

Appendix C: Survey guidelines

Survey Guidelines

Main aim is to **recreate the pedestrian experience**. Items noted must be able to be seen by a reasonable pedestrian walking down the centre of the footpath who has stopped to look around. Ensure you turn and look **behind** you at intervals to identify features facing the other direction, and look in the **centre of the road**.

Venue

- **Alcohol (-):** no *evidence* of alcohol being sold, e.g. advertisements, visible alcohol behind counter in store seen from street. If no evidence and researcher knows this venue sells alcohol, still counted as -ve.
- **Alcohol (+):** *evidence* of alcohol being sold or able to be consumed on the premises, e.g. specials boards or signs, alcohol-branded signs out the front (e.g. Steinlager brand printed on blackboard or wall indicating they sell Steinlager), liquor licence in window, BYO, 'licensed'.

Signage

- **Advertisements:**
 - **Corporate/branded** marketing is advertisement of alcoholic beverage brands (or similar)
 - **Isolated:** e.g. sponsorship on posters, any marketing for alcohol brands not aiming to draw people into a venue selling them.
 - **Venue-associated:** brand advertising draws people into the venue directly, usually because the venue sells X. (E.g. Steinlager on a blackboard (note – this could count for both corporate/branded marketing and also indicate that a venue sells alcohol so be responsible for two tallies), brands on bar windows or stools, liquor store stating drink specials for a particular brand.)
 - **Outlet marketing:** anything that is used to lure people inside, e.g. drink specials, printed signs saying BYO or LICENSED, liquor license on windows, happy hour ads, but **NOT including alcohol brand marketing**. Are all classed as venue associated.
- **Campaigns & counter-ads:**
 - **Anti-smoking:** e.g. bus ads
 - **Anti-drinking or safe drinking:** e.g. billboards, host responsibility statements (these are not regulatory alcohol as are not required by law, but can also be counted as an indication that alcohol can be consumed on premises)
- **Regulatory:**
 - **Alcohol:** green signs saying not to serve under 25s without ID, not to serve intoxicated people, etc.
 - **Smoking:** e.g. smokefree signs or signs with slash through cigarette
- **Outdoor areas: must have seats to count as an outdoor area**
 - **Open:** e.g. out the back of a café, in front of a café on the footpath with an overhang
 - **Part-enclosed** (more than a wall and awning/roof)
- **Visible smoker**
 - **Stationary:** e.g. people sitting on benches, standing outside venues, sitting in outside areas
 - **Moving:** e.g. people walking along the street
- **Alcohol trash:** beer bottles/beer cans/empty boxes or reasonable other

Figure C1a. Accessory guidelines for categorisation with the standardised street survey tool devised for use in this study.

Notes

• Multiple signs/features

- If the same sign is duplicated multiple times, record this multiple times
- For posters, if one poster is repeated in a cluster, score this once. If the same poster is located in multiple areas separately, score it every time you see it.
- For a double-sided sign (e.g. liquor ban signs) if both sides can be seen on same street, tally twice.

• Special cases

- **Gig posters:** ignore unless specifically mention alcohol (e.g. 'Sponsored by Tui' would be tallied as isolated corporate/branded)
- **Alcohol-specific events:** e.g. hopfest – corporate/branded, isolated
- Include ads on buses and cars that go past

• Side streets

- Don't walk down side streets. If a venue on the street you are surveying also has a side on a side street, can note things associated with this that you can see from your allocated street. Nothing on side streets not associated with buildings on the main street can be notated.

Unsure? Anything recorders are unsure of should be photographed/screenshot and NOT tallied. Note down which street it was from and flag for follow up review.

Figure C1b. Accessory guidelines for categorisation with the standardised street survey tool devised for use in this study.