

# 2013

# Customer Satisfaction

# **Benchmarking Survey**

Report prepared exclusively for:

**Florida State University**

**CONFIDENTIAL**

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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; and housing arrangements (on campus/university-owned housing or off campus)
- Demographics of the institution, including NACUFS region, institution type (public/private, two-year/four-year), number of students enrolled, and type of operation (self-operated/contracted/both)
- 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 13th 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, it is important to note that

***no one at NACUFS will ever see your institution's 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 (a copy of the survey form can be found in this report's Appendix).

**Since 2004, members have had the option of choosing to administer their survey online. Of the 114 schools that used the survey in 2013, 89 chose this option, thus avoiding significant printing and shipping costs, as well as "going green."**

These online schools distributed unique identifiers (usually via e-mail) 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.

This online option provided several advantages, including considerable cost savings over the traditional printed methodology, as well as increased convenience on the part of the respondent. In addition, the open-ended comments provided by online respondents are sent to the schools in an electronic format for easier analysis.

E-mails with a link to the website or paper forms, as appropriate, were distributed by the participating institutions in late October and into November. Completed paper forms were shipped by the schools directly to Industry Insights, where the data from the questionnaires were scanned electronically for processing and checks were run to ensure data validity. Online responses went directly to an Industry Insights server.

The survey asked respondents to rate the importance of, and their satisfaction with, 25 operating characteristics as they applied to that particular dining facility in general, without regard to any specific meal.

The 25 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 vegetarian menu choices

**Service:**

Overall  
Speed of service  
Hours of operation  
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  
Social/ethical practices related to food

All told, 114 institutions took part in this year's survey, and 130,621 useable questionnaires were submitted to Industry Insights for processing. 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, and 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 example below, 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.

#### Food: Overall

XYZ Sample Mean	Sampling Error	95% Confidence (2 x Sampling 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.

### Members asked for survey improvements, and NACUFS listened...

The “Executive Summary” is an important enhancement to the report that was added **based on extensive 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.

**NACUFS is continually striving to provide its members with the information they need to successfully run their operations, and the Executive Summary is a result of this commitment to member satisfaction.**

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 your institution and the entire sample broken down by various respondent and institutional characteristics.

## 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.

At the completion of this project, all paper questionnaires received by Industry Insights will be returned to their institutions so the open-ended comments that respondents gave can be examined. Institutions utilizing the online form will receive their comments electronically.

## CONTACT INFORMATION

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

Steve Kretzer  
e-mail: [skretzer@industryinsights.com](mailto:skretzer@industryinsights.com)  
(614) 389-2100 ext 106  
Industry Insights, Inc.  
6235 Emerald Parkway  
Dublin, OH 43016

Please address any questions you may have regarding the report or data compilation to either Steve Kretzer or Gretchen Couraud of NACUFS (517) 332-2494, email: [gcouraud@nacufs.org](mailto:gcouraud@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		Retail Establishments	
1	Suwannee Room	1	Union Food Court Papa Johns, Pollo Tropical, Miso, Freshens
2	Fresh Food Company	2	Chilis
3	Figg Players Dining Room Training Table	3	Salad Creations
4		4	Subway
5		5	Einstein Bros.
6		6	Dennys All Nighter
7		7	Convenience Stores Trading Post and Garnet n Go
8		8	Starbucks Main Location
9		9	Starbucks Strozier Library
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

## Industry Overview



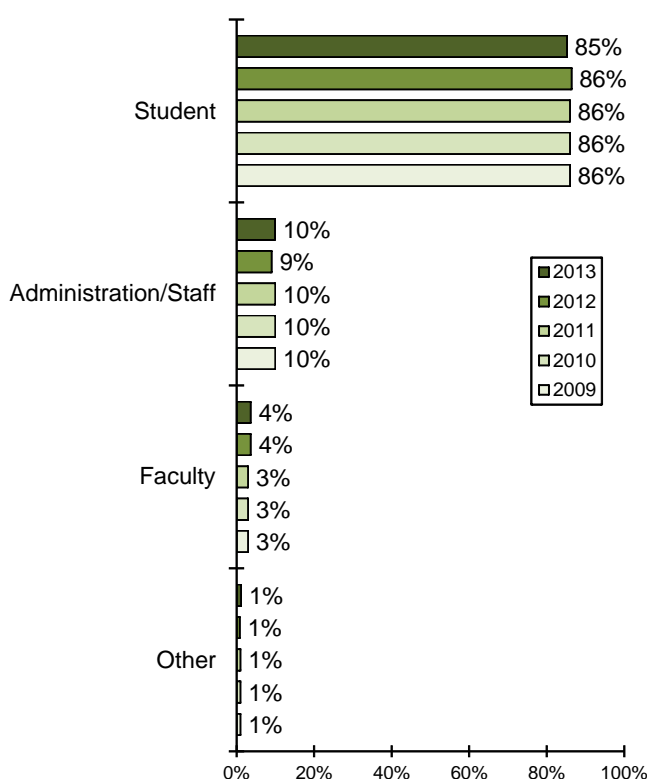


The overall results of the 2013 NACUFS *Customer Satisfaction Benchmarking Survey* are outlined below. Users of this information should bear in mind that because studies of this type measure perceptions and attitudes in addition to concrete facts, a certain amount of bias may have been introduced based 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; it is therefore believed any such biases are minimal and the data reported are representative of the overall universe.

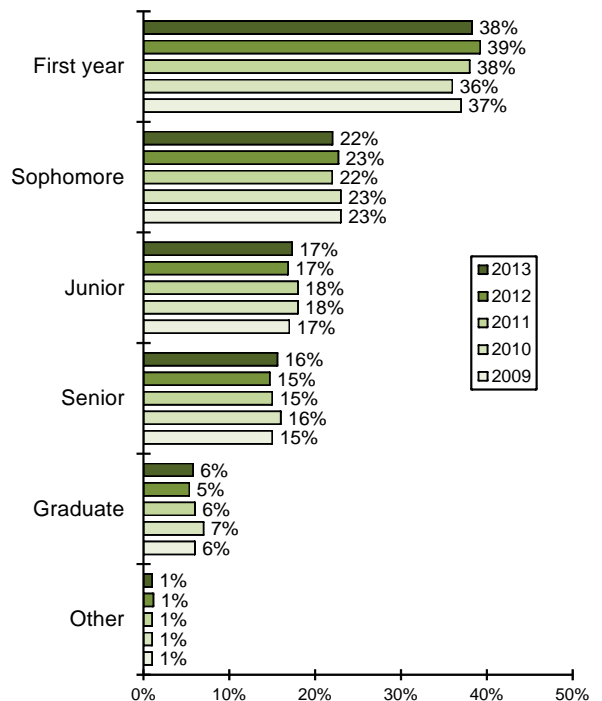
## Respondent Demographics - All Schools

The demographic makeup of the entire survey's respondents for 2009 through 2013 can be seen in the graphs below. As shown, the demographic characteristics of the individual respondents have remained consistent across the past five survey years, and the respondent demographics for 2013 were virtually unchanged from 2012. (All sample sizes shown are based on the 2013 survey results.)

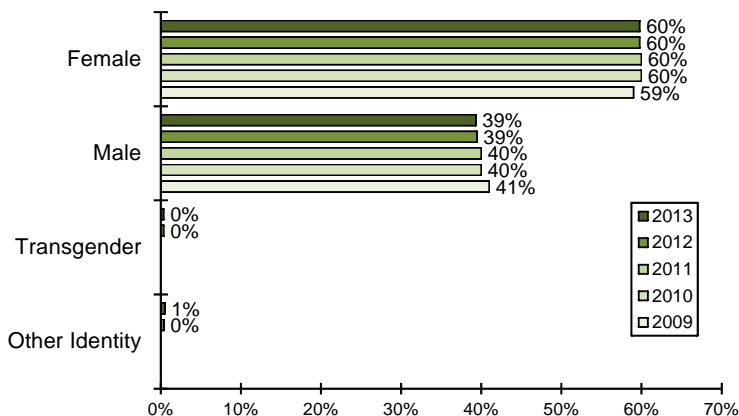
**Respondent Type**  
Sample Size = 130,027



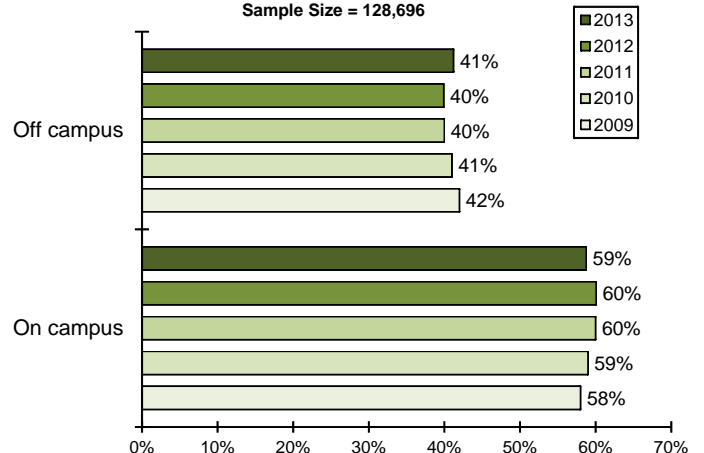
**Student Class Status**  
Sample Size = 110,845



**Respondent Gender Identity**  
("Identity" new in 2012)  
Sample Size = 129,684

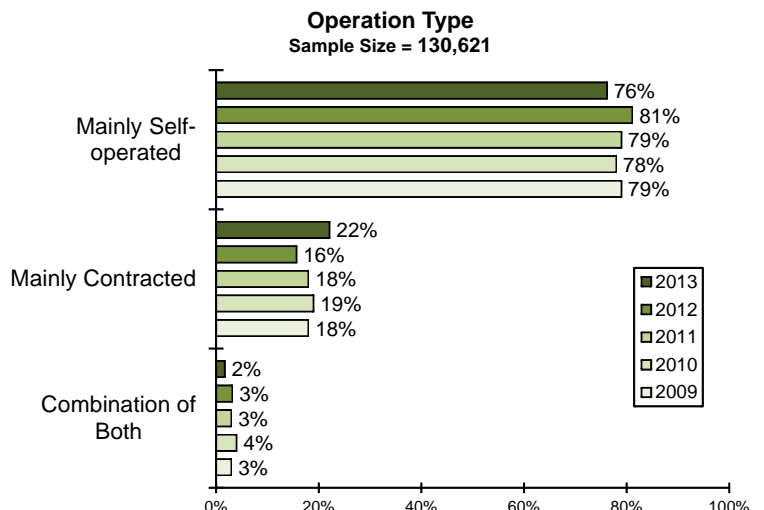
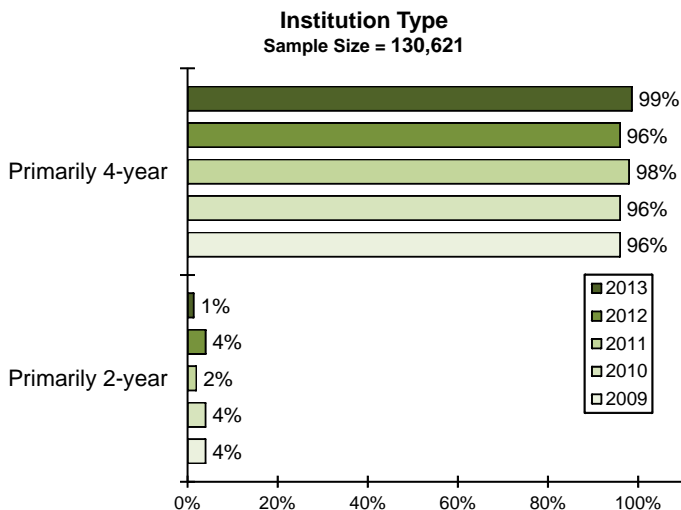
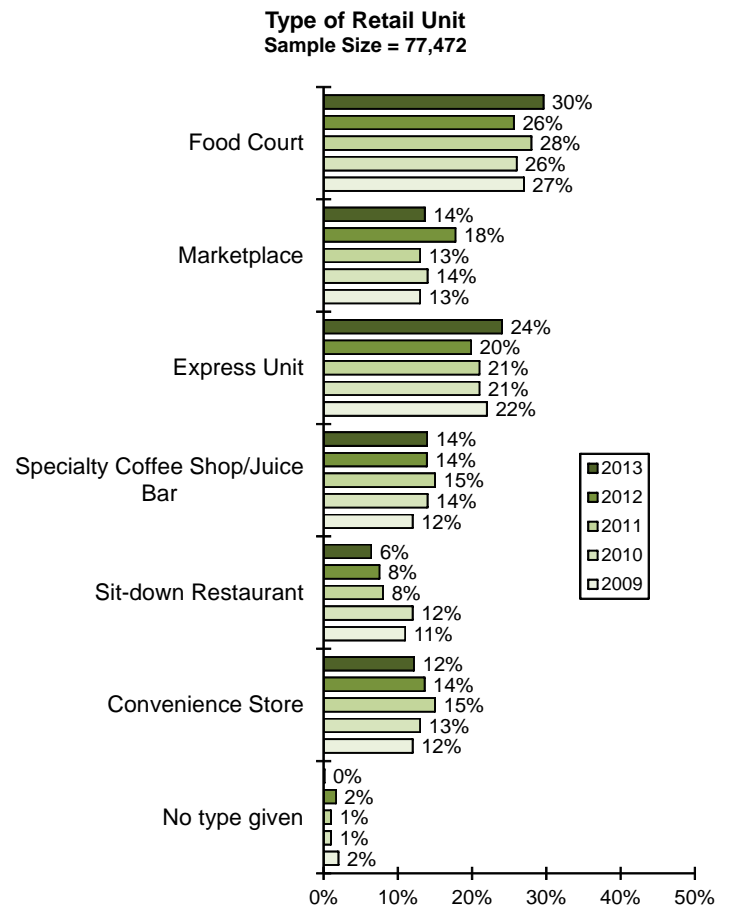
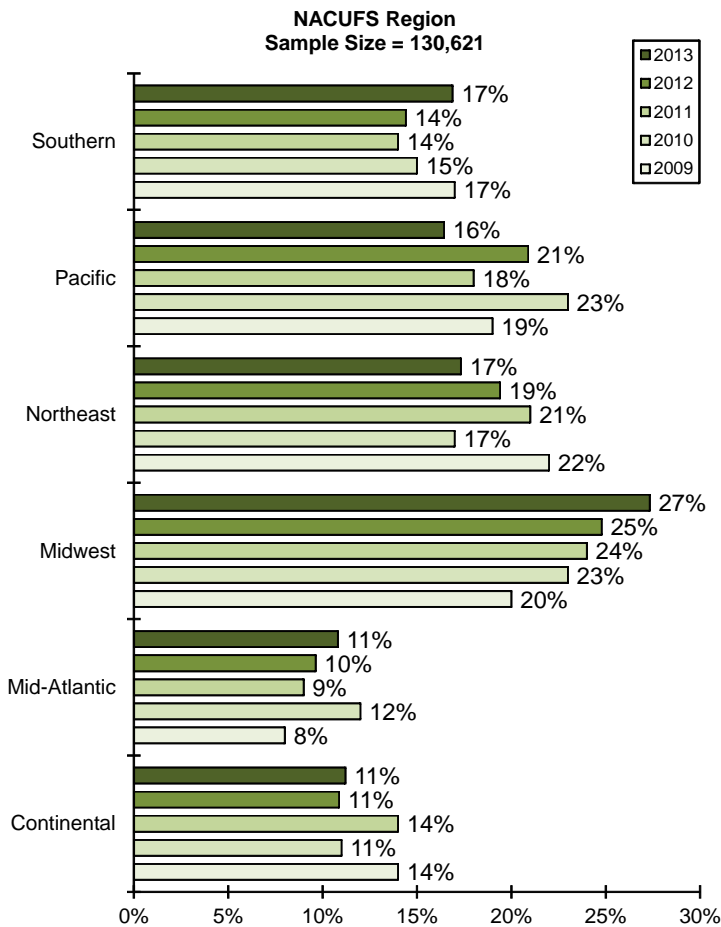


**Live...**  
Sample Size = 128,696

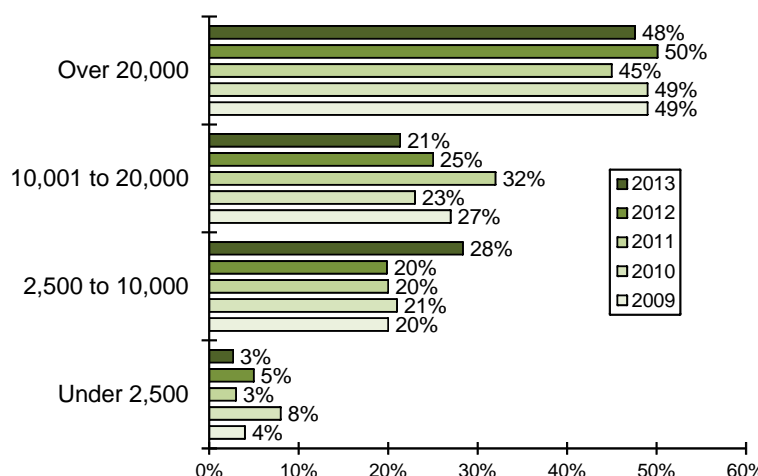


## Institutional Demographics – All Schools (based on total responses received)

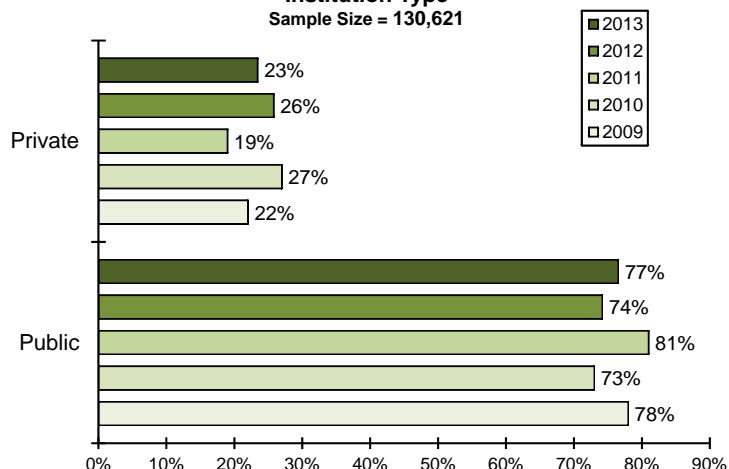
Demographic characteristics of the participating institutions are displayed below. The figures shown are based on the percentage of total responses that came from institutions of that type. For example, 17% of all questionnaires received came from institutions in the Northeast Region in 2013, while 76% came from mainly self-operated institutions and 99% came from primarily four-year colleges.



**Total Current Enrollment (Fulltime + Part-time Students)**  
Sample Size = 130,621



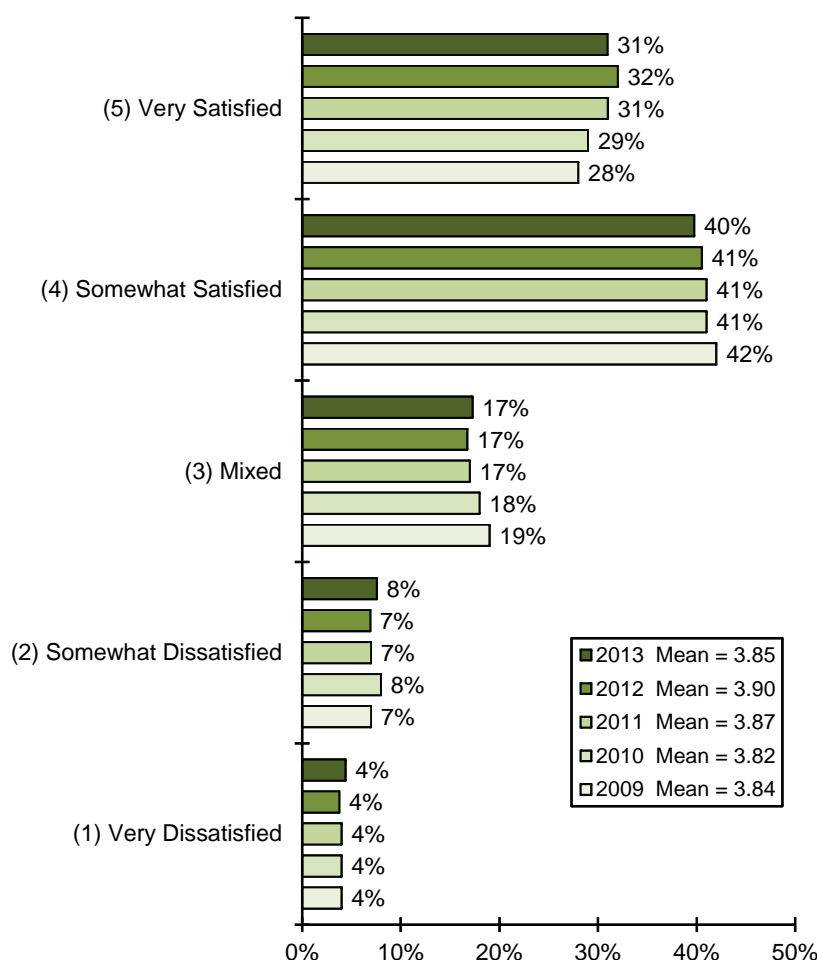
**Institution Type**  
Sample Size = 130,621



## Satisfaction Ratings

As shown below, the mean (average) level of satisfaction with the participating institutions' dining services decreased slightly in 2013 (3.85 on the five-point scale, where 1 = low and 5 = high satisfaction, versus 3.90 in 2012). Overall, just over 70% of all valid respondents were very or somewhat satisfied.

**In general, how satisfied or dissatisfied are you with the dining services provided by your college/university?**  
Sample Size = 112,802



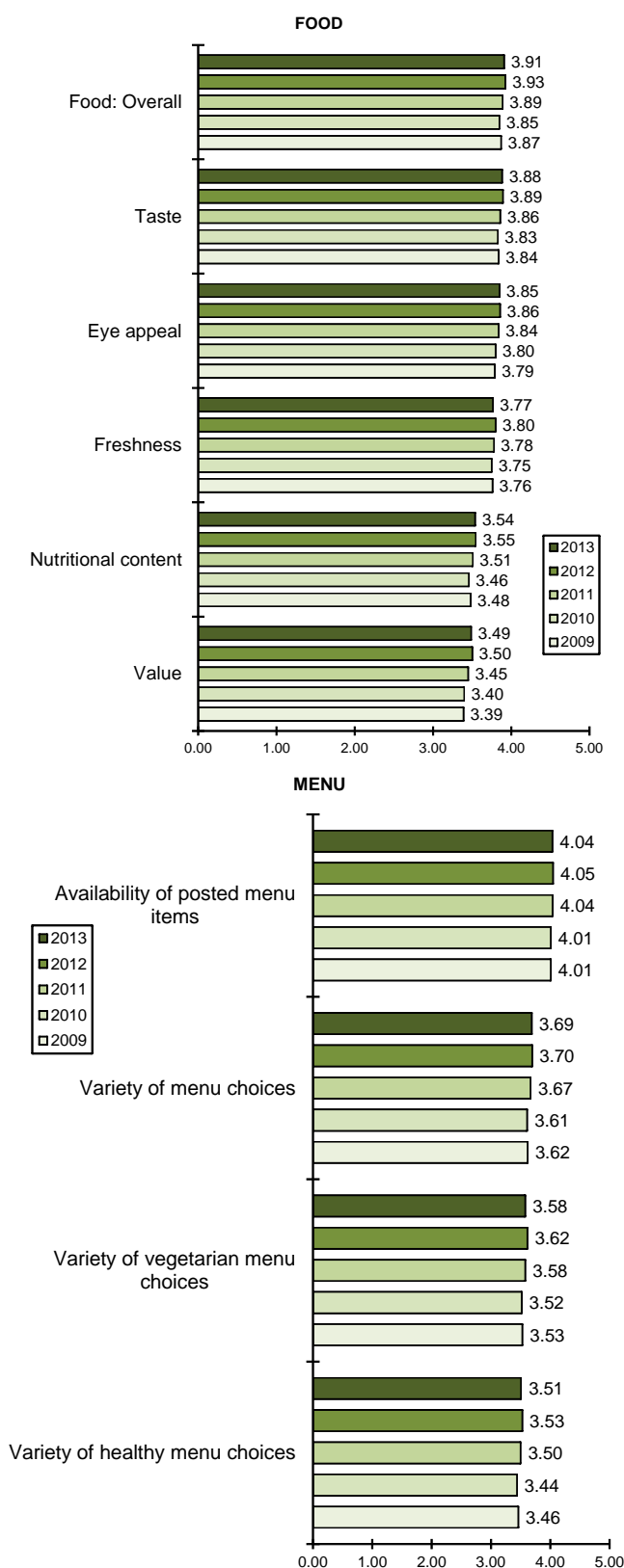
In addition to rating their **overall** satisfaction with their institutions' dining services, the respondents were also asked to rate the importance of **specific dining attributes** and their satisfaction with each attribute. The results are summarized beginning below.

Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)							
	(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean Importance	Number of Responses
<b>FOOD</b>							
Overall	0%	1%	7%	26%	65%	4.55	114,716
Taste	0%	1%	5%	19%	75%	4.67	114,891
Eye appeal	2%	9%	18%	35%	36%	3.94	114,422
Freshness	0%	1%	6%	22%	71%	4.62	114,466
Nutritional content	1%	3%	10%	27%	59%	4.41	114,019
Value	1%	2%	10%	28%	60%	4.44	112,916
<b>MENU</b>							
Availability of posted menu items	1%	4%	12%	35%	48%	4.25	111,109
Variety of menu choices	0%	2%	9%	34%	56%	4.42	112,399
Variety of healthy menu choices	1%	3%	11%	29%	56%	4.35	111,610
Variety of vegetarian menu choices	16%	11%	15%	22%	36%	3.50	94,577
<b>SERVICE</b>							
Overall	0%	1%	8%	30%	61%	4.49	113,369
Speed of service	0%	1%	8%	32%	59%	4.47	113,431
Hours of operation	1%	2%	9%	31%	58%	4.44	113,280
Helpfulness of staff	1%	2%	10%	31%	56%	4.39	112,835
Friendliness of staff	1%	2%	9%	29%	59%	4.44	113,107
<b>CLEANLINESS</b>							
Overall	0%	1%	6%	23%	70%	4.62	113,189
Serving areas	0%	1%	7%	25%	67%	4.57	112,227
Eating areas (tables, chairs, etc.)	1%	1%	7%	25%	66%	4.54	110,404
<b>DINING ENVIRONMENT</b>							
Location	1%	3%	11%	34%	51%	4.30	112,691
Layout of facility	2%	6%	16%	38%	38%	4.04	112,351
Appearance	2%	6%	16%	37%	39%	4.06	112,415
Availability of seating	1%	3%	10%	32%	53%	4.34	110,357
Comfort (seats, temperature, lighting, sound level, etc.)	1%	3%	12%	37%	47%	4.26	110,323
<b>ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY</b>							
Environmentally friendly practices related to food	4%	5%	16%	29%	45%	4.06	101,178
Social/ethical practices related to food	5%	6%	17%	28%	44%	4.02	98,525

Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)							
	(1) Very Dissatisfied	(2) Somewhat Dissatisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean Satisfaction	Number of Responses
<b>FOOD</b>							
Overall	3%	7%	18%	41%	31%	3.91	128,637
Taste	3%	8%	19%	39%	31%	3.88	128,500
Eye appeal	3%	8%	22%	36%	31%	3.85	128,052
Freshness	4%	10%	22%	33%	31%	3.77	128,106
Nutritional content	6%	13%	27%	31%	24%	3.54	127,117
Value	8%	13%	26%	29%	24%	3.49	126,312
<b>MENU</b>							
Availability of posted menu items	3%	7%	15%	34%	41%	4.04	124,956
Variety of menu choices	5%	12%	20%	33%	29%	3.69	126,792
Variety of healthy menu choices	7%	14%	24%	30%	25%	3.51	125,591
Variety of vegetarian menu choices	7%	11%	27%	27%	28%	3.58	100,158
<b>SERVICE</b>							
Overall	2%	4%	13%	35%	46%	4.19	127,653
Speed of service	4%	7%	15%	33%	41%	4.02	127,602
Hours of operation	5%	10%	16%	30%	39%	3.86	127,371
Helpfulness of staff	2%	4%	13%	31%	50%	4.22	126,930
Friendliness of staff	2%	4%	12%	28%	54%	4.26	127,279
<b>CLEANLINESS</b>							
Overall	2%	3%	11%	35%	48%	4.24	127,630
Serving areas	2%	3%	11%	35%	49%	4.27	126,380
Eating areas (tables, chairs, etc.)	3%	7%	16%	34%	41%	4.03	124,162
<b>DINING ENVIRONMENT</b>							
Location	1%	2%	9%	29%	58%	4.39	127,058
Layout of facility	2%	4%	12%	35%	48%	4.23	126,588
Appearance	1%	3%	11%	35%	50%	4.29	126,614
Availability of seating	4%	8%	16%	31%	41%	3.96	123,977
Comfort (seats, temperature, lighting, sound level, etc.)	2%	5%	15%	34%	44%	4.12	124,309
<b>ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY</b>							
Environmentally friendly practices related to food	3%	4%	19%	35%	39%	4.04	113,204
Social/ethical practices related to food	3%	4%	20%	34%	40%	4.05	110,160

The following series of graphs shows the mean satisfaction ratings for the various dining service attributes over the past five years on the one to five scale. As shown, the satisfaction ratings decreased very slightly in 2013 in all areas.

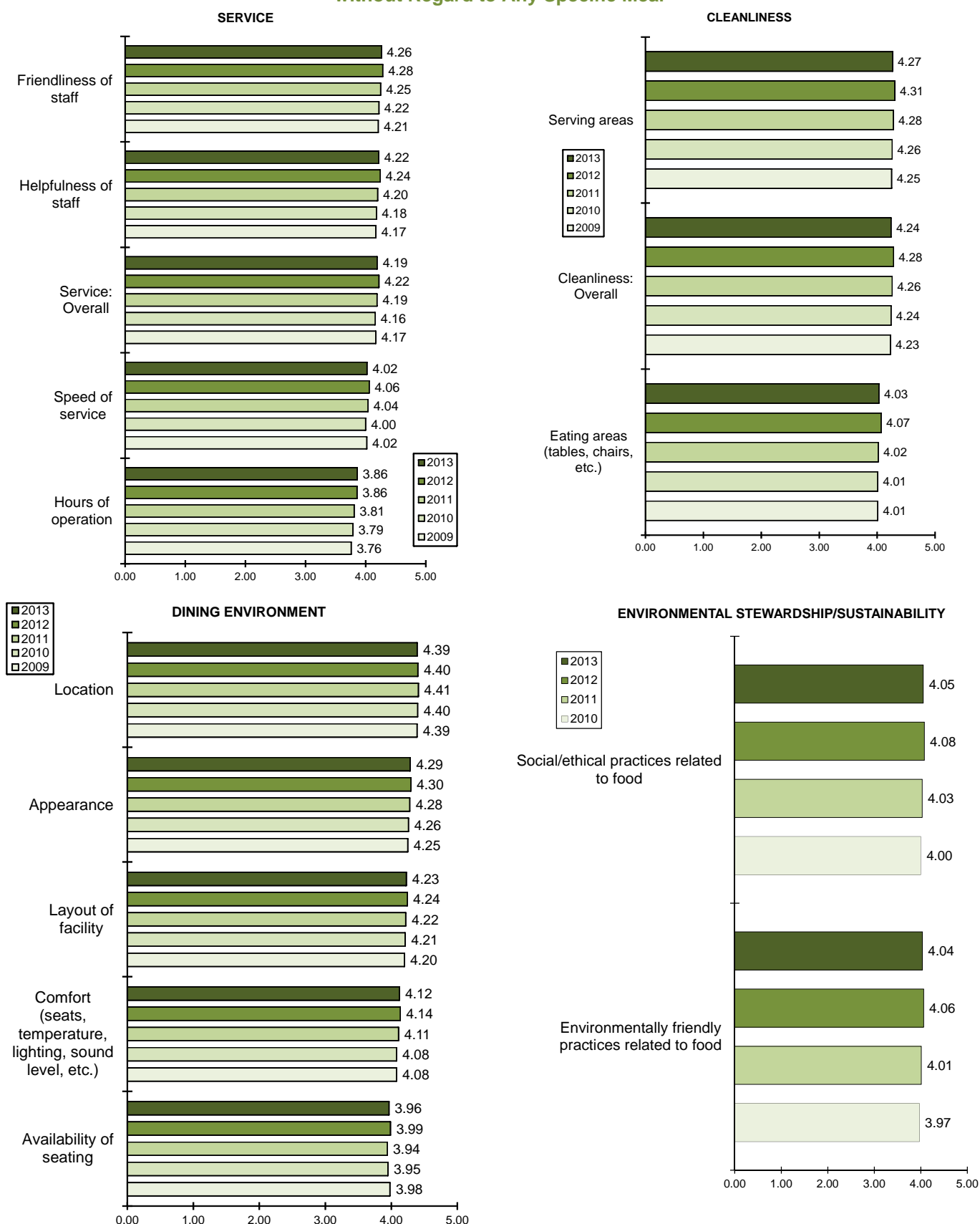
**Mean\* Satisfaction with Various Items as They Apply to the Surveyed Facility in General  
without Regard to Any Specific Meal**



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

("Not Applicable" Responses Removed)

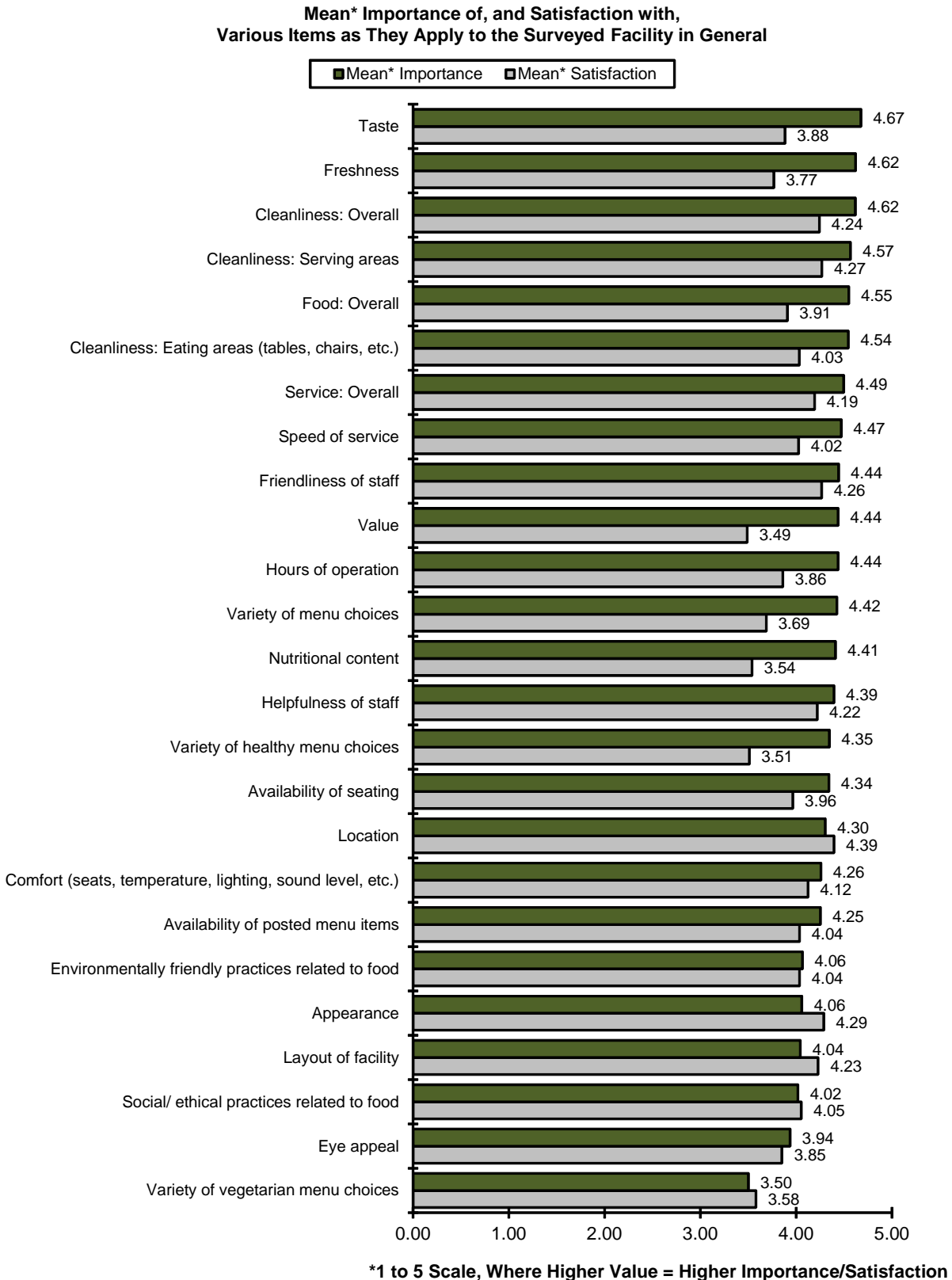
**Mean\* Satisfaction with Various Items as They Apply to the Surveyed Facility in General  
without Regard to Any Specific Meal**



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

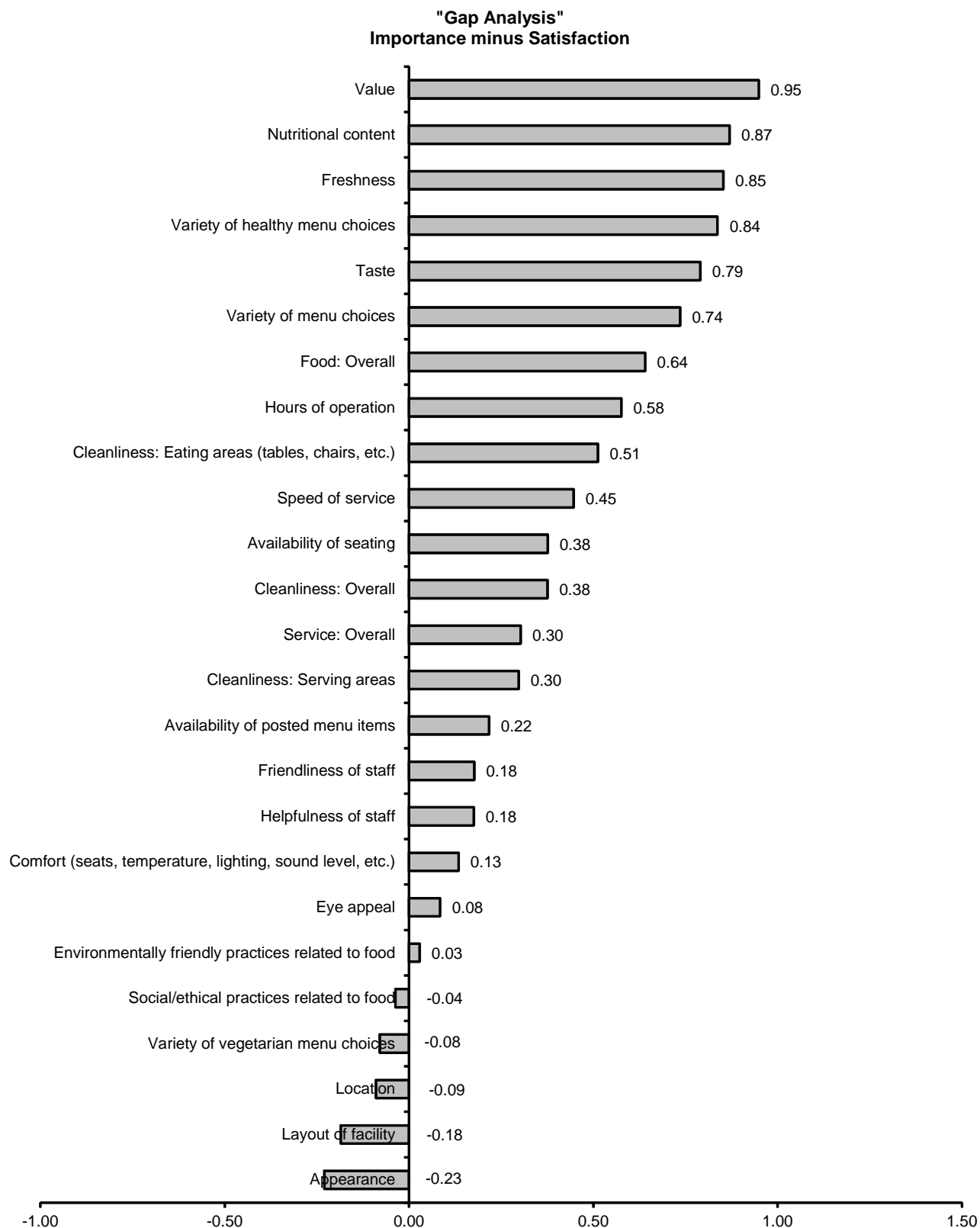
("Not Applicable" Responses Removed)

Examining the difference between an item's mean importance and mean satisfaction ratings can yield significant insights. Using this "gap analysis," areas where importance significantly outsourced 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 largest for the overall survey sample. This report also includes the gap analysis for your specific institution in the "Executive Summary" section.





As shown below, value, nutritional content, freshness, variety of healthy options and taste were the areas where importance outscored satisfaction by the largest margin. This has also been the case over the last several years.





## **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<sup>143</sup> 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

Multiple regression analysis is the most popular statistical method 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.

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<sup>143</sup> 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. As an enhancement to the report this year, this gap analysis has been included in many of the tables found in this Executive Summary section.

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 multi-collinearity<sup>144</sup>, 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 25 performance attributes listed on page ii were the independent variables. **Thus, our regression analysis examines the role each of the 25 performance attributes played in determining overall satisfaction.**

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

- The coefficient of determination (“Adjusted R<sup>2</sup>”)
- 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<sup>2</sup>) shows the proportion of the variance in overall satisfaction that is explained by the 25 attributes. Put another way, Adjusted R<sup>2</sup> shows how well our model (overall satisfaction as a function of the 25 performance attributes) works. An Adjusted R<sup>2</sup> of .456, for example, means that 45.6% of the variance in overall satisfaction responses is explained by the 25 attributes. (For comparison, historically, the Adjusted R<sup>2</sup> 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.**

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<sup>144</sup> 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.

### Summary of Figure 1

- In “Model Summary,” the coefficient of determination (“Adjusted R<sup>2</sup>”) of .39 means our model explains 39% of the variance in overall satisfaction
- In “Model Summary,” the “Sig.” of .000 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**

Extent to Which Various Factors Predict Overall Satisfaction*							
	Predictor Status**	Your Institution				All Respondents	
		Unstandardized Coefficient B (Extent to which item predicts Overall Satisfaction)	Sig. (Likelihood that this item's predictor status was due to random chance)	Mean Satisfaction	Mean Gap***	Mean Satisfaction	Mean Gap***
Variety of vegetarian menu choices	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	0.00	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

\* 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	Sig.
Adjusted R <sup>2</sup> = 0.39	0.000

## 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.

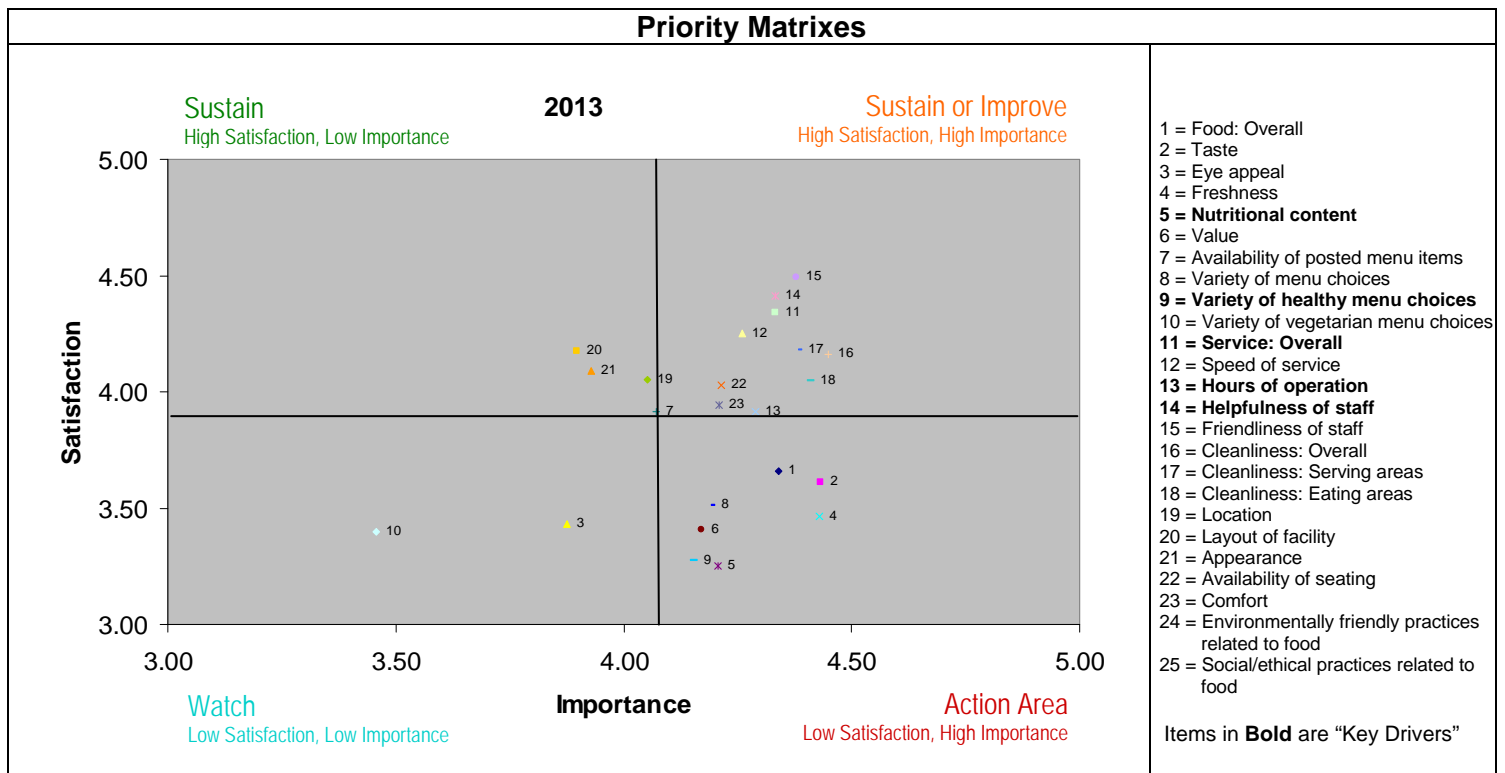
In the example below (Figure 2), again based on fictitious data, satisfaction ratings are plotted on the vertical axis, with importance ratings on the horizontal axis. Each of the 25 attributes has been graphed based on the mean satisfaction and mean importance ratings they were given by this institution's 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 improving nutritional content and variety of healthy menu choices, since these two items were key drivers and were in the lower right quadrant, meaning their importance was high but their satisfaction levels were not.



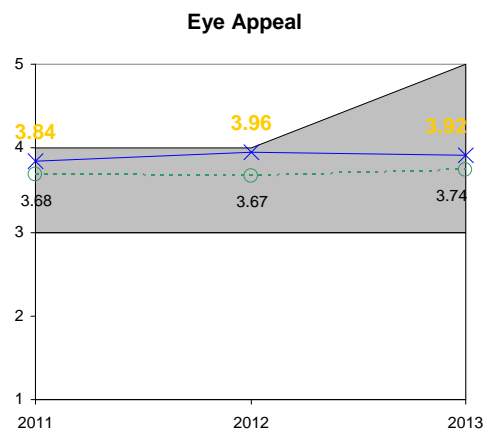
### THREE YEAR TREND DATA

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 25 graphs represents one surveyed attribute. For each graph, the **X** and solid blue line represent your institution's mean satisfaction figure for that attribute, while the **O** and dashed green line show the mean satisfaction for the overall sample (all institutions). The shaded area shows the "middle range" (the area between the 25<sup>th</sup> and 75<sup>th</sup> percentile, or the middle 50% of the respondents) for the overall sample.



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

## Extent to Which Various Factors Predict Overall Satisfaction\*

	Your Institution					All Respondents	
	Predictor Status**	Unstandardized Coefficient B (Extent to which item predicts Overall Satisfaction)	Sig. (Likelihood that this item's predictor status was due to random chance)	Mean Satisfaction	Mean Gap***	Mean Satisfaction	Mean Gap***
Food: Overall	Top Predictor	0.42	0.00	3.94	0.57	3.91	0.64
Freshness	2nd Predictor	0.12	0.00	3.85	0.73	3.77	0.85
Helpfulness of staff	3rd Predictor	0.11	0.00	4.01	0.43	4.22	0.18
Taste	4th Predictor	0.09	0.04	3.96	0.66	3.88	0.79
Environmentally friendly practices related to food	5th Predictor	0.09	0.01	3.86	0.20	4.04	0.03
Appearance	6th Predictor	-0.08	0.02	4.24	-0.11	4.29	-0.23
Eye appeal				3.93	0.08	3.85	0.08
Nutritional content				3.56	0.73	3.54	0.87
Value				3.58	0.88	3.49	0.95
Availability of posted menu items				4.01	0.29	4.04	0.22
Variety of menu choices				3.90	0.44	3.69	0.74
Variety of healthy menu choices				3.61	0.62	3.51	0.84
Variety of vegetarian menu choices				3.49	0.05	3.58	-0.08
Service: Overall				3.96	0.58	4.19	0.30
Speed of service				3.79	0.74	4.02	0.45
Hours of operation				3.87	0.52	3.86	0.58
Friendliness of staff				4.14	0.36	4.26	0.18
Cleanliness: Overall				4.08	0.53	4.24	0.38
Cleanliness: Serving areas				4.08	0.45	4.27	0.30
Cleanliness: Eating areas (tables, chairs, etc.)				3.95	0.57	4.03	0.51
Location				4.36	0.01	4.39	-0.09
Layout of facility				4.18	-0.14	4.23	-0.18
Availability of seating				3.93	0.40	3.96	0.38
Comfort (seats, temperature, lighting, sound level, etc.)				4.01	0.29	4.12	0.13
Social/ethical practices related to food				3.88	0.17	4.05	-0.04

\* 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.

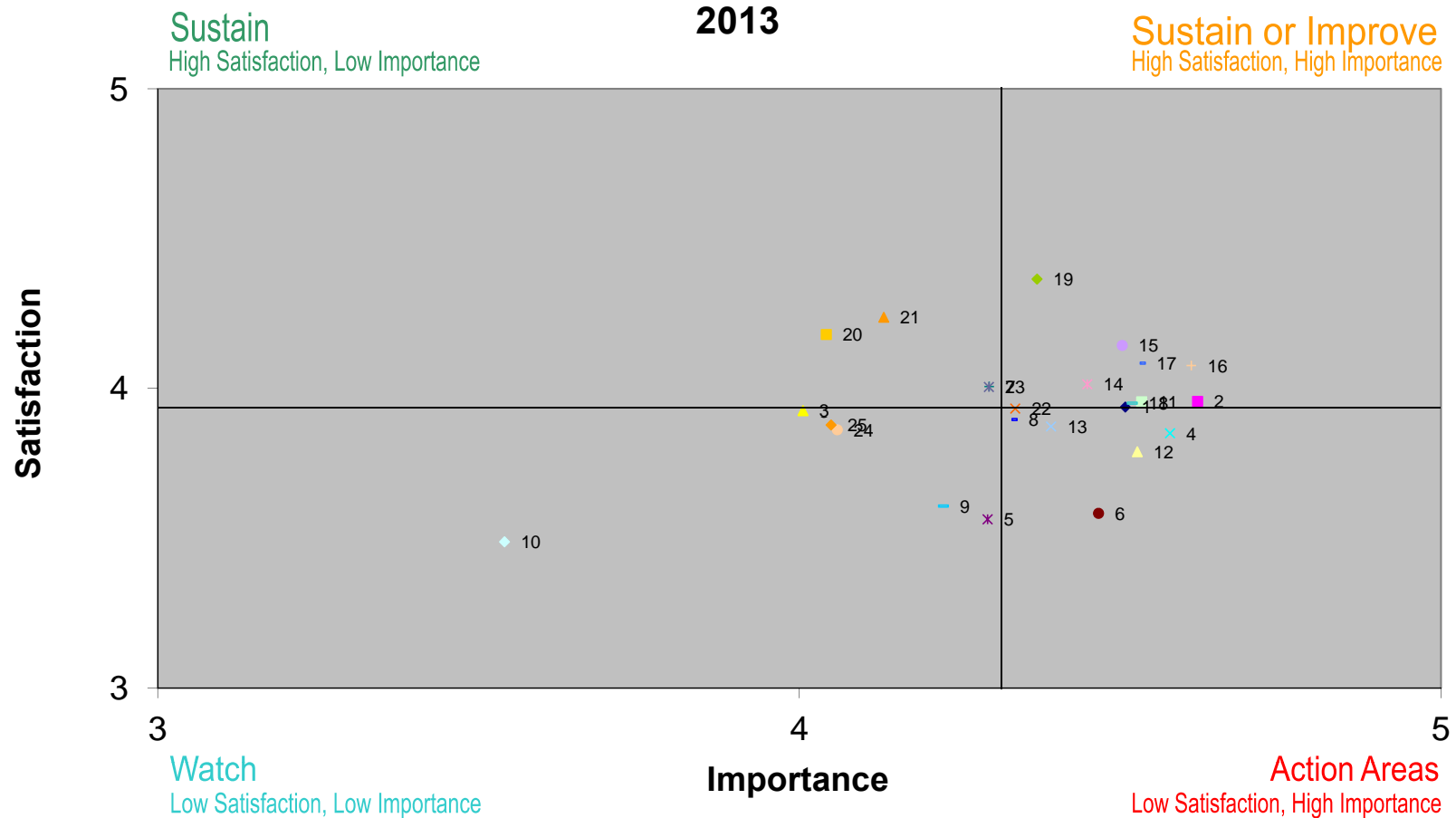
\*\* If cell is blank, that item was not a predictor of overall satisfaction.

\*\*\* Gap = Mean Importance minus Mean Satisfaction.

Model Summary	
Adjusted R Square (Amount of variance in Overall Satisfaction explained by our model)	Sig. (Likelihood that our model's findings were due to random chance)
Adjusted R <sup>2</sup> = 0.418	0.000

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## Priority Matrixes



**1 = Food: Overall**

**2 = Taste**

3 = Eye appeal

**4 = Freshness**

5 = Nutritional content

6 = Value

7 = Availability of posted menu items

8 = Variety of menu choices

9 = Variety of healthy menu choices

10 = Variety of vegetarian menu choices

11 = Service: Overall

12 = Speed of service

13 = Hours of operation

**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

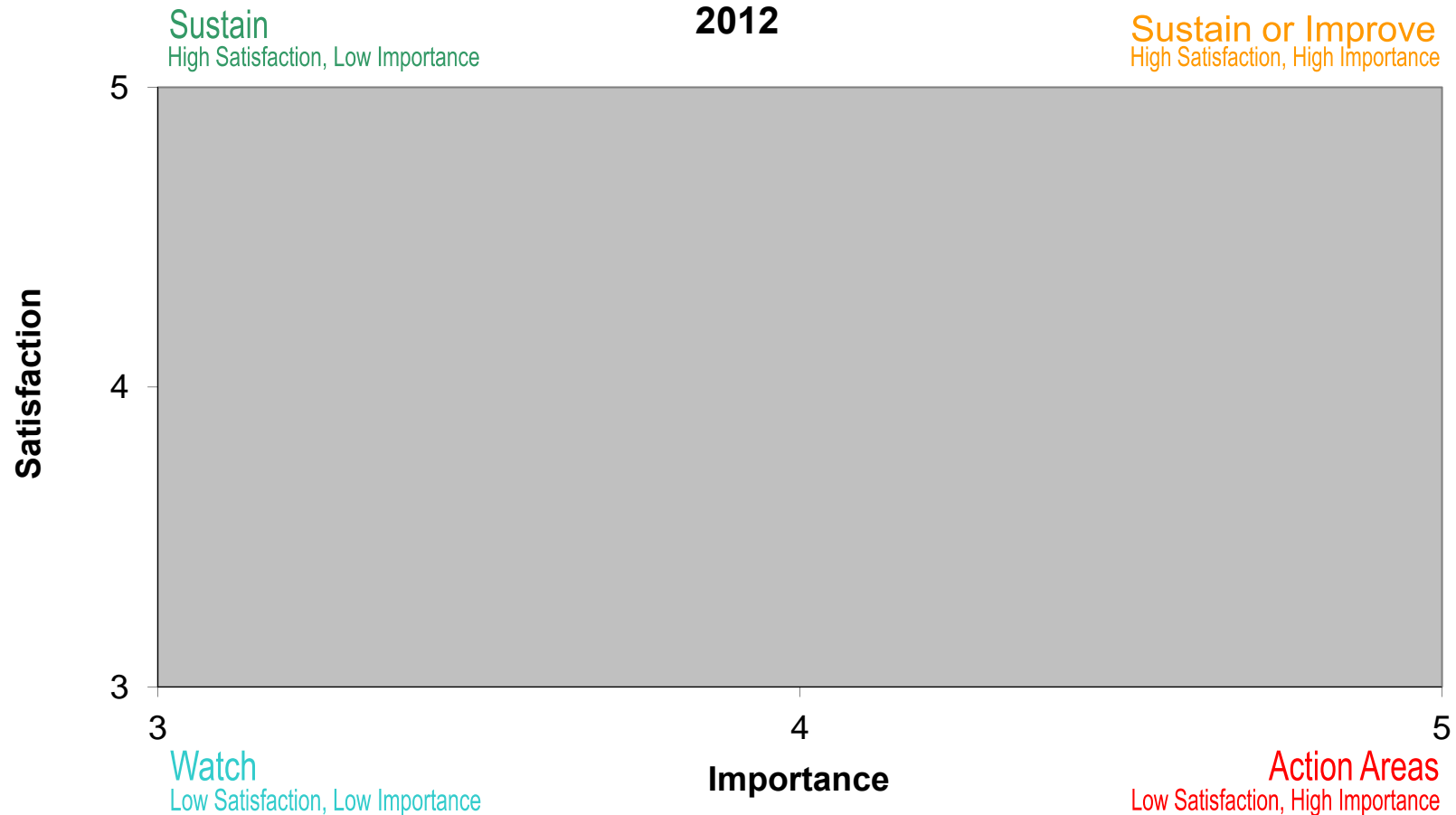
23 = Comfort (seats, temperature, lighting, sound level, etc.)

**24 = Environmentally friendly practices related to food**

25 = Social/ethical practices related to food

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## Priority Matrixes



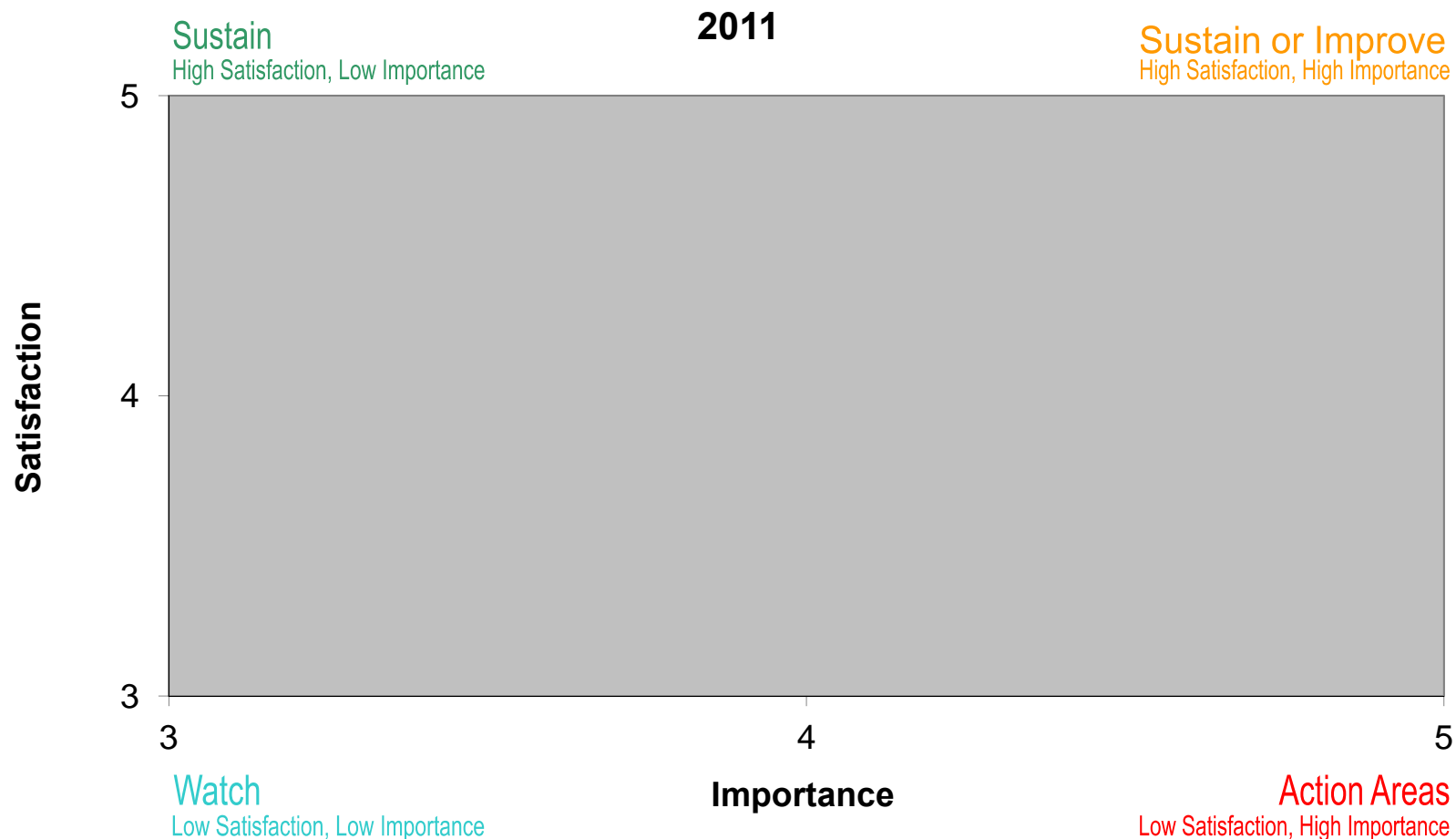
- 1 = Food: Overall
- 2 = Taste
- 3 = Eye appeal
- 4 = Freshness
- 5 = Nutritional content
- 6 = Value
- 7 = Availability of posted menu items
- 8 = Variety of menu choices

- 9 = Variety of healthy menu choices
- 10 = Variety of vegetarian menu choices
- 11 = Service: Overall
- 12 = Speed of service
- 13 = Hours of operation
- 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

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## Priority Matrixes



- 1 = Food: Overall
- 2 = Taste
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- 17 = Cleanliness: Serving areas
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- 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

## All Survey Respondents By Respondent Demographics

	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		Female		Male		Transgender		Other		On campus		Off campus		
Satis	Gap*	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap			
Food: Overall	3.94	0.57	3.94	0.55	3.85	0.75	3.99	0.66	3.95	0.49	3.70	0.81	3.99	0.42	4.13	0.38	4.04	0.44	3.75	0.75	3.45	0.85	3.97	0.56	3.88	0.58	2.40	1.40	4.11	0.45	3.67	0.83	4.02	0.49
Taste	3.96	0.66	3.96	0.64	3.86	0.82	3.96	0.77	3.98	0.59	3.71	0.87	4.00	0.60	4.18	0.44	4.08	0.51	3.78	0.85	3.50	1.23	4.01	0.66	3.87	0.67	2.40	1.40	4.06	0.38	3.72	0.88	4.03	0.60
Eye appeal	3.93	0.08	3.92	0.06	3.83	0.09	3.96	0.22	4.00	0.26	3.70	0.24	3.92	0.03	4.10	-0.06	4.05	0.04	3.84	-0.07	3.25	0.84	3.99	0.07	3.82	0.10	3.00	1.00	3.94	-0.07	3.67	0.27	4.01	0.02
Freshness	3.85	0.73	3.82	0.73	3.91	0.81	4.01	0.73	3.92	0.62	3.63	0.94	3.79	0.68	3.96	0.61	3.93	0.57	3.76	0.88	3.92	0.63	3.86	0.78	3.84	0.64	3.40	-0.60	4.22	0.28	3.61	0.95	3.93	0.66
Nutritional content	3.56	0.73	3.51	0.76	3.68	0.90	3.81	0.51	3.82	0.37	3.30	1.08	3.51	0.66	3.65	0.54	3.64	0.64	3.42	0.97	3.42	1.04	3.56	0.79	3.56	0.65	3.40	-0.80	4.00	0.33	3.27	1.08	3.66	0.62
Value	3.58	0.88	3.57	0.88	3.58	0.89	3.65	0.93	3.67	0.87	3.45	0.97	3.61	0.79	3.75	0.75	3.65	0.81	3.29	1.20	3.25	0.84	3.60	0.90	3.54	0.88	2.40	0.20	4.28	0.16	3.40	0.99	3.64	0.85
Availability of posted menu items	4.01	0.29	4.00	0.29	3.96	0.16	4.04	0.33	4.05	0.40	3.68	0.54	4.03	0.26	4.21	0.17	4.12	0.19	3.97	0.26	4.00	-0.30	4.04	0.30	3.94	0.27	3.60	-0.20	3.94	0.48	3.64	0.58	4.12	0.20
Variety of menu choices	3.90	0.44	3.89	0.43	3.73	0.56	3.99	0.42	3.92	0.42	3.63	0.71	3.95	0.38	4.11	0.27	4.02	0.29	3.70	0.53	3.50	0.50	3.93	0.45	3.83	0.42	3.20	0.60	4.28	-0.13	3.59	0.75	3.99	0.34
Variety of healthy menu choices	3.61	0.62	3.58	0.62	3.59	0.90	3.77	0.50	3.76	0.47	3.39	0.89	3.64	0.51	3.77	0.40	3.68	0.49	3.35	0.91	3.17	1.20	3.60	0.72	3.61	0.45	2.80	0.80	4.12	-0.03	3.31	0.97	3.70	0.51
Variety of vegetarian menu choices	3.49	0.05	3.48	0.06	3.38	0.25	3.61	-0.13	3.53	0.37	3.26	0.23	3.58	-0.08	3.63	-0.10	3.55	0.11	3.32	0.12	3.00	0.70	3.49	0.17	3.48	-0.16	2.60	1.40	3.77	-0.27	3.24	0.30	3.56	-0.02
Service: Overall	3.96	0.58	3.95	0.58	3.93	0.47	4.02	0.60	4.00	0.52	3.86	0.65	3.90	0.58	4.10	0.50	3.98	0.57	3.86	0.63	3.33	1.21	3.98	0.59	3.91	0.56	3.40	-0.40	4.32	-0.24	3.78	0.74	4.01	0.53
Speed of service	3.79	0.74	3.77	0.75	3.81	0.66	3.87	0.77	3.98	0.56	3.70	0.76	3.63	0.88	3.88	0.71	3.81	0.73	3.84	0.61	3.58	0.60	3.77	0.80	3.82	0.63	3.40	0.00	3.72	0.74	3.58	0.89	3.85	0.69
Hours of operation	3.87	0.52	3.84	0.56	3.81	0.42	4.11	0.26	4.00	0.53	3.67	0.75	3.74	0.66	4.04	0.37	3.89	0.50	3.85	0.52	3.42	0.95	3.89	0.53	3.85	0.51	4.00	-0.40	3.76	0.66	3.60	0.85	3.96	0.41
Helpfulness of staff	4.01	0.43	3.99	0.44	4.09	0.26	4.14	0.40	3.88	0.71	3.86	0.52	3.93	0.48	4.18	0.36	4.01	0.44	3.99	0.39	3.33	0.85	4.02	0.47	4.01	0.38	3.60	-0.80	3.78	0.22	3.77	0.64	4.09	0.37
Friendliness of staff	4.14	0.36	4.12	0.37	4.27	0.08	4.23	0.33	4.05	0.62	4.00	0.46	4.06	0.42	4.32	0.27	4.14	0.37	4.09	0.35	3.50	0.50	4.16	0.39	4.13	0.31	3.60	-0.60	3.94	0.12	3.92	0.56	4.21	0.30
Cleanliness: Overall	4.08	0.53	4.08	0.51	3.96	0.60	4.14	0.63	3.90	0.74	3.91	0.69	4.04	0.52	4.24	0.40	4.15	0.40	4.04	0.57	3.83	0.80	4.09	0.57	4.05	0.49	3.80	-1.40	4.12	-0.05	3.91	0.67	4.13	0.49
Cleanliness: Serving areas	4.08	0.45	4.08	0.43	4.02	0.53	4.19	0.50	4.02	0.54	3.99	0.54	4.05	0.39	4.21	0.31	4.09	0.43	4.00	0.52	3.92	0.72	4.10	0.48	4.05	0.41	3.20	-0.95	4.33	-0.20	3.95	0.57	4.13	0.41
Cleanliness: Eating areas (tables, chairs, etc.)	3.95	0.57	3.96	0.54	3.71	0.76	3.96	0.65	4.02	0.61	3.84	0.70	3.99	0.49	4.07	0.45	4.02	0.48	3.90	0.58	3.42	1.04	3.96	0.60	3.94	0.52	2.80	-0.20	3.94	0.26	3.81	0.72	4.00	0.52
Location	4.36	0.01	4.36	-0.01	4.29	0.10	4.44	0.05	4.25	0.24	4.31	0.05	4.30	0.03	4.47	-0.10	4.40	-0.03	4.26	0.03	4.33	-0.15	4.43	0.42	0.26	0.07	3.00	1.60	4.22	-0.16	4.31	0.04	4.38	0.00
Layout of facility	4.18	-0.14	4.21	-0.17	4.00	-0.08	4.06	-0.02	4.16	0.08	4.24	-0.17	4.20	-0.18	4.27	-0.16	4.21	-0.13	4.08	-0.21	4.08	-0.08	4.22	-0.14	4.11	-0.14	3.40	0.20	4.06	-0.19	4.20	-0.18	4.18	-0.12
Appearance	4.24	-0.11	4.26	-0.13	3.98	0.01	4.23	-0.05	4.16	0.23	4.28	-0.11	4.25	-0.10	4.36	-0.20	4.27	-0.12	4.02	-0.12	4.18	0.00	4.29	-0.11	4.16	-0.09	3.20	0.20	4.11	-0.31	4.25	-0.14	4.23	-0.10
Availability of seating	3.93	0.40	3.95	0.38	3.84	0.51	3.84	0.52	3.96	0.46	4.04	0.33	3.92	0.37	3.97	0.37	3.92	0.46	3.84	0.38	4.25	0.11	3.91	0.45	3.96	0.33	4.00	0.00	4.11	-0.18	3.97	0.36	3.92	0.42
Comfort (seats, temperature, lighting, sound level, etc.)	4.01	0.29	4.06	0.24	3.71	0.51	3.80	0.45	3.91	0.51	4.16	0.10	4.06	0.20	4.11	0.26	4.06	0.32	3.76	0.43	3.75	0.34	4.03	0.42	3.98	0.25	3.80	-1.00	3.61	0.32	4.07	0.17	3.99	0.33
Environmentally friendly practices related to food	3.86	0.20	3.88	0.18	3.70	0.51	3.78	0.17	3.96	0.26	3.76	0.29	4.00	0.10	4.04	0.03	3.91	0.19	3.58	0.34	3.11	0.64	3.88	0.30	3.83	0.03	4.00	-1.40	3.77	-0.27	3.79	0.21	3.88	0.19
Social/ethical practices related to food	3.88	0.17	3.89	0.16	3.73	0.45	3.80	0.15	3.98	0.15	3.79	0.25	4.02	0.09	4.02	0.02	3.94	0.19	3.59	0.27	3.33	0.42	3.91	0.25	3.82	0.05	4.00	-0.60	3.77	-0.27	3.82	0.18	3.90	0.17

	OVERALL SAMPLE																																		
	All Valid Respondents	Respondent Type								Student Class Status										Gender Identity								Live...							
		Student		Faculty		Admin/Staff		Other		First year		Sophomore		Junior		Senior		Graduate		Other		Female		Male		Transgender		Other		On campus		Off campus			
		Satis	Gap*	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap	Satis	Gap		
Food: Overall	3.91	0.64	3.87	0.67	4.04	0.52	4.14	0.48	4.28	0.27	3.88	0.67	3.80	0.74	3.88	0.66	3.92	0.62	3.92	0.58	3.87	0.55	3.92	0.67	3.90	0.61	3.71	0.55	3.80	0.56	3.80	0.76	4.07	0.48	
Taste	3.88	0.79	3.84	0.82	4.05	0.63	4.14	0.62	4.25	0.38	3.82	0.85	3.78	0.88	3.87	0.79	3.92	0.75	3.92	0.71	3.85	0.74	3.90	0.83	3.87	0.74	3.68	0.61	3.77	0.66	3.76	0.92	4.06	0.61	
Eye appeal	3.85	0.08	3.81	0.09	4.03	-0.01	4.13	0.11	4.26	-0.02	3.81	0.06	3.73	0.15	3.82	0.10	3.84	0.10	3.92	-0.04	3.89	0.06	3.88	0.15	3.82	-0.02	3.66	0.13	3.84	0.05	3.73	0.13	4.02	0.02	
Freshness	3.77	0.85	3.70	0.90	4.10	0.57	4.16	0.59	4.25	0.38	3.67	0.94	3.61	0.99	3.74	0.86	3.76	0.84	3.92	0.67	3.86	0.70	3.76	0.94	3.77	0.72	3.61	0.58	3.69	0.69	3.60	1.01	4.01	0.63	
Nutritional content	3.54	0.87	3.47	0.93	3.85	0.64	3.94	0.51	4.10	0.31	3.45	0.96	3.40	1.00	3.50	0.89	3.52	0.86	3.64	0.76	3.58	0.79	3.50	1.03	3.60	0.64	3.50	0.60	3.59	0.70	3.39	1.03	3.75	0.64	
Value	3.49	0.95	3.44	0.97	3.72	0.75	3.72	0.89	4.10	0.39	3.53	0.81	3.39	1.01	3.39	1.08	3.36	1.15	3.45	1.08	3.49	0.94	3.49	1.00	3.48	0.89	3.40	0.71	3.54	0.70	3.43	0.94	3.57	0.97	
Availability of posted menu items	4.04	0.22	4.00	0.24	4.22	-0.02	4.25	-0.11	4.37	0.01	3.99	0.21	3.97	0.27	4.01	0.27	4.04	0.26	4.05	0.19	3.98	0.22	4.06	0.24	4.01	0.19	3.82	0.26	3.88	0.22	3.95	0.26	4.16	0.15	
Variety of menu choices	3.69	0.74	3.65	0.77	3.80	0.58	3.94	0.54	4.21	0.22	3.64	0.80	3.58	0.84	3.66	0.75	3.71	0.70	3.70	0.63	3.70	0.64	3.68	0.81	3.70	0.69	3.63	3.58	0.55	3.69	0.50	3.56	0.88	3.87	0.53
Variety of healthy menu choices	3.51	0.84	3.45	0.89	3.71	0.71	3.87	0.55	4.11	0.23	3.45	0.90	3.37	0.96	3.47	0.85	3.49	0.83	3.55	0.78	3.54	0.76	3.46	1.03	3.58	0.56	3.49	0.54	3.54	0.64	3.37	0.99	3.71	0.63	
Variety of vegetarian menu choices	3.58	-0.08	3.54	-0.06	3.67	-0.04	3.84	-0.26	4.10	-0.22	3.58	-0.16	3.48	0.01	3.53	-0.01	3.54	-0.02	3.53	0.07	3.56	-0.01	3.54	0.12	3.64	-0.39	3.59	0.16	3.60	0.29	3.49	-0.04	3.70	-0.14	
Service: Overall	4.19	0.30	4.16	0.31	4.35	0.17	4.36	0.29	4.47	0.08	4.21	0.25	4.12	0.35	4.13	0.36	4.14	0.38	4.15	0.30	4.17	0.23	4.22	0.33	4.15	0.27	3.98	0.14	4.10	0.13	4.14	0.32	4.26	0.29	
Speed of service	4.02	0.45	3.99	0.46	4.17	0.33	4.22	0.39	4.39	0.14	4.04	0.38	3.94	0.50	3.96	0.53	3.97	0.54	4.02	0.46	4.04	0.39	4.04	0.48	4.00	0.40	3.85	0.20	4.02	0.20	3.97	0.46	4.10	0.44	
Hours of operation	3.86	0.58	3.79	0.65	4.14	0.20	4.28	0.14	4.41	0.04	3.70	0.76	3.80	0.63	3.88	0.55	3.87	0.57	3.87	0.51	3.89	0.50	3.87	0.63	3.85	0.51	3.78	0.35	3.83	0.38	3.72	0.74	4.07	0.34	
Helpfulness of staff	4.22	0.18	4.18	0.18	4.44	0.03	4.42	0.19	4.52	0.06	4.21	0.14	4.15	0.19	4.17	0.22	4.17	0.25	4.20	0.17	4.21	0.19	4.24	0.23	4.19	0.10	4.00	0.09	4.11	0.07	4.16	0.18	4.30	0.17	
Friendliness of staff	4.26	0.18	4.23	0.19	4.49	-0.01	4.44	0.19	4.55	0.03	4.26	0.14	4.20	0.20	4.20	0.24	4.22	0.25	4.23	0.17	4.25	0.15	4.27	0.24	4.26	0.09	4.05	0.14	4.17	0.01	4.21	0.18	4.33	0.18	
Cleanliness: Overall	4.24	0.38	4.21	0.39	4.40	0.28	4.41	0.36	4.48	0.21	4.21	0.39	4.16	0.42	4.22	0.38	4.25	0.36	4.29	0.32	4.24	0.35	4.25	0.44	4.23	0.29	3.94	0.20	4.05	0.26	4.17	0.43	4.34	0.31	
Cleanliness: Serving areas	4.27	0.30	4.24	0.30	4.40	0.24	4.41	0.32	4.48	0.16	4.27	0.28	4.20	0.33	4.23	0.32	4.25	0.31	4.27	0.27	4.28	0.27	4.28	0.36	4.25	0.20	3.96	0.18	4.13	0.14	4.22	0.32	4.33	0.27	
Cleanliness: Eating areas (tables, chairs, etc.)	4.03	0.51	4.00	0.53	4.18	0.38	4.18	0.46	4.37	0.25	4.02	0.58	3.96	0.56	4.00	0.54	4.02	0.52	4.07	0.42	4.07	0.47	4.02	0.59	4.05	0.40	3.80	0.34	3.96	0.29	3.98	0.56	4.11	0.45	
Location	4.39	-0.09	4.38	-0.09	4.45	-0.12	4.48	-0.06	4.48	-0.13	4.43	-0.12	4.36	-0.09	4.34	-0.07	4.36	-0.07	4.32	-0.02	4.31	-0.08	4.43	-0.06	4.34	-0.14	4.06	-0.06	4.15	-0.12	4.40	-0.11	4.39	-0.06	
Layout of facility	4.23	-0.18	4.23	-0.20	4.18	-0.14	4.23	-0.05	4.39	-0.14	4.32	-0.31	4.19	-0.17	4.17	-0.12	4.15	-0.08	4.13	-0.14	4.20	-0.17	4.26	-0.15	4.18	-0.23	4.00	-0.21	4.01	-0.12	4.25	-0.24	4.20	-0.11	
Appearance	4.29	-0.23	4.29	-0.26	4.23	-0.14	4.31	-0.03	4.43	-0.12	4.35	-0.33	4.26	-0.25	4.25	-0.22	4.24	-0.17	4.19	-0.18	4.26	-0.21	4.33	-0.19	4.23	-0.29	3.97	-0.14	4.06	-0.17	4.30	-0.29	4.28	-0.14	
Availability of seating	3.96	0.38	3.94	0.41	4.07	0.19	4.12	0.22	4.31	0.12	4.06	0.29	3.87	0.48	3.84	0.51	3.84	0.51	3.91	0.33	4.04	0.23	3.96	0.44	3.97	0.28	3.83	0.23	3.87	0.24	3.97	0.37	3.95	0.39	
Comfort (seats, temperature, lighting, sound level, etc.)	4.12	0.13	4.13	0.12	4.03	0.20	4.07	0.24	4.29	0.11	4.24	0.02	4.11	0.14	4.07	0.19	4.02	0.24	3.98	0.21	4.07	0.16	4.13	0.19	4.11	0.06	3.87	0.17	3.89	0.16	4.17	0.08	4.06	0.22	
Environmentally friendly practices related to food	4.04	0.03	4.02	0.02	4.00	0.17	4.17	0.03	4.36	-0.10	4.09	-0.08	3.98	0.04	3.98	0.08	3.96	0.16	3.94	0.13	4.00	0.11	4.04	0.15	4.03	-0.15	3.90	-0.10	3.84	0.13	4.01	0.00	4.08	0.07	
Social/ethical practices related to food	4.05	-0.04	4.04	-0.04	4.01	0.09	4.16	-0.04	4.40	-0.15	4.11	-0.15	4.00	-0.03	4.00	0.03	3.99	0.09	3.96	0.06	4.02	0.03	4.06	0.08	4.04	-0.22	3.86	-0.01	3.88	0.13	4.02	-0.06	4.09	0.00	

**ALL SURVEY RESPONDENTS (BOTH "ALL YOU CARE TO EAT DINING FACILITIES (DINING HALLS)" AND 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 Region		Institution Type		Institution Type		Operation Type		Total Current Enrollment	
					Southern		Public		Primarily 4-year		Mainly Contracted		(Fulltime + Part-time)	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall	3.94	0.57	3.91	0.64	3.91	0.66	3.93	0.62	3.91	0.64	3.74	0.80	3.95	0.59
Taste	3.96	0.66	3.88	0.79	3.89	0.81	3.91	0.77	3.88	0.79	3.73	0.94	3.92	0.74
Eye appeal	3.93	0.08	3.85	0.08	3.86	0.13	3.88	0.08	3.85	0.08	3.71	0.19	3.89	0.02
Freshness	3.85	0.73	3.77	0.85	3.79	0.86	3.79	0.84	3.76	0.86	3.60	1.01	3.81	0.79
Nutritional content	3.56	0.73	3.54	0.87	3.55	0.85	3.56	0.85	3.54	0.87	3.38	1.00	3.58	0.82
Value	3.58	0.88	3.49	0.95	3.52	0.98	3.51	0.94	3.49	0.95	3.30	1.13	3.52	0.92
Availability of posted menu items	4.01	0.29	4.04	0.22	4.02	0.28	4.05	0.22	4.03	0.22	3.87	0.36	4.06	0.20
Variety of menu choices	3.90	0.44	3.69	0.74	3.71	0.74	3.72	0.71	3.69	0.74	3.53	0.87	3.75	0.65
Variety of healthy menu choices	3.61	0.62	3.51	0.84	3.51	0.83	3.54	0.81	3.51	0.84	3.35	0.96	3.56	0.76
Variety of vegetarian menu choices	3.49	0.05	3.58	-0.08	3.53	-0.06	3.60	-0.09	3.58	-0.08	3.40	0.09	3.64	-0.16
Service: Overall	3.96	0.58	4.19	0.30	4.16	0.40	4.19	0.31	4.19	0.30	4.02	0.46	4.19	0.28
Speed of service	3.79	0.74	4.02	0.45	4.04	0.49	4.04	0.44	4.02	0.45	3.84	0.63	4.04	0.42
Hours of operation	3.87	0.52	3.86	0.58	3.84	0.63	3.87	0.58	3.86	0.58	3.72	0.71	3.89	0.53
Helpfulness of staff	4.01	0.43	4.22	0.18	4.17	0.29	4.20	0.19	4.22	0.18	4.07	0.32	4.21	0.14
Friendliness of staff	4.14	0.36	4.26	0.18	4.22	0.30	4.24	0.20	4.26	0.18	4.13	0.32	4.25	0.14
Cleanliness: Overall	4.08	0.53	4.24	0.38	4.24	0.44	4.24	0.38	4.24	0.38	4.09	0.50	4.24	0.36
Cleanliness: Serving areas	4.08	0.45	4.27	0.30	4.26	0.37	4.27	0.30	4.27	0.30	4.13	0.41	4.26	0.28
Cleanliness: Eating areas (tables, chairs, etc.)	3.95	0.57	4.03	0.51	4.02	0.56	4.03	0.52	4.03	0.51	3.89	0.63	4.02	0.51
Location	4.36	0.01	4.39	-0.09	4.39	-0.04	4.40	-0.07	4.39	-0.09	4.30	-0.05	4.39	-0.07
Layout of facility	4.18	-0.14	4.23	-0.18	4.23	-0.17	4.23	-0.17	4.23	-0.18	4.15	-0.16	4.21	-0.19
Appearance	4.24	-0.11	4.29	-0.23	4.30	-0.19	4.30	-0.22	4.29	-0.23	4.20	-0.17	4.27	-0.25
Availability of seating	3.93	0.40	3.96	0.38	3.98	0.38	3.96	0.39	3.96	0.38	3.87	0.44	3.93	0.41
Comfort (seats, temperature, lighting, sound level, etc.)	4.01	0.29	4.12	0.13	4.12	0.16	4.14	0.13	4.12	0.13	4.02	0.20	4.12	0.12
Environmentally friendly practices related to food	3.86	0.20	4.04	0.03	4.02	0.06	4.04	0.04	4.03	0.03	3.89	0.13	4.06	-0.02
Social/ethical practices related to food	3.88	0.17	4.05	-0.04	4.04	0.01	4.06	-0.03	4.05	-0.04	3.91	0.07	4.08	-0.08

\* Gap = Mean Importance minus Mean Satisfaction.

**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		NACUFS Region		Institution Type		Institution Type		Operation Type		Total Current Enrollment	
					Southern		Public		Primarily 4-year		Mainly Contracted		Over 20,000	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall	3.51	1.03	3.71	0.84	3.70	0.88	3.72	0.83	3.71	0.85	3.52	1.03	3.75	0.80
Taste	3.43	1.23	3.62	1.06	3.59	1.12	3.63	1.05	3.62	1.06	3.44	1.25	3.64	1.03
Eye appeal	3.54	0.36	3.63	0.21	3.64	0.30	3.64	0.21	3.63	0.20	3.48	0.33	3.68	0.11
Freshness	3.51	1.14	3.53	1.10	3.59	1.08	3.53	1.09	3.53	1.10	3.35	1.27	3.57	1.03
Nutritional content	3.27	1.23	3.40	1.03	3.49	0.97	3.41	1.02	3.40	1.03	3.25	1.18	3.44	0.99
Value	3.34	1.08	3.49	0.81	3.55	0.84	3.51	0.82	3.49	0.82	3.29	1.03	3.53	0.77
Availability of posted menu items	3.47	0.62	3.89	0.25	3.79	0.40	3.90	0.26	3.89	0.25	3.65	0.47	3.91	0.23
Variety of menu choices	3.37	0.97	3.49	0.95	3.49	1.00	3.51	0.94	3.49	0.95	3.31	1.12	3.55	0.88
Variety of healthy menu choices	3.19	1.21	3.38	0.98	3.43	0.95	3.39	0.97	3.38	0.99	3.22	1.15	3.43	0.92
Variety of vegetarian menu choices	3.12	0.41	3.49	-0.07	3.49	-0.05	3.50	-0.10	3.49	-0.07	3.31	0.13	3.54	-0.16
Service: Overall	3.83	0.62	4.15	0.28	4.11	0.42	4.13	0.30	4.15	0.28	4.00	0.45	4.17	0.22
Speed of service	3.81	0.62	4.05	0.33	4.04	0.41	4.05	0.33	4.05	0.33	3.84	0.56	4.10	0.25
Hours of operation	3.76	0.62	3.70	0.74	3.67	0.82	3.72	0.72	3.70	0.74	3.57	0.86	3.72	0.69
Helpfulness of staff	3.89	0.49	4.16	0.16	4.13	0.30	4.13	0.19	4.16	0.16	4.04	0.31	4.16	0.10
Friendliness of staff	3.98	0.48	4.20	0.17	4.16	0.34	4.16	0.21	4.20	0.17	4.10	0.31	4.20	0.12
Cleanliness: Overall	3.85	0.78	4.11	0.51	4.09	0.60	4.10	0.52	4.11	0.51	3.94	0.66	4.12	0.48
Cleanliness: Serving areas	3.96	0.62	4.20	0.37	4.19	0.47	4.19	0.39	4.20	0.37	4.06	0.50	4.22	0.34
Cleanliness: Eating areas (tables, chairs, etc.)	3.73	0.85	3.92	0.65	3.93	0.72	3.91	0.68	3.92	0.65	3.76	0.79	3.93	0.64
Location	4.28	0.04	4.39	-0.14	4.40	-0.11	4.39	-0.11	4.39	-0.14	4.32	-0.12	4.40	-0.12
Layout of facility	4.17	-0.16	4.23	-0.24	4.27	-0.23	4.23	-0.22	4.23	-0.24	4.17	-0.23	4.25	-0.28
Appearance	4.21	-0.16	4.28	-0.29	4.31	-0.23	4.29	-0.29	4.28	-0.29	4.21	-0.24	4.29	-0.35
Availability of seating	4.04	0.34	3.95	0.45	3.97	0.49	3.92	0.51	3.95	0.46	3.89	0.48	3.93	0.49
Comfort (seats, temperature, lighting, sound level, etc.)	3.99	0.24	4.15	0.11	4.15	0.16	4.16	0.11	4.15	0.11	4.07	0.15	4.18	0.06
Environmentally friendly practices related to food	3.66	0.25	3.98	0.01	4.02	0.01	3.99	0.01	3.98	0.01	3.87	0.08	4.01	-0.06
Social/ethical practices related to food	3.64	0.20	3.99	-0.05	4.03	-0.03	4.00	-0.05	3.99	-0.05	3.87	0.04	4.03	-0.12

\* Gap = Mean Importance minus Mean Satisfaction.



**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 Region		Institution Type		Institution Type		Operation Type		Total Current Enrollment
					Southern		Public		Primarily 4-year		Mainly Contracted		(Fulltime + Part-time)
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Over 20,000
Food: Overall	4.10	0.39	4.04	0.50	4.03	0.53	4.08	0.47	4.04	0.50	3.88	0.64	4.08
Taste	4.16	0.44	4.07	0.60	4.06	0.63	4.10	0.57	4.07	0.61	3.93	0.74	4.11
Eye appeal	4.08	-0.03	4.00	0.00	3.98	0.03	4.04	0.00	4.00	0.00	3.87	0.10	4.03
Freshness	3.99	0.57	3.93	0.69	3.91	0.73	3.96	0.66	3.93	0.69	3.77	0.83	3.97
Nutritional content	3.68	0.54	3.63	0.76	3.59	0.79	3.66	0.73	3.63	0.76	3.47	0.88	3.67
Value	3.68	0.80	3.49	1.04	3.50	1.06	3.51	1.03	3.49	1.04	3.32	1.19	3.52
Availability of posted menu items	4.20	0.16	4.14	0.19	4.16	0.20	4.16	0.19	4.13	0.20	4.01	0.29	4.16
Variety of menu choices	4.10	0.23	3.82	0.59	3.84	0.59	3.87	0.55	3.82	0.59	3.68	0.70	3.89
Variety of healthy menu choices	3.77	0.39	3.60	0.73	3.55	0.76	3.64	0.70	3.60	0.74	3.44	0.84	3.65
Variety of vegetarian menu choices	3.63	-0.08	3.64	-0.08	3.56	-0.07	3.67	-0.09	3.64	-0.08	3.47	0.07	3.71
Service: Overall	4.00	0.56	4.22	0.32	4.19	0.38	4.22	0.32	4.22	0.32	4.04	0.47	4.21
Speed of service	3.78	0.78	4.01	0.53	4.03	0.53	4.03	0.51	4.00	0.53	3.84	0.68	4.00
Hours of operation	3.92	0.48	3.97	0.47	3.94	0.53	3.98	0.48	3.97	0.47	3.81	0.61	4.00
Helpfulness of staff	4.06	0.41	4.26	0.19	4.20	0.28	4.25	0.20	4.25	0.19	4.09	0.33	4.24
Friendliness of staff	4.21	0.31	4.30	0.18	4.25	0.27	4.29	0.20	4.30	0.18	4.15	0.32	4.29
Cleanliness: Overall	4.17	0.44	4.33	0.29	4.32	0.35	4.34	0.28	4.33	0.29	4.20	0.40	4.32
Cleanliness: Serving areas	4.13	0.38	4.32	0.25	4.31	0.30	4.32	0.25	4.32	0.25	4.19	0.35	4.30
Cleanliness: Eating areas (tables, chairs, etc.)	4.04	0.45	4.11	0.41	4.08	0.47	4.12	0.40	4.11	0.41	3.98	0.51	4.08
Location	4.40	-0.01	4.40	-0.06	4.39	0.00	4.40	-0.04	4.39	-0.05	4.29	0.00	4.38
Layout of facility	4.18	-0.13	4.23	-0.15	4.21	-0.14	4.23	-0.13	4.22	-0.15	4.13	-0.11	4.19
Appearance	4.25	-0.09	4.29	-0.19	4.29	-0.17	4.30	-0.18	4.29	-0.19	4.20	-0.13	4.26
Availability of seating	3.89	0.43	3.97	0.32	3.98	0.31	3.99	0.31	3.97	0.33	3.86	0.41	3.93
Comfort (seats, temperature, lighting, sound level, etc.)	4.01	0.31	4.11	0.15	4.09	0.17	4.12	0.14	4.10	0.15	3.99	0.24	4.07
Environmentally friendly practices related to food	3.94	0.17	4.08	0.04	4.02	0.10	4.09	0.05	4.07	0.04	3.91	0.16	4.09
Social/ethical practices related to food	3.97	0.15	4.10	-0.03	4.05	0.03	4.10	-0.01	4.09	-0.03	3.93	0.09	4.12

\* Gap = Mean Importance minus Mean Satisfaction.

## 3 Year Trend For Your Institution

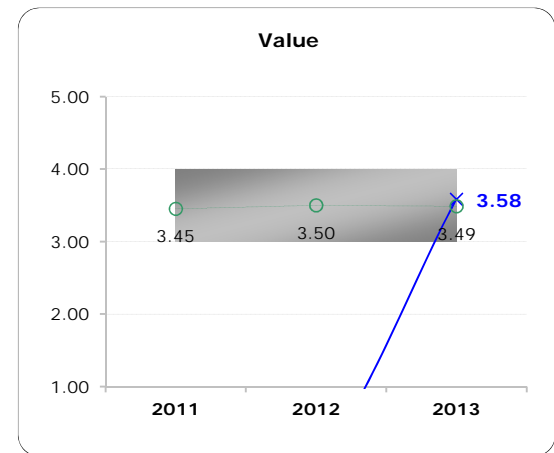
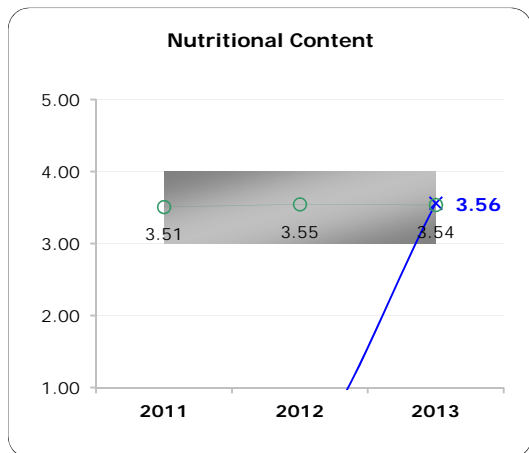
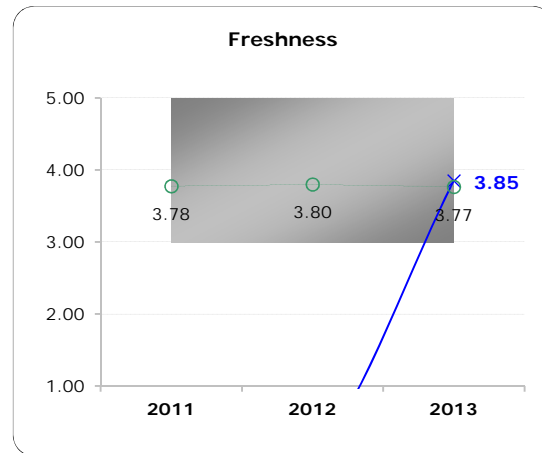
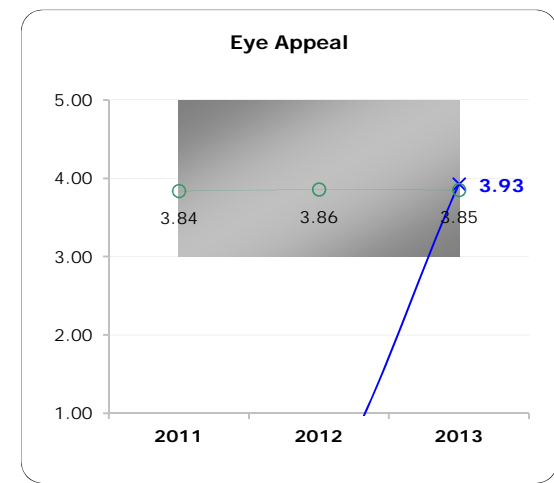
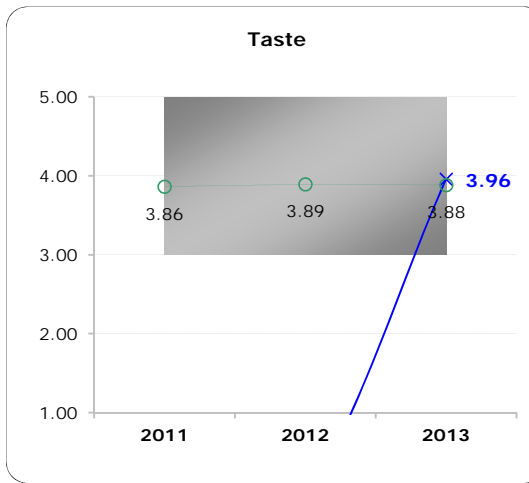
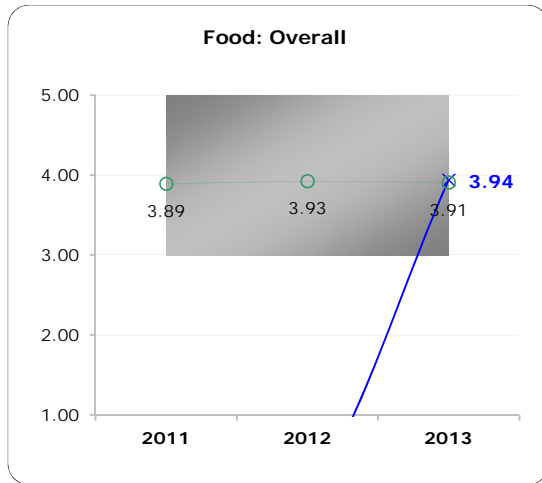
	Your Institution		Your Institution			Your Institution		
	2011		2012			2013		
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction Versus Prior Year	Satisfaction	Gap	Satisfaction Versus Prior Year
Food: Overall						3.94	0.57	
Taste						3.96	0.66	
Eye appeal						3.93	0.08	
Freshness						3.85	0.73	
Nutritional content						3.56	0.73	
Value						3.58	0.88	
Availability of posted menu items						4.01	0.29	
Variety of menu choices						3.90	0.44	
Variety of healthy menu choices						3.61	0.62	
Variety of vegetarian menu choices						3.49	0.05	
Service: Overall						3.96	0.58	
Speed of service						3.79	0.74	
Hours of operation						3.87	0.52	
Helpfulness of staff						4.01	0.43	
Friendliness of staff						4.14	0.36	
Cleanliness: Overall						4.08	0.53	
Cleanliness: Serving areas						4.08	0.45	
Cleanliness: Eating areas (tables, chairs, etc.)						3.95	0.57	
Location						4.36	0.01	
Layout of facility						4.18	-0.14	
Appearance						4.24	-0.11	
Availability of seating						3.93	0.40	
Comfort (seats, temperature, lighting, sound level, etc.)						4.01	0.29	
Environmentally friendly practices related to food						3.86	0.20	
Social/ethical practices related to food						3.88	0.17	

\* Gap = Mean Importance minus Mean Satisfaction.

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## 3 Year Trend For Your Institution and All Institutions - Satisfaction

### FOOD



X = YOUR RESULTS

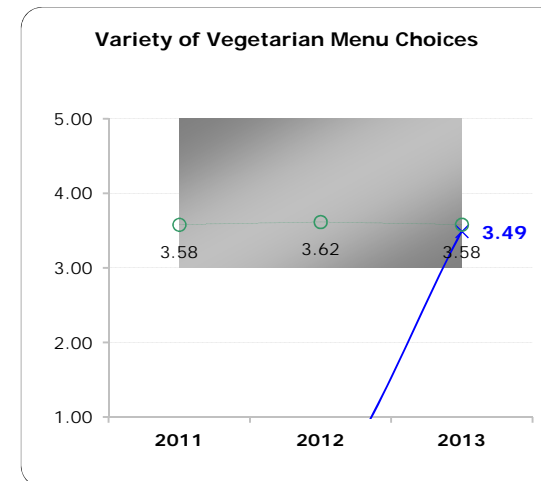
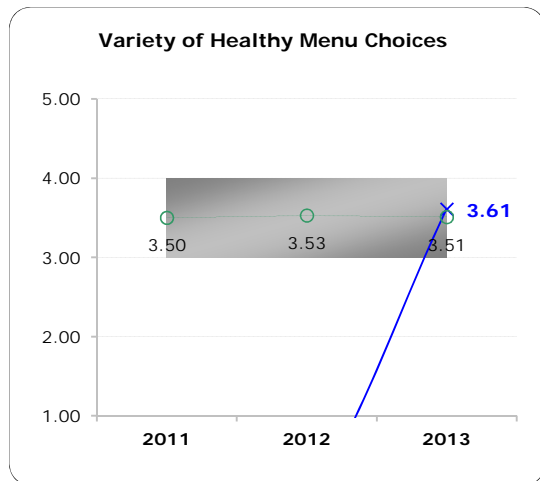
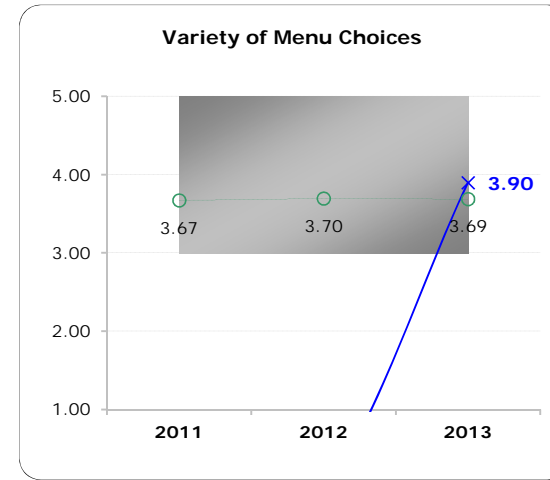
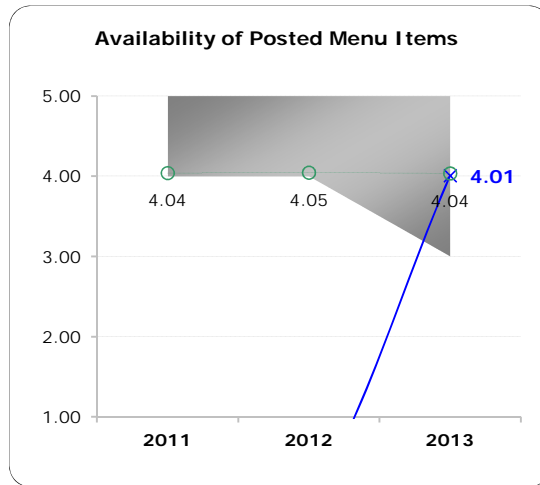
O = INDUSTRY TYPICAL

SHADED AREA = INDUSTRY MIDDLE RANGE

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## 3 Year Trend For Your Institution and All Institutions - Satisfaction

### MENU



X = YOUR RESULTS

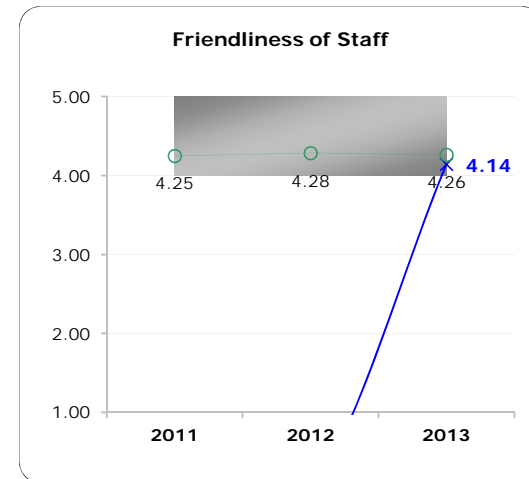
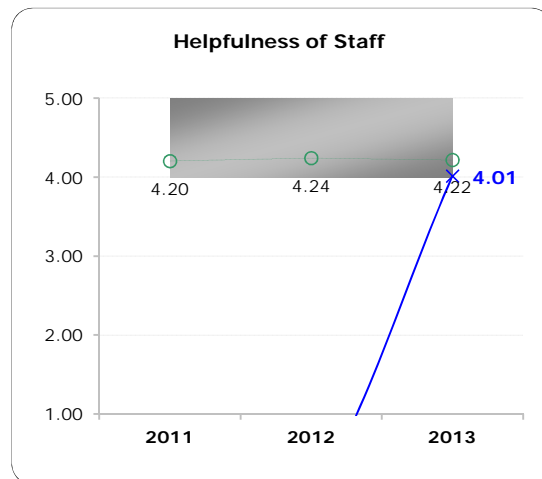
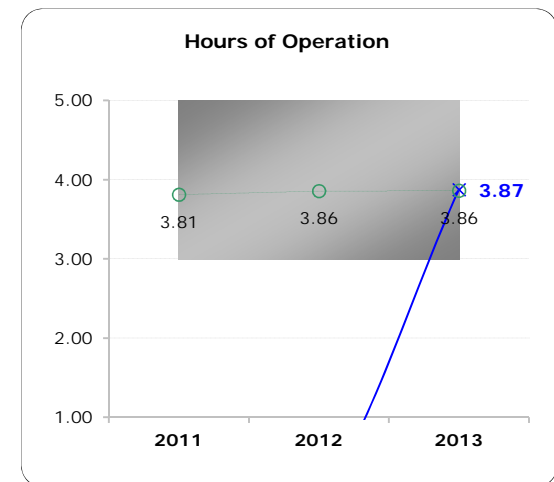
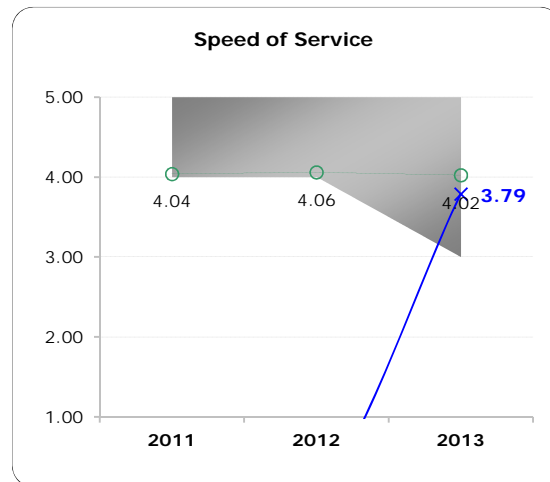
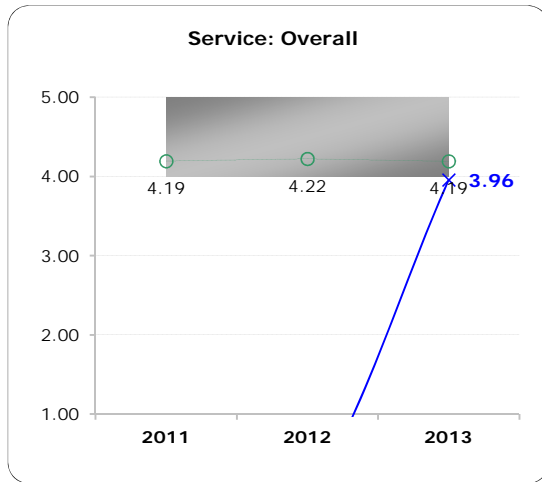
O = INDUSTRY TYPICAL

SHADED AREA = INDUSTRY MIDDLE RANGE

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## 3 Year Trend For Your Institution and All Institutions - Satisfaction

### SERVICE



X = YOUR RESULTS

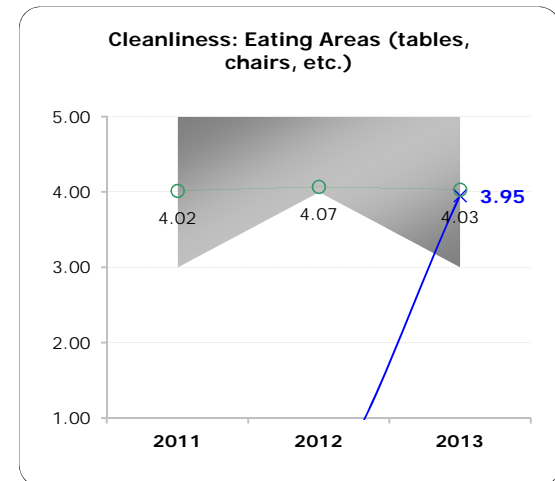
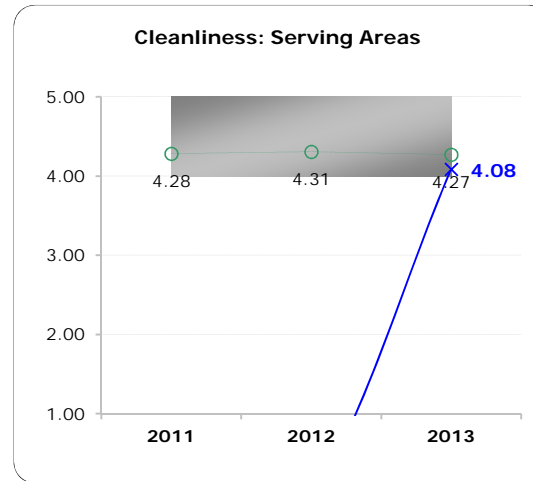
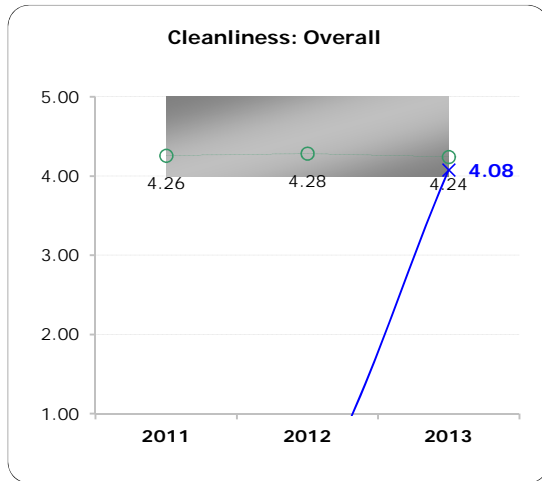
O = INDUSTRY TYPICAL

SHADED AREA = INDUSTRY MIDDLE RANGE

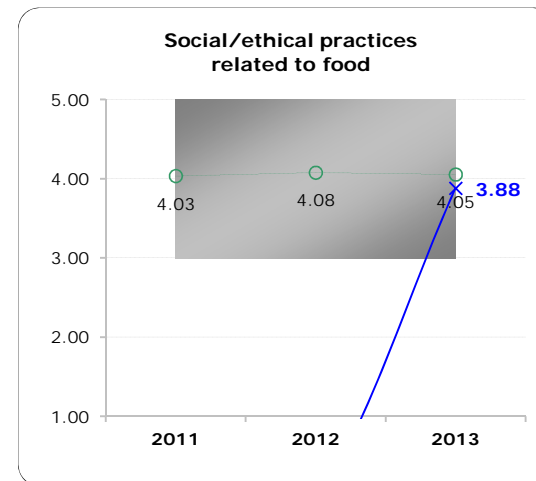
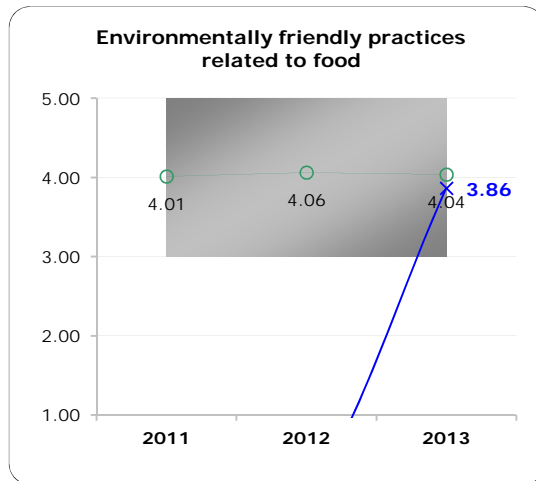
# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## 3 Year Trend For Your Institution and All Institutions - Satisfaction

### CLEANLINESS



### ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY



X = YOUR RESULTS

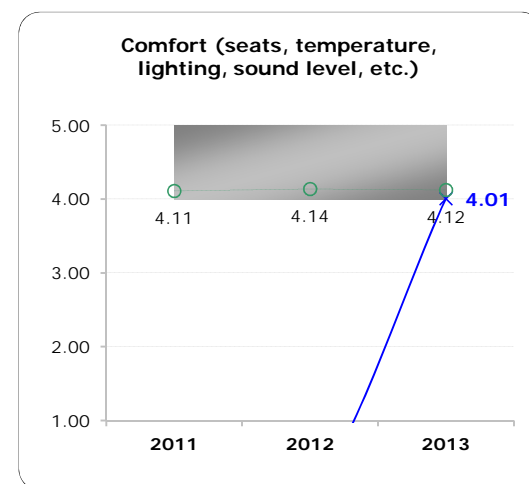
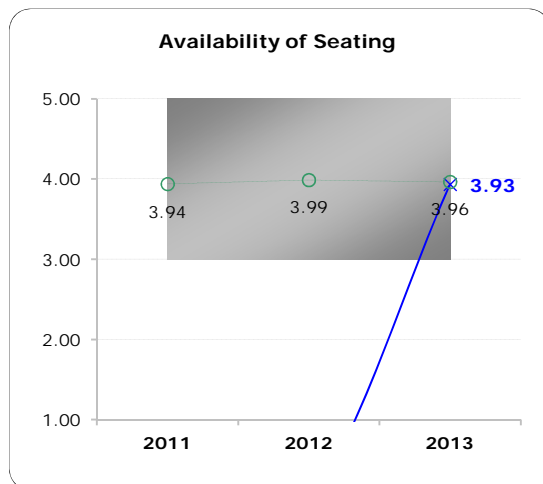
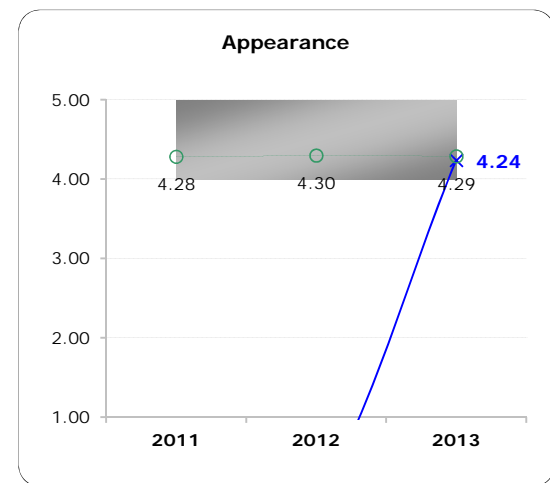
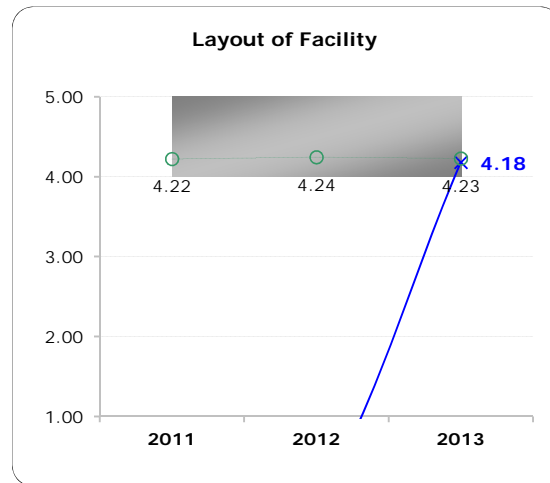
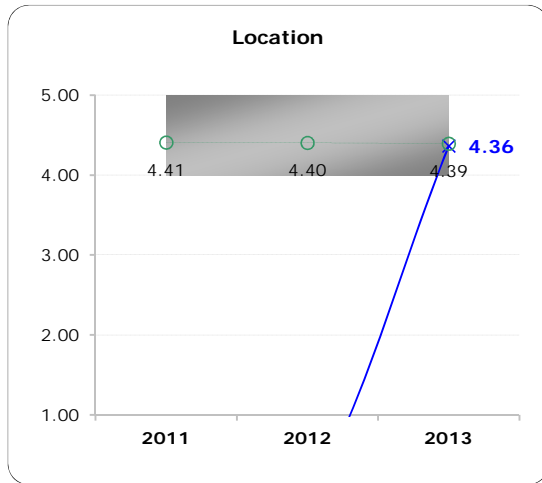
O = INDUSTRY TYPICAL

SHADED AREA = INDUSTRY MIDDLE RANGE

# 2013 NACUFS Customer Satisfaction Benchmarking Survey

## 3 Year Trend For Your Institution and All Institutions - Satisfaction

### DINING ENVIRONMENT



X = YOUR RESULTS

O = INDUSTRY TYPICAL

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		2		3		4		5	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall	3.06	1.49	3.83	0.70	4.48	0.11				
Taste	3.02	1.65	3.67	0.98	4.47	0.11				
Eye appeal	3.18	0.68	3.79	0.14	4.29	-0.34				
Freshness	3.02	1.61	3.86	0.81	4.47	0.17				
Nutritional content	2.82	1.65	3.55	0.98	4.36	0.11				
Value	2.92	1.49	3.64	0.79	4.27	0.26				
Availability of posted menu items	3.21	0.84	3.62	0.52	4.28	-0.14				
Variety of menu choices	3.02	1.34	3.59	0.75	4.28	-0.01				
Variety of healthy menu choices	2.76	1.65	3.44	0.97	4.30	0.02				
Variety of vegetarian menu choices	2.82	0.62	3.31	0.37	3.86	-0.52				
Service: Overall	3.57	0.86	4.00	0.47	4.50	0.05				
Speed of service	3.58	0.84	3.94	0.50	4.46	0.03				
Hours of operation	3.61	0.69	3.92	0.52	3.77	0.72				
Helpfulness of staff	3.60	0.67	4.05	0.41	4.66	-0.15				
Friendliness of staff	3.78	0.66	4.08	0.39	4.66	-0.12				
Cleanliness: Overall	3.49	1.14	4.13	0.49	4.52	0.11				
Cleanliness: Serving areas	3.66	0.94	4.22	0.35	4.44	0.14				
Cleanliness: Eating areas (tables, chairs, etc.)	3.37	1.21	4.04	0.57	4.26	0.20				
Location	4.25	0.03	4.32	0.01	4.20	0.21				
Layout of facility	4.11	-0.16	4.30	-0.25	3.93	0.20				
Appearance	4.17	-0.15	4.24	-0.15	4.30	-0.22				
Availability of seating	3.92	0.40	4.27	0.16	3.62	0.81				
Comfort (seats, temperature, lighting, sound level, etc.)	3.94	0.23	4.03	0.28	4.09	0.16				
Environmentally friendly practices related to food	3.50	0.41	3.70	0.17	4.28	-0.28				
Social/ethical practices related to food	3.44	0.41	3.71	0.10	4.32	-0.36				

	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 vegetarian menu choices										
Service: Overall										
Speed of service										
Hours of operation										
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										

\* Gap = Mean Importance minus Mean Satisfaction.



## 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 #	
	11		12		13		14		15	
	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 vegetarian menu choices										
Service: Overall										
Speed of service										
Hours of operation										
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 #		All You Care to Eat Facility #		All You Care to Eat Facility #	
	16		17		18		19		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 vegetarian menu choices										
Service: Overall										
Speed of service										
Hours of operation										
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										

\* Gap = Mean Importance minus Mean Satisfaction.

## By Retail Unit - Your Institution

	Retail Unit #		Retail Unit #		Retail Unit #		Retail Unit #		Retail Unit #	
	1		2		3		4		5	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall	3.97	0.63	4.05	0.43	4.44	0.17	4.42	0.13	4.46	0.10
Taste	3.92	0.71	4.15	0.45	4.43	0.28	4.44	0.24	4.48	0.16
Eye appeal	3.83	0.22	4.11	-0.02	4.36	-0.08	4.28	-0.10	4.30	-0.27
Freshness	3.74	0.85	3.90	0.63	4.49	0.15	4.33	0.26	4.34	0.21
Nutritional content	3.45	0.84	3.57	0.56	4.47	0.11	4.27	0.12	3.91	0.27
Value	3.46	1.14	3.76	0.68	3.75	0.76	4.12	0.46	4.00	0.47
Availability of posted menu items	4.11	0.26	4.25	0.14	4.48	-0.03	4.44	0.01	4.37	0.06
Variety of menu choices	3.76	0.60	4.20	0.16	4.45	0.02	4.44	-0.03	4.26	-0.04
Variety of healthy menu choices	3.42	0.88	3.78	0.35	4.54	0.10	4.38	-0.08	4.01	0.06
Variety of vegetarian menu choices	3.34	0.33	3.56	-0.03	4.39	-0.36	4.08	-0.52	3.84	-0.42
Service: Overall	4.04	0.50	3.80	0.75	4.38	0.12	4.43	0.18	4.34	0.20
Speed of service	3.98	0.58	3.55	1.01	4.35	0.12	4.30	0.33	3.96	0.58
Hours of operation	3.62	0.76	4.03	0.31	3.76	0.59	4.38	0.12	3.71	0.57
Helpfulness of staff	4.03	0.43	3.95	0.55	4.39	-0.03	4.43	0.09	4.25	0.14
Friendliness of staff	4.14	0.37	4.11	0.41	4.44	-0.04	4.53	0.05	4.36	0.09
Cleanliness: Overall	3.99	0.57	4.06	0.56	4.50	0.09	4.49	0.25	4.43	0.12
Cleanliness: Serving areas	4.01	0.53	4.13	0.40	4.41	0.05	4.43	0.24	4.21	0.25
Cleanliness: Eating areas (tables, chairs, etc.)	3.89	0.59	4.10	0.47	4.06	0.36	4.39	0.20	4.04	0.35
Location	4.33	0.07	4.42	-0.02	4.35	-0.06	4.51	0.02	4.45	-0.14
Layout of facility	4.16	-0.01	4.31	-0.24	4.11	-0.16	4.39	-0.22	3.92	0.05
Appearance	4.02	0.11	4.29	0.00	4.45	-0.35	4.50	-0.23	4.25	-0.23
Availability of seating	4.06	0.28	4.14	0.30	3.43	0.65	4.25	0.16	3.50	0.63
Comfort (seats, temperature, lighting, sound level, etc.)	3.92	0.47	4.19	0.23	3.75	0.36	4.28	0.12	3.79	0.39
Environmentally friendly practices related to food	3.74	0.38	4.02	0.09	4.19	-0.03	4.21	0.07	4.01	0.07
Social/ethical practices related to food	3.82	0.29	4.01	0.13	4.20	-0.06	4.24	0.04	4.01	0.03

	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	3.55	0.76	3.61	0.68	4.24	0.16	4.10	0.40		
Taste	3.67	0.87	3.64	0.56	4.29	0.21	4.24	0.43		
Eye appeal	3.54	0.29	3.57	0.01	4.38	-0.32	4.20	-0.18		
Freshness	3.43	0.97	3.47	0.97	4.12	0.36	4.07	0.60		
Nutritional content	2.95	1.01	3.19	0.81	3.92	0.38	3.59	0.68		
Value	3.32	1.09	2.80	1.47	3.70	0.65	3.44	1.09		
Availability of posted menu items	3.81	0.38	3.88	0.05	4.34	0.07	4.01	0.36		
Variety of menu choices	3.57	0.59	3.61	0.64	4.18	0.14	4.06	0.26		
Variety of healthy menu choices	2.99	0.80	3.25	0.82	3.84	0.23	3.63	0.55		
Variety of vegetarian menu choices	2.82	0.51	3.13	0.40	3.89	-0.37	3.66	-0.14		
Service: Overall	3.14	1.38	4.34	0.05	4.19	0.37	4.05	0.64		
Speed of service	2.82	1.65	4.47	-0.06	3.96	0.56	3.65	1.03		
Hours of operation	3.19	1.15	4.04	0.33	3.73	0.81	4.36	0.22		
Helpfulness of staff	3.26	1.15	4.38	-0.03	4.30	0.31	4.13	0.43		
Friendliness of staff	3.57	0.90	4.43	-0.01	4.45	0.16	4.25	0.33		
Cleanliness: Overall	3.65	0.84	4.33	0.21	4.30	0.26	4.16	0.49		
Cleanliness: Serving areas	3.71	0.66	4.17	0.22	4.21	0.30	4.04	0.43		
Cleanliness: Eating areas (tables, chairs, etc.)	3.72	0.71	4.05	0.31	4.11	0.40	3.89	0.52		
Location	4.10	0.04	4.31	0.15	4.43	-0.02	4.55	-0.04		
Layout of facility	3.96	-0.20	4.06	-0.28	4.13	0.05	4.22	-0.01		
Appearance	3.80	0.18	4.13	-0.49	4.48	-0.29	4.31	-0.11		
Availability of seating	3.80	0.48	3.76	0.15	3.62	0.71	3.50	0.84		
Comfort (seats, temperature, lighting, sound level, etc.)	3.68	0.51	3.78	0.16	4.14	0.18	3.98	0.38		
Environmentally friendly practices related to food	3.44	0.44	3.57	0.35	3.87	0.17	4.03	0.21		
Social/ethical practices related to food	3.48	0.47	3.67	0.24	4.05	0.08	4.03	0.14		

\* Gap = Mean Importance minus Mean Satisfaction.

## By Retail Unit - Your Institution

	Retail Unit #		Retail Unit #		Retail Unit #		Retail Unit #		Retail Unit #	
	11		12		13		14		15	
	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 vegetarian menu choices										
Service: Overall										
Speed of service										
Hours of operation										
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 #		Retail Unit #		Retail Unit #	
	16		17		18		19		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 vegetarian menu choices										
Service: Overall										
Speed of service										
Hours of operation										
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										

\* Gap = Mean Importance minus Mean Satisfaction.



## **Detailed Survey Results for Florida State University**

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.



## DEMOGRAPHICS

## YOUR INSTITUTION

		Florida State University
Respondent Type	Student	80%
	Faculty	5%
	Administration/ Staff	12%
	Other	2%
	Total Resp	2,682
Student Class Status	First year	24%
	Sophomore	18%
	Junior	24%
	Senior	21%
	Graduate	12%
	Other	1%
	Total Resp	2,145
Gender	Female	63%
	Male	36%
	Transgender	0%
	Other Identity	1%
	Total Resp	2,682
Live...	On campus	23%
	Off campus	77%
	Total Resp	2,682

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 Dissatisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	7%	9%	15%	37%	32%	3.77	.03	2,260
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	8%	17%	40%	31%	3.85	.00	112,802
Aggregated Retail Units	YOUR INSTITUTION	6%	8%	14%	38%	34%	3.85	.03	1,641
Aggregated Retail Units	ENTIRE SAMPLE	4%	7%	15%	39%	34%	3.93	.00	66,958
Aggregated Dining Halls	YOUR INSTITUTION	9%	12%	19%	34%	26%	3.55	.05	619
Aggregated Dining Halls	ENTIRE SAMPLE	5%	9%	20%	40%	26%	3.74	.01	45,844
Respondent Type - YOUR INSTITUTION	Student	7%	9%	15%	37%	32%	3.76	.03	1,810
	Faculty	9%	10%	17%	36%	28%	3.64	.11	121
	Administration/ Staff	5%	9%	15%	38%	32%	3.82	.07	277
	Other	8%	2%	13%	42%	35%	3.94	.16	52
Respondent Type - ENTIRE SAMPLE	Student	4%	8%	18%	40%	29%	3.82	.00	97,475
	Faculty	6%	6%	14%	36%	38%	3.96	.02	3,672
	Administration/Staff	4%	5%	12%	36%	43%	4.07	.01	10,131
	Other	4%	4%	10%	29%	53%	4.24	.03	1,256
Student Class Status - YOUR INSTITUTION	First year	8%	12%	18%	33%	29%	3.64	.06	410
	Sophomore	7%	9%	17%	32%	35%	3.79	.07	331
	Junior	5%	8%	11%	42%	33%	3.89	.05	446
	Senior	7%	6%	16%	38%	33%	3.84	.06	379
	Graduate	12%	9%	17%	36%	26%	3.56	.08	233
	Other	9%	9%	18%	36%	27%	3.64	.39	11
Student Class Status - ENTIRE SAMPLE	First year	4%	8%	18%	40%	30%	3.85	.01	37,716
	Sophomore	5%	9%	19%	40%	27%	3.75	.01	21,558
	Junior	5%	8%	18%	40%	29%	3.82	.01	16,725
	Senior	4%	7%	17%	40%	31%	3.86	.01	15,038
	Graduate	5%	7%	17%	43%	28%	3.82	.01	5,496
	Other	5%	7%	16%	42%	30%	3.86	.03	964
Gender - YOUR INSTITUTION	Female	7%	10%	15%	36%	32%	3.76	.03	1,437
	Male	7%	8%	16%	37%	32%	3.79	.04	804
	Transgender	20%		60%		20%	3.00	.63	5
	Other Identity		7%	21%	43%	29%	3.93	.25	14
Gender - ENTIRE SAMPLE	Female	4%	8%	18%	40%	31%	3.85	.00	66,875
	Male	5%	8%	17%	40%	31%	3.86	.01	44,477
	Transgender	8%	8%	24%	28%	32%	3.68	.06	394
	Other Identity	6%	9%	21%	32%	33%	3.76	.05	535
Live... - YOUR INSTITUTION	On campus	8%	12%	19%	33%	27%	3.60	.05	506
	Off campus	7%	8%	14%	38%	33%	3.82	.03	1,754
Live... - ENTIRE SAMPLE	On campus	5%	9%	19%	40%	27%	3.76	.00	67,084
	Off campus	4%	6%	14%	39%	37%	3.99	.01	44,428
NACUFS Region - YOUR INSTITUTION	Southern	7%	9%	15%	37%	32%	3.77	.03	2,260
NACUFS Region - ENTIRE SAMPLE	Continental	3%	5%	13%	42%	37%	4.05	.01	12,791
	Mid-Atlantic	5%	9%	16%	35%	35%	3.86	.01	12,223
	Midwest	4%	8%	18%	41%	29%	3.84	.01	30,838
	Northeast	5%	8%	19%	38%	30%	3.79	.01	19,607
	Pacific	4%	7%	18%	42%	28%	3.84	.01	18,781
	Southern	5%	8%	17%	39%	31%	3.83	.01	18,562
Institution Type - YOUR INSTITUTION	Public	7%	9%	15%	37%	32%	3.77	.03	2,260
Institution Type - ENTIRE SAMPLE	Public	4%	7%	17%	40%	32%	3.88	.00	86,405
	Private	5%	9%	18%	41%	28%	3.78	.01	26,397
Institution Type - YOUR INSTITUTION	Primarily 4-year	7%	9%	15%	37%	32%	3.77	.03	2,260
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	8%	17%	35%	37%	3.93	.03	1,403
	Primarily 4-year	4%	8%	17%	40%	31%	3.85	.00	111,399
Operation Type - YOUR INSTITUTION	Mainly Contracted	7%	9%	15%	37%	32%	3.77	.03	2,260
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	4%	7%	16%	40%	33%	3.92	.00	85,782
	Mainly Contracted	5%	10%	21%	40%	24%	3.67	.01	25,209
	Combination of Both	10%	15%	20%	30%	24%	3.43	.03	1,811
Total Current Enrollment - YOUR INSTITUTION	Over 20,000	7%	9%	15%	37%	32%	3.77	.03	2,260
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	7%	16%	43%	31%	3.90	.02	2,956
	2,500 to 10,000	5%	9%	18%	39%	29%	3.78	.01	31,761
	10,001 to 20,000	4%	8%	18%	41%	30%	3.85	.01	24,199
	Over 20,000	4%	7%	17%	40%	33%	3.90	.00	53,886
Type of Retail Unit - YOUR INSTITUTION	Food Court	6%	6%	18%	38%	32%	3.84	.08	196
	Express Unit	5%	6%	13%	37%	39%	3.99	.07	262
	Specialty Coffee Shop/ Juice Bar	7%	8%	11%	38%	37%	3.90	.07	273
	Sit-down Restaurant	7%	8%	14%	39%	33%	3.82	.04	842
	Convenience Store	7%	13%	21%	35%	24%	3.54	.15	68
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	8%	17%	41%	29%	3.83	.01	19,649
	Marketplace	5%	8%	15%	38%	34%	3.88	.01	9,008
	Express Unit	4%	6%	16%	40%	34%	3.94	.01	16,151
	Specialty Coffee Shop/ Juice Bar	4%	5%	13%	37%	42%	4.08	.01	9,553
	Sit-down Restaurant	5%	6%	14%	39%	36%	3.96	.02	4,256
	Convenience Store	3%	5%	14%	40%	37%	4.03	.01	8,262
	No type given	4%	4%	16%	34%	42%	4.06	.12	79

\*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**

	Florida State University
Food: Overall - IMPORTANCE	4.51
Food: Overall - SATISFACTION	3.94
Taste - IMPORTANCE	4.62
Taste - SATISFACTION	3.96
Eye appeal - IMPORTANCE	4.01
Eye appeal - SATISFACTION	3.93
Freshness - IMPORTANCE	4.58
Freshness - SATISFACTION	3.85
Nutritional content - IMPORTANCE	4.29
Nutritional content - SATISFACTION	3.56
Value - IMPORTANCE	4.47
Value - SATISFACTION	3.58
Availability of posted menu items - IMPORTANCE	4.30
Availability of posted menu items - SATISFACTION	4.01
Variety of menu choices - IMPORTANCE	4.33
Variety of menu choices - SATISFACTION	3.90
Variety of healthy menu choices - IMPORTANCE	4.22
Variety of healthy menu choices - SATISFACTION	3.61
Variety of vegetarian menu choices - IMPORTANCE	3.54
Variety of vegetarian menu choices - SATISFACTION	3.49
Service: Overall - IMPORTANCE	4.53
Service: Overall - SATISFACTION	3.96
Speed of service - IMPORTANCE	4.53
Speed of service - SATISFACTION	3.79
Hours of operation - IMPORTANCE	4.39
Hours of operation - SATISFACTION	3.87
Helpfulness of staff - IMPORTANCE	4.45
Helpfulness of staff - SATISFACTION	4.01
Friendliness of staff - IMPORTANCE	4.50
Friendliness of staff - SATISFACTION	4.14
Cleanliness: Overall - IMPORTANCE	4.61
Cleanliness: Overall - SATISFACTION	4.08
Cleanliness: Serving areas - IMPORTANCE	4.53
Cleanliness: Serving areas - SATISFACTION	4.08
Cleanliness: Eating areas (tables, chairs, etc.) - IMPORTANCE	4.52
Cleanliness: Eating areas (tables, chairs, etc.) - SATISFACTION	3.95
Location - IMPORTANCE	4.37
Location - SATISFACTION	4.36
Layout of facility - IMPORTANCE	4.04
Layout of facility - SATISFACTION	4.18
Appearance - IMPORTANCE	4.13
Appearance - SATISFACTION	4.24
Availability of seating - IMPORTANCE	4.34
Availability of seating - SATISFACTION	3.93
Comfort (seats, temperature, lighting, sound level, etc.) - IMPORTANCE	4.30
Comfort (seats, temperature, lighting, sound level, etc.) - SATISFACTION	4.01
Environmentally friendly practices related to food - IMPORTANCE	4.06
Environmentally friendly practices related to food - SATISFACTION	3.86
Social/ ethical practices related to food - IMPORTANCE	4.05
Social/ ethical practices related to food - SATISFACTION	3.88

\*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	Florida State University	1%	1%	8%	25%	64%	4.51	.02	2,363
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	7%	26%	65%	4.55	.00	114,716
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	8%	26%	64%	4.49	.02	1,728
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	26%	65%	4.54	.00	67,731
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	8%	24%	66%	4.54	.03	635
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	8%	25%	66%	4.56	.00	46,985
Respondent Type - YOUR INSTITUTION	Student	1%	2%	9%	25%	63%	4.49	.02	1,931
	Faculty	1%		5%	26%	68%	4.60	.06	118
	Administration/ Staff	0%	0%	4%	24%	71%	4.65	.04	259
	Other		2%	11%	29%	58%	4.44	.10	55
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	8%	26%	65%	4.54	.00	98,276
	Faculty	1%	1%	5%	26%	66%	4.56	.01	3,988
	Administration/Staff	0%	1%	4%	26%	69%	4.63	.01	10,721
	Other	1%	1%	6%	25%	67%	4.55	.02	1,283
Student Class Status - YOUR INSTITUTION	First year	1%	1%	9%	23%	66%	4.52	.04	453
	Sophomore	1%	2%	9%	31%	57%	4.42	.04	366
	Junior	1%	3%	8%	22%	67%	4.51	.04	469
	Senior	2%	1%	9%	24%	64%	4.48	.04	405
	Graduate		1%	8%	31%	60%	4.50	.05	228
	Other			10%	50%	40%	4.30	.21	10
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	8%	25%	65%	4.54	.00	37,807
	Sophomore	0%	1%	8%	25%	66%	4.55	.00	21,735
	Junior	0%	1%	8%	25%	65%	4.54	.01	16,902
	Senior	0%	1%	8%	26%	65%	4.54	.01	15,396
	Graduate	0%	1%	8%	30%	61%	4.50	.01	5,480
	Other	0%	2%	11%	30%	57%	4.42	.02	973
Gender - YOUR INSTITUTION	Female	1%	1%	8%	24%	66%	4.54	.02	1,494
	Male	1%	2%	8%	27%	61%	4.46	.03	848
	Transgender			40%	40%	20%	3.80	.37	5
	Other Identity				44%	56%	4.56	.13	16
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	25%	68%	4.59	.00	67,816
	Male	1%	1%	9%	27%	63%	4.50	.00	45,206
	Transgender	3%	3%	16%	22%	56%	4.26	.05	397
	Other Identity	2%	4%	10%	23%	61%	4.36	.04	569
Live... - YOUR INSTITUTION	On campus	1%	2%	9%	24%	65%	4.50	.03	551
	Off campus	1%	1%	8%	26%	64%	4.51	.02	1,812
Live... - ENTIRE SAMPLE	On campus	0%	1%	7%	25%	66%	4.56	.00	67,464
	Off campus	0%	1%	7%	27%	65%	4.54	.00	45,694
NACUFS Region - YOUR	Southern	1%	1%	8%	25%	64%	4.51	.02	2,363
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	8%	27%	64%	4.53	.01	13,170
	Mid-Atlantic	0%	1%	6%	23%	70%	4.63	.01	12,638
	Midwest	0%	1%	8%	26%	64%	4.53	.00	31,395
	Northeast	1%	1%	7%	24%	68%	4.57	.01	19,717
	Pacific	1%	1%	8%	28%	62%	4.49	.01	18,534
	Southern	0%	1%	7%	25%	67%	4.57	.00	19,262
Institution Type - YOUR INSTITUTION	Public	1%	1%	8%	25%	64%	4.51	.02	2,363
Institution Type - ENTIRE SAMPLE	Public	0%	1%	7%	26%	65%	4.55	.00	87,901
	Private	0%	1%	7%	25%	66%	4.55	.00	26,815
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	8%	25%	64%	4.51	.02	2,363
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	9%	28%	61%	4.49	.02	1,552
	Primarily 4-year	0%	1%	7%	26%	65%	4.55	.00	113,164
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	8%	25%	64%	4.51	.02	2,363
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	7%	26%	66%	4.55	.00	87,637
	Mainly Contracted	0%	1%	8%	26%	65%	4.53	.00	25,261
	Combination of Both	0%	1%	6%	26%	67%	4.59	.02	1,818
Total Current Enrollment - YOUR	Over 20,000	1%	1%	8%	25%	64%	4.51	.02	2,363
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	0%	5%	25%	70%	4.64	.01	3,141
	2,500 to 10,000	0%	1%	7%	25%	67%	4.57	.00	32,613
	10,001 to 20,000	0%	1%	8%	26%	64%	4.53	.00	24,288
	Over 20,000	0%	1%	7%	26%	65%	4.54	.00	54,674
Type of Retail Unit - YOUR INSTITUTION	Food Court		1%	7%	23%	69%	4.61	.05	196
	Express Unit	1%	1%	6%	24%	68%	4.57	.04	291
	Specialty Coffee Shop/ Juice Bar	1%	1%	7%	28%	62%	4.47	.05	281
	Sit-down Restaurant	1%	2%	9%	26%	62%	4.47	.03	897
	Convenience Store	3%	6%	5%	30%	56%	4.29	.13	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	27%	64%	4.53	.01	20,311
	Marketplace	0%	1%	6%	27%	67%	4.59	.01	9,312
	Express Unit	0%	1%	7%	25%	66%	4.56	.01	16,191
	Specialty Coffee Shop/ Juice Bar	1%	1%	7%	25%	65%	4.53	.01	9,240
	Sit-down Restaurant	0%	1%	6%	23%	70%	4.61	.01	4,346
	Convenience Store	1%	2%	8%	27%	62%	4.49	.01	8,252
	No type given		4%	9%	15%	72%	4.56	.09	79

\*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 2b**  
**Satisfaction with 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) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	6%	6%	15%	37%	37%	3.94	.02	2,646
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	7%	18%	41%	31%	3.91	.00	128,637
Aggregated Retail Units	YOUR INSTITUTION	4%	4%	12%	38%	42%	4.10	.02	1,906
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	40%	37%	4.04	.00	76,082
Aggregated Dining Halls	YOUR INSTITUTION	11%	11%	20%	35%	24%	3.51	.05	740
Aggregated Dining Halls	ENTIRE SAMPLE	4%	9%	22%	43%	22%	3.71	.00	52,555
Respondent Type - YOUR INSTITUTION	Student	5%	6%	15%	37%	37%	3.94	.02	2,117
	Faculty	8%	4%	15%	40%	32%	3.85	.10	142
	Administration/ Staff	5%	7%	13%	34%	40%	3.99	.06	326
	Other	7%	5%	11%	41%	36%	3.95	.14	61
Respondent Type - ENTIRE SAMPLE	Student	3%	7%	19%	42%	29%	3.87	.00	109,295
	Faculty	3%	6%	14%	38%	39%	4.04	.02	4,666
	Administration/Staff	2%	5%	13%	37%	43%	4.14	.01	12,662
	Other	3%	3%	11%	31%	53%	4.28	.03	1,480
Student Class Status - YOUR INSTITUTION	First year	8%	9%	19%	35%	30%	3.70	.05	504
	Sophomore	4%	7%	13%	37%	39%	3.99	.05	389
	Junior	3%	4%	14%	35%	44%	4.13	.04	509
	Senior	5%	5%	11%	40%	39%	4.04	.05	444
	Graduate	9%	5%	17%	42%	28%	3.75	.07	260
	Other	9%	18%	18%	27%	27%	3.45	.41	11
Student Class Status - ENTIRE SAMPLE	First year	3%	7%	20%	42%	29%	3.88	.00	41,913
	Sophomore	3%	8%	20%	42%	27%	3.80	.01	24,091
	Junior	3%	7%	18%	41%	30%	3.88	.01	18,925
	Senior	3%	6%	17%	43%	31%	3.92	.01	17,067
	Graduate	3%	6%	16%	45%	30%	3.92	.01	6,245
	Other	3%	7%	18%	43%	29%	3.87	.03	1,085
Gender - YOUR INSTITUTION	Female	5%	6%	15%	34%	40%	3.97	.03	1,677
	Male	6%	5%	14%	41%	32%	3.88	.04	946
	Transgender	40%		40%	20%		2.40	.60	5
	Other Identity		6%	6%	61%	28%	4.11	.18	18
Gender - ENTIRE SAMPLE	Female	3%	7%	18%	41%	31%	3.92	.00	76,438
	Male	3%	7%	18%	42%	30%	3.90	.00	50,240
	Transgender	9%	7%	22%	29%	34%	3.71	.06	465
	Other Identity	5%	10%	20%	29%	35%	3.80	.05	646
Live... - YOUR INSTITUTION	On campus	8%	9%	19%	33%	30%	3.67	.05	624
	Off campus	5%	5%	13%	38%	39%	4.02	.02	2,022
Live... - ENTIRE SAMPLE	On campus	3%	8%	21%	42%	26%	3.80	.00	74,794
	Off campus	2%	5%	14%	41%	38%	4.07	.00	52,026
NACUFS Region - YOUR	Southern	6%	6%	15%	37%	37%	3.94	.02	2,646
NACUFS Region - ENTIRE SAMPLE	Continental	2%	4%	15%	44%	35%	4.06	.01	14,371
	Mid-Atlantic	3%	8%	17%	38%	33%	3.90	.01	13,958
	Midwest	3%	7%	19%	43%	29%	3.88	.01	35,111
	Northeast	3%	7%	19%	39%	31%	3.88	.01	22,316
	Pacific	3%	7%	19%	43%	28%	3.88	.01	21,115
	Southern	4%	7%	17%	41%	32%	3.91	.01	21,766
Institution Type - YOUR INSTITUTION	Public	6%	6%	15%	37%	37%	3.94	.02	2,646
Institution Type - ENTIRE SAMPLE	Public	3%	6%	18%	41%	32%	3.93	.00	98,546
	Private	3%	8%	19%	43%	27%	3.83	.01	30,091
Institution Type - YOUR INSTITUTION	Primarily 4-year	6%	6%	15%	37%	37%	3.94	.02	2,646
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	6%	17%	38%	36%	3.99	.02	1,778
	Primarily 4-year	3%	7%	18%	41%	31%	3.91	.00	126,859
Operation Type - YOUR INSTITUTION	Mainly Contracted	6%	6%	15%	37%	37%	3.94	.02	2,646
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	17%	42%	33%	3.97	.00	98,084
	Mainly Contracted	4%	9%	21%	41%	25%	3.74	.01	28,374
	Combination of Both	8%	14%	23%	32%	23%	3.49	.03	2,179
Total Current Enrollment - YOUR	Over 20,000	6%	6%	15%	37%	37%	3.94	.02	2,646
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	6%	18%	44%	30%	3.95	.02	3,468
	2,500 to 10,000	4%	8%	19%	41%	29%	3.84	.01	36,578
	10,001 to 20,000	3%	6%	19%	43%	29%	3.90	.01	27,385
	Over 20,000	3%	6%	17%	41%	33%	3.95	.00	61,206
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	4%	14%	39%	37%	3.97	.07	224
	Express Unit	1%	2%	8%	30%	60%	4.45	.04	317
	Specialty Coffee Shop/ Juice Bar	3%	4%	11%	41%	42%	4.14	.06	303
	Sit-down Restaurant	4%	5%	13%	39%	39%	4.05	.03	985
	Convenience Store	6%	12%	21%	36%	25%	3.61	.13	77
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	6%	18%	43%	30%	3.92	.01	22,635
	Marketplace	3%	7%	16%	40%	35%	3.98	.01	10,452
	Express Unit	2%	5%	14%	40%	39%	4.08	.01	18,309
	Specialty Coffee Shop/ Juice Bar	1%	3%	12%	36%	46%	4.23	.01	10,472
	Sit-down Restaurant	3%	4%	12%	40%	42%	4.13	.01	4,899
	Convenience Store	2%	4%	15%	41%	39%	4.10	.01	9,226
	No type given	2%	6%	16%	36%	40%	4.07	.11	89

\*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 3a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**FOOD: Taste**

		(1) Not at All Important	(2) Not Very Important	Taste (3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Florida State University	1%	1%	6%	20%	73%	4.62	.01	2,358
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	5%	19%	75%	4.67	.00	114,891
Aggregated Retail Units	YOUR INSTITUTION	1%	1%	6%	19%	73%	4.61	.02	1,720
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	5%	20%	75%	4.67	.00	67,777
Aggregated Dining Halls	YOUR INSTITUTION	0%	0%	6%	21%	73%	4.65	.03	638
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	5%	19%	75%	4.68	.00	47,114
Respondent Type - YOUR INSTITUTION	Student	1%	1%	7%	19%	72%	4.60	.02	1,928
	Faculty	1%		3%	22%	74%	4.68	.06	116
	Administration/ Staff	1%		2%	19%	78%	4.73	.04	260
	Other		2%	7%	22%	69%	4.57	.10	54
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	5%	20%	74%	4.66	.00	98,375
	Faculty	1%	1%	3%	19%	76%	4.68	.01	4,010
	Administration/Staff	0%	0%	2%	17%	80%	4.77	.01	10,762
	Other	1%	1%	6%	19%	74%	4.64	.02	1,294
Student Class Status - YOUR INSTITUTION	First year	1%	1%	8%	19%	71%	4.59	.04	448
	Sophomore	0%	1%	8%	22%	70%	4.60	.04	367
	Junior	1%	2%	5%	19%	74%	4.62	.03	468
	Senior	2%	1%	6%	20%	72%	4.59	.04	408
	Graduate		1%	9%	16%	74%	4.62	.05	226
	Other				27%	73%	4.73	.14	11
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	5%	19%	74%	4.67	.00	37,837
	Sophomore	0%	1%	5%	20%	74%	4.67	.00	21,741
	Junior	0%	1%	5%	20%	74%	4.67	.00	16,914
	Senior	0%	1%	5%	20%	74%	4.67	.01	15,441
	Graduate	0%	1%	6%	23%	70%	4.62	.01	5,484
	Other	0%	1%	7%	22%	69%	4.59	.02	973
Gender - YOUR INSTITUTION	Female	1%	1%	5%	18%	76%	4.67	.02	1,490
	Male	1%	1%	8%	22%	68%	4.55	.03	847
	Transgender		20%	20%	20%	40%	3.80	.58	5
	Other Identity				56%	44%	4.44	.13	16
Gender - ENTIRE SAMPLE	Female	0%	0%	4%	17%	78%	4.73	.00	67,972
	Male	0%	1%	6%	23%	70%	4.60	.00	45,222
	Transgender	3%	4%	13%	21%	59%	4.29	.05	398
	Other Identity	2%	4%	9%	20%	65%	4.43	.04	571
Live... - YOUR INSTITUTION	On campus	1%	1%	7%	19%	72%	4.60	.03	551
	Off campus	1%	1%	6%	20%	73%	4.63	.02	1,807
Live... - ENTIRE SAMPLE	On campus	0%	1%	5%	19%	75%	4.68	.00	67,572
	Off campus	0%	1%	5%	19%	75%	4.68	.00	45,748
NACUFS Region - YOUR INSTITUTION	Southern	1%	1%	6%	20%	73%	4.62	.01	2,358
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	5%	21%	73%	4.66	.01	13,185
	Mid-Atlantic	0%	0%	4%	17%	79%	4.74	.01	12,655
	Midwest	0%	1%	5%	20%	74%	4.67	.00	31,465
	Northeast	0%	1%	5%	18%	76%	4.68	.00	19,754
	Pacific	0%	1%	6%	22%	71%	4.62	.00	18,534
	Southern	0%	1%	4%	18%	77%	4.70	.00	19,298
Institution Type - YOUR INSTITUTION	Public	1%	1%	6%	20%	73%	4.62	.01	2,358
Institution Type - ENTIRE SAMPLE	Public	0%	1%	5%	20%	75%	4.67	.00	87,989
	Private	0%	1%	5%	19%	75%	4.68	.00	26,902
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	6%	20%	73%	4.62	.01	2,358
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	6%	21%	73%	4.65	.02	1,563
	Primarily 4-year	0%	1%	5%	19%	75%	4.67	.00	113,328
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	6%	20%	73%	4.62	.01	2,358
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	5%	20%	75%	4.67	.00	87,710
	Mainly Contracted	0%	1%	5%	19%	75%	4.67	.00	25,361
	Combination of Both	0%	1%	4%	19%	76%	4.70	.01	1,820
Total Current Enrollment - YOUR INSTITUTION	Over 20,000	1%	1%	6%	20%	73%	4.62	.01	2,358
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	0%	3%	18%	78%	4.74	.01	3,157
	2,500 to 10,000	0%	1%	4%	18%	76%	4.70	.00	32,649
	10,001 to 20,000	0%	1%	5%	20%	74%	4.67	.00	24,334
	Over 20,000	0%	1%	5%	20%	73%	4.66	.00	54,751
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	1%	6%	20%	72%	4.63	.05	196
	Express Unit	1%	0%	6%	18%	75%	4.66	.04	290
	Specialty Coffee Shop/ Juice Bar	1%	2%	5%	18%	74%	4.62	.05	280
	Sit-down Restaurant	1%	1%	7%	19%	73%	4.61	.02	891
	Convenience Store	5%	5%	6%	33%	51%	4.21	.14	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	5%	20%	74%	4.67	.00	20,361
	Marketplace	0%	1%	3%	19%	77%	4.72	.01	9,334
	Express Unit	0%	1%	5%	19%	75%	4.68	.00	16,181
	Specialty Coffee Shop/ Juice Bar	1%	1%	5%	19%	74%	4.66	.01	9,256
	Sit-down Restaurant	0%	1%	4%	17%	79%	4.73	.01	4,347
	Convenience Store	1%	1%	6%	23%	69%	4.59	.01	8,220
	No type given			3%	21%	77%	4.74	.06	78

\*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 3b**  
**Satisfaction with Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**FOOD: Taste**

		Taste					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	7%	16%	33%	39%	3.96	.02	2,630
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	8%	19%	39%	31%	3.88	.00	128,500
Aggregated Retail Units	YOUR INSTITUTION	3%	4%	13%	34%	46%	4.16	.02	1,890
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	38%	39%	4.07	.00	75,927
Aggregated Dining Halls	YOUR INSTITUTION	10%	14%	22%	33%	21%	3.43	.05	740
Aggregated Dining Halls	ENTIRE SAMPLE	4%	11%	25%	40%	20%	3.62	.00	52,573
Respondent Type - YOUR INSTITUTION	Student	5%	7%	15%	33%	40%	3.96	.02	2,107
	Faculty	6%	4%	22%	35%	33%	3.86	.09	141
	Administration/ Staff	3%	8%	15%	36%	37%	3.96	.06	322
	Other	3%	7%	17%	35%	38%	3.98	.14	60
Respondent Type - ENTIRE SAMPLE	Student	3%	8%	20%	39%	29%	3.84	.00	109,189
	Faculty	3%	6%	15%	37%	40%	4.05	.01	4,651
	Administration/Staff	2%	5%	13%	37%	44%	4.14	.01	12,656
	Other	2%	4%	13%	30%	51%	4.25	.02	1,478
Student Class Status - YOUR INSTITUTION	First year	7%	10%	19%	31%	32%	3.71	.05	501
	Sophomore	4%	6%	17%	32%	41%	4.00	.06	388
	Junior	3%	4%	12%	34%	48%	4.18	.04	509
	Senior	5%	6%	13%	32%	45%	4.08	.05	440
	Graduate	7%	7%	19%	39%	30%	3.78	.07	257
	Other		33%	17%	17%	33%	3.50	.38	12
Student Class Status - ENTIRE SAMPLE	First year	3%	8%	22%	39%	28%	3.82	.00	41,908
	Sophomore	3%	9%	21%	39%	28%	3.78	.01	24,046
	Junior	3%	8%	19%	39%	31%	3.87	.01	18,909
	Senior	3%	7%	18%	40%	32%	3.92	.01	17,039
	Graduate	3%	6%	18%	41%	31%	3.92	.01	6,221
	Other	3%	10%	19%	37%	31%	3.85	.03	1,084
Gender - YOUR INSTITUTION	Female	4%	7%	14%	32%	42%	4.01	.03	1,673
	Male	5%	6%	18%	35%	35%	3.87	.04	934
	Transgender	20%	20%	60%			2.40	.40	5
	Other Identity			28%	39%	33%	4.06	.19	18
Gender - ENTIRE SAMPLE	Female	3%	8%	19%	39%	32%	3.90	.00	76,397
	Male	3%	7%	20%	39%	30%	3.87	.00	50,158
	Transgender	8%	10%	22%	29%	32%	3.68	.06	463
	Other Identity	5%	10%	21%	31%	33%	3.77	.05	642
Live... - YOUR INSTITUTION	On campus	7%	10%	19%	32%	32%	3.72	.05	625
	Off campus	4%	6%	15%	34%	42%	4.03	.02	2,005
Live... - ENTIRE SAMPLE	On campus	3%	9%	22%	39%	26%	3.76	.00	74,749
	Off campus	2%	5%	15%	38%	39%	4.06	.00	51,939
NACUFS Region - YOUR	Southern	5%	7%	16%	33%	39%	3.96	.02	2,630
NACUFS Region - ENTIRE SAMPLE	Continental	2%	5%	18%	41%	35%	4.01	.01	14,336
	Mid-Atlantic	3%	9%	18%	36%	34%	3.88	.01	13,950
	Midwest	3%	8%	20%	40%	30%	3.86	.01	35,081
	Northeast	3%	8%	20%	37%	32%	3.88	.01	22,299
	Pacific	3%	8%	21%	39%	29%	3.84	.01	21,091
	Southern	3%	8%	18%	38%	33%	3.89	.01	21,743
Institution Type - YOUR INSTITUTION	Public	5%	7%	16%	33%	39%	3.96	.02	2,630
Institution Type - ENTIRE SAMPLE	Public	3%	7%	19%	38%	33%	3.91	.00	98,408
	Private	3%	8%	21%	40%	28%	3.81	.01	30,092
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	7%	16%	33%	39%	3.96	.02	2,630
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	6%	17%	36%	38%	4.01	.02	1,777
	Primarily 4-year	3%	8%	19%	39%	31%	3.88	.00	126,723
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	7%	16%	33%	39%	3.96	.02	2,630
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	7%	19%	39%	33%	3.94	.00	97,921
	Mainly Contracted	4%	10%	21%	38%	27%	3.73	.01	28,400
	Combination of Both	8%	15%	23%	33%	21%	3.46	.03	2,179
Total Current Enrollment - YOUR	Over 20,000	5%	7%	16%	33%	39%	3.96	.02	2,630
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	7%	20%	42%	30%	3.91	.02	3,477
	2,500 to 10,000	3%	8%	20%	38%	30%	3.83	.01	36,526
	10,001 to 20,000	3%	8%	20%	41%	30%	3.87	.01	27,398
	Over 20,000	3%	7%	19%	38%	33%	3.92	.00	61,099
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	9%	17%	28%	42%	3.92	.08	221
	Express Unit	0%	3%	8%	27%	61%	4.47	.04	316
	Specialty Coffee Shop/ Juice Bar	3%	4%	8%	37%	49%	4.26	.05	306
	Sit-down Restaurant	3%	4%	14%	36%	43%	4.13	.03	971
	Convenience Store	7%	7%	26%	37%	24%	3.64	.13	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	18%	40%	33%	3.94	.01	22,605
	Marketplace	3%	7%	15%	38%	38%	4.01	.01	10,450
	Express Unit	2%	5%	14%	37%	42%	4.11	.01	18,298
	Specialty Coffee Shop/ Juice Bar	1%	4%	12%	34%	49%	4.26	.01	10,458
	Sit-down Restaurant	2%	4%	13%	36%	45%	4.17	.01	4,881
	Convenience Store	2%	4%	16%	39%	40%	4.11	.01	9,147
	No type given	2%	9%	14%	33%	42%	4.03	.11	88

\*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 4a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
 (without regard to any specific meal)  
**FOOD: Eye appeal**

		Eye appeal					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	Florida State University	2%	8%	17%	33%	40%	4.01	.02	2,353
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	9%	18%	35%	36%	3.94	.00	114,422
Aggregated Retail Units	YOUR INSTITUTION	2%	7%	16%	32%	42%	4.04	.03	1,712
Aggregated Retail Units	ENTIRE SAMPLE	2%	8%	17%	35%	39%	4.00	.00	67,517
Aggregated Dining Halls	YOUR INSTITUTION	2%	10%	18%	35%	35%	3.90	.04	641
Aggregated Dining Halls	ENTIRE SAMPLE	2%	11%	20%	35%	32%	3.84	.00	46,905
Respondent Type - YOUR INSTITUTION	Student	2%	8%	18%	31%	40%	3.98	.02	1,925
	Faculty	3%	6%	19%	41%	31%	3.92	.09	116
	Administration/ Staff	1%	5%	9%	43%	41%	4.18	.06	258
	Other		6%	13%	31%	50%	4.26	.12	54
Respondent Type - ENTIRE SAMPLE	Student	2%	10%	19%	34%	35%	3.89	.00	97,975
	Faculty	2%	7%	14%	41%	36%	4.02	.02	3,985
	Administration/Staff	1%	4%	11%	39%	45%	4.24	.01	10,738
	Other	2%	5%	13%	28%	52%	4.24	.03	1,280
Student Class Status - YOUR INSTITUTION	First year	2%	10%	17%	33%	38%	3.94	.05	450
	Sophomore	2%	7%	19%	36%	35%	3.95	.05	364
	Junior	3%	7%	18%	29%	44%	4.04	.05	468
	Senior	3%	8%	16%	26%	48%	4.09	.05	406
	Graduate	3%	12%	22%	32%	31%	3.77	.07	226
	Other		9%	9%	45%	36%	4.09	.28	11
Student Class Status - ENTIRE SAMPLE	First year	2%	10%	20%	35%	33%	3.87	.01	37,672
	Sophomore	2%	10%	19%	34%	35%	3.88	.01	21,667
	Junior	2%	10%	18%	34%	37%	3.93	.01	16,863
	Senior	2%	9%	18%	35%	37%	3.94	.01	15,373
	Graduate	2%	10%	19%	37%	32%	3.88	.01	5,445
	Other	2%	8%	17%	39%	34%	3.95	.03	975
Gender - YOUR INSTITUTION	Female	2%	7%	17%	33%	42%	4.06	.03	1,486
	Male	3%	9%	17%	33%	37%	3.92	.04	846
	Transgender			20%	60%	20%	4.00	.32	5
	Other Identity	6%	6%	19%	31%	38%	3.88	.30	16
Gender - ENTIRE SAMPLE	Female	2%	8%	16%	36%	39%	4.03	.00	67,724
	Male	3%	11%	21%	34%	31%	3.80	.01	45,025
	Transgender	5%	11%	21%	27%	36%	3.79	.06	393
	Other Identity	4%	10%	19%	26%	41%	3.89	.05	561
Live... - YOUR INSTITUTION	On campus	3%	9%	18%	34%	37%	3.93	.05	552
	Off campus	2%	8%	16%	33%	41%	4.03	.02	1,801
Live... - ENTIRE SAMPLE	On campus	2%	10%	19%	34%	33%	3.86	.00	67,294
	Off campus	2%	7%	16%	36%	40%	4.04	.00	45,575
NACUFS Region - YOUR	Southern	2%	8%	17%	33%	40%	4.01	.02	2,353
NACUFS Region - ENTIRE SAMPLE	Continental	2%	9%	19%	37%	33%	3.89	.01	13,113
	Mid-Atlantic	2%	9%	18%	34%	36%	3.93	.01	12,596
	Midwest	2%	10%	20%	36%	33%	3.88	.01	31,317
	Northeast	2%	8%	16%	35%	39%	4.02	.01	19,652
	Pacific	2%	9%	18%	34%	36%	3.94	.01	18,500
	Southern	2%	9%	17%	34%	38%	3.98	.01	19,244
Institution Type - YOUR INSTITUTION	Public	2%	8%	17%	33%	40%	4.01	.02	2,353
Institution Type - ENTIRE SAMPLE	Public	2%	9%	18%	35%	37%	3.96	.00	87,667
	Private	2%	10%	19%	36%	33%	3.85	.01	26,755
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	8%	17%	33%	40%	4.01	.02	2,353
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	5%	16%	38%	39%	4.09	.02	1,561
	Primarily 4-year	2%	9%	18%	35%	36%	3.93	.00	112,861
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	8%	17%	33%	40%	4.01	.02	2,353
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	9%	18%	35%	36%	3.95	.00	87,386
	Mainly Contracted	2%	10%	18%	34%	35%	3.91	.01	25,237
	Combination of Both	3%	12%	19%	33%	33%	3.80	.03	1,799
Total Current Enrollment - YOUR	Over 20,000	2%	8%	17%	33%	40%	4.01	.02	2,353
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	11%	19%	37%	31%	3.82	.02	3,137
	2,500 to 10,000	2%	8%	17%	35%	38%	3.99	.01	32,525
	10,001 to 20,000	2%	9%	18%	35%	36%	3.94	.01	24,224
	Over 20,000	2%	9%	19%	35%	35%	3.91	.00	54,536
Type of Retail Unit - YOUR INSTITUTION	Food Court	2%	9%	14%	34%	42%	4.05	.07	195
	Express Unit	2%	7%	16%	30%	45%	4.10	.06	291
	Specialty Coffee Shop/ Juice Bar	2%	9%	15%	30%	43%	4.03	.06	281
	Sit-down Restaurant	2%	6%	17%	33%	42%	4.06	.03	884
	Convenience Store	8%	15%	20%	26%	31%	3.57	.17	61
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	9%	18%	36%	36%	3.95	.01	20,268
	Marketplace	2%	10%	17%	37%	34%	3.90	.01	9,311
	Express Unit	2%	7%	16%	34%	41%	4.04	.01	16,120
	Specialty Coffee Shop/ Juice Bar	2%	6%	15%	33%	44%	4.12	.01	9,200
	Sit-down Restaurant	2%	7%	16%	34%	41%	4.05	.02	4,333
	Convenience Store	2%	8%	16%	34%	41%	4.03	.01	8,208
	No type given	1%	3%	21%	34%	42%	4.12	.10	77

\*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 4b**  
**Satisfaction with Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**FOOD: Eye appeal**

		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	Eye appeal (3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Florida State University	4%	7%	18%	33%	37%	3.93	.02	2,621
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	8%	22%	36%	31%	3.85	.00	128,052
Aggregated Retail Units	YOUR INSTITUTION	3%	5%	17%	33%	42%	4.08	.02	1,883
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	19%	36%	37%	4.00	.00	75,714
Aggregated Dining Halls	YOUR INSTITUTION	8%	12%	23%	32%	25%	3.54	.04	738
Aggregated Dining Halls	ENTIRE SAMPLE	4%	11%	27%	36%	22%	3.63	.00	52,338
Respondent Type - YOUR INSTITUTION	Student	4%	7%	19%	32%	38%	3.92	.02	2,104
	Faculty	4%	6%	23%	39%	29%	3.83	.09	139
	Administration/ Staff	4%	7%	14%	38%	36%	3.96	.06	319
	Other	2%	7%	20%	32%	39%	4.00	.13	59
Respondent Type - ENTIRE SAMPLE	Student	3%	8%	24%	36%	29%	3.81	.00	108,816
	Faculty	3%	5%	17%	36%	39%	4.03	.01	4,636
	Administration/Staff	2%	5%	14%	36%	43%	4.13	.01	12,617
	Other	2%	3%	15%	27%	53%	4.26	.03	1,460
Student Class Status - YOUR INSTITUTION	First year	6%	11%	23%	27%	33%	3.70	.05	500
	Sophomore	2%	9%	20%	31%	37%	3.92	.05	389
	Junior	3%	4%	17%	32%	44%	4.10	.05	504
	Senior	4%	6%	13%	36%	42%	4.05	.05	441
	Graduate	6%	5%	21%	35%	33%	3.84	.07	258
	Other	8%	17%	33%	25%	17%	3.25	.35	12
Student Class Status - ENTIRE SAMPLE	First year	3%	8%	24%	36%	29%	3.81	.01	41,749
	Sophomore	3%	10%	25%	36%	27%	3.73	.01	23,947
	Junior	3%	8%	23%	36%	30%	3.82	.01	18,861
	Senior	3%	8%	22%	37%	31%	3.84	.01	16,997
	Graduate	2%	6%	21%	40%	32%	3.92	.01	6,212
	Other	3%	7%	20%	39%	31%	3.89	.03	1,080
Gender - YOUR INSTITUTION	Female	4%	7%	18%	32%	40%	3.99	.03	1,660
	Male	5%	7%	20%	35%	33%	3.82	.04	938
	Transgender	20%		60%		20%	3.00	.63	5
	Other Identity		11%	6%	61%	22%	3.94	.21	18
Gender - ENTIRE SAMPLE	Female	3%	8%	21%	36%	32%	3.88	.00	76,190
	Male	3%	8%	24%	37%	29%	3.82	.00	49,938
	Transgender	9%	9%	25%	23%	35%	3.66	.06	457
	Other Identity	5%	9%	19%	31%	36%	3.84	.05	636
Live... - YOUR INSTITUTION	On campus	6%	12%	23%	28%	31%	3.67	.05	623
	Off campus	4%	5%	17%	35%	39%	4.01	.02	1,998
Live... - ENTIRE SAMPLE	On campus	3%	9%	25%	36%	26%	3.73	.00	74,448
	Off campus	2%	6%	18%	36%	38%	4.02	.00	51,810
NACUFS Region - YOUR	Southern	4%	7%	18%	33%	37%	3.93	.02	2,621
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	21%	38%	33%	3.96	.01	14,283
	Mid-Atlantic	3%	9%	22%	34%	32%	3.83	.01	13,894
	Midwest	3%	8%	24%	36%	30%	3.82	.01	34,956
	Northeast	3%	8%	22%	35%	32%	3.84	.01	22,210
	Pacific	3%	7%	23%	38%	30%	3.85	.01	21,030
	Southern	3%	8%	21%	36%	32%	3.86	.01	21,679
Institution Type - YOUR INSTITUTION	Public	4%	7%	18%	33%	37%	3.93	.02	2,621
Institution Type - ENTIRE SAMPLE	Public	3%	7%	22%	36%	32%	3.88	.00	98,114
	Private	3%	9%	24%	37%	27%	3.77	.01	29,938
Institution Type - YOUR INSTITUTION	Primarily 4-year	4%	7%	18%	33%	37%	3.93	.02	2,621
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	7%	19%	33%	39%	3.98	.02	1,778
	Primarily 4-year	3%	8%	22%	36%	31%	3.85	.00	126,274
Operation Type - YOUR INSTITUTION	Mainly Contracted	4%	7%	18%	33%	37%	3.93	.02	2,621
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	7%	22%	36%	33%	3.90	.00	97,630
	Mainly Contracted	4%	10%	24%	36%	26%	3.71	.01	28,261
	Combination of Both	7%	12%	25%	30%	26%	3.56	.03	2,161
Total Current Enrollment - YOUR	Over 20,000	4%	7%	18%	33%	37%	3.93	.02	2,621
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	7%	24%	38%	29%	3.84	.02	3,467
	2,500 to 10,000	3%	9%	23%	35%	30%	3.79	.01	36,434
	10,001 to 20,000	2%	7%	24%	37%	29%	3.84	.01	27,275
	Over 20,000	3%	7%	21%	36%	33%	3.89	.00	60,876
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	7%	21%	35%	32%	3.83	.07	219
	Express Unit	1%	3%	12%	32%	53%	4.32	.05	314
	Specialty Coffee Shop/ Juice Bar	2%	2%	13%	33%	49%	4.25	.05	306
	Sit-down Restaurant	3%	5%	18%	34%	41%	4.04	.03	970
	Convenience Store	5%	14%	24%	32%	24%	3.57	.13	74
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	23%	38%	30%	3.85	.01	22,528
	Marketplace	2%	6%	19%	36%	37%	3.98	.01	10,408
	Express Unit	2%	6%	19%	37%	37%	4.00	.01	18,229
	Specialty Coffee Shop/ Juice Bar	1%	3%	14%	32%	50%	4.25	.01	10,451
	Sit-down Restaurant	2%	5%	16%	34%	43%	4.12	.01	4,891
	Convenience Store	2%	5%	18%	36%	39%	4.06	.01	9,119
	No type given	3%	5%	11%	38%	43%	4.13	.11	88

\*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 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	Florida State University	1%	1%	7%	22%	70%	4.58	.02	2,348
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	6%	22%	71%	4.62	.00	114,466
Aggregated Retail Units	YOUR INSTITUTION	1%	1%	8%	22%	68%	4.55	.02	1,710
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	6%	22%	71%	4.62	.00	67,531
Aggregated Dining Halls	YOUR INSTITUTION	0%	1%	5%	21%	73%	4.65	.03	638
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.62	.00	46,935
Respondent Type - YOUR INSTITUTION	Student	1%	1%	8%	22%	68%	4.55	.02	1,923
	Faculty	1%		6%	13%	80%	4.71	.06	115
	Administration/ Staff	0%	0%	2%	20%	78%	4.75	.03	256
	Other	2%		7%	24%	67%	4.54	.11	54
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	6%	23%	69%	4.60	.00	98,000
	Faculty	1%	1%	3%	19%	76%	4.68	.01	3,994
	Administration/Staff	0%	0%	3%	17%	79%	4.76	.01	10,738
	Other	1%	1%	6%	19%	73%	4.63	.02	1,286
Student Class Status - YOUR INSTITUTION	First year	1%	1%	7%	22%	69%	4.57	.03	449
	Sophomore	1%	1%	9%	28%	61%	4.48	.04	361
	Junior	1%	2%	8%	18%	72%	4.58	.04	469
	Senior	2%	2%	8%	22%	66%	4.50	.04	405
	Graduate			7%	22%	71%	4.65	.04	228
	Other			9%	27%	64%	4.55	.21	11
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	6%	23%	70%	4.61	.00	37,693
	Sophomore	0%	1%	7%	23%	69%	4.60	.00	21,661
	Junior	0%	1%	7%	23%	70%	4.60	.01	16,854
	Senior	0%	1%	6%	23%	69%	4.61	.01	15,385
	Graduate	0%	1%	6%	25%	68%	4.59	.01	5,462
	Other	0%	1%	8%	25%	66%	4.56	.02	968
Gender - YOUR INSTITUTION	Female	1%	1%	6%	20%	73%	4.64	.02	1,487
	Male	1%	2%	9%	25%	64%	4.48	.03	840
	Transgender	20%		60%	20%		2.80	.49	5
	Other Identity			6%	38%	56%	4.50	.16	16
Gender - ENTIRE SAMPLE	Female	0%	1%	4%	18%	77%	4.71	.00	67,758
	Male	0%	1%	8%	28%	62%	4.50	.00	45,020
	Transgender	3%	4%	16%	27%	51%	4.19	.05	399
	Other Identity	3%	3%	12%	19%	64%	4.38	.04	568
Live... - YOUR INSTITUTION	On campus	1%	1%	7%	23%	67%	4.56	.03	550
	Off campus	1%	1%	7%	21%	70%	4.58	.02	1,798
Live... - ENTIRE SAMPLE	On campus	0%	1%	6%	23%	70%	4.61	.00	67,357
	Off campus	0%	1%	5%	22%	72%	4.64	.00	45,557
NACUFS Region - YOUR	Southern	1%	1%	7%	22%	70%	4.58	.02	2,348
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	6%	25%	68%	4.58	.01	13,115
	Mid-Atlantic	0%	1%	5%	21%	73%	4.66	.01	12,603
	Midwest	0%	1%	6%	23%	69%	4.60	.00	31,334
	Northeast	0%	1%	6%	20%	73%	4.64	.00	19,689
	Pacific	1%	1%	7%	23%	68%	4.58	.01	18,513
	Southern	0%	1%	5%	21%	73%	4.66	.00	19,212
Institution Type - YOUR INSTITUTION	Public	1%	1%	7%	22%	70%	4.58	.02	2,348
Institution Type - ENTIRE SAMPLE	Public	0%	1%	6%	22%	71%	4.62	.00	87,709
	Private	0%	1%	6%	23%	70%	4.60	.00	26,757
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	7%	22%	70%	4.58	.02	2,348
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	6%	21%	72%	4.63	.02	1,560
	Primarily 4-year	0%	1%	6%	22%	71%	4.62	.00	112,906
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	7%	22%	70%	4.58	.02	2,348
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	6%	22%	71%	4.62	.00	87,414
	Mainly Contracted	0%	1%	6%	22%	70%	4.61	.00	25,248
	Combination of Both	0%	1%	6%	23%	70%	4.63	.01	1,804
Total Current Enrollment - YOUR	Over 20,000	1%	1%	7%	22%	70%	4.58	.02	2,348
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	4%	21%	74%	4.69	.01	3,137
	2,500 to 10,000	0%	1%	5%	20%	73%	4.66	.00	32,518
	10,001 to 20,000	0%	1%	6%	23%	70%	4.60	.00	24,274
	Over 20,000	0%	1%	6%	23%	69%	4.60	.00	54,537
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	1%	8%	21%	70%	4.59	.05	194
	Express Unit	1%	1%	9%	20%	70%	4.58	.04	288
	Specialty Coffee Shop/ Juice Bar	1%	1%	5%	20%	72%	4.61	.05	278
	Sit-down Restaurant	1%	1%	8%	23%	66%	4.52	.03	887
	Convenience Store	3%	5%	2%	25%	65%	4.44	.12	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	6%	23%	70%	4.61	.00	20,298
	Marketplace	0%	1%	5%	22%	72%	4.65	.01	9,313
	Express Unit	0%	1%	6%	21%	72%	4.63	.01	16,108
	Specialty Coffee Shop/ Juice Bar	1%	1%	6%	21%	72%	4.63	.01	9,186
	Sit-down Restaurant	0%	1%	5%	21%	72%	4.65	.01	4,329
	Convenience Store	0%	1%	7%	23%	69%	4.58	.01	8,218
	No type given		1%	5%	25%	68%	4.61	.07	79

\*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 5b**  
**Satisfaction with 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) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	6%	9%	18%	30%	37%	3.85	.02	2,629
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	10%	22%	33%	31%	3.77	.00	128,106
Aggregated Retail Units	YOUR INSTITUTION	4%	7%	18%	30%	42%	3.99	.03	1,887
Aggregated Retail Units	ENTIRE SAMPLE	3%	8%	19%	33%	37%	3.93	.00	75,695
Aggregated Dining Halls	YOUR INSTITUTION	11%	12%	19%	32%	26%	3.51	.05	742
Aggregated Dining Halls	ENTIRE SAMPLE	5%	14%	27%	33%	22%	3.53	.00	52,411
Respondent Type - YOUR INSTITUTION	Student	6%	9%	19%	30%	36%	3.82	.03	2,106
	Faculty	6%	7%	15%	35%	37%	3.91	.10	141
	Administration/ Staff	4%	7%	17%	30%	42%	4.01	.06	323
	Other	7%	3%	20%	31%	39%	3.92	.15	59
Respondent Type - ENTIRE SAMPLE	Student	4%	11%	24%	33%	28%	3.70	.00	108,832
	Faculty	3%	6%	14%	34%	44%	4.10	.02	4,645
	Administration/Staff	2%	5%	13%	33%	46%	4.16	.01	12,633
	Other	3%	4%	13%	26%	54%	4.25	.03	1,467
Student Class Status - YOUR INSTITUTION	First year	10%	10%	20%	28%	32%	3.63	.06	500
	Sophomore	4%	11%	22%	29%	35%	3.79	.06	389
	Junior	3%	8%	18%	29%	41%	3.96	.05	507
	Senior	5%	7%	16%	31%	40%	3.93	.06	439
	Graduate	7%	10%	16%	34%	33%	3.76	.07	259
	Other		8%	25%	33%	33%	3.92	.29	12
Student Class Status - ENTIRE SAMPLE	First year	4%	12%	25%	32%	27%	3.67	.01	41,775
	Sophomore	5%	13%	25%	32%	26%	3.61	.01	23,955
	Junior	4%	10%	23%	33%	30%	3.74	.01	18,853
	Senior	4%	10%	22%	34%	30%	3.76	.01	16,983
	Graduate	3%	7%	19%	38%	33%	3.92	.01	6,211
	Other	3%	8%	21%	36%	32%	3.86	.03	1,077
Gender - YOUR INSTITUTION	Female	6%	9%	18%	28%	39%	3.86	.03	1,671
	Male	5%	8%	19%	33%	34%	3.84	.04	935
	Transgender	20%		40%		40%	3.40	.75	5
	Other Identity			17%	44%	39%	4.22	.17	18
Gender - ENTIRE SAMPLE	Female	4%	11%	22%	33%	31%	3.76	.00	76,180
	Male	4%	10%	23%	34%	30%	3.77	.00	49,984
	Transgender	9%	9%	26%	24%	32%	3.61	.06	461
	Other Identity	8%	11%	21%	26%	35%	3.69	.05	641
Live... - YOUR INSTITUTION	On campus	9%	11%	21%	28%	31%	3.61	.05	624
	Off campus	5%	8%	17%	31%	39%	3.93	.03	2,005
Live... - ENTIRE SAMPLE	On campus	5%	13%	25%	33%	25%	3.60	.00	74,528
	Off campus	3%	7%	17%	34%	39%	4.01	.00	51,778
NACUFS Region - YOUR	Southern	6%	9%	18%	30%	37%	3.85	.02	2,629
NACUFS Region - ENTIRE SAMPLE	Continental	2%	8%	22%	35%	33%	3.87	.01	14,275
	Mid-Atlantic	4%	11%	21%	31%	32%	3.75	.01	13,912
	Midwest	4%	11%	24%	33%	28%	3.70	.01	34,980
	Northeast	4%	10%	22%	32%	31%	3.76	.01	22,215
	Pacific	3%	9%	22%	35%	30%	3.79	.01	21,032
	Southern	4%	10%	20%	33%	33%	3.79	.01	21,692
Institution Type - YOUR INSTITUTION	Public	6%	9%	18%	30%	37%	3.85	.02	2,629
Institution Type - ENTIRE SAMPLE	Public	4%	10%	22%	33%	32%	3.79	.00	98,142
	Private	4%	11%	23%	34%	28%	3.70	.01	29,964
Institution Type - YOUR INSTITUTION	Primarily 4-year	6%	9%	18%	30%	37%	3.85	.02	2,629
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	7%	18%	30%	41%	3.97	.03	1,774
	Primarily 4-year	4%	10%	22%	33%	31%	3.76	.00	126,332
Operation Type - YOUR INSTITUTION	Mainly Contracted	6%	9%	18%	30%	37%	3.85	.02	2,629
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	9%	21%	33%	32%	3.82	.00	97,633
	Mainly Contracted	5%	12%	24%	32%	25%	3.60	.01	28,305
	Combination of Both	8%	16%	22%	29%	25%	3.45	.03	2,168
Total Current Enrollment - YOUR	Over 20,000	6%	9%	18%	30%	37%	3.85	.02	2,629
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	10%	23%	34%	30%	3.78	.02	3,468
	2,500 to 10,000	5%	11%	23%	32%	30%	3.71	.01	36,417
	10,001 to 20,000	4%	10%	23%	34%	29%	3.74	.01	27,295
	Over 20,000	4%	10%	21%	33%	32%	3.81	.00	60,926
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	10%	24%	26%	34%	3.74	.08	221
	Express Unit	1%	4%	10%	24%	60%	4.39	.05	316
	Specialty Coffee Shop/ Juice Bar	3%	5%	17%	32%	43%	4.08	.06	304
	Sit-down Restaurant	4%	7%	20%	32%	38%	3.92	.04	970
	Convenience Store	9%	17%	20%	25%	29%	3.47	.15	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	10%	22%	34%	31%	3.79	.01	22,541
	Marketplace	3%	9%	19%	34%	35%	3.89	.01	10,420
	Express Unit	3%	7%	18%	33%	39%	3.98	.01	18,220
	Specialty Coffee Shop/ Juice Bar	2%	5%	15%	30%	48%	4.17	.01	10,414
	Sit-down Restaurant	3%	6%	16%	33%	41%	4.03	.02	4,871
	Convenience Store	3%	8%	19%	33%	37%	3.95	.01	9,141
	No type given	2%	5%	18%	36%	39%	4.05	.10	88

\*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 6a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
 (without regard to any specific meal)  
**FOOD: Nutritional content**

		Nutritional content					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	Florida State University	2%	4%	12%	28%	55%	4.29	.02	2,343
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	10%	27%	59%	4.41	.00	114,019
Aggregated Retail Units	YOUR INSTITUTION	2%	4%	13%	29%	51%	4.22	.02	1,707
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	27%	58%	4.39	.00	67,292
Aggregated Dining Halls	YOUR INSTITUTION	1%	2%	9%	24%	64%	4.49	.03	636
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	10%	26%	61%	4.43	.00	46,727
Respondent Type - YOUR INSTITUTION	Student	2%	4%	13%	28%	54%	4.28	.02	1,920
	Faculty	1%	1%	6%	24%	68%	4.57	.07	115
	Administration/ Staff	0%	5%	11%	30%	54%	4.33	.05	254
	Other	4%	4%	17%	22%	54%	4.19	.15	54
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	10%	27%	59%	4.40	.00	97,660
	Faculty	1%	2%	8%	26%	64%	4.49	.01	3,972
	Administration/Staff	1%	2%	8%	30%	59%	4.45	.01	10,667
	Other	2%	3%	10%	24%	61%	4.40	.03	1,280
Student Class Status - YOUR INSTITUTION	First year	1%	3%	12%	26%	58%	4.38	.04	446
	Sophomore	1%	5%	15%	34%	45%	4.17	.05	364
	Junior	4%	5%	13%	25%	54%	4.20	.05	465
	Senior	3%	2%	11%	28%	54%	4.28	.05	406
	Graduate	1%	2%	13%	25%	59%	4.39	.06	228
	Other		9%	9%	9%	73%	4.45	.31	11
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	10%	26%	60%	4.41	.00	37,554
	Sophomore	1%	3%	10%	26%	60%	4.41	.01	21,572
	Junior	1%	3%	10%	27%	59%	4.39	.01	16,805
	Senior	1%	3%	10%	28%	58%	4.38	.01	15,336
	Graduate	1%	2%	10%	29%	58%	4.40	.01	5,448
	Other	1%	4%	11%	27%	58%	4.37	.03	966
Gender - YOUR INSTITUTION	Female	2%	3%	11%	27%	57%	4.35	.02	1,477
	Male	2%	4%	14%	29%	50%	4.21	.03	846
	Transgender	20%	20%	40%	20%		2.60	.51	5
	Other Identity		7%	7%	33%	53%	4.33	.23	15
Gender - ENTIRE SAMPLE	Female	1%	2%	8%	24%	66%	4.53	.00	67,556
	Male	2%	4%	14%	31%	50%	4.24	.00	44,794
	Transgender	4%	5%	17%	25%	49%	4.10	.05	393
	Other Identity	3%	5%	13%	20%	60%	4.29	.04	561
Live... - YOUR INSTITUTION	On campus	1%	3%	13%	26%	57%	4.35	.04	548
	Off campus	2%	4%	12%	28%	54%	4.28	.02	1,795
Live... - ENTIRE SAMPLE	On campus	1%	3%	10%	26%	60%	4.42	.00	67,087
	Off campus	1%	3%	10%	28%	58%	4.39	.00	45,405
NACUFS Region - YOUR INSTITUTION	Southern	2%	4%	12%	28%	55%	4.29	.02	2,343
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	10%	29%	57%	4.36	.01	13,075
	Mid-Atlantic	1%	3%	10%	25%	62%	4.44	.01	12,537
	Midwest	1%	3%	11%	28%	57%	4.37	.00	31,191
	Northeast	1%	2%	9%	26%	62%	4.45	.01	19,578
	Pacific	1%	2%	10%	27%	60%	4.44	.01	18,461
	Southern	1%	3%	10%	26%	59%	4.41	.01	19,177
Institution Type - YOUR INSTITUTION	Public	2%	4%	12%	28%	55%	4.29	.02	2,343
Institution Type - ENTIRE SAMPLE	Public	1%	3%	10%	27%	59%	4.41	.00	87,349
	Private	1%	3%	10%	26%	60%	4.42	.01	26,670
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	4%	12%	28%	55%	4.29	.02	2,343
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	3%	12%	28%	56%	4.33	.02	1,550
	Primarily 4-year	1%	3%	10%	27%	59%	4.41	.00	112,469
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	4%	12%	28%	55%	4.29	.02	2,343
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	27%	60%	4.42	.00	87,113
	Mainly Contracted	1%	3%	11%	27%	58%	4.38	.01	25,109
	Combination of Both	1%	2%	9%	26%	62%	4.45	.02	1,797
Total Current Enrollment - YOUR INSTITUTION	Over 20,000	2%	4%	12%	28%	55%	4.29	.02	2,343
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	25%	64%	4.50	.01	3,128
	2,500 to 10,000	1%	3%	9%	25%	62%	4.44	.00	32,383
	10,001 to 20,000	1%	3%	11%	27%	58%	4.38	.01	24,125
	Over 20,000	1%	3%	10%	28%	58%	4.39	.00	54,383
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	4%	9%	30%	54%	4.30	.07	195
	Express Unit	2%	3%	13%	25%	56%	4.31	.06	291
	Specialty Coffee Shop/ Juice Bar	3%	3%	13%	27%	55%	4.28	.06	277
	Sit-down Restaurant	2%	5%	15%	31%	48%	4.17	.03	884
	Convenience Store	3%	12%	13%	25%	47%	4.00	.15	60
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	10%	28%	58%	4.39	.01	20,222
	Marketplace	1%	2%	8%	27%	62%	4.47	.01	9,277
	Express Unit	1%	3%	11%	27%	57%	4.37	.01	16,071
	Specialty Coffee Shop/ Juice Bar	2%	3%	10%	26%	59%	4.36	.01	9,141
	Sit-down Restaurant	1%	3%	12%	29%	55%	4.33	.01	4,312
	Convenience Store	1%	3%	10%	27%	59%	4.41	.01	8,191
	No type given	4%	6%	10%	29%	50%	4.15	.12	78

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

		Nutritional content					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	8%	11%	27%	26%	28%	3.56	.02	2,600
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	6%	13%	27%	31%	24%	3.54	.00	127,117
Aggregated Retail Units	YOUR INSTITUTION	5%	10%	27%	27%	31%	3.68	.03	1,865
Aggregated Retail Units	ENTIRE SAMPLE	5%	11%	25%	31%	27%	3.63	.00	75,151
Aggregated Dining Halls	YOUR INSTITUTION	14%	14%	25%	26%	21%	3.27	.05	735
Aggregated Dining Halls	ENTIRE SAMPLE	7%	15%	28%	31%	19%	3.40	.01	51,966
Respondent Type - YOUR INSTITUTION	Student	8%	12%	27%	25%	27%	3.51	.03	2,086
	Faculty	10%	4%	24%	33%	29%	3.68	.10	140
	Administration/ Staff	3%	7%	25%	34%	30%	3.81	.06	314
	Other	10%	5%	17%	30%	38%	3.82	.17	60
Respondent Type - ENTIRE SAMPLE	Student	6%	14%	28%	31%	22%	3.47	.00	108,103
	Faculty	4%	8%	21%	33%	34%	3.85	.02	4,582
	Administration/Staff	3%	6%	20%	35%	36%	3.94	.01	12,454
	Other	3%	6%	17%	26%	48%	4.10	.03	1,453
Student Class Status - YOUR INSTITUTION	First year	12%	15%	27%	23%	23%	3.30	.06	496
	Sophomore	7%	12%	32%	21%	28%	3.51	.06	388
	Junior	5%	12%	28%	24%	31%	3.65	.05	497
	Senior	7%	10%	25%	28%	30%	3.64	.06	435
	Graduate	10%	12%	26%	30%	22%	3.42	.08	258
	Other	17%	8%	25%	17%	33%	3.42	.43	12
Student Class Status - ENTIRE SAMPLE	First year	6%	14%	28%	30%	21%	3.45	.01	41,457
	Sophomore	7%	15%	28%	30%	20%	3.40	.01	23,832
	Junior	6%	14%	27%	30%	23%	3.50	.01	18,703
	Senior	6%	13%	27%	31%	23%	3.52	.01	16,886
	Graduate	5%	11%	26%	34%	25%	3.64	.01	6,182
	Other	5%	12%	26%	33%	24%	3.58	.03	1,067
Gender - YOUR INSTITUTION	Female	8%	12%	26%	25%	29%	3.56	.03	1,650
	Male	7%	10%	28%	28%	26%	3.56	.04	929
	Transgender	20%		40%		40%	3.40	.75	5
	Other Identity			19%	63%	19%	4.00	.16	16
Gender - ENTIRE SAMPLE	Female	6%	14%	27%	30%	23%	3.50	.00	75,702
	Male	5%	11%	27%	33%	24%	3.60	.01	49,498
	Transgender	11%	12%	23%	26%	29%	3.50	.06	459
	Other Identity	9%	11%	24%	26%	30%	3.59	.05	630
Live... - YOUR INSTITUTION	On campus	12%	15%	29%	21%	23%	3.27	.05	620
	Off campus	6%	10%	26%	28%	30%	3.66	.03	1,980
Live... - ENTIRE SAMPLE	On campus	7%	15%	29%	30%	19%	3.39	.00	73,994
	Off campus	4%	9%	24%	33%	30%	3.75	.00	51,349
NACUFS Region - YOUR	Southern	8%	11%	27%	26%	28%	3.56	.02	2,600
NACUFS Region - ENTIRE SAMPLE	Continental	4%	11%	27%	33%	25%	3.65	.01	14,182
	Mid-Atlantic	7%	14%	26%	29%	23%	3.48	.01	13,782
	Midwest	6%	14%	28%	31%	21%	3.48	.01	34,672
	Northeast	7%	13%	25%	31%	25%	3.54	.01	22,033
	Pacific	6%	12%	26%	32%	25%	3.58	.01	20,912
	Southern	6%	12%	26%	31%	25%	3.55	.01	21,536
Institution Type - YOUR INSTITUTION	Public	8%	11%	27%	26%	28%	3.56	.02	2,600
Institution Type - ENTIRE SAMPLE	Public	6%	12%	26%	31%	24%	3.56	.00	97,339
	Private	6%	14%	28%	31%	21%	3.48	.01	29,778
Institution Type - YOUR INSTITUTION	Primarily 4-year	8%	11%	27%	26%	28%	3.56	.02	2,600
Institution Type - ENTIRE SAMPLE	Primarily 2-year	5%	10%	25%	31%	29%	3.70	.03	1,758
	Primarily 4-year	6%	13%	27%	31%	24%	3.54	.00	125,359
Operation Type - YOUR INSTITUTION	Mainly Contracted	8%	11%	27%	26%	28%	3.56	.02	2,600
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	12%	26%	31%	25%	3.59	.00	96,914
	Mainly Contracted	8%	14%	29%	30%	19%	3.38	.01	28,056
	Combination of Both	10%	17%	26%	27%	20%	3.29	.03	2,147
Total Current Enrollment - YOUR	Over 20,000	8%	11%	27%	26%	28%	3.56	.02	2,600
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	6%	14%	29%	30%	21%	3.47	.02	3,443
	2,500 to 10,000	7%	14%	27%	30%	22%	3.47	.01	36,151
	10,001 to 20,000	5%	12%	27%	33%	23%	3.55	.01	27,050
	Over 20,000	6%	12%	26%	31%	25%	3.58	.00	60,473
Type of Retail Unit - YOUR INSTITUTION	Food Court	8%	12%	30%	24%	25%	3.45	.08	218
	Express Unit	1%	7%	20%	27%	45%	4.09	.06	313
	Specialty Coffee Shop/ Juice Bar	4%	9%	29%	30%	28%	3.70	.06	300
	Sit-down Restaurant	6%	10%	29%	26%	29%	3.63	.04	962
	Convenience Store	17%	13%	26%	24%	21%	3.19	.16	72
Type of Retail Unit - ENTIRE SAMPLE	Food Court	6%	13%	27%	31%	22%	3.49	.01	22,415
	Marketplace	6%	13%	25%	32%	25%	3.57	.01	10,363
	Express Unit	5%	11%	25%	31%	28%	3.66	.01	18,084
	Specialty Coffee Shop/ Juice Bar	3%	9%	24%	30%	35%	3.85	.01	10,300
	Sit-down Restaurant	5%	10%	25%	31%	29%	3.69	.02	4,831
	Convenience Store	5%	11%	24%	31%	30%	3.71	.01	9,072
	No type given	2%	7%	29%	34%	28%	3.78	.11	86

\*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 7a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
 (without regard to any specific meal)  
**FOOD: Value**

		(1) Not at All Important	(2) Not Very Important	Value (3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Florida State University	1%	2%	9%	26%	62%	4.47	.02	2,345
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	10%	28%	60%	4.44	.00	112,916
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	9%	24%	64%	4.48	.02	1,712
Aggregated Retail Units	ENTIRE SAMPLE	1%	1%	8%	26%	65%	4.53	.00	67,176
Aggregated Dining Halls	YOUR INSTITUTION	0%	2%	10%	30%	58%	4.43	.03	633
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	14%	31%	52%	4.31	.00	45,740
Respondent Type - YOUR INSTITUTION	Student	1%	2%	10%	25%	62%	4.45	.02	1,922
	Faculty		4%	7%	27%	62%	4.47	.07	116
	Administration/ Staff		1%	4%	32%	63%	4.58	.04	254
	Other		4%	8%	19%	70%	4.55	.11	53
Respondent Type - ENTIRE SAMPLE	Student	1%	2%	11%	28%	58%	4.42	.00	96,614
	Faculty	1%	2%	7%	29%	61%	4.47	.01	3,950
	Administration/Staff	0%	1%	6%	24%	69%	4.61	.01	10,641
	Other	1%	2%	7%	24%	65%	4.49	.02	1,263
Student Class Status - YOUR INSTITUTION	First year	1%	2%	11%	28%	59%	4.41	.04	446
	Sophomore	0%	2%	14%	26%	58%	4.40	.04	364
	Junior	1%	2%	8%	23%	66%	4.50	.04	468
	Senior	2%	2%	8%	24%	64%	4.46	.04	406
	Graduate	0%	0%	11%	25%	63%	4.49	.05	227
	Other	9%		9%	36%	45%	4.09	.37	11
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	13%	30%	54%	4.34	.00	36,988
	Sophomore	1%	2%	11%	28%	58%	4.40	.01	21,318
	Junior	1%	2%	10%	27%	61%	4.47	.01	16,712
	Senior	0%	1%	8%	26%	64%	4.51	.01	15,230
	Graduate	1%	1%	8%	26%	64%	4.53	.01	5,430
	Other	1%	2%	11%	27%	60%	4.43	.03	962
Gender - YOUR INSTITUTION	Female	1%	1%	9%	25%	64%	4.50	.02	1,482
	Male	1%	2%	9%	27%	60%	4.42	.03	842
	Transgender	20%	20%	40%	20%		2.60	.51	5
	Other Identity		6%		38%	56%	4.44	.20	16
Gender - ENTIRE SAMPLE	Female	0%	1%	9%	27%	62%	4.49	.00	66,803
	Male	1%	2%	12%	29%	56%	4.37	.00	44,462
	Transgender	3%	5%	18%	25%	49%	4.11	.05	382
	Other Identity	3%	5%	15%	21%	57%	4.24	.04	563
Live... - YOUR INSTITUTION	On campus	1%	3%	11%	28%	58%	4.39	.04	547
	Off campus	1%	2%	9%	25%	64%	4.49	.02	1,798
Live... - ENTIRE SAMPLE	On campus	1%	2%	12%	30%	55%	4.37	.00	66,122
	Off campus	1%	1%	7%	25%	66%	4.54	.00	45,280
NACUFS Region - YOUR	Southern	1%	2%	9%	26%	62%	4.47	.02	2,345
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	29%	58%	4.42	.01	12,950
	Mid-Atlantic	0%	2%	10%	28%	60%	4.45	.01	12,369
	Midwest	1%	2%	12%	30%	55%	4.37	.00	30,844
	Northeast	1%	2%	10%	26%	62%	4.47	.01	19,436
	Pacific	1%	2%	10%	28%	60%	4.45	.01	18,309
	Southern	0%	2%	9%	25%	64%	4.50	.01	19,008
Institution Type - YOUR INSTITUTION	Public	1%	2%	9%	26%	62%	4.47	.02	2,345
Institution Type - ENTIRE SAMPLE	Public	1%	2%	10%	28%	60%	4.45	.00	86,662
	Private	1%	2%	11%	28%	57%	4.39	.01	26,254
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	9%	26%	62%	4.47	.02	2,345
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	9%	25%	63%	4.48	.02	1,546
	Primarily 4-year	1%	2%	10%	28%	59%	4.44	.00	111,370
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	9%	26%	62%	4.47	.02	2,345
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	10%	28%	60%	4.44	.00	86,275
	Mainly Contracted	1%	2%	10%	28%	59%	4.43	.01	24,871
	Combination of Both	1%	3%	12%	27%	57%	4.38	.02	1,770
Total Current Enrollment - YOUR	Over 20,000	1%	2%	9%	26%	62%	4.47	.02	2,345
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	11%	30%	55%	4.36	.02	3,048
	2,500 to 10,000	1%	2%	10%	27%	61%	4.46	.00	32,070
	10,001 to 20,000	1%	2%	11%	29%	57%	4.41	.01	23,902
	Over 20,000	1%	2%	10%	28%	60%	4.44	.00	53,896
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	1%	6%	22%	70%	4.60	.05	196
	Express Unit	1%	2%	9%	24%	64%	4.49	.05	290
	Specialty Coffee Shop/ Juice Bar	1%	1%	10%	26%	62%	4.47	.05	281
	Sit-down Restaurant	1%	2%	9%	24%	64%	4.47	.03	883
	Convenience Store	3%	3%	11%	27%	55%	4.27	.13	62
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	1%	8%	25%	65%	4.53	.01	20,155
	Marketplace	0%	1%	8%	27%	64%	4.53	.01	9,259
	Express Unit	1%	1%	8%	25%	65%	4.53	.01	16,031
	Specialty Coffee Shop/ Juice Bar	1%	1%	8%	26%	64%	4.52	.01	9,148
	Sit-down Restaurant	1%	1%	7%	26%	65%	4.54	.01	4,315
	Convenience Store	1%	2%	8%	25%	64%	4.51	.01	8,191
	No type given		1%	8%	30%	61%	4.51	.08	77

\*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 7b**  
**Satisfaction with Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**FOOD: Value**

		Value					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	8%	11%	22%	29%	29%	3.58	.02	2,606
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	8%	13%	26%	29%	24%	3.49	.00	126,312
Aggregated Retail Units	YOUR INSTITUTION	7%	10%	23%	29%	31%	3.68	.03	1,873
Aggregated Retail Units	ENTIRE SAMPLE	8%	14%	24%	28%	25%	3.49	.00	75,304
Aggregated Dining Halls	YOUR INSTITUTION	13%	15%	22%	27%	24%	3.34	.05	733
Aggregated Dining Halls	ENTIRE SAMPLE	7%	12%	28%	31%	22%	3.49	.01	51,008
Respondent Type - YOUR INSTITUTION	Student	9%	11%	23%	28%	29%	3.57	.03	2,089
	Faculty	9%	11%	20%	32%	27%	3.58	.11	139
	Administration/ Staff	6%	14%	21%	28%	31%	3.65	.07	320
	Other	9%	9%	21%	31%	31%	3.67	.16	58
Respondent Type - ENTIRE SAMPLE	Student	8%	14%	27%	29%	22%	3.44	.00	107,260
	Faculty	6%	11%	19%	30%	33%	3.72	.02	4,592
	Administration/Staff	6%	11%	20%	30%	33%	3.72	.01	12,488
	Other	3%	6%	17%	26%	48%	4.10	.03	1,447
Student Class Status - YOUR INSTITUTION	First year	11%	13%	23%	28%	26%	3.45	.06	496
	Sophomore	8%	11%	25%	24%	32%	3.61	.06	388
	Junior	6%	10%	20%	30%	33%	3.75	.05	499
	Senior	9%	9%	22%	30%	30%	3.65	.06	437
	Graduate	11%	14%	28%	28%	19%	3.29	.08	257
	Other	8%	17%	33%	25%	17%	3.25	.35	12
Student Class Status - ENTIRE SAMPLE	First year	6%	12%	28%	31%	23%	3.53	.01	40,956
	Sophomore	8%	14%	28%	29%	21%	3.39	.01	23,612
	Junior	9%	15%	25%	28%	22%	3.39	.01	18,669
	Senior	9%	16%	25%	28%	22%	3.36	.01	16,811
	Graduate	7%	15%	25%	30%	22%	3.45	.02	6,173
	Other	7%	13%	26%	31%	23%	3.49	.04	1,063
Gender - YOUR INSTITUTION	Female	8%	12%	22%	29%	29%	3.60	.03	1,651
	Male	9%	11%	24%	28%	28%	3.54	.04	932
	Transgender	40%		40%	20%		2.40	.60	5
	Other Identity		6%	11%	33%	50%	4.28	.21	18
Gender - ENTIRE SAMPLE	Female	7%	13%	26%	30%	24%	3.49	.00	75,057
	Male	8%	13%	25%	29%	24%	3.48	.01	49,345
	Transgender	15%	10%	24%	22%	29%	3.40	.07	452
	Other Identity	11%	13%	20%	23%	33%	3.54	.05	632
Live... - YOUR INSTITUTION	On campus	11%	13%	24%	26%	25%	3.40	.05	616
	Off campus	8%	11%	22%	29%	30%	3.64	.03	1,990
Live... - ENTIRE SAMPLE	On campus	8%	14%	28%	30%	21%	3.43	.00	73,140
	Off campus	7%	13%	23%	29%	28%	3.57	.01	51,399
NACUFS Region - YOUR	Southern	8%	11%	22%	29%	29%	3.58	.02	2,606
NACUFS Region - ENTIRE SAMPLE	Continental	5%	11%	26%	32%	26%	3.64	.01	14,093
	Mid-Atlantic	8%	13%	25%	29%	26%	3.52	.01	13,656
	Midwest	7%	14%	27%	30%	22%	3.45	.01	34,398
	Northeast	10%	13%	25%	28%	24%	3.44	.01	21,924
	Pacific	8%	15%	26%	29%	23%	3.44	.01	20,806
	Southern	8%	13%	24%	29%	26%	3.52	.01	21,435
Institution Type - YOUR INSTITUTION	Public	8%	11%	22%	29%	29%	3.58	.02	2,606
Institution Type - ENTIRE SAMPLE	Public	7%	13%	25%	29%	25%	3.51	.00	96,965
	Private	8%	14%	28%	29%	21%	3.42	.01	29,347
Institution Type - YOUR INSTITUTION	Primarily 4-year	8%	11%	22%	29%	29%	3.58	.02	2,606
Institution Type - ENTIRE SAMPLE	Primarily 2-year	9%	15%	25%	27%	25%	3.45	.03	1,754
	Primarily 4-year	8%	13%	26%	29%	24%	3.49	.00	124,558
Operation Type - YOUR INSTITUTION	Mainly Contracted	8%	11%	22%	29%	29%	3.58	.02	2,606
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	7%	13%	25%	30%	25%	3.55	.00	96,312
	Mainly Contracted	10%	15%	27%	28%	19%	3.30	.01	27,882
	Combination of Both	14%	16%	25%	24%	21%	3.22	.03	2,118
Total Current Enrollment - YOUR	Over 20,000	8%	11%	22%	29%	29%	3.58	.02	2,606
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	6%	13%	28%	31%	23%	3.51	.02	3,360
	2,500 to 10,000	8%	14%	26%	29%	23%	3.43	.01	35,877
	10,001 to 20,000	7%	13%	27%	31%	23%	3.49	.01	26,909
	Over 20,000	7%	13%	25%	29%	25%	3.52	.00	60,166
Type of Retail Unit - YOUR INSTITUTION	Food Court	9%	15%	26%	24%	27%	3.46	.09	219
	Express Unit	5%	6%	20%	30%	39%	3.92	.06	311
	Specialty Coffee Shop/ Juice Bar	7%	14%	25%	28%	26%	3.52	.07	303
	Sit-down Restaurant	6%	8%	22%	33%	32%	3.76	.04	964
	Convenience Store	22%	21%	29%	9%	18%	2.80	.16	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	10%	16%	26%	27%	21%	3.33	.01	22,381
	Marketplace	10%	17%	24%	28%	21%	3.33	.01	10,368
	Express Unit	7%	13%	24%	30%	27%	3.59	.01	18,113
	Specialty Coffee Shop/ Juice Bar	5%	12%	23%	28%	32%	3.71	.01	10,375
	Sit-down Restaurant	6%	12%	23%	31%	29%	3.64	.02	4,870
	Convenience Store	8%	14%	24%	27%	27%	3.52	.01	9,111
	No type given	6%	17%	30%	24%	22%	3.40	.13	86

\*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 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	Florida State University	2%	3%	11%	31%	52%	4.30	.02	2,296
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	4%	12%	35%	48%	4.25	.00	111,109
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	10%	30%	56%	4.37	.02	1,697
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	34%	51%	4.33	.00	65,563
Aggregated Dining Halls	YOUR INSTITUTION	2%	7%	13%	35%	43%	4.09	.04	599
Aggregated Dining Halls	ENTIRE SAMPLE	1%	5%	14%	36%	43%	4.14	.00	45,546
Respondent Type - YOUR INSTITUTION	Student	1%	4%	12%	31%	52%	4.29	.02	1,885
	Faculty	4%	2%	14%	41%	40%	4.12	.09	110
	Administration/ Staff	2%	4%	6%	33%	56%	4.37	.06	248
	Other	2%		11%	25%	62%	4.45	.12	53
Respondent Type - ENTIRE SAMPLE	Student	1%	4%	12%	35%	48%	4.24	.00	95,160
	Faculty	2%	3%	11%	38%	45%	4.20	.01	3,825
	Administration/Staff	1%	2%	8%	37%	52%	4.36	.01	10,444
	Other	1%	3%	10%	29%	57%	4.38	.02	1,247
Student Class Status - YOUR INSTITUTION	First year	1%	5%	13%	33%	48%	4.22	.04	445
	Sophomore	1%	4%	13%	29%	53%	4.29	.05	356
	Junior	2%	3%	9%	28%	58%	4.38	.04	457
	Senior	3%	3%	11%	28%	56%	4.32	.05	398
	Graduate		3%	13%	42%	42%	4.23	.05	219
	Other	10%	10%	20%	20%	40%	3.70	.45	10
Student Class Status - ENTIRE SAMPLE	First year	1%	5%	13%	35%	46%	4.20	.00	36,549
	Sophomore	1%	4%	13%	34%	48%	4.24	.01	21,046
	Junior	1%	3%	12%	35%	49%	4.28	.01	16,415
	Senior	1%	3%	11%	35%	50%	4.30	.01	14,944
	Graduate	1%	3%	12%	38%	46%	4.24	.01	5,288
	Other	1%	3%	14%	38%	44%	4.20	.03	946
Gender - YOUR INSTITUTION	Female	1%	3%	10%	31%	55%	4.34	.02	1,450
	Male	2%	4%	13%	33%	48%	4.22	.03	827
	Transgender	20%		40%		40%	3.40	.75	5
	Other Identity				57%	43%	4.43	.14	14
Gender - ENTIRE SAMPLE	Female	1%	4%	11%	35%	50%	4.29	.00	65,646
	Male	1%	4%	14%	36%	45%	4.20	.00	43,835
	Transgender	4%	6%	16%	28%	47%	4.07	.06	389
	Other Identity	3%	6%	13%	34%	45%	4.11	.04	546
Live... - YOUR INSTITUTION	On campus	1%	6%	12%	33%	48%	4.22	.04	545
	Off campus	2%	3%	11%	31%	54%	4.32	.02	1,751
Live... - ENTIRE SAMPLE	On campus	1%	4%	13%	35%	46%	4.22	.00	65,312
	Off campus	1%	3%	11%	35%	50%	4.31	.00	44,311
NACUFS Region - YOUR	Southern	2%	3%	11%	31%	52%	4.30	.02	2,296
NACUFS Region - ENTIRE SAMPLE	Continental	1%	4%	13%	36%	46%	4.21	.01	12,808
	Mid-Atlantic	1%	3%	11%	34%	50%	4.30	.01	12,254
	Midwest	1%	4%	13%	36%	45%	4.21	.01	30,404
	Northeast	1%	4%	11%	35%	49%	4.27	.01	19,179
	Pacific	1%	3%	12%	36%	48%	4.26	.01	17,765
	Southern	1%	4%	11%	33%	51%	4.30	.01	18,699
Institution Type - YOUR INSTITUTION	Public	2%	3%	11%	31%	52%	4.30	.02	2,296
Institution Type - ENTIRE SAMPLE	Public	1%	3%	12%	35%	49%	4.27	.00	85,226
	Private	1%	5%	13%	36%	44%	4.18	.01	25,883
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	3%	11%	31%	52%	4.30	.02	2,296
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	4%	12%	38%	46%	4.25	.02	1,514
	Primarily 4-year	1%	4%	12%	35%	48%	4.25	.00	109,595
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	3%	11%	31%	52%	4.30	.02	2,296
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	4%	12%	35%	48%	4.26	.00	84,932
	Mainly Contracted	1%	4%	13%	35%	47%	4.23	.01	24,441
	Combination of Both	1%	5%	15%	35%	43%	4.14	.02	1,736
Total Current Enrollment - YOUR	Over 20,000	2%	3%	11%	31%	52%	4.30	.02	2,296
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	5%	11%	38%	44%	4.19	.02	3,041
	2,500 to 10,000	1%	4%	11%	34%	50%	4.28	.00	31,673
	10,001 to 20,000	1%	4%	13%	36%	46%	4.22	.01	23,514
	Over 20,000	1%	4%	12%	35%	48%	4.26	.00	52,881
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	2%	9%	35%	53%	4.37	.06	195
	Express Unit	1%	2%	9%	28%	60%	4.43	.05	281
	Specialty Coffee Shop/ Juice Bar	1%	2%	10%	29%	57%	4.38	.05	279
	Sit-down Restaurant	1%	2%	11%	29%	56%	4.37	.03	887
	Convenience Store	4%	7%	16%	38%	35%	3.93	.14	55
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	36%	49%	4.29	.01	19,812
	Marketplace	1%	3%	11%	37%	48%	4.29	.01	9,067
	Express Unit	1%	2%	10%	33%	53%	4.36	.01	15,780
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	32%	56%	4.39	.01	9,102
	Sit-down Restaurant	1%	2%	9%	33%	55%	4.39	.01	4,237
	Convenience Store	1%	3%	12%	33%	51%	4.30	.01	7,493
	No type given	1%	1%	14%	28%	56%	4.35	.10	72

\*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 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**

		Availability of posted menu items					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	7%	14%	31%	44%	4.01	.02	2,554
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	7%	15%	34%	41%	4.04	.00	124,956
Aggregated Retail Units	YOUR INSTITUTION	3%	5%	12%	31%	50%	4.20	.02	1,866
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	14%	33%	45%	4.14	.00	73,887
Aggregated Dining Halls	YOUR INSTITUTION	10%	15%	20%	28%	27%	3.47	.05	688
Aggregated Dining Halls	ENTIRE SAMPLE	4%	8%	18%	35%	35%	3.89	.00	51,069
Respondent Type - YOUR INSTITUTION	Student	5%	8%	14%	30%	44%	4.00	.03	2,055
	Faculty	5%	7%	15%	32%	41%	3.96	.10	133
	Administration/ Staff	6%	5%	12%	33%	44%	4.04	.06	308
	Other	2%	7%	16%	36%	40%	4.05	.13	58
Respondent Type - ENTIRE SAMPLE	Student	3%	7%	16%	34%	39%	4.00	.00	106,365
	Faculty	3%	5%	11%	30%	51%	4.22	.02	4,408
	Administration/Staff	2%	4%	10%	32%	51%	4.25	.01	12,243
	Other	2%	3%	11%	26%	59%	4.37	.02	1,431
Student Class Status - YOUR INSTITUTION	First year	9%	13%	15%	27%	36%	3.68	.06	488
	Sophomore	4%	8%	15%	26%	47%	4.03	.06	378
	Junior	2%	4%	15%	30%	50%	4.21	.04	498
	Senior	4%	6%	10%	35%	45%	4.12	.05	434
	Graduate	4%	8%	15%	33%	40%	3.97	.07	246
	Other		9%	27%	18%	45%	4.00	.33	11
Student Class Status - ENTIRE SAMPLE	First year	3%	7%	17%	34%	39%	3.99	.01	40,730
	Sophomore	3%	8%	17%	34%	38%	3.97	.01	23,492
	Junior	3%	7%	16%	34%	40%	4.01	.01	18,490
	Senior	3%	7%	14%	35%	41%	4.04	.01	16,604
	Graduate	2%	7%	15%	36%	40%	4.05	.01	6,016
	Other	2%	7%	18%	35%	38%	3.98	.03	1,049
Gender - YOUR INSTITUTION	Female	4%	8%	13%	31%	45%	4.04	.03	1,616
	Male	6%	7%	15%	30%	42%	3.94	.04	915
	Transgender		20%	40%		40%	3.60	.60	5
	Other Identity		6%	22%	44%	28%	3.94	.21	18
Gender - ENTIRE SAMPLE	Female	3%	7%	15%	34%	42%	4.06	.00	74,105
	Male	3%	7%	16%	34%	40%	4.01	.00	48,949
	Transgender	7%	9%	18%	29%	37%	3.82	.06	452
	Other Identity	5%	8%	20%	27%	39%	3.88	.05	633
Live... - YOUR INSTITUTION	On campus	7%	14%	18%	28%	32%	3.64	.05	605
	Off campus	4%	5%	13%	31%	47%	4.12	.02	1,949
Live... - ENTIRE SAMPLE	On campus	3%	8%	17%	34%	37%	3.95	.00	72,671
	Off campus	2%	5%	13%	33%	46%	4.16	.00	50,515
NACUFS Region - YOUR	Southern	5%	7%	14%	31%	44%	4.01	.02	2,554
NACUFS Region - ENTIRE SAMPLE	Continental	2%	5%	14%	34%	44%	4.14	.01	13,979
	Mid-Atlantic	3%	7%	15%	33%	42%	4.03	.01	13,568
	Midwest	3%	7%	16%	34%	40%	4.03	.01	34,162
	Northeast	3%	7%	15%	33%	42%	4.04	.01	21,784
	Pacific	3%	7%	16%	35%	38%	3.99	.01	20,358
	Southern	4%	7%	15%	33%	41%	4.02	.01	21,105
Institution Type - YOUR INSTITUTION	Public	5%	7%	14%	31%	44%	4.01	.02	2,554
Institution Type - ENTIRE SAMPLE	Public	3%	6%	15%	34%	42%	4.05	.00	95,834
	Private	3%	8%	17%	34%	39%	3.97	.01	29,122
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	7%	14%	31%	44%	4.01	.02	2,554
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	5%	14%	32%	47%	4.17	.02	1,723
	Primarily 4-year	3%	7%	15%	34%	41%	4.03	.00	123,233
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	7%	14%	31%	44%	4.01	.02	2,554
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	15%	34%	43%	4.09	.00	95,334
	Mainly Contracted	4%	9%	18%	34%	35%	3.87	.01	27,530
	Combination of Both	5%	10%	20%	33%	32%	3.77	.03	2,092
Total Current Enrollment - YOUR	Over 20,000	5%	7%	14%	31%	44%	4.01	.02	2,554
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	5%	13%	34%	46%	4.16	.02	3,363
	2,500 to 10,000	3%	7%	16%	33%	41%	4.01	.01	35,639
	10,001 to 20,000	3%	7%	17%	35%	39%	4.00	.01	26,637
	Over 20,000	3%	6%	15%	34%	42%	4.06	.00	59,317
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	8%	11%	32%	46%	4.11	.07	217
	Express Unit	1%	2%	10%	29%	58%	4.41	.05	310
	Specialty Coffee Shop/ Juice Bar	3%	5%	15%	32%	45%	4.11	.06	308
	Sit-down Restaurant	3%	5%	11%	32%	50%	4.21	.03	973
	Convenience Store	7%	5%	16%	38%	34%	3.88	.15	58
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	15%	34%	41%	4.04	.01	22,178
	Marketplace	2%	6%	13%	34%	44%	4.13	.01	10,186
	Express Unit	2%	5%	13%	32%	48%	4.17	.01	17,942
	Specialty Coffee Shop/ Juice Bar	2%	4%	13%	31%	50%	4.24	.01	10,392
	Sit-down Restaurant	2%	4%	10%	30%	53%	4.28	.01	4,771
	Convenience Store	2%	6%	15%	33%	43%	4.10	.01	8,340
	No type given	3%	5%	8%	27%	58%	4.32	.11	78

\*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 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	Florida State University	1%	2%	11%	34%	52%	4.33	.02	2,332
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	2%	9%	34%	56%	4.42	.00	112,399
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	12%	33%	52%	4.33	.02	1,702
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	34%	55%	4.41	.00	66,147
Aggregated Dining Halls	YOUR INSTITUTION	1%	2%	10%	37%	50%	4.34	.03	630
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	8%	33%	57%	4.44	.00	46,252
Respondent Type - YOUR INSTITUTION	Student	1%	2%	12%	33%	52%	4.32	.02	1,908
	Faculty	2%	2%	9%	41%	46%	4.29	.08	114
	Administration/ Staff	1%	1%	7%	39%	52%	4.41	.05	257
	Other	2%		17%	25%	57%	4.34	.12	53
Respondent Type - ENTIRE SAMPLE	Student	0%	2%	9%	33%	56%	4.42	.00	96,216
	Faculty	1%	1%	8%	38%	52%	4.38	.01	3,921
	Administration/Staff	0%	1%	6%	35%	57%	4.48	.01	10,564
	Other	1%	2%	9%	31%	57%	4.43	.02	1,256
Student Class Status - YOUR INSTITUTION	First year	1%	2%	14%	31%	53%	4.34	.04	448
	Sophomore	1%	3%	13%	31%	53%	4.33	.04	358
	Junior	1%	3%	8%	33%	55%	4.38	.04	464
	Senior	2%	2%	13%	31%	53%	4.30	.05	399
	Graduate	0%	2%	13%	45%	40%	4.23	.05	228
	Other		9%	18%	36%	36%	4.00	.30	11
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	9%	32%	57%	4.44	.00	37,011
	Sophomore	1%	2%	9%	33%	56%	4.42	.01	21,261
	Junior	0%	2%	9%	33%	55%	4.42	.01	16,545
	Senior	0%	2%	9%	34%	55%	4.41	.01	15,081
	Graduate	0%	2%	11%	38%	49%	4.33	.01	5,380
	Other	0%	2%	10%	40%	48%	4.33	.02	959
Gender - YOUR INSTITUTION	Female	1%	2%	11%	32%	54%	4.38	.02	1,478
	Male	2%	2%	13%	36%	47%	4.25	.03	835
	Transgender		20%	20%	20%	40%	3.80	.58	5
	Other Identity		7%		64%	29%	4.14	.21	14
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	32%	59%	4.49	.00	66,505
	Male	1%	2%	11%	36%	50%	4.33	.00	44,247
	Transgender	2%	5%	16%	30%	47%	4.13	.05	391
	Other Identity	3%	5%	12%	32%	48%	4.19	.04	555
Live... - YOUR INSTITUTION	On campus	1%	3%	12%	30%	54%	4.34	.04	548
	Off campus	1%	2%	11%	35%	51%	4.33	.02	1,784
Live... - ENTIRE SAMPLE	On campus	0%	1%	9%	33%	57%	4.44	.00	66,130
	Off campus	1%	2%	9%	35%	54%	4.40	.00	44,761
NACUFS Region - YOUR INSTITUTION	Southern	1%	2%	11%	34%	52%	4.33	.02	2,332
NACUFS Region - ENTIRE SAMPLE	Continental	0%	2%	10%	36%	52%	4.37	.01	12,928
	Mid-Atlantic	0%	1%	8%	32%	59%	4.48	.01	12,395
	Midwest	0%	2%	9%	35%	54%	4.41	.00	30,807
	Northeast	1%	1%	8%	32%	58%	4.45	.01	19,410
	Pacific	1%	2%	10%	34%	54%	4.39	.01	17,934
	Southern	0%	1%	8%	32%	57%	4.45	.01	18,925
Institution Type - YOUR INSTITUTION	Public	1%	2%	11%	34%	52%	4.33	.02	2,332
Institution Type - ENTIRE SAMPLE	Public	0%	1%	9%	33%	56%	4.43	.00	86,103
	Private	0%	2%	9%	35%	54%	4.39	.00	26,296
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	11%	34%	52%	4.33	.02	2,332
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	2%	8%	36%	54%	4.41	.02	1,529
	Primarily 4-year	0%	2%	9%	34%	56%	4.42	.00	110,870
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	11%	34%	52%	4.33	.02	2,332
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	9%	33%	56%	4.43	.00	85,815
	Mainly Contracted	0%	2%	10%	34%	54%	4.40	.00	24,809
	Combination of Both	0%	1%	8%	31%	60%	4.49	.02	1,775
Total Current Enrollment - YOUR INSTITUTION	Over 20,000	1%	2%	11%	34%	52%	4.33	.02	2,332
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	7%	36%	56%	4.46	.01	3,100
	2,500 to 10,000	0%	1%	8%	32%	58%	4.47	.00	32,024
	10,001 to 20,000	0%	2%	10%	35%	54%	4.39	.00	23,804
	Over 20,000	1%	2%	9%	34%	55%	4.41	.00	53,471
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	1%	11%	34%	53%	4.36	.06	198
	Express Unit	1%	4%	9%	35%	51%	4.30	.05	283
	Specialty Coffee Shop/ Juice Bar	1%	2%	13%	29%	54%	4.32	.05	281
	Sit-down Restaurant	1%	2%	12%	33%	52%	4.34	.03	882
	Convenience Store	3%		10%	41%	45%	4.24	.12	58
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	2%	9%	34%	54%	4.41	.01	19,982
	Marketplace	0%	1%	7%	34%	57%	4.47	.01	9,143
	Express Unit	1%	2%	9%	34%	54%	4.40	.01	15,886
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	33%	55%	4.40	.01	9,157
	Sit-down Restaurant	1%	1%	9%	34%	54%	4.41	.01	4,270
	Convenience Store	1%	2%	10%	33%	55%	4.39	.01	7,636
	No type given	1%	3%	11%	38%	47%	4.26	.10	73

\*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 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**

		Variety of menu choices					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	9%	15%	32%	39%	3.90	.02	2,616
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	12%	20%	33%	29%	3.69	.00	126,792
Aggregated Retail Units	YOUR INSTITUTION	3%	6%	14%	33%	44%	4.10	.02	1,886
Aggregated Retail Units	ENTIRE SAMPLE	4%	10%	18%	33%	34%	3.82	.00	74,791
Aggregated Dining Halls	YOUR INSTITUTION	12%	15%	20%	29%	24%	3.37	.05	730
Aggregated Dining Halls	ENTIRE SAMPLE	7%	15%	23%	32%	23%	3.49	.01	52,001
Respondent Type - YOUR INSTITUTION	Student	6%	9%	16%	31%	39%	3.89	.03	2,096
	Faculty	6%	11%	20%	29%	34%	3.73	.10	142
	Administration/ Staff	4%	8%	13%	36%	39%	3.99	.06	318
	Other	3%	8%	13%	43%	32%	3.92	.14	60
Respondent Type - ENTIRE SAMPLE	Student	6%	13%	21%	33%	28%	3.65	.00	107,770
	Faculty	6%	10%	17%	31%	35%	3.80	.02	4,587
	Administration/Staff	4%	9%	15%	33%	39%	3.94	.01	12,469
	Other	3%	5%	13%	29%	51%	4.21	.03	1,449
Student Class Status - YOUR INSTITUTION	First year	9%	12%	19%	26%	34%	3.63	.06	500
	Sophomore	4%	8%	17%	32%	40%	3.95	.06	383
	Junior	3%	8%	12%	31%	46%	4.11	.05	507
	Senior	5%	6%	14%	33%	43%	4.02	.05	437
	Graduate	7%	11%	18%	35%	30%	3.70	.07	257
	Other		33%		50%	17%	3.50	.34	12
Student Class Status - ENTIRE SAMPLE	First year	5%	13%	22%	32%	28%	3.64	.01	41,348
	Sophomore	7%	13%	21%	33%	26%	3.58	.01	23,754
	Junior	6%	12%	21%	32%	29%	3.66	.01	18,687
	Senior	5%	11%	19%	35%	29%	3.71	.01	16,798
	Graduate	5%	11%	20%	35%	28%	3.70	.01	6,134
	Other	5%	11%	21%	36%	27%	3.70	.03	1,069
Gender - YOUR INSTITUTION	Female	5%	9%	14%	31%	41%	3.93	.03	1,662
	Male	6%	9%	17%	33%	35%	3.83	.04	931
	Transgender		20%	40%	40%		3.20	.37	5
	Other Identity			11%	50%	39%	4.28	.16	18
Gender - ENTIRE SAMPLE	Female	6%	13%	19%	33%	30%	3.68	.00	75,332
	Male	5%	11%	21%	33%	29%	3.70	.01	49,523
	Transgender	9%	11%	23%	27%	30%	3.58	.06	459
	Other Identity	7%	12%	20%	28%	33%	3.69	.05	639
Live... - YOUR INSTITUTION	On campus	9%	14%	18%	28%	31%	3.59	.05	620
	Off campus	4%	7%	15%	33%	41%	3.99	.02	1,996
Live... - ENTIRE SAMPLE	On campus	7%	14%	22%	32%	25%	3.56	.00	73,760
	Off campus	4%	9%	18%	34%	35%	3.87	.00	51,251
NACUFS Region - YOUR	Southern	5%	9%	15%	32%	39%	3.90	.02	2,616
NACUFS Region - ENTIRE SAMPLE	Continental	3%	10%	19%	36%	32%	3.84	.01	14,162
	Mid-Atlantic	7%	13%	20%	31%	30%	3.64	.01	13,785
	Midwest	6%	13%	21%	33%	28%	3.65	.01	34,681
	Northeast	6%	12%	21%	32%	29%	3.66	.01	22,084
	Pacific	5%	12%	22%	34%	28%	3.68	.01	20,606
	Southern	6%	12%	18%	32%	32%	3.71	.01	21,474
Institution Type - YOUR INSTITUTION	Public	5%	9%	15%	32%	39%	3.90	.02	2,616
Institution Type - ENTIRE SAMPLE	Public	5%	12%	20%	33%	31%	3.72	.00	97,129
	Private	6%	13%	22%	33%	25%	3.58	.01	29,663
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	9%	15%	32%	39%	3.90	.02	2,616
Institution Type - ENTIRE SAMPLE	Primarily 2-year	5%	10%	20%	32%	34%	3.80	.03	1,758
	Primarily 4-year	5%	12%	20%	33%	29%	3.69	.00	125,034
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	9%	15%	32%	39%	3.90	.02	2,616
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	11%	20%	33%	31%	3.74	.00	96,579
	Mainly Contracted	7%	14%	22%	32%	25%	3.53	.01	28,070
	Combination of Both	15%	18%	19%	25%	24%	3.25	.03	2,143
Total Current Enrollment - YOUR	Over 20,000	5%	9%	15%	32%	39%	3.90	.02	2,616
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	5%	13%	22%	34%	27%	3.66	.02	3,440
	2,500 to 10,000	7%	13%	20%	32%	28%	3.59	.01	36,149
	10,001 to 20,000	5%	12%	22%	34%	28%	3.67	.01	27,068
	Over 20,000	5%	11%	19%	33%	32%	3.75	.00	60,135
Type of Retail Unit - YOUR INSTITUTION	Food Court	6%	10%	21%	30%	33%	3.76	.08	221
	Express Unit	1%	4%	9%	36%	51%	4.32	.05	312
	Specialty Coffee Shop/ Juice Bar	1%	7%	16%	32%	44%	4.10	.06	312
	Sit-down Restaurant	3%	6%	12%	32%	47%	4.14	.03	975
	Convenience Store	8%	12%	15%	42%	23%	3.61	.15	66
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	12%	21%	33%	29%	3.69	.01	22,404
	Marketplace	6%	12%	19%	33%	31%	3.69	.01	10,313
	Express Unit	4%	10%	17%	34%	34%	3.84	.01	18,101
	Specialty Coffee Shop/ Juice Bar	3%	7%	16%	32%	43%	4.05	.01	10,486
	Sit-down Restaurant	3%	7%	15%	34%	41%	4.04	.02	4,842
	Convenience Store	4%	8%	19%	33%	36%	3.89	.01	8,564
	No type given	1%	9%	12%	30%	48%	4.15	.11	81

\*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 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	Florida State University	3%	4%	13%	28%	52%	4.22	.02	2,318
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	29%	56%	4.35	.00	111,610
Aggregated Retail Units	YOUR INSTITUTION	3%	5%	14%	29%	49%	4.16	.03	1,689
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	11%	29%	55%	4.33	.00	65,660
Aggregated Dining Halls	YOUR INSTITUTION	2%	1%	10%	28%	59%	4.40	.03	629
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	28%	57%	4.37	.00	45,950
Respondent Type - YOUR INSTITUTION	Student	3%	4%	14%	28%	51%	4.20	.02	1,899
	Faculty	2%	3%	5%	26%	64%	4.48	.08	114
	Administration/ Staff	4%	3%	9%	32%	52%	4.27	.06	253
	Other	4%	4%	12%	27%	54%	4.23	.15	52
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	11%	29%	56%	4.34	.00	95,516
	Faculty	2%	2%	8%	27%	60%	4.42	.01	3,911
	Administration/Staff	1%	2%	8%	31%	58%	4.42	.01	10,482
	Other	2%	5%	9%	26%	58%	4.34	.03	1,258
Student Class Status - YOUR INSTITUTION	First year	1%	3%	15%	29%	52%	4.28	.04	446
	Sophomore	2%	6%	15%	31%	47%	4.15	.05	358
	Junior	4%	5%	12%	28%	51%	4.17	.05	464
	Senior	4%	4%	15%	25%	51%	4.16	.05	394
	Graduate	3%	3%	13%	27%	54%	4.26	.07	226
	Other		9%	18%		73%	4.36	.34	11
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	28%	56%	4.35	.00	36,763
	Sophomore	2%	3%	11%	28%	56%	4.33	.01	21,117
	Junior	2%	3%	11%	29%	55%	4.32	.01	16,427
	Senior	2%	3%	11%	30%	54%	4.32	.01	14,954
	Graduate	1%	3%	11%	31%	54%	4.33	.01	5,332
	Other	1%	3%	12%	30%	53%	4.30	.03	948
Gender - YOUR INSTITUTION	Female	1%	4%	12%	28%	55%	4.32	.02	1,467
	Male	5%	4%	15%	29%	46%	4.06	.04	832
	Transgender	20%		20%	20%	40%	3.60	.75	5
	Other Identity		14%		43%	43%	4.14	.27	14
Gender - ENTIRE SAMPLE	Female	1%	2%	8%	26%	63%	4.49	.00	66,178
	Male	3%	5%	15%	32%	45%	4.14	.00	43,789
	Transgender	5%	4%	18%	27%	46%	4.03	.06	387
	Other Identity	4%	5%	14%	24%	53%	4.18	.05	558
Live... - YOUR INSTITUTION	On campus	1%	4%	14%	27%	53%	4.28	.04	546
	Off campus	3%	4%	13%	28%	51%	4.21	.02	1,772
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	28%	57%	4.36	.00	65,631
	Off campus	2%	3%	11%	30%	55%	4.33	.00	44,487
NACUFS Region - YOUR	Southern	3%	4%	13%	28%	52%	4.22	.02	2,318
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	12%	30%	53%	4.31	.01	12,837
	Mid-Atlantic	1%	3%	10%	27%	58%	4.38	.01	12,285
	Midwest	2%	3%	11%	30%	54%	4.32	.01	30,587
	Northeast	2%	3%	10%	28%	58%	4.39	.01	19,235
	Pacific	1%	3%	11%	29%	57%	4.37	.01	17,853
	Southern	2%	3%	10%	28%	56%	4.34	.01	18,813
Institution Type - YOUR INSTITUTION	Public	3%	4%	13%	28%	52%	4.22	.02	2,318
Institution Type - ENTIRE SAMPLE	Public	2%	3%	11%	29%	56%	4.35	.00	85,487
	Private	1%	3%	11%	28%	56%	4.35	.01	26,123
Institution Type - YOUR INSTITUTION	Primarily 4-year	3%	4%	13%	28%	52%	4.22	.02	2,318
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	4%	10%	30%	53%	4.29	.02	1,512
	Primarily 4-year	1%	3%	11%	29%	56%	4.35	.00	110,098
Operation Type - YOUR INSTITUTION	Mainly Contracted	3%	4%	13%	28%	52%	4.22	.02	2,318
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	29%	56%	4.36	.00	85,237
	Mainly Contracted	2%	4%	12%	28%	55%	4.31	.01	24,615
	Combination of Both	1%	3%	8%	28%	59%	4.41	.02	1,758
Total Current Enrollment - YOUR	Over 20,000	3%	4%	13%	28%	52%	4.22	.02	2,318
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	3%	8%	28%	60%	4.42	.02	3,089
	2,500 to 10,000	1%	3%	10%	27%	59%	4.39	.00	31,762
	10,001 to 20,000	1%	3%	12%	30%	54%	4.32	.01	23,630
	Over 20,000	2%	3%	11%	30%	55%	4.33	.00	53,129
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	3%	10%	30%	54%	4.29	.07	192
	Express Unit	3%	4%	13%	25%	55%	4.26	.06	284
	Specialty Coffee Shop/ Juice Bar	3%	6%	15%	25%	51%	4.14	.06	276
	Sit-down Restaurant	3%	5%	15%	30%	46%	4.11	.04	879
	Convenience Store	5%	9%	9%	29%	48%	4.07	.16	58
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	30%	55%	4.34	.01	19,825
	Marketplace	1%	2%	9%	28%	59%	4.41	.01	9,109
	Express Unit	2%	4%	11%	30%	54%	4.30	.01	15,748
	Specialty Coffee Shop/ Juice Bar	2%	4%	11%	29%	54%	4.30	.01	9,022
	Sit-down Restaurant	2%	4%	12%	31%	52%	4.26	.01	4,226
	Convenience Store	1%	3%	11%	29%	56%	4.35	.01	7,654
	No type given	3%	1%	16%	30%	50%	4.24	.11	76

\*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 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**

		Variety of healthy menu choices					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	9%	11%	21%	29%	30%	3.61	.02	2,603
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	7%	14%	24%	30%	25%	3.51	.00	125,591
Aggregated Retail Units	YOUR INSTITUTION	6%	9%	21%	30%	34%	3.77	.03	1,874
Aggregated Retail Units	ENTIRE SAMPLE	7%	13%	23%	30%	28%	3.60	.00	74,007
Aggregated Dining Halls	YOUR INSTITUTION	17%	15%	21%	26%	20%	3.19	.05	729
Aggregated Dining Halls	ENTIRE SAMPLE	8%	15%	26%	30%	20%	3.38	.01	51,584
Respondent Type - YOUR INSTITUTION	Student	9%	12%	22%	28%	30%	3.58	.03	2,083
	Faculty	9%	9%	22%	32%	27%	3.59	.10	140
	Administration/ Staff	7%	7%	17%	36%	32%	3.77	.07	321
	Other	5%	8%	22%	34%	31%	3.76	.15	59
Respondent Type - ENTIRE SAMPLE	Student	8%	15%	25%	30%	23%	3.45	.00	106,744
	Faculty	7%	10%	20%	30%	33%	3.71	.02	4,545
	Administration/Staff	4%	8%	19%	33%	36%	3.87	.01	12,347
	Other	3%	7%	14%	28%	48%	4.11	.03	1,431
Student Class Status - YOUR INSTITUTION	First year	14%	14%	20%	23%	29%	3.39	.06	497
	Sophomore	6%	14%	21%	29%	31%	3.64	.06	382
	Junior	6%	9%	21%	30%	34%	3.77	.05	503
	Senior	8%	9%	23%	29%	32%	3.68	.06	434
	Graduate	11%	13%	25%	31%	20%	3.35	.08	255
	Other		17%	58%	17%	8%	3.17	.24	12
Student Class Status - ENTIRE SAMPLE	First year	8%	15%	26%	29%	23%	3.45	.01	41,000
	Sophomore	9%	15%	25%	29%	21%	3.37	.01	23,522
	Junior	8%	14%	24%	29%	24%	3.47	.01	18,506
	Senior	8%	14%	24%	31%	24%	3.49	.01	16,601
	Graduate	6%	14%	23%	33%	24%	3.55	.02	6,078
	Other	7%	13%	25%	30%	25%	3.54	.04	1,063
Gender - YOUR INSTITUTION	Female	9%	12%	19%	29%	30%	3.60	.03	1,658
	Male	8%	10%	24%	28%	29%	3.61	.04	923
	Transgender		20%	80%			2.80	.20	5
	Other Identity			18%	53%	29%	4.12	.17	17
Gender - ENTIRE SAMPLE	Female	8%	15%	23%	29%	24%	3.46	.00	74,864
	Male	6%	12%	25%	32%	25%	3.58	.01	48,803
	Transgender	11%	13%	20%	25%	30%	3.49	.06	453
	Other Identity	10%	14%	18%	27%	31%	3.54	.05	635
Live... - YOUR INSTITUTION	On campus	14%	17%	20%	22%	27%	3.31	.06	615
	Off campus	7%	9%	22%	31%	31%	3.70	.03	1,988
Live... - ENTIRE SAMPLE	On campus	9%	16%	26%	29%	21%	3.37	.00	73,079
	Off campus	5%	11%	22%	32%	31%	3.71	.01	50,753
NACUFS Region - YOUR	Southern	9%	11%	21%	29%	30%	3.61	.02	2,603
NACUFS Region - ENTIRE SAMPLE	Continental	4%	12%	24%	33%	27%	3.66	.01	14,049
	Mid-Atlantic	9%	14%	24%	28%	25%	3.46	.01	13,630
	Midwest	7%	14%	25%	30%	23%	3.47	.01	34,345
	Northeast	8%	14%	23%	30%	25%	3.49	.01	21,830
	Pacific	7%	14%	24%	30%	25%	3.53	.01	20,474
	Southern	9%	13%	23%	30%	26%	3.51	.01	21,263
Institution Type - YOUR INSTITUTION	Public	9%	11%	21%	29%	30%	3.61	.02	2,603
Institution Type - ENTIRE SAMPLE	Public	7%	13%	24%	30%	26%	3.54	.00	96,142
	Private	8%	15%	25%	30%	22%	3.42	.01	29,449
Institution Type - YOUR INSTITUTION	Primarily 4-year	9%	11%	21%	29%	30%	3.61	.02	2,603
Institution Type - ENTIRE SAMPLE	Primarily 2-year	6%	11%	22%	31%	29%	3.66	.03	1,730
	Primarily 4-year	7%	14%	24%	30%	25%	3.51	.00	123,861
Operation Type - YOUR INSTITUTION	Mainly Contracted	9%	11%	21%	29%	30%	3.61	.02	2,603
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	7%	13%	24%	31%	26%	3.56	.00	95,700
	Mainly Contracted	10%	16%	26%	29%	20%	3.35	.01	27,763
	Combination of Both	14%	18%	22%	24%	22%	3.21	.03	2,128
Total Current Enrollment - YOUR	Over 20,000	9%	11%	21%	29%	30%	3.61	.02	2,603
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	8%	15%	26%	30%	22%	3.44	.02	3,416
	2,500 to 10,000	9%	15%	24%	29%	23%	3.43	.01	35,807
	10,001 to 20,000	7%	14%	25%	31%	24%	3.51	.01	26,768
	Over 20,000	7%	13%	23%	30%	26%	3.56	.00	59,600
Type of Retail Unit - YOUR INSTITUTION	Food Court	10%	17%	23%	24%	27%	3.42	.09	216
	Express Unit	2%	5%	15%	30%	48%	4.18	.05	315
	Specialty Coffee Shop/ Juice Bar	4%	9%	25%	35%	26%	3.70	.06	307
	Sit-down Restaurant	5%	9%	22%	30%	34%	3.78	.04	967
	Convenience Store	17%	10%	23%	29%	20%	3.25	.16	69
Type of Retail Unit - ENTIRE SAMPLE	Food Court	8%	15%	24%	29%	23%	3.44	.01	22,192
	Marketplace	8%	14%	23%	30%	25%	3.50	.01	10,248
	Express Unit	6%	12%	23%	31%	29%	3.64	.01	17,879
	Specialty Coffee Shop/ Juice Bar	4%	10%	21%	30%	36%	3.84	.01	10,269
	Sit-down Restaurant	5%	10%	22%	31%	32%	3.75	.02	4,778
	Convenience Store	7%	12%	22%	29%	31%	3.66	.01	8,560
	No type given	2%	9%	19%	37%	33%	3.90	.12	81

\*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 11a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**MENU: Variety of vegetarian menu choices**

		Variety of vegetarian 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	Florida State University	16%	10%	15%	21%	38%	3.54	.03	2,093
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	16%	11%	15%	22%	36%	3.50	.00	94,577
Aggregated Retail Units	YOUR INSTITUTION	17%	10%	14%	20%	39%	3.54	.04	1,533
Aggregated Retail Units	ENTIRE SAMPLE	15%	11%	14%	22%	37%	3.56	.01	56,065
Aggregated Dining Halls	YOUR INSTITUTION	16%	10%	15%	22%	37%	3.53	.06	560
Aggregated Dining Halls	ENTIRE SAMPLE	17%	12%	16%	22%	33%	3.42	.01	38,512
Respondent Type - YOUR INSTITUTION	Student	16%	10%	16%	20%	38%	3.53	.04	1,714
	Faculty	13%	13%	10%	24%	39%	3.63	.14	104
	Administration/ Staff	20%	9%	10%	23%	37%	3.48	.10	224
	Other	14%	8%	4%	24%	51%	3.90	.20	51
Respondent Type - ENTIRE SAMPLE	Student	16%	11%	15%	22%	35%	3.48	.01	80,570
	Faculty	14%	11%	13%	24%	39%	3.64	.02	3,496
	Administration/Staff	15%	10%	14%	25%	37%	3.58	.02	8,992
	Other	11%	8%	12%	22%	48%	3.88	.04	1,124
Student Class Status - YOUR INSTITUTION	First year	16%	11%	17%	19%	36%	3.49	.07	403
	Sophomore	16%	10%	18%	20%	36%	3.50	.08	320
	Junior	18%	11%	12%	21%	38%	3.52	.07	421
	Senior	13%	8%	19%	19%	41%	3.66	.07	365
	Graduate	21%	9%	12%	21%	37%	3.45	.11	195
	Other	20%		10%	30%	40%	3.70	.50	10
Student Class Status - ENTIRE SAMPLE	First year	18%	12%	15%	21%	34%	3.42	.01	30,784
	Sophomore	16%	12%	15%	22%	35%	3.49	.01	17,739
	Junior	16%	11%	15%	21%	37%	3.52	.01	13,921
	Senior	16%	11%	15%	23%	36%	3.52	.01	12,656
	Graduate	14%	10%	14%	25%	37%	3.61	.02	4,653
	Other	14%	11%	16%	26%	34%	3.55	.05	841
Gender - YOUR INSTITUTION	Female	13%	10%	14%	20%	42%	3.66	.04	1,321
	Male	22%	10%	15%	21%	32%	3.32	.06	755
	Transgender		20%		40%	40%	4.00	.55	5
	Other Identity	25%	8%		25%	42%	3.50	.50	12
Gender - ENTIRE SAMPLE	Female	13%	11%	14%	23%	40%	3.66	.01	55,989
	Male	21%	12%	16%	21%	29%	3.25	.01	37,100
	Transgender	14%	5%	16%	22%	42%	3.74	.07	352
	Other Identity	11%	8%	13%	19%	49%	3.89	.06	518
Live... - YOUR INSTITUTION	On campus	15%	11%	17%	20%	37%	3.53	.07	483
	Off campus	17%	10%	14%	21%	39%	3.54	.04	1,610
Live... - ENTIRE SAMPLE	On campus	17%	12%	15%	22%	35%	3.45	.01	54,576
	Off campus	15%	10%	14%	23%	37%	3.56	.01	38,701
NACUFS Region - YOUR	Southern	16%	10%	15%	21%	38%	3.54	.03	2,093
NACUFS Region - ENTIRE SAMPLE	Continental	18%	12%	15%	23%	32%	3.38	.01	10,579
	Mid-Atlantic	18%	12%	14%	20%	36%	3.45	.01	10,226
	Midwest	18%	12%	15%	22%	33%	3.42	.01	25,406
	Northeast	14%	10%	14%	23%	39%	3.62	.01	16,448
	Pacific	12%	10%	16%	24%	38%	3.66	.01	15,640
	Southern	17%	11%	14%	21%	36%	3.47	.01	16,278
Institution Type - YOUR INSTITUTION	Public	16%	10%	15%	21%	38%	3.54	.03	2,093
Institution Type - ENTIRE SAMPLE	Public	16%	11%	15%	22%	36%	3.51	.01	72,651
	Private	16%	12%	15%	23%	34%	3.46	.01	21,926
Institution Type - YOUR INSTITUTION	Primarily 4-year	16%	10%	15%	21%	38%	3.54	.03	2,093
Institution Type - ENTIRE SAMPLE	Primarily 2-year	18%	10%	16%	24%	31%	3.40	.04	1,287
	Primarily 4-year	16%	11%	15%	22%	36%	3.50	.00	93,290
Operation Type - YOUR INSTITUTION	Mainly Contracted	16%	10%	15%	21%	38%	3.54	.03	2,093
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	16%	11%	15%	22%	36%	3.50	.01	72,190
	Mainly Contracted	16%	11%	15%	22%	35%	3.50	.01	20,928
	Combination of Both	18%	12%	15%	21%	35%	3.43	.04	1,459
Total Current Enrollment - YOUR	Over 20,000	16%	10%	15%	21%	38%	3.54	.03	2,093
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	16%	14%	14%	22%	34%	3.43	.03	2,555
	2,500 to 10,000	15%	11%	15%	22%	37%	3.54	.01	26,713
	10,001 to 20,000	15%	11%	16%	23%	35%	3.51	.01	19,991
	Over 20,000	17%	11%	15%	22%	35%	3.48	.01	45,318
Type of Retail Unit - YOUR INSTITUTION	Food Court	16%	8%	13%	21%	43%	3.66	.11	175
	Express Unit	15%	12%	12%	19%	42%	3.63	.09	257
	Specialty Coffee Shop/ Juice Bar	16%	11%	16%	20%	37%	3.52	.09	248
	Sit-down Restaurant	17%	10%	15%	21%	37%	3.50	.05	806
	Convenience Store	19%	9%	13%	19%	40%	3.53	.23	47
Type of Retail Unit - ENTIRE SAMPLE	Food Court	16%	10%	15%	23%	36%	3.52	.01	16,688
	Marketplace	18%	12%	14%	22%	34%	3.41	.02	7,561
	Express Unit	15%	10%	15%	22%	38%	3.58	.01	13,615
	Specialty Coffee Shop/ Juice Bar	13%	10%	13%	23%	41%	3.67	.02	7,792
	Sit-down Restaurant	18%	11%	14%	22%	36%	3.46	.02	3,659
	Convenience Store	13%	9%	14%	23%	41%	3.70	.02	6,688
	No type given	21%	5%	11%	26%	37%	3.53	.20	62

\*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 11b**  
**Satisfaction with Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**MENU: Variety of vegetarian menu choices**

		Variety of vegetarian menu choices					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	11%	12%	25%	23%	29%	3.49	.03	2,214
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	7%	11%	27%	27%	28%	3.58	.00	100,158
Aggregated Retail Units	YOUR INSTITUTION	8%	10%	26%	23%	33%	3.63	.03	1,609
Aggregated Retail Units	ENTIRE SAMPLE	7%	10%	26%	26%	31%	3.64	.00	59,481
Aggregated Dining Halls	YOUR INSTITUTION	17%	16%	24%	25%	18%	3.12	.05	605
Aggregated Dining Halls	ENTIRE SAMPLE	8%	11%	29%	28%	24%	3.49	.01	40,677
Respondent Type - YOUR INSTITUTION	Student	10%	12%	26%	22%	30%	3.48	.03	1,781
	Faculty	13%	13%	23%	29%	24%	3.38	.12	119
	Administration/ Staff	10%	8%	21%	31%	30%	3.61	.08	259
	Other	11%	5%	29%	29%	25%	3.53	.17	55
Respondent Type - ENTIRE SAMPLE	Student	7%	11%	28%	27%	26%	3.54	.00	85,078
	Faculty	8%	10%	20%	28%	33%	3.67	.02	3,754
	Administration/Staff	5%	8%	22%	29%	37%	3.84	.01	9,612
	Other	4%	6%	17%	23%	50%	4.10	.03	1,245
Student Class Status - YOUR INSTITUTION	First year	15%	16%	24%	17%	28%	3.26	.07	418
	Sophomore	7%	11%	27%	25%	29%	3.58	.07	321
	Junior	7%	11%	26%	24%	32%	3.63	.06	440
	Senior	10%	9%	28%	21%	32%	3.55	.07	385
	Graduate	12%	15%	25%	24%	24%	3.32	.09	207
	Other	10%	30%	30%	10%	20%	3.00	.42	10
Student Class Status - ENTIRE SAMPLE	First year	7%	10%	29%	27%	27%	3.58	.01	32,599
	Sophomore	8%	11%	30%	26%	25%	3.48	.01	18,621
	Junior	8%	11%	28%	26%	27%	3.53	.01	14,762
	Senior	8%	11%	27%	27%	27%	3.54	.01	13,233
	Graduate	7%	12%	26%	29%	26%	3.53	.02	5,009
	Other	7%	11%	28%	26%	28%	3.56	.04	892
Gender - YOUR INSTITUTION	Female	11%	12%	24%	23%	30%	3.49	.04	1,402
	Male	10%	11%	27%	24%	28%	3.48	.05	794
	Transgender		40%	60%			2.60	.24	5
	Other Identity	8%	8%	23%	23%	38%	3.77	.36	13
Gender - ENTIRE SAMPLE	Female	8%	12%	26%	27%	27%	3.54	.01	59,395
	Male	6%	9%	29%	27%	29%	3.64	.01	39,060
	Transgender	13%	9%	18%	24%	35%	3.59	.07	394
	Other Identity	11%	10%	20%	24%	35%	3.60	.06	581
Live... - YOUR INSTITUTION	On campus	14%	17%	25%	19%	25%	3.24	.06	517
	Off campus	9%	10%	25%	25%	30%	3.56	.03	1,697
Live... - ENTIRE SAMPLE	On campus	8%	11%	29%	27%	25%	3.49	.01	57,363
	Off campus	6%	10%	25%	27%	32%	3.70	.01	41,274
NACUFS Region - YOUR	Southern	11%	12%	25%	23%	29%	3.49	.03	2,214
NACUFS Region - ENTIRE SAMPLE	Continental	5%	9%	28%	28%	30%	3.69	.01	11,135
	Mid-Atlantic	8%	11%	27%	26%	29%	3.56	.01	10,493
	Midwest	7%	11%	29%	27%	27%	3.57	.01	26,782
	Northeast	8%	11%	26%	27%	28%	3.57	.01	17,573
	Pacific	7%	11%	27%	28%	28%	3.60	.01	17,182
	Southern	9%	11%	27%	25%	28%	3.53	.01	16,993
Institution Type - YOUR INSTITUTION	Public	11%	12%	25%	23%	29%	3.49	.03	2,214
Institution Type - ENTIRE SAMPLE	Public	7%	10%	27%	27%	29%	3.60	.00	76,762
	Private	8%	12%	28%	27%	25%	3.51	.01	23,396
Institution Type - YOUR INSTITUTION	Primarily 4-year	11%	12%	25%	23%	29%	3.49	.03	2,214
Institution Type - ENTIRE SAMPLE	Primarily 2-year	7%	10%	26%	27%	30%	3.63	.03	1,345
	Primarily 4-year	7%	11%	27%	27%	28%	3.58	.00	98,813
Operation Type - YOUR INSTITUTION	Mainly Contracted	11%	12%	25%	23%	29%	3.49	.03	2,214
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	6%	10%	27%	27%	30%	3.64	.00	76,303
	Mainly Contracted	10%	12%	30%	26%	23%	3.40	.01	22,237
	Combination of Both	12%	12%	27%	25%	25%	3.38	.03	1,618
Total Current Enrollment - YOUR	Over 20,000	11%	12%	25%	23%	29%	3.49	.03	2,214
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	7%	13%	26%	27%	27%	3.55	.02	2,617
	2,500 to 10,000	8%	11%	28%	26%	26%	3.52	.01	28,144
	10,001 to 20,000	7%	11%	29%	27%	26%	3.53	.01	21,546
	Over 20,000	7%	10%	26%	27%	30%	3.64	.01	47,851
Type of Retail Unit - YOUR INSTITUTION	Food Court	15%	13%	26%	18%	29%	3.34	.10	184
	Express Unit	3%	6%	21%	24%	46%	4.03	.07	273
	Specialty Coffee Shop/ Juice Bar	7%	7%	27%	25%	34%	3.73	.07	256
	Sit-down Restaurant	8%	12%	26%	23%	31%	3.56	.04	842
	Convenience Store	17%	11%	33%	20%	19%	3.13	.18	54
Type of Retail Unit - ENTIRE SAMPLE	Food Court	9%	12%	28%	26%	26%	3.48	.01	17,654
	Marketplace	7%	11%	27%	27%	29%	3.60	.01	7,781
	Express Unit	6%	10%	26%	26%	31%	3.67	.01	14,557
	Specialty Coffee Shop/ Juice Bar	4%	8%	23%	26%	39%	3.88	.01	8,392
	Sit-down Restaurant	6%	10%	26%	26%	32%	3.69	.02	3,853
	Convenience Store	6%	9%	25%	26%	34%	3.72	.01	7,176
	No type given	1%	7%	19%	26%	46%	4.07	.13	68

\*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 12a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
 (without regard to any specific meal)  
**SERVICE: Overall**

		Service: 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	Florida State University	1%	1%	7%	24%	66%	4.53	.02	2,336
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	8%	30%	61%	4.49	.00	113,369
Aggregated Retail Units	YOUR INSTITUTION	1%	1%	7%	22%	69%	4.56	.02	1,709
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	28%	64%	4.54	.00	67,137
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	9%	31%	59%	4.46	.03	627
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	9%	33%	56%	4.43	.00	46,232
Respondent Type - YOUR INSTITUTION	Student	1%	1%	8%	23%	67%	4.53	.02	1,911
	Faculty	1%		12%	32%	55%	4.40	.07	113
	Administration/ Staff		1%	3%	29%	67%	4.62	.04	258
	Other	2%	4%	2%	26%	67%	4.52	.12	54
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	8%	31%	60%	4.48	.00	96,977
	Faculty	1%	1%	5%	31%	62%	4.53	.01	3,974
	Administration/Staff	0%	0%	4%	26%	70%	4.64	.01	10,715
	Other	1%	2%	6%	23%	68%	4.55	.02	1,277
Student Class Status - YOUR INSTITUTION	First year	1%	1%	9%	24%	65%	4.51	.04	446
	Sophomore	1%	2%	9%	24%	64%	4.47	.04	365
	Junior	1%	2%	5%	22%	71%	4.59	.03	465
	Senior	1%	1%	8%	19%	70%	4.55	.04	404
	Graduate	0%	0%	9%	31%	60%	4.49	.05	220
	Other		9%		18%	73%	4.55	.28	11
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	9%	31%	59%	4.46	.00	37,276
	Sophomore	0%	1%	8%	31%	59%	4.46	.01	21,429
	Junior	0%	1%	8%	30%	61%	4.50	.01	16,704
	Senior	0%	1%	7%	29%	62%	4.52	.01	15,207
	Graduate	0%	1%	8%	34%	56%	4.45	.01	5,412
	Other	1%	1%	10%	33%	55%	4.40	.02	976
Gender - YOUR INSTITUTION	Female	1%	1%	7%	22%	69%	4.58	.02	1,476
	Male	1%	1%	8%	29%	61%	4.48	.03	840
	Transgender	40%			40%	20%	3.00	.84	5
	Other Identity			27%	40%	33%	4.07	.21	15
Gender - ENTIRE SAMPLE	Female	0%	1%	6%	29%	64%	4.55	.00	67,102
	Male	1%	1%	9%	33%	56%	4.42	.00	44,631
	Transgender	4%	3%	19%	26%	48%	4.12	.05	390
	Other Identity	3%	4%	13%	27%	53%	4.23	.04	554
Live... - YOUR INSTITUTION	On campus	1%	1%	9%	23%	66%	4.52	.03	547
	Off campus	1%	1%	7%	25%	66%	4.54	.02	1,789
Live... - ENTIRE SAMPLE	On campus	0%	1%	9%	31%	59%	4.46	.00	66,551
	Off campus	0%	1%	6%	28%	64%	4.54	.00	45,308
NACUFS Region - YOUR	Southern	1%	1%	7%	24%	66%	4.53	.02	2,336
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	7%	32%	59%	4.47	.01	13,044
	Mid-Atlantic	0%	1%	7%	29%	63%	4.54	.01	12,484
	Midwest	0%	1%	9%	32%	58%	4.46	.00	30,907
	Northeast	1%	1%	8%	29%	61%	4.50	.01	19,505
	Pacific	0%	1%	8%	31%	59%	4.47	.01	18,357
	Southern	0%	1%	7%	27%	65%	4.55	.00	19,072
Institution Type - YOUR INSTITUTION	Public	1%	1%	7%	24%	66%	4.53	.02	2,336
Institution Type - ENTIRE SAMPLE	Public	0%	1%	8%	30%	61%	4.50	.00	86,950
	Private	0%	1%	8%	31%	59%	4.48	.00	26,419
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	7%	24%	66%	4.53	.02	2,336
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	7%	30%	63%	4.54	.02	1,553
	Primarily 4-year	0%	1%	8%	30%	61%	4.49	.00	111,816
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	7%	24%	66%	4.53	.02	2,336
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	8%	30%	61%	4.50	.00	86,618
	Mainly Contracted	0%	1%	8%	30%	60%	4.49	.00	24,969
	Combination of Both	1%	1%	7%	30%	61%	4.50	.02	1,782
Total Current Enrollment - YOUR	Over 20,000	1%	1%	7%	24%	66%	4.53	.02	2,336
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	0%	6%	30%	63%	4.55	.01	3,095
	2,500 to 10,000	0%	1%	7%	28%	63%	4.53	.00	32,242
	10,001 to 20,000	0%	1%	8%	30%	60%	4.49	.00	23,953
	Over 20,000	0%	1%	8%	31%	59%	4.47	.00	54,079
Type of Retail Unit - YOUR INSTITUTION	Food Court		1%	9%	27%	63%	4.54	.05	194
	Express Unit	1%	2%	7%	24%	67%	4.53	.05	284
	Specialty Coffee Shop/ Juice Bar	1%	1%	5%	18%	76%	4.65	.04	279
	Sit-down Restaurant	1%	1%	7%	21%	69%	4.56	.03	889
	Convenience Store	3%	5%	2%	30%	60%	4.40	.12	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	30%	61%	4.50	.01	20,079
	Marketplace	0%	1%	6%	32%	61%	4.52	.01	9,191
	Express Unit	0%	1%	7%	27%	65%	4.56	.01	16,044
	Specialty Coffee Shop/ Juice Bar	0%	1%	6%	25%	68%	4.59	.01	9,247
	Sit-down Restaurant	0%	1%	6%	26%	68%	4.60	.01	4,290
	Convenience Store	0%	1%	7%	28%	63%	4.52	.01	8,211
	No type given			3%	23%	75%	4.72	.06	75

\*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 12b  
Satisfaction with Various Items as They Apply to the Surveyed Facility in General  
(without regard to any specific meal)  
SERVICE: Overall

		Service: Overall					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	6%	7%	14%	31%	42%	3.96	.02	2,614
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	13%	35%	46%	4.19	.00	127,653
Aggregated Retail Units	YOUR INSTITUTION	6%	6%	14%	30%	44%	4.00	.03	1,888
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	34%	48%	4.22	.00	75,751
Aggregated Dining Halls	YOUR INSTITUTION	6%	9%	16%	33%	36%	3.83	.04	726
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	13%	37%	44%	4.15	.00	51,902
Respondent Type - YOUR INSTITUTION	Student	6%	8%	14%	31%	41%	3.95	.03	2,096
	Faculty	5%	7%	18%	31%	39%	3.93	.10	137
	Administration/ Staff	7%	4%	14%	27%	47%	4.02	.07	320
	Other	5%	7%	15%	31%	43%	4.00	.15	61
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	13%	36%	44%	4.16	.00	108,409
	Faculty	2%	3%	9%	27%	58%	4.35	.01	4,623
	Administration/Staff	2%	3%	8%	30%	57%	4.36	.01	12,623
	Other	2%	2%	8%	24%	65%	4.47	.02	1,478
Student Class Status - YOUR INSTITUTION	First year	6%	10%	15%	29%	40%	3.86	.06	497
	Sophomore	6%	10%	16%	26%	43%	3.90	.06	387
	Junior	4%	6%	13%	34%	44%	4.10	.05	503
	Senior	6%	6%	15%	32%	42%	3.98	.05	441
	Graduate	7%	7%	14%	37%	35%	3.86	.07	256
	Other	17%	17%		50%	17%	3.33	.41	12
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	13%	35%	46%	4.21	.00	41,507
	Sophomore	3%	4%	14%	37%	42%	4.12	.01	23,866
	Junior	3%	4%	14%	36%	43%	4.13	.01	18,799
	Senior	3%	4%	13%	36%	44%	4.14	.01	16,943
	Graduate	2%	4%	13%	37%	43%	4.15	.01	6,223
	Other	2%	4%	13%	36%	45%	4.17	.03	1,092
Gender - YOUR INSTITUTION	Female	5%	8%	14%	29%	44%	3.98	.03	1,654
	Male	6%	7%	15%	33%	39%	3.91	.04	938
	Transgender	20%		20%	40%	20%	3.40	.68	5
	Other Identity	6%		24%	47%	24%	3.82	.25	17
Gender - ENTIRE SAMPLE	Female	2%	4%	12%	34%	48%	4.22	.00	75,927
	Male	3%	4%	13%	36%	44%	4.15	.00	49,804
	Transgender	8%	4%	16%	27%	46%	3.98	.06	452
	Other Identity	3%	6%	14%	31%	46%	4.10	.04	635
Live... - YOUR INSTITUTION	On campus	7%	12%	16%	29%	37%	3.78	.05	614
	Off campus	6%	6%	14%	31%	43%	4.01	.03	2,000
Live... - ENTIRE SAMPLE	On campus	2%	4%	14%	36%	43%	4.14	.00	74,063
	Off campus	2%	3%	11%	33%	50%	4.26	.00	51,811
NACUFS Region - YOUR	Southern	6%	7%	14%	31%	42%	3.96	.02	2,614
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	9%	33%	54%	4.37	.01	14,288
	Mid-Atlantic	3%	4%	12%	33%	48%	4.21	.01	13,809
	Midwest	2%	4%	12%	36%	46%	4.21	.00	34,818
	Northeast	3%	4%	14%	35%	44%	4.12	.01	22,149
	Pacific	3%	4%	14%	36%	43%	4.14	.01	21,017
	Southern	3%	5%	13%	33%	46%	4.16	.01	21,572
Institution Type - YOUR INSTITUTION	Public	6%	7%	14%	31%	42%	3.96	.02	2,614
Institution Type - ENTIRE SAMPLE	Public	2%	4%	13%	35%	46%	4.19	.00	97,841
	Private	2%	4%	13%	34%	47%	4.21	.01	29,812
Institution Type - YOUR INSTITUTION	Primarily 4-year	6%	7%	14%	31%	42%	3.96	.02	2,614
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	3%	13%	27%	55%	4.29	.02	1,774
	Primarily 4-year	2%	4%	13%	35%	46%	4.19	.00	125,879
Operation Type - YOUR INSTITUTION	Mainly Contracted	6%	7%	14%	31%	42%	3.96	.02	2,614
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	12%	35%	48%	4.24	.00	97,322
	Mainly Contracted	4%	6%	15%	36%	40%	4.02	.01	28,182
	Combination of Both	5%	5%	14%	32%	44%	4.05	.02	2,149
Total Current Enrollment - YOUR	Over 20,000	6%	7%	14%	31%	42%	3.96	.02	2,614
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	9%	32%	56%	4.39	.01	3,450
	2,500 to 10,000	3%	4%	13%	34%	46%	4.17	.01	36,297
	10,001 to 20,000	2%	4%	12%	36%	46%	4.19	.01	27,215
	Over 20,000	2%	4%	13%	35%	46%	4.19	.00	60,691
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	5%	13%	40%	38%	4.04	.07	220
	Express Unit	1%	3%	10%	32%	54%	4.35	.05	310
	Specialty Coffee Shop/ Juice Bar	4%	6%	15%	29%	47%	4.10	.06	310
	Sit-down Restaurant	9%	8%	15%	28%	40%	3.83	.04	972
	Convenience Store	3%	3%	14%	18%	62%	4.34	.11	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	14%	36%	43%	4.13	.01	22,444
	Marketplace	2%	4%	12%	36%	46%	4.20	.01	10,360
	Express Unit	2%	4%	12%	33%	49%	4.23	.01	18,246
	Specialty Coffee Shop/ Juice Bar	2%	3%	10%	30%	55%	4.35	.01	10,565
	Sit-down Restaurant	4%	5%	12%	32%	46%	4.12	.02	4,851
	Convenience Store	2%	3%	11%	31%	53%	4.32	.01	9,198
	No type given	1%		8%	30%	61%	4.49	.08	87

\*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 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	(3) Mixed	(4) Somewhat Important	(5) Very Important			
Aggregated Dining Halls & Retail Units	Florida State University	1%	1%	7%	27%	64%	4.53	.02	2,332
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	8%	32%	59%	4.47	.00	113,431
Aggregated Retail Units	YOUR INSTITUTION	1%	1%	6%	25%	67%	4.56	.02	1,703
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	29%	63%	4.53	.00	67,290
Aggregated Dining Halls	YOUR INSTITUTION	0%	1%	9%	34%	56%	4.43	.03	629
Aggregated Dining Halls	ENTIRE SAMPLE	0%	2%	10%	36%	53%	4.38	.00	46,141
Respondent Type - YOUR INSTITUTION	Student	1%	1%	7%	27%	64%	4.52	.02	1,909
	Faculty		1%	11%	30%	59%	4.46	.07	114
	Administration/ Staff		1%	2%	30%	67%	4.63	.04	257
	Other		4%	4%	27%	65%	4.54	.10	52
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	8%	32%	58%	4.45	.00	97,038
	Faculty	1%	1%	6%	33%	60%	4.49	.01	3,965
	Administration/Staff	0%	1%	4%	30%	66%	4.61	.01	10,714
	Other	1%	2%	6%	26%	65%	4.53	.02	1,275
Student Class Status - YOUR INSTITUTION	First year	1%	2%	9%	27%	61%	4.46	.04	445
	Sophomore	0%	2%	9%	24%	65%	4.51	.04	365
	Junior	1%	2%	4%	25%	69%	4.59	.03	464
	Senior	1%	0%	8%	25%	66%	4.54	.04	401
	Graduate	0%	1%	7%	36%	56%	4.45	.05	223
	Other		9%	9%	36%	45%	4.18	.30	11
Student Class Status - ENTIRE SAMPLE	First year	0%	2%	9%	33%	56%	4.42	.00	37,280
	Sophomore	0%	1%	8%	33%	57%	4.44	.01	21,405
	Junior	0%	1%	8%	30%	60%	4.49	.01	16,753
	Senior	0%	1%	7%	30%	61%	4.51	.01	15,220
	Graduate	0%	1%	7%	33%	58%	4.48	.01	5,430
	Other	0%	2%	8%	35%	55%	4.43	.02	977
Gender - YOUR INSTITUTION	Female	0%	1%	6%	26%	67%	4.57	.02	1,473
	Male	1%	1%	8%	30%	60%	4.46	.03	839
	Transgender		20%	20%	60%		3.40	.40	5
	Other Identity			7%	40%	53%	4.47	.17	15
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	30%	62%	4.52	.00	67,154
	Male	1%	2%	10%	34%	55%	4.40	.00	44,629
	Transgender	3%	5%	18%	31%	43%	4.05	.05	393
	Other Identity	2%	4%	13%	30%	51%	4.22	.04	554
Live... - YOUR INSTITUTION	On campus	1%	3%	8%	27%	62%	4.47	.03	548
	Off campus	1%	1%	7%	27%	65%	4.54	.02	1,784
Live... - ENTIRE SAMPLE	On campus	0%	2%	9%	33%	56%	4.43	.00	66,562
	Off campus	0%	1%	6%	29%	63%	4.54	.00	45,348
NACUFS Region - YOUR	Southern	1%	1%	7%	27%	64%	4.53	.02	2,332
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	8%	34%	57%	4.45	.01	13,063
	Mid-Atlantic	0%	1%	6%	30%	63%	4.53	.01	12,458
	Midwest	0%	2%	9%	34%	55%	4.42	.00	30,932
	Northeast	1%	1%	7%	30%	60%	4.49	.01	19,514
	Pacific	0%	1%	9%	31%	59%	4.46	.01	18,398
	Southern	0%	1%	7%	30%	62%	4.52	.01	19,066
Institution Type - YOUR INSTITUTION	Public	1%	1%	7%	27%	64%	4.53	.02	2,332
Institution Type - ENTIRE SAMPLE	Public	0%	1%	8%	31%	59%	4.48	.00	86,959
	Private	0%	1%	8%	33%	58%	4.46	.00	26,472
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	7%	27%	64%	4.53	.02	2,332
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	7%	30%	62%	4.51	.02	1,554
	Primarily 4-year	0%	1%	8%	32%	59%	4.47	.00	111,877
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	7%	27%	64%	4.53	.02	2,332
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	8%	32%	59%	4.47	.00	86,652
	Mainly Contracted	0%	1%	8%	32%	59%	4.47	.00	25,003
	Combination of Both	0%	2%	9%	34%	56%	4.44	.02	1,776
Total Current Enrollment - YOUR	Over 20,000	1%	1%	7%	27%	64%	4.53	.02	2,332
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	8%	35%	56%	4.45	.01	3,095
	2,500 to 10,000	0%	1%	7%	31%	61%	4.50	.00	32,286
	10,001 to 20,000	0%	1%	8%	32%	58%	4.46	.00	23,972
	Over 20,000	0%	1%	8%	32%	58%	4.46	.00	54,078
Type of Retail Unit - YOUR INSTITUTION	Food Court		1%	6%	31%	63%	4.57	.04	196
	Express Unit		2%	8%	26%	64%	4.52	.04	285
	Specialty Coffee Shop/ Juice Bar	1%	1%	4%	20%	73%	4.64	.04	277
	Sit-down Restaurant	1%	1%	6%	25%	67%	4.56	.02	883
	Convenience Store	3%	5%	6%	19%	66%	4.40	.13	62
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	30%	62%	4.52	.00	20,145
	Marketplace	0%	1%	6%	33%	60%	4.51	.01	9,231
	Express Unit	0%	1%	7%	28%	64%	4.55	.01	16,061
	Specialty Coffee Shop/ Juice Bar	0%	1%	6%	26%	67%	4.57	.01	9,293
	Sit-down Restaurant	0%	1%	5%	28%	66%	4.58	.01	4,287
	Convenience Store	0%	1%	8%	29%	62%	4.50	.01	8,200
	No type given	1%		3%	32%	64%	4.58	.08	73

\*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 13b**  
**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					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	8%	8%	17%	31%	36%	3.79	.02	2,618
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	7%	15%	33%	41%	4.02	.00	127,602
Aggregated Retail Units	YOUR INSTITUTION	9%	8%	16%	30%	37%	3.78	.03	1,884
Aggregated Retail Units	ENTIRE SAMPLE	4%	7%	16%	32%	42%	4.01	.00	75,839
Aggregated Dining Halls	YOUR INSTITUTION	7%	7%	18%	33%	35%	3.81	.04	734
Aggregated Dining Halls	ENTIRE SAMPLE	3%	6%	15%	36%	41%	4.05	.00	51,763
Respondent Type - YOUR INSTITUTION	Student	8%	8%	17%	32%	35%	3.77	.03	2,095
	Faculty	7%	9%	19%	26%	39%	3.81	.11	140
	Administration/ Staff	9%	7%	15%	27%	42%	3.87	.07	324
	Other	7%	8%	10%	29%	46%	3.98	.16	59
Respondent Type - ENTIRE SAMPLE	Student	4%	7%	16%	34%	39%	3.99	.00	108,372
	Faculty	4%	5%	12%	28%	51%	4.17	.02	4,613
	Administration/Staff	3%	5%	11%	30%	51%	4.22	.01	12,618
	Other	3%	3%	8%	26%	61%	4.39	.02	1,469
Student Class Status - YOUR INSTITUTION	First year	9%	9%	19%	29%	34%	3.70	.06	499
	Sophomore	9%	10%	21%	29%	31%	3.63	.06	386
	Junior	6%	7%	16%	34%	37%	3.88	.05	504
	Senior	9%	8%	14%	31%	38%	3.81	.06	439
	Graduate	7%	6%	15%	37%	34%	3.84	.07	255
	Other		25%	17%	33%	25%	3.58	.34	12
Student Class Status - ENTIRE SAMPLE	First year	3%	6%	16%	34%	41%	4.04	.01	41,477
	Sophomore	4%	7%	17%	35%	37%	3.94	.01	23,846
	Junior	4%	7%	16%	34%	38%	3.96	.01	18,830
	Senior	4%	7%	16%	34%	39%	3.97	.01	16,938
	Graduate	4%	6%	15%	34%	41%	4.02	.01	6,225
	Other	3%	6%	15%	34%	41%	4.04	.03	1,087
Gender - YOUR INSTITUTION	Female	8%	9%	17%	30%	36%	3.77	.03	1,662
	Male	8%	7%	17%	31%	37%	3.82	.04	933
	Transgender		40%		40%	20%	3.40	.60	5
	Other Identity	6%	11%	17%	39%	28%	3.72	.28	18
Gender - ENTIRE SAMPLE	Female	3%	7%	15%	33%	42%	4.04	.00	75,900
	Male	4%	6%	16%	34%	40%	4.00	.00	49,772
	Transgender	8%	8%	17%	27%	40%	3.85	.06	450
	Other Identity	4%	7%	15%	33%	42%	4.02	.04	628
Live... - YOUR INSTITUTION	On campus	10%	10%	20%	31%	29%	3.58	.05	618
	Off campus	8%	7%	16%	31%	39%	3.85	.03	2,000
Live... - ENTIRE SAMPLE	On campus	4%	7%	16%	35%	38%	3.97	.00	74,032
	Off campus	3%	6%	14%	32%	45%	4.10	.00	51,780
NACUFS Region - YOUR	Southern	8%	8%	17%	31%	36%	3.79	.02	2,618
NACUFS Region - ENTIRE SAMPLE	Continental	2%	5%	13%	34%	47%	4.19	.01	14,263
	Mid-Atlantic	4%	7%	15%	32%	42%	4.01	.01	13,794
	Midwest	3%	6%	15%	35%	41%	4.06	.01	34,786
	Northeast	5%	8%	17%	32%	38%	3.90	.01	22,164
	Pacific	4%	7%	16%	34%	39%	3.97	.01	21,030
	Southern	4%	6%	15%	33%	43%	4.04	.01	21,565
Institution Type - YOUR INSTITUTION	Public	8%	8%	17%	31%	36%	3.79	.02	2,618
Institution Type - ENTIRE SAMPLE	Public	4%	6%	15%	34%	42%	4.04	.00	97,750
	Private	3%	7%	16%	33%	40%	3.98	.01	29,852
Institution Type - YOUR INSTITUTION	Primarily 4-year	8%	8%	17%	31%	36%	3.79	.02	2,618
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	6%	11%	30%	50%	4.17	.03	1,779
	Primarily 4-year	4%	7%	15%	34%	41%	4.02	.00	125,823
Operation Type - YOUR INSTITUTION	Mainly Contracted	8%	8%	17%	31%	36%	3.79	.02	2,618
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	6%	15%	34%	43%	4.08	.00	97,221
	Mainly Contracted	5%	9%	17%	33%	35%	3.84	.01	28,236
	Combination of Both	5%	7%	15%	34%	40%	3.98	.02	2,145
Total Current Enrollment - YOUR	Over 20,000	8%	8%	17%	31%	36%	3.79	.02	2,618
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	5%	13%	33%	46%	4.16	.02	3,439
	2,500 to 10,000	4%	7%	16%	33%	40%	3.98	.01	36,354
	10,001 to 20,000	3%	6%	15%	34%	41%	4.04	.01	27,190
	Over 20,000	3%	6%	15%	34%	42%	4.04	.00	60,619
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	9%	13%	35%	39%	3.98	.07	218
	Express Unit	3%	6%	14%	32%	44%	4.09	.06	308
	Specialty Coffee Shop/ Juice Bar	7%	9%	18%	34%	32%	3.75	.07	313
	Sit-down Restaurant	13%	9%	18%	27%	33%	3.59	.04	970
	Convenience Store		1%	12%	25%	61%	4.47	.09	75
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	8%	17%	34%	37%	3.90	.01	22,502
	Marketplace	4%	7%	17%	34%	38%	3.96	.01	10,365
	Express Unit	4%	7%	15%	31%	44%	4.04	.01	18,265
	Specialty Coffee Shop/ Juice Bar	3%	6%	14%	30%	47%	4.11	.01	10,589
	Sit-down Restaurant	7%	8%	16%	30%	38%	3.84	.02	4,855
	Convenience Store	2%	4%	13%	31%	50%	4.22	.01	9,180
	No type given	1%		12%	25%	61%	4.46	.09	83

\*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 14a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**SERVICE: Hours of operation**

		Hours of operation					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	Florida State University	1%	2%	11%	27%	58%	4.39	.02	2,331
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	9%	31%	58%	4.44	.00	113,280
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	10%	27%	59%	4.40	.02	1,702
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.44	.00	67,030
Aggregated Dining Halls	YOUR INSTITUTION	0%	2%	12%	29%	56%	4.38	.03	629
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	9%	31%	58%	4.43	.00	46,250
Respondent Type - YOUR INSTITUTION	Student	1%	2%	11%	26%	59%	4.40	.02	1,907
	Faculty	1%	4%	15%	31%	49%	4.23	.09	114
	Administration/ Staff	1%	2%	9%	36%	52%	4.37	.05	257
	Other			13%	21%	66%	4.53	.10	53
Respondent Type - ENTIRE SAMPLE	Student	0%	2%	9%	30%	58%	4.44	.00	97,046
	Faculty	1%	3%	9%	35%	52%	4.33	.01	3,921
	Administration/Staff	1%	2%	7%	34%	56%	4.42	.01	10,615
	Other	1%	3%	9%	24%	63%	4.46	.02	1,267
Student Class Status - YOUR INSTITUTION	First year	1%	1%	13%	24%	61%	4.41	.04	444
	Sophomore	1%	3%	9%	30%	57%	4.40	.04	365
	Junior	1%	3%	10%	25%	61%	4.41	.04	464
	Senior	2%	3%	11%	24%	61%	4.40	.04	400
	Graduate	2%	1%	10%	32%	55%	4.37	.06	223
	Other			18%	27%	55%	4.36	.24	11
Student Class Status - ENTIRE SAMPLE	First year	0%	2%	9%	29%	60%	4.46	.00	37,334
	Sophomore	1%	2%	9%	30%	58%	4.43	.01	21,427
	Junior	1%	2%	10%	30%	58%	4.43	.01	16,724
	Senior	0%	2%	9%	31%	58%	4.44	.01	15,183
	Graduate	0%	2%	10%	35%	53%	4.38	.01	5,430
	Other	1%	1%	11%	33%	54%	4.39	.03	972
Gender - YOUR INSTITUTION	Female	1%	3%	10%	27%	60%	4.42	.02	1,474
	Male	2%	2%	12%	29%	56%	4.35	.03	838
	Transgender			60%	20%	20%	3.60	.40	5
	Other Identity		7%		36%	57%	4.43	.23	14
Gender - ENTIRE SAMPLE	Female	0%	2%	8%	29%	61%	4.49	.00	67,039
	Male	1%	2%	11%	33%	53%	4.36	.00	44,593
	Transgender	3%	4%	18%	27%	48%	4.12	.05	395
	Other Identity	3%	6%	13%	26%	53%	4.21	.04	560
Live... - YOUR INSTITUTION	On campus	1%	2%	11%	24%	63%	4.46	.03	547
	Off campus	1%	3%	11%	29%	57%	4.37	.02	1,784
Live... - ENTIRE SAMPLE	On campus	0%	2%	9%	30%	59%	4.46	.00	66,672
	Off campus	1%	2%	9%	32%	56%	4.41	.00	45,106
NACUFS Region - YOUR	Southern	1%	2%	11%	27%	58%	4.39	.02	2,331
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	33%	55%	4.39	.01	13,019
	Mid-Atlantic	0%	1%	8%	30%	61%	4.49	.01	12,479
	Midwest	0%	2%	9%	31%	57%	4.42	.00	30,896
	Northeast	1%	2%	9%	30%	59%	4.45	.01	19,490
	Pacific	1%	2%	10%	31%	56%	4.40	.01	18,347
	Southern	1%	2%	8%	29%	60%	4.47	.01	19,049
Institution Type - YOUR INSTITUTION	Public	1%	2%	11%	27%	58%	4.39	.02	2,331
Institution Type - ENTIRE SAMPLE	Public	1%	2%	9%	30%	59%	4.45	.00	86,876
	Private	1%	2%	10%	32%	56%	4.40	.00	26,404
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	11%	27%	58%	4.39	.02	2,331
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	10%	33%	55%	4.39	.02	1,546
	Primarily 4-year	1%	2%	9%	31%	58%	4.44	.00	111,734
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	11%	27%	58%	4.39	.02	2,331
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	9%	31%	58%	4.44	.00	86,567
	Mainly Contracted	1%	2%	10%	30%	58%	4.42	.00	24,935
	Combination of Both	0%	2%	8%	32%	57%	4.43	.02	1,778
Total Current Enrollment - YOUR	Over 20,000	1%	2%	11%	27%	58%	4.39	.02	2,331
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	32%	58%	4.46	.01	3,105
	2,500 to 10,000	0%	2%	8%	29%	60%	4.47	.00	32,194
	10,001 to 20,000	1%	2%	9%	31%	57%	4.43	.01	23,926
	Over 20,000	1%	2%	9%	31%	57%	4.42	.00	54,055
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	2%	13%	28%	56%	4.38	.06	193
	Express Unit	2%	3%	10%	31%	53%	4.30	.05	286
	Specialty Coffee Shop/ Juice Bar	2%	1%	6%	21%	71%	4.57	.05	278
	Sit-down Restaurant	1%	3%	12%	27%	58%	4.38	.03	882
	Convenience Store	5%	5%	3%	24%	63%	4.37	.14	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.39	.01	20,003
	Marketplace	0%	2%	8%	32%	58%	4.45	.01	9,209
	Express Unit	1%	2%	9%	30%	59%	4.45	.01	16,008
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	28%	61%	4.48	.01	9,282
	Sit-down Restaurant	1%	2%	9%	31%	57%	4.42	.01	4,260
	Convenience Store	1%	2%	8%	28%	62%	4.49	.01	8,200
	No type given	1%		12%	28%	59%	4.43	.10	68

\*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 14b  
Satisfaction with Various Items as They Apply to the Surveyed Facility in General  
(without regard to any specific meal)  
SERVICE: Hours of operation

		Hours of operation					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	6%	9%	16%	28%	40%	3.87	.02	2,609
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	10%	16%	30%	39%	3.86	.00	127,371
Aggregated Retail Units	YOUR INSTITUTION	6%	9%	15%	28%	42%	3.92	.03	1,880
Aggregated Retail Units	ENTIRE SAMPLE	4%	9%	15%	30%	42%	3.97	.00	75,504
Aggregated Dining Halls	YOUR INSTITUTION	8%	10%	18%	30%	35%	3.76	.05	729
Aggregated Dining Halls	ENTIRE SAMPLE	7%	13%	17%	30%	34%	3.70	.01	51,867
Respondent Type - YOUR INSTITUTION	Student	6%	10%	16%	28%	39%	3.84	.03	2,093
	Faculty	9%	6%	17%	29%	38%	3.81	.11	139
	Administration/ Staff	4%	7%	11%	28%	49%	4.11	.06	317
	Other	2%	13%	13%	27%	45%	4.00	.15	60
Respondent Type - ENTIRE SAMPLE	Student	6%	11%	17%	30%	36%	3.79	.00	108,373
	Faculty	3%	7%	12%	29%	49%	4.14	.02	4,555
	Administration/Staff	2%	4%	10%	30%	54%	4.28	.01	12,465
	Other	2%	3%	10%	22%	63%	4.41	.02	1,454
Student Class Status - YOUR INSTITUTION	First year	9%	10%	21%	26%	34%	3.67	.06	499
	Sophomore	7%	13%	16%	27%	37%	3.74	.06	387
	Junior	4%	8%	13%	28%	46%	4.04	.05	504
	Senior	6%	9%	15%	32%	39%	3.89	.06	438
	Graduate	6%	9%	17%	31%	38%	3.85	.07	253
	Other		25%	25%	33%	17%	3.42	.31	12
Student Class Status - ENTIRE SAMPLE	First year	7%	13%	18%	29%	34%	3.70	.01	41,555
	Sophomore	6%	11%	16%	30%	36%	3.80	.01	23,881
	Junior	5%	10%	16%	31%	39%	3.88	.01	18,810
	Senior	5%	10%	16%	31%	38%	3.87	.01	16,883
	Graduate	5%	10%	16%	32%	37%	3.87	.01	6,178
	Other	5%	9%	16%	32%	38%	3.89	.04	1,088
Gender - YOUR INSTITUTION	Female	6%	10%	15%	28%	41%	3.89	.03	1,653
	Male	7%	9%	16%	28%	40%	3.85	.04	934
	Transgender			20%	60%	20%	4.00	.32	5
	Other Identity	6%	6%	24%	35%	29%	3.76	.28	17
Gender - ENTIRE SAMPLE	Female	5%	11%	16%	29%	39%	3.87	.00	75,742
	Male	6%	10%	16%	30%	38%	3.85	.01	49,710
	Transgender	11%	7%	16%	25%	41%	3.78	.06	455
	Other Identity	7%	9%	15%	31%	38%	3.83	.05	631
Live... - YOUR INSTITUTION	On campus	9%	12%	22%	25%	33%	3.60	.05	619
	Off campus	5%	9%	14%	29%	43%	3.96	.03	1,990
Live... - ENTIRE SAMPLE	On campus	7%	12%	17%	30%	34%	3.72	.00	74,210
	Off campus	3%	7%	14%	30%	45%	4.07	.00	51,392
NACUFS Region - YOUR	Southern	6%	9%	16%	28%	40%	3.87	.02	2,609
NACUFS Region - ENTIRE SAMPLE	Continental	5%	10%	17%	30%	39%	3.87	.01	14,242
	Mid-Atlantic	6%	11%	16%	29%	39%	3.84	.01	13,819
	Midwest	5%	11%	16%	30%	38%	3.85	.01	34,706
	Northeast	6%	10%	16%	30%	38%	3.84	.01	22,113
	Pacific	5%	9%	16%	30%	40%	3.92	.01	20,980
	Southern	6%	11%	15%	29%	39%	3.84	.01	21,511
Institution Type - YOUR INSTITUTION	Public	6%	9%	16%	28%	40%	3.87	.02	2,609
Institution Type - ENTIRE SAMPLE	Public	5%	10%	16%	30%	39%	3.87	.00	97,607
	Private	6%	11%	16%	29%	38%	3.82	.01	29,764
Institution Type - YOUR INSTITUTION	Primarily 4-year	6%	9%	16%	28%	40%	3.87	.02	2,609
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	7%	13%	30%	46%	4.08	.03	1,763
	Primarily 4-year	5%	10%	16%	30%	39%	3.86	.00	125,608
Operation Type - YOUR INSTITUTION	Mainly Contracted	6%	9%	16%	28%	40%	3.87	.02	2,609
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	10%	15%	30%	40%	3.91	.00	97,092
	Mainly Contracted	7%	12%	17%	30%	34%	3.72	.01	28,136
	Combination of Both	9%	15%	14%	26%	35%	3.63	.03	2,143
Total Current Enrollment - YOUR	Over 20,000	6%	9%	16%	28%	40%	3.87	.02	2,609
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	5%	11%	14%	29%	42%	3.92	.02	3,439
	2,500 to 10,000	6%	11%	16%	30%	37%	3.81	.01	36,252
	10,001 to 20,000	5%	10%	16%	29%	39%	3.85	.01	27,090
	Over 20,000	5%	10%	16%	30%	39%	3.89	.00	60,590
Type of Retail Unit - YOUR INSTITUTION	Food Court	6%	16%	19%	30%	29%	3.62	.08	217
	Express Unit	5%	12%	23%	28%	33%	3.73	.07	309
	Specialty Coffee Shop/ Juice Bar	4%	8%	11%	25%	53%	4.16	.06	310
	Sit-down Restaurant	7%	7%	13%	28%	44%	3.96	.04	967
	Convenience Store	1%	14%	10%	27%	47%	4.04	.13	77
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	9%	16%	31%	39%	3.91	.01	22,349
	Marketplace	5%	12%	17%	30%	36%	3.80	.01	10,344
	Express Unit	4%	9%	16%	30%	41%	3.95	.01	18,194
	Specialty Coffee Shop/ Juice Bar	3%	7%	14%	28%	48%	4.10	.01	10,533
	Sit-down Restaurant	5%	9%	14%	28%	44%	3.97	.02	4,807
	Convenience Store	3%	6%	12%	27%	52%	4.20	.01	9,200
	No type given	1%		10%	30%	58%	4.44	.09	77

\*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 15a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**SERVICE: Helpfulness of staff**

		Helpfulness of staff					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	Florida State University	1%	2%	9%	27%	61%	4.45	.02	2,321
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	10%	31%	56%	4.39	.00	112,835
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	8%	26%	63%	4.48	.02	1,697
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	30%	59%	4.44	.00	66,905
Aggregated Dining Halls	YOUR INSTITUTION	0%	2%	11%	32%	55%	4.38	.03	624
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	12%	33%	51%	4.32	.00	45,930
Respondent Type - YOUR INSTITUTION	Student	1%	2%	9%	27%	61%	4.44	.02	1,900
	Faculty		2%	13%	34%	51%	4.35	.07	113
	Administration/ Staff	0%	1%	5%	30%	63%	4.54	.04	256
	Other	2%		8%	17%	73%	4.60	.11	52
Respondent Type - ENTIRE SAMPLE	Student	1%	2%	11%	32%	54%	4.37	.00	96,500
	Faculty	1%	1%	7%	32%	59%	4.47	.01	3,956
	Administration/Staff	0%	1%	4%	28%	67%	4.61	.01	10,677
	Other	1%	2%	7%	21%	70%	4.58	.02	1,275
Student Class Status - YOUR INSTITUTION	First year	1%	2%	12%	27%	58%	4.38	.04	442
	Sophomore	1%	3%	10%	28%	58%	4.41	.04	363
	Junior	1%	2%	6%	25%	66%	4.54	.04	464
	Senior	1%	3%	9%	24%	63%	4.45	.04	400
	Graduate	0%	2%	10%	34%	54%	4.38	.05	220
	Other		18%	9%	9%	64%	4.18	.38	11
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	12%	32%	53%	4.34	.00	37,067
	Sophomore	1%	3%	11%	33%	53%	4.34	.01	21,307
	Junior	0%	2%	11%	31%	55%	4.39	.01	16,646
	Senior	0%	2%	10%	31%	57%	4.42	.01	15,121
	Graduate	0%	2%	10%	35%	52%	4.37	.01	5,414
	Other	0%	2%	10%	34%	54%	4.40	.02	973
Gender - YOUR INSTITUTION	Female	1%	2%	8%	26%	63%	4.49	.02	1,467
	Male	1%	2%	11%	29%	57%	4.39	.03	834
	Transgender	20%	20%	20%	40%		2.80	.58	5
	Other Identity		7%	20%	40%	33%	4.00	.24	15
Gender - ENTIRE SAMPLE	Female	0%	2%	8%	30%	59%	4.47	.00	66,855
	Male	1%	3%	13%	34%	50%	4.29	.00	44,346
	Transgender	4%	5%	17%	27%	47%	4.09	.06	385
	Other Identity	3%	6%	13%	27%	51%	4.17	.04	551
Live... - YOUR INSTITUTION	On campus	1%	3%	10%	26%	60%	4.41	.04	544
	Off campus	1%	2%	9%	28%	61%	4.46	.02	1,777
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	33%	53%	4.35	.00	66,195
	Off campus	0%	2%	8%	30%	60%	4.47	.00	45,134
NACUFS Region - YOUR	Southern	1%	2%	9%	27%	61%	4.45	.02	2,321
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	33%	54%	4.38	.01	12,984
	Mid-Atlantic	0%	2%	10%	32%	56%	4.42	.01	12,442
	Midwest	1%	3%	11%	33%	53%	4.35	.00	30,685
	Northeast	1%	2%	10%	31%	56%	4.40	.01	19,416
	Pacific	1%	2%	10%	31%	56%	4.39	.01	18,287
	Southern	0%	2%	9%	29%	60%	4.46	.01	19,021
Institution Type - YOUR INSTITUTION	Public	1%	2%	9%	27%	61%	4.45	.02	2,321
Institution Type - ENTIRE SAMPLE	Public	1%	2%	10%	31%	56%	4.40	.00	86,484
	Private	0%	2%	10%	32%	55%	4.39	.00	26,351
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	9%	27%	61%	4.45	.02	2,321
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	9%	27%	63%	4.50	.02	1,547
	Primarily 4-year	1%	2%	10%	32%	56%	4.39	.00	111,288
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	9%	27%	61%	4.45	.02	2,321
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	10%	31%	56%	4.40	.00	86,188
	Mainly Contracted	0%	2%	10%	32%	55%	4.39	.01	24,885
	Combination of Both	0%	2%	12%	31%	54%	4.37	.02	1,762
Total Current Enrollment - YOUR	Over 20,000	1%	2%	9%	27%	61%	4.45	.02	2,321
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	2%	7%	31%	60%	4.49	.01	3,090
	2,500 to 10,000	0%	2%	9%	30%	59%	4.45	.00	32,162
	10,001 to 20,000	0%	2%	10%	31%	56%	4.41	.01	23,853
	Over 20,000	1%	3%	11%	32%	53%	4.35	.00	53,730
Type of Retail Unit - YOUR INSTITUTION	Food Court		2%	10%	28%	60%	4.46	.05	195
	Express Unit	1%	4%	11%	27%	58%	4.38	.05	285
	Specialty Coffee Shop/ Juice Bar	1%	1%	5%	24%	68%	4.57	.04	278
	Sit-down Restaurant	1%	2%	8%	25%	64%	4.49	.03	878
	Convenience Store	5%	5%	2%	28%	61%	4.34	.14	61
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	56%	4.40	.01	19,975
	Marketplace	0%	2%	10%	34%	54%	4.38	.01	9,176
	Express Unit	1%	2%	9%	29%	60%	4.46	.01	15,995
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	27%	64%	4.53	.01	9,256
	Sit-down Restaurant	0%	1%	8%	27%	63%	4.52	.01	4,263
	Convenience Store	1%	2%	9%	29%	59%	4.44	.01	8,167
	No type given	1%		1%	25%	73%	4.67	.08	73

\*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 15b**  
**Satisfaction with Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**SERVICE: Helpfulness of staff**

		Helpfulness of staff					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	6%	14%	29%	45%	4.01	.02	2,610
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	13%	31%	50%	4.22	.00	126,930
Aggregated Retail Units	YOUR INSTITUTION	5%	6%	14%	30%	46%	4.06	.03	1,881
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	30%	52%	4.26	.00	75,441
Aggregated Dining Halls	YOUR INSTITUTION	7%	8%	16%	28%	42%	3.89	.05	729
Aggregated Dining Halls	ENTIRE SAMPLE	3%	5%	14%	32%	47%	4.16	.00	51,489
Respondent Type - YOUR INSTITUTION	Student	6%	6%	15%	29%	44%	3.99	.03	2,088
	Faculty	4%	6%	15%	28%	47%	4.09	.09	141
	Administration/ Staff	5%	5%	13%	26%	51%	4.14	.06	322
	Other	5%	10%	15%	31%	39%	3.88	.15	59
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	14%	32%	48%	4.18	.00	107,765
	Faculty	2%	3%	8%	24%	63%	4.44	.01	4,605
	Administration/Staff	2%	3%	8%	25%	62%	4.42	.01	12,569
	Other	2%	2%	6%	21%	69%	4.52	.02	1,464
Student Class Status - YOUR INSTITUTION	First year	8%	7%	15%	28%	41%	3.86	.06	498
	Sophomore	5%	7%	18%	29%	41%	3.93	.06	383
	Junior	3%	5%	12%	32%	48%	4.18	.04	507
	Senior	6%	7%	14%	27%	46%	4.01	.06	438
	Graduate	6%	6%	15%	32%	42%	3.99	.07	250
	Other	17%	17%	8%	33%	25%	3.33	.43	12
Student Class Status - ENTIRE SAMPLE	First year	2%	4%	14%	31%	49%	4.21	.00	41,278
	Sophomore	3%	5%	14%	33%	46%	4.15	.01	23,707
	Junior	3%	5%	14%	31%	48%	4.17	.01	18,715
	Senior	3%	5%	13%	32%	48%	4.17	.01	16,835
	Graduate	2%	4%	13%	33%	48%	4.20	.01	6,179
	Other	2%	4%	13%	31%	49%	4.21	.03	1,083
Gender - YOUR INSTITUTION	Female	5%	7%	15%	27%	46%	4.02	.03	1,658
	Male	6%	5%	13%	33%	43%	4.01	.04	929
	Transgender			40%	60%		3.60	.24	5
	Other Identity	6%	6%	22%	39%	28%	3.78	.26	18
Gender - ENTIRE SAMPLE	Female	2%	4%	12%	30%	51%	4.24	.00	75,540
	Male	3%	4%	13%	32%	48%	4.19	.00	49,474
	Transgender	7%	4%	16%	28%	45%	4.00	.06	447
	Other Identity	4%	6%	15%	27%	48%	4.11	.04	627
Live... - YOUR INSTITUTION	On campus	8%	9%	18%	28%	37%	3.77	.05	616
	Off campus	4%	6%	13%	29%	47%	4.09	.02	1,994
Live... - ENTIRE SAMPLE	On campus	2%	5%	14%	32%	47%	4.16	.00	73,632
	Off campus	2%	4%	11%	29%	54%	4.30	.00	51,510
NACUFS Region - YOUR	Southern	5%	6%	14%	29%	45%	4.01	.02	2,610
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	11%	29%	56%	4.37	.01	14,246
	Mid-Atlantic	3%	4%	12%	29%	52%	4.24	.01	13,757
	Midwest	2%	4%	13%	32%	50%	4.23	.01	34,497
	Northeast	3%	4%	14%	30%	49%	4.18	.01	22,029
	Pacific	3%	4%	14%	32%	47%	4.16	.01	20,913
	Southern	3%	5%	12%	30%	49%	4.17	.01	21,488
Institution Type - YOUR INSTITUTION	Public	5%	6%	14%	29%	45%	4.01	.02	2,610
Institution Type - ENTIRE SAMPLE	Public	2%	4%	13%	31%	49%	4.20	.00	97,175
	Private	2%	4%	12%	29%	53%	4.27	.01	29,755
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	6%	14%	29%	45%	4.01	.02	2,610
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	3%	10%	24%	59%	4.33	.02	1,779
	Primarily 4-year	2%	4%	13%	31%	50%	4.22	.00	125,151
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	6%	14%	29%	45%	4.01	.02	2,610
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	4%	12%	30%	52%	4.27	.00	96,701
	Mainly Contracted	3%	6%	15%	32%	44%	4.07	.01	28,091
	Combination of Both	4%	7%	14%	28%	47%	4.07	.02	2,138
Total Current Enrollment - YOUR	Over 20,000	5%	6%	14%	29%	45%	4.01	.02	2,610
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	10%	25%	62%	4.44	.01	3,437
	2,500 to 10,000	3%	4%	13%	30%	51%	4.22	.01	36,201
	10,001 to 20,000	2%	4%	13%	31%	50%	4.21	.01	27,051
	Over 20,000	2%	4%	13%	31%	49%	4.21	.00	60,241
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	7%	16%	30%	43%	4.03	.07	217
	Express Unit	1%	3%	15%	27%	54%	4.30	.05	309
	Specialty Coffee Shop/ Juice Bar	3%	5%	12%	30%	50%	4.18	.06	314
	Sit-down Restaurant	7%	7%	14%	30%	42%	3.93	.04	967
	Convenience Store	1%	4%	9%	26%	59%	4.38	.11	74
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	14%	32%	47%	4.17	.01	22,331
	Marketplace	2%	4%	12%	31%	51%	4.25	.01	10,308
	Express Unit	2%	4%	12%	30%	52%	4.26	.01	18,173
	Specialty Coffee Shop/ Juice Bar	2%	3%	9%	27%	59%	4.38	.01	10,537
	Sit-down Restaurant	3%	5%	12%	29%	51%	4.20	.01	4,834
	Convenience Store	2%	3%	10%	28%	56%	4.34	.01	9,172
	No type given	1%		8%	20%	71%	4.59	.08	86

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

		Friendliness of staff					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	Florida State University	1%	2%	8%	24%	65%	4.50	.02	2,324
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	9%	29%	59%	4.44	.00	113,107
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	7%	23%	67%	4.52	.02	1,695
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	8%	28%	62%	4.49	.00	66,988
Aggregated Dining Halls	YOUR INSTITUTION	0%	1%	10%	29%	59%	4.46	.03	629
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	10%	31%	55%	4.37	.00	46,119
Respondent Type - YOUR INSTITUTION	Student	1%	2%	8%	24%	65%	4.50	.02	1,903
	Faculty	2%	4%	12%	24%	59%	4.34	.09	114
	Administration/ Staff	1%	1%	5%	27%	66%	4.57	.04	255
	Other	2%		4%	17%	77%	4.67	.10	52
Respondent Type - ENTIRE SAMPLE	Student	1%	2%	10%	30%	58%	4.42	.00	96,788
	Faculty	1%	1%	6%	30%	61%	4.48	.01	3,956
	Administration/Staff	0%	1%	4%	26%	69%	4.63	.01	10,655
	Other	1%	1%	6%	21%	70%	4.58	.02	1,274
Student Class Status - YOUR INSTITUTION	First year	1%	1%	11%	25%	62%	4.45	.04	445
	Sophomore	0%	2%	10%	23%	64%	4.48	.04	362
	Junior	1%	2%	5%	23%	70%	4.59	.03	464
	Senior	2%	2%	7%	22%	67%	4.51	.04	399
	Graduate	0%	1%	10%	31%	57%	4.43	.05	222
	Other	18%		9%	9%	64%	4.00	.49	11
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	10%	30%	57%	4.40	.00	37,199
	Sophomore	1%	2%	10%	31%	56%	4.39	.01	21,344
	Junior	1%	2%	10%	29%	59%	4.44	.01	16,708
	Senior	0%	2%	9%	29%	61%	4.47	.01	15,165
	Graduate	0%	2%	9%	33%	55%	4.41	.01	5,426
	Other	1%	2%	9%	32%	56%	4.40	.03	979
Gender - YOUR INSTITUTION	Female	1%	2%	7%	23%	68%	4.55	.02	1,470
	Male	1%	2%	9%	27%	60%	4.43	.03	834
	Transgender	40%			40%	20%	3.00	.84	5
	Other Identity			33%	27%	40%	4.07	.23	15
Gender - ENTIRE SAMPLE	Female	0%	2%	7%	28%	63%	4.51	.00	67,004
	Male	1%	3%	11%	32%	53%	4.34	.00	44,453
	Transgender	4%	2%	16%	27%	51%	4.19	.05	388
	Other Identity	4%	6%	14%	23%	54%	4.18	.05	556
Live... - YOUR INSTITUTION	On campus	1%	2%	10%	23%	64%	4.48	.03	546
	Off campus	1%	2%	7%	25%	65%	4.51	.02	1,778
Live... - ENTIRE SAMPLE	On campus	1%	2%	10%	31%	56%	4.40	.00	66,412
	Off campus	0%	2%	7%	28%	63%	4.51	.00	45,198
NACUFS Region - YOUR	Southern	1%	2%	8%	24%	65%	4.50	.02	2,324
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	9%	31%	58%	4.44	.01	13,014
	Mid-Atlantic	0%	2%	9%	29%	60%	4.47	.01	12,468
	Midwest	1%	2%	10%	30%	57%	4.40	.00	30,800
	Northeast	1%	2%	9%	29%	59%	4.44	.01	19,444
	Pacific	1%	2%	10%	30%	58%	4.42	.01	18,333
	Southern	0%	2%	7%	27%	64%	4.52	.01	19,048
Institution Type - YOUR INSTITUTION	Public	1%	2%	8%	24%	65%	4.50	.02	2,324
Institution Type - ENTIRE SAMPLE	Public	1%	2%	9%	29%	59%	4.44	.00	86,707
	Private	0%	2%	9%	30%	58%	4.43	.00	26,400
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	8%	24%	65%	4.50	.02	2,324
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	8%	26%	65%	4.53	.02	1,548
	Primarily 4-year	1%	2%	9%	29%	59%	4.44	.00	111,559
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	8%	24%	65%	4.50	.02	2,324
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	9%	29%	59%	4.44	.00	86,390
	Mainly Contracted	1%	2%	9%	30%	59%	4.45	.00	24,944
	Combination of Both	0%	2%	9%	29%	60%	4.45	.02	1,773
Total Current Enrollment - YOUR	Over 20,000	1%	2%	8%	24%	65%	4.50	.02	2,324
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	7%	27%	64%	4.54	.01	3,104
	2,500 to 10,000	0%	2%	8%	28%	62%	4.50	.00	32,222
	10,001 to 20,000	1%	2%	9%	29%	60%	4.46	.00	23,918
	Over 20,000	1%	2%	10%	31%	56%	4.39	.00	53,863
Type of Retail Unit - YOUR INSTITUTION	Food Court		2%	8%	28%	62%	4.52	.05	194
	Express Unit	2%	2%	9%	24%	63%	4.43	.05	283
	Specialty Coffee Shop/ Juice Bar	1%	1%	5%	22%	71%	4.59	.05	279
	Sit-down Restaurant	1%	2%	8%	21%	68%	4.53	.03	876
	Convenience Store	5%	3%	2%	25%	65%	4.43	.13	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	9%	30%	59%	4.44	.01	20,031
	Marketplace	0%	2%	9%	32%	57%	4.43	.01	9,184
	Express Unit	1%	1%	8%	27%	63%	4.51	.01	16,000
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	25%	67%	4.57	.01	9,261
	Sit-down Restaurant	1%	1%	7%	25%	67%	4.56	.01	4,271
	Convenience Store	1%	2%	8%	27%	62%	4.48	.01	8,168
	No type given	1%		3%	21%	75%	4.68	.08	73

\*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 16b  
Satisfaction with Various Items as They Apply to the Surveyed Facility in General  
(without regard to any specific meal)  
SERVICE: Friendliness of staff

		Friendliness of staff					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	5%	13%	26%	51%	4.14	.02	2,610
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	12%	28%	54%	4.26	.00	127,279
Aggregated Retail Units	YOUR INSTITUTION	4%	5%	12%	26%	53%	4.21	.02	1,875
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	11%	27%	56%	4.30	.00	75,553
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	15%	26%	46%	3.98	.04	735
Aggregated Dining Halls	ENTIRE SAMPLE	3%	4%	13%	29%	51%	4.20	.00	51,726
Respondent Type - YOUR INSTITUTION	Student	5%	5%	13%	27%	50%	4.12	.02	2,091
	Faculty	4%	4%	12%	23%	58%	4.27	.09	139
	Administration/ Staff	4%	4%	12%	24%	56%	4.23	.06	320
	Other	5%	10%	15%	15%	55%	4.05	.16	60
Respondent Type - ENTIRE SAMPLE	Student	3%	4%	13%	29%	52%	4.23	.00	108,138
	Faculty	2%	2%	7%	21%	67%	4.49	.01	4,592
	Administration/Staff	2%	3%	8%	23%	64%	4.44	.01	12,569
	Other	2%	2%	7%	18%	71%	4.55	.02	1,464
Student Class Status - YOUR INSTITUTION	First year	8%	6%	14%	24%	48%	4.00	.06	498
	Sophomore	4%	6%	16%	29%	45%	4.06	.06	385
	Junior	2%	3%	11%	27%	57%	4.32	.04	506
	Senior	5%	6%	12%	27%	51%	4.14	.05	436
	Graduate	6%	4%	14%	30%	46%	4.09	.07	254
	Other	17%	17%	8%	17%	42%	3.50	.47	12
Student Class Status - ENTIRE SAMPLE	First year	2%	4%	12%	28%	53%	4.26	.00	41,412
	Sophomore	3%	4%	13%	30%	50%	4.20	.01	23,810
	Junior	3%	5%	13%	28%	51%	4.20	.01	18,776
	Senior	3%	5%	12%	29%	52%	4.22	.01	16,879
	Graduate	2%	4%	13%	30%	51%	4.23	.01	6,195
	Other	3%	4%	12%	28%	53%	4.25	.03	1,084
Gender - YOUR INSTITUTION	Female	4%	5%	13%	26%	52%	4.16	.03	1,656
	Male	6%	5%	12%	26%	51%	4.13	.04	931
	Transgender		40%		20%	40%	3.60	.68	5
	Other Identity	11%		11%	39%	39%	3.94	.30	18
Gender - ENTIRE SAMPLE	Female	2%	4%	12%	27%	54%	4.27	.00	75,760
	Male	3%	4%	12%	29%	53%	4.26	.00	49,598
	Transgender	8%	4%	13%	25%	50%	4.05	.06	452
	Other Identity	4%	5%	13%	26%	52%	4.17	.04	633
Live... - YOUR INSTITUTION	On campus	7%	7%	16%	25%	44%	3.92	.05	617
	Off campus	4%	4%	12%	26%	53%	4.21	.02	1,993
Live... - ENTIRE SAMPLE	On campus	3%	4%	13%	29%	51%	4.21	.00	73,926
	Off campus	2%	4%	10%	26%	58%	4.33	.00	51,594
NACUFS Region - YOUR	Southern	5%	5%	13%	26%	51%	4.14	.02	2,610
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	9%	26%	61%	4.44	.01	14,226
	Mid-Atlantic	3%	4%	11%	26%	56%	4.29	.01	13,821
	Midwest	2%	4%	12%	29%	53%	4.27	.01	34,640
	Northeast	3%	4%	13%	27%	52%	4.23	.01	22,082
	Pacific	3%	4%	13%	30%	50%	4.20	.01	20,971
	Southern	3%	5%	12%	27%	53%	4.22	.01	21,539
Institution Type - YOUR INSTITUTION	Public	5%	5%	13%	26%	51%	4.14	.02	2,610
Institution Type - ENTIRE SAMPLE	Public	3%	4%	12%	28%	52%	4.24	.00	97,479
	Private	2%	4%	11%	26%	58%	4.34	.01	29,800
	Primarily 4-year	5%	5%	13%	26%	51%	4.14	.02	2,610
Institution Type - YOUR INSTITUTION	Primarily 2-year	3%	4%	10%	22%	62%	4.37	.02	1,777
	Primarily 4-year	2%	4%	12%	28%	54%	4.26	.00	125,502
	Mainly Contracted	5%	5%	13%	26%	51%	4.14	.02	2,610
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	4%	11%	28%	55%	4.31	.00	96,966
	Mainly Contracted	4%	5%	14%	29%	48%	4.13	.01	28,167
	Combination of Both	4%	5%	14%	25%	51%	4.15	.02	2,146
Total Current Enrollment - YOUR	Over 20,000	5%	5%	13%	26%	51%	4.14	.02	2,610
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	3%	9%	22%	64%	4.45	.01	3,455
	2,500 to 10,000	3%	4%	12%	27%	55%	4.27	.01	36,273
	10,001 to 20,000	3%	4%	11%	28%	54%	4.26	.01	27,133
	Over 20,000	2%	4%	12%	29%	53%	4.25	.00	60,418
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	5%	13%	31%	47%	4.14	.07	220
	Express Unit	1%	4%	9%	27%	59%	4.39	.05	309
	Specialty Coffee Shop/ Juice Bar	3%	4%	9%	25%	58%	4.32	.06	311
	Sit-down Restaurant	5%	5%	14%	26%	50%	4.11	.04	959
	Convenience Store	3%	3%	11%	17%	67%	4.43	.11	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	13%	29%	52%	4.23	.01	22,415
	Marketplace	2%	3%	11%	29%	55%	4.31	.01	10,349
	Express Unit	3%	4%	11%	27%	56%	4.30	.01	18,174
	Specialty Coffee Shop/ Juice Bar	2%	3%	9%	24%	62%	4.43	.01	10,537
	Sit-down Restaurant	3%	4%	11%	26%	56%	4.29	.01	4,818
	Convenience Store	2%	3%	10%	26%	59%	4.37	.01	9,174
	No type given	1%		7%	17%	74%	4.64	.08	86

\*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 17a**  
**Importance of Various Items as They Apply to the Surveyed Facility in General**  
 (without regard to any specific meal)  
**CLEANLINESS: Overall**

		Cleanliness: 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	Florida State University	1%	2%	6%	19%	72%	4.61	.02	2,304
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.62	.00	113,189
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	6%	19%	72%	4.60	.02	1,673
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	6%	22%	71%	4.62	.00	66,840
Aggregated Dining Halls	YOUR INSTITUTION	0%	2%	5%	20%	72%	4.63	.03	631
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.61	.00	46,349
Respondent Type - YOUR INSTITUTION	Student	1%	2%	6%	20%	71%	4.59	.02	1,877
	Faculty	2%	1%	9%	17%	72%	4.56	.08	114
	Administration/ Staff	0%	0%	2%	17%	80%	4.77	.03	260
	Other	2%	2%	2%	19%	75%	4.64	.11	53
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	6%	23%	69%	4.60	.00	96,789
	Faculty	1%	1%	4%	18%	76%	4.68	.01	3,974
	Administration/Staff	0%	0%	2%	17%	81%	4.77	.01	10,699
	Other	0%	1%	4%	17%	77%	4.68	.02	1,295
Student Class Status - YOUR INSTITUTION	First year	1%	2%	5%	21%	71%	4.60	.04	440
	Sophomore	0%	1%	8%	23%	67%	4.55	.04	357
	Junior	1%	2%	5%	18%	75%	4.64	.03	454
	Senior	1%	3%	7%	19%	70%	4.55	.04	394
	Graduate		1%	8%	20%	71%	4.61	.05	221
	Other	9%				91%	4.64	.36	11
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	6%	23%	69%	4.60	.00	37,169
	Sophomore	0%	1%	7%	24%	68%	4.58	.00	21,366
	Junior	0%	1%	6%	23%	69%	4.60	.01	16,688
	Senior	0%	1%	6%	24%	69%	4.61	.01	15,188
	Graduate	0%	1%	6%	24%	69%	4.61	.01	5,437
	Other	0%	1%	5%	26%	68%	4.59	.02	970
Gender - YOUR INSTITUTION	Female	1%	1%	5%	18%	75%	4.66	.02	1,455
	Male	1%	2%	7%	21%	69%	4.55	.03	829
	Transgender	40%	20%	20%		20%	2.40	.75	5
	Other Identity		7%	20%	33%	40%	4.07	.25	15
Gender - ENTIRE SAMPLE	Female	0%	1%	4%	20%	75%	4.69	.00	66,975
	Male	1%	1%	8%	27%	64%	4.52	.00	44,570
	Transgender	3%	4%	18%	26%	49%	4.14	.05	387
	Other Identity	2%	4%	11%	26%	57%	4.31	.04	565
Live... - YOUR INSTITUTION	On campus	1%	3%	6%	20%	71%	4.58	.03	538
	Off campus	1%	1%	6%	19%	73%	4.62	.02	1,766
Live... - ENTIRE SAMPLE	On campus	0%	1%	6%	24%	69%	4.60	.00	66,418
	Off campus	0%	1%	5%	21%	73%	4.65	.00	45,276
NACUFS Region - YOUR	Southern	1%	2%	6%	19%	72%	4.61	.02	2,304
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	6%	25%	68%	4.59	.01	13,006
	Mid-Atlantic	0%	1%	5%	21%	73%	4.66	.01	12,477
	Midwest	0%	1%	6%	24%	69%	4.60	.00	30,900
	Northeast	1%	1%	6%	22%	70%	4.61	.00	19,502
	Pacific	0%	1%	7%	24%	68%	4.58	.01	18,281
	Southern	0%	1%	5%	19%	75%	4.68	.00	19,023
Institution Type - YOUR INSTITUTION	Public	1%	2%	6%	19%	72%	4.61	.02	2,304
Institution Type - ENTIRE SAMPLE	Public	0%	1%	6%	22%	71%	4.62	.00	86,705
	Private	0%	1%	6%	23%	69%	4.60	.00	26,484
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	6%	19%	72%	4.61	.02	2,304
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	6%	18%	75%	4.67	.02	1,559
	Primarily 4-year	0%	1%	6%	23%	70%	4.62	.00	111,630
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	6%	19%	72%	4.61	.02	2,304
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	6%	22%	71%	4.62	.00	86,479
	Mainly Contracted	0%	1%	6%	23%	69%	4.60	.00	24,929
	Combination of Both	0%	1%	5%	22%	72%	4.64	.02	1,781
Total Current Enrollment - YOUR	Over 20,000	1%	2%	6%	19%	72%	4.61	.02	2,304
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	0%	4%	22%	74%	4.68	.01	3,119
	2,500 to 10,000	0%	1%	6%	21%	72%	4.64	.00	32,260
	10,001 to 20,000	0%	1%	6%	22%	70%	4.61	.00	23,907
	Over 20,000	0%	1%	6%	23%	69%	4.60	.00	53,903
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	1%	9%	21%	69%	4.56	.05	195
	Express Unit	1%	2%	8%	19%	71%	4.57	.05	280
	Specialty Coffee Shop/ Juice Bar	2%	1%	5%	18%	74%	4.62	.05	266
	Sit-down Restaurant	1%	2%	5%	19%	73%	4.62	.02	871
	Convenience Store	2%	2%	7%	21%	69%	4.54	.11	61
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	6%	22%	71%	4.62	.00	20,034
	Marketplace	0%	1%	5%	24%	70%	4.63	.01	9,231
	Express Unit	0%	1%	6%	22%	70%	4.61	.01	15,920
	Specialty Coffee Shop/ Juice Bar	1%	1%	5%	21%	72%	4.63	.01	9,208
	Sit-down Restaurant	0%	1%	4%	20%	74%	4.67	.01	4,278
	Convenience Store	0%	1%	7%	23%	69%	4.59	.01	8,092
	No type given	3%			19%	78%	4.70	.08	77

\*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 17b  
Satisfaction with Various Items as They Apply to the Surveyed Facility in General  
(without regard to any specific meal)  
CLEANLINESS: Overall

		Cleanliness: Overall					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	4%	5%	13%	32%	45%	4.08	.02	2,620
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	3%	11%	35%	48%	4.24	.00	127,630
Aggregated Retail Units	YOUR INSTITUTION	4%	4%	12%	32%	48%	4.17	.02	1,884
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	10%	33%	53%	4.33	.00	75,521
Aggregated Dining Halls	YOUR INSTITUTION	7%	8%	16%	34%	36%	3.85	.04	736
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	14%	38%	41%	4.11	.00	52,109
Respondent Type - YOUR INSTITUTION	Student	4%	5%	14%	32%	45%	4.08	.02	2,097
	Faculty	7%	6%	13%	29%	44%	3.96	.10	139
	Administration/ Staff	5%	4%	11%	32%	48%	4.14	.06	324
	Other	7%	5%	15%	38%	35%	3.90	.15	60
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	12%	36%	46%	4.21	.00	108,404
	Faculty	2%	2%	8%	29%	59%	4.40	.01	4,627
	Administration/Staff	2%	2%	7%	31%	58%	4.41	.01	12,598
	Other	2%	2%	7%	24%	65%	4.48	.02	1,481
Student Class Status - YOUR INSTITUTION	First year	6%	7%	15%	34%	38%	3.91	.05	496
	Sophomore	5%	6%	16%	28%	45%	4.04	.06	387
	Junior	2%	4%	11%	34%	49%	4.24	.04	505
	Senior	3%	4%	14%	32%	47%	4.15	.05	440
	Graduate	4%	8%	12%	33%	43%	4.04	.07	257
	Other	8%		33%	17%	42%	3.83	.37	12
Student Class Status - ENTIRE SAMPLE	First year	2%	4%	12%	36%	46%	4.21	.00	41,540
	Sophomore	2%	4%	13%	37%	44%	4.16	.01	23,875
	Junior	2%	4%	12%	36%	46%	4.22	.01	18,796
	Senior	2%	3%	11%	36%	48%	4.25	.01	16,914
	Graduate	2%	3%	10%	37%	49%	4.29	.01	6,220
	Other	2%	3%	12%	34%	49%	4.24	.03	1,083
Gender - YOUR INSTITUTION	Female	4%	6%	13%	32%	45%	4.09	.03	1,662
	Male	5%	5%	14%	32%	44%	4.05	.04	936
	Transgender	20%		20%		60%	3.80	.80	5
	Other Identity			18%	53%	29%	4.12	.17	17
Gender - ENTIRE SAMPLE	Female	2%	4%	11%	35%	49%	4.25	.00	75,898
	Male	2%	3%	12%	36%	47%	4.23	.00	49,795
	Transgender	7%	5%	18%	27%	43%	3.94	.06	458
	Other Identity	4%	6%	15%	33%	43%	4.05	.04	634
Live... - YOUR INSTITUTION	On campus	6%	7%	16%	35%	37%	3.91	.05	617
	Off campus	4%	5%	13%	32%	47%	4.13	.02	2,003
Live... - ENTIRE SAMPLE	On campus	2%	4%	13%	37%	44%	4.17	.00	74,102
	Off campus	2%	3%	9%	33%	54%	4.34	.00	51,740
NACUFS Region - YOUR	Southern	4%	5%	13%	32%	45%	4.08	.02	2,620
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	35%	52%	4.34	.01	14,275
	Mid-Atlantic	2%	3%	11%	33%	51%	4.29	.01	13,839
	Midwest	2%	4%	12%	35%	47%	4.23	.00	34,815
	Northeast	2%	4%	13%	36%	46%	4.18	.01	22,180
	Pacific	2%	3%	12%	36%	47%	4.23	.01	20,932
	Southern	2%	4%	11%	34%	49%	4.24	.01	21,589
Institution Type - YOUR INSTITUTION	Public	4%	5%	13%	32%	45%	4.08	.02	2,620
Institution Type - ENTIRE SAMPLE	Public	2%	3%	11%	35%	48%	4.24	.00	97,780
	Private	2%	4%	11%	35%	48%	4.24	.01	29,850
Institution Type - YOUR INSTITUTION	Primarily 4-year	4%	5%	13%	32%	45%	4.08	.02	2,620
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	3%	10%	28%	57%	4.36	.02	1,778
	Primarily 4-year	2%	3%	11%	35%	48%	4.24	.00	125,852
Operation Type - YOUR INSTITUTION	Mainly Contracted	4%	5%	13%	32%	45%	4.08	.02	2,620
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	11%	34%	50%	4.29	.00	97,244
	Mainly Contracted	3%	5%	14%	37%	41%	4.09	.01	28,233
	Combination of Both	4%	5%	12%	34%	46%	4.15	.02	2,153
Total Current Enrollment - YOUR	Over 20,000	4%	5%	13%	32%	45%	4.08	.02	2,620
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	33%	55%	4.39	.01	3,451
	2,500 to 10,000	2%	4%	11%	35%	48%	4.24	.00	36,345
	10,001 to 20,000	2%	3%	12%	36%	47%	4.23	.01	27,179
	Over 20,000	2%	3%	11%	35%	48%	4.24	.00	60,655
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	5%	16%	37%	37%	3.99	.07	219
	Express Unit	2%	1%	7%	28%	62%	4.46	.05	310
	Specialty Coffee Shop/ Juice Bar	4%	4%	12%	29%	51%	4.20	.06	306
	Sit-down Restaurant	4%	5%	13%	33%	45%	4.09	.03	973
	Convenience Store	3%	1%	12%	29%	55%	4.33	.11	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	12%	37%	46%	4.21	.01	22,413
	Marketplace	1%	2%	9%	34%	54%	4.36	.01	10,368
	Express Unit	2%	2%	10%	33%	54%	4.35	.01	18,121
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	28%	61%	4.46	.01	10,553
	Sit-down Restaurant	2%	3%	8%	30%	58%	4.38	.01	4,847
	Convenience Store	1%	2%	9%	31%	56%	4.39	.01	9,134
	No type given	1%		5%	27%	67%	4.59	.08	85

\*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 18a**  
**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	Florida State University	1%	2%	8%	23%	66%	4.53	.02	2,272
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	7%	25%	67%	4.57	.00	112,227
Aggregated Retail Units	YOUR INSTITUTION	1%	1%	9%	24%	65%	4.51	.02	1,644
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	25%	67%	4.56	.00	65,933
Aggregated Dining Halls	YOUR INSTITUTION	0%	2%	6%	23%	69%	4.59	.03	628
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	7%	25%	67%	4.57	.00	46,294
Respondent Type - YOUR INSTITUTION	Student	1%	2%	8%	24%	65%	4.51	.02	1,857
	Faculty	2%	1%	10%	16%	72%	4.55	.08	114
	Administration/ Staff	0%	1%	3%	22%	75%	4.69	.04	251
	Other		4%	8%	16%	72%	4.56	.11	50
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	7%	26%	65%	4.54	.00	96,016
	Faculty	1%	1%	4%	20%	74%	4.65	.01	3,934
	Administration/Staff	0%	0%	3%	19%	77%	4.73	.01	10,581
	Other	0%	2%	5%	19%	74%	4.64	.02	1,273
Student Class Status - YOUR INSTITUTION	First year	1%	2%	6%	27%	65%	4.53	.04	438
	Sophomore	0%	2%	11%	26%	60%	4.45	.04	354
	Junior	1%	2%	7%	25%	65%	4.51	.04	452
	Senior	1%	2%	10%	20%	68%	4.51	.04	386
	Graduate		1%	10%	24%	65%	4.52	.05	216
	Other		9%		9%	82%	4.64	.28	11
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	7%	26%	66%	4.55	.00	36,898
	Sophomore	0%	1%	8%	26%	65%	4.53	.01	21,190
	Junior	0%	1%	7%	26%	65%	4.55	.01	16,559
	Senior	0%	1%	7%	25%	66%	4.56	.01	15,053
	Graduate	0%	1%	7%	27%	64%	4.54	.01	5,389
	Other	1%	1%	6%	28%	65%	4.55	.02	955
Gender - YOUR INSTITUTION	Female	1%	2%	6%	22%	70%	4.58	.02	1,433
	Male	1%	1%	10%	26%	62%	4.46	.03	820
	Transgender		75%	25%			2.25	.25	4
	Other Identity			27%	33%	40%	4.13	.22	15
Gender - ENTIRE SAMPLE	Female	0%	1%	5%	22%	72%	4.65	.00	66,339
	Male	1%	2%	9%	29%	60%	4.45	.00	44,258
	Transgender	3%	4%	18%	26%	49%	4.14	.05	388
	Other Identity	2%	4%	11%	28%	54%	4.27	.04	556
Live... - YOUR INSTITUTION	On campus	0%	2%	8%	26%	64%	4.52	.03	537
	Off campus	1%	2%	8%	23%	67%	4.54	.02	1,735
Live... - ENTIRE SAMPLE	On campus	0%	1%	7%	26%	65%	4.55	.00	65,866
	Off campus	0%	1%	6%	23%	69%	4.60	.00	44,868
NACUFS Region - YOUR	Southern	1%	2%	8%	23%	66%	4.53	.02	2,272
NACUFS Region - ENTIRE SAMPLE	Continental	1%	1%	7%	27%	64%	4.53	.01	12,884
	Mid-Atlantic	0%	1%	6%	24%	69%	4.61	.01	12,417
	Midwest	0%	1%	7%	26%	65%	4.55	.00	30,701
	Northeast	1%	1%	7%	24%	67%	4.57	.01	19,381
	Pacific	1%	1%	8%	26%	65%	4.53	.01	17,973
	Southern	0%	1%	6%	22%	71%	4.63	.00	18,871
Institution Type - YOUR INSTITUTION	Public	1%	2%	8%	23%	66%	4.53	.02	2,272
Institution Type - ENTIRE SAMPLE	Public	0%	1%	7%	25%	67%	4.57	.00	85,937
	Private	0%	1%	7%	26%	65%	4.55	.00	26,290
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	8%	23%	66%	4.53	.02	2,272
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	6%	23%	70%	4.62	.02	1,550
	Primarily 4-year	0%	1%	7%	25%	67%	4.57	.00	110,677
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	8%	23%	66%	4.53	.02	2,272
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	7%	25%	67%	4.57	.00	85,713
	Mainly Contracted	0%	1%	7%	26%	65%	4.54	.00	24,739
	Combination of Both	0%	1%	6%	25%	68%	4.59	.02	1,775
Total Current Enrollment - YOUR	Over 20,000	1%	2%	8%	23%	66%	4.53	.02	2,272
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	5%	24%	71%	4.64	.01	3,107
	2,500 to 10,000	0%	1%	6%	24%	69%	4.59	.00	32,011
	10,001 to 20,000	0%	1%	7%	25%	67%	4.56	.00	23,741
	Over 20,000	0%	1%	7%	26%	66%	4.55	.00	53,368
Type of Retail Unit - YOUR INSTITUTION	Food Court			10%	26%	64%	4.54	.05	189
	Express Unit	1%	3%	8%	26%	62%	4.46	.05	277
	Specialty Coffee Shop/ Juice Bar	2%	1%	7%	25%	64%	4.49	.05	267
	Sit-down Restaurant	1%	1%	9%	22%	67%	4.53	.03	858
	Convenience Store	2%	4%	9%	23%	62%	4.40	.13	53
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	25%	67%	4.57	.00	19,967
	Marketplace	0%	1%	6%	26%	67%	4.59	.01	9,164
	Express Unit	1%	1%	7%	25%	66%	4.54	.01	15,753
	Specialty Coffee Shop/ Juice Bar	1%	1%	6%	24%	68%	4.58	.01	9,141
	Sit-down Restaurant	0%	1%	5%	23%	70%	4.62	.01	4,233
	Convenience Store	1%	2%	7%	25%	65%	4.52	.01	7,602
	No type given	3%		3%	23%	71%	4.60	.09	73

\*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 18b  
Satisfaction with 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) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	4%	5%	13%	33%	44%	4.08	.02	2,581
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	3%	11%	35%	49%	4.27	.00	126,380
Aggregated Retail Units	YOUR INSTITUTION	3%	5%	13%	34%	45%	4.13	.02	1,846
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	10%	33%	52%	4.32	.00	74,334
Aggregated Dining Halls	YOUR INSTITUTION	5%	7%	14%	32%	41%	3.96	.04	735
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	12%	37%	45%	4.20	.00	52,046
Respondent Type - YOUR INSTITUTION	Student	4%	5%	14%	34%	43%	4.08	.02	2,071
	Faculty	6%	6%	13%	29%	46%	4.02	.10	139
	Administration/ Staff	4%	4%	9%	32%	50%	4.19	.06	313
	Other	3%	5%	19%	31%	41%	4.02	.14	58
Respondent Type - ENTIRE SAMPLE	Student	2%	3%	11%	36%	48%	4.24	.00	107,384
	Faculty	2%	3%	8%	29%	58%	4.40	.01	4,578
	Administration/Staff	2%	2%	7%	30%	58%	4.41	.01	12,438
	Other	2%	2%	8%	24%	65%	4.48	.02	1,455
Student Class Status - YOUR INSTITUTION	First year	5%	6%	14%	35%	40%	3.99	.05	493
	Sophomore	3%	6%	15%	34%	42%	4.05	.05	382
	Junior	2%	4%	11%	36%	46%	4.21	.04	497
	Senior	4%	5%	14%	32%	45%	4.09	.05	435
	Graduate	4%	7%	15%	32%	42%	4.00	.07	252
	Other	8%	8%	17%	17%	50%	3.92	.40	12
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	11%	35%	49%	4.27	.00	41,186
	Sophomore	2%	4%	12%	37%	45%	4.20	.01	23,623
	Junior	2%	4%	12%	36%	47%	4.23	.01	18,632
	Senior	2%	3%	11%	36%	48%	4.25	.01	16,750
	Graduate	1%	3%	11%	36%	48%	4.27	.01	6,158
	Other	2%	3%	10%	36%	50%	4.28	.03	1,068
Gender - YOUR INSTITUTION	Female	4%	6%	13%	33%	45%	4.10	.03	1,634
	Male	5%	5%	14%	33%	43%	4.05	.04	924
	Transgender		20%	40%	40%		3.20	.37	5
	Other Identity			11%	44%	44%	4.33	.16	18
Gender - ENTIRE SAMPLE	Female	2%	3%	10%	34%	50%	4.28	.00	75,028
	Male	2%	3%	11%	36%	48%	4.25	.00	49,427
	Transgender	7%	5%	16%	30%	42%	3.96	.05	460
	Other Identity	2%	5%	15%	33%	44%	4.13	.04	627
Live... - YOUR INSTITUTION	On campus	5%	7%	15%	37%	37%	3.95	.04	614
	Off campus	4%	5%	13%	32%	46%	4.13	.02	1,967
Live... - ENTIRE SAMPLE	On campus	2%	4%	12%	36%	47%	4.22	.00	73,389
	Off campus	2%	3%	9%	33%	53%	4.33	.00	51,207
NACUFS Region - YOUR	Southern	4%	5%	13%	33%	44%	4.08	.02	2,581
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	34%	53%	4.35	.01	14,171
	Mid-Atlantic	2%	3%	10%	33%	53%	4.31	.01	13,759
	Midwest	2%	3%	11%	36%	49%	4.27	.00	34,505
	Northeast	2%	4%	12%	35%	47%	4.21	.01	21,988
	Pacific	2%	3%	11%	35%	48%	4.24	.01	20,563
	Southern	2%	3%	11%	34%	50%	4.26	.01	21,394
Institution Type - YOUR INSTITUTION	Public	4%	5%	13%	33%	44%	4.08	.02	2,581
Institution Type - ENTIRE SAMPLE	Public	2%	3%	11%	35%	49%	4.27	.00	96,717
	Private	2%	3%	11%	35%	49%	4.27	.01	29,663
	Primarily 4-year	4%	5%	13%	33%	44%	4.08	.02	2,581
Institution Type - YOUR INSTITUTION	Primarily 2-year	2%	3%	10%	28%	58%	4.36	.02	1,766
	Primarily 4-year	2%	3%	11%	35%	49%	4.27	.00	124,614
Operation Type - YOUR INSTITUTION	Mainly Contracted	4%	5%	13%	33%	44%	4.08	.02	2,581
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	10%	34%	51%	4.31	.00	96,282
	Mainly Contracted	2%	4%	13%	38%	42%	4.13	.01	27,953
	Combination of Both	2%	4%	10%	34%	49%	4.24	.02	2,145
Total Current Enrollment - YOUR	Over 20,000	4%	5%	13%	33%	44%	4.08	.02	2,581
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	32%	58%	4.44	.01	3,438
	2,500 to 10,000	2%	3%	11%	34%	50%	4.27	.00	36,073
	10,001 to 20,000	2%	3%	11%	36%	48%	4.26	.01	26,909
	Over 20,000	2%	3%	11%	35%	49%	4.26	.00	59,960
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	7%	13%	37%	39%	4.01	.07	219
	Express Unit	1%	2%	14%	33%	50%	4.27	.05	306
	Specialty Coffee Shop/ Juice Bar	3%	8%	13%	31%	46%	4.10	.06	302
	Sit-down Restaurant	4%	4%	12%	35%	45%	4.12	.03	956
	Convenience Store	2%	3%	19%	29%	48%	4.17	.12	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	11%	36%	47%	4.23	.01	22,331
	Marketplace	1%	2%	9%	33%	54%	4.37	.01	10,288
	Express Unit	2%	3%	11%	33%	51%	4.30	.01	17,916
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	29%	58%	4.41	.01	10,429
	Sit-down Restaurant	2%	2%	8%	30%	57%	4.39	.01	4,778
	Convenience Store	1%	2%	10%	31%	55%	4.36	.01	8,511
	No type given	1%	1%	7%	21%	69%	4.56	.09	81

\*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 19a**  
**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.)					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	Florida State University	1%	2%	8%	23%	67%	4.52	.02	2,250
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	1%	7%	25%	66%	4.54	.00	110,404
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	8%	23%	65%	4.49	.02	1,623
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	7%	25%	65%	4.52	.00	64,249
Aggregated Dining Halls	YOUR INSTITUTION	0%	2%	7%	22%	70%	4.58	.03	627
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	25%	67%	4.58	.00	46,155
Respondent Type - YOUR INSTITUTION	Student	1%	2%	8%	23%	66%	4.51	.02	1,841
	Faculty	2%	1%	12%	19%	66%	4.47	.08	113
	Administration/ Staff	2%	2%	3%	21%	72%	4.60	.05	245
	Other		2%	8%	16%	75%	4.63	.10	51
Respondent Type - ENTIRE SAMPLE	Student	1%	1%	7%	26%	65%	4.53	.00	94,725
	Faculty	1%	1%	6%	23%	68%	4.55	.01	3,824
	Administration/Staff	1%	1%	4%	21%	73%	4.65	.01	10,169
	Other	1%	2%	5%	20%	72%	4.62	.02	1,265
Student Class Status - YOUR INSTITUTION	First year	0%	2%	7%	24%	67%	4.54	.04	435
	Sophomore	1%	1%	9%	26%	63%	4.48	.04	352
	Junior	1%	2%	7%	23%	67%	4.52	.04	443
	Senior	1%	2%	10%	21%	67%	4.49	.04	386
	Graduate	0%	2%	9%	24%	64%	4.49	.05	214
	Other		9%	9%	9%	73%	4.45	.31	11
Student Class Status - ENTIRE SAMPLE	First year	1%	1%	7%	25%	66%	4.55	.00	36,503
	Sophomore	1%	1%	8%	26%	64%	4.52	.01	20,958
	Junior	0%	1%	7%	26%	65%	4.53	.01	16,309
	Senior	0%	2%	7%	26%	65%	4.54	.01	14,794
	Graduate	1%	2%	8%	28%	62%	4.49	.01	5,249
	Other	1%	2%	6%	26%	66%	4.54	.02	939
Gender - YOUR INSTITUTION	Female	1%	1%	6%	22%	69%	4.56	.02	1,413
	Male	1%	2%	10%	23%	64%	4.46	.03	817
	Transgender		40%	60%			2.60	.24	5
	Other Identity		7%	13%	33%	47%	4.20	.24	15
Gender - ENTIRE SAMPLE	Female	0%	1%	5%	23%	70%	4.62	.00	65,123
	Male	1%	2%	9%	29%	60%	4.45	.00	43,672
	Transgender	3%	3%	18%	27%	49%	4.15	.05	376
	Other Identity	3%	5%	11%	26%	55%	4.24	.04	556
Live... - YOUR INSTITUTION	On campus	0%	2%	8%	24%	66%	4.53	.03	534
	Off campus	1%	2%	8%	22%	67%	4.52	.02	1,716
Live... - ENTIRE SAMPLE	On campus	1%	1%	7%	26%	65%	4.54	.00	65,092
	Off campus	1%	1%	6%	24%	67%	4.56	.00	43,833
NACUFS Region - YOUR	Southern	1%	2%	8%	23%	67%	4.52	.02	2,250
NACUFS Region - ENTIRE SAMPLE	Continental	1%	1%	7%	28%	63%	4.52	.01	12,635
	Mid-Atlantic	0%	1%	6%	24%	68%	4.59	.01	12,281
	Midwest	1%	1%	7%	26%	65%	4.54	.00	30,307
	Northeast	1%	1%	7%	25%	66%	4.54	.01	19,095
	Pacific	1%	2%	8%	26%	64%	4.51	.01	17,620
	Southern	1%	1%	6%	23%	69%	4.58	.01	18,466
Institution Type - YOUR INSTITUTION	Public	1%	2%	8%	23%	67%	4.52	.02	2,250
Institution Type - ENTIRE SAMPLE	Public	1%	1%	7%	25%	66%	4.55	.00	84,354
	Private	0%	1%	7%	26%	65%	4.53	.00	26,050
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	2%	8%	23%	67%	4.52	.02	2,250
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	7%	24%	68%	4.58	.02	1,523
	Primarily 4-year	1%	1%	7%	25%	66%	4.54	.00	108,881
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	2%	8%	23%	67%	4.52	.02	2,250
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	1%	7%	25%	66%	4.55	.00	84,267
	Mainly Contracted	1%	2%	7%	27%	64%	4.51	.00	24,381
	Combination of Both	0%	1%	6%	25%	68%	4.58	.02	1,756
Total Current Enrollment - YOUR	Over 20,000	1%	2%	8%	23%	67%	4.52	.02	2,250
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	5%	24%	70%	4.62	.01	3,094
	2,500 to 10,000	1%	1%	7%	24%	67%	4.57	.00	31,501
	10,001 to 20,000	1%	1%	7%	25%	66%	4.55	.00	23,354
	Over 20,000	1%	1%	7%	26%	65%	4.53	.00	52,455
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	1%	9%	29%	60%	4.48	.05	189
	Express Unit	1%	2%	11%	24%	61%	4.41	.05	274
	Specialty Coffee Shop/ Juice Bar	2%	3%	8%	24%	63%	4.44	.05	262
	Sit-down Restaurant	1%	2%	7%	21%	69%	4.55	.03	849
	Convenience Store	2%	6%	10%	16%	65%	4.37	.15	49
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	1%	7%	26%	65%	4.53	.01	19,663
	Marketplace	0%	1%	6%	27%	65%	4.56	.01	9,054
	Express Unit	1%	2%	8%	26%	63%	4.48	.01	15,182
	Specialty Coffee Shop/ Juice Bar	1%	2%	7%	24%	66%	4.53	.01	8,892
	Sit-down Restaurant	1%	1%	5%	23%	71%	4.62	.01	4,214
	Convenience Store	1%	2%	8%	25%	63%	4.47	.01	7,175
	No type given	3%		1%	29%	67%	4.57	.10	69

\*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 19b**  
**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.)					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	7%	16%	32%	40%	3.95	.02	2,551
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	7%	16%	34%	41%	4.03	.00	124,162
Aggregated Retail Units	YOUR INSTITUTION	4%	7%	15%	32%	43%	4.04	.03	1,816
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	15%	33%	44%	4.11	.00	72,246
Aggregated Dining Halls	YOUR INSTITUTION	7%	9%	20%	32%	32%	3.73	.04	735
Aggregated Dining Halls	ENTIRE SAMPLE	3%	8%	18%	36%	35%	3.92	.00	51,916
Respondent Type - YOUR INSTITUTION	Student	4%	7%	16%	32%	40%	3.96	.02	2,059
	Faculty	8%	10%	19%	31%	33%	3.71	.11	131
	Administration/ Staff	6%	7%	14%	32%	41%	3.96	.07	304
	Other	4%	7%	12%	39%	39%	4.02	.14	57
Respondent Type - ENTIRE SAMPLE	Student	3%	7%	17%	35%	39%	4.00	.00	105,924
	Faculty	3%	5%	13%	31%	49%	4.18	.02	4,422
	Administration/Staff	3%	5%	12%	32%	48%	4.18	.01	11,873
	Other	2%	3%	10%	25%	60%	4.37	.02	1,435
Student Class Status - YOUR INSTITUTION	First year	7%	8%	17%	32%	36%	3.84	.05	493
	Sophomore	4%	7%	18%	29%	43%	3.99	.06	381
	Junior	3%	6%	15%	35%	42%	4.07	.05	492
	Senior	4%	6%	15%	32%	42%	4.02	.05	432
	Graduate	4%	8%	18%	35%	36%	3.90	.07	249
	Other		33%	25%	8%	33%	3.42	.38	12
Student Class Status - ENTIRE SAMPLE	First year	3%	7%	17%	35%	40%	4.02	.01	40,738
	Sophomore	3%	7%	18%	35%	37%	3.96	.01	23,376
	Junior	3%	7%	17%	34%	39%	4.00	.01	18,338
	Senior	3%	7%	16%	35%	40%	4.02	.01	16,440
	Graduate	2%	6%	15%	36%	41%	4.07	.01	6,013
	Other	3%	6%	16%	32%	43%	4.07	.03	1,049
Gender - YOUR INSTITUTION	Female	4%	7%	15%	33%	40%	3.96	.03	1,615
	Male	5%	7%	18%	30%	40%	3.94	.04	913
	Transgender	20%		60%	20%		2.80	.49	5
	Other Identity		11%	17%	39%	33%	3.94	.24	18
Gender - ENTIRE SAMPLE	Female	3%	7%	16%	34%	40%	4.02	.00	73,570
	Male	3%	6%	16%	35%	41%	4.05	.00	48,702
	Transgender	9%	7%	20%	24%	40%	3.80	.06	444
	Other Identity	4%	8%	18%	28%	42%	3.96	.05	626
Live... - YOUR INSTITUTION	On campus	6%	8%	19%	34%	34%	3.81	.05	610
	Off campus	4%	7%	15%	32%	42%	4.00	.03	1,941
Live... - ENTIRE SAMPLE	On campus	3%	7%	17%	35%	38%	3.98	.00	72,561
	Off campus	2%	6%	14%	32%	45%	4.11	.00	49,844
NACUFS Region - YOUR	Southern	5%	7%	16%	32%	40%	3.95	.02	2,551
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	16%	34%	42%	4.08	.01	13,857
	Mid-Atlantic	2%	6%	15%	34%	43%	4.10	.01	13,614
	Midwest	3%	7%	16%	34%	40%	4.02	.01	34,077
	Northeast	3%	7%	17%	34%	38%	3.98	.01	21,662
	Pacific	3%	6%	16%	34%	40%	4.03	.01	20,106
	Southern	3%	7%	16%	34%	41%	4.02	.01	20,846
Institution Type - YOUR INSTITUTION	Public	5%	7%	16%	32%	40%	3.95	.02	2,551
Institution Type - ENTIRE SAMPLE	Public	3%	7%	16%	34%	41%	4.03	.00	94,790
	Private	3%	6%	16%	35%	40%	4.04	.01	29,372
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	7%	16%	32%	40%	3.95	.02	2,551
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	5%	13%	29%	50%	4.17	.03	1,733
	Primarily 4-year	3%	7%	16%	34%	40%	4.03	.00	122,429
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	7%	16%	32%	40%	3.95	.02	2,551
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	6%	15%	34%	42%	4.07	.00	94,538
	Mainly Contracted	4%	8%	19%	35%	34%	3.89	.01	27,491
	Combination of Both	3%	6%	14%	35%	42%	4.05	.02	2,133
Total Current Enrollment - YOUR	Over 20,000	5%	7%	16%	32%	40%	3.95	.02	2,551
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	5%	14%	33%	46%	4.17	.02	3,417
	2,500 to 10,000	3%	7%	16%	34%	41%	4.03	.01	35,465
	10,001 to 20,000	3%	6%	16%	35%	41%	4.04	.01	26,424
	Over 20,000	3%	7%	16%	34%	40%	4.02	.00	58,856
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	11%	13%	37%	35%	3.89	.08	218
	Express Unit	3%	7%	16%	28%	45%	4.05	.06	297
	Specialty Coffee Shop/ Juice Bar	3%	8%	18%	30%	40%	3.96	.06	295
	Sit-down Restaurant		5%	13%	33%	45%	4.10	.03	950
	Convenience Store	2%	7%	18%	30%	43%	4.05	.14	56
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	17%	35%	38%	3.97	.01	21,968
	Marketplace	2%	6%	14%	34%	45%	4.13	.01	10,158
	Express Unit	2%	6%	16%	33%	43%	4.09	.01	17,154
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	30%	52%	4.25	.01	10,123
	Sit-down Restaurant	2%	4%	10%	30%	54%	4.30	.01	4,774
	Convenience Store	2%	5%	14%	31%	48%	4.18	.01	7,992
	No type given	1%	1%	8%	31%	58%	4.44	.09	77

\*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 20a  
Importance of Various Items as They Apply to the Surveyed Facility in General  
(without regard to any specific meal)  
DINING ENVIRONMENT: Location

		Location					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	Florida State University	1%	3%	10%	32%	55%	4.37	.02	2,301
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	34%	51%	4.30	.00	112,691
Aggregated Retail Units	YOUR INSTITUTION	1%	2%	9%	31%	56%	4.39	.02	1,672
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	33%	53%	4.34	.00	66,427
Aggregated Dining Halls	YOUR INSTITUTION	1%	4%	10%	34%	51%	4.31	.03	629
Aggregated Dining Halls	ENTIRE SAMPLE	1%	4%	12%	35%	48%	4.25	.00	46,264
Respondent Type - YOUR INSTITUTION	Student	1%	3%	10%	32%	54%	4.35	.02	1,880
	Faculty	1%	2%	10%	31%	56%	4.39	.08	115
	Administration/ Staff	1%	2%	6%	30%	61%	4.49	.05	257
	Other			6%	39%	55%	4.49	.09	49
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	11%	34%	50%	4.29	.00	96,530
	Faculty	1%	3%	9%	36%	51%	4.33	.01	3,912
	Administration/Staff	1%	2%	7%	36%	55%	4.42	.01	10,567
	Other	2%	3%	11%	28%	56%	4.34	.03	1,263
Student Class Status - YOUR INSTITUTION	First year	0%	5%	9%	32%	54%	4.35	.04	440
	Sophomore	1%	2%	11%	35%	52%	4.33	.04	359
	Junior	2%	2%	10%	31%	56%	4.37	.04	455
	Senior	1%	2%	12%	30%	55%	4.37	.04	398
	Graduate	2%	4%	10%	29%	54%	4.30	.06	217
	Other			9%	64%	27%	4.18	.18	11
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	33%	51%	4.31	.00	37,175
	Sophomore	1%	4%	12%	34%	50%	4.28	.01	21,289
	Junior	1%	4%	12%	34%	50%	4.27	.01	16,605
	Senior	1%	3%	11%	34%	50%	4.29	.01	15,134
	Graduate	1%	3%	12%	35%	50%	4.30	.01	5,397
	Other	1%	4%	13%	36%	46%	4.23	.03	963
Gender - YOUR INSTITUTION	Female	1%	3%	9%	31%	57%	4.40	.02	1,453
	Male	1%	2%	11%	33%	52%	4.32	.03	828
	Transgender			20%		80%	4.60	.40	5
	Other Identity		13%	7%	40%	40%	4.07	.27	15
Gender - ENTIRE SAMPLE	Female	1%	3%	9%	33%	54%	4.38	.00	66,728
	Male	1%	4%	14%	35%	46%	4.20	.00	44,338
	Transgender	5%	5%	19%	27%	44%	4.00	.06	391
	Other Identity	4%	9%	13%	28%	46%	4.04	.05	557
Live... - YOUR INSTITUTION	On campus	1%	4%	9%	33%	53%	4.35	.04	537
	Off campus	1%	2%	10%	31%	56%	4.38	.02	1,764
Live... - ENTIRE SAMPLE	On campus	1%	4%	11%	34%	50%	4.29	.00	66,255
	Off campus	1%	3%	10%	34%	52%	4.33	.00	44,937
NACUFS Region - YOUR	Southern	1%	3%	10%	32%	55%	4.37	.02	2,301
NACUFS Region - ENTIRE SAMPLE	Continental	1%	4%	12%	37%	46%	4.22	.01	12,922
	Mid-Atlantic	1%	3%	11%	34%	51%	4.31	.01	12,434
	Midwest	1%	3%	11%	34%	51%	4.32	.00	30,834
	Northeast	1%	3%	11%	34%	51%	4.31	.01	19,435
	Pacific	1%	3%	12%	34%	50%	4.28	.01	18,134
	Southern	1%	3%	10%	32%	54%	4.35	.01	18,932
Institution Type - YOUR INSTITUTION	Public	1%	3%	10%	32%	55%	4.37	.02	2,301
Institution Type - ENTIRE SAMPLE	Public	1%	3%	10%	33%	52%	4.33	.00	86,452
	Private	1%	4%	13%	35%	47%	4.21	.01	26,239
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	3%	10%	32%	55%	4.37	.02	2,301
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	4%	12%	37%	46%	4.21	.02	1,532
	Primarily 4-year	1%	3%	11%	34%	51%	4.30	.00	111,159
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	3%	10%	32%	55%	4.37	.02	2,301
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	11%	34%	52%	4.32	.00	86,112
	Mainly Contracted	1%	4%	12%	35%	48%	4.26	.01	24,813
	Combination of Both	1%	6%	13%	33%	47%	4.17	.02	1,766
Total Current Enrollment - YOUR	Over 20,000	1%	3%	10%	32%	55%	4.37	.02	2,301
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	5%	11%	38%	44%	4.17	.02	3,097
	2,500 to 10,000	1%	4%	11%	33%	50%	4.29	.00	32,082
	10,001 to 20,000	1%	3%	11%	34%	51%	4.31	.01	23,822
	Over 20,000	1%	3%	11%	34%	52%	4.32	.00	53,690
Type of Retail Unit - YOUR INSTITUTION	Food Court	1%	3%	8%	33%	55%	4.40	.06	193
	Express Unit	3%	2%	11%	31%	53%	4.30	.06	277
	Specialty Coffee Shop/ Juice Bar	1%	1%	7%	30%	61%	4.48	.05	264
	Sit-down Restaurant	1%	2%	10%	31%	56%	4.38	.03	879
	Convenience Store		3%	8%	27%	61%	4.46	.10	59
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	35%	49%	4.28	.01	19,952
	Marketplace	1%	3%	9%	35%	52%	4.34	.01	9,217
	Express Unit	1%	3%	10%	32%	54%	4.35	.01	15,858
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	31%	57%	4.42	.01	9,179
	Sit-down Restaurant	1%	3%	9%	34%	53%	4.36	.01	4,256
	Convenience Store	1%	3%	10%	31%	56%	4.38	.01	7,906
	No type given	3%	3%	10%	34%	49%	4.22	.13	59

\*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 20b**  
**Satisfaction with Various Items as They Apply to the Surveyed Facility in General**  
**(without regard to any specific meal)**  
**DINING ENVIRONMENT: Location**

		Location					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	2%	2%	9%	30%	57%	4.36	.02	2,601
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	9%	29%	58%	4.39	.00	127,058
Aggregated Retail Units	YOUR INSTITUTION	2%	2%	9%	29%	58%	4.40	.02	1,867
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.40	.00	75,063
Aggregated Dining Halls	YOUR INSTITUTION	3%	3%	11%	31%	53%	4.28	.04	734
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	9%	29%	58%	4.39	.00	51,995
Respondent Type - YOUR INSTITUTION	Student	2%	2%	9%	30%	56%	4.36	.02	2,080
	Faculty	3%	3%	11%	29%	54%	4.29	.08	136
	Administration/ Staff	2%	2%	7%	27%	62%	4.44	.05	326
	Other	2%	5%	10%	32%	51%	4.25	.12	59
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	9%	30%	57%	4.38	.00	108,075
	Faculty	2%	2%	8%	25%	63%	4.45	.01	4,544
	Administration/Staff	2%	2%	7%	27%	63%	4.48	.01	12,469
	Other	2%	2%	8%	25%	64%	4.48	.02	1,451
Student Class Status - YOUR INSTITUTION	First year	3%	4%	10%	27%	56%	4.31	.04	492
	Sophomore	1%	3%	12%	32%	52%	4.30	.05	385
	Junior	1%	1%	8%	29%	61%	4.47	.04	499
	Senior	3%	1%	8%	30%	58%	4.40	.04	439
	Graduate	2%	3%	10%	35%	50%	4.26	.06	253
	Other			8%	50%	42%	4.33	.19	12
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	9%	27%	60%	4.43	.00	41,512
	Sophomore	1%	3%	10%	30%	56%	4.36	.01	23,774
	Junior	1%	3%	10%	31%	54%	4.34	.01	18,702
	Senior	2%	2%	9%	32%	55%	4.36	.01	16,861
	Graduate	2%	3%	10%	34%	52%	4.32	.01	6,176
	Other	2%	3%	10%	34%	52%	4.31	.03	1,076
Gender - YOUR INSTITUTION	Female	2%	2%	9%	28%	60%	4.43	.02	1,647
	Male	3%	3%	10%	33%	51%	4.26	.03	931
	Transgender	20%	20%	20%	20%	20%	3.00	.71	5
	Other Identity			17%	44%	39%	4.22	.17	18
Gender - ENTIRE SAMPLE	Female	1%	2%	8%	28%	60%	4.43	.00	75,649
	Male	2%	3%	10%	31%	54%	4.34	.00	49,484
	Transgender	6%	4%	16%	25%	49%	4.06	.06	457
	Other Identity	4%	3%	16%	28%	49%	4.15	.04	638
Live... - YOUR INSTITUTION	On campus	2%	3%	11%	29%	55%	4.31	.04	612
	Off campus	2%	2%	9%	30%	57%	4.38	.02	1,989
Live... - ENTIRE SAMPLE	On campus	1%	2%	9%	29%	58%	4.40	.00	73,924
	Off campus	2%	2%	9%	30%	57%	4.39	.00	51,373
NACUFS Region - YOUR	Southern	2%	2%	9%	30%	57%	4.36	.02	2,601
NACUFS Region - ENTIRE SAMPLE	Continental	1%	1%	8%	30%	60%	4.47	.01	14,152
	Mid-Atlantic	2%	2%	8%	29%	59%	4.41	.01	13,796
	Midwest	1%	3%	9%	28%	59%	4.42	.00	34,735
	Northeast	2%	3%	11%	30%	55%	4.34	.01	22,118
	Pacific	2%	2%	10%	31%	55%	4.36	.01	20,789
	Southern	2%	2%	9%	29%	58%	4.39	.01	21,468
Institution Type - YOUR INSTITUTION	Public	2%	2%	9%	30%	57%	4.36	.02	2,601
Institution Type - ENTIRE SAMPLE	Public	1%	2%	9%	29%	58%	4.40	.00	97,409
	Private	1%	3%	9%	30%	57%	4.38	.01	29,649
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	2%	9%	30%	57%	4.36	.02	2,601
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	10%	27%	60%	4.43	.02	1,760
	Primarily 4-year	1%	2%	9%	29%	58%	4.39	.00	125,298
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	2%	9%	30%	57%	4.36	.02	2,601
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	9%	28%	59%	4.42	.00	96,864
	Mainly Contracted	2%	3%	10%	33%	52%	4.30	.01	28,055
	Combination of Both	2%	4%	8%	28%	57%	4.34	.02	2,139
Total Current Enrollment - YOUR	Over 20,000	2%	2%	9%	30%	57%	4.36	.02	2,601
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	1%	5%	26%	66%	4.56	.01	3,428
	2,500 to 10,000	1%	2%	9%	30%	58%	4.39	.00	36,206
	10,001 to 20,000	2%	3%	9%	29%	58%	4.39	.01	27,078
	Over 20,000	1%	2%	10%	29%	57%	4.39	.00	60,346
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	1%	9%	33%	54%	4.33	.06	218
	Express Unit	0%	3%	10%	28%	59%	4.41	.05	304
	Specialty Coffee Shop/ Juice Bar	1%	1%	9%	24%	65%	4.51	.04	301
	Sit-down Restaurant		2%	8%	30%	57%	4.38	.03	973
	Convenience Store	3%	3%	10%	30%	55%	4.31	.11	71
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	2%	10%	32%	54%	4.34	.01	22,335
	Marketplace	1%	2%	8%	29%	59%	4.42	.01	10,364
	Express Unit	1%	2%	10%	29%	57%	4.39	.01	18,072
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	27%	61%	4.45	.01	10,520
	Sit-down Restaurant	1%	2%	8%	29%	59%	4.43	.01	4,830
	Convenience Store	1%	2%	9%	28%	59%	4.43	.01	8,877
	No type given	2%		14%	35%	49%	4.31	.10	65

\*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 21a**  
**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					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	Florida State University	2%	7%	16%	33%	41%	4.04	.02	2,292
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	6%	16%	38%	38%	4.04	.00	112,351
Aggregated Retail Units	YOUR INSTITUTION	3%	6%	16%	32%	42%	4.05	.03	1,667
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	15%	38%	39%	4.08	.00	66,079
Aggregated Dining Halls	YOUR INSTITUTION	1%	8%	17%	36%	38%	4.01	.04	625
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	17%	39%	36%	3.99	.00	46,272
Respondent Type - YOUR INSTITUTION	Student	3%	7%	16%	32%	42%	4.04	.02	1,873
	Faculty	1%	6%	24%	37%	31%	3.92	.09	115
	Administration/ Staff	2%	8%	11%	41%	38%	4.04	.06	253
	Other	2%	8%	8%	29%	53%	4.24	.14	51
Respondent Type - ENTIRE SAMPLE	Student	2%	7%	17%	38%	37%	4.03	.00	96,255
	Faculty	2%	5%	15%	44%	35%	4.04	.02	3,881
	Administration/Staff	1%	4%	11%	43%	41%	4.18	.01	10,524
	Other	2%	4%	14%	30%	51%	4.25	.03	1,265
Student Class Status - YOUR INSTITUTION	First year	2%	6%	16%	35%	41%	4.06	.05	435
	Sophomore	3%	7%	18%	30%	42%	4.02	.06	357
	Junior	2%	7%	14%	31%	45%	4.11	.05	453
	Senior	2%	6%	17%	30%	44%	4.08	.05	398
	Graduate	5%	7%	18%	34%	35%	3.87	.08	219
	Other			18%	64%	18%	4.00	.19	11
Student Class Status - ENTIRE SAMPLE	First year	2%	7%	17%	37%	37%	4.01	.01	37,044
	Sophomore	2%	7%	17%	37%	38%	4.02	.01	21,241
	Junior	2%	6%	16%	37%	39%	4.04	.01	16,565
	Senior	1%	6%	15%	38%	39%	4.07	.01	15,106
	Graduate	1%	7%	17%	41%	34%	3.99	.01	5,375
	Other	2%	5%	18%	38%	37%	4.03	.03	959
Gender - YOUR INSTITUTION	Female	2%	7%	14%	33%	43%	4.08	.03	1,450
	Male	3%	6%	20%	34%	38%	3.97	.04	822
	Transgender	20%			60%	20%	3.60	.68	5
	Other Identity		7%	33%	27%	33%	3.87	.26	15
Gender - ENTIRE SAMPLE	Female	1%	6%	14%	38%	40%	4.11	.00	66,512
	Male	2%	7%	19%	38%	34%	3.95	.00	44,213
	Transgender	6%	8%	24%	27%	35%	3.79	.06	391
	Other Identity	4%	10%	20%	27%	40%	3.89	.05	560
Live... - YOUR INSTITUTION	On campus	2%	7%	16%	34%	40%	4.01	.04	534
	Off campus	2%	7%	16%	33%	42%	4.05	.02	1,758
Live... - ENTIRE SAMPLE	On campus	2%	7%	17%	38%	37%	4.01	.00	66,089
	Off campus	1%	5%	15%	39%	40%	4.10	.00	44,779
NACUFS Region - YOUR	Southern	2%	7%	16%	33%	41%	4.04	.02	2,292
NACUFS Region - ENTIRE SAMPLE	Continental	2%	7%	17%	40%	34%	3.98	.01	12,883
	Mid-Atlantic	1%	6%	15%	39%	39%	4.07	.01	12,436
	Midwest	2%	7%	17%	38%	37%	4.02	.01	30,745
	Northeast	2%	5%	15%	39%	39%	4.09	.01	19,356
	Pacific	2%	6%	16%	37%	39%	4.05	.01	18,071
	Southern	2%	7%	15%	37%	40%	4.06	.01	18,860
Institution Type - YOUR INSTITUTION	Public	2%	7%	16%	33%	41%	4.04	.02	2,292
Institution Type - ENTIRE SAMPLE	Public	2%	6%	16%	38%	39%	4.06	.00	86,116
	Private	2%	7%	17%	39%	35%	3.98	.01	26,235
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	7%	16%	33%	41%	4.04	.02	2,292
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	4%	15%	41%	37%	4.08	.02	1,522
	Primarily 4-year	2%	6%	16%	38%	38%	4.04	.00	110,829
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	7%	16%	33%	41%	4.04	.02	2,292
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	6%	16%	38%	38%	4.06	.00	85,858
	Mainly Contracted	2%	7%	17%	38%	36%	3.99	.01	24,732
	Combination of Both	2%	10%	17%	36%	35%	3.91	.03	1,761
Total Current Enrollment - YOUR	Over 20,000	2%	7%	16%	33%	41%	4.04	.02	2,292
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	7%	14%	43%	35%	4.02	.02	3,101
	2,500 to 10,000	1%	6%	15%	38%	39%	4.08	.01	32,020
	10,001 to 20,000	2%	6%	16%	38%	38%	4.04	.01	23,737
	Over 20,000	2%	7%	16%	38%	37%	4.02	.00	53,493
Type of Retail Unit - YOUR INSTITUTION	Food Court	2%	8%	11%	33%	47%	4.15	.07	193
	Express Unit	4%	4%	19%	37%	35%	3.96	.06	280
	Specialty Coffee Shop/ Juice Bar	2%	6%	11%	33%	48%	4.21	.06	266
	Sit-down Restaurant	3%	7%	17%	30%	43%	4.04	.04	869
	Convenience Store	2%	10%	24%	37%	27%	3.78	.13	59
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	7%	17%	38%	37%	4.02	.01	19,879
	Marketplace	1%	6%	15%	41%	36%	4.05	.01	9,188
	Express Unit	2%	5%	16%	37%	40%	4.09	.01	15,697
	Specialty Coffee Shop/ Juice Bar	1%	5%	14%	36%	44%	4.18	.01	9,146
	Sit-down Restaurant	2%	6%	15%	37%	40%	4.08	.02	4,233
	Convenience Store	2%	5%	15%	35%	43%	4.12	.01	7,878
	No type given	3%	5%	10%	45%	36%	4.05	.13	58

\*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 21b**  
**Satisfaction with 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					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	3%	4%	12%	35%	46%	4.18	.02	2,588
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	12%	35%	48%	4.23	.00	126,588
Aggregated Retail Units	YOUR INSTITUTION	3%	4%	13%	34%	46%	4.18	.02	1,858
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	34%	48%	4.23	.00	74,593
Aggregated Dining Halls	YOUR INSTITUTION	3%	4%	12%	35%	46%	4.17	.04	730
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	12%	35%	48%	4.23	.00	51,995
Respondent Type - YOUR INSTITUTION	Student	3%	3%	12%	34%	48%	4.21	.02	2,073
	Faculty	4%	6%	14%	39%	37%	4.00	.09	135
	Administration/ Staff	4%	7%	11%	37%	41%	4.06	.06	322
	Other	2%	3%	16%	36%	43%	4.16	.12	58
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	12%	35%	47%	4.23	.00	107,690
	Faculty	3%	5%	12%	34%	47%	4.18	.01	4,527
	Administration/Staff	2%	4%	11%	33%	50%	4.23	.01	12,420
	Other	2%	2%	10%	28%	59%	4.39	.02	1,442
Student Class Status - YOUR INSTITUTION	First year	3%	3%	9%	35%	49%	4.24	.04	486
	Sophomore	2%	3%	15%	34%	46%	4.20	.05	386
	Junior	1%	4%	11%	33%	50%	4.27	.04	500
	Senior	4%	3%	12%	32%	49%	4.21	.05	437
	Graduate	3%	3%	17%	37%	40%	4.08	.06	252
	Other		8%	25%	17%	50%	4.08	.31	12
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	34%	52%	4.32	.00	41,343
	Sophomore	2%	4%	13%	35%	46%	4.19	.01	23,695
	Junior	2%	4%	13%	35%	45%	4.17	.01	18,650
	Senior	2%	4%	13%	36%	44%	4.15	.01	16,824
	Graduate	2%	4%	14%	38%	42%	4.13	.01	6,132
	Other	2%	4%	13%	35%	46%	4.20	.03	1,074
Gender - YOUR INSTITUTION	Female	2%	4%	11%	34%	49%	4.22	.02	1,640
	Male	3%	3%	15%	36%	42%	4.11	.03	925
	Transgender	20%		40%		40%	3.40	.75	5
	Other Identity		6%	28%	22%	44%	4.06	.24	18
Gender - ENTIRE SAMPLE	Female	2%	4%	11%	34%	50%	4.26	.00	75,325
	Male	2%	4%	13%	36%	45%	4.18	.00	49,356
	Transgender	7%	4%	15%	30%	44%	4.00	.05	453
	Other Identity	4%	6%	18%	31%	42%	4.01	.04	635
Live... - YOUR INSTITUTION	On campus	3%	4%	12%	36%	46%	4.20	.04	608
	Off campus	3%	4%	13%	34%	46%	4.18	.02	1,980
Live... - ENTIRE SAMPLE	On campus	2%	3%	12%	35%	48%	4.25	.00	73,664
	Off campus	2%	4%	12%	34%	47%	4.20	.00	51,169
NACUFS Region - YOUR	Southern	3%	4%	12%	35%	46%	4.18	.02	2,588
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	10%	34%	51%	4.32	.01	14,098
	Mid-Atlantic	2%	4%	12%	33%	48%	4.21	.01	13,782
	Midwest	2%	4%	12%	35%	48%	4.24	.00	34,618
	Northeast	2%	4%	14%	35%	45%	4.16	.01	22,009
	Pacific	2%	3%	12%	36%	46%	4.22	.01	20,712
	Southern	2%	4%	12%	34%	48%	4.23	.01	21,369
Institution Type - YOUR INSTITUTION	Public	3%	4%	12%	35%	46%	4.18	.02	2,588
Institution Type - ENTIRE SAMPLE	Public	2%	4%	12%	35%	48%	4.23	.00	96,970
	Private	2%	4%	12%	34%	48%	4.22	.01	29,618
Institution Type - YOUR INSTITUTION	Primarily 4-year	3%	4%	12%	35%	46%	4.18	.02	2,588
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	11%	30%	56%	4.39	.02	1,755
	Primarily 4-year	2%	4%	12%	35%	48%	4.23	.00	124,833
Operation Type - YOUR INSTITUTION	Mainly Contracted	3%	4%	12%	35%	46%	4.18	.02	2,588
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	4%	12%	34%	49%	4.25	.00	96,527
	Mainly Contracted	2%	4%	13%	37%	43%	4.15	.01	27,929
	Combination of Both	2%	4%	11%	32%	51%	4.27	.02	2,132
Total Current Enrollment - YOUR	Over 20,000	3%	4%	12%	35%	46%	4.18	.02	2,588
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	4%	10%	30%	54%	4.32	.02	3,449
	2,500 to 10,000	2%	4%	12%	34%	49%	4.24	.00	36,089
	10,001 to 20,000	2%	4%	12%	35%	48%	4.23	.01	26,975
	Over 20,000	2%	4%	12%	35%	47%	4.21	.00	60,075
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	3%	12%	38%	44%	4.16	.07	217
	Express Unit	3%	9%	17%	31%	40%	3.98	.06	305
	Specialty Coffee Shop/ Juice Bar	2%	4%	15%	31%	48%	4.19	.06	303
	Sit-down Restaurant	3%	2%	10%	36%	49%	4.26	.03	963
	Convenience Store		4%	23%	36%	37%	4.06	.11	70
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	13%	36%	45%	4.19	.01	22,221
	Marketplace	2%	4%	12%	34%	48%	4.23	.01	10,333
	Express Unit	2%	4%	13%	35%	46%	4.18	.01	17,843
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	32%	51%	4.27	.01	10,469
	Sit-down Restaurant	2%	3%	10%	33%	53%	4.32	.01	4,800
	Convenience Store	1%	3%	11%	34%	51%	4.31	.01	8,863
	No type given	2%		11%	39%	48%	4.33	.10	64

\*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 22a  
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	Florida State University	2%	5%	15%	34%	44%	4.13	.02	2,298
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	6%	16%	37%	39%	4.06	.00	112,415
Aggregated Retail Units	YOUR INSTITUTION	2%	5%	15%	33%	46%	4.16	.02	1,670
Aggregated Retail Units	ENTIRE SAMPLE	1%	5%	15%	37%	41%	4.11	.00	66,177
Aggregated Dining Halls	YOUR INSTITUTION	1%	7%	17%	36%	39%	4.05	.04	628
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	18%	38%	36%	3.99	.00	46,238
Respondent Type - YOUR INSTITUTION	Student	2%	5%	16%	32%	44%	4.13	.02	1,882
	Faculty	3%	5%	17%	40%	35%	3.99	.09	115
	Administration/ Staff	2%	5%	10%	40%	43%	4.19	.06	252
	Other		2%	12%	31%	55%	4.39	.11	49
Respondent Type - ENTIRE SAMPLE	Student	2%	7%	17%	37%	38%	4.03	.00	96,292
	Faculty	2%	4%	14%	43%	37%	4.09	.01	3,897
	Administration/Staff	1%	3%	10%	40%	47%	4.29	.01	10,547
	Other	1%	3%	13%	29%	54%	4.30	.03	1,265
Student Class Status - YOUR INSTITUTION	First year	1%	6%	14%	35%	44%	4.17	.04	436
	Sophomore	1%	5%	17%	31%	46%	4.15	.05	358
	Junior	2%	5%	15%	31%	47%	4.16	.05	453
	Senior	2%	5%	16%	30%	47%	4.15	.05	400
	Graduate	4%	7%	21%	34%	35%	3.90	.07	224
	Other		9%		55%	36%	4.18	.26	11
Student Class Status - ENTIRE SAMPLE	First year	2%	7%	17%	37%	38%	4.02	.01	37,058
	Sophomore	2%	7%	17%	36%	38%	4.01	.01	21,237
	Junior	2%	6%	17%	36%	39%	4.03	.01	16,574
	Senior	2%	6%	16%	38%	39%	4.07	.01	15,110
	Graduate	2%	6%	18%	39%	35%	4.01	.01	5,383
	Other	1%	5%	17%	41%	36%	4.05	.03	957
Gender - YOUR INSTITUTION	Female	1%	6%	14%	33%	46%	4.17	.02	1,452
	Male	3%	4%	17%	35%	41%	4.07	.03	826
	Transgender		20%	40%	20%	20%	3.40	.51	5
	Other Identity		13%	27%	27%	33%	3.80	.28	15
Gender - ENTIRE SAMPLE	Female	1%	5%	14%	38%	41%	4.13	.00	66,600
	Male	2%	7%	19%	36%	35%	3.95	.00	44,196
	Transgender	6%	7%	24%	26%	38%	3.83	.06	386
	Other Identity	4%	10%	20%	28%	39%	3.89	.05	555
Live... - YOUR INSTITUTION	On campus	1%	6%	15%	35%	43%	4.11	.04	535
	Off campus	2%	5%	15%	33%	44%	4.14	.02	1,763
Live... - ENTIRE SAMPLE	On campus	2%	7%	17%	37%	37%	4.00	.00	66,120
	Off campus	1%	5%	15%	37%	42%	4.14	.00	44,817
NACUFS Region - YOUR	Southern	2%	5%	15%	34%	44%	4.13	.02	2,298
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	18%	39%	36%	4.01	.01	12,888
	Mid-Atlantic	1%	6%	16%	38%	38%	4.06	.01	12,438
	Midwest	2%	6%	17%	37%	37%	4.03	.01	30,700
	Northeast	2%	5%	15%	37%	40%	4.10	.01	19,389
	Pacific	2%	6%	16%	37%	39%	4.06	.01	18,099
	Southern	2%	6%	15%	36%	42%	4.11	.01	18,901
Institution Type - YOUR INSTITUTION	Public	2%	5%	15%	34%	44%	4.13	.02	2,298
Institution Type - ENTIRE SAMPLE	Public	2%	6%	16%	37%	40%	4.07	.00	86,205
	Private	2%	6%	18%	38%	36%	4.01	.01	26,210
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	5%	15%	34%	44%	4.13	.02	2,298
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	3%	14%	37%	45%	4.22	.02	1,529
	Primarily 4-year	2%	6%	16%	37%	39%	4.06	.00	110,886
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	5%	15%	34%	44%	4.13	.02	2,298
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	16%	37%	39%	4.07	.00	85,916
	Mainly Contracted	2%	6%	17%	37%	38%	4.03	.01	24,740
	Combination of Both	2%	8%	17%	36%	37%	3.98	.02	1,759
Total Current Enrollment - YOUR	Over 20,000	2%	5%	15%	34%	44%	4.13	.02	2,298
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	6%	15%	40%	36%	4.03	.02	3,106
	2,500 to 10,000	1%	5%	15%	37%	41%	4.11	.01	32,066
	10,001 to 20,000	2%	6%	16%	37%	39%	4.07	.01	23,730
	Over 20,000	2%	7%	17%	37%	38%	4.02	.00	53,513
Type of Retail Unit - YOUR INSTITUTION	Food Court	2%	6%	13%	35%	44%	4.13	.07	194
	Express Unit	3%	5%	16%	35%	41%	4.05	.06	279
	Specialty Coffee Shop/ Juice Bar	2%	6%	12%	32%	48%	4.20	.06	269
	Sit-down Restaurant	1%	4%	14%	32%	49%	4.23	.03	869
	Convenience Store	5%	10%	25%	34%	25%	3.64	.15	59
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	17%	38%	38%	4.05	.01	19,865
	Marketplace	1%	6%	15%	40%	37%	4.05	.01	9,198
	Express Unit	2%	5%	16%	36%	42%	4.11	.01	15,783
	Specialty Coffee Shop/ Juice Bar	1%	4%	13%	36%	46%	4.21	.01	9,163
	Sit-down Restaurant	1%	4%	13%	36%	45%	4.20	.01	4,242
	Convenience Store	2%	5%	15%	35%	44%	4.14	.01	7,861
	No type given	3%	5%	8%	42%	43%	4.17	.12	65

\*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 22b  
Satisfaction with 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) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	3%	2%	12%	35%	48%	4.24	.02	2,593
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	35%	50%	4.29	.00	126,614
Aggregated Retail Units	YOUR INSTITUTION	3%	2%	12%	34%	49%	4.25	.02	1,861
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	34%	50%	4.29	.00	74,692
Aggregated Dining Halls	YOUR INSTITUTION	3%	2%	12%	38%	45%	4.21	.03	732
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	11%	35%	49%	4.28	.00	51,922
Respondent Type - YOUR INSTITUTION	Student	3%	2%	12%	35%	49%	4.26	.02	2,078
	Faculty	3%	7%	19%	33%	39%	3.98	.09	137
	Administration/ Staff	3%	3%	9%	38%	47%	4.23	.05	322
	Other	5%	2%	11%	36%	46%	4.16	.14	56
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	12%	35%	50%	4.29	.00	107,684
	Faculty	2%	4%	11%	34%	49%	4.23	.01	4,530
	Administration/Staff	2%	3%	9%	34%	52%	4.31	.01	12,442
	Other	2%	2%	9%	27%	61%	4.43	.02	1,442
Student Class Status - YOUR INSTITUTION	First year	3%	1%	12%	33%	51%	4.28	.04	488
	Sophomore	1%	3%	13%	34%	48%	4.25	.05	386
	Junior	1%	2%	9%	34%	53%	4.36	.04	500
	Senior	3%	0%	13%	34%	50%	4.27	.04	437
	Graduate	6%	3%	13%	41%	38%	4.02	.07	256
	Other			27%	27%	45%	4.18	.26	11
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	10%	34%	53%	4.35	.00	41,336
	Sophomore	1%	3%	12%	35%	48%	4.26	.01	23,704
	Junior	1%	3%	12%	35%	48%	4.25	.01	18,633
	Senior	2%	3%	12%	36%	47%	4.24	.01	16,822
	Graduate	2%	3%	13%	38%	44%	4.19	.01	6,140
	Other	2%	2%	13%	36%	48%	4.26	.03	1,079
Gender - YOUR INSTITUTION	Female	2%	2%	11%	33%	51%	4.29	.02	1,645
	Male	4%	2%	13%	38%	44%	4.16	.03	925
	Transgender	40%			20%	40%	3.20	.92	5
	Other Identity		6%	17%	39%	39%	4.11	.21	18
Gender - ENTIRE SAMPLE	Female	1%	3%	10%	34%	52%	4.33	.00	75,354
	Male	2%	3%	13%	36%	46%	4.23	.00	49,361
	Transgender	7%	5%	15%	30%	43%	3.97	.06	451
	Other Identity	3%	4%	19%	31%	43%	4.06	.04	634
Live... - YOUR INSTITUTION	On campus	2%	2%	13%	33%	49%	4.25	.04	609
	Off campus	3%	2%	11%	36%	48%	4.23	.02	1,984
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	35%	50%	4.30	.00	73,654
	Off campus	2%	3%	11%	35%	50%	4.28	.00	51,205
NACUFS Region - YOUR	Southern	3%	2%	12%	35%	48%	4.24	.02	2,593
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	9%	34%	53%	4.37	.01	14,093
	Mid-Atlantic	2%	3%	11%	33%	52%	4.32	.01	13,763
	Midwest	1%	3%	11%	34%	51%	4.30	.00	34,583
	Northeast	2%	3%	13%	35%	47%	4.22	.01	22,056
	Pacific	2%	3%	12%	36%	47%	4.24	.01	20,731
	Southern	2%	2%	11%	35%	50%	4.30	.01	21,388
Institution Type - YOUR INSTITUTION	Public	3%	2%	12%	35%	48%	4.24	.02	2,593
Institution Type - ENTIRE SAMPLE	Public	1%	3%	11%	35%	50%	4.30	.00	97,002
	Private	2%	3%	12%	35%	49%	4.26	.01	29,612
Institution Type - YOUR INSTITUTION	Primarily 4-year	3%	2%	12%	35%	48%	4.24	.02	2,593
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	9%	30%	57%	4.40	.02	1,768
	Primarily 4-year	1%	3%	11%	35%	50%	4.29	.00	124,846
Operation Type - YOUR INSTITUTION	Mainly Contracted	3%	2%	12%	35%	48%	4.24	.02	2,593
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	11%	34%	51%	4.31	.00	96,521
	Mainly Contracted	2%	3%	13%	37%	45%	4.20	.01	27,958
	Combination of Both	2%	3%	11%	31%	54%	4.33	.02	2,135
Total Current Enrollment - YOUR	Over 20,000	3%	2%	12%	35%	48%	4.24	.02	2,593
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	31%	58%	4.42	.01	3,449
	2,500 to 10,000	2%	3%	11%	34%	51%	4.30	.00	36,136
	10,001 to 20,000	1%	3%	11%	35%	49%	4.28	.01	26,944
	Over 20,000	1%	3%	12%	35%	49%	4.27	.00	60,085
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	3%	17%	38%	38%	4.02	.07	218
	Express Unit	1%	2%	13%	32%	51%	4.32	.05	305
	Specialty Coffee Shop/ Juice Bar	2%	2%	8%	33%	55%	4.36	.05	303
	Sit-down Restaurant	2%	2%	11%	34%	50%	4.25	.03	966
	Convenience Store		4%	19%	36%	41%	4.13	.11	69
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	13%	37%	45%	4.20	.01	22,241
	Marketplace	1%	2%	10%	33%	54%	4.35	.01	10,336
	Express Unit	1%	3%	12%	35%	48%	4.27	.01	17,923
	Specialty Coffee Shop/ Juice Bar	1%	2%	10%	31%	57%	4.40	.01	10,469
	Sit-down Restaurant	2%	2%	9%	31%	57%	4.39	.01	4,810
	Convenience Store	1%	2%	11%	34%	51%	4.33	.01	8,842
	No type given	1%		8%	35%	55%	4.42	.09	71

\*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 23a**  
**Importance of 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					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	Florida State University	1%	4%	10%	30%	55%	4.34	.02	2,269
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	10%	32%	53%	4.34	.00	110,357
Aggregated Retail Units	YOUR INSTITUTION	2%	4%	10%	30%	55%	4.32	.02	1,642
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	11%	32%	52%	4.29	.00	64,105
Aggregated Dining Halls	YOUR INSTITUTION	1%	2%	11%	31%	55%	4.38	.03	627
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	9%	32%	56%	4.41	.00	46,252
Respondent Type - YOUR INSTITUTION	Student	1%	4%	11%	30%	54%	4.33	.02	1,861
	Faculty	1%	4%	10%	28%	57%	4.35	.08	115
	Administration/ Staff	3%	2%	5%	35%	55%	4.36	.06	244
	Other		2%	12%	27%	59%	4.43	.11	49
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	10%	32%	54%	4.34	.00	94,787
	Faculty	2%	4%	9%	36%	49%	4.26	.02	3,787
	Administration/Staff	2%	3%	8%	34%	53%	4.34	.01	10,106
	Other	1%	3%	9%	26%	61%	4.43	.02	1,257
Student Class Status - YOUR INSTITUTION	First year	1%	3%	10%	31%	55%	4.37	.04	436
	Sophomore	1%	5%	11%	30%	52%	4.28	.05	355
	Junior	2%	4%	8%	30%	56%	4.34	.04	450
	Senior	1%	3%	11%	27%	58%	4.38	.04	392
	Graduate	0%	5%	16%	31%	48%	4.22	.06	217
	Other			9%	45%	45%	4.36	.20	11
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	32%	54%	4.35	.00	36,495
	Sophomore	1%	3%	10%	32%	54%	4.34	.01	20,975
	Junior	1%	3%	11%	31%	55%	4.35	.01	16,316
	Senior	1%	3%	10%	33%	54%	4.35	.01	14,830
	Graduate	1%	3%	12%	36%	48%	4.24	.01	5,273
	Other	1%	4%	11%	34%	50%	4.28	.03	940
Gender - YOUR INSTITUTION	Female	1%	4%	10%	29%	57%	4.37	.02	1,434
	Male	2%	3%	11%	33%	51%	4.29	.03	815
	Transgender		20%		40%	40%	4.00	.55	5
	Other Identity		20%	7%	33%	40%	3.93	.30	15
Gender - ENTIRE SAMPLE	Female	1%	2%	9%	31%	57%	4.40	.00	65,130
	Male	2%	3%	12%	34%	49%	4.25	.00	43,632
	Transgender	4%	4%	20%	26%	46%	4.06	.06	386
	Other Identity	3%	8%	14%	28%	48%	4.11	.05	547
Live... - YOUR INSTITUTION	On campus	0%	4%	11%	31%	54%	4.33	.04	534
	Off campus	2%	3%	10%	30%	55%	4.34	.02	1,735
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	32%	53%	4.34	.00	65,101
	Off campus	1%	3%	10%	32%	54%	4.34	.00	43,793
NACUFS Region - YOUR	Southern	1%	4%	10%	30%	55%	4.34	.02	2,269
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	11%	34%	51%	4.32	.01	12,618
	Mid-Atlantic	1%	3%	9%	31%	56%	4.40	.01	12,312
	Midwest	1%	3%	10%	33%	53%	4.35	.00	30,301
	Northeast	1%	3%	10%	32%	54%	4.34	.01	19,066
	Pacific	1%	3%	12%	33%	51%	4.29	.01	17,582
	Southern	1%	3%	10%	31%	55%	4.35	.01	18,478
Institution Type - YOUR INSTITUTION	Public	1%	4%	10%	30%	55%	4.34	.02	2,269
Institution Type - ENTIRE SAMPLE	Public	1%	3%	10%	32%	54%	4.35	.00	84,410
	Private	1%	3%	11%	33%	51%	4.30	.01	25,947
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	4%	10%	30%	55%	4.34	.02	2,269
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	3%	11%	35%	49%	4.28	.02	1,504
	Primarily 4-year	1%	3%	10%	32%	54%	4.34	.00	108,853
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	4%	10%	30%	55%	4.34	.02	2,269
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	32%	54%	4.35	.00	84,244
	Mainly Contracted	1%	3%	11%	33%	52%	4.31	.01	24,359
	Combination of Both	1%	5%	12%	32%	50%	4.25	.02	1,754
Total Current Enrollment - YOUR	Over 20,000	1%	4%	10%	30%	55%	4.34	.02	2,269
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	35%	53%	4.36	.02	3,085
	2,500 to 10,000	1%	3%	10%	31%	55%	4.36	.00	31,465
	10,001 to 20,000	1%	3%	11%	33%	52%	4.32	.01	23,304
	Over 20,000	1%	3%	10%	32%	53%	4.34	.00	52,503
Type of Retail Unit - YOUR INSTITUTION	Food Court	2%	4%	8%	34%	53%	4.34	.06	191
	Express Unit	3%	6%	13%	33%	45%	4.12	.06	278
	Specialty Coffee Shop/ Juice Bar	1%	5%	9%	28%	57%	4.34	.06	266
	Sit-down Restaurant	1%	3%	9%	29%	58%	4.40	.03	864
	Convenience Store	2%	9%	19%	35%	35%	3.91	.16	43
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	33%	52%	4.31	.01	19,633
	Marketplace	1%	3%	9%	35%	51%	4.33	.01	9,068
	Express Unit	2%	4%	11%	33%	50%	4.25	.01	15,158
	Specialty Coffee Shop/ Juice Bar	2%	4%	11%	30%	54%	4.31	.01	8,933
	Sit-down Restaurant	1%	2%	8%	32%	57%	4.42	.01	4,221
	Convenience Store	2%	4%	12%	31%	50%	4.22	.01	7,030
	No type given	5%	2%	8%	39%	47%	4.21	.13	62

\*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 23b  
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					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	9%	15%	32%	40%	3.93	.02	2,558
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	8%	16%	31%	41%	3.96	.00	123,977
Aggregated Retail Units	YOUR INSTITUTION	5%	10%	14%	30%	40%	3.89	.03	1,827
Aggregated Retail Units	ENTIRE SAMPLE	4%	8%	16%	31%	41%	3.97	.00	71,945
Aggregated Dining Halls	YOUR INSTITUTION	4%	5%	15%	34%	41%	4.04	.04	731
Aggregated Dining Halls	ENTIRE SAMPLE	4%	8%	16%	32%	40%	3.95	.00	52,032
Respondent Type - YOUR INSTITUTION	Student	4%	9%	15%	31%	41%	3.95	.03	2,058
	Faculty	6%	11%	11%	35%	36%	3.84	.10	133
	Administration/ Staff	8%	9%	12%	34%	38%	3.84	.07	310
	Other	4%	9%	14%	35%	39%	3.96	.15	57
Respondent Type - ENTIRE SAMPLE	Student	4%	8%	17%	31%	39%	3.94	.00	105,846
	Faculty	4%	6%	14%	31%	45%	4.07	.02	4,373
	Administration/Staff	3%	6%	13%	31%	47%	4.12	.01	11,813
	Other	2%	4%	11%	27%	56%	4.31	.03	1,427
Student Class Status - YOUR INSTITUTION	First year	4%	8%	14%	31%	44%	4.04	.05	488
	Sophomore	4%	10%	15%	31%	39%	3.92	.06	382
	Junior	4%	9%	16%	31%	41%	3.97	.05	496
	Senior	6%	8%	15%	31%	40%	3.92	.06	431
	Graduate	6%	9%	18%	30%	37%	3.84	.07	249
	Other		8%	8%	33%	50%	4.25	.28	12
Student Class Status - ENTIRE SAMPLE	First year	3%	7%	15%	31%	44%	4.06	.01	40,744
	Sophomore	5%	10%	17%	32%	37%	3.87	.01	23,316
	Junior	5%	10%	18%	31%	37%	3.84	.01	18,334
	Senior	5%	10%	18%	32%	36%	3.84	.01	16,449
	Graduate	4%	9%	17%	32%	38%	3.91	.01	5,997
	Other	2%	7%	16%	35%	41%	4.04	.03	1,043
Gender - YOUR INSTITUTION	Female	5%	10%	15%	29%	41%	3.91	.03	1,620
	Male	5%	7%	14%	36%	39%	3.96	.04	915
	Transgender	20%			20%	60%	4.00	.77	5
	Other Identity			17%	56%	28%	4.11	.16	18
Gender - ENTIRE SAMPLE	Female	4%	9%	16%	31%	41%	3.96	.00	73,467
	Male	4%	8%	17%	32%	40%	3.97	.00	48,614
	Transgender	10%	6%	16%	24%	43%	3.83	.06	449
	Other Identity	6%	6%	21%	30%	37%	3.87	.05	631
Live... - YOUR INSTITUTION	On campus	4%	9%	16%	31%	41%	3.97	.05	609
	Off campus	5%	9%	14%	32%	40%	3.92	.03	1,949
Live... - ENTIRE SAMPLE	On campus	4%	8%	16%	32%	41%	3.97	.00	72,473
	Off campus	4%	9%	16%	31%	41%	3.95	.01	49,751
NACUFS Region - YOUR	Southern	5%	9%	15%	32%	40%	3.93	.02	2,558
NACUFS Region - ENTIRE SAMPLE	Continental	3%	8%	17%	30%	41%	3.97	.01	13,806
	Mid-Atlantic	4%	9%	18%	31%	37%	3.88	.01	13,628
	Midwest	4%	8%	15%	31%	42%	3.98	.01	34,107
	Northeast	4%	8%	17%	32%	40%	3.95	.01	21,607
	Pacific	3%	7%	16%	33%	41%	4.00	.01	20,028
	Southern	4%	9%	15%	31%	42%	3.98	.01	20,801
Institution Type - YOUR INSTITUTION	Public	5%	9%	15%	32%	40%	3.93	.02	2,558
Institution Type - ENTIRE SAMPLE	Public	4%	8%	16%	31%	41%	3.96	.00	94,678
	Private	3%	8%	17%	32%	41%	3.99	.01	29,299
	Primarily 4-year	5%	9%	15%	32%	40%	3.93	.02	2,558
Institution Type - YOUR INSTITUTION	Primarily 2-year	2%	4%	12%	30%	53%	4.27	.02	1,723
	Primarily 4-year	4%	8%	16%	31%	40%	3.96	.00	122,254
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	9%	15%	32%	40%	3.93	.02	2,558
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	4%	8%	16%	31%	42%	3.99	.00	94,404
	Mainly Contracted	4%	9%	18%	33%	36%	3.87	.01	27,450
	Combination of Both	3%	7%	14%	32%	45%	4.10	.02	2,123
Total Current Enrollment - YOUR	Over 20,000	5%	9%	15%	32%	40%	3.93	.02	2,558
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	7%	13%	30%	48%	4.15	.02	3,423
	2,500 to 10,000	4%	8%	16%	31%	40%	3.95	.01	35,357
	10,001 to 20,000	4%	7%	15%	32%	43%	4.03	.01	26,443
	Over 20,000	4%	9%	17%	31%	39%	3.93	.00	58,754
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	6%	13%	34%	43%	4.06	.07	218
	Express Unit	8%	20%	16%	26%	29%	3.48	.08	300
	Specialty Coffee Shop/ Juice Bar	7%	18%	18%	27%	30%	3.54	.07	298
	Sit-down Restaurant	4%	6%	13%	32%	46%	4.10	.03	961
	Convenience Store	4%	10%	24%	30%	32%	3.76	.16	50
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	9%	17%	32%	38%	3.90	.01	21,893
	Marketplace	3%	7%	15%	31%	44%	4.07	.01	10,196
	Express Unit	4%	9%	17%	31%	39%	3.93	.01	17,093
	Specialty Coffee Shop/ Juice Bar	4%	9%	17%	29%	41%	3.92	.01	10,140
	Sit-down Restaurant	3%	6%	13%	29%	49%	4.17	.01	4,798
	Convenience Store	2%	6%	15%	30%	46%	4.12	.01	7,758
	No type given	3%	10%	16%	34%	36%	3.90	.13	67

\*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 24a**  
**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.)					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	Florida State University	1%	3%	11%	33%	51%	4.30	.02	2,263
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	12%	37%	47%	4.26	.00	110,323
Aggregated Retail Units	YOUR INSTITUTION	1%	3%	11%	31%	53%	4.32	.02	1,638
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	12%	36%	48%	4.26	.00	64,309
Aggregated Dining Halls	YOUR INSTITUTION	1%	4%	12%	37%	46%	4.23	.04	625
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	12%	38%	46%	4.26	.00	46,014
Respondent Type - YOUR INSTITUTION	Student	1%	3%	12%	32%	52%	4.30	.02	1,857
	Faculty		5%	12%	38%	44%	4.22	.08	115
	Administration/ Staff	3%	2%	9%	36%	49%	4.26	.06	243
	Other	4%	2%	4%	27%	63%	4.42	.14	48
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	12%	36%	47%	4.25	.00	94,746
	Faculty	2%	3%	10%	40%	45%	4.23	.01	3,769
	Administration/Staff	1%	3%	9%	38%	50%	4.31	.01	10,146
	Other	1%	2%	10%	27%	59%	4.40	.02	1,253
Student Class Status - YOUR INSTITUTION	First year	1%	3%	10%	37%	48%	4.26	.04	434
	Sophomore	1%	4%	14%	32%	50%	4.26	.05	354
	Junior	1%	3%	10%	30%	56%	4.36	.04	446
	Senior	1%	2%	10%	30%	57%	4.39	.04	389
	Graduate	0%	5%	15%	35%	45%	4.19	.06	223
	Other			27%	36%	36%	4.09	.25	11
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	12%	36%	47%	4.26	.00	36,492
	Sophomore	1%	3%	13%	37%	47%	4.24	.01	20,935
	Junior	1%	3%	12%	36%	48%	4.26	.01	16,310
	Senior	1%	3%	12%	36%	48%	4.26	.01	14,828
	Graduate	1%	4%	14%	38%	43%	4.19	.01	5,274
	Other	1%	3%	14%	36%	46%	4.23	.03	943
Gender - YOUR INSTITUTION	Female	1%	3%	11%	32%	53%	4.34	.02	1,430
	Male	2%	3%	12%	35%	48%	4.23	.03	813
	Transgender	40%		20%	20%	20%	2.80	.80	5
	Other Identity	7%	13%	7%	27%	47%	3.93	.34	15
Gender - ENTIRE SAMPLE	Female	1%	3%	10%	36%	50%	4.32	.00	65,168
	Male	1%	4%	14%	38%	43%	4.17	.00	43,567
	Transgender	4%	4%	20%	27%	45%	4.04	.06	381
	Other Identity	3%	6%	17%	29%	45%	4.06	.05	552
Live... - YOUR INSTITUTION	On campus	2%	4%	12%	35%	48%	4.24	.04	532
	Off campus	1%	3%	11%	32%	52%	4.31	.02	1,731
Live... - ENTIRE SAMPLE	On campus	1%	3%	12%	37%	46%	4.24	.00	65,079
	Off campus	1%	3%	11%	36%	49%	4.28	.00	43,790
NACUFS Region - YOUR	Southern	1%	3%	11%	33%	51%	4.30	.02	2,263
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	13%	39%	44%	4.22	.01	12,613
	Mid-Atlantic	1%	3%	11%	37%	49%	4.29	.01	12,276
	Midwest	1%	3%	12%	38%	46%	4.24	.00	30,207
	Northeast	1%	3%	11%	36%	49%	4.27	.01	19,062
	Pacific	1%	3%	12%	36%	47%	4.25	.01	17,653
	Southern	1%	3%	11%	35%	50%	4.28	.01	18,512
Institution Type - YOUR INSTITUTION	Public	1%	3%	11%	33%	51%	4.30	.02	2,263
Institution Type - ENTIRE SAMPLE	Public	1%	3%	12%	36%	48%	4.27	.00	84,429
	Private	1%	3%	13%	37%	46%	4.23	.01	25,894
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	3%	11%	33%	51%	4.30	.02	2,263
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	12%	37%	49%	4.30	.02	1,503
	Primarily 4-year	1%	3%	12%	37%	47%	4.26	.00	108,820
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	3%	11%	33%	51%	4.30	.02	2,263
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	12%	36%	48%	4.27	.00	84,283
	Mainly Contracted	1%	3%	13%	37%	46%	4.22	.01	24,299
	Combination of Both	1%	5%	12%	37%	45%	4.20	.02	1,741
Total Current Enrollment - YOUR	Over 20,000	1%	3%	11%	33%	51%	4.30	.02	2,263
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	10%	39%	48%	4.30	.01	3,083
	2,500 to 10,000	1%	3%	11%	36%	49%	4.28	.00	31,486
	10,001 to 20,000	1%	3%	12%	37%	48%	4.27	.01	23,233
	Over 20,000	1%	3%	12%	37%	46%	4.24	.00	52,521
Type of Retail Unit - YOUR INSTITUTION	Food Court	2%	3%	7%	31%	57%	4.39	.06	191
	Express Unit	3%	4%	14%	33%	46%	4.15	.06	272
	Specialty Coffee Shop/ Juice Bar	1%	3%	12%	29%	55%	4.35	.05	262
	Sit-down Restaurant	1%	2%	10%	31%	55%	4.37	.03	863
	Convenience Store	2%	8%	20%	34%	36%	3.94	.15	50
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	37%	47%	4.24	.01	19,590
	Marketplace	1%	3%	11%	39%	46%	4.26	.01	9,077
	Express Unit	2%	4%	13%	35%	47%	4.22	.01	15,192
	Specialty Coffee Shop/ Juice Bar	1%	3%	11%	33%	52%	4.31	.01	8,921
	Sit-down Restaurant	1%	2%	9%	35%	53%	4.36	.01	4,199
	Convenience Store	2%	4%	12%	33%	49%	4.23	.01	7,269
	No type given	5%		10%	33%	52%	4.28	.13	61

\*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 24b**  
**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.)**

		Comfort (seats, temperature, lighting, sound level, etc.)					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	4%	6%	15%	34%	41%	4.01	.02	2,547
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	5%	15%	34%	44%	4.12	.00	124,309
Aggregated Retail Units	YOUR INSTITUTION	5%	6%	15%	33%	42%	4.01	.03	1,817
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	34%	43%	4.11	.00	72,438
Aggregated Dining Halls	YOUR INSTITUTION	4%	6%	15%	37%	38%	3.99	.04	730
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	14%	35%	44%	4.15	.00	51,871
Respondent Type - YOUR INSTITUTION	Student	4%	5%	14%	34%	42%	4.06	.02	2,045
	Faculty	6%	10%	18%	38%	28%	3.71	.10	134
	Administration/ Staff	8%	9%	16%	31%	37%	3.80	.07	312
	Other	2%	9%	20%	36%	34%	3.91	.14	56
Respondent Type - ENTIRE SAMPLE	Student	2%	5%	15%	35%	44%	4.13	.00	106,116
	Faculty	4%	6%	14%	34%	41%	4.03	.02	4,396
	Administration/Staff	3%	6%	14%	33%	43%	4.07	.01	11,884
	Other	3%	4%	10%	29%	54%	4.29	.03	1,422
Student Class Status - YOUR INSTITUTION	First year	3%	4%	13%	32%	47%	4.16	.05	489
	Sophomore	3%	6%	13%	36%	41%	4.06	.05	379
	Junior	3%	5%	14%	33%	45%	4.11	.05	491
	Senior	4%	5%	14%	35%	42%	4.06	.05	423
	Graduate	8%	6%	18%	39%	29%	3.76	.07	251
	Other		17%	25%	25%	33%	3.75	.33	12
Student Class Status - ENTIRE SAMPLE	First year	2%	4%	13%	34%	48%	4.24	.00	40,833
	Sophomore	2%	5%	15%	35%	42%	4.11	.01	23,377
	Junior	2%	6%	16%	35%	41%	4.07	.01	18,363
	Senior	3%	6%	16%	35%	39%	4.02	.01	16,519
	Graduate	3%	7%	17%	36%	37%	3.98	.01	6,009
	Other	3%	5%	15%	35%	41%	4.07	.03	1,048
Gender - YOUR INSTITUTION	Female	5%	6%	15%	33%	42%	4.03	.03	1,617
	Male	4%	6%	15%	37%	38%	3.98	.04	907
	Transgender	20%			40%	40%	3.80	.73	5
	Other Identity		22%	22%	28%	28%	3.61	.27	18
Gender - ENTIRE SAMPLE	Female	2%	5%	14%	34%	44%	4.13	.00	73,748
	Male	2%	5%	15%	36%	43%	4.11	.00	48,691
	Transgender	8%	6%	19%	25%	42%	3.87	.06	446
	Other Identity	5%	6%	21%	30%	38%	3.89	.05	632
Live... - YOUR INSTITUTION	On campus	3%	6%	15%	33%	43%	4.07	.04	606
	Off campus	5%	6%	15%	35%	40%	3.99	.03	1,941
Live... - ENTIRE SAMPLE	On campus	2%	4%	14%	35%	45%	4.17	.00	72,688
	Off campus	3%	6%	16%	34%	42%	4.06	.00	49,912
NACUFS Region - YOUR	Southern	4%	6%	15%	34%	41%	4.01	.02	2,547
NACUFS Region - ENTIRE SAMPLE	Continental	1%	4%	13%	35%	47%	4.21	.01	13,847
	Mid-Atlantic	2%	5%	14%	34%	45%	4.14	.01	13,629
	Midwest	2%	4%	14%	35%	45%	4.17	.01	34,102
	Northeast	3%	6%	16%	34%	41%	4.06	.01	21,637
	Pacific	3%	6%	16%	35%	41%	4.05	.01	20,199
	Southern	3%	5%	15%	34%	44%	4.12	.01	20,895
Institution Type - YOUR INSTITUTION	Public	4%	6%	15%	34%	41%	4.01	.02	2,547
Institution Type - ENTIRE SAMPLE	Public	2%	5%	14%	34%	44%	4.14	.00	95,014
	Private	2%	6%	15%	35%	42%	4.08	.01	29,295
	Primarily 4-year	4%	6%	15%	34%	41%	4.01	.02	2,547
Institution Type - YOUR INSTITUTION	Primarily 2-year	2%	5%	14%	31%	48%	4.20	.02	1,717
	Primarily 4-year	2%	5%	15%	35%	44%	4.12	.00	122,592
	Mainly Contracted	4%	6%	15%	34%	41%	4.01	.02	2,547
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	5%	14%	34%	45%	4.15	.00	94,711
	Mainly Contracted	3%	6%	16%	36%	39%	4.02	.01	27,486
	Combination of Both	2%	4%	14%	34%	46%	4.17	.02	2,112
Total Current Enrollment - YOUR	Over 20,000	4%	6%	15%	34%	41%	4.01	.02	2,547
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	6%	13%	33%	46%	4.17	.02	3,424
	2,500 to 10,000	2%	5%	15%	34%	44%	4.13	.01	35,461
	10,001 to 20,000	2%	5%	14%	35%	44%	4.12	.01	26,499
	Over 20,000	2%	5%	15%	35%	43%	4.12	.00	58,925
Type of Retail Unit - YOUR INSTITUTION	Food Court	7%	6%	14%	36%	38%	3.92	.08	215
	Express Unit	6%	10%	17%	33%	34%	3.77	.07	295
	Specialty Coffee Shop/ Juice Bar	4%	5%	16%	32%	42%	4.03	.06	295
	Sit-down Restaurant	4%	4%	13%	33%	46%	4.12	.03	952
	Convenience Store	3%	10%	22%	35%	30%	3.78	.14	60
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	6%	16%	36%	39%	4.03	.01	21,924
	Marketplace	2%	4%	13%	33%	47%	4.20	.01	10,182
	Express Unit	3%	6%	16%	34%	42%	4.06	.01	17,209
	Specialty Coffee Shop/ Juice Bar	3%	5%	14%	31%	47%	4.14	.01	10,196
	Sit-down Restaurant	2%	4%	12%	33%	49%	4.23	.01	4,767
	Convenience Store	2%	5%	14%	33%	47%	4.18	.01	8,094
	No type given	2%	8%	12%	30%	48%	4.17	.13	66

\*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 25a**  
**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**

		Environmentally friendly 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 & Retail Units	Florida State University	5%	5%	15%	27%	47%	4.06	.03	1,986
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	5%	16%	29%	45%	4.06	.00	101,178
Aggregated Retail Units	YOUR INSTITUTION	5%	5%	14%	26%	50%	4.12	.03	1,454
Aggregated Retail Units	ENTIRE SAMPLE	4%	5%	15%	29%	48%	4.12	.00	59,863
Aggregated Dining Halls	YOUR INSTITUTION	7%	5%	19%	30%	39%	3.90	.05	532
Aggregated Dining Halls	ENTIRE SAMPLE	4%	6%	18%	30%	42%	3.99	.01	41,315
Respondent Type - YOUR INSTITUTION	Student	5%	5%	16%	27%	47%	4.06	.03	1,638
	Faculty	5%	1%	14%	26%	53%	4.21	.11	92
	Administration/ Staff	8%	6%	14%	27%	45%	3.95	.09	206
	Other	8%	2%	8%	24%	58%	4.22	.17	50
Respondent Type - ENTIRE SAMPLE	Student	4%	6%	17%	29%	44%	4.04	.00	86,522
	Faculty	4%	4%	12%	30%	50%	4.17	.02	3,550
	Administration/Staff	3%	4%	12%	32%	49%	4.19	.01	9,577
	Other	4%	4%	10%	23%	58%	4.26	.03	1,163
Student Class Status - YOUR INSTITUTION	First year	4%	5%	16%	32%	43%	4.05	.05	385
	Sophomore	5%	5%	15%	28%	48%	4.10	.06	311
	Junior	6%	5%	15%	25%	49%	4.07	.06	395
	Senior	4%	6%	17%	22%	51%	4.10	.06	352
	Graduate	7%	6%	15%	30%	41%	3.92	.09	187
	Other	13%		25%	25%	38%	3.75	.49	8
Student Class Status - ENTIRE SAMPLE	First year	4%	6%	17%	29%	43%	4.01	.01	33,055
	Sophomore	4%	6%	17%	29%	44%	4.02	.01	19,186
	Junior	4%	5%	17%	29%	45%	4.06	.01	14,968
	Senior	4%	5%	14%	29%	48%	4.12	.01	13,649
	Graduate	4%	5%	15%	31%	45%	4.07	.02	4,840
	Other	3%	3%	18%	29%	46%	4.11	.04	860
Gender - YOUR INSTITUTION	Female	3%	5%	14%	27%	51%	4.18	.03	1,256
	Male	8%	6%	17%	28%	41%	3.87	.05	713
	Transgender	60%				40%	2.60	.98	5
	Other Identity	8%	17%	17%	33%	25%	3.50	.38	12
Gender - ENTIRE SAMPLE	Female	2%	4%	14%	30%	49%	4.19	.00	60,198
	Male	7%	7%	18%	29%	39%	3.87	.01	39,522
	Transgender	9%	7%	20%	24%	40%	3.80	.07	359
	Other Identity	7%	7%	17%	21%	48%	3.97	.06	505
Live... - YOUR INSTITUTION	On campus	5%	6%	17%	30%	43%	4.00	.05	472
	Off campus	5%	5%	15%	26%	49%	4.08	.03	1,514
Live... - ENTIRE SAMPLE	On campus	4%	6%	17%	29%	43%	4.01	.00	58,968
	Off campus	4%	5%	14%	29%	49%	4.15	.01	40,882
NACUFS Region - YOUR	Southern	5%	5%	15%	27%	47%	4.06	.03	1,986
NACUFS Region - ENTIRE SAMPLE	Continental	5%	6%	16%	30%	43%	4.00	.01	11,831
	Mid-Atlantic	4%	6%	16%	28%	46%	4.05	.01	10,913
	Midwest	4%	6%	17%	30%	43%	4.02	.01	27,458
	Northeast	4%	5%	15%	29%	47%	4.09	.01	17,444
	Pacific	3%	5%	15%	30%	47%	4.14	.01	16,637
	Southern	4%	5%	15%	29%	46%	4.08	.01	16,895
Institution Type - YOUR INSTITUTION	Public	5%	5%	15%	27%	47%	4.06	.03	1,986
Institution Type - ENTIRE SAMPLE	Public	4%	5%	16%	30%	46%	4.08	.00	77,587
	Private	5%	6%	16%	29%	44%	4.01	.01	23,591
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	5%	15%	27%	47%	4.06	.03	1,986
Institution Type - ENTIRE SAMPLE	Primarily 2-year	5%	4%	16%	30%	46%	4.09	.03	1,420
	Primarily 4-year	4%	5%	16%	29%	45%	4.06	.00	99,758
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	5%	15%	27%	47%	4.06	.03	1,986
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	4%	5%	16%	29%	46%	4.08	.00	77,718
	Mainly Contracted	4%	6%	17%	29%	44%	4.02	.01	21,903
	Combination of Both	5%	7%	17%	29%	42%	3.97	.03	1,557
Total Current Enrollment - YOUR	Over 20,000	5%	5%	15%	27%	47%	4.06	.03	1,986
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	4%	6%	14%	31%	45%	4.07	.02	2,808
	2,500 to 10,000	4%	5%	16%	29%	47%	4.10	.01	29,001
	10,001 to 20,000	4%	5%	16%	29%	46%	4.08	.01	21,312
	Over 20,000	4%	6%	16%	30%	44%	4.04	.01	48,057
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	4%	17%	24%	51%	4.11	.08	174
	Express Unit	6%	6%	12%	23%	53%	4.10	.08	241
	Specialty Coffee Shop/ Juice Bar	5%	4%	13%	25%	53%	4.18	.07	235
	Sit-down Restaurant	4%	5%	14%	27%	49%	4.12	.04	756
	Convenience Store	4%	6%	19%	35%	35%	3.92	.16	48
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	5%	15%	30%	46%	4.09	.01	18,048
	Marketplace	4%	6%	15%	31%	45%	4.08	.01	8,351
	Express Unit	4%	5%	15%	28%	48%	4.12	.01	14,195
	Specialty Coffee Shop/ Juice Bar	3%	5%	14%	27%	51%	4.19	.01	8,286
	Sit-down Restaurant	5%	5%	14%	29%	47%	4.07	.02	3,706
	Convenience Store	4%	5%	14%	28%	49%	4.14	.01	7,207
	No type given	7%	1%	17%	33%	41%	4.00	.14	70

\*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 25b**  
**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					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	4%	24%	31%	35%	3.86	.02	2,178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	4%	19%	35%	39%	4.04	.00	113,204
Aggregated Retail Units	YOUR INSTITUTION	5%	4%	22%	31%	38%	3.94	.03	1,569
Aggregated Retail Units	ENTIRE SAMPLE	3%	4%	18%	33%	42%	4.08	.00	66,955
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	28%	32%	27%	3.66	.05	609
Aggregated Dining Halls	ENTIRE SAMPLE	3%	4%	21%	36%	36%	3.98	.00	46,249
Respondent Type - YOUR INSTITUTION	Student	5%	4%	25%	31%	36%	3.88	.03	1,779
	Faculty	10%	4%	20%	38%	28%	3.70	.12	107
	Administration/ Staff	6%	6%	22%	35%	31%	3.78	.07	240
	Other	2%	6%	25%	29%	38%	3.96	.14	52
Respondent Type - ENTIRE SAMPLE	Student	3%	4%	20%	35%	38%	4.02	.00	96,355
	Faculty	5%	5%	18%	33%	40%	4.00	.02	4,014
	Administration/Staff	2%	3%	15%	34%	45%	4.17	.01	11,052
	Other	2%	3%	11%	26%	58%	4.36	.03	1,316
Student Class Status - YOUR INSTITUTION	First year	6%	5%	26%	33%	30%	3.76	.05	423
	Sophomore	2%	4%	24%	29%	40%	4.00	.06	334
	Junior	3%	3%	22%	32%	41%	4.04	.05	427
	Senior	5%	5%	23%	29%	38%	3.91	.06	377
	Graduate	10%	5%	31%	27%	27%	3.58	.08	209
	Other	11%	11%	44%	22%	11%	3.11	.39	9
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	19%	35%	41%	4.09	.00	36,859
	Sophomore	3%	4%	21%	35%	36%	3.98	.01	21,267
	Junior	3%	4%	21%	34%	37%	3.98	.01	16,786
	Senior	4%	5%	19%	35%	37%	3.96	.01	15,068
	Graduate	3%	5%	21%	37%	34%	3.94	.01	5,454
	Other	2%	4%	21%	36%	36%	4.00	.03	957
Gender - YOUR INSTITUTION	Female	5%	4%	24%	31%	36%	3.88	.03	1,387
	Male	6%	5%	24%	32%	34%	3.83	.04	773
	Transgender			20%	60%	20%	4.00	.32	5
	Other Identity		8%	31%	38%	23%	3.77	.26	13
Gender - ENTIRE SAMPLE	Female	3%	4%	19%	34%	40%	4.04	.00	67,735
	Male	3%	4%	20%	35%	38%	4.03	.00	43,727
	Transgender	8%	5%	20%	26%	42%	3.90	.06	422
	Other Identity	7%	7%	21%	27%	39%	3.84	.05	582
Live... - YOUR INSTITUTION	On campus	4%	6%	27%	32%	31%	3.79	.05	523
	Off campus	6%	4%	23%	31%	36%	3.88	.03	1,655
Live... - ENTIRE SAMPLE	On campus	3%	4%	20%	35%	37%	4.01	.00	65,448
	Off campus	3%	4%	18%	34%	42%	4.08	.00	46,148
NACUFS Region - YOUR INSTITUTION	Southern	5%	4%	24%	31%	35%	3.86	.02	2,178
NACUFS Region - ENTIRE SAMPLE	Continental	2%	3%	17%	34%	44%	4.16	.01	12,955
	Mid-Atlantic	3%	5%	20%	33%	39%	3.99	.01	11,957
	Midwest	3%	4%	19%	35%	39%	4.04	.01	30,828
	Northeast	3%	5%	21%	35%	36%	3.95	.01	19,603
	Pacific	3%	4%	18%	36%	40%	4.07	.01	18,974
	Southern	3%	4%	20%	34%	39%	4.02	.01	18,887
Institution Type - YOUR INSTITUTION	Public	5%	4%	24%	31%	35%	3.86	.02	2,178
Institution Type - ENTIRE SAMPLE	Public	3%	4%	19%	35%	40%	4.04	.00	86,713
	Private	3%	5%	20%	35%	38%	4.01	.01	26,491
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	4%	24%	31%	35%	3.86	.02	2,178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	4%	17%	32%	46%	4.16	.02	1,617
	Primarily 4-year	3%	4%	19%	35%	39%	4.03	.00	111,587
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	4%	24%	31%	35%	3.86	.02	2,178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	4%	18%	34%	41%	4.08	.00	86,810
	Mainly Contracted	4%	5%	23%	35%	33%	3.89	.01	24,532
	Combination of Both	4%	5%	21%	34%	36%	3.92	.02	1,862
Total Current Enrollment - YOUR INSTITUTION	Over 20,000	5%	4%	24%	31%	35%	3.86	.02	2,178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	5%	19%	36%	38%	4.01	.02	3,074
	2,500 to 10,000	3%	4%	20%	34%	38%	4.00	.01	32,431
	10,001 to 20,000	3%	4%	19%	35%	39%	4.03	.01	24,179
	Over 20,000	3%	4%	19%	35%	40%	4.06	.00	53,520
Type of Retail Unit - YOUR INSTITUTION	Food Court	7%	7%	24%	28%	34%	3.74	.09	189
	Express Unit	4%	3%	21%	28%	44%	4.07	.06	257
	Specialty Coffee Shop/ Juice Bar	5%	3%	20%	34%	38%	3.98	.07	259
	Sit-down Restaurant	4%	3%	23%	32%	38%	3.97	.04	808
	Convenience Store	7%	9%	29%	30%	25%	3.57	.16	56
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	5%	20%	35%	37%	3.98	.01	20,032
	Marketplace	2%	3%	17%	35%	43%	4.12	.01	9,304
	Express Unit	3%	4%	19%	33%	41%	4.06	.01	15,992
	Specialty Coffee Shop/ Juice Bar	2%	3%	16%	32%	47%	4.18	.01	9,423
	Sit-down Restaurant	3%	3%	19%	32%	43%	4.08	.02	4,078
	Convenience Store	2%	3%	17%	32%	46%	4.15	.01	8,046
	No type given	1%	1%	19%	31%	48%	4.23	.10	80

\*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 26a**  
**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**

		(1) Not at All Important	Social/ ethical practices related to food (2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Florida State University	5%	5%	16%	25%	48%	4.05	.03	1,928
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	6%	17%	28%	44%	4.02	.00	98,525
Aggregated Retail Units	YOUR INSTITUTION	5%	5%	15%	25%	51%	4.13	.03	1,409
Aggregated Retail Units	ENTIRE SAMPLE	4%	5%	16%	28%	46%	4.07	.00	58,171
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	22%	27%	39%	3.84	.05	519
Aggregated Dining Halls	ENTIRE SAMPLE	5%	7%	19%	29%	41%	3.94	.01	40,354
Respondent Type - YOUR INSTITUTION	Student	5%	5%	17%	25%	47%	4.05	.03	1,598
	Faculty	6%	1%	15%	26%	52%	4.17	.12	86
	Administration/ Staff	9%	6%	13%	26%	47%	3.95	.09	197
	Other	9%	6%	9%	17%	60%	4.13	.19	47
Respondent Type - ENTIRE SAMPLE	Student	5%	6%	17%	28%	43%	4.00	.00	84,410
	Faculty	5%	6%	13%	29%	48%	4.09	.02	3,382
	Administration/Staff	4%	4%	13%	31%	47%	4.12	.01	9,234
	Other	5%	5%	11%	21%	59%	4.25	.03	1,139
Student Class Status - YOUR INSTITUTION	First year	4%	5%	18%	29%	44%	4.04	.06	381
	Sophomore	5%	3%	18%	26%	49%	4.11	.06	300
	Junior	5%	7%	16%	22%	49%	4.04	.06	383
	Senior	4%	6%	15%	23%	52%	4.14	.06	345
	Graduate	8%	5%	19%	28%	40%	3.86	.09	181
	Other	13%		25%	25%	38%	3.75	.49	8
Student Class Status - ENTIRE SAMPLE	First year	5%	7%	18%	28%	42%	3.96	.01	32,285
	Sophomore	5%	6%	18%	28%	42%	3.97	.01	18,706
	Junior	5%	5%	17%	27%	45%	4.03	.01	14,579
	Senior	4%	6%	15%	28%	47%	4.08	.01	13,328
	Graduate	5%	5%	15%	31%	43%	4.01	.02	4,699
	Other	4%	4%	21%	26%	45%	4.05	.04	845
Gender - YOUR INSTITUTION	Female	3%	5%	15%	26%	51%	4.16	.03	1,215
	Male	9%	5%	19%	25%	42%	3.86	.05	696
	Transgender	40%				60%	3.40	.98	5
	Other Identity	8%	17%	17%	33%	25%	3.50	.38	12
Gender - ENTIRE SAMPLE	Female	3%	5%	15%	29%	48%	4.14	.00	58,502
	Male	7%	7%	19%	28%	39%	3.83	.01	38,604
	Transgender	10%	7%	17%	24%	43%	3.85	.07	352
	Other Identity	7%	6%	17%	20%	51%	4.01	.06	495
Live... - YOUR INSTITUTION	On campus	5%	5%	19%	28%	43%	4.00	.05	466
	Off campus	6%	5%	16%	24%	49%	4.06	.03	1,462
Live... - ENTIRE SAMPLE	On campus	5%	7%	18%	29%	42%	3.96	.00	57,505
	Off campus	4%	5%	15%	28%	48%	4.10	.01	39,711
NACUFS Region - YOUR	Southern	5%	5%	16%	25%	48%	4.05	.03	1,928
NACUFS Region - ENTIRE SAMPLE	Continental	5%	6%	17%	29%	42%	3.96	.01	11,529
	Mid-Atlantic	5%	6%	17%	27%	45%	4.00	.01	10,616
	Midwest	5%	6%	18%	29%	42%	3.97	.01	26,709
	Northeast	5%	6%	16%	28%	45%	4.03	.01	16,945
	Pacific	3%	6%	15%	29%	46%	4.09	.01	16,213
	Southern	4%	5%	16%	28%	46%	4.05	.01	16,513
Institution Type - YOUR INSTITUTION	Public	5%	5%	16%	25%	48%	4.05	.03	1,928
Institution Type - ENTIRE SAMPLE	Public	4%	6%	17%	29%	45%	4.03	.00	75,636
	Private	5%	7%	17%	28%	43%	3.96	.01	22,889
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	5%	16%	25%	48%	4.05	.03	1,928
Institution Type - ENTIRE SAMPLE	Primarily 2-year	6%	5%	16%	30%	44%	4.02	.03	1,374
	Primarily 4-year	5%	6%	17%	28%	44%	4.02	.00	97,151
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	5%	16%	25%	48%	4.05	.03	1,928
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	6%	16%	29%	45%	4.03	.00	75,696
	Mainly Contracted	5%	6%	18%	28%	43%	3.98	.01	21,318
	Combination of Both	5%	7%	18%	27%	42%	3.94	.03	1,511
Total Current Enrollment - YOUR	Over 20,000	5%	5%	16%	25%	48%	4.05	.03	1,928
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	5%	7%	15%	29%	44%	4.01	.02	2,676
	2,500 to 10,000	4%	5%	17%	28%	45%	4.04	.01	28,204
	10,001 to 20,000	4%	6%	17%	29%	44%	4.03	.01	20,724
	Over 20,000	5%	6%	17%	29%	43%	3.99	.01	46,921
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	4%	18%	21%	52%	4.11	.09	167
	Express Unit	6%	7%	12%	24%	51%	4.07	.08	230
	Specialty Coffee Shop/ Juice Bar	5%	4%	12%	28%	51%	4.16	.07	227
	Sit-down Restaurant	4%	4%	15%	25%	52%	4.15	.04	741
	Convenience Store	7%	5%	20%	27%	41%	3.91	.18	44
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	6%	17%	29%	45%	4.03	.01	17,540
	Marketplace	5%	6%	16%	30%	43%	4.00	.01	8,039
	Express Unit	4%	5%	16%	28%	48%	4.09	.01	13,826
	Specialty Coffee Shop/ Juice Bar	4%	5%	14%	27%	50%	4.15	.01	8,077
	Sit-down Restaurant	5%	6%	15%	27%	46%	4.03	.02	3,602
	Convenience Store	4%	5%	15%	27%	49%	4.11	.01	7,018
	No type given	7%	1%	16%	28%	48%	4.07	.14	69

\*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 26b**  
**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					Mean*	Sampling Error**	# Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls & Retail Units	Florida State University	5%	5%	24%	30%	36%	3.88	.02	2,127
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	4%	20%	34%	40%	4.05	.00	110,160
Aggregated Retail Units	YOUR INSTITUTION	4%	4%	22%	30%	40%	3.97	.03	1,534
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	19%	33%	43%	4.10	.00	64,993
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	30%	30%	27%	3.64	.05	593
Aggregated Dining Halls	ENTIRE SAMPLE	3%	4%	21%	35%	37%	3.99	.00	45,167
Respondent Type - YOUR INSTITUTION	Student	5%	4%	24%	30%	37%	3.89	.03	1,744
	Faculty	11%	2%	21%	36%	30%	3.73	.12	103
	Administration/ Staff	5%	8%	21%	33%	33%	3.80	.07	230
	Other	2%	6%	26%	24%	42%	3.98	.15	50
Respondent Type - ENTIRE SAMPLE	Student	3%	4%	21%	34%	39%	4.04	.00	94,063
	Faculty	4%	4%	19%	31%	41%	4.01	.02	3,792
	Administration/Staff	2%	3%	16%	33%	46%	4.16	.01	10,563
	Other	2%	2%	11%	25%	60%	4.40	.02	1,287
Student Class Status - YOUR INSTITUTION	First year	6%	5%	26%	31%	32%	3.79	.05	416
	Sophomore	2%	5%	26%	27%	41%	4.02	.05	329
	Junior	3%	3%	22%	32%	40%	4.02	.05	416
	Senior	5%	5%	22%	27%	41%	3.94	.06	371
	Graduate	9%	4%	30%	31%	26%	3.59	.08	203
	Other	11%	11%	33%	22%	22%	3.33	.44	9
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	19%	34%	42%	4.11	.00	36,001
	Sophomore	3%	4%	22%	35%	37%	4.00	.01	20,735
	Junior	3%	4%	22%	33%	38%	4.00	.01	16,406
	Senior	3%	4%	20%	34%	38%	3.99	.01	14,755
	Graduate	3%	4%	21%	36%	35%	3.96	.01	5,267
	Other	2%	4%	21%	35%	38%	4.02	.03	933
Gender - YOUR INSTITUTION	Female	4%	5%	24%	30%	37%	3.91	.03	1,350
	Male	6%	4%	24%	31%	34%	3.82	.04	759
	Transgender			20%	60%	20%	4.00	.32	5
	Other Identity			46%	31%	23%	3.77	.23	13
Gender - ENTIRE SAMPLE	Female	2%	4%	19%	34%	41%	4.06	.00	65,725
	Male	3%	3%	21%	34%	39%	4.04	.00	42,740
	Transgender	9%	4%	19%	27%	41%	3.86	.06	414
	Other Identity	7%	6%	20%	27%	41%	3.88	.05	561
Live... - YOUR INSTITUTION	On campus	4%	6%	26%	32%	32%	3.82	.05	517
	Off campus	5%	4%	23%	30%	37%	3.90	.03	1,610
Live... - ENTIRE SAMPLE	On campus	2%	4%	21%	35%	38%	4.02	.00	63,876
	Off campus	3%	3%	18%	33%	43%	4.09	.00	44,725
NACUFS Region - YOUR	Southern	5%	5%	24%	30%	36%	3.88	.02	2,127
NACUFS Region - ENTIRE SAMPLE	Continental	2%	3%	17%	33%	45%	4.18	.01	12,645
	Mid-Atlantic	3%	4%	21%	32%	41%	4.04	.01	11,576
	Midwest	2%	4%	20%	34%	40%	4.06	.01	29,940
	Northeast	3%	4%	22%	34%	37%	3.98	.01	19,013
	Pacific	3%	4%	19%	35%	40%	4.05	.01	18,546
	Southern	3%	3%	20%	33%	40%	4.04	.01	18,440
Institution Type - YOUR INSTITUTION	Public	5%	5%	24%	30%	36%	3.88	.02	2,127
Institution Type - ENTIRE SAMPLE	Public	3%	3%	20%	34%	40%	4.06	.00	84,445
	Private	3%	4%	20%	34%	39%	4.03	.01	25,715
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	5%	24%	30%	36%	3.88	.02	2,127
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	3%	18%	30%	47%	4.16	.02	1,567
	Primarily 4-year	3%	4%	20%	34%	40%	4.05	.00	108,593
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	5%	24%	30%	36%	3.88	.02	2,127
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	19%	34%	42%	4.10	.00	84,485
	Mainly Contracted	4%	4%	24%	34%	34%	3.91	.01	23,874
	Combination of Both	4%	4%	22%	33%	37%	3.95	.02	1,801
Total Current Enrollment - YOUR	Over 20,000	5%	5%	24%	30%	36%	3.88	.02	2,127
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	4%	19%	34%	40%	4.07	.02	2,915
	2,500 to 10,000	3%	4%	21%	34%	39%	4.01	.01	31,509
	10,001 to 20,000	3%	3%	20%	34%	40%	4.05	.01	23,565
	Over 20,000	2%	3%	19%	34%	41%	4.08	.00	52,171
Type of Retail Unit - YOUR INSTITUTION	Food Court	9%	4%	21%	28%	38%	3.82	.09	185
	Express Unit	3%	3%	21%	29%	44%	4.07	.06	248
	Specialty Coffee Shop/ Juice Bar	3%	4%	20%	33%	40%	4.04	.06	252
	Sit-down Restaurant	4%	4%	23%	31%	39%	3.97	.04	797
	Convenience Store	4%	12%	29%	25%	31%	3.67	.16	52
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	21%	34%	38%	4.01	.01	19,452
	Marketplace	2%	3%	18%	35%	42%	4.12	.01	8,937
	Express Unit	3%	3%	20%	32%	42%	4.08	.01	15,531
	Specialty Coffee Shop/ Juice Bar	2%	3%	16%	31%	48%	4.21	.01	9,165
	Sit-down Restaurant	2%	3%	19%	31%	44%	4.11	.02	3,972
	Convenience Store	2%	3%	18%	31%	47%	4.18	.01	7,857
	No type given	3%	1%	14%	35%	47%	4.23	.10	79

\*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 27

[illegible]

\*\*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.

\*\*\*Consult the beginning of this report, page iv, or your order form for the Dining Hall and Retail Unit names.

TABLE 28a

[illegible]

**\*\*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 28b

[illegible]

\*\*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 29a

[illegible]

\*\*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

[illegible]

\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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: Freshness**

		Freshness					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	11%	12%	19%	32%	26%	3.51	.05	742
Aggregated Dining Halls	ENTIRE SAMPLE	5%	14%	27%	33%	22%	3.53	.00	52,411
Dining Hall	# 1	17%	19%	23%	26%	15%	3.02	.07	366
Dining Hall	# 2	4%	7%	18%	40%	31%	3.86	.06	303
Dining Hall	# 3	3%	3%	5%	23%	66%	4.47	.11	73
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%	18%	30%	42%	3.99	.03	1,887
Aggregated Retail Units	ENTIRE SAMPLE	3%	8%	19%	33%	37%	3.93	.00	75,695
Type of Retail Unit - YOUR INSTITUTION	Food Court	5%	10%	24%	26%	34%	3.74	.08	221
	Express Unit	1%	4%	10%	24%	60%	4.39	.05	316
	Specialty Coffee Shop/ Juice Bar	3%	5%	17%	32%	43%	4.08	.06	304
	Sit-down Restaurant	4%	7%	20%	32%	38%	3.92	.04	970
	Convenience Store	9%	17%	20%	25%	29%	3.47	.15	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	10%	22%	34%	31%	3.79	.01	22,541
	Marketplace	3%	9%	19%	34%	35%	3.89	.01	10,420
	Express Unit	3%	7%	18%	33%	39%	3.98	.01	18,220
	Specialty Coffee Shop/ Juice Bar	2%	5%	15%	30%	48%	4.17	.01	10,414
	Sit-down Restaurant	3%	6%	16%	33%	41%	4.03	.02	4,871
	Convenience Store	3%	8%	19%	33%	37%	3.95	.01	9,141
	No type given	2%	5%	18%	36%	39%	4.05	.10	88
Retail Unit	# 1	5%	10%	24%	26%	34%	3.74	.08	221
Retail Unit	# 2	3%	8%	21%	33%	35%	3.90	.05	544
Retail Unit	# 3		6%	9%	16%	69%	4.49	.09	104
Retail Unit	# 4	1%	3%	10%	32%	53%	4.33	.06	241
Retail Unit	# 5	1%	4%	10%	28%	56%	4.34	.06	212
Retail Unit	# 6	10%	11%	29%	26%	24%	3.43	.09	185
Retail Unit	# 7	9%	17%	20%	25%	29%	3.47	.15	76
Retail Unit	# 8	2%	3%	18%	35%	42%	4.12	.10	95
Retail Unit	# 9	3%	6%	16%	31%	44%	4.07	.07	209
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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 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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

**\*\*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: Value**

		Value					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	13%	15%	22%	27%	24%	3.34	.05	733
Aggregated Dining Halls	ENTIRE SAMPLE	7%	12%	28%	31%	22%	3.49	.01	51,008
Dining Hall	# 1	21%	18%	25%	21%	15%	2.92	.07	364
Dining Hall	# 2	6%	12%	21%	37%	25%	3.64	.07	296
Dining Hall	# 3	3%	7%	12%	16%	62%	4.27	.13	73
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	YOUR INSTITUTION	7%	10%	23%	29%	31%	3.68	.03	1,873
Aggregated Retail Units	ENTIRE SAMPLE	8%	14%	24%	28%	25%	3.49	.00	75,304
Type of Retail Unit - YOUR INSTITUTION	Food Court	9%	15%	26%	24%	27%	3.46	.09	219
	Express Unit	5%	6%	20%	30%	39%	3.92	.06	311
	Specialty Coffee Shop/ Juice Bar	7%	14%	25%	28%	26%	3.52	.07	303
	Sit-down Restaurant	6%	8%	22%	33%	32%	3.76	.04	964
	Convenience Store	22%	21%	29%	9%	18%	2.80	.16	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	10%	16%	26%	27%	21%	3.33	.01	22,381
	Marketplace	10%	17%	24%	28%	21%	3.33	.01	10,368
	Express Unit	7%	13%	24%	30%	27%	3.59	.01	18,113
	Specialty Coffee Shop/ Juice Bar	5%	12%	23%	28%	32%	3.71	.01	10,375
	Sit-down Restaurant	6%	12%	23%	31%	29%	3.64	.02	4,870
	Convenience Store	8%	14%	24%	27%	27%	3.52	.01	9,111
	No type given	6%	17%	30%	24%	22%	3.40	.13	86
Retail Unit	# 1	9%	15%	26%	24%	27%	3.46	.09	219
Retail Unit	# 2	5%	9%	23%	33%	30%	3.76	.05	541
Retail Unit	# 3	11%	10%	18%	18%	44%	3.75	.14	102
Retail Unit	# 4	2%	5%	18%	30%	45%	4.12	.06	241
Retail Unit	# 5	2%	4%	22%	35%	37%	4.00	.07	209
Retail Unit	# 6	14%	10%	24%	34%	18%	3.32	.10	182
Retail Unit	# 7	22%	21%	29%	9%	18%	2.80	.16	76
Retail Unit	# 8	6%	7%	26%	33%	29%	3.70	.12	98
Retail Unit	# 9	7%	18%	25%	25%	25%	3.44	.09	205
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	.						.	.	

\*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

[illegible]

\*\*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

\*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

[illegible]

\*\*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

[illegible]

\*\*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

\*1 to 5 Scale, Where Higher Mean = Higher Importance

**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 healthy menu choices**

		Variety of healthy menu choices					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	17%	15%	21%	26%	20%	3.19	.05	729
Aggregated Dining Halls	ENTIRE SAMPLE	8%	15%	26%	30%	20%	3.38	.01	51,584
Dining Hall	# 1	25%	22%	20%	19%	14%	2.76	.07	361
Dining Hall	# 2	10%	10%	24%	37%	19%	3.44	.07	298
Dining Hall	# 3	3%	3%	14%	21%	59%	4.30	.12	70
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	6%	9%	21%	30%	34%	3.77	.03	1,874
Aggregated Retail Units	ENTIRE SAMPLE	7%	13%	23%	30%	28%	3.60	.00	74,007
Type of Retail Unit - YOUR INSTITUTION	Food Court	10%	17%	23%	24%	27%	3.42	.09	216
	Express Unit	2%	5%	15%	30%	48%	4.18	.05	315
	Specialty Coffee Shop/ Juice Bar	4%	9%	25%	35%	26%	3.70	.06	307
	Sit-down Restaurant	5%	9%	22%	30%	34%	3.78	.04	967
	Convenience Store	17%	10%	23%	29%	20%	3.25	.16	69
Type of Retail Unit - ENTIRE SAMPLE	Food Court	8%	15%	24%	29%	23%	3.44	.01	22,192
	Marketplace	8%	14%	23%	30%	25%	3.50	.01	10,248
	Express Unit	6%	12%	23%	31%	29%	3.64	.01	17,879
	Specialty Coffee Shop/ Juice Bar	4%	10%	21%	30%	36%	3.84	.01	10,269
	Sit-down Restaurant	5%	10%	22%	31%	32%	3.75	.02	4,778
	Convenience Store	7%	12%	22%	29%	31%	3.66	.01	8,560
	No type given	2%	9%	19%	37%	33%	3.90	.12	81
Retail Unit	# 1	10%	17%	23%	24%	27%	3.42	.09	216
Retail Unit	# 2	4%	10%	21%	35%	30%	3.78	.05	549
Retail Unit	# 3	1%	5%	8%	13%	74%	4.54	.09	104
Retail Unit	# 4	1%	2%	13%	27%	57%	4.38	.05	237
Retail Unit	# 5	2%	5%	19%	39%	35%	4.01	.07	211
Retail Unit	# 6	17%	15%	34%	19%	15%	2.99	.09	181
Retail Unit	# 7	17%	10%	23%	29%	20%	3.25	.16	69
Retail Unit	# 8	1%	7%	25%	40%	26%	3.84	.09	99
Retail Unit	# 9	6%	11%	25%	32%	26%	3.63	.08	208
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	.						.	.	

\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

**\*\*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

[illegible]

\*\*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

[illegible]

**\*\*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: Hours of operation**

		Hours of operation					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	8%	10%	18%	30%	35%	3.76	.05	729
Aggregated Dining Halls	ENTIRE SAMPLE	7%	13%	17%	30%	34%	3.70	.01	51,867
Dining Hall	# 1	9%	11%	21%	28%	31%	3.61	.07	361
Dining Hall	# 2	6%	8%	12%	35%	39%	3.92	.07	298
Dining Hall	# 3	7%	10%	23%	19%	41%	3.77	.15	70
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	6%	9%	15%	28%	42%	3.92	.03	1,880
Aggregated Retail Units	ENTIRE SAMPLE	4%	9%	15%	30%	42%	3.97	.00	75,504
Type of Retail Unit - YOUR INSTITUTION	Food Court	6%	16%	19%	30%	29%	3.62	.08	217
	Express Unit	5%	12%	23%	28%	33%	3.73	.07	309
	Specialty Coffee Shop/ Juice Bar	4%	8%	11%	25%	53%	4.16	.06	310
	Sit-down Restaurant	7%	7%	13%	28%	44%	3.96	.04	967
	Convenience Store	1%	14%	10%	27%	47%	4.04	.13	77
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	9%	16%	31%	39%	3.91	.01	22,349
	Marketplace	5%	12%	17%	30%	36%	3.80	.01	10,344
	Express Unit	4%	9%	16%	30%	41%	3.95	.01	18,194
	Specialty Coffee Shop/ Juice Bar	3%	7%	14%	28%	48%	4.10	.01	10,533
	Sit-down Restaurant	5%	9%	14%	28%	44%	3.97	.02	4,807
	Convenience Store	3%	6%	12%	27%	52%	4.20	.01	9,200
	No type given	1%		10%	30%	58%	4.44	.09	77
Retail Unit	# 1	6%	16%	19%	30%	29%	3.62	.08	217
Retail Unit	# 2	3%	8%	15%	31%	43%	4.03	.05	548
Retail Unit	# 3	3%	14%	25%	22%	37%	3.76	.12	102
Retail Unit	# 4	1%	3%	10%	27%	58%	4.38	.06	236
Retail Unit	# 5	5%	11%	22%	32%	30%	3.71	.08	207
Retail Unit	# 6	26%	11%	11%	21%	30%	3.19	.12	183
Retail Unit	# 7	1%	14%	10%	27%	47%	4.04	.13	77
Retail Unit	# 8	7%	12%	15%	32%	33%	3.73	.13	99
Retail Unit	# 9	2%	6%	9%	21%	63%	4.36	.07	211
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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 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

[illegible]

**\*\*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: Helpfulness of staff**

		Helpfulness of staff					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	7%	8%	16%	28%	42%	3.89	.05	729
Aggregated Dining Halls	ENTIRE SAMPLE	3%	5%	14%	32%	47%	4.16	.00	51,489
Dining Hall	# 1	10%	11%	19%	29%	31%	3.60	.07	361
Dining Hall	# 2	6%	6%	14%	27%	48%	4.05	.07	298
Dining Hall	# 3		1%	3%	24%	71%	4.66	.07	70
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	5%	6%	14%	30%	46%	4.06	.03	1,881
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	30%	52%	4.26	.00	75,441
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	7%	16%	30%	43%	4.03	.07	217
	Express Unit	1%	3%	15%	27%	54%	4.30	.05	309
	Specialty Coffee Shop/ Juice Bar	3%	5%	12%	30%	50%	4.18	.06	314
	Sit-down Restaurant	7%	7%	14%	30%	42%	3.93	.04	967
	Convenience Store	1%	4%	9%	26%	59%	4.38	.11	74
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	14%	32%	47%	4.17	.01	22,331
	Marketplace	2%	4%	12%	31%	51%	4.25	.01	10,308
	Express Unit	2%	4%	12%	30%	52%	4.26	.01	18,173
	Specialty Coffee Shop/ Juice Bar	2%	3%	9%	27%	59%	4.38	.01	10,537
	Sit-down Restaurant	3%	5%	12%	29%	51%	4.20	.01	4,834
	Convenience Store	2%	3%	10%	28%	56%	4.34	.01	9,172
	No type given	1%		8%	20%	71%	4.59	.08	86
Retail Unit	# 1	4%	7%	16%	30%	43%	4.03	.07	217
Retail Unit	# 2	5%	7%	16%	31%	41%	3.95	.05	548
Retail Unit	# 3		3%	16%	21%	61%	4.39	.08	102
Retail Unit	# 4	0%	2%	8%	32%	57%	4.43	.05	235
Retail Unit	# 5	1%	3%	14%	30%	51%	4.25	.06	207
Retail Unit	# 6	19%	13%	16%	26%	26%	3.26	.11	184
Retail Unit	# 7	1%	4%	9%	26%	59%	4.38	.11	74
Retail Unit	# 8	1%	5%	11%	30%	53%	4.30	.09	101
Retail Unit	# 9	4%	5%	13%	30%	48%	4.13	.07	213
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	
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 42a

[illegible]

\*\*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: Friendliness of staff**

		Friendliness of staff					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	15%	26%	46%	3.98	.04	735
Aggregated Dining Halls	ENTIRE SAMPLE	3%	4%	13%	29%	51%	4.20	.00	51,726
Dining Hall	# 1	8%	8%	19%	26%	38%	3.78	.07	365
Dining Hall	# 2	6%	4%	14%	27%	49%	4.08	.07	300
Dining Hall	# 3		1%	4%	21%	73%	4.66	.08	70
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	YOUR INSTITUTION	4%	5%	12%	26%	53%	4.21	.02	1,875
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	11%	27%	56%	4.30	.00	75,553
Type of Retail Unit - YOUR INSTITUTION	Food Court	3%	5%	13%	31%	47%	4.14	.07	220
	Express Unit	1%	4%	9%	27%	59%	4.39	.05	309
	Specialty Coffee Shop/ Juice Bar	3%	4%	9%	25%	58%	4.32	.06	311
	Sit-down Restaurant	5%	5%	14%	26%	50%	4.11	.04	959
	Convenience Store	3%	3%	11%	17%	67%	4.43	.11	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	13%	29%	52%	4.23	.01	22,415
	Marketplace	2%	3%	11%	29%	55%	4.31	.01	10,349
	Express Unit	3%	4%	11%	27%	56%	4.30	.01	18,174
	Specialty Coffee Shop/ Juice Bar	2%	3%	9%	24%	62%	4.43	.01	10,537
	Sit-down Restaurant	3%	4%	11%	26%	56%	4.29	.01	4,818
	Convenience Store	2%	3%	10%	26%	59%	4.37	.01	9,174
	No type given	1%		7%	17%	74%	4.64	.08	86
Retail Unit	# 1	3%	5%	13%	31%	47%	4.14	.07	220
Retail Unit	# 2	4%	5%	16%	28%	48%	4.11	.05	541
Retail Unit	# 3		4%	11%	23%	62%	4.44	.08	101
Retail Unit	# 4	0%	3%	7%	22%	68%	4.53	.05	234
Retail Unit	# 5	2%	4%	8%	29%	57%	4.36	.06	208
Retail Unit	# 6	15%	8%	17%	23%	36%	3.57	.11	184
Retail Unit	# 7	3%	3%	11%	17%	67%	4.43	.11	76
Retail Unit	# 8	1%	5%	8%	19%	67%	4.45	.09	99
Retail Unit	# 9	4%	3%	10%	28%	54%	4.25	.07	212
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 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

[illegible]

\*\*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)**  
**CLEANLINESS: Overall**

		Cleanliness: Overall					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	7%	8%	16%	34%	36%	3.85	.04	736
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	14%	38%	41%	4.11	.00	52,109
Dining Hall	# 1	9%	13%	22%	33%	23%	3.49	.06	367
Dining Hall	# 2	5%	3%	11%	37%	44%	4.13	.06	300
Dining Hall	# 3	3%		7%	22%	68%	4.52	.10	69
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	YOUR INSTITUTION	4%	4%	12%	32%	48%	4.17	.02	1,884
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	10%	33%	53%	4.33	.00	75,521
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	5%	16%	37%	37%	3.99	.07	219
	Express Unit	2%	1%	7%	28%	62%	4.46	.05	310
	Specialty Coffee Shop/ Juice Bar	4%	4%	12%	29%	51%	4.20	.06	306
	Sit-down Restaurant	4%	5%	13%	33%	45%	4.09	.03	973
	Convenience Store	3%	1%	12%	29%	55%	4.33	.11	76
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	12%	37%	46%	4.21	.01	22,413
	Marketplace	1%	2%	9%	34%	54%	4.36	.01	10,368
	Express Unit	2%	2%	10%	33%	54%	4.35	.01	18,121
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	28%	61%	4.46	.01	10,553
	Sit-down Restaurant	2%	3%	8%	30%	58%	4.38	.01	4,847
	Convenience Store	1%	2%	9%	31%	56%	4.39	.01	9,134
	No type given	1%		5%	27%	67%	4.59	.08	85
Retail Unit	# 1	4%	5%	16%	37%	37%	3.99	.07	219
Retail Unit	# 2	4%	5%	14%	36%	42%	4.06	.04	554
Retail Unit	# 3	2%	2%	9%	18%	69%	4.50	.09	103
Retail Unit	# 4		3%	9%	26%	63%	4.49	.05	235
Retail Unit	# 5	2%	1%	7%	32%	58%	4.43	.06	207
Retail Unit	# 6	11%	9%	16%	32%	32%	3.65	.10	184
Retail Unit	# 7	3%	1%	12%	29%	55%	4.33	.11	76
Retail Unit	# 8	2%	3%	11%	31%	53%	4.30	.09	98
Retail Unit	# 9	4%	4%	13%	28%	50%	4.16	.08	208
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	
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 44a

[illegible]

\*\*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)**  
**CLEANLINESS: Serving areas**

		Serving areas					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	5%	7%	14%	32%	41%	3.96	.04	735
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	12%	37%	45%	4.20	.00	52,046
Dining Hall	# 1	8%	10%	18%	34%	29%	3.66	.06	364
Dining Hall	# 2	3%	4%	10%	33%	50%	4.22	.06	301
Dining Hall	# 3	1%	1%	14%	17%	66%	4.44	.11	70
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%	5%	13%	34%	45%	4.13	.02	1,846
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	10%	33%	52%	4.32	.00	74,334
Type of Retail Unit - YOUR INSTITUTION	Food Court	4%	7%	13%	37%	39%	4.01	.07	219
	Express Unit	1%	2%	14%	33%	50%	4.27	.05	306
	Specialty Coffee Shop/ Juice Bar	3%	8%	13%	31%	46%	4.10	.06	302
	Sit-down Restaurant	4%	4%	12%	35%	45%	4.12	.03	956
	Convenience Store	2%	3%	19%	29%	48%	4.17	.12	63
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	11%	36%	47%	4.23	.01	22,331
	Marketplace	1%	2%	9%	33%	54%	4.37	.01	10,288
	Express Unit	2%	3%	11%	33%	51%	4.30	.01	17,916
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	29%	58%	4.41	.01	10,429
	Sit-down Restaurant	2%	2%	8%	30%	57%	4.39	.01	4,778
	Convenience Store	1%	2%	10%	31%	55%	4.36	.01	8,511
	No type given	1%	1%	7%	21%	69%	4.56	.09	81
Retail Unit	# 1	4%	7%	13%	37%	39%	4.01	.07	219
Retail Unit	# 2	4%	4%	13%	35%	44%	4.13	.04	540
Retail Unit	# 3		2%	13%	27%	58%	4.41	.08	100
Retail Unit	# 4	0%	1%	8%	36%	54%	4.43	.05	235
Retail Unit	# 5	2%	2%	15%	35%	46%	4.21	.06	206
Retail Unit	# 6	10%	9%	13%	34%	34%	3.71	.10	181
Retail Unit	# 7	2%	3%	19%	29%	48%	4.17	.12	63
Retail Unit	# 8	1%	6%	11%	34%	47%	4.21	.10	97
Retail Unit	# 9	3%	9%	13%	29%	45%	4.04	.08	205
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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 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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

\*\*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

[illegible]

A smaller Sampling Error means the data is a better predictor of the overall population.

TABLE 49a

[illegible]

\*\*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

\*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

[illegible]

\*\*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: Comfort (seats, temperature, lighting, sound level, etc.)**

		Comfort (seats, temperature, lighting, sound level, etc.)					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	4%	6%	15%	37%	38%	3.99	.04	730
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	14%	35%	44%	4.15	.00	51,871
Dining Hall	# 1	5%	6%	16%	36%	36%	3.94	.06	359
Dining Hall	# 2	3%	6%	15%	38%	38%	4.03	.06	304
Dining Hall	# 3	1%	10%	9%	36%	43%	4.09	.13	67
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	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	YOUR INSTITUTION	5%	6%	15%	33%	42%	4.01	.03	1,817
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	34%	43%	4.11	.00	72,438
Type of Retail Unit - YOUR INSTITUTION	Food Court	7%	6%	14%	36%	38%	3.92	.08	215
	Express Unit	6%	10%	17%	33%	34%	3.77	.07	295
	Specialty Coffee Shop/ Juice Bar	4%	5%	16%	32%	42%	4.03	.06	295
	Sit-down Restaurant	4%	4%	13%	33%	46%	4.12	.03	952
	Convenience Store	3%	10%	22%	35%	30%	3.78	.14	60
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	6%	16%	36%	39%	4.03	.01	21,924
	Marketplace	2%	4%	13%	33%	47%	4.20	.01	10,182
	Express Unit	3%	6%	16%	34%	42%	4.06	.01	17,209
	Specialty Coffee Shop/ Juice Bar	3%	5%	14%	31%	47%	4.14	.01	10,196
	Sit-down Restaurant	2%	4%	12%	33%	49%	4.23	.01	4,767
	Convenience Store	2%	5%	14%	33%	47%	4.18	.01	8,094
	No type given	2%	8%	12%	30%	48%	4.17	.13	66
Retail Unit	# 1	7%	6%	14%	36%	38%	3.92	.08	215
Retail Unit	# 2	2%	4%	13%	34%	47%	4.19	.04	538
Retail Unit	# 3	7%	10%	17%	32%	33%	3.75	.12	99
Retail Unit	# 4	1%	3%	13%	32%	51%	4.28	.06	231
Retail Unit	# 5	6%	10%	17%	33%	34%	3.79	.08	196
Retail Unit	# 6	13%	8%	14%	31%	35%	3.68	.10	183
Retail Unit	# 7	3%	10%	22%	35%	30%	3.78	.14	60
Retail Unit	# 8	2%	6%	13%	34%	45%	4.14	.10	95
Retail Unit	# 9	5%	5%	18%	31%	41%	3.98	.08	200
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	
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 51a

\*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)  
**ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Environmentally friendly practices related to food**

		Environmentally friendly practices related to food					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	28%	32%	27%	3.66	.05	609
Aggregated Dining Halls	ENTIRE SAMPLE	3%	4%	21%	36%	36%	3.98	.00	46,249
Dining Hall	# 1	9%	9%	30%	30%	23%	3.50	.07	299
Dining Hall	# 2	6%	4%	29%	35%	26%	3.70	.07	253
Dining Hall	# 3	4%		16%	26%	54%	4.28	.13	57
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	YOUR INSTITUTION	5%	4%	22%	31%	38%	3.94	.03	1,569
Aggregated Retail Units	ENTIRE SAMPLE	3%	4%	18%	33%	42%	4.08	.00	66,955
Type of Retail Unit - YOUR INSTITUTION	Food Court	7%	7%	24%	28%	34%	3.74	.09	189
	Express Unit	4%	3%	21%	28%	44%	4.07	.06	257
	Specialty Coffee Shop/ Juice Bar	5%	3%	20%	34%	38%	3.98	.07	259
	Sit-down Restaurant	4%	3%	23%	32%	38%	3.97	.04	808
	Convenience Store	7%	9%	29%	30%	25%	3.57	.16	56
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	5%	20%	35%	37%	3.98	.01	20,032
	Marketplace	2%	3%	17%	35%	43%	4.12	.01	9,304
	Express Unit	3%	4%	19%	33%	41%	4.06	.01	15,992
	Specialty Coffee Shop/ Juice Bar	2%	3%	16%	32%	47%	4.18	.01	9,423
	Sit-down Restaurant	3%	3%	19%	32%	43%	4.08	.02	4,078
	Convenience Store	2%	3%	17%	32%	46%	4.15	.01	8,046
	No type given	1%	1%	19%	31%	48%	4.23	.10	80
Retail Unit	# 1	7%	7%	24%	28%	34%	3.74	.09	189
Retail Unit	# 2	2%	3%	23%	33%	38%	4.02	.04	469
Retail Unit	# 3	5%	1%	20%	17%	57%	4.19	.12	83
Retail Unit	# 4	1%	4%	18%	28%	49%	4.21	.07	197
Retail Unit	# 5	3%	3%	22%	34%	38%	4.01	.08	174
Retail Unit	# 6	14%	4%	27%	35%	20%	3.44	.11	142
Retail Unit	# 7	7%	9%	29%	30%	25%	3.57	.16	56
Retail Unit	# 8	5%	6%	18%	40%	31%	3.87	.12	83
Retail Unit	# 9	5%	2%	22%	31%	41%	4.03	.08	176
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 52a

[illegible]

\*\*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)  
**ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Social/ethical practices related to food**

		Social/ ethical practices related to food					Mean*	Sampling Error**	Resp
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied			
Aggregated Dining Halls	YOUR INSTITUTION	7%	6%	30%	30%	27%	3.64	.05	593
Aggregated Dining Halls	ENTIRE SAMPLE	3%	4%	21%	35%	37%	3.99	.00	45,167
Dining Hall	# 1	9%	10%	32%	26%	23%	3.44	.07	284
Dining Hall	# 2	6%	3%	30%	35%	25%	3.71	.07	253
Dining Hall	# 3	4%		14%	25%	57%	4.32	.13	56
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	YOUR INSTITUTION	4%	4%	22%	30%	40%	3.97	.03	1,534
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	19%	33%	43%	4.10	.00	64,993
Type of Retail Unit - YOUR INSTITUTION	Food Court	9%	4%	21%	28%	38%	3.82	.09	185
	Express Unit	3%	3%	21%	29%	44%	4.07	.06	248
	Specialty Coffee Shop/ Juice Bar	3%	4%	20%	33%	40%	4.04	.06	252
	Sit-down Restaurant	4%	4%	23%	31%	39%	3.97	.04	797
	Convenience Store	4%	12%	29%	25%	31%	3.67	.16	52
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	21%	34%	38%	4.01	.01	19,452
	Marketplace	2%	3%	18%	35%	42%	4.12	.01	8,937
	Express Unit	3%	3%	20%	32%	42%	4.08	.01	15,531
	Specialty Coffee Shop/ Juice Bar	2%	3%	16%	31%	48%	4.21	.01	9,165
	Sit-down Restaurant	2%	3%	19%	31%	44%	4.11	.02	3,972
	Convenience Store	2%	3%	18%	31%	47%	4.18	.01	7,857
	No type given	3%	1%	14%	35%	47%	4.23	.10	79
Retail Unit	# 1	9%	4%	21%	28%	38%	3.82	.09	185
Retail Unit	# 2	2%	4%	24%	31%	39%	4.01	.05	462
Retail Unit	# 3	2%	4%	18%	23%	52%	4.20	.11	82
Retail Unit	# 4	1%	3%	18%	30%	49%	4.24	.06	194
Retail Unit	# 5	4%	2%	22%	33%	39%	4.01	.08	166
Retail Unit	# 6	13%	6%	25%	31%	25%	3.48	.11	141
Retail Unit	# 7	4%	12%	29%	25%	31%	3.67	.16	52
Retail Unit	# 8	1%	5%	22%	32%	41%	4.05	.11	79
Retail Unit	# 9	3%	3%	19%	34%	40%	4.03	.08	173
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	
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.

## Appendix





## CUSTOMER SATISFACTION SURVEY

***Please take a few moments to share your opinions about the food service at this campus facility.*** Your thoughtful and candid responses will help us serve you better. Please return your completed questionnaire to one of the survey administrators on site, or drop it in the nearby "return box." **To preserve confidentiality, your name is not requested. Thank you for your participation.**

**Please fill in the marks like this:**



### Demographics (For data classification purposes)

- 1. Which of the following best describes you? (Mark only one)**

☐ Other

2. If you are a student, what is your class status? (Mark only one)

☐ Other

- ☐ Other Identity

- Off campus

## Your Thoughts . . .

- 1. In general, how satisfied or dissatisfied are you with the dining services provided by your college/university?**

○ Very Satisfied

2. Please rate your satisfaction with the following items and their importance to you. (Rate the items as they apply to this facility in general, without regard to any specific meal.)
- |                              | SATISFACTION | IMPORTANCE |
|------------------------------|--------------|------------|
| 1. Food quality              |              |            |
| 2. Food quantity             |              |            |
| 3. Food variety              |              |            |
| 4. Food presentation         |              |            |
| 5. Food service              |              |            |
| 6. Food cost                 |              |            |
| 7. Food safety               |              |            |
| 8. Food hygiene              |              |            |
| 9. Food freshness            |              |            |
| 10. Food taste               |              |            |
| 11. Food texture             |              |            |
| 12. Food smell               |              |            |
| 13. Food appearance          |              |            |
| 14. Food packaging           |              |            |
| 15. Food storage             |              |            |
| 16. Food handling            |              |            |
| 17. Food preparation         |              |            |
| 18. Food service staff       |              |            |
| 19. Food service environment |              |            |
| 20. Food service facilities  |              |            |

[illegible]

**We welcome your comments on the back of this page.**

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