# Student Food Service Survey Report 

## WINTER 1997

Oakland Community College<br>Office of Institutional Planning and Analysis

## Food Service Usage By Campus 1997

## Vending

|  | Percent of <br> Students | Number of <br> Students | Avg. <br> Times/Week <br> on campus | Avg. <br> Times/Week <br> Use Service |
| :--- | :---: | :---: | :---: | :---: |
| Auburn Hills | 68.6 | 96 | 2 | 1.4 |
| Highland Lakes | 61.5 | 48 | 2 | 1.1 |
| Orchard Ridge | 51.2 | 62 | 2 | 1.1 |
| Royal Oak | 65.4 | 68 | 2 | 1.2 |
| Southfield | 73.9 | 17 | 2.4 | 1.4 |
| College Wide | $\mathbf{7 1 . 0}$ | $\mathbf{2 9 1}$ |  |  |
| Average | $\mathbf{6 4 . 1}$ | $\mathbf{5 8 . 0}$ | $\mathbf{2 . 2}$ | $\mathbf{1 . 2}$ |

## Cafeteria

|  | Percent of <br> Students | Number of <br> Students | Avg. <br> Times/Week <br> on campus | Timg. <br> Uses Service |
| :--- | :---: | :---: | :---: | :---: |
| Auburn Hills | 25.5 | 36 | 2.2 | 0.5 |
| Highland Lakes | 21.8 | 17 | 2.0 | 0.4 |
| Orchard Ridge | 36.1 | 44 | 2.3 | 0.6 |
| Royal Oak | 46.2 | 48 | 2.1 | 0.8 |
| Southfield | 34.8 | 8 | 2.4 | 0.4 |
| College Wide | $\mathbf{3 7 . 3}$ | $\mathbf{1 5 3}$ |  |  |
| Average | $\mathbf{3 2 . 9}$ | $\mathbf{3 0 . 6}$ | $\mathbf{2 . 2}$ | $\mathbf{0 . 5}$ |

Campus Usage of Vending Services 1997


Campus Usage of Cafeteria Services 1997


## Oakland Community College Student Demographics Winter 1997

| Percent of Students |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Ethnicity Non Minority Minority | 24 \& younger | $\begin{gathered} \hline \text { Age } \\ 25 \text { to } \\ 35 \\ \hline \end{gathered}$ | $\begin{aligned} & 36 \& \\ & \text { older } \end{aligned}$ |
| Auburn Hills | 50.449 .6 敗 | 81.3 17.0 ${ }^{\text {¢ }}$ | 44.7 | 31.8 | 23.4 |
| Highland Lakes | 28.971 .1 \% | 90.1 7.9 | 43.9 | 33.4 | 22.7 |
| Orchard Ridge | 43.2 56.8 | 76.8 17.5 | 48.6 | 30.1 | 21.3 |
| Royal Oak/Southfield | 34.4 65.6离 | 67.4 29.6 | 42.8 | 33.4 | 23.8 |
| College Wide | 40.4 59.6 | 77.9 19.0 ${ }^{\text {ct }}$ | 44.9 | 32.1 | 22.9 |

Source: One Tenth Day

Number of Students

|  | Gender <br> Male Female | Ethn <br> Non <br> Minority | icity <br> Minority |  <br> younger | Age 25 to 35 | $36 \&$ older |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| All respondents | 155.0 252 | 335 |  | 188 | 109 | 110 |
| Those that use vending | 99.0164 | 214 | 47 | 132 | 72 | 59 |
| Those that use cafeteria | 58.0 80 | 104 | 32 | 64 | 36 | 36 |

Source: 1997 Food Service Survey

## Vending Machine Services <br> College Wide Views



Satisfaction with Vending Machine Services College Wide: "Unacceptable"



## Vending Machine Services <br> College Wide Views



Satisfaction with Vending Machine Services College Wide: "Unacceptable"


Satisfaction with Vending Services College Wide: "Outstanding"

## Importance of Vending Services

"Very Important" By Gender


| 1997 Ratings |  |  |
| :--- | ---: | ---: |
|  | Male | Female |
| Cleanliness | 69.8 | 82.8 |
| Food Quality | 47.4 | 60.1 |
| Prices | 36.1 | 48.5 |
| Food Variety | 41.7 | 50.3 |
| Healthfulness | 38.9 | 51.9 |






## Satisfaction with Vending Machines <br> "Unacceptable" By Gender

Cleanliness


| 1997 Ratings |  |  |
| :--- | ---: | ---: |
|  | Male | Female |
| Cleanliness | 2.0 | 2.5 |
| Food Quality | 2.0 | 3.1 |
| Prices | 8.1 | 6.2 |
| Food Variety | 5.1 | 10.8 |
| Healthfulness | 8.82 | 13.7 |

Food Quality


Food Variety


Prices



## Importance of Vending Services <br> "Very Important" By Ethnicity






## Satisfaction with Vending Machines

"Unacceptable" By Ethnicity
Cleanliness


| 1997 Ratings |  |  |
| :--- | ---: | ---: |
|  | Non <br> Minority Minority |  |
| Cleanliness | 1.4 | 6.4 |
| Food Quality | 1.9 | 6.4 |
| Prices | 4.3 | $\boxed{1991}$ |
| Food Variety | 7.2 | 15.2 |
| Healthfulness | 10.5 | 14.9 |

Food Quality



## Food Variety



## Importance of Vending Services

"Very Important" By Age


| 1997 Ratings |  |  |  |
| :---: | :---: | :---: | :---: |
|  | $24 \&$ <br> younger | 25 to 25 | $\begin{aligned} & \hline 36 \& \\ & \text { older } \end{aligned}$ |
| Cleanliness | 4.7711 | +77.5 | 880.7 |
| Food Quality | 53.0 | 53.5 | 63.2 |
| Prices | 47.0 | 36.6 | 45.6 |
| Food Variety | 51.1 | 40.8 | 45.6 |
| Healthfulness | 48.5 | 41.4 | 50.9 |





## Satisfaction with Vending Machines

"Unacceptable" By Age


| 1997 Ratings |  |  |  |
| :---: | :---: | :---: | :---: |
|  | $\begin{gathered} 24 \& \\ \text { younger } \end{gathered}$ | 25 to 35 | $\begin{aligned} & \hline 36 \& \\ & \text { older } \end{aligned}$ |
| Cleanliness | 1.5 | 2.9 | 3.4 |
| Food Quality | $\because 2.3$ | 4.3 | 1.7 |
| Prices | 6.1 | 8.6 | 6.9 |
| Food Variety | 7.6 | 4.3 | 16.1 |
| Heallifulness | M-83 | TM+86 | +22.8 |



Food Variety


## Cafeteria Services College Wide Views



## Importance of Cafeteria Services

"Very Important" by Gender








## Satisfaction with Cafeteria Services

"Unacceptable" by Gender








Importance of Cafeteria Services
"Very Important" by Ethnicity








## Satisfaction with Cafeteria Services

"Unacceptable" by Ethnicity





## Importance of Cafeteria Services

"Very Important" by Age


| 1997 Ratings |  |  |  |
| :---: | :---: | :---: | :---: |
|  | $24 \&$ <br> younger | 25-35 | $\begin{aligned} & 36 \& \\ & \text { older } \end{aligned}$ |
| Food Quality | 64.6 | *1.77.8 | 83.3 |
| Prices | 55.4 | 52.8 | 55.6 |
| Food Variety | 49.2 | 55.6 | 52.8 |
| Healthfulness | 54.0 | 58.3 : | 61.1 |
| Hours of Operation | 24.6 | 44.4 | 55.6 |
| Cleanliness sisma | 9rx 78. | 75.0 | E. 86.1 |
| Customer Service | 65.6 | 65.7 | 71.4 |






Cleanliness


Customer Service


# Satisfaction with Cafeteria Services 

"Unacceptable", by Age








## Office of Planning \&Analysis

## Winter 1997 Student Food Service Survey

Codes and selective descriptive narratives
Question 10:
Among those (cafeteria) items you are not completely satisfied with, what improvements would you suggest?

## Students

\% \#
$\begin{array}{llll}2.3 & 8 & 50) & \text { Hours/close too early }\end{array}$
"Cafeteria is usually closed when night classes begin"
"Need to stay open later:8:00pm for evening students"
"They need to open the cafeteria a little earlier"
"Need to be open on Friday's for the students"
0.62 51) Cleanliness/tables should be cleaned (washed more)
"Sometimes floor could use some detergent to clean"
"Make sure there is no hair in the food and cook it completely"

## $4.0 \quad 14 \quad$ 52) Healthier selection/salads/fish/fruit

"Less fried food and more baked foods"
"Too much unhealthly foods. Fried food all the time. Need to fix some low fat foods: tuna sandwiches, salads, and broiled chicken breast"
"More fruit in cafeteria"
"Oriental type food. More vegetable dishes, fish.. Too much fried food, boiled or steamed better"
"Maybe some salad that is fresh, not salad that's been around for a while. Also use less fatty food or a higher quality of grease or oil"
1.14 53) Higher quality food/fresher salads/less fried food
"Food not always fresh"
"Food poisoning from grilled ham and cheese on March 18th.
Making sure product is up to date and fresh"
$4.5 \quad 16 \quad$ 54) Better prices/overpriced
"They should lower the prices, students pay too much money for books and then have to pay the high prices for the food"
"Compared to the prices on the outside, it should be lower for the students"
"Free drink refills"

| 2.6 | 9 | 55) | Faster service needed/not enough time between classes "Lines are too long. Need to have extra cashiers in order to get back to class on time" <br> "When ordering a cold sandwich, it takes too long to get it. I have complained about the poor service before" "I think they could put the hotdog stands back in for people who don't have time to eat in the cafeteria like me. They could grab and go" |
| :---: | :---: | :---: | :---: |
| 0.6 | 2 | 56) | Expand facilities/enlarge/new layout <br> "The layout is too jumbled, especially for a newcomer. You don't know where to start. I think it could be easier" "Make the cafeteria larger" |
| 0.9 | 3 | 57) | Just go there for coffee/drinks/small items "Only bought bagels out of cafeteria" <br> "Eat before so only purchase coffee" |
| 0.0 | 0 | 58) | Prefer to eat at home |
| 0.3 | 1 | 59) | More fast food type "More fast food restaurant food" |
| 0.6 | 2 | 60) | Friendlier staff <br> "The lady in the cafeteria was not very friendly" "Cashiers could be more friendly" |
| 6.3 | 22 | 75) | Satisfied/happy <br> "Don't know, don't usually have any gripes" <br> "No suggestions" |

Question 11:
Are there any particular reasons why you do not purchase food or drinks from a vending machine or at one of the cafeterias at OCC?
Students
\% \#
2.59
3.312 11) Just want a snack to tide me over/not a meal/only use vending machines
"Don't eat lunch at school, just snack off the vending machine"
"I usually just grab a candy bar, chips or a drink between classes"
$4.1 \quad 15$ 12) Inconvenient/unknown location
"My class is a long way from cafeteria. Don't have time to buy food"
"Wasn't aware they had a cafeteria"
"I didn't know Southfield had a cafeteria. There's a lady who sells some food, but it's not a cafeteria"
"Too far to walk to cafeteria from the classroom building"
$15.6 \quad 57 \quad 13) \quad$ Eat at home/before or after class/ eat on the way
"Eat at Burger King. Have a better selection to choose from"
"Eat at home. Occasionally bring a pop"
"I'm taking a night class and eat before I go to school"
1.45 14) Vending machines are more convenient than cafeteria
"It's more convenient to use vending machine instead of going to cafeteria"
"Just never go there, my classes are close to the vending machines"
$4.9 \quad 18$ 15) I bring my own from home
"I bring my own food and drink from home"
"Bring food from home"
8.832 16) I'm not on campus very long/ only take 1 class
"I usually have one class in the morning and I go home and eat lunch"
"I'm at school for a short period of time, so I don't have time to eatin cafeteria"
"Only there for one class""Not in school long enough to have lunch or munchies"
14.051 17) Too busy/ no time between classes to use/ just go to class andleave
"I'm usually really busy and running"
"I work after school, so don't really have the time to stop."
"I just don't have time between classes"
4.115 18) Save money/ cost too much to buy
"Prices are too high and the food doesn't look that good"
"Cafeteria is expensive so I bring my own"
0.31 19) No selection/ picked over or all gone by evening"I'm only there for one class and when I go, they're usually empty.Everyone beats me to them"
4.918 20) Hours of operation/only here in the evening
"When I get to school cafeteria is closed. That's why I don't eat incafeteria"
"I attend classes in the evening and the cafeteria is closed"
"Cafeteria is not open on Saturday"
0.5221 Cafeteria is noisy/dirty"Too much noise in the cafeteria"
$\begin{array}{lll}1.9 & 7 & 22) \\ \text { On a diet/weight/vegetarian }\end{array}$
"Need more low fat selections"
"Don't buy food from vending machines due to the fat contents in thefood""I am a vegetarian, I bring my own food"
6.022 24) Never gone there/no desire, interest, or opportunity/no particular reason
"No particular reason"
"Just never go"
$\begin{array}{lll}0.5 & 2 & \text { 25) Machines never work }\end{array}$"Because the machines never work. There is never any money inthe machine to give change"

# Office of Planning \&Analysis <br> Winter 1997 Student Food Service Survey <br> Codes and selective descriptive narratives 

Question 6:
Among those (vending) items you are not completely satisfied with, what improvements would you suggest?

## Students

\% \#
$3.8 \quad 11$
$16.0 \quad 46$ 36) Larger selection of healthy food/snacks/fresh fruit/yogurt
"Better quality, more nutritious such as fruit. Coffee machine have better selection such as caffeine free"
"More healthy stuff other than candy bars or chips, low fat, low cholesterol like Snackwells"
5.616 37) Greater variety/more selection/always the same 4-5 brands
"Need a better variety from what they have"
"More chip variety, more coke bottles"
"Need raisins, yogurt, a variety of low fat and regular"
$4.9 \quad 14$ 38) Prices too high
"Lower prices, please and the machines should release the food!"
"Some items priced too high. The prices on same item varies from machine to machine"
1.44 39) Dirty machines/ coffee and microwave
"On Saturdays morning, the coffee machine at the Royal Oak campus is just filthy".
"Coffee machine is very dirty. There should be someone to check and clean coffee machines every 4-6 hours"
"Keep the microwave clean. Keep the glass on the vending machines clean"
2.16 40) Keep them stocked"Sometimes they run out of things, could probably check more often torefill machines""To keep better stock of items
0.31 41) Safety
"Coffee machine has paper cups and coffee is too hot"
2.47 48) Coffee/pop only/ add juices
"Just use the vending machine to buy coffee only"
"Doesn't matter, only buy coffee"
"Need a juice machine with a variety and also tea""Would like to see juice in vending machine instead of V-8, juices such asOrange Juice or Grapefruit juice","Want juice over pop in vending machine"
12.235 49) No suggéstions/satisfied"I'm pretty much satisfied with vending machines"

Office of Planning \&Analysis
Winter 1997 Student Food Service Survey
Codes and selective descriptive narratives

Question 6: IMFROVEV
Among those items you are not completely satisfied with, what improvements would you suggest?
35) Machines should be kept in working order/taking money/maintenance/appearance

## TMaintenance "Fix the machines so the food comes out the spiral"

"Only problem is that the machines don't always work and we lose money"
"Taking money and maintenance"
"Vending machine not in service a lot of times"
"Hard to reach dollar slots in a wheelchair"
36) Larger selection of healthy food/snacks/fresh fruit/yogurt
"Better quality, more nutritious such as fruit. Coffee machine have better selection such as caffeine free"
"More healthy stuff other than candy bars or chips, low fat, low cholesterol like Snackwells"
37) Greater variety/more selection/always the same $4-5$ brands
"Need a better variety from what they have"
"More chip variety, more coke bottles"
"Need raisins, yogurt, a variety of low fat and regular"
38) Prices too high
$\downarrow$ Prices
"Lower prices, please and the machines should release the food!"
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39) Dirty machines/ coffee and microwave
"On Saturdays morning, the coffee machine at the Royal Oak campus is just filthy"
1 Cleanliness "Coffee machine is very dirty. There should be someone to check and clean coffee machines every 4-6 hours"
"Keep the microwave clean. Keep the glass on the vending machines clean"
40) Keep them stocked

भ Stock "Sometimes they run out of things, could probably check more often to refill machines"
"To keep better stock of items
个soffety 41) $\begin{array}{ll}\text { Safety } \\ \text { "Coffee machine has paper cups and coffee is too hot" }\end{array}$
48) Coffee/pop only/ add juices
"Just use the vending machine to buy coffee only"
"Doesn't matter, only buy coffee"
"Need a juice machine with a variety and also tea"
"Would like to see juice in vending machine instead of V-8, juices such as Orange Juice or Grapefruit juice"
"Want juice over pop in vending machine"
Satisfied 49) No suggestions/satisfied
"I'm pretty much satisfied with vending machines"

# Office of Planning \&Analysis Winter 1997 Student Food Service Survey <br> Codes and selective descriptive narratives 

Question 10: IMPROVEC
Among those items you are not completely satisfied with, what improvements would you suggest?
50) Hours/close too early
"Cafeteria is usually closed when night classes begin"
"Need to stay open later:8:00pm for evening students"
"They need to open the cafeteria a little earlier"
"Need to be open on Friday's. for the students"
51) Cleanliness/tables should be cleaned (washed more)
$\hat{i}$ cleanliness "Sometimes floor could use some detergent to clean"
"Make sure there is no hair in the food and cook it completely"
52) Healthier selection/salads/fish/fruit
"Less fried food and more baked foods"
个 Healthy "Too much unhealthly foods. Fried food all the time. Need to fix some low fat foods:
 tuna sandwiches, salads, and broiled chicken breast",
"More fruit in cafeteria"
"Oriental type food. More vegetable dishes, fish.. Too much fried food, boiled or steamed better"
"Maybe some salad that is fresh, not salad that's been around for a while. Also use less fatty food or a higher quality of grease or oil"
53) Higher quality food/fresher salads/less fried food

个 Freshness "Food not always fresh"
"Food poisoning from grilled ham and cheese on March 18th. Making sure product is up to date and fresh"
54) Better prices/overpriced
"They should lower the prices, students pay too much money for books and then have to
$\downarrow$ Prices pay the high prices for the food"
"Compared to the prices on the outside, it should be lower for the students"
"Free drink refills"

## 55) Faster service needed/not enough time between classes

"Lines are too long. Need to have extra cashiers in order to get back to class on time"
S Speed of "When ordering a cold sandwich, it takes too long to get it. I have complained about the service poorservice before"
"I think they could put the hotdog stands back in for people who don't have time to eat in the cafeteria like me. They could grab and go"
56) Expand facilities/enlarge/new layout
improve "The layout is too jumbled, especially for a newcomer. You don't know where to start. I layout think it could be easier"
"Make the cafeteria larger"
57) Just go there for coffee/drinks/small items
only
$5 m a l l$
5 m
"Only bought bagels out of cafeteria" "Eat before so only purchase coffee"
eat
horme
58) Prefer to eat at home

介fast 59) More fast food type
food
60) Friendlier staff

AFriendliness "The lady in the cafeteria was not very friendly"
"Cashiers could be more friendly"
Sat-isfied $\begin{aligned} & \text { 75) } \\ & \text { Satisfied/happy }\end{aligned}$
"Don't know, don't usually have any gripes"
"No suggestions"

## Office of Planning \& Analysis

Winter 1997 Student Food Service Survey
Codes and selective descriptive narratives
Question 11: OVFRALL
Are there any particular reasons why you do not purchase food or drinks from a vending machine or at one of the cafeterias at OCC?
10) Don't get hungry

Not Hingry "Never hungry at that time"
34
"I don't eat during the times I'm on campus"
11) Just want a snack to tide me over/not a meal/only use vending machines
"Don't eat lunch at school, just snack off the vending machine"
"I usually just grab a candy bar, chips or a drink between classes"
12) Inconvenient/unknown location
inconveriient/ "My class is a long way from cafeteria. Don't have time to buy food"
"Wasn't aware they had a cafeteria"
"I didn't know Southfield had a cafeteria. There's a lady who sells some food, but it's not a cafeteria"
"Too far to walk to cafeteria from the classroom building"

Eat at home/before or after class/ eat on the way
"Eat at Burger King. Have a better selection to choose from"
"Eat at home. Occasionally bring a pop"
"I'm taking a night class and eat before I go to school"

## Prefer 14 <br> vencline

4) Vending machines are more convenient than cafeteria
"It's more convenient to use vending machine instead of going to cafeteria"
"Just never go there, my classes are close to the vending machines"

## Bring Food

15) I bring my own from home
"I bring my own food and drink from home"
"Bring food from home"
16) I'm not on campus very long/ only take 1 class

Short time "I usually have one class in the morning and I go home and eat lunch"
on campus
"I'm at school for a short period of time, so I don't have time to eat in cafeteria"
"Only there for one class"
"Not in school long enough to have lunch or munchies"
17) Too busy/ no time between classes to use/ just go to class and leave "I'm usually really busy and running"
"I work after school, so don't really have the time to stop."
"I just don't have time between classes"

Save money/ cost too much to buy
"Prices are too high and the food doesn't look that good"
"Cafeteria is expensive so I bring my own"
19) No selection/ picked over or all gone by evening
"I'm only there for one class and when I go, they're usually empty. Everyone beats me to them"
20) Hours of operation/only here in the evening
"When I get to school cafeteria is closed. That's why I don't eat in cafeteria"
"I attend classes in the evening and the cafeteria is closed"
"Cafeteria is not open on Saturday"
21) Cafeteria is noisy/dirty
"Too much noise in the cafeteria"
22) On a diet/weight/vegetarian
"Need more low fat selections"
"Don't buy food from vending machines due to the fat contents in the food" "I am a vegetarian, I bring my own food"

24) Never gone there/no desire, interest, or opportunity/no particular reason
"No particular reason"
"Just never go"
Machines never work
"Because the machines never work. There is never any money in the machine to give change"

