



CUSTOMER CONCESSION SURVEY
Eat Smart in Parks

Thank you for taking the time to complete this survey about your experiences with the concessions at your local park. Your opinion is very important to us, and this information will be used to improve the selection and quality of foods offered by park concessions.

This survey should only take about 5 minutes of your time. Thank you!

1. Where are you taking this survey today?

- Park location name 1
- Park location name 2
- I'm not in the park office/ recreation center or park. I was invited to this survey via email.

**If answering from email/web source:

[1D] Which park location do you visit most frequently:

- Park location name 1
- Park location name 2

Please answer the following questions for the park you most visit.

2. How often do you visit this park?

- Daily (1)
- Weekly (2)
- Monthly (3)
- Annually (4)
- Rarely /Never (5)
- First visit (6)
- Other (please specify) (7) _____

PLEASE CONTINUE



3. What brings you to the park? **Please select ONE of the following boxes that most represents why you typically visit this park.**

- A. To play in a sport
- B. To let my child(ren) play in a sport
- C. To let my daycare/youth program children play in a sport
- D. Other (please specify): _____

4. Do you or any other member of your household participate in the other recreation activities and programs offered by the Parks and Recs department?

- Yes
- No
- Not sure

5) Overall, please rate the quality of your experience(s) at the park?

- Excellent
- Very good
- Satisfactory
- Unsatisfactory
- No opinion
- Comments/Other:

6) What would help you or any members of your household use the park more?

(Please check all that apply)

- More parking
- Affordable sport program fees
- Expanded hours
- Expanded hours concession stand was open
- Welcoming/more people like me/my family here
- Other (please specify):



7. On a scale of 1 to 4 – with **1 being Never** and **4 being Frequently** – rate how often you do the following:

	Never	Rarely	Occasionally	Frequently
7A. Buy DRINKS or BEVERAGES from this park	1	2	3	4
7B. Buy FOOD from this park	1	2	3	4

7C. On average, how much would you say you spend on food and/or drink at this park per visit?
(OPEN)

Using a scale of 1 to 5, with **1 being Strongly Disagree** and **5 being Strongly Agree**, please rate your agreement with the following statements:

	Strongly Disagree	Disagree	Neither Agree/ Disagree	Agree	Strongly Agree	N/A
8. Overall, I am satisfied with the snacks offered at this park	1	2	3	4	5	N/A
9. Concession services at this park offer a variety of healthy food options.	1	2	3	4	5	N/A
10. The DRINK OR BEVERAGE purchases I've made at this park facility have been a good value.	1	2	3	4	5	N/A
11. The food purchases I've made at this park facility have been a good value.	1	2	3	4	5	N/A
12. I would buy more food at this park if they offered healthier options.	1	2	3	4	5	N/A
13. I wish more healthier foods were offered at this park.						

	Not at all important	Not very important	Neither important or unimportant	Somewhat important	Very important
14. How important do you think it is for parks to offer healthier DRINK and BEVERAGE choices?	1	2	3	4	5
15. How important do you think it is for parks to offer healthier food	1	2	3	4	5



choices?					
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16. What would motivate you to choose healthier choices when buying food/beverages at this park (check all that apply):

- Convenience
- Affordable price
- Nutrition information
- Coupons for healthy menu items
- Tastes good
- Looks good
- Concern about your health or that of your family
- Other (please specify): _____

17. This park is considering offering healthier food options at its concession stand. Of these healthy foods items, which would you be **MOST LIKELY** to purchase if they were offered at the park (**CHECK ALL THAT APPLY**):

Drinks

- Bottled water
- Milk –low fat, flavored
- Milk—low fat, unflavored
- 100% fruit juice
- 100% vegetable juice
- Iced tea, plain
- Iced tea, sweetened

Entrees

- Veggie burger
- Turkey dog
- Healthy deli sub sandwich
- Pizza- cheese or veggie
- Grilled chicken sandwich
- Pulled chicken sandwich
- Pulled pork sandwich
- Soft pretzels
- Bread sticks with pizza sauce
- Peanut butter sandwich

Snacks

- Apples with dip
- Fresh fruit
- Fruit cups
- Fresh veggies and dip

- Whole grain crackers
- Pretzels
- String Cheese/cheese cubes
- Raisins or other dried fruit
- Trail mix
- Protein bars
- Granola bars
- Baked chips
- Muffins
- Popcorn
- Animal/ graham crackers
- Frozen grapes
- Hummus
- Applesauce
- Yogurt (e.g. GoGurt)

Dessert

- Frozen fruit bar or cup
- Frozen yogurt or ice cream
- Low-fat pudding cups
- Fruit Smoothie
- Healthy cookie
- Healthy brownie





18. If you could add anything to this park's concession stand operations, what would it be? [OPEN]

19. Are you a parent, or caregiver to young children (children under 18)?

YES

NO

**IF ANSWER YES TO Q19:

19A. What is your relationship to the child/children? (Please select the box that most applies to you.)

Parent

Grandparent

Guardian

Older sibling

Babysitter/Nanny

Daycare or childcare provider

Other (please specify): _____

[continue skip logic to Q19B]

19B. Please tell us how many children you have, or care for, who fall in the age categories below:

Ages	<i>Number of children you have in these categories:</i>
<4	
4-5 years	
6-7 years	
8-9 years	
10-11 years	
12-13 years	
14-15 years	
16-17 years	
18 years	



////DEMOGRAPHICS////

20. What is your gender?

- Male
- Female
- Other

21. How old are you? _____

22. What zip code do you live in? _____

23. Which of the following best describes your racial or ethnic group?

- American Indian or Alaska Native
- Asian or Pacific Islander
- Multiracial
- Black or African American , non-Hispanic
- Latino or Hispanic
- White , non-Hispanic
- Other
- Prefer not to say

24. Please select your education level:

- Less than high school
- High school or GED only
- Some University
- Associate's degree
- 4-Year degree
- Graduate or professional degree

25. Please select your household income:

- Less than \$10,000
- \$10,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more



26. On average how many people come with you to watch you and/ or your children in your/their sport?

27. Do you have any other comments or suggestions for us or this park?

THANK YOU! 😊