

# Community Food Initiatives North East

## Improving Health and Well-being

### Subject: Evaluation of CFINE ARI Stall

NHS staff conducted the evaluation at the ARI Fruit stall at different times over the period of a week.

The results:

1. **Participant type:** Staff 51%, visitors 30%; other 19%
2. **Gender:** Female 69%; male 26%; incomplete 5%
3. **Age:** 18-25 8%; 26-35 17%; 36-45 14%; 45+ 57%; incomplete 4%
4. **Purchase Frequency:** Weekly 48%; other 35%; monthly 8% daily 6%; incomplete 3%
5. **Promotion Vehicle:** Passing by 72%; Intranet 9%; Global 8 %; Colleague 7%; other 4%; Notice 0%
6. **End User:** Yourself 57%; Take home 29%; Patient 12%; incomplete 2%
7. **Customer Loyalty:** Yes 92%; No 5%; Incomplete 3%
8. **Motivation:** Price 44; Quality 44; Availability 43; Other 2; Incomplete 2
9. **Quality:** Good 36%; Very Good 34%; Fair 5%; Incomplete 5%; Poor 0%
10. **Price:** Fair 45%; Cheap 21%; Very Cheap 6%; Incomplete 4%; Expensive 2%; Very Expensive 1%
11. **Placement:** Yes 80%; No 16%; Incomplete 4%

12. **Opening Times:** Yes 79%; No 16%; Incomplete 5%

13. **Recommended Portions:** 1, 0%; 2, 1%; 3, 3%; 4, 0%; 5, 70%; 6, 0%; 7, 0%;  
Incomplete 2%

14. **Actual Portions Eaten:** 1 to 2, 6%; 2 to 3, 17 %; 3 to 4, 11%; 4 to 5, 10%; 5  
Plus, 27%

15. **Intake Increase:** No 48%, Yes 46%, Incomplete 6%.

**Fruit's Cool!**