**Survey for New Customers at Ettics**

I am an undergraduate student at the University of British Columbia in Canada engaged in a technical writing project.  The purpose of this survey is to obtain primary data for an analysis and investigation that aims to provide recommendations for improving your experience with the package-free system used at Ettics.

This package-free food system requires customers to fill their re-usable containers with the food products of their choice. It requires that customers first weigh their empty container, then write the weight on the container, then fill it with the food product, and finally bring it to the cashier for weighing and payment.

The final formal report will be addressed to the Ettics Founder and CFO, Jan-Frederik Ude. Together with staff interviews and participant observation, the data gathered from this survey will support the development of recommendations for increasing store accessibility for customers. The survey contains 12 multiple-choice and short answer questions and should take around 5-10 minutes to complete. Your responses are voluntary and will be kept anonymous.

Thank you; your participation is much appreciated!

Contact details of researcher: Diane Keyes, diane.keyes@alumni.ubc.ca

1. Have you used a package-free food system before (either at Ettics or at another store)?

Yes / No

1. Have you used the package-free food system specifically at Ettics before?

Yes / No

1. Please rate your experience when using the package-free food system for the first time without consulting staff or fellow customer. (If you asked for help, please indicate your experience before you asked for help.) Circle one response.

Very easy

Somewhat easy

Neither easy nor difficult

Somewhat difficult

Very difficult

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

Decline to state

1. Please explain a little bit about your experience using the package-free system for the first time. (What did you do, what were your feelings, what were your thoughts?)
2. Where do you notice you first looked to find instructions on how to use the package-free food system?
3. How helpful are the written instructions on the wall for understanding how to use the package-free system? Circle one response.

Very helpful

Somewhat helpful

Not so helpful

Not helpful at all

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

Decline to state

1. What information would have helped you understand how to use the package-free food system without consulting a staff member or a fellow customer?
2. How would you prefer getting instructions on how to use the package-free system? Please rank your preference starting with 1 representing ‘most preferred format’.

\_\_\_\_ Written text

\_\_\_\_ Pictures

\_\_\_\_ Written text with pictures

\_\_\_\_ Video

\_\_\_\_ Asking a staff member

\_\_\_\_ Asking a fellow customer

\_\_\_\_ Observing others

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

\_\_\_\_ No preference

Decline to state

1. What format would help you the most to understand the instructions for using the package-free system? Please rank your preference starting with 1 representing ‘the most helpful format’.

\_\_\_\_ Written text

\_\_\_\_ Pictures

\_\_\_\_ Written text with pictures

\_\_\_\_ Video

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

\_\_\_\_ No preference

\_\_\_\_ Decline to state

1. What information would you like to see in the store regarding sustainability and ecological living?
2. What other products you would like to see offered by Ettics?
3. What kind of community workshops or events would you like to see offered by Ettics?