

| Survey Q # | Survey Question                                                                                                                                                                                            | Percent Responding/<br>Significant Findings                                                                  |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Q1<br>Q2   | Number of Surveys Completed                                                                                                                                                                                | 91 51 male 40 female                                                                                         |
| Q2         | Age of Respondents                                                                                                                                                                                         | 78% between ages of 9 and 18<br>15% over 36 years old                                                        |
| Q3         | At beginning of survey, percent of respondents satisfied or very satisfied with our concession stand items.                                                                                                | 90%                                                                                                          |
| 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. | 70%                                                                                                          |
| Q4         | Percent of respondents who feel there should be healthier items offered in our concession stand.                                                                                                           | 30%                                                                                                          |
| Q5         | Over 50% of respondents reported the likelihood to purchase:                                                                                                                                               | Juice      Chocolate Milk<br>Cheese sticks      Apples<br>Bananas      Grapes                                |
| Q5         | Over 30% of respondents reported the likelihood to purchase:                                                                                                                                               | Water      Flavored Water<br>Yogurt Sticks      Oranges<br>Carrot sticks and dip<br>Cheese and Crackers      |
| 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” or “most of the time”).                    | 67%                                                                                                          |
| 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” or “most of the time”).                              | 64%                                                                                                          |
| Q7         | By the end of the survey, percent of respondents willing to pay more to have healthy foods in our concession stand (answering “most of the time” or “sometimes”).                                          | 56%                                                                                                          |
| Q7         | By the end of the survey, percent of respondents willing to purchase more at the concession stand if healthier items were available (answering “absolutely yes” or “most of the time”).                    | 59%                                                                                                          |
| **         | Remember, at the beginning of the survey, the percentage of respondents who were “very satisfied” or “somewhat satisfied” with the concession food items was....                                           | 90%--which indicates that respondents changed their minds to want healthier items as the survey progressed.. |



## Concession Data Interesting Observations

FFI Regional Youth Leadership Team

Clayton Ridge 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.

|                            | <b>\$0.25-\$0.50</b> | <b>\$0.50-\$1.00</b> | <b>\$1.00-\$1.50</b> | <b>\$1.50-\$2.00</b> |
|----------------------------|----------------------|----------------------|----------------------|----------------------|
| Juice (12 oz.)             | <b>38.8% (31)</b>    | <b>38.8% (31)</b>    | 21.3% (17)           | 1.3% (1)             |
| White Milk (12 oz.)        | <b>46.3% (31)</b>    | 31.3% (21)           | 20.9% (14)           | 1.5% (1)             |
| Chocolate Milk (12 oz.)    | <b>45.8% (33)</b>    | 31.9% (23)           | 20.8% (15)           | 1.4% (1)             |
| Water (16 oz.)             | 29.4% (20)           | <b>36.8% (25)</b>    | 30.9% (21)           | 2.9% (2)             |
| Dry Flavor Packs for Water | <b>66.2% (43)</b>    | 24.6% (16)           | 9.2% (6)             | 0.0% (0)             |
| Flavored Water (16 oz.)    | 28.6% (20)           | 32.9% (23)           | <b>38.6% (27)</b>    | 0.0% (0)             |
| Cheese Sticks              | <b>68.6% (48)</b>    | 22.9% (16)           | 7.1% (5)             | 1.4% (1)             |
| Yogurt Sticks              | <b>62.9% (39)</b>    | 27.4% (17)           | 9.7% (6)             | 0.0% (0)             |
| Apples                     | <b>54.8% (34)</b>    | 41.9% (26)           | 3.2% (2)             | 0.0% (0)             |
| Bananas                    | <b>62.1% (41)</b>    | 36.4% (24)           | 1.5% (1)             | 0.0% (0)             |
| Grapes                     | <b>62.3% (43)</b>    | 34.8% (24)           | 1.4% (1)             | 1.4% (1)             |
| Oranges                    | <b>57.8% (37)</b>    | 40.6% (26)           | 1.6% (1)             | 0.0% (0)             |
| Carrot Sticks & Dip        | <b>52.4% (33)</b>    | 42.9% (27)           | 4.8% (3)             | 0.0% (0)             |
| Celery Sticks & Dip        | <b>52.4% (33)</b>    | 42.9% (27)           | 4.8% (3)             | 0.0% (0)             |
| Cauliflower & Dip          | <b>51.6% (33)</b>    | 43.8% (28)           | 4.7% (3)             | 0.0% (0)             |
| Broccoli & Dip             | <b>50.0% (32)</b>    | 45.3% (29)           | 4.7% (3)             | 0.0% (0)             |
| Cheese & Crackers          | <b>48.4% (30)</b>    | 43.5% (27)           | 8.1% (5)             | 0.0% (0)             |