

SPF SIG evaluation protocol: *Sticker Shock Surveys*

Overview

The goal of this evaluation is to collect information about the experiences of adult liquor store customers and retailers with Sticker Shock. By tracking this information, you will be able to learn more about the frequency in which adult customers are noticing the stickers, their perceptions of the content on the stickers, and any self-reported changes in their awareness of laws on supplying alcohol to underage youth. In addition, you can gain some feedback about retailer reactions to Sticker Shock and suggestions for improvement.

Data collection

There are two data collection tools for this evaluation: the *Sticker Shock Retailer Survey* and the *Adult Intercept Survey*. Coalition members should implement both surveys.

Sticker Shock Retailer Survey

- The retailer survey collects information on retailer familiarity with the Sticker Shock campaign and how many customers have asked them about the stickers. Additionally, it asks retailers about the general reaction of customers to the stickers and if the stickers increased their own awareness about laws surrounding supplying alcohol to underage youth.
- Be sure to update the Word fillable spaces on the form to customize it to your community before administering it to retailers.
- Respondents will be asked to mail their completed forms to SPF SIG coordinator. Thus, each retailer should receive two survey forms along with two, stamped envelopes addressed to the coordinator.
- The retailer survey should be completed by two employees at each retailer that participated in Sticker Shock. Staff can choose not to participate in the survey.
- The information gathered through the retailer survey should be entered into the Sticker Shock Data Summary Form.

Adult Intercept Survey

- The adult intercept survey asks adult customers if they have seen the stickers in the liquor store. It also also collects information on the respondent's awareness of laws regarding

the supply of alcohol to underage youth and if the stickers increased their awareness of those laws.

- Ask respondents to place completed surveys in a closed dropbox at the front of the store. Be sure to use a dropbox that cannot be opened by individuals administering it to ensure respondent privacy and anonymity.
- Provide a clip board (and pen) along with each survey to ensure that respondents can comfortably complete the survey. Respondents will complete the form on their own.
- Young adults (over the age of 18) should provide a written Adult Intercept Survey (along with a clip board and pen) to all consumers *except* those adults that they know. Allow respondents some space to complete the survey themselves, but make yourself approachable/available should they have a question or concern.

Sticker Shock Data Entry Form

Once you have collected the surveys, you will be responsible for completing data entry and analysis for your own Sticker Shock campaign.

Wilder has created two Excel spreadsheets for completing data entry (one for the Retailer Survey; one for the Adult Intercept Survey) and another spreadsheet in the same workbook that will automatically analyze the quantitative results from the surveys (called Data Summary). Qualitative (or responses to open-ended questions) should be entered into the spreadsheets, but will need to be analyzed separately to identify major themes. If you have any questions about the survey or the data entry or analysis, please contact your identified Wilder consultant.

The following provides a step-by-step process for completing the data entry into Excel.

1. Assign an ID number to each completed survey and write it at the top of the survey. These can be consecutive numbers (such as 1, 2, 3, 4). In addition, write the date of survey completion on the top of the form. To avoid confusion, use separate ID numbers for the Retailer Survey and the Adult Intercept Survey (for instance, start numbering the Retailer Survey 1, 2, 3, etc., and begin Adult Intercept Survey numbering at 100, so that each survey has distinct ID numbers associated with it).
2. For the first Retailer Survey, type in the ID number and date the survey was completed, listed at the top of the survey. You can type dates in with abbreviations or numbers – they will automatically format to “mo/day/yr” style.
3. Each survey question is identified in the spreadsheet by the question number (Question 1 = 1) along with the written-out question.
4. Click on the cell under column C (*1. Are you familiar with the Sticker Shock campaign that was organized by organized by the ASAP Coalition?*) to record the data for Question

1. A gray arrow will appear to the right of the cell – click on this arrow to access a drop-down menu of responses. Select the response that corresponds with the survey answer.
Note: be sure to select the response carefully and check your answers. It is easy to make errors at this step in the process.
5. Repeat step 3 for the remaining questions on each survey.
6. Questions 4, 5, 6a, 7a, 8 and 9 on the Retailer Survey are open-ended questions. No gray arrow will appear when you click on the cell. Instead, type the answer directly into the box. If the respondent did not write an answer, you can leave that cell blank.
7. Repeat steps for all Retailer Surveys; then move on to the Adult Intercept Survey and follow the above steps for each survey in the “Adult Intercept Survey” tab.
8. If a respondent left any questions blank, you should leave those cells blank on the spreadsheet.
9. Once the data has been entered, you can view the analyses by clicking on the “Data Summary” tab at the bottom of the screen. Counts and percentages of responses will be automatically generated from the information you entered.

Data analysis and reporting

The Data Entry Form will serve as your primary method of analyzing data from the Sticker Shock surveys.

In the second year of Phase II, Wilder will provide more in-depth analysis and reporting for this component. If you would like technical assistance with analysis or reporting before that time, please contact your Wilder consultant.