

NEMS-S Convenience Store Simulation Answer Guide

Coverpage

In the first screenshot, you will find the rater ID and store ID to use to fill out the information. In the second screenshot, you will see two cash registers to know to put 2 for cash registers.

Measure #1: Milk

- A. Reference Brand: The milk is found in the last screenshot on the first page along with the other beverages. It is found in the first refrigerated door on the left. When you click on any of the half-gallons or quarts, you will see that the brand is Mayfield so it is not the store brand. Mark no for store brand and write Mayfield in the space provided.
- B. Availability:
 - 1a. If you click on the half-gallons or quarts, you will see that only 2% (purple) and whole milk (teal) are available.
 - 1b. Since low-fat milk is not available, you would mark yes to 2%.
 2. Because skim or 1% is not available, you do not need to complete the shelf space question.
- C. Pricing: When you click on the quart and half-gallon with the teal colored label, you will see the pricing in the lower right corner for Whole milk. By clicking on the quart and half-gallon with the teal colored label, you will see the pricing in the lower right hand corner for the 2% milk listed under the alternate items.

Measure # 2: Fruit

All of the fruit and vegetables sold in the convenience store are found in the 5th screen shot. When a fruit is clicked on, you will see the information to complete the exact type of fruit, the price and unit (pc or lb) in the lower right corner. For the convenience store, all of the fruit is sold by the piece. By the close-up pic, you can determine the quality.

1. Bananas- found on the far right next to the apples.
2. Apples- found on the right side next to the bananas.
3. Oranges- found right below the apples.
4. Grapes- not available
5. Cantaloupe- not available
6. Peaches- not available
7. Strawberries- not available
8. Honeydew melon- not available
9. Watermelon- found on the right side below the bananas; indicate that they are cut in half.
10. Pears- not available
11. 4 fruits should be written in the total types.

Measure #3: Vegetables

All of the fruit and vegetables sold in the convenience store are found in the 5th screen shot. When a vegetable is clicked on, you will see the information to complete the exact type of vegetable, the price and unit (pc or lb) in the lower right corner. By the close-up pic, you can determine the quality.

1. Carrots- found on the left side below the green peppers; only vegetable sold per pound
2. Tomatoes- found next to the carrots
3. Sweet peppers- found above the carrots and next to the sold out sign.

4. Broccoli- not available
5. Lettuce- click on the sold out sign to get the information and write sold out in comments.
6. Corn- not available
7. Celery- not available
8. Cucumbers- not available
9. Cabbage- not available
10. Cauliflower- not available
11. Total types- you should have 3.

Measure #4: Ground Beef

There is no ground beef found in any of the screenshots so no is marked on survey.

Measure # 5: Hotdogs

The hotdogs can be found in the 6th screenshot which is the last one on this page. The screenshot also contains the milk and beverages. The hotdogs are located on the far left below the milk.

The healthier option is found on the bottom shelves of the far left refrigerated case. When you click on it, you will see the label says Oscar Mayer 98% fat free wieners along with the price information.

The regular option is found right above the healthier option. When you click on it, you will see the label says Oscar Mayer Wieners along with the price information.

Measure #6: Frozen Dinners

There are no frozen dinners found in any of the screenshots so no is marked on the survey.

Measure #7: Baked Goods

The baked goods can be found in the only screenshot on the second page along with the bread.

The healthier option is a single muffin located on the bottom rack of the glass case on the below the doughnuts and honeybuns. When you click on it, you will see the price information. No nutrition information is provided.

For the regular option, click on the jumbo muffins on the shelf with the breads. Once clicked, you will see the nutrition information and price.

Measure #8: GS Beverage

The beverages can be found in the 6th screenshot which is the last one on this page. The screenshot also contains the milk and hotdogs. The beverages are located in the third door from the left with the juices located in the second door from the left.

The healthier option is diet coke with the 12 oz can located on the middle shelf and the 20oz bottle located on the bottom shelf. When clicking on the can and bottle of diet coke, you can see the size and price information.

The regular option, coke, is found in the same place, with the cans right above the cans of diet coke and the bottles of coke right below it. Again, clicking on the can and bottle of coke, you can see the size and price information.

For juice, the healthier option is on the second shelf from the top. When clicked, you will find Minute Maid orange juice with the size and price information.

For the juice drink, the regular option, it can be found right above the juice. When clicked, you will see that it consists of a 25% juice and that it is a Minute Maid brand along with the size and price information.

Measure #9: Bread

The bread can be found in the only screenshot on the second page along with the baked goods.

There is no healthier option available.

The regular option, Sara Lee Classic White Bread, is found on the top shelf and is the only clickable bread. Once clicked, you can see the label along with the loaf size and price.

Measure #10: Baked Chips

The chips can be found in the third screenshot. From the screenshot, you can see on the bags which ones are baked.

The healthier option, Baked Lays Potato Chips, is located on the second shelf from the top. Once clicked, you can get the size and price information.

For the # of varieties, there is only one.

The regular option, Lays Classic Potato Chips Classic is right below the baked ones. Once clicked the size and pricing can be found.

Measure #11: Cereal

The cereal can be found in the fourth screenshot.

The healthier option, Cheerios, can be found on the second shelf from the top. When you click on it, you will find the size and price information.

For the # of varieties, there is only one other clickable cereal Apple Jacks which definitely doesn't count as a low sugar variety so 1 is marked.

There is no variety of flavored Cheerios for the regular option. Therefore, the regular option is Apple Jack's and once clicked the sugar, size and pricing can be found.