



## Institutional Effectiveness, Research, & Planning

### Food Service Survey

May 14, 2018

This report examines students’ and employees’ experiences with Cerritos College’s current on-campus dining and concession facilities. The results will inform strategies to improve the quality of food and drinks available to the campus community. The survey was conducted via convenience sample of students, staff, faculty, and administrators in the spring term of 2018.

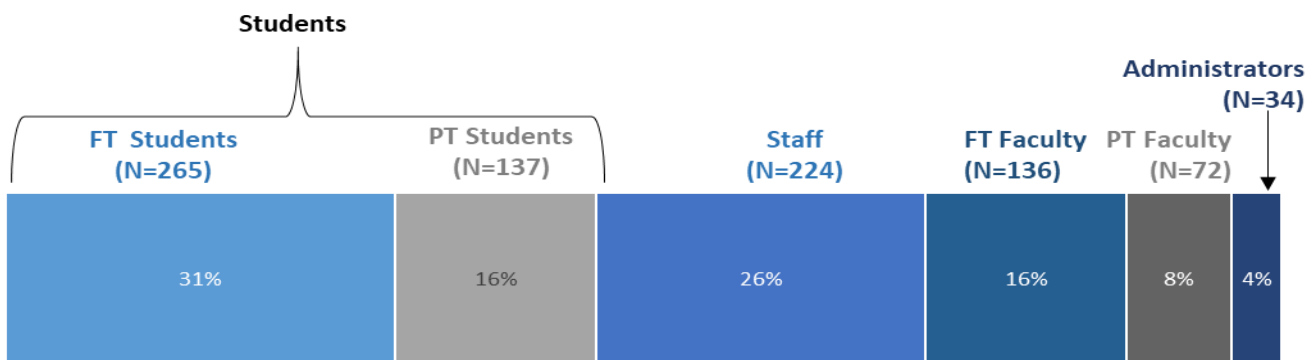
#### EXECUTIVE SUMMARY

- A number of respondents indicated dissatisfaction with the campus’ current food options; however, the response rate to this item was lower than most items on the survey (n=663). 40% of the respondents indicated satisfaction.
- Respondents felt it was important to keep Subway and the Zebra Café.
- Students and employees felt that on-campus food should be affordably priced and offer healthy options.
- A plurality of students and employees expressed an interest in Italian, Mexican, and vegetarian foods.

#### Details of the Data

Cerritos College e-mailed an online survey link to students, staff, faculty, and administrators during the spring 2018 term. A total of 868 people responded. Approximately half (46%) of respondents were either full or part time students (Figure 1). The survey asked about respondents’ views of campus food service, including their experiences with the current food service options, preferences for different types of food, and the importance of maintaining the campus’ existing vendors. The results of this survey should be interpreted with caution because respondents were not probabilistically sampled and may not be representative of the Cerritos College community.

Figure 1. Students were the largest group of respondents.



#### Decision to Eat on Campus

The majority of both students (65%) and employees<sup>1</sup> (75%) reported that they bought food or drinks on campus (Figure 2). Students who did not buy food on campus cited the price, quality, and lack of healthy food (Figure 3). Similarly,

<sup>1</sup> The term “employees” refers to staff, faculty, and administrators.

employees who did not purchase food or drinks cited the quality and lack of healthy food. Appendix A contains a summary of the open-ended responses in the “Other” category.

Figure 2. The majority of respondents had purchased food on campus.

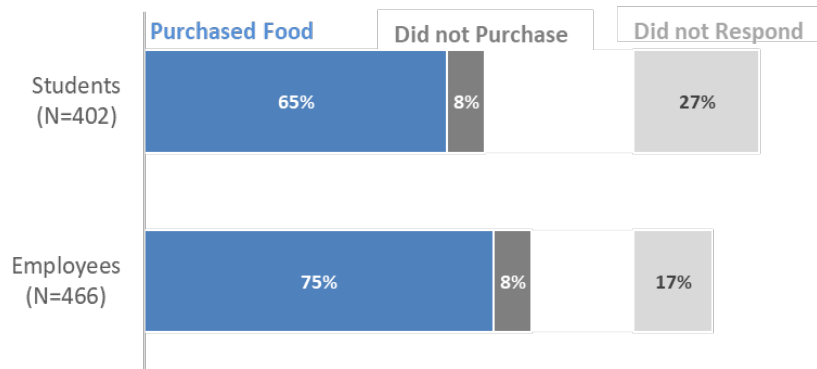
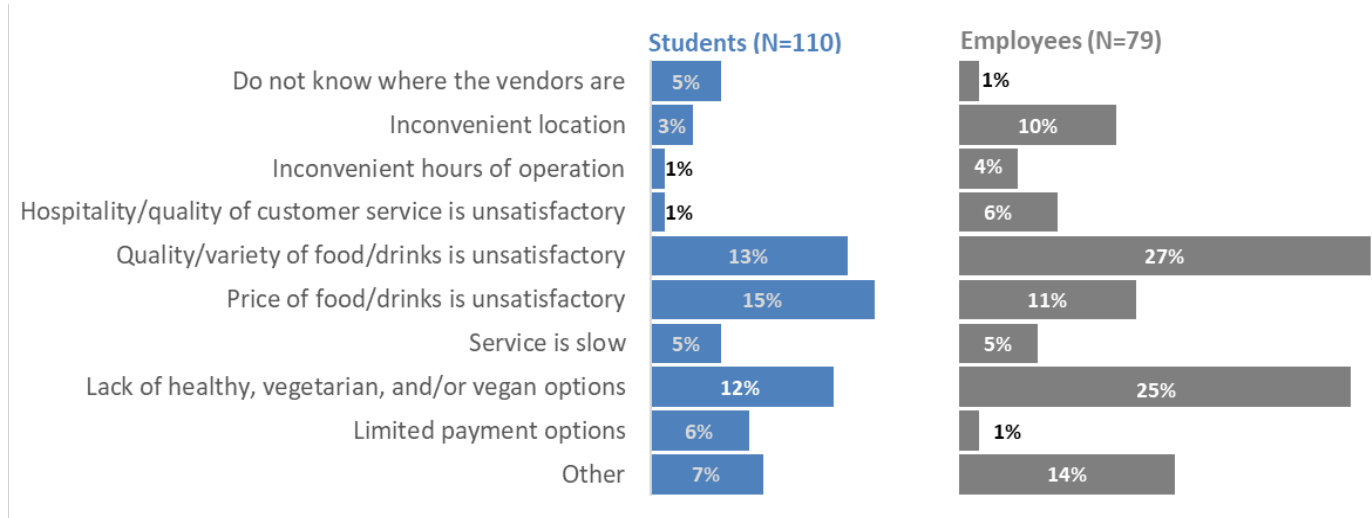


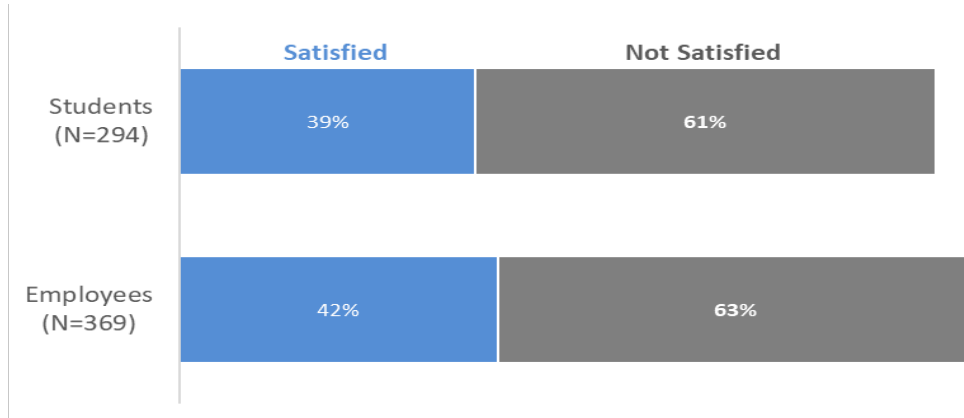
Figure 3. Both students and employees who did not eat on campus cited the lack of healthy options and the quality of food.



### Satisfaction with Current Food Options

The survey asked respondents if they were satisfied with the quality and variety of food options on campus. A majority of both students (61%) and employees (63%) reported that they were not satisfied with the current food options (Figure 4). It is important to note that approximately one-quarter of students (27%) and approximately 17% of employees chose not to respond to this question.

Figure 4. A majority of student and employee respondents were dissatisfied with the campus’ current food offerings.



## Ranking the Importance of Aspects of Food Service

Respondents were asked to rank the importance of the following qualities of campus food services:

- Having healthy, vegetarian, and/or vegan options
- Affordable pricing
- Hospitality/quality of customer service
- Vendors offer employment opportunities for Cerritos College students
- Vendors are locally and/or privately owned (Non-franchise, non-corporate, etc.)
- Variety
- Convenient hours of operation
- Convenient location on campus

Analysis showed that healthy options and affordable pricing were the two most important qualities for both students and employees. A plurality of students (38%) ranked healthy options among their top three most important qualities and a majority (57%) ranked affordable pricing within their top three (Table 1). About half (49%) of employee respondents indicated that having healthy options ranked in their top three most important qualities (Table 2). Fifty percent of employees also ranked affordable pricing within their top three qualities.

*Table 1. A plurality of students ranked affordable pricing as the most important quality of food service on campus.*

Quality	Rank							
	1st	2nd	3rd	4th	5th	6th	7th	8th
Healthy, vegetarian, vegan options	18%	12%	8%	5%	5%	7%	3%	10%
Affordable pricing	29%	22%	6%	3%	4%	0%	2%	2%
Hospitality	3%	10%	18%	12%	7%	8%	6%	4%
Offer student employment	3%	4%	8%	13%	7%	9%	12%	11%
Vendors are locally/privately owned	3%	3%	4%	7%	14%	8%	13%	17%
Variety	5%	11%	11%	11%	8%	15%	4%	3%
Convenient hours	2%	4%	7%	9%	11%	11%	19%	3%
Convenient location	7%	3%	9%	7%	11%	8%	9%	17%

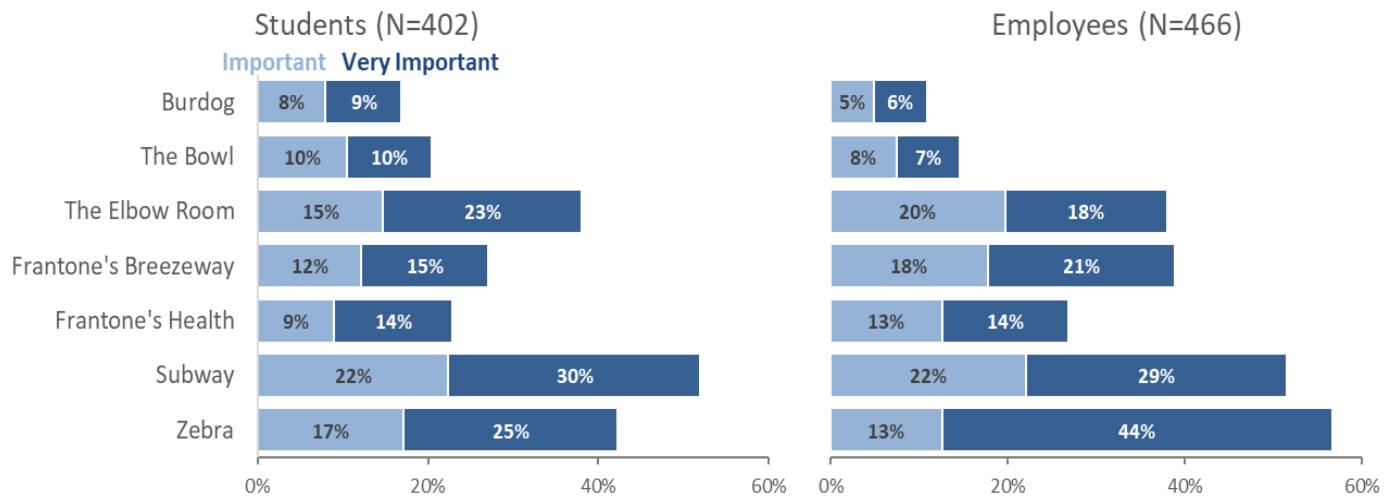
*Table 2. A plurality of staff members, faculty, and administrators ranked healthy, vegetarian, and vegan options as the most important quality for food service on campus.*

Quality	Rank							
	1st	2nd	3rd	4th	5th	6th	7th	8th
Healthy, vegetarian, vegan options	22%	10%	7%	6%	5%	6%	5%	11%
Affordable pricing	20%	19%	11%	6%	5%	4%	3%	2%
Hospitality	3%	7%	12%	13%	13%	12%	6%	2%
Offer student employment	4%	6%	9%	10%	8%	11%	14%	9%
Vendors are locally/privately owned	8%	6%	4%	6%	11%	8%	10%	22%
Variety	11%	10%	11%	12%	10%	8%	7%	3%
Convenient hours	4%	8%	10%	10%	10%	10%	13%	5%
Convenient location	8%	7%	7%	8%	9%	9%	10%	17%

## Importance of Keeping Vendors

The survey asked respondents to rate the importance of keeping the campus' existing vendors on a scale ranging from *Not at all Important* to *Very Important*. Figure 5 shows the percentage of each group that felt it was important or very important to keep each establishment. The majority of students reported that keeping Subway (52%) was important or very important. A plurality of students rated keeping Zebra Café (42%) as important or very important. Similarly, a majority of employees felt that keeping Subway (51%) and Zebra Café (57%) was important or very important.

Figure 5. Both Students and Employees rated Subway and Zebra Café as the most important establishments to keep on campus.



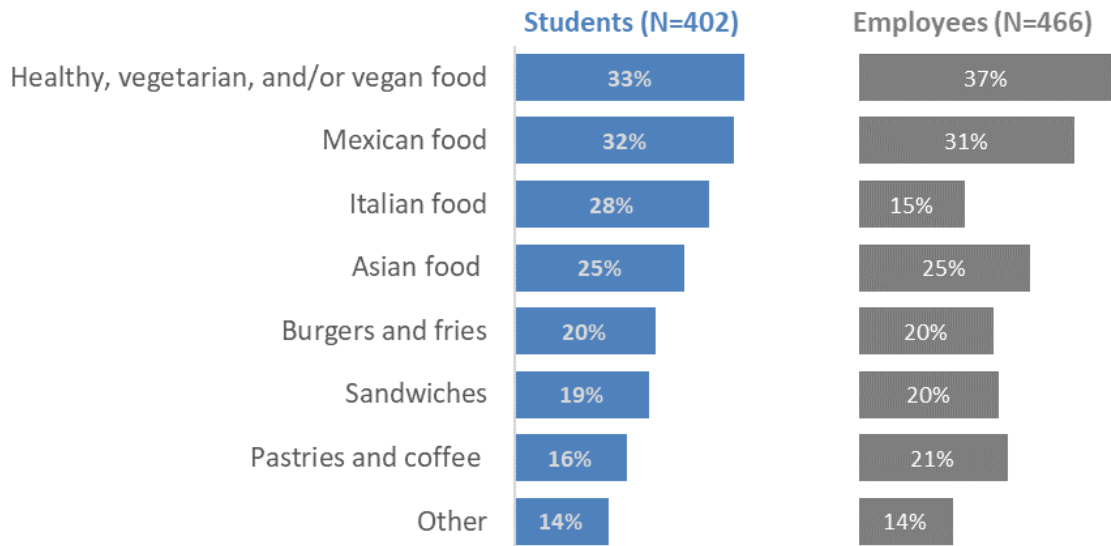
### Preferences for Food Types

Respondents reported their preferences for types of food they would like to see on campus, including the following categories:

- Healthy, vegetarian, and/or vegan food
- Burgers and fries
- Mexican food (tacos, burritos, etc.)
- Asian food (noodles, rice bowls, etc.)
- Italian food (pizza, pasta, etc.)
- Pastries and coffee (coffee, specialized coffee, pastries, etc.)
- Sandwiches (subs prepackaged, chips, grab and go, etc.)
- Other (please specify)

For both students and employees, healthy, Mexican, and Asian food were popular choices. About one-third (28%) of students also reported a preference for Italian food (Figure 6). Appendix B provides a summary of the responses. Most of these responses described healthy foods.

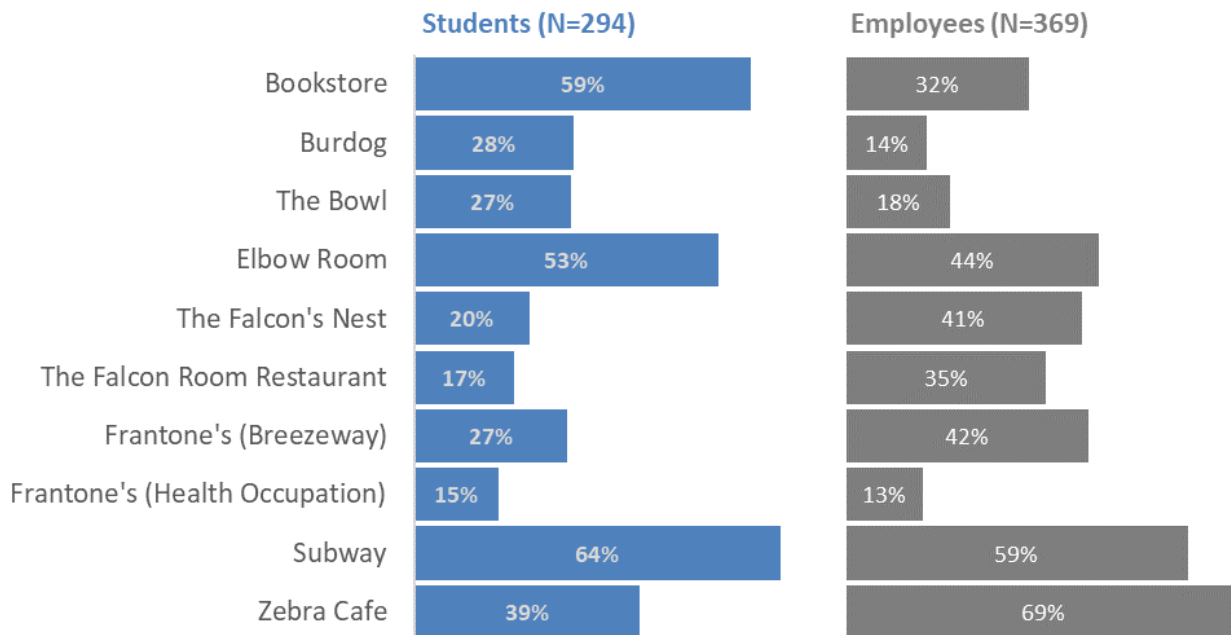
Figure 6. Healthy, Mexican, and Asian food were popular choices for both students and employees.



### Preferences for Current Food Vendors

The survey asked respondents about which on-campus establishment they patronize. Subway was the most popular choice among students (Figure 7). Many students also purchased food from the bookstore and the Elbow Room. The majority of employees bought food or drinks from the Zebra Café and Subway. When respondents reported that they had purchased food from a particular establishment, they were asked to give the reasons why they purchased food from it. On the other hand, when respondents reported that they did not purchase food from an establishment, they were asked why they did not purchase food from it. Appendix C summarizes this information for each on campus store and restaurant. Overall, respondents were likely to patronize a particular establishment because of its location.

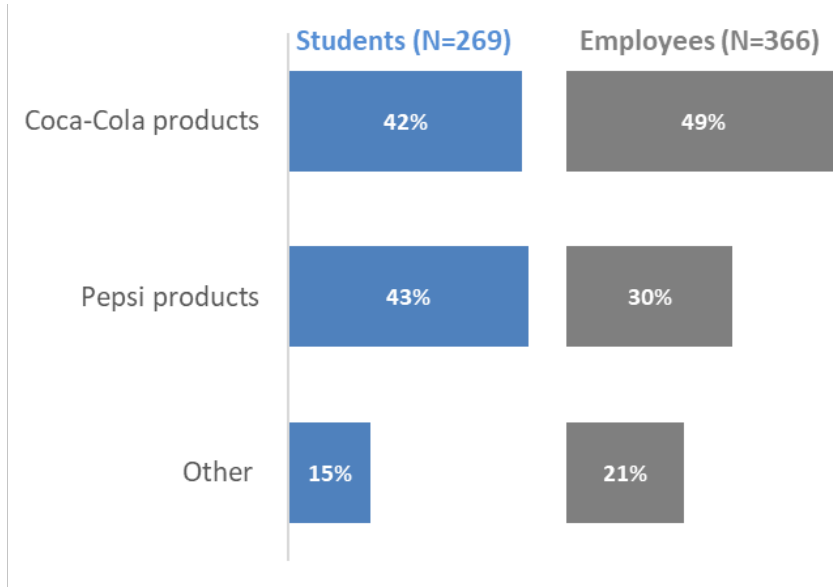
Figure 7. A majority of both students and employees reported that they purchased food from Subway. A majority of employees reported that they purchased food from Zebra Café.



### Preferences for Beverage Companies

Respondents were asked to rate their preferences for Coca-Cola, Pepsi, or other beverage products. Student opinion was almost equally split between Coca-Cola and Pepsi. A plurality of employees chose Coca-Cola. Appendix D shows the other responses to this question.

Figure 8. Student respondents were equally split between Coca-Cola and Pepsi products. A plurality of employees preferred Coca-Cola products.



#### Appendix A: Other Reasons for Not Eating on Campus

The survey asked respondents for other reasons they did not eat on campus. Figure A.1 shows the categories of the open-ended responses and the number in each category. Bringing one's own food was the most popular reason for not buying food on campus.

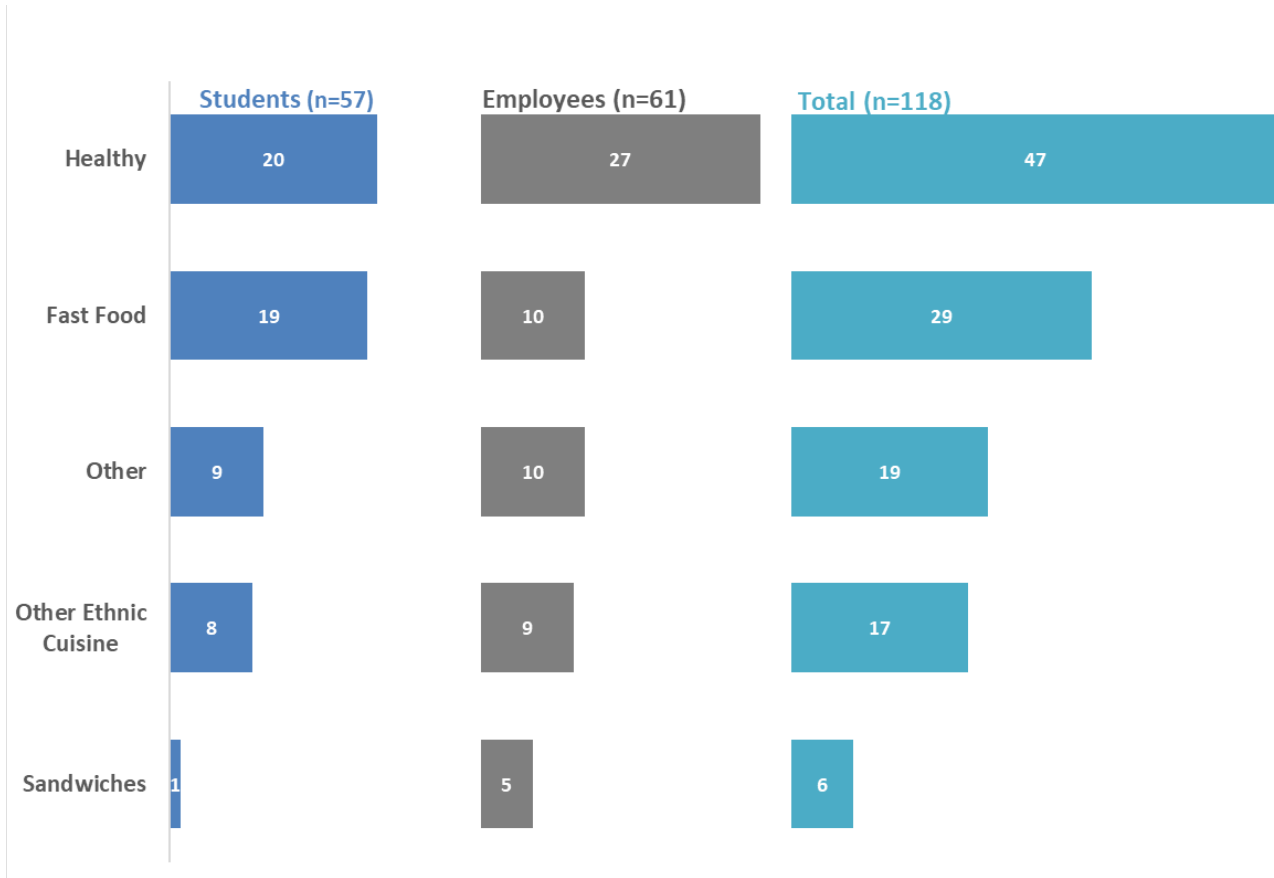
Figure A.1. Among the respondents who did not eat food on campus, the most common reason was bringing one's own food.



#### Appendix B: Food Types

The survey asked students for other food types that they would like to see on campus. Figure B.1 shows the categories of the open-ended responses and the number in each category. Healthy food was the most commonly requested type of food.

Figure B.1. Healthy food was the most popular request.



### Appendix C: Reasons for Purchasing or Not Purchasing Food from Each Campus Establishment

The survey asked respondents for their reasons for purchasing or not purchasing items from the various on campus vendors. Figures C.1 to C.20 show percentage of respondents who gave each reason for purchasing or not purchasing items from each establishment. Note that not every respondent provided a reason and, consequently, the percentages do not necessarily add up to 100%.

Figure C.1. Both students and employees reported that location was the most important reason for buying food from the bookstore.

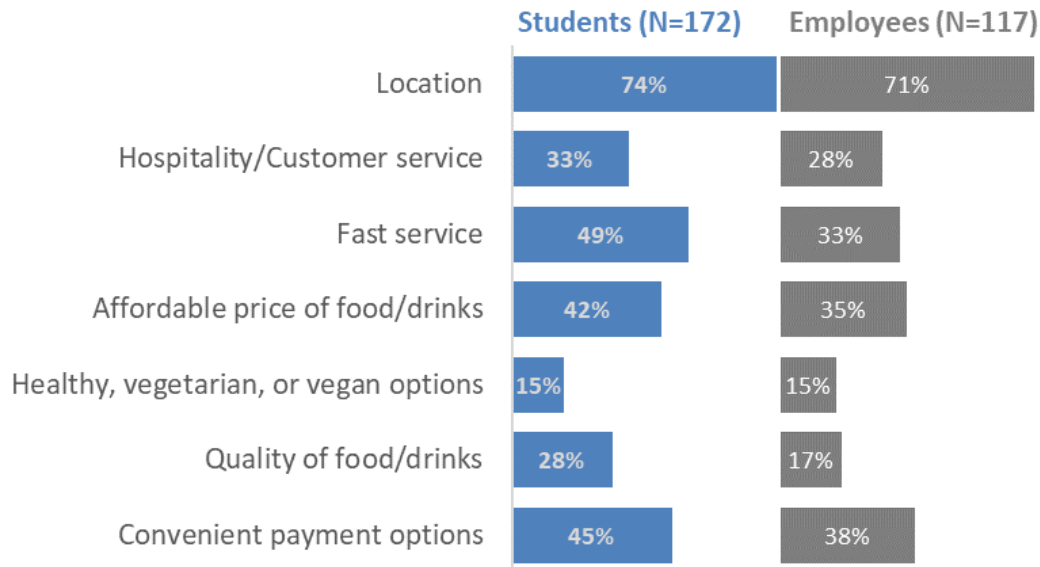


Figure C.2. Students who **did not buy** food from the bookstore cited its location and prices. Employees who did not purchase items from the bookstore cited its location.

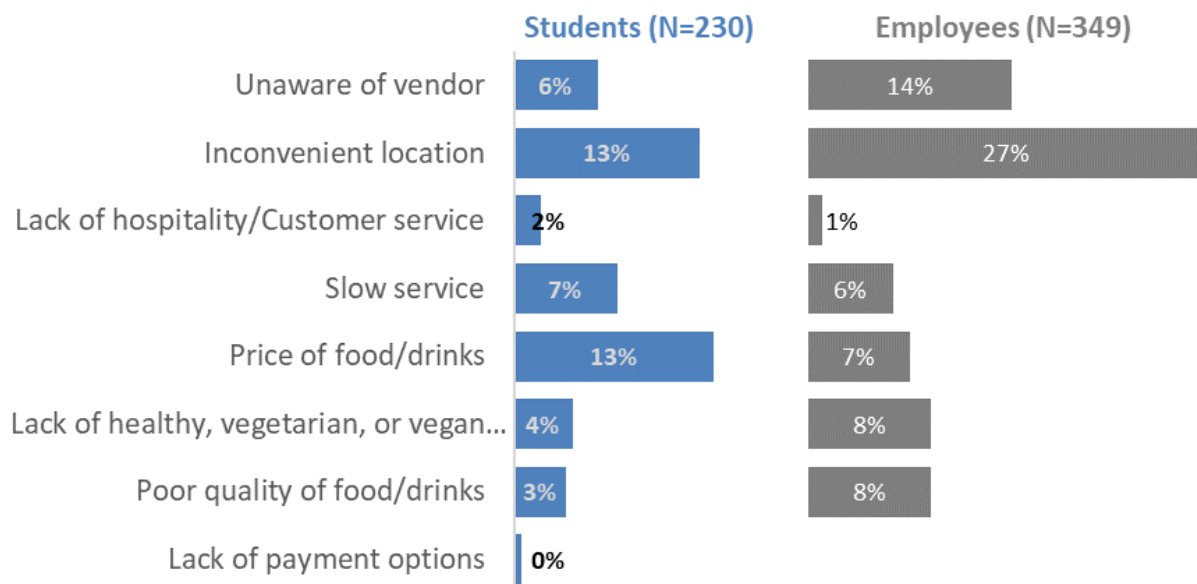


Figure C.3. The majority of students and employees bought food from Burdog cited its location and food quality.



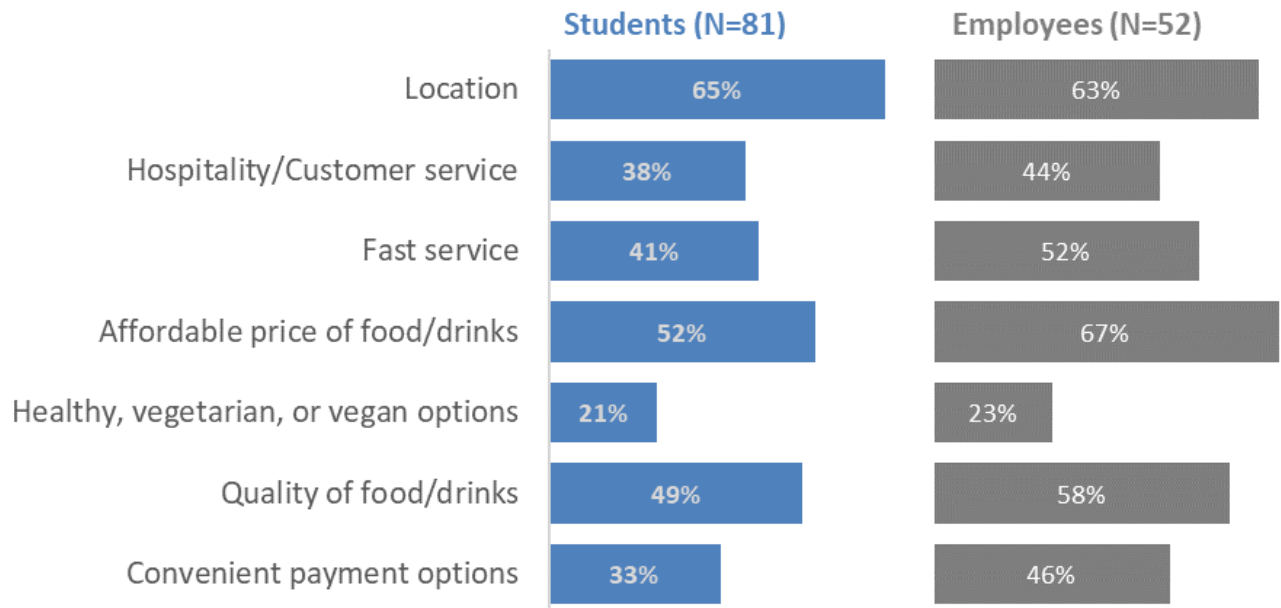


Figure C.4. A plurality of students and employees who **did not buy** food from Burdog cited its food quality.

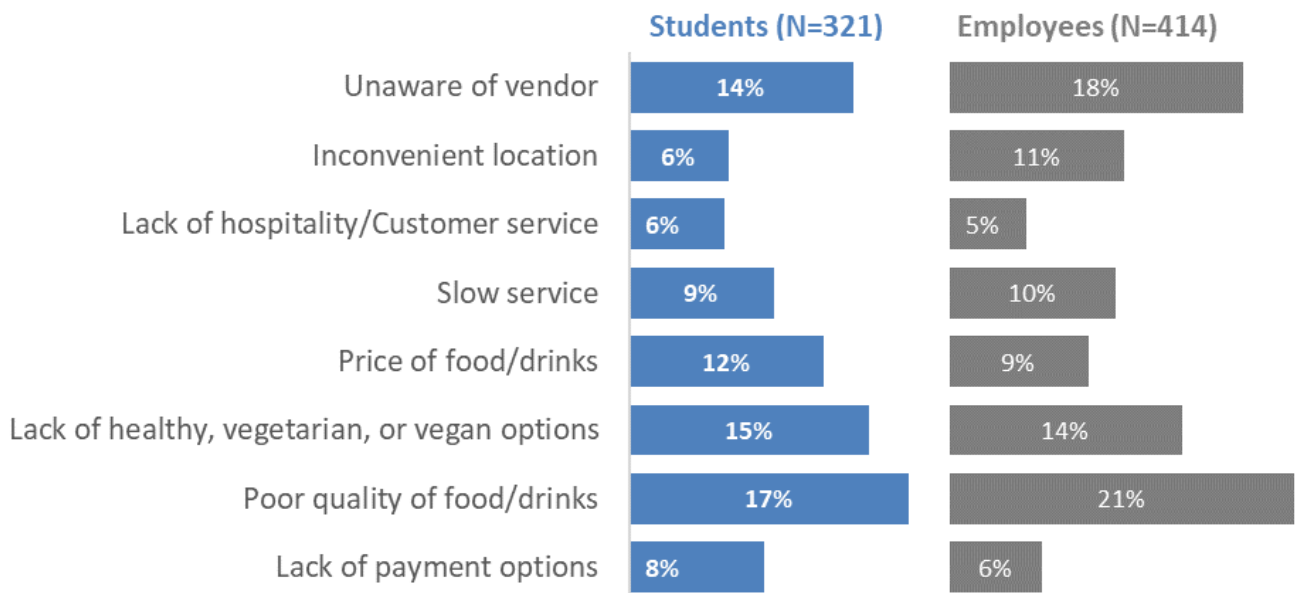


Figure C.5. The majority of students and employees bought food from The Bowl because of its location.

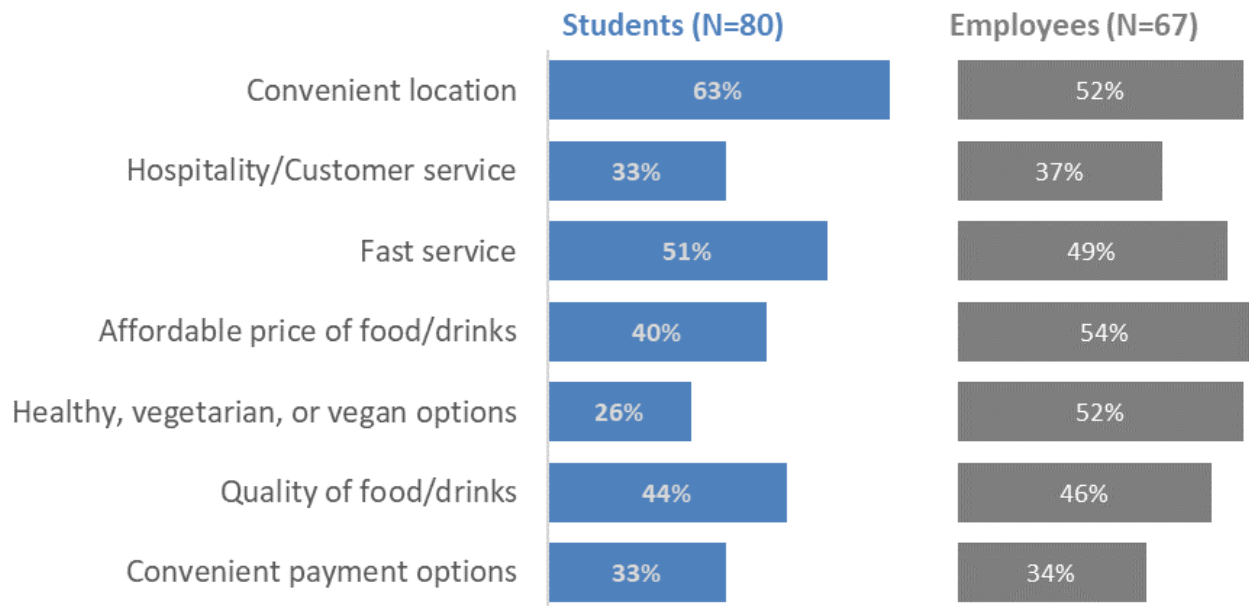


Figure C.6. A plurality of both students and employee **who did not** buy food from the Bowl cited its food quality.

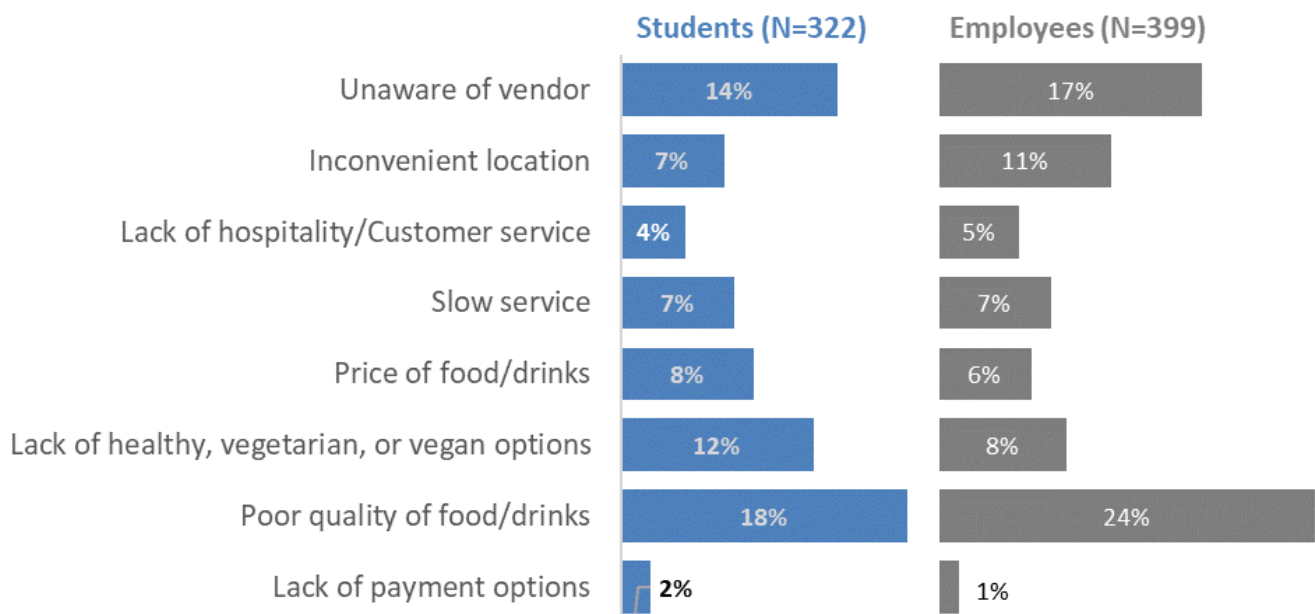


Figure C.7. The overwhelming majority of students and employees bought food from The Elbow Room because of its location.

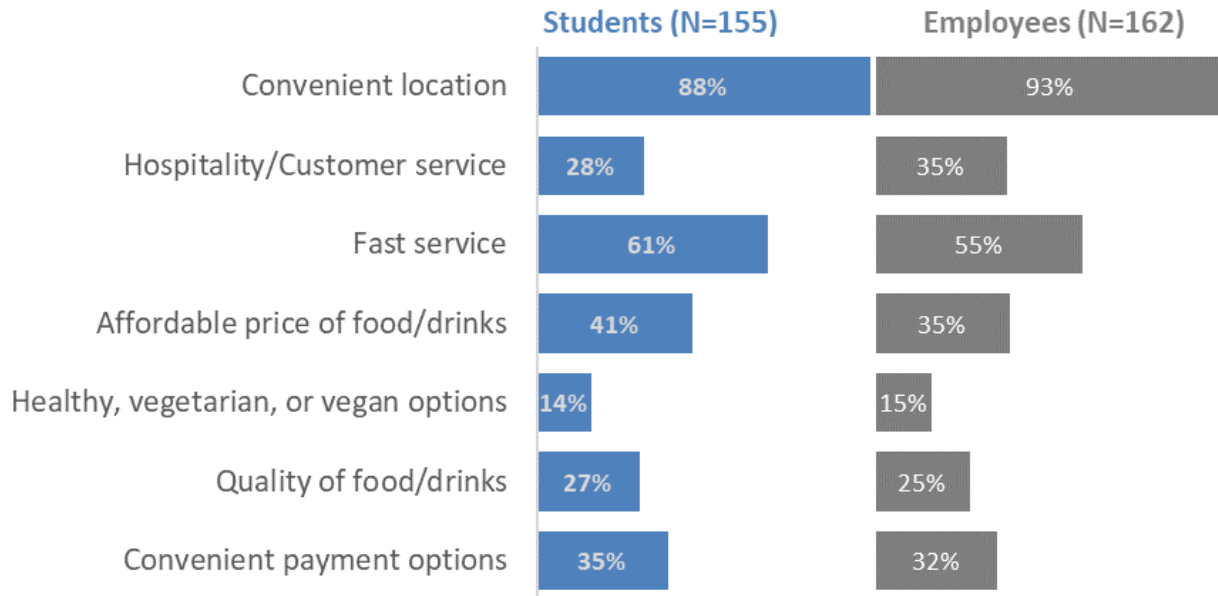


Figure C.8. A plurality of students **did not buy** food from the Elbow Room because they were unaware of it. A plurality of employees cited the poor quality of its food and drinks.

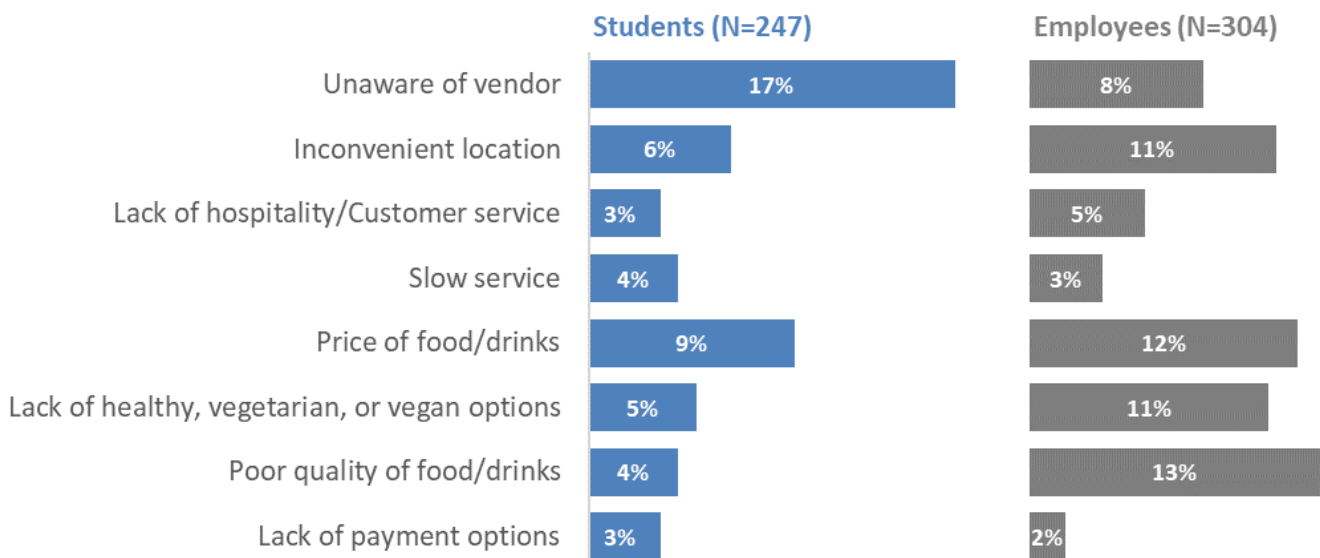


Figure C.9. The majority of students and employees purchased food from the Falcon's Nest because of the quality of its food and drinks.

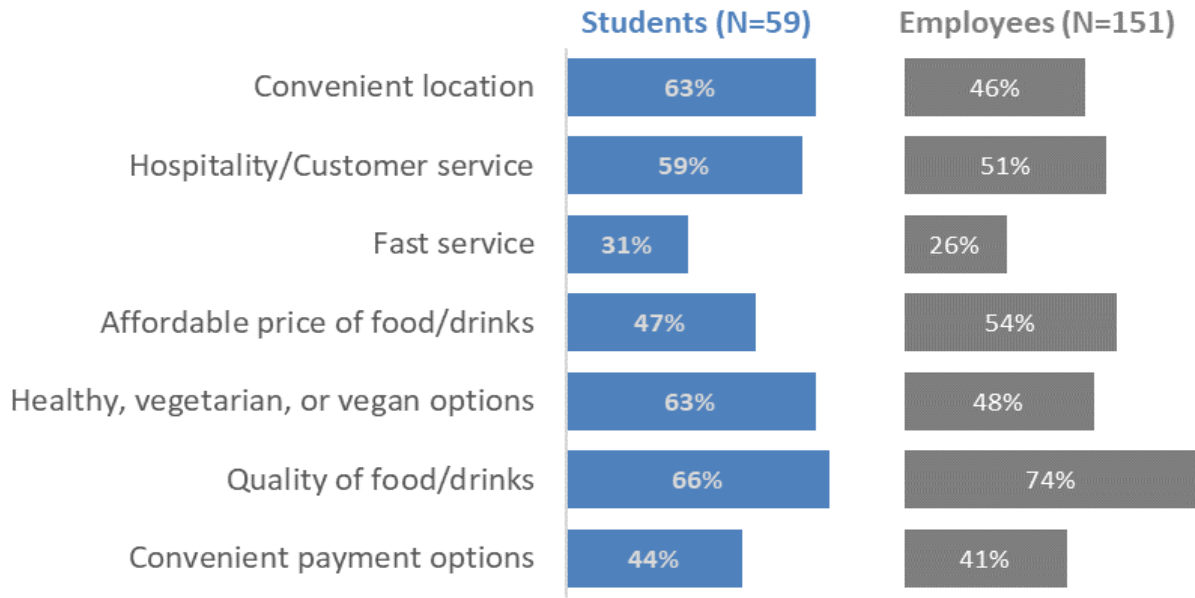


Figure C.10. A plurality of students who **did not** patronize the Falcon's Nest were unaware that it existed.

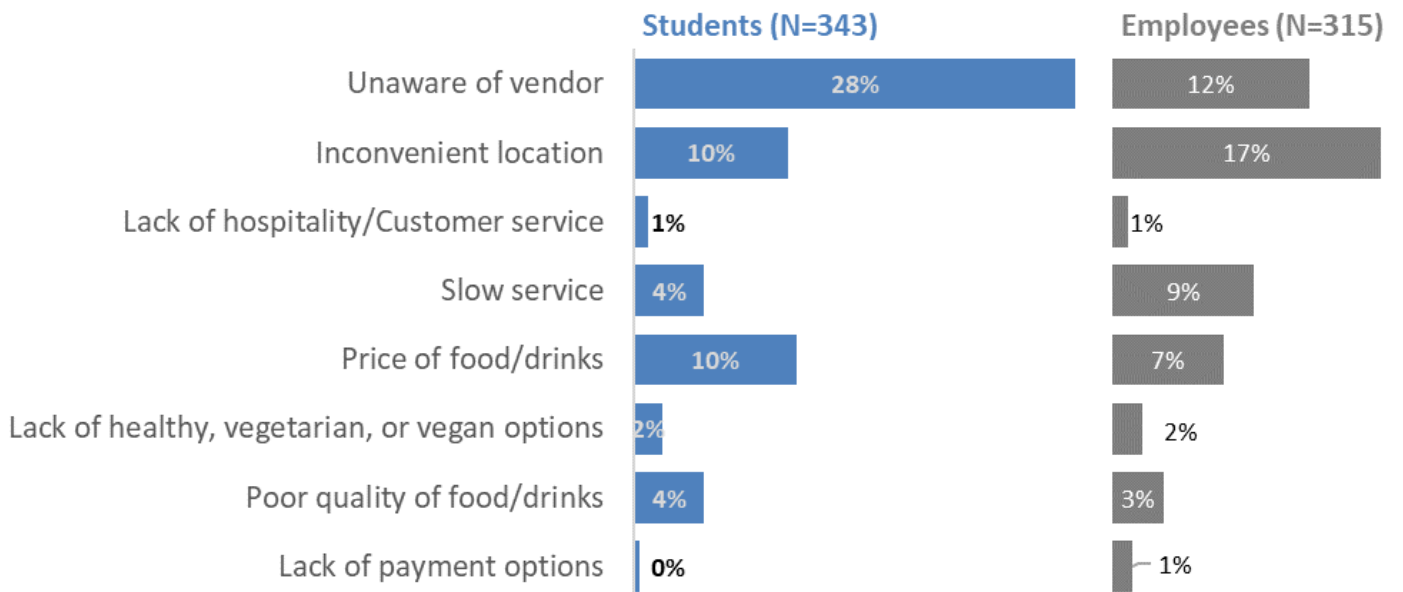


Figure C.11. The majority of students purchased food from the Frantone’s Breezway location because of its convenient location.

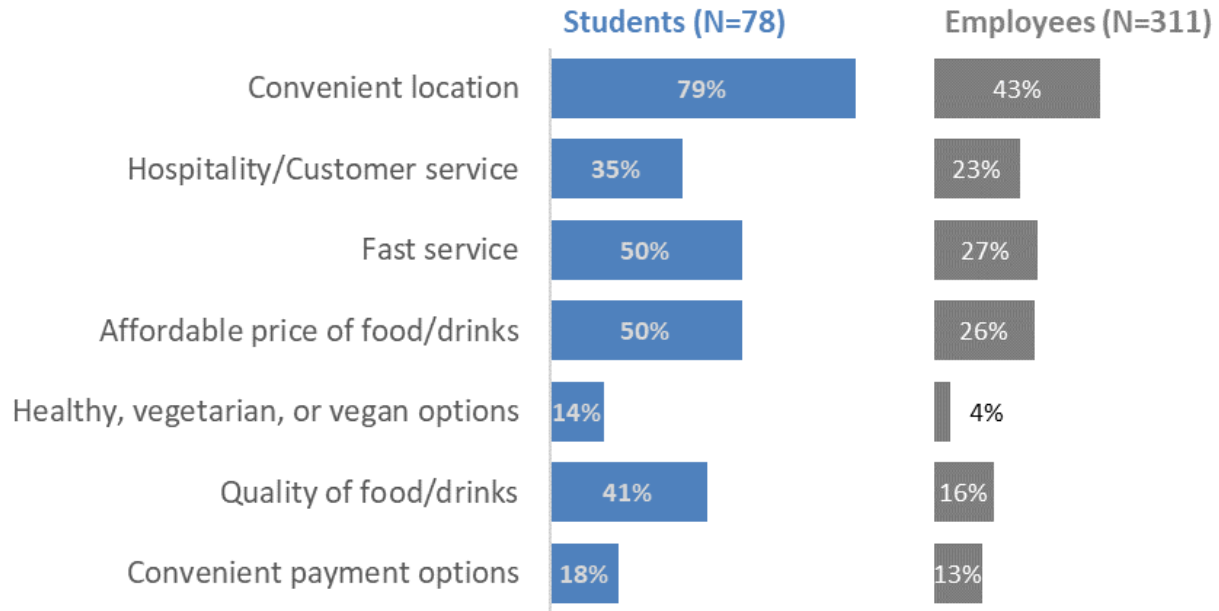


Figure C.12. A plurality of students and employees who **did not** patronize Frantone’s Breezway location because of the poor quality of its food and drinks.

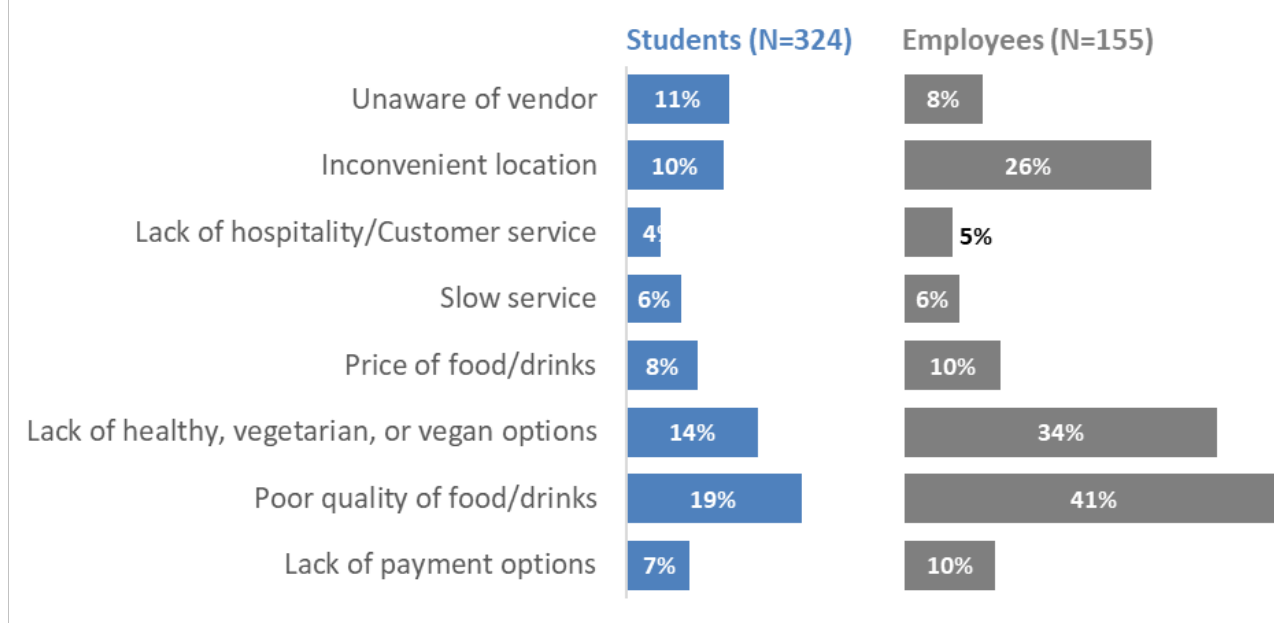


Figure C.13. The majority of students and employees who purchased food from the Falcon Room reported that they did so because of its quality food and customer service.

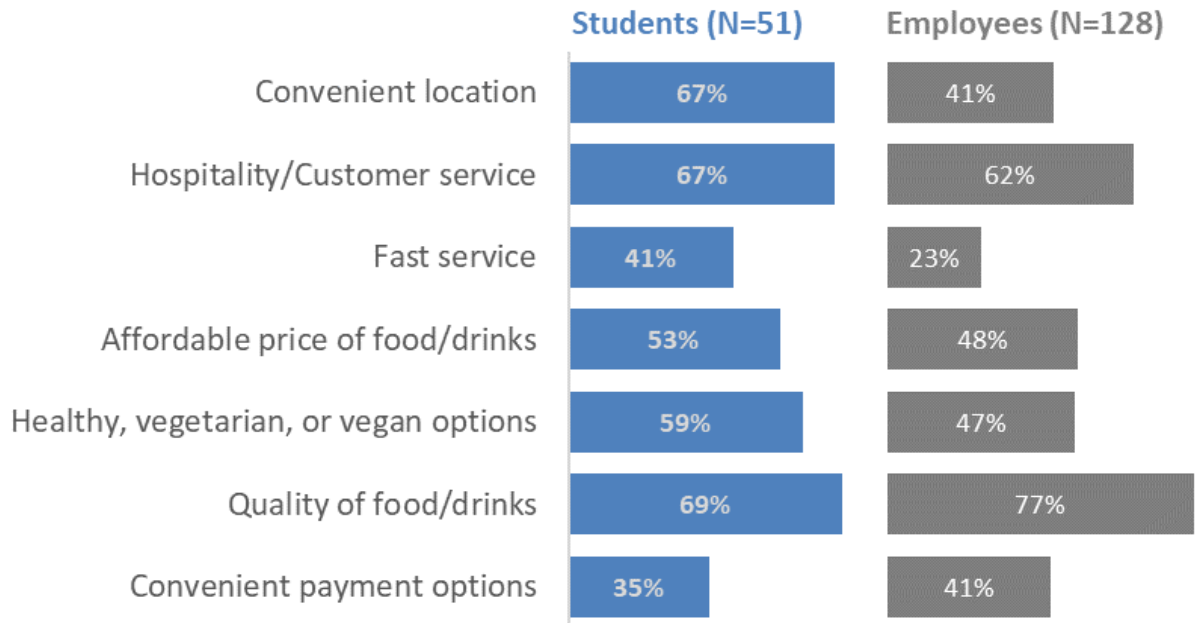


Figure C.14. A plurality of students **did not** patronize Falcon Room location because they were unaware of it.

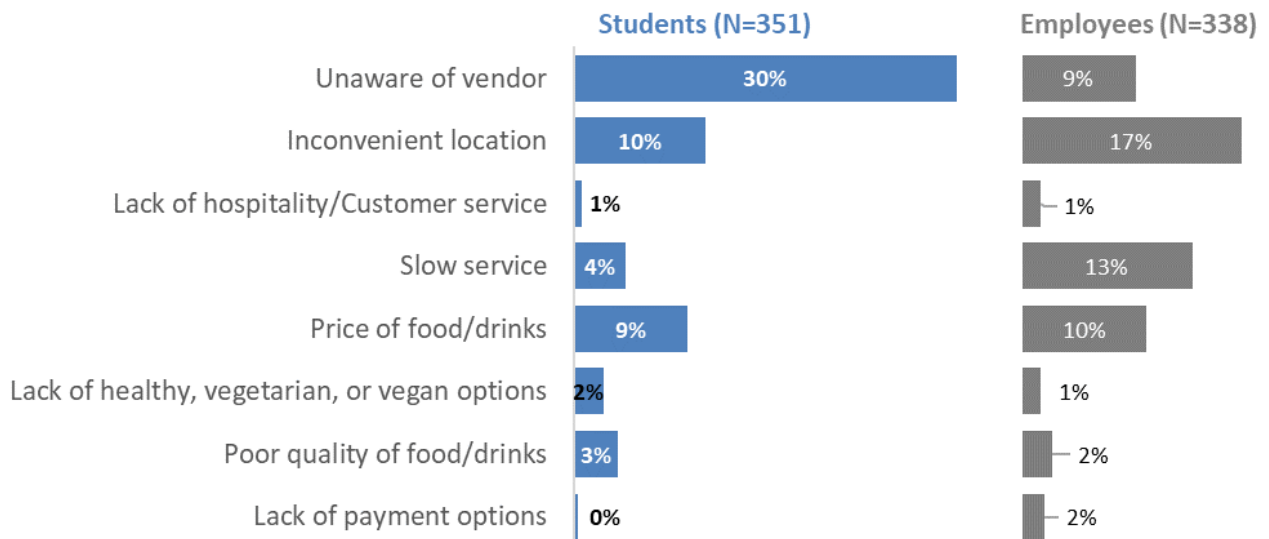


Figure C.15. The majority of students and employees who purchased food from the Subway cited its location, fast service, affordable prices, and healthy options.

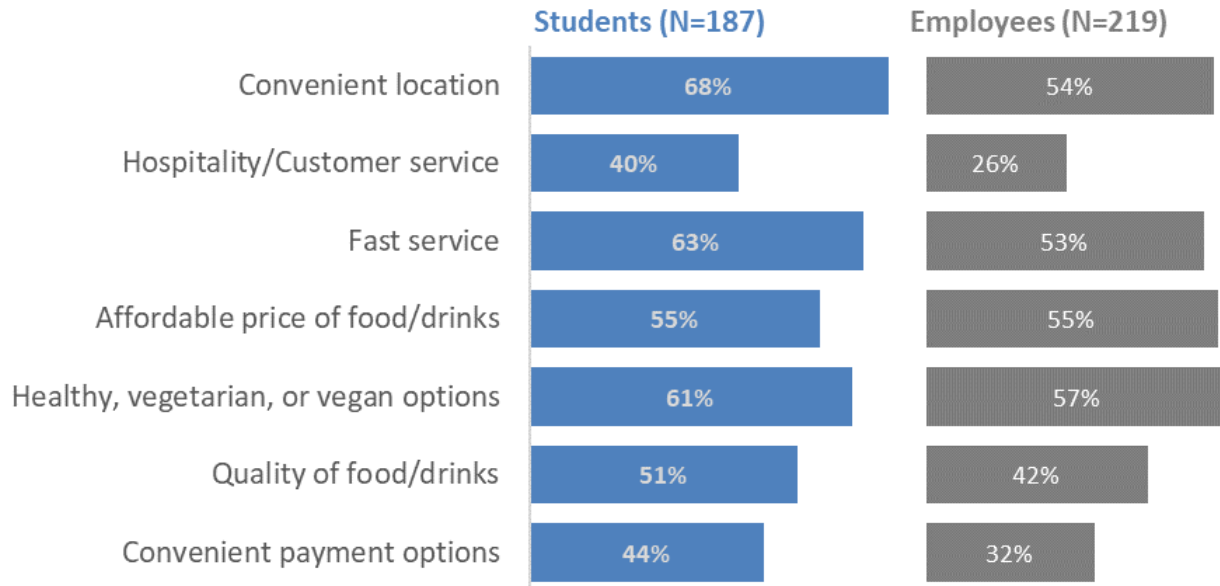


Figure C.16. The majority of employees who **did not** purchase food from the Subway cited its location.

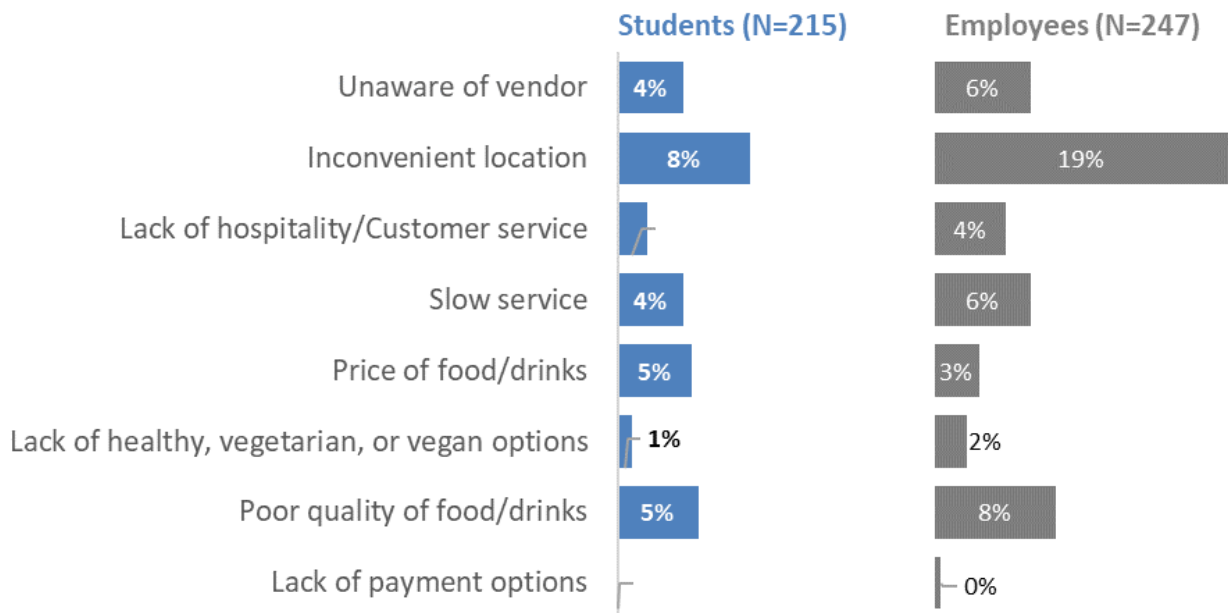


Figure C.17. The overwhelming majority of employees who purchased food from the Zebra Cafe cited its location, fast service, and customer service.

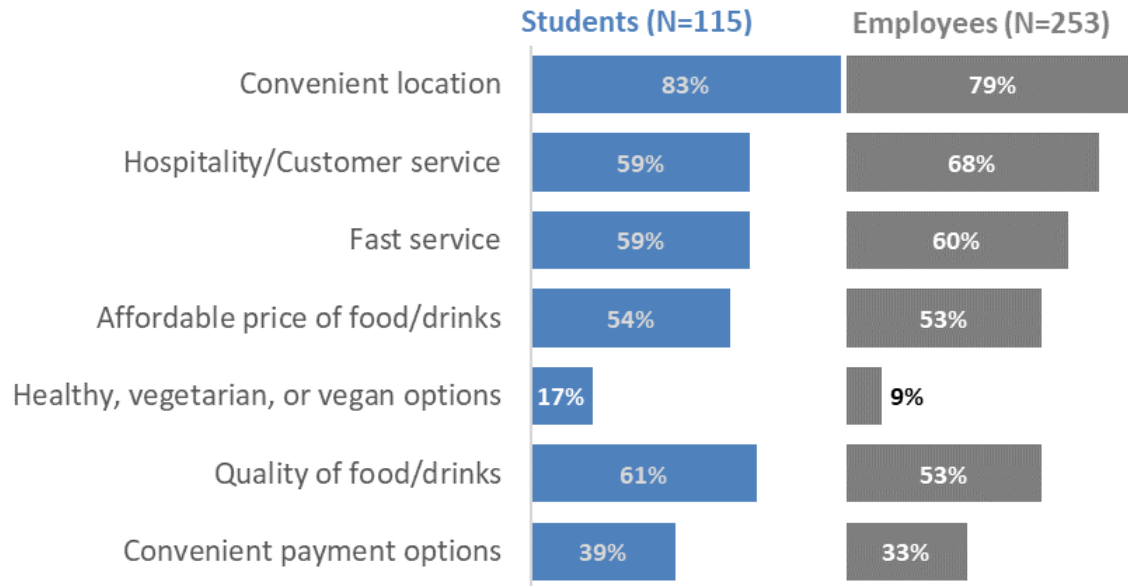


Figure C.18. A plurality of students who **did not** patronize Zebra Café were unaware of it. A plurality of employees who didn't purchase from Zebra Café cited its location.

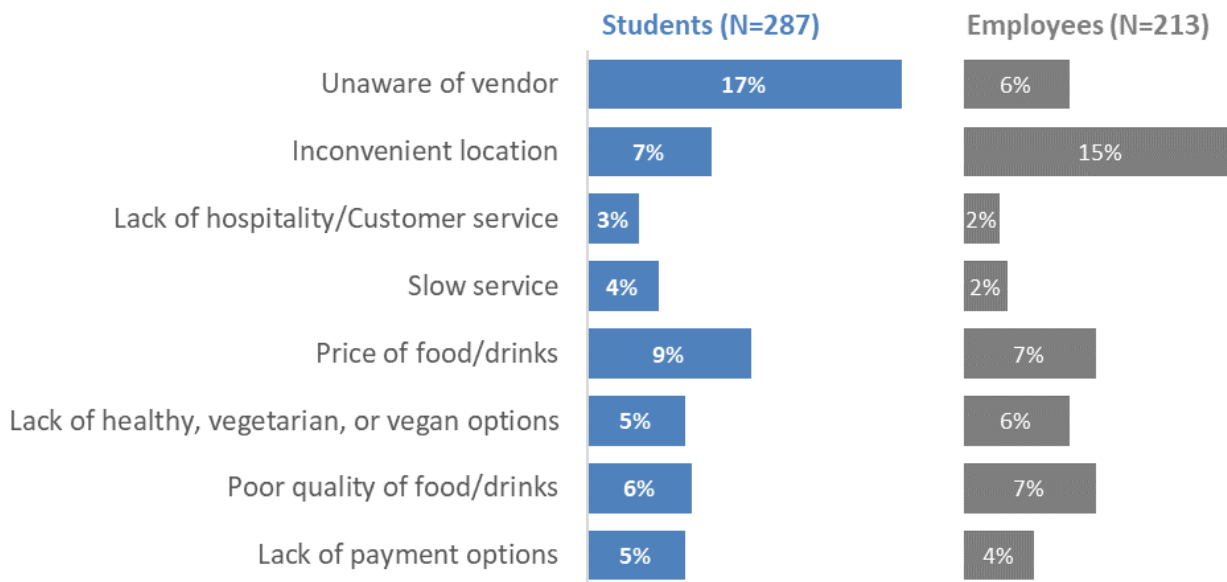




Figure C.19. The overwhelming majority of employees and students who purchased food from the Frantone’s Health Occupations location cited its location.

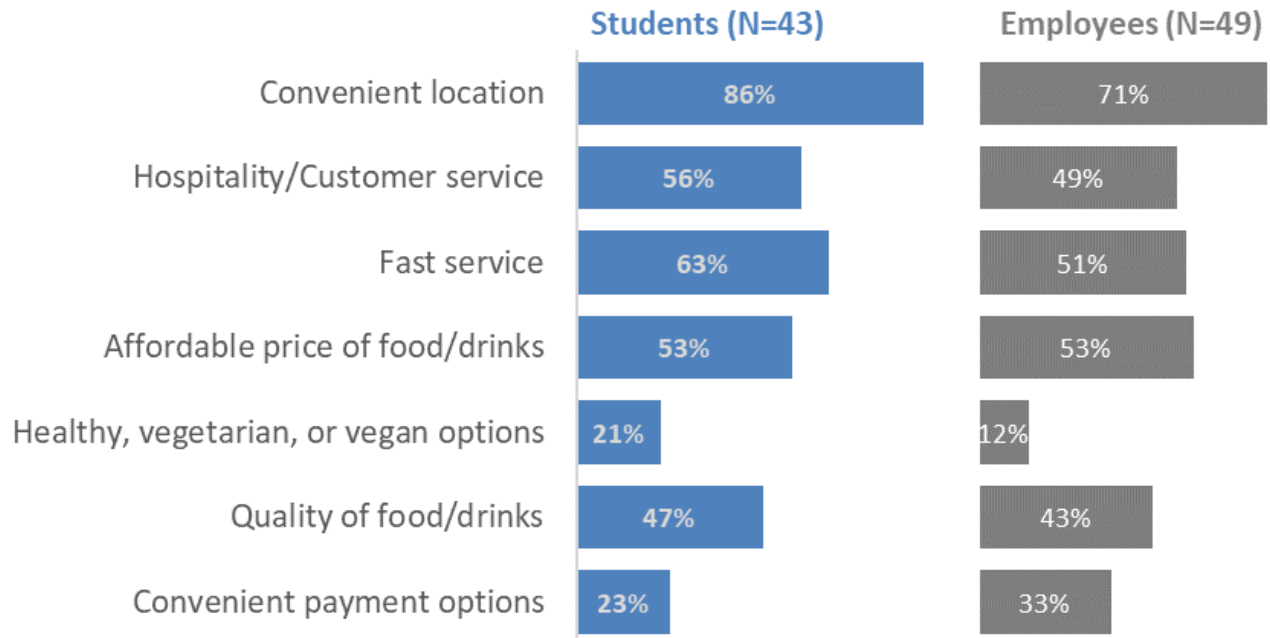
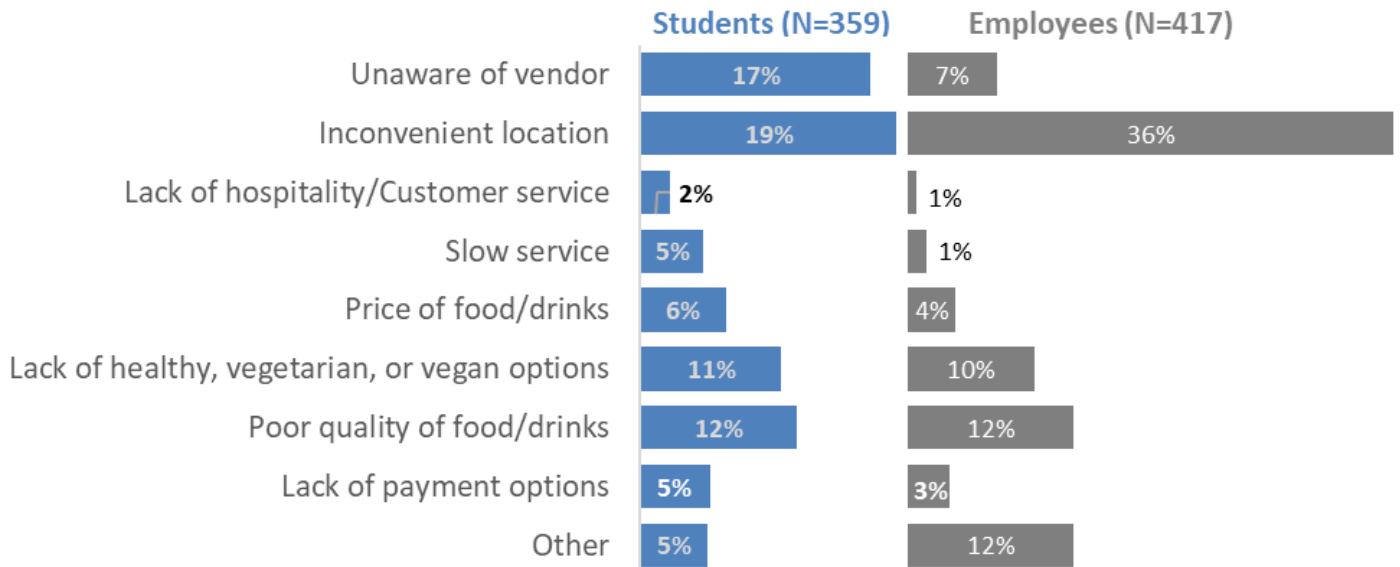


Figure C.20. A plurality of employees and students who **did not** purchase food from the Frantone’s Health Occupations cited its location.



### Appendix D: Other Beverage Preferences

The survey asked students for the brand of beverages that they would like to see on campus. Figure D.1 shows the categories of the open-ended responses and the number in each category. Of the individuals who did not choose Coca-Cola or Pepsi, most said they did not want either option.

Figure D.1. Among individuals who chose to give an open-ended response, “Neither” was the largest category.

