Arena Survey Report



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Durham Region Health Department at 1-800 -841-2729











ARENA SURVEY REPORT

Background

Studies have shown that overweight and obesity rates have nearly tripled over the past two decades among Canadian children. Environments need to undergo change in order to make it easier for the next generation to make healthy choices. Communities and organizations need to work together as this can help to create supportive environments within communities that promote healthy weights along with an opportunity to maintain a healthy lifestyle.

Durham Region Health Department is mandated by the Ministry of Health and Long Term Care Mandatory Programs and Services Guidelines to "work with food purchase outlets, and community partners to improve their physical and social environment for people to adopt healthy eating practices. "As a result, Durham Region Health Department has partnered with Heart and Stroke Foundation of Ontario, Canadian Cancer Society, Canadian Diabetes Association and local sports arenas including Ajax, Beaverton, Blackstock, Cannington, Bowmanville, Port Perry, Pickering, Sunderland, Uxbridge and Whitby to form a community coalition entitled "Creating Healthy Environments for Youth". The purpose of this coalition is to help create an environment that promotes and supports healthy eating in arenas. Arenas have been targeted because they include one of the largest populations of youth outside of school. At the same time the arena is the cornerstone of many communities with people of all ages visiting as participants and spectators. Over the past several months the coalition has been promoting healthy eating in arenas and conducting a survey related to healthy eating in arenas.

Methodology

The survey was developed by *Creating Healthy Environments for Youth* coalition, in consultation with Public Health Epidemiologists. Results from the survey were evaluated by Durham Region Health Department and will be utilized to assist arena vendors to include healthier food choices at concessions stands at arenas and to promote healthy environments for youth.

The Creating Healthy Environments For Youth coalition implemented the survey by hosting a number of displays and bulletin boards on healthy eating throughout arenas across Durham Region. Refer to appendix 1. These displays provided an opportunity for members of the coalition to share information on healthy eating and physical activity and to ask the arena community for their input on healthy food choices in arenas. Survey participants were all 15 years of age and over and were asked on a voluntary basis to complete the survey. Refer to attached arena survey.

Several participants provided additional comments on their attitudes toward foods currently being offered in arenas. (Refer to appendix)

¹ Basrur, S. (2004). Healthy weights, healthy lives: creating environments that promote healthy weights. Ontario Medical Association Position Paper (2005). An Once of Prevention or a Ton of Trouble: Is There an Epidemic of Obesity in Children?

Objectives

The purpose of this survey is to identify healthier food options at arena concession stands that are feasible, cost-effective and appealing to the arena community.

Results of Survey Findings

A total of (n=418) surveys were filled out at the following arena locations: (Addition of Port Perry = 463)

- Ajax,
- Beaverton
- Blackstock
- Cannington
- Clarington
- Pickering
- Port Perry
- Sunderland
- Uxbridge
- Whitby

Scugog Community Recreation Centre joined the coalition in March 05, as a result their survey implementation occurred in the fall of 2005. Separate results for Port Perry are outlined below.

Results of Survey Findings: Scugog Community Recreation Centre

- A total of (n=45) surveys were filled out at Scugog Community Recreation Centre.
- The age distribution of survey participants who visit arenas was from 15 to 55+ years of age with the majority being in the 36-45 (51.1%) age range.
- In Scugog compared to other arenas in Durham Region the majority of individuals visit the arena 4-5 times a week (42.2%) and a much lower percentage visit the arena 2-3 times a week (33.3%).
- Arena survey participants were asked during what times of the day they were most likely to visit the arena. The majority of arena users visited in the evening between 5-8pm (66.7%).
- A much lower percentage of individuals visited the arenas in the morning between 6am-12 noon (26.7%), afternoon between 12-3pm (6.7%), early evening between 3-5pm (20.0%) and late evening after 8pm (15.6%).
- Arena survey participants were asked whether they buy food from the snack bar or vending machines at the arenas. The majority of arena users (51.1%)

- indicated that they buy food from arenas regularly while (44.4%) indicated that they do not buy food from the snack bar.
- Arena survey participants were also asked on average, how much money they usually spent per visit to the snack bar. On average the majority of arena users spend either less than \$2 (42.2%) or between \$2.00 and \$5.00 (40.0%) while only (2.2%) spend over \$10.00.
- Arena survey participants were asked about which factors influenced the purchases that they made at snack bars. These include cost, convenience, freshness, and portion size. The majority of arena consumers reported that convenience (73.3%) was the most important characteristic that had an influence on the purchases of food items that they made at snack bars while visiting the arenas.

Influence of purchase	Percentage
Convenience	73.3%
Cost of Item	13.3%
Freshness	8.9%
Volume or portion size	6.7%

Arena survey participants were asked which meals if any they ate at the arena.
 The majority of arena consumers reported having only snacks (55.6%).

Meals at arena	Percentage
Breakfast	4.4%
Lunch	6.7%
Supper	17.8%
Snacks	55.6%

 Arena survey participants were also asked for whom they most often purchased food for at the snack bars. The majority of users indicated that they purchase food for themselves and their children (77.8%).

Who do you purchase	
food for?	Percentage
For Self	26.7%
For Children and Self	77.8%
For Friends and Self	4.4%

 Arena survey participants were also asked whether they would like to see healthier food choices being offered at arenas. The majority of arena consumers

- (91.1%) indicated that they would like to have healthier choices made available for them to purchase at the concession stands at arenas.
- Arena survey participants were also asked what price range they would be willing to pay for food choices. On average the majority of arena consumers (55.6%) reported that they would be willing to pay between \$2.00 and \$5.00 for food choices while only (13.3%) indicated that they were willing to spend over \$10.00.

Top 5 Foods Purchased

- 1) Coffee, Hot chocolate, Tea
- 2) Pop Gatorade
- 3) French Fries
- 4) Chips
- 5) Popcorn
- Arena survey participants were also asked whether they brought foods from home. The majority of arena consumers (62.2%) indicated that did not bring foods from home.

Top 5 Foods Brought From Home

- 1) Fruit
- 2) Sandwiches
- 3) Juice
- 4) Granola Bars
- 5) Water

Conclusion

The arena questionnaire from Scugog suggests that arena users would like to have healthier food choices made available at concessions stands in arenas. Convenience of a food item was the most important factor that influenced peoples purchase and since the majority of arena respondents were willing to spend no more than \$5 on snacks during their visit to the arena, it is important that new healthier food choices are also offered within this price range. The top five foods that people indicated that they would buy if offered at arenas include fresh fruit, vegetables, sandwiches, cheese (& crackers) and low fat muffins. It is imperative that the *Creating Health Environments for Youth* coalition take these suggestions into consideration in order to create an environment within the arenas that promote healthy weights.

THE TOP FIVE HEALTHY FOOD CHOICES THAT PEOPLE INDICATED THEY WOULD BUY FROM THE ARENAS

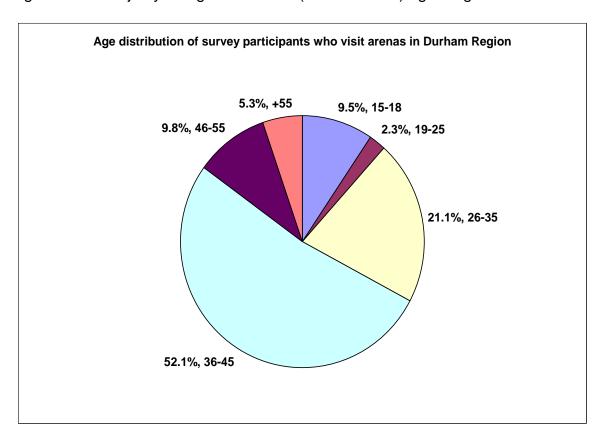
ARENA	Vegetables & Fruit	Grain Products	Milk & Milk Products	Meat & Alternatives	Other
ARENA Port Perry	Vegetables & Fruit Fruit = 27 fresh fruit = 18 pure juice = 4 salad = 4 smoothie = 1 Vegetables = 10	Granola Bars = 2	Milk & Milk Products Cheese (with crackers) = 4 Yogurt = 2 Milk = 1	Meat & Alternatives Pizza= 2 Chili= 1 Subs=1 Soup=2	Other N/A
	 vegetables (with or without dips) =4 salads=4 soups=2 				

Additional Survey Results for Durham Region Municipal Arenas

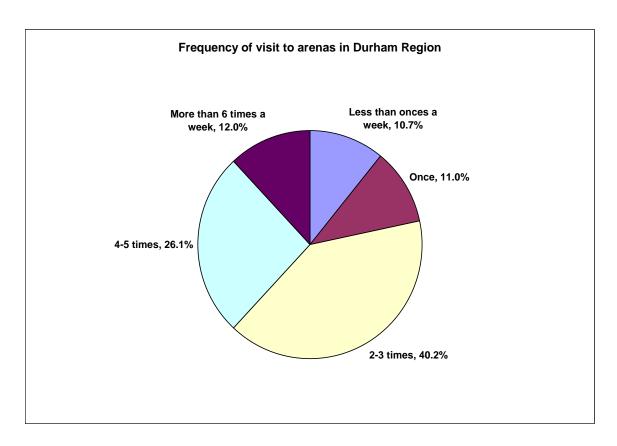
A total of (n=418) surveys were filled out at the following arena locations during the spring of 2005:

- Ajax,
- Beaverton
- Blackstock
- Cannington
- Clarington
- Pickering
- Sunderland
- Uxbridge
- Whitby

The age distribution of survey participants who visit arenas was from 15 to 55+ years of age with the majority being in the 36-45 (208 or 52.1%) age range.



The majority of individuals visit the arena 2-3 times a week (40.2% or 165), 26.0% or 107) visit the arena 4-5 times a week

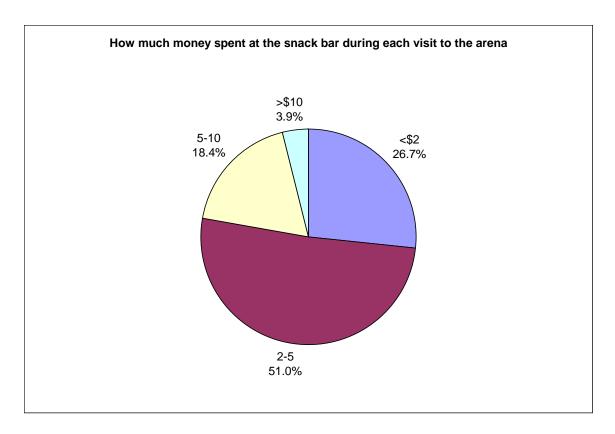


Arena survey participants were asked during what times of the day they were most likely to visit the arena. The majority of arena users visited in the evening between 5-8pm (66.7% or 279). A much lower percentage of individuals visited the arenas in the morning between 6am-12 noon (29.0% or 125), afternoon between 12-3pm (22.5% or 94), early evening between 3-5pm (21.5% or 90) and late evening after 8pm (17.5% or 73).

Arena survey participants were asked whether they buy food from the snack bar or vending machines at the arenas. The majority of arena users (61.2% or 256) indicated that they buy food from arenas regularly while (35.4% or 148) indicated that they do not buy food from the snack bar.

The top five foods that people listed that they bought from the snack bar regularly include: Refer to appendix 2

Arena survey participants were also asked on average, how much money they usually spent per visit to the snack bar. On average the majority of arena users spend between \$2.00 and \$5.00 (52.0% or 197) while only (4% or 15) spend over \$10.00.



Arena survey participants were asked about which factors influenced the purchases that they made at snack bars. These include cost, convenience, freshness, and portion size. The majority of arena consumers reported that convenience (64.6% or 270) was the most important characteristic that had an influence on the purchases of food items that they made at snack bars while visiting the arenas.

Influence of purchase	Number	Percentage
Convenience	270	64.6%
Cost of Item	88	21.1%
Freshness	63	15.1%
Volume or portion size	23	5.5%

Arena survey participants were asked which meals if any they ate at the arena. The majority of arena consumers reported having only snacks (57.2% or 239).

Meals at arena	Number	Percentage
Breakfast	17	4.1%
Lunch	58	13.9%
Supper	69	16.5%
Snacks	239	57.2%

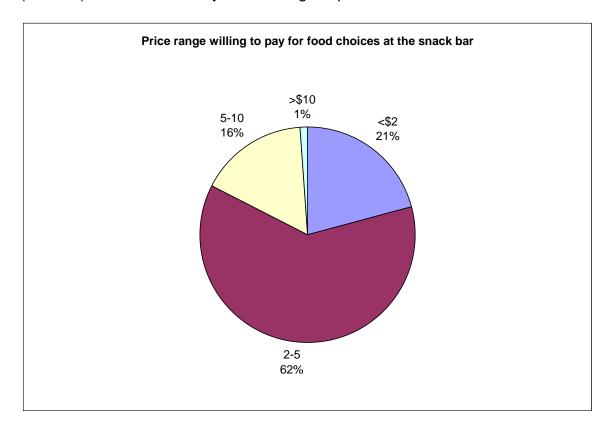
Arena survey participants were also asked for whom they most often purchased food for at the snack bars. The majority of users indicated that they purchase food for themselves and their children (70.3% or 294)

Who do you purchase		
food for?	Number	Percentage
For Self	85	20.3%
For Children and Self	294	70.3%
For Friends and Self	16	3.8%

Arena survey participants were also asked whether they would like to see healthier food choices being offered at arenas. The majority of arena consumers (89.7% or 375) indicated that they would like to have healthier choices made available for them to purchase at the concession stands at arenas.

The top five healthy food choices that people indicated they would buy include: Refer to appendix 3

Arena survey participants were also asked what price range they would be willing to pay for food choices. On average the majority of arena consumers (61.6 or 236) reported that they would be willing to pay between \$2.00 and \$5.00 for food choices while only (1% or 4) indicated that they were willing to spend over \$10.00.



Arena survey participants were also asked whether they brought foods from home. The majority of arena consumers (59.8% or 250) indicated that did not bring foods from home.

For the remaining percentage that indicated that they brought foods from the home the following is a list of the most common foods that are brought to the arenas: Refer to appendix 4

Conclusion

The arena questionnaire suggests that arena users would like to have healthier food choices made available at concessions stands in Durham Region arenas. The cost of a food item was the second most important factor that influenced peoples' purchase. Since the majority of arena respondents were willing to spend between \$2-\$5 on snacks during their visit to the arena, it is important that new healthier food choices are also offered within this price range. The top five foods that people indicated that they would buy if offered at arenas include fresh fruit, vegetables, yogurt, sandwiches and granola bars. It is imperative that the *Creating Health Environments for Youth* coalition take these suggestions into consideration in order to create an environment within the arenas that promote healthy weights.

Appendix1

Figure 1

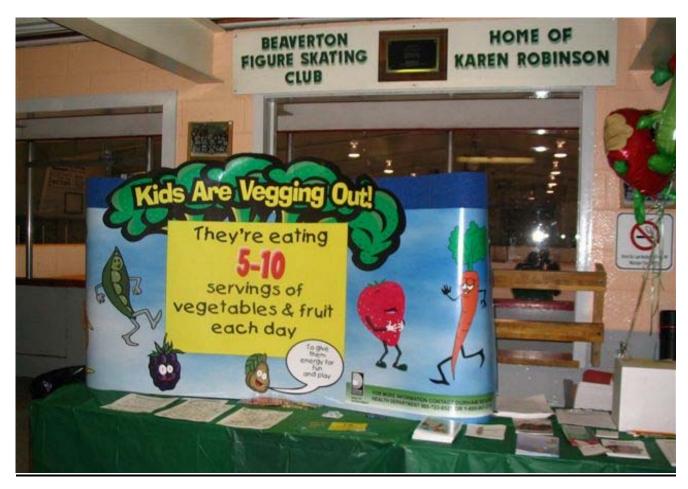
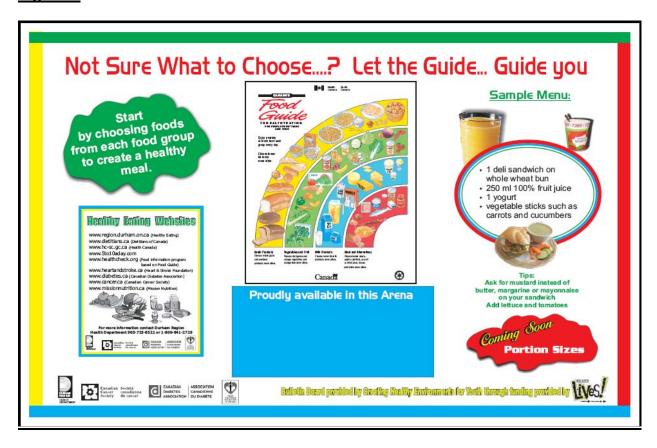


Figure 2



Figure 3



Appendix 2
THE TOP FIVE FOODS THAT PEOPLE LISTED THAT THEY BOUGHT FROM SNACK BARS REGULARLY

ARENA	TOP CHOICES
AJAX	1. Coffee, hot chocolate, tea
	2. French Fries and Onion Rings
	3. Pop and drinks
	4. Slushies
	5. Popcorn and Cookies
BEAVERTON	1. Coffee, hot chocolate, tea
	2. Pop and drinks
	3. Chips
	4. Hot dogs
	5. Milk and milk chocolate
BLACKSTOCK	1. Pop and drinks
	2. Pizza
	3. Coffee, hot chocolate, tea
	4. Chips
BOWMANVILLE	1.Coffee, hot chocolate, tea
	2.Popcorn
	3.Pop and drinks
	4.French Fries
	5.Hot dogs and chips
CANNIGTON	1. Coffee, hot chocolate, tea
	2. Hot dogs
	3. Candy
	4. Pop and drinks
	5. Chocolate bars
PICKERING	1.French Fries
	2. Pizza
	3. Candy
	4. Coffee, hot chocolate, tea
	5. Pop and drinks
PORT PERRY	1. Coffee, hot chocolate, tea
	2. Pop, Gatorade
	3. French fries
	4. Chips
	5. Popcorn
SUNDERLAND	1. Coffee, hot chocolate, tea
	2. Candy
	3. Slushies
	4. Chips
	5. Drinks and pop

AREA	TOP CHOICES						
UXBRIDGE	1. Coffee, hot chocolate, tea						
	2. Popcorn						
	3. Pop and drinks						
	4. Fries and onion rings						
	5. Chips						
	·						
WHITBY	1. Coffe, hot chocolate, tea						
	2. Pizza						
	3. Pop and drinks						
	4. Chips						
	5. French Fries						

Appendix 3
THE TOP FIVE HEALTHY FOOD CHOICES THAT PEOPLE INDICATED THEY WOULD BUY FROM THE ARENAS

ARENA	Vegetables & Fruit	Grain Products	Milk & Milk Products	Meat & Alternatives	Other
AJAX	Fruit = 29 fresh fruit = 20 pure juice = 3 salad = 5 smoothie = 1	Granola Bars = 6 Sandwiches = 4 Bagels = 2	Cheese (with crackers) = 4 Yogurt = 3 Milk = 1	Nuts = 2 Trail mix = 1	N/A
	Vegetables = 21 ■ vegetables (with or without dips) = 14 ■ salads = 7				
BEAVERTON	Fruit = 22 fresh fruit = 20 pure juice = 2	Granola Bars = 4 Sandwiches = 4	Yogurt = 1 Milk = 1 Cheese (with crackers) = 1	Chili = 1	N/A
	Vegetables = 17 vegetables (with or without dips) = 13 salads = 4				
BLACKSTOCK	Fruit = 13 fresh fruit = 11 pure juice = 2 Vegetables = 10 vegetables (with or without dips) = 9 salads = 1	Muffins = 3 Granola Bars = 1 Sandwiches = 1 Bagels = 1	Yogurt = 3 Milk = 1 Cheese (with crackers) = 4	Nuts = 1 Trail mix = 1	Popcorn = 3 Soup = 2 Pizza = 1 Baked Chips = 1

ARENA	Vegetables & Fruit	Grain Products	Milk & Milk Products	Meat & Alternatives	Other
BOWMANVILLE	Fruit = 29 fresh fruit = 22 smoothies = 3 pure juice = 2 dried = 1 sauce (apple) = 1 Vegetables = 24 vegetables (with or without dips) = 14 salads = 9 juice = 1	Granola Bars = 3 Sandwiches = 8 Subs = 4 (toasted = 1) Pitas/wraps = 2 Muffins = 3 (lower fat = 1; smaller size = 1) Bagels = 4 (smaller = 1)	Yogurt = 7 Milk = 1 Cheese (with crackers) = 4 Ice Milk Treats = 1	Chili = 2 (low-fat = 1; veg. = 1) Nuts = 2 Trail mix = 1	Soups = 4 Grilled cheese = 1 Pizza = 1
CANNINGTON	Fruit = 25 fresh fruit = 21 dried = 2 pure juice = 1 salad = 1 Vegetables = 13 vegetables (with or without dips) = 7 salads = 6	Sandwiches = 5 Subs = 2 Granola Bars = 1 Bagels = 1 Cereal = 1 Pasta = 1 Crackers = 1	Yogurt = 3 Milk = 1 Cheese = 1	Nuts = Grilled chicken = 1	Soups = 1
PICKERING	Fruit = 22 fresh fruit = 17 pure juice = 3 salad = 1 cup = 1 Vegetables = 10 vegetables (with or without dips) = 7 salads = 3	Granola bars = 4 Bagels = 3 Pitas = 3 Sandwiches = 2 Subs = 1 Low-fat muffins = 1	Yogurt = 1	N/A	Soups = 2

ARENA	Vegetables & Fruit	Grain Products	Milk & Milk Products	Meat & Alternatives	Other
Port Perry	Fruit = 27	Granola Bars = 2 Sandwiches = 8 Bagels = 2 Low fat muffins=4	Cheese (with crackers) = 4 Yogurt = 2 Milk = 1	Pizza= 2 Chili= 1 Subs=1 Soup=2	N/A
	Vegetables = 10 vegetables (with or without dips) =4 salads=4 soups=2				
SUNDERLAND	Fruit = 18	Muffins = 1 Granola Bars = 2 Bagels = 6	Cheese (with crackers) = 6 Frozen yogurt = 1 Milk = 1 Cheese (strings) = 1	Chili = 2 Nuts = 1	Popcorn = 3 Pretzels = 1
	Vegetables = 9 vegetables (with or without dips) = 7 salads = 2				

ARENA	Vegetables & Fruit	Grain Products	Milk & Milk Products	Meat & Alternatives	Other
UXBRIDGE	Fruit = 32 fresh fruit = 29 pure juice = 2 salad = 1 Vegetables = 12 salads = 7 vegetables (with or without dips) = 5	Sandwiches = 8 (whole wheat = 1) Muffins = 1 Granola Bars = 3 Bagels = 1	Cheese (with crackers) = 5 Frozen yogurt = 1 Milk = 1	Chili = 1	Soups = 3 Popcorn = 1 Whole grain cookies = 1
WHITBY	Fruit = 47 fresh fruit = 40 pure juice = 3 salad = 3 cups = 2 Vegetables = 44 salads = 25 vegetables (with or without dips) = 19	Sandwiches = 9 (tuna = 3; vegetable = 1) Pitas/wraps = 12 Low-fat muffins = 3 Granola Bars = 4 Pasta = 3 Bagels = 2 Crackers = 2	Yogurt = 4 (tubes = 1) Cheese = 2 Frozen yogurt = 1 Milk = 1 Cheese = 2	Nuts = 1 Chicken breasts = 1	Soups = 4 Popcorn = 2 Pizza = 1 Water = 1

Appendix 4
THE MOST COMMON FOODS THAT ARE BROUGHT TO ARENAS FROM HOME

ARENA	TOP CHOICES			
AJAX	1. Fruit			
	2. Drinks			
	3. Juice			
	4. Granola and cereal bars			
BEAVERTON	1. Fruit			
	2 Cheese			
BLACKSTOCK	1. Drinks			
	2. Fruit			
	3. Vegetables			
BOWMANVILLE	1. Fruit			
	2. Juice			
	3. Crackers			
	4. Yogurt			
	5. Granola Bars			
CANNINGTON	1. Fruit			
	2. Granola Bars			
	3. Cracker			
	4. Drinks			
PICKERING	1. Fruit			
	2. Drinks			
PORT PERRY	1. Fruit			
	2. Sandwiches			
	3. Juice			
	4. Granola Bars			
	5. Water			
SUNDERLAND	1. Crackers			
	2. Fruit			
	3. Cheese			
	4. Bagels			
UXBRIDGE	1. Fruit			
	2. Juice			
	3. Granola & Cereal Bars			
	4. Drinks			
WHITBY	1. Fruit			
	2. Juice			
	3. Crackers			
	4. Granola & Cereal Bars			
	5. Drinks			

Appendix 5

Personal Comments from the arena community

- "This survey is a great idea. More and more families have extra curricular activities around the lunch & supper hours. More healthy alternatives would be great".
- "This survey is an excellent idea and hopefully this will prompt arenas to alter (at least somewhat) the menu selections".
- "Arena stock junk food and it's a challenge to deny the kids every night (there 4-5 nights a week), it's a problem".
- "Looking forward to some food changes".
- "All the candies are displayed in the front and up high where the kids see them.
 This is obviously by design perhaps if they are re-organized the kids would not be so attracted to the sweets offered and consider alternative snacks".
- "Nice to see that healthy choices are being considered and hopefully implemented".
- "There is much time spent at the arenas, the more siblings, the greater the time spent. We need better choices especially for breakfast - donuts, muffins or cookies are basically it".
- "It would be nice to see food that actually gives you energy, seeing that your reason for being here is to participate in physical activity".



Your opinion counts! Your input will assist operators to plan healthier menus!

Your arena is involved with a community coalition *Creating Healthy Environments for Youth* with Durham Region Health Department, Heart & Stroke Foundation, Canadian Cancer Society and The Canadian Diabetes Association. This group is working towards promoting and supporting healthy eating in arenas.

This survey will take about 5 minutes of your time. If you decide to participate, you may refuse to answer any questions or withdraw from the survey at any time. Participation in this survey may not necessarily effect services provided. The answers that you provide will be used to assist arena operators in providing healthy foods in their facilities.

*NOTE YOU MUST BE ATLEAST 15 YEARS OLD TO COMPLETE *

1.	Date: Year Month_	Day	_			
	Locations that you visit re Clarington Uxbridge Whitby	a □ Scugog □		Cannington □ Sunderland □		
3.	3. Arena Usage					
	How often do you visit the	arena in one week?				
	☐ Less than once a weel ☐ 4-5 times	c □ once □ more that	\square 2-3 tin in 6 times	nes		
4	What times of the day are you most often visiting the arena? ☐ Morning (6 a.m12 noon) ☐ Afternoon (12-3 p.m.) ☐ Early evening (3-5 p.m.) ☐ evening (5-8 p.m.) ☐ late evening (after 8 pm)					
4. Demographic Information						
	Age: 15-18 ☐ 19-25 ☐ 55+ ☐	26-35 🗀	36-45 □	46-55 🗀		
	Are you an employee at the	is facility? Yes ⊏	□ No □			
5. Do you buy food from the snack bar regularly?						
	Yes □ No □					
	If yes, what do you buy?					
	If no, why not?					

6.	Who are you usually purchasing food for when at the arena?						
	Self □	children and self	f 🗀	friends and	self 🗀		
7.	. On average, how much do you usually spend at the snack bar at each visit to th arena?						
	\$2 or less □	\$2-\$5 🗆 \$5-	-\$10 🖂	more than \$10 □]		
8. What influences the purchases that you make at the snack bar?							
	Cost of item	portion size	convenienc	e □ fresh	nness 🗀		
9.	9. What meals, if any do you eat at the arena?						
	Breakfast	Lunch 🗀	Supper □	Snacks □			
10	. Do you bring foods	into the arena from I	nome?				
	Yes □	No 🖂					
11	11. What kind of foods do you bring from home?						
12	.Would you like to se	e healthy food choic	ces being offere	d at the arena?			
	Yes □	No 🖂					
13	. What food choices	would you like to se	e at the arena?				
14	. What price range w	ould you be willing 1	o pay for these	food choices?			
	\$2 or less □	\$2-5 🖂 \$5-10	D □ m	ore than \$10 \square			

Thank you for taking the time to complete this survey!

If you have any questions regarding this survey please contact

Durham Region Health Department

All information gathered will be presented to arena operators to assist in the possible development of healthier food choices in arenas.

1-800-841-2729	ext. 2125		
General Comme	ents:		

Collection of information on this form is collected under the Authority of the Health Protection & Promotion Act, 1990. Part VII, Section 91.1 for the purposes related to administration of a public health program or service. Questions about the collection of this information should be addressed to the Director, Public Health Nursing & Nutrition, Durham Region Health Department, 200-1615 Dundas St., E., Whitby, Ontario L1N 2L1, (1-800-841-2729)