Student Food Service Survey Report

WINTER 1997

Oakland Community College Office of Institutional Planning and Analysis

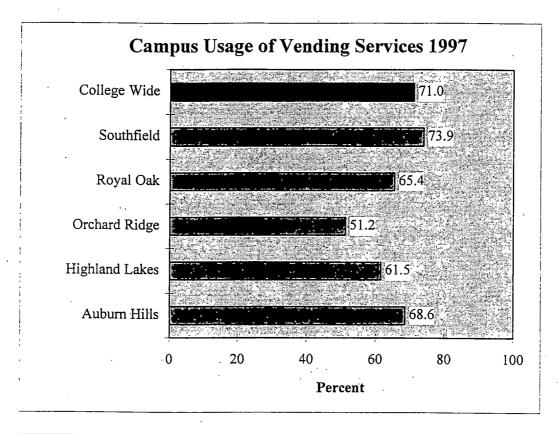
Food Service Usage By Campus 1997

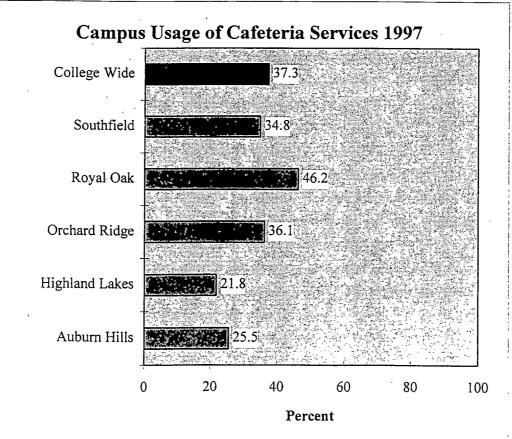
Vending

	Percent of Students	Number of Students	Avg. Times/Week on campus	Avg. Times/Week 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	71.0	291	- · · · · · · · · · -	
Average	64.1	58.0	2.2	1.2

Cafeteria

	Percent of Students	Number of Students	Avg. Times/Week on campus	Avg. Times/Week Use 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	37.3	153		
Average	32.9	30.6	2.2	0.5





Oakland Community College Student Demographics Winter 1997

Percent of Students

	Ge	nder	Ethr	nicity		Age	
			Non		24 &	25 to	36 &
	Male	Female	Minority	Minority	younger	35	older
Auburn Hills	50.4	49.6	81.3	17.0	44.7	31.8	23.4
Highland Lakes	28.9	71.1	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	67.4	29.6	42.8	33.4	23.8
College Wide	40.4	59.6	77.9	19.0	44.9	32.1	22.9

Source: One Tenth Day

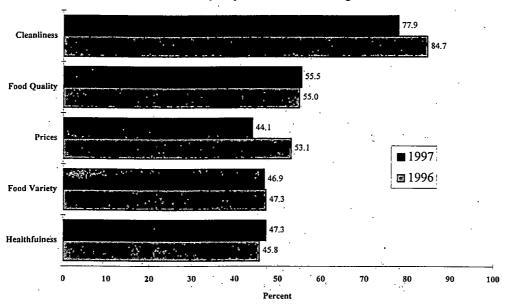
Number of Students

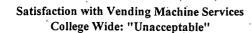
	Gender		Ethnicity		Age		
			Non		24&	25 to	36 &
	Male	Female	Minority	Minority	younger	35	older
All respondents	155.0	252	335	69	188	109	110
Those that use vending	99.0	164	214	47	132	72	59
Those that use cafeteria	58.0	80	104	32	64	36	36

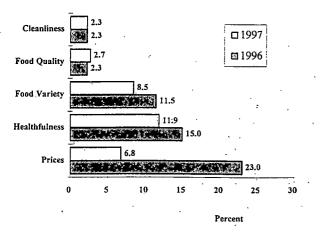
Source: 1997 Food Service Survey

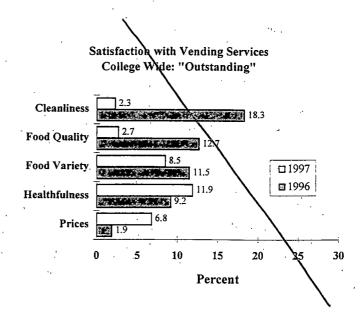
Vending Machine Services College Wide Views

Importance of Vending Machine Services
"Very Important" Items: College Wide



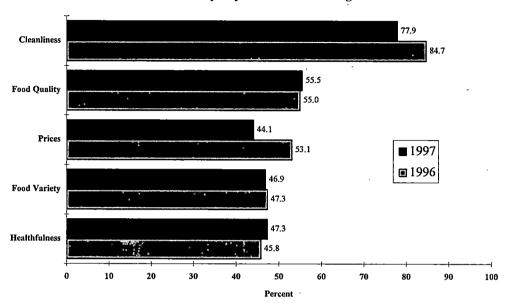




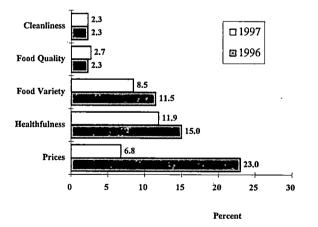


Vending Machine Services College Wide Views

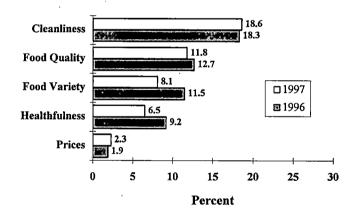
Importance of Vending Machine Services
"Very Important" Items: College Wide



Satisfaction with Vending Machine Services College Wide: "Unacceptable"

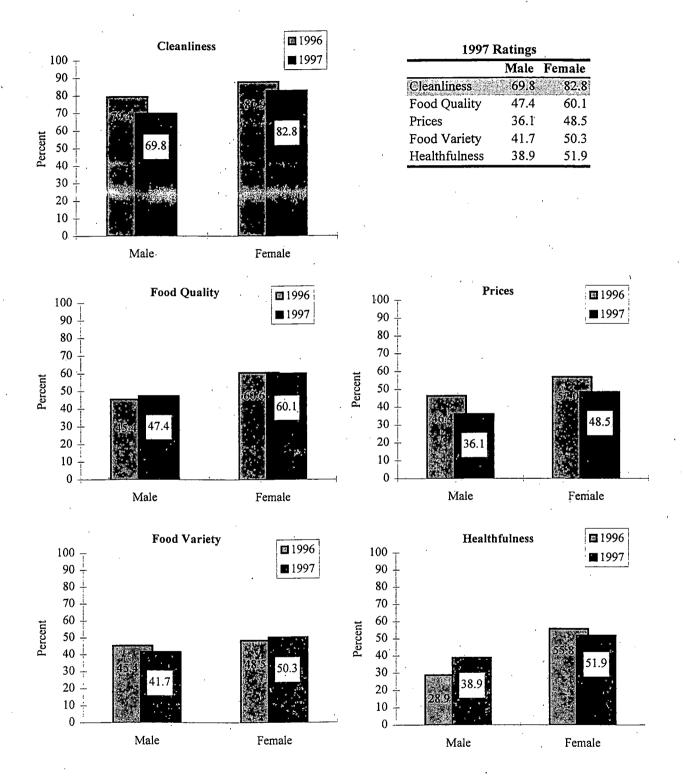


Satisfaction with Vending Services College Wide: "Outstanding"



Importance of Vending Services

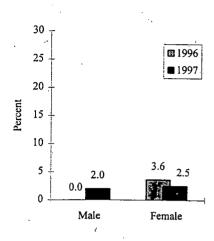
"Very Important" By Gender



Satisfaction with Vending Machines

"Unacceptable" By Gender

Cleanliness

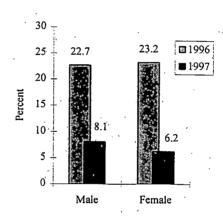


1997	Ratings	
	Male	Female
Cleanliness	2.0	2.5
Food Quality	2.0	3.1
Prices	8.1	6.2
Food Variety	5.1	10.8
Healthfulness	8.2	13.7

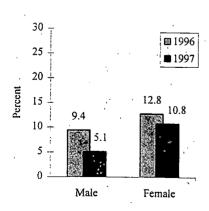
Food Quality

30 —
25 —
20 —
1996
20 —
10 —
3.7
0 —
Male Female

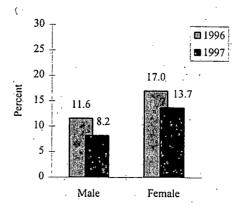
Prices



Food Variety

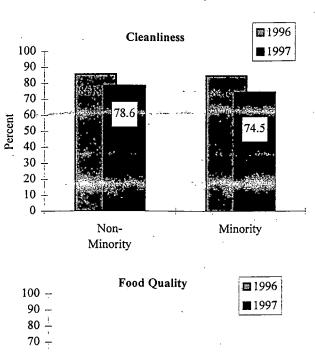


Healthfulness

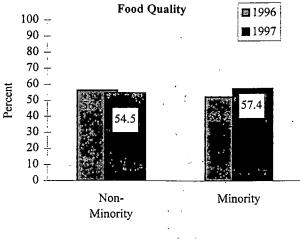


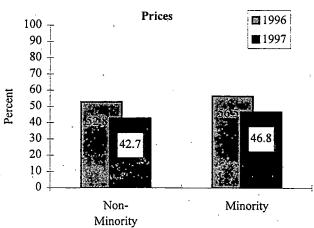
Importance of Vending Services

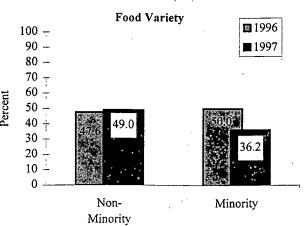
"Very Important" By Ethnicity

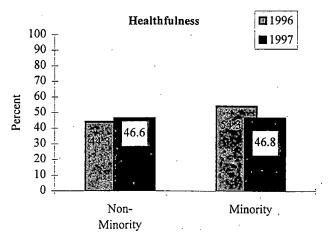


199	7 Ratings	
	Non	
	Minority M	linority
Cleanliness	78.6	74.5
Food Quality	54.5	57.4
Prices	42.7	46.8
Food Variety	49.0	36.2
Healthfulness	46.2	46.8





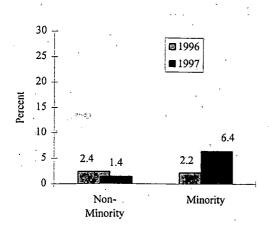




Satisfaction with Vending Machines

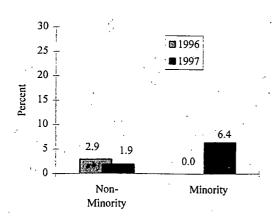
"Unacceptable" By Ethnicity

Cleanliness

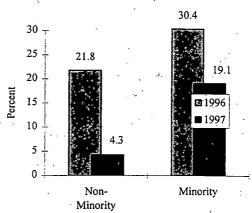


19	97 Ratings	
•	Non	
	Minority	Minority
Cleanliness	1.4	6.4
Food Quality	1.9	6.4
Prices	4.3	19.1
Food Variety	7.2	15.2
Healthfulness	, 10.5	14.9

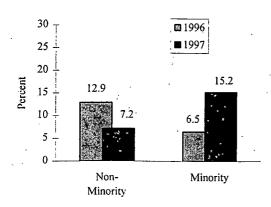
Food Quality



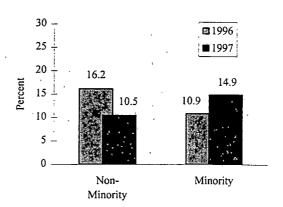




Food Variety

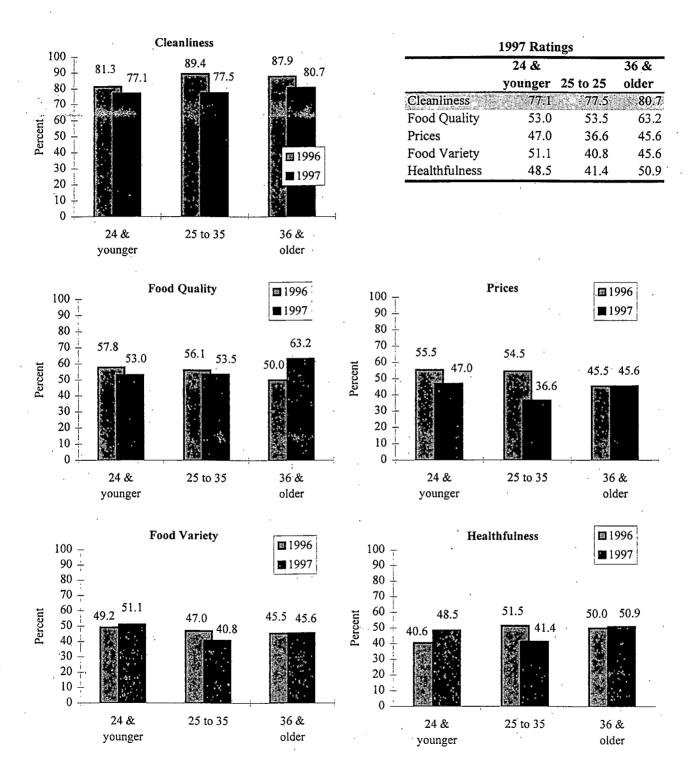


Healthfulness



Importance of Vending Services

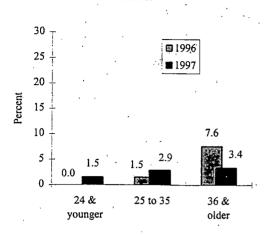
"Very Important" By Age



Satisfaction with Vending Machines

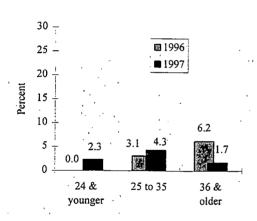
"Unacceptable" By Age

Cleanliness

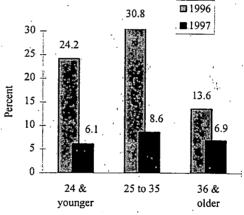


	1997 R	lati.	ngs	•	
	24 &			36 &	į.
	young	er	25 to 35	olde	r
Cleanliness	,1	5	2.9	3	.4
Food Quality	2	2.3	4.3	1	.7
Prices		5.1	8.6	· 6	.9
Food Variety		7.6	4.3	, 16	.1
Healthfulness		3.3	8.6	22	.8

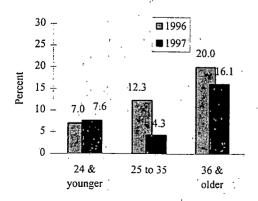
Food Quality



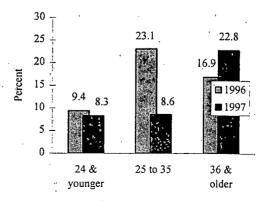
Prices



Food Variety

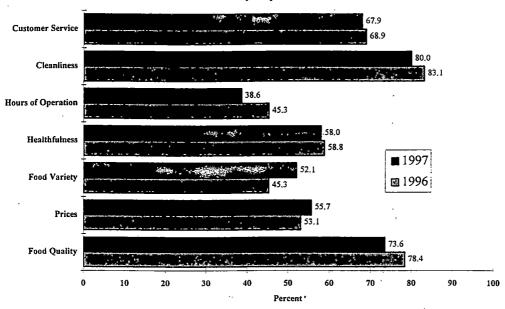


Healthfulness

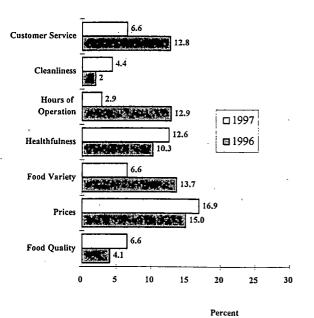


Cafeteria Services College Wide Views

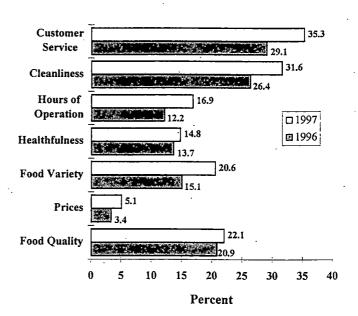
Importance of Cafeteria Services "Very Important" Items



Satisfaction with Cafeteria Services College Wide: "Unacceptable"



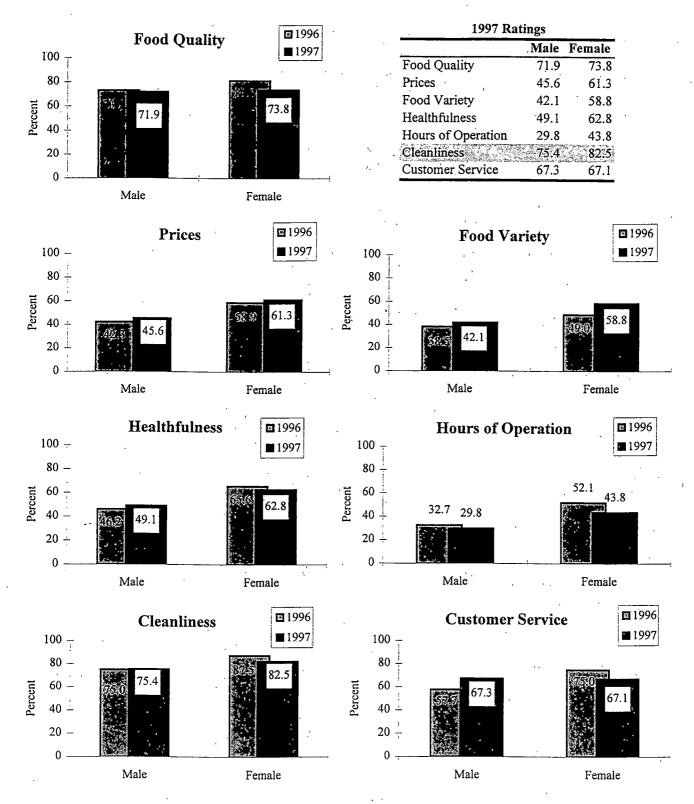
Satisfaction with Cafeteria Services College Wide: "Outstanding"



11

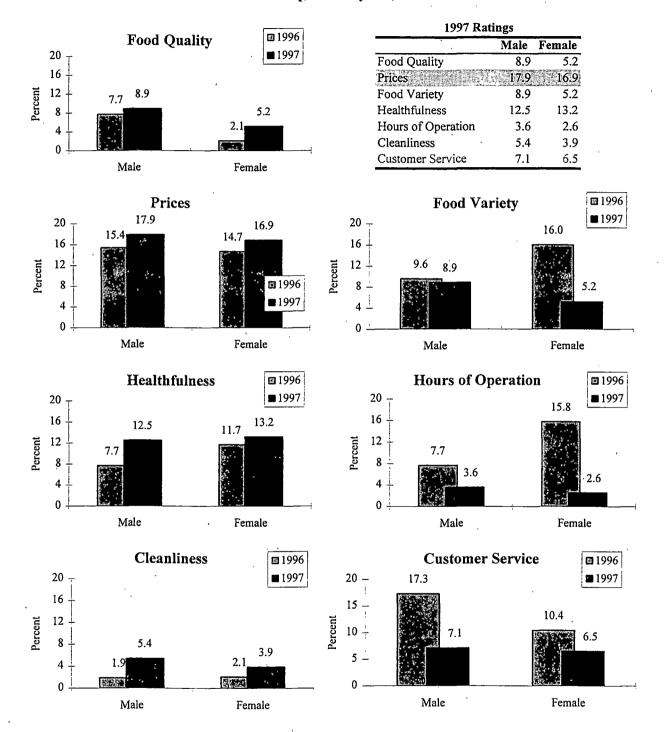
Importance of Cafeteria Services

"Very Important" by Gender



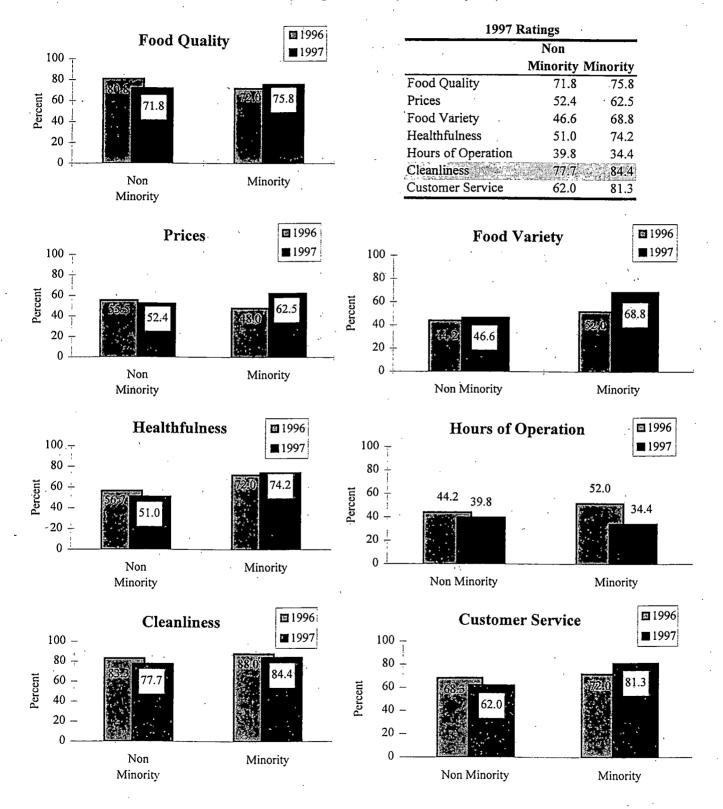
Satisfaction with Cafeteria Services

"Unacceptable" by Gender



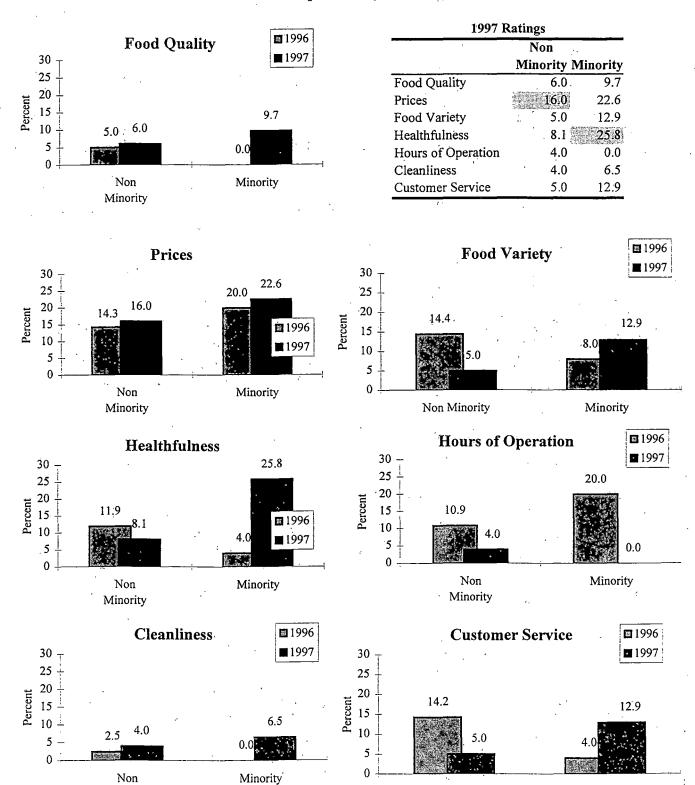
Importance of Cafeteria Services

"Very Important" by Ethnicity



Satisfaction with Cafeteria Services

"Unacceptable" by Ethnicity



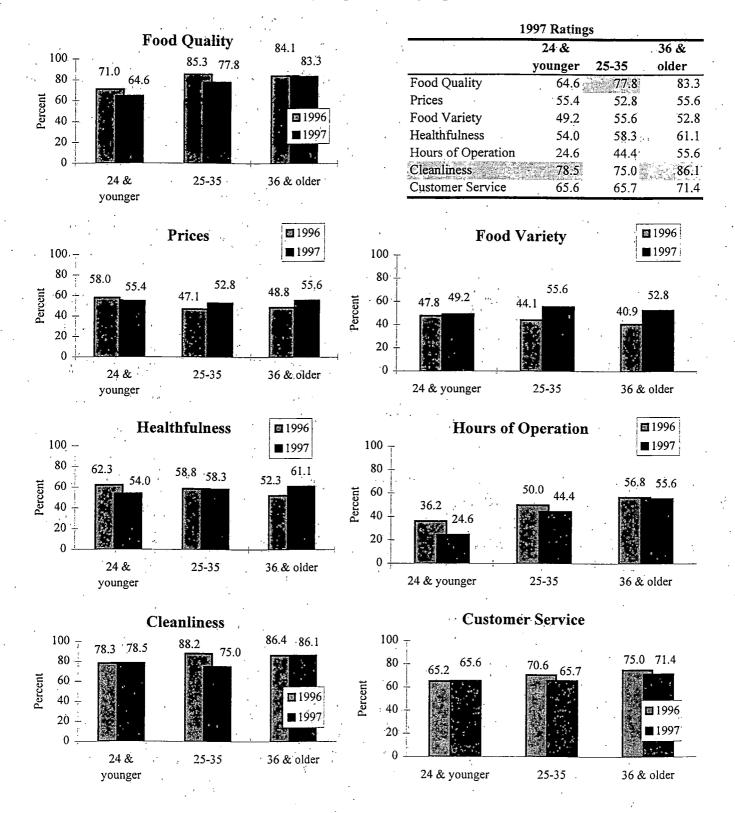
Minority

Minority

Non Minority

Importance of Cafeteria Services

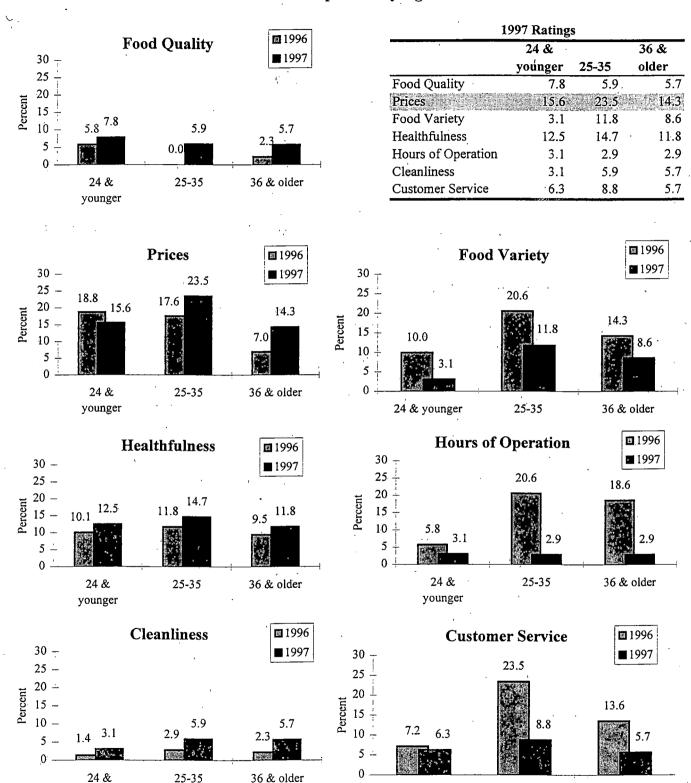
"Very Important" by Age



16

Satisfaction with Cafeteria Services

"Unacceptable" by Age



younger

36 & older

24 & younger

25-35

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?

	•		
Stud	lents	,	
<u>%</u>	<u>#</u>		
2.3	8	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"
0.6	2	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	14	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"
1.1	4	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	16	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"
			"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
0.0	4	30)	"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"
			"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
		,	"The lady in the cafeteria was not very friendly"
			"Cashiers could be more friendly"
6.3	22	75)	Satisfied/happy
			"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:

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?

Stude			
% 2.5	# 9		10) Don't get hungry"Never hungry at that time""I don't eat during the times I'm on campus"
3.3	12	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	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	57	13)	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"
1.4	5	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	18	15)	I bring my own from home "I bring my own food and drink from home" "Bring food from home"

8.8	32	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 eat in cafeteria" "Only there for one class" "Not in school long enough to have lunch or munchies"
14.0	51	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"
4.1	15	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"
0.3	1	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"
4.9	18	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"
0.5	2	21)	Cafeteria is noisy/dirty "Too much noise in the cafeteria"
1.9	7	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"
6.0	22	24)	Never gone there/no desire, interest, or opportunity/no particular reason "No particular reason" "Just never go"
0.5	2	25)	Machines never work "Because the machines never work. There is never any money in the machine to give change"

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Office of Planning & Analysis

Winter 1997 Student Food Service Survey

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	# . 11	35)	Machines should be kept in working order/taking
			money/maintenance/appearance
			"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"
16.0	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"
5.6	16	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	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"
1.4	4	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"

2.1 6 40) Keep them stocked

"Sometimes they run out of things, could probably check more often to refill machines"

"To keep better stock of items

0.3 1 41) Safety

"Coffee machine has paper cups and coffee is too hot"

2.4 7 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"

12.2 35 49) No suggestions/satisfied

"I'm pretty much satisfied with vending machines"

1:\food\ 1997\narr1,2,3

Office of Planning & Analysis Winter 1997 Student Food Service Survey

Codes and selective descriptive narratives

Question 6: IMPROVEV

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

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

*Maintenance "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 .1 healthy as caffeine free" choices

"More healthy stuff other than candy bars or chips, low fat, low cholesterol like Snackwells"

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 & Prices

"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"

39) Dirty machines/ coffee and microwave

"On Saturdays morning, the coffee machine at the Royal Oak campus is just filthy"

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

1 Stock "Sometimes they run out of things, could probably check more often to refill machines" "To keep better stock of items

Safety "Coffee machine has paper cups and coffee is too hot"

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 No suggestions/satisfied

1 Drink

"I'm pretty much satisfied with vending machines"

Office of Planning & Analysis Winter 1997 Student Food Service Survey

Codes and selective descriptive narratives

Question 10: IMPROVE C

Among those items you are not completely satisfied with, what improvements would you suggest?

50) Hours/close too early

1 Hours

"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)

1 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"

1 Healthy choice "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

1 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

V Prices

"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"

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"

Speed of "When ordering a cold sandwich, it takes too long to get it. I have complained about the service 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"

56) Expand facilities/enlarge/new layout

Improve

"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"

57) Just go there for coffee/drinks/small items

only items "Only bought bagels out of cafeteria" "Eat before so only purchase coffee"

Prefer to eat at home

Fast 59) More fast food type

"More fast food restaurant food"

60) Friendlier staff

1 Friendliness

"The lady in the cafeteria was not very friendly"

"Cashiers could be more friendly"

Satisfied/happy

"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: OVERALL

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 Hungry

"Never hungry at that time"

"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

Just Snack

"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

Inconvenient/ Unknown

"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 13)

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 Vending over car 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

15) I bring my own from home

"I bring my own food and drink from home"

"Bring food from home"

16) I'm Short fine "I i

on campus

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 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

No time, "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"

18) Save money/ cost too much to buy

Expensive

"Prices are too high and the food doesn't look that good"

"Cafeteria is expensive so I bring my own"

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"

Hours of operation/only here in the evening

closed

Stock.

"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

Diet

"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"

Never gone there/no desire, interest, or opportunity/no particular reason

Desire

"No particular reason"

"Just never go"

Machines never work

Mork

"Because the machines never work. There is never any money in the machine to give change"