**Appendix 1: Customer Survey**

1. How many times have you visited this café in the past month?

Less than once per week/One or more times per week

1. Did you walk into the café intending to make a drink purchase?

Yes/No

Yes 🡪 Go to Q3

No 🡪 Go to Q7

1. Which drink were you intending to buy when you walked in?

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

If unsure, go to Q5

1. Did you purchase the drink that you intended to buy when you walked in?

Yes 🡪 Go to Q7

No 🡪 Go to Q5

1. What did you buy?

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

1. Why did you change your mind?

Price/Convenience/Unavailability of intended purchase/Quality

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did you notice that this café has put in place a policy regarding the availability of sugary drinks?

Yes/No

If Yes 🡪 Go to Q8

If No 🡪 Go to Q9

1. What did you notice?

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

1. How much do you agree with the statement “changing the availability of sugary drinks is a good way to reduce consumption among consumers?”

Strongly disagree/Disagree/Neither agree or disagree/Agree/Strongly agree

1. Would you like to see more café/retail outlets using these kinds of initiatives?

Yes/No

Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any additional comments? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age bracket:

18-24 25-34 35-44 45-54 55-64

65 years or more

Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postcode \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_