**Resource 5: Customer and Staff surveys**

Prior to making changes, it is useful to understand the opinions of customers who will be purchasing new drinks and staff who may be assisting with implementing the new change. Below are formal surveys for customer and staff to understand their opinions towards the healthy food and drink retail change. An informal way to capture feedback could be engaging with customers and staff and asking what they would like to see, or a feedback form at the counter asking customers one or two questions. For example, “Are you happy with the changes?” or “What drink/food options would you like to see?”.

Interpreting survey results:

* Input survey results into an excel document or similar
* Calculate percentage results for each question response (number of answers/all possible answers\*100)
* If you are conducting this survey multiple times, compare current results to previous results
* Use survey response to adjust healthy changes or continue with making more healthy changes and justify the importance of the work you are doing

Customer Survey

**Definition of sugary drinks:** sugary drinks refers to any drink that has added calories from added sugar including soft drinks, sodas, sports and energy drinks, fruit drinks, flavoured milk excluding the diet version

1. **Which [insert type of community food outlet] are you at today?**

1. **Do you believe your community needs to implement changes to reduce sugary drink consumption? (Circle one)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Definitely yes | Probably yes | Unsure | Probably not | Definitely not |

1. **Who do you think is responsible for reducing the consumption of sugary drinks?**(Tick all that apply)

* Me
* Local Government
* Federal Government
* Parents of children
* Primary and secondary schools
* Other. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I don't think the level of consumption needs to be changed
* I don’t know

1. **If sugary drinks were removed from sales from your** **[insert type of community food outlet] would you be most likely to**(tick one)**:**

* Buy no drinks
* Buy another sort of drink
* Bring your own sugary drinks (diet and regular) from outside
* Not applicable - I don’t buy sugary drinks
* Other. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **What do you think [insert type of community food outlet] should do to help reduce the consumption of sugary drinks?** (Tick all that apply)

* Increase the price of sugary drinks
* Reduce the price of water
* Remove all sugary drinks from customer view
* Remove all sugary drinks completely from sale
* Limit the amount of sugary drinks for sale
* Other. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I don’t think they should change anything

1. **In general, how much do you agree with the statement: “removing sugary drinks from [insert type of community food outlet] will lead to reduced consumption in the community”?**(Circle one)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |

1. **How much do you agree with the statement: “ [insert type of community food outlet**]**have a responsibility to promote healthy eating”?**(Circle one)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |

1. **If you have any other feedback you would like to provide about this food outlet, please provide this below.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Staff Survey

**Definition of sugary drinks:** sugary drinks refers to any drink that has added calories from added sugar including soft drinks, sodas, sports and energy drinks, fruit drinks, flavoured milk excluding the diet version

1. **Which [insert facility] do you work in?**

1. **Which of these best describes your job position?**
2. Employed by council in senior management
3. Employed by council in health promotion
4. Employed by council in sport and recreation
5. Employed by [insert facility] in management role
6. Employed by [insert facility] in customer service or front-of-house role
7. Volunteer at [insert facility] in management role
8. Volunteer at [insert facility] in customer service or front-of-house role
9. Other (please specify)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Time in role:**
2. Less than 6 months
3. 6 months to 1 year
4. More than 1 year and less than 2 years
5. 2 years or more

1. **In the past 6 months, how often have you personally purchased food or drink from council-owned [insert type of community food outlet]?**
2. Everyday
3. Three or more days a week
4. One or two days a week
5. Less than once a week but more than twice per month
6. Less than twice per month
7. Never before

1. **Within your organisation would you say promoting healthy eating is a:**
2. Low priority
3. Medium priority
4. High priority

1. **Compared to one year ago, would you say the priority given to promoting healthy eatingwithin your organizations has:**
2. Decreased
3. Stayed the same
4. Increased
5. I don’t know

1. **Which of the following best represents your organisation’s intent to improve the healthiness of your drink offerings available for sale in your [insert type of community food outlet]?**
2. We have not thought about it
3. We are thinking about it
4. We are in preparation (planning programs and/or taking some steps)
5. We have made changes to the healthiness of drink offerings within the past 6 months
6. We made changes to the healthiness of drink offerings more than 6 months ago which are still fully in place
7. We made changes to the healthiness of drink offerings more than 6 months ago which are no longer fully in place

1. **Are you aware of any official policies relating to the provision of drinks within your council’s [insert type of community food outlet] that include the following? (select as many that apply)**
2. No sugary drinks allowed to be sold
3. Sugary drinks must be hidden from customer (off display)
4. Reduced the amount of sugary drinks available for sale
5. No advertising of sugary drinks
6. Decrease the price of water
7. Increase availability of water
8. Other (please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
9. I’m not sure

1. **Have you been involved with any healthy food or drinks changes made in your organisation?**
2. Yes
3. No

1. **If yes, what has been your role? (select all that apply)**
2. Implementing the changes (e.g. ordering stock, rearranging shelves)
3. Policy development (planning, writing, approving policy)
4. Talking to customers about changes
5. Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Would you support your council making additional/new health related changes to your [insert type of community food outlet] related to the provision of healthy food and drinks?**
2. Yes
3. No

1. **In general, how much do you agree with the statement “removing sugary drinks from [insert type of community food outlet] will lead to reduced consumption in the community”?**
2. Strongly disagree
3. Disagree
4. Neither agree nor disagree
5. Agree
6. Strongly Agree

1. **How much do you agree with the statement: “[insert type of community food outlet] have a responsibility to promote healthy eating”?**
2. Strongly disagree
3. Disagree
4. Neither agree nor disagree
5. Agree
6. Strongly Agree

**Thank you for participating in this survey. Please add any final comments you have about the** **healthy food policy. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**