

**Concession Surveys 2008  
Merged Data  
Starmont, Riceville, Decorah, Clayton Ridge**

<b>1. Please select your school district.</b>	<b>Response Percent</b>	<b>Response Count</b>
Allamakee	0.9	3
Visitor at Allamakee	0.0	0
Clayton Ridge	29.6	94
Visitor at Clayton Ridge	0.9	3
Decorah	33.6	107
Visitor at Decorah	0.6	2
Howard-Winneshiek	0.9	3
Visitor at Howard-Winneshiek	0.3	1
Riceville	10.8	34
Visitor at Riceville	0.0	0
Starmont	22.4	71
Visitor at Starmont	0.0	0
<b>answered question</b>		<b>318</b>
<b>skipped question</b>		<b>2</b>

<b>2. Please share your gender and age range.</b>								
	<b>5-8 years old</b>	<b>9-12 years old</b>	<b>13-18 years old</b>	<b>19-25 years old</b>	<b>26-35 years old</b>	<b>36-55 years old</b>	<b>55 and older</b>	<b>Response County</b>
<b>Male</b>	2.9%	14.8%	<b>21.2%</b>	1.6%	1.6%	5.9%	1.6%	151
<b>Female</b>	1.6%	6.9%	<b>27.1%</b>	0.3%	2.9%	9.5%	2.3%	155
<b>answered question</b>								<b>306</b>

3. What is your level of satisfaction with the items offered at our concession stand?		
	Response Percent	Response Count
I am not satisfied with the items offered.	11.3%	35
<b>I am somewhat satisfied with the items offered.</b>	<b>50%</b>	150
I am very satisfied with the items offered	38.7%	117
<b>answered question</b>		<b>302</b>
<b>skipped question</b>		<b>18</b>

### Key Comments:

- All you can really get is junk food and it doesn't benefit anyone!
- Though I do not eat from the concession stand often, I'd enjoy things like muffins, fruit and trail mix type items, that don't contain sugar or grease.
- don't really go to the concession stand--too much sugary foods

4. How do you feel about the healthfulness of the items offered in our concession stand?		
	Response Percent	Response Count
I am not concerned about having healthy items offered in our concession stand.	20.0%	60
<b>I think there is a balance of healthy and not healthy items offered in our concession stand.</b>	<b>40.0%</b>	121
<b>I think there should be healthier items offered in our concession stand.</b>	<b>40.0%</b>	121
<b>answered question</b>		<b>302</b>

### Comments:

- apples, banana, fruits, veggies., stuff like that
- Granola bars, celery sticks
- it would be nice to see something with vegetables . . . even something like a walking taco! Pizza would also be good.
- Sports people, people who are sick(diabetes), and kids that are over weight need healthy choices to pick from...not chose between junk food and healthy choice!
- I am happy with it but there needs to be more like a fruit cup. that would be COOL!
- apple slices
- People should be serving healthier foods and drinks!
- fat people= America

5. I would purchase the following items from our concession stand if it were available:		
	Response Percent	Response Count
Juice (12 oz.)	55.1%	168
White Milk (12 oz.)	30.5%	93
Chocolate Milk (12 oz.)	47.2%	144
Water (16 oz.)	13.8%	142
Dry Flavor Packs for Water	23.3%	71
Flavored Water (16 oz.)	38.6%	88
Cheese Sticks	54.4%	166
Yogurt Sticks	39.0%	119
Apples	52.0%	158
Bananas	47.9%	146
Grapes	54.1%	165
Oranges	40.0%	122
Carrot Sticks and Dip	38.0%	116
Celery Sticks and Dip	23.3%	71
Cauliflower and Dip	17.0%	52
Broccoli and Dip	21.0%	64
Cheese and Crackers	56.7%	173
<b>answered question</b>		<b>305</b>

### Key Comments:

- Trail mix, muffins
- 100 Calorie packs of crackers or cookies
- Smoothies
- I would purchase ants on a log or cereal
- popcorn
- i love these foods
- Broccoli and cheese popcorn and cheese quesadilla, chicken quesadilla
- Pineapple

**6. What is the most you would be willing to pay for each of the following items if they were offered at our concession stand?**

	<b>\$0.25-\$0.50</b>	<b>\$0.50-\$1.00</b>	<b>\$1.00-\$1.50</b>	<b>\$1.50-\$2.00</b>	<b>Response Count</b>
Juice (12 oz.)	23.6%	<b>46.3%</b>	28.2%	1.9%	259
White Milk (12 oz.)	27.9%	<b>49.8%</b>	25.3%	1.3%	233
Chocolate Milk (12 oz.)	28.0%	<b>49.6%</b>	21.2%	1.2%	240
Water (16 oz.)	17.0%	<b>46.6%</b>	34.3%	2.2%	230
Dry Flavor Packs for Water	<b>66.0%</b>	27.5%	6.0%	0.5%	215
Flavored Water* (16 oz.)	18.7%	<b>41.6%</b>	38.6%	1.2%	166
Cheese Sticks	<b>59.8%</b>	34.9%	5.0%	0.4%	241
Yogurt Sticks	<b>54.1%</b>	40.1%	5.9%	0.0%	222
Apples	<b>51.4%</b>	<b>46.4%</b>	2.2%	0.0%	233
Bananas	<b>53.4%</b>	41.1%	1.3%	0.0%	236
Grapes	<b>50.2%</b>	<b>46.8%</b>	2.5%	0.5%	237
Oranges	<b>50.6%</b>	<b>47.7%</b>	1.3%	0.4%	231
Carrot Sticks & Dip	41.3%	<b>49.3%</b>	8.1%	1.3%	223
Celery Sticks & Dip	42.6%	<b>47.7%</b>	8.7%	1.0%	218
Cauliflower & Dip	43.1%	<b>45.8%</b>	10.1%	1.0%	218
Broccoli and Dip	43.0%	<b>46.5%</b>	9.5%	1.0%	219
Cheese & Crackers	36.0%	<b>49.6%</b>	10.7%	3.7%	214
<b>answered question</b>					296

**\* Choice not offered on draft survey used with Riceville Ballgame and Starmont Faculty.**

<b>7. Please rate each of the following statements according to your thoughts, feelings, and potential behavior.</b>					
	<b>Absolutely yes</b>	<b>Most of the time</b>	<b>Sometimes; somewhat</b>	<b>No; not necessary</b>	<b>Response Count</b>
I feel strongly that more healthy food items should be offered in our concession stand.	34.9%	<b>37.3%</b>	17.0%	10.8%	284
I want more healthy food items offered in the concession stand for my family.	<b>36.4%</b>	31.5%	19.6%	12.5%	280
I am willing to pay a little more in order to have healthy foods offered in our concession stand.	26.9%	<b>34.2%</b>	24.0%	14.9%	275
My family would purchase more at the concession stand if healthier items were available.	30.5%	<b>32.3%</b>	25.0%	12.2%	272
<b>answered question</b>					<b>228</b>

**Note:** At the beginning of the survey, question 3, 88.7% of the respondents said they were very or somewhat satisfied with the concession stand offerings.

At the end of the survey, question 7, 60-70% of respondents reported absolutely or most of the time that they feel strongly about healthy food items being offered, they want more healthy food items offered, they are willing to pay more in order to have healthier foods offered, and that their families would purchase more at the concession stand if healthier items were available.

It seems that as people took the survey, they became more interested in having healthier foods being offered.