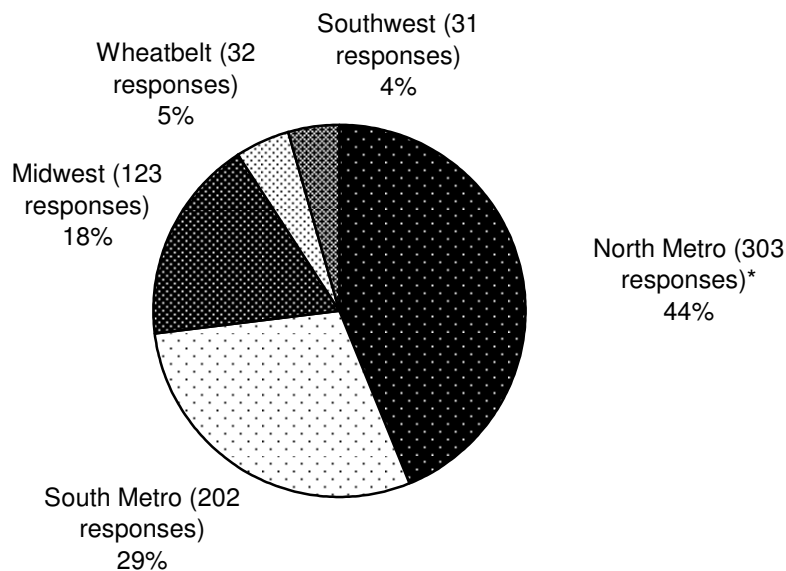




Final results summary – Crunch&Sip[®] survey

During Kick Start to Crunch&Sip[®], we asked WA students about the fruit and vegetables they eat for Crunch&Sip[®]. A big thanks to the 691 people who responded to the survey, from Sandstone (500 km east of Geraldton), south to Ongerup and north to Northampton. The graph below shows the breakdown of respondents from education districts.

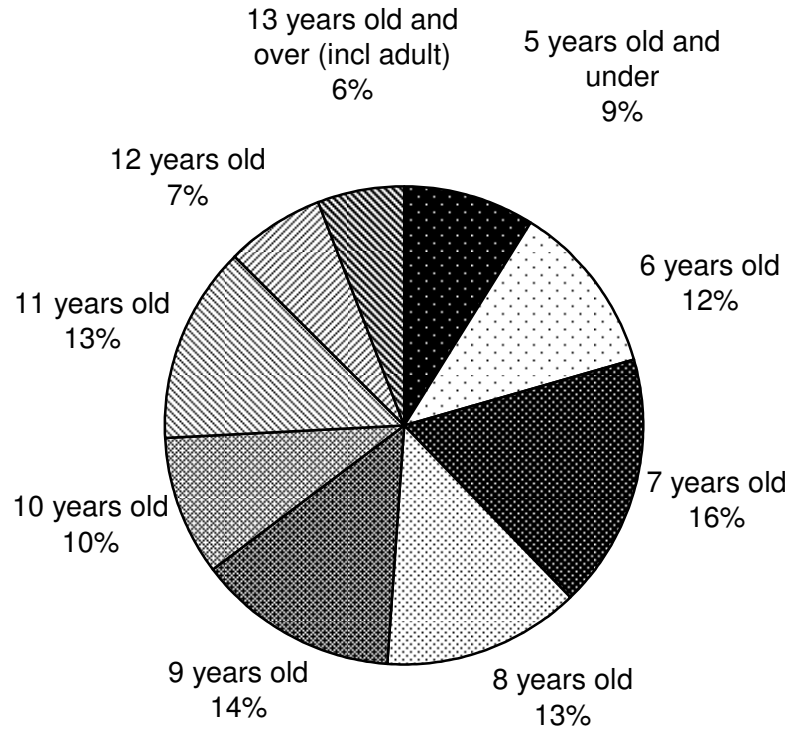
Geographical distribution of respondents



* Includes Bindoon. For remainder of analysis, Bindoon is classed as regional.

Not all respondents to the survey provided their age, but it appears that most who answered the survey were between 7 and 9 years of age.

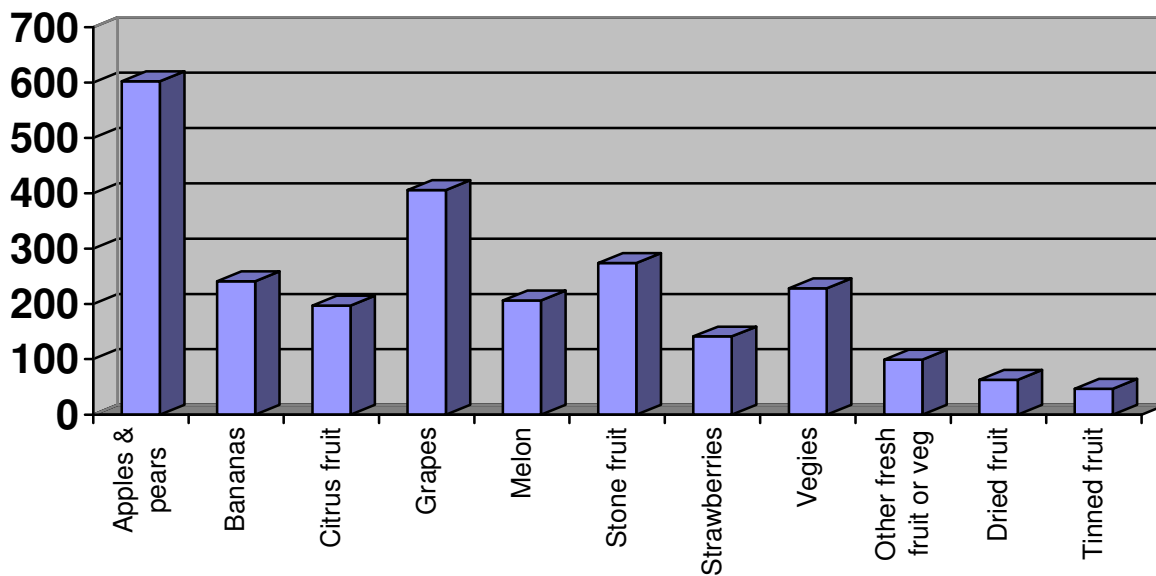
Age of respondents



Fruit and veg eaten for Crunch&Sip® (frequency)

Students (and some adults) answered what fruit and veg they ate in the past week for Crunch&Sip® and could answer more than once. Students ate on average close to 4 different fruit or veg a week – it's great to see a variety of fruit and veg eaten!

Fruit and Veg Eaten for Crunch&Sip® in the Past Week



Number of fruit and vegetables eaten for Crunch&Sip® (frequency)	Total	Total (metro)	Total (regional)
Apple/pear	602	336	266
Grapes	406	273	133
Stone fruit (peach, nectarine, plum, apricot etc)	274	106	168
Banana	241	145	96
Tomatoes/carrots/salad vegies	228	138	90
Melon (watermelon, rockmelon, honeydew melon etc)	206	125	81
Citrus fruit (orange, mandarin etc)	197	103	94
Strawberries	141	89	52
Other fruit or vegetables*	99	60	29
Dried fruit	63	30	33
Tinned fruit	47	22	25

*The other fruit or vegetables listed were: kiwi fruit, cherries, mango, cauliflower, pineapple, passionfruit and cumquat.

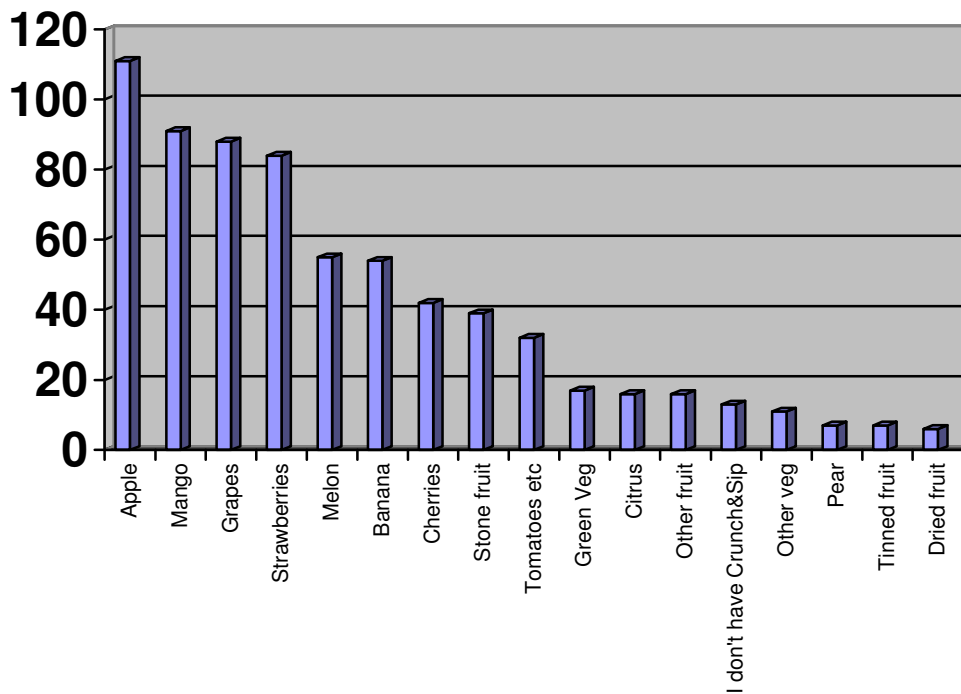
Discussion questions:

- Would you expect the answers to be different at other times of the year? Why might apples, pears and grapes be eaten more frequently in late Summer? What fruit would you expect to be eaten frequently in June? October?
- What might be some factors that would affect the types of fruit and veg that students bring to school? (hint – recent price increases in bananas may have played a part)
- What are some reasons for differences between fruit and veg eaten by people living in cities and people living in regional areas?
- How does your class compare?

Favourite fruit and veg for Crunch&Sip®

Our survey asked what people's favourite fruit and veg is to eat for Crunch&Sip®, and could only select one answer. The ever versatile and tasty apples were the clear favourite overall and in the metropolitan areas, with strawberries and melons hitting the spot in regional areas.

Favourite fruit and veg to eat for Crunch&Sip®



Favourite fruit or veg to have for Crunch&Sip[®]	Total	Total (metro)	Total (regional)
Apple	111	89	22
Mango	91	70	21
Grapes	88	71	17
Strawberries	84	57	27
Melon (watermelon, rockmelon, honeydew melon etc)	55	31	24
Banana	54	37	17
Cherries	42	29	13
Stone fruit (peach, nectarine, plum etc)	39	29	10
Tomatoes, carrots, capsicum etc	32	23	9
Green vegetables (beans, snow peas, cucumber etc)	17	14	3
Citrus fruit (orange, mandarin etc)	16	11	5
Other fruit*	16	12	4
I usually don't have Crunch&Sip [®]	13	12	1
Other vegetables*	11	10	1
Tinned fruit	7	4	3
Pear	7	3	4
Dried fruit	6	3	3
TOTAL	689	505	184

*The other fruit or vegetables listed were: beetroot, pineapple, kiwi fruit, star fruit, lettuce, cauliflower, broccoli, passionfruit and lime.

Discussion questions:

- Is the most popular fruit and veg also the most commonly eaten? Why/why not?
- Do you think that these results would be replicated if all students in Australia were asked? (ie do you think that apples would be the favourite fruit or veg of all children?)
- How could fruit and veg growers and retailers use these results?
- How do you and your classmates fit in with the data?

What we love about Crunch&Sip®

We asked students to write a comment on what they loved about Crunch&Sip® and we tallied responses from the on-line Zoomerang survey as this allowed students to respond individually. Responses generally fit into one or more of three categories:

1. Health reasons - mentioned 76 times
2. Enjoy the taste of fruit and veg (many mentioned liking the 'juiciness' of fruit and veg) – mentioned 98 times
3. Like having a break/appeasing hunger – mentioned 62 times

Some quotes from students:

It is really delicious and it's good for a snack and it's really healthy for us and good for kids like us.

Because my tummy starts to growl at me.

Because fruit is nice and healthy and good for you.

That you can have a quick snack to get your mind going again.

Yummy in my tummy.

We get healthy and we get more smart.

I love Crunch and Sip because it is a great way to add that extra bit of fruit into your daily diet.

I love grapes and apples because they are so juicy.

Because by 10 o'clock I'm getting hungry.

Because I go on the bus for a long time and I get hungry so I have to have food.

I love Crunch&Sip because I get to eat my favourite food.

It refreshes you after being all sweaty and hot and it's healthy and good for your gums.

It's good because when you need a break from work Crunch and Sip refreshes you so you're not all tired and bored all day.

I like how it keeps you healthy and if you don't have breakfast (which you should of done) it fills you up until lunch.