**Additional file 1: Customer survey questions**

***Eat Well @ IGA* – Helping Create Healthier Communities**

**Tell us what you think!**

IGA are working with the **City of Greater Bendigo**, **VicHealth** and **Deakin University** to investigate ways to encourage healthy eating. As part of the ‘*Eat Well @ IGA*’ project, we are interested in finding out if you have noticed the changes we have made to this IGA store, what you think of the ‘*Eat Well @ IGA*’ project, and whether this has changed what you buy.

For further information about this study, please contact Dr Adrian Cameron ([adrian.cameron@deakin.edu.au](mailto:adrian.cameron@deakin.edu.au)).

Please read the Plain Language Statement and Consent document that contains more information about this project prior to participating.

To familiarise yourself with the ‘*Eat Well @ IGA*’ materials mentioned in this survey (shelf tags and signs, trolley signs, floor signs, posters) please look at the examples provided before completing this survey.

1. **Eligibility question: Are you over 18 and the main grocery buyer in your household?** *(Please circle)*
2. Yes - I do all or most of the shopping
3. Yes - I share the shopping
4. No - someone else does all or most of the shopping **(sorry, but we are only collecting information from main shoppers – you are not eligible to continue with this survey)**
5. How often do you do the following types of shopping at this IGA store? *(Please tick)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Always | Usually | Sometimes | Rarely or never |
| My main planned (e.g weekly/fortnightly) shop. |  |  |  |  |
| To buy food for 1 or 2 days only |  |  |  |  |
| Unexpected/emergency shop |  |  |  |  |
| To only (or mainly) buy items on special in the weekly catalogue |  |  |  |  |

1. Thinking about the various supermarket chains, for each chain please indicate how often you shop there. *(Please tick)*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Regularly  shop there | Occasionally  shop there | Rarely or never shop there |
| IGA |  |  |  |
| Coles |  |  |  |
| Aldi |  |  |  |
| Woolworths |  |  |  |

*Please circle Yes or No for the following questions*

1. Before this questionnaire, were you aware of the ‘*Eat Well @ IGA*' project? Yes / No
2. Do you recall receiving a flyer promoting ‘*Eat Well @ IGA*’ in your letterbox? Yes / No
3. Have you noticed staff in this store wearing T-shirts promoting ‘*Eat Well @ IGA*’? Yes / No
4. Have you noticed promotion through social media for ‘*Eat Well @ IGA*’? Yes / No
   1. If yes, which of the following have you noticed *(tick all that apply):*

❑ Facebook

❑ Twitter

❑ Instagram

1. Examples of the circular star rating element, showing 3.5 and 5 star representations.  Stars are presented in an arc around the top of the circle, with the number in the middle of the circle and the words 'Health Star Rating' at the bottom.  The whole design is contained within a circle.
   Example of the energy icon and the nutrient content decalaration which comprises four icons titled energy, sat fat, sugars, sodium.Are you familiar with the new Health Star Rating System being introduced on the front of pack of many products? Yes / No
2. Have you noticed shelf labels for all products with a 4.5 or 5 Health Star Rating in this store?

Yes / No **(go to Q11)**

1. If yes, do you believe these shelf labels influence what you purchase from this store? Yes / No / Unsure
2. Have you noticed other ‘*Eat Well @ IGA*’ signs on the shelves with healthy messages about specific products?

Yes / No **(go to Q12)**

1. If yes, do you think the shelf signs have influenced what you purchased from this store? Yes / No / Unsure
2. Have you noticed posters throughout the store promoting healthy choices and fresh fruit and vegetables?

Yes / No **(go to Q15)**

1. If yes, do you think these posters have influenced what you purchased from this store? Yes / No / Unsure
2. Have you noticed ‘*Eat Well @ IGA*’ signs in trolleys and baskets in this store?

Yes / No **(If no, skip to question 17)**

1. Do you believe that the trolley and/or basket signs influenced what you purchased from this store in the last month?

Yes / No / Unsure

1. If you answered yes, what types of products were you more or less likely to purchase?

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1. What was your overall impression of these ‘*Eat Well @ IGA*’ components?: *(please circle one number per question)*
2. Trolley and basket signs

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Floor signs

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Health Star Rating shelf tags

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Posters

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Shelf signs

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Letter box flyers

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Social media (Facebook, Instagram etc.)

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. The ‘*Eat Well @ IGA*’ project as a whole

Strongly dislike 1------2------3------4------5------6------7 Strongly like N/A

1. Please let us know if you think that this store should include the following: *(please circle one number per question)*
2. One checkout that doesn’t display unhealthy food

Strongly disagree 1----2----3----4----5----6----7 Strongly agree

1. All checkouts don’t display unhealthy food

Strongly disagree 1----2----3----4----5----6----7 Strongly agree

1. Healthier products on display at the ends of aisles

Strongly disagree 1----2----3----4----5----6----7 Strongly agree

1. Healthy recipes

Strongly disagree 1----2----3----4----5----6----7 Strongly agree

1. Do you agree that IGA should continue its efforts to encourage healthy eating?

Strongly disagree 1------2------3------4------5------6------7 Strongly agree

1. Does the ‘*Eat Well @ IGA*’ project make you more likely to shop at IGA (rather than other supermarket chains)?

Strongly disagree 1------2------3------4------5------6------7 Strongly agree

1. Do you have any other feedback regarding ‘*Eat Well @ IGA*’ (positive or negative, how we could improve etc.)?

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

1. Are you: *(Circle)* Male / Female / Other
2. How old are you: *(Circle)* 18-24 years 35-44 years 55-64 years

25-34 years 45-54 years 65+ years

1. Do you speak English at home? *(Circle)* Yes / No
2. What is your home postcode? ­­­­­­­­\_\_\_\_\_\_\_\_\_­
3. What is the highest level of education you have completed?

|  |  |
| --- | --- |
|  | Did not complete high school |
|  | Year 12 or trade certificate or diploma |
|  | University degree or higher |

1. Today’s date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Store: *(tick a box)*

[list of surveyed stores]

1. Since the ‘*Eat Well @ IGA*’ project started in May 2017, do you shop at this IGA store more or less because of the ‘*Eat Well @ IGA*’ project? *(Circle)*

Less often / No change / More often

1. Are you a new customer to this IGA store since May 2017 because of the *Eat Well @ IGA* project? i.e. you decided to shop at this store because of their commitment to healthy eating *(Circle)*

Yes / No / Unsure