
Health Promotion Evaluation Unit

2009 Smoke Free Perth Royal Show: Smoking & Nutrition Intercept Survey



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**The University of Western Australia
School of Sport Science Exercise and Health**

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EXECUTIVE SUMMARY

The 2009 Smoke Free Perth Royal Show is the largest community festival/fair of its type to become completely smoke free (Healthway & The Royal Agricultural Society of Western Australia 2009). Public opinion and community support are important to the continuation of the shows smoke free status in future.

Building on the momentum from the smoke free initiative, in 2008, Healthway began investigating the availability of healthy food and drink options at the Show. Currently, little information exists regarding patron attitudes and expectations toward the food and drinks offered at the Show.

The aim of this study was to collect information about patron attitudes toward the smoke free event, towards smoke free policies and to gather information about patron attitudes and behaviours regarding the food and drinks offered at the Show.

The objectives of this study were to:

- (1) assess patrons' knowledge of and attitudes toward the decision of the Show to go completely smoke free in 2009.
- (2) assess patrons attitudes and support for future smoke free policies at other family based community events.
- (3) assess patron attitudes and behaviours towards the food and drink options available at the Show.

METHOD

A 10 minute interviewer administered survey was used to intercept Show patrons (n=206). The survey asked questions relating to patron knowledge of and attitude towards the new smoke free policy and questions relating to their nutrition attitudes and behaviours.

RESULTS

Smoking Policy

- The majority of respondents agreed with the decision of the Show to go completely smoke free (87%), with significantly more non smokers (91%) in agreement compared with smokers (58%).
- The majority of respondents indicated their attendance would not change as a result of the decision of the Show to go completely smoke free (75%), with 20% of respondents indicating their attendance would increase.
- Nearly all respondents (98%; non smokers 99%, smokers 92%) were aware that all areas within the show grounds were designated as smoke free in 2009.
- Support for The Royal Agricultural Society's decision to make the Show completely smoke free in 2009 was high (88%; non smokers 93%, smokers 52%); as was support for other family based community events to implement smoke free policies in future (89%; non smokers 94%, smokers 50%). In both instances, non smokers indicated higher levels of support compared with smokers.

Nutrition Policy

- The majority of respondents considered the foods at the Show to be generally unhealthy (79%) and agreed with plans to increase the number of healthy options at the Show (87%).
- Over one half of respondents bought food and/or drinks with them to the Show (54%). Reasons for doing so including food and drinks were 'too expensive' (food 82%, drinks 77%) and 'convenience' (food 38%, drinks 43%).
- Over two thirds of respondents had purchased food and/or drinks from the Show (71%), with hot chips (38%), burgers/hot dogs (29%), soft drinks/energy drinks (38%) and coffee/ tea (36%) popular choices.
- Taste, quality, freshness and price were considered the most important factors when deciding which foods to purchase (96%, 95%, 88% and 80% respectively).
- If all food and drinks were similar in price patrons reported a preference for sandwiches and rolls (57%), hot chips (49%), burgers or hot dogs (40%), salads (38%), water (65%), coffee/tea (60%) and juice (51%).
- Most respondents indicated they consume more junk foods whilst at the Show than they normally would (60%). This group had a significantly higher overall attitude score than those who consumed about the same or less junk foods (average score:

consumed more 16.0, about the same or less 14.3, $p < 0.01$), indicating a preference toward the foods currently available at the Show.

- Over one half of respondents reported consuming less than the recommended intake of fruit (60%) and vegetables (54%) in the past week. This group had a significantly higher overall attitude score than those who consumed recommended levels of fruit and vegetables (average score: less than recommended 15.6, as recommended 14.6, $p < 0.01$), indicating a preference towards the foods currently available at the Show. This group also had a significantly higher overall attitude score (average score: less than recommended 14.4, as recommended 12.8, $p < 0.01$) on questions relating to their usual diet, indicating a higher level of concern for their usual diet.

Conclusions

- Overall, the implementation of the new smoke free policy was supported by patrons of the 2009 Smoke Free Perth Royal Show suggesting that the continuation of a Smoke Free Perth Royal Show in future would have little to no impact on patron attendance and may even increase patronage.
- The majority of respondents considered the foods available at the Show to be unhealthy overall and were supportive of plans to increase healthy options.
- If cost were the same, respondents showed a preference for healthy food and drink options. Further investigation into the cost differences between healthy and unhealthy options may be warranted as when preferences were compared to actual purchasing behaviour, patrons mainly purchased unhealthy options.

Recommendations

- Healthway should continue their sponsorship of the Smoke Free Perth Royal Show so as to ensure the promotion and continuation of this smoke free community event.
- To promote the results of this report relating to community support for smoke free policies at the 2009 Smoke Free Perth Royal Show and other/future events.
- To continue to engage with the Royal Agricultural Society of Western Australia (RAS) to promote and provide healthy food options to patrons of the Show.
- To consider the implications of the nutrition related findings for other sponsorships that engage with the community at events and festivals.

1.0 INTRODUCTION

In partnership with the Royal Agricultural Society of Western Australia (RAS), Healthway has promoted the “Smoke Free WA” message at the Perth Royal Show since 1998. Through this commitment, in 2009, Healthway gained the naming rights to the Show, and succeeded in negotiations for the Perth Royal Show to become completely smoke free. The Smoke Free Perth Royal Show is the largest community event of its type to be completely smoke free (Healthway & The Royal Agricultural Society of Western Australia 2009) and therefore ascertaining the degree of public opinion and support for its smoke free status is important, not only from the perspective of the Show itself, but as an indication of current community receptiveness to health policies in such settings.

Building on the momentum from the smoke free initiative, in 2008, Healthway began investigating the availability of healthy food and drinks at the Show. Currently, little information exists regarding patron attitudes and expectations toward the food and drinks offered at the Show.

In August 2009, The Health Promotion Evaluation Unit was contracted by Healthway to conduct a patron survey at the 2009 Smoke Free Perth Royal Show. The aim of this study was to collect information about patron attitudes toward the smoke free event, towards smoke free policies and to gather information about patron attitudes and behaviours regarding the food and drinks offered at the Show.

The objectives of this study were to:

- (1) assess patrons’ knowledge of and attitudes toward the decision of the Show to become completely smoke free in 2009.
- (2) assess patrons attitudes and support for future smoke free policies at other family based community events.
- (3) assess patron attitudes and behaviours towards the food and drink options available at the Show.

2.0 METHOD

2.1 Smoking & Nutrition Intercept Survey

A 10 minute interviewer administered survey was utilised to intercept patrons at the Show (n=206). The survey asked questions relating to patron knowledge of and attitude towards the Show being completely smoke free; smoke free policies and various questions relating to their nutrition attitudes and behaviours. The survey comprised six smoke free event/policy questions, 12 nutrition questions and four demographic questions. The survey was conducted on Wednesday 30th September 2009. All respondents were aged 18 years and over and were WA residents.

2.2 Analysis

The analysis was conducted using SPSS for Windows (Version 17). Univariate analysis was conducted for each key variable and reported as the proportion of respondents surveyed. Chi-square significance testing (or when needed a Fisher's exact test) was also conducted to assess if responses differed by gender, age group, smoking status, overall perception of the foods offered at the Show ('healthy'/'unhealthy'), consumption of 'junk foods' whilst at the Show ('more consumed at the Show compared with normal'/'about the same or less consumed at the Show compared with normal') and consumption of fruit and vegetables in the past week (as recommended/less than recommended).

To test for variations in nutrition attitudes, the attitude statements 'Eating unhealthy foods once off like at the Show is okay', 'I am not concerned with the food I purchase whilst at the Show', 'I look forward to purchasing the foods offered at the Show', 'Healthy options are easy to find at the Show' and 'Life's too short to worry about what I eat at the Royal Show' were combined to create a composite measure of overall attitudes towards the food and drinks offered at the Royal Show. As attitude score increased respondent demand and preference for the food and drinks currently offered at the Show also increased.

In addition, the nutrition related attitude statements 'I am not normally concerned with the types of food I purchase when eating out', 'I need to make healthy changes to my diet', 'I avoid thinking about or discussing how healthy my diet is', 'Others would say I have a healthy diet' and 'I put off healthy changes to my diet, I'll do it later' were combined to create a composite measure of attitudes towards respondents' usual diet. As attitude scores increased respondent attitudes towards concern for their usual diet also increased.

One-way ANOVAs were conducted to test for response differences between both attitude score measures and whether respondents bought items from home and brought items at the Show. In addition, independent sample t-tests were conducted to test for response differences between both attitude score measures and food/drink preferences, overall perception of the foods offered at the Show, consumption of fruit and vegetables in the past week and consumption of 'junk foods' whilst at the Show.

3.0 RESULTS

3.1 Sample demographics

A total of 206 respondents participated in the intercept survey, of which 61% were female and 39% were male. A range of age groups were represented, with over one half of respondents (56%) aged 30-49 years. The majority of respondents (88%) were non-smokers and perceived the food available at the Show to be unhealthy (79%). In addition, most respondents reported they consume more 'junk food' whilst at the Show than they normally would (60%). Most respondents consumed less than the recommended level of fruit and vegetables in the last week (68%). In general, the demographics of respondents in 2009 were comparable to those surveyed in 2008. (Table 1)

Table 1: Gender, age group and smoking status of respondents in 2008 and 2009

	2008 (n=207)		2009 (n=206)	
	N	%	N	%
Gender				
Male	92	44.4	80	38.8
Female	115	55.6	126	61.2
Age Group				
15-19 years	94	45.4	33	16.0
20-24 years	18	8.7	6	2.9
25-29 years	16	7.7	16	7.8
30-39 years	19	9.2	47	22.8
40-49 years	37	17.9	68	33.0
50-59 years	14	6.8	17	8.3
60-69 years	7	3.4	16	7.8
70+ years	2	1.0	3	1.5
Smoking Status				
Smoker	39	18.8	24	11.7
Non-smoker	168	81.2	182	88.3
Overall perception of foods available at the Show				
Healthy*	NA	NA	44	21.4
Unhealthy	NA	NA	162	78.6
Consumption of 'junk food' at Show compared to normal consumption				
More 'junk foods' at the Show	NA	NA	123	59.7
About the same or less 'junk foods' at the Show	NA	NA	83	40.3
Fruit and vegetable consumption in the last week				
Less than recommended	NA	NA	141	68.4
As recommended**	NA	NA	65	31.6

*Healthy' includes those who reported a 'mixture of both';

**Recommended level = 2 pieces of fruit everyday; enough vegetables to fill 2 tea cups everyday;

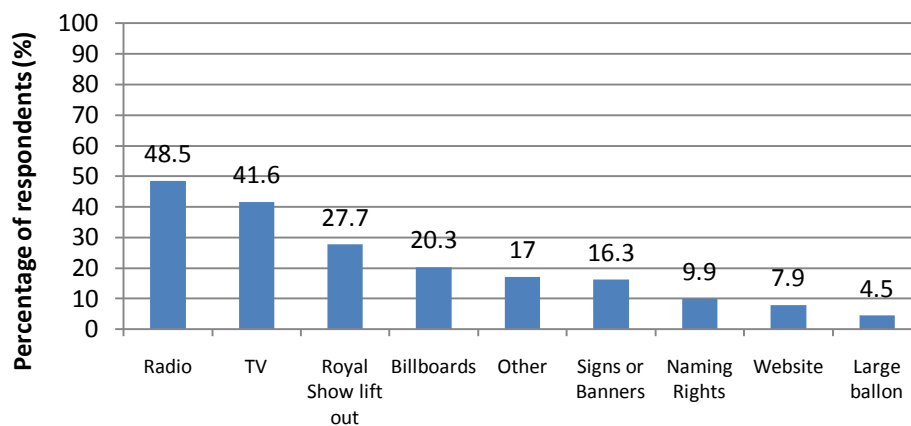
3.2 Respondent awareness of the Show being a smoke free event

The vast majority of respondents (98%) were aware that in 2009, all areas within the show grounds were designated as smoke free (Table 2). Non smokers reported significantly higher awareness of all areas being smoke free in 2009 compared with smokers (non smokers 99%, smokers 92%, $p < 0.05$). No significant differences were observed by gender or age group.

Table 2: Awareness of all areas being smoke free in 2009

	N (206)	%
Yes	203	98.5
No	3	1.5

When asked how they found out that the Show was completely smoke free in 2009, almost one half of respondents (48%) indicated they heard it on the radio, with 42% of respondents indicating they heard or saw it on the TV (Figure 1).



#multiple responses question

Figure 1: How did you find out the Royal Show had become completely smoke free

3.3 Respondent attitudes towards smoke free policies at the Show

The majority of respondents agreed with the show being completely smoke free in 2009 (87%). This was a significant increase on the number of respondents who in the previous year agreed with the show being smoke free in 2008 (67%) (Table 3). Females reported significantly higher levels of agreement compared with males (females 91%, males 80%, $p < 0.05$). In addition, non smokers (91%) were significantly more likely to agree with the Royal Show being completely smoke free in 2009 compared with smokers (58%) ($p < 0.01$). No significant differences by age groups were observed.

Table 3: Agreement level with the Royal Show being smoke free in 2008 and 2009

	2008 (n=207)		2009 (n=206)	
	N	%	N	%
Agree	138	66.7	179	86.9
Disagree	50	24.2	12	15.8
No Feelings	19	9.2	15	7.3

As shown in Table 4, the majority of respondents (75%) reported that their future attendance 'would not change' as a result of the Show's decision to go completely smoke free. Overall, 20% of respondents indicated that their future attendance would increase as a result of the Show being completely smoke free in 2009 compared with 8% of respondents in the 2008 survey. In 2009, only 3% of respondents indicated that their attendance would decrease. No significant differences were found by smoking status, gender or age group.

Table 4: Change in attendance as a result of the decision by the Royal Show to go smoke free in 2008 and 2009

	2008 (n=207)		2009 (n=206)	
	N	%	N	%
Attendance will increase	16	7.7	41	19.9
No change	169	81.6	155	75.2
Attendance will decrease	20	9.7	7	3.4
Don't know	2	1.0	3	1.5

Respondents were then asked if they; (1) supported the decision of the Show to go completely smoke free and (2) if they supported other community based family events becoming smoke free in the future. The majority of respondents indicated their support for both (88% and 89% respectively) (Table 5). Non smokers reported significantly higher levels

of support compared with smokers for the Royal Show being smoke free (non smokers 93.4%, smokers 52.2%, $p < 0.01$) and other community based family event becoming smoke free in the future (non smokers 94.0%, smokers 50.0%, $p < 0.01$). No significant differences by gender or age group were found.

Table 5: Support for a smoke free Perth Royal Show and support for smoke free community based family events

	N (206)	%
Royal Show		
Support	182	88.3
Not support	10	4.9
No Feelings	13	6.3
Don't know	1	0.5
Other community based family events		
Support	184	89.3
Not support	10	4.9
No Feelings	12	5.8
Don't know	-	-

3.4 Respondent perception of the foods available at the Show

As stated previously, respondents were asked whether they considered the foods available at the Show to be healthy or unhealthy. As shown in Figure 2, the majority of respondents (79%) considered the foods available at the Show to be unhealthy. No significant differences were found by gender or age group.

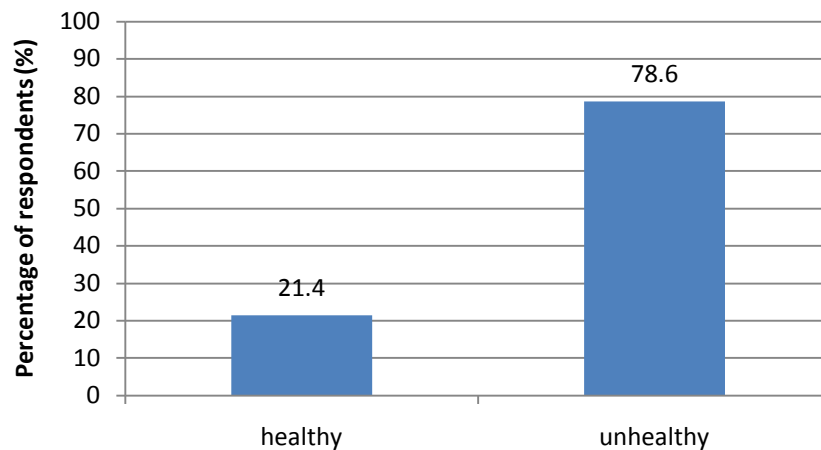


Figure 2: Respondents' overall perception of the food and drinks available at the Show

3.5 Respondent attitudes towards plans to increase healthy options at the Show

Respondents were asked if they agreed, disagreed or had no feelings either way towards plans to increase the number of healthy food options available at the Show. Overall, 87% (n=179) of respondents agreed, 2% (n=4) disagreed and 11% (n=23) had no feelings either way (Figure 3). In general, as age increased, agreement with plans to increase the number of healthy options at the Show also increased (15-19 years 79%, 20-39 years 86%, 40+ years 90%, $p < 0.05$). No significant differences in attitudes towards increasing the number of healthy food options at the Show were found by gender.

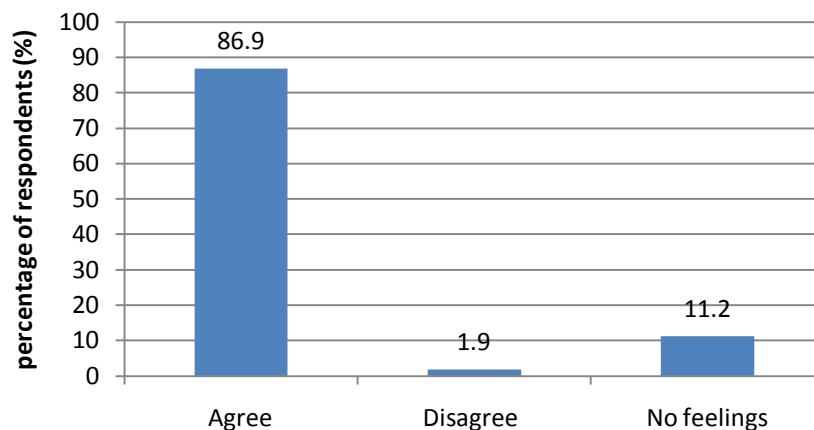


Figure 3: Agreement with plans to increase the number of healthy food options at the Show

3.6 Food and/or drink options bought from home

Respondents were asked if they bought food and or drinks with them to the Show. As shown in Table 6, approximately one third of respondents (34%, n=94) bought both food and drinks with them to the Show. In general, as age increased, respondents were significantly more likely to bring food to the Show (15-19years 9%, 20-39 years 36%, 40+ years 55%; $p < 0.05$). No significant differences were found by gender.

Table 6: Which of the following did you bring with you to the Show today?

Response	N (206)	%
Food only	10	4.9
Drinks only	33	16.0
Food and drinks	94	33.5
Neither	69	45.6

Amongst respondents that bought food with them to the Show (n=104), a majority (82%, n=86) did so because they considered food at the Show to be “expensive”. Other reasons for bringing food from home was “convenience” (38%, n=39), “because it was healthier” (25%, n=26) or because they did not like the food available at the Show (15%, n=16). Amongst respondents that bought drinks with them to the Show (n=127), the majority (77%, n=98) did so because they believed drinks were “expensive”. Another reason for bringing drinks to the Show was “convenience” (43%, n=55). (Figure 4)

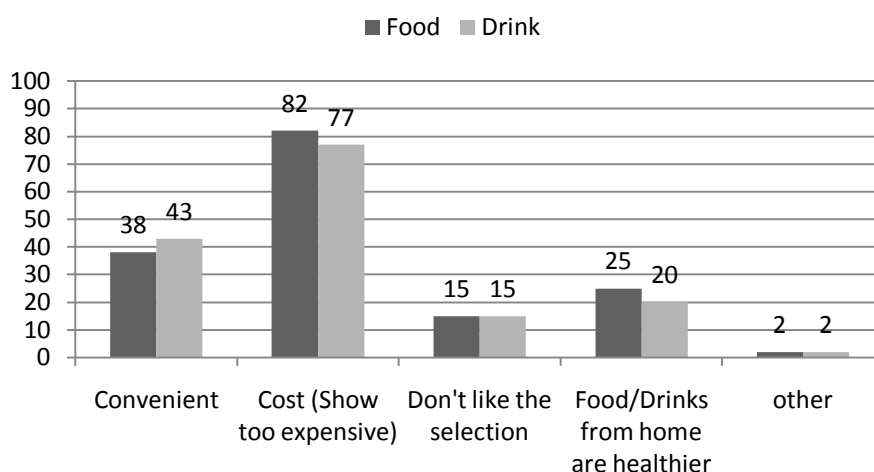


Figure 4: Reasons for bringing food (n=104) and drink (n=127) from home

3.7 Food and/or drinks options purchased at the Show

Respondents were then asked if they had purchased any food or drinks from the Show. Overall, 59% (n=122) of respondents reported purchasing food and 51% (n=105) of respondents purchased drinks. Almost one third of respondents (29%, n=60) did not purchase any food or drinks (Table 7). No significant purchasing differences were observed by gender or age group.

Table 7: Which of the following did you purchase from the Show today?

Response	N (206)	%
Food only	41	19.9
Drinks only	24	11.7
Food and drinks	81	39.3
Neither	60	29.1

When asked what food they had purchased, over one third of respondents (38%, n=47) reported purchasing hot chips, with 29% (n=36) purchasing burgers/hot dogs and a further 13% (n=16) purchasing donuts (Figure 5) (See Appendix B for full list of foods purchased).

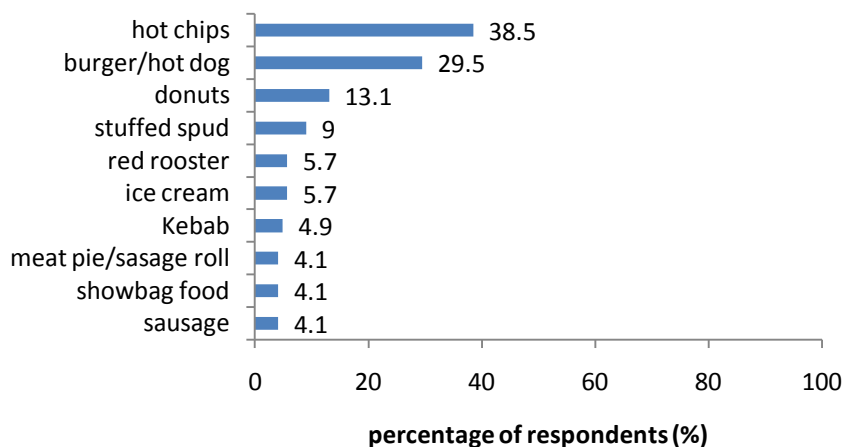


Figure 5: Foods purchased at the Show in 2009

When asked what drinks they had purchased, over one third of respondents (38%, n=40) reported purchasing soft drink/energy drinks, with 36% (n=38) purchasing coffee/tea and 23% (n=24) purchasing water (Figure 6) (See Appendix C for full list of drinks purchased).

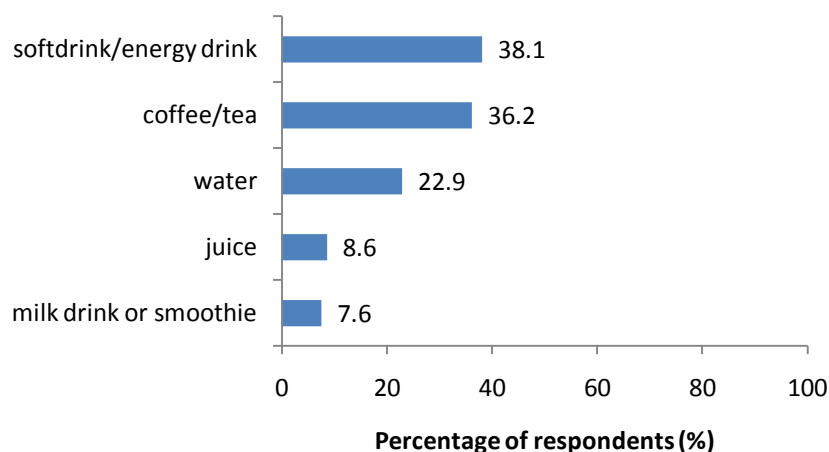


Figure 6: Drinks purchased at the Show in 2009

3.8 Factors considered by respondents when deciding what foods to buy at the Show

Respondents were read a list of factors and asked to consider how important they were in deciding what foods to buy at the Show. Overall, the vast majority of respondents (96%) considered 'taste' to be an important factor. 'Freshness', 'quality' and 'price' were also considered important factors by the large majority of respondents (95%, 88% and 80% respectively). (Table 8)

Table 8: Importance level of various factors considered when deciding what food to buy?

	Important		Neither		Not important	
	n	%	n	%	n	%
Taste	198	96.1	7	3.4	1	0.5
Freshness	195	94.7	8	3.9	2	1.0
Quality	181	87.9	20	9.7	5	2.4
Price	164	79.6	25	12.1	17	8.3
Health reasons	147	71.4	36	17.5	22	10.7
Easy to handle	136	66.0	37	18.0	33	16.0
Low in fat	118	57.3	45	21.8	43	20.9
Low in salt	109	52.9	45	21.8	52	25.2

3.9 Respondent food and drink preferences at the Show

Respondents were read a list of foods and asked which they would want to buy if the foods were similar in price and available at the Show. As shown in Figure 7, 57% (n=117) of respondents indicated they would want to buy 'sandwiches/rolls'; 49% (n=101) would want 'hot chips'; 40% (n=82) chose 'burgers/fried chicken/hot dogs'; 38% (n=77) 'salads' and 34% (n=69) 'sushi' or 'fruit'.

When analysed by gender, females were significantly more likely than males to want to buy salads (females 43%, males 29%; $p < 0.05$) and sushi (females 40%, males 24%; $p < 0.05$). Those aged 20-39 years were significantly more likely than other age groups to report a preference for burgers, fried chicken or hot dogs (15-19 years 45%, 20-39 years 51%, 40+ years 31%; $p < 0.05$), and those aged 15-19 years were more likely than other age groups to report a preference for pizza or lasagne (15-19 years 52%, 20-39 years 42%, 40+ years 19%; $p < 0.01$), and pasta (15-19 years 36%, 20-39 years 26%, 40+ years 9%; $p < 0.01$).

Those who consumed less than the recommended levels of fruit and vegetables in the last week were more likely to report a preference for hot chips (less than recommended 57%, as recommended 32%, $p < 0.01$), burgers/fried chicken/hot dogs (less than recommended 44.7%, as recommended 29%, $p < 0.01$) and pizza/ lasagne (less than recommended 38%, as recommended 17%, $p < 0.01$). These respondents were also less likely to report a preference for fruit (less than recommended 25%, as recommended 51%, $p < 0.01$) or for salads (less than recommended 28%, as recommended 57%, $p < 0.01$). No significant differences were observed by 'consumption of junk food whilst at the Show'.

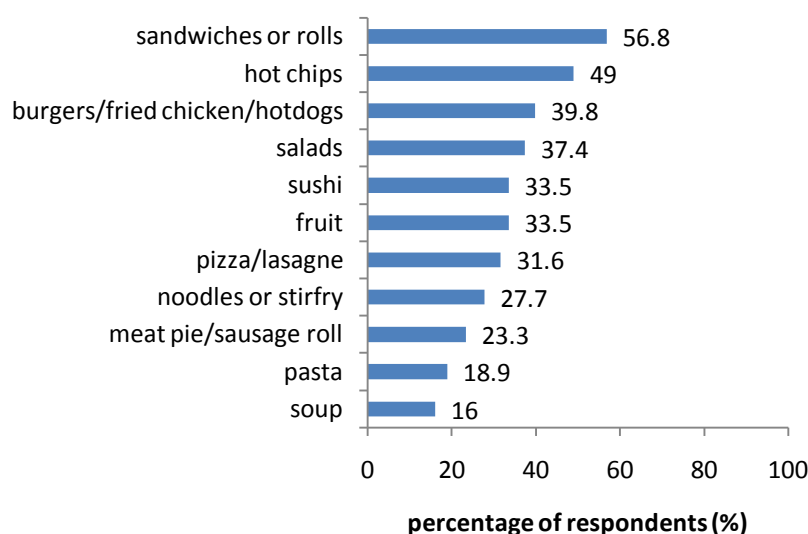


Figure 7: Food preferences of Royal Show patrons (2009)

As shown in Figure 8, when presented with a range of drink products of a similar price, 65% (n=135) of respondents indicated they would buy 'water', 60% (n=124) would prefer 'coffee/tea' and 51% (n=101) would want to buy 'juice' (Figure 10). As age increased the preference for coffee/tea significantly increased (15-19 years 24%, 20-39 years 58%, 40+ years 73%; $p < 0.01$) with the preference for 'soft drinks/ energy drinks' (15-19 years 67%, 20-39 years 58%, 40+ years 32%; $p < 0.01$) and 'milk drinks/smoothies' (15-19 years 55%, 20-39 years 45%, 40+ years 32%; $p < 0.01$) higher amongst younger age groups. Those who consumed less than recommended levels of fruit and vegetables in the past week (56%) were significantly more likely to have a preference for soft drinks/energy drinks compared with those who consumed recommended levels of fruit and vegetables (25%, $p < 0.01$).

No significant differences were observed by gender, 'consumption of junk food at the Show' or 'overall perceptions of food available at the Show'.

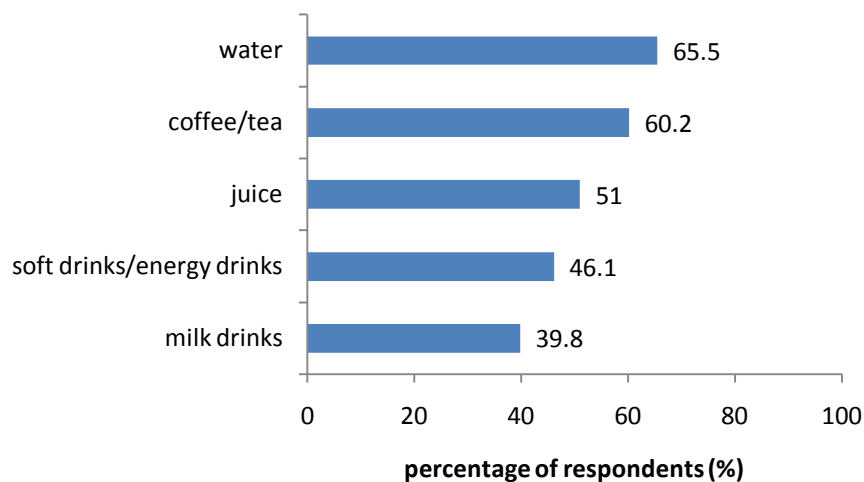


Figure 8: Drink preferences of Royal Show patrons (2009)

3.10 Respondent consumption of junk food at the Show in comparison to usual diet

Respondents were asked whether they consumed more, about the same or less 'junk food' whilst at the Show compared with the amount they would normally consume. Three fifths of respondents (60%) indicated they consumed more junk food whilst at the Show than normal (Figure 9).

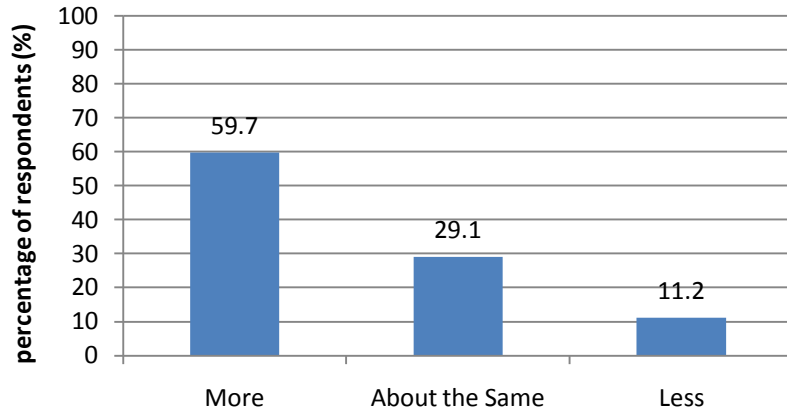


Figure 9: Amount of 'junk food' consumed at the Show compared with amount consumed normally

3.11 Respondent consumption of fruit, vegetables and junk food 'in the past week'

As evidenced in Figure 10, over one half of respondents ate less than the recommended intake of fruit (60%) and vegetables (54%) in the past week. Overall, 56% of respondents reported eating junk food on one or more days in the past week.

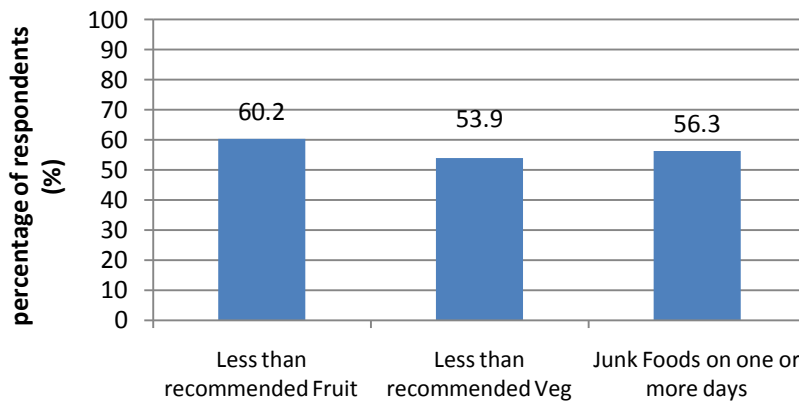


Figure 10: Respondents' intake of fruit, vegetable and junk foods in the past week

3.12 Respondent attitudes towards food at the Show and attitudes towards their usual diet

Respondents were read a list of attitude statements related to food and asked to indicate whether they agreed or disagreed with the statements. Although the majority of respondents (76%) disagreed with the statement 'I look forward to purchasing the foods offered at the Show', overall, the majority of respondents (86%) agreed that 'eating unhealthy foods once off like at the Royal Show is okay'. In addition, the majority of respondents disagreed with the statements 'I am not normally concerned with the types of food I purchase when eating out', 'I avoid thinking about or discussing how healthy my diet is' and 'I put off healthy changes to my diet, I'll do it later' (82%, 78% and 73% respectively) (Table 9).

Table 9: Agreement level of food related attitude statements

	Agree		Disagree	
	n	%	n	%
Attitudes towards foods at the Royal Show				
'Eating unhealthy foods once off like at the Show is okay'	178	86.4	28	13.6
'I am not concerned with the food I purchase whilst at the Show'	96	46.6	110	53.4
'I look forward to purchasing the foods offered at the Show'	50	24.3	156	75.7
'Healthy options are easy to find at the Show'	33	16.3	170	83.7
'Life's too short to worry about what I eat at the Royal Show'	112	54.4	94	45.6
Attitudes towards usual diet				
'I am not normally concerned with the types of food I purchase when eating out'	37	18.0	168	82.0
'I need to make healthy changes to my diet'	83	40.5	122	59.5
'I avoid thinking about or discussing how healthy my diet is'	44	21.5	161	78.5
'Others would say I have a healthy diet'	117	57.4	87	42.6
'I put off healthy changes to my diet, I'll do it later'	56	27.2	150	72.8

* missing values excluded

In order to assess respondents overall attitudes toward the foods at the Royal Show a composite measure of the attitude statements was calculated. As attitude scores increased, respondents' preference towards eating the types of food and drinks offered at the Show

also increased. Overall, the average score for attitudes relating to foods at the Royal Show was 15.3 from a possible 25 (Table 10).

In addition, a composite measure was also calculated for respondents overall attitude toward their usual diet. The minimum score was 5 and the maximum score was 25. As attitude scores increased, respondents' concern for their usual diet also increased (i.e. respondents were likely to either strongly disagree or disagree with the individual statements relating to their usual diet). Overall, the average score for attitudes relating to respondents usual diet was 13.9 (Table 10).

Attitude scores were analysed by whether respondents' bought food and drinks from home; whether they purchased food and or drinks at the Show; patron food and drink preferences; overall perception of foods available at the Show; consumption of fruit and vegetables in the past week and consumption of junk foods whilst at the Show (Table 10). As shown in Table 10, no significant differences were observed between overall attitudes towards foods offered at the Show and overall attitude towards respondents' usual diet and whether respondents bought food/drinks from home; if they had purchased any food/drinks at the Show or overall perception of the foods available at the Show.

Respondents with a preference for meat pies/sausage rolls, hot chips, burgers/fried chicken/hot dogs and pizza/lasagne displayed a preference towards the foods offered at the 2009 Show (meat pies/sausage roll average=16.3, $p<0.01$; hot chips average=15.9, $p<0.01$; burgers/fried chicken/hotdogs average=16.2, $p<0.01$; pizza/lasagne average=15.9, $p<0.05$) compared with the attitude scores of those respondents who did not indicate a preference for those types of foods (meat pies/sausage roll average=14.9, hot chips average=14.7, burgers/fried chicken/hotdogs average=14.7, pizza/lasagne average=15.0) (Table 10). Thus, respondents with a preference for unhealthy food items also had a greater preference for the foods offered at the Show.

Respondents with a preference for burgers/fried chicken/hot dogs, pizza/lasagne and pasta had higher attitude scores in relation to concern for their usual diet (burgers/fried chicken/hot dogs average=14.4, $p<0.05$; pizza/lasagne average=14.7, $p<0.01$; pasta average=14.7, $p<0.05$) compared with the attitude scores of those respondents who did not indicate a preference for those type of foods (meat pies/sausage roll average=14.9, burgers/fried chicken/hot dogs average=13.6, pizza/lasagne average=13.6, pasta average=13.7) (Table 10). Thus, respondents with a preference for unhealthier food items also had a significantly higher level of concern in relation to their usual diet.

**Table 10: Overall attitudes score towards foods available at the Show
and towards usual diet**

	Attitude score toward foods available at the Show		Attitude score toward usual diet	
	N	Average	N	Average
Overall	203	15.3	201	13.9
Food/drinks bought from home				
Food only	10	15.0	10	14.2
Drinks only	33	15.2	32	13.9
Food and drinks	91	14.9	90	14.3
Neither	68	15.8	68	13.6
Food/drinks purchased at the Show				
Food only	40	15.1	41	14.0
Drinks only	23	15.1	24	13.4
Food and drinks	81	15.5	80	13.5
Neither	59	15.2	56	14.3
Food/drink preferences				
Preference for meat pies/sausage roll	47	16.3**	48	13.8
No preference for meat pies/sausage roll	156	15.0**	153	14.0
Preference for hot chips	100	15.9**	101	14.1
No preference for hot chips	103	14.7**	100	13.8
Preference for fruit	68	15.0	67	13.4 [†]
No preference for fruit	135	15.5	134	14.2*
Preference for burger/fried chicken/hot dog	82	16.2**	82	14.4 [†]
No preference for burger/fried chicken/hot dog	121	14.7**	119	13.6 [†]
Preference for pizza/lasagne	65	15.9 [†]	62	14.7**
No preference for pizza/lasagne	138	15.0 [†]	139	13.6**
Preference for pasta	39	15.5	37	14.7 [†]
No preference for pasta	164	15.2	164	13.7 [†]
Preference for soft drink/energy drink	94	15.9*	93	14.4 [†]
No preference for soft drink/energy drink	109	14.8 [†]	108	13.5 [†]
Preference for milk drink/smoothie	81	15.8 [†]	81	14.0
No preference for milk drink/smoothie	122	14.9 [†]	120	13.8
Preference for coffee/tea	124	15.0	121	13.5**
No preference for coffee/tea	79	15.7	80	14.5**

[†]p<0.05, ** p<0.01

Table 10: Overall attitudes score towards foods available at the Show and towards usual diet (cont'd)

	Attitude score toward foods available at the Show		Attitude score toward usual diet	
	N	Average	N	Average
Overall	203	15.3	201	13.9
Perception of foods available at the Show				
Healthy overall	44	16.0	44	13.7
Unhealthy overall	159	15.1	157	14.0
Consumption of fruit and veg & junk food in past week				
Less than recommended fruit and vegetable consumption	139	15.6**	138	14.4**
As recommended fruit and vegetable consumption	64	14.6**	63	12.9**
Junk food on one or more days	114	15.8**	114	14.4**
No junk food	89	14.6**	87	13.2**
Consumption of Junk Food at the Show				
Eat more junk food whilst at the Show than I normally would	122	16.0**	121	14.0
Eat about the same or less junk food whilst at the Show than I normally would	81	14.3**	80	13.7
Only those who consume more junk food at the Show than they normally would				
Less than recommended fruit and vegetable consumption	84	16.2	84	14.6**
As recommended fruit and vegetable consumption	38	15.4	37	12.7**

*p<0.05, **p<0.01

As shown in Table 10, respondents with a preference for soft drink/energy drinks and milk drinks/smoothies displayed a preference (soft drink/energy drink average=15.9; milk drink/smoothie average=15.8) for the foods offered at the 2009 Show in comparison to those who did not indicate a preference (soft drink/energy drink average=14.8, p<0.05; milk drink/smoothie average=14.9, p<0.05). Respondents with a preference for soft drink/energy drinks had a significantly higher average attitude score (average=14.4) towards their usual diet in comparison to those who did not indicate a preference (average=13.5, p<0.05), with those respondents who indicated a preference for coffee/tea displaying a significantly lower

average attitude score (average=13.5) towards their usual diet compared with those who did not indicate a preference (average=14.5, $p<0.01$) (Table 10).

When overall attitude scores towards 'the foods offered at the Royal Show' were analysed by fruit and vegetable consumption, respondents who consumed less than recommended levels of fruit and vegetable had a significantly higher attitude score (average=15.6) compared with those who ate recommended levels of fruit and vegetables (average=14.6) (Table 10). This suggests those who consume less than recommended levels of fruit and vegetables had a preference toward the types of food currently available at the Show. When overall attitude scores towards 'the foods offered at the Royal Show' were analysed by junk food consumption in the past week, respondents who consumed junk food on one or more days had a significantly higher attitude score (average=15.8) compared with those who ate no junk food in the past week (average=14.6) (Table 10). This suggests those who consumed junk food on one or more days in the past week had a preference for the types of food currently available at the Show, as rated by over 75% of respondents as 'unhealthy overall' (Figure 2).

When overall attitude scores relating to a respondents usual diet were analysed by fruit and vegetable consumption in the past week, respondents who consumed less than recommended levels of fruit and vegetable had a significantly higher attitude score (average=14.4) compared with those who ate recommended levels of fruit and vegetables (average=12.8) (Table 10). This suggests those who consume less than recommended levels of fruit and vegetables had a significantly higher level of concern for their usual diet than those who consumed recommended levels of fruit and vegetables. When overall attitude score towards a respondents usual diet was analysed by junk food consumption in the past week, respondents who consumed junk food on one or more days had a significantly higher attitude score (average=14.4) compared with those who ate no junk food in the past week (average=13.2) (Table 10). This suggests those who consume junk food on one or more days had a significantly higher level of concern for their usual diet.

When overall attitude score towards the foods offered at the Show were analysed by consumption of junk foods at the Show, respondents who consumed more junk food at the Show than normal had a significantly higher attitude score (average=16.0) compared with those who ate about the same or less junk food at the Show than they normally would (average=14.3) (Table 10). This suggests, those who consume more junk food whilst at the Show than they normally would had a preference toward the food currently available at the Show. No difference between respondents' overall attitude score towards their usual diet and junk food consumption whilst at the Show was observed.

Additional analyses were conducted by those respondents who reported they consume more junk food whilst at the Show than they normally would. Those respondents who consumed more 'junk food' at the Show than they normally would and consumed less than recommended levels of fruit and vegetables had a higher average attitude score toward their usual diet (average=14.6) than those who consumed fruit and vegetables at recommended levels (average=12.7), indicating a higher level of concern for their usual diet (Table 10). No significant differences were found for this group between overall attitude towards the foods offered at the Royal Show and fruit and vegetable consumption.

4.0 DISCUSSION AND CONCLUSION

4.1 Smoking Policy

The results of this study suggest that, overall, the implementation of the new smoke free policy was supported by patrons of the 2009 Perth Royal Show and that the continuation of a Smoke Free Perth Royal Show in future would have little to no impact on patron attendance. The majority of respondents were in agreement with the Royal Agricultural Society's decision to make the Show completely smoke free. When compared with the 2008 results, agreement levels with the decision to go smoke free were higher in 2009, as was the proportion of respondents who indicated their future attendance would increase as a result of the implementation of the smoke free policy.

Overall, the majority of respondents supported both the Show becoming completely smoke free and other community events becoming smoke free in future. This result reflects a 20% increase in the number of respondents who were supportive of the smoke free policy compared with respondents surveyed in 2008. Although smokers were less supportive of the implementation of the new smoke free policy, it is pertinent to note that only around 15% of the adult population in Western Australia are smokers. However, even among smokers, very few indicated that the policy would impact on their future attendance.

4.2 Nutrition Policy

The majority of respondents considered the foods available at the Show to be unhealthy and were supportive of plans to increase healthy options at the Show. If costs were the same respondents showed a preference for healthy options. Given that 'price' was identified as one of the top four 'important factors' considered when purchasing food, further investigation into the cost differences between healthy and unhealthy options may be warranted.

Support for an increase in healthy options was high amongst all age groups. Over one half of respondents reported bringing food and/or drinks with them to the Show, with younger patrons (15-19 years) less likely to do so than older age groups. The results suggest that if cost were not a factor, respondents had a preference for healthier food choices such as sandwiches/rolls, salads, sushi and fruit, however, hot chips and burgers/hot dogs were also popular preferences. In light of the most popular food products actually purchased (hot chips, burgers/hot dogs and donuts), further investigation into the relative costing of healthy products may be warranted. This finding is further supported by the fact that the majority of respondents who had bought their own food and/or drinks with them to the Show reported

'cost' (i.e. the Show being expensive) as the primary reason for doing so. One quarter (25%) of respondents reporting doing so because food/drinks from home are healthier.

Those respondents reporting a preference for eating burgers/hot dogs, pizza/lasagne displayed a preference towards the foods currently offered at the Show. Conversely, salads were particularly preferred by females and those who consumed recommended levels of fruit and vegetables in the past week. Sushi was also preferred amongst females. Hot chips, burgers/hot dogs and pizza/lasagne were preferred amongst those who consumed less than recommended levels of fruit and vegetables in the past week. Burgers/hot dogs, pizza/lasagne and pasta were also preferred by younger age groups and those with a high level of concern for their usual diet. This result suggests a level of incongruence in the attitudes and behaviours of respondents who reportedly have concern for their diet, yet would still prefer to purchase unhealthier items if prices were similar amongst all foods.

It has been suggested that patrons view the food at the Perth Royal Show as a treat, and that the show is an occasion where they allow themselves to consume unhealthy foods they may otherwise not consume. Evidence for and against this statement were found. For example, respondents who reported consuming more junk foods at the Show than they normally would had significantly higher levels of agreement with statements like 'eating unhealthy foods like once off at the Show is okay', 'I am not concerned with the foods I purchase whilst at the Show', 'I look forward to purchasing the foods offered at the Show' and 'life's too short to worry about what I eat at the Royal Show'. These respondents also had a preference towards the foods currently offered at the Show compared with those who consume about the same or less junk food than they normally would. However, an association between (1) low fruit and vegetable consumption and a preference for the types of foods available at the Show and (2) junk food consumption on one or more days in the past week and a preference for the type of foods available at the Show were found suggesting that purchasing behaviour may not be reflective of patrons viewing foods as a one-off treat but rather a reflection of unhealthy eating in their day to day lives.

These findings highlight some current and pertinent public health issues, as availability and promotion of unhealthy food (and indeed other unhealthy behaviours or products) is problematic when it serves to convey unhealthy food as 'the norm' in a country with high and rising rates of overweight and obesity. Finally, further analysis of respondent attitudes in light of both respondents' consumption of foods whilst at the Show and their fruit and vegetable consumption in the past week (a measure more reflective of their usual eating habits) were investigated. When analysed in this manner, the results of this study suggest that those respondents who reported consuming more junk foods at the Show than they normally would and also consumed less than recommended levels of fruit and vegetables displayed a

stronger concern for their usual diet than their 'healthier counterparts'. This result further suggests that whilst respondent attitudes reflect concern for their usual diet, reported behaviours suggest respondents engage in both unhealthy eating habits in their day to day lives and increased levels of junk food consumption whilst at the Show.

4.3 Recommendations

- Healthway should continue their sponsorship of the Smoke Free Perth Royal Show so as to ensure the promotion and continuation of this smoke free event.
- To promote the results of this report relating to community support for smoke free policies at the 2009 Smoke Free Perth Royal Show and other/future events.
- To continue to engage with the RAS to promote and provide healthy food options to patrons of the Show.
- To consider the implications of the nutrition related findings for other sponsorships that engage with the community at events and festivals.

5.0 REFERENCES

Australian Institute of Health and Welfare 2005. 2004 National Drug Strategy Household Survey: State and territory supplement. AIHW cat. no. PHE 61. Canberra: AIHW.

Healthway & The Royal Agricultural Society of Western Australia 2009. Smoke Free Perth Royal Show a World First [Media Statement]. Released Saturday, April 4 2009.

APPENDIX A: QUESTIONNAIRE

Royal Show 2009
Smoking Behaviour, Healthy Food & Healthy Policy Profile

“Good afternoon, my name is from the Survey Research Centre at Edith Cowan University. WE ARE NOT SELLING ANYTHING. I’d like to ask you a few quick questions about smoking and food, if I may”

Refusal: 1 2 3 4 5 6 7 8 9 10

Q1a (SCREENER) Can I just check that you are a resident of WA
If “No”, record and discontinue politely

Q1b Which of the following best describes your cigarette smoking status? (CARD 1)

I smoke daily.....	1	}	Smoker
I smoke occasionally.....	2		
I don’t smoke now but I used to	3	}	Non-Smoker
I’ve tried it a few times but never smoked regularly.....	4		
I’ve never smoked.....	5		

Q2a Are you aware that within the show grounds this year all areas are designated smoke free areas?

Yes..... 1

GO TO Q3a ← No..... 2

Q2b How did you find out that the Perth Royal Show had gone completely smoke free? (circle or write in verbatim):

	1 st Mention	2 nd Mention	3 rd Mention	4 th Mention
Billboards <u>outside</u> of show grounds.....	1.....	1.....	1.....	1
Signs or banners <u>inside</u> the show grounds....	2.....	2.....	2.....	2
Smoke Free Ambassador(s).....	3.....	3.....	3.....	3
Royal Show Security guard.....	4.....	4.....	4.....	4
Royal Show Website.....	5.....	5.....	5.....	5
Royal Show lift out (newspaper).....	6.....	6.....	6.....	6
Smoke Free Stilt Walkers (main arena).....	7.....	7.....	7.....	7
Main Arena Programme	8.....	8.....	8.....	8
Naming Rights (Smoke Free Royal Show)9.....	9.....	9.....	9
Large Inflatable Balloon	10.....	10.....	10.....	10
Radio Advertisements	11.....	11.....	11.....	11
Don’t know.....	99.....	99.....	99.....	99

1

2

3-6

Q3a Would you say you agree, disagree or have no feelings either way about the Royal Show being completely smoke free in 2009? (CARD 2)

Agree..... 1

Disagree..... 2

No Feelings..... 3

Don't Know..... 4

7

Q3b Would you say that your attendance of the Royal Show in the future will increase, decrease or not change as a result of the Show's decision to go completely smoke free in 2009? (CARD 3)

Attendance will increase 1

Not Change 2

Attendance will decrease 3

Don't Know 4

8

Q3c Do you support, not support or have no feelings either way toward the decision of the Royal Show to go completely smoke free in 2009? (CARD 4)

Support1

Not Support2

No Feelings3

Don't Know4

9

Q3d Do you support, not support or have no feelings either way toward other community based family events becoming completely smoke free in the future? (CARD 4)

Support1

Not Support2

No Feelings3

Don't Know4

10

I AM NOW GOING TO ASK YOU A FEW QUESTIONS ABOUT FOOD AND DRINKS

Q4a Which of the following did you bring with you to the show today?
(Please circle all mentioned- Please circle 'neither' if respondent did not bring any food or drinks)

Food..... 1

Drinks..... 2

GO TO Q4c ←Neither..... 3

11-12

Q4b Which of the following describes why you bought food or drinks with you to the show?

(Please circle all mentioned) (CARD 5)

- Convenient..... 1
- Cost (food/drinks expensive at the show)..... 2
- Don't like the food/ or drinks available at the show..... 3
- Food/drinks from home are healthier 4
- Other (specify)_____

13-16

Q4c Did you buy any Food or Drinks at the Show today?

(Please circle all mentioned- Please circle 'neither' if respondent did not buy any food or drinks)

- Food..... 1
- Drinks..... 2
- GO TO Q5a** ←Neither..... 3

17-18

Q4d What did you buy?

(Please record all mentioned- Please probe fully)

Food

Drinks

- | | |
|---------------------|---------------------|
| Anything else _____ | Anything else _____ |
| Anything else _____ | Anything else _____ |
| Anything else _____ | Anything else _____ |

19-22

Q5a I am going to read out a list of foods. If they were all similar in price and available at this venue would you want to buy them? (CARD 6)

(Please circle if respondent says 'yes')

- | | |
|-------------------------------------------|------------------------------|
| Meat pies or sausage rolls..... 1 | Pizza or lasagne7 |
| Chips 2 | Soup..... 8 |
| Fruit like apples & bananas..... 3 | Pasta..... 9 |
| Salads..... 4 | Sushi10 |
| Sandwiches or rolls..... 5 | Noodles or stir-fries.....11 |
| Burgers, fired chicken or hot dogs..... 6 | |

25-35

Q5b I am going to read out a list of drinks. If they were all similar in price and available at this venue would you want to buy them? (CARD 7)

(Please circle if respondent says 'yes')

- | | |
|-----------------------|-------------------------------------|
| Water..... 1 | Soft drinks or energy drinks4 |
| Juice 2 | Milk drinks or smoothies.....5 |
| Coffee or tea 3 | |

36-40

Q5c I am going to read out a list of factors that may be considered in deciding what foods to buy at the Show. How would you rate each of these factors in terms of its importance in deciding what foods to buy today? ‘1’ is not at all important and ‘5’ is very important. (CARD 8)

	Not at all Important	Not Important	Neither	Important	Very Important
Price.....	1.....	2.....	3.....	4.....	5.....
Quality.....	1.....	2.....	3.....	4.....	5.....
Freshness.....	1.....	2.....	3.....	4.....	5.....
Health reasons.....	1.....	2.....	3.....	4.....	5.....
Easy to handle.....	1.....	2.....	3.....	4.....	5.....
Low in fat	1.....	2.....	3.....	4.....	5.....
Low in salt.....	1.....	2.....	3.....	4.....	5.....
Taste.....	1.....	2.....	3.....	4.....	5.....

41-48

Q5d Overall, do you consider the foods available at the Show to be?

(Read and record one statement)

Healthy	1
Unhealthy.....	2
Other (specify) _____	

49

Q5e Would you say you agree, have no feelings either way, or disagree with the following statements.(CARD 9) (Read and record a response for each. If ‘agree’, ask ‘do you strongly agree or just agree?’ Ask same for disagree)

	SD	D	NF	A	SA
Eating unhealthy foods ‘once off’ like at the Show is okay.....	1.....	2.....	3.....	4.....	5.....
I am not concerned with the foods I purchase whilst at the Show.....	1.....	2.....	3.....	4.....	5.....
I am not normally concerned with the types of food I purchase when eating out ..	1.....	2.....	3.....	4.....	5.....
I look forward to purchasing the foods offered at the Show	1.....	2.....	3.....	4.....	5.....
Healthy options are easy to find at the Show.....	1.....	2.....	3.....	4.....	5.....
I need to make healthy changes to my diet.....	1.....	2.....	3.....	4.....	5.....
I avoid thinking about or discussing how healthy my diet is.....	1.....	2.....	3.....	4.....	5.....
Others would say I have a healthy diet.....	1.....	2.....	3.....	4.....	5.....
Life’s too short to worry about what I eat at the Royal Show.....	1.....	2.....	3.....	4.....	5.....
I put off healthy changes to my diet, I’ll do it later	1.....	2.....	3.....	4.....	5.....

50-60

Q5f Which of the following statements is most true for you? (CARD10)

(Read and record one statement)

I eat more “junk foods” whilst at the Show than I normally would	1
I eat about the same amount of “junk foods” whilst at the Show as I normally would	2
I eat less “junk foods” whilst at the Show than I normally would	3

61

Q5g Would you say you agree, disagree or have no feelings either way towards a plan to increase the number of healthy food options available at the show? (CARD 2)

(Clarification → salads, fresh fruit, sandwiches)

- Agree..... 1
- Disagree..... 2
- No Feelings..... 3
- Don't Know..... 4

62

Q6. On how many days in the last week did you: (CARD 11)

(Tick **one** box in each row only)

a) Eat at least two pieces of fruit?

0 1 2 3 4 5 6 7 days

b) Eat enough vegetables to fill two tea cups?

0 1 2 3 4 5 6 7 days

c) Eat meals or snacks such as burgers, pizza, fried chicken or chips from places like McDonalds, Hungry Jacks, Pizza Hut or Red Rooster?

0 1 2 3 4 5 6 7 days

63-65

Q7 In which age group do you fall? (CARD 12)

15-19.....03	30-39.....06	60-69.....09
20-24.....04	40-49.....07	70-79.....10
25-29.....05	50-59.....08	80+.....11

66-67

Q8 How did you get to the show? (CARD 13)

Private vehicle (e.g. car)..... 1	Rode a bike /cycle..... 4
Public transport (e.g. bus, train)... 2	Other (<i>specify</i>) _____ 5
Walked..... 3	

68

THANK RESPONDENT

Sex of respondent: Male.....1 Female.....2

69

APPENDIX B: Foods purchased at the Show

Appendix B: Foods Purchased at the Show

	Responses		Percent of Cases
	N	Percent	
Meat pies or sausage rolls	5	2.8%	4.1%
Chips	47	26.0%	38.5%
Fruit	3	1.7%	2.5%
salad	1	.6%	.8%
sandwich or roll	2	1.1%	1.6%
burger, fried chicken or hot dog	36	19.9%	29.5%
Kebab	6	3.3%	4.9%
Ice-cream	7	3.9%	5.7%
Wedges	3	1.7%	2.5%
Donuts	16	8.8%	13.1%
Showbag food	5	2.8%	4.1%
Pork	1	.6%	.8%
Wrap	1	.6%	.8%
cake	1	.6%	.8%
Fairy floss	4	2.2%	3.3%
toffee apple	1	.6%	.8%
Chicken treat	1	.6%	.8%
stuffed spud	11	6.1%	9.0%
pluto pup	1	.6%	.8%
red Rooster	7	3.9%	5.7%
sausage	5	2.8%	4.1%
Garlic bread	1	.6%	.8%
beef roll	3	1.7%	2.5%
muffin	1	.6%	.8%
lamb shank	1	.6%	.8%
dagwood dog	2	1.1%	1.6%
chicken strips	1	.6%	.8%
chicken roll	2	1.1%	1.6%
bacon/egg roll	2	1.1%	1.6%
meat balls	1	.6%	.8%
Nougat	1	.6%	.8%
Toasted roll	1	.6%	.8%
nuts	1	.6%	.8%
Total	181	100.0%	148.4%

APPENDIX C: Drinks purchased at the Show

Appendix C: Drinks purchased at the Show

	Responses		Percent of Cases
	N	Percent	
Water	24	19.0%	22.9%
Juice	9	7.1%	8.6%
Coffee, tea or hot chocolate	38	30.2%	36.2%
soft drink or energy drink	40	31.7%	38.1%
milk drink or smoothie	8	6.3%	7.6%
real lemonade	2	1.6%	1.9%
slushie	3	2.4%	2.9%
alcohol	2	1.6%	1.9%
Total	126	100.0%	120.0%