# Supplemental file 1 Monitoring Availability, Placement and Promotion – Supermarkets (MAPP-S) Audit Tool (developed for this study).

1. **Store details**

1a. Supermarket chain (circle one): Aldi Coles Woolworths Independent (specify store name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1b. Supermarket address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1c. Auditor name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1d. Date of audit:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1e. Start time:\_\_\_\_\_\_\_\_\_\_ 1f. Finish time:\_\_\_\_\_\_\_\_\_\_\_

1g. Store manager notified of data collection (circle one)? Yes / No

1h. Name of manager providing consent (Independents only): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1i. Total supermarket floor perimeter[[1]](#footnote-1): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (metres (m))

1. **Shelf-space of selected healthy and unhealthy food**

**2a. Frozen products**

* Frozen aisle/freezer containing **frozen fruit** shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x height[[2]](#footnote-2)\_\_\_\_\_\_\_\_\_\_\_\_\_(m)
* Frozen aisle/freezer containing **frozen** **vegetables**[[3]](#footnote-3) shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x heightii\_\_\_\_\_\_\_\_\_\_\_\_\_(m)
* Frozen aisle/freezer containing **ice cream**[[4]](#footnote-4) shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x heightii\_\_\_\_\_\_\_\_\_\_\_\_\_(m)

**2b. Fresh fruit and vegetables**

* Refrigerated /chilled section containing **fresh fruit and vegetables**[[5]](#footnote-5)= shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x heightii\_\_\_\_\_\_\_\_\_\_\_\_\_(m)
* Display bins for **fresh** **fruit and vegetables**[[6]](#footnote-6):

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Bin no.** | **Length (m)** | **Width (m)** |  | **Bin no.** | **Length (m)** | **Width (m)** |
| 1 |  |  | 7 |  |  |
| 2 |  |  | 8 |  |  |
| 3 |  |  | 9 |  |  |
| 4 |  |  | 10 |  |  |
| 5 |  |  | 11 |  |  |
| 6 |  |  | 12 |  |  |

Free fruit available for children: Y / N

**2c. Selected discretionary products**

* Chocolate and confectionery[[7]](#footnote-7): shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x height[[8]](#footnote-8)\_\_\_\_\_\_\_\_\_\_\_\_\_(m)
* Chips, pretzels, popcorn (incl. multipacks[[9]](#footnote-9)): shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x height2\_\_\_\_\_\_\_\_\_\_\_\_\_(m) \*Check other aisles eg. Health Food aisle.
* Sweet biscuits: shelf length \_\_\_\_\_\_\_\_\_\_\_\_\_ x height2\_\_\_\_\_\_\_\_\_\_\_\_\_(m)
* Soft drinks and energy drinks[[10]](#footnote-10): length \_\_\_\_\_\_\_\_\_\_ x heightii\_\_\_\_\_\_\_\_\_\_(m) Sports drinks and iced tea length \_\_\_\_\_\_\_\_\_\_ x heightii\_\_\_\_\_\_\_\_\_\_(m)

**3. End-of-aisle (EOA) displays** *(See Addendum A for examples of EOA displays)*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **3a. EOA - FRONT** *(located directly opposite the front of the store / checkouts)* | | | | | | | | | |
| Aisle no. | **Left** wing of **EOA - Front** (record broad product type, including non-food) | Estimated % of space the product takes up in display | Price promotion type (1-9)  *See price promotions (Addendum B)* | **Centre** (main) section of **EOA – Front** (record broad product type, including non-food) | Estimated % of space the product takes up in display | Price promotion type (1-9)  *See price promotions (Addendum B)* | **Right** wing of **EOA - Front**  (record broad product type, including non-food) | Estimated % of space the product takes up in display | Price promotion type (1-9)  *See price promotions (Addendum B)* |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **3b. EOA - OTHER** *(EOA located anyway except opposite front of store, including rear of store or in the middle of store where aisles are separated)* | | | | | | | | | |
| Aisle no. | **Left** wing of **EOA – Other** (record broad product type, including non-food) | Estimated % of space the product takes up in display | Price promotion type (1-9)  *See price promotions (Addendum B)* | **Centre** (main) section of **EOA - Other** (record broad product type, including non-food) | Estimated % of space the product takes up in display | Price promotion type (1-9)  *See price promotions (Addendum B)* | **Right** wing of **EOA - Other**  (record broad product type, including non-food) | Estimated % of space the product takes up in display | Price promotion type (1-9)  *See price promotions (Addendum B)* |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

**4. Island bins - food and beverages only [[11]](#footnote-11)** *(See Addendum A for examples of island bins)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Island bins - food and beverages only** | | | | | |
| **Bin no.** | **Bin Size[[12]](#footnote-12)**  S=Small (<1m2)  M=Medium 1-1.5m2)  L= Large (1.5-2m2)  XL=Extra-large (>2m2) | **Product displayed (record broad product type)** | **Estimated % of space the product takes up in display** | **Location of island bin (specify no.)**   1. Near entrance 2. Near checkout 3. Near self-checkout 4. Near end of aisle 5. Elsewhere | Price promotion type (1-9)  *See price promotions (Addendum B*)*)* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

1. **CHECKOUTS** *(See Addendum A for examples of checkout displays)*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **5a. Staff-assisted checkouts** | | | | | | | |
| Check-out no. | End checkout display[[13]](#footnote-13)  (record broad product type, including non-food) | Estimated % of space the product takes up in display | Is there a promotional display?[[14]](#footnote-14)  T = Yes, temporary  P = Yes, permanent  N = No | Side checkout display[[15]](#footnote-15)  (record broad product type, including non-food) | Estimated % of space the product takes up in display | Is this product on price promotion?  T = Yes, temporary  P = Yes, permanent  N = No | Was this checkout promoted as ‘junk food/ confectionery-free’? (Y/N) |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **5b. Self- checkouts** | | | |
| Checkout no. | Checkout display[[16]](#footnote-16)  (record broad product type, including non-food) | Estimated % of space the product takes up in display | Is there a promotional display?  T = Yes, temporary  P = Yes, permanent  N = No |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Self-checkouts** (continued) | | | |
| Checkout no. | Checkout display  (record broad product type, including non-food) | Estimated % of space the product takes up in display | Is there a promotional display?  T = Yes, temporary  P = Yes, permanent  N = No |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **GENERAL OBSERVATIONS** (eg. old format store, renovation underway, Mother’s Day specials present)

**ADDENDUM A – EXAMPLES OF DISPLAYS**

**END-OF-AISLE DISPLAY ISLAND BINS**

****

** **

Right wing

Left wing

Centre (main) section

**STAFF-ASSISTED CHECKOUT DISPLAYS SELF-CHECKOUT DISPLAYS**

****  ****

Side display

End display

**ADDENDUM B - PRICE PROMOTION Codes**

1. No price promotion

***Temporary***

1. 25% off
2. 50% off/half price
3. Other % discount quoted (specify discount eg. 33% off, if not quoted, record RRP and sale price)
4. Multibuys (specify e.g. 2 for 1)
5. Other price discount (specify e.g. buy 2 [RRP $1] get 50c off third one; introductory offer [$5.99] will be $7.99])
6. “Fresh Specials” or similar (fruit/veg with no RRP)

***Permanent***

1. “price dropped”, “down down”, or similar
2. “Everyday low price” or similar

***NOTES:***

**Temporary** price promotions: Promotions that are valid for up to 1 week;

**Permanent** price promotions: promotions that are valid or have been offered for more than 1 week.

Note: items labelled “price dropped”, “specials”, or similar may fall into temporary or permanent categories.

Products reduced to clear/on sale based on expiry date are **excluded.**

Products that are on offer as part of an introductory offer are **included**

1. Starting at the entrance of the store, measure total floor space, using a measuring wheel, around the perimeter of the store only (inside the store and on the inside of the checkouts, where feasible to measure) – do not include aisles [↑](#footnote-ref-1)
2. Height is measured from the bottom of the lower shelf to the top of the upper shelf, using a tape measure. Shelf length measured using a measuring wheel. [↑](#footnote-ref-2)
3. **Excluding** **frozen potato** products and **ready to eat meals** [↑](#footnote-ref-3)
4. **Icecream** and **ice lollies included. Frozen desserts excluded**. Free-standing frozen display containing single serve ice-creams to be included as an Island Bin. [↑](#footnote-ref-4)
5. i Including packaged herbs, chilli and garlic/ginger/herb puree display [↑](#footnote-ref-5)
6. Fruit and veg display include free standing and permanent displays, in the F&V section of the store only. **Potatoes, onions, ginger and garlic are** **included**. **Nuts of all kinds are excluded**. [↑](#footnote-ref-6)
7. Including gums and mints [↑](#footnote-ref-7)
8. Height is measured from the bottom of the lower shelf to the top of the upper shelf, using a tape measure. Shelf length measured using a measuring wheel. [↑](#footnote-ref-8)
9. **Pretzels** and **popcorn** are **included.** Check other aisles (e.g. health food section) for crisps [↑](#footnote-ref-9)
10. **Sugar-sweetened** and **artificially-sweetened** varieties are **included** [↑](#footnote-ref-10)
11. Island bins are defined as temporary displays separate from the main aisles or permanent displays. They include items that are elsewhere in the store – if the bin is the only location in the store for that product, then this is a permanent display and not an island bin, except for single serve items (eg. ice-creams and soft drink). [↑](#footnote-ref-11)
12. Measure height (H) and width (W) of island bins using measuring tape or measuring wheel and calculate area (HxW) in square metres. [↑](#footnote-ref-12)
13. End checkouts are located at the entrance of the checkout, facing the inside of the store. Displays that are located between two checkouts are recorded twice (at both checkouts) [↑](#footnote-ref-13)
14. Temporary promotions i.e. discounts valid up to a week. Permanent promotions i.e. promotion of non-temporary low price (e.g. “down down”). Refer to promotional display card [↑](#footnote-ref-14)
15. Side checkouts run alongside the checkout, usually above the conveyer belt. [↑](#footnote-ref-15)
16. Displays that are located between two checkouts are recorded twice (at both checkouts) [↑](#footnote-ref-16)