same store. Coders were given a formula to follow such that 'if an end-of-aisle is worth 10 units of space, how many units would other locations take up?', however during the data processing stage from the pre-legislation data collection period it was discovered that this formula had not been applied consistently by coders. Whilst all coding is consistent within stores (as each store was coded by a single person), we could not be sure that coding between stores was



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consistent, for example one coder may have estimated that a store entrance was four times the size of an end-of-aisle, whilst another coder may have thought it was only twice the size.

One solution to this issue would be taking exact measurements of all locations within a store, so that estimates were not required. This method was ruled out early on in the conception of this research project however, owing to the amount of time this would take for data collectors and the risk to recruitment of stores if visit lengths were to substantially exceed half an hour.

To address this issue ahead of the post-legislation data collection, the following improvements were made:

- The coding tool was modified to make it easier to estimate relative space, by splitting questions into separate locations and providing prompts once relative space has been entered (e.g. 'This means the space with products at the store entrance is twice the size of an end-of-aisle, is that correct?').
- The coding instructions were adapted into a coding briefing, giving coders more detailed information about each aspect of the coding tool and what is required, with particular emphasis on coding relative space.
- Example images were added to the coding instructions that showed spaces in two different supermarkets and how they relate to one another.
- A quality assurance tool was added alongside the coding tool, so that coders could go back into the tool and check their coding (or it could be done by a different person) without disrupting the initial coding. This was in addition to quality assurance processes already in place.

## Complexity of data

In addition to the issues around coding of relative space, the resulting coded data was complex and required significant data management to ensure it was in a usable format. This complexity could not be avoided (due to the nature of the project: multiple products at multiple locations within stores, which each count as a separate entry in the coding tool for completeness), however more time was allowed at the data processing stage after the post-legislation data collection period to improve quality assurances. It was decided to keep the coded products from pre- and post-legislation data collection separate, to make the data more easily understandable.

Percentage change was calculated by subtracting the post-legislation finding from the pre-legislation finding. It was agreed that significance testing would not be conducted due to the complexity of the data involved.

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# 8. Acknowledgements

This research was commissioned and funded by the National Institute for Health and Care Research Policy Research Programme through the Obesity Policy Research Unit. It was carried out by the National Centre for Social Research (NatCen) with Face Facts Research.

We would like to thank the store managers of the stores where we collected data, and the Head Offices who gave permission for this.

We would like to thank everyone who contributed to the production of this report. In particular, we would like to thank:

- Mari Toomse-Smith and Anne Conolly at NatCen, for quality assurance;
- Pamela Ritchie at NatCen, for programming the complex coding tool;
- Richard Boreham at NatCen, for data management and processing;
- NatCen colleagues, past and present, who have worked on this project since 2021 – Elizabeth Fuller, Anne Conolly, Robert Ashford, Helena Wilson, Charlotte Bergli, Frances Shipsey;
- Face Facts Research, who conducted fieldwork in stores and coded products and locations, and particularly Johanna Jones, Rachel Hoy and Julie Gaughan for coordinating the fieldwork and testing the coding tool;
- Christina Vogel and Simon Russell at the Obesity Policy Research Unit, for providing valuable feedback and references to existing literature;
- Kantar for access to their World Food Databank, and the Institute for Fiscal Studies for assistance with nutrient profile modelling.

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# 9. Supporting Documentation

## A1: Research summary

### Research into location-based promotions of food and drink products in supermarket

#### What is the research?

The aim of the research is to monitor the effect of the Food (Promotion and Placement) (England) Regulations 2022 on how high fat salt and sugar products within supermarkets and convenience stores are displayed. Data about the display of high fat, salt and sugar foods covered by the legislation will be recorded before and after the implementation of the legislation.

#### Who has funded the research?

The research is funded by the National Institute for Health Research.

#### Who is carrying out the research?

The National Centre for Social Research (NatCen), an independent research institute ([www.natcen.ac.uk](http://www.natcen.ac.uk)), will be working with University College London and the data collection agency Face Facts to carry out the research.

#### What does the research involve?

We plan to collect observational data from a small sample of supermarkets and convenience stores before and after the legislation is implemented. Fieldworkers will visit sampled stores and will use glasses to record video footage capturing all products in store entrances, at the end-of-aisles and by the checkouts.

#### What effect will the data collection have on staff and customers within the selected stores?

We have piloted the data collection within a number of stores of different sizes and in different locations and we are confident that there will be minimal impact on others within the store. The data collection will be carried out with the approval of the store manager at times when the stores are least busy. The data collectors will be provided with notices to display at the entrance to the store during the data collection period to notify shoppers of the activity. We have estimated that the average time data

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collectors will need to spend in the stores will be 15 minutes. The range in time however will vary, depending upon the size of the store.

### **How will the participating stores be chosen?**

We have made a random selection of 30 local authority areas, designed to be representative of different regions and types of area within England. We will select no more than five locations for each supermarket chain and/or convenience store chain, and these will be distributed across the country to ensure a representative spread.

The selected store names will be sent to the Head Office and the store managers will be contacted by FaceFacts prior to data collectors visiting the stores.

### **When will the research take place?**

We recognise that supermarkets and convenience stores will need a significant lead-in to adapt to the necessary changes. For that reason, we would like to carry out the baseline ('before') study in April or May 2022. The follow-up study will take place in 2023.

### **What will happen to the findings?**

The data will be coded and NatCen will produce a report for the Department of Health and Social Care that will analyse both the prevalence of HFSS products at these locations pre-legislation and the changes over time. The report will look at how the prevalence of HFSS products differ across different areas of a store and by different store types (convenience stores and supermarkets). Participating chains will be acknowledged, but findings will not be ascribed to individual companies or stores. The data will be kept confidential and will not be shared with anyone outside the research team.

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# A2: Approval letter template

## **Letter of Authorisation to Conduct Research in Store**

[CHAIN NAME] have agreed to participate in a research project, funded by the National Institute for Health Research, looking at how high fat, salt and sugar foods are displayed in supermarkets. Your store has been selected to take part in the research project.

A data collector from FaceFacts will visit the store and will use glasses to record video footage capturing all products in store entrances, at the end-of-aisles and by the checkouts. The data collector will be provided with notices to display at the entrance of the store during the data collection period to notify shoppers of the activity. It is estimated that the average time data collectors will need to spend in stores will be 30 minutes.

The video footage will be used solely as the means for data collection. Once the data has been coded, the footage will be securely deleted. No one outside the research team will see the data.

A researcher from FaceFacts will explain to you everything that is involved in the project and then ask to begin the data collection. Please allow the researcher to conduct this data collection in your store.

If you have any concerns, please contact [INSERT CONTACT NAME & ROLE].

Yours sincerely,

[CONTACT NAME & SIGNATURE]

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# A3: Fieldwork protocol

## HFSS Foods Display in Supermarkets: Mainstage Fieldwork Protocol

### Sampling and Recruitment

The mainstage sample for this project is made up of large and medium supermarkets, and smaller convenience stores. The sampled areas are spread across England.

NatCen have been responsible for recruiting supermarket chains to the project, and for selecting specific stores within the sampled areas. Contacts at Head Office have been asked to provide contact details for each of the sampled stores, and NatCen will pass these on to Face Facts.

NatCen will provide Face Facts with a list of sampled stores, including:

- Store address
- Store manager contact details (name and phone number, where possible)
- Confirmation of Head Office agreement, plus relevant details (i.e. contact name)

### Scheduling fieldwork and collecting consent from sample stores

The Face Facts office will be responsible for contacting sampled stores and gaining agreement from store managers for data collection to take place in their stores. Face Facts will arrange a date and time for the data collection to take place. This time will be scheduled to suit both Face Facts fieldworkers (with the aim that fieldworkers will be able to visit two sampled stores on the same day), and the store manager, as well as fitting in with ideal data collection times (less busy trading periods if possible).

Face Facts will pass on store details and schedules dates and times to their fieldworkers.

### Data Collection by Fieldworkers

Fieldworkers will be provided with a *store record sheet* to record information regarding the store. Prior to visiting the store, the fieldworker should fill in details on this form including the store chain, store name and location, and date of the data collection visit.

When the fieldworker visits the sampled store, they should first make contact with the store manager to discuss the set-up work for the data collection period (i.e. putting up research notice for customers) and let them know what they will be doing (moving around the store filming relevant locations). They should also ask the store manager to provide the store size.

Before starting the video recording the fieldworker should do an initial scope of the store and record on their *store record sheet* the number of relevant locations (entrances, checkouts, end-of-aisles, and checkout queuing areas). They should also use this step to plan their route around the store: fieldworkers can choose the most efficient way to walk around the store but should ensure that no locations are duplicated.

Whilst video recording, the fieldworker should pay attention to the below:

- Ensure that enough time is spent looking at each location to fully capture every product and related details (e.g. price tickets showing promotions).
- Where the entire location contains out-of-scope items (e.g. all fruit and veg/alcohol/cleaning products) it is not necessary to look at each individual item, looking at the shelves and making a note on the *store record sheet* is sufficient.
- If there are no products at a location (either because the location is empty or because there is no space/shelving for products) these should still be recorded and a note made that these locations did not contain any products.
- All locations should be included in the overall list of locations, regardless of the products they contain.

Following the video recording, the fieldworker should record on the *store record sheet* the data and time of data collection, and any notes to help the coder translate the recorded imagery. For example, if the same products are placed at multiple of the same location type (e.g. at every checkout), the fieldworker should note this for the coder.

The fieldworker should also record the relative size of the store entrance compared to an end-of-aisle and checkout area. When estimating relative size the fieldworker should consider that one end-of-aisle is 'worth' 10 units, and estimate the relative size of other spaces (e.g. if the store entrance is double the size of an end-of-aisle then it would be 20 units).

The table below gives the distance from store entrances that are defined as 'prohibited space', depending on the size of the store. This can be used to help determine the size of the 'store entrance' area. Note that here 'prohibited space' refers to the space where HFSS products should not be displayed once the legislation comes into force, and therefore describes the store entrance space, relative to store size.

Relevant floor area	Prohibited distance
185.8m <sup>2</sup> (2,000 sq ft)	2.4m
278.7m <sup>2</sup> (3,000 sq ft)	2.9m
371.6m <sup>2</sup> (4,000 sq ft)	3.3m
464.5m <sup>2</sup> (5,000 sq ft)	3.7m
557.4m <sup>2</sup> (6,000 sq ft)	4.1m
650.3m <sup>2</sup> (7,000 sq ft)	4.4m
743.2m <sup>2</sup> (8,000 sq ft)	4.7m
836.1m <sup>2</sup> (9,000 sq ft)	5.0m
929.0m <sup>2</sup> (10,000 sq ft)	5.3m

## Admin

Once data collection has finished, the fieldworker should securely send the recorded video footage and *store record sheet* to the Face Facts office.

# A4: Store record sheet

F5234 - Store Record Sheet

Store Chain and type (e.g. Sainsbury's Local)		
Store Location		
Store Opening & Closing times		
Date of data collection visit		
Time of data collection visit		
Time spent in store		
Store size (in square foot or square metres)- only if easily collectible		

Average size of promotional area :

**INSTRUCTIONS:**  
Do not include any food to go areas / magazine /flower stands

If we count one end-of-aisle space as equaling 10 units, how many units would you say the average store entrance area, manned check-out, self-service check-out, check-out queueing area and promotional stand take up in this store? This is in terms of the amount of space all products take up in that area/space

Duplicated locations :  
Please note here whether any locations are the same (e.g. multiple checkouts with the same products)

Number of store entrances			
Number of aisles			
Number of end-of-aisles (if aisles have cut throughs include these)			
Number of pop-up promotional stands			
Number of check-outs (manned)			
Number of check-outs (self-service)			
Number of check-out queueing areas (areas which customers stand that go to multiple check-outs. Do not count queueing areas that go to a single checkout).			
Please add any other notes that may help us when viewing the recorded images (e.g. any particular landmarks that will help us know where in the store you are)			



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# A5: Coding instructions

## P14422 HFSS Foods in Supermarkets Coding Programme

### (Mainstage – Baseline data collection)

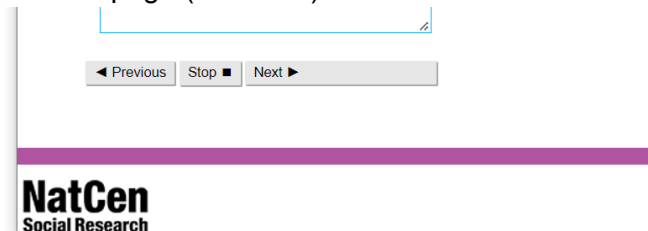
#### Coding Instructions

**Programme link:** [https://survey.natcen.ac.uk/mrIWeb/mrIWeb.dll?I.Project=P1442201\\_MAI\\_V1](https://survey.natcen.ac.uk/mrIWeb/mrIWeb.dll?I.Project=P1442201_MAI_V1)

Programme access codes can be found in the file *Mainstage.csv*. When selecting an access code record the store name and location in this file. If you are unable to finish all coding for a store in one period you will then be able to re-access the programme using the same access code.

#### General Notes

- Don't click the 'back' button on your browser to go back to the previous page, instead click the 'previous' arrow in the webpage (as below)



#### Store Admin

The first questions are admin questions relating to the coder, store, and data collection date.

#### Individual Locations

You will be asked to code each **location** within the store in sequence. The first question will ask you to select the type of location you are coding from the following list:

1. Store entrance
2. End-of-aisle
3. Pop-up stand / island adjacent to end-of-aisle
4. Till checkout
5. Self-checkout
6. Checkout queuing area

#### *Definitions and notes*

- **Store entrances** are the area immediately inside each public entrance to the store's main shopping area (see notes in 'Estimates of Location Space within Store' for more details on this calculation).
- **Pop-up stands/islands** only count if they are adjacent to and within 50cm of the end-of-aisles.
- **Till checkouts** and **self-checkout** locations include products displayed within 2 metres of the checkout (that is the location where items are scanned).

- 
- It is possible that locations will overlap (e.g. checkout queueing area and self-checkout). Where this occurs, please do not record products twice. Record them once in the most appropriate location.

### **Products within Locations**

Within each location you will be asked to code each **product**, following the coding instructions in the programme.

Products will fall into three broad categories 1) in-scope products, 2) out-of-scope products and 3) other outcomes (e.g. unable to see image / empty shelves / no products in location).

The legislation defines the following food & drink categories as in-scope:

- Soft drinks with added sugar that are in scope of the soft drinks industry levy
- Chocolate confectionery
- Sugar confectionery
- Cakes
- Ice cream
- Morning goods (for example pastries)
- Puddings and dairy desserts
- Sweet biscuits
- Breakfast cereals
- Yogurts
- Milk drinks with added sugar
- Juices with added sugar
- Pizza
- Crisps and savoury snacks
- Ready meals and meal centres
- Chips and similar potato products

### **In-scope products**

- Enter the name of the first product you wish to code into the lookup.
- If none of the listed products in the look-up closely match the product you are trying to enter, select **“unable to find item code using search function below”**.
- If you are able to find the same product (likely with the same or nearly the same ingredients) but with a different brand then that can be selected, e.g. ‘Generic Ready Salted Crisps’ can be used in place of ‘Walkers Ready Salted Crisps’.
- Where the wording differs slightly but the item is essentially the same, a near-likeness can be selected, e.g. ‘The Real McCoy’s Ridge Cut Mighty Meaty (6x27g)’ could be used in place of ‘McCoy’s Meaty Multi-pack crisps 6 packs’.
- For niche products (for example ‘bamboo shoots’) we recommend searching by the product name first and then if needed brand as there are unlikely to be many products of that type.
- You can use word fragments rather than the full name when searching for products, especially if the name has an apostrophe in it, e.g. *cadb* or *cadbu* can be used for Cadbury’s as this will display all products containing these letters (whether they are listed as Cadbury’s or Cadburys)

- 
- Different pack and item sizes of the same product can be substituted for one another, as the ingredients will remain the same, e.g. a 200g bar of Cadbury's Dairy Milk has the same proportions of ingredients as a 45g bar.

After entering each product, you will be asked to record whether the item is an **exact match** (where the brand and product name match) or a **close match** (where the product name matches but the brand is different, or where the product name is slightly different but not enough to make the nutritional contents different, e.g. McCoy's Meaty crisps and McCoy's Ridge Cut Mighty Meaty crisps). Products where **only** the product size differed can be coded as an exact match.

You will then be asked to record whether the product is on a **volume price promotion**. Note that only *volume* promotions should be included here, i.e. those where there is an offer of financial incentive to buy multiple items compared with each item separately (e.g. 3 for 2) and/or those where an item or part of it is free (e.g. 50% extra free). Price promotions (e.g. 20p off) or price matches are not of interest and don't need to be coded.

### **Out of scope products**

- If the product is **out-of-scope** of the legislation select the code that denotes why it is out-of-scope, e.g. non-food item / fruit and vegetables / other out of scope food items.
  - If there are multiple non-food items (e.g. toilet tissue and kitchen towel) they can be grouped together. You only need to select 'out of scope: non-food item(s)' once. The same principle applies for multiple 'fruit and vegetable' products and multiple 'other out of scope food items'.
- *Note:* alcoholic drinks and drinking water are out-of-scope and can be coded as such. Please record **all** other drinks as in-scope products (and we will append HFSS to confirm whether they are HFSS or non-HFSS).

### **Other outcomes<sup>12</sup>**

- If the product is not visible (i.e. product name cannot be seen in the video imagery), select "**unable to identify item**".
- If part of the location is empty (i.e. no products there which are meant to be), select "**Empty space at location**".
- If the location has no products (e.g. a self-checkout that does not promote any products), select "**no products at location**".

### **Estimate of Product Space**

Once you have entered all products within a location, you will be asked to estimate the **relative space** each product takes up within that location.

Each product will be listed alongside a box for you to record the **percentage of space** it takes up.

- Where products are roughly evenly distributed, there is a tickbox option.

---

<sup>12</sup> If coders could not identify a product in the lookup they would provide verbatim detail about the product. Researchers would then find the product or a reasonable equivalent, so that the product could be included in analysis. Empty spaces and locations with no products were not included in analysis.

- There is an auto-sum 'total' calculator at the bottom of this list, for you to see how close to 100% your percentage estimates are.
- You will be able to enter totals higher or lower than 100%, and the programme will automatically adjust them, nevertheless please be as accurate as possible.

### **Repeated Locations**

At the end of each location, you will be given the option to record whether there is an **identical** location in the store, and how many. This can be used, for example, when there are multiple end-of-aisles or checkouts containing the exact same items.

### **Estimates of Location Space within Store**

Once all products and locations have been coded, you will be asked to estimate the **relative size** of the store entrances compared to other locations within the store. To estimate this, imagine that an end-of-aisle is equal to 10 units, and determine how many units another location would be (for example, the store entrance might be double the size of an end-of-aisle = 20 units, and a checkout may be half the size = 5 units).

The data collector will also have been asked to record the relative size of different locations, and a separate question will ask you to record this.

The table below gives the distance from store entrances that are defined as 'prohibited space', depending on the size of the store. This can be used to help determine the size of the 'store entrance' area. Note that here 'prohibited space' refers to the space where HFSS products should not be displayed once the legislation comes into force, and therefore describes the store entrance space, relative to store size.

<b>Relevant floor area</b>	<b>Prohibited distance</b>
<b>185.8m<sup>2</sup> (2,000 sq ft)</b>	2.4m
<b>278.7m<sup>2</sup> (3,000 sq ft)</b>	2.9m
<b>371.6m<sup>2</sup> (4,000 sq ft)</b>	3.3m
<b>464.5m<sup>2</sup> (5,000 sq ft)</b>	3.7m
<b>557.4m<sup>2</sup> (6,000 sq ft)</b>	4.1m
<b>650.3m<sup>2</sup> (7,000 sq ft)</b>	4.4m
<b>743.2m<sup>2</sup> (8,000 sq ft)</b>	4.7m
<b>836.1m<sup>2</sup> (9,000 sq ft)</b>	5.0m
<b>929.0m<sup>2</sup> (10,000 sq ft)</b>	5.3m

---

# A6: Coding tool script

## P14422 HFSS Foods Display in Supermarkets: coding programme specification

### Home page

#### Access

Please enter your authentication information.

Access Code.

### Store details

Ts1

{IF MainMenu = 1}

#### CoderID

Enter the coder's name or ID number.

:STRING[20]

#### StoreName

Enter the store name/location. This may be the first line of the stores address. If possible, include the store address and postcode.

:STRING[200]

#### StoreType

Select the type of store.

1. Supressed due to disclosure

#### DataCollection

Enter the data collection date as recorded on the data collection sheet.

:DATE

:TIME

#### DataCollectorID

Enter the data collector's name/ID number as recorded on the data collection sheet.

:STRING[20]

#### StoreSize

---

Enter size of store in square feet recorded on the data collection sheet. Click next and then select 'don't know' if the size was not recorded.

The store size should be over 2,000 square foot.

:NUMERIC[2,000....100,000]

### **LocationsNext**

Is there a store location you are looking to code?

So far, for this store the following number of locations have been coded (note this does not include any 'repeat' locations you may have selected):

- Store entrance(s): {Sum of Location Type = 1}
- End-of-aisle(s): {Sum of Location Type = 2}
- Pop-up-stand(s)/island bin(s) adjacent to end-of-aisles: {Sum of Location Type = 3}
- Till checkout(s): {Sum of Location Type = 4}
- Self-checkout(s): {Sum of Location Type = 5}
- Checkout queuing area(s): {Sum of Location Type = 6}

1 Yes, code new location

2 No, all locations have been coded- go to end of coding programme

{If LocationsNext = Yes}

### **LocationType**

What type of location are you coding? See your coding instructions for definitions of what counts and what does not count for the different types of locations.

1. Store entrance
2. End-of-aisle
3. Pop-up-stand/island bin adjacent to end-of-aisle
4. Till checkout
5. Self-checkout
6. Checkout queuing area

## Specific location loop

{If LocationType = RESPONSE}

### **LocationTime**

Record the time on the video footage for which this store location is for.

:MINS

:SECONDS

**{LOOP BEGINS}**

---

**LocationName\_Number\_Product1** – *Number increase by 1 until loop is completed.*

If the product is in-scope of the legislation, start entering the name of the first product. The lookup file will display related products. Select the product that best matches the product you are coding (if there is a close but not exact match in which the nutritional content is very likely to be the same, select that match).

If none of the listed products in the look up file closely match the product you are trying to enter, select **“unable to find item code using search function below”**.

If the product is not visible (i.e. product name cannot be seen in the video imagery), select **“unable to identify item”**.

If part of the location is empty (i.e. no products there which are meant to be), select **“Empty space at location”**.

If the location has no products (e.g. a self-checkout that does not promote any products), select **“no products at location”**.

If the product is **out-of-scope** of the legislation select the code that denotes why it is out-of-scope, e.g. non-food item, fruit and vegetables etc.

Multiple out-of-scope items that fall into the same out-of-scope category can be grouped together so these codes only need to be selected once at each location. For example, if the whole location is fruit and vegetables then select that code once and then click “all products have been coded at the next screen”.

1. Unable to find item code using search function below
2. Unable to identify item
3. Empty space at location
4. No products at location
5. Out of scope: household items e.g. cleaning products/toilet paper
6. Out of scope: Non-food item(s) e.g. gifts
7. Out of scope: Fruit and vegetables
8. Out of scope: alcohol
9. Out of scope: Other out of scope food items

:STRING[500]

*Single response option (including use of look-up file)*

{IF Product1 = 1“unable to find item”}

**LocationName\_Product1Brand**

Enter the product brand but **not** the product full name. E.g. McVitie’s or Walkers The next question will ask for the product name.

:STRING[500]

{IF Product1 = 2“unable to find item”}

**LocationName\_Product1Name**

Enter the full product name, **excluding the brand**. E.g. “Ready salted crisps”. You do not need to include pack size

:STRING[500]

{IF Product1 = selected code from look up file}

**LocationName\_Product1Match**

Was the product you just coded an exact match or a close match?

- An exact match is where the brand and product name match. If everything matches except product size, select exact match.
  - A close match is where the product name matches but the brand is different, or where the product name is slightly different but not enough to make the nutritional contents different. For example: McCoy's Meaty crisps and McCoy's Ridge Cut Mighty Meaty crisps.
1. Exact match
  2. Close match

{IF Product1 = selected code from look up file OR 2"unable to find item" }

**LocationName\_Product1Promotion**

Was the product you just coded on a volume price promotion? A volume price promotion means a multibuy promotion, being the express offer of a financial incentive for buying multiple items compared with buying each item separately (e.g. 3 for the price of 2 or 3 for £10) and/or a promotion that indicates that an item, or any part of an item, is free (e.g. 50% extra free or buy one get one free).

1. Yes
2. No
3. Don't know/Not sure

**NextProduct**

Is there another product to code at this location or have all products now been coded?

1. Another product to code.
2. All products have been coded.

**{LOOP ENDS}**

*IF NextProduct = 1, then restart Product1-Product1PromotionType loop, increasing variable number by 1*

{IF NextProduct = 2}

**LocationName\_SpaceEstimate**

*If number of products < 20: Auto enter each product as 5.*

*If number of products >=20. Auto enter each product as 1.*

You have now finished entering the items for this location. Please provide an estimated proportion of the space taken up by each product you have entered at that location.

There are {Number of products at location} products coded for this location. If they all took up the same amount of space that will be 100/{Number of products at location} % each.

Do not worry if the percentages do not exactly total to 100% as the programme can automatically rescale the percentages.

<b>Product</b>	<b>Percentage</b>
{TEXTFILL: Product1/ Product1Verbatim}	
{TEXTFILL: Product2/ Product2Verbatim}	
{TEXTFILL: Product3/ Product3Verbatim}	
{TEXTFILL: Product4/ Product4Verbatim}	



---

{TEXTFILL: Product5/ Product5Verbatim}	
---	--

1 Products evenly distributed across location

*Sum of percentages:*

Press next to continue.

### **LocationName\_Repeats**

Were there any other locations of the same type in this store that had the exact same products for which you would like to copy (rather than entering all the products again)?

1 Yes

2 No

### **LocationName\_RepeatNumber**

How many other {TEXTFILL: LocationType} were identical to the one just coded. Once you enter the number you will not need to code these locations again.

[1..100]

### **LocationName\_CodingComments**

Please leave any comments regarding the coding for this location.

:STRING[1000]

### **DK/REF/NoComment**

{IF LocationName\_CodingComments = RESPONSE} go to LocationSelector

{IF LocationSelector = All locations coded}

### **StoreSpaceCoderEntrances**

You have now coded all the products in this store. The final step you need to do is estimate the relative size of each of the locations. If we count **one end of aisle space** as equalling 10 units, how many units would you say the average **store entrance area** is? This is in terms of the amount of space all **products** take up in that area/space. See coding instructions for examples.

Store entrance: Numeric[1...100]

*Soft check:*

*If response range 0-10 then show text: 'This means that the space with products in at an entrance area is around half the size of an end of aisle. Is that correct?'*

*If range 11-20 then: 'This means that the space with products in at an entrance area is around twice the size of an end of aisle. Is that correct?'*

*If range 21-29 then: 'This means that the space with products in at an entrance area is more than twice the size of an end of aisle. Is that correct?'*

*If range 30-39 then: 'This means that the space with products in at an entrance area is more than three times the size of an end of aisle. Is that correct?'*

*If range 40-49 then: 'This means that the space with products in at an entrance area is more than four times the size of an end of aisle. Is that correct?'*

*If range 50-75 then: 'This means that the space with products in at an entrance area is more than five times the size of an end of aisle. Is that correct?'*

---

*If range 76-100 then: 'This means that the space with products in at an entrance area is up to ten times the size of an end of aisle. Is this correct?'*

### **StoreSpaceCoderTillCheckouts**

You have now coded all the products in this store. The final step you need to do is estimate the relative size of each of the locations. If we count **one end of aisle space** as equalling 10 units, how many units would you say one average **till/manned checkout area** is? This is in terms of the amount of space all **products** take up in that area/space. If there is more than one till/manned checkout please enter only the amount of space taken up by products in **one** of them.

Till checkout: Numeric[1...100]

*Soft check:*

*If response range 0-2 then show text: 'This means that the space with products at a manned checkout is around a tenth of the size of an end of aisle. Is that correct?'*

*If range 2-7 then: 'This means that the space with products at a manned checkout is around half the size of an end of aisle. Is that correct?'*

*If range 8-10 then: 'This means that the space with products at a manned checkout is slightly smaller than the of an end of aisle. Is that correct?'*

*If range 11-20 then: 'This means that the space with products at a manned checkout is up to twice the size of an end of aisle. Is that correct?'*

*If range 21-100 then: 'This means that the space with products at a manned checkout is over twice the size of an end of aisle. Is that correct?'*

### **StoreSpaceCoderSelfCheckouts**

You have now coded all the products in this store. The final step you need to do is estimate the relative size of each of the locations. If we count **one end of aisle space** as equalling 10 units, how many units would you say the average **self-service checkout area** is? This is in terms of the amount of space all **products** take up in that area/space. If there is more than one self-service checkout please enter only the amount of space taken up by products in **one** of them.

Self checkout: Numeric[1...100]

*Soft check:*

*If response range 0-2 then show text: 'This means that the space with products at a self checkout is around a tenth of the size of an end of aisle. Is that correct?'*

*If range 2-7 then: 'This means that the space with products at a self checkout is around half the size of an end of aisle. Is that correct?'*

*If range 8-10 then: 'This means that the space with products at a self checkout is slightly smaller than the end of aisle. Is that correct?'*

*If range 11-20 then: 'This means that the space with products at a self checkout is up to twice the size of an end of aisle. Is that correct?'*

*If range 21-100 then: 'This means that the space with products at a self checkout is over twice the size of an end of aisle. Is that correct?'*

### **StoreSpaceCoderCheckoutArea**

You have now coded all the products in this store. The final step you need to do is estimate the relative size of each of the locations. If we count **one end of aisle space** as equalling 10 units, how many units would you say the average **checkout queuing area** is? Checkout queuing areas are defined as the areas where customers stand that go to multiple checkouts. Do not count queueing areas that go to a single checkout. This is in terms of the amount of space all **products** take up in that area/space.

Checkout queuing area: Numeric[1...100] ]

*Soft check:*

---

*If response range 0-2 then show text: 'This means that the space with products in a queuing area is around a tenth of the size of an end of aisle. Is that correct?'*

*If range 2-7 then: 'This means that the space with products in a queuing area is around half the size of an end of aisle. Is that correct?'*

*If range 8-10 then: 'This means that the space with products in a queuing area is slightly smaller than the end of aisle. Is that correct?'*

*If range 11-20 then: 'This means that the space with products in a queuing area is up to twice the size of an end of aisle. Is that correct?'*

*If range 21-29 then: 'This means that the space with products in a queuing area is more than twice the size of an end of aisle. Is that correct?'*

*If range 30-39 then: 'This means that the space with products in a queuing area is more than three times the size of an end of aisle. Is that correct?'*

*If range 40-49 then: 'This means that the space with products in a queuing area is more than four times the size of an end of aisle. Is that correct?'*

*If range 50-100 then: 'This means that the space with products in a queuing area is up to ten times the size of an end of aisle. Is that correct?'*

### **StoreSpaceCoderPopups**

You have now coded all the products in this store. The final step you need to do is estimate the relative size of each of the locations. If we count **one end of aisle space** as equalling 10 units, how many units would you say the average **pop-up stand** is? This is in terms of the amount of space all **products** take up in that area/space. If there is more than one pop-up stand please enter only the amount of space taken up by products in **one** of them.

Pop-up stand: Numeric[1...100]

*Soft check:*

*If response range 0-2 then show text: 'This means that the average pop-up is around a tenth of the size of an end of aisle. Is that correct?'*

*If range 2-7 then: 'This means that the average pop-up is around half the size of an end of aisle. Is that correct?'*

*If range 8-10 then: 'This means that the average pop-up is slightly smaller than the of an end of aisle. Is that correct?'*

*If range 11-20 then: 'This means that the average pop-up is up to twice the size of an end of aisle. Is that correct?'*

*If range 21-100 then: 'This means that the average pop-up is more than twice the size of an end of aisle. Is that correct?'*

{IF StoreSpaceCoderEntrances = RESPONSE}

### **StoreSpaceDataCollectorEntrances**

The data collector was asked the same question about the relative size of the different store locations and was asked to record this on their data collection sheet. What units, relative to **one end of aisle space** equalling 10 units, did the data collector give for the average **store entrance area**?

Store entrance(s): Numeric[0...100]

{IF StoreSpaceCoderTillCheckouts = RESPONSE}

### **StoreSpaceDataCollectorTillCheckouts**

The data collector was asked the same question about the relative size of the different store locations and was asked to record this on their data collection sheet. What units, relative to **one end of aisle space** equalling 10 units, did the data collector give for the average **till checkout area**?

Till checkout spaces: Numeric[0...100]

{IF StoreSpaceCoderSelfCheckouts = RESPONSE}

### **StoreSpaceDataCollectorSelfCheckouts**

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The data collector was asked the same question about the relative size of the different store locations and was asked to record this on their data collection sheet. What units, relative to **one end of aisle space** equalling 10 units, did the data collector give for the average **self-service checkout area**?  
Self checkout spaces: Numeric[0...100]

{IF StoreSpaceCoderCheckoutArea = RESPONSE}

#### **StoreSpaceDataCollectorCheckoutArea**

The data collector was asked the same question about the relative size of the different store locations and was asked to record this on their data collection sheet. What units, relative to **one end of aisle space** equalling 10 units, did the data collector give for the average **checkout queuing area**?  
Checkout queuing areas are defined as the areas where customers stand that go to multiple checkouts. Do not count queueing areas that go to a single checkout.  
Checkout queuing area: Numeric[0...100]

{IF StoreSpaceCoderPopups = RESPONSE}

#### **StoreSpaceDataCollectorPopups**

The data collector was asked the same question about the relative size of the different store locations and was asked to record this on their data collection sheet. What units, relative to **one end of aisle space** equalling 10 units, did the data collector give for the average **pop-up stand**?  
Pop-up stand: Numeric[0...100]

#### **GeneralCodingComments**

Please leave any comments regarding the coding exercise for this store.  
:STRING[1000]

#### **DK/REF/NoComment**

#### **Ts2**

#### **ThankYou**

Thank you for completing the coding for the following store: {StoreName}. Press next to return to the main menu.

1. Next => **NCCOutcome = 110.**



