NATIONAL ASSOCIATION OF COLLEGE \& UNIVERSITY FOOD SERVICES

The Resource for Campus Dining Professionals

## 2022

# Customer Satisfaction <br> Benchmarking Survey 

Report prepared exclusively for:

## Faith Baptist Bible College \& Theological Seminary (\#435)

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## PURPOSE OF THIS REPORT

This NACUFS Customer Satisfaction Benchmarking Survey report is designed to assist your institution's decision-makers in measuring, evaluating and benchmarking the characteristics, needs and opinions of your customers with regard to the food services they receive from your institution. In addition to providing an overall picture of your institution's performance in terms of customer satisfaction, this report is also designed to provide a detailed look at the satisfaction ratings of your individual all you care to eat (dining hall) and retail establishments, as well as the overall aggregated results of the other NACUFS institutions that conducted this survey.

The ultimate goal of the report is to assist you and your institution in providing the best possible service to your customers.

The survey and this subsequent report focus on such key issues as:

- Demographics of the customers, including:
- Respondent type (student, faculty, administration/staff and other)
- Student class status (first year, sophomore, junior, senior, graduate or other)
- Gender identity (new response options were used in 2022: Woman ("Female" before 2022), Man ("Male" before 2022), Non-binary/Nonconforming, Prefer to self-describe, Prefer not to answer)
- Housing arrangements (on campus/universityowned housing or off campus)
- Demographics of the institution, including:
- NACUFS region
- Institution type (public/private, two-year/fouryear)
- Number of students enrolled, and type of operation (self-operated/contracted)
- Importance of the dining experience in terms of students' decision to attend the institution and remain there
- Importance of the campus dining experience (i.e., wi-fi, social interaction, comfort, etc.) in terms of students' academic success at the institution
- General satisfaction with the overall dining services provided
- Importance of various food service factors, such as food, menu, service, cleanliness, dining environment and environmental stewardship/sustainability
- Satisfaction with these food service factors.


## SURVEY METHODOLOGY

For the 23 rd consecutive year, this study was conducted by Industry Insights, Inc., an independent research firm headquartered in Columbus, Ohio. Although NACUFS was deeply involved in the set-up and design of the questionnaire and study, and continues to provide support for the project, it is important to note that no one at NACUFS will ever see your institution's individual survey results unless you decide to show them. The confidentiality of your data is $100 \%$ guaranteed.

The research instrument used for this survey was designed based on the extensive input of representatives from various NACUFS member institutions to ensure the information gathered would be relevant and useful.

Since 2020, the survey has been administered entirely online, and the online survey instrument, as well as the Real-time Survey Results analysis tool, have undergone complete overhauls. The goal of these upgrades was to enhance the user experience for both those taking the survey as well as the college decision makers utilizing the results.

In terms of the mechanics of the survey, participating schools distributed unique identifiers (usually via email) to their students, staff and faculty, allowing respondents to access a central survey website. This online system permitted respondents to rate as many locations as they wished and was customized for each participating institution, showing only their school's dining establishments. Survey distribution by participating institutions started in mid-October and the survey closed in late November. To ensure confidentiality, all online responses went directly to an Industry Insights server.

In addition to the items listed above, the survey also asked respondents to rate the importance of, and their satisfaction with, 26 operating characteristics as they applied to that particular dining facility in general, without regard to any specific meal.

The 26 operating characteristics measured were:

| Food: |
| :--- |
| Overall |
| Taste |
| Eye appeal |
| Freshness |
| Nutritional content |
| Value |
| Menu: |
| Availability of posted menu items |
| Variety of menu choices |
| Variety of healthy menu choices |
| Variety of menu choices to accommodate special |
| dietary needs (replacing "Variety of vegetarian menu |
| choices") |
| Service: |
| Overall |
| Speed of service |
| Hours of operation |
| Mobile ordering options (new for 2022) |
| Helpfulness of staff |
| Friendliness of staff |
| Cleanliness: |
| Overall |
| Serving areas |
| Eating areas (tables, chairs, etc.) |
| Dining Environment: |
| Location |
| Layout of facility |
| Appearance |
| Availability of seating |
| Comfort (seats, temperature, lighting, sound level, etc.) |
| Environmental Stewardship/Sustainability: |
| Environmentally friendly practices related to food |
| dietary needs" will be shown as "Variety of menu choices for |
| special dietary needs." |

All told, 65 institutions took part in this year's survey, representing 65,457 useable questionnaires. Forms that had less than a minimal number of response fields completed were removed from the sample. Also, unless otherwise noted, responses of "Not Applicable" have been removed from the survey data.

The results displayed in this report for your institution include all reasonably complete and usable forms that were returned, regardless of whether required minimum quantities for a particular location(s) were met.

## HOW TO USE THIS DATA

## Definition of Rating Scales

Unless otherwise noted, "mean rating" figures throughout this report are based on a 1 to 5 scale, where

> 1=Very Dissatisfied/Not at All Important
> 2=Somewhat Dissatisfied /Not Very Important
> 3=Mixed
> 4=Somewhat Satisfied/Somewhat Important 5=Very Satisfied/Very Important.

Sampling Error
To assist in analysis of the survey results, the "Sampling Error" (also known as the "Standard Error of the Mean") is shown for each mean rating score in the Detailed Survey Results tables.

The Sampling Error is important in that it shows the extent to which the sample mean rating (based on those who responded to the survey) is a statistically accurate predictor of the population mean rating (that is, all people who use the institution's dining halls and retail units).

About two-thirds (68.2\%) of all sample means will be within one Sampling Error (or Standard Error) of the population mean, while $95.4 \%$ of all sample means will be within two Sampling Errors of the population mean, and $99.7 \%$ of all sample means will be within three Sampling Errors of the population mean.

In other words, if your institution were to repeat this survey 100 times on the same population, 68 of those times, the sample mean would be within one Sampling Error of the population mean, 95 times it would be within two Sampling Errors, and it would almost always be within three Sampling Errors of the population mean.

In the following example, XYZ University had a mean satisfaction rating of 3.99 with regard to "Food: Overall" and a Sampling Error of .09. This means that XYZ can be $95 \%$ confident that the population mean satisfaction is between 3.81 and 4.17.

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| Food: Overall |  |  |  |
| :---: | :---: | :---: | :---: |
| XYZ <br> Sample <br> Mean | Sampling <br> Error | $95 \%$ <br> Confidence <br> $(2 \times$ Sampling <br> Error) | Range |
| 3.99 | .09 | .18 | 3.81 to 4.17 |

An important, and intuitive, implication is that the more surveys received, the lower the Sampling Error, and thus the more accurate the prediction of the overall population mean.

## REPORT ORGANIZATION

To make this report meaningful and informative, yet easy to use, it has been divided into three main sections: Industry Overview, Executive Summary, and Detailed Survey Results.

The Industry Overview presents a user-friendly summary of the survey's overall findings, based on the aggregated data from all participating institutions ("Entire Sample"). This section shows the demographic make-up of the institutions that participated in the study and provides a look at how these institutions fared overall in terms of customer satisfaction.

The Executive Summary is an important enhancement to the report that was added based on feedback from NACUFS members. This section includes...

- Predictors of Overall Satisfaction
- Priority Matrixes
- Comparative Tables
- Three Year Trend Data
- Location-specific Results

These additions to the report will be described in further detail at the beginning of the Executive Summary.

The Detailed Survey Results section, as the name suggests, presents the survey data in greater detail, showing both the frequency distributions and mean results for both your institution and the entire sample broken down by various respondent and institutional characteristics. Note that the first table in this section shows the demographics characteristics of your survey's respondents. The first row of this table shows
the total number of useable submissions your survey received. The number of responses shown for subsequent questions may be less than this total since not all respondents answered all questions.

## ABOUT THE STUDY

It is believed the data presented in this report represent a valid cross-section of your customers and is representative of the customers in total, within the statistical limits discussed above. However, the statistical validity of responses for any given question varies somewhat depending on sample sizes and the demographics of response. Industry Insights, therefore, makes no representations or warranties with respect to the results of this study and shall not be liable to NACUFS, your institution or anyone else for any informational inaccuracies, errors, or omissions in content.

## CONTACT INFORMATION

Participating institutions that wish to have Industry Insights run special customized reports based on the survey data should please contact:

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Please address any questions you may have regarding the report or data compilation to either Steve Kretzer or Jenna Goins of NACUFS (517) 332-2868
igoins@nacufs.org

NACUFS and Industry Insights, Inc., are pleased to provide you with this report and hope you will find it most useful.

The table below shows the names of the dining halls and retail establishments that your institution surveyed. Throughout the Executive Summary and Detailed Survey Results sections of this report, the dining halls and retail establishments are referred to by their corresponding number from this table.

|  | Dining Halls |  |  |
| :--- | :--- | :--- | :--- |
| 1 | Benson | 1 | Twigs |
| 2 |  | 2 |  |
| 3 |  | 3 |  |
| 4 |  | 4 |  |
| 5 |  | 5 |  |
| 6 |  | 6 |  |
| 7 |  | 7 |  |
| 8 |  | 8 |  |
| 9 |  | 9 |  |
| 10 |  | 10 |  |
| 11 |  | 11 |  |
| 12 |  | 12 |  |
| 13 |  | 13 |  |
| 14 |  | 14 |  |
| 15 |  | 15 |  |
| 16 |  | 16 |  |
| 17 |  | 17 |  |
| 18 |  | 18 |  |
| 19 |  | 19 |  |
| 20 |  | 20 |  |

## NACUFS Regions:

Continental Alberta, Colorado, Idaho, Manitoba, Minnesota, Montana, North Dakota, Saskatchewan, South Dakota, Utah, Wyoming
Mid-Atlantic Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia
Midwest Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Nebraska, Ohio, Wisconsin
Northeast Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, Nova Scotia, Ontario, Quebec
Pacific Alaska, Arizona, California, Hawaii, Nevada, Oregon, Washington, British Columbia, Australia, China, Fiji, Mexico, New Zealand
Southern Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Puerto Rico, Virgin Islands

NOTE: Although the number of participating schools for this survey cycle increased to 65 and is trending back towards the historic norms of 80-100 schools, due to the pandemic, the number of schools participating in 2020 and 2021 was lower than in prior years. Please keep this in mind when reviewing the results in this report, especially when making comparisons versus pre-pandemic years, when the sample sizes were much larger and there was no pandemic affecting respondents' views and opinions. (For perspective, the number of schools in 2020 and 2021 was 29 and 51, respectively, while the number of useable forms was 56,073 in 2021 and 16,546 in 2020.)

## Industry Overview

The overall results of the 2022 NACUFS Customer Satisfaction Benchmarking Survey are outlined below. Users of this information should bear in mind that because studies of this type measure perceptions and attitudes in addition to concrete facts, a certain amount of bias may have been introduced based on how individual respondents might have interpreted specific questions. The questions asked in this study were designed and phrased to be as clear and unambiguous as possible, and it is therefore believed any such biases are minimal and the data reported are representative of the overall universe.

## Individual Respondent Demographics - All Schools

The demographic makeup of the overall survey samples for the five most recent survey years is shown in the graphs below. As noted previously, because the overall sample size was considerably lower in 2020 due to the COVID-19 pandemic, some of the demographic data for that year is somewhat different vs. prior years. The sample size for this year's survey was larger, and, for the most part, the demographic characteristics were closer to their pre-2020 levels.


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## Institutional Demographics - All Schools (based on total responses received)

The demographic characteristics of the participating institutions are displayed below. The figures shown are based on the percentage of total responses that came from institutions of that type. For example, $19 \%$ of all questionnaires received in 2022 came from institutions in the Southern Region, while $86 \%$ came from mainly self-operated institutions. Of the 65,457 useable survey responses received in this year's cycle, $57 \%$ were for dining halls, while the remaining $43 \%$ were for retail units. Of the retail unit types, express units (25\%) and food courts (24\%) received the highest number of submitted surveys.


Large schools ( $20,000+$ students) comprised a bigger proportion of the sample this year as compared to recent years, and most responses in 2022 ( $86 \%$ ) were from self-operated schools, as shown below.


## Your Thoughts

The first three non-demographics questions of the survey asked students their opinions regarding the importance of their schools' dining experience as it related to their decision to attend that school and remain enrolled there, as well as the impact of dining services on their academic success. As shown below, approximately a third ( $35 \%$ ) of the responding students rated the dining services as somewhat or very important in terms of the decision to attend, while just under a third (32\%) indicated the dining services were important to their decision to remain at their institution.

How important was the perceived campus dining experience in terms of your decision to attend this institution, and how important is the actual campus dining experience in terms of your decision to remain at this institution?

Sample Sizes: Perceived 54,759


The graphs below summarize the results for these two questions over the past five survey cycles. As shown, there has not been a great deal of change in the students' importance ratings over time, with the average rating holding steady at 3 or a little less on the five-point scale.


Just over half of the valid student responses (53\%) rated their campus dining experience as either somewhat or very important to their academic success.

How important is the campus dining experience
(i.e., wi-fi, social interaction, comfort, etc.) in terms of your academic success at this institution?
(Mean = 3.45)
Sample Size $=55,232$


The chart below displays this information over the last five years. As shown (and as could perhaps be expected given the effects of COVID-19), average ratings of the importance of the campus dining experience to students in terms of their academic success bottomed out in 2020 but has increased in each of the last two surveys, moving towards prepandemic levels.


As shown below, average overall satisfaction with participating institutions' dining services declined substantially in 2020 and has not yet recovered to pre-pandemic levels, although at 3.34 on the five-point scale (where $1=$ low and 5 $=$ high satisfaction), the average level of satisfaction remained virtually unchanged in 2022 . Overall, $50 \%$ of all valid respondents were very or somewhat satisfied with their institution's dining services in 2022 (vs.50\% last year and $53 \%$ in 2020 ), and the mean rating remains well below the 2019 figure of 3.84.

In general, how satisfied or dissatisfied are you with the dining services provided by your college/university? Sample Size $=64,793$


The respondents' importance/satisfaction ratings for specific dining attributes are shown below.

| Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (1) <br> Not at All Important | (2) <br> Not Very <br> Important | (3) Mixed | (4) <br> Somewhat Important |  | Mean Importance | Number of Responses |
| FOOD |  |  |  |  |  |  |  |
| Overall | 2\% | 4\% | 14\% | 29\% | 51\% | 4.23 | 64,170 |
| Taste | 1\% | 3\% | 11\% | 28\% | 56\% | 4.36 | 64,105 |
| Eye appeal | 10\% | 18\% | 25\% | 23\% | 24\% | 3.34 | 63,512 |
| Freshness | 1\% | 3\% | 10\% | 26\% | 59\% | 4.39 | 63,877 |
| Nutritional content | 4\% | 6\% | 16\% | 25\% | 49\% | 4.10 | 62,890 |
| Value | 3\% | 5\% | 19\% | 27\% | 47\% | 4.10 | 62,624 |
| MENU |  |  |  |  |  |  |  |
| Availability of posted menu items | 3\% | 6\% | 17\% | 30\% | 44\% | 4.06 | 57,897 |
| Variety of menu choices | 2\% | 4\% | 14\% | 32\% | 48\% | 4.20 | 58,969 |
| Variety of healthy menu choices | 3\% | 6\% | 17\% | 27\% | 47\% | 4.08 | 58,031 |
| Variety of menu choices to accommodate special dietary needs | 9\% | 8\% | 17\% | 19\% | 47\% | 3.88 | 47,746 |
| SERVICE |  |  |  |  |  |  |  |
| Overall | 2\% | 5\% | 16\% | 29\% | 49\% | 4.19 | 56,917 |
| Speed of service | 2\% | 5\% | 16\% | 30\% | 46\% | 4.14 | 56,499 |
| Hours of operation | 2\% | 4\% | 14\% | 28\% | 52\% | 4.25 | 56,400 |
| Mobile ordering options | 13\% | 11\% | 22\% | 19\% | 35\% | 3.52 | 34,009 |
| Helpfulness of staff | 3\% | 7\% | 18\% | 26\% | 46\% | 4.06 | 53,995 |
| Friendliness of staff | 3\% | 6\% | 17\% | 25\% | 50\% | 4.12 | 55,466 |
| CLEANLINESS |  |  |  |  |  |  |  |
| Overall | 1\% | 2\% | 9\% | 23\% | 64\% | 4.47 | 55,935 |
| Serving areas | 1\% | 3\% | 10\% | 22\% | 64\% | 4.46 | 55,355 |
| Eating areas (tables, chairs, etc.) | 1\% | 3\% | 11\% | 25\% | 60\% | 4.40 | 54,117 |
| DINING ENVIRONMENT |  |  |  |  |  |  |  |
| Location | 3\% | 6\% | 16\% | 25\% | 51\% | 4.16 | 54,429 |
| Layout of facility | 6\% | 13\% | 23\% | 25\% | 34\% | 3.67 | 53,854 |
| Appearance | 9\% | 15\% | 23\% | 22\% | 31\% | 3.50 | 53,802 |
| Availability of seating | 3\% | 6\% | 16\% | 28\% | 47\% | 4.10 | 52,687 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 3\% | 8\% | 21\% | 29\% | 39\% | 3.93 | 52,895 |
| ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food | 6\% | 7\% | 20\% | 24\% | 43\% | 3.91 | 46,250 |
| Social/ethical practices related to food | 7\% | 8\% | 21\% | 22\% | 42\% | 3.84 | 43,300 |
| Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) |  |  |  |  |  |  |  |
|  | (1) Very Dissatisfied | (2) <br> Somewhat Dissatisfied | (3) <br> Mixed | (4) <br> Somewhat <br> Satisfied | (5) <br> Very Satisfied | Mean Satisfaction | Number of Responses |
| FOOD |  |  |  |  |  |  |  |
| Overall | 9\% | 13\% | 22\% | 31\% | 25\% | 3.51 | 65,028 |
| Taste | 8\% | 14\% | 24\% | 29\% | 25\% | 3.51 | 64,874 |
| Eye appeal | 7\% | 12\% | 27\% | 29\% | 25\% | 3.53 | 64,426 |
| Freshness | 8\% | 13\% | 24\% | 28\% | 27\% | 3.53 | 64,550 |
| Nutritional content | 9\% | 14\% | 29\% | 26\% | 21\% | 3.36 | 63,289 |
| Value | 11\% | 14\% | 27\% | 24\% | 23\% | 3.34 | 63,267 |
| MENU |  |  |  |  |  |  |  |
| Availability of posted menu items | 8\% | 12\% | 20\% | 27\% | 33\% | 3.65 | 58,627 |
| Variety of menu choices | 12\% | 16\% | 23\% | 24\% | 25\% | 3.34 | 59,812 |
| Variety of healthy menu choices | 11\% | 16\% | 27\% | 24\% | 22\% | 3.30 | 58,694 |
| Variety of menu choices to accommodate special dietary needs | 13\% | 13\% | 25\% | 22\% | 27\% | 3.38 | 47,524 |
| SERVICE |  |  |  |  |  |  |  |
| Overall | 4\% | 6\% | 15\% | 30\% | 44\% | 4.05 | 57,803 |
| Speed of service | 4\% | 7\% | 17\% | 30\% | 42\% | 3.97 | 57,380 |
| Hours of operation | 9\% | 14\% | 19\% | 25\% | 33\% | 3.59 | 57,220 |
| Mobile ordering options | 19\% | 11\% | 23\% | 17\% | 30\% | 3.28 | 31,986 |
| Helpfulness of staff | 3\% | 6\% | 17\% | 26\% | 49\% | 4.11 | 54,724 |
| Friendliness of staff | 3\% | 5\% | 14\% | 24\% | 54\% | 4.21 | 56,389 |
| CLEANLINESS |  |  |  |  |  |  |  |
| Overall | 3\% | 7\% | 17\% | 32\% | 41\% | 4.02 | 56,843 |
| Serving areas | 2\% | 5\% | 14\% | 32\% | 47\% | 4.17 | 56,268 |
| Eating areas (tables, chairs, etc.) | 5\% | 10\% | 22\% | 30\% | 34\% | 3.78 | 54,864 |
| DINING ENVIRONMENT |  |  |  |  |  |  |  |
| Location | 2\% | 3\% | 12\% | 25\% | 58\% | 4.34 | 55,567 |
| Layout of facility | 2\% | 5\% | 17\% | 31\% | 44\% | 4.09 | 55,068 |
| Appearance | 2\% | 4\% | 17\% | 32\% | 45\% | 4.14 | 55,027 |
| Availability of seating | 5\% | 10\% | 20\% | 27\% | 38\% | 3.83 | 53,686 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 3\% | 6\% | 19\% | 32\% | 40\% | 4.01 | 53,912 |
| ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food | 6\% | 8\% | 25\% | 27\% | 33\% | 3.73 | 45,597 |
| Social/ethical practices related to food | 5\% | 6\% | 27\% | 27\% | 35\% | 3.82 | 42,246 |

The following series of graphs displays the mean satisfaction ratings for the various dining service attributes over the past five years. As shown, the mean satisfaction ratings in 2022 were flat or down slightly in almost all functional areas. Again, it is quite likely that these decreases were a direct result of accommodations and circumstances associated with the ongoing pandemic that began in 2020.

## Mean* Satisfaction with Various Items as They Apply to the Surveyed Facility in General without Regard to Any Specific Meal



*Wording changed in 2022 so trend unavailable

* 1 to 5 Scale, Where Higher Mean = Higher Satisfaction
("Not Applicable" Responses Removed)

Mean* Satisfaction with Various Items as They Apply to the Surveyed Facility in General without Regard to Any Specific Meal

SERVICE

*ltem added in 2022 so trend unavailable
DINING ENVIRONMENT


* 1 to 5 Scale, Where Higher Mean = Higher Satisfaction

CLEANLINESS


ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY

("Not Applicable" Responses Removed)
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Examining the difference between an item's mean importance rating and its mean satisfaction rating can yield helpful insights. Using this "gap analysis," areas where importance significantly outscored satisfaction should be looked at as possible opportunities for improvement. The graphs below and on the following page illustrate the areas where this gap was the most pronounced for the overall survey sample. (The gap analysis for your specific institution can be found in the "Executive Summary" section.)

Freshness, variety of menu choices and taste were the areas where importance outscored satisfaction by the largest margins. Importance and satisfaction were the most aligned (had the smallest gaps) in terms of social/ethical practices and helpfulness of staff.


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As shown below, the top three most important items (dark green bars) were all related to cleanliness.


## Executive Summary

As part of its ongoing efforts to make this survey as useful and beneficial as possible for the membership, a committee of NACUFS members met at Industry Insights in Columbus, OH, to discuss how the survey could be improved. The result of this meeting and several subsequent conference calls was this Executive Summary. This important enhancement to the report contains data specific to your institution and includes...

## - Predictors of Overall Satisfaction

Multiple regression analysis was used to determine the "Key Drivers" of overall satisfaction for your institution. These Key Drivers are shown alongside the mean satisfaction and gap ${ }^{1}$ ratings for both your institution and the overall survey sample benchmarks. This section is described in more detail below.

- Priority Matrixes

These graphs illustrate your institution's mean importance and satisfaction ratings for each of the survey's operating characteristics over the past three surveyed years, as well as highlighting the Key Drivers as determined by the regression analysis. This section is described in more detail below.

- Comparative Tables

These tables present the mean satisfaction and gap ratings for your institution displayed by respondent characteristics and shown alongside the appropriate benchmark comparison groups. The data is also summarized by all you care to eat facilities (dining halls) versus retail units.

- Three Year Trend Data

This section shows your institution's mean satisfaction and gap ratings for each of the past three years in both tabular and graphic form (based on your institution's past participation in this survey) so that performance trends can be examined over time. The trend graphs also show how the overall industry has performed over the past three years. This section is described in more detail below.

## - Location-specific Results

These tables show the mean satisfaction and gap ratings for each of your surveyed locations.

## PREDICTORS OF OVERALL SATISFACTION

For this report, multiple regression analysis was the statistical method used for examining the relationship between an outcome variable (also known as the dependent variable) and several predictor (independent) variables. This "Key Driver" analysis is extremely useful when examining customer satisfaction survey data because it allows one to combine many independent variables into one predictive equation and also determine the unique role each variable plays in influencing the outcome. Multiple regression analysis provides a measure of the total explanatory power of the model and also provides an estimate of whether a given variable is a statistically significant outcome predictor.

In other words, multiple regression analysis is used to determine the relative weight each performance attribute's ratings have on overall satisfaction. The attributes with the largest regression coefficients can be considered the most important drivers of overall satisfaction.

[^0]For purposes of this report, stepwise multiple regression was used. This is among the most commonly used methods of regression analysis for customer satisfaction survey data, as it helps lessen the impact of multicollinearity ${ }^{2}$, which commonly occurs in these types of surveys.

For this report, the survey question "In general, how satisfied or dissatisfied are you with the dining services provided by your college/university?" was used as the dependent variable that represents overall satisfaction, while each of the 26 performance attributes listed on page ii were the independent variables. Thus, our regression analysis examines the role each of the $\mathbf{2 6}$ performance attributes played in determining overall satisfaction.

When analyzing regression data, the following items need to be examined:

- The coefficient of determination ("Adjusted $\mathrm{R}^{2 \prime \prime}$ )
- Significance of model test ("Sig." of the model)
- Significance of variable ("Sig.")
- Regression coefficients for each variable ("Unstandardized Coefficient B")

The coefficient of determination (Adjusted $R^{2}$ ) shows the proportion of the variance in overall satisfaction that is explained by the 26 attributes. Put another way, Adjusted $R^{2}$ shows how well our model (overall satisfaction as a function of the 26 performance attributes) works. An Adjusted $R^{2}$ of .456 , for example, means that $45.6 \%$ of the variance in overall satisfaction responses is explained by the 26 attributes. (For comparison, historically, the Adjusted $\mathrm{R}^{2}$ generally ranges from around .3 to .5 for the schools in this survey.)

It is also important to consider if the set of independent variables is statistically significant at predicting overall customer satisfaction, and this is illustrated by "Sig." shown in "Model Summary" in Figure 1. Figures less than .05 indicate that the model was significant at the five percent level. This means that there is less than a $5 \%$ likelihood that our regression results occurred by chance.

To determine which specific attributes were significant predictors in our model, we check the significance of each variable ("Sig."). The regression model was set to allow significance of .05 or less, and only those attributes that met this criterion are shown.

Finally, we examine the regression coefficients ("Unstandardized Coefficient B") to assess the effect of each predictor - the higher the number, the greater the effect of the predictor on overall satisfaction. For example, a B of .327 means that for every one unit increase in the response to this question, we could expect overall satisfaction to increase by .327 units on our five point satisfaction scale. In other words, if "Nutritional Content" had a B of .327 and we compared respondents who rated nutritional content a 4 (somewhat satisfied) versus those who rated nutritional content a 5 (very satisfied), according to our model, we would expect that the latter group would have an overall satisfaction rating .327 units higher.

Figures 1 and 2 on the following pages are based on fictitious data and are intended as examples to illustrate how to interpret the tables beginning on page 16 that have been customized for your institution.

[^1]
## Summary of Figure 1

- In "Model Summary," the coefficient of determination ("Adjusted $\mathrm{R}^{2 "}$ ) of .39 means our model explains $39 \%$ of the variance in overall satisfaction
- In "Model Summary," the "Sig." of 0.00 means it is highly unlikely that our model's findings are based on random chance
- The significance of the variables ("Sig." under "Your Institution") shows that each of the five predictor variables is a significant predictor of overall satisfaction at a $95 \%$ confidence level, since all the values are less than . 05
- The regression coefficients for each variable ("Unstandardized Coefficient B" under "Your Institution") show the extent to which that variable predicts overall satisfaction.

Figure 1

| 2022 NACUFS Customer Satisfaction Benchmarking Survey <br> Extent to Which Various Factors Predict Overall Satisfaction* |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Your Institution |  |  |  |  | All Respondents |  |
|  | Predictor Status** | Unstandardized Coefficient B <br> (Extent to which item predicts Overall Satisfaction) | Sig. <br> (Likelihood that this item's predictor status was due to random chance) | Mean Satisfaction | $\begin{aligned} & \text { Mean } \\ & \text { Gap*** } \end{aligned}$ | Mean Satisfaction | $\begin{aligned} & \text { Mean } \\ & \text { Gap*** } \end{aligned}$ |
| Variety of menu choices for special dietary needs | Top Predictor | 0.29 | 0.00 | 3.87 | 0.51 | 3.52 | -0.14 |
| Eye appeal | 2nd Predictor | 0.19 | 0.00 | 3.60 | 0.71 | 3.80 | 0.09 |
| Social/ethical practices related to food | 3rd Predictor | 0.15 | 0.01 | 3.58 | 0.83 | 4.00 | -0.02 |
| Layout of facility | 4th Predictor | 0.14 | 0.01 | 3.83 | 0.75 | 4.21 | -0.19 |
| Appearance | 5th Predictor | 0.08 | 0.01 | 4.10 | -0.07 | 4.26 | -0.23 |
| Environmentally friendly practices related to food |  |  |  | 3.66 | 0.37 | 3.97 | 0.07 |
| Availability of posted menu items |  |  |  | 3.58 | 0.98 | 4.01 | 0.20 |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  | 3.51 | 0.77 | 4.08 | 0.18 |
| Location |  |  |  | 3.93 | 0.22 | 4.40 | -0.10 |
| Variety of healthy menu choices |  |  |  | 3.52 | 0.68 | 3.44 | 0.90 |
| Helpfulness of staff |  |  |  | 3.49 | -0.20 | 4.18 | 0.17 |
| Availability of seating |  |  |  | 4.14 | 0.20 | 3.95 | 0.40 |
| Nutritional content |  |  |  | 4.06 | 0.26 | 3.46 | 0.93 |
| Friendliness of staff |  |  |  | 3.77 | 0.53 | 4.22 | 0.18 |
| Value |  |  |  | 4.12 | 0.12 | 3.40 | 1.03 |
| Variety of menu choices |  |  |  | 4.22 | 0.09 | 3.61 | 0.82 |
| Hours of operation |  |  |  | 4.11 | 0.42 | 3.79 | 0.64 |
| Speed of service |  |  |  | 4.11 | 0.36 | 4.00 | 0.45 |
| Service: Overall |  |  |  | 4.03 | 0.46 | 4.16 | 0.31 |
| Food: Overall |  |  |  | 4.33 | -0.09 | 3.85 | 0.69 |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  | 3.97 | 0.13 | 4.01 | 0.54 |
| Cleanliness: Serving areas |  |  |  | 4.11 | 0.15 | 4.26 | 0.31 |
| Cleanliness: Overall |  |  |  | 4.00 | 0.24 | 4.24 | 0.38 |
| Freshness |  |  |  | 4.11 | 0.15 | 3.75 | 0.89 |
| Taste |  |  |  | 4.00 | 0.24 | 3.83 | 0.86 |
| Mobile Ordering Options |  |  |  | 3.11 | 0.65 | 3.82 | 0.02 |
| * Items have been sorted by predictor status for your institution. Items that are not predictors are listed in the sequence in which they were presented on the survey form. <br> ** If cell is blank, that item was not a predictor of overall satisfaction. <br> *** Gap $=$ Mean Importance minus Mean Satisfaction. |  |  |  |  |  |  |  |
|  | Model Summary |  |  |  |  |  |  |
|  | Adjusted (Amount of variance in explained by | R Square Overall Satisfaction our model) | Sig. <br> Likelihood that our were due to rand | model's findings om chance) |  |  |  |
|  | Adjusted $\mathrm{R}^{2}=$ | 0.39 | 0.000 |  |  |  |  |

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## PRIORITY MATRIXES

Another important component of this report is comprised of the three Priority Matrix graphs (one for each of the past three survey years). These graphs are intended to help decision makers prioritize their efforts and hone in on the areas where the greatest impact on overall customer satisfaction can be achieved.

In the example below (Figure 2), again based on fictitious data, satisfaction ratings are plotted on the vertical axis, with importance ratings on the horizontal axis. Each of the 26 attributes has been graphed based on the mean satisfaction and mean importance ratings they were given by this institution's respondents. The vertical line in the graph represents the overall mean importance for all of the attributes combined, as rated by your respondents, and similarly, the horizontal line represents the overall mean satisfaction for all of the attributes combined. The lines divide the graph into four priority quadrants.

## Summary of Figure 2

- Sustain = High Satisfaction, Low Importance (Institution may be "overachieving" here.)
- Sustain or Improve = High Satisfaction, High Importance (In general, institution is doing well here. Monitor to make sure there are no drops in satisfaction for these important items.)
- Action Area = Low Satisfaction, High Importance (May want to concentrate efforts here first.)
- Watch = Low Satisfaction, Low Importance (In general, no action needed, although monitor to ensure that none of these low satisfaction areas move into the "important" quadrant, where they would become an Action Area.)

Items in bold were the "Key Drivers" as determined by the regression analysis.
Figure 2


In the example above, decision-makers might want to concentrate their efforts on the lower right quadrant (low satisfaction and high importance) items, as well as "Variety of menu choices to accommodate special dietary needs" and "eye appeal," since these are key drivers and are in the "'watch" quadrant.

The Resource for Campus Dining Professionals

## THREE YEAR TREND DATA

This section displays historical data in both tabular and graphic format for the past two survey years alongside this year's results to allow those institutions that have used the NACUFS Customer Satisfaction Survey package in the past to analyze trends. The trend tables are self-explanatory, and the trend graphs are described below.

## Trend Graphs

These graphs show your institution's satisfaction ratings for each of the past three survey years, to the extent possible based on your institution's past participation. The graphs also show how the overall survey sample has trended over this period.

Each of the 26 graphs represents one surveyed attribute. For each graph, the blue $X$ and solid blue line represent your institution's mean satisfaction figure for that attribute, while the green dot and solid green line show the mean satisfaction for the overall sample (all institutions). The shaded area shows the "middle range" (the area between the $25^{\text {th }}$ and $75^{\text {th }}$ percentile, or the middle $50 \%$ of the respondents) for the overall sample.


As noted previously, "Variety of menu choices to accommodate special dietary needs" replaced "Variety of vegetarian menu choices" in 2022 and "Mobile ordering options" was new for 2022. Trend data for these two measures are therefore unavailable.

The remainder of the tables and graphs in this Executive Summary (Comparative Tables, Three Year Trends and Location-specific Results) are self-explanatory.

NOTE FOR 2022: When examining the trend information, please keep in mind the special circumstances surrounding the 2020-2022 survey cycles, which were discussed earlier in this report. Namely, the lower number of participating schools and total responses in the 2020 (and to a lesser extent 2021 and 2022) samples, as well as the accommodations schools made to deal with the COVID-19 pandemic.

Extent to Which Various Factors Predict Overall Satisfaction*

|  | Your Institution |  |  |  |  | All Respondents |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Predictor Status** | Unstandardized Coefficient B <br> (Extent to which item predicts Overall Satisfaction) | Sig. <br> (Likelihood that this item's predictor status was due to random chance) | Mean Satisfaction | Mean Gap*** | Mean Satisfaction | Mean <br> Gap*** |
| Food: Overall | Top Predictor | 1.08 | 0.00 | 3.96 | 0.05 | 3.51 | 0.72 |
| Availability of seating | 2nd Predictor | 0.72 | 0.00 | 4.55 | -0.50 | 3.83 | 0.28 |
| Variety of menu choices | 3rd Predictor | 0.55 | 0.00 | 4.15 | -0.19 | 3.34 | 0.85 |
| Appearance | 4th Predictor | -0.43 | 0.02 | 4.44 | -0.70 | 4.14 | -0.63 |
| Taste | 5th Predictor | -0.81 | 0.00 | 3.88 | 0.27 | 3.51 | 0.85 |
| Friendliness of staff | 6th Predictor | -1.15 | 0.00 | 4.83 | -0.25 | 4.21 | -0.09 |
| Eye appeal |  |  |  | 3.87 | -0.32 | 3.53 | -0.19 |
| Freshness |  |  |  | 3.91 | 0.39 | 3.53 | 0.87 |
| Nutritional content |  |  |  | 3.74 | 0.36 | 3.36 | 0.74 |
| Value |  |  |  | 3.92 | 0.13 | 3.34 | 0.76 |
| Availability of posted menu items |  |  |  | 4.19 | -0.39 | 3.65 | 0.41 |
| Variety of healthy menu choices |  |  |  | 3.75 | 0.37 | 3.30 | 0.78 |
| Variety of menu choices for special dietary needs |  |  |  | 4.03 | -0.28 | 3.38 | 0.50 |
| Service: Overall |  |  |  | 4.61 | -0.18 | 4.05 | 0.14 |
| Speed of service |  |  |  | 4.48 | -0.29 | 3.97 | 0.17 |
| Hours of operation |  |  |  | 4.33 | -0.17 | 3.59 | 0.66 |
| Mobile Ordering Options |  |  |  | 3.80 | -0.86 | 3.28 | 0.24 |
| Helpfulness of staff |  |  |  | 4.73 | -0.22 | 4.11 | -0.04 |
| Cleanliness: Overall |  |  |  | 4.66 | -0.11 | 4.02 | 0.45 |
| Cleanliness: Serving areas |  |  |  | 4.66 | -0.12 | 4.17 | 0.29 |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  | 4.64 | -0.08 | 3.78 | 0.62 |
| Location |  |  |  | 4.52 | -0.72 | 4.34 | -0.18 |
| Layout of facility |  |  |  | 4.54 | -0.78 | 4.09 | -0.41 |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  | 4.34 | -0.32 | 4.01 | -0.08 |
| Environmentally friendly practices related to food |  |  |  | 4.56 | -1.01 | 3.73 | 0.18 |
| Social/ethical practices related to food |  |  |  | 4.61 | -0.99 | 3.82 | 0.02 |

* Items have been sorted by predictor status for your institution. Items that are not predictors are listed in the sequence in which they were presented on the survey form.
** If cell is blank, that item was not a predictor of overall satisfaction.
*** Gap = Mean Importance minus Mean Satisfaction.

| Model Summary |  |
| :---: | :---: |
| Adjusted R Square <br> (Amount of variance in Overall Satisfaction <br> explained by our model) | (Likelihood that our model's findings <br> were due to random chance) |
| Adjusted $\mathrm{R}^{2}=0.609$ | $<.001$ |

## 2022 NACUFS Customer Satisfaction Benchmarking Survey <br> Priority Matrixes

| $\mathbf{1}=$ Food: Overall | $9=$ Variety of healthy menu choices | $17=$ Cleanliness: Serving areas |
| :--- | :--- | :--- |
| $\mathbf{2}=$ Taste | $10=$ Variety of menu choices for special dietary needs | $18=$ Cleanliness: Eating areas (tables, chairs, etc.) |
| $3=$ Eye appeal | $11=$ Service: Overall | $19=$ Location |
| $4=$ Freshness | $12=$ Speed of service | $20=$ Layout of facility |
| $5=$ Nutritional content | $13=$ Hours of operation | $\mathbf{2 1}=$ Appearance |
| $6=$ Value | $13 a=$ Mobile ordering options | $\mathbf{2 2}=$ Availability of seating |
| $7=$ Availability of posted menu items | $14=$ Helpfulness of staff | $23=$ Comfort (seats, temperature, lighting, sound level, etc.) |
| $\mathbf{8}=$ Variety of menu choices | $\mathbf{1 5}=$ Friendliness of staff | $24=$ Environmentally friendly practices related to food |
|  | $16=$ Cleanliness: Overall | $25=$ Social/ethical practices related to food |

## 2022 NACUFS Customer Satisfaction Benchmarking Survey <br> Priority Matrixes



| 1 = Food: Overall | $9=$ Variety of healthy menu choices | $17=$ Cleanliness: Serving areas |
| :--- | :--- | :--- |
| $2=$ Taste | $10=$ Variety of menu choices for special dietary needs | $18=$ Cleanliness: Eating areas (tables, chairs, etc.) |
| $3=$ Eye appeal | $11=$ Service: Overall | $19=$ Location |
| $4=$ Freshness | $12=$ Speed of service | $20=$ Layout of facility |
| $5=$ Nutritional content | $13=$ Hours of operation | $21=$ Appearance |
| $6=$ Value | $13 a=$ Mobile ordering options | $\mathbf{2 2}=$ Availability of seating |
| $7=$ Availability of posted menu items | $14=$ Helpfulness of staff | $23=$ Comfort (seats, temperature, lighting, sound level, etc.) |
| $8=$ Variety of menu choices | $15=$ Friendliness of staff | $24=$ Environmentally friendly practices related to food |
|  | $16=$ Cleanliness: Overall | $25=$ Social/ethical practices related to food |

## 2022 NACUFS Customer Satisfaction Benchmarking Survey <br> Priority Matrixes



```
1 = Food: Overall
2 = Taste
3 = Eye appeal
4 = Freshness
5 = Nutritional content
= Value
= Availability of posted menu items
= Variety of menu choices
```

$9=$ Variety of healthy menu choices
$10=$ Variety of menu choices for special dietary needs
11 = Service: Overall
12 = Speed of service
13 = Hours of operation
$13 \mathrm{a}=$ Mobile ordering options
14 = Helpfulness of staff
$15=$ Friendliness of staff 16 = Cleanliness: Overall

17 = Cleanliness: Serving areas
$18=$ Cleanliness: Eating areas (tables, chairs, etc.)
19 = Location
20 = Layout of facility
21 = Appearance
22 = Availability of seating
23 = Comfort (seats, temperature, lighting, sound level, etc.) 24 = Environmentally friendly practices related to food $25=$ Social/ethical practices related to food

|  | YOUR INSTITUTION |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | All Valid Respondents |  | Respondent Type |  |  |  |  |  |  |  | Student Class Status |  |  |  |  |  |  |  |  |  |  |  | Gender Identity |  |  |  |  |  |  |  |  |  | Live. |  |  |  |
|  |  |  | Student |  | Faculty |  | Admin/Staff |  | Other |  | First year |  | Sophomore |  | Junior |  | Senior |  | Graduate |  | Other |  | Woman |  | Man |  | $\begin{array}{\|c\|c\|} \hline \text { Non-binaryly } \\ \text { Non-conform } \\ \hline \end{array}$ |  | Prefer to self-describe |  | Prefer not to answer |  | On campus |  | Off campus |  |
|  |  |  | Satis | Gap | Satis | Gap |  | Gap | Satis | Gap |  | Gap |  | Gap | Satis | Gap | Satis | Gap | Satis | Gap | Satis | Gap | Satis | Gap | Satis | Gap | Satis | Gap |  | Gap | Satis | Gap |  | Gap |  |  |
| Food: Overall | 3.96 | 0.05 | 3.82 | 0.05 | 4.69 | -0.15 | 4.26 | 0.16 |  |  | 3.52 | 0.13 | 3.95 | -0.02 | 4.29 | -0.20 | 3.94 | 0.24 |  |  | 1.00 | 3.00 | 3.86 | 0.14 | 4.03 | 0.06 |  |  | 5.00 | -4.00 |  |  | 3.82 | 0.06 | 4.35 | 0.02 |
| Taste | 3.88 | 0.27 | 3.74 | 0.28 | 4.44 | 0.16 | 4.23 | 0.28 |  |  | 3.42 | 0.34 | 3.98 | 0.17 | 4.15 | 0.07 | 3.82 | 0.59 |  |  | 1.00 | 3.00 | 3.79 | 0.37 | 3.93 | 0.24 |  |  | 5.00 | -4.00 |  |  | 3.76 | 0.25 | 4.19 | 0.33 |
| Eye appeal | 3.87 | -0.32 | 3.71 | -0.35 | 4.71 | -0.58 | 4.20 | -0.04 |  |  | 3.42 | -0.32 | 3.88 | -0.43 | 3.95 | -0.35 | 4.00 | -0.24 |  |  | 4.00 | -2.00 | 3.76 | -0.14 | 3.95 | -0.46 |  |  | 5.00 | -4.00 |  |  | 3.71 | -0.33 | 4.31 | -0.29 |
| Freshness | 3.91 | 0.39 | 3.76 | 0.42 | 4.33 | 0.33 | 4.34 | 0.25 |  |  | 3.62 | 0.45 | 3.80 | 0.51 | 4.03 | 0.18 | 3.88 | 0.41 |  |  | 1.00 | 4.00 | 3.80 | 0.57 | 4.01 | 0.24 |  |  | 5.00 | -4.00 |  |  | 3.77 | 0.42 | 4.29 | 0.29 |
| Nutritional content | 3.74 | 0.36 | 3.55 | 0.50 | 4.50 | -0.03 | 4.20 | -0.04 |  |  | 3.39 | 0.51 | 3.76 | 0.49 | 3.58 | 0.40 | 3.76 | 0.59 |  |  | 3.00 | 2.00 | 3.51 | 0.74 | 4.01 | -0.05 |  |  | 5.00 | -4.00 |  |  | 3.58 | 0.48 | 4.17 | 0.04 |
| Value | 3.92 | 0.13 | 3.74 | 0.16 | 4.44 | 0.23 | 4.43 | 0.02 |  |  | 3.57 | 0.11 | 3.90 | 0.20 | 3.85 | 0.22 | 4.00 | -0.07 |  |  | 2.00 | 2.00 | 3.87 | 0.18 | 3.94 | 0.14 |  |  | 5.00 | -4.00 |  |  | 3.77 | 0.13 | 4.33 | 0.12 |
| Availability of posted menu items | 4.19 | -0.39 | 4.06 | -0.38 | 4.80 | -0.80 | 4.50 | -0.27 |  |  | 3.97 | -0.43 | 4.23 | -0.52 | 4.10 | -0.35 | 3.93 | 0.07 |  |  | 3.00 | 2.00 | 4.13 | -0.47 | 4.20 | -0.20 |  |  | 5.00 | -4.00 |  |  | 4.03 | -0.35 | 4.64 | -0.50 |
| Variety of menu choices | 4.15 | -0.19 | 4.02 | -0.13 | 4.50 | -0.25 | 4.50 | -0.45 |  |  | 3.89 | -0.17 | 4.22 | -0.22 | 4.07 | -0.12 | 4.06 | 0.19 |  |  | 3.00 | 1.00 | 4.02 | -0.15 | 4.28 | -0.20 |  |  | 5.00 | -4.00 |  |  | 4.02 | -0.12 | 4.48 | -0.41 |
| Variety of healthy menu choices | 3.75 | 0.37 | 3.59 | 0.49 | 4.50 | -0.13 | 4.09 | 0.10 |  |  | 3.40 | 0.48 | 3.73 | 0.53 | 3.78 | 0.29 | 3.67 | 0.80 |  |  | 3.00 | 2.00 | 3.59 | 0.68 | 3.95 | 0.03 |  |  | 5.00 | -4.00 |  |  | 3.61 | 0.46 | 4.13 | 0.11 |
| Variety of menu choices for special dietary needs | 4.03 | -0.28 | 4.01 | -0.33 | 4.08 | 0.10 | 4.09 | -0.18 |  |  | 3.88 | -0.21 | 4.31 | -0.68 | 4.16 | -0.69 | 3.73 | 0.40 |  |  | 3.00 | 2.00 | 3.98 | -0.14 | 4.07 | -0.38 |  |  | 5.00 | -4.00 |  |  | 4.03 | -0.36 | 4.02 | -0.06 |
| Service: Overall | 4.61 | -0.18 | 4.58 | -0.22 | 4.81 | -0.06 | 4.67 | -0.09 |  |  | 4.53 | -0.24 | 4.55 | -0.09 | 4.71 | -0.37 | 4.53 | -0.07 |  |  |  |  | 4.64 | -0.22 | 4.55 | -0.06 |  |  | 5.00 | -4.00 |  |  | 4.58 | -0.23 | 4.70 | -0.07 |
| Speed of service | 4.48 | -0.29 | 4.42 | -0.29 | 4.75 | -0.44 | 4.62 | -0.22 |  |  | 4.25 | -0.21 | 4.58 | -0.40 | 4.46 | -0.37 | 4.67 | -0.27 |  |  |  |  | 4.45 | -0.25 | 4.48 | -0.28 |  |  | 5.00 | -4.00 |  |  | 4.40 | -0.27 | 4.69 | -0.36 |
| Hours of operation | 4.33 | -0.17 | 4.22 | -0.09 | 4.50 | -0.56 | 4.69 | -0.37 |  |  | 4.11 | -0.11 | 4.25 | -0.10 | 4.34 | -0.12 | 4.36 | 0.14 |  |  |  |  | 4.37 | -0.21 | 4.27 | -0.09 |  |  | 5.00 | -4.00 |  |  | 4.21 | -0.06 | 4.66 | -0.49 |
| Mobile Ordering Options | 3.80 | -0.86 | 3.72 | -0.79 |  |  | 4.80 | -1.66 |  |  | 3.17 | -0.45 | 4.00 | -1.13 | 4.06 | -1.17 | 4.33 | -0.33 |  |  |  |  | 3.45 | -0.67 | 4.06 | -0.90 |  |  | 5.00 | -4.00 |  |  | 3.69 | -0.78 | 4.40 | -1.32 |
| Helpfulness of staff | 4.73 | -0.22 | 4.71 | -0.27 | 4.75 | 0.06 | 4.80 | -0.08 |  |  | 4.63 | -0.24 | 4.78 | -0.33 | 4.78 | -0.37 | 4.73 | -0.07 |  |  |  |  | 4.68 | -0.18 | 4.77 | -0.19 |  |  | 5.00 | -4.00 |  |  | 4.71 | -0.27 | 4.80 | -0.06 |
| Friendliness of staff | 4.83 | -0.25 | 4.81 | -0.32 | 4.88 | -0.06 | 4.88 | -0.04 |  |  | 4.82 | -0.35 | 4.83 | -0.28 | 4.83 | -0.39 | 4.73 | -0.07 |  |  |  |  | 4.84 | -0.23 | 4.81 | -0.21 |  |  | 5.00 | -4.00 |  |  | 4.82 | -0.30 | 4.85 | -0.12 |
| Cleanliness: Overall | 4.66 | -0.11 | 4.58 | -0.14 | 4.88 | -0.06 | 4.86 | -0.04 |  |  | 4.59 | -0.24 | 4.73 | -0.15 | 4.50 | -0.05 | 4.40 | 0.13 |  |  |  |  | 4.64 | -0.04 | 4.67 | -0.13 |  |  | 5.00 | -4.00 |  |  | 4.62 | -0.16 | 4.76 | 0.01 |
| Cleanliness: Serving areas | 4.66 | -0.12 | 4.59 | -0.15 | 4.94 | -0.06 | 4.81 | -0.01 |  |  | 4.62 | -0.19 | 4.70 | -0.20 | 4.50 | -0.10 | 4.40 | 0.00 |  |  |  |  | 4.66 | -0.07 | 4.64 | -0.12 |  |  | 5.00 | -4.00 |  |  | 4.60 | -0.16 | 4.81 | -0.02 |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.64 | -0.08 | 4.59 | -0.12 | 4.88 | 0.12 | 4.77 | -0.02 |  |  | 4.70 | -0.23 | 4.58 | -0.11 | 4.50 | -0.13 | 4.33 | 0.33 |  |  |  |  | 4.62 | 0.03 | 4.66 | -0.15 |  |  | 5.00 | -4.00 |  |  | 4.62 | -0.16 | 4.70 | 0.11 |
| Location | 4.52 | -0.72 | 4.45 | -0.77 | 4.65 | -0.58 | 4.74 | -0.53 |  |  | 4.36 | -0.69 | 4.45 | -0.58 | 4.63 | -1.17 | 4.36 | -0.57 |  |  |  |  | 4.40 | -0.61 | 4.63 | -0.77 |  |  | 5.00 | -4.00 |  |  | 4.46 | -0.73 | 4.68 | -0.69 |
| Layout of facility | 4.54 | -0.78 | 4.46 | -0.85 | 4.76 | -0.53 | 4.74 | -0.61 |  |  | 4.42 | -0.90 | 4.44 | -0.73 | 4.50 | -0.85 | 4.64 | -0.93 |  |  |  |  | 4.43 | -0.71 | 4.65 | -0.82 |  |  | 5.00 | -4.00 |  |  | 4.48 | -0.80 | 4.69 | -0.74 |
| Appearance | 4.44 | -0.70 | 4.41 | -0.88 | 4.71 | -0.47 | 4.43 | -0.07 |  |  | 4.33 | -1.05 | 4.44 | -0.64 | 4.50 | -0.83 | 4.50 | -0.93 |  |  |  |  | 4.36 | -0.58 | 4.49 | -0.78 |  |  | 5.00 | -4.00 |  |  | 4.40 | -0.81 | 4.53 | -0.43 |
| Availability of seating | 4.55 | -0.50 | 4.50 | -0.59 | 4.88 | -0.53 | 4.61 | -0.12 |  |  | 4.42 | -0.61 | 4.44 | -0.46 | 4.68 | -0.66 | 4.46 | -0.62 |  |  |  |  | 4.48 | -0.43 | 4.61 | -0.53 |  |  | 5.00 | -4.00 |  |  | 4.50 | -0.51 | 4.66 | -0.46 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.34 | -0.32 | 4.27 | -0.35 | 4.71 | -0.33 | 4.48 | -0.17 |  |  | 4.10 | -0.30 | 4.32 | -0.37 | 4.49 | -0.39 | 4.31 | -0.46 |  |  |  |  | 4.23 | -0.22 | 4.44 | -0.38 |  |  | 5.00 | -4.00 |  |  | 4.30 | -0.35 | 4.45 | -0.23 |
| Environmentally friendly practices related to food | 4.56 | -1.01 | 4.47 | -0.92 | 4.77 | -0.92 | 4.84 | -1.41 |  |  | 4.40 | -0.95 | 4.45 | -0.61 | 4.67 | -1.43 | 4.42 | -0.42 |  |  |  |  | 4.60 | -0.91 | 4.48 | -1.06 |  |  | 5.00 | -4.00 |  |  | 4.51 | -0.93 | 4.69 | -1.21 |
| Social/ethical practices related to food | 4.61 | -0.99 | 4.56 | -0.90 | 4.54 | -0.87 | 4.86 | -1.50 |  |  | 4.38 | -0.97 | 4.67 | -0.48 | 4.74 | -1.39 | 4.58 | -0.50 |  |  |  |  | 4.61 | -0.90 | 4.58 | -1.03 |  |  | 5.00 | -4.00 |  |  | 4.57 | -0.84 | 4.70 | -1.42 |


| Food: Overall |
| :--- |
| Taste |
| Eye appeal |
| Freshness |
| Nutritional content |
| Value |
| Availability of posted menu items |
| Variety of menu choices |
| Variety of healthy menu choices |
| Variety of menu choices for special dietary needs |
| Service: Overall |
| Speed of service |
| Hours of operation |
| Mobil Ordering Options |
| Helpfullness of staff |
| Friendliness of staff |
| Cleanliness: Overall |
| Cleanliness: Serving areas |
| Cleanliness: Eating areas (tables, chairs, etc.) |
| Location |
| Layout of facility |
| Appearance |
| Availability of seating |
| Comfort seats, temperature, lighting, sound level, etc.) |
| Environmentally friendly paratices related to food |
| Social/ethical practices related to food |

## ALL SURVEY RESPONDENTS (BOTH "ALL YOU CARE TO EAT DINING FACILITIES (DINING HALLS)" AND RETAIL UNITS)

 By Institutional DemographicsThis table summarizes the survey results for your institution as well as the overall survey sample of all participating institutions.

|  |  |  | SURVEY RESPONSES FROM ALL PARTICIPATING INSTITUTIONS |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Your Institution |  | All Valid Respondents |  | $\frac{\text { NACUFS Region }}{\text { Midwest }}$ |  | $\frac{\text { Institution Type }}{\text { Private }}$ |  | Institution Type Primarily 4-year |  | Operation Type <br> Mainly Self-operated |  | Total Current Enrollment <br> (Fulltime + Part-time) <br> Under 2,500 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Food: Overall | 3.96 | 0.05 | 3.51 | 0.72 | 3.45 | 0.78 | 3.41 | 0.90 | 3.52 | 0.71 | 3.56 | 0.68 | 3.36 | Gap 0.97 |
| Taste | 3.88 | 0.27 | 3.51 | 0.85 | 3.47 | 0.87 | 3.42 | 0.99 | 3.51 | 0.84 | 3.56 | 0.81 | 3.41 | 1.00 |
| Eye appeal | 3.87 | -0.32 | 3.53 | -0.19 | 3.49 | -0.19 | 3.47 | -0.21 | 3.53 | -0.20 | 3.56 | -0.20 | 3.44 | -0.11 |
| Freshness | 3.91 | 0.39 | 3.53 | 0.87 | 3.47 | 0.90 | 3.48 | 0.91 | 3.53 | 0.86 | 3.56 | 0.85 | 3.41 | 1.03 |
| Nutritional content | 3.74 | 0.36 | 3.36 | 0.74 | 3.32 | 0.75 | 3.31 | 0.87 | 3.36 | 0.74 | 3.38 | 0.72 | 3.21 | 0.97 |
| Value | 3.92 | 0.13 | 3.34 | 0.76 | 3.33 | 0.70 | 3.30 | 0.76 | 3.34 | 0.75 | 3.38 | 0.74 | 3.29 | 0.79 |
| Availability of posted menu items | 4.19 | -0.39 | 3.65 | 0.41 | 3.59 | 0.46 | 3.71 | 0.36 | 3.65 | 0.41 | 3.68 | 0.39 | 3.76 | 0.33 |
| Variety of menu choices | 4.15 | -0.19 | 3.34 | 0.85 | 3.26 | 0.94 | 3.25 | 0.96 | 3.34 | 0.85 | 3.37 | 0.83 | 3.21 | 1.03 |
| Variety of healthy menu choices | 3.75 | 0.37 | 3.30 | 0.78 | 3.26 | 0.81 | 3.25 | 0.89 | 3.31 | 0.78 | 3.32 | 0.77 | 3.14 | 1.05 |
| Variety of menu choices for special dietary needs | 4.03 | -0.28 | 3.38 | 0.50 | 3.43 | 0.43 | 3.27 | 0.60 | 3.39 | 0.49 | 3.41 | 0.49 | 3.13 | 0.85 |
| Service: Overall | 4.61 | -0.18 | 4.05 | 0.14 | 4.06 | 0.10 | 4.12 | 0.10 | 4.06 | 0.13 | 4.08 | 0.13 | 4.13 | 0.14 |
| Speed of service | 4.48 | -0.29 | 3.97 | 0.17 | 4.03 | 0.07 | 3.93 | 0.23 | 3.97 | 0.17 | 3.97 | 0.19 | 3.94 | 0.25 |
| Hours of operation | 4.33 | -0.17 | 3.59 | 0.66 | 3.67 | 0.56 | 3.65 | 0.59 | 3.59 | 0.67 | 3.59 | 0.67 | 3.63 | 0.59 |
| Mobile Ordering Options | 3.80 | -0.86 | 3.28 | 0.24 | 3.55 | 0.00 | 3.06 | 0.47 | 3.29 | 0.23 | 3.33 | 0.25 | 2.94 | 0.65 |
| Helpfulness of staff | 4.73 | -0.22 | 4.11 | -0.04 | 4.13 | -0.10 | 4.24 | -0.12 | 4.11 | -0.05 | 4.14 | -0.05 | 4.31 | -0.11 |
| Friendliness of staff | 4.83 | -0.25 | 4.21 | -0.09 | 4.23 | -0.14 | 4.33 | -0.15 | 4.21 | -0.10 | 4.24 | -0.11 | 4.41 | -0.14 |
| Cleanliness: Overall | 4.66 | -0.11 | 4.02 | 0.45 | 3.96 | 0.48 | 4.11 | 0.37 | 4.02 | 0.45 | 4.05 | 0.43 | 4.12 | 0.37 |
| Cleanliness: Serving areas | 4.66 | -0.12 | 4.17 | 0.29 | 4.14 | 0.30 | 4.25 | 0.22 | 4.17 | 0.29 | 4.19 | 0.28 | 4.25 | 0.24 |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.64 | -0.08 | 3.78 | 0.62 | 3.70 | 0.68 | 3.90 | 0.49 | 3.77 | 0.63 | 3.80 | 0.61 | 3.96 | 0.45 |
| Location | 4.52 | -0.72 | 4.34 | -0.18 | 4.44 | -0.24 | 4.39 | -0.35 | 4.34 | -0.18 | 4.33 | -0.18 | 4.41 | -0.50 |
| Layout of facility | 4.54 | -0.78 | 4.09 | -0.41 | 4.17 | -0.52 | 4.11 | -0.47 | 4.09 | -0.42 | 4.09 | -0.40 | 4.10 | -0.45 |
| Appearance | 4.44 | -0.70 | 4.14 | -0.63 | 4.18 | -0.70 | 4.15 | -0.66 | 4.14 | -0.64 | 4.15 | -0.62 | 4.10 | -0.57 |
| Availability of seating | 4.55 | -0.50 | 3.83 | 0.28 | 3.86 | 0.24 | 3.92 | 0.16 | 3.82 | 0.29 | 3.84 | 0.27 | 3.97 | 0.09 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.34 | -0.32 | 4.01 | -0.08 | 4.09 | -0.18 | 4.01 | -0.13 | 4.01 | -0.08 | 4.02 | -0.08 | 4.00 | -0.10 |
| Environmentally friendly practices related to food | 4.56 | -1.01 | 3.73 | 0.18 | 3.72 | 0.16 | 3.68 | 0.20 | 3.73 | 0.18 | 3.77 | 0.16 | 3.67 | 0.28 |
| Social/ethical practices related to food | 4.61 | -0.99 | 3.82 | 0.02 | 3.84 | -0.02 | 3.78 | 0.00 | 3.82 | 0.02 | 3.85 | 0.01 | 3.76 | 0.08 |

[^2]
## ALL YOU CARE TO EAT DINING FACILITIES (DINING HALLS

## By institutional Demographics

This table summarizes the survey results for your institution as well as the overall survey sample of all participating institutions.

|  |  |  | SURVEY RESPONSES FROM ALL PARTICIPATING INSTITUTIONS |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Your Institution |  | All Valid Respondents |  | $\frac{\text { NACUFS Region }}{\text { Midwest }}$ |  | $\frac{\text { Institution Type }}{\text { Private }}$ |  | Institution Type Primarily 4-year |  | Operation Type <br> Mainly Self-operated |  | Total Current Enrollment <br> (Fulltime + Part-time) <br> Under 2,500 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Food: Overall | 3.84 | 0.09 | 3.22 | 0.97 | 3.13 | 1.04 | 3.20 | 1.11 | 3.23 | 0.97 | 3.28 | 0.92 | 3.14 | Gap 1.17 |
| Taste | 3.69 | 0.37 | 3.17 | 1.13 | 3.11 | 1.17 | 3.16 | 1.22 | 3.18 | 1.13 | 3.23 | 1.09 | 3.15 | 1.22 |
| Eye appeal | 3.59 | -0.23 | 3.29 | -0.10 | 3.20 | -0.09 | 3.29 | -0.13 | 3.29 | -0.11 | 3.33 | -0.12 | 3.23 | 0.02 |
| Freshness | 3.76 | 0.55 | 3.27 | 1.09 | 3.17 | 1.17 | 3.32 | 1.09 | 3.27 | 1.09 | 3.31 | 1.07 | 3.24 | 1.21 |
| Nutritional content | 3.74 | 0.44 | 3.23 | 0.94 | 3.13 | 0.98 | 3.23 | 1.03 | 3.23 | 0.94 | 3.26 | 0.92 | 3.16 | 1.13 |
| Value | 3.90 | 0.05 | 3.25 | 0.71 | 3.19 | 0.67 | 3.24 | 0.73 | 3.25 | 0.70 | 3.30 | 0.68 | 3.22 | 0.80 |
| Availability of posted menu items | 4.05 | -0.41 | 3.45 | 0.49 | 3.35 | 0.57 | 3.59 | 0.42 | 3.45 | 0.49 | 3.48 | 0.46 | 3.68 | 0.34 |
| Variety of menu choices | 4.07 | -0.15 | 3.11 | 1.10 | 3.00 | 1.19 | 3.14 | 1.10 | 3.11 | 1.10 | 3.15 | 1.06 | 3.13 | 1.13 |
| Variety of healthy menu choices | 3.75 | 0.45 | 3.18 | 0.95 | 3.08 | 1.02 | 3.20 | 1.01 | 3.18 | 0.95 | 3.21 | 0.92 | 3.13 | 1.15 |
| Variety of menu choices for special dietary needs | 4.03 | -0.29 | 3.27 | 0.58 | 3.28 | 0.49 | 3.22 | 0.67 | 3.28 | 0.57 | 3.30 | 0.56 | 3.07 | 0.95 |
| Service: Overall | 4.59 | -0.17 | 3.98 | 0.09 | 3.93 | 0.09 | 4.06 | 0.10 | 3.98 | 0.09 | 4.01 | 0.08 | 4.08 | 0.15 |
| Speed of service | 4.45 | -0.32 | 3.97 | 0.03 | 3.96 | -0.02 | 3.87 | 0.22 | 3.97 | 0.03 | 3.97 | 0.05 | 3.86 | 0.26 |
| Hours of operation | 4.23 | -0.10 | 3.43 | 0.82 | 3.46 | 0.76 | 3.60 | 0.63 | 3.43 | 0.82 | 3.41 | 0.83 | 3.64 | 0.55 |
| Mobile Ordering Options | 3.51 | -0.92 | 2.89 | 0.31 | 3.05 | 0.11 | 2.69 | 0.55 | 2.89 | 0.30 | 2.93 | 0.32 | 2.66 | 0.72 |
| Helpfulness of staff | 4.73 | -0.23 | 4.04 | -0.11 | 4.00 | -0.14 | 4.19 | -0.14 | 4.04 | -0.11 | 4.08 | -0.12 | 4.28 | -0.12 |
| Friendliness of staff | 4.85 | -0.28 | 4.15 | -0.15 | 4.13 | -0.19 | 4.29 | -0.16 | 4.15 | -0.15 | 4.19 | -0.17 | 4.40 | -0.14 |
| Cleanliness: Overall | 4.66 | -0.08 | 3.82 | 0.63 | 3.71 | 0.70 | 3.98 | 0.51 | 3.82 | 0.63 | 3.85 | 0.61 | 3.99 | 0.54 |
| Cleanliness: Serving areas | 4.63 | -0.07 | 4.03 | 0.40 | 3.96 | 0.44 | 4.15 | 0.32 | 4.03 | 0.40 | 4.05 | 0.39 | 4.14 | 0.38 |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.72 | -0.11 | 3.61 | 0.77 | 3.48 | 0.87 | 3.80 | 0.61 | 3.61 | 0.78 | 3.64 | 0.75 | 3.87 | 0.57 |
| Location | 4.42 | -0.79 | 4.30 | -0.18 | 4.42 | -0.25 | 4.38 | -0.36 | 4.30 | -0.18 | 4.29 | -0.19 | 4.38 | -0.53 |
| Layout of facility | 4.51 | -0.89 | 4.03 | -0.46 | 4.12 | -0.60 | 4.09 | -0.49 | 4.03 | -0.46 | 4.03 | -0.43 | 4.03 | -0.39 |
| Appearance | 4.32 | -0.75 | 4.08 | -0.72 | 4.11 | -0.80 | 4.12 | -0.71 | 4.08 | -0.73 | 4.09 | -0.71 | 4.02 | -0.54 |
| Availability of seating | 4.54 | -0.51 | 3.77 | 0.42 | 3.79 | 0.37 | 3.93 | 0.23 | 3.76 | 0.42 | 3.78 | 0.41 | 3.92 | 0.23 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.29 | -0.40 | 4.00 | -0.08 | 4.07 | -0.21 | 4.00 | -0.12 | 4.00 | -0.09 | 4.01 | -0.08 | 3.94 | -0.06 |
| Environmentally friendly practices related to food | 4.58 | -1.07 | 3.62 | 0.22 | 3.56 | 0.22 | 3.61 | 0.25 | 3.62 | 0.22 | 3.66 | 0.20 | 3.63 | 0.31 |
| Social/ethical practices related to food | 4.62 | -1.03 | 3.73 | 0.03 | 3.71 | -0.01 | 3.74 | 0.02 | 3.73 | 0.03 | 3.75 | 0.02 | 3.72 | 0.11 |

[^3]
## RETAIL UNITS

## By institutional Demographics

This table summarizes the survey results for your institution as well as the overall survey sample of all participating institutions.

|  |  |  | SURVEY RESPONSES FROM ALL PARTICIPATING INSTITUTIONS |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Your Institution |  | All Valid Respondents |  | NACUFS RegionMidwest |  | Institution TypePrivate |  | Institution Type Primarily 4-year |  | Operation Type |  | $\begin{array}{\|c\|} \hline \text { Total Current Enrollment } \\ \text { (Fulltime + Part-time) } \\ \hline \end{array}$ |  |
|  |  |  | Mainly Self-operated |  |  |  |  |  |  |
|  | Satisfaction | Gap* |  |  | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall | 4.22 | -0.04 | 3.90 | 0.38 |  |  | 3.87 | 0.43 | 3.84 | 0.48 | 3.92 | 0.36 | 3.91 | 0.38 | 3.73 | 0.64 |
| Taste | 4.27 | 0.06 | 3.96 | 0.46 | 3.95 | 0.47 | 3.94 | 0.51 | 3.97 | 0.45 | 3.97 | 0.46 | 3.84 | 0.62 |
| Eye appeal | 4.43 | -0.49 | 3.85 | -0.31 | 3.88 | -0.32 | 3.84 | -0.39 | 3.86 | -0.32 | 3.85 | -0.30 | 3.78 | -0.32 |
| Freshness | 4.21 | 0.06 | 3.86 | 0.56 | 3.87 | 0.55 | 3.82 | 0.56 | 3.87 | 0.55 | 3.87 | 0.56 | 3.70 | 0.71 |
| Nutritional content | 3.75 | 0.18 | 3.54 | 0.47 | 3.58 | 0.43 | 3.45 | 0.54 | 3.55 | 0.46 | 3.55 | 0.47 | 3.30 | 0.72 |
| Value | 3.96 | 0.30 | 3.46 | 0.82 | 3.51 | 0.74 | 3.41 | 0.82 | 3.46 | 0.81 | 3.46 | 0.82 | 3.40 | 0.79 |
| Availability of posted menu items | 4.47 | -0.33 | 3.91 | 0.30 | 3.90 | 0.30 | 3.93 | 0.25 | 3.91 | 0.30 | 3.92 | 0.30 | 3.90 | 0.30 |
| Variety of menu choices | 4.31 | -0.28 | 3.64 | 0.53 | 3.60 | 0.62 | 3.47 | 0.68 | 3.65 | 0.52 | 3.64 | 0.55 | 3.33 | 0.87 |
| Variety of healthy menu choices | 3.77 | 0.19 | 3.46 | 0.55 | 3.49 | 0.54 | 3.34 | 0.67 | 3.47 | 0.54 | 3.46 | 0.57 | 3.16 | 0.90 |
| Variety of menu choices for special dietary needs | 4.02 | -0.26 | 3.53 | 0.39 | 3.61 | 0.36 | 3.38 | 0.45 | 3.54 | 0.38 | 3.54 | 0.39 | 3.23 | 0.69 |
| Service: Overall | 4.66 | -0.21 | 4.15 | 0.19 | 4.22 | 0.12 | 4.24 | 0.09 | 4.16 | 0.18 | 4.16 | 0.19 | 4.22 | 0.12 |
| Speed of service | 4.53 | -0.23 | 3.97 | 0.35 | 4.11 | 0.18 | 4.06 | 0.26 | 3.97 | 0.34 | 3.97 | 0.36 | 4.06 | 0.24 |
| Hours of operation | 4.53 | -0.33 | 3.80 | 0.46 | 3.94 | 0.31 | 3.74 | 0.51 | 3.80 | 0.46 | 3.81 | 0.46 | 3.62 | 0.65 |
| Mobile Ordering Options | 4.23 | -0.71 | 3.64 | 0.19 | 3.99 | -0.08 | 3.49 | 0.39 | 3.66 | 0.18 | 3.68 | 0.20 | 3.28 | 0.58 |
| Helpfulness of staff | 4.74 | -0.20 | 4.19 | 0.03 | 4.28 | -0.05 | 4.33 | -0.08 | 4.20 | 0.02 | 4.22 | 0.02 | 4.35 | -0.08 |
| Friendliness of staff | 4.80 | -0.19 | 4.28 | -0.02 | 4.37 | -0.09 | 4.40 | -0.14 | 4.29 | -0.03 | 4.31 | -0.04 | 4.43 | -0.14 |
| Cleanliness: Overall | 4.67 | -0.18 | 4.28 | 0.22 | 4.28 | 0.22 | 4.36 | 0.10 | 4.29 | 0.21 | 4.29 | 0.22 | 4.34 | 0.11 |
| Cleanliness: Serving areas | 4.72 | -0.24 | 4.35 | 0.15 | 4.37 | 0.12 | 4.44 | 0.02 | 4.35 | 0.15 | 4.36 | 0.15 | 4.43 | 0.02 |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.49 | -0.04 | 4.00 | 0.41 | 3.98 | 0.43 | 4.09 | 0.26 | 4.00 | 0.41 | 4.01 | 0.42 | 4.10 | 0.25 |
| Location | 4.73 | -0.59 | 4.38 | -0.17 | 4.47 | -0.23 | 4.41 | -0.32 | 4.38 | -0.17 | 4.39 | -0.17 | 4.45 | -0.44 |
| Layout of facility | 4.60 | -0.57 | 4.16 | -0.36 | 4.23 | -0.42 | 4.14 | -0.42 | 4.16 | -0.36 | 4.17 | -0.37 | 4.21 | -0.53 |
| Appearance | 4.67 | -0.62 | 4.21 | -0.53 | 4.27 | -0.57 | 4.21 | -0.58 | 4.21 | -0.53 | 4.22 | -0.53 | 4.24 | -0.63 |
| Availability of seating | 4.56 | -0.47 | 3.90 | 0.09 | 3.94 | 0.06 | 3.89 | 0.01 | 3.89 | 0.11 | 3.91 | 0.09 | 4.05 | -0.15 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.45 | -0.14 | 4.02 | -0.06 | 4.11 | -0.14 | 4.02 | -0.14 | 4.02 | -0.06 | 4.03 | -0.07 | 4.09 | -0.18 |
| Environmentally friendly practices related to food | 4.53 | -0.89 | 3.88 | 0.12 | 3.92 | 0.09 | 3.80 | 0.11 | 3.88 | 0.12 | 3.89 | 0.11 | 3.74 | 0.22 |
| Social/ethical practices related to food | 4.58 | -0.92 | 3.94 | 0.01 | 4.01 | -0.05 | 3.87 | -0.03 | 3.94 | 0.01 | 3.96 | 0.00 | 3.84 | 0.02 |

[^4]
## 3 Year Trend For Your Institution

|  | Your Institution |  | Your Institution |  |  | Your Institution |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2020 |  | 2021 |  |  | 2022 |  |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction Versus Prior Year | Satisfaction | Gap | Satisfaction Versus Prior Year |
| Food: Overall | 4.02 | -0.02 | 4.03 | 0.19 | 0.02 | 3.96 | 0.05 | -0.07 |
| Taste | 3.99 | 0.21 | 3.99 | 0.36 | -0.01 | 3.88 | 0.27 | -0.11 |
| Eye appeal | 4.03 | -0.47 | 4.00 | -0.27 | -0.03 | 3.87 | -0.32 | -0.13 |
| Freshness | 3.97 | 0.37 | 3.95 | 0.38 | -0.02 | 3.91 | 0.39 | -0.04 |
| Nutritional content | 3.68 | 0.46 | 3.79 | 0.32 | 0.11 | 3.74 | 0.36 | -0.05 |
| Value | 3.90 | 0.08 | 3.94 | 0.17 | 0.03 | 3.92 | 0.13 | -0.02 |
| Availability of posted menu items | 4.36 | -0.52 | 4.30 | -0.43 | -0.05 | 4.19 | -0.39 | -0.12 |
| Variety of menu choices | 4.06 | -0.02 | 4.14 | 0.00 | 0.08 | 4.15 | -0.19 | 0.01 |
| Variety of healthy menu choices | 3.77 | 0.25 | 3.74 | 0.39 | -0.03 | 3.75 | 0.37 | 0.02 |
| Variety of menu choices for special dietary needs |  |  |  |  |  | 4.03 | -0.28 |  |
| Service: Overall | 4.63 | -0.24 | 4.64 | -0.09 | 0.02 | 4.61 | -0.18 | -0.03 |
| Speed of service | 4.50 | -0.10 | 4.57 | -0.27 | 0.08 | 4.48 | -0.29 | -0.09 |
| Hours of operation | 4.39 | -0.23 | 4.38 | -0.11 | -0.01 | 4.33 | -0.17 | -0.05 |
| Mobile Ordering Options |  |  |  |  |  | 3.80 | -0.86 |  |
| Helpfulness of staff | 4.77 | -0.22 | 4.74 | -0.18 | -0.02 | 4.73 | -0.22 | -0.01 |
| Friendliness of staff | 4.78 | -0.16 | 4.77 | -0.16 | -0.01 | 4.83 | -0.25 | 0.06 |
| Cleanliness: Overall | 4.70 | -0.11 | 4.72 | -0.09 | 0.02 | 4.66 | -0.11 | -0.06 |
| Cleanliness: Serving areas | 4.77 | -0.17 | 4.78 | -0.16 | 0.01 | 4.66 | -0.12 | -0.12 |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.66 | -0.09 | 4.66 | -0.10 | 0.00 | 4.64 | -0.08 | -0.02 |
| Location | 4.55 | -0.85 | 4.49 | -0.80 | -0.06 | 4.52 | -0.72 | 0.03 |
| Layout of facility | 4.58 | -0.92 | 4.56 | -0.84 | -0.03 | 4.54 | -0.78 | -0.02 |
| Appearance | 4.45 | -0.74 | 4.48 | -0.63 | 0.03 | 4.44 | -0.70 | -0.04 |
| Availability of seating | 4.32 | -0.25 | 4.62 | -0.54 | 0.30 | 4.55 | -0.50 | -0.07 |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.48 | -0.49 | 4.47 | -0.47 | -0.01 | 4.34 | -0.32 | -0.13 |
| Environmentally friendly practices related to food | 4.58 | -1.14 | 4.54 | -0.86 | -0.04 | 4.56 | -1.01 | 0.02 |
| Social/ethical practices related to food | 4.61 | -0.91 | 4.69 | -0.94 | 0.08 | 4.61 | -0.99 | -0.08 |

[^5]
## 2022 NACUFS Customer Satisfaction Benchmarking Survey

3 Year Trend For Your Institution and All Institutions - Satisfaction


> X = YOUR RESULTS
$\mathrm{O}=$ INDUSTRY TYPICAL

## 2022 NACUFS Customer Satisfaction Benchmarking Survey

3 Year Trend For Your Institution and All Institutions - Satisfaction

## MENU






[^6]SHADED AREA = INDUSTRY MIDDLE RANGE

## 2022 NACUFS Customer Satisfaction Benchmarking Survey

3 Year Trend For Your Institution and All Institutions - Satisfaction

SERVICE




X = YOUR RESULTS
$\mathrm{O}=$ INDUSTRY TYPICAL
SHADED AREA = INDUSTRY MIDDLE RANGE

## 2022 NACUFS Customer Satisfaction Benchmarking Survey

3 Year Trend For Your Institution and All Institutions - Satisfaction

CLEANLINESS


ENVIRONMENTAL STEWARDSHIPISUSTAINABILITY


X = YOUR RESULTS
$\mathrm{O}=\mathrm{INDUSTRY}$ TYPICAL


SHADED AREA $=$ INDUSTRY MIDDLE RANGE

## 2022 NACUFS Customer Satisfaction Benchmarking Survey

3 Year Trend For Your Institution and All Institutions - Satisfaction



[^7]SHADED AREA = INDUSTRY MIDDLE RANGE

By All You Care to Eat Dining Facility (Dining Hall) - Your Institution

|  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 |  |  |  | 3 |  | 4 |  | 5 |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall | 3.84 | 0.09 |  |  |  |  |  |  |  |  |
| Taste | 3.69 | 0.37 |  |  |  |  |  |  |  |  |
| Eye appeal | 3.59 | -0.23 |  |  |  |  |  |  |  |  |
| Freshness | 3.76 | 0.55 |  |  |  |  |  |  |  |  |
| Nutritional content | 3.74 | 0.44 |  |  |  |  |  |  |  |  |
| Value | 3.90 | 0.05 |  |  |  |  |  |  |  |  |
| Availability of posted menu items | 4.05 | -0.41 |  |  |  |  |  |  |  |  |
| Variety of menu choices | 4.07 | -0.15 |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices | 3.75 | 0.45 |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs | 4.03 | -0.29 |  |  |  |  |  |  |  |  |
| Service: Overall | 4.59 | -0.17 |  |  |  |  |  |  |  |  |
| Speed of service | 4.45 | -0.32 |  |  |  |  |  |  |  |  |
| Hours of operation | 4.23 | -0.10 |  |  |  |  |  |  |  |  |
| Mobile Ordering Options | 3.51 | -0.92 |  |  |  |  |  |  |  |  |
| Helpfulness of staff | 4.73 | -0.23 |  |  |  |  |  |  |  |  |
| Friendliness of staff | 4.85 | -0.28 |  |  |  |  |  |  |  |  |
| Cleanliness: Overall | 4.66 | -0.08 |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas | 4.63 | -0.07 |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.72 | -0.11 |  |  |  |  |  |  |  |  |
| Location | 4.42 | -0.79 |  |  |  |  |  |  |  |  |
| Layout of facility | 4.51 | -0.89 |  |  |  |  |  |  |  |  |
| Appearance | 4.32 | -0.75 |  |  |  |  |  |  |  |  |
| Availability of seating | 4.54 | -0.51 |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.29 | -0.40 |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food | 4.58 | -1.07 |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food | 4.62 | -1.03 |  |  |  |  |  |  |  |  |


|  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 6 |  | 7 |  | 8 |  | 9 |  | 10 |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall |  |  |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |  |  |
| Eye appeal |  |  |  |  |  |  |  |  |  |  |
| Freshness |  |  |  |  |  |  |  |  |  |  |
| Nutritional content |  |  |  |  |  |  |  |  |  |  |
| Value |  |  |  |  |  |  |  |  |  |  |
| Availability of posted menu items |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs |  |  |  |  |  |  |  |  |  |  |
| Service: Overall |  |  |  |  |  |  |  |  |  |  |
| Speed of service |  |  |  |  |  |  |  |  |  |  |
| Hours of operation |  |  |  |  |  |  |  |  |  |  |
| Mobile Ordering Options |  |  |  |  |  |  |  |  |  |  |
| Helpfulness of staff |  |  |  |  |  |  |  |  |  |  |
| Friendliness of staff |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Overall |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |  |  |
| Layout of facility |  |  |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |  |  |
| Availability of seating |  |  |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food |  |  |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food |  |  |  |  |  |  |  |  |  |  |

By All You Care to Eat Dining Facility (Dining Hall) - Your Institution

|  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to EatFacility \# |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall |  |  |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |  |  |
| Eye appeal |  |  |  |  |  |  |  |  |  |  |
| Freshness |  |  |  |  |  |  |  |  |  |  |
| Nutritional content |  |  |  |  |  |  |  |  |  |  |
| Value |  |  |  |  |  |  |  |  |  |  |
| Availability of posted menu items |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs |  |  |  |  |  |  |  |  |  |  |
| Service: Overall |  |  |  |  |  |  |  |  |  |  |
| Speed of service |  |  |  |  |  |  |  |  |  |  |
| Hours of operation |  |  |  |  |  |  |  |  |  |  |
| Mobile Ordering Options |  |  |  |  |  |  |  |  |  |  |
| Helpfulness of staff |  |  |  |  |  |  |  |  |  |  |
| Friendliness of staff |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Overall |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |  |  |
| Layout of facility |  |  |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |  |  |
| Availability of seating |  |  |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food |  |  |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food |  |  |  |  |  |  |  |  |  |  |


|  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# |  | All You Care to Eat Facility \# 18 |  | All You Care to Eat Facility \# 19 |  | All You Care to Eat Facility \# |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 16 |  |  |  |  |  | 20 |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap |  |  | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall |  |  |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |  |  |
| Eye appeal |  |  |  |  |  |  |  |  |  |  |
| Freshness |  |  |  |  |  |  |  |  |  |  |
| Nutritional content |  |  |  |  |  |  |  |  |  |  |
| Value |  |  |  |  |  |  |  |  |  |  |
| Availability of posted menu items |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs |  |  |  |  |  |  |  |  |  |  |
| Service: Overall |  |  |  |  |  |  |  |  |  |  |
| Speed of service |  |  |  |  |  |  |  |  |  |  |
| Hours of operation |  |  |  |  |  |  |  |  |  |  |
| Mobile Ordering Options |  |  |  |  |  |  |  |  |  |  |
| Helpfulness of staff |  |  |  |  |  |  |  |  |  |  |
| Friendliness of staff |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Overall |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |  |  |
| Layout of facility |  |  |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |  |  |
| Availability of seating |  |  |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food |  |  |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food |  |  |  |  |  |  |  |  |  |  |

[^8]|  | Retail Unit \# |  | Retail Unit \# |  | Retail Unit \# |  | Retail Unit \#4 |  | $\frac{\text { Retail Unit \# }}{5}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 2 |  | 3 |  |  |  |  |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall | 4.22 | -0.04 |  |  |  |  |  |  |  |  |
| Taste | 4.27 | 0.06 |  |  |  |  |  |  |  |  |
| Eye appeal | 4.43 | -0.49 |  |  |  |  |  |  |  |  |
| Freshness | 4.21 | 0.06 |  |  |  |  |  |  |  |  |
| Nutritional content | 3.75 | 0.18 |  |  |  |  |  |  |  |  |
| Value | 3.96 | 0.30 |  |  |  |  |  |  |  |  |
| Availability of posted menu items | 4.47 | -0.33 |  |  |  |  |  |  |  |  |
| Variety of menu choices | 4.31 | -0.28 |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices | 3.77 | 0.19 |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs | 4.02 | -0.26 |  |  |  |  |  |  |  |  |
| Service: Overall | 4.66 | -0.21 |  |  |  |  |  |  |  |  |
| Speed of service | 4.53 | -0.23 |  |  |  |  |  |  |  |  |
| Hours of operation | 4.53 | -0.33 |  |  |  |  |  |  |  |  |
| Mobile Ordering Options | 4.23 | -0.71 |  |  |  |  |  |  |  |  |
| Helpfulness of staff | 4.74 | -0.20 |  |  |  |  |  |  |  |  |
| Friendliness of staff | 4.80 | -0.19 |  |  |  |  |  |  |  |  |
| Cleanliness: Overall | 4.67 | -0.18 |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas | 4.72 | -0.24 |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) | 4.49 | -0.04 |  |  |  |  |  |  |  |  |
| Location | 4.73 | -0.59 |  |  |  |  |  |  |  |  |
| Layout of facility | 4.60 | -0.57 |  |  |  |  |  |  |  |  |
| Appearance | 4.67 | -0.62 |  |  |  |  |  |  |  |  |
| Availability of seating | 4.56 | -0.47 |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) | 4.45 | -0.14 |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food | 4.53 | -0.89 |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food | 4.58 | -0.92 |  |  |  |  |  |  |  |  |


|  | Retail Unit \# |  | Retail Unit \# |  | Retail Unit \# |  | Retail Unit \# |  | Retail Unit \# |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 6 |  | 7 |  | 8 |  | 9 |  | 10 |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall |  |  |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |  |  |
| Eye appeal |  |  |  |  |  |  |  |  |  |  |
| Freshness |  |  |  |  |  |  |  |  |  |  |
| Nutritional content |  |  |  |  |  |  |  |  |  |  |
| Value |  |  |  |  |  |  |  |  |  |  |
| Availability of posted menu items |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs |  |  |  |  |  |  |  |  |  |  |
| Service: Overall |  |  |  |  |  |  |  |  |  |  |
| Speed of service |  |  |  |  |  |  |  |  |  |  |
| Hours of operation |  |  |  |  |  |  |  |  |  |  |
| Mobile Ordering Options |  |  |  |  |  |  |  |  |  |  |
| Helpfulness of staff |  |  |  |  |  |  |  |  |  |  |
| Friendliness of staff |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Overall |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |  |  |
| Layout of facility |  |  |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |  |  |
| Availability of seating |  |  |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food |  |  |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food |  |  |  |  |  |  |  |  |  |  |


|  | Retail Unit \# |  | Retail Unit \# |  | $\frac{\text { Retail Unit \# }}{13}$ |  | $\frac{\text { Retail Unit \# }}{14}$ |  | $\frac{\text { Retail Unit \# }}{15}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 11 |  | 12 |  |  |  |  |  |  |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall |  |  |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |  |  |
| Eye appeal |  |  |  |  |  |  |  |  |  |  |
| Freshness |  |  |  |  |  |  |  |  |  |  |
| Nutritional content |  |  |  |  |  |  |  |  |  |  |
| Value |  |  |  |  |  |  |  |  |  |  |
| Availability of posted menu items |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs |  |  |  |  |  |  |  |  |  |  |
| Service: Overall |  |  |  |  |  |  |  |  |  |  |
| Speed of service |  |  |  |  |  |  |  |  |  |  |
| Hours of operation |  |  |  |  |  |  |  |  |  |  |
| Mobile Ordering Options |  |  |  |  |  |  |  |  |  |  |
| Helpfulness of staff |  |  |  |  |  |  |  |  |  |  |
| Friendliness of staff |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Overall |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |  |  |
| Layout of facility |  |  |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |  |  |
| Availability of seating |  |  |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food |  |  |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food |  |  |  |  |  |  |  |  |  |  |


|  | Retail Unit \# |  | Retail Unit \# |  | Retail Unit \# |  | $\frac{\text { Retail Unit \# }}{19}$ |  | Retail Unit \# |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 16 |  | 17 |  | 18 |  |  |  | $20$ |  |
|  | Satisfaction | Gap* | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap | Satisfaction | Gap |
| Food: Overall |  |  |  |  |  |  |  |  |  |  |
| Taste |  |  |  |  |  |  |  |  |  |  |
| Eye appeal |  |  |  |  |  |  |  |  |  |  |
| Freshness |  |  |  |  |  |  |  |  |  |  |
| Nutritional content |  |  |  |  |  |  |  |  |  |  |
| Value |  |  |  |  |  |  |  |  |  |  |
| Availability of posted menu items |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of healthy menu choices |  |  |  |  |  |  |  |  |  |  |
| Variety of menu choices for special dietary needs |  |  |  |  |  |  |  |  |  |  |
| Service: Overall |  |  |  |  |  |  |  |  |  |  |
| Speed of service |  |  |  |  |  |  |  |  |  |  |
| Hours of operation |  |  |  |  |  |  |  |  |  |  |
| Mobile Ordering Options |  |  |  |  |  |  |  |  |  |  |
| Helpfulness of staff |  |  |  |  |  |  |  |  |  |  |
| Friendliness of staff |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Overall |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Serving areas |  |  |  |  |  |  |  |  |  |  |
| Cleanliness: Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |  |  |
| Layout of facility |  |  |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |  |  |
| Availability of seating |  |  |  |  |  |  |  |  |  |  |
| Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |  |  |  |
| Environmentally friendly practices related to food |  |  |  |  |  |  |  |  |  |  |
| Social/ethical practices related to food |  |  |  |  |  |  |  |  |  |  |

## Detailed Survey Results

## for Faith Baptist Bible College \& Theological Seminary (\#435)

This section shows the detailed survey results for both the overall industry and for your institution by various data aggregations to allow comparisons between differing respondent groups.

The list of location names for your school is as follows:

| Dining Halls |  | Retail Units |
| :--- | :--- | :--- |
| 1 | Benson | 1 |
| 2 |  | Twigs |
| 3 | 2 |  |
| 4 | 3 |  |
| 5 | 4 |  |
| 6 | 5 |  |
| 7 | 6 |  |
| 8 | 7 |  |
| 9 | 8 |  |
| 10 | 9 |  |
| 11 | 10 |  |
| 12 | 11 |  |
| 13 | 12 |  |
| 14 | 13 |  |
| 15 | 14 |  |
| 16 | 15 |  |
| 17 | 16 |  |
| 18 | 17 |  |
| 19 | 18 |  |
| 20 | 19 |  |


| DEMOGRAPHICS YOUR INSTITUTION |  |  |
| :---: | :---: | :---: |
|  |  | Faith Baptist Bible College \& Theological Seminary (\#435) |
| \# Responses |  | 239 |
| Respondent Type | Student | 74\% |
|  | Faculty | 7\% |
|  | Administration/ Staff | 18\% |
|  | Total Resp | 239 |
| Student Class Status | First year | 43\% |
|  | Sophomore | 24\% |
|  | Junior | 23\% |
|  | Senior | 10\% |
|  | Other | 1\% |
|  | Total Resp | 178 |
| Gender Identity | Did Not Answer | 2\% |
|  | Woman | 53\% |
|  | Man | 44\% |
|  | Prefer to self-describe | 1\% |
|  | Total Resp | 239 |
| Live... | On campus | 73\% |
|  | Off campus | 27\% |
|  | Total Resp | 239 |

"YOUR THOUGHTS" - QUESTION 1

|  |  | How important was the perceived campus dining experience in terms of your decision to attend this institution? |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | \# Resp |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 20\% | 21\% | 23\% | 22\% | 14\% | 2.88 | . 01 | 54,759 |
| Aggregated Retail Units | YOUR INSTITUTION | 23\% | 20\% | 32\% | 18\% | 7\% | 2.66 | . 16 | 56 |
| Aggregated Retail Units | ENTIRE SAMPLE | 19\% | 19\% | 23\% | 23\% | 16\% | 2.98 | . 01 | 21,825 |
| Aggregated Dining Halls | YOUR INSTITUTION | 30\% | 21\% | 25\% | 18\% | 6\% | 2.50 | . 12 | 108 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 20\% | 23\% | 24\% | 21\% | 12\% | 2.82 | . 01 | 32,934 |
| Respondent Type - YOUR INSTITUTION | Student | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| Respondent Type - ENTIRE SAMPLE | Student | 20\% | 21\% | 23\% | 22\% | 14\% | 2.88 | . 01 | 54,759 |
| Student Class Status - YOUR INSTITUTION | First year | 28\% | 27\% | 24\% | 17\% | 4\% | 2.42 | . 14 | 71 |
|  | Sophomore | 30\% | 27\% | 24\% | 14\% | 5\% | 2.38 | . 20 | 37 |
|  | Junior | 26\% | 5\% | 33\% | 28\% | 8\% | 2.87 | . 21 | 39 |
|  | Senior | 19\% | 19\% | 38\% | 6\% | 19\% | 2.88 | . 34 | 16 |
|  | Other | 100\% |  |  |  |  | 1.00 | . | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 17\% | 23\% | 25\% | 23\% | 12\% | 2.89 | . 01 | 23,571 |
|  | Sophomore | 19\% | 22\% | 24\% | 21\% | 13\% | 2.88 | . 01 | 11,700 |
|  | Junior | 20\% | 21\% | 23\% | 23\% | 13\% | 2.87 | . 01 | 8,275 |
|  | Senior | 21\% | 20\% | 23\% | 22\% | 15\% | 2.89 | . 02 | 7,081 |
|  | Graduate | 32\% | 13\% | 15\% | 16\% | 23\% | 2.84 | . 03 | 3,685 |
|  | Other | 33\% | 16\% | 17\% | 15\% | 18\% | 2.70 | . 07 | 447 |
| Gender - YOUR INSTITUTION | Did Not Answer | 25\% | 50\% | 25\% |  |  | 2.00 | . 41 | 4 |
|  | Woman | 28\% | 26\% | 25\% | 18\% | 4\% | 2.42 | . 13 | 85 |
|  | Man | 25\% | 14\% | 32\% | 19\% | 11\% | 2.78 | . 15 | 73 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 25\% | 21\% | 23\% | 20\% | 10\% | 2.67 | . 04 | 982 |
|  | Woman | 19\% | 21\% | 25\% | 22\% | 13\% | 2.89 | . 01 | 31,665 |
|  | Man | 20\% | 21\% | 22\% | 23\% | 15\% | 2.92 | . 01 | 19,367 |
|  | Non-binary/Non-conforming | 25\% | 26\% | 22\% | 18\% | 9\% | 2.61 | . 03 | 1,626 |
|  | Prefer to self-describe | 25\% | 25\% | 23\% | 13\% | 14\% | 2.66 | . 10 | 198 |
|  | Prefer not to answer | 28\% | 20\% | 23\% | 19\% | 10\% | 2.64 | . 04 | 921 |
| Live... - YOUR INSTITUTION | On campus | 26\% | 21\% | 27\% | 19\% | 7\% | 2.60 | . 10 | 154 |
|  | Off campus | 50\% | 10\% | 40\% |  |  | 1.90 | . 31 | 10 |
| Live... - ENTIRE SAMPLE | On campus | 18\% | 22\% | 25\% | 23\% | 13\% | 2.90 | . 01 | 40,267 |
|  | Off campus | 25\% | 20\% | 20\% | 19\% | 16\% | 2.84 | . 01 | 14,492 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 25\% | 22\% | 23\% | 21\% | 10\% | 2.68 | . 02 | 5,398 |
|  | Mid-Atlantic | 19\% | 22\% | 24\% | 23\% | 12\% | 2.86 | . 01 | 9,150 |
|  | Midwest | 20\% | 23\% | 24\% | 21\% | 13\% | 2.84 | . 01 | 16,894 |
|  | Northeast | 16\% | 20\% | 25\% | 26\% | 14\% | 3.01 | . 02 | 7,198 |
|  | Pacific | 25\% | 22\% | 21\% | 19\% | 13\% | 2.74 | . 02 | 5,572 |
|  | Southern | 17\% | 19\% | 23\% | 22\% | 19\% | 3.06 | . 01 | 10,547 |
| Institution Type - YOUR INSTITUTION | Private | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| Institution Type - ENTIRE SAMPLE | Public | 20\% | 22\% | 23\% | 21\% | 14\% | 2.88 | . 01 | 44,166 |
|  | Private | 19\% | 21\% | 24\% | 24\% | 12\% | 2.89 | . 01 | 10,593 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 17\% | 18\% | 25\% | 24\% | 16\% | 3.05 | . 05 | 763 |
|  | Primarily 4-year | 20\% | 21\% | 23\% | 22\% | 14\% | 2.88 | . 01 | 53,996 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 18\% | 21\% | 24\% | 23\% | 15\% | 2.94 | . 01 | 45,766 |
|  | Mainly Contracted | 27\% | 25\% | 22\% | 17\% | 9\% | 2.56 | . 01 | 7,789 |
| Total Current Enroliment - YOUR INSTITUT | Under 2,500 | 27\% | 21\% | 27\% | 18\% | 7\% | 2.55 | . 10 | 164 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 13\% | 18\% | 27\% | 29\% | 13\% | 3.11 | . 02 | 5,446 |
|  | 2,500 to 10,000 | 16\% | 19\% | 25\% | 24\% | 15\% | 3.04 | . 02 | 4,140 |
|  | 10,001 to 20,000 | 22\% | 22\% | 23\% | 21\% | 12\% | 2.79 | . 01 | 8,319 |
|  | Over 20,000 | 21\% | 22\% | 23\% | 21\% | 14\% | 2.85 | . 01 | 36,854 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 23\% | 20\% | 32\% | 18\% | 7\% | 2.66 | . 16 | 56 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 19\% | 20\% | 24\% | 23\% | 14\% | 2.95 | . 02 | 5,480 |
|  | Marketplace | 17\% | 19\% | 23\% | 24\% | 16\% | 3.04 | . 02 | 3,539 |
|  | Express Unit | 20\% | 19\% | 21\% | 23\% | 18\% | 3.00 | . 02 | 5,656 |
|  | Specialty Coffee Shop/JuiceBar | 21\% | 18\% | 22\% | 21\% | 18\% | 2.97 | . 02 | 3,473 |
|  | Sit-down Restaurant | 20\% | 19\% | 25\% | 23\% | 13\% | 2.89 | . 05 | 667 |
|  | Convenience Store | 19\% | 21\% | 23\% | 22\% | 15\% | 2.92 | . 02 | 3,010 |

[^9]**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

*Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.
"YOUR THOUGHTS" - QUESTION 3

|  |  | How important is the campus dining experience (i.e., wi-fi, social interaction, comfort, etc.) in terms of your academic success at this institution? |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 8\% | 15\% | 25\% | 29\% | 24\% | 3.45 | . 01 | 55,232 |
| Aggregated Retail Units | YOUR INSTITUTION | 15\% | 22\% | 35\% | 12\% | 17\% | 2.93 | . 16 | 60 |
| Aggregated Retail Units | ENTIRE SAMPLE | 9\% | 14\% | 24\% | 27\% | 27\% | 3.49 | . 01 | 21,965 |
| Aggregated Dining Halls | YOUR INSTITUTION | 16\% | 17\% | 30\% | 24\% | 13\% | 3.03 | . 12 | 115 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 8\% | 15\% | 25\% | 30\% | 22\% | 3.42 | . 01 | 33,267 |
| Respondent Type - YOUR INSTITUTION | Student | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| Respondent Type - ENTIRE SAMPLE | Student | 8\% | 15\% | 25\% | 29\% | 24\% | 3.45 | . 01 | 55,232 |
| Student Class Status - YOUR INSTITUTION | First year | 12\% | 21\% | 31\% | 24\% | 12\% | 3.03 | . 14 | 75 |
|  | Sophomore | 14\% | 14\% | 45\% | 14\% | 12\% | 2.95 | . 18 | 42 |
|  | Junior | 17\% | 12\% | 32\% | 17\% | 22\% | 3.15 | . 21 | 41 |
|  | Senior | 31\% | 31\% | 6\% | 19\% | 13\% | 2.50 | . 37 | 16 |
|  | Other |  |  |  | 100\% |  | 4.00 |  | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 7\% | 16\% | 26\% | 30\% | 21\% | 3.42 | . 01 | 23,727 |
|  | Sophomore | 8\% | 14\% | 25\% | 29\% | 24\% | 3.48 | . 01 | 11,816 |
|  | Junior | 9\% | 14\% | 24\% | 29\% | 23\% | 3.44 | . 01 | 8,347 |
|  | Senior | 9\% | 14\% | 25\% | 27\% | 25\% | 3.46 | . 01 | 7,114 |
|  | Graduate | 14\% | 12\% | 18\% | 22\% | 34\% | 3.51 | . 02 | 3,742 |
|  | Other | 13\% | 12\% | 18\% | 27\% | 29\% | 3.48 | . 06 | 486 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  | 50\% | 50\% |  | 3.50 | . 29 | 4 |
|  | Woman | 10\% | 18\% | 40\% | 20\% | 11\% | 3.04 | . 12 | 89 |
|  | Man | 20\% | 20\% | 23\% | 19\% | 19\% | 2.96 | . 16 | 80 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 8\% | 17\% | 27\% | 27\% | 21\% | 3.37 | . 04 | 1,003 |
|  | Woman | 8\% | 15\% | 26\% | 28\% | 23\% | 3.44 | . 01 | 31,906 |
|  | Man | 9\% | 14\% | 23\% | 29\% | 25\% | 3.48 | . 01 | 19,537 |
|  | Non-binary/Non-conforming | 10\% | 15\% | 24\% | 31\% | 20\% | 3.37 | . 03 | 1,649 |
|  | Prefer to self-describe | 11\% | 12\% | 27\% | 24\% | 25\% | 3.39 | . 09 | 201 |
|  | Prefer not to answer | 12\% | 17\% | 25\% | 25\% | 21\% | 3.28 | . 04 | 936 |
| Live... - YOUR INSTITUTION | On campus | 13\% | 19\% | 32\% | 21\% | 15\% | 3.07 | . 10 | 164 |
|  | Off campus | 55\% | 9\% | 36\% |  |  | 1.82 | . 30 | 11 |
| Live... - ENTIRE SAMPLE | On campus | 7\% | 15\% | 25\% | 30\% | 22\% | 3.45 | . 01 | 40,635 |
|  | Off campus | 11\% | 14\% | 24\% | 25\% | 27\% | 3.44 | . 01 | 14,597 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 10\% | 17\% | 26\% | 27\% | 20\% | 3.30 | . 02 | 5,503 |
|  | Mid-Atlantic | 7\% | 16\% | 25\% | 31\% | 20\% | 3.42 | . 01 | 9,224 |
|  | Midwest | 9\% | 16\% | 26\% | 29\% | 21\% | 3.37 | . 01 | 17,013 |
|  | Northeast | 7\% | 13\% | 24\% | 31\% | 25\% | 3.54 | . 01 | 7,261 |
|  | Pacific | 8\% | 14\% | 25\% | 27\% | 26\% | 3.50 | . 02 | 5,656 |
|  | Southern | 8\% | 12\% | 23\% | 26\% | 31\% | 3.60 | . 01 | 10,575 |
| Institution Type - YOUR INSTITUTION | Private | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| Institution Type - ENTIRE SAMPLE | Public | 8\% | 15\% | 25\% | 28\% | 24\% | 3.44 | . 01 | 44,525 |
|  | Private | 7\% | 15\% | 25\% | 31\% | 23\% | 3.47 | . 01 | 10,707 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 14\% | 13\% | 23\% | 25\% | 25\% | 3.36 | . 05 | 778 |
|  | Primarily 4-year | 8\% | 15\% | 25\% | 29\% | 24\% | 3.45 | . 01 | 54,454 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 8\% | 14\% | 24\% | 29\% | 24\% | 3.47 | . 01 | 46,151 |
|  | Mainly Contracted | 10\% | 16\% | 26\% | 27\% | 20\% | 3.31 | . 01 | 7,868 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 15\% | 18\% | 32\% | 20\% | 14\% | 2.99 | . 10 | 175 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 7\% | 14\% | 25\% | 31\% | 23\% | 3.50 | . 02 | 5,486 |
|  | 2,500 to 10,000 | 9\% | 14\% | 24\% | 30\% | 23\% | 3.45 | . 02 | 4,178 |
|  | 10,001 to 20,000 | 9\% | 15\% | 26\% | 27\% | 23\% | 3.38 | . 01 | 8,440 |
|  | Over 20,000 | 8\% | 15\% | 25\% | 28\% | 24\% | 3.46 | . 01 | 37,128 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 15\% | 22\% | 35\% | 12\% | 17\% | 2.93 | . 16 | 60 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 8\% | 15\% | 25\% | 28\% | 25\% | 3.48 | . 02 | 5,512 |
|  | Marketplace | 9\% | 13\% | 24\% | 28\% | 25\% | 3.47 | . 02 | 3,573 |
|  | Express Unit | 9\% | 13\% | 23\% | 26\% | 29\% | 3.55 | . 02 | 5,697 |
|  | Specialty Coffee Shop/JuiceBar | 10\% | 13\% | 23\% | 25\% | 29\% | 3.51 | . 02 | 3,491 |
|  | Sit-down Restaurant | 11\% | 17\% | 24\% | 24\% | 25\% | 3.34 | . 05 | 672 |
|  | Convenience Store | 8\% | 15\% | 24\% | 28\% | 25\% | 3.47 | . 02 | 3,020 |

[^10]**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 1a

|  |  | In general, how satisfied or dissatisfied are you with the dining services provided by your college/university? |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 4\% |  | 21\% | 30\% | 41\% | 4.00 | . 07 | 236 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 10\% | 16\% | 23\% | 29\% | 21\% | 3.34 | 00 | 64,793 |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 4\% | 23\% | 29\% | 41\% | 4.03 | 12 | 78 |
| Aggregated Retail Units | ENTIRE SAMPLE | 8\% | 13\% | 23\% | 31\% | 26\% | 3.55 | . 01 | 27,789 |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 5\% | 20\% | 30\% | 41\% | 3.98 | . 09 | 158 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 13\% | 19\% | 23\% | 28\% | 17\% | 3.19 | . 01 | 37,004 |
| Respondent Type - YOUR INSTITUTION | Student | 5\% | 6\% | 26\% | 31\% | 32\% | 3.78 | . 08 | 176 |
|  | Faculty |  |  |  | 24\% | 76\% | 4.76 | 11 | 17 |
|  | Administration/ Staff |  |  | 7\% | 28\% | 65\% | 4.58 | . 10 | 43 |
| Respondent Type - ENTIRE SAMPLE | Student | 12\% | 18\% | 24\% | 29\% | 18\% | 3.24 | . 01 | 55,483 |
|  | Faculty | 8\% | 8\% | 18\% | 34\% | 31\% | 3.73 | . 03 | 2,152 |
|  | Administration/Staff | 3\% | 6\% | 17\% | 34\% | 41\% | 4.03 | . 01 | 6,790 |
|  | Other | 4\% | 8\% | 17\% | 31\% | 41\% | 3.99 | . 06 | 368 |
| Student Class Status - YOUR INSTITUTION | First year | 5\% | 8\% | 32\% | 33\% | 22\% | 3.59 | . 12 | 76 |
|  | Sophomore |  | 5\% | 33\% | 26\% | 36\% | 3.93 | . 15 | 42 |
|  | Junior | 5\% | 7\% | 12\% | 32\% | 44\% | 4.02 | . 18 | 41 |
|  | Senior | 13\% |  | 19\% | 31\% | 38\% | 3.81 | . 33 | 16 |
|  | Other | 100\% |  |  |  |  | 1.00 |  | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 10\% | 18\% | 24\% | 30\% | 18\% | 3.27 | . 01 | 23,824 |
|  | Sophomore | 16\% | 21\% | 23\% | 25\% | 15\% | 3.03 | . 01 | 11,869 |
|  | Junior | 12\% | 19\% | 25\% | 28\% | 17\% | 3.20 | . 01 | 8,397 |
|  | Senior | 12\% | 17\% | 24\% | 28\% | 19\% | 3.26 | . 02 | 7,145 |
|  | Graduate | 6\% | 9\% | 23\% | 31\% | 31\% | 3.73 | . 02 | 3,747 |
|  | Other | 9\% | 12\% | 24\% | 29\% | 26\% | 3.50 | . 05 | 518 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  | 75\% | 25\% |  | 3.25 | 25 | 4 |
|  | Woman | 5\% | 4\% | 19\% | 38\% | 35\% | 3.94 | . 10 | 124 |
|  | Man | 3\% | 6\% | 22\% | 21\% | 49\% | 4.08 | . 11 | 106 |
|  | Prefer to self-describe |  |  |  |  | 100\% | 5.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 13\% | 21\% | 24\% | 30\% | 12\% | 3.08 | . 04 | 1,093 |
|  | Woman | 10\% | 17\% | 24\% | 29\% | 21\% | 3.34 | . 01 | 37,745 |
|  | Man | 11\% | 15\% | 22\% | 30\% | 23\% | 3.39 | . 01 | 22,655 |
|  | Non-binary/Non-conforming | 12\% | 20\% | 25\% | 27\% | 16\% | 3.15 | . 03 | 1,799 |
|  | Prefer to self-describe | 17\% | 14\% | 23\% | 21\% | 25\% | 3.23 | . 09 | 250 |
|  | Prefer not to answer | 16\% | 21\% | 23\% | 26\% | 14\% | 3.01 | . 04 | 1,251 |
| Live... - YOUR INSTITUTION | On campus | 5\% | 6\% | 27\% | 29\% | 32\% | 3.76 | . 09 | 173 |
|  | Off campus |  |  | 3\% | 30\% | 67\% | 4.63 | . 07 | 63 |
| Live... - ENTIRE SAMPLE | On campus | 13\% | 20\% | 24\% | 28\% | 15\% | 3.12 | . 01 | 41,231 |
|  | Off campus | 6\% | 10\% | 21\% | 32\% | 31\% | 3.73 | . 01 | 23,562 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 4\% | 5\% | 21\% | 30\% | 41\% | 4.00 | . 07 | 236 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 8\% | 16\% | 25\% | 33\% | 18\% | 3.37 | . 01 | 6,821 |
|  | Mid-Atlantic | 11\% | 16\% | 23\% | 31\% | 19\% | 3.30 | . 01 | 10,400 |
|  | Midwest | 12\% | 17\% | 22\% | 27\% | 21\% | 3.29 | . 01 | 20,102 |
|  | Northeast | 14\% | 19\% | 24\% | 28\% | 15\% | 3.12 | . 01 | 8,761 |
|  | Pacific | 15\% | 21\% | 27\% | 24\% | 13\% | 2.99 | . 02 | 6,713 |
|  | Southern | 4\% | 10\% | 21\% | 32\% | 33\% | 3.79 | . 01 | 11,996 |
| Institution Type - YOUR INSTITUTION | Private | 4\% | 5\% | 21\% | 30\% | 41\% | 4.00 | . 07 | 236 |
| Institution Type - ENTIRE SAMPLE | Public | 10\% | 16\% | 23\% | 29\% | 21\% | 3.35 | . 01 | 51,224 |
|  | Private | 12\% | 17\% | 21\% | 29\% | 21\% | 3.31 | . 01 | 13,569 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 4\% | 5\% | 21\% | 30\% | 41\% | 4.00 | . 07 | 236 |
| Institution Type - ENTIRE SAMPLE | Primarily 2 -year | 16\% | 16\% | 23\% | 25\% | 20\% | 3.18 | . 04 | 1,380 |
|  | Primarily 4-year | 10\% | 16\% | 23\% | 29\% | 21\% | 3.34 | . 01 | 63,413 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 4\% | 5\% | 21\% | 30\% | 41\% | 4.00 | . 07 | 236 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 10\% | 16\% | 22\% | 30\% | 22\% | 3.39 | . 01 | 54,355 |
|  | Mainly Contracted | 12\% | 19\% | 27\% | 27\% | 14\% | 3.12 | . 01 | 8,994 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 4\% | 5\% | 21\% | 30\% | 41\% | 4.00 | . 07 | 236 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 15\% | 18\% | 20\% | 25\% | 22\% | 3.20 | . 02 | 7,066 |
|  | 2,500 to 10,000 | 15\% | 19\% | 22\% | 26\% | 19\% | 3.15 | . 02 | 5,801 |
|  | 10,001 to 20,000 | 15\% | 21\% | 26\% | 26\% | 12\% | 2.99 | . 01 | 9,342 |
|  | Over 20,000 | 8\% | 14\% | 23\% | 31\% | 23\% | 3.47 | . 01 | 42,584 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 4\% | 23\% | 29\% | 41\% | 4.03 | . 12 | 78 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 8\% | 15\% | 24\% | 31\% | 23\% | 3.45 | . 01 | 6,658 |
|  | Marketplace | 11\% | 15\% | 21\% | 29\% | 23\% | 3.38 | . 02 | 4,729 |
|  | Express Unit | 8\% | 12\% | 22\% | 31\% | 28\% | 3.60 | . 01 | 6,915 |
|  | Specialty Coffee Shop/JuiceBar | 6\% | 10\% | 23\% | 31\% | 29\% | 3.67 | . 02 | 4,958 |
|  | Sit-down Restaurant | 4\% | 8\% | 22\% | 34\% | 32\% | 3.81 | . 03 | 1,115 |
|  | Convenience Store | 6\% | 13\% | 23\% | 32\% | 25\% | 3.58 | . 02 | 3,414 |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 1b
Mean* Importance of Various Items and Satisfaction with Each Item
(as They Apply to the Surveyed Facility in General
without regard to any specific meal)
Aggregated Dining Halls \& Retail Units

|  | Faith Baptist Bible College \& Theological Seminary (\#435) |
| :---: | :---: |
| Food: Overall - IMPORTANCE | 4.01 |
| Food: Overall - SATISFACTION | 3.96 |
| Taste - IMPORTANCE | 4.15 |
| Taste - SATISFACTION | 3.88 |
| Eye appeal - IMPORTANCE | 3.55 |
| Eye appeal - SATISFACTION | 3.87 |
| Freshness - IMPORTANCE | 4.30 |
| Freshness - SATISFACTION | 3.91 |
| Nutritional content - IMPORTANCE | 4.10 |
| Nutritional content - SATISFACTION | 3.74 |
| Value - IMPORTANCE | 4.05 |
| Value - SATISFACTION | 3.92 |
| Availability of posted menu items - IMPORTANCE | 3.80 |
| Availability of posted menu items - SATISFACTION | 4.19 |
| Variety of menu choices - IMPORTANCE | 3.95 |
| Variety of menu choices - SATISFACTION | 4.15 |
| Variety of healthy menu choices - IMPORTANCE | 4.12 |
| Variety of healthy menu choices - SATISFACTION | 3.75 |
| Variety of menu choices to accommodate special dietary needs - IMPORTANCE | 3.75 |
| Variety of menu choices to accommodate special dietary needs - SATISFACTION | 4.03 |
| Service: Overall - IMPORTANCE | 4.43 |
| Service: Overall - SATISFACTION | 4.61 |
| Speed of service - IMPORTANCE | 4.19 |
| Speed of service - SATISFACTION | 4.48 |
| Hours of operation - IMPORTANCE | 4.16 |
| Hours of operation - SATISFACTION | 4.33 |
| Mobile ordering options - IMPORTANCE | 2.94 |
| Mobile ordering options - SATISFACTION | 3.80 |
| Helpfulness of staff - IMPORTANCE | 4.52 |
| Helpfulness of staff - SATISFACTION | 4.73 |
| Friendliness of staff - IMPORTANCE | 4.58 |
| Friendliness of staff - SATISFACTION | 4.83 |
| Cleanliness: Overall - IMPORTANCE | 4.55 |
| Cleanliness: Overall - SATISFACTION | 4.66 |
| Cleanliness: Serving areas - IMPORTANCE | 4.53 |
| Cleanliness: Serving areas - SATISFACTION | 4.66 |
| Cleanliness: Eating areas (tables, chairs, etc.) - IMPORTANCE | 4.56 |
| Cleanliness: Eating areas (tables, chairs, etc.) - SATISFACTION | 4.64 |
| Location - IMPORTANCE | 3.80 |
| Location - SATISFACTION | 4.52 |
| Layout of facility - IMPORTANCE | 3.76 |
| Layout of facility - SATISFACTION | 4.54 |
| Appearance - IMPORTANCE | 3.74 |
| Appearance - SATISFACTION | 4.44 |
| Availability of seating - IMPORTANCE | 4.05 |
| Availability of seating - SATISFACTION | 4.55 |
| Comfort (seats, temperature, lighting, sound level, etc.) - IMPORTANCE | 4.02 |
| Comfort (seats, temperature, lighting, sound level, etc.) - SATISFACTION | 4.34 |
| Environmentally friendly practices related to food - IMPORTANCE | 3.55 |
| Environmentally friendly practices related to food - SATISFACTION | 4.56 |
| Social/ ethical practices related to food - IMPORTANCE | 3.61 |
| Social/ ethical practices related to food - SATISFACTION | 4.61 |

*1 to 5 Scale, Where Higher Mean = Higher Importance/Satisfaction

TABLE 2a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

FOOD: Overall

|  |  | Food: Overall |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 3\% | 5\% | 16\% | 36\% | 39\% | 4.01 | . 07 | 231 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 2\% | 4\% | 14\% | 29\% | 51\% | 4.23 | . 00 | 64,170 |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 4\% | 15\% | 35\% | 45\% | 4.19 | . 11 | 75 |
| Aggregated Retail Units | ENTIRE SAMPLE | 2\% | 4\% | 13\% | 28\% | 54\% | 4.28 | . 01 | 27,512 |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 6\% | 17\% | 37\% | 35\% | 3.93 | . 09 | 156 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 2\% | 4\% | 14\% | 31\% | 49\% | 4.20 | . 01 | 36,658 |
| Respondent Type - YOUR INSTITUTION | Student | 5\% | 6\% | 21\% | 34\% | 34\% | 3.87 | . 08 | 175 |
|  | Faculty |  |  | 7\% | 33\% | 60\% | 4.53 | . 17 | 15 |
|  | Administration/ Staff |  | 2\% | 2\% | 46\% | 49\% | 4.41 | . 10 | 41 |
| Respondent Type - ENTIRE SAMPLE | Student | 2\% | 5\% | 15\% | 30\% | 48\% | 4.18 | . 00 | 54,991 |
|  | Faculty | 1\% | 2\% | 8\% | 25\% | 64\% | 4.48 | . 02 | 2,115 |
|  | Administration/Staff | 1\% | 1\% | 7\% | 24\% | 67\% | 4.55 | . 01 | 6,689 |
|  | Other | 1\% | 2\% | 10\% | 23\% | 63\% | 4.46 | . 04 | 375 |
| Student Class Status - YOUR INSTITUTION | First year | 7\% | 7\% | 28\% | 32\% | 27\% | 3.65 | . 13 | 75 |
|  | Sophomore | 2\% | 5\% | 22\% | 39\% | 32\% | 3.93 | . 15 | 41 |
|  | Junior | 5\% | 5\% | 12\% | 32\% | 46\% | 4.10 | . 17 | 41 |
|  | Senior |  | 12\% | 6\% | 35\% | 47\% | 4.18 | . 25 | 17 |
|  | Other |  |  |  | 100\% |  | 4.00 |  | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 2\% | 5\% | 16\% | 32\% | 46\% | 4.14 | . 01 | 23,551 |
|  | Sophomore | 2\% | 4\% | 14\% | 30\% | 50\% | 4.22 | . 01 | 11,753 |
|  | Junior | 2\% | 4\% | 14\% | 30\% | 50\% | 4.20 | . 01 | 8,354 |
|  | Senior | 2\% | 4\% | 13\% | 28\% | 52\% | 4.23 | . 01 | 7,095 |
|  | Graduate | 3\% | 4\% | 13\% | 28\% | 52\% | 4.24 | . 02 | 3,745 |
|  | Other | 4\% | 5\% | 17\% | 29\% | 46\% | 4.07 | . 05 | 515 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  | 50\% |  | 50\% | 4.00 | . 58 | 4 |
|  | Woman | 2\% | 5\% | 21\% | 34\% | 38\% | 4.00 | . 09 | 121 |
|  | Man | 3\% | 6\% | 11\% | 41\% | 39\% | 4.09 | . 10 | 104 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 2\% | 5\% | 15\% | 28\% | 50\% | 4.19 | . 03 | 1,083 |
|  | Woman | 2\% | 4\% | 14\% | 29\% | 51\% | 4.24 | . 00 | 37,342 |
|  | Man | 2\% | 4\% | 14\% | 30\% | 50\% | 4.23 | . 01 | 22,501 |
|  | Non-binary/Non-conforming | 2\% | 5\% | 15\% | 30\% | 48\% | 4.17 | . 02 | 1,771 |
|  | Prefer to self-describe | 5\% | 5\% | 10\% | 27\% | 54\% | 4.20 | . 07 | 241 |
|  | Prefer not to answer | 3\% | 4\% | 13\% | 29\% | 51\% | 4.21 | . 03 | 1,232 |
| Live... - YOUR INSTITUTION | On campus | 5\% | 6\% | 20\% | 36\% | 34\% | 3.88 | . 08 | 169 |
|  | Off campus |  | 3\% | 8\% | 37\% | 52\% | 4.37 | 10 | 62 |
| Live... - ENTIRE SAMPLE | On campus | 2\% | 4\% | 15\% | 31\% | 48\% | 4.19 | . 00 | 40,799 |
|  | Off campus | 2\% | 4\% | 12\% | 27\% | 56\% | 4.30 | . 01 | 23,371 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 3\% | 5\% | 16\% | 36\% | 39\% | 4.01 | . 07 | 231 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 3\% | 6\% | 17\% | 32\% | 43\% | 4.07 | . 01 | 6,729 |
|  | Mid-Atlantic | 1\% | 4\% | 13\% | 30\% | 51\% | 4.26 | . 01 | 10,285 |
|  | Midwest | 2\% | 4\% | 14\% | 30\% | 50\% | 4.23 | . 01 | 19,946 |
|  | Northeast | 2\% | 3\% | 12\% | 29\% | 53\% | 4.28 | . 01 | 8,672 |
|  | Pacific | 2\% | 5\% | 14\% | 29\% | 50\% | 4.19 | . 01 | 6,649 |
|  | Southern | 2\% | 4\% | 13\% | 27\% | 55\% | 4.30 | . 01 | 11,889 |
| Institution Type - YOUR INSTITUTION | Private | 3\% | 5\% | 16\% | 36\% | 39\% | 4.01 | . 07 | 231 |
| Institution Type - ENTIRE SAMPLE | Public | 2\% | 4\% | 14\% | 29\% | 50\% | 4.21 | . 00 | 50,741 |
|  | Private | 2\% | 3\% | 11\% | 29\% | 55\% | 4.32 | . 01 | 13,429 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 3\% | 5\% | 16\% | 36\% | 39\% | 4.01 | . 07 | 231 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 2\% | 4\% | 14\% | 28\% | 52\% | 4.23 | . 03 | 1,364 |
|  | Primarily 4-year | 2\% | 4\% | 14\% | 29\% | 51\% | 4.23 | . 00 | 62,806 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 3\% | 5\% | 16\% | 36\% | 39\% | 4.01 | . 07 | 231 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 2\% | 4\% | 14\% | 29\% | 51\% | 4.24 | . 00 | 53,813 |
|  | Mainly Contracted | 2\% | 4\% | 15\% | 30\% | 49\% | 4.19 | . 01 | 8,920 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 3\% | 5\% | 16\% | 36\% | 39\% | 4.01 | . 07 | 231 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 1\% | 4\% | 11\% | 29\% | 55\% | 4.33 | . 01 | 7,000 |
|  | 2,500 to 10,000 | 2\% | 4\% | 13\% | 29\% | 52\% | 4.26 | . 01 | 5,751 |
|  | 10,001 to 20,000 | 3\% | 5\% | 15\% | 30\% | 48\% | 4.16 | . 01 | 9,280 |
|  | Over 20,000 | 2\% | 4\% | 14\% | 29\% | 51\% | 4.23 | . 00 | 42,139 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 4\% | 15\% | 35\% | 45\% | 4.19 | . 11 | 75 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 2\% | 4\% | 13\% | 30\% | 51\% | 4.26 | . 01 | 6,582 |
|  | Marketplace | 2\% | 4\% | 13\% | 28\% | 52\% | 4.25 | . 01 | 4,694 |
|  | Express Unit | 2\% | 3\% | 11\% | 26\% | 58\% | 4.35 | . 01 | 6,847 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 4\% | 13\% | 26\% | 55\% | 4.28 | . 01 | 4,925 |
|  | Sit-down Restaurant | 1\% | 4\% | 10\% | 25\% | 60\% | 4.38 | . 03 | 1,104 |
|  | Convenience Store | 2\% | 4\% | 15\% | 29\% | 50\% | 4.22 | . 02 | 3,360 |

[^11]TABLE 2b
Satisfaction with Various Items as They Apply to the Surveyed Facility in Genera (without regard to any specific meal)

FOOD: Overall


[^12]TABLE 3a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

FOOD: Taste


[^13]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 3b
Satisfaction with Various Items as They Apply to the Surveyed Facility in Genera (without regard to any specific meal)

FOOD: Taste


[^14]TABLE 4a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

FOOD: Eye appeal


[^15]TABLE 4b
Satisfaction with Various Items as They Apply to the Surveyed Facility in Genera (without regard to any specific meal)

FOOD: Eye appeal

|  |  | Eye appeal |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | \# Resp |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 3\% | 11\% | 21\% | 27\% | 38\% | 3.87 | . 07 | 238 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 7\% | 12\% | 27\% | 29\% | 25\% | 3.53 | . 00 | 64,426 |
| Aggregated Retail Units | YOUR INSTITUTION |  | 4\% | 15\% | 15\% | 66\% | 4.43 | . 10 | 79 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 8\% | 22\% | 30\% | 35\% | 3.85 | . 01 | 27,632 |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 14\% | 25\% | 33\% | 25\% | 3.59 | . 09 | 159 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 9\% | 16\% | 31\% | 27\% | 17\% | 3.29 | . 01 | 36,794 |
| Respondent Type - YOUR INSTITUTION | Student | 4\% | 13\% | 24\% | 26\% | 33\% | 3.71 | . 09 | 177 |
|  | Faculty |  |  | 6\% | 18\% | 76\% | 4.71 | . 14 | 17 |
|  | Administration/ Staff |  | 5\% | 16\% | 34\% | 45\% | 4.20 | . 13 | 44 |
| Respondent Type - ENTIRE SAMPLE | Student | 8\% | 14\% | 29\% | 28\% | 23\% | 3.44 | . 01 | 55,147 |
|  | Faculty | 4\% | 7\% | 22\% | 34\% | 33\% | 3.84 | . 02 | 2,131 |
|  | Administration/Staff | 2\% | 6\% | 17\% | 33\% | 42\% | 4.07 | . 01 | 6,770 |
|  | Other | 3\% | 8\% | 17\% | 26\% | 46\% | 4.06 | . 06 | 378 |
| Student Class Status - YOUR INSTITUTION | First year | 8\% | 19\% | 19\% | 30\% | 23\% | 3.42 | 14 | 77 |
|  | Sophomore |  | 10\% | 33\% | 17\% | 40\% | 3.88 | . 16 | 42 |
|  | Junior | 3\% | 10\% | 20\% | 25\% | 43\% | 3.95 | . 18 | 40 |
|  | Senior |  |  | 35\% | 29\% | 35\% | 4.00 | . 21 | 17 |
|  | Other |  |  |  | 100\% |  | 4.00 | . | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 7\% | 14\% | 29\% | 28\% | 21\% | 3.41 | . 01 | 23,676 |
|  | Sophomore | 10\% | 16\% | 29\% | 25\% | 20\% | 3.31 | . 01 | 11,787 |
|  | Junior | 7\% | 13\% | 29\% | 28\% | 22\% | 3.46 | . 01 | 8,344 |
|  | Senior | 7\% | 12\% | 28\% | 28\% | 25\% | 3.53 | . 01 | 7,082 |
|  | Graduate | 4\% | 7\% | 22\% | 31\% | 36\% | 3.89 | . 02 | 3,760 |
|  | Other | 6\% | 12\% | 30\% | 27\% | 26\% | 3.54 | . 05 | 520 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  | 33\% | 67\% | 4.67 | . 33 | 3 |
|  | Woman | 2\% | 14\% | 23\% | 26\% | 35\% | 3.76 | . 10 | 127 |
|  | Man | 4\% | 7\% | 21\% | 28\% | 41\% | 3.95 | . 11 | 106 |
|  | Prefer to self-describe |  |  |  |  | 100\% | 5.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 9\% | 15\% | 29\% | 28\% | 19\% | 3.34 | . 04 | 1,086 |
|  | Woman | 7\% | 12\% | 27\% | 28\% | 26\% | 3.54 | . 01 | 37,549 |
|  | Man | 7\% | 12\% | 27\% | 29\% | 24\% | 3.52 | . 01 | 22,538 |
|  | Non-binary/Non-conforming | 7\% | 16\% | 29\% | 25\% | 23\% | 3.42 | . 03 | 1,777 |
|  | Prefer to self-describe | 9\% | 11\% | 32\% | 25\% | 23\% | 3.42 | . 08 | 245 |
|  | Prefer not to answer | 10\% | 14\% | 29\% | 28\% | 19\% | 3.33 | . 03 | 1,231 |
| Live... - YOUR INSTITUTION | On campus | 4\% | 13\% | 24\% | 26\% | 33\% | 3.71 | . 09 | 173 |
|  | Off campus |  | 3\% | 15\% | 29\% | 52\% | 4.31 | . 10 | 65 |
| Live... - ENTIRE SAMPLE | On campus | 9\% | 15\% | 30\% | 27\% | 19\% | 3.34 | . 01 | 40,931 |
|  | Off campus | 4\% | 8\% | 22\% | 31\% | 35\% | 3.86 | . 01 | 23,495 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 3\% | 11\% | 21\% | 27\% | 38\% | 3.87 | . 07 | 238 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 5\% | 12\% | 30\% | 31\% | 22\% | 3.53 | . 01 | 6,784 |
|  | Mid-Atlantic | 8\% | 12\% | 28\% | 30\% | 22\% | 3.47 | . 01 | 10,313 |
|  | Midwest | 7\% | 13\% | 27\% | 28\% | 25\% | 3.49 | . 01 | 19,999 |
|  | Northeast | 9\% | 15\% | 28\% | 28\% | 20\% | 3.36 | . 01 | 8,684 |
|  | Pacific | 9\% | 14\% | 29\% | 28\% | 20\% | 3.37 | . 01 | 6,676 |
|  | Southern | 4\% | 9\% | 23\% | 28\% | 36\% | 3.83 | . 01 | 11,970 |
| Institution Type - YOUR INSTITUTION | Private | 3\% | 11\% | 21\% | 27\% | 38\% | 3.87 | . 07 | 238 |
| Institution Type - ENTIRE SAMPLE | Public | 7\% | 12\% | 27\% | 29\% | 26\% | 3.54 | . 01 | 50,991 |
|  | Private | 7\% | 13\% | 28\% | 29\% | 23\% | 3.47 | . 01 | 13,435 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 3\% | 11\% | 21\% | 27\% | 38\% | 3.87 | . 07 | 238 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 10\% | 14\% | 27\% | 28\% | 21\% | 3.36 | . 03 | 1,376 |
|  | Primarily 4-year | 7\% | 12\% | 27\% | 29\% | 25\% | 3.53 | . 00 | 63,050 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 3\% | 11\% | 21\% | 27\% | 38\% | 3.87 | . 07 | 238 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 6\% | 12\% | 27\% | 29\% | 26\% | 3.56 | . 01 | 54,030 |
|  | Mainly Contracted | 9\% | 15\% | 29\% | 27\% | 21\% | 3.38 | . 01 | 8,971 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 3\% | 11\% | 21\% | 27\% | 38\% | 3.87 | . 07 | 238 |
| Total Current Enroliment - ENTIRE SAMPLE | Under 2,500 | 8\% | 14\% | 27\% | 28\% | 23\% | 3.44 | . 01 | 7,001 |
|  | 2,500 to 10,000 | 9\% | 14\% | 26\% | 27\% | 24\% | 3.43 | . 02 | 5,769 |
|  | 10,001 to 20,000 | 9\% | 16\% | 31\% | 27\% | 17\% | 3.25 | . 01 | 9,275 |
|  | Over 20,000 | 6\% | 11\% | 26\% | 29\% | 27\% | 3.61 | . 01 | 42,381 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar |  | 4\% | 15\% | 15\% | 66\% | 4.43 | . 10 | 79 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 10\% | 26\% | 31\% | 29\% | 3.69 | . 01 | 6,606 |
|  | Marketplace | 5\% | 11\% | 26\% | 28\% | 30\% | 3.67 | . 02 | 4,701 |
|  | Express Unit | 4\% | 8\% | 20\% | 30\% | 38\% | 3.91 | . 01 | 6,880 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 5\% | 17\% | 30\% | 46\% | 4.13 | . 01 | 4,974 |
|  | Sit-down Restaurant | 2\% | 6\% | 18\% | 32\% | 42\% | 4.06 | . 03 | 1,119 |
|  | Convenience Store | 4\% | 9\% | 25\% | 30\% | 33\% | 3.78 | . 02 | 3,352 |

[^16]TABLE 5a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

FOOD: Freshness

|  |  | Freshness |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 4\% | 1\% | 10\% | 30\% | 54\% | 4.30 | . 07 | 227 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 1\% | 3\% | 10\% | 26\% | 59\% | 4.39 | . 00 | 63,877 |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 3\% | 12\% | 31\% | 52\% | 4.27 | . 11 | 75 |
| Aggregated Retail Units | ENTIRE SAMPLE | 1\% | 3\% | 10\% | 24\% | 62\% | 4.42 | . 01 | 27,348 |
| Aggregated Dining Halls | YOUR INSTITUTION | 5\% | 1\% | 9\% | 30\% | 55\% | 4.31 | . 08 | 152 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 1\% | 3\% | 11\% | 27\% | 58\% | 4.37 | . 00 | 36,529 |
| Respondent Type - YOUR INSTITUTION | Student | 5\% | 2\% | 12\% | 30\% | 51\% | 4.19 | . 08 | 170 |
|  | Faculty |  |  |  | 33\% | 67\% | 4.67 | . 13 | 15 |
|  | Administration/ Staff |  |  | 5\% | 31\% | 64\% | 4.60 | . 09 | 42 |
| Respondent Type - ENTIRE SAMPLE | Student | 2\% | 3\% | 11\% | 27\% | 58\% | 4.36 | . 00 | 54,732 |
|  | Faculty | 1\% | 2\% | 7\% | 24\% | 67\% | 4.53 | . 02 | 2,097 |
|  | Administration/Staff | 0\% | 1\% | 5\% | 21\% | 72\% | 4.64 | . 01 | 6,674 |
|  | Other | 1\% | 2\% | 9\% | 22\% | 66\% | 4.50 | . 04 | 374 |
| Student Class Status - YOUR INSTITUTION | First year | 8\% | 3\% | 14\% | 24\% | 51\% | 4.07 | . 15 | 72 |
|  | Sophomore | 2\% |  | 15\% | 29\% | 54\% | 4.32 | . 14 | 41 |
|  | Junior | 5\% |  | 8\% | 44\% | 44\% | 4.21 | . 16 | 39 |
|  | Senior |  | 6\% | 12\% | 29\% | 53\% | 4.29 | . 22 | 17 |
|  | Other |  |  |  |  | 100\% | 5.00 |  | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 1\% | 3\% | 12\% | 28\% | 56\% | 4.34 | . 01 | 23,447 |
|  | Sophomore | 2\% | 3\% | 11\% | 26\% | 59\% | 4.37 | . 01 | 11,701 |
|  | Junior | 2\% | 3\% | 12\% | 27\% | 57\% | 4.33 | . 01 | 8,310 |
|  | Senior | 2\% | 3\% | 10\% | 26\% | 59\% | 4.38 | . 01 | 7,056 |
|  | Graduate | 1\% | 2\% | 9\% | 22\% | 65\% | 4.47 | . 01 | 3,725 |
|  | Other | 2\% | 5\% | 13\% | 30\% | 50\% | 4.22 | . 04 | 515 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  |  | 100\% | 5.00 | . 00 | 3 |
|  | Woman | 3\% | 1\% | 9\% | 32\% | 55\% | 4.37 | . 08 | 119 |
|  | Man | 4\% | 2\% | 12\% | 30\% | 52\% | 4.25 | . 10 | 103 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 2\% | 4\% | 12\% | 25\% | 57\% | 4.32 | . 03 | 1,067 |
|  | Woman | 1\% | 2\% | 9\% | 24\% | 63\% | 4.45 | . 00 | 37,195 |
|  | Man | 2\% | 3\% | 12\% | 28\% | 55\% | 4.31 | . 01 | 22,385 |
|  | Non-binary/Non-conforming | 1\% | 4\% | 14\% | 30\% | 51\% | 4.25 | . 02 | 1,767 |
|  | Prefer to self-describe | 3\% | 4\% | 14\% | 24\% | 55\% | 4.24 | . 07 | 241 |
|  | Prefer not to answer | 2\% | 3\% | 12\% | 28\% | 55\% | 4.30 | . 03 | 1,222 |
| Live... - YOUR INSTITUTION | On campus | 5\% | 1\% | 13\% | 30\% | 51\% | 4.19 | . 08 | 164 |
|  | Off campus |  | 2\% | 3\% | 32\% | 63\% | 4.57 | . 08 | 63 |
| Live... - ENTIRE SAMPLE | On campus | 1\% | 3\% | 11\% | 27\% | 57\% | 4.35 | . 00 | 40,590 |
|  | Off campus | 1\% | 2\% | 9\% | 23\% | 64\% | 4.47 | . 01 | 23,287 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 4\% | 1\% | 10\% | 30\% | 54\% | 4.30 | . 07 | 227 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 1\% | 3\% | 12\% | 27\% | 57\% | 4.34 | . 01 | 6,721 |
|  | Mid-Atlantic | 1\% | 3\% | 11\% | 27\% | 58\% | 4.38 | . 01 | 10,224 |
|  | Midwest | 2\% | 3\% | 10\% | 27\% | 58\% | 4.38 | . 01 | 19,872 |
|  | Northeast | 1\% | 3\% | 10\% | 26\% | 60\% | 4.41 | . 01 | 8,619 |
|  | Pacific | 1\% | 3\% | 11\% | 25\% | 61\% | 4.40 | . 01 | 6,603 |
|  | Southern | 1\% | 3\% | 10\% | 23\% | 63\% | 4.44 | . 01 | 11,838 |
| Institution Type - YOUR INSTITUTION | Private | 4\% | 1\% | 10\% | 30\% | 54\% | 4.30 | . 07 | 227 |
| Institution Type - ENTIRE SAMPLE | Public | 1\% | 3\% | 11\% | 26\% | 60\% | 4.39 | . 00 | 50,527 |
|  | Private | 1\% | 3\% | 10\% | 27\% | 59\% | 4.39 | . 01 | 13,350 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 4\% | 1\% | 10\% | 30\% | 54\% | 4.30 | . 07 | 227 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 1\% | 2\% | 10\% | 21\% | 65\% | 4.47 | . 02 | 1,361 |
|  | Primarily 4-year | 1\% | 3\% | 10\% | 26\% | 59\% | 4.39 | . 00 | 62,516 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 4\% | 1\% | 10\% | 30\% | 54\% | 4.30 | . 07 | 227 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 1\% | 3\% | 10\% | 26\% | 60\% | 4.40 | . 00 | 53,576 |
|  | Mainly Contracted | 2\% | 3\% | 12\% | 27\% | 56\% | 4.33 | . 01 | 8,876 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 4\% | 1\% | 10\% | 30\% | 54\% | 4.30 | . 07 | 227 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 1\% | 3\% | 9\% | 25\% | 62\% | 4.44 | . 01 | 6,970 |
|  | 2,500 to 10,000 | 1\% | 2\% | 10\% | 25\% | 61\% | 4.44 | . 01 | 5,725 |
|  | 10,001 to 20,000 | 2\% | 3\% | 11\% | 26\% | 58\% | 4.36 | . 01 | 9,217 |
|  | Over 20,000 | 1\% | 3\% | 11\% | 26\% | 59\% | 4.39 | . 00 | 41,965 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 3\% | 12\% | 31\% | 52\% | 4.27 | . 11 | 75 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 1\% | 3\% | 10\% | 25\% | 61\% | 4.42 | . 01 | 6,559 |
|  | Marketplace | 1\% | 3\% | 10\% | 25\% | 62\% | 4.44 | . 01 | 4,652 |
|  | Express Unit | 1\% | 3\% | 9\% | 24\% | 63\% | 4.43 | . 01 | 6,801 |
|  | Specialty Coffee Shop/JuiceBar | 1\% | 3\% | 9\% | 23\% | 64\% | 4.46 | . 01 | 4,904 |
|  | Sit-down Restaurant | 1\% | 3\% | 10\% | 23\% | 63\% | 4.43 | . 03 | 1,104 |
|  | Convenience Store | 1\% | 4\% | 11\% | 25\% | 58\% | 4.35 | . 02 | 3,328 |

[^17]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 5b
Satisfaction with Various Items as They Apply to the Surveyed Facility in Genera (without regard to any specific meal)


[^18]TABLE 6a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

FOOD: Nutritional content


[^19]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 6b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
FOOD: Nutritional content


[^20]TABLE 7a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

FOOD: Value


[^21]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 7b
Satisfaction with Various Items as They Apply to the Surveyed Facility in Genera (without regard to any specific meal)

FOOD: Value


[^22]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 8a
Importance of Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
MENU: Availability of posted menu items

|  |  | Availability of posted menu items |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 6\% | 7\% | 22\% | 33\% | 32\% | 3.80 | . 08 | 216 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 3\% | 6\% | 17\% | 30\% | 44\% | 4.06 | . 00 | 57,897 |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 4\% | 20\% | 28\% | 46\% | 4.14 | . 12 | 71 |
| Aggregated Retail Units | ENTIRE SAMPLE | 2\% | 4\% | 15\% | 29\% | 50\% | 4.21 | . 01 | 25,271 |
| Aggregated Dining Halls | YOUR INSTITUTION | 8\% | 8\% | 23\% | 36\% | 26\% | 3.63 | . 10 | 145 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 4\% | 7\% | 19\% | 31\% | 39\% | 3.94 | . 01 | 32,626 |
| Respondent Type - YOUR INSTITUTION | Student | 7\% | 8\% | 24\% | 30\% | 30\% | 3.68 | . 09 | 162 |
|  | Faculty |  | 7\% | 13\% | 53\% | 27\% | 4.00 | 22 | 15 |
|  | Administration/ Staff |  | 3\% | 15\% | 38\% | 44\% | 4.23 | . 13 | 39 |
| Respondent Type - ENTIRE SAMPLE | Student | 3\% | 7\% | 18\% | 30\% | 43\% | 4.02 | . 00 | 49,405 |
|  | Faculty | 2\% | 5\% | 16\% | 33\% | 44\% | 4.13 | . 02 | 1,910 |
|  | Administration/Staff | 1\% | 3\% | 12\% | 31\% | 53\% | 4.33 | . 01 | 6,228 |
|  | Other | 3\% | 3\% | 14\% | 26\% | 56\% | 4.29 | . 05 | 354 |
| Student Class Status - YOUR INSTITUTION | First year | 9\% | 9\% | 25\% | 33\% | 24\% | 3.54 | . 15 | 67 |
|  | Sophomore | 8\% | 10\% | 20\% | 30\% | 33\% | 3.70 | . 20 | 40 |
|  | Junior | 8\% | 8\% | 23\% | 28\% | 35\% | 3.75 | . 20 | 40 |
|  | Senior |  |  | 36\% | 29\% | 36\% | 4.00 | . 23 | 14 |
|  | Other |  |  |  |  | 100\% | 5.00 | . | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 4\% | 8\% | 19\% | 30\% | 39\% | 3.94 | . 01 | 20,804 |
|  | Sophomore | 3\% | 7\% | 18\% | 30\% | 43\% | 4.02 | . 01 | 10,570 |
|  | Junior | 3\% | 6\% | 17\% | 30\% | 44\% | 4.07 | . 01 | 7,625 |
|  | Senior | 3\% | 5\% | 16\% | 28\% | 48\% | 4.14 | . 01 | 6,486 |
|  | Graduate | 2\% | 5\% | 15\% | 28\% | 50\% | 4.19 | . 02 | 3,464 |
|  | Other | 3\% | 8\% | 23\% | 26\% | 40\% | 3.92 | . 05 | 475 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  | 25\% | 25\% | 50\% | 4.25 | . 48 | 4 |
|  | Woman | 4\% | 9\% | 29\% | 32\% | 26\% | 3.66 | . 10 | 112 |
|  | Man | 5\% | 5\% | 14\% | 36\% | 40\% | 4.00 | . 11 | 98 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 3\% | 7\% | 20\% | 29\% | 40\% | 3.95 | . 04 | 944 |
|  | Woman | 3\% | 6\% | 16\% | 30\% | 45\% | 4.09 | . 01 | 33,740 |
|  | Man | 3\% | 7\% | 18\% | 30\% | 42\% | 4.01 | . 01 | 20,294 |
|  | Non-binary/Non-conforming | 3\% | 7\% | 16\% | 32\% | 42\% | 4.02 | . 03 | 1,602 |
|  | Prefer to self-describe | 6\% | 5\% | 17\% | 30\% | 42\% | 3.95 | . 08 | 219 |
|  | Prefer not to answer | 3\% | 7\% | 20\% | 28\% | 42\% | 3.98 | . 03 | 1,098 |
| Live... - YOUR INSTITUTION | On campus | 8\% | 8\% | 22\% | 32\% | 29\% | 3.68 | . 10 | 157 |
|  | Off campus |  | 3\% | 20\% | 36\% | 41\% | 4.14 | . 11 | 59 |
| Live... - ENTIRE SAMPLE | On campus | 3\% | 7\% | 18\% | 30\% | 41\% | 3.98 | . 01 | 36,427 |
|  | Off campus | 2\% | 5\% | 15\% | 29\% | 49\% | 4.18 | . 01 | 21,470 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 6\% | 7\% | 22\% | 33\% | 32\% | 3.80 | . 08 | 216 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 4\% | 7\% | 19\% | 32\% | 39\% | 3.96 | . 01 | 6,106 |
|  | Mid-Atlantic | 4\% | 7\% | 20\% | 31\% | 37\% | 3.91 | . 01 | 9,097 |
|  | Midwest | 3\% | 7\% | 17\% | 30\% | 43\% | 4.04 | . 01 | 18,111 |
|  | Northeast | 3\% | 6\% | 17\% | 30\% | 44\% | 4.06 | . 01 | 7,738 |
|  | Pacific | 2\% | 5\% | 16\% | 30\% | 47\% | 4.15 | . 01 | 5,921 |
|  | Southern | 2\% | 5\% | 15\% | 27\% | 51\% | 4.21 | . 01 | 10,924 |
| Institution Type - YOUR INSTITUTION | Private | 6\% | 7\% | 22\% | 33\% | 32\% | 3.80 | . 08 | 216 |
| Institution Type - ENTIRE SAMPLE | Public | 3\% | 6\% | 17\% | 30\% | 44\% | 4.06 | . 00 | 45,794 |
|  | Private | 3\% | 6\% | 17\% | 31\% | 43\% | 4.06 | . 01 | 12,103 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 6\% | 7\% | 22\% | 33\% | 32\% | 3.80 | . 08 | 216 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 2\% | 4\% | 18\% | 31\% | 46\% | 4.15 | . 03 | 1,228 |
|  | Primarily 4-year | 3\% | 6\% | 17\% | 30\% | 44\% | 4.06 | . 00 | 56,669 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 6\% | 7\% | 22\% | 33\% | 32\% | 3.80 | . 08 | 216 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 3\% | 6\% | 17\% | 30\% | 44\% | 4.06 | . 00 | 48,697 |
|  | Mainly Contracted | 3\% | 7\% | 19\% | 30\% | 41\% | 4.00 | . 01 | 7,963 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 6\% | 7\% | 22\% | 33\% | 32\% | 3.80 | . 08 | 216 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 3\% | 5\% | 17\% | 31\% | 44\% | 4.09 | . 01 | 6,418 |
|  | 2,500 to 10,000 | 2\% | 5\% | 17\% | 31\% | 44\% | 4.10 | . 01 | 5,141 |
|  | 10,001 to 20,000 | 3\% | 7\% | 17\% | 31\% | 41\% | 3.99 | . 01 | 8,155 |
|  | Over 20,000 | 3\% | 6\% | 17\% | 29\% | 44\% | 4.06 | . 01 | 38,183 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 4\% | 20\% | 28\% | 46\% | 4.14 | . 12 | 71 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 2\% | 5\% | 16\% | 30\% | 48\% | 4.17 | . 01 | 5,994 |
|  | Marketplace | 2\% | 5\% | 16\% | 30\% | 47\% | 4.16 | . 02 | 4,282 |
|  | Express Unit | 2\% | 4\% | 14\% | 28\% | 53\% | 4.25 | . 01 | 6,362 |
|  | Specialty Coffee Shop/JuiceBar | 1\% | 4\% | 13\% | 29\% | 53\% | 4.27 | . 01 | 4,653 |
|  | Sit-down Restaurant | 2\% | 5\% | 12\% | 31\% | 50\% | 4.23 | . 03 | 1,022 |
|  | Convenience Store | 2\% | 5\% | 16\% | 29\% | 48\% | 4.15 | . 02 | 2,958 |

[^23]A smaller Sampling Error means the data is a better predictor of the overall population.

## TABLE 8b

Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
MENU: Availability of posted menu items


[^24]TABLE 9a
Importance of Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal
MENU: Variety of menu choices

|  |  | Variety of menu choices |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 4\% | 4\% | 21\% | 37\% | 35\% | 3.95 | . 07 | 223 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 2\% | 4\% | 14\% | 32\% | 48\% | 4.20 | . 00 | 58,969 |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 5\% | 19\% | 32\% | 41\% | 4.03 | . 12 | 74 |
| Aggregated Retail Units | ENTIRE SAMPLE | 2\% | 5\% | 15\% | 30\% | 48\% | 4.17 | . 01 | 25,589 |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 3\% | 21\% | 40\% | 32\% | 3.91 | . 08 | 149 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 2\% | 4\% | 14\% | 33\% | 48\% | 4.21 | . 01 | 33,380 |
| Respondent Type - YOUR INSTITUTION | Student | 5\% | 4\% | 23\% | 34\% | 35\% | 3.90 | . 08 | 167 |
|  | Faculty |  |  | 6\% | 63\% | 31\% | 4.25 | . 14 | 16 |
|  | Administration/ Staff |  | 8\% | 15\% | 43\% | 35\% | 4.05 | . 14 | 40 |
| Respondent Type - ENTIRE SAMPLE | Student | 2\% | 5\% | 15\% | 31\% | 47\% | 4.17 | . 00 | 50,195 |
|  | Faculty | 1\% | 3\% | 12\% | 35\% | 48\% | 4.27 | . 02 | 2,007 |
|  | Administration/Staff | 1\% | 2\% | 11\% | 35\% | 51\% | 4.33 | . 01 | 6,413 |
|  | Other | 2\% | 3\% | 13\% | 28\% | 54\% | 4.29 | . 05 | 354 |
| Student Class Status - YOUR INSTITUTION | First year | 6\% | 6\% | 29\% | 28\% | 31\% | 3.72 | . 14 | 68 |
|  | Sophomore | 2\% |  | 29\% | 32\% | 37\% | 4.00 | . 15 | 41 |
|  | Junior | 7\% | 2\% | 15\% | 39\% | 37\% | 3.95 | . 18 | 41 |
|  | Senior |  | 6\% | 6\% | 44\% | 44\% | 4.25 | 21 | 16 |
|  | Other |  |  |  | 100\% |  | 4.00 | . | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 2\% | 5\% | 15\% | 32\% | 46\% | 4.16 | . 01 | 21,169 |
|  | Sophomore | 2\% | 5\% | 14\% | 31\% | 48\% | 4.19 | . 01 | 10,732 |
|  | Junior | 2\% | 5\% | 16\% | 31\% | 46\% | 4.15 | . 01 | 7,730 |
|  | Senior | 2\% | 5\% | 15\% | 30\% | 49\% | 4.19 | . 01 | 6,578 |
|  | Graduate | 2\% | 4\% | 13\% | 30\% | 52\% | 4.25 | . 02 | 3,523 |
|  | Other | 2\% | 6\% | 20\% | 27\% | 45\% | 4.06 | . 05 | 483 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  | 25\% | 25\% | 50\% | 4.25 | . 48 | 4 |
|  | Woman | 2\% | 5\% | 28\% | 34\% | 31\% | 3.87 | . 09 | 116 |
|  | Man | 4\% | 3\% | 12\% | 43\% | 39\% | 4.09 | . 10 | 101 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 3\% | 5\% | 18\% | 32\% | 42\% | 4.07 | . 03 | 971 |
|  | Woman | 1\% | 4\% | 13\% | 31\% | 50\% | 4.25 | . 00 | 34,391 |
|  | Man | 2\% | 5\% | 16\% | 33\% | 44\% | 4.12 | . 01 | 20,612 |
|  | Non-binary/Non-conforming | 2\% | 5\% | 16\% | 32\% | 44\% | 4.11 | . 02 | 1,638 |
|  | Prefer to self-describe | 5\% | 4\% | 14\% | 26\% | 50\% | 4.12 | . 08 | 224 |
|  | Prefer not to answer | 2\% | 5\% | 17\% | 32\% | 45\% | 4.11 | . 03 | 1,133 |
| Live... - YOUR INSTITUTION | On campus | 5\% | 3\% | 23\% | 33\% | 35\% | 3.91 | . 08 | 162 |
|  | Off campus |  | 7\% | 13\% | 48\% | 33\% | 4.07 | . 11 | 61 |
| Live... - ENTIRE SAMPLE | On campus | 2\% | 4\% | 15\% | 32\% | 47\% | 4.19 | . 00 | 37,066 |
|  | Off campus | 2\% | 4\% | 14\% | 31\% | 49\% | 4.21 | . 01 | 21,903 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 4\% | 4\% | 21\% | 37\% | 35\% | 3.95 | . 07 | 223 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 2\% | 6\% | 17\% | 34\% | 42\% | 4.08 | . 01 | 6,212 |
|  | Mid-Atlantic | 2\% | 4\% | 14\% | 34\% | 47\% | 4.21 | . 01 | 9,439 |
|  | Midwest | 2\% | 4\% | 14\% | 33\% | 48\% | 4.21 | . 01 | 18,396 |
|  | Northeast | 2\% | 4\% | 14\% | 32\% | 48\% | 4.21 | . 01 | 7,878 |
|  | Pacific | 2\% | 5\% | 15\% | 31\% | 48\% | 4.18 | . 01 | 6,035 |
|  | Southern | 2\% | 4\% | 14\% | 28\% | 52\% | 4.24 | . 01 | 11,009 |
| Institution Type - YOUR INSTITUTION | Private | 4\% | 4\% | 21\% | 37\% | 35\% | 3.95 | . 07 | 223 |
| Institution Type - ENTIRE SAMPLE | Public | 2\% | 4\% | 14\% | 31\% | 48\% | 4.19 | . 00 | 46,623 |
|  | Private | 1\% | 4\% | 14\% | 34\% | 47\% | 4.21 | . 01 | 12,346 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 4\% | 4\% | 21\% | 37\% | 35\% | 3.95 | . 07 | 223 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 1\% | 4\% | 15\% | 34\% | 46\% | 4.19 | . 03 | 1,255 |
|  | Primarily 4-year | 2\% | 4\% | 14\% | 32\% | 48\% | 4.20 | . 00 | 57,714 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 4\% | 4\% | 21\% | 37\% | 35\% | 3.95 | . 07 | 223 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 2\% | 4\% | 14\% | 32\% | 48\% | 4.20 | . 00 | 49,609 |
|  | Mainly Contracted | 2\% | 5\% | 16\% | 33\% | 44\% | 4.12 | . 01 | 8,097 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 4\% | 4\% | 21\% | 37\% | 35\% | 3.95 | . 07 | 223 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 1\% | 3\% | 13\% | 34\% | 48\% | 4.24 | . 01 | 6,546 |
|  | 2,500 to 10,000 | 1\% | 4\% | 14\% | 33\% | 48\% | 4.23 | . 01 | 5,268 |
|  | 10,001 to 20,000 | 2\% | 5\% | 15\% | 32\% | 46\% | 4.16 | . 01 | 8,306 |
|  | Over 20,000 | 2\% | 4\% | 14\% | 31\% | 48\% | 4.19 | . 00 | 38,849 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 5\% | 19\% | 32\% | 41\% | 4.03 | . 12 | 74 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 2\% | 4\% | 15\% | 31\% | 48\% | 4.19 | . 01 | 6,065 |
|  | Marketplace | 1\% | 4\% | 14\% | 31\% | 50\% | 4.23 | . 01 | 4,331 |
|  | Express Unit | 3\% | 6\% | 15\% | 29\% | 47\% | 4.13 | . 01 | 6,415 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 5\% | 15\% | 30\% | 48\% | 4.16 | . 01 | 4,687 |
|  | Sit-down Restaurant | 2\% | 5\% | 16\% | 32\% | 45\% | 4.13 | . 03 | 1,036 |
|  | Convenience Store | 2\% | 4\% | 16\% | 30\% | 49\% | 4.20 | . 02 | 3,055 |

[^25]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 9b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal
MENU: Variety of menu choices


[^26]TABLE 10a
Importance of Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
MENU: Variety of healthy menu choices

|  |  | Variety of healthy menu choices |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 4\% | 4\% | 17\% | 28\% | 48\% | 4.12 | . 07 | 220 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 3\% | 6\% | 17\% | 27\% | 47\% | 4.08 | . 00 | 58,031 |
| Aggregated Retail Units | YOUR INSTITUTION | 6\% | 4\% | 22\% | 25\% | 43\% | 3.96 | . 14 | 72 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 7\% | 17\% | 26\% | 45\% | 4.01 | . 01 | 25,026 |
| Aggregated Dining Halls | YOUR INSTITUTION | 3\% | 3\% | 15\% | 29\% | 50\% | 4.20 | . 08 | 148 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 3\% | 5\% | 16\% | 27\% | 48\% | 4.13 | . 01 | 33,005 |
| Respondent Type - YOUR INSTITUTION | Student | 5\% | 4\% | 18\% | 25\% | 48\% | 4.08 | . 09 | 163 |
|  | Faculty |  |  | 13\% | 38\% | 50\% | 4.38 | . 18 | 16 |
|  | Administration/ Staff |  | 5\% | 15\% | 37\% | 44\% | 4.20 | . 14 | 41 |
| Respondent Type - ENTIRE SAMPLE | Student | 4\% | 6\% | 17\% | 26\% | 46\% | 4.06 | . 00 | 49,441 |
|  | Faculty | 2\% | 4\% | 14\% | 28\% | 51\% | 4.22 | . 02 | 1,972 |
|  | Administration/Staff | 2\% | 4\% | 15\% | 29\% | 50\% | 4.21 | . 01 | 6,269 |
|  | Other | 4\% | 5\% | 12\% | 26\% | 52\% | 4.17 | . 06 | 349 |
| Student Class Status - YOUR INSTITUTION | First year | 4\% | 4\% | 28\% | 24\% | 39\% | 3.88 | . 14 | 67 |
|  | Sophomore |  | 8\% | 10\% | 31\% | 51\% | 4.26 | . 15 | 39 |
|  | Junior | 10\% |  | 17\% | 20\% | 54\% | 4.07 | . 20 | 41 |
|  | Senior | 7\% |  |  | 27\% | 67\% | 4.47 | 27 | 15 |
|  | Other |  |  |  |  | 100\% | 5.00 |  | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 3\% | 6\% | 17\% | 27\% | 46\% | 4.06 | . 01 | 20,865 |
|  | Sophomore | 4\% | 6\% | 17\% | 26\% | 47\% | 4.06 | . 01 | 10,572 |
|  | Junior | 4\% | 6\% | 18\% | 26\% | 45\% | 4.02 | . 01 | 7,598 |
|  | Senior | 4\% | 7\% | 18\% | 26\% | 46\% | 4.03 | . 01 | 6,471 |
|  | Graduate | 4\% | 5\% | 14\% | 24\% | 53\% | 4.17 | . 02 | 3,475 |
|  | Other | 4\% | 7\% | 19\% | 25\% | 45\% | 4.00 | . 05 | 479 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  |  | 100\% | 5.00 | . 00 | 4 |
|  | Woman | 3\% | 2\% | 14\% | 31\% | 51\% | 4.26 | . 09 | 117 |
|  | Man | 3\% | 6\% | 23\% | 26\% | 42\% | 3.98 | . 11 | 97 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 4\% | 6\% | 17\% | 27\% | 46\% | 4.05 | . 04 | 949 |
|  | Woman | 3\% | 5\% | 15\% | 26\% | 51\% | 4.17 | . 01 | 33,936 |
|  | Man | 5\% | 7\% | 19\% | 28\% | 41\% | 3.94 | . 01 | 20,225 |
|  | Non-binary/Non-conforming | 5\% | 8\% | 19\% | 26\% | 42\% | 3.91 | . 03 | 1,597 |
|  | Prefer to self-describe | 5\% | 6\% | 17\% | 25\% | 46\% | 4.00 | . 08 | 220 |
|  | Prefer not to answer | 3\% | 6\% | 18\% | 25\% | 47\% | 4.07 | . 03 | 1,104 |
| Live... - YOUR INSTITUTION | On campus | 4\% | 4\% | 19\% | 25\% | 47\% | 4.08 | . 09 | 158 |
|  | Off campus | 2\% | 3\% | 13\% | 34\% | 48\% | 4.24 | . 12 | 62 |
| Live... - ENTIRE SAMPLE | On campus | 3\% | 6\% | 17\% | 27\% | 47\% | 4.08 | . 01 | 36,545 |
|  | Off campus | 4\% | 6\% | 16\% | 27\% | 48\% | 4.09 | . 01 | 21,486 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 4\% | 4\% | 17\% | 28\% | 48\% | 4.12 | . 07 | 220 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 3\% | 6\% | 18\% | 28\% | 44\% | 4.03 | . 01 | 6,118 |
|  | Mid-Atlantic | 3\% | 5\% | 16\% | 28\% | 48\% | 4.13 | . 01 | 9,333 |
|  | Midwest | 4\% | 6\% | 17\% | 27\% | 46\% | 4.07 | . 01 | 18,094 |
|  | Northeast | 3\% | 6\% | 16\% | 27\% | 48\% | 4.10 | . 01 | 7,769 |
|  | Pacific | 4\% | 7\% | 18\% | 26\% | 46\% | 4.04 | . 01 | 5,895 |
|  | Southern | 4\% | 6\% | 17\% | 24\% | 50\% | 4.10 | . 01 | 10,822 |
| Institution Type - YOUR INSTITUTION | Private | 4\% | 4\% | 17\% | 28\% | 48\% | 4.12 | . 07 | 220 |
| Institution Type - ENTIRE SAMPLE | Public | 4\% | 6\% | 17\% | 27\% | 47\% | 4.06 | . 01 | 45,841 |
|  | Private | 3\% | 5\% | 16\% | 27\% | 49\% | 4.14 | . 01 | 12,190 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 4\% | 4\% | 17\% | 28\% | 48\% | 4.12 | . 07 | 220 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 4\% | 6\% | 16\% | 28\% | 47\% | 4.07 | . 03 | 1,235 |
|  | Primarily 4-year | 3\% | 6\% | 17\% | 27\% | 47\% | 4.08 | . 00 | 56,796 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 4\% | 4\% | 17\% | 28\% | 48\% | 4.12 | . 07 | 220 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 3\% | 6\% | 17\% | 27\% | 47\% | 4.09 | . 00 | 48,816 |
|  | Mainly Contracted | 4\% | 6\% | 18\% | 27\% | 45\% | 4.02 | . 01 | 7,980 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 4\% | 4\% | 17\% | 28\% | 48\% | 4.12 | . 07 | 220 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 3\% | 5\% | 15\% | 27\% | 51\% | 4.19 | . 01 | 6,460 |
|  | 2,500 to 10,000 | 3\% | 5\% | 17\% | 26\% | 49\% | 4.12 | . 01 | 5,180 |
|  | 10,001 to 20,000 | 3\% | 7\% | 18\% | 28\% | 44\% | 4.03 | . 01 | 8,132 |
|  | Over 20,000 | 4\% | 6\% | 17\% | 27\% | 47\% | 4.07 | . 01 | 38,259 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 6\% | 4\% | 22\% | 25\% | 43\% | 3.96 | . 14 | 72 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 4\% | 6\% | 17\% | 27\% | 46\% | 4.04 | . 01 | 5,953 |
|  | Marketplace | 4\% | 6\% | 16\% | 26\% | 49\% | 4.11 | . 02 | 4,261 |
|  | Express Unit | 5\% | 7\% | 18\% | 25\% | 45\% | 3.96 | . 01 | 6,258 |
|  | Specialty Coffee Shop/JuiceBar | 4\% | 7\% | 18\% | 26\% | 44\% | 3.99 | . 02 | 4,518 |
|  | Sit-down Restaurant | 5\% | 10\% | 18\% | 25\% | 41\% | 3.87 | . 04 | 1,013 |
|  | Convenience Store | 4\% | 7\% | 18\% | 26\% | 46\% | 4.03 | . 02 | 3,023 |

[^27]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 10b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
MENU: Variety of healthy menu choices


[^28]TABLE 11a


[^29]TABLE 11b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)

|  |  | Variety of menu choices to accommodate special dietary needs |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | \# Resp |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 3\% | 6\% | 22\% | 25\% | 45\% | 4.03 | . 08 | 177 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 13\% | 13\% | 25\% | 22\% | 27\% | 3.38 | . 01 | 47,524 |
| Aggregated Retail Units | YOUR INSTITUTION | 2\% | 5\% | 31\% | 15\% | 47\% | 4.02 | . 14 | 59 |
| Aggregated Retail Units | ENTIRE SAMPLE | 10\% | 12\% | 25\% | 22\% | 31\% | 3.53 | . 01 | 20,732 |
| Aggregated Dining Halls | YOUR INSTITUTION | 3\% | 6\% | 18\% | 30\% | 43\% | 4.03 | . 10 | 118 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 15\% | 14\% | 25\% | 23\% | 24\% | 3.27 | . 01 | 26,792 |
| Respondent Type - YOUR INSTITUTION | Student | 3\% | 5\% | 24\% | 24\% | 44\% | 4.01 | . 09 | 131 |
|  | Faculty |  | 8\% | 17\% | 33\% | 42\% | 4.08 | 29 | 12 |
|  | Administration/ Staff | 3\% | 9\% | 15\% | 24\% | 50\% | 4.09 | 20 | 34 |
| Respondent Type - ENTIRE SAMPLE | Student | 14\% | 13\% | 26\% | 22\% | 25\% | 3.32 | . 01 | 40,905 |
|  | Faculty | 11\% | 10\% | 19\% | 27\% | 32\% | 3.58 | . 03 | 1,517 |
|  | Administration/Staff | 6\% | 8\% | 21\% | 24\% | 41\% | 3.86 | . 02 | 4,793 |
|  | Other | 5\% | 9\% | 18\% | 23\% | 45\% | 3.93 | . 07 | 309 |
| Student Class Status - YOUR INSTITUTION | First year | 4\% | 9\% | 28\% | 16\% | 44\% | 3.88 | . 16 | 57 |
|  | Sophomore |  |  | 19\% | 31\% | 50\% | 4.31 | . 15 | 26 |
|  | Junior | 3\% |  | 19\% | 34\% | 44\% | 4.16 | . 17 | 32 |
|  | Senior | 7\% | 7\% | 27\% | 27\% | 33\% | 3.73 | . 32 | 15 |
|  | Other |  |  | 100\% |  |  | 3.00 |  | 1 |
| Student Class Status - ENTIRE SAMPLE | First year | 13\% | 13\% | 26\% | 22\% | 25\% | 3.35 | . 01 | 17,139 |
|  | Sophomore | 17\% | 15\% | 26\% | 21\% | 22\% | 3.16 | . 01 | 8,719 |
|  | Junior | 14\% | 14\% | 26\% | 22\% | 24\% | 3.27 | . 02 | 6,320 |
|  | Senior | 14\% | 13\% | 26\% | 21\% | 26\% | 3.32 | . 02 | 5,366 |
|  | Graduate | 8\% | 9\% | 24\% | 25\% | 34\% | 3.68 | . 02 | 2,996 |
|  | Other | 10\% | 11\% | 26\% | 21\% | 32\% | 3.54 | . 07 | 384 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  | 100\% |  | 4.00 | . 00 | 2 |
|  | Woman | 3\% | 6\% | 26\% | 19\% | 45\% | 3.98 | . 11 | 99 |
|  | Man | 3\% | 5\% | 18\% | 31\% | 43\% | 4.07 | . 12 | 74 |
|  | Prefer to self-describe |  |  |  |  | 100\% | 5.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 18\% | 18\% | 24\% | 23\% | 18\% | 3.05 | . 05 | 720 |
|  | Woman | 14\% | 14\% | 25\% | 22\% | 26\% | 3.33 | . 01 | 28,412 |
|  | Man | 9\% | 10\% | 26\% | 24\% | 30\% | 3.55 | . 01 | 15,887 |
|  | Non-binary/Non-conforming | 23\% | 15\% | 23\% | 19\% | 20\% | 2.97 | . 04 | 1,417 |
|  | Prefer to self-describe | 22\% | 10\% | 24\% | 18\% | 27\% | 3.18 | . 11 | 193 |
|  | Prefer not to answer | 19\% | 14\% | 25\% | 19\% | 22\% | 3.11 | . 05 | 895 |
| Live... - YOUR INSTITUTION | On campus | 3\% | 5\% | 22\% | 26\% | 44\% | 4.03 | . 09 | 129 |
|  | Off campus | 2\% | 8\% | 21\% | 23\% | 46\% | 4.02 | . 16 | 48 |
| Live... - ENTIRE SAMPLE | On campus | 15\% | 14\% | 26\% | 22\% | 23\% | 3.22 | . 01 | 29,965 |
|  | Off campus | 8\% | 10\% | 24\% | 24\% | 34\% | 3.66 | . 01 | 17,559 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 3\% | 6\% | 22\% | 25\% | 45\% | 4.03 | . 08 | 177 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 11\% | 12\% | 28\% | 24\% | 25\% | 3.39 | . 02 | 4,985 |
|  | Mid-Atlantic | 16\% | 14\% | 26\% | 22\% | 22\% | 3.20 | . 02 | 7,325 |
|  | Midwest | 13\% | 12\% | 23\% | 22\% | 29\% | 3.43 | . 01 | 14,668 |
|  | Northeast | 17\% | 15\% | 24\% | 22\% | 21\% | 3.15 | . 02 | 6,200 |
|  | Pacific | 14\% | 14\% | 28\% | 22\% | 22\% | 3.24 | . 02 | 4,914 |
|  | Southern | 7\% | 10\% | 25\% | 23\% | 35\% | 3.68 | . 01 | 9,432 |
| Institution Type - YOUR INSTITUTION | Private | 3\% | 6\% | 22\% | 25\% | 45\% | 4.03 | . 08 | 177 |
| Institution Type - ENTIRE SAMPLE | Public | 12\% | 12\% | 25\% | 22\% | 28\% | 3.41 | . 01 | 37,849 |
|  | Private | 15\% | 14\% | 24\% | 23\% | 25\% | 3.27 | . 01 | 9,675 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 3\% | 6\% | 22\% | 25\% | 45\% | 4.03 | . 08 | 177 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 17\% | 13\% | 28\% | 21\% | 20\% | 3.14 | . 04 | 926 |
|  | Primarily 4-year | 13\% | 13\% | 25\% | 23\% | 27\% | 3.39 | . 01 | 46,598 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 3\% | 6\% | 22\% | 25\% | 45\% | 4.03 | . 08 | 177 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 12\% | 12\% | 25\% | 23\% | 28\% | 3.41 | . 01 | 39,890 |
|  | Mainly Contracted | 14\% | 14\% | 26\% | 22\% | 24\% | 3.27 | . 02 | 6,596 |
| Total Current Enroliment - YOUR INSTITUT | Under 2,500 | 3\% | 6\% | 22\% | 25\% | 45\% | 4.03 | . 08 | 177 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 19\% | 15\% | 23\% | 20\% | 23\% | 3.13 | . 02 | 5,238 |
|  | 2,500 to 10,000 | 16\% | 14\% | 27\% | 20\% | 23\% | 3.18 | . 02 | 3,948 |
|  | 10,001 to 20,000 | 16\% | 14\% | 26\% | 22\% | 21\% | 3.18 | . 02 | 6,725 |
|  | Over 20,000 | 10\% | 12\% | 25\% | 23\% | 29\% | 3.50 | . 01 | 31,613 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 2\% | 5\% | 31\% | 15\% | 47\% | 4.02 | . 14 | 59 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 12\% | 13\% | 29\% | 21\% | 25\% | 3.33 | . 02 | 4,790 |
|  | Marketplace | 13\% | 14\% | 24\% | 21\% | 28\% | 3.37 | . 02 | 3,451 |
|  | Express Unit | 9\% | 10\% | 24\% | 23\% | 34\% | 3.63 | . 02 | 5,302 |
|  | Specialty Coffee Shop/JuiceBar | 7\% | 8\% | 23\% | 24\% | 38\% | 3.76 | . 02 | 3,877 |
|  | Sit-down Restaurant | 8\% | 11\% | 23\% | 24\% | 34\% | 3.65 | . 05 | 799 |
|  | Convenience Store | 9\% | 12\% | 27\% | 23\% | 29\% | 3.51 | . 03 | 2,513 |

[^30]TABLE 12a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

SERVICE: Overall


[^31]TABLE 12b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

SERVICE: Overall


[^32]TABLE 13a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

SERVICE: Speed of service

|  |  | Speed of service |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | $\begin{array}{r\|} \text { (3) Mixed } \\ \hline 14 \% \end{array}$ | (4) Somewhat Important 34\% | (5) Very Important47\% |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 3\% | 2\% |  |  |  | 4.19 | . 07 | 220 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 2\% | 5\% | 16\% | 30\% | 46\% | 4.14 | . 00 | 56,499 |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 3\% | 12\% | 26\% | 56\% | 4.30 | . 11 | 73 |
| Aggregated Retail Units | ENTIRE SAMPLE | 1\% | 3\% | 12\% | 29\% | 54\% | 4.32 | . 01 | 24,961 |
| Aggregated Dining Halls | YOUR INSTITUTION | 3\% | 2\% | 15\% | 37\% | 42\% | 4.13 | . 08 | 147 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 2\% | 7\% | 20\% | 32\% | 40\% | 4.00 | . 01 | 31,538 |
| Respondent Type - YOUR INSTITUTION | Student | 4\% | 3\% | 16\% | 30\% | 47\% | 4.12 | . 08 | 164 |
|  | Faculty |  |  | 13\% | 44\% | 44\% | 4.31 | . 18 | 16 |
|  | Administration/ Staff |  |  | 8\% | 45\% | 48\% | 4.40 | . 10 | 40 |
| Respondent Type - ENTIRE SAMPLE | Student | 2\% | 6\% | 18\% | 30\% | 44\% | 4.09 | . 00 | 47,916 |
|  | Faculty | 1\% | 2\% | 11\% | 35\% | 51\% | 4.33 | . 02 | 1,951 |
|  | Administration/Staff | 1\% | 2\% | 8\% | 30\% | 59\% | 4.46 | . 01 | 6,278 |
|  | Other | 1\% | 1\% | 8\% | 24\% | 66\% | 4.53 | . 04 | 354 |
| Student Class Status - YOUR INSTITUTION | First year | 6\% | 3\% | 14\% | 35\% | 42\% | 4.04 | . 13 | 69 |
|  | Sophomore |  | 5\% | 23\% | 21\% | 51\% | 4.18 | . 16 | 39 |
|  | Junior | 7\% | 2\% | 12\% | 29\% | 49\% | 4.10 | . 18 | 41 |
|  | Senior |  |  | 13\% | 33\% | 53\% | 4.40 | . 19 | 15 |
| Student Class Status - ENTIRE SAMPLE | First year | 2\% | 7\% | 19\% | 31\% | 41\% | 4.01 | . 01 | 19,994 |
|  | Sophomore | 2\% | 6\% | 18\% | 31\% | 43\% | 4.07 | . 01 | 10,245 |
|  | Junior | 2\% | 5\% | 17\% | 30\% | 46\% | 4.13 | . 01 | 7,435 |
|  | Senior | 1\% | 5\% | 15\% | 30\% | 49\% | 4.20 | . 01 | 6,355 |
|  | Graduate | 2\% | 3\% | 12\% | 27\% | 56\% | 4.32 | . 02 | 3,434 |
|  | Other | 3\% | 5\% | 21\% | 30\% | 41\% | 4.03 | . 05 | 473 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  |  | 100\% | 5.00 | . 00 | 4 |
|  | Woman | 2\% | 2\% | 16\% | 36\% | 45\% | 4.20 | . 08 | 114 |
|  | Man | 3\% | 3\% | 13\% | 33\% | 48\% | 4.20 | . 10 | 100 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 3\% | 7\% | 18\% | 33\% | 39\% | 3.98 | . 04 | 914 |
|  | Woman | 1\% | 5\% | 16\% | 30\% | 48\% | 4.18 | . 01 | 33,000 |
|  | Man | 2\% | 5\% | 17\% | 31\% | 45\% | 4.12 | . 01 | 19,727 |
|  | Non-binary/Non-conforming | 3\% | 10\% | 21\% | 29\% | 37\% | 3.89 | . 03 | 1,556 |
|  | Prefer to self-describe | 4\% | 8\% | 18\% | 23\% | 47\% | 4.01 | . 08 | 213 |
|  | Prefer not to answer | 2\% | 7\% | 20\% | 31\% | 41\% | 4.01 | . 03 | 1,089 |
| Live... - YOUR INSTITUTION | On campus | 4\% | 3\% | 15\% | 30\% | 48\% | 4.13 | . 08 | 159 |
|  | Off campus |  |  | 11\% | 44\% | 44\% | 4.33 | . 09 | 61 |
| Live... - ENTIRE SAMPLE | On campus | 2\% | 6\% | 19\% | 31\% | 41\% | 4.03 | . 01 | 35,226 |
|  | Off campus | 1\% | 3\% | 12\% | 29\% | 54\% | 4.32 | . 01 | 21,273 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 3\% | 2\% | 14\% | 34\% | 47\% | 4.19 | . 07 | 220 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 2\% | 5\% | 18\% | 32\% | 42\% | 4.08 | . 01 | 5,963 |
|  | Mid-Atlantic | 2\% | 6\% | 18\% | 33\% | 42\% | 4.08 | . 01 | 8,993 |
|  | Midwest | 2\% | 6\% | 17\% | 31\% | 44\% | 4.09 | . 01 | 17,643 |
|  | Northeast | 2\% | 5\% | 17\% | 31\% | 45\% | 4.12 | . 01 | 7,458 |
|  | Pacific | 2\% | 5\% | 15\% | 30\% | 49\% | 4.20 | . 01 | 5,792 |
|  | Southern | 1\% | 4\% | 13\% | 26\% | 55\% | 4.30 | . 01 | 10,650 |
| Institution Type - YOUR INSTITUTION | Private | 3\% | 2\% | 14\% | 34\% | 47\% | 4.19 | . 07 | 220 |
| Institution Type - ENTIRE SAMPLE | Public | 2\% | 5\% | 17\% | 30\% | 46\% | 4.14 | . 00 | 44,639 |
|  | Private | 2\% | 5\% | 15\% | 32\% | 46\% | 4.17 | . 01 | 11,860 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 3\% | 2\% | 14\% | 34\% | 47\% | 4.19 | . 07 | 220 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 1\% | 3\% | 12\% | 31\% | 52\% | 4.31 | . 03 | 1,205 |
|  | Primarily 4-year | 2\% | 5\% | 16\% | 30\% | 46\% | 4.14 | . 00 | 55,294 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 3\% | 2\% | 14\% | 34\% | 47\% | 4.19 | . 07 | 220 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 2\% | 5\% | 16\% | 30\% | 47\% | 4.16 | . 00 | 47,600 |
|  | Mainly Contracted | 2\% | 7\% | 19\% | 31\% | 42\% | 4.04 | . 01 | 7,729 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 3\% | 2\% | 14\% | 34\% | 47\% | 4.19 | . 07 | 220 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 1\% | 4\% | 15\% | 33\% | 47\% | 4.19 | . 01 | 6,356 |
|  | 2,500 to 10,000 | 1\% | 4\% | 16\% | 31\% | 47\% | 4.18 | . 01 | 5,079 |
|  | 10,001 to 20,000 | 2\% | 7\% | 19\% | 31\% | 41\% | 4.02 | . 01 | 7,854 |
|  | Over 20,000 | 2\% | 5\% | 16\% | 30\% | 47\% | 4.16 | . 01 | 37,210 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 3\% | 12\% | 26\% | 56\% | 4.30 | . 11 | 73 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 1\% | 3\% | 14\% | 31\% | 52\% | 4.29 | . 01 | 5,877 |
|  | Marketplace | 1\% | 4\% | 15\% | 30\% | 50\% | 4.22 | . 01 | 4,181 |
|  | Express Unit | 1\% | 3\% | 11\% | 27\% | 57\% | 4.36 | . 01 | 6,268 |
|  | Specialty Coffee Shop/JuiceBar | 1\% | 3\% | 10\% | 28\% | 59\% | 4.41 | . 01 | 4,599 |
|  | Sit-down Restaurant | 2\% | 3\% | 10\% | 32\% | 52\% | 4.31 | . 03 | 1,012 |
|  | Convenience Store | 1\% | 4\% | 13\% | 27\% | 54\% | 4.29 | . 02 | 3,024 |

[^33]TABLE 13b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

SERVICE: Speed of service


[^34]TABLE 14a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

SERVICE: Hours of operation


[^35]TABLE 14b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
SERVICE: Hours of operation


[^36]TABLE 15a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Mobile ordering options

|  |  | Mobile ordering options |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | $\begin{array}{r} \text { (3) Mixed } \\ 30 \% \end{array}$ | (4) Somewhat Important <br> 14\% | (5) Very Important$21 \%$ |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 27\% | 8\% |  |  |  | 2.94 | . 17 | 71 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 13\% | 11\% | 22\% | 19\% | 35\% | 3.52 | . 01 | 34,009 |
| Aggregated Retail Units | YOUR INSTITUTION | 19\% | 4\% | 26\% | 11\% | 41\% | 3.52 | . 29 | 27 |
| Aggregated Retail Units | ENTIRE SAMPLE | 9\% | 8\% | 18\% | 21\% | 44\% | 3.83 | . 01 | 17,509 |
| Aggregated Dining Halls | YOUR INSTITUTION | 32\% | 11\% | 32\% | 16\% | 9\% | 2.59 | . 20 | 44 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 18\% | 14\% | 25\% | 17\% | 26\% | 3.20 | . 01 | 16,500 |
| Respondent Type - YOUR INSTITUTION | Student | 25\% | 9\% | 33\% | 14\% | 19\% | 2.92 | . 18 | 64 |
|  | Administration/ Staff | 43\% |  |  | 14\% | 43\% | 3.14 | . 77 | 7 |
| Respondent Type - ENTIRE SAMPLE | Student | 13\% | 11\% | 22\% | 19\% | 34\% | 3.49 | . 01 | 29,823 |
|  | Faculty | 16\% | 8\% | 19\% | 19\% | 37\% | 3.53 | . 05 | 926 |
|  | Administration/Staff | 11\% | 7\% | 19\% | 19\% | 44\% | 3.78 | . 02 | 3,032 |
|  | Other | 6\% | 5\% | 14\% | 22\% | 52\% | 4.08 | . 08 | 228 |
| Student Class Status - YOUR INSTITUTION | First year | 24\% | 16\% | 32\% | 20\% | 8\% | 2.72 | . 26 | 25 |
|  | Sophomore | 33\% |  | 33\% | 13\% | 20\% | 2.87 | . 40 | 15 |
|  | Junior | 28\% | 11\% | 28\% | 11\% | 22\% | 2.89 | . 36 | 18 |
|  | Senior |  |  | 50\% |  | 50\% | 4.00 | . 45 | 6 |
| Student Class Status - ENTIRE SAMPLE | First year | 15\% | 13\% | 24\% | 18\% | 31\% | 3.35 | . 01 | 11,951 |
|  | Sophomore | 13\% | 11\% | 21\% | 20\% | 34\% | 3.51 | . 02 | 6,349 |
|  | Junior | 12\% | 10\% | 22\% | 21\% | 36\% | 3.59 | . 02 | 4,768 |
|  | Senior | 12\% | 10\% | 20\% | 19\% | 39\% | 3.63 | . 02 | 4,166 |
|  | Graduate | 11\% | 8\% | 20\% | 19\% | 43\% | 3.74 | . 03 | 2,349 |
|  | Other | 14\% | 11\% | 23\% | 20\% | 32\% | 3.45 | . 09 | 252 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  | 100\% |  | 4.00 |  | 1 |
|  | Woman | 26\% | 13\% | 32\% | 16\% | 13\% | 2.77 | . 24 | 31 |
|  | Man | 24\% | 5\% | 30\% | 11\% | 30\% | 3.16 | 25 | 37 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 18\% | 12\% | 22\% | 16\% | 32\% | 3.32 | . 07 | 462 |
|  | Woman | 11\% | 10\% | 22\% | 20\% | 37\% | 3.61 | . 01 | 19,780 |
|  | Man | 16\% | 11\% | 22\% | 18\% | 33\% | 3.41 | . 01 | 12,293 |
|  | Non-binary/Non-conforming | 16\% | 13\% | 22\% | 18\% | 31\% | 3.36 | . 05 | 799 |
|  | Prefer to self-describe | 20\% | 7\% | 22\% | 15\% | 37\% | 3.42 | . 14 | 116 |
|  | Prefer not to answer | 19\% | 11\% | 21\% | 16\% | 34\% | 3.34 | . 06 | 559 |
| Live... - YOUR INSTITUTION | On campus | 27\% | 7\% | 32\% | 15\% | 19\% | 2.92 | . 19 | 59 |
|  | Off campus | 25\% | 17\% | 17\% | 8\% | 33\% | 3.08 | . 48 | 12 |
| Live... - ENTIRE SAMPLE | On campus | 14\% | 12\% | 23\% | 19\% | 32\% | 3.43 | . 01 | 21,105 |
|  | Off campus | 12\% | 9\% | 20\% | 19\% | 41\% | 3.68 | . 01 | 12,904 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 27\% | 8\% | 30\% | 14\% | 21\% | 2.94 | . 17 | 71 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 14\% | 12\% | 25\% | 20\% | 29\% | 3.38 | . 02 | 3,716 |
|  | Mid-Atlantic | 14\% | 10\% | 23\% | 20\% | 32\% | 3.46 | . 02 | 5,156 |
|  | Midwest | 14\% | 11\% | 20\% | 19\% | 37\% | 3.55 | . 01 | 10,709 |
|  | Northeast | 14\% | 11\% | 22\% | 21\% | 32\% | 3.46 | . 02 | 4,161 |
|  | Pacific | 10\% | 11\% | 23\% | 19\% | 36\% | 3.61 | . 02 | 3,498 |
|  | Southern | 13\% | 10\% | 21\% | 16\% | 40\% | 3.60 | . 02 | 6,769 |
| Institution Type - YOUR INSTITUTION | Private | 27\% | 8\% | 30\% | 14\% | 21\% | 2.94 | . 17 | 71 |
| Institution Type - ENTIRE SAMPLE | Public | 13\% | 11\% | 22\% | 19\% | 35\% | 3.52 | . 01 | 27,820 |
|  | Private | 13\% | 11\% | 21\% | 20\% | 35\% | 3.53 | . 02 | 6,189 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 27\% | 8\% | 30\% | 14\% | 21\% | 2.94 | . 17 | 71 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 12\% | 8\% | 23\% | 19\% | 38\% | 3.62 | . 05 | 660 |
|  | Primarily 4-year | 13\% | 11\% | 22\% | 19\% | 35\% | 3.52 | . 01 | 33,349 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 27\% | 8\% | 30\% | 14\% | 21\% | 2.94 | . 17 | 71 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 12\% | 10\% | 21\% | 19\% | 37\% | 3.58 | . 01 | 29,425 |
|  | Mainly Contracted | 20\% | 13\% | 23\% | 16\% | 27\% | 3.16 | . 02 | 4,057 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 27\% | 8\% | 30\% | 14\% | 21\% | 2.94 | . 17 | 71 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 12\% | 10\% | 21\% | 22\% | 35\% | 3.59 | . 02 | 3,565 |
|  | 2,500 to 10,000 | 12\% | 10\% | 22\% | 20\% | 36\% | 3.58 | . 03 | 2,854 |
|  | 10,001 to 20,000 | 15\% | 12\% | 25\% | 18\% | 30\% | 3.37 | . 02 | 4,587 |
|  | Over 20,000 | 13\% | 11\% | 21\% | 19\% | 36\% | 3.54 | . 01 | 23,003 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 19\% | 4\% | 26\% | 11\% | 41\% | 3.52 | . 29 | 27 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 9\% | 9\% | 21\% | 22\% | 39\% | 3.72 | . 02 | 4,263 |
|  | Marketplace | 9\% | 8\% | 19\% | 20\% | 43\% | 3.80 | . 02 | 3,017 |
|  | Express Unit | 9\% | 7\% | 17\% | 21\% | 47\% | 3.90 | . 02 | 4,436 |
|  | Specialty Coffee Shop/JuiceBar | 7\% | 8\% | 18\% | 19\% | 49\% | 3.96 | . 02 | 3,119 |
|  | Sit-down Restaurant | 10\% | 8\% | 16\% | 21\% | 45\% | 3.83 | . 06 | 591 |
|  | Convenience Store | 9\% | 10\% | 19\% | 20\% | 42\% | 3.78 | . 03 | 2,083 |

[^37]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 15b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
SERVICE: Mobile ordering options


[^38]A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 16a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Helpfulness of staff


[^39]TABLE 16b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
SERVICE: Helpfulness of staff


[^40]TABLE 17a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Friendliness of staff


[^41]TABLE 17b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
SERVICE: Friendliness of staff


[^42]TABLE 18a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

CLEANLINESS: Overal


[^43]TABLE 18b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

CLEANLINESS: Overall


[^44]TABLE 19a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

CLEANLINESS: Serving areas

|  |  | Serving areas |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 2\% | 2\% | 5\% | 21\% | 69\% | 4.53 | . 06 | 219 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 1\% | 3\% | 10\% | 22\% | 64\% | 4.46 | 00 | 55,355 |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 4\% | 7\% | 21\% | 67\% | 4.48 | . 11 | 73 |
| Aggregated Retail Units | ENTIRE SAMPLE | 1\% | 3\% | 9\% | 20\% | 67\% | 4.50 | . 01 | 24,152 |
| Aggregated Dining Halls | YOUR INSTITUTION | 3\% | 1\% | 5\% | 21\% | 71\% | 4.56 | . 07 | 146 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 1\% | 3\% | 11\% | 24\% | 62\% | 4.43 | . 00 | 31,203 |
| Respondent Type - YOUR INSTITUTION | Student | 3\% | 2\% | 7\% | 22\% | 65\% | 4.44 | . 07 | 163 |
|  | Faculty |  |  |  | 13\% | 88\% | 4.88 | . 09 | 16 |
|  | Administration/ Staff |  |  |  | 20\% | 80\% | 4.80 | . 06 | 40 |
| Respondent Type - ENTIRE SAMPLE | Student | 1\% | 3\% | 11\% | 23\% | 62\% | 4.42 | . 00 | 46,889 |
|  | Faculty | 1\% | 1\% | 5\% | 21\% | 73\% | 4.64 | . 02 | 1,920 |
|  | Administration/Staff | 0\% | 1\% | 4\% | 15\% | 80\% | 4.75 | . 01 | 6,196 |
|  | Other | 1\% | 1\% | 7\% | 17\% | 75\% | 4.65 | . 04 | 350 |
| Student Class Status - YOUR INSTITUTION | First year | 3\% | 3\% | 7\% | 22\% | 65\% | 4.43 | . 12 | 68 |
|  | Sophomore |  |  | 13\% | 25\% | 63\% | 4.50 | . 11 | 40 |
|  | Junior | 8\% | 3\% | 3\% | 18\% | 70\% | 4.40 | . 19 | 40 |
|  | Senior |  | 7\% | 7\% | 27\% | 60\% | 4.40 | . 24 | 15 |
| Student Class Status - ENTIRE SAMPLE | First year | 1\% | 3\% | 11\% | 24\% | 60\% | 4.40 | . 01 | 19,555 |
|  | Sophomore | 1\% | 3\% | 11\% | 24\% | 60\% | 4.39 | . 01 | 10,041 |
|  | Junior | 1\% | 3\% | 11\% | 24\% | 61\% | 4.40 | . 01 | 7,261 |
|  | Senior | 1\% | 3\% | 10\% | 22\% | 64\% | 4.46 | . 01 | 6,223 |
|  | Graduate | 1\% | 1\% | 7\% | 20\% | 70\% | 4.58 | . 01 | 3,374 |
|  | Other | 2\% | 2\% | 10\% | 24\% | 62\% | 4.41 | . 04 | 455 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  |  | 100\% | 5.00 | . 00 | 4 |
|  | Woman |  | 2\% | 8\% | 19\% | 71\% | 4.60 | . 07 | 114 |
|  | Man | 3\% | 2\% | 3\% | 24\% | 68\% | 4.52 | . 09 | 99 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 1\% | 4\% | 13\% | 23\% | 59\% | 4.35 | . 03 | 895 |
|  | Woman | 1\% | 2\% | 8\% | 21\% | 68\% | 4.54 | . 00 | 32,302 |
|  | Man | 1\% | 3\% | 12\% | 25\% | 59\% | 4.36 | . 01 | 19,393 |
|  | Non-binary/Non-conforming | 1\% | 4\% | 12\% | 24\% | 60\% | 4.37 | . 02 | 1,508 |
|  | Prefer to self-describe | 1\% | 3\% | 10\% | 23\% | 63\% | 4.43 | . 06 | 210 |
|  | Prefer not to answer | 1\% | 3\% | 12\% | 23\% | 61\% | 4.41 | . 03 | 1,047 |
| Live... - YOUR INSTITUTION | On campus | 3\% | 3\% | 7\% | 22\% | 65\% | 4.44 | . 08 | 158 |
|  | Off campus |  |  | 2\% | 18\% | 80\% | 4.79 | . 06 | 61 |
| Live... - ENTIRE SAMPLE | On campus | 1\% | 3\% | 11\% | 24\% | 60\% | 4.40 | . 00 | 34,524 |
|  | Off campus | 1\% | 2\% | 7\% | 19\% | 71\% | 4.58 | . 01 | 20,831 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 2\% | 2\% | 5\% | 21\% | 69\% | 4.53 | . 06 | 219 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 1\% | 3\% | 11\% | 23\% | 63\% | 4.44 | . 01 | 5,830 |
|  | Mid-Atlantic | 1\% | 3\% | 10\% | 24\% | 62\% | 4.44 | . 01 | 8,886 |
|  | Midwest | 1\% | 3\% | 10\% | 23\% | 63\% | 4.44 | . 01 | 17,284 |
|  | Northeast | 1\% | 3\% | 11\% | 24\% | 61\% | 4.42 | . 01 | 7,318 |
|  | Pacific | 1\% | 2\% | 9\% | 21\% | 67\% | 4.51 | . 01 | 5,607 |
|  | Southern | 1\% | 2\% | 8\% | 19\% | 70\% | 4.55 | . 01 | 10,430 |
| Institution Type - YOUR INSTITUTION | Private | 2\% | 2\% | 5\% | 21\% | 69\% | 4.53 | . 06 | 219 |
| Institution Type - ENTIRE SAMPLE | Public | 1\% | 3\% | 10\% | 22\% | 64\% | 4.46 | . 00 | 43,722 |
|  | Private | 1\% | 2\% | 9\% | 23\% | 64\% | 4.47 | . 01 | 11,633 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 2\% | 2\% | 5\% | 21\% | 69\% | 4.53 | . 06 | 219 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 1\% | 1\% | 8\% | 18\% | 72\% | 4.58 | . 02 | 1,173 |
|  | Primarily 4-year | 1\% | 3\% | 10\% | 23\% | 64\% | 4.46 | . 00 | 54,182 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 2\% | 2\% | 5\% | 21\% | 69\% | 4.53 | . 06 | 219 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 1\% | 3\% | 10\% | 22\% | 65\% | 4.47 | . 00 | 46,698 |
|  | Mainly Contracted | 1\% | 3\% | 11\% | 24\% | 61\% | 4.42 | . 01 | 7,529 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 2\% | 2\% | 5\% | 21\% | 69\% | 4.53 | . 06 | 219 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 1\% | 2\% | 9\% | 23\% | 65\% | 4.49 | . 01 | 6,233 |
|  | 2,500 to 10,000 | 1\% | 2\% | 10\% | 22\% | 66\% | 4.50 | . 01 | 4,957 |
|  | 10,001 to 20,000 | 1\% | 2\% | 11\% | 24\% | 62\% | 4.43 | . 01 | 7,685 |
|  | Over 20,000 | 1\% | 3\% | 10\% | 22\% | 64\% | 4.46 | . 00 | 36,480 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 4\% | 7\% | 21\% | 67\% | 4.48 | . 11 | 73 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 1\% | 2\% | 9\% | 21\% | 66\% | 4.50 | . 01 | 5,702 |
|  | Marketplace | 1\% | 2\% | 9\% | 21\% | 67\% | 4.49 | . 01 | 4,062 |
|  | Express Unit | 1\% | 3\% | 9\% | 20\% | 66\% | 4.48 | . 01 | 6,083 |
|  | Specialty Coffee Shop/JuiceBar | 1\% | 2\% | 8\% | 20\% | 70\% | 4.57 | . 01 | 4,470 |
|  | Sit-down Restaurant | 1\% | 2\% | 8\% | 19\% | 70\% | 4.55 | . 03 | 990 |
|  | Convenience Store | 1\% | 3\% | 10\% | 20\% | 66\% | 4.47 | . 02 | 2,845 |

[^45]TABLE 19b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

CLEANLINESS: Serving areas


[^46]TABLE 20a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Eating areas (tables, chairs, etc.)


[^47]TABLE 20b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
CLEANLINESS: Eating areas (tables, chairs, etc.)

|  |  | Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | $\begin{array}{r} \text { (3) Mixed } \\ 5 \% \end{array}$ | $\begin{array}{r} \text { (4) Somewhat } \begin{array}{c} \text { Satisfied } \end{array} 19 \% \end{array}$ | (5) Very <br> Satisfied <br> 74\% | $\begin{array}{r} \text { Mean* } \\ \hline 4.64 \end{array}$ | $\underset{\text { Error** }}{\text { Sampling }}$$\qquad$ | $\begin{array}{r} \text { \# Resp } \\ \hline 222 \end{array}$ |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 1\% |  |  |  |  |  |  |  |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 5\% | 10\% | 22\% | 30\% | 34\% | 3.78 | . 00 | 54,864 |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 1\% | 13\% | 15\% | 69\% | 4.49 | . 10 | 71 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 7\% | 18\% | 28\% | 43\% | 4.00 | 01 | 23,090 |
| Aggregated Dining Halls | YOUR INSTITUTION | 1\% | 1\% | 1\% | 21\% | 77\% | 4.72 | . 05 | 151 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 5\% | 13\% | 24\% | 31\% | 27\% | 3.61 | . 01 | 31,774 |
| Respondent Type - YOUR INSTITUTION | Student | 1\% | 2\% | 6\% | 20\% | 72\% | 4.59 | . 06 | 162 |
|  | Faculty |  |  |  | 12\% | 88\% | 4.88 | . 08 | 17 |
|  | Administration/ Staff |  |  | 2\% | 19\% | 79\% | 4.77 | . 07 | 43 |
| Respondent Type - ENTIRE SAMPLE | Student | 5\% | 11\% | 23\% | 30\% | 31\% | 3.70 | 01 | 46,881 |
|  | Faculty | 2\% | 4\% | 16\% | 32\% | 45\% | 4.14 | . 02 | 1,827 |
|  | Administration/Staff | 2\% | 4\% | 13\% | 29\% | 52\% | 4.27 | . 01 | 5,803 |
|  | Other | 3\% | 5\% | 16\% | 23\% | 53\% | 4.17 | . 06 | 353 |
| Student Class Status - YOUR INSTITUTION | First year | 1\% |  | 4\% | 16\% | 78\% | 4.70 | . 08 | 69 |
|  | Sophomore |  | 3\% | 5\% | 24\% | 68\% | 4.58 | . 12 | 38 |
|  | Junior |  | 3\% | 10\% | 23\% | 65\% | 4.50 | . 12 | 40 |
|  | Senior | 7\% | 7\% |  | 20\% | 67\% | 4.33 | 32 | 15 |
| Student Class Status - ENTIRE SAMPLE | First year | 6\% | 12\% | 24\% | 30\% | 28\% | 3.61 | . 01 | 19,671 |
|  | Sophomore | 6\% | 12\% | 24\% | 29\% | 29\% | 3.64 | 01 | 10,047 |
|  | Junior | 5\% | 10\% | 23\% | 30\% | 32\% | 3.74 | . 01 | 7,205 |
|  | Senior | 4\% | 10\% | 22\% | 30\% | 35\% | 3.82 | . 01 | 6,170 |
|  | Graduate | 3\% | 6\% | 17\% | 30\% | 44\% | 4.07 | . 02 | 3,349 |
|  | Other | 4\% | 11\% | 22\% | 27\% | 36\% | 3.81 | . 05 | 459 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  | 25\% | 75\% | 4.75 | . 25 | 4 |
|  | Woman | 1\% | 1\% | 6\% | 20\% | 73\% | 4.62 | . 07 | 117 |
|  | Man | 1\% | 2\% | 3\% | 18\% | 76\% | 4.66 | . 07 | 99 |
|  | Prefer to self-describe |  |  |  |  | 100\% | 5.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 6\% | 12\% | 24\% | 32\% | 27\% | 3.62 | . 04 | 908 |
|  | Woman | 5\% | 10\% | 22\% | 29\% | 34\% | 3.77 | . 01 | 31,957 |
|  | Man | 4\% | 9\% | 21\% | 31\% | 35\% | 3.83 | . 01 | 19,235 |
|  | Non-binary/Non-conforming | 6\% | 14\% | 22\% | 29\% | 29\% | 3.63 | . 03 | 1,503 |
|  | Prefer to self-describe | 7\% | 15\% | 18\% | 31\% | 30\% | 3.64 | . 09 | 211 |
|  | Prefer not to answer | 7\% | 13\% | 24\% | 28\% | 29\% | 3.60 | . 04 | 1,050 |
| Live... - YOUR INSTITUTION | On campus | 1\% | 1\% | 6\% | 19\% | 73\% | 4.62 | . 06 | 159 |
|  | Off campus | 2\% | 2\% |  | 19\% | 78\% | 4.70 | . 09 | 63 |
| Live... - ENTIRE SAMPLE | On campus | 6\% | 12\% | 24\% | 30\% | 28\% | 3.61 | . 01 | 34,660 |
|  | Off campus | 2\% | 6\% | 18\% | 29\% | 44\% | 4.06 | . 01 | 20,204 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 1\% | 1\% | 5\% | 19\% | 74\% | 4.64 | . 05 | 222 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 3\% | 9\% | 22\% | 32\% | 35\% | 3.87 | . 01 | 5,789 |
|  | Mid-Atlantic | 3\% | 9\% | 22\% | 34\% | 31\% | 3.81 | . 01 | 8,986 |
|  | Midwest | 7\% | 11\% | 21\% | 28\% | 33\% | 3.70 | 01 | 17,151 |
|  | Northeast | 6\% | 13\% | 25\% | 30\% | 26\% | 3.58 | . 01 | 7,196 |
|  | Pacific | 5\% | 11\% | 24\% | 30\% | 30\% | 3.70 | . 02 | 5,567 |
|  | Southern | 3\% | 8\% | 18\% | 27\% | 44\% | 4.02 | . 01 | 10,175 |
| Institution Type - YOUR INSTITUTION | Private | 1\% | 1\% | 5\% | 19\% | 74\% | 4.64 | . 05 | 222 |
| Institution Type - ENTIRE SAMPLE | Public | 5\% | 11\% | 22\% | 29\% | 33\% | 3.75 | . 01 | 43,256 |
|  | Private | 3\% | 8\% | 21\% | 32\% | 36\% | 3.90 | . 01 | 11,608 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 1\% | 1\% | 5\% | 19\% | 74\% | 4.64 | . 05 | 222 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 4\% | 6\% | 18\% | 30\% | 42\% | 4.00 | 03 | 1,137 |
|  | Primarily 4-year | 5\% | 10\% | 22\% | 30\% | 34\% | 3.77 | . 00 | 53,727 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 1\% | 1\% | 5\% | 19\% | 74\% | 4.64 | . 05 | 222 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 5\% | 10\% | 21\% | 30\% | 35\% | 3.80 | . 01 | 46,195 |
|  | Mainly Contracted | 5\% | 11\% | 24\% | 30\% | 30\% | 3.69 | . 01 | 7,511 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 1\% | 1\% | 5\% | 19\% | 74\% | 4.64 | . 05 | 222 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 3\% | 8\% | 19\% | 33\% | 38\% | 3.96 | . 01 | 6,226 |
|  | 2,500 to 10,000 | 5\% | 10\% | 21\% | 29\% | 35\% | 3.79 | . 02 | 4,853 |
|  | 10,001 to 20,000 | 6\% | 13\% | 26\% | 29\% | 25\% | 3.54 | . 01 | 7,728 |
|  | Over 20,000 | 5\% | 10\% | 21\% | 29\% | 35\% | 3.80 | . 01 | 36,057 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 1\% | 13\% | 15\% | 69\% | 4.49 | . 10 | 71 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 3\% | 8\% | 22\% | 31\% | 36\% | 3.89 | . 01 | 5,610 |
|  | Marketplace | 9\% | 10\% | 19\% | 27\% | 34\% | 3.67 | . 02 | 3,978 |
|  | Express Unit | 3\% | 6\% | 17\% | 28\% | 46\% | 4.09 | . 01 | 5,775 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 4\% | 16\% | 27\% | 52\% | 4.25 | . 01 | 4,167 |
|  | Sit-down Restaurant | 1\% | 4\% | 12\% | 28\% | 54\% | 4.30 | . 03 | 994 |
|  | Convenience Store | 3\% | 6\% | 18\% | 28\% | 45\% | 4.07 | . 02 | 2,566 |

[^48]TABLE 21a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Location


[^49]TABLE 21b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Location


[^50]TABLE 22a
Importance of Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
DINING ENVIRONMENT: Layout of facility


[^51]TABLE 22b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
DINING ENVIRONMENT: Layout of facility


[^52]TABLE 23a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Appearance

|  |  | Appearance |  |  |  |  | Mean* | Sampling Error** | \# Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 6\% | 11\% | 21\% | 26\% | 36\% | 3.74 | . 08 | 216 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 9\% | 15\% | 23\% | 22\% | 31\% | 3.50 | . 01 | 53,802 |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 8\% | 15\% | 28\% | 46\% | 4.06 | . 13 | 72 |
| Aggregated Retail Units | ENTIRE SAMPLE | 7\% | 13\% | 21\% | 22\% | 36\% | 3.68 | . 01 | 23,678 |
| Aggregated Dining Halls | YOUR INSTITUTION | 8\% | 12\% | 24\% | 25\% | 31\% | 3.58 | . 11 | 144 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 10\% | 17\% | 25\% | 21\% | 26\% | 3.36 | . 01 | 30,124 |
| Respondent Type - YOUR INSTITUTION | Student | 8\% | 13\% | 26\% | 24\% | 29\% | 3.53 | . 10 | 160 |
|  | Faculty | 6\% |  | 12\% | 29\% | 53\% | 4.24 | . 26 | 17 |
|  | Administration/ Staff |  | 5\% | 8\% | 33\% | 54\% | 4.36 | . 13 | 39 |
| Respondent Type - ENTIRE SAMPLE | Student | 10\% | 17\% | 24\% | 20\% | 28\% | 3.41 | . 01 | 45,621 |
|  | Faculty | 4\% | 9\% | 21\% | 30\% | 37\% | 3.87 | . 03 | 1,844 |
|  | Administration/Staff | 3\% | 6\% | 17\% | 30\% | 44\% | 4.07 | . 01 | 6,004 |
|  | Other | 5\% | 5\% | 17\% | 22\% | 52\% | 4.11 | . 06 | 333 |
| Student Class Status - YOUR INSTITUTION | First year | 10\% | 12\% | 37\% | 19\% | 21\% | 3.28 | . 15 | 67 |
|  | Sophomore | 3\% | 18\% | 18\% | 21\% | 41\% | 3.79 | . 20 | 39 |
|  | Junior | 10\% | 8\% | 15\% | 40\% | 28\% | 3.68 | . 20 | 40 |
|  | Senior | 7\% | 21\% | 21\% | 7\% | 43\% | 3.57 | . 39 | 14 |
| Student Class Status - ENTIRE SAMPLE | First year | 10\% | 19\% | 25\% | 20\% | 26\% | 3.33 | . 01 | 18,991 |
|  | Sophomore | 10\% | 18\% | 25\% | 20\% | 27\% | 3.36 | . 01 | 9,724 |
|  | Junior | 9\% | 17\% | 25\% | 21\% | 27\% | 3.40 | . 02 | 7,108 |
|  | Senior | 9\% | 16\% | 23\% | 21\% | 31\% | 3.48 | . 02 | 6,061 |
|  | Graduate | 7\% | 11\% | 19\% | 21\% | 42\% | 3.82 | . 02 | 3,311 |
|  | Other | 9\% | 12\% | 29\% | 20\% | 29\% | 3.48 | . 06 | 443 |
| Gender - YOUR INSTITUTION | Did Not Answer |  | 25\% |  |  | 75\% | 4.25 | . 75 | 4 |
|  | Woman | 4\% | 10\% | 24\% | 29\% | 33\% | 3.79 | . 11 | 112 |
|  | Man | 8\% | 11\% | 19\% | 23\% | 38\% | 3.71 | . 13 | 98 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 12\% | 20\% | 28\% | 18\% | 23\% | 3.21 | . 05 | 843 |
|  | Woman | 7\% | 14\% | 23\% | 23\% | 33\% | 3.58 | . 01 | 31,395 |
|  | Man | 10\% | 16\% | 24\% | 21\% | 29\% | 3.42 | . 01 | 18,899 |
|  | Non-binary/Non-conforming | 13\% | 22\% | 26\% | 17\% | 21\% | 3.10 | . 03 | 1,463 |
|  | Prefer to self-describe | 10\% | 18\% | 24\% | 16\% | 31\% | 3.40 | . 10 | 202 |
|  | Prefer not to answer | 13\% | 17\% | 25\% | 20\% | 25\% | 3.27 | . 04 | 1,000 |
| Live... - YOUR INSTITUTION | On campus | 8\% | 12\% | 26\% | 23\% | 32\% | 3.59 | . 10 | 155 |
|  | Off campus | 3\% | 8\% | 10\% | 33\% | 46\% | 4.10 | . 14 | 61 |
| Live... - ENTIRE SAMPLE | On campus | 10\% | 18\% | 25\% | 20\% | 26\% | 3.34 | . 01 | 33,485 |
|  | Off campus | 6\% | 11\% | 21\% | 24\% | 38\% | 3.77 | . 01 | 20,317 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 6\% | 11\% | 21\% | 26\% | 36\% | 3.74 | . 08 | 216 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 8\% | 15\% | 25\% | 24\% | 27\% | 3.46 | . 02 | 5,685 |
|  | Mid-Atlantic | 10\% | 19\% | 25\% | 22\% | 24\% | 3.33 | . 01 | 8,665 |
|  | Midwest | 9\% | 16\% | 23\% | 21\% | 31\% | 3.49 | . 01 | 16,716 |
|  | Northeast | 9\% | 16\% | 25\% | 23\% | 28\% | 3.45 | . 02 | 7,093 |
|  | Pacific | 8\% | 14\% | 22\% | 23\% | 32\% | 3.55 | . 02 | 5,424 |
|  | Southern | 7\% | 13\% | 21\% | 20\% | 39\% | 3.71 | . 01 | 10,219 |
| Institution Type - YOUR INSTITUTION | Private | 6\% | 11\% | 21\% | 26\% | 36\% | 3.74 | . 08 | 216 |
| Institution Type - ENTIRE SAMPLE | Public | 9\% | 15\% | 23\% | 21\% | 31\% | 3.51 | . 01 | 42,526 |
|  | Private | 8\% | 16\% | 23\% | 24\% | 29\% | 3.49 | . 01 | 11,276 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 6\% | 11\% | 21\% | 26\% | 36\% | 3.74 | . 08 | 216 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 4\% | 10\% | 22\% | 27\% | 36\% | 3.80 | . 03 | 1,117 |
|  | Primarily 4-year | 9\% | 16\% | 23\% | 22\% | 30\% | 3.50 | . 01 | 52,685 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 6\% | 11\% | 21\% | 26\% | 36\% | 3.74 | . 08 | 216 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 8\% | 15\% | 23\% | 22\% | 31\% | 3.52 | . 01 | 45,447 |
|  | Mainly Contracted | 10\% | 17\% | 25\% | 21\% | 27\% | 3.38 | . 02 | 7,290 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 6\% | 11\% | 21\% | 26\% | 36\% | 3.74 | . 08 | 216 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 7\% | 15\% | 24\% | 25\% | 29\% | 3.53 | . 02 | 6,075 |
|  | 2,500 to 10,000 | 7\% | 13\% | 23\% | 24\% | 34\% | 3.66 | . 02 | 4,779 |
|  | 10,001 to 20,000 | 10\% | 17\% | 26\% | 22\% | 26\% | 3.36 | . 02 | 7,401 |
|  | Over 20,000 | 9\% | 16\% | 23\% | 21\% | 32\% | 3.50 | . 01 | 35,547 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 8\% | 15\% | 28\% | 46\% | 4.06 | . 13 | 72 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 7\% | 14\% | 23\% | 23\% | 32\% | 3.59 | . 02 | 5,546 |
|  | Marketplace | 9\% | 14\% | 24\% | 20\% | 33\% | 3.54 | . 02 | 3,933 |
|  | Express Unit | 7\% | 12\% | 20\% | 22\% | 38\% | 3.73 | . 02 | 5,966 |
|  | Specialty Coffee Shop/JuiceBar | 5\% | 10\% | 19\% | 24\% | 42\% | 3.89 | . 02 | 4,383 |
|  | Sit-down Restaurant | 5\% | 11\% | 21\% | 25\% | 38\% | 3.78 | . 04 | 967 |
|  | Convenience Store | 7\% | 15\% | 21\% | 22\% | 35\% | 3.62 | . 02 | 2,883 |

[^53]TABLE 23b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Appearance


[^54]TABLE 24a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Availability of seating


[^55]TABLE 24b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Availability of seating


[^56]TABLE 25a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Comfort (seats, temperature, lighting, sound level, etc.)

|  |  | Comfort (seats, temperature, lighting, sound level, etc.) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | \# Resp |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 3\% | 6\% | 18\% | 29\% | 43\% | 4.02 | . 07 | 212 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 3\% | 8\% | 21\% | 29\% | 39\% | 3.93 | . 00 | 52,895 |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 6\% | 12\% | 22\% | 59\% | 4.31 | . 12 | 68 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 8\% | 19\% | 27\% | 42\% | 3.96 | . 01 | 22,505 |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 6\% | 22\% | 33\% | 35\% | 3.89 | . 09 | 144 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 3\% | 8\% | 21\% | 30\% | 37\% | 3.91 | . 01 | 30,390 |
| Respondent Type - YOUR INSTITUTION | Student | 4\% | 8\% | 20\% | 28\% | 40\% | 3.92 | . 09 | 157 |
|  | Faculty |  |  | 13\% | 38\% | 50\% | 4.38 | . 18 | 16 |
|  | Administration/ Staff |  | 3\% | 15\% | 31\% | 51\% | 4.31 | . 13 | 39 |
| Respondent Type - ENTIRE SAMPLE | Student | 3\% | 9\% | 21\% | 28\% | 38\% | 3.90 | . 01 | 45,264 |
|  | Faculty | 3\% | 5\% | 17\% | 33\% | 42\% | 4.06 | . 02 | 1,751 |
|  | Administration/Staff | 2\% | 4\% | 15\% | 33\% | 46\% | 4.16 | . 01 | 5,542 |
|  | Other | 1\% | 3\% | 15\% | 30\% | 51\% | 4.25 | . 05 | 338 |
| Student Class Status - YOUR INSTITUTION | First year | 6\% | 8\% | 20\% | 32\% | 34\% | 3.80 | . 15 | 65 |
|  | Sophomore |  | 11\% | 21\% | 32\% | 37\% | 3.95 | . 16 | 38 |
|  | Junior | 7\% |  | 17\% | 27\% | 49\% | 4.10 | . 18 | 41 |
|  | Senior |  | 23\% | 23\% |  | 54\% | 3.85 | . 37 | 13 |
| Student Class Status - ENTIRE SAMPLE | First year | 3\% | 9\% | 22\% | 28\% | 37\% | 3.87 | . 01 | 18,922 |
|  | Sophomore | 4\% | 9\% | 22\% | 28\% | 37\% | 3.85 | . 01 | 9,706 |
|  | Junior | 3\% | 8\% | 21\% | 30\% | 38\% | 3.90 | . 01 | 6,981 |
|  | Senior | 3\% | 8\% | 20\% | 28\% | 40\% | 3.94 | . 01 | 5,973 |
|  | Graduate | 3\% | 5\% | 16\% | 26\% | 50\% | 4.14 | . 02 | 3,258 |
|  | Other | 3\% | 9\% | 21\% | 30\% | 36\% | 3.88 | . 05 | 442 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  |  | 100\% | 5.00 | . 00 | 3 |
|  | Woman | 2\% | 8\% | 19\% | 28\% | 43\% | 4.02 | . 10 | 109 |
|  | Man | 3\% | 4\% | 18\% | 33\% | 42\% | 4.06 | . 10 | 98 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 5\% | 9\% | 22\% | 31\% | 33\% | 3.78 | . 04 | 841 |
|  | Woman | 3\% | 7\% | 20\% | 28\% | 42\% | 3.98 | . 01 | 30,739 |
|  | Man | 4\% | 8\% | 21\% | 30\% | 37\% | 3.87 | . 01 | 18,664 |
|  | Non-binary/Non-conforming | 3\% | 10\% | 24\% | 28\% | 35\% | 3.82 | . 03 | 1,450 |
|  | Prefer to self-describe | 5\% | 8\% | 18\% | 32\% | 36\% | 3.87 | . 08 | 204 |
|  | Prefer not to answer | 4\% | 7\% | 23\% | 31\% | 35\% | 3.85 | . 04 | 997 |
| Live... - YOUR INSTITUTION | On campus | 5\% | 6\% | 21\% | 27\% | 41\% | 3.95 | . 09 | 152 |
|  | Off campus |  | 7\% | 12\% | 35\% | 47\% | 4.22 | . 12 | 60 |
| Live... - ENTIRE SAMPLE | On campus | 4\% | 9\% | 22\% | 29\% | 36\% | 3.86 | . 01 | 33,352 |
|  | Off campus | 3\% | 6\% | 17\% | 29\% | 45\% | 4.06 | . 01 | 19,543 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 3\% | 6\% | 18\% | 29\% | 43\% | 4.02 | . 07 | 212 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 3\% | 8\% | 21\% | 31\% | 37\% | 3.90 | . 01 | 5,586 |
|  | Mid-Atlantic | 3\% | 8\% | 23\% | 32\% | 35\% | 3.86 | . 01 | 8,637 |
|  | Midwest | 4\% | 8\% | 20\% | 29\% | 39\% | 3.91 | . 01 | 16,450 |
|  | Northeast | 4\% | 8\% | 22\% | 30\% | 37\% | 3.87 | . 01 | 6,923 |
|  | Pacific | 3\% | 7\% | 20\% | 28\% | 42\% | 3.99 | . 01 | 5,329 |
|  | Southern | 3\% | 7\% | 18\% | 25\% | 47\% | 4.06 | . 01 | 9,970 |
| Institution Type - YOUR INSTITUTION | Private | 3\% | 6\% | 18\% | 29\% | 43\% | 4.02 | . 07 | 212 |
| Institution Type - ENTIRE SAMPLE | Public | 3\% | 8\% | 20\% | 28\% | 40\% | 3.95 | . 01 | 41,807 |
|  | Private | 3\% | 9\% | 21\% | 31\% | 36\% | 3.88 | . 01 | 11,088 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 3\% | 6\% | 18\% | 29\% | 43\% | 4.02 | . 07 | 212 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 4\% | 5\% | 19\% | 30\% | 42\% | 4.02 | . 03 | 1,083 |
|  | Primarily 4-year | 3\% | 8\% | 21\% | 29\% | 39\% | 3.93 | . 00 | 51,812 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 3\% | 6\% | 18\% | 29\% | 43\% | 4.02 | . 07 | 212 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 3\% | 8\% | 20\% | 29\% | 40\% | 3.94 | . 01 | 44,624 |
|  | Mainly Contracted | 4\% | 8\% | 23\% | 29\% | 36\% | 3.85 | . 01 | 7,200 |
| Total Current Enrollment - YOUR INSTITUT | Under 2,500 | 3\% | 6\% | 18\% | 29\% | 43\% | 4.02 | . 07 | 212 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 3\% | 9\% | 21\% | 31\% | 37\% | 3.89 | . 01 | 5,979 |
|  | 2,500 to 10,000 | 3\% | 6\% | 20\% | 30\% | 41\% | 3.99 | . 02 | 4,644 |
|  | 10,001 to 20,000 | 3\% | 8\% | 22\% | 30\% | 37\% | 3.91 | . 01 | 7,403 |
|  | Over 20,000 | 3\% | 8\% | 20\% | 28\% | 40\% | 3.94 | . 01 | 34,869 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 6\% | 12\% | 22\% | 59\% | 4.31 | . 12 | 68 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 4\% | 7\% | 20\% | 29\% | 40\% | 3.94 | . 02 | 5,386 |
|  | Marketplace | 4\% | 8\% | 21\% | 28\% | 38\% | 3.87 | . 02 | 3,829 |
|  | Express Unit | 4\% | 8\% | 19\% | 26\% | 43\% | 3.95 | . 02 | 5,642 |
|  | Specialty Coffee Shop/JuiceBar | 3\% | 7\% | 16\% | 27\% | 48\% | 4.10 | . 02 | 4,113 |
|  | Sit-down Restaurant | 2\% | 6\% | 14\% | 29\% | 48\% | 4.15 | . 03 | 969 |
|  | Convenience Store | 5\% | 10\% | 22\% | 23\% | 41\% | 3.86 | . 02 | 2,566 |

[^57]TABLE 25b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Comfort (seats, temperature, lighting, sound level, etc.)


[^58]TABLE 26a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)

|  |  | Environmentally friendly practices related to food |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | \# Resp |
| Aggregated Dining Halls \& Retail Units | Faith Baptist Bible College \& Theological Seminary (\#435) | 10\% | 12\% | 21\% | 25\% | 31\% | 3.55 | . 10 | 170 |
| Aggregated Dining Halls \& Retail Units | ENTIRE SAMPLE | 6\% | 7\% | 20\% | 24\% | 43\% | 3.91 | . 01 | 46,250 |
| Aggregated Retail Units | YOUR INSTITUTION | 7\% | 14\% | 21\% | 26\% | 33\% | 3.64 | . 17 | 58 |
| Aggregated Retail Units | ENTIRE SAMPLE | 5\% | 6\% | 18\% | 23\% | 47\% | 4.00 | . 01 | 20,358 |
| Aggregated Dining Halls | YOUR INSTITUTION | 12\% | 12\% | 21\% | 25\% | 30\% | 3.51 | . 13 | 112 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 6\% | 8\% | 22\% | 25\% | 40\% | 3.84 | . 01 | 25,892 |
| Respondent Type - YOUR INSTITUTION | Student | 11\% | 10\% | 22\% | 26\% | 30\% | 3.55 | . 12 | 129 |
|  | Faculty | 8\% | 8\% | 15\% | 31\% | 38\% | 3.85 | . 36 | 13 |
|  | Administration/ Staff | 7\% | 25\% | 18\% | 18\% | 32\% | 3.43 | 26 | 28 |
| Respondent Type - ENTIRE SAMPLE | Student | 6\% | 8\% | 21\% | 24\% | 42\% | 3.87 | . 01 | 39,388 |
|  | Faculty | 5\% | 5\% | 13\% | 29\% | 48\% | 4.10 | 03 | 1,572 |
|  | Administration/Staff | 5\% | 4\% | 15\% | 25\% | 51\% | 4.14 | . 02 | 4,981 |
|  | Other | 5\% | 4\% | 14\% | 28\% | 48\% | 4.11 | . 06 | 309 |
| Student Class Status - YOUR INSTITUTION | First year | 7\% | 15\% | 28\% | 26\% | 24\% | 3.44 | . 17 | 54 |
|  | Sophomore | 9\% | 9\% | 18\% | 15\% | 48\% | 3.85 | . 24 | 33 |
|  | Junior | 23\% | 3\% | 23\% | 27\% | 23\% | 3.23 | 27 | 30 |
|  | Senior |  | 8\% | 8\% | 58\% | 25\% | 4.00 | . 25 | 12 |
| Student Class Status - ENTIRE SAMPLE | First year | 6\% | 8\% | 22\% | 24\% | 39\% | 3.82 | . 01 | 16,252 |
|  | Sophomore | 6\% | 7\% | 23\% | 24\% | 40\% | 3.85 | . 01 | 8,382 |
|  | Junior | 6\% | 8\% | 20\% | 23\% | 42\% | 3.88 | . 02 | 6,170 |
|  | Senior | 6\% | 8\% | 19\% | 23\% | 44\% | 3.91 | . 02 | 5,253 |
|  | Graduate | 5\% | 4\% | 14\% | 24\% | 53\% | 4.15 | . 02 | 2,971 |
|  | Other | 7\% | 6\% | 20\% | 24\% | 43\% | 3.91 | . 06 | 375 |
| Gender - YOUR INSTITUTION | Did Not Answer |  |  |  | 33\% | 67\% | 4.67 | . 33 | 3 |
|  | Woman | 2\% | 15\% | 25\% | 29\% | 29\% | 3.69 | . 12 | 89 |
|  | Man | 17\% | 11\% | 18\% | 21\% | 33\% | 3.42 | 17 | 76 |
|  | Prefer to self-describe | 100\% |  |  |  |  | 1.00 | . 00 | 2 |
| Gender - ENTIRE SAMPLE | Did Not Answer | 9\% | 9\% | 22\% | 24\% | 36\% | 3.69 | 05 | 653 |
|  | Woman | 3\% | 6\% | 19\% | 25\% | 46\% | 4.04 | . 01 | 27,383 |
|  | Man | 10\% | 9\% | 21\% | 23\% | 37\% | 3.69 | . 01 | 15,958 |
|  | Non-binary/Non-conforming | 3\% | 6\% | 18\% | 22\% | 50\% | 4.11 | . 03 | 1,245 |
|  | Prefer to self-describe | 10\% | 5\% | 16\% | 27\% | 42\% | 3.87 | . 09 | 189 |
|  | Prefer not to answer | 8\% | 6\% | 19\% | 23\% | 44\% | 3.90 | . 04 | 822 |
| Live... - YOUR INSTITUTION | On campus | 11\% | 9\% | 23\% | 26\% | 31\% | 3.58 | . 12 | 122 |
|  | Off campus | 8\% | 21\% | 17\% | 23\% | 31\% | 3.48 | . 20 | 48 |
| Live... - ENTIRE SAMPLE | On campus | 6\% | 8\% | 22\% | 24\% | 40\% | 3.83 | . 01 | 28,719 |
|  | Off campus | 5\% | 6\% | 17\% | 24\% | 48\% | 4.04 | . 01 | 17,531 |
| NACUFS Region - YOUR INSTITUTION | Midwest | 10\% | 12\% | 21\% | 25\% | 31\% | 3.55 | 10 | 170 |
| NACUFS Region - ENTIRE SAMPLE | Continental | 7\% | 7\% | 20\% | 26\% | 40\% | 3.86 | . 02 | 4,936 |
|  | Mid-Atlantic | 6\% | 7\% | 23\% | 26\% | 38\% | 3.82 | . 01 | 7,256 |
|  | Midwest | 6\% | 8\% | 20\% | 24\% | 42\% | 3.88 | . 01 | 14,366 |
|  | Northeast | 6\% | 7\% | 20\% | 25\% | 42\% | 3.90 | 02 | 6,040 |
|  | Pacific | 5\% | 6\% | 19\% | 25\% | 45\% | 3.98 | . 02 | 4,715 |
|  | Southern | 5\% | 6\% | 19\% | 21\% | 49\% | 4.03 | . 01 | 8,937 |
| Institution Type - YOUR INSTITUTION | Private | 10\% | 12\% | 21\% | 25\% | 31\% | 3.55 | . 10 | 170 |
| Institution Type - ENTIRE SAMPLE | Public | 6\% | 7\% | 20\% | 24\% | 43\% | 3.92 | . 01 | 36,453 |
|  | Private | 6\% | 7\% | 20\% | 26\% | 41\% | 3.88 | . 01 | 9,797 |
| Institution Type - YOUR INSTITUTION | Primarily 4-year | 10\% | 12\% | 21\% | 25\% | 31\% | 3.55 | . 10 | 170 |
| Institution Type - ENTIRE SAMPLE | Primarily 2-year | 7\% | 5\% | 19\% | 26\% | 44\% | 3.96 | . 04 | 907 |
|  | Primarily 4-year | 6\% | 7\% | 20\% | 24\% | 43\% | 3.91 | . 01 | 45,343 |
| Operation Type - YOUR INSTITUTION | Mainly Self-operated | 10\% | 12\% | 21\% | 25\% | 31\% | 3.55 | . 10 | 170 |
| Operation Type - ENTIRE SAMPLE | Mainly Self-operated | 6\% | 7\% | 20\% | 24\% | 43\% | 3.93 | . 01 | 39,236 |
|  | Mainly Contracted | 7\% | 8\% | 21\% | 24\% | 40\% | 3.82 | . 02 | 6,110 |
| Total Current Enroliment - YOUR INSTITUT | Under 2,500 | 10\% | 12\% | 21\% | 25\% | 31\% | 3.55 | . 10 | 170 |
| Total Current Enrollment - ENTIRE SAMPLE | Under 2,500 | 5\% | 7\% | 19\% | 26\% | 43\% | 3.95 | . 02 | 5,462 |
|  | 2,500 to 10,000 | 5\% | 6\% | 20\% | 26\% | 43\% | 3.96 | 02 | 4,025 |
|  | 10,001 to 20,000 | 7\% | 8\% | 21\% | 24\% | 40\% | 3.84 | 02 | 6,374 |
|  | Over 20,000 | 6\% | 7\% | 20\% | 23\% | 43\% | 3.91 | . 01 | 30,389 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 7\% | 14\% | 21\% | 26\% | 33\% | 3.64 | . 17 | 58 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 7\% | 20\% | 24\% | 44\% | 3.95 | . 02 | 4,843 |
|  | Marketplace | 6\% | 7\% | 18\% | 24\% | 45\% | 3.97 | . 02 | 3,415 |
|  | Express Unit | 6\% | 6\% | 18\% | 22\% | 49\% | 4.01 | . 02 | 5,142 |
|  | Specialty Coffee Shop/JuiceBar | 4\% | 5\% | 17\% | 24\% | 50\% | 4.11 | . 02 | 3,726 |
|  | Sit-down Restaurant | 6\% | 8\% | 14\% | 24\% | 48\% | 4.00 | . 04 | 787 |
|  | Convenience Store | 6\% | 7\% | 19\% | 23\% | 44\% | 3.92 | . 02 | 2,445 |

*1 to 5 Scale, Where Higher Mean = Higher Importance
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 26b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Environmentally friendly practices related to food


[^59]TABLE 27a
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Social/ethical practices related to food


[^60]TABLE 27b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Social/ethical practices related to food


[^61]TABLE 28
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS***

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
${ }_{* * * *}$ smaller Sampling Error means the data is a better predictor of the overall population.
${ }^{* * *}$ Consult the beginning of this report, page iv, or your order form for the Dining Hall and Retail Unit names.

TABLE 29a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Overall

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 29b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Overall

|  |  | Food: Overall |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 9\% | 17\% | 39\% | 31\% | 3.84 | . 09 | 160 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 11\% | 17\% | 25\% | 30\% | 16\% | 3.22 | . 01 | 37,133 |
| Dining Hall | \# 1 | 4\% | 9\% | 17\% | 39\% | 31\% | 3.84 | . 09 | 160 |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 3\% | 16\% | 28\% | 51\% | 4.22 | . 11 | 76 |
| Aggregated Retail Units | ENTIRE SAMPLE | 5\% | 8\% | 17\% | 32\% | 38\% | 3.90 | . 01 | 27,895 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 3\% | 16\% | 28\% | 51\% | 4.22 | . 11 | 76 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 9\% | 18\% | 34\% | 33\% | 3.81 | . 01 | 6,685 |
|  | Marketplace | 8\% | 11\% | 19\% | 31\% | 31\% | 3.65 | . 02 | 4,748 |
|  | Express Unit | 5\% | 6\% | 14\% | 30\% | 45\% | 4.03 | . 01 | 6,947 |
|  | Specialty Coffee Shop/JuiceBar | 3\% | 6\% | 15\% | 32\% | 44\% | 4.07 | . 02 | 4,987 |
|  | Sit-down Restaurant | 3\% | 5\% | 14\% | 34\% | 45\% | 4.13 | . 03 | 1,125 |
|  | Convenience Store | 4\% | 8\% | 20\% | 35\% | 33\% | 3.83 | . 02 | 3,403 |
| Retail Unit | \# 1 | 3\% | 3\% | 16\% | 28\% | 51\% | 4.22 | . 11 | 76 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 30a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Taste

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 30b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Taste

|  |  | Taste |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 5\% | 9\% | 19\% | 44\% | 22\% | 3.69 | . 08 | 160 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 10\% | 19\% | 29\% | 28\% | 14\% | 3.17 | . 01 | 37,056 |
| Dining Hall | \# 1 | 5\% | 9\% | 19\% | 44\% | 22\% | 3.69 | . 08 | 160 |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 3\% | 14\% | 27\% | 54\% | 4.27 | . 11 | 78 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 7\% | 17\% | 32\% | 40\% | 3.96 | . 01 | 27,818 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 3\% | 14\% | 27\% | 54\% | 4.27 | . 11 | 78 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 4\% | 9\% | 19\% | 34\% | 34\% | 3.86 | . 01 | 6,667 |
|  | Marketplace | 6\% | 11\% | 20\% | 31\% | 32\% | 3.73 | . 02 | 4,734 |
|  | Express Unit | 4\% | 6\% | 14\% | 29\% | 47\% | 4.09 | . 01 | 6,927 |
|  | Specialty Coffee Shop/JuiceBar | 3\% | 5\% | 15\% | 31\% | 47\% | 4.14 | . 01 | 5,006 |
|  | Sit-down Restaurant | 2\% | 4\% | 14\% | 32\% | 47\% | 4.18 | . 03 | 1,121 |
|  | Convenience Store | 4\% | 7\% | 20\% | 34\% | 35\% | 3.89 | . 02 | 3,363 |
| Retail Unit | \# 1 | 3\% | 3\% | 14\% | 27\% | 54\% | 4.27 | . 11 | 78 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 31a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Eye appeal

|  |  | Eye appeal |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 10\% | 15\% | 22\% | 37\% | 17\% | 3.36 | . 10 | 155 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 11\% | 20\% | 26\% | 23\% | 19\% | 3.18 | . 01 | 36,257 |
| Dining Hall | \# 1 | 10\% | 15\% | 22\% | 37\% | 17\% | 3.36 | . 10 | 155 |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 4\% | 8\% | 18\% | 32\% | 38\% | 3.94 | . 13 | 78 |
| Aggregated Retail Units | ENTIRE SAMPLE | 9\% | 15\% | 22\% | 24\% | 31\% | 3.54 | . 01 | 27,255 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 4\% | 8\% | 18\% | 32\% | 38\% | 3.94 | . 13 | 78 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 9\% | 16\% | 24\% | 24\% | 26\% | 3.43 | . 02 | 6,517 |
|  | Marketplace | 10\% | 17\% | 25\% | 22\% | 26\% | 3.36 | . 02 | 4,647 |
|  | Express Unit | 8\% | 14\% | 20\% | 23\% | 35\% | 3.62 | . 02 | 6,782 |
|  | Specialty Coffee Shop/JuiceBar | 7\% | 12\% | 20\% | 24\% | 38\% | 3.74 | . 02 | 4,904 |
|  | Sit-down Restaurant | 7\% | 13\% | 22\% | 26\% | 32\% | 3.64 | . 04 | 1,102 |
|  | Convenience Store | 9\% | 16\% | 22\% | 24\% | 30\% | 3.49 | . 02 | 3,303 |
| Retail Unit | \# 1 | 4\% | 8\% | 18\% | 32\% | 38\% | 3.94 | . 13 | 78 |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 31b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Eye appea

|  |  | Eye appeal |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 14\% | 25\% | 33\% | 25\% | 3.59 | . 09 | 159 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 9\% | 16\% | 31\% | 27\% | 17\% | 3.29 | . 01 | 36,794 |
| Dining Hall | \# 1 | 4\% | 14\% | 25\% | 33\% | 25\% | 3.59 | . 09 | 159 |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall |  |  |  |  |  |  |  |  |  |
| Aggregated Retail Units | YOUR INSTITUTION |  | 4\% | 15\% | 15\% | 66\% | 4.43 | . 10 | 79 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 8\% | 22\% | 30\% | 35\% | 3.85 | . 01 | 27,632 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar |  | 4\% | 15\% | 15\% | 66\% | 4.43 | . 10 | 79 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 10\% | 26\% | 31\% | 29\% | 3.69 | . 01 | 6,606 |
|  | Marketplace | 5\% | 11\% | 26\% | 28\% | 30\% | 3.67 | . 02 | 4,701 |
|  | Express Unit | 4\% | 8\% | 20\% | 30\% | 38\% | 3.91 | . 01 | 6,880 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 5\% | 17\% | 30\% | 46\% | 4.13 | . 01 | 4,974 |
|  | Sit-down Restaurant | 2\% | 6\% | 18\% | 32\% | 42\% | 4.06 | . 03 | 1,119 |
|  | Convenience Store | 4\% | 9\% | 25\% | 30\% | 33\% | 3.78 | . 02 | 3,352 |
| Retail Unit | \# 1 |  | 4\% | 15\% | 15\% | 66\% | 4.43 | . 10 | 79 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 32a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Freshness

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 32b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Freshness

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 33a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Nutritional content

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 33b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Nutritional content

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 34a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Value

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 34b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) FOOD: Value

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 35a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Availability of posted menu items

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 35b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Availability of posted menu items

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 36a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Variety of menu choices

|  |  | Variety of menu choices |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 4\% | 3\% | 21\% | 40\% | 32\% | 3.91 | . 08 | 149 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 2\% | 4\% | 14\% | 33\% | 48\% | 4.21 | . 01 | 33,380 |
| Dining Hall | \# 1 | 4\% | 3\% | 21\% | 40\% | 32\% | 3.91 | . 08 | 149 |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 5\% | 19\% | 32\% | 41\% | 4.03 | . 12 | 74 |
| Aggregated Retail Units | ENTIRE SAMPLE | 2\% | 5\% | 15\% | 30\% | 48\% | 4.17 | . 01 | 25,589 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 5\% | 19\% | 32\% | 41\% | 4.03 | . 12 | 74 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 2\% | 4\% | 15\% | 31\% | 48\% | 4.19 | . 01 | 6,065 |
|  | Marketplace | 1\% | 4\% | 14\% | 31\% | 50\% | 4.23 | . 01 | 4,331 |
|  | Express Unit | 3\% | 6\% | 15\% | 29\% | 47\% | 4.13 | . 01 | 6,415 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 5\% | 15\% | 30\% | 48\% | 4.16 | . 01 | 4,687 |
|  | Sit-down Restaurant | 2\% | 5\% | 16\% | 32\% | 45\% | 4.13 | . 03 | 1,036 |
|  | Convenience Store | 2\% | 4\% | 16\% | 30\% | 49\% | 4.20 | . 02 | 3,055 |
| Retail Unit | \# 1 | 3\% | 5\% | 19\% | 32\% | 41\% | 4.03 | . 12 | 74 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 36b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Variety of menu choices

|  |  | Variety of menu choices |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 2\% | 4\% | 20\% | 34\% | 40\% | 4.07 | . 08 | 152 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 15\% | 19\% | 24\% | 23\% | 19\% | 3.11 | . 01 | 33,863 |
| Dining Hall | \# 1 | 2\% | 4\% | 20\% | 34\% | 40\% | 4.07 | . 08 | 152 |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION |  | 4\% | 15\% | 28\% | 53\% | 4.31 | . 10 | 75 |
| Aggregated Retail Units | ENTIRE SAMPLE | 8\% | 11\% | 21\% | 26\% | 33\% | 3.64 | . 01 | 25,949 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar |  | 4\% | 15\% | 28\% | 53\% | 4.31 | . 10 | 75 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 8\% | 12\% | 22\% | 27\% | 31\% | 3.59 | . 02 | 6,144 |
|  | Marketplace | 15\% | 14\% | 20\% | 23\% | 28\% | 3.35 | . 02 | 4,381 |
|  | Express Unit | 7\% | 9\% | 22\% | 26\% | 35\% | 3.73 | . 02 | 6,525 |
|  | Specialty Coffee Shop/JuiceBar | 6\% | 10\% | 19\% | 27\% | 39\% | 3.84 | . 02 | 4,746 |
|  | Sit-down Restaurant | 5\% | 9\% | 21\% | 29\% | 36\% | 3.80 | . 04 | 1,056 |
|  | Convenience Store | 8\% | 13\% | 21\% | 27\% | 31\% | 3.60 | . 02 | 3,097 |
| Retail Unit | \# 1 |  | 4\% | 15\% | 28\% | 53\% | 4.31 | . 10 | 75 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 37a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Variety of healthy menu choices

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 37b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Variety of healthy menu choices

|  |  | Variety of healthy menu choices |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 5\% | 10\% | 23\% | 29\% | 33\% | 3.75 | . 10 | 151 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 12\% | 18\% | 27\% | 25\% | 18\% | 3.18 | . 01 | 33,397 |
| Dining Hall | \# 1 | 5\% | 10\% | 23\% | 29\% | 33\% | 3.75 | . 10 | 151 |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 12\% | 30\% | 21\% | 36\% | 3.77 | . 13 | 73 |
| Aggregated Retail Units | ENTIRE SAMPLE | 9\% | 14\% | 26\% | 24\% | 27\% | 3.46 | . 01 | 25,297 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 12\% | 30\% | 21\% | 36\% | 3.77 | . 13 | 73 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 12\% | 16\% | 27\% | 23\% | 22\% | 3.27 | . 02 | 6,012 |
|  | Marketplace | 12\% | 15\% | 27\% | 23\% | 23\% | 3.32 | . 02 | 4,294 |
|  | Express Unit | 8\% | 12\% | 25\% | 25\% | 31\% | 3.59 | . 02 | 6,318 |
|  | Specialty Coffee Shop/JuiceBar | 5\% | 11\% | 26\% | 25\% | 33\% | 3.70 | . 02 | 4,592 |
|  | Sit-down Restaurant | 9\% | 13\% | 25\% | 24\% | 29\% | 3.52 | . 04 | 1,025 |
|  | Convenience Store | 9\% | 16\% | 27\% | 23\% | 25\% | 3.39 | . 02 | 3,056 |
| Retail Unit | \# 1 | 1\% | 12\% | 30\% | 21\% | 36\% | 3.77 | . 13 | 73 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 38a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Variety of menu choices to accommodate special dietary needs

|  |  | Variety of menu choices to accommodate special dietary needs |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 7\% | 10\% | 21\% | 26\% | 36\% | 3.75 | . 12 | 114 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 9\% | 8\% | 17\% | 18\% | 47\% | 3.85 | . 01 | 26,874 |
| Dining Hall | \# 1 | 7\% | 10\% | 21\% | 26\% | 36\% | 3.75 | . 12 | 114 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 7\% | 9\% | 24\% | 22\% | 38\% | 3.76 | . 16 | 58 |
| Aggregated Retail Units | ENTIRE SAMPLE | 8\% | 8\% | 17\% | 20\% | 47\% | 3.92 | . 01 | 20,872 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 7\% | 9\% | 24\% | 22\% | 38\% | 3.76 | . 16 | 58 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 8\% | 8\% | 18\% | 19\% | 46\% | 3.87 | . 02 | 4,870 |
|  | Marketplace | 7\% | 8\% | 16\% | 19\% | 49\% | 3.94 | . 02 | 3,471 |
|  | Express Unit | 8\% | 8\% | 16\% | 21\% | 47\% | 3.90 | . 02 | 5,308 |
|  | Specialty Coffee Shop/JuiceBar | 6\% | 7\% | 16\% | 21\% | 49\% | 4.01 | . 02 | 3,884 |
|  | Sit-down Restaurant | 9\% | 10\% | 16\% | 21\% | 44\% | 3.81 | . 05 | 803 |
|  | Convenience Store | 8\% | 8\% | 18\% | 20\% | 46\% | 3.89 | . 03 | 2,536 |
| Retail Unit | \# 1 | 7\% | 9\% | 24\% | 22\% | 38\% | 3.76 | . 16 | 58 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |

[^62]**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 38b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) MENU: Variety of menu choices to accommodate special dietary needs

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 39a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Overall

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 39b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Overall

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 40a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Speed of service

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 40b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Speed of service

|  |  | Speed of service |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 1\% | 3\% | 6\% | 30\% | 60\% | 4.45 | . 07 | 152 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 4\% | 7\% | 17\% | 31\% | 40\% | 3.97 | . 01 | 32,074 |
| Dining Hall | \# 1 | 1\% | 3\% | 6\% | 30\% | 60\% | 4.45 | . 07 | 152 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
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| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION |  | 3\% | 9\% | 20\% | 68\% | 4.53 | . 09 | 74 |
| Aggregated Retail Units | ENTIRE SAMPLE | 5\% | 8\% | 17\% | 27\% | 43\% | 3.97 | . 01 | 25,306 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar |  | 3\% | 9\% | 20\% | 68\% | 4.53 | . 09 | 74 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 8\% | 19\% | 29\% | 39\% | 3.90 | . 01 | 5,964 |
|  | Marketplace | 7\% | 10\% | 20\% | 26\% | 36\% | 3.75 | . 02 | 4,234 |
|  | Express Unit | 5\% | 7\% | 15\% | 26\% | 46\% | 4.00 | . 01 | 6,367 |
|  | Specialty Coffee Shop/JuiceBar | 4\% | 6\% | 14\% | 27\% | 49\% | 4.12 | . 02 | 4,644 |
|  | Sit-down Restaurant | 3\% | 8\% | 15\% | 28\% | 47\% | 4.07 | . 03 | 1,031 |
|  | Convenience Store | 3\% | 7\% | 16\% | 27\% | 46\% | 4.06 | . 02 | 3,066 |
| Retail Unit | \# 1 |  | 3\% | 9\% | 20\% | 68\% | 4.53 | . 09 | 74 |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
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| Retail Unit | . |  |  |  |  |  | . |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 41a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Hours of operation

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 41b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Hours of operation

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 42a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Mobile ordering options

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 42b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Mobile ordering options

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 43a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Helpfulness of staff

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 43b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Helpfulness of staff

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 44a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Friendliness of staff

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 44b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) SERVICE: Friendliness of stafi

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 45a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Overall

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 45b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Overall

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 46a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Serving areas

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 46b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Serving areas

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 47a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Eating areas (tables, chairs, etc.)

|  |  | Eating areas (tables, chairs, etc.) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 3\% |  | 4\% | 20\% | 73\% | 4.61 | . 07 | 146 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 1\% | 3\% | 11\% | 27\% | 58\% | 4.39 | . 00 | 31,242 |
| Dining Hall | \# 1 | 3\% |  | 4\% | 20\% | 73\% | 4.61 | . 07 | 146 |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 1\% | 3\% | 9\% | 23\% | 64\% | 4.46 | . 11 | 70 |
| Aggregated Retail Units | ENTIRE SAMPLE | 1\% | 3\% | 10\% | 23\% | 62\% | 4.42 | . 01 | 22,875 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 1\% | 3\% | 9\% | 23\% | 64\% | 4.46 | . 11 | 70 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 1\% | 3\% | 11\% | 25\% | 60\% | 4.39 | . 01 | 5,533 |
|  | Marketplace | 1\% | 3\% | 11\% | 25\% | 60\% | 4.38 | . 01 | 3,941 |
|  | Express Unit | 1\% | 3\% | 10\% | 23\% | 63\% | 4.41 | . 01 | 5,727 |
|  | Specialty Coffee Shop/JuiceBar | 1\% | 2\% | 9\% | 21\% | 66\% | 4.50 | . 01 | 4,152 |
|  | Sit-down Restaurant | 1\% | 2\% | 8\% | 23\% | 66\% | 4.52 | . 03 | 977 |
|  | Convenience Store | 2\% | 4\% | 11\% | 23\% | 61\% | 4.37 | . 02 | 2,545 |
| Retail Unit | \# 1 | 1\% | 3\% | 9\% | 23\% | 64\% | 4.46 | . 11 | 70 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 47b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) CLEANLINESS: Eating areas (tables, chairs, etc.)

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 48a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Location

|  |  |  |  | Location |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 8\% | 13\% | 19\% | 30\% | 31\% | 3.63 | . 11 | 142 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 3\% | 6\% | 16\% | 25\% | 49\% | 4.12 | . 01 | 30,504 |
| Dining Hall | \# 1 | 8\% | 13\% | 19\% | 30\% | 31\% | 3.63 | . 11 | 142 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Aggregated Retail Units | YOUR INSTITUTION | 4\% | 7\% | 10\% | 28\% | 51\% | 4.14 | . 13 | 71 |
| Aggregated Retail Units | ENTIRE SAMPLE | 2\% | 5\% | 15\% | 24\% | 53\% | 4.21 | . 01 | 23,925 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 4\% | 7\% | 10\% | 28\% | 51\% | 4.14 | . 13 | 71 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 3\% | 5\% | 16\% | 26\% | 50\% | 4.16 | . 01 | 5,597 |
|  | Marketplace | 3\% | 5\% | 15\% | 24\% | 53\% | 4.19 | . 02 | 3,960 |
|  | Express Unit | 3\% | 6\% | 15\% | 25\% | 52\% | 4.18 | . 01 | 6,040 |
|  | Specialty Coffee Shop/JuiceBar | 2\% | 4\% | 13\% | 23\% | 58\% | 4.32 | . 01 | 4,453 |
|  | Sit-down Restaurant | 2\% | 5\% | 15\% | 27\% | 51\% | 4.20 | . 03 | 974 |
|  | Convenience Store | 2\% | 5\% | 14\% | 23\% | 56\% | 4.26 | . 02 | 2,901 |
| Retail Unit | \# 1 | 4\% | 7\% | 10\% | 28\% | 51\% | 4.14 | . 13 | 71 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 48b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Location

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 49a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Layout of facility

|  |  | Layout of facility |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 8\% | 11\% | 21\% | 29\% | 30\% | 3.62 | . 11 | 140 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 6\% | 14\% | 25\% | 25\% | 30\% | 3.57 | . 01 | 30,254 |
| Dining Hall | \# 1 | 8\% | 11\% | 21\% | 29\% | 30\% | 3.62 | . 11 | 140 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 4\% | 7\% | 14\% | 32\% | 43\% | 4.03 | . 13 | 72 |
| Aggregated Retail Units | ENTIRE SAMPLE | 5\% | 11\% | 21\% | 25\% | 38\% | 3.80 | . 01 | 23,600 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 4\% | 7\% | 14\% | 32\% | 43\% | 4.03 | . 13 | 72 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 11\% | 22\% | 26\% | 35\% | 3.74 | . 02 | 5,543 |
|  | Marketplace | 5\% | 13\% | 23\% | 24\% | 35\% | 3.69 | . 02 | 3,937 |
|  | Express Unit | 5\% | 10\% | 21\% | 24\% | 40\% | 3.82 | . 02 | 5,926 |
|  | Specialty Coffee Shop/JuiceBar | 4\% | 9\% | 18\% | 25\% | 44\% | 3.95 | . 02 | 4,367 |
|  | Sit-down Restaurant | 5\% | 11\% | 20\% | 26\% | 38\% | 3.79 | . 04 | 957 |
|  | Convenience Store | 6\% | 12\% | 21\% | 21\% | 40\% | 3.79 | . 02 | 2,870 |
| Retail Unit | \# 1 | 4\% | 7\% | 14\% | 32\% | 43\% | 4.03 | . 13 | 72 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 49b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Layout of facility

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 50a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Appearance

|  |  | Appearance |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 8\% | 12\% | 24\% | 25\% | 31\% | 3.58 | . 11 | 144 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 10\% | 17\% | 25\% | 21\% | 26\% | 3.36 | . 01 | 30,124 |
| Dining Hall | \# 1 | 8\% | 12\% | 24\% | 25\% | 31\% | 3.58 | . 11 | 144 |
| Dining Hall |  |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
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| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
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| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
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| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Aggregated Retail Units | YOUR INSTITUTION | 3\% | 8\% | 15\% | 28\% | 46\% | 4.06 | . 13 | 72 |
| Aggregated Retail Units | ENTIRE SAMPLE | 7\% | 13\% | 21\% | 22\% | 36\% | 3.68 | . 01 | 23,678 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 3\% | 8\% | 15\% | 28\% | 46\% | 4.06 | . 13 | 72 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 7\% | 14\% | 23\% | 23\% | 32\% | 3.59 | . 02 | 5,546 |
|  | Marketplace | 9\% | 14\% | 24\% | 20\% | 33\% | 3.54 | . 02 | 3,933 |
|  | Express Unit | 7\% | 12\% | 20\% | 22\% | 38\% | 3.73 | . 02 | 5,966 |
|  | Specialty Coffee Shop/JuiceBar | 5\% | 10\% | 19\% | 24\% | 42\% | 3.89 | . 02 | 4,383 |
|  | Sit-down Restaurant | 5\% | 11\% | 21\% | 25\% | 38\% | 3.78 | . 04 | 967 |
|  | Convenience Store | 7\% | 15\% | 21\% | 22\% | 35\% | 3.62 | . 02 | 2,883 |
| Retail Unit | \# 1 | 3\% | 8\% | 15\% | 28\% | 46\% | 4.06 | . 13 | 72 |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |
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| Retail Unit | . |  |  |  |  |  |  |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 50b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Appearance

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 51a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Availability of seating

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 51b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Availability of seating

|  |  | Availability of seating |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 1\% | 3\% | 6\% | 23\% | 68\% | 4.54 | . 06 | 149 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 5\% | 11\% | 20\% | 28\% | 35\% | 3.77 | . 01 | 31,106 |
| Dining Hall | \# 1 | 1\% | 3\% | 6\% | 23\% | 68\% | 4.54 | . 06 | 149 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
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| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Aggregated Retail Units | YOUR INSTITUTION |  | 3\% | 9\% | 18\% | 71\% | 4.56 | . 09 | 68 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 9\% | 19\% | 26\% | 41\% | 3.90 | . 01 | 22,580 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar |  | 3\% | 9\% | 18\% | 71\% | 4.56 | . 09 | 68 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 3\% | 8\% | 20\% | 28\% | 41\% | 3.96 | . 01 | 5,481 |
|  | Marketplace | 5\% | 9\% | 18\% | 26\% | 42\% | 3.89 | . 02 | 3,862 |
|  | Express Unit | 5\% | 10\% | 20\% | 26\% | 39\% | 3.84 | . 02 | 5,675 |
|  | Specialty Coffee Shop/JuiceBar | 5\% | 10\% | 19\% | 24\% | 41\% | 3.86 | . 02 | 4,144 |
|  | Sit-down Restaurant | 1\% | 4\% | 13\% | 28\% | 54\% | 4.28 | . 03 | 983 |
|  | Convenience Store | 5\% | 10\% | 20\% | 24\% | 42\% | 3.86 | . 02 | 2,435 |
| Retail Unit | \# 1 |  | 3\% | 9\% | 18\% | 71\% | 4.56 | . 09 | 68 |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  |  |  |  |
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| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 52a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Comfort (seats, temperature, lighting, sound level, etc.)

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 52b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) DINING ENVIRONMENT: Comfort (seats, temperature, lighting, sound level, etc.)

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 53a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Environmentally friendly practices related to food

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 53b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Environmentally friendly practices related to food

|  |  | Environmentally friendly practices related to food |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 1\% |  | 9\% | 20\% | 69\% | 4.58 | . 07 | 118 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 7\% | 9\% | 27\% | 28\% | 29\% | 3.62 | . 01 | 25,507 |
| Dining Hall | \# 1 | 1\% |  | 9\% | 20\% | 69\% | 4.58 | . 07 | 118 |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
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| Dining Hall | . |  |  |  |  |  | . | . |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 2\% | 3\% | 7\% | 17\% | 71\% | 4.53 | . 12 | 59 |
| Aggregated Retail Units | ENTIRE SAMPLE | 5\% | 7\% | 23\% | 25\% | 40\% | 3.88 | . 01 | 20,090 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 2\% | 3\% | 7\% | 17\% | 71\% | 4.53 | . 12 | 59 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 6\% | 8\% | 25\% | 26\% | 35\% | 3.75 | . 02 | 4,762 |
|  | Marketplace | 7\% | 9\% | 25\% | 25\% | 35\% | 3.72 | . 02 | 3,366 |
|  | Express Unit | 3\% | 6\% | 22\% | 25\% | 43\% | 3.98 | . 02 | 5,074 |
|  | Specialty Coffee Shop/JuiceBar | 4\% | 7\% | 20\% | 25\% | 44\% | 4.00 | . 02 | 3,684 |
|  | Sit-down Restaurant | 3\% | 6\% | 21\% | 26\% | 44\% | 4.03 | . 04 | 772 |
|  | Convenience Store | 4\% | 7\% | 24\% | 25\% | 40\% | 3.88 | . 02 | 2,432 |
| Retail Unit | \# 1 | 2\% | 3\% | 7\% | 17\% | 71\% | 4.53 | . 12 | 59 |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
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| Retail Unit | . |  |  |  |  |  | . |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 54a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Social/ethical practices related to food

|  |  | Social/ ethical practices related to food |  |  |  |  | Mean* | Sampling Error** | Resp |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Not at All Important | (2) Not Very Important | (3) Mixed | (4) Somewhat Important | (5) Very Important |  |  |  |
| Aggregated Dining Halls | YOUR INSTITUTION | 11\% | 11\% | 17\% | 27\% | 33\% | 3.59 | . 13 | 105 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 8\% | 9\% | 23\% | 22\% | 39\% | 3.76 | . 01 | 24,166 |
| Dining Hall | \# 1 | 11\% | 11\% | 17\% | 27\% | 33\% | 3.59 | . 13 | 105 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
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| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  | . | . |  |
| Aggregated Retail Units | YOUR INSTITUTION | 7\% | 14\% | 23\% | 16\% | 39\% | 3.66 | . 18 | 56 |
| Aggregated Retail Units | ENTIRE SAMPLE | 7\% | 7\% | 19\% | 21\% | 47\% | 3.95 | . 01 | 19,134 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar | 7\% | 14\% | 23\% | 16\% | 39\% | 3.66 | . 18 | 56 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 7\% | 7\% | 20\% | 22\% | 44\% | 3.89 | . 02 | 4,521 |
|  | Marketplace | 7\% | 7\% | 20\% | 22\% | 44\% | 3.88 | . 02 | 3,143 |
|  | Express Unit | 7\% | 6\% | 18\% | 20\% | 49\% | 3.98 | . 02 | 4,878 |
|  | Specialty Coffee Shop/JuiceBar | 5\% | 6\% | 17\% | 22\% | 50\% | 4.06 | . 02 | 3,521 |
|  | Sit-down Restaurant | 7\% | 8\% | 17\% | 23\% | 46\% | 3.93 | . 05 | 744 |
|  | Convenience Store | 7\% | 6\% | 21\% | 19\% | 46\% | 3.90 | . 03 | 2,327 |
| Retail Unit | \# 1 | 7\% | 14\% | 23\% | 16\% | 39\% | 3.66 | . 18 | 56 |
| Retail Unit | . |  |  |  |  |  |  |  |  |
| Retail Unit | . |  |  |  |  |  | . | . |  |
| Retail Unit | . |  |  |  |  |  |  | . |  |
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| Retail Unit |  |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 54b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal) ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Social/ethical practices related to food

|  |  | Social/ ethical practices related to food |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (1) Very Dissatisfied | (2) Somewhat Dis- satisfied | (3) Mixed | (4) Somewhat Satisfied | (5) Very Satisfied | Mean* | Sampling Error** | Resp |
| Aggregated Dining Halls | YOUR INSTITUTION | 1\% | 1\% | 8\% | 16\% | 74\% | 4.62 | . 07 | 113 |
| Aggregated Dining Halls | ENTIRE SAMPLE | 5\% | 7\% | 29\% | 28\% | 31\% | 3.73 | . 01 | 23,594 |
| Dining Hall | \# 1 | 1\% | 1\% | 8\% | 16\% | 74\% | 4.62 | . 07 | 113 |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
| Dining Hall | . |  |  |  |  |  |  |  |  |
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| Dining Hall | . |  |  |  |  |  | . |  |  |
| Dining Hall | . |  |  |  |  |  | . |  |  |
| Aggregated Retail Units | YOUR INSTITUTION |  | 2\% | 12\% | 12\% | 74\% | 4.58 | . 10 | 57 |
| Aggregated Retail Units | ENTIRE SAMPLE | 4\% | 6\% | 24\% | 25\% | 41\% | 3.94 | . 01 | 18,652 |
| Type of Retail Unit - YOUR INSTITUTION | Specialty Coffee Shop/ Juice Bar |  | 2\% | 12\% | 12\% | 74\% | 4.58 | . 10 | 57 |
| Type of Retail Unit - ENTIRE SAMPLE | Food Court | 5\% | 6\% | 26\% | 27\% | 36\% | 3.83 | . 02 | 4,401 |
|  | Marketplace | 6\% | 7\% | 27\% | 25\% | 36\% | 3.78 | . 02 | 3,073 |
|  | Express Unit | 3\% | 5\% | 23\% | 24\% | 45\% | 4.03 | . 02 | 4,744 |
|  | Specialty Coffee Shop/JuiceBar | 3\% | 5\% | 21\% | 25\% | 46\% | 4.06 | . 02 | 3,416 |
|  | Sit-down Restaurant | 3\% | 6\% | 20\% | 28\% | 44\% | 4.05 | . 04 | 726 |
|  | Convenience Store | 3\% | 6\% | 24\% | 25\% | 43\% | 3.98 | . 02 | 2,292 |
| Retail Unit | \# 1 |  | 2\% | 12\% | 12\% | 74\% | 4.58 | . 10 | 57 |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
| Retail Unit | . |  |  |  |  |  | . |  |  |
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| Retail Unit | . |  |  |  |  |  |  |  |  |

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
A smaller Sampling Error means the data is a better predictor of the overall population.


[^0]:    ${ }^{1}$ As discussed in the Industry Overview, gap analysis involves comparing the mean importance rating for an item versus the item's mean satisfaction rating. Items where the importance is significantly higher than the satisfaction are potential areas for improvement. This gap analysis has been included in many of the tables found in this Executive Summary section.

[^1]:    ${ }^{2}$ Multi-collinearity arises in customer satisfaction survey data when respondent ratings for different performance attributes are correlated. For example, a respondent's opinion regarding dining environment layout and dining environment appearance may be closely related.

[^2]:    * Gap = Mean Importance minus Mean Satisfaction

[^3]:    * Gap = Mean Importance minus Mean Satisfaction.

[^4]:    * Gap = Mean Importance minus Mean Satisfaction.

[^5]:    * Gap = Mean Importance minus Mean Satisfaction.

[^6]:    X = YOUR RESULTS
    $\mathrm{O}=$ INDUSTRY TYPICAL

[^7]:    X = YOUR RESULTS
    $\mathrm{O}=$ INDUSTRY TYPICAL

[^8]:    * Gap = Mean Importance minus Mean Satisfaction.

[^9]:    1 to 5 Scale, Where Higher Mean = Higher Importance

[^10]:    1 to 5 Scale, Where Higher Mean = Higher Importance

[^11]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^12]:    **S 5 Scale, Where Higher Mean = Higher Satisfaction
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^13]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.

[^14]:    1 to 5 Scale, Where Higher Mean = Higher Satisfaction
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^15]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^16]:    to 5 Scale, Where Higher Mean = Higher Satisfaction
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^17]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.

[^18]:    **S 5 Scale, Where Higher Mean = Higher Satisfaction
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^19]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.

[^20]:    to 5 Scale, Where Higher Mean = Higher Satisfaction
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
    A smaller Sampling Error means the data is a better predictor of the overall population.

[^21]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.

[^22]:    1 to 5 Scale, Where Higher Mean = Higher Satisfaction
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.

[^23]:    1 to 5 Scale, Where Higher Mean = Higher Importance
    **Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.

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