

Supermarket Snack Food Audit

1a) Auditor initials _____

1b) Date of audit _____

1c) Time of audit start _____

1d) Time of audit finish _____

1e) Supermarket chain: _____

1f) Consent gained

1g) Supermarket address _____

3) Supermarket layout audit – length of aisle and end of aisle displays

Please record the product at the front (near register) and back of each aisle, plus aisle length. (multiple items can be recorded)

Aisle Number If aisle is split, renumber as 1a, 1b, 2a, 2b, etc.	Aisle length (m) a) same as previous	Product: Front a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item h) no end-of-aisle display	Product: Back a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item h) no end-of-aisle display
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

If store is non-standard in terms of shape/ setup draw a picture below to help indicate how you measured store size (e.g. total store length x width) and which side of the aisle you considered as the front and the back of store (if the aisles run parallel with the checkouts).

Aisle Number	Aisle length (m) a) same as previous b) last aisle	Product: Front a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item	Product: Back a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			

4) Shelf space

4a) Shelf space audit – soft drinks & mineral/soda water

Note: The following are **not** included in the definition of soft drinks or mineral/soda water for this survey: 1) sports drinks, 2) energy drinks, 3) vitamin water, 4) juices, 5) ciders, 6) cordial, 7) bottled still water

Total aisle length of soft drinks (m): _____

Total aisle length of natural mineral and soda water drinks (m): _____

4b) Shelf space audit – chips

Total aisle length of chips (m) (including multipacks): _____

Aisle length of multipack chips only (m): _____

4c) Shelf space audit – chocolate

Total aisle length of chocolate: _____

Total aisle length of confectionery: _____

5) Cash Register audit

Record the variety of products at each cash register display (multiple items can be recorded)

Cash register display	Product a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) kids toys g) no snack food
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Cash register display	Product a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) kids toys g) no snack food
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	

Cash register display	Product a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) kids toys g) no snack food
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	