\*\*\*DELETE THIS PAGE PRIOR TO USING THIS SURVEY\*\*\*

How to use this document

Use this survey AFTER starting to implement the Healthy Choices guidelines in a food outlet or organisation.

A different survey is available from the Healthy Eating Advisory Service to use BEFORE the Healthy Choices guidelines have been implemented.

1. Consider piloting this survey with a small number of customers or internal staff before using it more widely.
2. Adapt the questions below as required according to the organisation and food outlet this survey is being used in.
3. Do not ask children under the age of 18 years any questions.
4. If the survey is completed verbally do not ask question 11 about gender, surveyor to complete.
5. If there is the possibility of presenting the findings at a research conference or in a publication, consider the need for ethics approval from a relevant organisation prior to completing the surveys.
6. Use the HEAS *Customer survey data analysis template* to analyse and report on the results of this survey as required.

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Customer survey

*[Insert org or food outlet name] has made changes to the food and drink options and is keen to hear what customers think about this change. If you would like to have your say, please complete the anonymous survey below.*

Please tick

1. Which one of the following options best describes your link to this organisation?

* Visitor
* Member
* Staff
* Patient
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. When you come to this organisation, how often would you purchase foods or drinks from this food outlet? *(please tick one)*

* Every time I come here
* Most of the time (every 2nd time I come here)
* Sometimes (every 3rd time I come here)
* Rarely (less than every 3rd time I come here)
* Never

1. Have you noticed that this food outlet has changed its food and drink offerings?
   * Yes
   * No

If yes, what did you notice: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Have you noticed the menu items being labelled as GREEN, AMBER and RED?
   * Yes – go to question 5
   * No – go to question 6
2. What do you think the GREEN label means? (choose one option)

* Healthy choice
* The food/drink is the colour green
* Cheapest option
* Unsure/I don’t know

1. What influenced your purchase from the retail outlet today? (choose all the options that apply)

* The GREEN, AMBER and RED labels
* The price of the food/drink
* New food/drink options available
* My preference of food/drink
* The appearance/presentation
* Unsure/I don’t know

1. What else could this food outlet, or organisation, do to encourage people to choose healthier foods or drinks?

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1. How much do you agree with the following statements?:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
| I am happy with the range of healthy food and drink options in this food outlet |  |  |  |  |  |
| I support this food outlet continuing to offer healthier food and drinks |  |  |  |  |  |
| All <insert setting e.g. hospitals, leisure centres> should be offering healthier food and drinks for their staff and visitors |  |  |  |  |  |

1. Do you have any other feedback you would like to provide about this food outlet?

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1. Gender:

* Male
* Female

1. Age group:

* 18-20years
* 21-30years
* 31-44years
* 45-60years
* 61+ years

1. Postcode: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*This survey was developed by the Nutrition Australia Vic Division, in collaboration with the Global Obesity Centre (GLOBE), Deakin University*