

Survey Q #	Survey Question	Percent Responding/ Significant Findings
Q1 Q2	Number of Surveys Completed	71 27 male 38 female
Q2	Age of Respondents	62% between ages of 9 and 18 29% over 36 years old
Q3	At beginning of survey, percent of respondents satisfied or very satisfied with our concession stand items.	94%
Q4	At beginning of survey, percent of respondents not concerned about having healthier items in the concession stand or feeling there is a good balance of healthy/not healthy foods in the concession stand.	80%
Q4	Percent of respondents who feel there should be healthier items offered in our concession stand.	20%
Q5	Over 50% of respondents reported the likelihood to purchase:	Juice Chocolate Milk Water Grapes Cheese Sticks Cheese & Crackers
Q5	Over 30% of respondents reported the likelihood to purchase:	White Milk Apples Bananas Flavored Water Yogurt Sticks Carrot sticks/Dip Oranges
Q7	By the end of the survey, percent of respondents feeling strongly that more healthy items should be offered in our concession stand (reporting “absolutely yes”, “most of the time” or “sometimes”).	88%
Q7	By the end of the survey, percent of respondents wanting healthy food items offered in our concession stand for my family (reporting “absolutely yes”, “most of the time” or “sometimes”).	77%
Q7	By the end of the survey, percent of respondents willing to pay more to have healthy foods in our concession stand (reporting “absolutely yes”, “most of the time” or “sometimes”).	77%
Q7	By the end of the survey, percent of respondents willing to purchase more at the concession stand if healthier items were available (reporting “absolutely yes”, “most of the time” or “sometimes”).	77%
**	Remember, at the beginning of the survey, the percentage of respondents who were “very satisfied” or “somewhat satisfied” with the concession food items was....	94%--which indicates that respondents changed their minds to want healthier items as the survey progressed.



Concession Data Interesting Observations

FFI Regional Youth Leadership Team

Starmont High School 2008

Q6: Price is a factor in making purchases.

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

	\$0.25-\$0.50	\$0.50-\$1.00	\$1.00-\$1.50	\$1.50-\$2.00
Juice (12 oz.)	12.3% (7)	45.6% (26)	36.8% (21)	1.8% (1)
White Milk (12 oz.)	10.5% (6)	54.3% (31)	22.8% (13)	0.0% (0)
Chocolate Milk (12 oz.)	12.3% (7)	57.9% (33)	21.1% (12)	0.0% (0)
Water (16 oz.)	7.0% (4)	50.9% (29)	22.8% (13)	3.5% (2)
Dry Flavor Packs for Water	64.9% (37)	17.5% (10)	1.8% (1)	0.0% (0)
Flavored Water (16 oz.)	1.8% (1)	11.3% (11)	15.8% (9)	1.8% (1)
Cheese Sticks	54.4% (31)	31.6% (18)	7.0% (4)	0.0% (0)
Yogurt Sticks	47.4% (27)	29.8% (17)	7.0% (4)	0.0% (0)
Apples	49.1% (28)	59.1% (22)	1.8% (1)	0.0% (0)
Bananas	43.9% (25)	43.9% (25)	1.8% (1)	0.0% (0)
Grapes	42.1% (24)	45.6% (26)	5.3% (3)	0.0% (0)
Oranges	38.6% (22)	43.9% (25)	1.8% (1)	1.8% (1)
Carrot Sticks & Dip	25.0% (19)	43.9% (25)	7.0% (4)	3.5% (2)
Celery Sticks & Dip	35.1% (20)	43.9% (25)	7.0% (4)	3.5% (2)
Cauliflower & Dip	35.1% (20)	38.6% (22)	10.5% (6)	3.5% (2)
Broccoli & Dip	33.3% (19)	40.6% (23)	8.8% (5)	3.5% (2)
Cheese & Crackers	24.6% (14)	49.1% (28)	8.8% (5)	3.5% (2)