

Evaluation of pilot implementation of nutritional standards for vending in local councils and wider public sector – Appendix B: Consumer Surveys

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Abbreviations

HSC Health and Social Care

PS Pilot Site

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Appendix B: Consumer surveys

The following graphs detail the results of the pre- and post-implementation surveys conducted with consumers who had recently purchased items from vending machines at PS1, PS2 and PS3. The survey covered the following key areas:

- Frequency and use of vending machines
- Vending machine purchases
- Consumer preferences
- Accessibility and awareness of nutritional standards

Frequency and use of vending machines

Figure 1: Frequency of vending machine use – pre-implementation

The graph below shows self-reported frequency of vending machine usage at each pilot site pre-implementation.

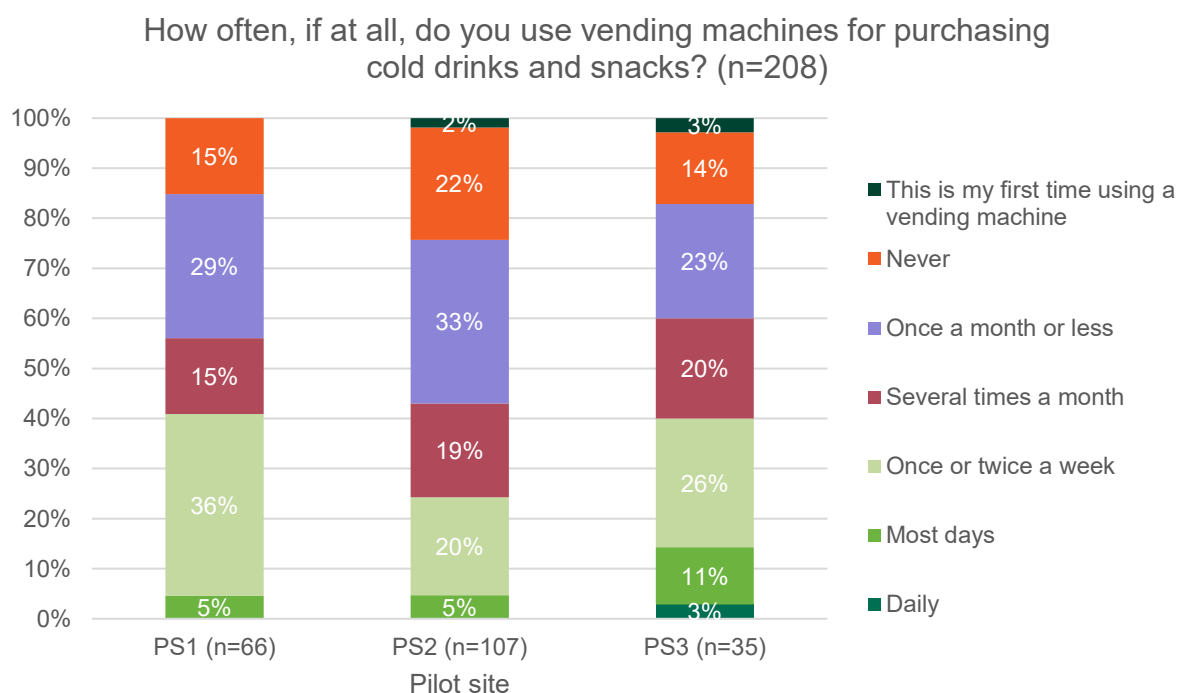


Figure 2: Frequency of vending machine use – post-implementation

The graph below shows self-reported frequency of vending machine usage at each pilot site post-implementation.

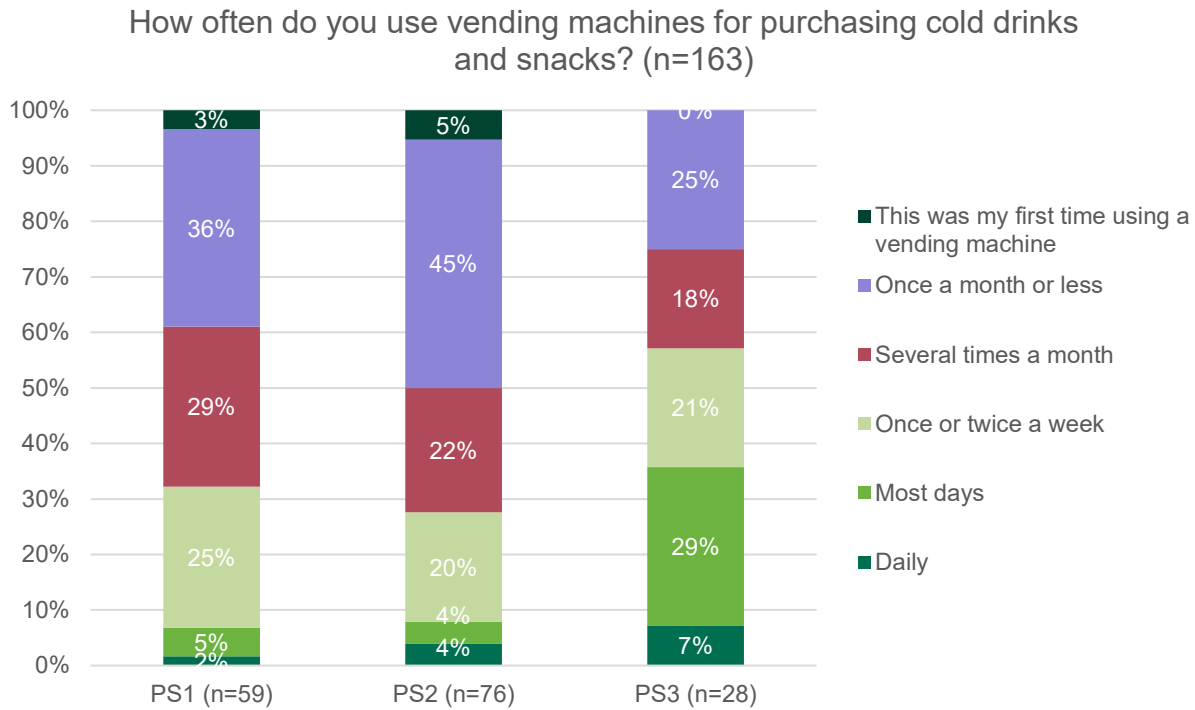


Figure 3: Frequency of vending machine use (staff/members of public) – pre- and post-implementation

The graph below shows self-reported frequency of vending machine usage by respondent type (member of staff or visitor) across all pilot sites pre- and post-implementation.

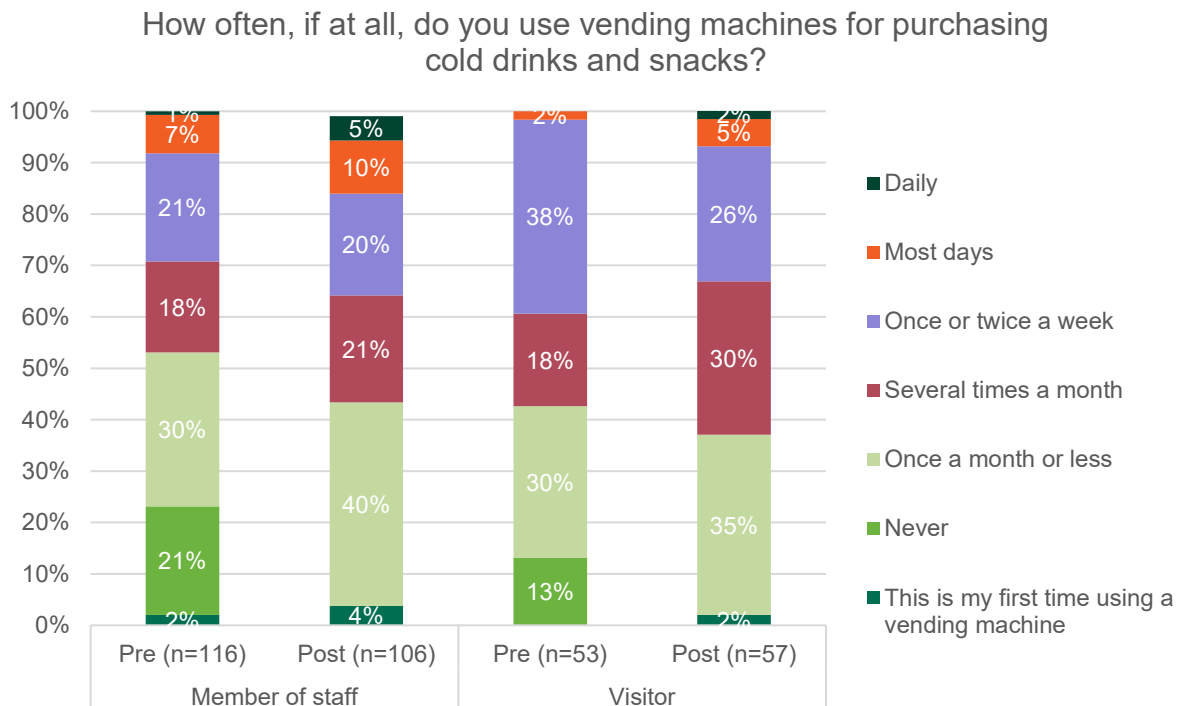


Figure 4: Recent vending machine use – post-implementation

The graph below indicates the last time respondents used a vending machine at each pilot site post-implementation.

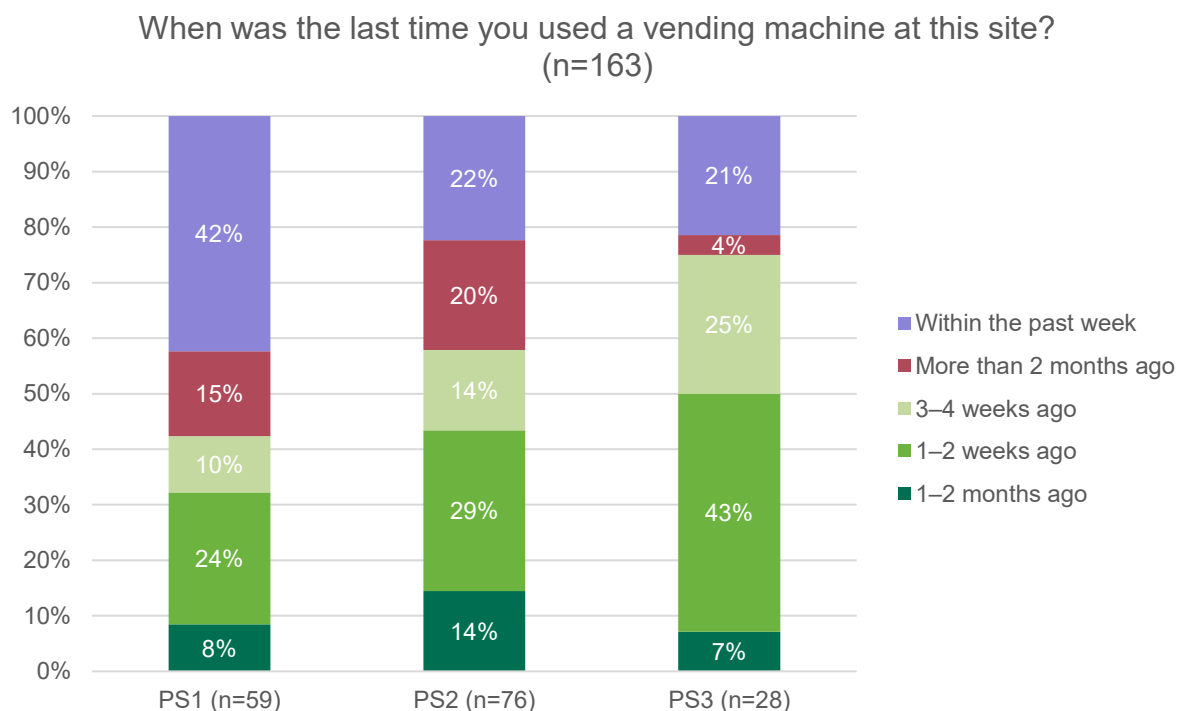
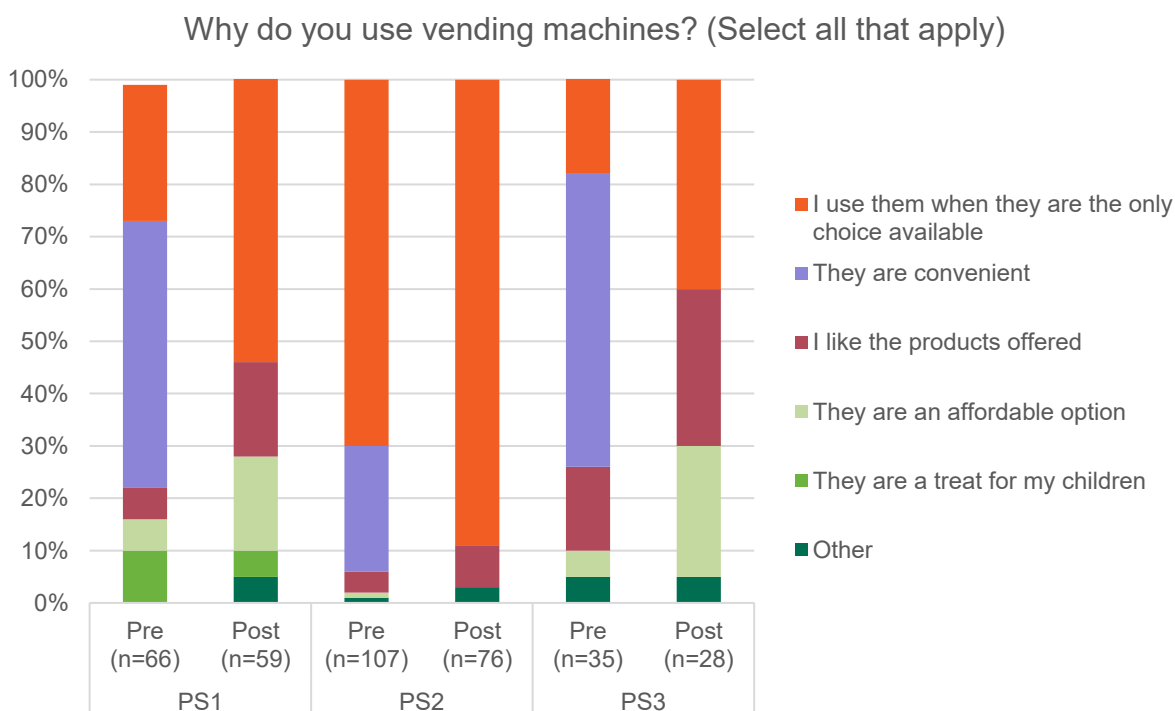


Figure 5: Reasons for vending machine usage – pre- and post-implementation

The graph below shows reasons for vending machine usage at each pilot site pre- and post-implementation.



Vending machine purchases

Figure 6: Vending machine purchases – pre-implementation (select all that apply)

The graph below shows the types of drinks and snacks purchased from vending machines by respondents across all pilot sites pre-implementation.

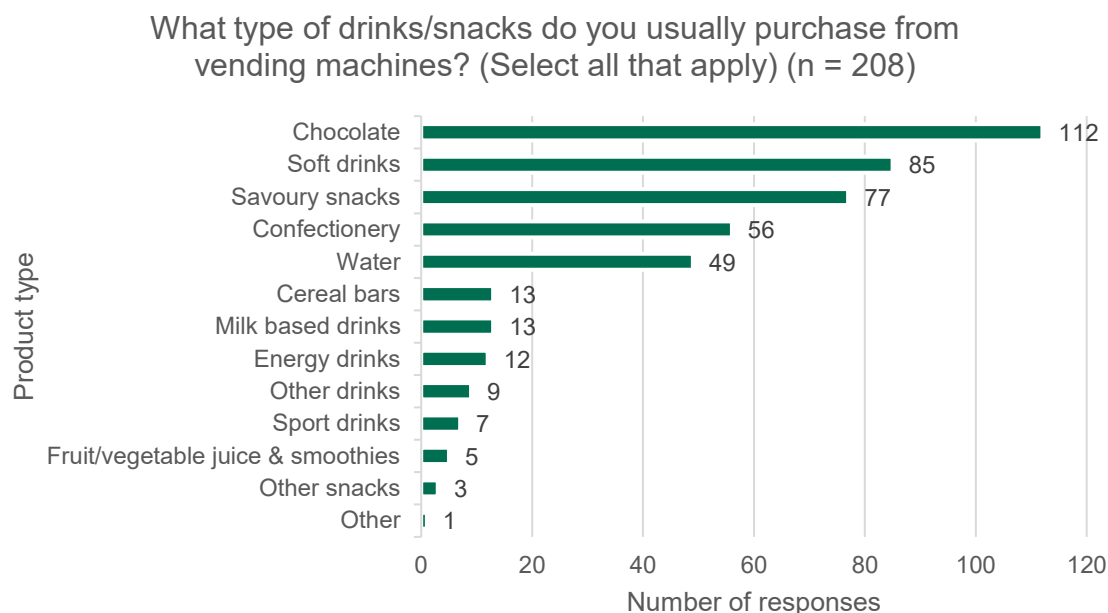


Figure 7: Vending machine purchases – post-implementation (select all that apply)

The graph below shows the types of drinks and snacks purchased from vending machines by respondents across all pilot sites post-implementation.

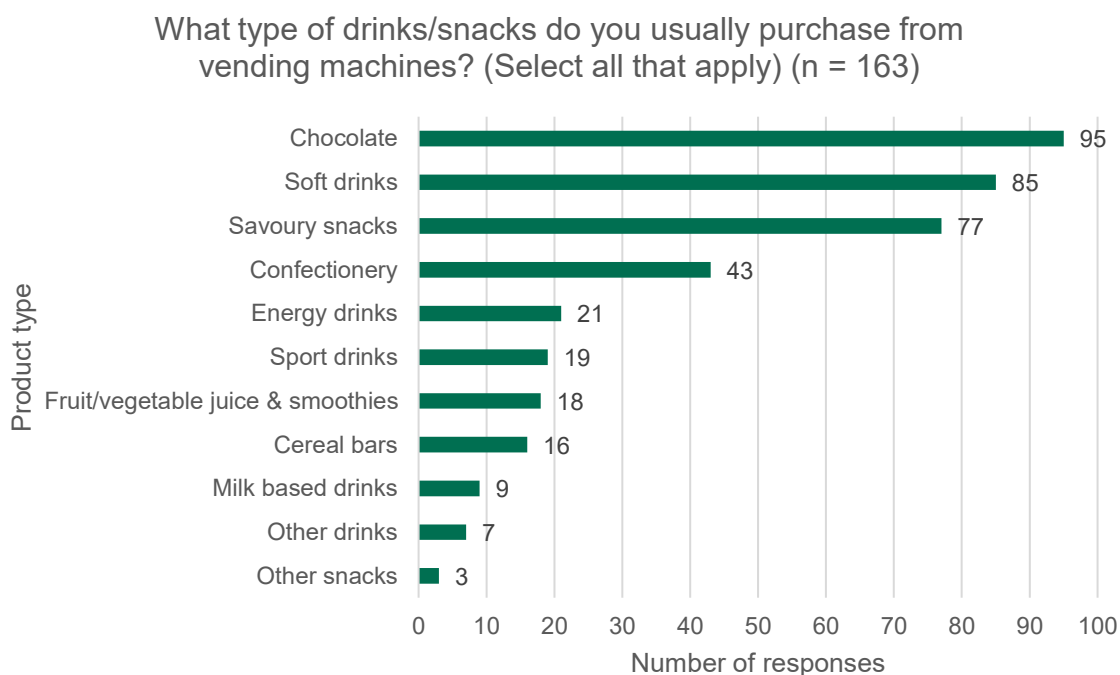


Figure 8: Consumer satisfaction – pre-implementation

The graph below shows self-reported satisfaction with the current availability of snacks and drinks in the vending machine at each pilot site pre-implementation.

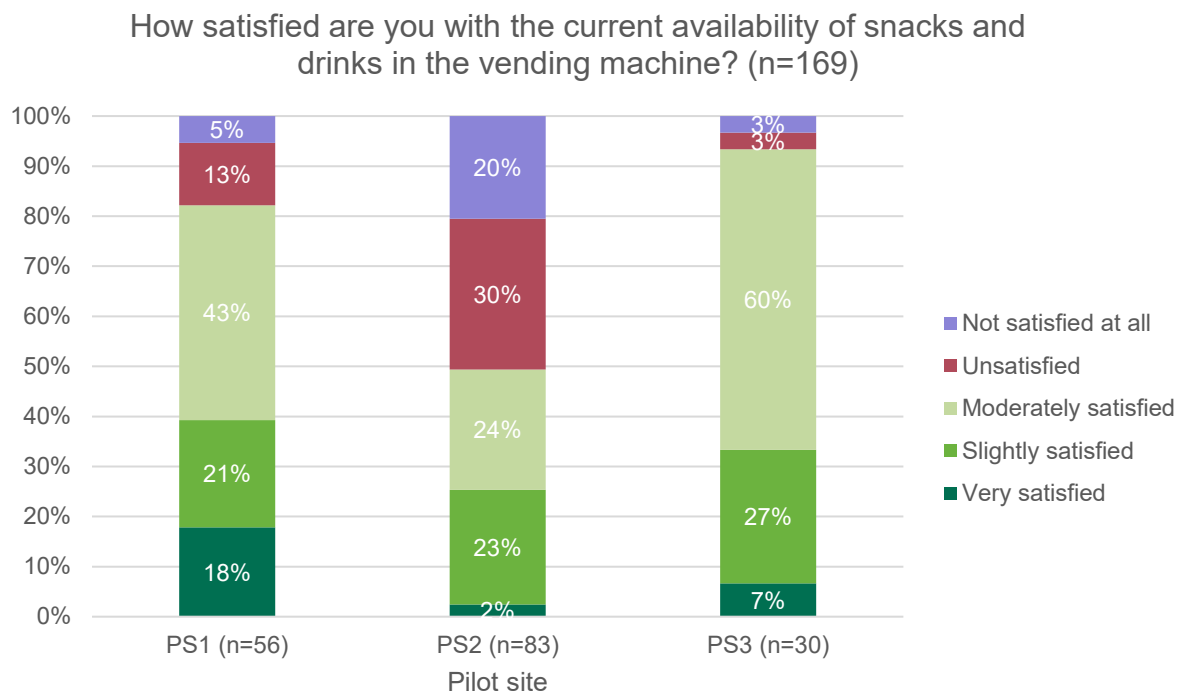


Figure 9: Consumer satisfaction – post-implementation

The graph below shows self-reported satisfaction with the current availability of snacks and drinks in the vending machine at each pilot site post-implementation.

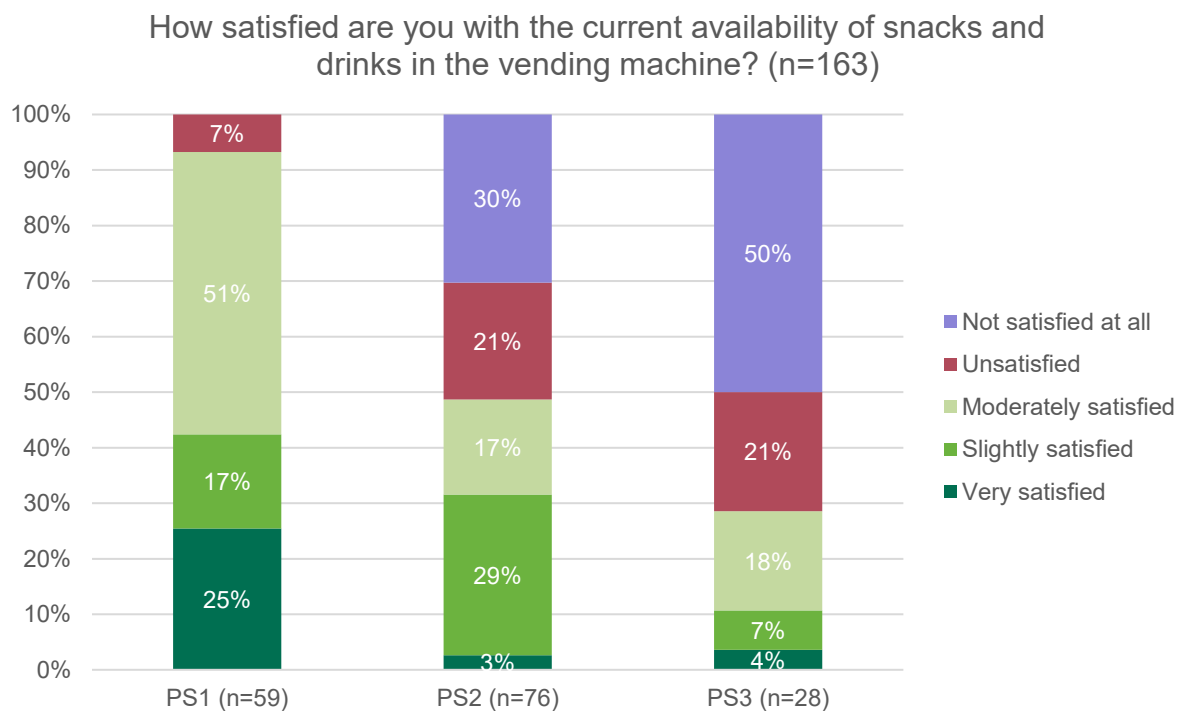
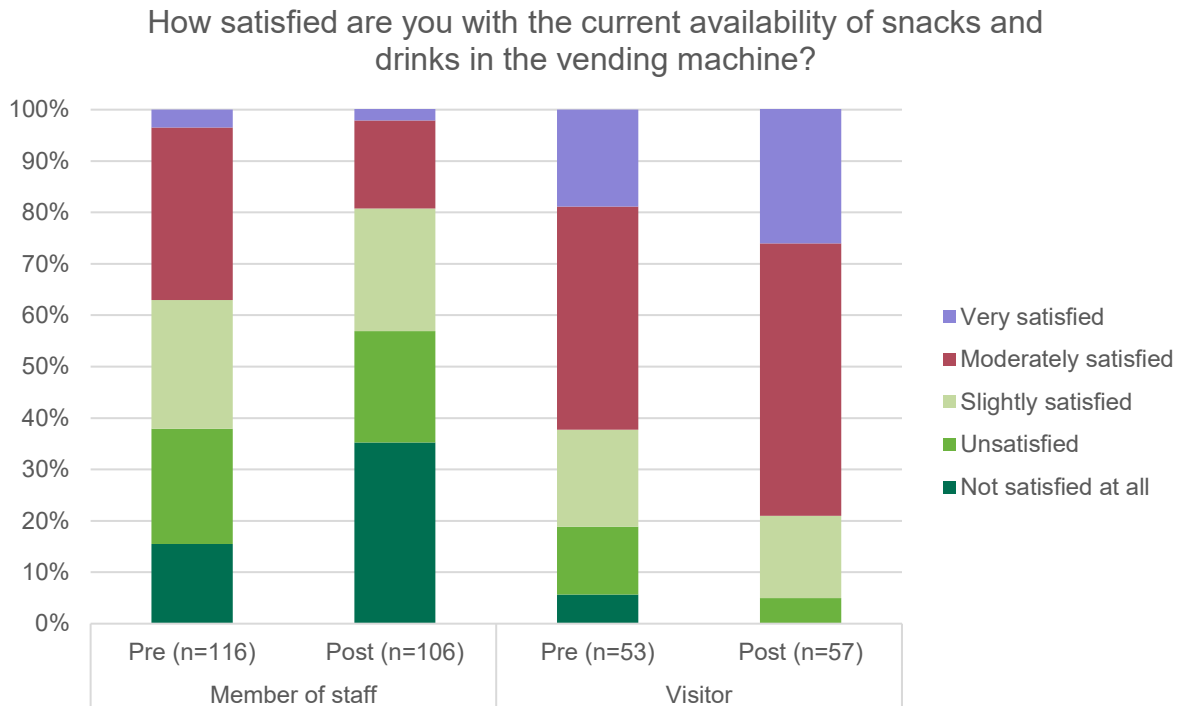


Figure 10: Consumer satisfaction (staff/members of public) - pre- and post-implementation

The graph below shows self-reported satisfaction with the current availability of snacks and drinks in the vending machine by respondent type (member of staff or visitor) across all pilot sites pre- and post-implementation.



Consumer preferences

Figure 11: Alternatives to vending machines – pre-implementation

The pie chart below indicates what respondents would be most likely to do if their preferred snack or drink was not available in vending machines across all pilot sites in the pre-implementation period.

If your preferred snack or drink was not available in the vending machine, what would you be most likely to do? (n=169)

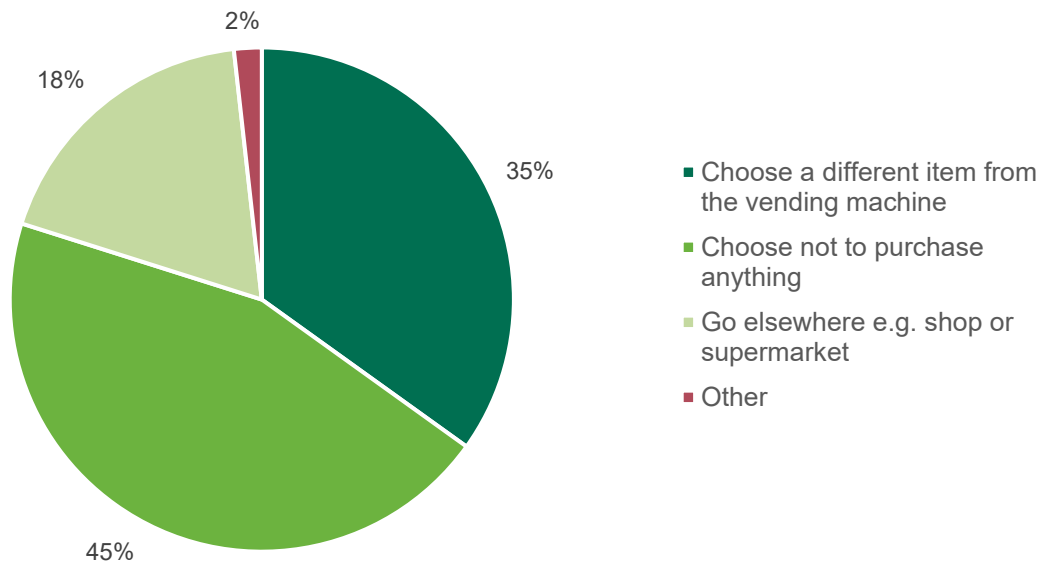


Figure 12: Alternatives to vending machines – post-implementation

The pie chart below indicates what respondents would be most likely to do if their preferred snack or drink was not available in vending machines across all pilot sites in the post-implementation period.

If your preferred snack or drink was not available in the vending machine, what would you be most likely to do? (n=163)

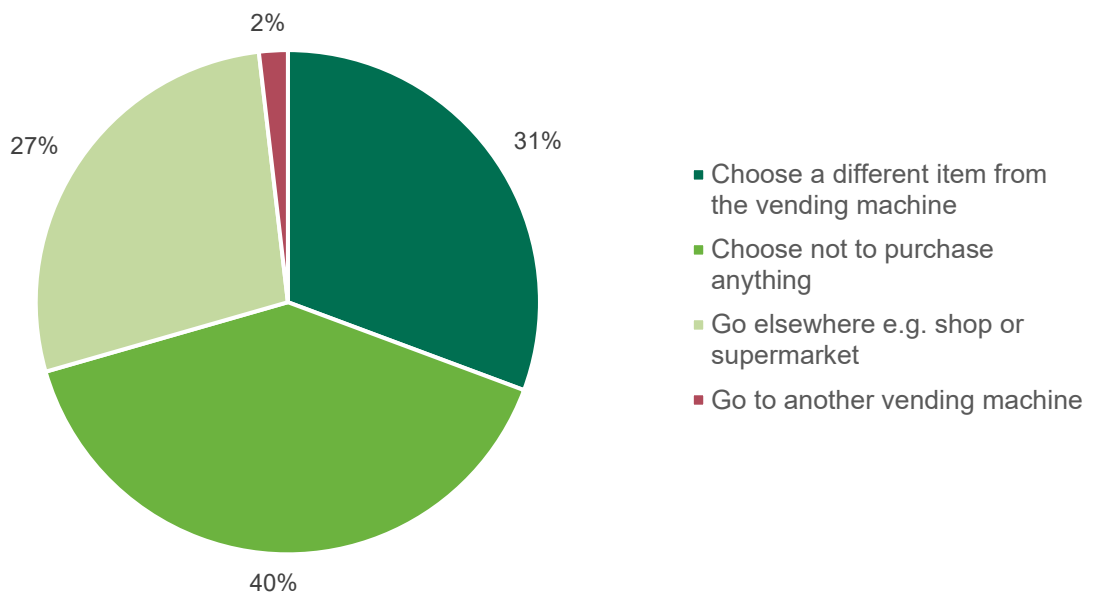


Figure 13: Importance of healthier snacks – pre-implementation

The graph below shows self-reported importance of healthier snacks to respondents across all pilot sites in the pre-implementation period.

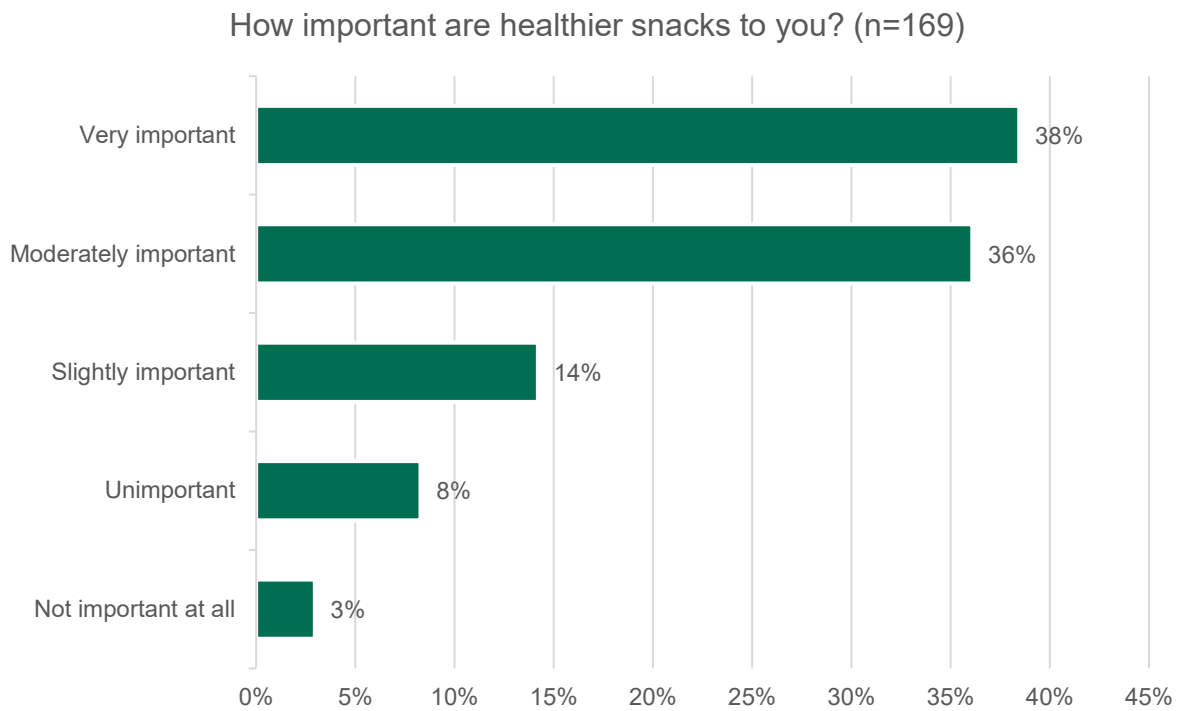


Figure 14: Importance of healthier snacks – post-implementation

The graph below shows self-reported importance of healthier snacks to respondents across all pilot sites in the post-implementation period.

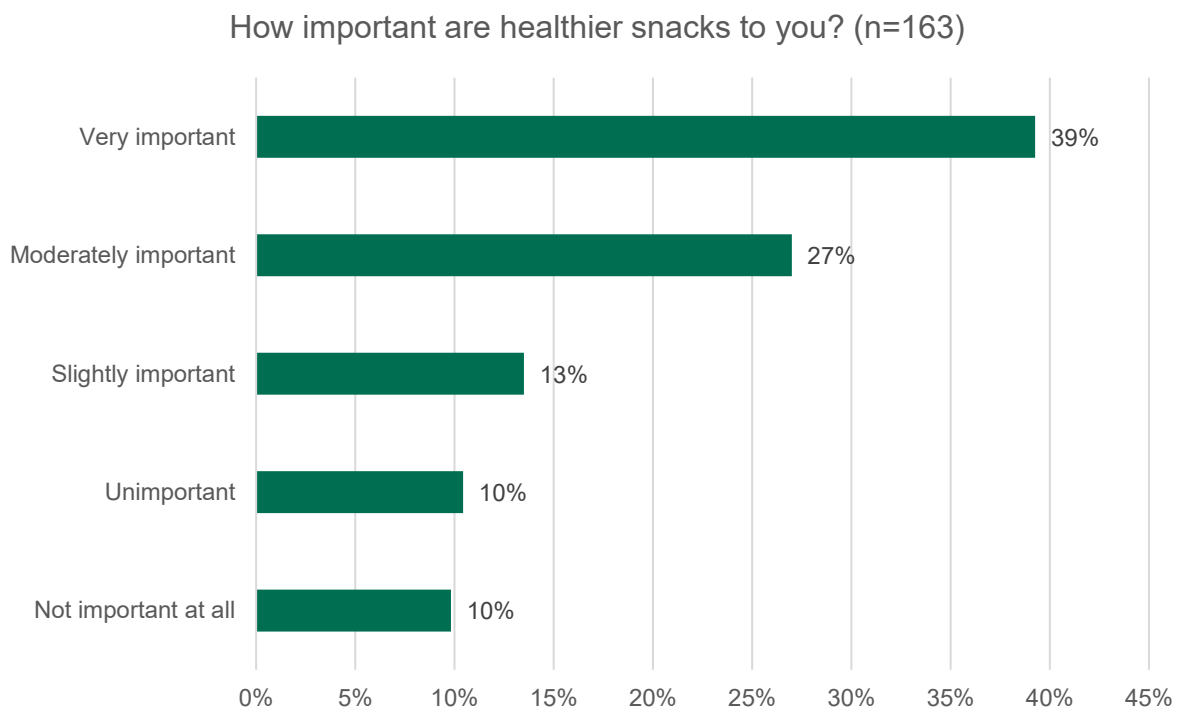


Figure 15: Importance of healthier snacks - pre- and post-implementation

The graph below shows self-reported importance of healthier snacks to respondents at each pilot site in the pre- and post-implementation period.

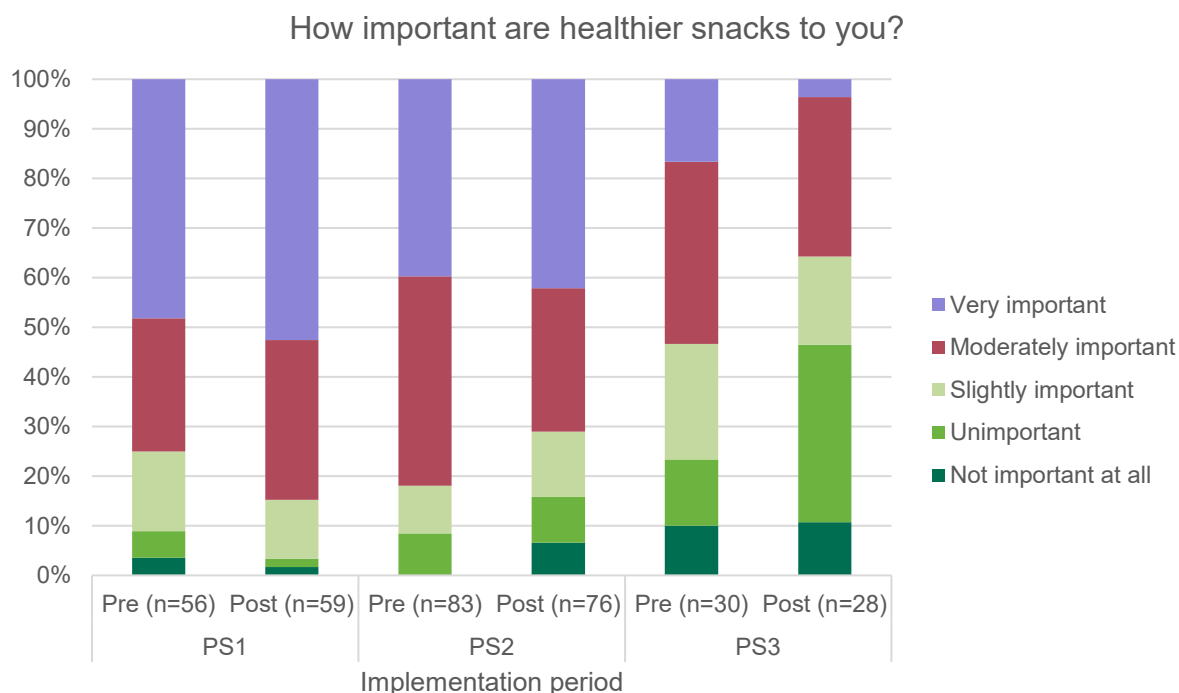
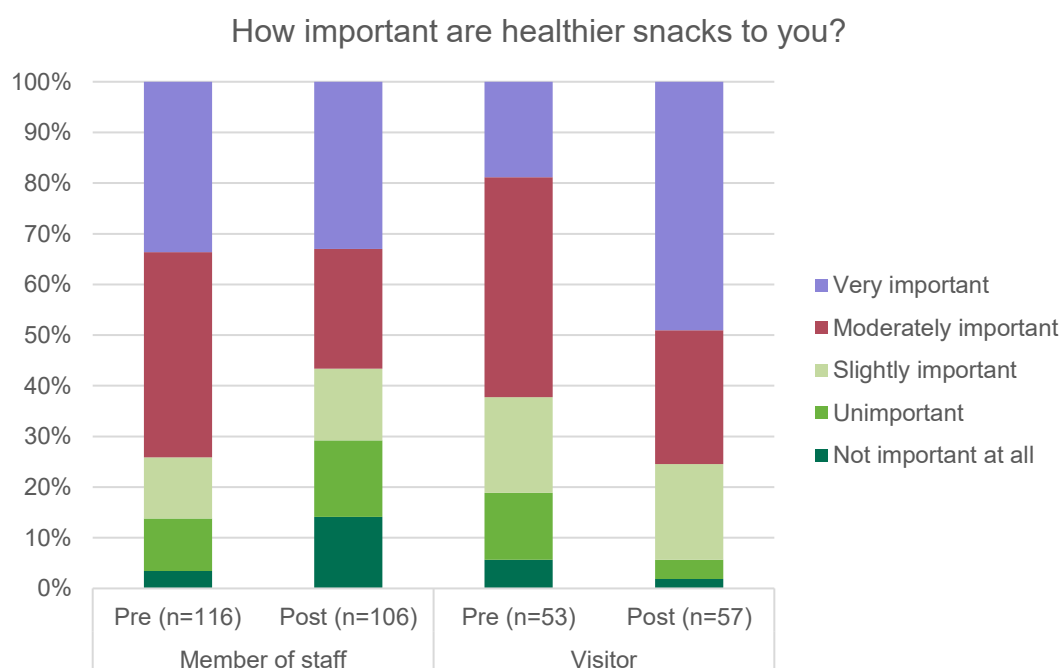


Figure 16: Importance of healthier snacks (staff/members of public) – pre- and post-implementation

The graph below shows self-reported importance of healthier snacks by respondent type (staff/member of public) across all pilot sites in the pre- and post-implementation period.



Accessibility and awareness of nutritional standards

Figure 17: Accessibility of healthier snacks – pre-implementation

The graph below indicates how easy respondents found accessing healthier snacks from vending machines at each pilot site pre-implementation.

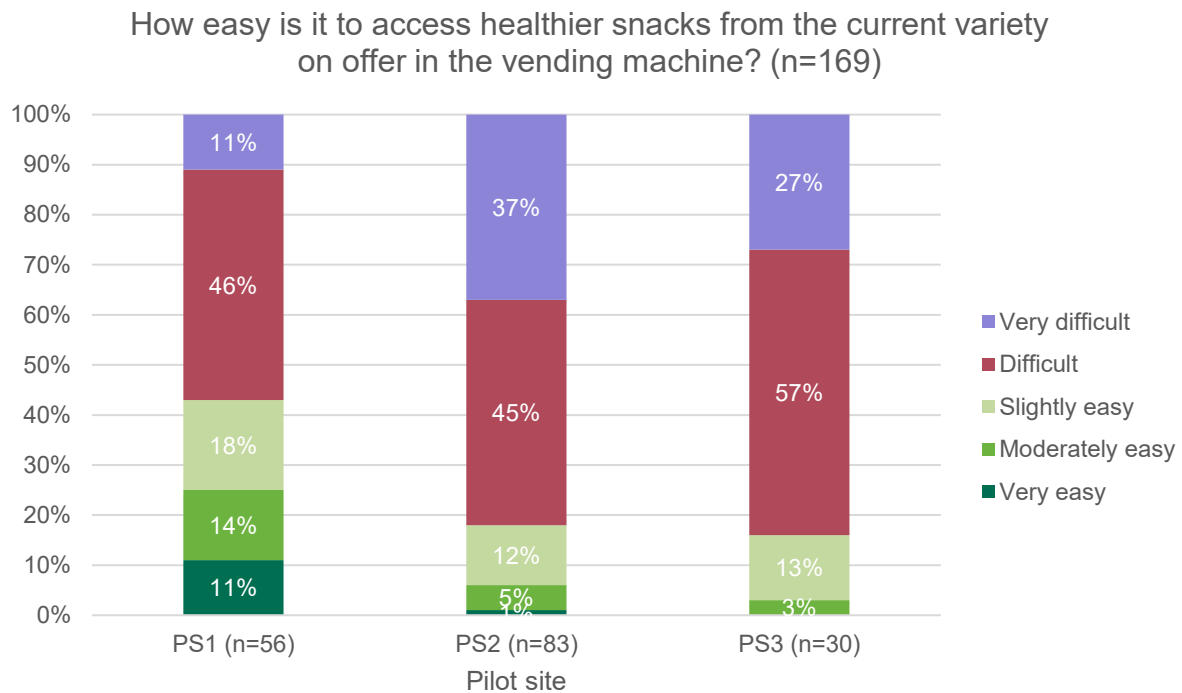


Figure 18: Accessibility of healthier snacks – post-implementation

The graph below indicates how easy respondents found accessing healthier snacks from vending machines at each pilot site post-implementation.

How easy is it to access healthier snacks from the current variety on offer in the vending machine you recently used?
(n=163)

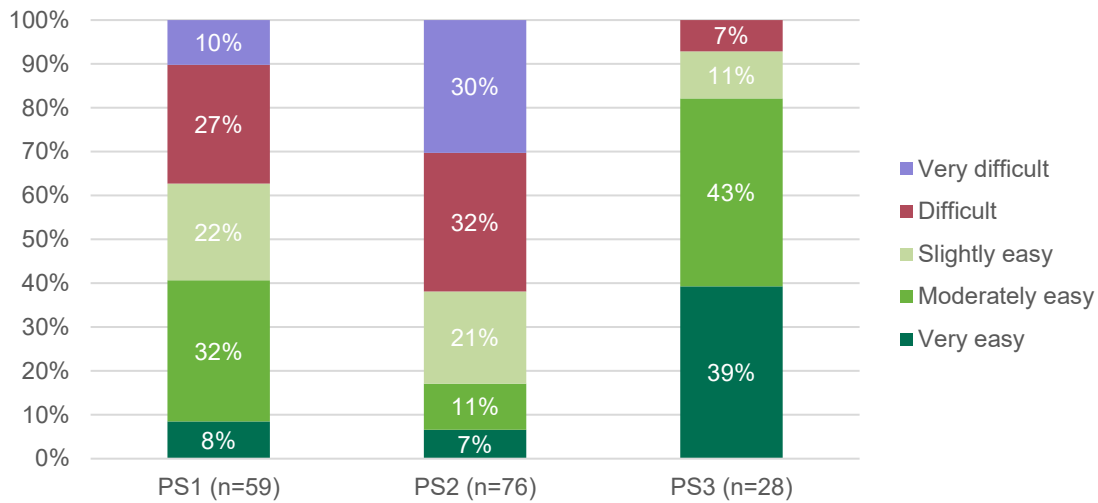


Figure 19: Accessibility of healthier snacks (staff/members of public) – pre- and post-implementation

The graph below indicates how easy respondents found accessing healthier snacks from vending machines by respondent type (staff/member of public) across pilot sites in the pre- and post-implementation period.

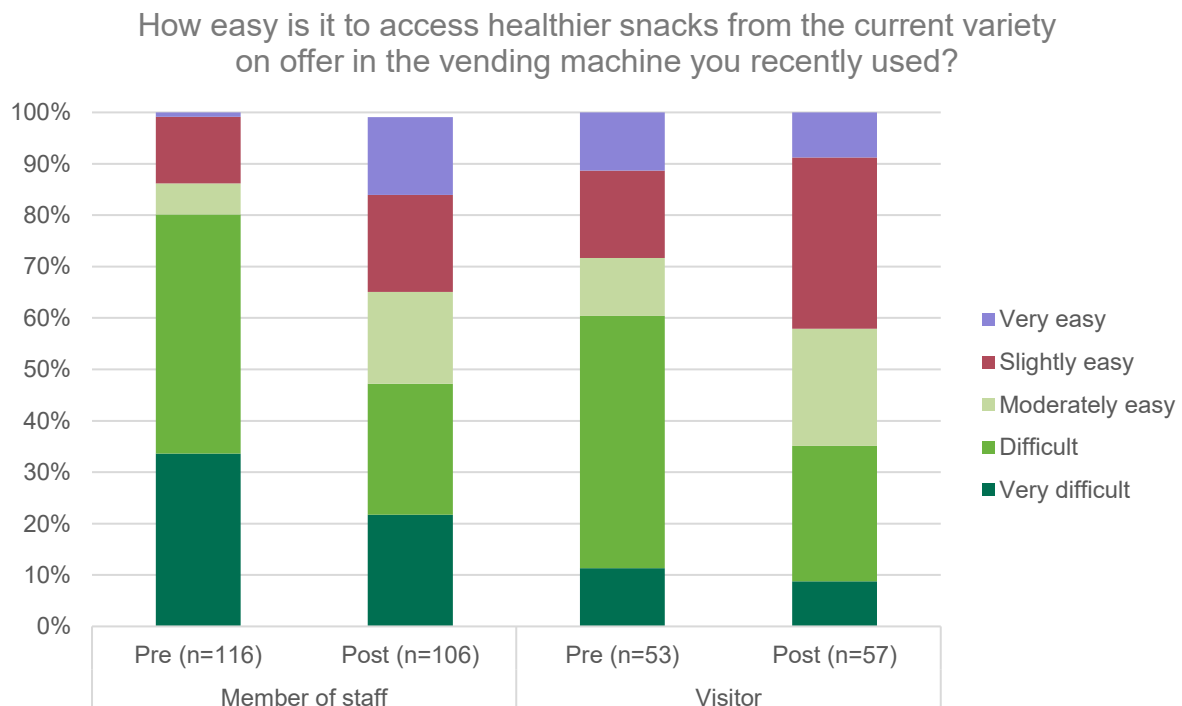


Figure 20: Awareness of nutritional standards – pre-implementation

The pie chart below displays awareness of the FSA (PS1) or HSC (PS2 and PS3) nutritional standards for guidance for vending across pilot sites pre-implementation.

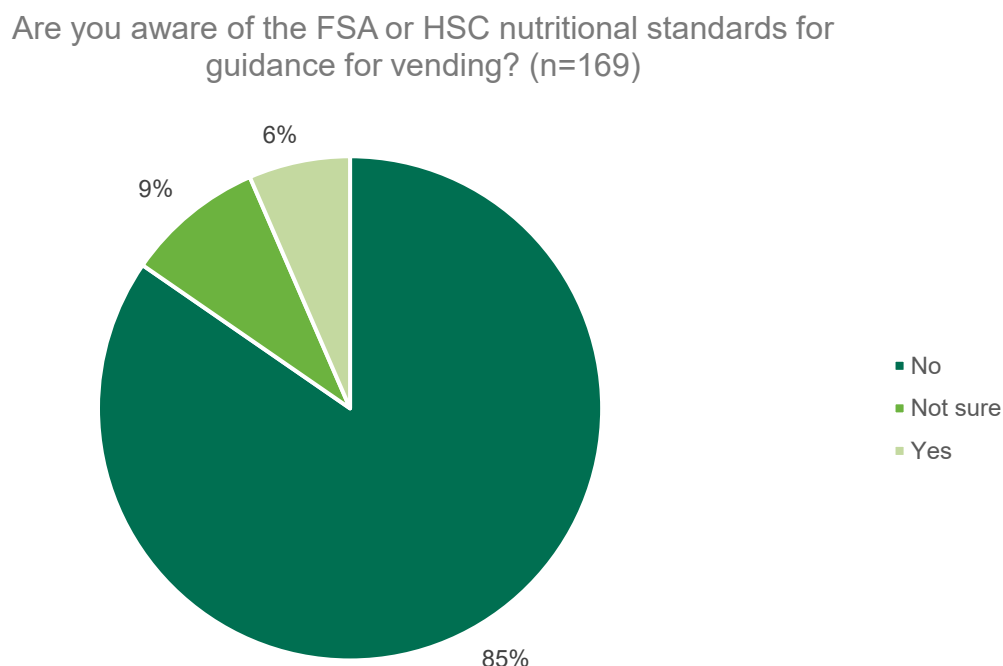


Figure 21: Awareness of nutritional standards – post-implementation

The pie chart below displays awareness of the FSA (PS1) or HSC (PS2 and PS3) nutritional standards for guidance for vending across pilot sites post-implementation.

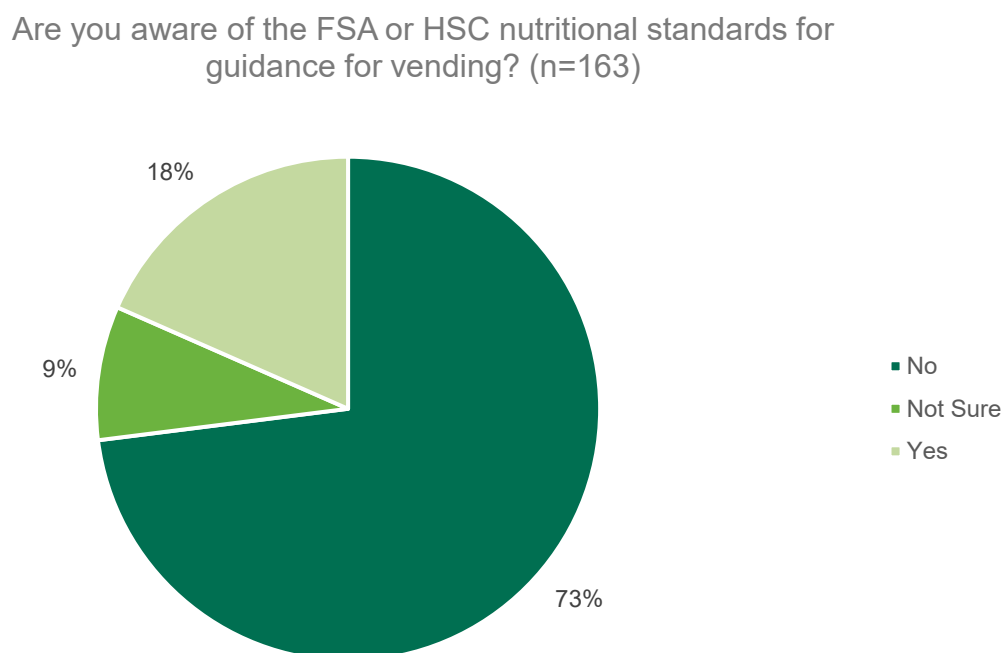


Figure 22: Perceived changes in vending machine items - post-implementation

The graph below shows the changes in vending machine items on offer, if any, identified by respondents across pilot sites post-implementation.

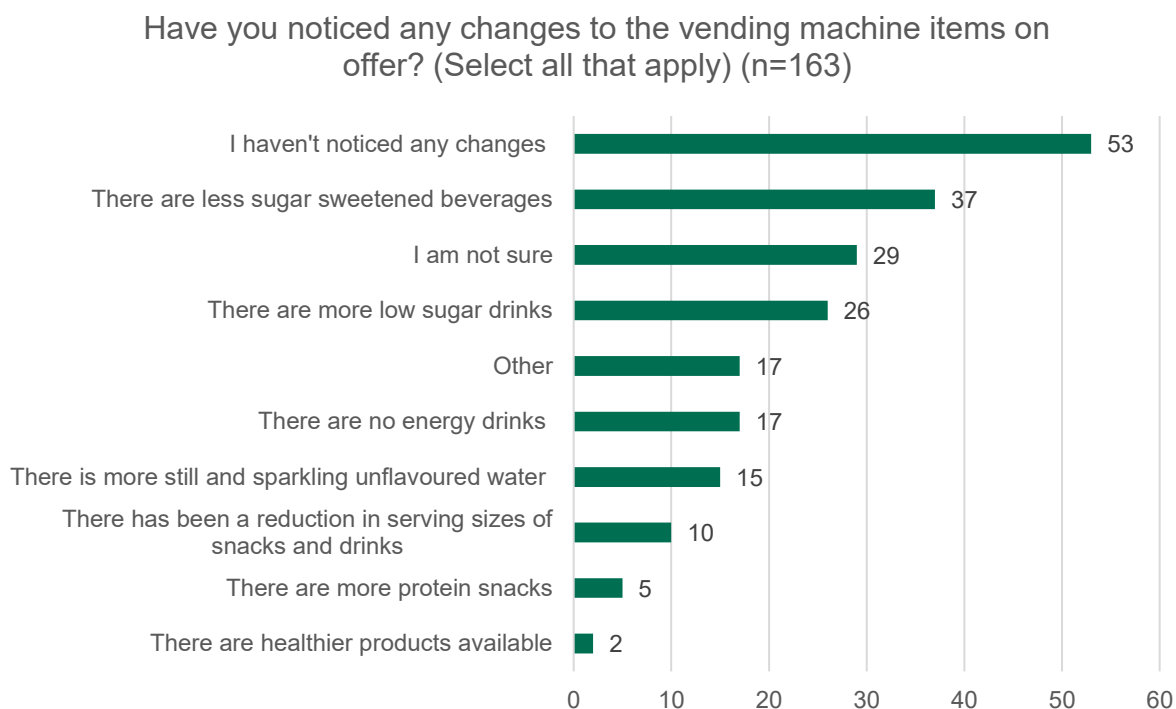


Figure 23: Perceived changes in vending machine items by pilot site – post-implementation

The graph below shows the changes in vending machine items on offer, if any, identified by respondents at each pilot site post-implementation.

Have you noticed any changes to the vending machine items on offer? (Select all that apply)

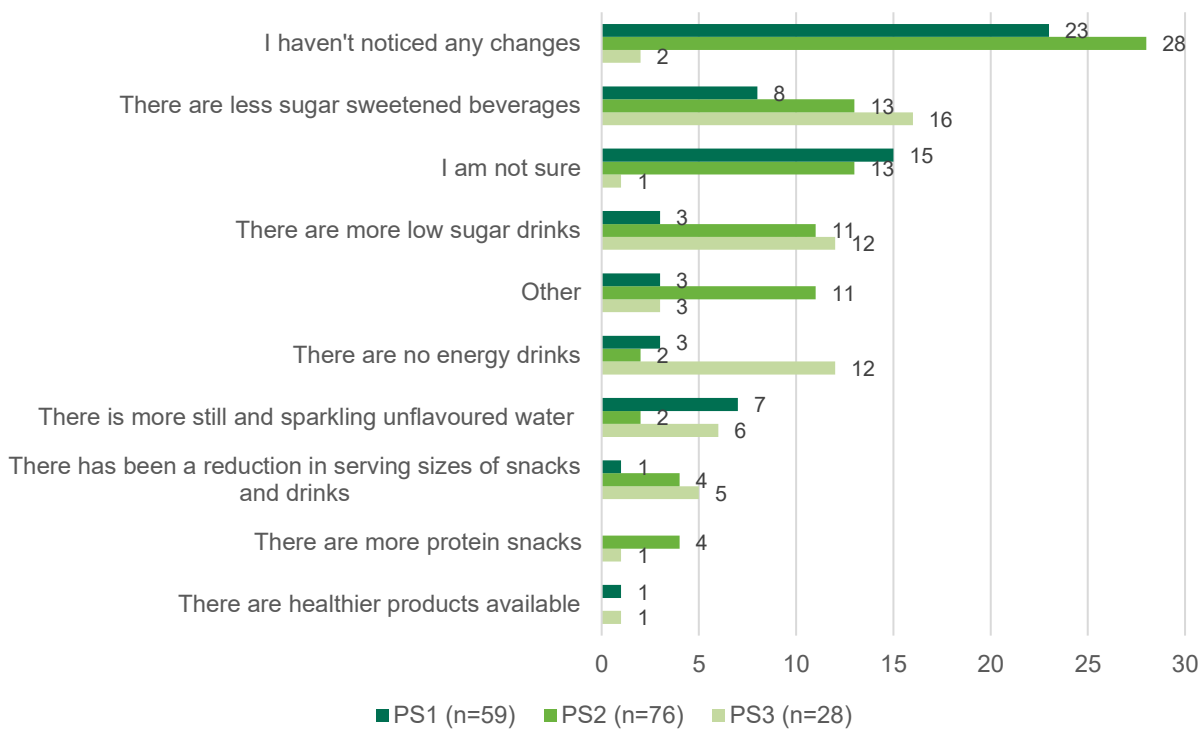
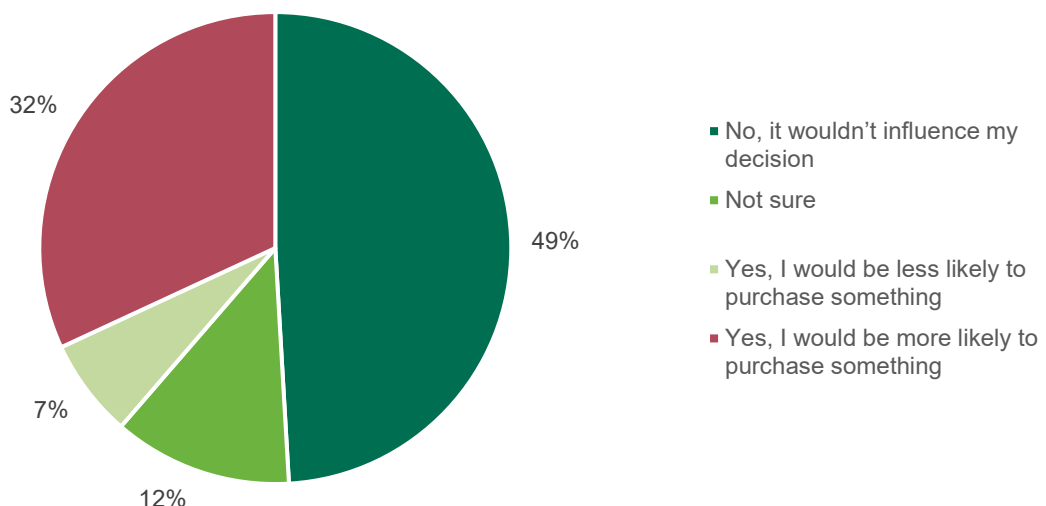


Figure 24: Influence of promotion of healthier snacks on vending machine purchases – post-implementation

The pie chart below indicates if respondents purchases across all pilot sites would be influenced by a poster on a vending machine promoting an availability of healthier snacks post-implementation.

If you saw a poster on a vending machine promoting an availability of healthier snacks, do you think it would influence your decision to purchase something from the machine? (n=163)



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