



healthyfood@sport

Consumer Survey Key Findings Summary – Report (Pilot Phase)

- Consumer surveys were conducted at 10 community sporting clubs with 606 surveys conducted during December 2011 – June 2012. The 606 surveys were broken down as follows:
 1. parents/carers 292
 2. sportsperson/participant 238
 3. coach/official 49
 4. committee member 27
- 72.2% of respondents purchased food and drinks from canteen run by the community sporting clubs.
- 44.58% purchased drinks; 34.93% purchased mostly snacks; 25.52% of respondents purchased a mix of snacks and meals; and a further 15.8% purchased mostly meals.
- The top 5 (11 options available) snack foods and drinks (green options) that members would like to see added to the menu include:
 1. Water (362 respondents)
 2. Fresh fruit, vegetable sticks (361 respondents)
 3. Air popped popcorn (318 respondents)
 4. Low and reduced fat milk, plain and flavoured (295 respondents)
 5. Plain or fruit scones (242 respondents)
- The top 5 (12 options available) snack foods and drinks (amber options) that members would like to see added to the menu include:
 1. 100% fruit juice, no added sugar (338 respondents)
 2. 100% fruit juice smoothies, no added sugar (307 respondent)
 3. Muffins and un-iced cakes with reduced fat and sugar in small serves (301 respondents)
 4. Dried fruit (250 respondents)
 5. Muesli bars with reduced fat and sugar bars (216 respondents)
- The top 2 (4 options available) cold foods (green options) that members would like to see added to the menu include:
 1. Wraps, rolls, pita breads sandwiches made with lean meats and salad/vegetables and reduced fat cheese (400 respondents)
 2. Low and reduced fat yoghurts and custards (278 respondents)
- The top 2 (3 options available) cold foods (amber options) that members would like to see added to the menu include:



1. Fruit ice blocks (382 respondents)
 2. Low and reduced fat ice creams, not chocolate coated (204 respondents)
- The highest to lowest (only 4 options available and response numbers were similar for items 3 and 4) hot foods (green options) that members would like to see added to the menu include:
 1. Toasted sandwiches (349 respondents)
 2. Burgers (289 respondents)
 3. Toasted raisin/fruit bread (277 respondents)
 4. Soup (270 respondents)
 - The top 5 (7 options available) hot foods (amber options) that members would like to see added to the menu include:
 1. Oven baked wedges, chips and hash browns (315 respondents)
 2. Pizza (252 respondents)
 3. Meat products – burger, strips, nuggets, sausages (234 respondents)
 4. Pasta dishes (195 respondents)
 5. Rice and noodle dishes (180 respondents)
 - 76.46% of respondents indicated that if there were more green and amber food and drink choices available they would buy them for themselves.
 - 58.31% of respondents indicated that if there were more green and amber food and drink choices available they would buy them for their children; and a further 28.31% of respondents did not have children.
 - 55.77% of respondents would be prepared to pay the same amount for green and amber food and drinks items as the unhealthy options. A further 31.19% indicating that they would pay more than the unhealthy options.