NACUFS®
THE NATIONAL ASSOCIATION OF COLLEGE & UNIVERSITY FOOD SERVICES
The Resource for Campus Dining Professionals

2012 Customer Satisfaction **Benchmarking Survey**

Report prepared exclusively for:

Johnson C. Smith 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, new in 2010, environmental stewardship/sustainability
- Satisfaction with these food service factors.

SURVEY METHODOLOGY

For the twelfth 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).

Beginning in 2004, members could choose to administer their survey online. Of the 115 schools that used the survey in 2012, 86 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.

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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: (New in 2010)
- Environmentally friendly practices related to food
- Social/ethical practices related to food

All told, 115 institutions took part in this year's survey, and 148,012 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.

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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 in 2007 **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
(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).

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

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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	Student Cafeteria	1	
2		2	
3		3	
4		4	
5		5	
6		6	
7		7	
8		8	
9		9	
10		10	
11		11	
12		12	
13		13	
14		14	
15		15	
16		16	
17		17	
18		18	
19		19	
20		20	

NACUFS Regions:

Continental

Alberta, Colorado, Idaho, Manitoba, Minnesota, Montana, North Dakota, Saskatchewan, South Dakota, Utah, Wyoming

Mid-Atlantic

Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia

Midwest

Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Nebraska, Ohio, Wisconsin

Northeast

Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, Nova Scotia, Ontario, Quebec

Pacific

Alaska, Arizona, California, Hawaii, Nevada, Oregon, Washington, British Columbia, Australia, China, Fiji, Mexico, New Zealand

Southern

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Puerto Rico, Virgin Islands

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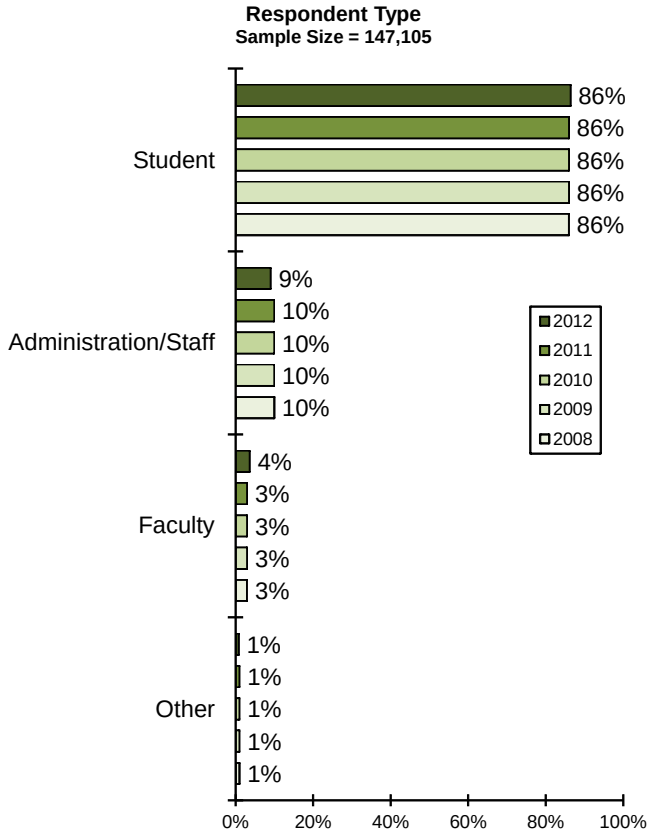
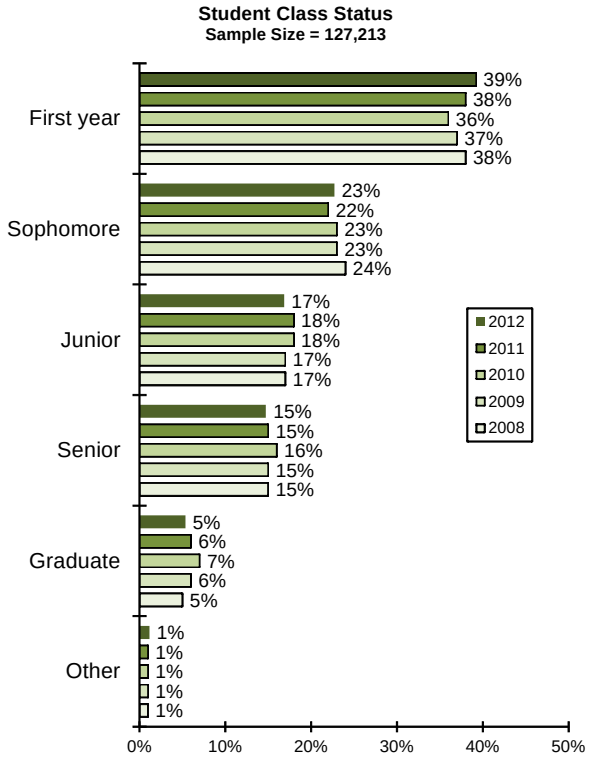
Industry Overview

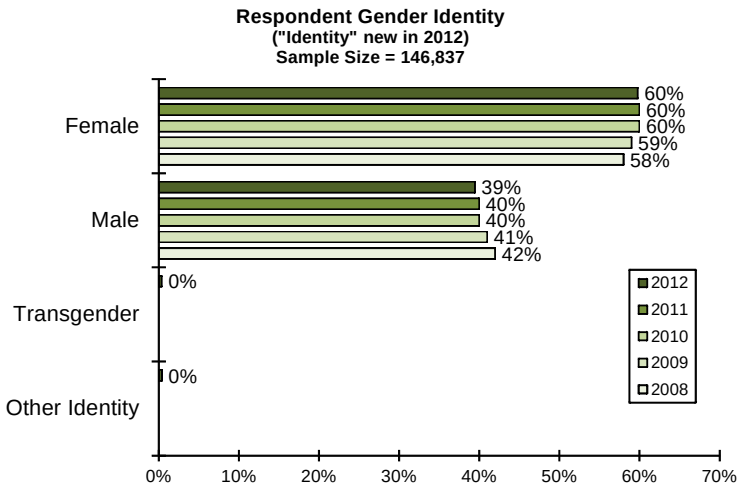
The overall results of the 2012 NACUFS *Customer Satisfaction Benchmarking Survey* are outlined below. Users of this information should bear in mind that because studies of this type measure perceptions and attitudes in addition to concrete facts, a certain amount of bias may have been introduced based 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.

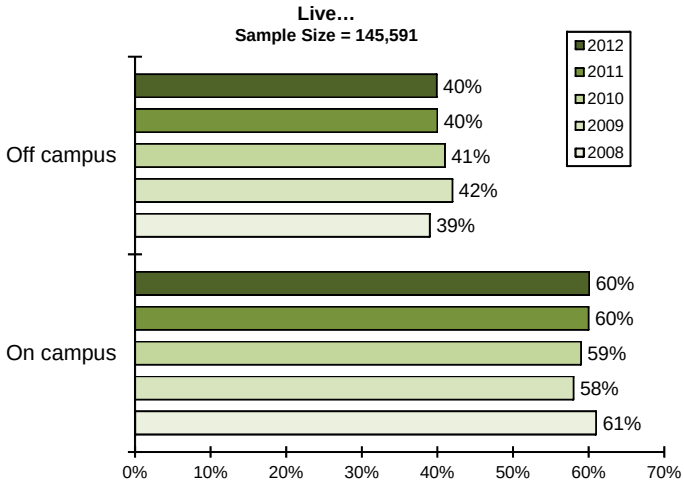
Respondent Demographics - All Schools

The demographic makeup of the entire survey's respondents for 2008 through 2012 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 2012 were virtually unchanged from 2011. (All sample sizes shown are based on the 2012 survey results.)









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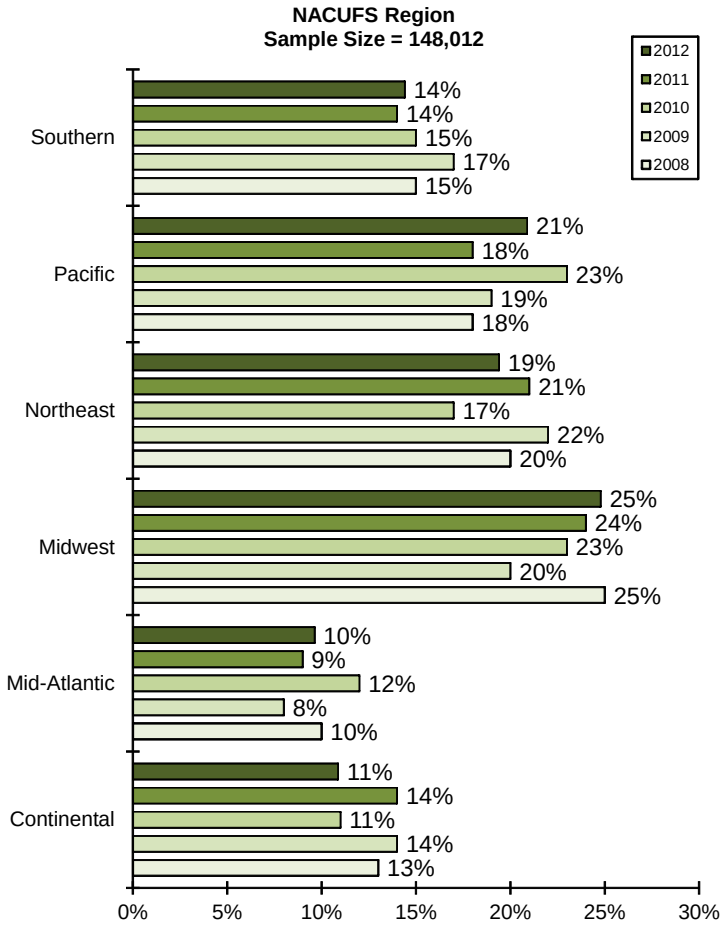
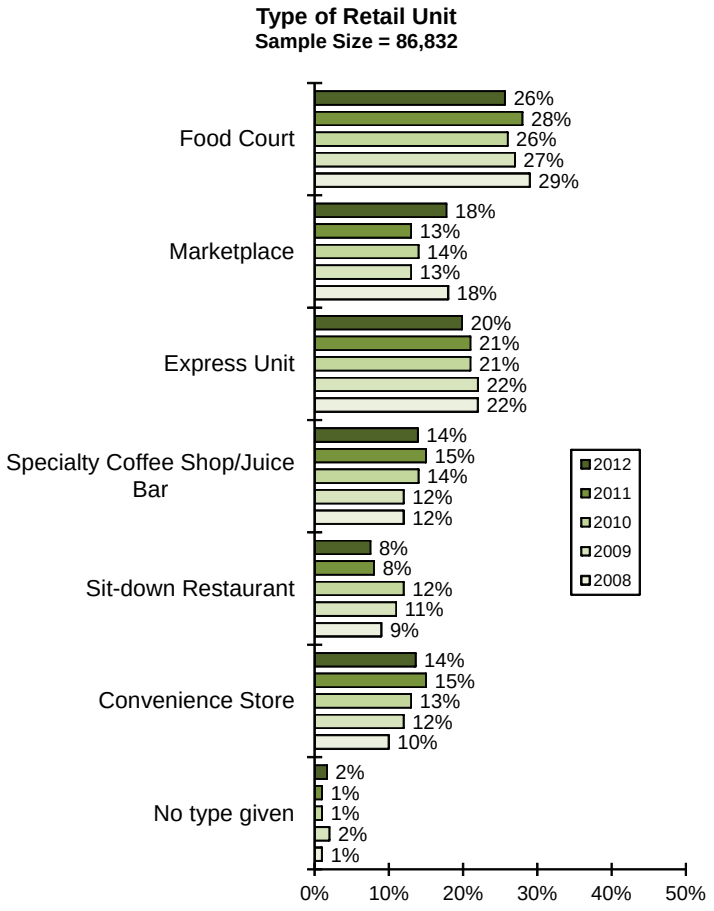
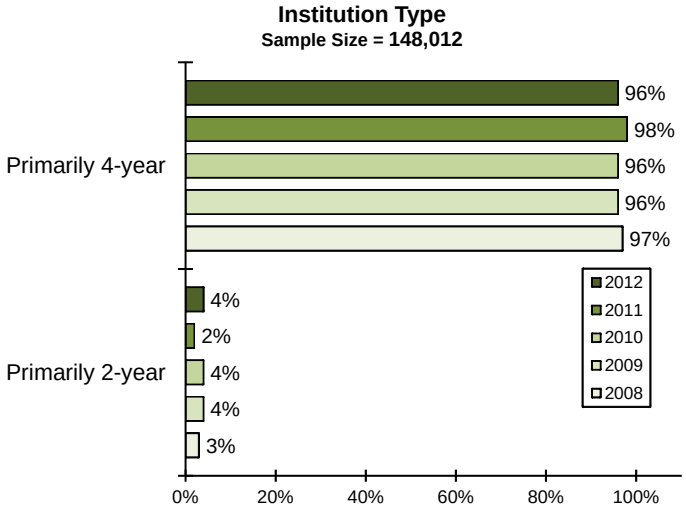
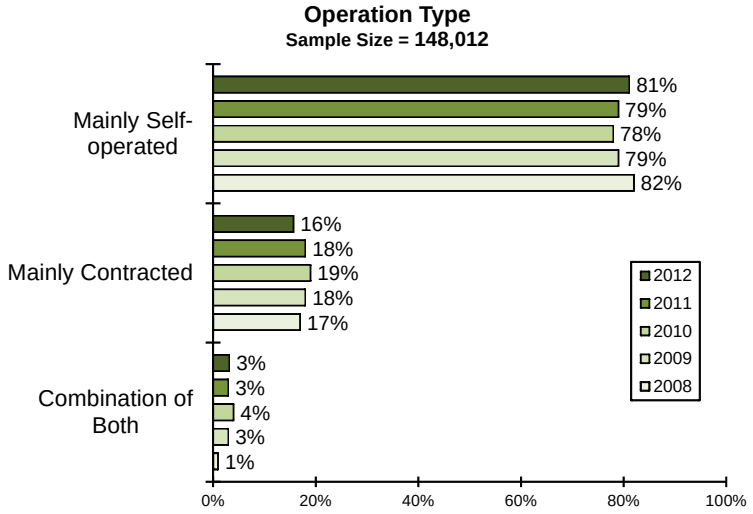
Institutional Demographics – All Schools (based on total responses received)

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, 19% of all questionnaires received came from institutions in the Northeast Region in 2012, while 81% came from mainly self-operated institutions and 96% came from primarily four-year colleges.









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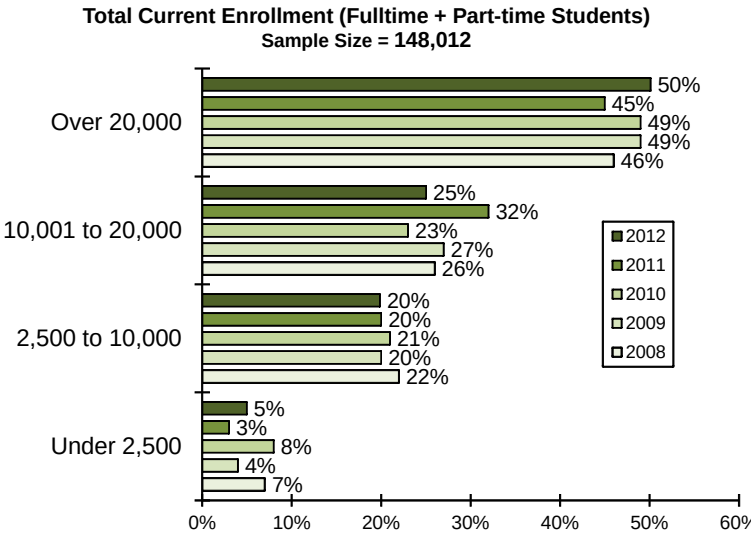
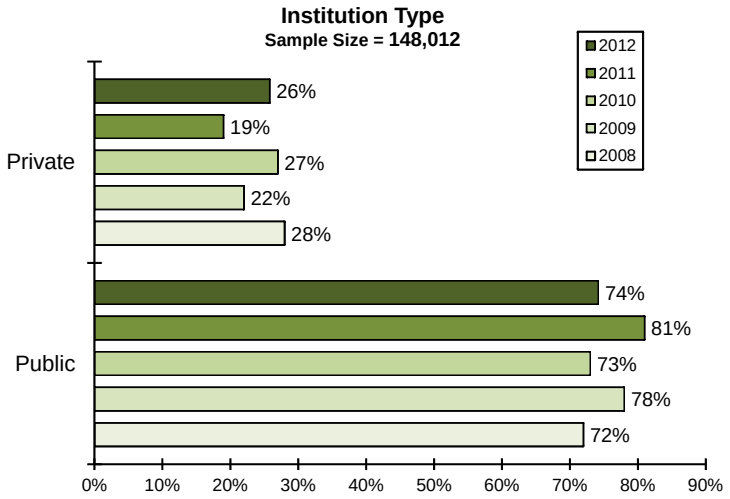
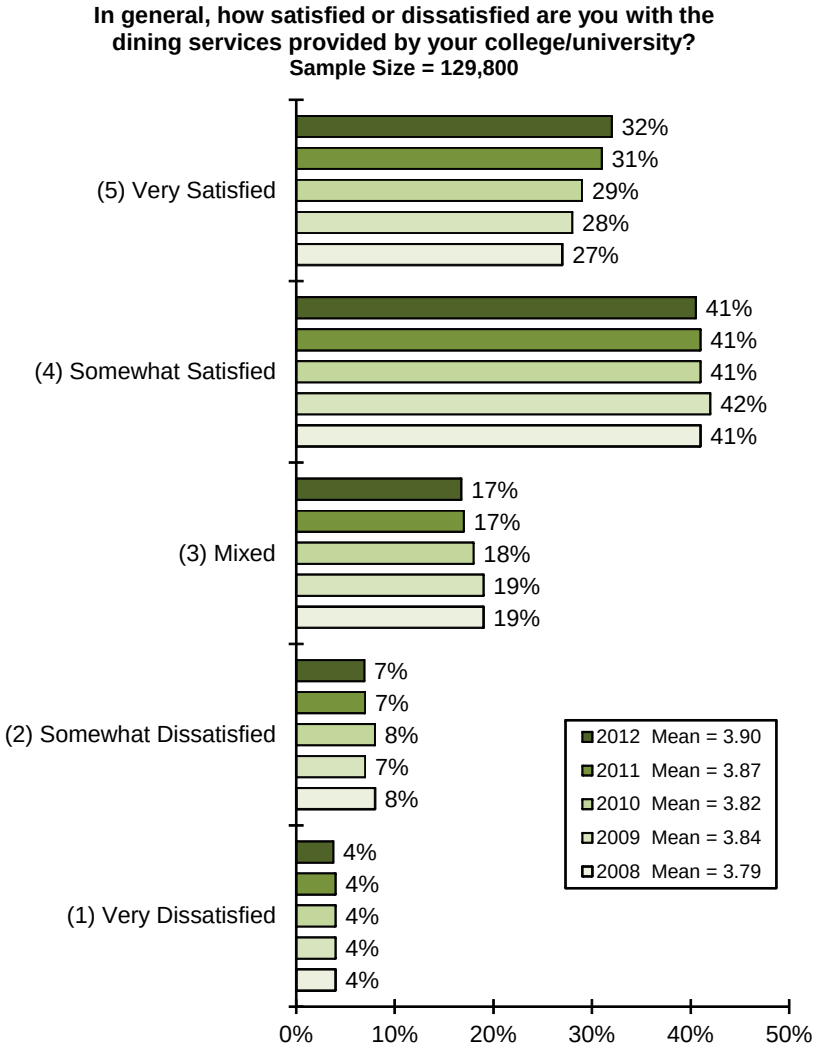




Satisfaction Ratings

As shown below, the mean (average) level of satisfaction with the participating institutions' dining services increased in 2012 (3.90 on the five-point scale, where 1 = low and 5 = high satisfaction, versus 3.87 in 2011). Overall, almost three-quarters (73%) of all valid respondents were very or somewhat satisfied.



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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
FOOD							
Overall	0%	1%	8%	26%	65%	4.55	130,583
Taste	0%	1%	5%	20%	75%	4.68	130,857
Eye appeal	2%	9%	19%	35%	35%	3.91	130,381
Freshness	0%	1%	6%	22%	71%	4.62	130,325
Nutritional content	1%	3%	10%	27%	59%	4.41	129,941
Value	1%	2%	10%	28%	59%	4.43	128,623
MENU							
Availability of posted menu items	1%	4%	13%	36%	47%	4.23	126,597
Variety of menu choices	0%	1%	9%	34%	55%	4.42	128,161
Variety of healthy menu choices	1%	3%	11%	29%	56%	4.35	127,303
Variety of vegetarian menu choices	17%	12%	15%	22%	35%	3.46	108,192
SERVICE							
Overall	0%	1%	8%	31%	59%	4.48	129,216
Speed of service	0%	1%	8%	32%	58%	4.46	129,259
Hours of operation	1%	2%	9%	31%	58%	4.44	129,187
Helpfulness of staff	1%	2%	11%	32%	54%	4.37	128,648
Friendliness of staff	1%	2%	10%	30%	58%	4.42	129,076
CLEANLINESS							
Overall	0%	1%	6%	23%	70%	4.61	129,246
Serving areas	0%	1%	7%	25%	66%	4.56	128,319
Eating areas (tables, chairs, etc.)	1%	1%	7%	26%	65%	4.54	126,580
DINING ENVIRONMENT							
Location	1%	3%	11%	34%	51%	4.31	128,736
Layout of facility	2%	6%	17%	38%	37%	4.02	128,486
Appearance	2%	6%	17%	37%	38%	4.04	128,513
Availability of seating	1%	3%	10%	33%	53%	4.34	126,599
Comfort (seats, temperature, lighting, sound level, etc.)	1%	3%	12%	37%	47%	4.26	126,518
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY							
Environmentally friendly practices related to food	4%	6%	16%	29%	45%	4.05	116,275
Social/ethical practices related to food	5%	6%	17%	28%	44%	4.00	113,603

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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
FOOD							
Overall	3%	6%	18%	42%	31%	3.93	145,849
Taste	3%	7%	19%	40%	31%	3.89	145,826
Eye appeal	3%	7%	22%	37%	31%	3.86	145,311
Freshness	3%	9%	22%	34%	31%	3.80	145,322
Nutritional content	5%	12%	27%	32%	23%	3.55	144,199
Value	7%	13%	26%	30%	24%	3.50	143,263
MENU							
Availability of posted menu items	3%	7%	15%	34%	41%	4.05	141,787
Variety of menu choices	5%	12%	20%	34%	29%	3.70	143,943
Variety of healthy menu choices	7%	13%	24%	31%	24%	3.53	142,573
Variety of vegetarian menu choices	6%	10%	28%	28%	28%	3.62	114,729
SERVICE							
Overall	2%	4%	12%	35%	47%	4.22	144,851
Speed of service	3%	6%	15%	34%	42%	4.06	144,791
Hours of operation	5%	10%	16%	30%	38%	3.86	144,610
Helpfulness of staff	2%	4%	13%	31%	51%	4.24	143,908
Friendliness of staff	2%	4%	12%	28%	54%	4.28	144,556
CLEANLINESS							
Overall	1%	3%	11%	35%	49%	4.28	145,021
Serving areas	1%	3%	10%	35%	51%	4.31	143,825
Eating areas (tables, chairs, etc.)	2%	6%	16%	35%	41%	4.07	141,699
DINING ENVIRONMENT							
Location	1%	2%	9%	30%	58%	4.40	144,386
Layout of facility	2%	3%	12%	35%	48%	4.24	144,001
Appearance	1%	3%	11%	35%	50%	4.30	144,015
Availability of seating	3%	8%	16%	32%	41%	3.99	141,446
Comfort (seats, temperature, lighting, sound level, etc.)	2%	5%	15%	35%	44%	4.14	141,850
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY							
Environmentally friendly practices related to food	2%	4%	19%	35%	40%	4.06	129,500
Social/ethical practices related to food	2%	3%	20%	34%	41%	4.08	126,101

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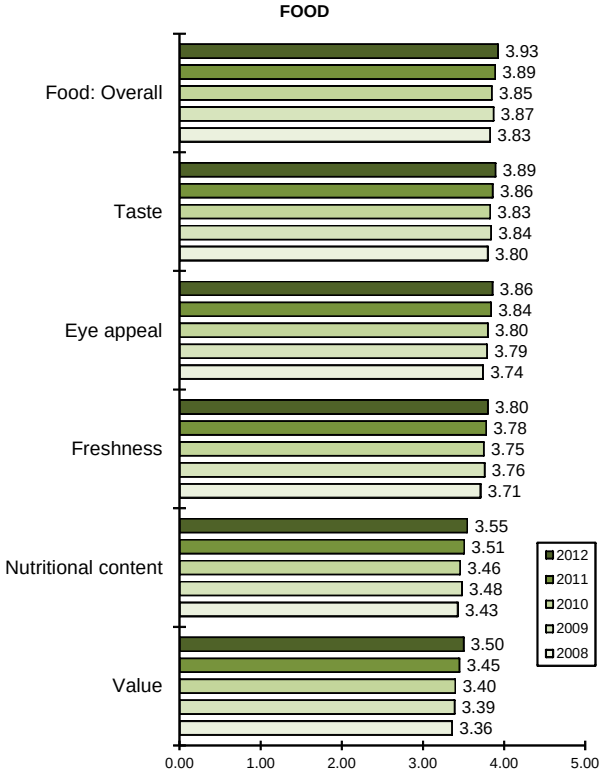
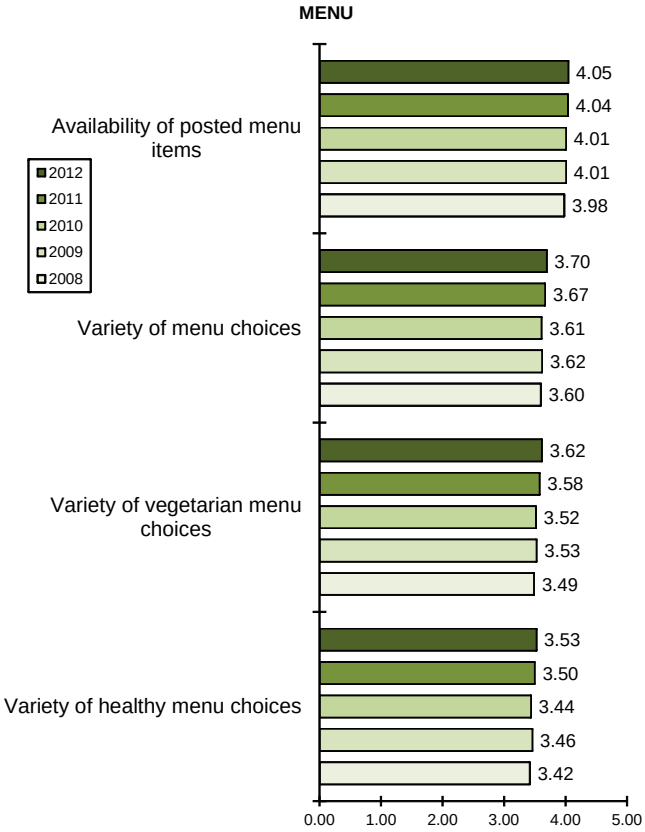
The following series of graphs shows the mean satisfaction ratings for the various dining service attributes over the past five years on the one to five scale. As shown, the satisfaction ratings continued a slow but steady upward trend in 2012 in almost all areas.

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)

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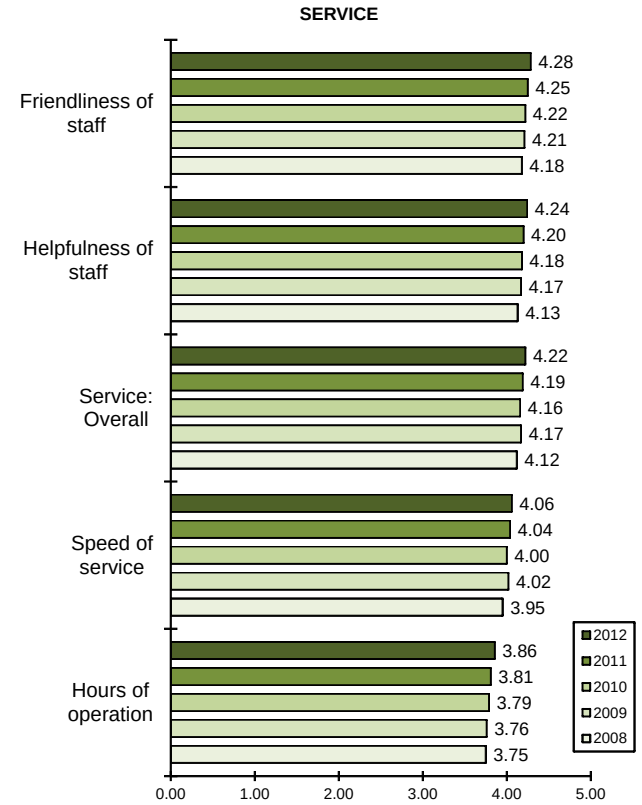
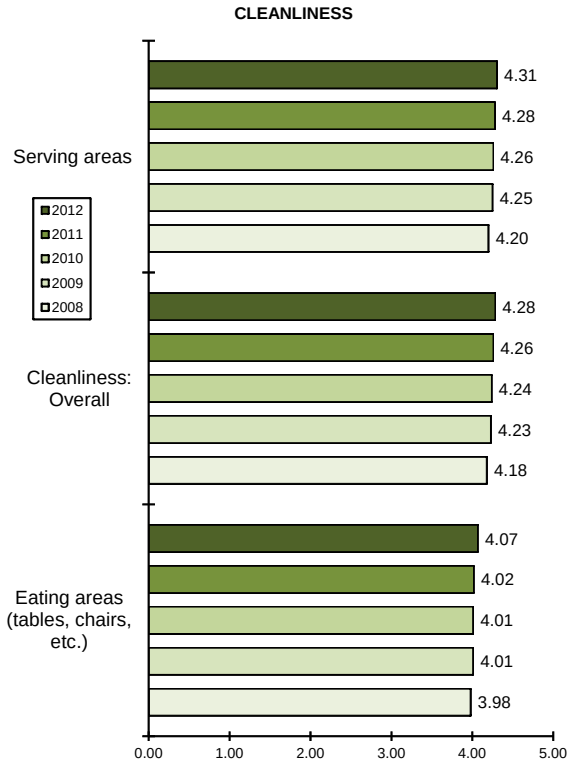
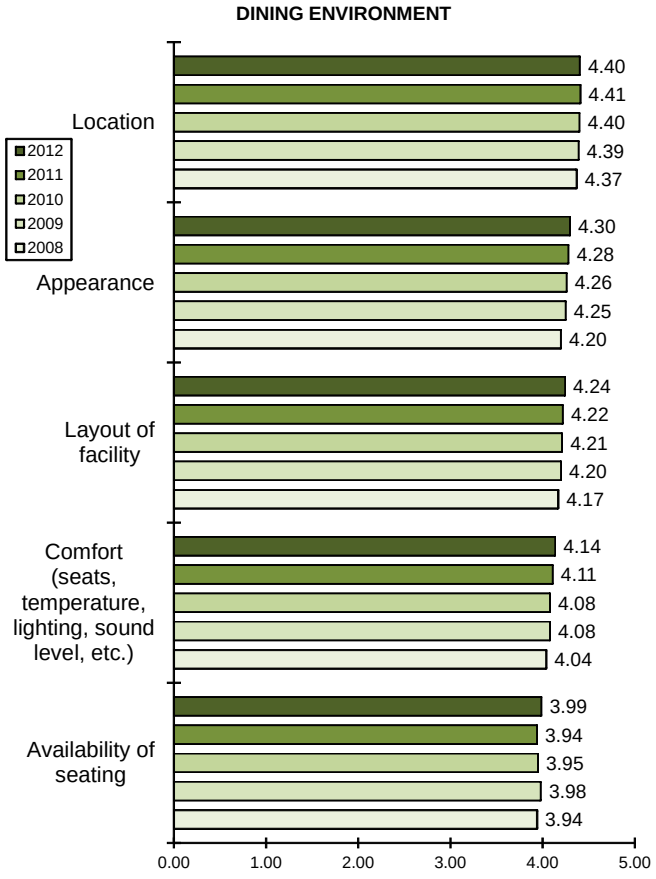
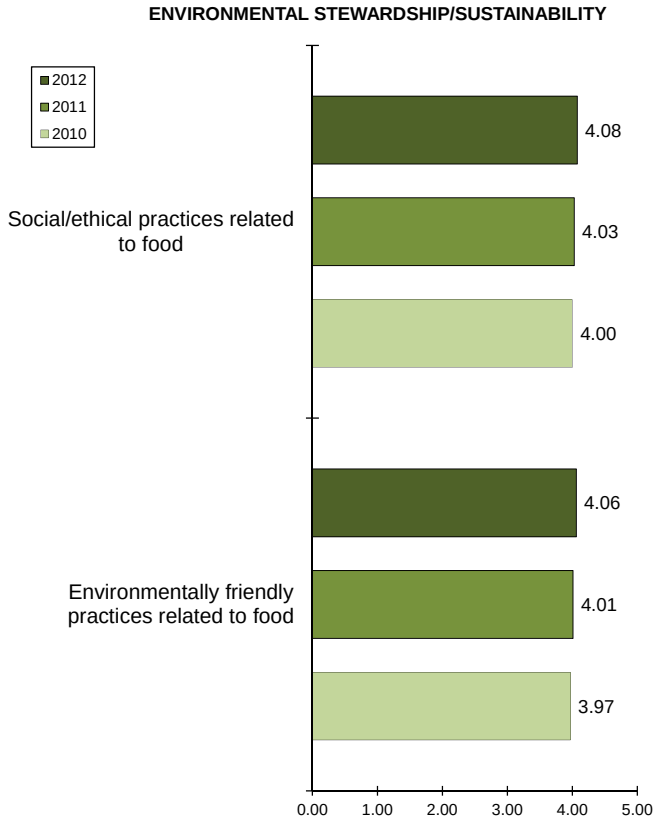
Mean* Satisfaction with Various Items as They Apply to the Surveyed Facility in General without Regard to Any Specific Meal









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

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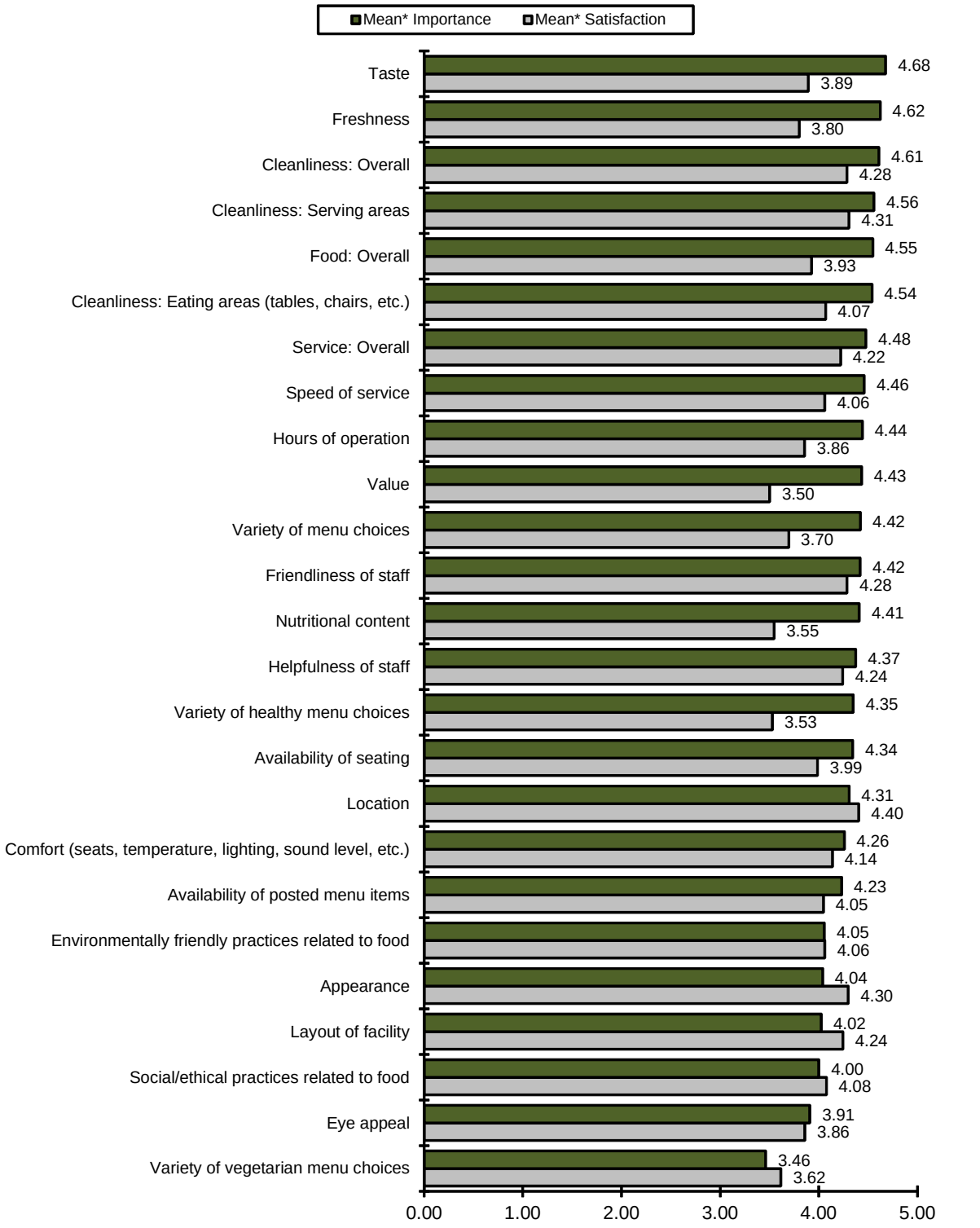
Examining the difference between an item's mean importance and mean satisfaction ratings can yield significant insights. Using this "gap analysis," areas where importance significantly outscored satisfaction should be looked at as possible opportunities for improvement. The graphs below and on the following page illustrate the areas where this gap was the largest for the overall survey sample. This report also includes the gap analysis for your specific institution in the "Executive Summary" section.

Mean* Importance of, and Satisfaction with,
Various Items as They Apply to the Surveyed Facility in General



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

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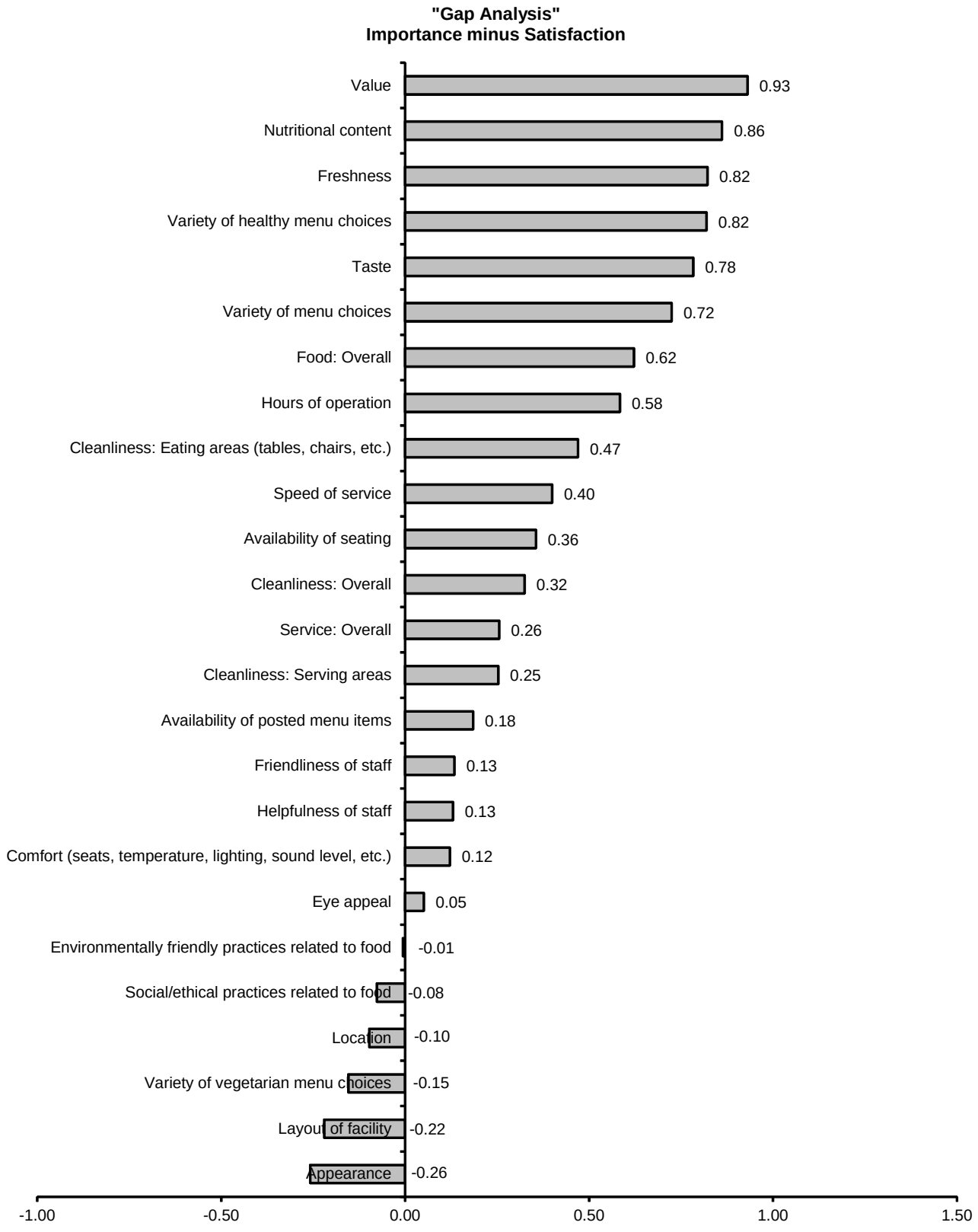
As shown below, value, nutritional content, freshness, variety of healthy options and taste were the areas where importance outscored satisfaction by the largest margin. This has also been the case over the last several years.



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Executive Summary

As part of its ongoing efforts to make this survey as useful and beneficial as possible for the membership, in the Summer of 2007, a committee of NACUFS members met at Industry Insights in Columbus, OH, to discuss how the survey could be improved. **The result of this meeting and several subsequent conference calls was this Executive Summary.** This important enhancement to the report contains data specific to your institution and includes…

- **Predictors of Overall Satisfaction**
  Multiple regression analysis was used to determine the "Key Drivers" of overall satisfaction for your institution. These Key Drivers are shown alongside the mean satisfaction and gap[1] ratings for both your institution and the overall survey sample benchmarks. This section is described in more detail below.

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

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

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

- **Location-specific Results**
  These tables show the mean satisfaction and gap ratings for each of your surveyed locations.

PREDICTORS OF OVERALL SATISFACTION

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.

[1] As discussed in the Industry Overview, gap analysis involves comparing the mean importance rating for an item versus the item's mean satisfaction rating. Items where the importance is significantly higher than the satisfaction are potential areas for improvement. 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.

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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[2], which commonly occurs in these types of surveys.

For this report, the survey question "In general, how satisfied or dissatisfied are you with the dining services provided by your college/university?" was used as the dependent variable that represents overall satisfaction, while each of the 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^2")
- Significance of model test ("Sig." of the model)
- Significance of variable ("Sig.")
- Regression coefficients for each variable ("Unstandardized Coefficient B")

The **coefficient of determination** (Adjusted R^2) shows the proportion of the variance in overall satisfaction that is explained by the 25 attributes. Put another way, Adjusted R^2 shows how well our model (overall satisfaction as a function of the 25 performance attributes) works. An Adjusted R^2 of .456, for example, means that 45.6% of the variance in overall satisfaction responses is explained by the 25 attributes. (For comparison, historically, the Adjusted R^2 generally ranges from around .3 to .5 for the schools in this survey.)

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

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

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

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

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

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Summary of Figure 1

- In "Model Summary," the coefficient of determination ("Adjusted R^2") 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*

	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***
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^2 = 0.39	0.000

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PRIORITY MATRIXES

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

In the example below (Figure 2), again based on fictitious data, satisfaction ratings are plotted on the vertical axis, with importance ratings on the horizontal axis. Each of the 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

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
19 = Location
20 = Layout of facility
21 = Appearance
22 = Availability of seating
23 = Comfort
24 = Environmentally friendly practices related to food
25 = Social/ethical practices related to food

Items in **Bold** are "Key Drivers"

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.

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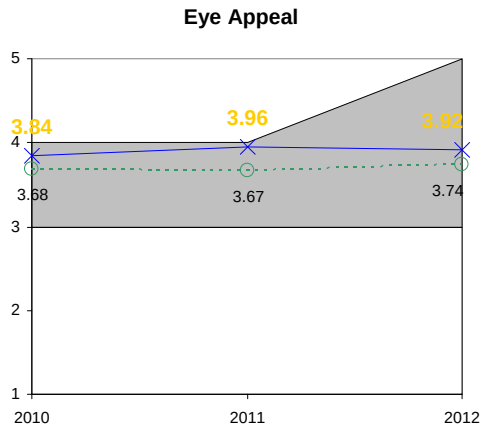
THREE YEAR TREND DATA

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 25th and 75th percentile, or the middle 50% of the respondents) for the overall sample.



Keep in mind that "Environmentally friendly practices related to food" and "Social/ethical practices related to food" were added to the survey in 2010.

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

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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	0.60	0.00	2.61	2.12	3.93	0.62
Service: Overall	2nd Predictor	0.22	0.00	3.50	1.10	4.22	0.26
Eye appeal	3rd Predictor	0.16	0.01	2.66	1.76	3.86	0.05
Taste				2.61	2.19	3.89	0.78
Freshness				2.71	2.12	3.80	0.82
Nutritional content				2.62	2.11	3.55	0.86
Value				2.59	1.91	3.50	0.93
Availability of posted menu items				2.40	1.87	4.05	0.18
Variety of menu choices				2.13	2.49	3.70	0.72
Variety of healthy menu choices				2.32	2.20	3.53	0.82
Variety of vegetarian menu choices				2.42	1.45	3.62	-0.15
Speed of service				3.21	1.43	4.06	0.40
Hours of operation				2.53	2.15	3.86	0.58
Helpfulness of staff				3.73	0.92	4.24	0.13
Friendliness of staff				3.91	0.79	4.28	0.13
Cleanliness: Overall				3.81	1.02	4.28	0.32
Cleanliness: Serving areas				3.77	1.08	4.31	0.25
Cleanliness: Eating areas (tables, chairs, etc.)				3.81	1.01	4.07	0.47
Location				3.97	0.21	4.40	-0.10
Layout of facility				3.82	0.33	4.24	-0.22
Appearance				3.76	0.61	4.30	-0.26
Availability of seating				2.99	1.59	3.99	0.36
Comfort (seats, temperature, lighting, sound level, etc.)				3.57	0.93	4.14	0.12
Environmentally friendly practices related to food				3.44	0.81	4.06	-0.01
Social/ethical practices related to food				3.51	0.73	4.08	-0.08

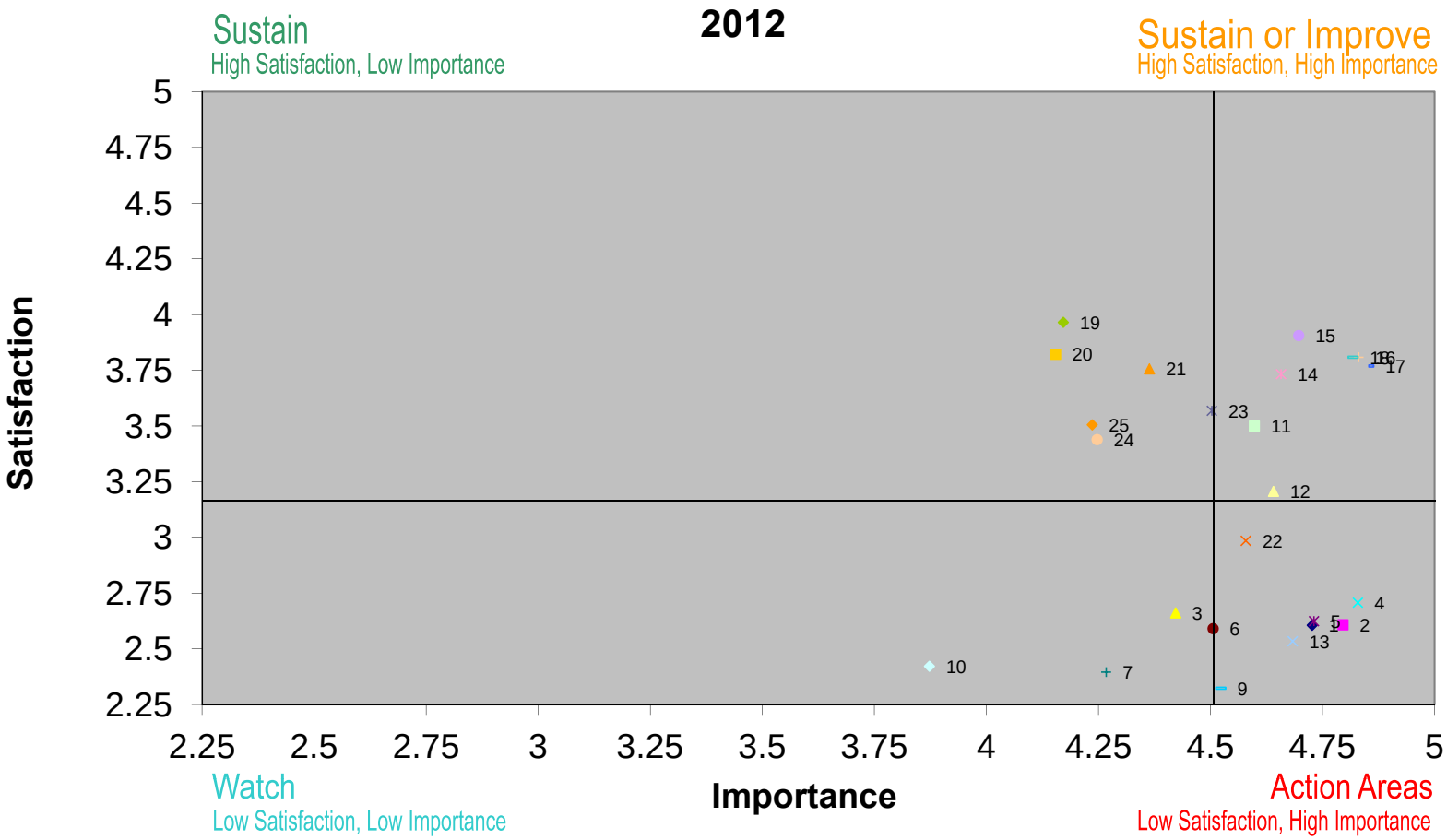
* Items have been sorted by predictor status for your institution. Items that are not predictors are listed in the sequence in which they were presented on the survey form.

** 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^2 = 0.706	0.000

2012 NACUFS Customer Satisfaction Benchmarking Survey
Priority Matrixes



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5 = Nutritional content
6 = Value
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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
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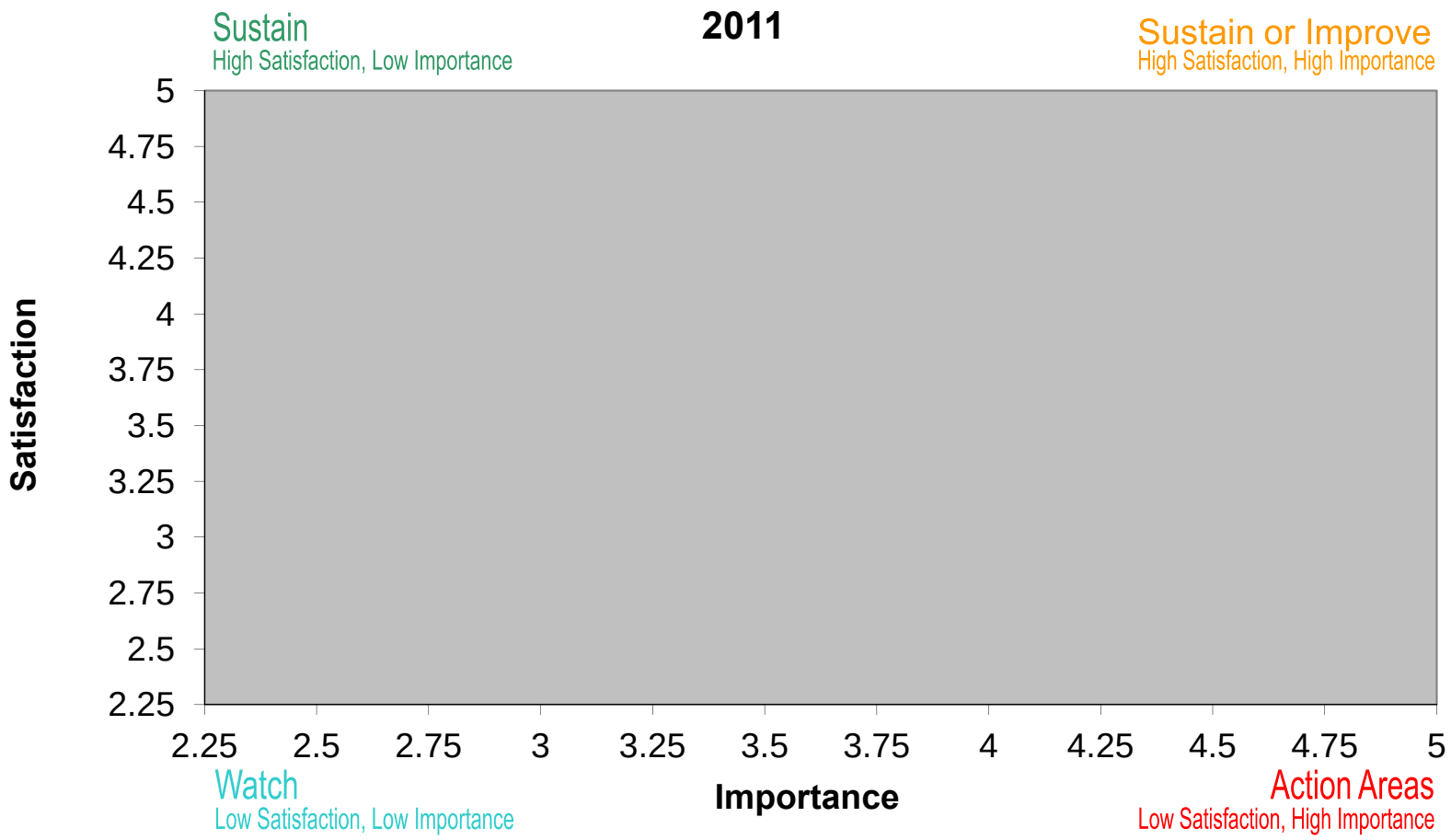
2012 NACUFS Customer Satisfaction Benchmarking Survey
Priority Matrixes



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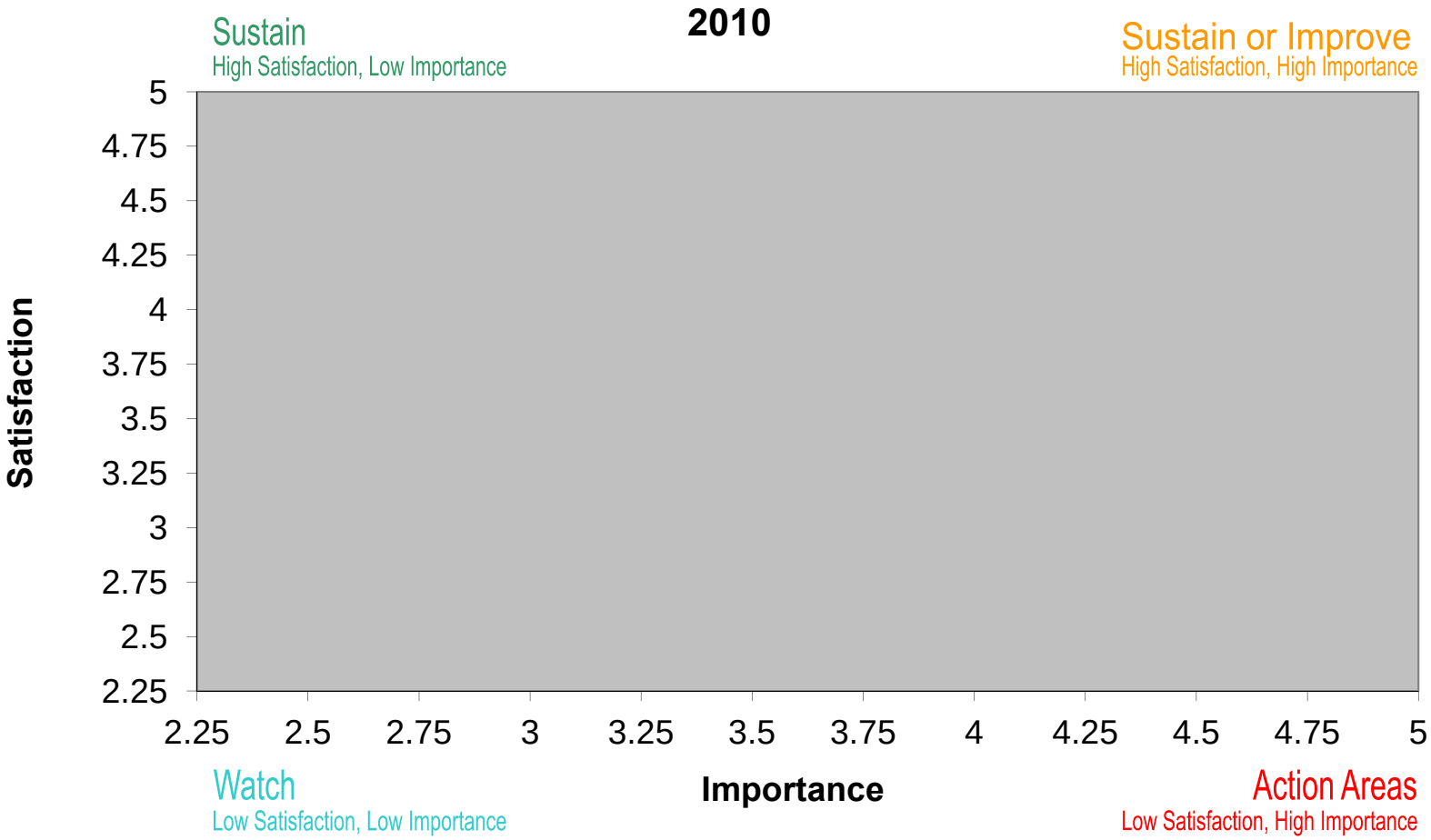
2012 NACUFS Customer Satisfaction Benchmarking Survey
Priority Matrixes



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22 = Availability of seating
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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	Satis	Gap
Food: Overall	2.61	2.12	2.61	2.12							2.88	1.80	2.17	2.44	2.70	2.22	2.75	2.07			2.00	3.00	2.57	2.16	2.72	2.00					2.62	2.10	2.46	2.45
Taste	2.61	2.19	2.61	2.19							2.92	1.85	2.24	2.57	2.63	2.19	2.54	2.23			3.00	2.00	2.63	2.17	2.53	2.24					2.62	2.17	2.46	2.45
Eye appeal	2.66	1.76	2.66	1.76							3.08	1.18	2.37	2.22	2.53	1.88	2.29	2.34			4.00	-1.00	2.69	1.73	2.57	1.88					2.68	1.72	2.38	2.34
Freshness	2.71	2.12	2.71	2.12							2.92	1.89	2.41	2.41	2.98	1.91	2.33	2.48			4.00	1.00	2.73	2.12	2.64	2.13					2.72	2.11	2.46	2.27
Nutritional content	2.62	2.11	2.62	2.11							2.80	1.84	2.40	2.38	2.73	2.13	2.54	2.19			1.00	3.00	2.59	2.15	2.72	1.95					2.61	2.13	2.85	1.70
Value	2.59	1.91	2.59	1.91							2.82	1.46	2.26	2.36	2.74	1.94	2.48	2.11			3.00	2.00	2.58	1.92	2.64	1.90					2.62	1.87	2.23	2.59
Availability of posted menu items	2.40	1.87	2.40	1.87							2.43	1.82	2.14	2.10	2.75	1.61	2.48	1.70			1.00	4.00	2.43	1.84	2.27	1.98					2.43	1.79	1.92	3.08
Variety of menu choices	2.13	2.49	2.13	2.49							2.24	2.33	1.90	2.77	2.29	2.31	2.21	2.47			1.00	4.00	2.19	2.45	1.93	2.63					2.12	2.49	2.31	2.60
Variety of healthy menu choices	2.32	2.20	2.32	2.20							2.44	2.01	2.11	2.51	2.35	2.06	2.54	2.13			1.00	4.00	2.31	2.23	2.36	2.09					2.30	2.22	2.62	1.84
Variety of vegetarian menu choices	2.42	1.45	2.42	1.45							2.62	1.21	2.24	1.84	2.37	1.34	2.37	1.42			3.00	0.00	2.36	1.56	2.63	1.10					2.38	1.52	3.10	0.15
Service: Overall	3.50	1.10	3.50	1.10							3.77	0.90	3.23	1.25	3.51	1.03	3.39	1.38			3.00	2.00	3.49	1.11	3.52	1.05					3.52	1.06	3.25	1.66
Speed of service	3.21	1.43	3.21	1.43							3.28	1.41	3.05	1.51	3.39	1.27	3.04	1.59			4.00	1.00	3.24	1.44	3.11	1.43					3.19	1.43	3.38	1.43
Hours of operation	2.53	2.15	2.53	2.15							2.80	1.81	2.19	2.50	2.90	1.75	2.08	2.87			1.00	4.00	2.53	2.22	2.55	1.94					2.55	2.11	2.23	2.68
Helpfulness of staff	3.73	0.92	3.73	0.92							3.88	0.81	3.45	1.08	4.07	0.64	3.42	1.36			4.00	1.00	3.75	0.94	3.67	0.87					3.75	0.90	3.42	1.38
Friendliness of staff	3.91	0.79	3.91	0.79							4.05	0.63	3.66	0.90	4.13	0.70	3.75	1.11			4.00	1.00	3.89	0.81	3.96	0.71					3.91	0.79	3.85	0.79
Cleanliness: Overall	3.81	1.02	3.81	1.02							4.14	0.71	3.55	1.23	3.83	0.97	3.50	1.41			3.00	2.00	3.75	1.09	4.00	0.79					3.82	1.00	3.62	1.29
Cleanliness: Serving areas	3.77	1.08	3.77	1.08							4.07	0.78	3.50	1.31	3.76	1.13	3.58	1.33			4.00	1.00	3.75	1.13	3.85	0.94					3.77	1.08	3.77	1.14
Cleanliness: Eating areas (tables, chairs, etc.)	3.81	1.01	3.81	1.01							4.05	0.74	3.69	1.14	3.71	1.09	3.54	1.36			4.00	1.00	3.71	1.14	4.13	0.59					3.83	0.99	3.46	1.36
Location	3.97	0.21	3.97	0.21							4.11	0.06	3.86	0.26	4.05	0.10	3.67	0.65			4.00	1.00	3.96	0.28	4.00	-0.02					3.97	0.18	3.83	0.67
Layout of facility	3.82	0.33	3.82	0.33							4.04	0.02	3.67	0.48	3.90	0.37	3.42	0.82			4.00	1.00	3.80	0.38	3.89	0.18					3.84	0.29	3.50	1.06
Appearance	3.76	0.61	3.76	0.61							3.99	0.28	3.60	0.82	3.83	0.63	3.33	1.03			4.00	1.00	3.74	0.67	3.82	0.42					3.77	0.59	3.58	0.92
Availability of seating	2.99	1.59	2.99	1.59							3.37	0.98	2.94	1.78	2.61	2.07	2.54	2.23			4.00	1.00	2.93	1.72	3.17	1.20					3.00	1.56	2.75	2.15
Comfort (seats, temperature, lighting, sound level, etc.)	3.57	0.93	3.57	0.93							3.85	0.48	3.47	1.11	3.59	1.09	2.92	1.67			4.00	1.00	3.60	0.95	3.47	0.90					3.63	0.87	2.62	1.93
Environmentally friendly practices related to food	3.44	0.81	3.44	0.81							3.61	0.56	3.18	1.17	3.66	0.54	3.22	1.07			3.00	2.00	3.42	0.88	3.49	0.56					3.44	0.81	3.50	0.83
Social/ethical practices related to food	3.51	0.73	3.51	0.73							3.77	0.38	3.26	1.18	3.55	0.75	3.17	0.67			3.00	2.00	3.46	0.83	3.67	0.39					3.51	0.75	3.44	0.44

	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	Satis	Gap
Food: Overall	3.93	0.62	3.89	0.65	4.12	0.48	4.13	0.49	4.27	0.24	3.91	0.63	3.84	0.70	3.89	0.66	3.95	0.59	3.86	0.61	3.84	0.60	3.93	0.65	3.92	0.58	3.74	0.47	3.53	0.78	3.84	0.72	4.05	0.48
Taste	3.89	0.78	3.85	0.81	4.14	0.58	4.14	0.63	4.30	0.31	3.84	0.83	3.82	0.85	3.86	0.81	3.93	0.74	3.86	0.77	3.80	0.78	3.91	0.83	3.88	0.72	3.68	0.66	3.56	0.90	3.79	0.89	4.05	0.63
Eye appeal	3.86	0.05	3.82	0.05	4.13	-0.01	4.12	0.10	4.24	-0.10	3.82	0.05	3.76	0.09	3.81	0.08	3.87	0.02	3.88	-0.08	3.84	-0.02	3.88	0.12	3.83	-0.06	3.65	0.17	3.54	0.05	3.76	0.08	4.01	0.01
Freshness	3.80	0.82	3.74	0.86	4.19	0.55	4.17	0.59	4.27	0.33	3.73	0.88	3.68	0.93	3.76	0.85	3.81	0.79	3.89	0.69	3.74	0.83	3.80	0.91	3.80	0.69	3.62	0.71	3.41	0.89	3.66	0.95	4.01	0.63
Nutritional content	3.55	0.86	3.49	0.91	3.94	0.58	3.90	0.54	4.06	0.23	3.49	0.92	3.44	0.96	3.50	0.91	3.53	0.86	3.58	0.84	3.45	0.91	3.51	1.02	3.61	0.62	3.48	0.65	3.24	1.01	3.42	1.00	3.73	0.66
Value	3.50	0.93	3.46	0.95	3.85	0.68	3.69	0.94	4.02	0.43	3.57	0.78	3.41	0.99	3.39	1.07	3.37	1.14	3.38	1.15	3.51	0.86	3.51	0.97	3.50	0.87	3.35	0.85	3.11	1.13	3.46	0.89	3.55	1.00
Availability of posted menu items	4.05	0.18	4.01	0.21	4.33	-0.07	4.25	0.11	4.26	0.02	4.00	0.18	3.99	0.23	4.01	0.25	4.08	0.19	4.02	0.18	4.08	0.11	4.06	0.22	4.03	0.14	3.89	0.18	3.72	0.36	3.97	0.22	4.16	0.14
Variety of menu choices	3.70	0.72	3.66	0.76	3.92	0.52	3.91	0.56	4.16	0.18	3.67	0.76	3.60	0.82	3.65	0.77	3.73	0.67	3.63	0.70	3.69	0.63	3.69	0.81	3.71	0.61	3.63	0.53	3.38	0.81	3.59	0.85	3.86	0.54
Variety of healthy menu choices	3.53	0.82	3.48	0.86	3.83	0.64	3.82	0.59	4.03	0.25	3.50	0.84	3.43	0.91	3.48	0.86	3.52	0.81	3.49	0.84	3.46	0.84	3.48	1.02	3.60	0.52	3.46	0.63	3.21	1.06	3.42	0.94	3.69	0.65
Variety of vegetarian menu choices	3.62	-0.15	3.58	-0.14	3.86	-0.12	3.82	-0.28	4.01	-0.25	3.62	-0.24	3.53	-0.07	3.55	-0.08	3.59	-0.12	3.54	0.01	3.54	-0.06	3.58	0.04	3.68	-0.47	3.48	0.25	3.21	0.63	3.55	-0.14	3.71	-0.18
Service: Overall	4.22	0.26	4.20	0.26	4.43	0.16	4.36	0.28	4.39	0.12	4.24	0.21	4.16	0.29	4.16	0.32	4.19	0.30	4.16	0.26	4.31	0.14	4.24	0.29	4.19	0.21	4.05	0.24	3.95	0.32	4.18	0.26	4.28	0.25
Speed of service	4.06	0.40	4.03	0.41	4.28	0.29	4.22	0.38	4.28	0.22	4.06	0.35	3.99	0.44	3.99	0.48	4.03	0.46	4.04	0.41	4.22	0.17	4.07	0.44	4.04	0.34	3.98	0.25	3.83	0.32	4.01	0.41	4.13	0.40
Hours of operation	3.86	0.58	3.79	0.65	4.23	0.20	4.26	0.16	4.31	0.09	3.71	0.75	3.80	0.64	3.85	0.60	3.92	0.50	3.86	0.52	3.98	0.35	3.87	0.63	3.84	0.52	3.71	0.58	3.56	0.64	3.72	0.74	4.06	0.35
Helpfulness of staff	4.24	0.13	4.21	0.13	4.51	0.03	4.43	0.18	4.48	0.01	4.23	0.10	4.18	0.15	4.19	0.18	4.22	0.17	4.21	0.12	4.36	0.07	4.26	0.19	4.22	0.05	4.05	0.13	4.00	0.15	4.19	0.13	4.32	0.14
Friendliness of staff	4.28	0.13	4.25	0.14	4.55	0.01	4.46	0.17	4.52	-0.01	4.28	0.11	4.22	0.15	4.23	0.19	4.25	0.17	4.24	0.12	4.39	0.07	4.29	0.20	4.28	0.04	4.11	0.14	4.08	0.13	4.24	0.13	4.36	0.14
Cleanliness: Overall	4.28	0.32	4.26	0.33	4.49	0.25	4.43	0.34	4.43	0.19	4.27	0.33	4.22	0.35	4.25	0.35	4.29	0.30	4.29	0.28	4.30	0.30	4.30	0.39	4.27	0.22	4.07	0.22	3.96	0.40	4.23	0.36	4.37	0.28
Cleanliness: Serving areas	4.31	0.25	4.28	0.25	4.49	0.20	4.42	0.29	4.43	0.17	4.31	0.23	4.25	0.27	4.26	0.29	4.30	0.25	4.27	0.24	4.33	0.23	4.32	0.32	4.29	0.15	4.07	0.14	3.97	0.35	4.27	0.26	4.36	0.24
Cleanliness: Eating areas (tables, chairs, etc.)	4.07	0.47	4.05	0.48	4.26	0.35	4.19	0.44	4.29	0.27	4.06	0.47	4.01	0.50	4.02	0.52	4.06	0.46	4.07	0.39	4.11	0.41	4.06	0.56	4.09	0.35	3.89	0.39	3.84	0.41	4.03	0.50	4.13	0.43
Location	4.40	-0.10	4.39	-0.10	4.52	-0.10	4.50	-0.09	4.38	-0.09	4.42	-0.11	4.37	-0.09	4.36	-0.08	4.38	-0.09	4.32	-0.05	4.39	-0.29	4.45	-0.06	4.35	-0.15	4.10	0.03	4.07	0.05	4.41	-0.12	4.40	-0.07
Layout of facility	4.24	-0.22	4.25	-0.24	4.25	-0.11	4.22	-0.06	4.28	-0.14	4.33	-0.33	4.21	-0.21	4.19	-0.17	4.18	-0.16	4.12	-0.18	4.25	-0.33	4.28	-0.19	4.20	-0.27	4.00	-0.03	3.92	-0.05	4.27	-0.28	4.21	-0.13
Appearance	4.30	-0.26	4.30	-0.29	4.31	-0.09	4.30	-0.04	4.36	-0.16	4.35	-0.33	4.28	-0.29	4.26	-0.23	4.26	-0.24	4.18	-0.24	4.29	-0.33	4.34	-0.21	4.24	-0.32	4.09	-0.15	3.93	-0.21	4.31	-0.33	4.27	-0.15
Availability of seating	3.99	0.36	3.96	0.38	4.17	0.17	4.14	0.18	4.15	0.19	4.08	0.28	3.90	0.44	3.87	0.49	3.86	0.48	3.89	0.33	4.10	0.19	3.99	0.42	3.99	0.26	3.87	0.26	3.69	0.41	4.01	0.34	3.96	0.38
Comfort (seats, temperature, lighting, sound level, etc.)	4.14	0.12	4.14	0.11	4.13	0.16	4.09	0.21	4.22	0.11	4.24	0.03	4.12	0.11	4.07	0.19	4.05	0.20	4.00	0.16	4.08	0.15	4.15	0.18	4.13	0.04	3.97	0.14	3.75	0.33	4.18	0.06	4.07	0.22
Environmentally friendly practices related to food	4.06	-0.01	4.04	-0.01	4.14	0.09	4.17	0.02	4.26	-0.12	4.12	-0.11	4.00	0.03	4.00	0.07	4.01	0.07	3.90	0.10	4.04	-0.05	4.07	0.12	4.05	-0.20	3.81	0.20	3.57	0.49	4.04	-0.03	4.09	0.04
Social/ethical practices related to food	4.08	-0.08	4.06	-0.08	4.16	-0.02	4.16	-0.06	4.24	-0.14	4.13	-0.18	4.03	-0.04	4.02	0.01	4.03	0.00	3.90	0.05	4.04	-0.13	4.09	0.05	4.07	-0.27	3.82	0.22	3.55	0.46	4.05	-0.10	4.11	-0.04

* Gap = Mean Importance minus Mean Satisfaction.

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 Southern		Institution Type Private		Institution Type Primarily 4-year		Operation Type Mainly Contracted		Total Current Enrollment (Fulltime + Part-time) Under 2,500	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall	2.61	2.12	3.93	0.62	3.94	0.60	3.90	0.68	3.93	0.63	3.69	0.86	3.79	0.83
Taste	2.61	2.19	3.89	0.78	3.89	0.79	3.87	0.82	3.89	0.79	3.68	1.01	3.77	0.97
Eye appeal	2.66	1.76	3.86	0.05	3.86	0.08	3.82	0.03	3.86	0.04	3.69	0.17	3.70	0.14
Freshness	2.71	2.12	3.80	0.82	3.82	0.81	3.76	0.86	3.80	0.83	3.58	1.06	3.67	1.04
Nutritional content	2.62	2.11	3.55	0.86	3.57	0.85	3.49	0.93	3.55	0.86	3.33	1.10	3.34	1.19
Value	2.59	1.91	3.50	0.93	3.55	0.94	3.43	0.98	3.50	0.92	3.25	1.18	3.44	0.94
Availability of posted menu items	2.40	1.87	4.05	0.18	4.05	0.18	4.04	0.14	4.05	0.18	3.87	0.33	4.09	0.06
Variety of menu choices	2.13	2.49	3.70	0.72	3.74	0.67	3.65	0.75	3.69	0.73	3.46	0.96	3.49	0.98
Variety of healthy menu choices	2.32	2.20	3.53	0.82	3.55	0.79	3.47	0.90	3.53	0.82	3.28	1.08	3.29	1.19
Variety of vegetarian menu choices	2.42	1.45	3.62	-0.15	3.60	-0.08	3.57	-0.12	3.62	-0.16	3.40	0.05	3.41	0.00
Service: Overall	3.50	1.10	4.22	0.26	4.24	0.26	4.25	0.22	4.22	0.25	4.03	0.45	4.29	0.23
Speed of service	3.21	1.43	4.06	0.40	4.14	0.33	4.05	0.39	4.06	0.40	3.87	0.60	4.11	0.34
Hours of operation	2.53	2.15	3.86	0.58	3.85	0.61	3.84	0.58	3.85	0.59	3.63	0.82	3.86	0.62
Helpfulness of staff	3.73	0.92	4.24	0.13	4.24	0.16	4.29	0.08	4.24	0.12	4.07	0.32	4.34	0.11
Friendliness of staff	3.91	0.79	4.28	0.13	4.28	0.18	4.34	0.07	4.28	0.13	4.12	0.33	4.35	0.15
Cleanliness: Overall	3.81	1.02	4.28	0.32	4.29	0.34	4.29	0.31	4.29	0.32	4.13	0.47	4.36	0.32
Cleanliness: Serving areas	3.77	1.08	4.31	0.25	4.32	0.26	4.31	0.23	4.31	0.25	4.18	0.37	4.39	0.23
Cleanliness: Eating areas (tables, chairs, etc.)	3.81	1.01	4.07	0.47	4.09	0.46	4.08	0.45	4.07	0.46	3.91	0.61	4.16	0.44
Location	3.97	0.21	4.40	-0.10	4.41	-0.08	4.41	-0.16	4.41	-0.10	4.34	-0.10	4.53	-0.35
Layout of facility	3.82	0.33	4.24	-0.22	4.27	-0.25	4.25	-0.27	4.25	-0.23	4.17	-0.21	4.21	-0.16
Appearance	3.76	0.61	4.30	-0.26	4.30	-0.24	4.29	-0.29	4.30	-0.27	4.21	-0.22	4.29	-0.23
Availability of seating	2.99	1.59	3.99	0.36	3.99	0.36	3.99	0.33	3.99	0.35	3.85	0.46	4.08	0.28
Comfort (seats, temperature, lighting, sound level, etc.)	3.57	0.93	4.14	0.12	4.12	0.15	4.14	0.09	4.15	0.11	4.04	0.17	4.12	0.15
Environmentally friendly practices related to food	3.44	0.81	4.06	-0.01	4.08	0.02	4.04	-0.04	4.06	-0.01	3.87	0.13	3.95	0.11
Social/ethical practices related to food	3.51	0.73	4.08	-0.08	4.09	-0.03	4.07	-0.11	4.08	-0.08	3.90	0.05	3.99	-0.02

* 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 Southern		Institution Type Private		Institution Type Primarily 4-year		Operation Type Mainly Contracted		Total Current Enrollment (Fulltime + Part-time) Under 2,500	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall	2.61	2.12	3.79	0.77	3.78	0.77	3.75	0.86	3.79	0.77	3.57	1.00	3.68	0.97
Taste	2.61	2.19	3.68	0.99	3.66	1.02	3.65	1.05	3.68	0.99	3.47	1.22	3.60	1.15
Eye appeal	2.66	1.76	3.68	0.15	3.67	0.25	3.64	0.14	3.68	0.15	3.54	0.25	3.55	0.22
Freshness	2.71	2.12	3.62	0.99	3.64	0.99	3.58	1.05	3.62	1.00	3.41	1.23	3.53	1.18
Nutritional content	2.62	2.11	3.47	0.95	3.52	0.92	3.43	1.07	3.48	0.95	3.24	1.21	3.28	1.31
Value	2.59	1.91	3.55	0.75	3.64	0.75	3.47	0.80	3.55	0.75	3.27	1.02	3.44	0.86
Availability of posted menu items	2.40	1.87	3.94	0.19	3.87	0.26	3.93	0.15	3.94	0.19	3.76	0.32	3.98	0.08
Variety of menu choices	2.13	2.49	3.56	0.87	3.61	0.82	3.51	0.92	3.56	0.87	3.33	1.10	3.42	1.06
Variety of healthy menu choices	2.32	2.20	3.47	0.90	3.51	0.84	3.41	1.01	3.47	0.90	3.20	1.20	3.26	1.28
Variety of vegetarian menu choices	2.42	1.45	3.59	-0.17	3.58	-0.06	3.55	-0.08	3.59	-0.17	3.36	0.05	3.40	0.02
Service: Overall	3.50	1.10	4.21	0.20	4.18	0.27	4.25	0.15	4.21	0.20	4.05	0.38	4.33	0.11
Speed of service	3.21	1.43	4.11	0.26	4.11	0.30	4.11	0.23	4.11	0.26	3.90	0.49	4.21	0.15
Hours of operation	2.53	2.15	3.70	0.74	3.67	0.80	3.62	0.81	3.70	0.74	3.52	0.91	3.67	0.81
Helpfulness of staff	3.73	0.92	4.21	0.08	4.18	0.19	4.27	0.03	4.21	0.08	4.07	0.26	4.35	0.02
Friendliness of staff	3.91	0.79	4.24	0.10	4.22	0.20	4.31	0.03	4.24	0.10	4.11	0.28	4.37	0.06
Cleanliness: Overall	3.81	1.02	4.19	0.41	4.16	0.47	4.20	0.40	4.19	0.41	4.03	0.57	4.29	0.38
Cleanliness: Serving areas	3.77	1.08	4.26	0.29	4.25	0.34	4.27	0.27	4.26	0.29	4.14	0.41	4.35	0.27
Cleanliness: Eating areas (tables, chairs, etc.)	3.81	1.01	4.00	0.56	4.00	0.59	4.01	0.54	4.00	0.56	3.83	0.72	4.06	0.54
Location	3.97	0.21	4.40	-0.13	4.36	-0.10	4.39	-0.19	4.40	-0.13	4.34	-0.17	4.51	-0.43
Layout of facility	3.82	0.33	4.26	-0.27	4.28	-0.28	4.24	-0.30	4.26	-0.27	4.20	-0.29	4.20	-0.21
Appearance	3.76	0.61	4.30	-0.31	4.29	-0.26	4.27	-0.32	4.30	-0.31	4.22	-0.29	4.29	-0.30
Availability of seating	2.99	1.59	3.99	0.41	3.94	0.47	3.98	0.38	3.99	0.41	3.78	0.60	3.92	0.47
Comfort (seats, temperature, lighting, sound level, etc.)	3.57	0.93	4.17	0.10	4.13	0.16	4.14	0.09	4.17	0.10	4.07	0.15	4.09	0.18
Environmentally friendly practices related to food	3.44	0.81	4.04	-0.03	4.06	0.00	3.99	-0.01	4.04	-0.03	3.91	0.05	3.96	0.08
Social/ethical practices related to food	3.51	0.73	4.05	-0.11	4.08	-0.05	4.01	-0.09	4.05	-0.11	3.94	-0.03	3.99	-0.03

* 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 Southern		Institution Type Private		Institution Type Primarily 4-year		Operation Type Mainly Contracted		Total Current Enrollment (Fulltime + Part-time) Under 2,500	
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap	Satisfaction	Gap
Food: Overall			4.02	0.52	4.05	0.48	4.00	0.55	4.03	0.52	3.79	0.76	3.94	0.67
Taste			4.04	0.63	4.05	0.62	4.02	0.66	4.05	0.63	3.84	0.85	3.99	0.75
Eye appeal			3.98	-0.02	3.99	-0.03	3.94	-0.05	3.99	-0.03	3.81	0.11	3.89	0.04
Freshness			3.93	0.70	3.94	0.68	3.88	0.74	3.93	0.70	3.71	0.92	3.83	0.87
Nutritional content			3.60	0.80	3.60	0.80	3.54	0.85	3.60	0.80	3.40	1.01	3.41	1.03
Value			3.47	1.06	3.48	1.07	3.40	1.10	3.47	1.06	3.23	1.29	3.46	1.03
Availability of posted menu items			4.12	0.18	4.17	0.12	4.11	0.14	4.13	0.17	3.95	0.34	4.23	0.04
Variety of menu choices			3.79	0.62	3.84	0.56	3.74	0.64	3.80	0.62	3.56	0.85	3.59	0.88
Variety of healthy menu choices			3.57	0.76	3.58	0.76	3.51	0.82	3.58	0.76	3.35	0.99	3.33	1.07
Variety of vegetarian menu choices			3.63	-0.14	3.61	-0.09	3.58	-0.15	3.64	-0.16	3.43	0.05	3.43	-0.02
Service: Overall			4.23	0.30	4.28	0.25	4.25	0.26	4.23	0.30	4.02	0.51	4.24	0.37
Speed of service			4.03	0.50	4.17	0.34	4.01	0.50	4.02	0.51	3.84	0.69	3.97	0.58
Hours of operation			3.97	0.47	3.97	0.47	4.00	0.42	3.97	0.48	3.71	0.74	4.10	0.38
Helpfulness of staff			4.27	0.17	4.29	0.15	4.31	0.11	4.27	0.16	4.07	0.36	4.32	0.22
Friendliness of staff			4.31	0.16	4.32	0.17	4.36	0.10	4.32	0.15	4.12	0.36	4.33	0.25
Cleanliness: Overall			4.35	0.27	4.38	0.25	4.35	0.25	4.36	0.25	4.20	0.40	4.44	0.24
Cleanliness: Serving areas			4.34	0.22	4.37	0.20	4.34	0.21	4.35	0.21	4.20	0.34	4.44	0.19
Cleanliness: Eating areas (tables, chairs, etc.)			4.12	0.41	4.16	0.37	4.13	0.39	4.13	0.39	3.97	0.52	4.28	0.32
Location			4.41	-0.07	4.43	-0.07	4.42	-0.14	4.42	-0.08	4.34	-0.04	4.56	-0.26
Layout of facility			4.23	-0.18	4.26	-0.22	4.26	-0.25	4.24	-0.19	4.14	-0.15	4.22	-0.11
Appearance			4.29	-0.22	4.31	-0.23	4.30	-0.27	4.31	-0.24	4.19	-0.16	4.29	-0.15
Availability of seating			3.99	0.31	4.02	0.27	4.00	0.30	3.99	0.31	3.91	0.34	4.28	0.03
Comfort (seats, temperature, lighting, sound level, etc.)			4.11	0.14	4.11	0.14	4.15	0.09	4.13	0.12	4.02	0.18	4.17	0.12
Environmentally friendly practices related to food			4.08	0.02	4.09	0.04	4.08	-0.05	4.08	0.00	3.85	0.19	3.94	0.15
Social/ethical practices related to food			4.09	-0.05	4.09	-0.01	4.11	-0.12	4.10	-0.06	3.87	0.12	3.99	0.00

* Gap = Mean Importance minus Mean Satisfaction.

3 Year Trend For Your Institution

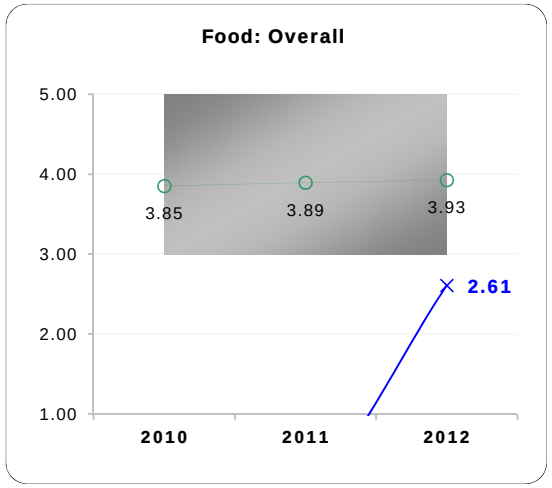
	Your Institution 2010		Your Institution 2011			Your Institution 2012		
	Satisfaction	Gap*	Satisfaction	Gap	Satisfaction Versus Prior Year	Satisfaction	Gap	Satisfaction Versus Prior Year
Food: Overall						2.61	2.12	
Taste						2.61	2.19	
Eye appeal						2.66	1.76	
Freshness						2.71	2.12	
Nutritional content						2.62	2.11	
Value						2.59	1.91	
Availability of posted menu items						2.40	1.87	
Variety of menu choices						2.13	2.49	
Variety of healthy menu choices						2.32	2.20	
Variety of vegetarian menu choices						2.42	1.45	
Service: Overall						3.50	1.10	
Speed of service						3.21	1.43	
Hours of operation						2.53	2.15	
Helpfulness of staff						3.73	0.92	
Friendliness of staff						3.91	0.79	
Cleanliness: Overall						3.81	1.02	
Cleanliness: Serving areas						3.77	1.08	
Cleanliness: Eating areas (tables, chairs, etc.)						3.81	1.01	
Location						3.97	0.21	
Layout of facility						3.82	0.33	
Appearance						3.76	0.61	
Availability of seating						2.99	1.59	
Comfort (seats, temperature, lighting, sound level, etc.)						3.57	0.93	
Environmentally friendly practices related to food						3.44	0.81	
Social/ethical practices related to food						3.51	0.73	

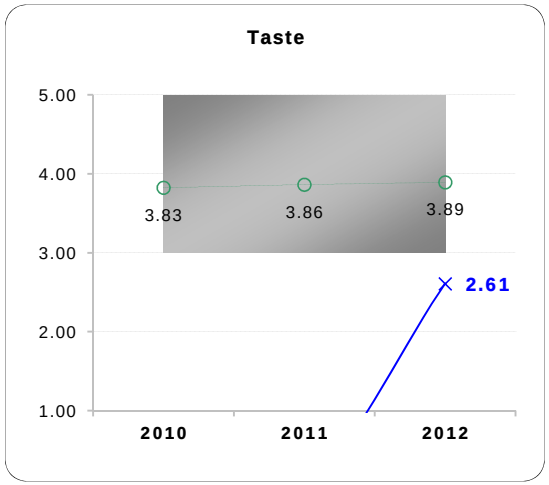
* Gap = Mean Importance minus Mean Satisfaction.

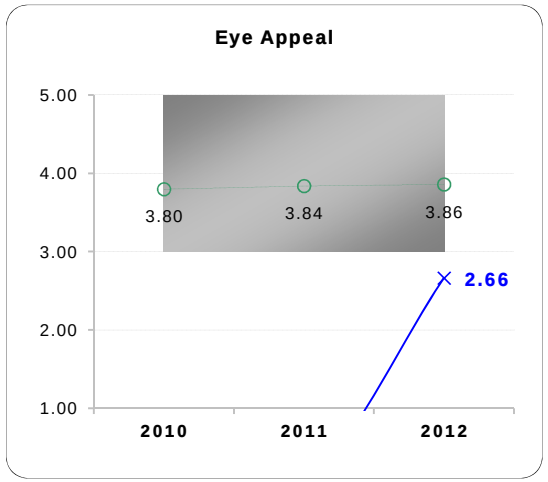
2012 NACUFS Customer Satisfaction Benchmarking Survey

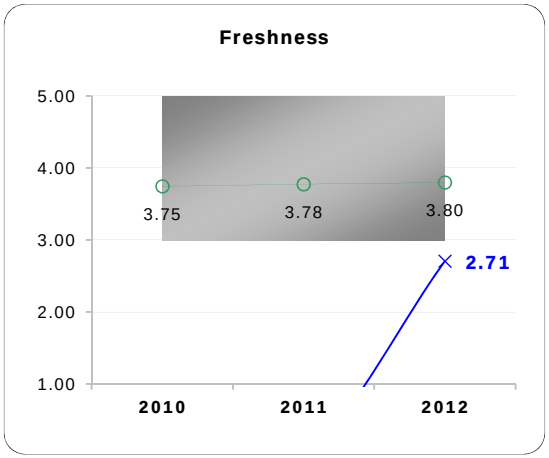
3 Year Trend For Your Institution and All Institutions - Satisfaction

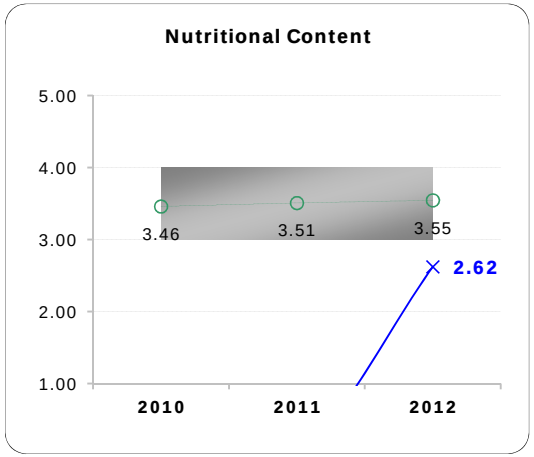
FOOD

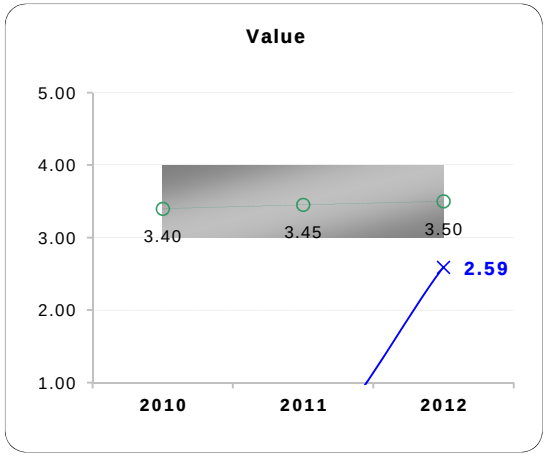










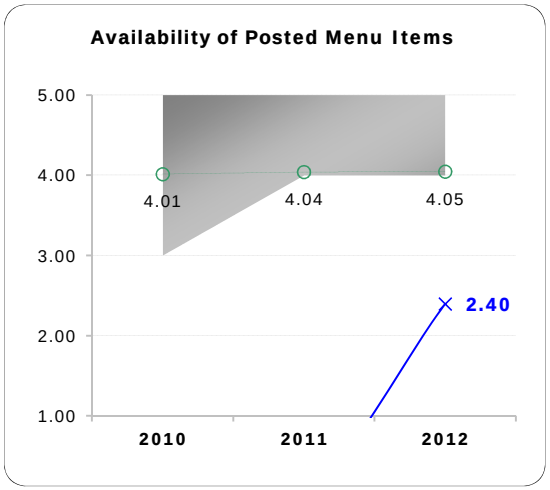


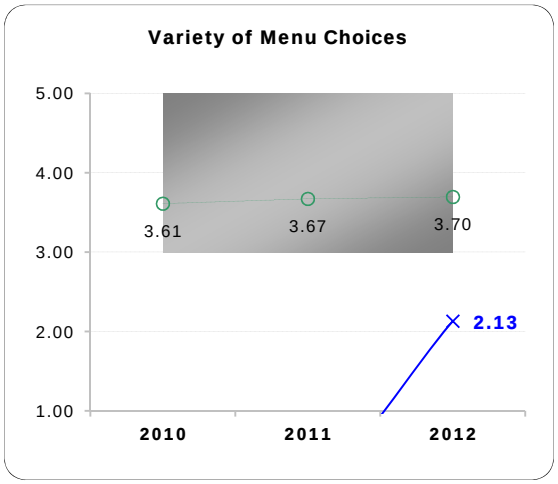
X = YOUR RESULTS O = INDUSTRY TYPICAL SHADED AREA = INDUSTRY MIDDLE RANGE

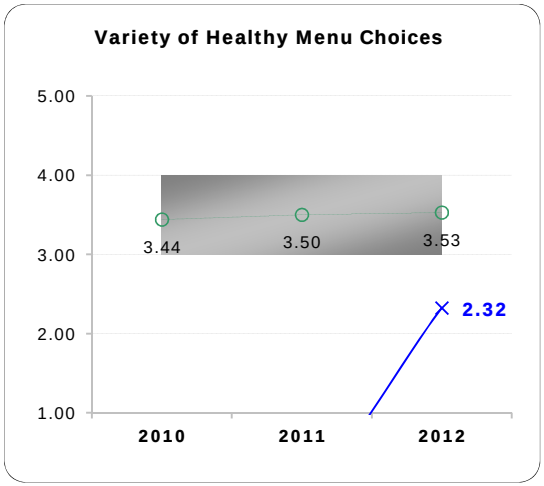
2012 NACUFS Customer Satisfaction Benchmarking Survey

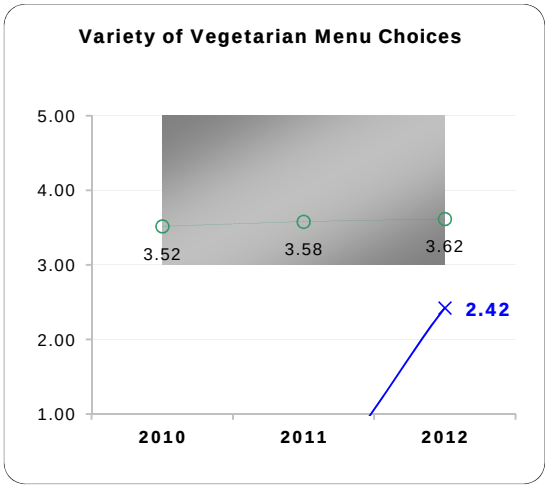
3 Year Trend For Your Institution and All Institutions - Satisfaction

MENU







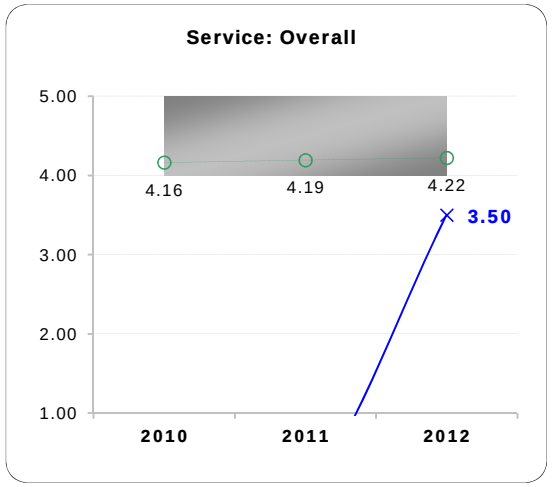


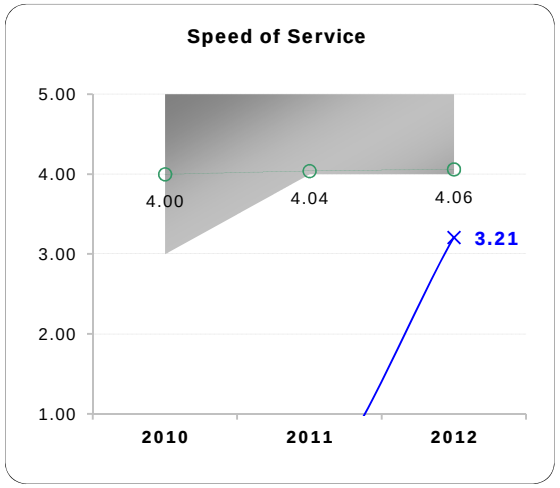
X = YOUR RESULTS O = INDUSTRY TYPICAL SHADED AREA = INDUSTRY MIDDLE RANGE

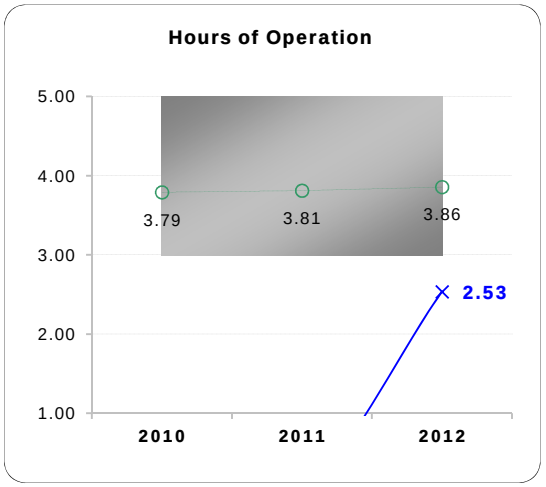
2012 NACUFS Customer Satisfaction Benchmarking Survey

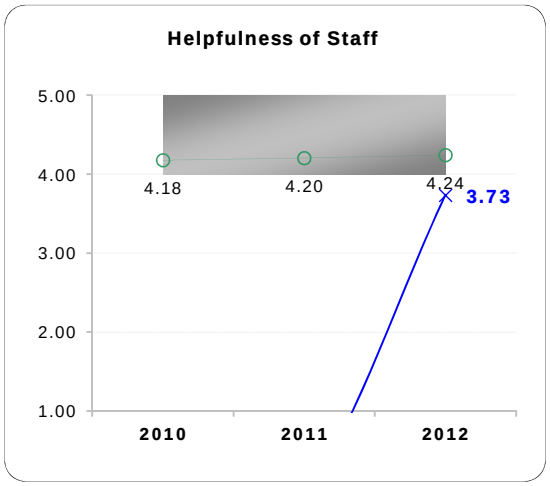
3 Year Trend For Your Institution and All Institutions - Satisfaction

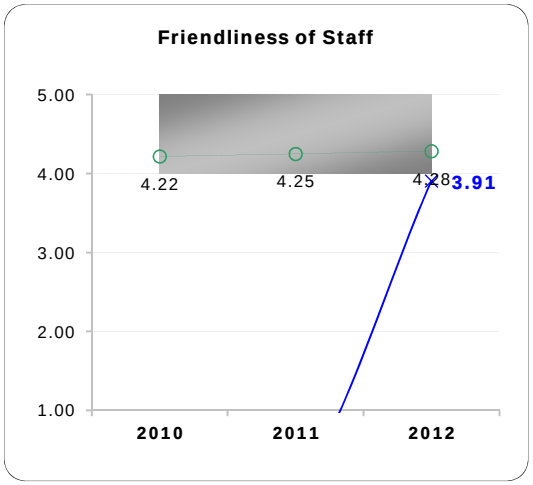
SERVICE









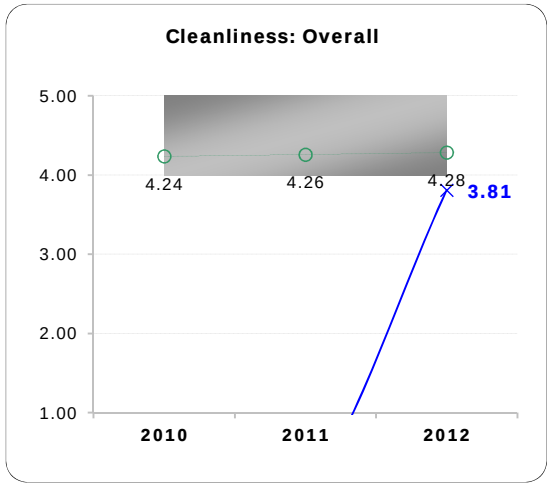


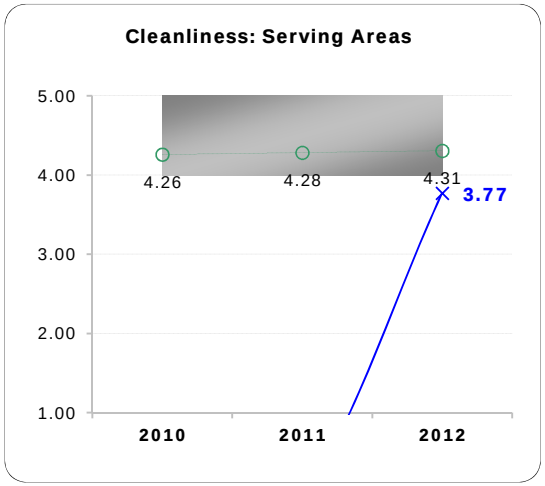
X = YOUR RESULTS O = INDUSTRY TYPICAL SHADED AREA = INDUSTRY MIDDLE RANGE

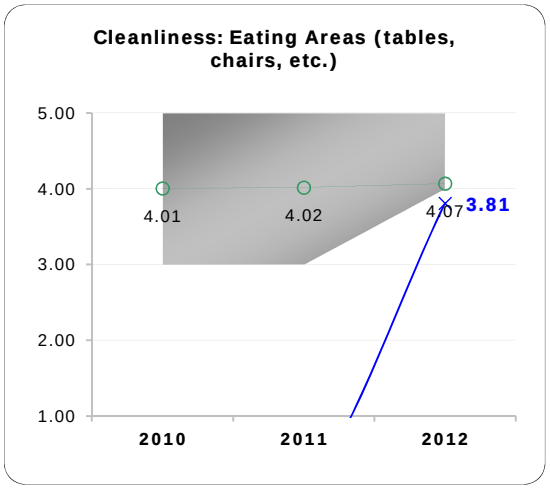
2012 NACUFS Customer Satisfaction Benchmarking Survey

3 Year Trend For Your Institution and All Institutions - Satisfaction

CLEANLINESS







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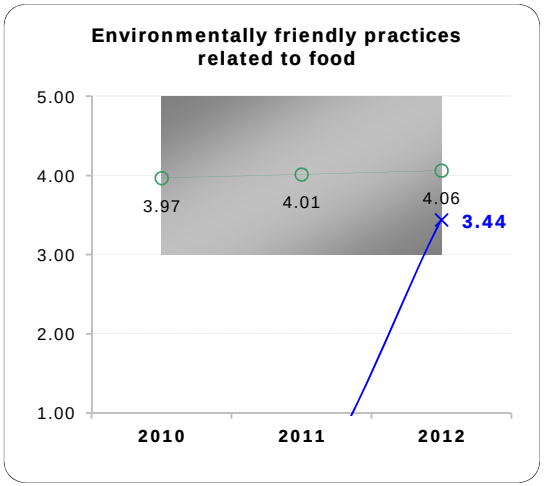
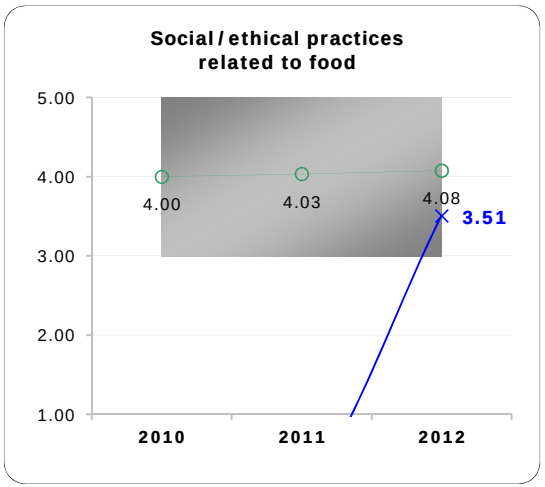


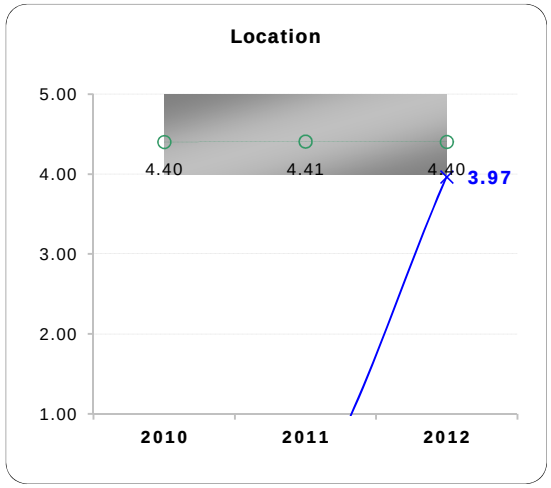


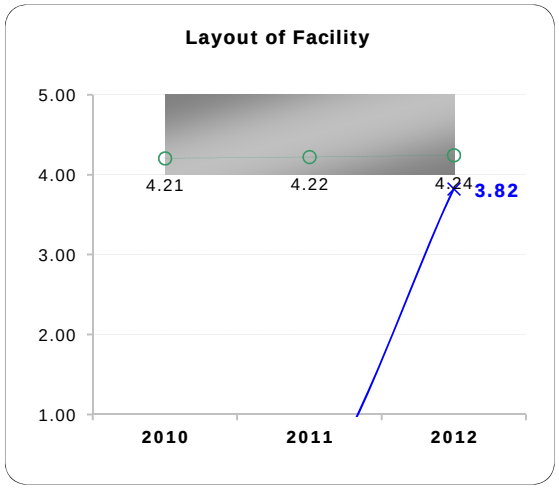
X = YOUR RESULTS O = INDUSTRY TYPICAL SHADED AREA = INDUSTRY MIDDLE RANGE

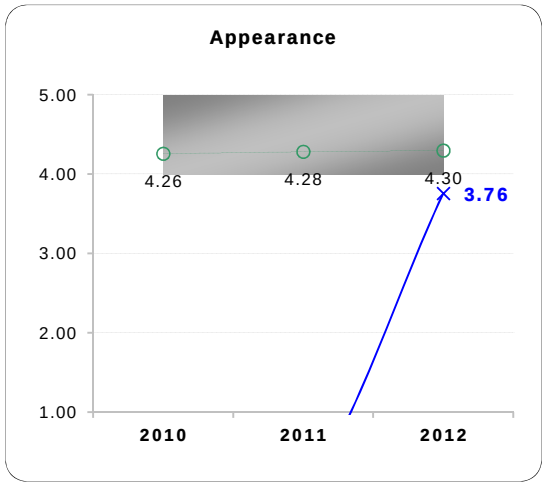
2012 NACUFS Customer Satisfaction Benchmarking Survey

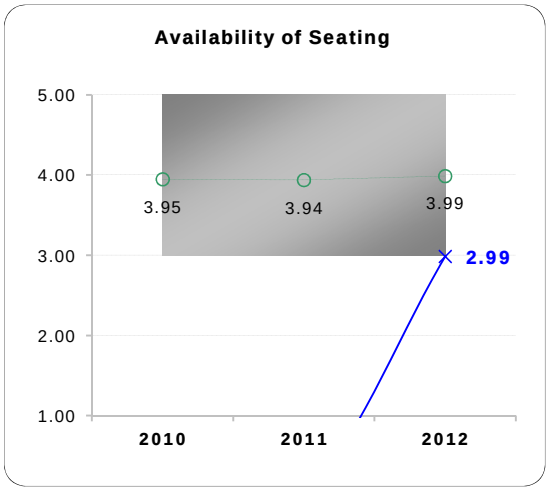
3 Year Trend For Your Institution and All Institutions - Satisfaction

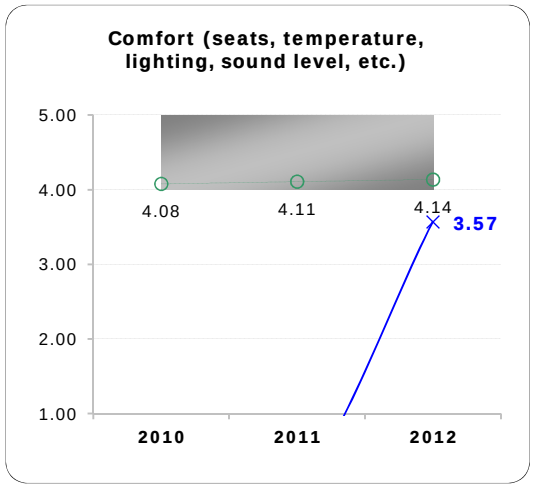
DINING ENVIRONMENT











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	2.61	2.12								
Taste	2.61	2.19								
Eye appeal	2.66	1.76								
Freshness	2.71	2.12								
Nutritional content	2.62	2.11								
Value	2.59	1.91								
Availability of posted menu items	2.40	1.87								
Variety of menu choices	2.13	2.49								
Variety of healthy menu choices	2.32	2.20								
Variety of vegetarian menu choices	2.42	1.45								
Service: Overall	3.50	1.10								
Speed of service	3.21	1.43								
Hours of operation	2.53	2.15								
Helpfulness of staff	3.73	0.92								
Friendliness of staff	3.91	0.79								
Cleanliness: Overall	3.81	1.02								
Cleanliness: Serving areas	3.77	1.08								
Cleanliness: Eating areas (tables, chairs, etc.)	3.81	1.01								
Location	3.97	0.21								
Layout of facility	3.82	0.33								
Appearance	3.76	0.61								
Availability of seating	2.99	1.59								
Comfort (seats, temperature, lighting, sound level, etc.)	3.57	0.93								
Environmentally friendly practices related to food	3.44	0.81								
Social/ethical practices related to food	3.51	0.73								

	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 # 1		Retail Unit # 2		Retail Unit # 3		Retail Unit # 4		Retail Unit # 5	
	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 # 6		Retail Unit # 7		Retail Unit # 8		Retail Unit # 9		Retail Unit # 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 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 Johnson C. Smith 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

		Johnson C. Smith University
Respondent Type		100%
	Total Resp	207
Student Class Status	First year	37%
	Sophomore	31%
	Junior	20%
	Senior	12%
	Other	0%
	Total Resp	207
Gender	Female	77%
	Male	23%
	Total Resp	207
Live...	On campus	94%
	Off campus	6%
	Total Resp	207

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TABLE 1a

		In general, how satisfied or dissatisfied are you with the dining services provided by your college/university?							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	20%	21%	39%	17%	3%	2.62	.09	149
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	7%	17%	41%	32%	3.90	.00	129,800
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	6%	15%	40%	35%	3.95	.00	76,120
Aggregated Dining Halls	YOUR INSTITUTION	20%	21%	39%	17%	3%	2.62	.09	149
Aggregated Dining Halls	ENTIRE SAMPLE	4%	8%	19%	41%	28%	3.83	.00	53,680
Respondent Type - YOUR	Student	20%	21%	39%	17%	3%	2.62	.09	149
Respondent Type - ENTIRE SAMPLE	Student	4%	7%	17%	42%	30%	3.87	.00	113,436
	Faculty	4%	6%	13%	30%	46%	4.08	.02	4,360
	Administration/Staff	4%	5%	13%	34%	43%	4.07	.01	10,535
	Other	4%	3%	10%	31%	52%	4.25	.03	1,036
Student Class Status - YOUR INSTITUTION	First year	12%	17%	40%	29%	2%	2.92	.14	52
	Sophomore	33%	24%	26%	11%	7%	2.35	.18	46
	Junior	18%	21%	53%	6%	3%	2.56	.16	34
	Senior	19%	19%	44%	19%		2.63	.26	16
	Other		100%				2.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	3%	7%	17%	41%	32%	3.91	.00	45,241
	Sophomore	4%	8%	18%	42%	29%	3.83	.01	25,663
	Junior	4%	7%	17%	42%	30%	3.86	.01	18,952
	Senior	4%	7%	16%	43%	31%	3.90	.01	16,482
	Graduate	5%	8%	17%	44%	26%	3.79	.01	5,923
	Other	3%	8%	22%	38%	29%	3.81	.03	1,223
Gender - YOUR INSTITUTION	Female	20%	21%	39%	18%	3%	2.61	.10	114
	Male	20%	20%	40%	14%	6%	2.66	.19	35
Gender - ENTIRE SAMPLE	Female	4%	7%	17%	40%	32%	3.90	.00	76,815
	Male	4%	7%	16%	41%	32%	3.90	.00	51,374
	Transgender	8%	9%	25%	33%	27%	3.62	.06	452
	Other Identity	9%	11%	26%	30%	24%	3.48	.06	491
Live... - YOUR INSTITUTION	On campus	20%	21%	38%	18%	4%	2.64	.09	137
	Off campus	25%	17%	50%	8%		2.42	.29	12
Live... - ENTIRE SAMPLE	On campus	4%	8%	18%	41%	29%	3.84	.00	78,684
	Off campus	4%	6%	14%	39%	37%	3.99	.00	49,385
NACUFS Region - YOUR INSTITUTION	Southern	20%	21%	39%	17%	3%	2.62	.09	149
NACUFS Region - ENTIRE SAMPLE	Continental	3%	6%	13%	41%	37%	4.04	.01	14,281
	Mid-Atlantic	5%	8%	16%	35%	37%	3.90	.01	12,636
	Midwest	4%	7%	18%	42%	29%	3.85	.01	31,954
	Northeast	4%	6%	16%	40%	34%	3.93	.01	25,182
	Pacific	4%	7%	19%	41%	29%	3.84	.01	27,081
	Southern	4%	7%	16%	41%	32%	3.92	.01	18,666
Institution Type - YOUR INSTITUTION	Private	20%	21%	39%	17%	3%	2.62	.09	149
Institution Type - ENTIRE SAMPLE	Public	4%	7%	17%	41%	32%	3.91	.00	96,119
	Private	4%	8%	17%	40%	31%	3.87	.01	33,681
Institution Type - YOUR INSTITUTION	Primarily 4-year	20%	21%	39%	17%	3%	2.62	.09	149
Institution Type - ENTIRE SAMPLE	Primarily 2-year	6%	8%	17%	35%	34%	3.83	.02	4,770
	Primarily 4-year	4%	7%	17%	41%	32%	3.90	.00	125,030
Operation Type - YOUR INSTITUTION	Mainly Contracted	20%	21%	39%	17%	3%	2.62	.09	149
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	6%	16%	40%	34%	3.95	.00	105,197
	Mainly Contracted	6%	10%	21%	40%	23%	3.64	.01	20,249
	Combination of Both	4%	6%	15%	45%	31%	3.92	.02	4,354
Total Current Enrollment - YOUR	Under 2,500	20%	21%	39%	17%	3%	2.62	.09	149
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	5%	9%	18%	39%	29%	3.79	.01	6,293
	2,500 to 10,000	4%	8%	18%	41%	28%	3.80	.01	25,960
	10,001 to 20,000	4%	7%	18%	40%	31%	3.88	.01	32,173
	Over 20,000	3%	6%	16%	41%	34%	3.96	.00	65,374
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	6%	16%	42%	32%	3.92	.01	19,468
	Marketplace	5%	8%	17%	39%	31%	3.83	.01	13,423
	Express Unit	4%	6%	15%	40%	35%	3.94	.01	15,129
	Specialty Coffee Shop/ Juice Bar	4%	5%	14%	38%	39%	4.04	.01	10,679
	Sit-down Restaurant	4%	7%	16%	40%	34%	3.92	.01	5,624
	Convenience Store	3%	4%	13%	39%	41%	4.10	.01	10,538
	No type given	4%	8%	16%	44%	28%	3.83	.03	1,259

*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.

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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

	Johnson C. Smith University
Food: Overall - IMPORTANCE	4.73
Food: Overall - SATISFACTION	2.61
Taste - IMPORTANCE	4.80
Taste - SATISFACTION	2.61
Eye appeal - IMPORTANCE	4.42
Eye appeal - SATISFACTION	2.66
Freshness - IMPORTANCE	4.83
Freshness - SATISFACTION	2.71
Nutritional content - IMPORTANCE	4.73
Nutritional content - SATISFACTION	2.62
Value - IMPORTANCE	4.51
Value - SATISFACTION	2.59
Availability of posted menu items - IMPORTANCE	4.27
Availability of posted menu items - SATISFACTION	2.40
Variety of menu choices - IMPORTANCE	4.62
Variety of menu choices - SATISFACTION	2.13
Variety of healthy menu choices - IMPORTANCE	4.52
Variety of healthy menu choices - SATISFACTION	2.32
Variety of vegetarian menu choices - IMPORTANCE	3.87
Variety of vegetarian menu choices - SATISFACTION	2.42
Service: Overall - IMPORTANCE	4.60
Service: Overall - SATISFACTION	3.50
Speed of service - IMPORTANCE	4.64
Speed of service - SATISFACTION	3.21
Hours of operation - IMPORTANCE	4.68
Hours of operation - SATISFACTION	2.53
Helpfulness of staff - IMPORTANCE	4.66
Helpfulness of staff - SATISFACTION	3.73
Friendliness of staff - IMPORTANCE	4.70
Friendliness of staff - SATISFACTION	3.91
Cleanliness: Overall - IMPORTANCE	4.83
Cleanliness: Overall - SATISFACTION	3.81
Cleanliness: Serving areas - IMPORTANCE	4.85
Cleanliness: Serving areas - SATISFACTION	3.77
Cleanliness: Eating areas (tables, chairs, etc.) - IMPORTANCE	4.82
Cleanliness: Eating areas (tables, chairs, etc.) - SATISFACTION	3.81
Location - IMPORTANCE	4.17
Location - SATISFACTION	3.97
Layout of facility - IMPORTANCE	4.15
Layout of facility - SATISFACTION	3.82
Appearance - IMPORTANCE	4.36
Appearance - SATISFACTION	3.76
Availability of seating - IMPORTANCE	4.58
Availability of seating - SATISFACTION	2.99
Comfort (seats, temperature, lighting, sound level, etc.) - IMPORTANCE	4.50
Comfort (seats, temperature, lighting, sound level, etc.) - SATISFACTION	3.57
Environmentally friendly practices related to food - IMPORTANCE	4.25
Environmentally friendly practices related to food - SATISFACTION	3.44
Social/ ethical practices related to food - IMPORTANCE	4.24
Social/ ethical practices related to food - SATISFACTION	3.51

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

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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%		6%	13%	80%	4.73	.05	183
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	8%	26%	65%	4.55	.00	130,583
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	27%	65%	4.54	.00	75,535
Aggregated Dining Halls	YOUR INSTITUTION	1%		6%	13%	80%	4.73	.05	183
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	8%	25%	66%	4.55	.00	55,048
Respondent Type - YOUR	Student	1%		6%	13%	80%	4.73	.05	183
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	8%	26%	65%	4.54	.00	113,276
	Faculty	0%	1%	5%	27%	68%	4.61	.01	4,375
	Administration/Staff	0%	0%	4%	26%	68%	4.62	.01	11,284
	Other	1%	1%	8%	25%	65%	4.51	.03	992
Student Class Status - YOUR INSTITUTION	First year			9%	14%	77%	4.68	.08	69
	Sophomore	2%		7%	16%	75%	4.62	.11	55
	Junior			3%	3%	94%	4.92	.06	36
	Senior				18%	82%	4.82	.08	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	8%	26%	65%	4.54	.00	45,119
	Sophomore	0%	1%	8%	26%	65%	4.54	.00	25,685
	Junior	0%	1%	8%	26%	65%	4.55	.01	18,935
	Senior	0%	1%	8%	26%	65%	4.54	.01	16,538
	Graduate	0%	1%	8%	31%	59%	4.47	.01	5,730
	Other	1%	1%	10%	29%	59%	4.45	.02	1,310
Gender - YOUR INSTITUTION	Female	1%		6%	13%	81%	4.73	.05	140
	Male			7%	14%	79%	4.72	.09	43
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	25%	67%	4.59	.00	77,053
	Male	1%	1%	9%	27%	62%	4.50	.00	51,640
	Transgender	4%	2%	17%	21%	55%	4.22	.05	469
	Other Identity	3%	3%	13%	24%	58%	4.32	.04	504
Live... - YOUR INSTITUTION	On campus	1%		6%	13%	80%	4.72	.05	172
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	8%	25%	66%	4.56	.00	78,740
	Off campus	0%	1%	7%	27%	64%	4.54	.00	49,834
NACUFS Region - YOUR INSTITUTION	Southern	1%		6%	13%	80%	4.73	.05	183
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	8%	28%	63%	4.52	.01	14,286
	Mid-Atlantic	0%	0%	7%	22%	70%	4.61	.01	12,645
	Midwest	0%	1%	8%	27%	64%	4.53	.00	32,651
	Northeast	0%	1%	6%	24%	69%	4.60	.00	25,215
	Pacific	0%	1%	9%	27%	63%	4.50	.00	26,751
	Southern	0%	1%	8%	26%	65%	4.54	.01	19,035
Institution Type - YOUR INSTITUTION	Private	1%		6%	13%	80%	4.73	.05	183
Institution Type - ENTIRE SAMPLE	Public	0%	1%	8%	26%	65%	4.54	.00	96,723
	Private	0%	1%	7%	25%	67%	4.58	.00	33,860
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%		6%	13%	80%	4.73	.05	183
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	11%	29%	58%	4.42	.01	4,742
	Primarily 4-year	0%	1%	7%	26%	65%	4.55	.00	125,841
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%		6%	13%	80%	4.73	.05	183
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	8%	26%	65%	4.55	.00	106,099
	Mainly Contracted	0%	1%	7%	26%	66%	4.55	.00	20,281
	Combination of Both	1%	1%	8%	27%	64%	4.52	.01	4,203
Total Current Enrollment - YOUR	Under 2,500	1%		6%	13%	80%	4.73	.05	183
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	5%	25%	69%	4.63	.01	6,501
	2,500 to 10,000	0%	1%	7%	25%	67%	4.57	.00	26,190
	10,001 to 20,000	0%	1%	8%	26%	65%	4.54	.00	32,381
	Over 20,000	0%	1%	8%	26%	65%	4.54	.00	65,511
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	28%	63%	4.51	.01	19,455
	Marketplace	0%	1%	6%	26%	67%	4.59	.01	13,577
	Express Unit	0%	1%	7%	26%	66%	4.55	.01	14,917
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	26%	66%	4.55	.01	10,372
	Sit-down Restaurant	0%	1%	7%	26%	65%	4.55	.01	5,798
	Convenience Store	0%	1%	8%	27%	64%	4.52	.01	10,136
	No type given	0%	1%	7%	32%	60%	4.50	.02	1,280

*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	20%	25%	34%	18%	3%	2.61	.08	203
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	6%	18%	42%	31%	3.93	.00	145,849
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	41%	36%	4.02	.00	85,306
Aggregated Dining Halls	YOUR INSTITUTION	20%	25%	34%	18%	3%	2.61	.08	203
Aggregated Dining Halls	ENTIRE SAMPLE	3%	8%	22%	44%	24%	3.79	.00	60,543
Respondent Type - YOUR	Student	20%	25%	34%	18%	3%	2.61	.08	203
Respondent Type - ENTIRE SAMPLE	Student	3%	7%	19%	44%	29%	3.89	.00	125,461
	Faculty	3%	6%	12%	33%	46%	4.12	.01	5,293
	Administration/Staff	2%	5%	13%	38%	42%	4.13	.01	13,111
	Other	2%	3%	12%	34%	50%	4.27	.03	1,191
Student Class Status - YOUR INSTITUTION	First year	12%	20%	40%	24%	4%	2.88	.12	75
	Sophomore	35%	27%	25%	11%	2%	2.17	.14	63
	Junior	15%	28%	35%	18%	5%	2.70	.17	40
	Senior	13%	25%	42%	17%	4%	2.75	.21	24
	Other		100%				2.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	6%	19%	43%	29%	3.91	.00	49,354
	Sophomore	3%	7%	20%	43%	27%	3.84	.01	28,511
	Junior	3%	7%	18%	43%	29%	3.89	.01	21,119
	Senior	2%	6%	16%	45%	30%	3.95	.01	18,428
	Graduate	3%	7%	17%	46%	27%	3.86	.01	6,664
	Other	2%	8%	21%	42%	27%	3.84	.03	1,442
Gender - YOUR INSTITUTION	Female	20%	26%	35%	15%	4%	2.57	.09	157
	Male	20%	20%	33%	26%	2%	2.72	.17	46
Gender - ENTIRE SAMPLE	Female	2%	6%	18%	42%	31%	3.93	.00	86,578
	Male	3%	6%	18%	44%	30%	3.92	.00	57,123
	Transgender	6%	7%	23%	36%	28%	3.74	.05	513
	Other Identity	8%	9%	27%	35%	22%	3.53	.05	560
Live... - YOUR INSTITUTION	On campus	19%	25%	34%	18%	4%	2.62	.08	190
	Off campus	23%	23%	38%	15%		2.46	.29	13
Live... - ENTIRE SAMPLE	On campus	3%	7%	20%	43%	27%	3.84	.00	86,500
	Off campus	2%	5%	14%	42%	37%	4.05	.00	57,061
NACUFS Region - YOUR INSTITUTION	Southern	20%	25%	34%	18%	3%	2.61	.08	203
NACUFS Region - ENTIRE SAMPLE	Continental	2%	5%	15%	45%	34%	4.04	.01	15,805
	Mid-Atlantic	3%	7%	17%	37%	35%	3.95	.01	14,080
	Midwest	2%	7%	19%	45%	27%	3.87	.01	36,170
	Northeast	3%	6%	17%	41%	34%	3.96	.01	28,366
	Pacific	3%	7%	20%	41%	29%	3.87	.01	30,405
	Southern	2%	6%	17%	44%	30%	3.94	.01	21,023
Institution Type - YOUR INSTITUTION	Private	20%	25%	34%	18%	3%	2.61	.08	203
Institution Type - ENTIRE SAMPLE	Public	2%	6%	18%	42%	31%	3.93	.00	108,254
	Private	3%	7%	18%	43%	30%	3.90	.01	37,595
Institution Type - YOUR INSTITUTION	Primarily 4-year	20%	25%	34%	18%	3%	2.61	.08	203
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	7%	17%	39%	33%	3.91	.01	5,757
	Primarily 4-year	3%	6%	18%	43%	31%	3.93	.00	140,092
Operation Type - YOUR INSTITUTION	Mainly Contracted	20%	25%	34%	18%	3%	2.61	.08	203
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	17%	42%	32%	3.97	.00	118,357
	Mainly Contracted	4%	9%	22%	41%	23%	3.69	.01	22,853
	Combination of Both	3%	5%	17%	49%	27%	3.92	.01	4,639
Total Current Enrollment - YOUR	Under 2,500	20%	25%	34%	18%	3%	2.61	.08	203
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	4%	9%	20%	40%	28%	3.79	.01	7,299
	2,500 to 10,000	3%	8%	19%	42%	28%	3.84	.01	29,017
	10,001 to 20,000	3%	6%	19%	43%	30%	3.91	.01	36,470
	Over 20,000	2%	6%	17%	43%	33%	3.98	.00	73,063
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	5%	16%	45%	31%	3.97	.01	21,933
	Marketplace	3%	7%	18%	41%	31%	3.88	.01	15,249
	Express Unit	3%	6%	15%	41%	36%	4.01	.01	16,979
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	38%	43%	4.17	.01	11,704
	Sit-down Restaurant	2%	5%	14%	40%	39%	4.10	.01	6,430
	Convenience Store	2%	3%	14%	41%	40%	4.15	.01	11,566
	No type given	3%	7%	14%	46%	30%	3.91	.03	1,445

*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.

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

		Taste							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University			4%	13%	83%	4.80	.04	181
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	5%	20%	75%	4.68	.00	130,857
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	5%	20%	75%	4.68	.00	75,609
Aggregated Dining Halls	YOUR INSTITUTION			4%	13%	83%	4.80	.04	181
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	5%	19%	74%	4.67	.00	55,248
Respondent Type - YOUR	Student			4%	13%	83%	4.80	.04	181
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	5%	20%	74%	4.67	.00	113,501
	Faculty	0%	0%	3%	20%	77%	4.72	.01	4,394
	Administration/Staff	0%	0%	2%	17%	81%	4.77	.00	11,317
	Other	1%	1%	6%	21%	72%	4.61	.02	995
Student Class Status - YOUR INSTITUTION	First year			4%	14%	81%	4.77	.06	70
	Sophomore			6%	8%	87%	4.81	.07	53
	Junior			3%	11%	86%	4.83	.08	35
	Senior				23%	77%	4.77	.09	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	5%	19%	75%	4.67	.00	45,162
	Sophomore	0%	1%	5%	20%	74%	4.66	.00	25,748
	Junior	0%	1%	5%	20%	74%	4.67	.00	18,972
	Senior	0%	1%	5%	20%	74%	4.67	.00	16,576
	Graduate	0%	1%	5%	23%	71%	4.63	.01	5,761
	Other	0%	1%	7%	23%	68%	4.58	.02	1,316
Gender - YOUR INSTITUTION	Female			4%	12%	84%	4.80	.04	138
	Male			5%	14%	81%	4.77	.08	43
Gender - ENTIRE SAMPLE	Female	0%	0%	4%	17%	78%	4.73	.00	77,217
	Male	0%	1%	7%	23%	70%	4.60	.00	51,753
	Transgender	2%	3%	15%	18%	62%	4.34	.05	473
	Other Identity	2%	2%	8%	22%	65%	4.46	.04	506
Live... - YOUR INSTITUTION	On campus			4%	13%	83%	4.79	.04	170
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	5%	19%	75%	4.68	.00	78,927
	Off campus	0%	1%	5%	20%	75%	4.68	.00	49,945
NACUFS Region - YOUR INSTITUTION	Southern			4%	13%	83%	4.80	.04	181
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	5%	22%	72%	4.65	.01	14,326
	Mid-Atlantic	0%	0%	5%	17%	78%	4.71	.01	12,711
	Midwest	0%	1%	5%	20%	75%	4.68	.00	32,733
	Northeast	0%	0%	4%	18%	78%	4.72	.00	25,251
	Pacific	0%	1%	6%	21%	72%	4.63	.00	26,787
	Southern	0%	1%	5%	20%	74%	4.67	.00	19,049
Institution Type - YOUR INSTITUTION	Private			4%	13%	83%	4.80	.04	181
Institution Type - ENTIRE SAMPLE	Public	0%	1%	5%	20%	74%	4.67	.00	96,859
	Private	0%	1%	4%	19%	75%	4.69	.00	33,998
Institution Type - YOUR INSTITUTION	Primarily 4-year			4%	13%	83%	4.80	.04	181
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	6%	21%	71%	4.61	.01	4,740
	Primarily 4-year	0%	1%	5%	19%	75%	4.68	.00	126,117
Operation Type - YOUR INSTITUTION	Mainly Contracted			4%	13%	83%	4.80	.04	181
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	5%	19%	75%	4.68	.00	106,282
	Mainly Contracted	0%	1%	4%	19%	76%	4.69	.00	20,345
	Combination of Both	0%	1%	6%	23%	71%	4.62	.01	4,230
Total Current Enrollment - YOUR	Under 2,500			4%	13%	83%	4.80	.04	181
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	0%	3%	18%	78%	4.75	.01	6,525
	2,500 to 10,000	0%	1%	5%	18%	76%	4.70	.00	26,242
	10,001 to 20,000	0%	1%	5%	19%	74%	4.67	.00	32,438
	Over 20,000	0%	1%	5%	20%	74%	4.67	.00	65,652
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	5%	20%	74%	4.66	.00	19,510
	Marketplace	0%	0%	3%	18%	78%	4.73	.00	13,628
	Express Unit	0%	1%	5%	19%	75%	4.68	.01	14,885
	Specialty Coffee Shop/ Juice Bar	0%	1%	4%	19%	75%	4.69	.01	10,398
	Sit-down Restaurant	0%	0%	5%	18%	76%	4.69	.01	5,808
	Convenience Store	0%	1%	6%	22%	71%	4.62	.01	10,103
	No type given	0%	0%	4%	22%	73%	4.66	.02	1,277

*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.

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

		Taste							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	17%	29%	35%	15%	4%	2.61	.07	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	7%	19%	40%	31%	3.89	.00	145,826
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	16%	39%	38%	4.04	.00	85,261
Aggregated Dining Halls	YOUR INSTITUTION	17%	29%	35%	15%	4%	2.61	.07	204
Aggregated Dining Halls	ENTIRE SAMPLE	3%	10%	25%	41%	21%	3.68	.00	60,565
Respondent Type - YOUR	Student	17%	29%	35%	15%	4%	2.61	.07	204
Respondent Type - ENTIRE SAMPLE	Student	3%	8%	20%	40%	29%	3.85	.00	125,497
	Faculty	3%	5%	12%	34%	46%	4.14	.01	5,271
	Administration/Staff	2%	5%	13%	38%	43%	4.14	.01	13,085
	Other	2%	3%	10%	34%	51%	4.30	.03	1,176
Student Class Status - YOUR INSTITUTION	First year	11%	19%	43%	24%	4%	2.92	.12	75
	Sophomore	25%	38%	25%	10%	2%	2.24	.13	63
	Junior	17%	29%	34%	12%	7%	2.63	.18	41
	Senior	13%	38%	38%	8%	4%	2.54	.20	24
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	8%	21%	40%	29%	3.84	.00	49,355
	Sophomore	3%	8%	21%	40%	28%	3.82	.01	28,516
	Junior	3%	8%	20%	41%	29%	3.86	.01	21,114
	Senior	3%	6%	18%	42%	31%	3.93	.01	18,450
	Graduate	3%	8%	18%	42%	29%	3.86	.01	6,676
	Other	2%	8%	23%	40%	26%	3.80	.03	1,439
Gender - YOUR INSTITUTION	Female	17%	30%	32%	16%	5%	2.63	.09	157
	Male	17%	26%	45%	13%		2.53	.14	47
Gender - ENTIRE SAMPLE	Female	2%	7%	19%	40%	32%	3.91	.00	86,567
	Male	3%	7%	20%	40%	30%	3.88	.00	57,118
	Transgender	6%	9%	23%	33%	29%	3.68	.05	518
	Other Identity	7%	11%	24%	35%	22%	3.56	.05	558
Live... - YOUR INSTITUTION	On campus	16%	29%	35%	15%	4%	2.62	.08	191
	Off campus	23%	23%	38%	15%		2.46	.29	13
Live... - ENTIRE SAMPLE	On campus	3%	9%	22%	40%	26%	3.79	.00	86,519
	Off campus	2%	5%	15%	39%	38%	4.05	.00	57,026
NACUFS Region - YOUR INSTITUTION	Southern	17%	29%	35%	15%	4%	2.61	.07	204
NACUFS Region - ENTIRE SAMPLE	Continental	2%	5%	18%	42%	34%	4.00	.01	15,769
	Mid-Atlantic	3%	8%	17%	36%	36%	3.94	.01	14,087
	Midwest	2%	8%	21%	42%	27%	3.84	.01	36,185
	Northeast	3%	7%	18%	39%	34%	3.95	.01	28,345
	Pacific	3%	8%	21%	38%	30%	3.84	.01	30,431
	Southern	3%	7%	19%	42%	30%	3.89	.01	21,009
Institution Type - YOUR INSTITUTION	Private	17%	29%	35%	15%	4%	2.61	.07	204
Institution Type - ENTIRE SAMPLE	Public	3%	7%	19%	40%	31%	3.90	.00	108,246
	Private	3%	8%	19%	40%	30%	3.87	.01	37,580
Institution Type - YOUR INSTITUTION	Primarily 4-year	17%	29%	35%	15%	4%	2.61	.07	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	7%	17%	38%	35%	3.95	.01	5,743
	Primarily 4-year	3%	7%	19%	40%	31%	3.89	.00	140,083
Operation Type - YOUR INSTITUTION	Mainly Contracted	17%	29%	35%	15%	4%	2.61	.07	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	7%	19%	40%	33%	3.94	.00	118,342
	Mainly Contracted	4%	10%	23%	39%	24%	3.68	.01	22,854
	Combination of Both	2%	7%	19%	46%	25%	3.84	.01	4,630
Total Current Enrollment - YOUR	Under 2,500	17%	29%	35%	15%	4%	2.61	.07	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	4%	10%	20%	38%	28%	3.77	.01	7,310
	2,500 to 10,000	3%	8%	20%	39%	29%	3.83	.01	29,028
	10,001 to 20,000	3%	7%	20%	40%	29%	3.87	.01	36,440
	Over 20,000	2%	7%	18%	40%	33%	3.94	.00	73,048
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	5%	17%	42%	33%	3.99	.01	21,934
	Marketplace	3%	8%	18%	38%	33%	3.90	.01	15,269
	Express Unit	3%	6%	15%	38%	39%	4.04	.01	16,952
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	35%	46%	4.19	.01	11,718
	Sit-down Restaurant	2%	5%	13%	38%	42%	4.13	.01	6,442
	Convenience Store	2%	4%	15%	39%	41%	4.14	.01	11,498
	No type given	3%	7%	16%	41%	33%	3.95	.03	1,448

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	3%	11%	23%	62%	4.42	.07	180
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	9%	19%	35%	35%	3.91	.00	130,381
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	9%	17%	35%	37%	3.97	.00	75,363
Aggregated Dining Halls	YOUR INSTITUTION	1%	3%	11%	23%	62%	4.42	.07	180
Aggregated Dining Halls	ENTIRE SAMPLE	2%	10%	20%	36%	31%	3.83	.00	55,018
Respondent Type - YOUR	Student	1%	3%	11%	23%	62%	4.42	.07	180
Respondent Type - ENTIRE SAMPLE	Student	2%	10%	19%	35%	33%	3.87	.00	113,106
	Faculty	1%	6%	13%	40%	40%	4.12	.01	4,363
	Administration/Staff	1%	4%	12%	40%	43%	4.21	.01	11,301
	Other	2%	7%	13%	32%	46%	4.14	.03	985
Student Class Status - YOUR INSTITUTION	First year	1%	4%	12%	32%	51%	4.26	.11	69
	Sophomore		4%	9%	11%	75%	4.58	.11	53
	Junior	3%		14%	20%	63%	4.40	.16	35
	Senior			5%	27%	68%	4.64	.12	22
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	10%	20%	35%	34%	3.87	.00	44,950
	Sophomore	2%	10%	20%	34%	33%	3.85	.01	25,653
	Junior	2%	10%	19%	35%	34%	3.88	.01	18,929
	Senior	2%	9%	19%	35%	34%	3.89	.01	16,545
	Graduate	3%	11%	20%	37%	29%	3.80	.01	5,750
	Other	2%	11%	21%	34%	32%	3.82	.03	1,313
Gender - YOUR INSTITUTION	Female	1%	4%	11%	20%	64%	4.42	.08	137
	Male			12%	33%	56%	4.44	.11	43
Gender - ENTIRE SAMPLE	Female	2%	8%	16%	37%	38%	4.01	.00	77,040
	Male	3%	11%	21%	34%	30%	3.77	.00	51,487
	Transgender	5%	9%	23%	26%	38%	3.83	.05	466
	Other Identity	7%	14%	23%	25%	31%	3.59	.06	495
Live... - YOUR INSTITUTION	On campus	1%	3%	12%	22%	62%	4.40	.07	169
	Off campus				27%	73%	4.73	.14	11
Live... - ENTIRE SAMPLE	On campus	3%	10%	20%	35%	32%	3.84	.00	78,618
	Off campus	2%	8%	16%	36%	38%	4.01	.00	49,804
NACUFS Region - YOUR INSTITUTION	Southern	1%	3%	11%	23%	62%	4.42	.07	180
NACUFS Region - ENTIRE SAMPLE	Continental	3%	10%	20%	36%	31%	3.83	.01	14,264
	Mid-Atlantic	2%	10%	19%	34%	35%	3.90	.01	12,661
	Midwest	2%	10%	19%	37%	31%	3.86	.01	32,619
	Northeast	2%	9%	18%	35%	36%	3.95	.01	25,176
	Pacific	2%	9%	18%	34%	37%	3.95	.01	26,695
	Southern	2%	9%	18%	34%	37%	3.94	.01	18,966
Institution Type - YOUR INSTITUTION	Private	1%	3%	11%	23%	62%	4.42	.07	180
Institution Type - ENTIRE SAMPLE	Public	2%	9%	18%	35%	36%	3.93	.00	96,565
	Private	3%	10%	19%	36%	32%	3.84	.01	33,816
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	3%	11%	23%	62%	4.42	.07	180
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	5%	16%	34%	42%	4.10	.01	4,720
	Primarily 4-year	2%	9%	19%	35%	34%	3.90	.00	125,661
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	3%	11%	23%	62%	4.42	.07	180
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	9%	18%	35%	35%	3.92	.00	105,926
	Mainly Contracted	3%	10%	19%	35%	33%	3.86	.01	20,271
	Combination of Both	3%	12%	21%	35%	29%	3.76	.02	4,184
Total Current Enrollment - YOUR	Under 2,500	1%	3%	11%	23%	62%	4.42	.07	180
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	11%	19%	39%	30%	3.84	.01	6,511
	2,500 to 10,000	2%	8%	18%	35%	37%	3.96	.01	26,153
	10,001 to 20,000	2%	9%	18%	36%	35%	3.93	.01	32,296
	Over 20,000	2%	10%	19%	35%	34%	3.89	.00	65,421
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	9%	18%	35%	35%	3.91	.01	19,403
	Marketplace	2%	10%	18%	36%	33%	3.87	.01	13,580
	Express Unit	2%	8%	17%	35%	38%	3.99	.01	14,856
	Specialty Coffee Shop/ Juice Bar	2%	8%	16%	34%	40%	4.04	.01	10,371
	Sit-down Restaurant	1%	6%	15%	36%	42%	4.12	.01	5,784
	Convenience Store	2%	8%	16%	34%	40%	4.02	.01	10,093
	No type given	2%	12%	21%	37%	27%	3.75	.03	1,276

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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TABLE 4b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
FOOD: Eye appeal

		Eye appeal							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	20%	22%	34%	19%	5%	2.66	.08	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	7%	22%	37%	31%	3.86	.00	145,311
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	19%	37%	36%	3.98	.00	84,972
Aggregated Dining Halls	YOUR INSTITUTION	20%	22%	34%	19%	5%	2.66	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	3%	10%	27%	37%	23%	3.68	.00	60,339
Respondent Type - YOUR	Student	20%	22%	34%	19%	5%	2.66	.08	204
Respondent Type - ENTIRE SAMPLE	Student	3%	8%	24%	37%	29%	3.82	.00	125,056
	Faculty	3%	5%	13%	33%	45%	4.13	.01	5,244
	Administration/Staff	2%	5%	15%	37%	41%	4.12	.01	13,040
	Other	2%	3%	13%	33%	49%	4.24	.03	1,178
Student Class Status - YOUR INSTITUTION	First year	8%	17%	41%	28%	7%	3.08	.12	76
	Sophomore	32%	19%	33%	13%	3%	2.37	.15	63
	Junior	25%	23%	33%	15%	5%	2.53	.19	40
	Senior	21%	46%	21%	8%	4%	2.29	.21	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	8%	24%	37%	29%	3.82	.00	49,175
	Sophomore	3%	9%	24%	37%	27%	3.76	.01	28,413
	Junior	3%	8%	23%	37%	29%	3.81	.01	21,068
	Senior	2%	7%	22%	37%	31%	3.87	.01	18,387
	Graduate	3%	6%	21%	40%	30%	3.88	.01	6,639
	Other	2%	8%	23%	38%	29%	3.84	.03	1,436
Gender - YOUR INSTITUTION	Female	18%	23%	36%	18%	5%	2.69	.09	158
	Male	28%	17%	28%	22%	4%	2.57	.18	46
Gender - ENTIRE SAMPLE	Female	2%	7%	22%	37%	32%	3.88	.00	86,325
	Male	3%	7%	24%	38%	29%	3.83	.00	56,848
	Transgender	6%	9%	26%	32%	27%	3.65	.05	514
	Other Identity	6%	11%	28%	32%	23%	3.54	.05	548
Live... - YOUR INSTITUTION	On campus	20%	21%	36%	18%	5%	2.68	.08	191
	Off campus	23%	38%	15%	23%		2.38	.31	13
Live... - ENTIRE SAMPLE	On campus	3%	9%	25%	37%	27%	3.76	.00	86,181
	Off campus	2%	6%	18%	37%	37%	4.01	.00	56,875
NACUFS Region - YOUR INSTITUTION	Southern	20%	22%	34%	19%	5%	2.66	.08	204
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	21%	39%	33%	3.95	.01	15,702
	Mid-Atlantic	3%	8%	21%	34%	34%	3.87	.01	14,046
	Midwest	3%	8%	24%	38%	27%	3.79	.01	36,089
	Northeast	3%	7%	21%	36%	33%	3.90	.01	28,272
	Pacific	3%	8%	23%	36%	31%	3.85	.01	30,298
	Southern	2%	7%	22%	38%	30%	3.86	.01	20,904
Institution Type - YOUR INSTITUTION	Private	20%	22%	34%	19%	5%	2.66	.08	204
Institution Type - ENTIRE SAMPLE	Public	2%	7%	22%	37%	31%	3.87	.00	107,915
	Private	3%	8%	23%	37%	29%	3.82	.01	37,396
Institution Type - YOUR INSTITUTION	Primarily 4-year	20%	22%	34%	19%	5%	2.66	.08	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	8%	20%	36%	33%	3.87	.01	5,740
	Primarily 4-year	3%	7%	22%	37%	31%	3.86	.00	139,571
Operation Type - YOUR INSTITUTION	Mainly Contracted	20%	22%	34%	19%	5%	2.66	.08	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	7%	22%	37%	32%	3.89	.00	117,968
	Mainly Contracted	4%	10%	25%	37%	25%	3.69	.01	22,750
	Combination of Both	3%	6%	24%	42%	25%	3.81	.01	4,593
Total Current Enrollment - YOUR	Under 2,500	20%	22%	34%	19%	5%	2.66	.08	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	4%	10%	24%	36%	26%	3.70	.01	7,284
	2,500 to 10,000	3%	8%	23%	36%	29%	3.80	.01	28,925
	10,001 to 20,000	3%	7%	23%	37%	30%	3.84	.01	36,302
	Over 20,000	2%	7%	21%	37%	32%	3.90	.00	72,800
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	22%	39%	30%	3.89	.01	21,855
	Marketplace	3%	7%	21%	37%	32%	3.88	.01	15,197
	Express Unit	3%	6%	20%	37%	35%	3.94	.01	16,901
	Specialty Coffee Shop/ Juice Bar	1%	4%	14%	34%	46%	4.19	.01	11,705
	Sit-down Restaurant	2%	5%	16%	36%	42%	4.11	.01	6,418
	Convenience Store	2%	4%	18%	37%	39%	4.08	.01	11,456
	No type given	2%	6%	19%	41%	32%	3.94	.03	1,440

*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.

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TABLE 5a
Importance of Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
FOOD: Freshness

		Freshness							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University			4%	8%	87%	4.83	.04	181
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	6%	22%	71%	4.62	.00	130,325
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	6%	22%	71%	4.63	.00	75,334
Aggregated Dining Halls	YOUR INSTITUTION			4%	8%	87%	4.83	.04	181
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.62	.00	54,991
Respondent Type - YOUR	Student			4%	8%	87%	4.83	.04	181
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	6%	23%	69%	4.60	.00	113,035
	Faculty	0%	0%	3%	18%	78%	4.74	.01	4,388
	Administration/Staff	0%	0%	3%	17%	80%	4.76	.00	11,283
	Other	1%	1%	6%	21%	71%	4.60	.02	985
Student Class Status - YOUR INSTITUTION	First year			4%	10%	86%	4.81	.06	69
	Sophomore			6%	7%	87%	4.81	.07	54
	Junior			6%		94%	4.89	.08	35
	Senior				18%	82%	4.82	.08	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	6%	23%	70%	4.61	.00	44,945
	Sophomore	0%	1%	6%	23%	69%	4.60	.00	25,621
	Junior	0%	1%	6%	23%	70%	4.61	.00	18,899
	Senior	0%	1%	6%	23%	69%	4.60	.01	16,535
	Graduate	0%	1%	6%	25%	67%	4.58	.01	5,759
	Other	0%	1%	7%	25%	67%	4.56	.02	1,315
Gender - YOUR INSTITUTION	Female			4%	8%	88%	4.85	.04	138
	Male			7%	9%	84%	4.77	.09	43
Gender - ENTIRE SAMPLE	Female	0%	0%	4%	18%	77%	4.72	.00	76,988
	Male	0%	1%	8%	29%	61%	4.49	.00	51,478
	Transgender	2%	2%	15%	24%	57%	4.32	.04	466
	Other Identity	2%	4%	13%	24%	57%	4.30	.04	503
Live... - YOUR INSTITUTION	On campus			4%	8%	88%	4.84	.04	170
	Off campus			9%	9%	82%	4.73	.19	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	6%	23%	70%	4.61	.00	78,590
	Off campus	0%	1%	5%	21%	72%	4.64	.00	49,783
NACUFS Region - YOUR INSTITUTION	Southern			4%	8%	87%	4.83	.04	181
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	7%	26%	67%	4.58	.01	14,250
	Mid-Atlantic	0%	1%	6%	21%	72%	4.65	.01	12,652
	Midwest	0%	1%	6%	23%	71%	4.63	.00	32,606
	Northeast	0%	1%	5%	21%	73%	4.66	.00	25,177
	Pacific	0%	1%	7%	23%	68%	4.59	.00	26,693
	Southern	0%	1%	6%	21%	71%	4.63	.00	18,947
Institution Type - YOUR INSTITUTION	Private			4%	8%	87%	4.83	.04	181
Institution Type - ENTIRE SAMPLE	Public	0%	1%	6%	22%	71%	4.62	.00	96,518
	Private	0%	1%	6%	23%	70%	4.62	.00	33,807
Institution Type - YOUR INSTITUTION	Primarily 4-year			4%	8%	87%	4.83	.04	181
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	7%	20%	72%	4.62	.01	4,725
	Primarily 4-year	0%	1%	6%	23%	71%	4.62	.00	125,600
Operation Type - YOUR INSTITUTION	Mainly Contracted			4%	8%	87%	4.83	.04	181
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	6%	22%	71%	4.62	.00	105,899
	Mainly Contracted	0%	1%	6%	22%	72%	4.64	.00	20,240
	Combination of Both	0%	1%	7%	25%	66%	4.55	.01	4,186
Total Current Enrollment - YOUR	Under 2,500			4%	8%	87%	4.83	.04	181
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	0%	4%	20%	76%	4.71	.01	6,521
	2,500 to 10,000	0%	1%	5%	21%	73%	4.65	.00	26,111
	10,001 to 20,000	0%	1%	6%	22%	71%	4.62	.00	32,271
	Over 20,000	0%	1%	6%	24%	69%	4.60	.00	65,422
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	6%	23%	69%	4.60	.00	19,398
	Marketplace	0%	1%	5%	22%	73%	4.66	.01	13,582
	Express Unit	0%	1%	6%	22%	72%	4.64	.01	14,831
	Specialty Coffee Shop/ Juice Bar	0%	1%	5%	21%	72%	4.65	.01	10,380
	Sit-down Restaurant	0%	1%	6%	23%	70%	4.62	.01	5,777
	Convenience Store	0%	1%	7%	23%	69%	4.60	.01	10,086
	No type given	0%	1%	5%	23%	71%	4.64	.02	1,280

*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 5b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
FOOD: Freshness

		Freshness							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	18%	28%	27%	20%	7%	2.71	.08	205
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	9%	22%	34%	31%	3.80	.00	145,322
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	3%	8%	19%	34%	36%	3.93	.00	84,944
Aggregated Dining Halls	YOUR INSTITUTION	18%	28%	27%	20%	7%	2.71	.08	205
Aggregated Dining Halls	ENTIRE SAMPLE	4%	12%	26%	35%	24%	3.62	.00	60,378
Respondent Type - YOUR	Student	18%	28%	27%	20%	7%	2.71	.08	205
Respondent Type - ENTIRE SAMPLE	Student	4%	10%	23%	35%	28%	3.74	.00	125,051
	Faculty	3%	5%	12%	30%	50%	4.19	.01	5,259
	Administration/Staff	2%	5%	13%	34%	46%	4.17	.01	13,051
	Other	2%	3%	11%	32%	51%	4.27	.03	1,172
Student Class Status - YOUR INSTITUTION	First year	9%	28%	28%	31%	4%	2.92	.12	75
	Sophomore	28%	31%	23%	6%	11%	2.41	.16	64
	Junior	15%	17%	32%	29%	7%	2.98	.18	41
	Senior	21%	42%	25%	8%	4%	2.33	.21	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	3%	10%	24%	34%	28%	3.73	.00	49,189
	Sophomore	4%	11%	24%	35%	26%	3.68	.01	28,401
	Junior	4%	10%	22%	35%	29%	3.76	.01	21,059
	Senior	3%	9%	22%	36%	30%	3.81	.01	18,362
	Graduate	3%	7%	19%	39%	32%	3.89	.01	6,652
	Other	3%	12%	24%	34%	28%	3.74	.03	1,438
Gender - YOUR INSTITUTION	Female	17%	28%	27%	21%	7%	2.73	.09	158
	Male	19%	30%	26%	19%	6%	2.64	.17	47
Gender - ENTIRE SAMPLE	Female	3%	10%	22%	34%	31%	3.80	.00	86,302
	Male	3%	9%	22%	35%	30%	3.80	.00	56,882
	Transgender	7%	10%	25%	30%	28%	3.62	.05	511
	Other Identity	8%	15%	27%	28%	22%	3.41	.05	561
Live... - YOUR INSTITUTION	On campus	17%	28%	27%	20%	7%	2.72	.09	192
	Off campus	23%	31%	23%	23%		2.46	.31	13
Live... - ENTIRE SAMPLE	On campus	4%	11%	25%	34%	25%	3.66	.00	86,222
	Off campus	2%	6%	17%	35%	39%	4.01	.00	56,839
NACUFS Region - YOUR INSTITUTION	Southern	18%	28%	27%	20%	7%	2.71	.08	205
NACUFS Region - ENTIRE SAMPLE	Continental	2%	8%	22%	36%	31%	3.86	.01	15,696
	Mid-Atlantic	4%	10%	20%	33%	34%	3.83	.01	14,036
	Midwest	4%	11%	24%	35%	27%	3.70	.01	36,057
	Northeast	4%	9%	21%	34%	33%	3.84	.01	28,260
	Pacific	3%	9%	22%	34%	32%	3.83	.01	30,357
	Southern	3%	9%	21%	36%	31%	3.82	.01	20,916
Institution Type - YOUR INSTITUTION	Private	18%	28%	27%	20%	7%	2.71	.08	205
Institution Type - ENTIRE SAMPLE	Public	3%	9%	22%	34%	31%	3.82	.00	107,897
	Private	4%	10%	23%	35%	29%	3.76	.01	37,425
Institution Type - YOUR INSTITUTION	Primarily 4-year	18%	28%	27%	20%	7%	2.71	.08	205
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	7%	19%	34%	36%	3.91	.01	5,724
	Primarily 4-year	3%	9%	22%	34%	31%	3.80	.00	139,598
Operation Type - YOUR INSTITUTION	Mainly Contracted	18%	28%	27%	20%	7%	2.71	.08	205
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	9%	21%	34%	32%	3.84	.00	117,941
	Mainly Contracted	5%	13%	25%	34%	24%	3.58	.01	22,766
	Combination of Both	3%	9%	22%	38%	28%	3.78	.02	4,615
Total Current Enrollment - YOUR	Under 2,500	18%	28%	27%	20%	7%	2.71	.08	205
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	5%	12%	22%	33%	28%	3.67	.01	7,288
	2,500 to 10,000	4%	11%	23%	33%	29%	3.72	.01	28,900
	10,001 to 20,000	4%	9%	22%	35%	30%	3.78	.01	36,292
	Over 20,000	3%	9%	21%	35%	33%	3.86	.00	72,842
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	8%	22%	36%	31%	3.84	.01	21,828
	Marketplace	4%	10%	21%	34%	32%	3.79	.01	15,235
	Express Unit	3%	8%	18%	34%	37%	3.94	.01	16,870
	Specialty Coffee Shop/ Juice Bar	2%	5%	16%	33%	44%	4.11	.01	11,690
	Sit-down Restaurant	2%	6%	16%	34%	42%	4.08	.01	6,426
	Convenience Store	2%	7%	19%	33%	39%	3.99	.01	11,455
	No type given	3%	8%	19%	36%	34%	3.90	.03	1,440

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University		1%	7%	12%	81%	4.73	.04	182
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	10%	27%	59%	4.41	.00	129,941
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	28%	58%	4.39	.00	75,132
Aggregated Dining Halls	YOUR INSTITUTION		1%	7%	12%	81%	4.73	.04	182
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	10%	26%	61%	4.43	.00	54,809
Respondent Type - YOUR	Student		1%	7%	12%	81%	4.73	.04	182
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	10%	27%	59%	4.40	.00	112,707
	Faculty	1%	1%	7%	27%	64%	4.53	.01	4,379
	Administration/Staff	1%	2%	8%	31%	58%	4.44	.01	11,226
	Other	2%	4%	12%	27%	55%	4.29	.03	983
Student Class Status - YOUR INSTITUTION	First year			11%	13%	76%	4.64	.08	70
	Sophomore		2%	4%	9%	85%	4.78	.08	54
	Junior			6%	3%	91%	4.86	.08	35
	Senior				27%	73%	4.73	.10	22
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	26%	60%	4.41	.00	44,805
	Sophomore	1%	3%	11%	26%	59%	4.40	.01	25,545
	Junior	1%	3%	10%	27%	59%	4.41	.01	18,841
	Senior	1%	3%	10%	28%	58%	4.39	.01	16,504
	Graduate	1%	2%	9%	29%	58%	4.41	.01	5,747
	Other	1%	4%	10%	28%	57%	4.37	.02	1,309
Gender - YOUR INSTITUTION	Female			6%	14%	81%	4.75	.05	139
	Male		2%	9%	7%	81%	4.67	.11	43
Gender - ENTIRE SAMPLE	Female	1%	2%	8%	25%	66%	4.53	.00	76,813
	Male	2%	4%	14%	31%	50%	4.23	.00	51,269
	Transgender	3%	5%	20%	20%	52%	4.12	.05	465
	Other Identity	3%	4%	13%	25%	55%	4.25	.05	493
Live... - YOUR INSTITUTION	On campus			7%	12%	81%	4.74	.04	171
	Off campus		9%		18%	73%	4.55	.28	11
Live... - ENTIRE SAMPLE	On campus	1%	3%	10%	26%	60%	4.42	.00	78,336
	Off campus	1%	3%	10%	28%	58%	4.40	.00	49,641
NACUFS Region - YOUR INSTITUTION	Southern		1%	7%	12%	81%	4.73	.04	182
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	11%	29%	55%	4.34	.01	14,203
	Mid-Atlantic	1%	2%	10%	26%	61%	4.43	.01	12,605
	Midwest	1%	3%	11%	28%	58%	4.38	.00	32,541
	Northeast	1%	2%	9%	26%	61%	4.45	.01	25,070
	Pacific	1%	2%	10%	26%	60%	4.43	.01	26,605
	Southern	1%	3%	10%	26%	60%	4.41	.01	18,917
Institution Type - YOUR INSTITUTION	Private		1%	7%	12%	81%	4.73	.04	182
Institution Type - ENTIRE SAMPLE	Public	1%	3%	10%	27%	59%	4.40	.00	96,227
	Private	1%	2%	10%	27%	60%	4.43	.00	33,714
Institution Type - YOUR INSTITUTION	Primarily 4-year		1%	7%	12%	81%	4.73	.04	182
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	3%	12%	28%	57%	4.36	.01	4,696
	Primarily 4-year	1%	3%	10%	27%	59%	4.41	.00	125,245
Operation Type - YOUR INSTITUTION	Mainly Contracted		1%	7%	12%	81%	4.73	.04	182
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	27%	59%	4.41	.00	105,550
	Mainly Contracted	1%	3%	10%	26%	61%	4.42	.01	20,204
	Combination of Both	1%	2%	10%	27%	59%	4.40	.01	4,187
Total Current Enrollment - YOUR	Under 2,500		1%	7%	12%	81%	4.73	.04	182
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	7%	25%	66%	4.53	.01	6,498
	2,500 to 10,000	1%	2%	10%	26%	61%	4.43	.01	26,021
	10,001 to 20,000	1%	3%	10%	27%	59%	4.40	.00	32,189
	Over 20,000	1%	3%	10%	27%	58%	4.39	.00	65,233
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	28%	57%	4.36	.01	19,365
	Marketplace	1%	2%	9%	26%	62%	4.46	.01	13,578
	Express Unit	1%	3%	11%	29%	57%	4.37	.01	14,777
	Specialty Coffee Shop/ Juice Bar	1%	3%	10%	27%	59%	4.41	.01	10,293
	Sit-down Restaurant	1%	3%	10%	29%	57%	4.38	.01	5,762
	Convenience Store	1%	3%	11%	27%	59%	4.41	.01	10,075
	No type given	1%	3%	9%	30%	57%	4.39	.02	1,282

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	22%	22%	30%	20%	5%	2.62	.08	205
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	12%	27%	32%	23%	3.55	.00	144,199
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	5%	12%	26%	32%	25%	3.60	.00	84,282
Aggregated Dining Halls	YOUR INSTITUTION	22%	22%	30%	20%	5%	2.62	.08	205
Aggregated Dining Halls	ENTIRE SAMPLE	6%	14%	28%	33%	20%	3.47	.00	59,917
Respondent Type - YOUR	Student	22%	22%	30%	20%	5%	2.62	.08	205
Respondent Type - ENTIRE SAMPLE	Student	6%	13%	28%	32%	21%	3.49	.00	124,234
	Faculty	4%	7%	18%	32%	39%	3.94	.02	5,201
	Administration/Staff	3%	7%	21%	36%	34%	3.90	.01	12,838
	Other	2%	6%	18%	34%	41%	4.06	.03	1,142
Student Class Status - YOUR INSTITUTION	First year	16%	22%	30%	29%	3%	2.80	.13	76
	Sophomore	30%	22%	30%	13%	5%	2.40	.15	63
	Junior	20%	27%	24%	20%	10%	2.73	.20	41
	Senior	25%	17%	42%	13%	4%	2.54	.23	24
	Other	100%					1.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	6%	13%	28%	31%	21%	3.49	.01	48,886
	Sophomore	6%	14%	29%	31%	20%	3.44	.01	28,232
	Junior	6%	13%	28%	32%	22%	3.50	.01	20,909
	Senior	5%	13%	27%	33%	22%	3.53	.01	18,247
	Graduate	5%	11%	26%	35%	22%	3.58	.01	6,607
	Other	5%	15%	30%	29%	21%	3.45	.03	1,409
Gender - YOUR INSTITUTION	Female	23%	23%	31%	19%	4%	2.59	.09	158
	Male	21%	21%	28%	23%	6%	2.72	.18	47
Gender - ENTIRE SAMPLE	Female	6%	14%	27%	31%	22%	3.51	.00	85,774
	Male	5%	11%	27%	34%	24%	3.61	.00	56,306
	Transgender	10%	12%	25%	28%	26%	3.48	.06	509
	Other Identity	12%	14%	31%	24%	19%	3.24	.05	554
Live... - YOUR INSTITUTION	On campus	23%	23%	29%	20%	5%	2.61	.09	192
	Off campus	15%	8%	54%	23%		2.85	.27	13
Live... - ENTIRE SAMPLE	On campus	6%	14%	29%	31%	19%	3.42	.00	85,659
	Off campus	4%	10%	24%	34%	29%	3.73	.00	56,297
NACUFS Region - YOUR INSTITUTION	Southern	22%	22%	30%	20%	5%	2.62	.08	205
NACUFS Region - ENTIRE SAMPLE	Continental	4%	11%	27%	34%	24%	3.62	.01	15,552
	Mid-Atlantic	7%	12%	27%	31%	23%	3.52	.01	13,927
	Midwest	6%	14%	28%	32%	20%	3.45	.01	35,785
	Northeast	6%	12%	25%	32%	25%	3.58	.01	28,028
	Pacific	5%	12%	26%	31%	25%	3.59	.01	30,112
	Southern	5%	12%	27%	32%	23%	3.57	.01	20,795
Institution Type - YOUR INSTITUTION	Private	22%	22%	30%	20%	5%	2.62	.08	205
Institution Type - ENTIRE SAMPLE	Public	5%	12%	27%	32%	24%	3.57	.00	107,076
	Private	6%	14%	27%	32%	21%	3.49	.01	37,123
Institution Type - YOUR INSTITUTION	Primarily 4-year	22%	22%	30%	20%	5%	2.62	.08	205
Institution Type - ENTIRE SAMPLE	Primarily 2-year	6%	12%	26%	30%	25%	3.56	.02	5,670
	Primarily 4-year	5%	12%	27%	32%	23%	3.55	.00	138,529
Operation Type - YOUR INSTITUTION	Mainly Contracted	22%	22%	30%	20%	5%	2.62	.08	205
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	12%	26%	32%	24%	3.59	.00	117,057
	Mainly Contracted	8%	16%	29%	30%	17%	3.33	.01	22,559
	Combination of Both	5%	12%	28%	34%	20%	3.52	.02	4,583
Total Current Enrollment - YOUR	Under 2,500	22%	22%	30%	20%	5%	2.62	.08	205
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	8%	17%	27%	30%	19%	3.34	.01	7,239
	2,500 to 10,000	6%	14%	27%	32%	21%	3.48	.01	28,662
	10,001 to 20,000	6%	12%	27%	32%	22%	3.54	.01	35,961
	Over 20,000	5%	12%	27%	32%	25%	3.60	.00	72,337
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	6%	13%	29%	32%	21%	3.50	.01	21,693
	Marketplace	7%	14%	26%	31%	21%	3.45	.01	15,136
	Express Unit	5%	12%	26%	32%	25%	3.60	.01	16,726
	Specialty Coffee Shop/ Juice Bar	4%	10%	24%	32%	31%	3.76	.01	11,536
	Sit-down Restaurant	4%	9%	24%	34%	29%	3.76	.01	6,348
	Convenience Store	4%	10%	24%	31%	31%	3.73	.01	11,412
	No type given	5%	12%	27%	35%	22%	3.59	.03	1,431

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 7a
Importance of Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
FOOD: Value

		Value							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	1%	12%	17%	69%	4.51	.06	178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	10%	28%	59%	4.43	.00	128,623
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	8%	26%	65%	4.53	.00	75,028
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	12%	17%	69%	4.51	.06	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	14%	31%	52%	4.30	.00	53,595
Respondent Type - YOUR	Student	1%	1%	12%	17%	69%	4.51	.06	178
Respondent Type - ENTIRE SAMPLE	Student	1%	2%	11%	28%	58%	4.41	.00	111,442
	Faculty	0%	1%	6%	29%	63%	4.53	.01	4,364
	Administration/Staff	0%	1%	5%	24%	70%	4.63	.01	11,200
	Other	1%	3%	8%	23%	64%	4.45	.03	979
Student Class Status - YOUR INSTITUTION	First year	3%	1%	16%	22%	57%	4.28	.12	67
	Sophomore		2%	11%	9%	77%	4.62	.11	53
	Junior			11%	9%	80%	4.69	.11	35
	Senior			5%	32%	64%	4.59	.13	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	13%	30%	54%	4.34	.00	44,173
	Sophomore	1%	2%	12%	29%	57%	4.40	.01	25,256
	Junior	1%	2%	10%	27%	61%	4.46	.01	18,678
	Senior	0%	1%	9%	26%	63%	4.51	.01	16,379
	Graduate	1%	1%	8%	26%	64%	4.53	.01	5,733
	Other	1%	3%	12%	28%	57%	4.37	.02	1,269
Gender - YOUR INSTITUTION	Female	1%	1%	11%	18%	68%	4.50	.07	135
	Male			16%	14%	70%	4.53	.12	43
Gender - ENTIRE SAMPLE	Female	0%	1%	9%	27%	62%	4.48	.00	75,903
	Male	1%	2%	12%	29%	56%	4.37	.00	50,905
	Transgender	2%	3%	19%	24%	52%	4.20	.05	454
	Other Identity	3%	4%	14%	25%	54%	4.23	.05	486
Live... - YOUR INSTITUTION	On campus	1%	1%	13%	17%	68%	4.49	.07	167
	Off campus				18%	82%	4.82	.12	11
Live... - ENTIRE SAMPLE	On campus	1%	2%	13%	30%	55%	4.35	.00	77,169
	Off campus	0%	1%	7%	25%	67%	4.56	.00	49,527
NACUFS Region - YOUR INSTITUTION	Southern	1%	1%	12%	17%	69%	4.51	.06	178
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	11%	29%	58%	4.42	.01	14,082
	Mid-Atlantic	1%	2%	10%	27%	60%	4.45	.01	12,487
	Midwest	1%	2%	12%	30%	55%	4.37	.00	32,115
	Northeast	1%	2%	10%	28%	60%	4.45	.01	24,778
	Pacific	1%	2%	11%	27%	60%	4.44	.00	26,326
	Southern	1%	2%	9%	26%	63%	4.49	.01	18,835
Institution Type - YOUR INSTITUTION	Private	1%	1%	12%	17%	69%	4.51	.06	178
Institution Type - ENTIRE SAMPLE	Public	1%	2%	10%	28%	60%	4.44	.00	95,463
	Private	1%	2%	10%	29%	58%	4.41	.00	33,160
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	12%	17%	69%	4.51	.06	178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	8%	22%	68%	4.57	.01	4,696
	Primarily 4-year	1%	2%	11%	28%	59%	4.43	.00	123,927
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	12%	17%	69%	4.51	.06	178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	10%	28%	59%	4.43	.00	104,491
	Mainly Contracted	1%	2%	11%	28%	59%	4.43	.01	19,956
	Combination of Both	1%	2%	9%	27%	61%	4.46	.01	4,176
Total Current Enrollment - YOUR	Under 2,500	1%	1%	12%	17%	69%	4.51	.06	178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	11%	32%	55%	4.38	.01	6,343
	2,500 to 10,000	1%	2%	10%	28%	60%	4.44	.00	25,733
	10,001 to 20,000	1%	2%	11%	28%	59%	4.42	.00	31,833
	Over 20,000	1%	2%	10%	28%	60%	4.44	.00	64,714
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	25%	65%	4.53	.01	19,353
	Marketplace	0%	1%	8%	27%	63%	4.51	.01	13,502
	Express Unit	1%	1%	8%	27%	64%	4.52	.01	14,737
	Specialty Coffee Shop/ Juice Bar	1%	1%	7%	25%	66%	4.54	.01	10,312
	Sit-down Restaurant	0%	1%	8%	27%	64%	4.53	.01	5,770
	Convenience Store	0%	1%	8%	25%	66%	4.55	.01	10,077
	No type given	0%	1%	8%	24%	66%	4.55	.02	1,277

*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 7b
Satisfaction with Various Items as They Apply to the Surveyed Facility in General
(without regard to any specific meal)
FOOD: Value

		Value							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	24%	19%	36%	16%	5%	2.59	.08	198
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	7%	13%	26%	30%	24%	3.50	.00	143,263
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	8%	15%	25%	29%	24%	3.47	.00	84,516
Aggregated Dining Halls	YOUR INSTITUTION	24%	19%	36%	16%	5%	2.59	.08	198
Aggregated Dining Halls	ENTIRE SAMPLE	6%	12%	28%	32%	23%	3.55	.00	58,747
Respondent Type - YOUR	Student	24%	19%	36%	16%	5%	2.59	.08	198
Respondent Type - ENTIRE SAMPLE	Student	7%	14%	27%	30%	22%	3.46	.00	123,221
	Faculty	6%	10%	17%	27%	40%	3.85	.02	5,218
	Administration/Staff	6%	12%	21%	29%	32%	3.69	.01	12,916
	Other	3%	8%	16%	31%	42%	4.02	.03	1,144
Student Class Status - YOUR INSTITUTION	First year	18%	15%	41%	19%	7%	2.82	.13	73
	Sophomore	29%	29%	31%	10%	2%	2.26	.13	62
	Junior	23%	15%	33%	21%	8%	2.74	.20	39
	Senior	30%	13%	39%	13%	4%	2.48	.25	23
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	5%	12%	27%	32%	24%	3.57	.01	48,281
	Sophomore	8%	15%	27%	30%	20%	3.41	.01	28,005
	Junior	8%	15%	27%	29%	21%	3.39	.01	20,783
	Senior	9%	16%	26%	28%	21%	3.37	.01	18,207
	Graduate	9%	16%	25%	31%	20%	3.38	.01	6,622
	Other	6%	15%	27%	27%	25%	3.51	.03	1,386
Gender - YOUR INSTITUTION	Female	24%	19%	37%	15%	5%	2.58	.09	151
	Male	23%	19%	34%	17%	6%	2.64	.18	47
Gender - ENTIRE SAMPLE	Female	6%	14%	26%	31%	23%	3.51	.00	85,032
	Male	8%	13%	25%	30%	24%	3.50	.01	56,143
	Transgender	11%	15%	26%	23%	24%	3.35	.06	507
	Other Identity	17%	17%	24%	24%	18%	3.11	.06	549
Live... - YOUR INSTITUTION	On campus	23%	20%	36%	16%	5%	2.62	.09	185
	Off campus	38%	8%	46%	8%		2.23	.30	13
Live... - ENTIRE SAMPLE	On campus	7%	13%	28%	31%	21%	3.46	.00	84,567
	Off campus	7%	14%	23%	29%	27%	3.55	.01	56,474
NACUFS Region - YOUR INSTITUTION	Southern	24%	19%	36%	16%	5%	2.59	.08	198
NACUFS Region - ENTIRE SAMPLE	Continental	5%	12%	25%	33%	25%	3.62	.01	15,468
	Mid-Atlantic	7%	13%	24%	29%	27%	3.57	.01	13,851
	Midwest	8%	14%	28%	30%	20%	3.40	.01	35,496
	Northeast	7%	13%	25%	30%	24%	3.51	.01	27,790
	Pacific	7%	14%	26%	29%	24%	3.49	.01	29,908
	Southern	6%	14%	25%	30%	25%	3.55	.01	20,750
Institution Type - YOUR INSTITUTION	Private	24%	19%	36%	16%	5%	2.59	.08	198
Institution Type - ENTIRE SAMPLE	Public	7%	13%	26%	30%	24%	3.53	.00	106,614
	Private	8%	15%	26%	29%	22%	3.43	.01	36,649
Institution Type - YOUR INSTITUTION	Primarily 4-year	24%	19%	36%	16%	5%	2.59	.08	198
Institution Type - ENTIRE SAMPLE	Primarily 2-year	8%	15%	23%	27%	26%	3.48	.02	5,693
	Primarily 4-year	7%	13%	26%	30%	24%	3.50	.00	137,570
Operation Type - YOUR INSTITUTION	Mainly Contracted	24%	19%	36%	16%	5%	2.59	.08	198
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	6%	13%	26%	31%	25%	3.55	.00	116,242
	Mainly Contracted	10%	17%	27%	28%	17%	3.25	.01	22,444
	Combination of Both	7%	14%	26%	29%	24%	3.48	.02	4,577
Total Current Enrollment - YOUR	Under 2,500	24%	19%	36%	16%	5%	2.59	.08	198
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	8%	14%	27%	29%	22%	3.44	.01	7,095
	2,500 to 10,000	9%	15%	26%	30%	21%	3.41	.01	28,492
	10,001 to 20,000	7%	13%	27%	31%	22%	3.49	.01	35,741
	Over 20,000	6%	13%	25%	30%	25%	3.55	.00	71,935
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	8%	15%	26%	30%	21%	3.41	.01	21,719
	Marketplace	11%	18%	26%	27%	19%	3.25	.01	15,118
	Express Unit	7%	13%	24%	30%	26%	3.54	.01	16,779
	Specialty Coffee Shop/ Juice Bar	6%	14%	24%	29%	27%	3.57	.01	11,625
	Sit-down Restaurant	7%	12%	24%	30%	27%	3.58	.01	6,392
	Convenience Store	7%	14%	22%	28%	29%	3.59	.01	11,446
	No type given	8%	18%	28%	28%	18%	3.29	.03	1,437

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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	2%	6%	10%	28%	54%	4.27	.07	176
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	4%	13%	36%	47%	4.23	.00	126,597
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	36%	50%	4.31	.00	73,050
Aggregated Dining Halls	YOUR INSTITUTION	2%	6%	10%	28%	54%	4.27	.07	176
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	15%	36%	42%	4.13	.00	53,547
Respondent Type - YOUR	Student	2%	6%	10%	28%	54%	4.27	.07	176
Respondent Type - ENTIRE SAMPLE	Student	1%	4%	13%	36%	46%	4.22	.00	109,918
	Faculty	1%	4%	10%	38%	47%	4.26	.01	4,190
	Administration/Staff	1%	2%	8%	38%	51%	4.36	.01	10,922
	Other	1%	2%	13%	34%	50%	4.29	.03	948
Student Class Status - YOUR INSTITUTION	First year		8%	11%	30%	52%	4.26	.11	66
	Sophomore	4%	4%	11%	28%	54%	4.24	.14	54
	Junior		6%	9%	27%	58%	4.36	.16	33
	Senior	5%	9%	5%	27%	55%	4.18	.25	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	5%	14%	35%	45%	4.18	.00	43,784
	Sophomore	1%	4%	13%	35%	46%	4.22	.01	24,978
	Junior	1%	3%	12%	35%	48%	4.26	.01	18,381
	Senior	1%	3%	12%	36%	48%	4.27	.01	16,022
	Graduate	1%	4%	13%	40%	43%	4.19	.01	5,519
	Other	1%	3%	16%	35%	45%	4.19	.03	1,279
Gender - YOUR INSTITUTION	Female	2%	7%	7%	29%	55%	4.27	.09	136
	Male		3%	20%	28%	50%	4.25	.14	40
Gender - ENTIRE SAMPLE	Female	1%	4%	11%	35%	49%	4.28	.00	74,727
	Male	1%	4%	15%	37%	43%	4.16	.00	50,073
	Transgender	4%	4%	20%	27%	45%	4.06	.05	450
	Other Identity	4%	5%	16%	31%	44%	4.08	.05	477
Live... - YOUR INSTITUTION	On campus	2%	7%	10%	30%	51%	4.22	.08	165
	Off campus					100%	5.00	.00	11
Live... - ENTIRE SAMPLE	On campus	1%	4%	14%	36%	45%	4.19	.00	76,391
	Off campus	1%	3%	11%	36%	49%	4.30	.00	48,293
NACUFS Region - YOUR INSTITUTION	Southern	2%	6%	10%	28%	54%	4.27	.07	176
NACUFS Region - ENTIRE SAMPLE	Continental	1%	4%	13%	39%	43%	4.19	.01	13,830
	Mid-Atlantic	1%	4%	12%	35%	49%	4.27	.01	12,260
	Midwest	1%	4%	13%	37%	44%	4.19	.01	31,729
	Northeast	1%	4%	12%	35%	48%	4.26	.01	24,463
	Pacific	1%	3%	13%	34%	49%	4.26	.01	25,856
	Southern	1%	4%	12%	36%	47%	4.23	.01	18,459
Institution Type - YOUR INSTITUTION	Private	2%	6%	10%	28%	54%	4.27	.07	176
Institution Type - ENTIRE SAMPLE	Public	1%	4%	12%	35%	48%	4.25	.00	93,917
	Private	1%	4%	13%	38%	44%	4.19	.00	32,680
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	6%	10%	28%	54%	4.27	.07	176
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	12%	34%	51%	4.32	.01	4,631
	Primarily 4-year	1%	4%	13%	36%	46%	4.23	.00	121,966
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	6%	10%	28%	54%	4.27	.07	176
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	4%	12%	36%	47%	4.24	.00	102,964
	Mainly Contracted	1%	4%	13%	36%	45%	4.19	.01	19,608
	Combination of Both	1%	5%	15%	39%	39%	4.11	.01	4,025
Total Current Enrollment - YOUR	Under 2,500	2%	6%	10%	28%	54%	4.27	.07	176
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	5%	12%	38%	43%	4.16	.01	6,300
	2,500 to 10,000	1%	4%	12%	35%	48%	4.26	.01	25,431
	10,001 to 20,000	1%	4%	14%	36%	46%	4.21	.01	31,249
	Over 20,000	1%	4%	12%	36%	47%	4.24	.00	63,617
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	37%	47%	4.27	.01	19,008
	Marketplace	1%	3%	12%	38%	46%	4.26	.01	13,213
	Express Unit	1%	3%	11%	34%	51%	4.32	.01	14,467
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	34%	54%	4.38	.01	10,162
	Sit-down Restaurant	1%	2%	9%	34%	54%	4.39	.01	5,697
	Convenience Store	1%	3%	12%	34%	51%	4.31	.01	9,272
	No type given	0%	3%	12%	40%	45%	4.25	.02	1,231

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	33%	24%	21%	16%	7%	2.40	.09	192
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	7%	15%	34%	41%	4.05	.00	141,787
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	14%	33%	45%	4.12	.00	82,841
Aggregated Dining Halls	YOUR INSTITUTION	33%	24%	21%	16%	7%	2.40	.09	192
Aggregated Dining Halls	ENTIRE SAMPLE	3%	8%	18%	35%	36%	3.94	.00	58,946
Respondent Type - YOUR	Student	33%	24%	21%	16%	7%	2.40	.09	192
Respondent Type - ENTIRE SAMPLE	Student	3%	7%	16%	35%	39%	4.01	.00	122,186
	Faculty	2%	3%	10%	28%	56%	4.33	.01	5,031
	Administration/Staff	2%	5%	10%	32%	51%	4.25	.01	12,663
	Other	2%	3%	12%	30%	52%	4.26	.03	1,126
Student Class Status - YOUR INSTITUTION	First year	26%	32%	20%	16%	6%	2.43	.15	69
	Sophomore	46%	16%	22%	10%	6%	2.14	.16	63
	Junior	19%	28%	22%	19%	11%	2.75	.22	36
	Senior	35%	17%	17%	26%	4%	2.48	.28	23
	Other	100%					1.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	7%	17%	34%	39%	4.00	.00	48,059
	Sophomore	3%	7%	16%	35%	39%	3.99	.01	27,806
	Junior	3%	7%	16%	34%	40%	4.01	.01	20,594
	Senior	2%	6%	14%	36%	42%	4.08	.01	17,949
	Graduate	3%	6%	15%	37%	38%	4.02	.01	6,436
	Other	2%	6%	17%	30%	45%	4.08	.03	1,412
Gender - YOUR INSTITUTION	Female	33%	24%	19%	16%	9%	2.43	.11	148
	Male	32%	25%	27%	16%		2.27	.16	44
Gender - ENTIRE SAMPLE	Female	3%	7%	15%	34%	42%	4.06	.00	84,056
	Male	3%	7%	16%	35%	40%	4.03	.00	55,645
	Transgender	4%	7%	21%	31%	36%	3.89	.05	501
	Other Identity	8%	8%	21%	31%	32%	3.72	.05	541
Live... - YOUR INSTITUTION	On campus	32%	23%	22%	16%	7%	2.43	.10	179
	Off campus	46%	31%	8%	15%		1.92	.31	13
Live... - ENTIRE SAMPLE	On campus	3%	7%	17%	35%	38%	3.97	.00	84,184
	Off campus	2%	5%	13%	33%	46%	4.16	.00	55,362
NACUFS Region - YOUR INSTITUTION	Southern	33%	24%	21%	16%	7%	2.40	.09	192
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	14%	35%	43%	4.11	.01	15,359
	Mid-Atlantic	3%	6%	14%	32%	44%	4.08	.01	13,678
	Midwest	3%	7%	16%	35%	40%	4.03	.01	35,245
	Northeast	3%	6%	14%	34%	44%	4.10	.01	27,595
	Pacific	3%	8%	18%	34%	38%	3.96	.01	29,498
	Southern	3%	7%	15%	34%	41%	4.05	.01	20,412
Institution Type - YOUR INSTITUTION	Private	33%	24%	21%	16%	7%	2.40	.09	192
Institution Type - ENTIRE SAMPLE	Public	3%	7%	16%	34%	41%	4.05	.00	105,395
	Private	3%	7%	15%	34%	41%	4.04	.01	36,392
Institution Type - YOUR INSTITUTION	Primarily 4-year	33%	24%	21%	16%	7%	2.40	.09	192
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	7%	15%	33%	41%	4.01	.01	5,634
	Primarily 4-year	3%	7%	16%	34%	41%	4.05	.00	136,153
Operation Type - YOUR INSTITUTION	Mainly Contracted	33%	24%	21%	16%	7%	2.40	.09	192
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	15%	34%	42%	4.08	.00	115,172
	Mainly Contracted	4%	9%	18%	35%	35%	3.87	.01	22,149
	Combination of Both	2%	6%	16%	37%	39%	4.04	.01	4,466
Total Current Enrollment - YOUR	Under 2,500	33%	24%	21%	16%	7%	2.40	.09	192
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	6%	13%	33%	44%	4.09	.01	7,057
	2,500 to 10,000	3%	7%	16%	34%	39%	3.99	.01	28,258
	10,001 to 20,000	3%	7%	17%	34%	40%	4.02	.01	35,359
	Over 20,000	2%	6%	15%	34%	42%	4.08	.00	71,113
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	14%	35%	43%	4.11	.01	21,536
	Marketplace	3%	7%	15%	34%	41%	4.04	.01	14,878
	Express Unit	3%	5%	13%	32%	46%	4.13	.01	16,566
	Specialty Coffee Shop/ Juice Bar	2%	5%	12%	32%	49%	4.22	.01	11,555
	Sit-down Restaurant	2%	6%	13%	33%	47%	4.16	.01	6,332
	Convenience Store	2%	5%	15%	32%	45%	4.12	.01	10,583
	No type given	2%	5%	11%	35%	47%	4.19	.03	1,391

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University		2%	4%	22%	71%	4.62	.05	178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	9%	34%	55%	4.42	.00	128,161
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	35%	54%	4.41	.00	73,871
Aggregated Dining Halls	YOUR INSTITUTION		2%	4%	22%	71%	4.62	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	9%	33%	56%	4.44	.00	54,290
Respondent Type - YOUR	Student		2%	4%	22%	71%	4.62	.05	178
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	9%	34%	55%	4.42	.00	111,146
	Faculty	0%	1%	7%	37%	54%	4.44	.01	4,319
	Administration/Staff	0%	1%	6%	36%	56%	4.47	.01	11,089
	Other	1%	2%	11%	35%	52%	4.34	.03	961
Student Class Status - YOUR INSTITUTION	First year		3%	6%	22%	69%	4.57	.09	67
	Sophomore		2%	2%	23%	74%	4.68	.08	53
	Junior		3%	6%	20%	71%	4.60	.12	35
	Senior			5%	23%	73%	4.68	.12	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	9%	33%	56%	4.43	.00	44,335
	Sophomore	0%	2%	9%	33%	56%	4.42	.00	25,197
	Junior	0%	1%	9%	34%	55%	4.42	.01	18,559
	Senior	0%	2%	9%	35%	54%	4.40	.01	16,199
	Graduate	0%	2%	11%	38%	49%	4.33	.01	5,615
	Other	1%	2%	11%	37%	49%	4.32	.02	1,294
Gender - YOUR INSTITUTION	Female		2%	4%	20%	73%	4.64	.06	137
	Male		2%	5%	27%	66%	4.56	.11	41
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	32%	59%	4.49	.00	75,643
	Male	1%	2%	11%	36%	49%	4.32	.00	50,673
	Transgender	4%	3%	15%	30%	49%	4.16	.05	457
	Other Identity	2%	4%	15%	31%	48%	4.18	.04	490
Live... - YOUR INSTITUTION	On campus		2%	5%	23%	70%	4.60	.05	167
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	9%	33%	56%	4.44	.00	77,333
	Off campus	0%	2%	9%	35%	53%	4.40	.00	48,892
NACUFS Region - YOUR INSTITUTION	Southern		2%	4%	22%	71%	4.62	.05	178
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	38%	50%	4.34	.01	13,983
	Mid-Atlantic	0%	1%	9%	32%	57%	4.45	.01	12,392
	Midwest	0%	1%	9%	34%	55%	4.43	.00	32,130
	Northeast	0%	1%	8%	33%	58%	4.46	.00	24,788
	Pacific	1%	1%	10%	34%	55%	4.40	.00	26,157
	Southern	0%	2%	9%	33%	55%	4.42	.01	18,711
Institution Type - YOUR INSTITUTION	Private		2%	4%	22%	71%	4.62	.05	178
Institution Type - ENTIRE SAMPLE	Public	0%	1%	9%	33%	56%	4.43	.00	94,993
	Private	0%	2%	9%	36%	53%	4.40	.00	33,168
Institution Type - YOUR INSTITUTION	Primarily 4-year		2%	4%	22%	71%	4.62	.05	178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	11%	33%	53%	4.36	.01	4,655
	Primarily 4-year	0%	1%	9%	34%	55%	4.42	.00	123,506
Operation Type - YOUR INSTITUTION	Mainly Contracted		2%	4%	22%	71%	4.62	.05	178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	9%	34%	55%	4.42	.00	104,157
	Mainly Contracted	0%	2%	9%	34%	55%	4.42	.01	19,908
	Combination of Both	1%	2%	11%	37%	49%	4.32	.01	4,096
Total Current Enrollment - YOUR	Under 2,500		2%	4%	22%	71%	4.62	.05	178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	7%	35%	57%	4.47	.01	6,395
	2,500 to 10,000	0%	1%	8%	33%	57%	4.45	.00	25,719
	10,001 to 20,000	0%	1%	9%	34%	55%	4.41	.00	31,743
	Over 20,000	0%	2%	9%	34%	54%	4.41	.00	64,304
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	2%	10%	35%	53%	4.39	.01	19,174
	Marketplace	0%	1%	7%	35%	56%	4.45	.01	13,338
	Express Unit	1%	2%	9%	35%	54%	4.39	.01	14,628
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	34%	54%	4.41	.01	10,261
	Sit-down Restaurant	0%	1%	7%	35%	56%	4.45	.01	5,721
	Convenience Store	0%	2%	10%	33%	54%	4.40	.01	9,500
	No type given	0%	2%	9%	40%	49%	4.35	.02	1,249

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	42%	24%	17%	14%	3%	2.13	.08	197
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	12%	20%	34%	29%	3.70	.00	143,943
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	5%	10%	19%	34%	32%	3.79	.00	83,943
Aggregated Dining Halls	YOUR INSTITUTION	42%	24%	17%	14%	3%	2.13	.08	197
Aggregated Dining Halls	ENTIRE SAMPLE	6%	14%	23%	33%	24%	3.56	.00	60,000
Respondent Type - YOUR	Student	42%	24%	17%	14%	3%	2.13	.08	197
Respondent Type - ENTIRE SAMPLE	Student	5%	12%	21%	34%	27%	3.66	.00	123,881
	Faculty	5%	10%	15%	30%	41%	3.92	.02	5,218
	Administration/Staff	4%	9%	17%	34%	37%	3.91	.01	12,911
	Other	2%	5%	14%	31%	48%	4.16	.03	1,140
Student Class Status - YOUR INSTITUTION	First year	38%	21%	24%	13%	4%	2.24	.14	71
	Sophomore	51%	24%	11%	13%	2%	1.90	.14	63
	Junior	29%	39%	11%	16%	5%	2.29	.20	38
	Senior	46%	8%	25%	21%		2.21	.26	24
	Other	100%					1.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	5%	12%	22%	33%	28%	3.67	.01	48,771
	Sophomore	6%	13%	21%	34%	26%	3.60	.01	28,144
	Junior	6%	12%	20%	34%	27%	3.65	.01	20,873
	Senior	5%	11%	20%	35%	29%	3.73	.01	18,173
	Graduate	6%	12%	20%	36%	26%	3.63	.01	6,556
	Other	5%	12%	21%	34%	28%	3.69	.03	1,433
Gender - YOUR INSTITUTION	Female	40%	23%	17%	15%	4%	2.19	.10	151
	Male	46%	26%	17%	11%		1.93	.15	46
Gender - ENTIRE SAMPLE	Female	5%	12%	20%	33%	29%	3.69	.00	85,487
	Male	5%	11%	21%	35%	29%	3.71	.00	56,338
	Transgender	7%	13%	21%	29%	30%	3.63	.05	511
	Other Identity	11%	13%	25%	28%	23%	3.38	.05	551
Live... - YOUR INSTITUTION	On campus	42%	23%	17%	14%	3%	2.12	.09	184
	Off campus	31%	31%	15%	23%		2.31	.33	13
Live... - ENTIRE SAMPLE	On campus	6%	14%	22%	33%	25%	3.59	.00	85,453
	Off campus	4%	9%	18%	34%	34%	3.86	.00	56,255
NACUFS Region - YOUR INSTITUTION	Southern	42%	24%	17%	14%	3%	2.13	.08	197
NACUFS Region - ENTIRE SAMPLE	Continental	4%	9%	20%	36%	31%	3.81	.01	15,515
	Mid-Atlantic	6%	12%	19%	31%	32%	3.71	.01	13,876
	Midwest	5%	13%	22%	34%	26%	3.62	.01	35,786
	Northeast	5%	11%	20%	34%	30%	3.72	.01	28,043
	Pacific	5%	13%	22%	32%	28%	3.66	.01	29,941
	Southern	5%	11%	19%	34%	31%	3.74	.01	20,782
Institution Type - YOUR INSTITUTION	Private	42%	24%	17%	14%	3%	2.13	.08	197
Institution Type - ENTIRE SAMPLE	Public	5%	12%	20%	34%	30%	3.71	.00	106,930
	Private	5%	12%	21%	34%	27%	3.65	.01	37,013
Institution Type - YOUR INSTITUTION	Primarily 4-year	42%	24%	17%	14%	3%	2.13	.08	197
Institution Type - ENTIRE SAMPLE	Primarily 2-year	6%	11%	19%	33%	31%	3.72	.02	5,697
	Primarily 4-year	5%	12%	20%	34%	29%	3.69	.00	138,246
Operation Type - YOUR INSTITUTION	Mainly Contracted	42%	24%	17%	14%	3%	2.13	.08	197
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	11%	20%	34%	30%	3.74	.00	116,818
	Mainly Contracted	8%	15%	22%	32%	23%	3.46	.01	22,575
	Combination of Both	4%	11%	21%	36%	28%	3.72	.02	4,550
Total Current Enrollment - YOUR	Under 2,500	42%	24%	17%	14%	3%	2.13	.08	197
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	7%	15%	21%	32%	24%	3.49	.01	7,224
	2,500 to 10,000	7%	13%	21%	33%	26%	3.59	.01	28,666
	10,001 to 20,000	5%	12%	22%	34%	27%	3.67	.01	35,948
	Over 20,000	4%	11%	19%	34%	31%	3.77	.00	72,105
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	11%	19%	35%	31%	3.77	.01	21,791
	Marketplace	7%	13%	20%	33%	28%	3.63	.01	15,043
	Express Unit	5%	10%	18%	34%	32%	3.76	.01	16,777
	Specialty Coffee Shop/ Juice Bar	4%	9%	17%	32%	39%	3.93	.01	11,664
	Sit-down Restaurant	3%	9%	18%	35%	34%	3.88	.01	6,376
	Convenience Store	3%	9%	19%	33%	37%	3.91	.01	10,865
	No type given	5%	12%	18%	33%	32%	3.75	.03	1,427

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	1%	10%	22%	66%	4.52	.06	176
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	29%	56%	4.35	.00	127,303
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	11%	29%	55%	4.33	.00	73,354
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	10%	22%	66%	4.52	.06	176
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	28%	57%	4.37	.00	53,949
Respondent Type - YOUR	Student	1%	1%	10%	22%	66%	4.52	.06	176
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	11%	29%	56%	4.34	.00	110,408
	Faculty	1%	2%	7%	29%	61%	4.47	.01	4,296
	Administration/Staff	1%	2%	8%	31%	57%	4.42	.01	11,009
	Other	2%	3%	14%	28%	54%	4.28	.03	960
Student Class Status - YOUR INSTITUTION	First year		3%	12%	22%	63%	4.45	.10	67
	Sophomore			9%	19%	72%	4.62	.09	53
	Junior	3%		9%	29%	59%	4.41	.15	34
	Senior			10%	14%	76%	4.67	.14	21
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	28%	56%	4.34	.00	44,019
	Sophomore	1%	3%	11%	28%	56%	4.34	.01	25,048
	Junior	2%	3%	11%	28%	56%	4.34	.01	18,411
	Senior	1%	3%	11%	29%	55%	4.33	.01	16,121
	Graduate	2%	3%	10%	32%	54%	4.33	.01	5,582
	Other	2%	3%	13%	28%	55%	4.30	.03	1,277
Gender - YOUR INSTITUTION	Female	1%	1%	10%	20%	68%	4.54	.07	136
	Male		3%	10%	28%	60%	4.45	.12	40
Gender - ENTIRE SAMPLE	Female	1%	2%	8%	26%	63%	4.50	.00	75,330
	Male	2%	5%	15%	32%	45%	4.13	.00	50,154
	Transgender	4%	5%	16%	27%	48%	4.09	.05	451
	Other Identity	3%	3%	14%	23%	57%	4.27	.05	484
Live... - YOUR INSTITUTION	On campus	1%	1%	10%	22%	67%	4.53	.06	165
	Off campus			18%	18%	64%	4.45	.25	11
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	28%	57%	4.36	.00	76,796
	Off campus	1%	3%	11%	30%	55%	4.34	.00	48,617
NACUFS Region - YOUR INSTITUTION	Southern	1%	1%	10%	22%	66%	4.52	.06	176
NACUFS Region - ENTIRE SAMPLE	Continental	2%	3%	13%	31%	52%	4.28	.01	13,898
	Mid-Atlantic	1%	3%	11%	27%	57%	4.36	.01	12,329
	Midwest	1%	3%	11%	29%	55%	4.34	.00	31,881
	Northeast	1%	3%	10%	28%	58%	4.38	.01	24,598
	Pacific	1%	3%	11%	29%	56%	4.36	.01	26,011
	Southern	2%	3%	11%	28%	56%	4.34	.01	18,586
Institution Type - YOUR INSTITUTION	Private	1%	1%	10%	22%	66%	4.52	.06	176
Institution Type - ENTIRE SAMPLE	Public	1%	3%	11%	29%	56%	4.34	.00	94,359
	Private	1%	3%	10%	29%	57%	4.36	.00	32,944
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	10%	22%	66%	4.52	.06	176
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	3%	12%	28%	55%	4.32	.01	4,611
	Primarily 4-year	1%	3%	11%	29%	56%	4.35	.00	122,692
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	10%	22%	66%	4.52	.06	176
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	11%	29%	56%	4.35	.00	103,453
	Mainly Contracted	1%	3%	11%	28%	57%	4.36	.01	19,775
	Combination of Both	1%	3%	12%	30%	54%	4.31	.01	4,075
Total Current Enrollment - YOUR	Under 2,500	1%	1%	10%	22%	66%	4.52	.06	176
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	2%	8%	27%	62%	4.48	.01	6,373
	2,500 to 10,000	1%	3%	11%	28%	57%	4.36	.01	25,541
	10,001 to 20,000	1%	3%	11%	29%	56%	4.35	.01	31,446
	Over 20,000	1%	3%	11%	29%	55%	4.33	.00	63,943
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	11%	29%	54%	4.31	.01	19,070
	Marketplace	1%	3%	9%	29%	58%	4.39	.01	13,249
	Express Unit	2%	3%	12%	30%	54%	4.30	.01	14,491
	Specialty Coffee Shop/ Juice Bar	2%	3%	11%	28%	56%	4.34	.01	10,131
	Sit-down Restaurant	2%	3%	10%	30%	55%	4.33	.01	5,675
	Convenience Store	2%	3%	12%	28%	56%	4.34	.01	9,497
	No type given	1%	3%	9%	32%	55%	4.35	.02	1,241

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	35%	23%	24%	13%	6%	2.32	.09	198
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	7%	13%	24%	31%	24%	3.53	.00	142,573
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	7%	13%	24%	30%	27%	3.57	.00	83,090
Aggregated Dining Halls	YOUR INSTITUTION	35%	23%	24%	13%	6%	2.32	.09	198
Aggregated Dining Halls	ENTIRE SAMPLE	7%	14%	26%	32%	21%	3.47	.00	59,483
Respondent Type - YOUR	Student	35%	23%	24%	13%	6%	2.32	.09	198
Respondent Type - ENTIRE SAMPLE	Student	7%	14%	25%	31%	23%	3.48	.00	122,730
	Faculty	7%	9%	17%	29%	38%	3.83	.02	5,180
	Administration/Staff	5%	9%	20%	32%	34%	3.82	.01	12,766
	Other	3%	6%	17%	31%	42%	4.03	.03	1,124
Student Class Status - YOUR INSTITUTION	First year	30%	21%	29%	16%	4%	2.44	.14	73
	Sophomore	40%	27%	21%	8%	5%	2.11	.15	63
	Junior	32%	32%	14%	11%	11%	2.35	.22	37
	Senior	38%	4%	33%	17%	8%	2.54	.28	24
	Other	100%					1.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	7%	14%	26%	31%	23%	3.50	.01	48,359
	Sophomore	8%	15%	26%	30%	21%	3.43	.01	27,877
	Junior	8%	14%	24%	31%	23%	3.48	.01	20,631
	Senior	7%	13%	25%	31%	24%	3.52	.01	18,008
	Graduate	8%	13%	24%	33%	22%	3.49	.01	6,496
	Other	6%	16%	27%	28%	23%	3.46	.03	1,411
Gender - YOUR INSTITUTION	Female	34%	24%	25%	11%	6%	2.31	.10	153
	Male	38%	20%	18%	18%	7%	2.36	.20	45
Gender - ENTIRE SAMPLE	Female	8%	15%	24%	30%	24%	3.48	.00	84,921
	Male	6%	11%	25%	33%	25%	3.60	.00	55,542
	Transgender	11%	13%	24%	26%	27%	3.46	.06	508
	Other Identity	14%	17%	24%	24%	21%	3.21	.06	548
Live... - YOUR INSTITUTION	On campus	36%	23%	23%	12%	6%	2.30	.09	185
	Off campus	23%	15%	38%	23%		2.62	.31	13
Live... - ENTIRE SAMPLE	On campus	8%	15%	26%	30%	21%	3.42	.00	84,677
	Off campus	5%	11%	22%	32%	30%	3.69	.00	55,698
NACUFS Region - YOUR INSTITUTION	Southern	35%	23%	24%	13%	6%	2.32	.09	198
NACUFS Region - ENTIRE SAMPLE	Continental	5%	12%	25%	34%	25%	3.63	.01	15,338
	Mid-Atlantic	8%	14%	24%	29%	25%	3.51	.01	13,769
	Midwest	7%	15%	26%	31%	21%	3.43	.01	35,456
	Northeast	7%	13%	23%	31%	26%	3.57	.01	27,733
	Pacific	6%	13%	25%	30%	26%	3.56	.01	29,696
	Southern	7%	13%	24%	31%	25%	3.55	.01	20,581
Institution Type - YOUR INSTITUTION	Private	35%	23%	24%	13%	6%	2.32	.09	198
Institution Type - ENTIRE SAMPLE	Public	7%	13%	24%	31%	25%	3.55	.00	105,920
	Private	7%	14%	25%	31%	22%	3.47	.01	36,653
Institution Type - YOUR INSTITUTION	Primarily 4-year	35%	23%	24%	13%	6%	2.32	.09	198
Institution Type - ENTIRE SAMPLE	Primarily 2-year	8%	13%	24%	29%	26%	3.51	.02	5,627
	Primarily 4-year	7%	13%	25%	31%	24%	3.53	.00	136,946
Operation Type - YOUR INSTITUTION	Mainly Contracted	35%	23%	24%	13%	6%	2.32	.09	198
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	6%	13%	24%	31%	26%	3.58	.00	115,731
	Mainly Contracted	10%	17%	26%	28%	19%	3.28	.01	22,337
	Combination of Both	7%	13%	25%	34%	22%	3.51	.02	4,505
Total Current Enrollment - YOUR	Under 2,500	35%	23%	24%	13%	6%	2.32	.09	198
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	10%	17%	24%	28%	20%	3.29	.01	7,176
	2,500 to 10,000	8%	15%	25%	30%	22%	3.44	.01	28,352
	10,001 to 20,000	7%	13%	25%	31%	24%	3.52	.01	35,544
	Over 20,000	6%	12%	24%	32%	26%	3.60	.00	71,501
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	7%	14%	25%	30%	24%	3.49	.01	21,555
	Marketplace	9%	15%	24%	29%	22%	3.40	.01	14,924
	Express Unit	7%	13%	23%	30%	27%	3.58	.01	16,572
	Specialty Coffee Shop/ Juice Bar	5%	10%	22%	31%	32%	3.74	.01	11,459
	Sit-down Restaurant	5%	10%	22%	33%	29%	3.71	.01	6,317
	Convenience Store	5%	11%	23%	29%	32%	3.71	.01	10,850
	No type given	7%	14%	22%	33%	25%	3.55	.03	1,413

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	12%	8%	12%	19%	50%	3.87	.11	165
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	17%	12%	15%	22%	35%	3.46	.00	108,192
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	16%	11%	15%	22%	35%	3.49	.01	62,301
Aggregated Dining Halls	YOUR INSTITUTION	12%	8%	12%	19%	50%	3.87	.11	165
Aggregated Dining Halls	ENTIRE SAMPLE	17%	12%	16%	22%	33%	3.42	.01	45,891
Respondent Type - YOUR	Student	12%	8%	12%	19%	50%	3.87	.11	165
Respondent Type - ENTIRE SAMPLE	Student	17%	12%	15%	22%	34%	3.44	.00	93,472
	Faculty	12%	9%	13%	24%	42%	3.74	.02	3,833
	Administration/Staff	15%	11%	14%	25%	35%	3.53	.01	9,449
	Other	11%	9%	15%	24%	41%	3.76	.05	858
Student Class Status - YOUR INSTITUTION	First year	9%	13%	13%	17%	48%	3.83	.17	64
	Sophomore	14%	4%	4%	16%	62%	4.08	.21	50
	Junior	13%	6%	19%	19%	42%	3.71	.25	31
	Senior	11%	5%	16%	32%	37%	3.79	.30	19
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	18%	13%	15%	21%	33%	3.38	.01	37,231
	Sophomore	16%	12%	16%	22%	34%	3.46	.01	21,013
	Junior	17%	11%	15%	22%	35%	3.47	.01	15,654
	Senior	17%	11%	15%	23%	35%	3.47	.01	13,682
	Graduate	14%	11%	14%	25%	35%	3.56	.02	4,894
	Other	16%	10%	16%	24%	33%	3.49	.04	1,038
Gender - YOUR INSTITUTION	Female	12%	7%	12%	17%	52%	3.91	.12	128
	Male	11%	11%	14%	24%	41%	3.73	.23	37
Gender - ENTIRE SAMPLE	Female	13%	12%	14%	23%	38%	3.62	.01	64,052
	Male	22%	12%	16%	21%	28%	3.21	.01	42,496
	Transgender	14%	6%	17%	19%	44%	3.73	.07	405
	Other Identity	12%	8%	14%	18%	48%	3.84	.07	440
Live... - YOUR INSTITUTION	On campus	11%	8%	11%	19%	51%	3.90	.11	157
	Off campus	13%	13%	38%	13%	25%	3.25	.49	8
Live... - ENTIRE SAMPLE	On campus	17%	13%	16%	21%	33%	3.41	.01	64,465
	Off campus	16%	11%	14%	23%	36%	3.53	.01	42,051
NACUFS Region - YOUR INSTITUTION	Southern	12%	8%	12%	19%	50%	3.87	.11	165
NACUFS Region - ENTIRE SAMPLE	Continental	20%	13%	15%	23%	29%	3.26	.01	11,266
	Mid-Atlantic	18%	12%	15%	20%	34%	3.39	.01	10,372
	Midwest	19%	13%	16%	22%	31%	3.32	.01	26,478
	Northeast	16%	11%	14%	22%	37%	3.53	.01	20,945
	Pacific	13%	10%	15%	23%	39%	3.65	.01	23,076
	Southern	16%	12%	15%	22%	36%	3.52	.01	16,055
Institution Type - YOUR INSTITUTION	Private	12%	8%	12%	19%	50%	3.87	.11	165
Institution Type - ENTIRE SAMPLE	Public	17%	12%	15%	22%	35%	3.47	.01	80,817
	Private	17%	12%	15%	23%	34%	3.44	.01	27,375
Institution Type - YOUR INSTITUTION	Primarily 4-year	12%	8%	12%	19%	50%	3.87	.11	165
Institution Type - ENTIRE SAMPLE	Primarily 2-year	14%	10%	16%	22%	38%	3.59	.02	4,083
	Primarily 4-year	17%	12%	15%	22%	34%	3.46	.00	104,109
Operation Type - YOUR INSTITUTION	Mainly Contracted	12%	8%	12%	19%	50%	3.87	.11	165
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	17%	12%	15%	22%	35%	3.46	.00	88,086
	Mainly Contracted	17%	12%	15%	22%	34%	3.44	.01	16,770
	Combination of Both	15%	12%	15%	24%	34%	3.50	.02	3,336
Total Current Enrollment - YOUR	Under 2,500	12%	8%	12%	19%	50%	3.87	.11	165
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	17%	13%	15%	22%	33%	3.41	.02	5,323
	2,500 to 10,000	16%	11%	15%	22%	35%	3.49	.01	21,447
	10,001 to 20,000	16%	12%	15%	22%	35%	3.49	.01	26,831
	Over 20,000	17%	12%	15%	22%	34%	3.44	.01	54,591
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	18%	11%	15%	22%	33%	3.41	.01	16,024
	Marketplace	18%	13%	14%	22%	33%	3.38	.01	10,981
	Express Unit	16%	12%	15%	22%	35%	3.47	.01	12,377
	Specialty Coffee Shop/ Juice Bar	15%	11%	14%	22%	38%	3.57	.02	8,625
	Sit-down Restaurant	14%	10%	15%	24%	37%	3.61	.02	4,970
	Convenience Store	14%	10%	14%	22%	40%	3.64	.02	8,238
	No type given	17%	10%	14%	26%	33%	3.48	.04	1,086

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	33%	21%	25%	14%	8%	2.42	.10	173
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	6%	10%	28%	28%	28%	3.62	.00	114,729
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	6%	10%	27%	27%	30%	3.63	.00	66,752
Aggregated Dining Halls	YOUR INSTITUTION	33%	21%	25%	14%	8%	2.42	.10	173
Aggregated Dining Halls	ENTIRE SAMPLE	6%	10%	29%	29%	26%	3.59	.01	47,977
Respondent Type - YOUR	Student	33%	21%	25%	14%	8%	2.42	.10	173
Respondent Type - ENTIRE SAMPLE	Student	6%	10%	28%	28%	27%	3.58	.00	98,825
	Faculty	6%	9%	19%	26%	40%	3.86	.02	4,314
	Administration/Staff	4%	8%	24%	29%	34%	3.82	.01	9,911
	Other	3%	6%	22%	26%	44%	4.01	.03	973
Student Class Status - YOUR INSTITUTION	First year	26%	22%	25%	20%	8%	2.62	.16	65
	Sophomore	38%	19%	29%	9%	5%	2.24	.16	58
	Junior	33%	27%	20%	10%	10%	2.37	.24	30
	Senior	42%	16%	16%	16%	11%	2.37	.34	19
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	6%	10%	29%	28%	28%	3.62	.01	38,980
	Sophomore	7%	11%	29%	28%	25%	3.53	.01	22,288
	Junior	7%	11%	27%	28%	26%	3.55	.01	16,656
	Senior	7%	11%	28%	27%	28%	3.59	.01	14,453
	Graduate	7%	11%	26%	31%	24%	3.54	.02	5,387
	Other	6%	11%	31%	26%	25%	3.54	.03	1,106
Gender - YOUR INSTITUTION	Female	35%	23%	22%	13%	8%	2.36	.11	132
	Male	27%	15%	34%	17%	7%	2.63	.20	41
Gender - ENTIRE SAMPLE	Female	7%	11%	27%	28%	28%	3.58	.00	68,169
	Male	5%	8%	29%	29%	29%	3.68	.01	44,687
	Transgender	11%	13%	23%	23%	30%	3.48	.06	450
	Other Identity	16%	16%	24%	21%	24%	3.21	.06	480
Live... - YOUR INSTITUTION	On campus	34%	21%	24%	12%	8%	2.38	.10	163
	Off campus	10%	10%	40%	40%		3.10	.31	10
Live... - ENTIRE SAMPLE	On campus	7%	11%	29%	28%	26%	3.55	.00	67,410
	Off campus	6%	9%	26%	28%	32%	3.71	.01	45,353
NACUFS Region - YOUR INSTITUTION	Southern	33%	21%	25%	14%	8%	2.42	.10	173
NACUFS Region - ENTIRE SAMPLE	Continental	5%	8%	29%	29%	29%	3.69	.01	12,014
	Mid-Atlantic	7%	11%	27%	26%	29%	3.59	.01	10,755
	Midwest	7%	11%	30%	28%	25%	3.54	.01	27,397
	Northeast	6%	10%	25%	29%	30%	3.66	.01	22,241
	Pacific	6%	10%	26%	28%	29%	3.65	.01	25,323
	Southern	7%	10%	28%	27%	28%	3.60	.01	16,999
Institution Type - YOUR INSTITUTION	Private	33%	21%	25%	14%	8%	2.42	.10	173
Institution Type - ENTIRE SAMPLE	Public	6%	10%	28%	28%	29%	3.63	.00	85,686
	Private	7%	11%	27%	29%	26%	3.57	.01	29,043
Institution Type - YOUR INSTITUTION	Primarily 4-year	33%	21%	25%	14%	8%	2.42	.10	173
Institution Type - ENTIRE SAMPLE	Primarily 2-year	9%	11%	28%	25%	26%	3.50	.02	4,716
	Primarily 4-year	6%	10%	28%	28%	28%	3.62	.00	110,013
Operation Type - YOUR INSTITUTION	Mainly Contracted	33%	21%	25%	14%	8%	2.42	.10	173
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	6%	10%	27%	28%	29%	3.66	.00	93,412
	Mainly Contracted	9%	13%	30%	27%	22%	3.40	.01	17,715
	Combination of Both	5%	11%	28%	31%	25%	3.60	.02	3,602
Total Current Enrollment - YOUR	Under 2,500	33%	21%	25%	14%	8%	2.42	.10	173
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	9%	13%	28%	26%	23%	3.41	.02	5,531
	2,500 to 10,000	7%	11%	29%	28%	26%	3.53	.01	22,488
	10,001 to 20,000	6%	10%	28%	28%	28%	3.61	.01	28,596
	Over 20,000	6%	10%	27%	28%	30%	3.67	.00	58,114
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	7%	11%	29%	27%	27%	3.56	.01	17,229
	Marketplace	8%	12%	28%	27%	25%	3.51	.01	11,400
	Express Unit	7%	10%	27%	27%	30%	3.64	.01	13,451
	Specialty Coffee Shop/ Juice Bar	5%	9%	25%	26%	35%	3.78	.01	9,169
	Sit-down Restaurant	6%	10%	25%	29%	29%	3.65	.02	5,233
	Convenience Store	5%	8%	25%	26%	35%	3.78	.01	9,122
	No type given	6%	12%	27%	29%	27%	3.58	.03	1,148

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	1%	6%	20%	72%	4.60	.06	179
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	8%	31%	59%	4.48	.00	129,216
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	29%	63%	4.53	.00	74,953
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	6%	20%	72%	4.60	.06	179
Aggregated Dining Halls	ENTIRE SAMPLE	0%	2%	10%	33%	55%	4.40	.00	54,263
Respondent Type - YOUR	Student	1%	1%	6%	20%	72%	4.60	.06	179
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	9%	32%	58%	4.46	.00	112,031
	Faculty	0%	1%	4%	31%	65%	4.59	.01	4,356
	Administration/Staff	0%	0%	3%	27%	69%	4.64	.01	11,214
	Other	0%	2%	8%	27%	63%	4.51	.02	992
Student Class Status - YOUR INSTITUTION	First year			8%	18%	74%	4.67	.08	66
	Sophomore	2%	2%	5%	29%	62%	4.47	.11	55
	Junior	3%	3%	6%	14%	74%	4.54	.16	35
	Senior			5%	14%	82%	4.77	.11	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	9%	31%	58%	4.45	.00	44,572
	Sophomore	0%	1%	9%	32%	57%	4.44	.00	25,386
	Junior	0%	1%	8%	30%	60%	4.48	.01	18,730
	Senior	0%	1%	7%	32%	60%	4.49	.01	16,396
	Graduate	0%	1%	8%	36%	54%	4.42	.01	5,665
	Other	0%	1%	9%	30%	58%	4.45	.02	1,309
Gender - YOUR INSTITUTION	Female	1%	1%	7%	17%	74%	4.61	.07	137
	Male		2%	2%	31%	64%	4.57	.10	42
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	30%	62%	4.53	.00	76,355
	Male	1%	2%	10%	33%	55%	4.40	.00	51,029
	Transgender	2%	2%	15%	25%	55%	4.29	.04	461
	Other Identity	2%	3%	13%	29%	52%	4.27	.04	492
Live... - YOUR INSTITUTION	On campus	1%	1%	7%	21%	70%	4.58	.06	168
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	9%	32%	57%	4.44	.00	77,790
	Off campus	0%	1%	7%	29%	63%	4.54	.00	49,480
NACUFS Region - YOUR INSTITUTION	Southern	1%	1%	6%	20%	72%	4.60	.06	179
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	8%	32%	58%	4.46	.01	14,210
	Mid-Atlantic	0%	1%	8%	29%	62%	4.51	.01	12,475
	Midwest	0%	1%	8%	33%	57%	4.45	.00	32,267
	Northeast	0%	1%	7%	31%	61%	4.50	.00	24,913
	Pacific	1%	1%	9%	30%	59%	4.47	.00	26,468
	Southern	0%	1%	8%	30%	61%	4.50	.01	18,883
Institution Type - YOUR INSTITUTION	Private	1%	1%	6%	20%	72%	4.60	.06	179
Institution Type - ENTIRE SAMPLE	Public	0%	1%	8%	31%	60%	4.48	.00	95,759
	Private	0%	1%	8%	32%	58%	4.47	.00	33,457
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	6%	20%	72%	4.60	.06	179
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	7%	26%	66%	4.56	.01	4,710
	Primarily 4-year	0%	1%	8%	31%	59%	4.47	.00	124,506
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	6%	20%	72%	4.60	.06	179
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	8%	31%	60%	4.48	.00	105,052
	Mainly Contracted	0%	1%	8%	32%	59%	4.48	.01	19,999
	Combination of Both	1%	2%	10%	33%	54%	4.39	.01	4,165
Total Current Enrollment - YOUR	Under 2,500	1%	1%	6%	20%	72%	4.60	.06	179
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	6%	32%	61%	4.52	.01	6,401
	2,500 to 10,000	0%	1%	7%	30%	61%	4.51	.00	25,917
	10,001 to 20,000	0%	1%	8%	30%	59%	4.47	.00	31,924
	Over 20,000	0%	1%	8%	32%	58%	4.46	.00	64,974
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	31%	60%	4.49	.01	19,264
	Marketplace	0%	1%	7%	32%	60%	4.51	.01	13,391
	Express Unit	0%	1%	6%	28%	64%	4.55	.01	14,772
	Specialty Coffee Shop/ Juice Bar	0%	1%	6%	26%	67%	4.59	.01	10,418
	Sit-down Restaurant	0%	1%	5%	28%	66%	4.57	.01	5,751
	Convenience Store	0%	1%	7%	28%	64%	4.54	.01	10,087
	No type given	0%	1%	6%	37%	56%	4.47	.02	1,270

*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	8%	8%	30%	35%	20%	3.50	.08	200
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	12%	35%	47%	4.22	.00	144,851
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	34%	49%	4.23	.00	85,041
Aggregated Dining Halls	YOUR INSTITUTION	8%	8%	30%	35%	20%	3.50	.08	200
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	13%	37%	45%	4.21	.00	59,810
Respondent Type - YOUR	Student	8%	8%	30%	35%	20%	3.50	.08	200
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	13%	36%	45%	4.20	.00	124,577
	Faculty	2%	3%	8%	25%	62%	4.43	.01	5,271
	Administration/Staff	2%	3%	9%	29%	57%	4.36	.01	13,042
	Other	2%	2%	9%	29%	58%	4.39	.03	1,187
Student Class Status - YOUR INSTITUTION	First year	5%	3%	26%	41%	25%	3.77	.12	73
	Sophomore	15%	10%	31%	29%	16%	3.23	.16	62
	Junior	5%	12%	27%	39%	17%	3.51	.17	41
	Senior	4%	13%	39%	26%	17%	3.39	.22	23
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	12%	36%	47%	4.24	.00	48,977
	Sophomore	2%	4%	13%	37%	43%	4.16	.01	28,284
	Junior	2%	4%	13%	36%	44%	4.16	.01	20,977
	Senior	2%	4%	12%	36%	45%	4.19	.01	18,342
	Graduate	3%	4%	12%	38%	44%	4.16	.01	6,612
	Other	1%	4%	13%	28%	54%	4.31	.02	1,434
Gender - YOUR INSTITUTION	Female	8%	8%	31%	32%	21%	3.49	.09	154
	Male	9%	7%	24%	46%	15%	3.52	.16	46
Gender - ENTIRE SAMPLE	Female	2%	3%	12%	34%	48%	4.24	.00	86,090
	Male	2%	4%	13%	36%	46%	4.19	.00	56,649
	Transgender	4%	5%	17%	29%	45%	4.05	.05	512
	Other Identity	6%	6%	16%	31%	41%	3.95	.05	547
Live... - YOUR INSTITUTION	On campus	8%	7%	30%	35%	20%	3.52	.08	188
	Off campus	8%	17%	25%	42%	8%	3.25	.33	12
Live... - ENTIRE SAMPLE	On campus	2%	4%	13%	37%	45%	4.18	.00	85,758
	Off campus	2%	3%	11%	33%	51%	4.28	.00	56,824
NACUFS Region - YOUR INSTITUTION	Southern	8%	8%	30%	35%	20%	3.50	.08	200
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	34%	53%	4.35	.01	15,751
	Mid-Atlantic	2%	4%	12%	33%	49%	4.23	.01	13,933
	Midwest	2%	4%	12%	37%	45%	4.19	.00	35,909
	Northeast	2%	3%	12%	35%	47%	4.22	.01	28,089
	Pacific	2%	4%	13%	35%	45%	4.18	.01	30,247
	Southern	2%	3%	12%	34%	48%	4.24	.01	20,922
Institution Type - YOUR INSTITUTION	Private	8%	8%	30%	35%	20%	3.50	.08	200
Institution Type - ENTIRE SAMPLE	Public	2%	4%	12%	35%	47%	4.21	.00	107,581
	Private	2%	3%	12%	34%	49%	4.25	.00	37,270
Institution Type - YOUR INSTITUTION	Primarily 4-year	8%	8%	30%	35%	20%	3.50	.08	200
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	4%	13%	30%	49%	4.19	.01	5,781
	Primarily 4-year	2%	4%	12%	35%	47%	4.22	.00	139,070
Operation Type - YOUR INSTITUTION	Mainly Contracted	8%	8%	30%	35%	20%	3.50	.08	200
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	12%	35%	49%	4.25	.00	117,587
	Mainly Contracted	3%	5%	15%	36%	40%	4.03	.01	22,671
	Combination of Both	1%	3%	10%	34%	52%	4.32	.01	4,593
Total Current Enrollment - YOUR	Under 2,500	8%	8%	30%	35%	20%	3.50	.08	200
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	3%	10%	32%	52%	4.29	.01	7,241
	2,500 to 10,000	2%	4%	13%	35%	45%	4.18	.01	28,860
	10,001 to 20,000	2%	3%	12%	34%	48%	4.23	.00	36,099
	Over 20,000	2%	4%	12%	35%	47%	4.23	.00	72,651
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	13%	36%	46%	4.19	.01	21,804
	Marketplace	2%	5%	14%	36%	43%	4.13	.01	15,092
	Express Unit	2%	4%	11%	33%	50%	4.25	.01	16,908
	Specialty Coffee Shop/ Juice Bar	2%	3%	10%	30%	54%	4.31	.01	11,869
	Sit-down Restaurant	3%	5%	13%	34%	46%	4.16	.01	6,394
	Convenience Store	2%	2%	9%	31%	56%	4.37	.01	11,537
	No type given	2%	3%	11%	39%	45%	4.22	.02	1,437

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University			7%	21%	71%	4.64	.05	178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	8%	32%	58%	4.46	.00	129,259
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	30%	62%	4.53	.00	75,117
Aggregated Dining Halls	YOUR INSTITUTION			7%	21%	71%	4.64	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	0%	2%	10%	36%	51%	4.36	.00	54,142
Respondent Type - YOUR	Student			7%	21%	71%	4.64	.05	178
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	9%	33%	57%	4.44	.00	112,053
	Faculty	0%	1%	4%	31%	63%	4.57	.01	4,362
	Administration/Staff	0%	0%	4%	30%	66%	4.60	.01	11,230
	Other	1%	2%	7%	28%	62%	4.50	.02	986
Student Class Status - YOUR INSTITUTION	First year			6%	18%	76%	4.70	.07	66
	Sophomore			9%	26%	65%	4.56	.09	54
	Junior			9%	17%	74%	4.66	.11	35
	Senior			5%	27%	68%	4.64	.12	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	2%	9%	34%	55%	4.42	.00	44,555
	Sophomore	0%	2%	9%	33%	56%	4.43	.00	25,376
	Junior	0%	1%	8%	31%	59%	4.47	.01	18,755
	Senior	0%	1%	7%	32%	59%	4.49	.01	16,402
	Graduate	0%	1%	7%	35%	56%	4.45	.01	5,691
	Other	0%	2%	10%	33%	54%	4.39	.02	1,310
Gender - YOUR INSTITUTION	Female			7%	19%	74%	4.67	.05	135
	Male			9%	28%	63%	4.53	.10	43
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	31%	61%	4.52	.00	76,355
	Male	0%	2%	10%	34%	53%	4.38	.00	51,072
	Transgender	2%	4%	14%	29%	51%	4.23	.04	464
	Other Identity	2%	5%	14%	33%	46%	4.15	.04	488
Live... - YOUR INSTITUTION	On campus			8%	22%	71%	4.63	.05	167
	Off campus				18%	82%	4.82	.12	11
Live... - ENTIRE SAMPLE	On campus	0%	2%	9%	34%	55%	4.42	.00	77,770
	Off campus	0%	1%	6%	30%	62%	4.53	.00	49,547
NACUFS Region - YOUR INSTITUTION	Southern			7%	21%	71%	4.64	.05	178
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	9%	34%	56%	4.43	.01	14,220
	Mid-Atlantic	0%	1%	7%	30%	61%	4.51	.01	12,478
	Midwest	0%	1%	8%	35%	55%	4.43	.00	32,295
	Northeast	0%	1%	8%	32%	59%	4.48	.00	24,891
	Pacific	0%	1%	9%	31%	59%	4.46	.00	26,466
	Southern	0%	1%	8%	32%	59%	4.47	.01	18,909
Institution Type - YOUR INSTITUTION	Private			7%	21%	71%	4.64	.05	178
Institution Type - ENTIRE SAMPLE	Public	0%	1%	8%	32%	58%	4.47	.00	95,817
	Private	0%	1%	8%	34%	56%	4.44	.00	33,442
Institution Type - YOUR INSTITUTION	Primarily 4-year			7%	21%	71%	4.64	.05	178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	7%	28%	64%	4.54	.01	4,721
	Primarily 4-year	0%	1%	8%	33%	58%	4.46	.00	124,538
Operation Type - YOUR INSTITUTION	Mainly Contracted			7%	21%	71%	4.64	.05	178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	8%	32%	58%	4.46	.00	105,030
	Mainly Contracted	0%	1%	8%	33%	58%	4.47	.01	20,065
	Combination of Both	1%	2%	10%	36%	52%	4.36	.01	4,164
Total Current Enrollment - YOUR	Under 2,500			7%	21%	71%	4.64	.05	178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	2%	7%	36%	56%	4.45	.01	6,375
	2,500 to 10,000	0%	1%	8%	32%	59%	4.48	.00	25,951
	10,001 to 20,000	0%	1%	9%	33%	57%	4.44	.00	31,889
	Over 20,000	0%	1%	8%	32%	58%	4.46	.00	65,044
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	31%	61%	4.51	.01	19,326
	Marketplace	0%	1%	6%	32%	60%	4.51	.01	13,421
	Express Unit	0%	1%	6%	29%	63%	4.53	.01	14,766
	Specialty Coffee Shop/ Juice Bar	0%	1%	5%	27%	67%	4.60	.01	10,482
	Sit-down Restaurant	0%	1%	5%	27%	66%	4.58	.01	5,766
	Convenience Store	0%	1%	8%	29%	62%	4.51	.01	10,084
	No type given	0%	1%	6%	35%	58%	4.49	.02	1,272

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	11%	18%	26%	28%	17%	3.21	.09	203
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	6%	15%	34%	42%	4.06	.00	144,791
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	7%	15%	33%	42%	4.03	.00	85,121
Aggregated Dining Halls	YOUR INSTITUTION	11%	18%	26%	28%	17%	3.21	.09	203
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	15%	36%	42%	4.11	.00	59,670
Respondent Type - YOUR	Student	11%	18%	26%	28%	17%	3.21	.09	203
Respondent Type - ENTIRE SAMPLE	Student	3%	6%	15%	35%	40%	4.03	.00	124,533
	Faculty	3%	5%	9%	27%	56%	4.28	.01	5,265
	Administration/Staff	3%	5%	11%	30%	52%	4.22	.01	13,016
	Other	2%	4%	11%	30%	53%	4.28	.03	1,189
Student Class Status - YOUR INSTITUTION	First year	11%	18%	24%	27%	20%	3.28	.15	74
	Sophomore	16%	19%	24%	27%	14%	3.05	.16	63
	Junior	5%	15%	32%	34%	15%	3.39	.17	41
	Senior	13%	25%	25%	21%	17%	3.04	.27	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	3%	6%	16%	35%	41%	4.06	.00	48,949
	Sophomore	3%	7%	16%	35%	39%	3.99	.01	28,251
	Junior	4%	7%	15%	35%	39%	3.99	.01	20,979
	Senior	3%	7%	14%	35%	41%	4.03	.01	18,348
	Graduate	4%	6%	13%	35%	42%	4.04	.01	6,628
	Other	3%	4%	13%	29%	51%	4.22	.03	1,440
Gender - YOUR INSTITUTION	Female	11%	16%	29%	27%	17%	3.24	.10	156
	Male	13%	26%	15%	32%	15%	3.11	.19	47
Gender - ENTIRE SAMPLE	Female	3%	6%	14%	34%	43%	4.07	.00	86,052
	Male	3%	6%	15%	35%	41%	4.04	.00	56,630
	Transgender	4%	8%	16%	30%	42%	3.98	.05	515
	Other Identity	7%	6%	19%	32%	36%	3.83	.05	541
Live... - YOUR INSTITUTION	On campus	12%	19%	25%	28%	17%	3.19	.09	190
	Off campus	8%	8%	38%	31%	15%	3.38	.31	13
Live... - ENTIRE SAMPLE	On campus	3%	7%	16%	36%	39%	4.01	.00	85,697
	Off campus	3%	6%	13%	32%	46%	4.13	.00	56,830
NACUFS Region - YOUR INSTITUTION	Southern	11%	18%	26%	28%	17%	3.21	.09	203
NACUFS Region - ENTIRE SAMPLE	Continental	2%	5%	13%	34%	45%	4.17	.01	15,743
	Mid-Atlantic	4%	7%	15%	32%	42%	4.02	.01	13,919
	Midwest	3%	6%	15%	36%	40%	4.05	.01	35,896
	Northeast	4%	7%	15%	34%	41%	4.02	.01	28,078
	Pacific	3%	7%	16%	33%	41%	4.02	.01	30,250
	Southern	3%	5%	13%	34%	46%	4.14	.01	20,905
Institution Type - YOUR INSTITUTION	Private	11%	18%	26%	28%	17%	3.21	.09	203
Institution Type - ENTIRE SAMPLE	Public	3%	6%	14%	34%	42%	4.06	.00	107,554
	Private	3%	6%	15%	34%	41%	4.05	.01	37,237
Institution Type - YOUR INSTITUTION	Primarily 4-year	11%	18%	26%	28%	17%	3.21	.09	203
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	6%	14%	31%	46%	4.09	.01	5,758
	Primarily 4-year	3%	6%	15%	34%	42%	4.06	.00	139,033
Operation Type - YOUR INSTITUTION	Mainly Contracted	11%	18%	26%	28%	17%	3.21	.09	203
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	6%	14%	34%	43%	4.09	.00	117,476
	Mainly Contracted	5%	8%	16%	34%	36%	3.87	.01	22,727
	Combination of Both	2%	4%	10%	33%	50%	4.26	.01	4,588
Total Current Enrollment - YOUR	Under 2,500	11%	18%	26%	28%	17%	3.21	.09	203
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	6%	13%	33%	45%	4.11	.01	7,203
	2,500 to 10,000	4%	7%	16%	34%	39%	3.98	.01	28,874
	10,001 to 20,000	3%	6%	14%	34%	43%	4.08	.01	36,077
	Over 20,000	3%	6%	14%	34%	42%	4.08	.00	72,637
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	16%	34%	39%	4.00	.01	21,846
	Marketplace	5%	9%	17%	34%	36%	3.88	.01	15,126
	Express Unit	3%	6%	14%	31%	45%	4.07	.01	16,908
	Specialty Coffee Shop/ Juice Bar	4%	6%	13%	30%	46%	4.08	.01	11,862
	Sit-down Restaurant	6%	9%	16%	32%	36%	3.84	.01	6,421
	Convenience Store	2%	4%	11%	31%	52%	4.26	.01	11,518
	No type given	2%	5%	11%	37%	45%	4.16	.03	1,440

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%		6%	17%	76%	4.68	.05	180
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	9%	31%	58%	4.44	.00	129,187
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	31%	58%	4.44	.00	74,788
Aggregated Dining Halls	YOUR INSTITUTION	1%		6%	17%	76%	4.68	.05	180
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.44	.00	54,399
Respondent Type - YOUR	Student	1%		6%	17%	76%	4.68	.05	180
Respondent Type - ENTIRE SAMPLE	Student	0%	2%	9%	30%	58%	4.44	.00	112,123
	Faculty	1%	2%	7%	35%	56%	4.43	.01	4,351
	Administration/Staff	1%	2%	7%	35%	55%	4.43	.01	11,112
	Other	1%	2%	10%	31%	56%	4.40	.03	969
Student Class Status - YOUR INSTITUTION	First year			10%	19%	71%	4.60	.08	68
	Sophomore			4%	24%	72%	4.69	.07	54
	Junior	3%		6%	11%	80%	4.66	.14	35
	Senior				5%	95%	4.95	.05	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	2%	9%	30%	59%	4.46	.00	44,649
	Sophomore	1%	2%	9%	30%	58%	4.44	.00	25,429
	Junior	1%	2%	9%	30%	59%	4.45	.01	18,735
	Senior	0%	2%	9%	32%	57%	4.43	.01	16,398
	Graduate	0%	2%	9%	35%	53%	4.38	.01	5,679
	Other	1%	3%	11%	33%	53%	4.34	.02	1,278
Gender - YOUR INSTITUTION	Female	1%		4%	15%	80%	4.74	.05	137
	Male			14%	23%	63%	4.49	.11	43
Gender - ENTIRE SAMPLE	Female	0%	1%	7%	30%	61%	4.50	.00	76,357
	Male	1%	2%	11%	32%	53%	4.36	.00	51,003
	Transgender	1%	3%	15%	25%	55%	4.29	.04	460
	Other Identity	2%	4%	16%	26%	52%	4.21	.05	485
Live... - YOUR INSTITUTION	On campus	1%		7%	18%	75%	4.67	.05	169
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	2%	9%	30%	59%	4.46	.00	78,025
	Off campus	1%	2%	9%	32%	56%	4.41	.00	49,235
NACUFS Region - YOUR INSTITUTION	Southern	1%		6%	17%	76%	4.68	.05	180
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	34%	53%	4.36	.01	14,156
	Mid-Atlantic	0%	2%	8%	30%	60%	4.47	.01	12,488
	Midwest	0%	2%	9%	32%	57%	4.44	.00	32,309
	Northeast	0%	2%	8%	30%	60%	4.47	.00	24,922
	Pacific	1%	2%	10%	30%	58%	4.43	.00	26,459
	Southern	1%	2%	9%	30%	59%	4.45	.01	18,853
Institution Type - YOUR INSTITUTION	Private	1%		6%	17%	76%	4.68	.05	180
Institution Type - ENTIRE SAMPLE	Public	0%	2%	9%	30%	59%	4.45	.00	95,764
	Private	1%	2%	9%	32%	56%	4.42	.00	33,423
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%		6%	17%	76%	4.68	.05	180
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	10%	31%	56%	4.40	.01	4,688
	Primarily 4-year	0%	2%	9%	31%	58%	4.44	.00	124,499
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%		6%	17%	76%	4.68	.05	180
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	9%	31%	58%	4.44	.00	105,033
	Mainly Contracted	0%	2%	9%	31%	58%	4.45	.01	20,002
	Combination of Both	1%	2%	10%	32%	56%	4.41	.01	4,152
Total Current Enrollment - YOUR	Under 2,500	1%		6%	17%	76%	4.68	.05	180
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	2%	7%	32%	59%	4.48	.01	6,417
	2,500 to 10,000	0%	2%	8%	30%	59%	4.46	.00	25,915
	10,001 to 20,000	1%	2%	9%	30%	59%	4.46	.00	31,941
	Over 20,000	1%	2%	9%	32%	57%	4.42	.00	64,914
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.38	.01	19,227
	Marketplace	0%	2%	8%	33%	56%	4.44	.01	13,374
	Express Unit	1%	2%	8%	30%	59%	4.46	.01	14,722
	Specialty Coffee Shop/ Juice Bar	0%	1%	8%	29%	61%	4.49	.01	10,400
	Sit-down Restaurant	1%	2%	9%	32%	57%	4.43	.01	5,731
	Convenience Store	0%	1%	8%	28%	62%	4.50	.01	10,072
	No type given	0%	2%	11%	35%	52%	4.36	.02	1,262

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	33%	22%	14%	22%	10%	2.53	.10	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	10%	16%	30%	38%	3.86	.00	144,610
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	9%	14%	30%	42%	3.97	.00	84,702
Aggregated Dining Halls	YOUR INSTITUTION	33%	22%	14%	22%	10%	2.53	.10	204
Aggregated Dining Halls	ENTIRE SAMPLE	7%	13%	17%	30%	33%	3.70	.01	59,908
Respondent Type - YOUR	Student	33%	22%	14%	22%	10%	2.53	.10	204
Respondent Type - ENTIRE SAMPLE	Student	6%	11%	17%	30%	36%	3.79	.00	124,579
	Faculty	3%	6%	11%	27%	54%	4.23	.01	5,225
	Administration/Staff	2%	5%	10%	30%	53%	4.26	.01	12,869
	Other	2%	4%	12%	27%	56%	4.31	.03	1,164
Student Class Status - YOUR INSTITUTION	First year	24%	24%	12%	26%	14%	2.80	.16	74
	Sophomore	42%	20%	20%	11%	6%	2.19	.16	64
	Junior	20%	29%	5%	34%	12%	2.90	.22	41
	Senior	54%	8%	17%	17%	4%	2.08	.28	24
	Other	100%					1.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	7%	13%	18%	29%	34%	3.71	.01	49,039
	Sophomore	6%	11%	16%	31%	36%	3.80	.01	28,335
	Junior	5%	10%	16%	31%	37%	3.85	.01	20,951
	Senior	4%	9%	16%	32%	39%	3.92	.01	18,317
	Graduate	5%	10%	16%	33%	36%	3.86	.01	6,597
	Other	4%	9%	14%	27%	45%	3.98	.03	1,402
Gender - YOUR INSTITUTION	Female	34%	20%	15%	24%	8%	2.53	.11	157
	Male	30%	30%	11%	15%	15%	2.55	.21	47
Gender - ENTIRE SAMPLE	Female	5%	11%	15%	30%	39%	3.87	.00	85,969
	Male	5%	10%	17%	30%	37%	3.84	.00	56,542
	Transgender	8%	10%	19%	28%	34%	3.71	.06	509
	Other Identity	10%	11%	22%	26%	31%	3.56	.06	545
Live... - YOUR INSTITUTION	On campus	32%	23%	14%	22%	10%	2.55	.10	191
	Off campus	46%	15%	15%	15%	8%	2.23	.39	13
Live... - ENTIRE SAMPLE	On campus	7%	13%	17%	30%	34%	3.72	.00	85,969
	Off campus	4%	7%	14%	31%	45%	4.06	.00	56,390
NACUFS Region - YOUR INSTITUTION	Southern	33%	22%	14%	22%	10%	2.53	.10	204
NACUFS Region - ENTIRE SAMPLE	Continental	4%	10%	15%	31%	39%	3.91	.01	15,684
	Mid-Atlantic	6%	11%	16%	29%	39%	3.84	.01	13,926
	Midwest	6%	11%	16%	30%	37%	3.82	.01	35,883
	Northeast	5%	10%	16%	30%	38%	3.86	.01	28,082
	Pacific	5%	10%	16%	30%	39%	3.88	.01	30,200
	Southern	5%	11%	16%	30%	38%	3.85	.01	20,835
Institution Type - YOUR INSTITUTION	Private	33%	22%	14%	22%	10%	2.53	.10	204
Institution Type - ENTIRE SAMPLE	Public	5%	10%	16%	30%	38%	3.86	.00	107,427
	Private	6%	11%	16%	30%	38%	3.84	.01	37,183
Institution Type - YOUR INSTITUTION	Primarily 4-year	33%	22%	14%	22%	10%	2.53	.10	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	5%	9%	15%	30%	42%	3.96	.02	5,733
	Primarily 4-year	5%	11%	16%	30%	38%	3.85	.00	138,877
Operation Type - YOUR INSTITUTION	Mainly Contracted	33%	22%	14%	22%	10%	2.53	.10	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	10%	15%	30%	40%	3.90	.00	117,402
	Mainly Contracted	8%	13%	17%	30%	32%	3.63	.01	22,628
	Combination of Both	6%	13%	17%	31%	34%	3.75	.02	4,580
Total Current Enrollment - YOUR	Under 2,500	33%	22%	14%	22%	10%	2.53	.10	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	6%	11%	14%	28%	41%	3.86	.01	7,230
	2,500 to 10,000	6%	11%	16%	30%	37%	3.79	.01	28,790
	10,001 to 20,000	6%	11%	16%	29%	38%	3.83	.01	36,087
	Over 20,000	5%	10%	16%	31%	39%	3.90	.00	72,503
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	9%	16%	32%	38%	3.92	.01	21,709
	Marketplace	6%	11%	16%	31%	36%	3.80	.01	15,052
	Express Unit	5%	9%	15%	30%	41%	3.95	.01	16,822
	Specialty Coffee Shop/ Juice Bar	4%	9%	14%	28%	45%	4.03	.01	11,807
	Sit-down Restaurant	4%	7%	14%	31%	45%	4.07	.01	6,366
	Convenience Store	3%	6%	11%	28%	52%	4.20	.01	11,523
	No type given	3%	12%	16%	34%	35%	3.85	.03	1,423

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University		1%	6%	21%	72%	4.66	.05	178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	11%	32%	54%	4.37	.00	128,648
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	31%	58%	4.43	.00	74,758
Aggregated Dining Halls	YOUR INSTITUTION		1%	6%	21%	72%	4.66	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	13%	33%	50%	4.29	.00	53,890
Respondent Type - YOUR	Student		1%	6%	21%	72%	4.66	.05	178
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	12%	33%	53%	4.34	.00	111,460
	Faculty	0%	1%	5%	31%	63%	4.55	.01	4,371
	Administration/Staff	0%	1%	4%	28%	67%	4.61	.01	11,206
	Other	1%	2%	9%	25%	64%	4.49	.03	980
Student Class Status - YOUR INSTITUTION	First year			4%	22%	73%	4.69	.07	67
	Sophomore			9%	28%	62%	4.53	.09	53
	Junior		3%	6%	9%	83%	4.71	.12	35
	Senior				23%	77%	4.77	.09	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	12%	32%	52%	4.33	.00	44,296
	Sophomore	1%	3%	12%	33%	52%	4.32	.01	25,269
	Junior	1%	3%	11%	32%	54%	4.36	.01	18,642
	Senior	0%	2%	10%	33%	54%	4.39	.01	16,325
	Graduate	0%	3%	10%	36%	50%	4.33	.01	5,674
	Other	0%	2%	9%	31%	57%	4.43	.02	1,298
Gender - YOUR INSTITUTION	Female			6%	19%	75%	4.69	.05	136
	Male		2%	5%	29%	64%	4.55	.11	42
Gender - ENTIRE SAMPLE	Female	0%	2%	9%	31%	58%	4.45	.00	76,041
	Male	1%	3%	14%	34%	49%	4.26	.00	50,779
	Transgender	3%	2%	17%	28%	50%	4.19	.05	464
	Other Identity	3%	6%	15%	27%	49%	4.14	.05	483
Live... - YOUR INSTITUTION	On campus		1%	6%	21%	72%	4.65	.05	168
	Off campus				20%	80%	4.80	.13	10
Live... - ENTIRE SAMPLE	On campus	1%	3%	12%	33%	51%	4.32	.00	77,333
	Off campus	0%	2%	8%	30%	59%	4.46	.00	49,379
NACUFS Region - YOUR INSTITUTION	Southern		1%	6%	21%	72%	4.66	.05	178
NACUFS Region - ENTIRE SAMPLE	Continental	0%	2%	11%	33%	53%	4.37	.01	14,175
	Mid-Atlantic	1%	3%	11%	32%	54%	4.37	.01	12,439
	Midwest	1%	3%	11%	33%	52%	4.33	.00	32,122
	Northeast	1%	2%	10%	32%	55%	4.39	.01	24,752
	Pacific	1%	2%	11%	30%	56%	4.39	.01	26,349
	Southern	0%	2%	10%	31%	56%	4.41	.01	18,811
Institution Type - YOUR INSTITUTION	Private		1%	6%	21%	72%	4.66	.05	178
Institution Type - ENTIRE SAMPLE	Public	1%	2%	11%	32%	55%	4.37	.00	95,329
	Private	1%	2%	11%	33%	54%	4.37	.00	33,319
Institution Type - YOUR INSTITUTION	Primarily 4-year		1%	6%	21%	72%	4.66	.05	178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	2%	8%	26%	65%	4.53	.01	4,708
	Primarily 4-year	1%	2%	11%	32%	54%	4.37	.00	123,940
Operation Type - YOUR INSTITUTION	Mainly Contracted		1%	6%	21%	72%	4.66	.05	178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	11%	32%	55%	4.37	.00	104,519
	Mainly Contracted	0%	2%	10%	32%	55%	4.39	.01	19,980
	Combination of Both	1%	3%	13%	34%	48%	4.26	.01	4,149
Total Current Enrollment - YOUR	Under 2,500		1%	6%	21%	72%	4.66	.05	178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	2%	8%	32%	58%	4.44	.01	6,404
	2,500 to 10,000	0%	2%	10%	31%	57%	4.42	.00	25,855
	10,001 to 20,000	1%	2%	11%	31%	56%	4.39	.00	31,731
	Over 20,000	1%	3%	11%	33%	52%	4.34	.00	64,658
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.40	.01	19,192
	Marketplace	0%	2%	10%	34%	53%	4.37	.01	13,348
	Express Unit	0%	2%	9%	30%	59%	4.45	.01	14,717
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	29%	62%	4.51	.01	10,434
	Sit-down Restaurant	1%	1%	7%	29%	62%	4.51	.01	5,754
	Convenience Store	0%	2%	9%	29%	60%	4.45	.01	10,054
	No type given	0%	2%	11%	37%	49%	4.33	.02	1,259

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	6%	8%	26%	28%	33%	3.73	.08	202
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	13%	31%	51%	4.24	.00	143,908
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	30%	53%	4.27	.00	84,610
Aggregated Dining Halls	YOUR INSTITUTION	6%	8%	26%	28%	33%	3.73	.08	202
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	14%	32%	48%	4.21	.00	59,298
Respondent Type - YOUR	Student	6%	8%	26%	28%	33%	3.73	.08	202
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	13%	32%	49%	4.21	.00	123,720
	Faculty	2%	2%	7%	21%	68%	4.51	.01	5,262
	Administration/Staff	2%	3%	8%	24%	63%	4.43	.01	12,961
	Other	2%	2%	8%	24%	65%	4.48	.02	1,186
Student Class Status - YOUR INSTITUTION	First year	7%	3%	19%	39%	32%	3.88	.13	74
	Sophomore	6%	10%	40%	19%	24%	3.45	.15	62
	Junior	2%	10%	15%	24%	49%	4.07	.18	41
	Senior	8%	17%	29%	17%	29%	3.42	.27	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	4%	14%	32%	49%	4.23	.00	48,594
	Sophomore	2%	4%	14%	32%	47%	4.18	.01	28,091
	Junior	3%	4%	13%	31%	48%	4.19	.01	20,828
	Senior	2%	4%	13%	32%	49%	4.22	.01	18,247
	Graduate	3%	4%	12%	34%	48%	4.21	.01	6,583
	Other	2%	3%	12%	25%	58%	4.36	.02	1,422
Gender - YOUR INSTITUTION	Female	6%	6%	29%	24%	35%	3.75	.09	156
	Male	7%	13%	13%	41%	26%	3.67	.18	46
Gender - ENTIRE SAMPLE	Female	2%	4%	12%	30%	52%	4.26	.00	85,565
	Male	2%	4%	13%	32%	49%	4.22	.00	56,241
	Transgender	4%	6%	16%	28%	46%	4.05	.05	514
	Other Identity	6%	5%	17%	27%	45%	4.00	.05	542
Live... - YOUR INSTITUTION	On campus	6%	7%	27%	27%	33%	3.75	.08	190
	Off campus	8%	25%	8%	33%	25%	3.42	.40	12
Live... - ENTIRE SAMPLE	On campus	2%	4%	14%	32%	48%	4.19	.00	85,106
	Off campus	2%	3%	11%	28%	55%	4.32	.00	56,544
NACUFS Region - YOUR INSTITUTION	Southern	6%	8%	26%	28%	33%	3.73	.08	202
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	10%	30%	55%	4.36	.01	15,693
	Mid-Atlantic	2%	4%	13%	29%	52%	4.26	.01	13,842
	Midwest	2%	4%	13%	32%	49%	4.21	.01	35,637
	Northeast	2%	4%	13%	30%	52%	4.25	.01	27,907
	Pacific	2%	4%	14%	31%	49%	4.21	.01	30,050
	Southern	2%	4%	12%	31%	51%	4.24	.01	20,779
Institution Type - YOUR INSTITUTION	Private	6%	8%	26%	28%	33%	3.73	.08	202
Institution Type - ENTIRE SAMPLE	Public	2%	4%	13%	31%	50%	4.23	.00	106,818
	Private	2%	4%	12%	29%	54%	4.29	.00	37,090
Institution Type - YOUR INSTITUTION	Primarily 4-year	6%	8%	26%	28%	33%	3.73	.08	202
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	5%	12%	27%	53%	4.24	.01	5,740
	Primarily 4-year	2%	4%	13%	31%	51%	4.24	.00	138,168
Operation Type - YOUR INSTITUTION	Mainly Contracted	6%	8%	26%	28%	33%	3.73	.08	202
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	12%	31%	52%	4.27	.00	116,774
	Mainly Contracted	4%	6%	15%	31%	44%	4.07	.01	22,572
	Combination of Both	2%	3%	11%	30%	54%	4.33	.01	4,562
Total Current Enrollment - YOUR	Under 2,500	6%	8%	26%	28%	33%	3.73	.08	202
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	4%	10%	26%	58%	4.34	.01	7,214
	2,500 to 10,000	2%	4%	13%	30%	50%	4.22	.01	28,751
	10,001 to 20,000	2%	4%	13%	30%	51%	4.25	.01	35,818
	Over 20,000	2%	4%	13%	31%	50%	4.24	.00	72,125
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	13%	32%	49%	4.22	.01	21,674
	Marketplace	2%	5%	13%	32%	48%	4.18	.01	14,990
	Express Unit	2%	4%	12%	29%	54%	4.28	.01	16,842
	Specialty Coffee Shop/ Juice Bar	2%	3%	10%	27%	58%	4.36	.01	11,823
	Sit-down Restaurant	2%	4%	11%	30%	52%	4.25	.01	6,380
	Convenience Store	1%	3%	10%	27%	59%	4.39	.01	11,482
	No type given	2%	3%	13%	33%	48%	4.22	.03	1,419

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University		1%	4%	18%	76%	4.70	.05	178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	10%	30%	58%	4.42	.00	129,076
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	8%	29%	61%	4.48	.00	74,871
Aggregated Dining Halls	YOUR INSTITUTION		1%	4%	18%	76%	4.70	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	12%	32%	53%	4.34	.00	54,205
Respondent Type - YOUR	Student		1%	4%	18%	76%	4.70	.05	178
Respondent Type - ENTIRE SAMPLE	Student	1%	2%	10%	31%	56%	4.39	.00	111,894
	Faculty	0%	1%	6%	30%	64%	4.56	.01	4,357
	Administration/Staff	0%	1%	4%	26%	69%	4.63	.01	11,210
	Other	1%	1%	8%	24%	65%	4.52	.02	995
Student Class Status - YOUR INSTITUTION	First year			6%	19%	75%	4.69	.07	67
	Sophomore		2%	7%	24%	67%	4.56	.10	54
	Junior		3%		9%	88%	4.82	.10	34
	Senior				14%	86%	4.86	.07	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	11%	30%	56%	4.38	.00	44,521
	Sophomore	1%	2%	11%	31%	55%	4.37	.01	25,355
	Junior	1%	2%	10%	30%	57%	4.41	.01	18,703
	Senior	1%	2%	9%	31%	57%	4.42	.01	16,369
	Graduate	1%	2%	10%	35%	52%	4.36	.01	5,684
	Other	1%	2%	8%	28%	61%	4.46	.02	1,302
Gender - YOUR INSTITUTION	Female		1%	4%	16%	78%	4.71	.05	136
	Male			5%	24%	71%	4.67	.09	42
Gender - ENTIRE SAMPLE	Female	0%	2%	8%	29%	61%	4.49	.00	76,293
	Male	1%	3%	13%	32%	52%	4.31	.00	50,973
	Transgender	3%	3%	13%	26%	54%	4.25	.05	462
	Other Identity	3%	4%	16%	26%	52%	4.21	.05	485
Live... - YOUR INSTITUTION	On campus		1%	4%	18%	77%	4.70	.05	167
	Off campus			9%	18%	73%	4.64	.20	11
Live... - ENTIRE SAMPLE	On campus	1%	2%	11%	31%	55%	4.37	.00	77,716
	Off campus	0%	2%	8%	28%	62%	4.50	.00	49,426
NACUFS Region - YOUR INSTITUTION	Southern		1%	4%	18%	76%	4.70	.05	178
NACUFS Region - ENTIRE SAMPLE	Continental	0%	2%	10%	31%	57%	4.43	.01	14,192
	Mid-Atlantic	1%	2%	10%	30%	57%	4.41	.01	12,483
	Midwest	1%	2%	10%	31%	55%	4.38	.00	32,268
	Northeast	1%	2%	9%	30%	58%	4.42	.01	24,867
	Pacific	1%	2%	10%	29%	59%	4.43	.00	26,412
	Southern	1%	2%	9%	29%	60%	4.46	.01	18,854
Institution Type - YOUR INSTITUTION	Private		1%	4%	18%	76%	4.70	.05	178
Institution Type - ENTIRE SAMPLE	Public	1%	2%	10%	30%	58%	4.42	.00	95,629
	Private	1%	2%	10%	31%	57%	4.41	.00	33,447
Institution Type - YOUR INSTITUTION	Primarily 4-year		1%	4%	18%	76%	4.70	.05	178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	7%	24%	68%	4.57	.01	4,707
	Primarily 4-year	1%	2%	10%	30%	57%	4.41	.00	124,369
Operation Type - YOUR INSTITUTION	Mainly Contracted		1%	4%	18%	76%	4.70	.05	178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	10%	30%	58%	4.42	.00	104,905
	Mainly Contracted	0%	2%	9%	30%	58%	4.44	.01	20,024
	Combination of Both	1%	3%	12%	31%	53%	4.33	.01	4,147
Total Current Enrollment - YOUR	Under 2,500		1%	4%	18%	76%	4.70	.05	178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	2%	7%	29%	61%	4.50	.01	6,418
	2,500 to 10,000	0%	2%	9%	29%	60%	4.47	.00	25,924
	10,001 to 20,000	1%	2%	9%	29%	59%	4.44	.00	31,856
	Over 20,000	1%	2%	10%	31%	55%	4.38	.00	64,878
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	9%	30%	59%	4.44	.01	19,244
	Marketplace	1%	2%	9%	32%	57%	4.42	.01	13,382
	Express Unit	1%	1%	8%	28%	62%	4.50	.01	14,730
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	26%	65%	4.54	.01	10,438
	Sit-down Restaurant	1%	1%	7%	27%	65%	4.54	.01	5,749
	Convenience Store	0%	2%	9%	27%	62%	4.49	.01	10,064
	No type given	0%	2%	10%	35%	53%	4.38	.02	1,264

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	4%	8%	18%	31%	38%	3.91	.08	202
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	12%	28%	54%	4.28	.00	144,556
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	11%	27%	56%	4.31	.00	84,868
Aggregated Dining Halls	YOUR INSTITUTION	4%	8%	18%	31%	38%	3.91	.08	202
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	13%	29%	52%	4.24	.00	59,688
Respondent Type - YOUR	Student	4%	8%	18%	31%	38%	3.91	.08	202
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	12%	29%	53%	4.25	.00	124,360
	Faculty	2%	2%	6%	20%	70%	4.55	.01	5,257
	Administration/Staff	2%	3%	8%	23%	65%	4.46	.01	12,983
	Other	2%	2%	7%	21%	68%	4.52	.02	1,180
Student Class Status - YOUR INSTITUTION	First year	4%	7%	12%	34%	43%	4.05	.13	74
	Sophomore	6%	9%	25%	31%	28%	3.66	.15	64
	Junior	3%	3%	21%	28%	46%	4.13	.16	39
	Senior	4%	17%	17%	25%	38%	3.75	.26	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	4%	12%	28%	54%	4.28	.00	48,890
	Sophomore	2%	4%	13%	29%	51%	4.22	.01	28,249
	Junior	3%	4%	12%	29%	52%	4.23	.01	20,931
	Senior	2%	4%	12%	29%	53%	4.25	.01	18,305
	Graduate	3%	4%	11%	31%	51%	4.24	.01	6,607
	Other	2%	2%	11%	22%	62%	4.39	.02	1,437
Gender - YOUR INSTITUTION	Female	4%	8%	21%	31%	37%	3.89	.09	156
	Male	7%	9%	11%	30%	43%	3.96	.18	46
Gender - ENTIRE SAMPLE	Female	2%	4%	12%	27%	55%	4.29	.00	86,004
	Male	2%	4%	12%	29%	54%	4.28	.00	56,447
	Transgender	4%	5%	16%	26%	49%	4.11	.05	514
	Other Identity	5%	5%	16%	25%	49%	4.08	.05	549
Live... - YOUR INSTITUTION	On campus	4%	8%	19%	31%	38%	3.91	.08	189
	Off campus	8%	8%	15%	31%	38%	3.85	.36	13
Live... - ENTIRE SAMPLE	On campus	2%	4%	13%	29%	52%	4.24	.00	85,627
	Off campus	2%	3%	10%	26%	58%	4.36	.00	56,663
NACUFS Region - YOUR INSTITUTION	Southern	4%	8%	18%	31%	38%	3.91	.08	202
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	9%	26%	61%	4.43	.01	15,727
	Mid-Atlantic	3%	4%	12%	27%	55%	4.28	.01	13,918
	Midwest	2%	4%	12%	29%	52%	4.24	.01	35,833
	Northeast	2%	4%	12%	28%	55%	4.29	.01	28,019
	Pacific	3%	4%	12%	28%	54%	4.26	.01	30,195
	Southern	2%	4%	12%	28%	54%	4.28	.01	20,864
Institution Type - YOUR INSTITUTION	Private	4%	8%	18%	31%	38%	3.91	.08	202
Institution Type - ENTIRE SAMPLE	Public	2%	4%	12%	29%	53%	4.26	.00	107,309
	Private	2%	4%	10%	26%	58%	4.34	.00	37,247
Institution Type - YOUR INSTITUTION	Primarily 4-year	4%	8%	18%	31%	38%	3.91	.08	202
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	4%	11%	25%	57%	4.29	.01	5,762
	Primarily 4-year	2%	4%	12%	28%	54%	4.28	.00	138,794
Operation Type - YOUR INSTITUTION	Mainly Contracted	4%	8%	18%	31%	38%	3.91	.08	202
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	11%	28%	55%	4.31	.00	117,293
	Mainly Contracted	4%	5%	14%	28%	48%	4.12	.01	22,680
	Combination of Both	2%	3%	10%	26%	59%	4.37	.01	4,583
Total Current Enrollment - YOUR	Under 2,500	4%	8%	18%	31%	38%	3.91	.08	202
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	4%	10%	24%	60%	4.35	.01	7,243
	2,500 to 10,000	2%	4%	12%	28%	54%	4.26	.01	28,831
	10,001 to 20,000	2%	3%	11%	27%	56%	4.30	.01	35,989
	Over 20,000	2%	4%	12%	29%	54%	4.28	.00	72,493
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	11%	29%	53%	4.27	.01	21,778
	Marketplace	3%	4%	13%	28%	52%	4.23	.01	15,066
	Express Unit	3%	3%	11%	26%	57%	4.32	.01	16,864
	Specialty Coffee Shop/ Juice Bar	2%	3%	9%	24%	61%	4.39	.01	11,829
	Sit-down Restaurant	2%	3%	10%	28%	56%	4.32	.01	6,387
	Convenience Store	2%	3%	9%	25%	62%	4.42	.01	11,519
	No type given	2%	3%	11%	31%	52%	4.28	.02	1,425

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	1%	2%	8%	88%	4.83	.04	177
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.61	.00	129,246
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.62	.00	74,740
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	2%	8%	88%	4.83	.04	177
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	23%	69%	4.60	.00	54,506
Respondent Type - YOUR	Student	1%	1%	2%	8%	88%	4.83	.04	177
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	6%	24%	68%	4.59	.00	112,017
	Faculty	0%	0%	3%	19%	77%	4.73	.01	4,351
	Administration/Staff	0%	0%	2%	16%	81%	4.77	.00	11,257
	Other	1%	1%	6%	20%	72%	4.62	.02	994
Student Class Status - YOUR INSTITUTION	First year			3%	9%	88%	4.85	.05	67
	Sophomore	2%		2%	10%	87%	4.79	.09	52
	Junior		3%	3%	6%	89%	4.80	.11	35
	Senior				9%	91%	4.91	.06	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	6%	23%	69%	4.59	.00	44,545
	Sophomore	0%	1%	7%	25%	67%	4.57	.00	25,403
	Junior	0%	1%	6%	23%	69%	4.60	.00	18,755
	Senior	0%	1%	6%	24%	68%	4.59	.01	16,370
	Graduate	0%	1%	6%	26%	66%	4.56	.01	5,681
	Other	0%	1%	7%	22%	70%	4.60	.02	1,304
Gender - YOUR INSTITUTION	Female	1%		1%	10%	88%	4.84	.04	135
	Male		2%	5%	5%	88%	4.79	.10	42
Gender - ENTIRE SAMPLE	Female	0%	0%	4%	20%	75%	4.69	.00	76,362
	Male	1%	1%	8%	28%	62%	4.50	.00	51,063
	Transgender	3%	3%	14%	25%	56%	4.29	.05	463
	Other Identity	1%	3%	10%	28%	57%	4.36	.04	489
Live... - YOUR INSTITUTION	On campus	1%	1%	2%	8%	88%	4.83	.04	166
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	6%	24%	68%	4.59	.00	77,813
	Off campus	0%	1%	5%	21%	73%	4.65	.00	49,488
NACUFS Region - YOUR INSTITUTION	Southern	1%	1%	2%	8%	88%	4.83	.04	177
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	6%	25%	67%	4.58	.01	14,226
	Mid-Atlantic	0%	1%	6%	23%	70%	4.62	.01	12,492
	Midwest	0%	1%	6%	23%	70%	4.61	.00	32,321
	Northeast	0%	1%	5%	23%	71%	4.63	.00	24,898
	Pacific	0%	1%	7%	24%	68%	4.59	.00	26,417
	Southern	0%	1%	6%	21%	72%	4.63	.00	18,892
Institution Type - YOUR INSTITUTION	Private	1%	1%	2%	8%	88%	4.83	.04	177
Institution Type - ENTIRE SAMPLE	Public	0%	1%	6%	23%	70%	4.61	.00	95,727
	Private	0%	1%	6%	24%	69%	4.60	.00	33,519
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	2%	8%	88%	4.83	.04	177
Institution Type - ENTIRE SAMPLE	Primarily 2-year	0%	1%	6%	18%	76%	4.67	.01	4,704
	Primarily 4-year	0%	1%	6%	23%	69%	4.61	.00	124,542
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	2%	8%	88%	4.83	.04	177
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	6%	23%	70%	4.61	.00	105,095
	Mainly Contracted	0%	1%	6%	23%	69%	4.60	.00	19,997
	Combination of Both	0%	1%	7%	26%	66%	4.55	.01	4,154
Total Current Enrollment - YOUR	Under 2,500	1%	1%	2%	8%	88%	4.83	.04	177
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	4%	22%	73%	4.67	.01	6,433
	2,500 to 10,000	0%	1%	6%	22%	71%	4.62	.00	25,913
	10,001 to 20,000	0%	1%	6%	23%	70%	4.61	.00	31,919
	Over 20,000	0%	1%	6%	24%	69%	4.60	.00	64,981
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	6%	24%	69%	4.60	.00	19,264
	Marketplace	0%	1%	5%	24%	71%	4.64	.01	13,391
	Express Unit	0%	1%	6%	23%	70%	4.61	.01	14,673
	Specialty Coffee Shop/ Juice Bar	0%	1%	5%	22%	72%	4.64	.01	10,423
	Sit-down Restaurant	0%	1%	5%	21%	73%	4.66	.01	5,747
	Convenience Store	0%	1%	7%	23%	69%	4.59	.01	9,976
	No type given	0%	1%	5%	26%	68%	4.61	.02	1,266

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	4%	11%	16%	38%	31%	3.81	.08	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	35%	49%	4.28	.00	145,021
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	9%	33%	54%	4.35	.00	84,861
Aggregated Dining Halls	YOUR INSTITUTION	4%	11%	16%	38%	31%	3.81	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	13%	38%	44%	4.19	.00	60,160
Respondent Type - YOUR	Student	4%	11%	16%	38%	31%	3.81	.08	204
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	11%	37%	48%	4.26	.00	124,744
	Faculty	2%	2%	6%	27%	63%	4.49	.01	5,275
	Administration/Staff	2%	2%	7%	30%	59%	4.43	.01	13,037
	Other	2%	2%	8%	26%	62%	4.43	.03	1,191
Student Class Status - YOUR INSTITUTION	First year	1%	4%	15%	38%	41%	4.14	.11	73
	Sophomore	9%	14%	17%	32%	28%	3.55	.16	65
	Junior	2%	10%	17%	44%	27%	3.83	.16	41
	Senior		29%	8%	46%	17%	3.50	.23	24
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	36%	48%	4.27	.00	49,055
	Sophomore	2%	3%	12%	37%	46%	4.22	.01	28,292
	Junior	2%	3%	11%	36%	48%	4.25	.01	21,003
	Senior	1%	3%	10%	36%	49%	4.29	.01	18,375
	Graduate	2%	3%	9%	38%	48%	4.29	.01	6,627
	Other	1%	3%	12%	33%	51%	4.30	.02	1,440
Gender - YOUR INSTITUTION	Female	4%	13%	17%	36%	31%	3.75	.09	157
	Male	2%	6%	13%	47%	32%	4.00	.14	47
Gender - ENTIRE SAMPLE	Female	1%	3%	10%	35%	50%	4.30	.00	86,156
	Male	2%	3%	11%	36%	49%	4.27	.00	56,750
	Transgender	4%	5%	19%	28%	46%	4.07	.05	518
	Other Identity	5%	5%	16%	35%	38%	3.96	.05	552
Live... - YOUR INSTITUTION	On campus	4%	10%	17%	38%	31%	3.82	.08	191
	Off campus	8%	23%		38%	31%	3.62	.38	13
Live... - ENTIRE SAMPLE	On campus	2%	3%	12%	37%	46%	4.23	.00	85,928
	Off campus	1%	2%	9%	33%	55%	4.37	.00	56,819
NACUFS Region - YOUR INSTITUTION	Southern	4%	11%	16%	38%	31%	3.81	.08	204
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	9%	36%	52%	4.35	.01	15,778
	Mid-Atlantic	1%	3%	9%	33%	54%	4.35	.01	13,963
	Midwest	2%	3%	11%	36%	48%	4.25	.00	35,975
	Northeast	2%	3%	11%	36%	49%	4.28	.01	28,120
	Pacific	2%	3%	11%	35%	49%	4.26	.01	30,268
	Southern	2%	3%	10%	35%	50%	4.29	.01	20,917
Institution Type - YOUR INSTITUTION	Private	4%	11%	16%	38%	31%	3.81	.08	204
Institution Type - ENTIRE SAMPLE	Public	1%	3%	11%	35%	49%	4.28	.00	107,661
	Private	1%	3%	10%	35%	50%	4.29	.00	37,360
Institution Type - YOUR INSTITUTION	Primarily 4-year	4%	11%	16%	38%	31%	3.81	.08	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	4%	11%	31%	51%	4.25	.01	5,775
	Primarily 4-year	1%	3%	11%	36%	49%	4.29	.00	139,246
Operation Type - YOUR INSTITUTION	Mainly Contracted	4%	11%	16%	38%	31%	3.81	.08	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	35%	51%	4.31	.00	117,746
	Mainly Contracted	2%	4%	13%	38%	42%	4.13	.01	22,690
	Combination of Both	2%	2%	9%	34%	53%	4.36	.01	4,585
Total Current Enrollment - YOUR	Under 2,500	4%	11%	16%	38%	31%	3.81	.08	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	3%	8%	34%	54%	4.36	.01	7,264
	2,500 to 10,000	2%	3%	11%	36%	48%	4.26	.01	28,860
	10,001 to 20,000	2%	3%	11%	36%	49%	4.28	.00	36,144
	Over 20,000	1%	3%	11%	35%	50%	4.29	.00	72,753
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	11%	37%	47%	4.26	.01	21,803
	Marketplace	2%	3%	9%	35%	51%	4.31	.01	15,103
	Express Unit	2%	2%	9%	33%	54%	4.36	.01	16,841
	Specialty Coffee Shop/ Juice Bar	1%	2%	7%	30%	61%	4.47	.01	11,827
	Sit-down Restaurant	1%	2%	9%	30%	57%	4.39	.01	6,379
	Convenience Store	1%	2%	9%	30%	59%	4.44	.01	11,473
	No type given	1%	2%	7%	40%	49%	4.35	.02	1,435

*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.

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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University		1%	1%	11%	88%	4.85	.03	177
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	0%	1%	7%	25%	66%	4.56	.00	128,319
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	25%	67%	4.56	.00	73,860
Aggregated Dining Halls	YOUR INSTITUTION		1%	1%	11%	88%	4.85	.03	177
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	7%	25%	66%	4.55	.00	54,459
Respondent Type - YOUR	Student		1%	1%	11%	88%	4.85	.03	177
Respondent Type - ENTIRE SAMPLE	Student	0%	1%	7%	26%	65%	4.54	.00	111,251
	Faculty	0%	1%	3%	22%	74%	4.69	.01	4,314
	Administration/Staff	0%	0%	3%	20%	77%	4.72	.01	11,154
	Other	1%	1%	6%	23%	69%	4.59	.02	972
Student Class Status - YOUR INSTITUTION	First year			1%	12%	87%	4.85	.05	67
	Sophomore			2%	15%	83%	4.81	.06	52
	Junior		3%		3%	94%	4.89	.09	35
	Senior				9%	91%	4.91	.06	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	0%	1%	8%	26%	65%	4.54	.00	44,290
	Sophomore	0%	1%	8%	27%	64%	4.52	.00	25,194
	Junior	0%	1%	7%	25%	66%	4.56	.01	18,607
	Senior	0%	1%	7%	26%	65%	4.54	.01	16,250
	Graduate	1%	1%	7%	28%	63%	4.51	.01	5,651
	Other	0%	1%	8%	23%	68%	4.57	.02	1,302
Gender - YOUR INSTITUTION	Female			1%	11%	88%	4.87	.03	134
	Male		2%	2%	9%	86%	4.79	.09	43
Gender - ENTIRE SAMPLE	Female	0%	1%	5%	23%	72%	4.64	.00	75,748
	Male	1%	2%	9%	30%	59%	4.44	.00	50,769
	Transgender	3%	3%	16%	26%	52%	4.21	.05	458
	Other Identity	1%	4%	12%	26%	57%	4.32	.04	486
Live... - YOUR INSTITUTION	On campus		1%	1%	11%	87%	4.85	.03	166
	Off campus				9%	91%	4.91	.09	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	7%	27%	65%	4.54	.00	77,283
	Off campus	0%	1%	6%	23%	69%	4.60	.00	49,116
NACUFS Region - YOUR INSTITUTION	Southern		1%	1%	11%	88%	4.85	.03	177
NACUFS Region - ENTIRE SAMPLE	Continental	0%	1%	7%	28%	63%	4.52	.01	14,123
	Mid-Atlantic	0%	1%	7%	25%	67%	4.57	.01	12,420
	Midwest	0%	1%	7%	25%	66%	4.56	.00	32,168
	Northeast	0%	1%	6%	25%	67%	4.58	.00	24,741
	Pacific	1%	1%	7%	26%	65%	4.54	.00	26,105
	Southern	0%	1%	7%	24%	68%	4.58	.01	18,762
Institution Type - YOUR INSTITUTION	Private		1%	1%	11%	88%	4.85	.03	177
Institution Type - ENTIRE SAMPLE	Public	0%	1%	7%	25%	67%	4.56	.00	94,993
	Private	0%	1%	7%	27%	65%	4.55	.00	33,326
Institution Type - YOUR INSTITUTION	Primarily 4-year		1%	1%	11%	88%	4.85	.03	177
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	1%	6%	21%	71%	4.61	.01	4,671
	Primarily 4-year	0%	1%	7%	26%	66%	4.56	.00	123,648
Operation Type - YOUR INSTITUTION	Mainly Contracted		1%	1%	11%	88%	4.85	.03	177
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	0%	1%	7%	25%	67%	4.56	.00	104,297
	Mainly Contracted	0%	1%	7%	26%	66%	4.55	.01	19,913
	Combination of Both	1%	2%	8%	28%	61%	4.48	.01	4,109
Total Current Enrollment - YOUR	Under 2,500		1%	1%	11%	88%	4.85	.03	177
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	5%	25%	69%	4.62	.01	6,416
	2,500 to 10,000	0%	1%	7%	24%	67%	4.57	.00	25,700
	10,001 to 20,000	0%	1%	7%	25%	67%	4.57	.00	31,715
	Over 20,000	0%	1%	7%	26%	65%	4.54	.00	64,488
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	25%	66%	4.56	.01	19,221
	Marketplace	0%	1%	6%	26%	67%	4.58	.01	13,331
	Express Unit	0%	1%	7%	26%	66%	4.55	.01	14,530
	Specialty Coffee Shop/ Juice Bar	0%	1%	6%	25%	68%	4.58	.01	10,340
	Sit-down Restaurant	0%	1%	5%	23%	70%	4.62	.01	5,704
	Convenience Store	1%	1%	8%	25%	65%	4.52	.01	9,477
	No type given	1%	1%	6%	31%	62%	4.52	.02	1,257

*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	5%	9%	20%	35%	30%	3.77	.08	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	10%	35%	51%	4.31	.00	143,825
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	33%	53%	4.34	.00	83,744
Aggregated Dining Halls	YOUR INSTITUTION	5%	9%	20%	35%	30%	3.77	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	37%	48%	4.26	.00	60,081
Respondent Type - YOUR	Student	5%	9%	20%	35%	30%	3.77	.08	204
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	11%	36%	49%	4.28	.00	123,779
	Faculty	2%	2%	6%	26%	64%	4.49	.01	5,209
	Administration/Staff	2%	2%	7%	30%	59%	4.42	.01	12,907
	Other	2%	2%	8%	28%	60%	4.43	.03	1,169
Student Class Status - YOUR INSTITUTION	First year	1%	7%	14%	41%	38%	4.07	.11	74
	Sophomore	9%	13%	22%	31%	25%	3.50	.16	64
	Junior	5%	10%	22%	32%	32%	3.76	.18	41
	Senior	4%	8%	33%	33%	21%	3.58	.22	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	35%	50%	4.31	.00	48,675
	Sophomore	2%	3%	11%	37%	47%	4.25	.01	28,102
	Junior	2%	3%	11%	35%	49%	4.26	.01	20,809
	Senior	1%	3%	10%	36%	50%	4.30	.01	18,220
	Graduate	2%	3%	10%	36%	49%	4.27	.01	6,594
	Other	1%	3%	11%	31%	54%	4.33	.02	1,432
Gender - YOUR INSTITUTION	Female	6%	10%	19%	36%	30%	3.75	.09	157
	Male	2%	9%	23%	34%	32%	3.85	.15	47
Gender - ENTIRE SAMPLE	Female	1%	3%	10%	34%	52%	4.32	.00	85,385
	Male	1%	3%	11%	36%	49%	4.29	.00	56,345
	Transgender	3%	5%	18%	26%	47%	4.07	.05	507
	Other Identity	5%	6%	17%	31%	41%	3.97	.05	548
Live... - YOUR INSTITUTION	On campus	5%	9%	20%	35%	30%	3.77	.08	191
	Off campus	8%	8%	15%	38%	31%	3.77	.34	13
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	36%	49%	4.27	.00	85,240
	Off campus	1%	3%	9%	33%	54%	4.36	.00	56,354
NACUFS Region - YOUR INSTITUTION	Southern	5%	9%	20%	35%	30%	3.77	.08	204
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	35%	53%	4.35	.01	15,624
	Mid-Atlantic	1%	3%	9%	32%	55%	4.36	.01	13,893
	Midwest	1%	3%	10%	36%	49%	4.29	.00	35,734
	Northeast	2%	3%	10%	35%	51%	4.30	.01	27,915
	Pacific	2%	3%	11%	35%	49%	4.27	.01	29,860
	Southern	1%	3%	10%	35%	51%	4.32	.01	20,799
Institution Type - YOUR INSTITUTION	Private	5%	9%	20%	35%	30%	3.77	.08	204
Institution Type - ENTIRE SAMPLE	Public	1%	3%	10%	35%	51%	4.30	.00	106,725
	Private	1%	3%	10%	35%	51%	4.31	.00	37,100
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	9%	20%	35%	30%	3.77	.08	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	4%	12%	32%	50%	4.23	.01	5,716
	Primarily 4-year	1%	3%	10%	35%	51%	4.31	.00	138,109
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	9%	20%	35%	30%	3.77	.08	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	34%	52%	4.33	.00	116,705
	Mainly Contracted	2%	4%	12%	38%	44%	4.18	.01	22,569
	Combination of Both	1%	2%	8%	34%	54%	4.37	.01	4,551
Total Current Enrollment - YOUR	Under 2,500	5%	9%	20%	35%	30%	3.77	.08	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	3%	8%	33%	56%	4.39	.01	7,242
	2,500 to 10,000	2%	3%	11%	35%	50%	4.28	.01	28,592
	10,001 to 20,000	1%	3%	10%	35%	51%	4.30	.00	35,876
	Over 20,000	1%	3%	10%	35%	51%	4.31	.00	72,115
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	36%	48%	4.27	.01	21,732
	Marketplace	2%	3%	9%	34%	52%	4.33	.01	15,022
	Express Unit	2%	3%	10%	33%	52%	4.32	.01	16,650
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	30%	59%	4.43	.01	11,730
	Sit-down Restaurant	2%	2%	8%	31%	57%	4.40	.01	6,332
	Convenience Store	1%	2%	10%	30%	57%	4.39	.01	10,848
	No type given	2%	2%	8%	39%	49%	4.32	.02	1,430

*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.
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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.)							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	1%	1%	10%	87%	4.82	.04	176
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	1%	7%	26%	65%	4.54	.00	126,580
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	7%	26%	65%	4.52	.00	72,285
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	1%	10%	87%	4.82	.04	176
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	7%	26%	66%	4.56	.00	54,295
Respondent Type - YOUR	Student	1%	1%	1%	10%	87%	4.82	.04	176
Respondent Type - ENTIRE SAMPLE	Student	1%	1%	7%	26%	64%	4.53	.00	110,023
	Faculty	1%	1%	4%	24%	70%	4.61	.01	4,206
	Administration/Staff	1%	1%	4%	22%	72%	4.63	.01	10,768
	Other	1%	2%	7%	21%	69%	4.57	.02	970
Student Class Status - YOUR INSTITUTION	First year	1%		1%	12%	85%	4.79	.08	67
	Sophomore		2%		12%	87%	4.83	.07	52
	Junior		3%	3%	6%	89%	4.80	.11	35
	Senior				10%	90%	4.90	.07	21
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	1%	7%	26%	65%	4.54	.00	43,895
	Sophomore	1%	1%	7%	27%	64%	4.52	.00	24,895
	Junior	0%	1%	7%	26%	65%	4.54	.01	18,401
	Senior	1%	1%	7%	27%	64%	4.52	.01	16,051
	Graduate	1%	2%	7%	29%	61%	4.46	.01	5,535
	Other	1%	2%	8%	23%	66%	4.52	.02	1,282
Gender - YOUR INSTITUTION	Female	1%			12%	87%	4.85	.04	133
	Male		5%	5%	5%	86%	4.72	.12	43
Gender - ENTIRE SAMPLE	Female	0%	1%	5%	24%	70%	4.62	.00	74,532
	Male	1%	2%	9%	29%	59%	4.43	.00	50,237
	Transgender	3%	3%	14%	25%	56%	4.28	.05	464
	Other Identity	2%	4%	12%	31%	51%	4.26	.04	484
Live... - YOUR INSTITUTION	On campus	1%	1%	1%	10%	87%	4.82	.04	165
	Off campus				18%	82%	4.82	.12	11
Live... - ENTIRE SAMPLE	On campus	0%	1%	7%	27%	64%	4.53	.00	76,433
	Off campus	1%	1%	6%	24%	67%	4.56	.00	48,250
NACUFS Region - YOUR INSTITUTION	Southern	1%	1%	1%	10%	87%	4.82	.04	176
NACUFS Region - ENTIRE SAMPLE	Continental	1%	1%	7%	28%	63%	4.51	.01	13,972
	Mid-Atlantic	1%	1%	7%	26%	65%	4.54	.01	12,331
	Midwest	0%	1%	6%	26%	66%	4.55	.00	31,725
	Northeast	1%	1%	6%	26%	66%	4.55	.00	24,354
	Pacific	1%	1%	8%	26%	65%	4.52	.00	25,675
	Southern	1%	1%	7%	24%	67%	4.55	.01	18,523
Institution Type - YOUR INSTITUTION	Private	1%	1%	1%	10%	87%	4.82	.04	176
Institution Type - ENTIRE SAMPLE	Public	1%	1%	7%	25%	66%	4.54	.00	93,571
	Private	1%	1%	7%	28%	64%	4.53	.00	33,009
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	1%	1%	10%	87%	4.82	.04	176
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	7%	22%	69%	4.57	.01	4,575
	Primarily 4-year	1%	1%	7%	26%	65%	4.54	.00	122,005
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	1%	1%	10%	87%	4.82	.04	176
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	1%	7%	26%	66%	4.55	.00	102,920
	Mainly Contracted	1%	1%	7%	27%	64%	4.52	.01	19,601
	Combination of Both	1%	1%	8%	28%	61%	4.48	.01	4,059
Total Current Enrollment - YOUR	Under 2,500	1%	1%	1%	10%	87%	4.82	.04	176
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	0%	1%	5%	27%	67%	4.60	.01	6,365
	2,500 to 10,000	1%	1%	7%	25%	66%	4.54	.00	25,277
	10,001 to 20,000	1%	1%	7%	25%	66%	4.55	.00	31,209
	Over 20,000	1%	2%	7%	26%	65%	4.53	.00	63,729
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	1%	7%	26%	65%	4.53	.01	19,001
	Marketplace	1%	1%	6%	28%	65%	4.54	.01	13,155
	Express Unit	1%	2%	7%	27%	63%	4.49	.01	14,125
	Specialty Coffee Shop/ Juice Bar	1%	2%	7%	25%	65%	4.52	.01	10,054
	Sit-down Restaurant	1%	1%	5%	23%	71%	4.63	.01	5,706
	Convenience Store	1%	2%	8%	25%	64%	4.49	.01	9,024
	No type given	1%	2%	8%	31%	58%	4.43	.02	1,220

*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.

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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.)							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	6%	6%	20%	37%	31%	3.81	.08	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	6%	16%	35%	41%	4.07	.00	141,699
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	14%	34%	44%	4.12	.00	81,693
Aggregated Dining Halls	YOUR INSTITUTION	6%	6%	20%	37%	31%	3.81	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	17%	37%	37%	4.00	.00	60,006
Respondent Type - YOUR	Student	6%	6%	20%	37%	31%	3.81	.08	204
Respondent Type - ENTIRE SAMPLE	Student	2%	6%	16%	36%	40%	4.05	.00	122,355
	Faculty	2%	4%	12%	29%	53%	4.26	.01	5,062
	Administration/Staff	2%	4%	13%	32%	48%	4.19	.01	12,374
	Other	2%	3%	12%	28%	55%	4.29	.03	1,156
Student Class Status - YOUR INSTITUTION	First year	1%	7%	15%	39%	38%	4.05	.11	74
	Sophomore	8%	8%	20%	36%	28%	3.69	.15	64
	Junior	10%	5%	22%	32%	32%	3.71	.20	41
	Senior	13%		29%	38%	21%	3.54	.25	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	6%	16%	36%	40%	4.06	.00	48,249
	Sophomore	3%	6%	17%	36%	39%	4.01	.01	27,764
	Junior	2%	7%	16%	35%	39%	4.02	.01	20,569
	Senior	2%	6%	15%	36%	41%	4.06	.01	17,976
	Graduate	2%	6%	15%	38%	39%	4.07	.01	6,439
	Other	3%	6%	13%	32%	46%	4.11	.03	1,407
Gender - YOUR INSTITUTION	Female	8%	7%	19%	39%	27%	3.71	.09	157
	Male	2%	2%	21%	30%	45%	4.13	.14	47
Gender - ENTIRE SAMPLE	Female	2%	6%	16%	35%	41%	4.06	.00	83,908
	Male	2%	5%	15%	36%	41%	4.09	.00	55,713
	Transgender	6%	8%	18%	29%	40%	3.89	.05	510
	Other Identity	6%	7%	21%	32%	35%	3.84	.05	542
Live... - YOUR INSTITUTION	On campus	6%	6%	19%	38%	31%	3.83	.08	191
	Off campus	15%	8%	23%	23%	31%	3.46	.40	13
Live... - ENTIRE SAMPLE	On campus	2%	6%	16%	36%	39%	4.03	.00	84,336
	Off campus	2%	5%	14%	33%	45%	4.13	.00	55,166
NACUFS Region - YOUR INSTITUTION	Southern	6%	6%	20%	37%	31%	3.81	.08	204
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	15%	36%	41%	4.09	.01	15,422
	Mid-Atlantic	2%	5%	14%	34%	45%	4.14	.01	13,772
	Midwest	2%	6%	16%	36%	39%	4.03	.01	35,225
	Northeast	2%	6%	16%	36%	40%	4.06	.01	27,450
	Pacific	2%	6%	16%	34%	42%	4.06	.01	29,337
	Southern	2%	6%	15%	35%	42%	4.09	.01	20,493
Institution Type - YOUR INSTITUTION	Private	6%	6%	20%	37%	31%	3.81	.08	204
Institution Type - ENTIRE SAMPLE	Public	2%	6%	16%	35%	41%	4.07	.00	105,014
	Private	2%	6%	15%	36%	41%	4.08	.01	36,685
Institution Type - YOUR INSTITUTION	Primarily 4-year	6%	6%	20%	37%	31%	3.81	.08	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	8%	16%	31%	41%	3.97	.02	5,582
	Primarily 4-year	2%	6%	16%	35%	41%	4.07	.00	136,117
Operation Type - YOUR INSTITUTION	Mainly Contracted	6%	6%	20%	37%	31%	3.81	.08	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	15%	35%	42%	4.09	.00	115,048
	Mainly Contracted	4%	8%	18%	37%	35%	3.91	.01	22,162
	Combination of Both	2%	3%	12%	34%	48%	4.25	.01	4,489
Total Current Enrollment - YOUR	Under 2,500	6%	6%	20%	37%	31%	3.81	.08	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	5%	13%	35%	45%	4.16	.01	7,192
	2,500 to 10,000	3%	6%	16%	35%	40%	4.03	.01	28,046
	10,001 to 20,000	2%	5%	16%	35%	41%	4.08	.01	35,268
	Over 20,000	2%	6%	15%	35%	41%	4.07	.00	71,193
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	17%	36%	38%	3.99	.01	21,424
	Marketplace	2%	5%	14%	35%	43%	4.11	.01	14,794
	Express Unit	2%	6%	15%	34%	43%	4.10	.01	16,141
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	31%	50%	4.24	.01	11,376
	Sit-down Restaurant	2%	4%	11%	30%	53%	4.29	.01	6,355
	Convenience Store	2%	4%	14%	32%	49%	4.21	.01	10,222
	No type given	2%	7%	16%	38%	37%	4.01	.03	1,381

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	3%	6%	14%	24%	53%	4.17	.08	175
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	34%	51%	4.31	.00	128,736
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	34%	52%	4.34	.00	74,273
Aggregated Dining Halls	YOUR INSTITUTION	3%	6%	14%	24%	53%	4.17	.08	175
Aggregated Dining Halls	ENTIRE SAMPLE	1%	4%	12%	34%	49%	4.27	.00	54,463
Respondent Type - YOUR	Student	3%	6%	14%	24%	53%	4.17	.08	175
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	12%	33%	51%	4.29	.00	111,729
	Faculty	1%	2%	8%	35%	55%	4.42	.01	4,302
	Administration/Staff	1%	2%	7%	36%	54%	4.41	.01	11,127
	Other	2%	3%	12%	33%	51%	4.29	.03	976
Student Class Status - YOUR INSTITUTION	First year	3%	4%	19%	19%	54%	4.16	.13	67
	Sophomore	4%	10%	12%	21%	54%	4.12	.16	52
	Junior	3%	3%	15%	33%	45%	4.15	.17	33
	Senior		9%	5%	32%	55%	4.32	.20	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	11%	33%	52%	4.31	.00	44,551
	Sophomore	1%	3%	12%	34%	50%	4.28	.01	25,335
	Junior	1%	3%	12%	34%	50%	4.28	.01	18,676
	Senior	1%	3%	12%	34%	50%	4.29	.01	16,272
	Graduate	1%	3%	11%	38%	47%	4.28	.01	5,655
	Other	3%	5%	15%	33%	44%	4.10	.03	1,278
Gender - YOUR INSTITUTION	Female	3%	7%	11%	23%	56%	4.23	.09	133
	Male	2%	5%	26%	26%	40%	3.98	.16	42
Gender - ENTIRE SAMPLE	Female	1%	3%	9%	33%	55%	4.38	.00	76,129
	Male	1%	4%	14%	35%	46%	4.20	.00	50,813
	Transgender	3%	6%	17%	23%	51%	4.13	.05	454
	Other Identity	3%	5%	16%	27%	48%	4.12	.05	489
Live... - YOUR INSTITUTION	On campus	3%	7%	14%	25%	52%	4.15	.08	165
	Off campus			20%	10%	70%	4.50	.27	10
Live... - ENTIRE SAMPLE	On campus	1%	3%	11%	34%	51%	4.29	.00	77,675
	Off campus	1%	3%	10%	34%	52%	4.33	.00	49,152
NACUFS Region - YOUR INSTITUTION	Southern	3%	6%	14%	24%	53%	4.17	.08	175
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	13%	36%	46%	4.22	.01	14,068
	Mid-Atlantic	1%	3%	11%	33%	51%	4.30	.01	12,444
	Midwest	1%	3%	11%	34%	52%	4.32	.00	32,276
	Northeast	1%	3%	10%	34%	53%	4.34	.01	24,876
	Pacific	1%	3%	12%	33%	51%	4.29	.01	26,227
	Southern	1%	3%	11%	33%	52%	4.32	.01	18,845
Institution Type - YOUR INSTITUTION	Private	3%	6%	14%	24%	53%	4.17	.08	175
Institution Type - ENTIRE SAMPLE	Public	1%	3%	11%	33%	52%	4.33	.00	95,485
	Private	1%	4%	12%	36%	47%	4.24	.00	33,251
Institution Type - YOUR INSTITUTION	Primarily 4-year	3%	6%	14%	24%	53%	4.17	.08	175
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	3%	13%	33%	49%	4.24	.01	4,657
	Primarily 4-year	1%	3%	11%	34%	51%	4.31	.00	124,079
Operation Type - YOUR INSTITUTION	Mainly Contracted	3%	6%	14%	24%	53%	4.17	.08	175
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	11%	33%	52%	4.32	.00	104,704
	Mainly Contracted	1%	4%	12%	35%	48%	4.24	.01	19,915
	Combination of Both	1%	3%	14%	36%	46%	4.23	.01	4,117
Total Current Enrollment - YOUR	Under 2,500	3%	6%	14%	24%	53%	4.17	.08	175
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	5%	12%	38%	44%	4.18	.01	6,362
	2,500 to 10,000	1%	3%	11%	34%	50%	4.29	.01	25,833
	10,001 to 20,000	1%	3%	11%	33%	52%	4.32	.00	31,788
	Over 20,000	1%	3%	11%	33%	52%	4.32	.00	64,753
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	35%	49%	4.27	.01	19,165
	Marketplace	1%	3%	10%	36%	50%	4.31	.01	13,336
	Express Unit	1%	3%	10%	33%	53%	4.34	.01	14,608
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	31%	58%	4.42	.01	10,366
	Sit-down Restaurant	1%	2%	10%	35%	53%	4.36	.01	5,766
	Convenience Store	1%	2%	11%	31%	55%	4.37	.01	9,771
	No type given	0%	2%	9%	35%	54%	4.40	.02	1,261

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	4%	3%	20%	39%	34%	3.97	.07	202
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.40	.00	144,386
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.41	.00	84,302
Aggregated Dining Halls	YOUR INSTITUTION	4%	3%	20%	39%	34%	3.97	.07	202
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	9%	29%	58%	4.40	.00	60,084
Respondent Type - YOUR	Student	4%	3%	20%	39%	34%	3.97	.07	202
Respondent Type - ENTIRE SAMPLE	Student	1%	2%	9%	30%	57%	4.39	.00	124,366
	Faculty	1%	2%	7%	24%	66%	4.52	.01	5,187
	Administration/Staff	1%	2%	6%	26%	64%	4.50	.01	12,891
	Other	2%	2%	11%	26%	59%	4.38	.03	1,170
Student Class Status - YOUR INSTITUTION	First year	1%	1%	19%	42%	36%	4.11	.10	74
	Sophomore	8%	5%	17%	33%	37%	3.86	.15	63
	Junior	3%	3%	18%	43%	35%	4.05	.15	40
	Senior	4%	4%	33%	38%	21%	3.67	.21	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	9%	28%	60%	4.42	.00	48,972
	Sophomore	1%	3%	10%	31%	56%	4.37	.01	28,289
	Junior	1%	2%	10%	32%	55%	4.36	.01	20,934
	Senior	1%	2%	9%	32%	55%	4.38	.01	18,218
	Graduate	2%	2%	10%	35%	52%	4.32	.01	6,594
	Other	1%	3%	10%	28%	58%	4.39	.02	1,405
Gender - YOUR INSTITUTION	Female	4%	3%	19%	40%	34%	3.96	.08	156
	Male	2%	2%	24%	37%	35%	4.00	.14	46
Gender - ENTIRE SAMPLE	Female	1%	2%	8%	28%	60%	4.45	.00	85,874
	Male	1%	3%	10%	31%	54%	4.35	.00	56,393
	Transgender	4%	5%	15%	29%	47%	4.10	.05	510
	Other Identity	6%	3%	15%	30%	46%	4.07	.05	554
Live... - YOUR INSTITUTION	On campus	4%	3%	20%	38%	35%	3.97	.07	190
	Off campus		8%	17%	58%	17%	3.83	.24	12
Live... - ENTIRE SAMPLE	On campus	1%	2%	9%	29%	59%	4.41	.00	85,694
	Off campus	1%	2%	9%	30%	57%	4.40	.00	56,436
NACUFS Region - YOUR INSTITUTION	Southern	4%	3%	20%	39%	34%	3.97	.07	202
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	8%	30%	59%	4.44	.01	15,631
	Mid-Atlantic	1%	2%	9%	28%	60%	4.42	.01	13,917
	Midwest	1%	2%	8%	29%	59%	4.43	.00	35,863
	Northeast	1%	3%	9%	29%	57%	4.39	.01	28,041
	Pacific	2%	3%	10%	30%	56%	4.36	.01	30,061
	Southern	1%	2%	9%	30%	58%	4.41	.01	20,873
Institution Type - YOUR INSTITUTION	Private	4%	3%	20%	39%	34%	3.97	.07	202
Institution Type - ENTIRE SAMPLE	Public	1%	2%	9%	29%	58%	4.40	.00	107,327
	Private	1%	2%	9%	30%	58%	4.41	.00	37,059
Institution Type - YOUR INSTITUTION	Primarily 4-year	4%	3%	20%	39%	34%	3.97	.07	202
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	3%	11%	32%	52%	4.28	.01	5,722
	Primarily 4-year	1%	2%	9%	29%	58%	4.41	.00	138,664
Operation Type - YOUR INSTITUTION	Mainly Contracted	4%	3%	20%	39%	34%	3.97	.07	202
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	2%	9%	29%	59%	4.42	.00	117,239
	Mainly Contracted	1%	3%	10%	32%	54%	4.34	.01	22,603
	Combination of Both	1%	2%	9%	31%	57%	4.40	.01	4,544
Total Current Enrollment - YOUR	Under 2,500	4%	3%	20%	39%	34%	3.97	.07	202
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	1%	6%	27%	65%	4.53	.01	7,189
	2,500 to 10,000	1%	2%	9%	30%	57%	4.39	.00	28,731
	10,001 to 20,000	1%	2%	9%	28%	59%	4.41	.00	36,001
	Over 20,000	1%	3%	9%	30%	57%	4.39	.00	72,465
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.38	.01	21,741
	Marketplace	1%	2%	8%	31%	58%	4.42	.01	15,025
	Express Unit	2%	3%	9%	30%	56%	4.36	.01	16,737
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	27%	62%	4.46	.01	11,761
	Sit-down Restaurant	2%	2%	8%	28%	60%	4.42	.01	6,399
	Convenience Store	1%	2%	9%	27%	61%	4.45	.01	11,209
	No type given	1%	2%	7%	29%	61%	4.46	.02	1,430

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	2%	8%	13%	29%	49%	4.15	.08	175
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	6%	17%	38%	37%	4.02	.00	128,486
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	16%	38%	38%	4.05	.00	74,026
Aggregated Dining Halls	YOUR INSTITUTION	2%	8%	13%	29%	49%	4.15	.08	175
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	18%	38%	36%	3.99	.00	54,460
Respondent Type - YOUR	Student	2%	8%	13%	29%	49%	4.15	.08	175
Respondent Type - ENTIRE SAMPLE	Student	2%	7%	17%	38%	37%	4.00	.00	111,518
	Faculty	1%	4%	13%	43%	39%	4.15	.01	4,293
	Administration/Staff	1%	4%	13%	43%	39%	4.16	.01	11,097
	Other	2%	5%	14%	36%	43%	4.14	.03	969
Student Class Status - YOUR INSTITUTION	First year	4%	6%	15%	28%	46%	4.06	.14	67
	Sophomore		13%	9%	26%	51%	4.15	.15	53
	Junior		3%	18%	27%	52%	4.27	.15	33
	Senior		10%	5%	38%	48%	4.24	.21	21
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	7%	17%	37%	37%	4.00	.00	44,430
	Sophomore	2%	7%	18%	38%	36%	4.00	.01	25,303
	Junior	2%	7%	17%	37%	37%	4.02	.01	18,651
	Senior	1%	7%	17%	39%	37%	4.02	.01	16,248
	Graduate	2%	7%	18%	42%	31%	3.94	.01	5,638
	Other	3%	8%	18%	38%	34%	3.92	.03	1,291
Gender - YOUR INSTITUTION	Female	2%	9%	10%	27%	52%	4.18	.09	134
	Male		5%	22%	34%	39%	4.07	.14	41
Gender - ENTIRE SAMPLE	Female	1%	6%	15%	39%	39%	4.09	.00	75,914
	Male	2%	7%	20%	38%	33%	3.93	.00	50,778
	Transgender	3%	8%	22%	25%	43%	3.97	.05	454
	Other Identity	4%	11%	16%	34%	36%	3.86	.05	486
Live... - YOUR INSTITUTION	On campus	2%	8%	13%	29%	48%	4.13	.08	166
	Off campus			11%	22%	67%	4.56	.24	9
Live... - ENTIRE SAMPLE	On campus	2%	7%	17%	38%	36%	3.99	.00	77,518
	Off campus	1%	6%	16%	39%	38%	4.07	.00	49,051
NACUFS Region - YOUR INSTITUTION	Southern	2%	8%	13%	29%	49%	4.15	.08	175
NACUFS Region - ENTIRE SAMPLE	Continental	2%	7%	19%	39%	33%	3.95	.01	14,064
	Mid-Atlantic	1%	6%	17%	38%	37%	4.04	.01	12,449
	Midwest	2%	7%	17%	40%	35%	3.99	.01	32,216
	Northeast	1%	6%	16%	39%	38%	4.06	.01	24,781
	Pacific	2%	6%	16%	37%	40%	4.06	.01	26,157
	Southern	2%	7%	16%	37%	38%	4.02	.01	18,819
Institution Type - YOUR INSTITUTION	Private	2%	8%	13%	29%	49%	4.15	.08	175
Institution Type - ENTIRE SAMPLE	Public	2%	6%	16%	38%	38%	4.04	.00	95,247
	Private	2%	7%	18%	40%	34%	3.98	.01	33,239
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	8%	13%	29%	49%	4.15	.08	175
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	5%	16%	35%	42%	4.11	.01	4,639
	Primarily 4-year	2%	7%	17%	38%	37%	4.02	.00	123,847
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	8%	13%	29%	49%	4.15	.08	175
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	16%	38%	38%	4.04	.00	104,500
	Mainly Contracted	2%	8%	18%	39%	34%	3.96	.01	19,874
	Combination of Both	2%	9%	21%	39%	29%	3.84	.02	4,112
Total Current Enrollment - YOUR	Under 2,500	2%	8%	13%	29%	49%	4.15	.08	175
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	6%	15%	43%	35%	4.05	.01	6,393
	2,500 to 10,000	1%	6%	16%	39%	38%	4.05	.01	25,776
	10,001 to 20,000	2%	6%	16%	38%	38%	4.05	.01	31,712
	Over 20,000	2%	7%	17%	38%	36%	4.00	.00	64,605
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	7%	18%	38%	36%	4.00	.01	19,132
	Marketplace	2%	7%	16%	41%	35%	4.00	.01	13,313
	Express Unit	2%	6%	16%	39%	38%	4.05	.01	14,493
	Specialty Coffee Shop/ Juice Bar	1%	5%	15%	37%	41%	4.12	.01	10,335
	Sit-down Restaurant	1%	5%	14%	39%	42%	4.16	.01	5,753
	Convenience Store	1%	6%	16%	35%	42%	4.11	.01	9,747
	No type given	2%	8%	18%	43%	30%	3.92	.03	1,253

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	5%	7%	18%	41%	29%	3.82	.08	202
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	3%	12%	35%	48%	4.24	.00	144,001
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	35%	48%	4.23	.00	83,951
Aggregated Dining Halls	YOUR INSTITUTION	5%	7%	18%	41%	29%	3.82	.08	202
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	11%	35%	49%	4.26	.00	60,050
Respondent Type - YOUR	Student	5%	7%	18%	41%	29%	3.82	.08	202
Respondent Type - ENTIRE SAMPLE	Student	2%	3%	12%	35%	48%	4.25	.00	124,035
	Faculty	2%	4%	11%	31%	51%	4.25	.01	5,179
	Administration/Staff	2%	4%	12%	33%	49%	4.22	.01	12,852
	Other	2%	4%	11%	32%	52%	4.28	.03	1,156
Student Class Status - YOUR INSTITUTION	First year	1%	7%	12%	46%	34%	4.04	.11	74
	Sophomore	8%	8%	22%	33%	29%	3.67	.15	63
	Junior	5%	5%	15%	45%	30%	3.90	.17	40
	Senior	8%	8%	33%	33%	17%	3.42	.23	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	11%	34%	52%	4.33	.00	48,833
	Sophomore	2%	4%	13%	36%	46%	4.21	.01	28,212
	Junior	2%	4%	13%	35%	46%	4.19	.01	20,870
	Senior	2%	4%	12%	36%	45%	4.18	.01	18,189
	Graduate	2%	4%	14%	40%	40%	4.12	.01	6,572
	Other	2%	3%	13%	32%	50%	4.25	.02	1,415
Gender - YOUR INSTITUTION	Female	6%	8%	16%	42%	29%	3.80	.09	156
	Male	2%	4%	26%	37%	30%	3.89	.14	46
Gender - ENTIRE SAMPLE	Female	2%	3%	11%	34%	50%	4.28	.00	85,602
	Male	2%	4%	13%	36%	45%	4.20	.00	56,303
	Transgender	4%	6%	18%	29%	43%	4.00	.05	512
	Other Identity	6%	4%	17%	40%	34%	3.92	.05	543
Live... - YOUR INSTITUTION	On campus	5%	7%	18%	41%	30%	3.84	.08	190
	Off campus	8%	8%	25%	42%	17%	3.50	.34	12
Live... - ENTIRE SAMPLE	On campus	2%	3%	11%	35%	49%	4.27	.00	85,505
	Off campus	2%	4%	13%	35%	47%	4.21	.00	56,246
NACUFS Region - YOUR INSTITUTION	Southern	5%	7%	18%	41%	29%	3.82	.08	202
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	11%	34%	51%	4.30	.01	15,602
	Mid-Atlantic	2%	4%	13%	33%	48%	4.20	.01	13,913
	Midwest	2%	4%	12%	36%	47%	4.24	.00	35,757
	Northeast	2%	4%	13%	35%	47%	4.22	.01	27,936
	Pacific	2%	3%	12%	35%	48%	4.25	.01	29,954
	Southern	1%	3%	11%	35%	49%	4.27	.01	20,839
Institution Type - YOUR INSTITUTION	Private	5%	7%	18%	41%	29%	3.82	.08	202
Institution Type - ENTIRE SAMPLE	Public	2%	3%	12%	35%	48%	4.24	.00	106,960
	Private	2%	3%	12%	35%	48%	4.25	.00	37,041
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	7%	18%	41%	29%	3.82	.08	202
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	5%	14%	34%	44%	4.13	.01	5,672
	Primarily 4-year	2%	3%	12%	35%	48%	4.25	.00	138,329
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	7%	18%	41%	29%	3.82	.08	202
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	12%	34%	49%	4.26	.00	116,932
	Mainly Contracted	2%	4%	13%	37%	44%	4.17	.01	22,529
	Combination of Both	1%	3%	11%	36%	49%	4.29	.01	4,540
Total Current Enrollment - YOUR	Under 2,500	5%	7%	18%	41%	29%	3.82	.08	202
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	5%	11%	32%	50%	4.21	.01	7,226
	2,500 to 10,000	2%	3%	12%	36%	48%	4.24	.01	28,661
	10,001 to 20,000	2%	3%	12%	34%	49%	4.25	.00	35,886
	Over 20,000	2%	4%	12%	35%	48%	4.24	.00	72,228
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	13%	36%	46%	4.23	.01	21,659
	Marketplace	2%	4%	11%	36%	48%	4.24	.01	15,001
	Express Unit	2%	4%	13%	35%	45%	4.17	.01	16,601
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	33%	49%	4.24	.01	11,694
	Sit-down Restaurant	2%	3%	10%	33%	52%	4.31	.01	6,394
	Convenience Store	1%	3%	11%	32%	52%	4.29	.01	11,181
	No type given	2%	3%	12%	42%	41%	4.17	.02	1,421

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	1%	3%	10%	30%	56%	4.36	.07	176
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	6%	17%	37%	38%	4.04	.00	128,513
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	6%	16%	37%	39%	4.08	.00	74,099
Aggregated Dining Halls	YOUR INSTITUTION	1%	3%	10%	30%	56%	4.36	.07	176
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	18%	37%	36%	3.99	.00	54,414
Respondent Type - YOUR	Student	1%	3%	10%	30%	56%	4.36	.07	176
Respondent Type - ENTIRE SAMPLE	Student	2%	7%	18%	37%	37%	4.01	.00	111,518
	Faculty	1%	3%	12%	41%	42%	4.21	.01	4,307
	Administration/Staff	1%	2%	11%	41%	45%	4.26	.01	11,112
	Other	2%	4%	14%	34%	47%	4.21	.03	967
Student Class Status - YOUR INSTITUTION	First year	3%	6%	12%	19%	60%	4.27	.13	67
	Sophomore		4%	8%	32%	57%	4.42	.11	53
	Junior			9%	36%	55%	4.45	.12	33
	Senior			9%	45%	45%	4.36	.14	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	7%	18%	36%	38%	4.02	.00	44,440
	Sophomore	2%	7%	18%	37%	36%	3.99	.01	25,279
	Junior	2%	6%	18%	36%	38%	4.03	.01	18,660
	Senior	2%	6%	17%	38%	37%	4.02	.01	16,263
	Graduate	2%	7%	19%	41%	32%	3.94	.01	5,632
	Other	2%	7%	19%	34%	37%	3.96	.03	1,290
Gender - YOUR INSTITUTION	Female	1%	4%	6%	31%	58%	4.40	.08	134
	Male		2%	21%	26%	50%	4.24	.14	42
Gender - ENTIRE SAMPLE	Female	1%	5%	15%	38%	41%	4.12	.00	75,962
	Male	2%	7%	20%	37%	34%	3.92	.00	50,769
	Transgender	4%	6%	24%	25%	42%	3.94	.05	453
	Other Identity	6%	12%	21%	29%	33%	3.72	.05	483
Live... - YOUR INSTITUTION	On campus	1%	4%	10%	30%	56%	4.36	.07	166
	Off campus			10%	30%	60%	4.50	.22	10
Live... - ENTIRE SAMPLE	On campus	2%	7%	18%	37%	36%	3.99	.00	77,512
	Off campus	1%	5%	15%	38%	41%	4.12	.00	49,089
NACUFS Region - YOUR INSTITUTION	Southern	1%	3%	10%	30%	56%	4.36	.07	176
NACUFS Region - ENTIRE SAMPLE	Continental	2%	6%	19%	39%	35%	3.99	.01	14,061
	Mid-Atlantic	2%	6%	17%	37%	37%	4.02	.01	12,467
	Midwest	2%	6%	17%	39%	36%	4.01	.01	32,213
	Northeast	2%	6%	16%	38%	39%	4.06	.01	24,803
	Pacific	2%	6%	16%	35%	41%	4.08	.01	26,161
	Southern	2%	6%	16%	36%	40%	4.06	.01	18,808
Institution Type - YOUR INSTITUTION	Private	1%	3%	10%	30%	56%	4.36	.07	176
Institution Type - ENTIRE SAMPLE	Public	2%	6%	17%	37%	39%	4.05	.00	95,295
	Private	2%	6%	18%	39%	35%	4.00	.01	33,218
Institution Type - YOUR INSTITUTION	Primarily 4-year	1%	3%	10%	30%	56%	4.36	.07	176
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	3%	14%	35%	46%	4.22	.01	4,653
	Primarily 4-year	2%	6%	17%	37%	38%	4.03	.00	123,860
Operation Type - YOUR INSTITUTION	Mainly Contracted	1%	3%	10%	30%	56%	4.36	.07	176
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	6%	17%	37%	39%	4.06	.00	104,497
	Mainly Contracted	2%	7%	18%	38%	36%	3.99	.01	19,911
	Combination of Both	2%	9%	21%	37%	31%	3.86	.02	4,105
Total Current Enrollment - YOUR	Under 2,500	1%	3%	10%	30%	56%	4.36	.07	176
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	6%	16%	41%	36%	4.06	.01	6,391
	2,500 to 10,000	2%	6%	16%	37%	39%	4.07	.01	25,818
	10,001 to 20,000	2%	6%	17%	37%	39%	4.06	.01	31,688
	Over 20,000	2%	6%	18%	37%	37%	4.01	.00	64,616
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	18%	37%	37%	4.03	.01	19,157
	Marketplace	1%	7%	16%	40%	36%	4.02	.01	13,331
	Express Unit	2%	6%	17%	37%	39%	4.06	.01	14,555
	Specialty Coffee Shop/ Juice Bar	1%	5%	15%	37%	42%	4.14	.01	10,332
	Sit-down Restaurant	1%	4%	12%	38%	45%	4.23	.01	5,745
	Convenience Store	1%	5%	16%	34%	43%	4.13	.01	9,726
	No type given	2%	7%	19%	41%	31%	3.92	.03	1,253

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	5%	5%	22%	42%	25%	3.76	.07	201
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	11%	35%	50%	4.30	.00	144,015
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	35%	50%	4.29	.00	84,015
Aggregated Dining Halls	YOUR INSTITUTION	5%	5%	22%	42%	25%	3.76	.07	201
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	35%	50%	4.30	.00	60,000
Respondent Type - YOUR	Student	5%	5%	22%	42%	25%	3.76	.07	201
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	11%	35%	50%	4.30	.00	124,027
	Faculty	2%	3%	10%	30%	54%	4.31	.01	5,193
	Administration/Staff	2%	3%	10%	34%	52%	4.30	.01	12,870
	Other	2%	2%	9%	30%	56%	4.36	.03	1,162
Student Class Status - YOUR INSTITUTION	First year	1%	5%	19%	42%	32%	3.99	.11	74
	Sophomore	10%	6%	21%	40%	23%	3.60	.15	62
	Junior	5%	3%	23%	45%	25%	3.83	.16	40
	Senior	8%	8%	33%	42%	8%	3.33	.21	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	10%	34%	53%	4.35	.00	48,811
	Sophomore	1%	3%	12%	36%	49%	4.28	.01	28,202
	Junior	1%	3%	12%	36%	48%	4.26	.01	20,884
	Senior	1%	3%	12%	36%	48%	4.26	.01	18,205
	Graduate	2%	3%	14%	40%	42%	4.18	.01	6,561
	Other	1%	4%	11%	34%	50%	4.29	.02	1,420
Gender - YOUR INSTITUTION	Female	6%	6%	21%	43%	24%	3.74	.09	156
	Male	4%	2%	27%	40%	27%	3.82	.15	45
Gender - ENTIRE SAMPLE	Female	1%	2%	10%	34%	52%	4.34	.00	85,643
	Male	1%	3%	13%	36%	47%	4.24	.00	56,293
	Transgender	4%	5%	17%	30%	46%	4.09	.05	508
	Other Identity	4%	6%	18%	36%	36%	3.93	.05	545
Live... - YOUR INSTITUTION	On campus	5%	6%	21%	42%	25%	3.77	.08	189
	Off campus	8%		33%	42%	17%	3.58	.31	12
Live... - ENTIRE SAMPLE	On campus	1%	2%	11%	35%	51%	4.31	.00	85,501
	Off campus	1%	3%	12%	35%	49%	4.27	.00	56,291
NACUFS Region - YOUR INSTITUTION	Southern	5%	5%	22%	42%	25%	3.76	.07	201
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	10%	34%	53%	4.35	.01	15,601
	Mid-Atlantic	2%	3%	12%	33%	50%	4.27	.01	13,919
	Midwest	1%	3%	11%	35%	50%	4.30	.00	35,788
	Northeast	1%	2%	11%	34%	50%	4.30	.01	27,976
	Pacific	1%	3%	12%	35%	49%	4.27	.01	29,941
	Southern	1%	2%	11%	36%	50%	4.30	.01	20,790
Institution Type - YOUR INSTITUTION	Private	5%	5%	22%	42%	25%	3.76	.07	201
Institution Type - ENTIRE SAMPLE	Public	1%	3%	11%	35%	50%	4.30	.00	106,990
	Private	1%	3%	11%	35%	50%	4.29	.00	37,025
Institution Type - YOUR INSTITUTION	Primarily 4-year	5%	5%	22%	42%	25%	3.76	.07	201
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	5%	15%	33%	44%	4.11	.01	5,689
	Primarily 4-year	1%	3%	11%	35%	50%	4.30	.00	138,326
Operation Type - YOUR INSTITUTION	Mainly Contracted	5%	5%	22%	42%	25%	3.76	.07	201
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	11%	34%	51%	4.32	.00	116,961
	Mainly Contracted	2%	3%	13%	38%	45%	4.21	.01	22,526
	Combination of Both	1%	2%	12%	37%	49%	4.30	.01	4,528
Total Current Enrollment - YOUR	Under 2,500	5%	5%	22%	42%	25%	3.76	.07	201
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	4%	11%	32%	52%	4.29	.01	7,232
	2,500 to 10,000	1%	3%	11%	35%	50%	4.30	.01	28,691
	10,001 to 20,000	1%	2%	11%	35%	51%	4.31	.00	35,870
	Over 20,000	1%	3%	11%	35%	50%	4.29	.00	72,222
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	13%	37%	45%	4.21	.01	21,663
	Marketplace	1%	2%	10%	35%	52%	4.34	.01	14,999
	Express Unit	2%	3%	12%	35%	47%	4.24	.01	16,667
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	32%	55%	4.39	.01	11,712
	Sit-down Restaurant	1%	2%	9%	32%	56%	4.38	.01	6,382
	Convenience Store	1%	2%	11%	33%	53%	4.34	.01	11,174
	No type given	2%	3%	11%	42%	43%	4.21	.02	1,418

*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.
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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	2%	2%	5%	18%	73%	4.58	.06	178
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	10%	33%	53%	4.34	.00	126,599
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	33%	51%	4.30	.00	72,124
Aggregated Dining Halls	YOUR INSTITUTION	2%	2%	5%	18%	73%	4.58	.06	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	10%	32%	56%	4.40	.00	54,475
Respondent Type - YOUR	Student	2%	2%	5%	18%	73%	4.58	.06	178
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	10%	32%	53%	4.35	.00	110,132
	Faculty	2%	3%	8%	35%	52%	4.34	.01	4,220
	Administration/Staff	2%	3%	8%	35%	52%	4.32	.01	10,705
	Other	2%	3%	9%	31%	55%	4.34	.03	953
Student Class Status - YOUR INSTITUTION	First year	6%	3%	6%	21%	65%	4.35	.14	68
	Sophomore			4%	21%	75%	4.72	.07	53
	Junior		3%	6%	12%	79%	4.68	.12	34
	Senior			5%	14%	82%	4.77	.11	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	2%	10%	32%	54%	4.36	.00	43,922
	Sophomore	1%	3%	10%	32%	53%	4.34	.01	24,927
	Junior	1%	3%	10%	32%	54%	4.36	.01	18,442
	Senior	1%	3%	10%	33%	53%	4.34	.01	16,052
	Graduate	2%	5%	11%	36%	46%	4.21	.01	5,542
	Other	1%	3%	13%	32%	52%	4.29	.02	1,284
Gender - YOUR INSTITUTION	Female	3%	1%	1%	16%	78%	4.64	.07	135
	Male		2%	16%	23%	58%	4.37	.13	43
Gender - ENTIRE SAMPLE	Female	1%	2%	9%	31%	57%	4.41	.00	74,570
	Male	1%	3%	12%	35%	48%	4.25	.00	50,266
	Transgender	3%	4%	18%	26%	49%	4.13	.05	447
	Other Identity	3%	7%	14%	28%	48%	4.10	.05	479
Live... - YOUR INSTITUTION	On campus	2%	2%	5%	18%	72%	4.56	.07	168
	Off campus				10%	90%	4.90	.10	10
Live... - ENTIRE SAMPLE	On campus	1%	3%	10%	33%	53%	4.35	.00	76,455
	Off campus	1%	3%	10%	32%	54%	4.34	.00	48,251
NACUFS Region - YOUR INSTITUTION	Southern	2%	2%	5%	18%	73%	4.58	.06	178
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	11%	35%	50%	4.31	.01	13,843
	Mid-Atlantic	1%	3%	10%	32%	54%	4.35	.01	12,344
	Midwest	1%	3%	10%	33%	53%	4.35	.00	31,769
	Northeast	1%	3%	9%	32%	55%	4.37	.01	24,414
	Pacific	1%	3%	11%	32%	53%	4.33	.01	25,646
	Southern	1%	3%	10%	32%	54%	4.34	.01	18,583
Institution Type - YOUR INSTITUTION	Private	2%	2%	5%	18%	73%	4.58	.06	178
Institution Type - ENTIRE SAMPLE	Public	1%	3%	10%	32%	54%	4.35	.00	93,742
	Private	1%	3%	10%	34%	51%	4.32	.00	32,857
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	2%	5%	18%	73%	4.58	.06	178
Institution Type - ENTIRE SAMPLE	Primarily 2-year	2%	3%	11%	30%	54%	4.33	.01	4,589
	Primarily 4-year	1%	3%	10%	33%	53%	4.34	.00	122,010
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	2%	5%	18%	73%	4.58	.06	178
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	10%	32%	54%	4.35	.00	102,938
	Mainly Contracted	1%	3%	11%	33%	51%	4.31	.01	19,621
	Combination of Both	1%	4%	12%	37%	45%	4.22	.01	4,040
Total Current Enrollment - YOUR	Under 2,500	2%	2%	5%	18%	73%	4.58	.06	178
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	3%	9%	36%	52%	4.35	.01	6,354
	2,500 to 10,000	1%	3%	10%	32%	54%	4.35	.01	25,247
	10,001 to 20,000	1%	3%	10%	32%	53%	4.34	.00	31,202
	Over 20,000	1%	3%	10%	33%	53%	4.34	.00	63,796
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	33%	52%	4.32	.01	18,981
	Marketplace	1%	4%	10%	35%	50%	4.30	.01	13,149
	Express Unit	2%	4%	12%	33%	49%	4.25	.01	14,139
	Specialty Coffee Shop/ Juice Bar	2%	4%	10%	32%	52%	4.28	.01	10,092
	Sit-down Restaurant	1%	2%	8%	31%	59%	4.46	.01	5,743
	Convenience Store	2%	4%	12%	31%	52%	4.26	.01	8,805
	No type given	2%	4%	12%	36%	45%	4.18	.03	1,215

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	19%	19%	22%	23%	16%	2.99	.10	202
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	3%	8%	16%	32%	41%	3.99	.00	141,446
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	3%	8%	16%	31%	41%	3.99	.00	81,351
Aggregated Dining Halls	YOUR INSTITUTION	19%	19%	22%	23%	16%	2.99	.10	202
Aggregated Dining Halls	ENTIRE SAMPLE	3%	7%	16%	33%	40%	3.99	.00	60,095
Respondent Type - YOUR	Student	19%	19%	22%	23%	16%	2.99	.10	202
Respondent Type - ENTIRE SAMPLE	Student	4%	8%	17%	32%	40%	3.96	.00	122,222
	Faculty	3%	6%	14%	27%	50%	4.17	.01	5,058
	Administration/Staff	3%	6%	13%	32%	47%	4.14	.01	12,269
	Other	4%	5%	14%	27%	50%	4.15	.03	1,137
Student Class Status - YOUR INSTITUTION	First year	11%	11%	29%	29%	21%	3.37	.15	73
	Sophomore	21%	22%	19%	19%	19%	2.94	.18	63
	Junior	24%	29%	17%	20%	10%	2.61	.21	41
	Senior	33%	17%	21%	21%	8%	2.54	.28	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	3%	6%	16%	32%	44%	4.08	.00	48,223
	Sophomore	4%	9%	17%	32%	38%	3.90	.01	27,734
	Junior	4%	9%	18%	32%	36%	3.87	.01	20,568
	Senior	4%	10%	18%	32%	36%	3.86	.01	17,924
	Graduate	4%	9%	17%	35%	35%	3.89	.01	6,424
	Other	3%	7%	15%	28%	47%	4.10	.03	1,407
Gender - YOUR INSTITUTION	Female	22%	17%	21%	25%	15%	2.93	.11	155
	Male	11%	23%	26%	19%	21%	3.17	.19	47
Gender - ENTIRE SAMPLE	Female	3%	8%	16%	31%	41%	3.99	.00	83,775
	Male	3%	7%	17%	33%	40%	3.99	.00	55,615
	Transgender	6%	8%	18%	26%	41%	3.87	.05	501
	Other Identity	6%	12%	20%	30%	31%	3.69	.05	532
Live... - YOUR INSTITUTION	On campus	19%	19%	22%	23%	17%	3.00	.10	190
	Off campus	25%	17%	25%	25%	8%	2.75	.39	12
Live... - ENTIRE SAMPLE	On campus	3%	7%	16%	32%	41%	4.01	.00	84,211
	Off campus	4%	8%	17%	31%	40%	3.96	.00	55,024
NACUFS Region - YOUR INSTITUTION	Southern	19%	19%	22%	23%	16%	2.99	.10	202
NACUFS Region - ENTIRE SAMPLE	Continental	3%	8%	16%	32%	41%	4.01	.01	15,337
	Mid-Atlantic	4%	9%	17%	32%	39%	3.93	.01	13,763
	Midwest	4%	7%	15%	32%	41%	4.00	.01	35,152
	Northeast	4%	8%	18%	32%	39%	3.94	.01	27,433
	Pacific	3%	7%	16%	32%	42%	4.03	.01	29,251
	Southern	3%	8%	16%	32%	41%	3.99	.01	20,510
Institution Type - YOUR INSTITUTION	Private	19%	19%	22%	23%	16%	2.99	.10	202
Institution Type - ENTIRE SAMPLE	Public	3%	8%	16%	32%	41%	3.99	.00	104,899
	Private	3%	8%	16%	32%	41%	3.99	.01	36,547
Institution Type - YOUR INSTITUTION	Primarily 4-year	19%	19%	22%	23%	16%	2.99	.10	202
Institution Type - ENTIRE SAMPLE	Primarily 2-year	5%	8%	17%	30%	41%	3.95	.02	5,580
	Primarily 4-year	3%	8%	16%	32%	41%	3.99	.00	135,866
Operation Type - YOUR INSTITUTION	Mainly Contracted	19%	19%	22%	23%	16%	2.99	.10	202
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	3%	7%	16%	32%	42%	4.01	.00	114,851
	Mainly Contracted	4%	9%	18%	33%	35%	3.85	.01	22,134
	Combination of Both	2%	6%	14%	34%	44%	4.12	.01	4,461
Total Current Enrollment - YOUR	Under 2,500	19%	19%	22%	23%	16%	2.99	.10	202
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	7%	13%	30%	46%	4.08	.01	7,184
	2,500 to 10,000	4%	8%	17%	32%	39%	3.94	.01	27,978
	10,001 to 20,000	3%	7%	16%	32%	42%	4.04	.01	35,178
	Over 20,000	4%	8%	16%	32%	40%	3.97	.00	71,106
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	8%	17%	32%	39%	3.94	.01	21,434
	Marketplace	3%	6%	14%	33%	44%	4.09	.01	14,768
	Express Unit	4%	8%	17%	32%	39%	3.94	.01	16,084
	Specialty Coffee Shop/ Juice Bar	4%	10%	18%	29%	38%	3.87	.01	11,343
	Sit-down Restaurant	3%	6%	14%	31%	46%	4.10	.01	6,376
	Convenience Store	3%	7%	15%	29%	45%	4.07	.01	9,976
	No type given	4%	10%	19%	33%	33%	3.82	.03	1,370

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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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.)							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	2%	3%	7%	21%	68%	4.50	.07	175
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	1%	3%	12%	37%	47%	4.26	.00	126,518
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	12%	36%	47%	4.25	.00	72,305
Aggregated Dining Halls	YOUR INSTITUTION	2%	3%	7%	21%	68%	4.50	.07	175
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	12%	37%	47%	4.27	.00	54,213
Respondent Type - YOUR	Student	2%	3%	7%	21%	68%	4.50	.07	175
Respondent Type - ENTIRE SAMPLE	Student	1%	3%	12%	36%	47%	4.25	.00	110,034
	Faculty	1%	2%	9%	40%	47%	4.29	.01	4,220
	Administration/Staff	2%	2%	9%	39%	48%	4.29	.01	10,717
	Other	1%	3%	11%	32%	54%	4.33	.03	957
Student Class Status - YOUR INSTITUTION	First year	4%	3%	10%	19%	63%	4.33	.13	67
	Sophomore		6%	4%	19%	72%	4.57	.11	54
	Junior			6%	19%	74%	4.68	.11	31
	Senior			5%	32%	64%	4.59	.13	22
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	3%	12%	35%	48%	4.27	.00	43,883
	Sophomore	1%	3%	13%	37%	46%	4.23	.01	24,922
	Junior	1%	3%	12%	36%	48%	4.27	.01	18,414
	Senior	1%	3%	12%	37%	47%	4.25	.01	16,060
	Graduate	1%	5%	12%	41%	41%	4.16	.01	5,520
	Other	1%	3%	14%	34%	47%	4.23	.03	1,276
Gender - YOUR INSTITUTION	Female	2%	2%	4%	21%	70%	4.54	.07	134
	Male		5%	15%	20%	61%	4.37	.14	41
Gender - ENTIRE SAMPLE	Female	1%	3%	10%	36%	50%	4.32	.00	74,574
	Male	1%	4%	14%	38%	43%	4.17	.00	50,175
	Transgender	3%	5%	18%	24%	49%	4.11	.05	444
	Other Identity	3%	5%	17%	32%	44%	4.08	.05	482
Live... - YOUR INSTITUTION	On campus	2%	2%	7%	22%	67%	4.50	.07	164
	Off campus		9%	9%		82%	4.55	.31	11
Live... - ENTIRE SAMPLE	On campus	1%	3%	13%	37%	46%	4.24	.00	76,454
	Off campus	1%	3%	11%	36%	49%	4.28	.00	48,178
NACUFS Region - YOUR INSTITUTION	Southern	2%	3%	7%	21%	68%	4.50	.07	175
NACUFS Region - ENTIRE SAMPLE	Continental	1%	3%	13%	38%	44%	4.22	.01	13,835
	Mid-Atlantic	1%	3%	13%	37%	47%	4.26	.01	12,312
	Midwest	1%	3%	12%	38%	46%	4.25	.00	31,762
	Northeast	1%	3%	11%	37%	48%	4.27	.01	24,396
	Pacific	1%	3%	12%	34%	49%	4.28	.01	25,654
	Southern	1%	3%	12%	35%	49%	4.27	.01	18,559
Institution Type - YOUR INSTITUTION	Private	2%	3%	7%	21%	68%	4.50	.07	175
Institution Type - ENTIRE SAMPLE	Public	1%	3%	12%	36%	48%	4.27	.00	93,720
	Private	1%	3%	13%	38%	45%	4.24	.00	32,798
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	3%	7%	21%	68%	4.50	.07	175
Institution Type - ENTIRE SAMPLE	Primarily 2-year	1%	2%	12%	32%	52%	4.32	.01	4,561
	Primarily 4-year	1%	3%	12%	37%	47%	4.26	.00	121,957
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	3%	7%	21%	68%	4.50	.07	175
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	1%	3%	12%	36%	48%	4.27	.00	102,889
	Mainly Contracted	1%	4%	13%	38%	45%	4.21	.01	19,569
	Combination of Both	1%	4%	15%	38%	42%	4.15	.01	4,060
Total Current Enrollment - YOUR	Under 2,500	2%	3%	7%	21%	68%	4.50	.07	175
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	1%	3%	10%	40%	46%	4.28	.01	6,331
	2,500 to 10,000	1%	3%	12%	36%	48%	4.27	.01	25,291
	10,001 to 20,000	1%	3%	12%	36%	48%	4.26	.00	31,227
	Over 20,000	1%	3%	12%	36%	47%	4.25	.00	63,669
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	13%	37%	46%	4.25	.01	18,920
	Marketplace	1%	4%	11%	39%	45%	4.24	.01	13,131
	Express Unit	2%	4%	13%	36%	46%	4.21	.01	14,093
	Specialty Coffee Shop/ Juice Bar	1%	3%	11%	35%	49%	4.27	.01	10,093
	Sit-down Restaurant	1%	2%	8%	33%	56%	4.43	.01	5,729
	Convenience Store	2%	3%	13%	33%	49%	4.24	.01	9,131
	No type given	2%	5%	14%	40%	40%	4.11	.03	1,208

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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.)							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	9%	9%	23%	32%	26%	3.57	.09	204
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	5%	15%	35%	44%	4.14	.00	141,850
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	34%	43%	4.11	.00	81,866
Aggregated Dining Halls	YOUR INSTITUTION	9%	9%	23%	32%	26%	3.57	.09	204
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	14%	36%	44%	4.17	.00	59,984
Respondent Type - YOUR	Student	9%	9%	23%	32%	26%	3.57	.09	204
Respondent Type - ENTIRE SAMPLE	Student	2%	5%	14%	35%	44%	4.14	.00	122,586
	Faculty	3%	6%	15%	30%	47%	4.13	.01	5,067
	Administration/Staff	3%	6%	15%	34%	43%	4.09	.01	12,320
	Other	3%	4%	13%	30%	51%	4.22	.03	1,139
Student Class Status - YOUR INSTITUTION	First year	1%	11%	24%	28%	35%	3.85	.12	74
	Sophomore	13%	11%	19%	33%	25%	3.47	.17	64
	Junior	7%	7%	29%	32%	24%	3.59	.18	41
	Senior	29%	4%	21%	38%	8%	2.92	.29	24
	Other				100%		4.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	1%	4%	13%	34%	48%	4.24	.00	48,407
	Sophomore	2%	5%	15%	36%	42%	4.12	.01	27,800
	Junior	2%	6%	16%	36%	41%	4.07	.01	20,625
	Senior	2%	6%	16%	36%	40%	4.05	.01	17,975
	Graduate	2%	6%	16%	39%	36%	4.00	.01	6,423
	Other	3%	6%	15%	34%	43%	4.08	.03	1,408
Gender - YOUR INSTITUTION	Female	8%	10%	23%	33%	26%	3.60	.10	157
	Male	15%	6%	23%	28%	28%	3.47	.20	47
Gender - ENTIRE SAMPLE	Female	2%	5%	14%	34%	45%	4.15	.00	84,075
	Male	2%	4%	15%	36%	42%	4.13	.00	55,716
	Transgender	6%	7%	17%	27%	44%	3.97	.05	507
	Other Identity	5%	10%	22%	30%	33%	3.75	.05	540
Live... - YOUR INSTITUTION	On campus	8%	7%	24%	33%	27%	3.63	.09	191
	Off campus	23%	38%	8%	15%	15%	2.62	.40	13
Live... - ENTIRE SAMPLE	On campus	2%	4%	14%	35%	45%	4.18	.00	84,590
	Off campus	2%	6%	16%	34%	42%	4.07	.00	55,077
NACUFS Region - YOUR INSTITUTION	Southern	9%	9%	23%	32%	26%	3.57	.09	204
NACUFS Region - ENTIRE SAMPLE	Continental	2%	4%	13%	35%	47%	4.20	.01	15,381
	Mid-Atlantic	2%	5%	15%	34%	44%	4.13	.01	13,771
	Midwest	2%	5%	13%	36%	44%	4.16	.01	35,323
	Northeast	2%	5%	15%	35%	44%	4.14	.01	27,505
	Pacific	2%	5%	16%	34%	42%	4.08	.01	29,323
	Southern	2%	5%	14%	35%	43%	4.12	.01	20,547
Institution Type - YOUR INSTITUTION	Private	9%	9%	23%	32%	26%	3.57	.09	204
Institution Type - ENTIRE SAMPLE	Public	2%	5%	15%	35%	44%	4.13	.00	105,226
	Private	2%	5%	15%	35%	44%	4.14	.00	36,624
Institution Type - YOUR INSTITUTION	Primarily 4-year	9%	9%	23%	32%	26%	3.57	.09	204
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	8%	18%	31%	38%	3.91	.02	5,563
	Primarily 4-year	2%	5%	14%	35%	44%	4.15	.00	136,287
Operation Type - YOUR INSTITUTION	Mainly Contracted	9%	9%	23%	32%	26%	3.57	.09	204
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	5%	14%	34%	45%	4.15	.00	115,226
	Mainly Contracted	3%	6%	16%	37%	39%	4.04	.01	22,155
	Combination of Both	2%	4%	14%	37%	44%	4.18	.01	4,469
Total Current Enrollment - YOUR	Under 2,500	9%	9%	23%	32%	26%	3.57	.09	204
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	2%	6%	14%	33%	45%	4.12	.01	7,194
	2,500 to 10,000	2%	5%	15%	36%	43%	4.12	.01	28,095
	10,001 to 20,000	2%	4%	14%	35%	45%	4.17	.01	35,332
	Over 20,000	2%	5%	15%	35%	44%	4.13	.00	71,229
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	17%	36%	39%	4.03	.01	21,400
	Marketplace	2%	4%	13%	34%	47%	4.21	.01	14,800
	Express Unit	3%	6%	17%	34%	41%	4.04	.01	16,109
	Specialty Coffee Shop/ Juice Bar	2%	5%	15%	32%	45%	4.13	.01	11,394
	Sit-down Restaurant	2%	4%	12%	32%	49%	4.23	.01	6,358
	Convenience Store	2%	5%	14%	32%	47%	4.19	.01	10,430
	No type given	3%	7%	17%	39%	35%	3.95	.03	1,375

*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.

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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							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	2%	3%	16%	24%	54%	4.25	.08	162
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	4%	6%	16%	29%	45%	4.05	.00	116,275
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	5%	15%	29%	47%	4.09	.00	67,054
Aggregated Dining Halls	YOUR INSTITUTION	2%	3%	16%	24%	54%	4.25	.08	162
Aggregated Dining Halls	ENTIRE SAMPLE	4%	6%	17%	29%	43%	4.01	.01	49,221
Respondent Type - YOUR	Student	2%	3%	16%	24%	54%	4.25	.08	162
Respondent Type - ENTIRE SAMPLE	Student	4%	6%	17%	29%	44%	4.03	.00	100,854
	Faculty	4%	3%	11%	30%	52%	4.24	.02	3,947
	Administration/Staff	3%	4%	12%	34%	47%	4.18	.01	10,045
	Other	5%	4%	14%	27%	50%	4.14	.04	892
Student Class Status - YOUR INSTITUTION	First year	3%	5%	18%	20%	54%	4.17	.13	65
	Sophomore	2%	2%	14%	22%	59%	4.35	.14	49
	Junior	3%	3%	13%	30%	50%	4.20	.19	30
	Senior			18%	35%	47%	4.29	.19	17
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	4%	6%	17%	29%	44%	4.01	.01	40,115
	Sophomore	4%	6%	17%	29%	44%	4.03	.01	22,778
	Junior	4%	5%	16%	28%	46%	4.07	.01	16,930
	Senior	4%	6%	15%	29%	47%	4.08	.01	14,812
	Graduate	5%	6%	14%	33%	42%	4.01	.02	5,136
	Other	5%	6%	17%	28%	44%	3.99	.03	1,114
Gender - YOUR INSTITUTION	Female	3%	2%	13%	23%	58%	4.31	.09	124
	Male		5%	26%	26%	42%	4.05	.16	38
Gender - ENTIRE SAMPLE	Female	2%	4%	14%	30%	49%	4.19	.00	69,036
	Male	7%	7%	18%	29%	39%	3.85	.01	45,626
	Transgender	4%	6%	22%	23%	46%	4.01	.06	402
	Other Identity	7%	5%	14%	24%	50%	4.06	.06	430
Live... - YOUR INSTITUTION	On campus	3%	3%	16%	24%	54%	4.24	.08	153
	Off campus			22%	22%	56%	4.33	.29	9
Live... - ENTIRE SAMPLE	On campus	4%	6%	17%	29%	43%	4.01	.00	69,627
	Off campus	4%	5%	14%	30%	48%	4.13	.01	44,900
NACUFS Region - YOUR INSTITUTION	Southern	2%	3%	16%	24%	54%	4.25	.08	162
NACUFS Region - ENTIRE SAMPLE	Continental	5%	7%	17%	30%	41%	3.97	.01	12,790
	Mid-Atlantic	5%	7%	17%	29%	43%	3.97	.01	10,998
	Midwest	4%	6%	17%	31%	42%	4.00	.01	28,801
	Northeast	4%	5%	15%	29%	47%	4.08	.01	22,119
	Pacific	3%	5%	15%	28%	49%	4.15	.01	24,320
	Southern	4%	5%	15%	29%	47%	4.10	.01	17,247
Institution Type - YOUR INSTITUTION	Private	2%	3%	16%	24%	54%	4.25	.08	162
Institution Type - ENTIRE SAMPLE	Public	4%	5%	16%	29%	46%	4.07	.00	86,554
	Private	5%	6%	15%	30%	43%	4.00	.01	29,721
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	3%	16%	24%	54%	4.25	.08	162
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	4%	15%	27%	50%	4.19	.02	4,293
	Primarily 4-year	4%	6%	16%	29%	45%	4.05	.00	111,982
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	3%	16%	24%	54%	4.25	.08	162
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	4%	5%	16%	29%	46%	4.07	.00	94,732
	Mainly Contracted	4%	6%	17%	30%	43%	4.00	.01	17,788
	Combination of Both	5%	7%	15%	29%	45%	4.03	.02	3,755
Total Current Enrollment - YOUR	Under 2,500	2%	3%	16%	24%	54%	4.25	.08	162
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	4%	6%	15%	31%	45%	4.06	.01	5,786
	2,500 to 10,000	4%	5%	16%	29%	46%	4.08	.01	23,228
	10,001 to 20,000	4%	5%	16%	29%	46%	4.09	.01	28,828
	Over 20,000	5%	6%	16%	29%	44%	4.03	.00	58,433
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	5%	16%	30%	45%	4.05	.01	17,420
	Marketplace	4%	5%	15%	31%	45%	4.06	.01	12,055
	Express Unit	4%	6%	15%	29%	46%	4.08	.01	13,134
	Specialty Coffee Shop/ Juice Bar	4%	5%	14%	29%	49%	4.15	.01	9,215
	Sit-down Restaurant	4%	5%	14%	29%	49%	4.14	.01	5,121
	Convenience Store	4%	5%	14%	27%	51%	4.16	.01	8,974
	No type given	5%	6%	14%	32%	44%	4.04	.03	1,135

*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	8%	7%	40%	23%	22%	3.44	.08	189
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	4%	19%	35%	40%	4.06	.00	129,500
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	3%	4%	18%	33%	42%	4.08	.00	75,455
Aggregated Dining Halls	YOUR INSTITUTION	8%	7%	40%	23%	22%	3.44	.08	189
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	20%	36%	38%	4.04	.00	54,045
Respondent Type - YOUR	Student	8%	7%	40%	23%	22%	3.44	.08	189
Respondent Type - ENTIRE SAMPLE	Student	2%	4%	20%	35%	39%	4.04	.00	111,608
	Faculty	4%	4%	14%	30%	48%	4.14	.02	4,670
	Administration/Staff	2%	3%	16%	34%	45%	4.17	.01	11,455
	Other	3%	2%	14%	29%	52%	4.26	.03	1,067
Student Class Status - YOUR INSTITUTION	First year	4%	7%	37%	28%	24%	3.61	.13	71
	Sophomore	13%	10%	43%	15%	20%	3.18	.16	61
	Junior	5%	5%	34%	29%	26%	3.66	.18	38
	Senior	11%		56%	22%	11%	3.22	.25	18
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	18%	35%	42%	4.12	.00	43,984
	Sophomore	3%	4%	20%	35%	37%	4.00	.01	25,293
	Junior	3%	4%	20%	34%	38%	4.00	.01	18,829
	Senior	3%	5%	19%	35%	38%	4.01	.01	16,460
	Graduate	3%	5%	22%	38%	32%	3.90	.01	5,890
	Other	2%	4%	20%	34%	39%	4.04	.03	1,205
Gender - YOUR INSTITUTION	Female	9%	8%	36%	25%	22%	3.42	.10	146
	Male	5%	2%	53%	19%	21%	3.49	.15	43
Gender - ENTIRE SAMPLE	Female	2%	4%	18%	34%	41%	4.07	.00	77,384
	Male	2%	3%	20%	36%	39%	4.05	.00	50,210
	Transgender	7%	7%	20%	29%	37%	3.81	.06	455
	Other Identity	9%	9%	28%	25%	29%	3.57	.06	489
Live... - YOUR INSTITUTION	On campus	8%	7%	41%	23%	21%	3.44	.08	179
	Off campus	10%	10%	30%	20%	30%	3.50	.43	10
Live... - ENTIRE SAMPLE	On campus	2%	4%	20%	35%	38%	4.04	.00	76,448
	Off campus	3%	4%	18%	33%	42%	4.09	.00	50,981
NACUFS Region - YOUR INSTITUTION	Southern	8%	7%	40%	23%	22%	3.44	.08	189
NACUFS Region - ENTIRE SAMPLE	Continental	2%	3%	16%	35%	45%	4.18	.01	14,193
	Mid-Atlantic	3%	4%	20%	33%	40%	4.02	.01	12,122
	Midwest	3%	4%	20%	36%	37%	4.00	.01	31,775
	Northeast	3%	4%	20%	34%	39%	4.02	.01	24,806
	Pacific	2%	4%	18%	34%	43%	4.11	.01	27,653
	Southern	2%	4%	19%	35%	41%	4.08	.01	18,951
Institution Type - YOUR INSTITUTION	Private	8%	7%	40%	23%	22%	3.44	.08	189
Institution Type - ENTIRE SAMPLE	Public	2%	4%	19%	35%	40%	4.07	.00	96,531
	Private	3%	4%	19%	34%	40%	4.04	.01	32,969
Institution Type - YOUR INSTITUTION	Primarily 4-year	8%	7%	40%	23%	22%	3.44	.08	189
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	5%	19%	32%	41%	4.01	.01	5,254
	Primarily 4-year	2%	4%	19%	35%	40%	4.06	.00	124,246
Operation Type - YOUR INSTITUTION	Mainly Contracted	8%	7%	40%	23%	22%	3.44	.08	189
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	4%	18%	34%	41%	4.09	.00	105,460
	Mainly Contracted	4%	5%	23%	36%	32%	3.87	.01	19,941
	Combination of Both	2%	3%	17%	34%	44%	4.13	.01	4,099
Total Current Enrollment - YOUR	Under 2,500	8%	7%	40%	23%	22%	3.44	.08	189
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	4%	5%	20%	34%	37%	3.95	.01	6,458
	2,500 to 10,000	3%	5%	20%	35%	38%	4.01	.01	25,719
	10,001 to 20,000	3%	4%	19%	34%	40%	4.06	.01	32,340
	Over 20,000	2%	4%	18%	35%	41%	4.09	.00	64,983
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	20%	34%	39%	4.02	.01	19,600
	Marketplace	3%	5%	18%	35%	39%	4.03	.01	13,450
	Express Unit	3%	4%	19%	33%	42%	4.07	.01	14,925
	Specialty Coffee Shop/ Juice Bar	2%	4%	18%	33%	44%	4.12	.01	10,349
	Sit-down Restaurant	3%	3%	16%	34%	44%	4.14	.01	5,616
	Convenience Store	2%	3%	16%	31%	47%	4.19	.01	10,275
	No type given	3%	6%	24%	36%	31%	3.86	.03	1,240

*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.

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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

		Social/ ethical practices related to food							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	2%	4%	14%	25%	54%	4.24	.08	161
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	5%	6%	17%	28%	44%	4.00	.00	113,603
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	5%	6%	16%	28%	45%	4.04	.00	65,380
Aggregated Dining Halls	YOUR INSTITUTION	2%	4%	14%	25%	54%	4.24	.08	161
Aggregated Dining Halls	ENTIRE SAMPLE	5%	7%	18%	28%	42%	3.95	.01	48,223
Respondent Type - YOUR	Student	2%	4%	14%	25%	54%	4.24	.08	161
Respondent Type - ENTIRE SAMPLE	Student	5%	6%	18%	28%	43%	3.98	.00	98,733
	Faculty	4%	5%	13%	28%	50%	4.14	.02	3,800
	Administration/Staff	4%	5%	13%	33%	45%	4.10	.01	9,655
	Other	5%	4%	16%	26%	49%	4.10	.04	882
Student Class Status - YOUR INSTITUTION	First year	2%	6%	18%	23%	51%	4.15	.13	65
	Sophomore		4%	9%	26%	62%	4.45	.12	47
	Junior	3%	3%	13%	20%	60%	4.30	.19	30
	Senior	11%		17%	39%	33%	3.83	.29	18
	Other					100%	5.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	5%	7%	19%	28%	42%	3.95	.01	39,359
	Sophomore	5%	6%	18%	28%	43%	3.98	.01	22,196
	Junior	5%	6%	17%	28%	45%	4.03	.01	16,569
	Senior	5%	6%	16%	28%	46%	4.04	.01	14,525
	Graduate	6%	7%	15%	32%	41%	3.96	.02	5,012
	Other	5%	8%	19%	26%	42%	3.91	.04	1,084
Gender - YOUR INSTITUTION	Female	2%	4%	12%	24%	57%	4.29	.09	123
	Male	3%	5%	21%	26%	45%	4.05	.17	38
Gender - ENTIRE SAMPLE	Female	3%	5%	15%	29%	48%	4.13	.00	67,309
	Male	8%	8%	19%	28%	38%	3.80	.01	44,701
	Transgender	6%	4%	19%	23%	48%	4.04	.06	395
	Other Identity	8%	5%	17%	20%	51%	4.01	.06	422
Live... - YOUR INSTITUTION	On campus	2%	5%	14%	25%	55%	4.26	.08	152
	Off campus	11%		22%	22%	44%	3.89	.45	9
Live... - ENTIRE SAMPLE	On campus	5%	7%	18%	28%	42%	3.95	.00	68,115
	Off campus	4%	6%	15%	29%	47%	4.07	.01	43,764
NACUFS Region - YOUR INSTITUTION	Southern	2%	4%	14%	25%	54%	4.24	.08	161
NACUFS Region - ENTIRE SAMPLE	Continental	6%	7%	18%	29%	40%	3.92	.01	12,490
	Mid-Atlantic	6%	7%	18%	27%	42%	3.92	.01	10,721
	Midwest	5%	7%	18%	29%	40%	3.93	.01	28,144
	Northeast	5%	6%	16%	28%	44%	4.01	.01	21,500
	Pacific	4%	5%	16%	27%	48%	4.11	.01	23,840
	Southern	4%	6%	16%	28%	46%	4.06	.01	16,908
Institution Type - YOUR INSTITUTION	Private	2%	4%	14%	25%	54%	4.24	.08	161
Institution Type - ENTIRE SAMPLE	Public	5%	6%	17%	28%	44%	4.01	.00	84,703
	Private	5%	7%	17%	29%	42%	3.96	.01	28,900
Institution Type - YOUR INSTITUTION	Primarily 4-year	2%	4%	14%	25%	54%	4.24	.08	161
Institution Type - ENTIRE SAMPLE	Primarily 2-year	4%	4%	16%	26%	49%	4.12	.02	4,183
	Primarily 4-year	5%	6%	17%	28%	44%	3.99	.00	109,420
Operation Type - YOUR INSTITUTION	Mainly Contracted	2%	4%	14%	25%	54%	4.24	.08	161
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	5%	6%	17%	28%	44%	4.01	.00	92,581
	Mainly Contracted	5%	7%	17%	29%	41%	3.96	.01	17,373
	Combination of Both	5%	7%	17%	28%	43%	3.97	.02	3,649
Total Current Enrollment - YOUR	Under 2,500	2%	4%	14%	25%	54%	4.24	.08	161
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	5%	7%	16%	30%	42%	3.97	.02	5,608
	2,500 to 10,000	4%	6%	17%	28%	45%	4.03	.01	22,691
	10,001 to 20,000	4%	6%	17%	28%	45%	4.04	.01	28,199
	Over 20,000	5%	6%	17%	28%	43%	3.97	.00	57,105
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	6%	17%	28%	43%	3.99	.01	17,013
	Marketplace	5%	6%	17%	30%	43%	3.99	.01	11,697
	Express Unit	5%	6%	16%	28%	45%	4.02	.01	12,747
	Specialty Coffee Shop/ Juice Bar	4%	6%	14%	28%	48%	4.10	.01	8,992
	Sit-down Restaurant	4%	5%	15%	27%	49%	4.11	.02	5,022
	Convenience Store	4%	5%	15%	26%	50%	4.13	.01	8,806
	No type given	4%	7%	14%	33%	41%	4.00	.03	1,103

*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	# Resp
Aggregated Dining Halls & Retail Units	Johnson C. Smith University	8%	6%	35%	30%	21%	3.51	.08	184
Aggregated Dining Halls & Retail Units	ENTIRE SAMPLE	2%	3%	20%	34%	41%	4.08	.00	126,101
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	19%	33%	42%	4.09	.00	73,248
Aggregated Dining Halls	YOUR INSTITUTION	8%	6%	35%	30%	21%	3.51	.08	184
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	20%	36%	39%	4.05	.00	52,853
Respondent Type - YOUR	Student	8%	6%	35%	30%	21%	3.51	.08	184
Respondent Type - ENTIRE SAMPLE	Student	2%	3%	20%	34%	40%	4.06	.00	109,066
	Faculty	3%	4%	15%	29%	49%	4.16	.02	4,435
	Administration/Staff	2%	3%	17%	33%	45%	4.16	.01	10,887
	Other	3%	3%	15%	27%	53%	4.24	.03	1,041
Student Class Status - YOUR INSTITUTION	First year	3%	4%	33%	33%	27%	3.77	.12	70
	Sophomore	12%	9%	35%	28%	16%	3.26	.16	57
	Junior	8%	8%	26%	37%	21%	3.55	.19	38
	Senior	11%		61%	17%	11%	3.17	.25	18
	Other			100%			3.00	.	1
Student Class Status - ENTIRE SAMPLE	First year	2%	3%	19%	34%	43%	4.13	.00	43,126
	Sophomore	3%	4%	21%	35%	39%	4.03	.01	24,614
	Junior	3%	4%	21%	34%	39%	4.02	.01	18,376
	Senior	3%	4%	20%	34%	39%	4.03	.01	16,098
	Graduate	3%	4%	23%	38%	32%	3.90	.01	5,735
	Other	2%	4%	21%	33%	39%	4.04	.03	1,175
Gender - YOUR INSTITUTION	Female	8%	6%	38%	27%	20%	3.46	.10	142
	Male	5%	7%	26%	40%	21%	3.67	.16	42
Gender - ENTIRE SAMPLE	Female	2%	4%	19%	34%	41%	4.09	.00	75,229
	Male	2%	3%	20%	35%	40%	4.07	.00	49,019
	Transgender	7%	8%	20%	26%	39%	3.82	.06	445
	Other Identity	10%	7%	29%	26%	28%	3.55	.06	471
Live... - YOUR INSTITUTION	On campus	7%	6%	35%	31%	20%	3.51	.08	175
	Off campus	11%	11%	33%	11%	33%	3.44	.47	9
Live... - ENTIRE SAMPLE	On campus	2%	3%	21%	35%	39%	4.05	.00	74,715
	Off campus	2%	3%	18%	33%	43%	4.11	.00	49,378
NACUFS Region - YOUR INSTITUTION	Southern	8%	6%	35%	30%	21%	3.51	.08	184
NACUFS Region - ENTIRE SAMPLE	Continental	1%	2%	16%	34%	46%	4.20	.01	13,867
	Mid-Atlantic	3%	4%	20%	32%	42%	4.07	.01	11,748
	Midwest	2%	3%	21%	35%	38%	4.03	.01	30,901
	Northeast	3%	4%	20%	34%	39%	4.04	.01	24,013
	Pacific	2%	3%	19%	33%	42%	4.10	.01	27,039
	Southern	2%	3%	19%	34%	41%	4.09	.01	18,533
Institution Type - YOUR INSTITUTION	Private	8%	6%	35%	30%	21%	3.51	.08	184
Institution Type - ENTIRE SAMPLE	Public	2%	3%	20%	34%	41%	4.08	.00	94,160
	Private	2%	4%	19%	34%	41%	4.07	.01	31,941
Institution Type - YOUR INSTITUTION	Primarily 4-year	8%	6%	35%	30%	21%	3.51	.08	184
Institution Type - ENTIRE SAMPLE	Primarily 2-year	3%	4%	20%	31%	42%	4.03	.01	5,076
	Primarily 4-year	2%	3%	19%	34%	41%	4.08	.00	121,025
Operation Type - YOUR INSTITUTION	Mainly Contracted	8%	6%	35%	30%	21%	3.51	.08	184
Operation Type - ENTIRE SAMPLE	Mainly Self-operated	2%	3%	19%	34%	42%	4.11	.00	102,777
	Mainly Contracted	4%	4%	24%	35%	33%	3.90	.01	19,366
	Combination of Both	2%	3%	18%	33%	43%	4.11	.02	3,958
Total Current Enrollment - YOUR	Under 2,500	8%	6%	35%	30%	21%	3.51	.08	184
Total Current Enrollment - ENTIRE SAMPLE	Under 2,500	3%	4%	21%	34%	38%	3.99	.01	6,218
	2,500 to 10,000	2%	4%	21%	34%	39%	4.03	.01	25,013
	10,001 to 20,000	3%	3%	20%	34%	41%	4.07	.01	31,560
	Over 20,000	2%	3%	19%	34%	42%	4.11	.00	63,310
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	20%	34%	39%	4.04	.01	19,091
	Marketplace	3%	4%	19%	34%	40%	4.04	.01	12,985
	Express Unit	3%	3%	20%	32%	42%	4.08	.01	14,414
	Specialty Coffee Shop/ Juice Bar	2%	3%	18%	32%	45%	4.16	.01	10,026
	Sit-down Restaurant	2%	3%	17%	32%	46%	4.16	.01	5,447
	Convenience Store	2%	3%	16%	30%	48%	4.20	.01	10,086
	No type given	4%	5%	23%	37%	31%	3.85	.03	1,199

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 27
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS***

		In general, how satisfied or dissatisfied are you with the dining services provided by your college/university?							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	20%	21%	39%	17%	3%	2.62	.09	149
Aggregated Dining Halls	ENTIRE SAMPLE	4%	8%	19%	41%	28%	3.83	.00	53,680
Dining Hall	# 1	20%	21%	39%	17%	3%	2.62	.09	149
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	6%	15%	40%	35%	3.95	.00	76,120
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	6%	16%	42%	32%	3.92	.01	19,468
	Marketplace	5%	8%	17%	39%	31%	3.83	.01	13,423
	Express Unit	4%	6%	15%	40%	35%	3.94	.01	15,129
	Specialty Coffee Shop/ Juice Bar	4%	5%	14%	38%	39%	4.04	.01	10,679
	Sit-down Restaurant	4%	7%	16%	40%	34%	3.92	.01	5,624
	Convenience Store	3%	4%	13%	39%	41%	4.10	.01	10,538
	No type given	4%	8%	16%	44%	28%	3.83	.03	1,259
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.
***Consult the beginning of this report, page iv, or your order form for the Dining Hall and Retail Unit names.

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TABLE 28a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Overall

		Food: Overall							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%		6%	13%	80%	4.73	.05	183
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	8%	25%	66%	4.55	.00	55,048
Dining Hall	# 1	1%		6%	13%	80%	4.73	.05	183
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	27%	65%	4.54	.00	75,535
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	28%	63%	4.51	.01	19,455
	Marketplace	0%	1%	6%	26%	67%	4.59	.01	13,577
	Express Unit	0%	1%	7%	26%	66%	4.55	.01	14,917
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	26%	66%	4.55	.01	10,372
	Sit-down Restaurant	0%	1%	7%	26%	65%	4.55	.01	5,798
	Convenience Store	0%	1%	8%	27%	64%	4.52	.01	10,136
	No type given	0%	1%	7%	32%	60%	4.50	.02	1,280
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 28b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Overall

		Food: Overall							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	20%	25%	34%	18%	3%	2.61	.08	203
Aggregated Dining Halls	ENTIRE SAMPLE	3%	8%	22%	44%	24%	3.79	.00	60,543
Dining Hall	# 1	20%	25%	34%	18%	3%	2.61	.08	203
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	41%	36%	4.02	.00	85,306
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	5%	16%	45%	31%	3.97	.01	21,933
	Marketplace	3%	7%	18%	41%	31%	3.88	.01	15,249
	Express Unit	3%	6%	15%	41%	36%	4.01	.01	16,979
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	38%	43%	4.17	.01	11,704
	Sit-down Restaurant	2%	5%	14%	40%	39%	4.10	.01	6,430
	Convenience Store	2%	3%	14%	41%	40%	4.15	.01	11,566
	No type given	3%	7%	14%	46%	30%	3.91	.03	1,445
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 29a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Taste

		Taste							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION			4%	13%	83%	4.80	.04	181
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	5%	19%	74%	4.67	.00	55,248
Dining Hall	# 1			4%	13%	83%	4.80	.04	181
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	5%	20%	75%	4.68	.00	75,609
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	5%	20%	74%	4.66	.00	19,510
	Marketplace	0%	0%	3%	18%	78%	4.73	.00	13,628
	Express Unit	0%	1%	5%	19%	75%	4.68	.01	14,885
	Specialty Coffee Shop/ Juice Bar	0%	1%	4%	19%	75%	4.69	.01	10,398
	Sit-down Restaurant	0%	0%	5%	18%	76%	4.69	.01	5,808
	Convenience Store	0%	1%	6%	22%	71%	4.62	.01	10,103
	No type given	0%	0%	4%	22%	73%	4.66	.02	1,277
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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TABLE 29b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Taste

		Taste							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	17%	29%	35%	15%	4%	2.61	.07	204
Aggregated Dining Halls	ENTIRE SAMPLE	3%	10%	25%	41%	21%	3.68	.00	60,565
Dining Hall	# 1	17%	29%	35%	15%	4%	2.61	.07	204
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	16%	39%	38%	4.04	.00	85,261
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	5%	17%	42%	33%	3.99	.01	21,934
	Marketplace	3%	8%	18%	38%	33%	3.90	.01	15,269
	Express Unit	3%	6%	15%	38%	39%	4.04	.01	16,952
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	35%	46%	4.19	.01	11,718
	Sit-down Restaurant	2%	5%	13%	38%	42%	4.13	.01	6,442
	Convenience Store	2%	4%	15%	39%	41%	4.14	.01	11,498
	No type given	3%	7%	16%	41%	33%	3.95	.03	1,448
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.
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TABLE 30a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Eye appeal

		Eye appeal							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	3%	11%	23%	62%	4.42	.07	180
Aggregated Dining Halls	ENTIRE SAMPLE	2%	10%	20%	36%	31%	3.83	.00	55,018
Dining Hall	# 1	1%	3%	11%	23%	62%	4.42	.07	180
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	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	9%	17%	35%	37%	3.97	.00	75,363
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	9%	18%	35%	35%	3.91	.01	19,403
	Marketplace	2%	10%	18%	36%	33%	3.87	.01	13,580
	Express Unit	2%	8%	17%	35%	38%	3.99	.01	14,856
	Specialty Coffee Shop/ Juice Bar	2%	8%	16%	34%	40%	4.04	.01	10,371
	Sit-down Restaurant	1%	6%	15%	36%	42%	4.12	.01	5,784
	Convenience Store	2%	8%	16%	34%	40%	4.02	.01	10,093
	No type given	2%	12%	21%	37%	27%	3.75	.03	1,276
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 Importance
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TABLE 30b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Eye appeal

		Eye appeal							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	20%	22%	34%	19%	5%	2.66	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	3%	10%	27%	37%	23%	3.68	.00	60,339
Dining Hall	# 1	20%	22%	34%	19%	5%	2.66	.08	204
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	19%	37%	36%	3.98	.00	84,972
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	22%	39%	30%	3.89	.01	21,855
	Marketplace	3%	7%	21%	37%	32%	3.88	.01	15,197
	Express Unit	3%	6%	20%	37%	35%	3.94	.01	16,901
	Specialty Coffee Shop/ Juice Bar	1%	4%	14%	34%	46%	4.19	.01	11,705
	Sit-down Restaurant	2%	5%	16%	36%	42%	4.11	.01	6,418
	Convenience Store	2%	4%	18%	37%	39%	4.08	.01	11,456
	No type given	2%	6%	19%	41%	32%	3.94	.03	1,440
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 31a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Freshness

		Freshness							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION			4%	8%	87%	4.83	.04	181
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.62	.00	54,991
Dining Hall	# 1			4%	8%	87%	4.83	.04	181
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	6%	22%	71%	4.63	.00	75,334
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	6%	23%	69%	4.60	.00	19,398
	Marketplace	0%	1%	5%	22%	73%	4.66	.01	13,582
	Express Unit	0%	1%	6%	22%	72%	4.64	.01	14,831
	Specialty Coffee Shop/ Juice Bar	0%	1%	5%	21%	72%	4.65	.01	10,380
	Sit-down Restaurant	0%	1%	6%	23%	70%	4.62	.01	5,777
	Convenience Store	0%	1%	7%	23%	69%	4.60	.01	10,086
	No type given	0%	1%	5%	23%	71%	4.64	.02	1,280
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	18%	28%	27%	20%	7%	2.71	.08	205
Aggregated Dining Halls	ENTIRE SAMPLE	4%	12%	26%	35%	24%	3.62	.00	60,378
Dining Hall	# 1	18%	28%	27%	20%	7%	2.71	.08	205
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	3%	8%	19%	34%	36%	3.93	.00	84,944
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	8%	22%	36%	31%	3.84	.01	21,828
	Marketplace	4%	10%	21%	34%	32%	3.79	.01	15,235
	Express Unit	3%	8%	18%	34%	37%	3.94	.01	16,870
	Specialty Coffee Shop/ Juice Bar	2%	5%	16%	33%	44%	4.11	.01	11,690
	Sit-down Restaurant	2%	6%	16%	34%	42%	4.08	.01	6,426
	Convenience Store	2%	7%	19%	33%	39%	3.99	.01	11,455
	No type given	3%	8%	19%	36%	34%	3.90	.03	1,440
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 32a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Nutritional content

		Nutritional content							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION		1%	7%	12%	81%	4.73	.04	182
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	10%	26%	61%	4.43	.00	54,809
Dining Hall	# 1		1%	7%	12%	81%	4.73	.04	182
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	28%	58%	4.39	.00	75,132
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	28%	57%	4.36	.01	19,365
	Marketplace	1%	2%	9%	26%	62%	4.46	.01	13,578
	Express Unit	1%	3%	11%	29%	57%	4.37	.01	14,777
	Specialty Coffee Shop/ Juice Bar	1%	3%	10%	27%	59%	4.41	.01	10,293
	Sit-down Restaurant	1%	3%	10%	29%	57%	4.38	.01	5,762
	Convenience Store	1%	3%	11%	27%	59%	4.41	.01	10,075
	No type given	1%	3%	9%	30%	57%	4.39	.02	1,282
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 32b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Nutritional content

		Nutritional content							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	22%	22%	30%	20%	5%	2.62	.08	205
Aggregated Dining Halls	ENTIRE SAMPLE	6%	14%	28%	33%	20%	3.47	.00	59,917
Dining Hall	# 1	22%	22%	30%	20%	5%	2.62	.08	205
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	5%	12%	26%	32%	25%	3.60	.00	84,282
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	6%	13%	29%	32%	21%	3.50	.01	21,693
	Marketplace	7%	14%	26%	31%	21%	3.45	.01	15,136
	Express Unit	5%	12%	26%	32%	25%	3.60	.01	16,726
	Specialty Coffee Shop/ Juice Bar	4%	10%	24%	32%	31%	3.76	.01	11,536
	Sit-down Restaurant	4%	9%	24%	34%	29%	3.76	.01	6,348
	Convenience Store	4%	10%	24%	31%	31%	3.73	.01	11,412
	No type given	5%	12%	27%	35%	22%	3.59	.03	1,431
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 33a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
FOOD: Value

		Value							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	12%	17%	69%	4.51	.06	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	14%	31%	52%	4.30	.00	53,595
Dining Hall	# 1	1%	1%	12%	17%	69%	4.51	.06	178
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	8%	26%	65%	4.53	.00	75,028
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	25%	65%	4.53	.01	19,353
	Marketplace	0%	1%	8%	27%	63%	4.51	.01	13,502
	Express Unit	1%	1%	8%	27%	64%	4.52	.01	14,737
	Specialty Coffee Shop/ Juice Bar	1%	1%	7%	25%	66%	4.54	.01	10,312
	Sit-down Restaurant	0%	1%	8%	27%	64%	4.53	.01	5,770
	Convenience Store	0%	1%	8%	25%	66%	4.55	.01	10,077
	No type given	0%	1%	8%	24%	66%	4.55	.02	1,277
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	24%	19%	36%	16%	5%	2.59	.08	198
Aggregated Dining Halls	ENTIRE SAMPLE	6%	12%	28%	32%	23%	3.55	.00	58,747
Dining Hall	# 1	24%	19%	36%	16%	5%	2.59	.08	198
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	8%	15%	25%	29%	24%	3.47	.00	84,516
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	8%	15%	26%	30%	21%	3.41	.01	21,719
	Marketplace	11%	18%	26%	27%	19%	3.25	.01	15,118
	Express Unit	7%	13%	24%	30%	26%	3.54	.01	16,779
	Specialty Coffee Shop/ Juice Bar	6%	14%	24%	29%	27%	3.57	.01	11,625
	Sit-down Restaurant	7%	12%	24%	30%	27%	3.58	.01	6,392
	Convenience Store	7%	14%	22%	28%	29%	3.59	.01	11,446
	No type given	8%	18%	28%	28%	18%	3.29	.03	1,437
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 34a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Availability of posted menu items

		Availability of posted menu items							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	2%	6%	10%	28%	54%	4.27	.07	176
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	15%	36%	42%	4.13	.00	53,547
Dining Hall	# 1	2%	6%	10%	28%	54%	4.27	.07	176
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	36%	50%	4.31	.00	73,050
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	37%	47%	4.27	.01	19,008
	Marketplace	1%	3%	12%	38%	46%	4.26	.01	13,213
	Express Unit	1%	3%	11%	34%	51%	4.32	.01	14,467
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	34%	54%	4.38	.01	10,162
	Sit-down Restaurant	1%	2%	9%	34%	54%	4.39	.01	5,697
	Convenience Store	1%	3%	12%	34%	51%	4.31	.01	9,272
	No type given	0%	3%	12%	40%	45%	4.25	.02	1,231
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 34b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Availability of posted menu items

		Availability of posted menu items							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	33%	24%	21%	16%	7%	2.40	.09	192
Aggregated Dining Halls	ENTIRE SAMPLE	3%	8%	18%	35%	36%	3.94	.00	58,946
Dining Hall	# 1	33%	24%	21%	16%	7%	2.40	.09	192
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	14%	33%	45%	4.12	.00	82,841
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	14%	35%	43%	4.11	.01	21,536
	Marketplace	3%	7%	15%	34%	41%	4.04	.01	14,878
	Express Unit	3%	5%	13%	32%	46%	4.13	.01	16,566
	Specialty Coffee Shop/ Juice Bar	2%	5%	12%	32%	49%	4.22	.01	11,555
	Sit-down Restaurant	2%	6%	13%	33%	47%	4.16	.01	6,332
	Convenience Store	2%	5%	15%	32%	45%	4.12	.01	10,583
	No type given	2%	5%	11%	35%	47%	4.19	.03	1,391
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 35a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Variety of menu choices

		Variety of menu choices							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION		2%	4%	22%	71%	4.62	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	9%	33%	56%	4.44	.00	54,290
Dining Hall	# 1		2%	4%	22%	71%	4.62	.05	178
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	35%	54%	4.41	.00	73,871
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	2%	10%	35%	53%	4.39	.01	19,174
	Marketplace	0%	1%	7%	35%	56%	4.45	.01	13,338
	Express Unit	1%	2%	9%	35%	54%	4.39	.01	14,628
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	34%	54%	4.41	.01	10,261
	Sit-down Restaurant	0%	1%	7%	35%	56%	4.45	.01	5,721
	Convenience Store	0%	2%	10%	33%	54%	4.40	.01	9,500
	No type given	0%	2%	9%	40%	49%	4.35	.02	1,249
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 35b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Variety of menu choices

		Variety of menu choices							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	42%	24%	17%	14%	3%	2.13	.08	197
Aggregated Dining Halls	ENTIRE SAMPLE	6%	14%	23%	33%	24%	3.56	.00	60,000
Dining Hall	# 1	42%	24%	17%	14%	3%	2.13	.08	197
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	5%	10%	19%	34%	32%	3.79	.00	83,943
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	11%	19%	35%	31%	3.77	.01	21,791
	Marketplace	7%	13%	20%	33%	28%	3.63	.01	15,043
	Express Unit	5%	10%	18%	34%	32%	3.76	.01	16,777
	Specialty Coffee Shop/ Juice Bar	4%	9%	17%	32%	39%	3.93	.01	11,664
	Sit-down Restaurant	3%	9%	18%	35%	34%	3.88	.01	6,376
	Convenience Store	3%	9%	19%	33%	37%	3.91	.01	10,865
	No type given	5%	12%	18%	33%	32%	3.75	.03	1,427
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 36a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Variety of healthy menu choices

		Variety of healthy menu choices							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	10%	22%	66%	4.52	.06	176
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	28%	57%	4.37	.00	53,949
Dining Hall	# 1	1%	1%	10%	22%	66%	4.52	.06	176
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	11%	29%	55%	4.33	.00	73,354
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	11%	29%	54%	4.31	.01	19,070
	Marketplace	1%	3%	9%	29%	58%	4.39	.01	13,249
	Express Unit	2%	3%	12%	30%	54%	4.30	.01	14,491
	Specialty Coffee Shop/ Juice Bar	2%	3%	11%	28%	56%	4.34	.01	10,131
	Sit-down Restaurant	2%	3%	10%	30%	55%	4.33	.01	5,675
	Convenience Store	2%	3%	12%	28%	56%	4.34	.01	9,497
	No type given	1%	3%	9%	32%	55%	4.35	.02	1,241
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	35%	23%	24%	13%	6%	2.32	.09	198
Aggregated Dining Halls	ENTIRE SAMPLE	7%	14%	26%	32%	21%	3.47	.00	59,483
Dining Hall	# 1	35%	23%	24%	13%	6%	2.32	.09	198
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	7%	13%	24%	30%	27%	3.57	.00	83,090
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	7%	14%	25%	30%	24%	3.49	.01	21,555
	Marketplace	9%	15%	24%	29%	22%	3.40	.01	14,924
	Express Unit	7%	13%	23%	30%	27%	3.58	.01	16,572
	Specialty Coffee Shop/ Juice Bar	5%	10%	22%	31%	32%	3.74	.01	11,459
	Sit-down Restaurant	5%	10%	22%	33%	29%	3.71	.01	6,317
	Convenience Store	5%	11%	23%	29%	32%	3.71	.01	10,850
	No type given	7%	14%	22%	33%	25%	3.55	.03	1,413
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 37a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Variety of vegetarian menu choices

		Variety of vegetarian menu choices							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	12%	8%	12%	19%	50%	3.87	.11	165
Aggregated Dining Halls	ENTIRE SAMPLE	17%	12%	16%	22%	33%	3.42	.01	45,891
Dining Hall	# 1	12%	8%	12%	19%	50%	3.87	.11	165
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Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	16%	11%	15%	22%	35%	3.49	.01	62,301
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	18%	11%	15%	22%	33%	3.41	.01	16,024
	Marketplace	18%	13%	14%	22%	33%	3.38	.01	10,981
	Express Unit	16%	12%	15%	22%	35%	3.47	.01	12,377
	Specialty Coffee Shop/ Juice Bar	15%	11%	14%	22%	38%	3.57	.02	8,625
	Sit-down Restaurant	14%	10%	15%	24%	37%	3.61	.02	4,970
	Convenience Store	14%	10%	14%	22%	40%	3.64	.02	8,238
	No type given	17%	10%	14%	26%	33%	3.48	.04	1,086
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 37b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
MENU: Variety of vegetarian menu choices

		Variety of vegetarian menu choices							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	33%	21%	25%	14%	8%	2.42	.10	173
Aggregated Dining Halls	ENTIRE SAMPLE	6%	10%	29%	29%	26%	3.59	.01	47,977
Dining Hall	# 1	33%	21%	25%	14%	8%	2.42	.10	173
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	6%	10%	27%	27%	30%	3.63	.00	66,752
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	7%	11%	29%	27%	27%	3.56	.01	17,229
	Marketplace	8%	12%	28%	27%	25%	3.51	.01	11,400
	Express Unit	7%	10%	27%	27%	30%	3.64	.01	13,451
	Specialty Coffee Shop/ Juice Bar	5%	9%	25%	26%	35%	3.78	.01	9,169
	Sit-down Restaurant	6%	10%	25%	29%	29%	3.65	.02	5,233
	Convenience Store	5%	8%	25%	26%	35%	3.78	.01	9,122
	No type given	6%	12%	27%	29%	27%	3.58	.03	1,148
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 38a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Overall

		Service: Overall							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	6%	20%	72%	4.60	.06	179
Aggregated Dining Halls	ENTIRE SAMPLE	0%	2%	10%	33%	55%	4.40	.00	54,263
Dining Hall	# 1	1%	1%	6%	20%	72%	4.60	.06	179
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	29%	63%	4.53	.00	74,953
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	8%	31%	60%	4.49	.01	19,264
	Marketplace	0%	1%	7%	32%	60%	4.51	.01	13,391
	Express Unit	0%	1%	6%	28%	64%	4.55	.01	14,772
	Specialty Coffee Shop/ Juice Bar	0%	1%	6%	26%	67%	4.59	.01	10,418
	Sit-down Restaurant	0%	1%	5%	28%	66%	4.57	.01	5,751
	Convenience Store	0%	1%	7%	28%	64%	4.54	.01	10,087
	No type given	0%	1%	6%	37%	56%	4.47	.02	1,270
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 38b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Overall

		Service: Overall							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	8%	8%	30%	35%	20%	3.50	.08	200
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	13%	37%	45%	4.21	.00	59,810
Dining Hall	# 1	8%	8%	30%	35%	20%	3.50	.08	200
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	34%	49%	4.23	.00	85,041
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	13%	36%	46%	4.19	.01	21,804
	Marketplace	2%	5%	14%	36%	43%	4.13	.01	15,092
	Express Unit	2%	4%	11%	33%	50%	4.25	.01	16,908
	Specialty Coffee Shop/ Juice Bar	2%	3%	10%	30%	54%	4.31	.01	11,869
	Sit-down Restaurant	3%	5%	13%	34%	46%	4.16	.01	6,394
	Convenience Store	2%	2%	9%	31%	56%	4.37	.01	11,537
	No type given	2%	3%	11%	39%	45%	4.22	.02	1,437
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 39a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Speed of service

		Speed of service							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION			7%	21%	71%	4.64	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	0%	2%	10%	36%	51%	4.36	.00	54,142
Dining Hall	# 1			7%	21%	71%	4.64	.05	178
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	30%	62%	4.53	.00	75,117
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	31%	61%	4.51	.01	19,326
	Marketplace	0%	1%	6%	32%	60%	4.51	.01	13,421
	Express Unit	0%	1%	6%	29%	63%	4.53	.01	14,766
	Specialty Coffee Shop/ Juice Bar	0%	1%	5%	27%	67%	4.60	.01	10,482
	Sit-down Restaurant	0%	1%	5%	27%	66%	4.58	.01	5,766
	Convenience Store	0%	1%	8%	29%	62%	4.51	.01	10,084
	No type given	0%	1%	6%	35%	58%	4.49	.02	1,272
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 39b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Speed of service

		Speed of service							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	11%	18%	26%	28%	17%	3.21	.09	203
Aggregated Dining Halls	ENTIRE SAMPLE	2%	5%	15%	36%	42%	4.11	.00	59,670
Dining Hall	# 1	11%	18%	26%	28%	17%	3.21	.09	203
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	7%	15%	33%	42%	4.03	.00	85,121
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	16%	34%	39%	4.00	.01	21,846
	Marketplace	5%	9%	17%	34%	36%	3.88	.01	15,126
	Express Unit	3%	6%	14%	31%	45%	4.07	.01	16,908
	Specialty Coffee Shop/ Juice Bar	4%	6%	13%	30%	46%	4.08	.01	11,862
	Sit-down Restaurant	6%	9%	16%	32%	36%	3.84	.01	6,421
	Convenience Store	2%	4%	11%	31%	52%	4.26	.01	11,518
	No type given	2%	5%	11%	37%	45%	4.16	.03	1,440
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 40a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Hours of operation

		Hours of operation							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%		6%	17%	76%	4.68	.05	180
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.44	.00	54,399
Dining Hall	# 1	1%		6%	17%	76%	4.68	.05	180
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	31%	58%	4.44	.00	74,788
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.38	.01	19,227
	Marketplace	0%	2%	8%	33%	56%	4.44	.01	13,374
	Express Unit	1%	2%	8%	30%	59%	4.46	.01	14,722
	Specialty Coffee Shop/ Juice Bar	0%	1%	8%	29%	61%	4.49	.01	10,400
	Sit-down Restaurant	1%	2%	9%	32%	57%	4.43	.01	5,731
	Convenience Store	0%	1%	8%	28%	62%	4.50	.01	10,072
	No type given	0%	2%	11%	35%	52%	4.36	.02	1,262
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	33%	22%	14%	22%	10%	2.53	.10	204
Aggregated Dining Halls	ENTIRE SAMPLE	7%	13%	17%	30%	33%	3.70	.01	59,908
Dining Hall	# 1	33%	22%	14%	22%	10%	2.53	.10	204
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	9%	14%	30%	42%	3.97	.00	84,702
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	9%	16%	32%	38%	3.92	.01	21,709
	Marketplace	6%	11%	16%	31%	36%	3.80	.01	15,052
	Express Unit	5%	9%	15%	30%	41%	3.95	.01	16,822
	Specialty Coffee Shop/ Juice Bar	4%	9%	14%	28%	45%	4.03	.01	11,807
	Sit-down Restaurant	4%	7%	14%	31%	45%	4.07	.01	6,366
	Convenience Store	3%	6%	11%	28%	52%	4.20	.01	11,523
	No type given	3%	12%	16%	34%	35%	3.85	.03	1,423
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.
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TABLE 41a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Helpfulness of staff

		Helpfulness of staff							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION		1%	6%	21%	72%	4.66	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	13%	33%	50%	4.29	.00	53,890
Dining Hall	# 1		1%	6%	21%	72%	4.66	.05	178
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	2%	9%	31%	58%	4.43	.00	74,758
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.40	.01	19,192
	Marketplace	0%	2%	10%	34%	53%	4.37	.01	13,348
	Express Unit	0%	2%	9%	30%	59%	4.45	.01	14,717
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	29%	62%	4.51	.01	10,434
	Sit-down Restaurant	1%	1%	7%	29%	62%	4.51	.01	5,754
	Convenience Store	0%	2%	9%	29%	60%	4.45	.01	10,054
	No type given	0%	2%	11%	37%	49%	4.33	.02	1,259
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	6%	8%	26%	28%	33%	3.73	.08	202
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	14%	32%	48%	4.21	.00	59,298
Dining Hall	# 1	6%	8%	26%	28%	33%	3.73	.08	202
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	30%	53%	4.27	.00	84,610
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	13%	32%	49%	4.22	.01	21,674
	Marketplace	2%	5%	13%	32%	48%	4.18	.01	14,990
	Express Unit	2%	4%	12%	29%	54%	4.28	.01	16,842
	Specialty Coffee Shop/ Juice Bar	2%	3%	10%	27%	58%	4.36	.01	11,823
	Sit-down Restaurant	2%	4%	11%	30%	52%	4.25	.01	6,380
	Convenience Store	1%	3%	10%	27%	59%	4.39	.01	11,482
	No type given	2%	3%	13%	33%	48%	4.22	.03	1,419
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 42a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
SERVICE: Friendliness of staff

		Friendliness of staff							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION		1%	4%	18%	76%	4.70	.05	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	12%	32%	53%	4.34	.00	54,205
Dining Hall	# 1		1%	4%	18%	76%	4.70	.05	178
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	8%	29%	61%	4.48	.00	74,871
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	9%	30%	59%	4.44	.01	19,244
	Marketplace	1%	2%	9%	32%	57%	4.42	.01	13,382
	Express Unit	1%	1%	8%	28%	62%	4.50	.01	14,730
	Specialty Coffee Shop/ Juice Bar	0%	1%	7%	26%	65%	4.54	.01	10,438
	Sit-down Restaurant	1%	1%	7%	27%	65%	4.54	.01	5,749
	Convenience Store	0%	2%	9%	27%	62%	4.49	.01	10,064
	No type given	0%	2%	10%	35%	53%	4.38	.02	1,264
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	4%	8%	18%	31%	38%	3.91	.08	202
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	13%	29%	52%	4.24	.00	59,688
Dining Hall	# 1	4%	8%	18%	31%	38%	3.91	.08	202
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	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	11%	27%	56%	4.31	.00	84,868
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	11%	29%	53%	4.27	.01	21,778
	Marketplace	3%	4%	13%	28%	52%	4.23	.01	15,066
	Express Unit	3%	3%	11%	26%	57%	4.32	.01	16,864
	Specialty Coffee Shop/ Juice Bar	2%	3%	9%	24%	61%	4.39	.01	11,829
	Sit-down Restaurant	2%	3%	10%	28%	56%	4.32	.01	6,387
	Convenience Store	2%	3%	9%	25%	62%	4.42	.01	11,519
	No type given	2%	3%	11%	31%	52%	4.28	.02	1,425
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
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TABLE 43a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
CLEANLINESS: Overall

		Cleanliness: Overall							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	2%	8%	88%	4.83	.04	177
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	6%	23%	69%	4.60	.00	54,506
Dining Hall	# 1	1%	1%	2%	8%	88%	4.83	.04	177
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	6%	23%	70%	4.62	.00	74,740
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	6%	24%	69%	4.60	.00	19,264
	Marketplace	0%	1%	5%	24%	71%	4.64	.01	13,391
	Express Unit	0%	1%	6%	23%	70%	4.61	.01	14,673
	Specialty Coffee Shop/ Juice Bar	0%	1%	5%	22%	72%	4.64	.01	10,423
	Sit-down Restaurant	0%	1%	5%	21%	73%	4.66	.01	5,747
	Convenience Store	0%	1%	7%	23%	69%	4.59	.01	9,976
	No type given	0%	1%	5%	26%	68%	4.61	.02	1,266
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	4%	11%	16%	38%	31%	3.81	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	13%	38%	44%	4.19	.00	60,160
Dining Hall	# 1	4%	11%	16%	38%	31%	3.81	.08	204
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	9%	33%	54%	4.35	.00	84,861
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	11%	37%	47%	4.26	.01	21,803
	Marketplace	2%	3%	9%	35%	51%	4.31	.01	15,103
	Express Unit	2%	2%	9%	33%	54%	4.36	.01	16,841
	Specialty Coffee Shop/ Juice Bar	1%	2%	7%	30%	61%	4.47	.01	11,827
	Sit-down Restaurant	1%	2%	9%	30%	57%	4.39	.01	6,379
	Convenience Store	1%	2%	9%	30%	59%	4.44	.01	11,473
	No type given	1%	2%	7%	40%	49%	4.35	.02	1,435
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 44a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
CLEANLINESS: Serving areas

		Serving areas							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION		1%	1%	11%	88%	4.85	.03	177
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	7%	25%	66%	4.55	.00	54,459
Dining Hall	# 1		1%	1%	11%	88%	4.85	.03	177
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	0%	1%	7%	25%	67%	4.56	.00	73,860
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	0%	1%	7%	25%	66%	4.56	.01	19,221
	Marketplace	0%	1%	6%	26%	67%	4.58	.01	13,331
	Express Unit	0%	1%	7%	26%	66%	4.55	.01	14,530
	Specialty Coffee Shop/ Juice Bar	0%	1%	6%	25%	68%	4.58	.01	10,340
	Sit-down Restaurant	0%	1%	5%	23%	70%	4.62	.01	5,704
	Convenience Store	1%	1%	8%	25%	65%	4.52	.01	9,477
	No type given	1%	1%	6%	31%	62%	4.52	.02	1,257
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
**Sampling Error is a measure of how much the value of the mean might vary on the 5 point scale from sample to sample taken from the same population.
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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	5%	9%	20%	35%	30%	3.77	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	37%	48%	4.26	.00	60,081
Dining Hall	# 1	5%	9%	20%	35%	30%	3.77	.08	204
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	33%	53%	4.34	.00	83,744
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	36%	48%	4.27	.01	21,732
	Marketplace	2%	3%	9%	34%	52%	4.33	.01	15,022
	Express Unit	2%	3%	10%	33%	52%	4.32	.01	16,650
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	30%	59%	4.43	.01	11,730
	Sit-down Restaurant	2%	2%	8%	31%	57%	4.40	.01	6,332
	Convenience Store	1%	2%	10%	30%	57%	4.39	.01	10,848
	No type given	2%	2%	8%	39%	49%	4.32	.02	1,430
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 45a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
CLEANLINESS: Eating areas (tables, chairs, etc.)

		Eating areas (tables, chairs, etc.)							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	1%	1%	10%	87%	4.82	.04	176
Aggregated Dining Halls	ENTIRE SAMPLE	0%	1%	7%	26%	66%	4.56	.00	54,295
Dining Hall	# 1	1%	1%	1%	10%	87%	4.82	.04	176
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	7%	26%	65%	4.52	.00	72,285
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	1%	7%	26%	65%	4.53	.01	19,001
	Marketplace	1%	1%	6%	28%	65%	4.54	.01	13,155
	Express Unit	1%	2%	7%	27%	63%	4.49	.01	14,125
	Specialty Coffee Shop/ Juice Bar	1%	2%	7%	25%	65%	4.52	.01	10,054
	Sit-down Restaurant	1%	1%	5%	23%	71%	4.63	.01	5,706
	Convenience Store	1%	2%	8%	25%	64%	4.49	.01	9,024
	No type given	1%	2%	8%	31%	58%	4.43	.02	1,220
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 45b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
CLEANLINESS: Eating areas (tables, chairs, etc.)

		Eating areas (tables, chairs, etc.)							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	6%	6%	20%	37%	31%	3.81	.08	204
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	17%	37%	37%	4.00	.00	60,006
Dining Hall	# 1	6%	6%	20%	37%	31%	3.81	.08	204
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	14%	34%	44%	4.12	.00	81,693
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	7%	17%	36%	38%	3.99	.01	21,424
	Marketplace	2%	5%	14%	35%	43%	4.11	.01	14,794
	Express Unit	2%	6%	15%	34%	43%	4.10	.01	16,141
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	31%	50%	4.24	.01	11,376
	Sit-down Restaurant	2%	4%	11%	30%	53%	4.29	.01	6,355
	Convenience Store	2%	4%	14%	32%	49%	4.21	.01	10,222
	No type given	2%	7%	16%	38%	37%	4.01	.03	1,381
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 46a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Location

		Location							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	3%	6%	14%	24%	53%	4.17	.08	175
Aggregated Dining Halls	ENTIRE SAMPLE	1%	4%	12%	34%	49%	4.27	.00	54,463
Dining Hall	# 1	3%	6%	14%	24%	53%	4.17	.08	175
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	10%	34%	52%	4.34	.00	74,273
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	12%	35%	49%	4.27	.01	19,165
	Marketplace	1%	3%	10%	36%	50%	4.31	.01	13,336
	Express Unit	1%	3%	10%	33%	53%	4.34	.01	14,608
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	31%	58%	4.42	.01	10,366
	Sit-down Restaurant	1%	2%	10%	35%	53%	4.36	.01	5,766
	Convenience Store	1%	2%	11%	31%	55%	4.37	.01	9,771
	No type given	0%	2%	9%	35%	54%	4.40	.02	1,261
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 Importance
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TABLE 46b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Location

		Location							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	4%	3%	20%	39%	34%	3.97	.07	202
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	9%	29%	58%	4.40	.00	60,084
Dining Hall	# 1	4%	3%	20%	39%	34%	3.97	.07	202
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	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	2%	9%	30%	58%	4.41	.00	84,302
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	2%	10%	32%	55%	4.38	.01	21,741
	Marketplace	1%	2%	8%	31%	58%	4.42	.01	15,025
	Express Unit	2%	3%	9%	30%	56%	4.36	.01	16,737
	Specialty Coffee Shop/ Juice Bar	1%	2%	8%	27%	62%	4.46	.01	11,761
	Sit-down Restaurant	2%	2%	8%	28%	60%	4.42	.01	6,399
	Convenience Store	1%	2%	9%	27%	61%	4.45	.01	11,209
	No type given	1%	2%	7%	29%	61%	4.46	.02	1,430
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
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TABLE 47a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Layout of facility

		Layout of facility							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	2%	8%	13%	29%	49%	4.15	.08	175
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	18%	38%	36%	3.99	.00	54,460
Dining Hall	# 1	2%	8%	13%	29%	49%	4.15	.08	175
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	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	6%	16%	38%	38%	4.05	.00	74,026
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	7%	18%	38%	36%	4.00	.01	19,132
	Marketplace	2%	7%	16%	41%	35%	4.00	.01	13,313
	Express Unit	2%	6%	16%	39%	38%	4.05	.01	14,493
	Specialty Coffee Shop/ Juice Bar	1%	5%	15%	37%	41%	4.12	.01	10,335
	Sit-down Restaurant	1%	5%	14%	39%	42%	4.16	.01	5,753
	Convenience Store	1%	6%	16%	35%	42%	4.11	.01	9,747
	No type given	2%	8%	18%	43%	30%	3.92	.03	1,253
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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Retail Unit	.						.	.	
Retail Unit	.						.	.	
Retail Unit	.						.	.	

*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 47b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Layout of facility

		Layout of facility							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	5%	7%	18%	41%	29%	3.82	.08	202
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	11%	35%	49%	4.26	.00	60,050
Dining Hall	# 1	5%	7%	18%	41%	29%	3.82	.08	202
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	4%	12%	35%	48%	4.23	.00	83,951
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	13%	36%	46%	4.23	.01	21,659
	Marketplace	2%	4%	11%	36%	48%	4.24	.01	15,001
	Express Unit	2%	4%	13%	35%	45%	4.17	.01	16,601
	Specialty Coffee Shop/ Juice Bar	2%	4%	12%	33%	49%	4.24	.01	11,694
	Sit-down Restaurant	2%	3%	10%	33%	52%	4.31	.01	6,394
	Convenience Store	1%	3%	11%	32%	52%	4.29	.01	11,181
	No type given	2%	3%	12%	42%	41%	4.17	.02	1,421
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.
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TABLE 48a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Appearance

		Appearance							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	1%	3%	10%	30%	56%	4.36	.07	176
Aggregated Dining Halls	ENTIRE SAMPLE	2%	7%	18%	37%	36%	3.99	.00	54,414
Dining Hall	# 1	1%	3%	10%	30%	56%	4.36	.07	176
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	6%	16%	37%	39%	4.08	.00	74,099
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	18%	37%	37%	4.03	.01	19,157
	Marketplace	1%	7%	16%	40%	36%	4.02	.01	13,331
	Express Unit	2%	6%	17%	37%	39%	4.06	.01	14,555
	Specialty Coffee Shop/ Juice Bar	1%	5%	15%	37%	42%	4.14	.01	10,332
	Sit-down Restaurant	1%	4%	12%	38%	45%	4.23	.01	5,745
	Convenience Store	1%	5%	16%	34%	43%	4.13	.01	9,726
	No type given	2%	7%	19%	41%	31%	3.92	.03	1,253
Retail Unit	.						.	.	
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*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.

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

		Appearance							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	5%	5%	22%	42%	25%	3.76	.07	201
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	11%	35%	50%	4.30	.00	60,000
Dining Hall	# 1	5%	5%	22%	42%	25%	3.76	.07	201
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	35%	50%	4.29	.00	84,015
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	3%	13%	37%	45%	4.21	.01	21,663
	Marketplace	1%	2%	10%	35%	52%	4.34	.01	14,999
	Express Unit	2%	3%	12%	35%	47%	4.24	.01	16,667
	Specialty Coffee Shop/ Juice Bar	1%	2%	9%	32%	55%	4.39	.01	11,712
	Sit-down Restaurant	1%	2%	9%	32%	56%	4.38	.01	6,382
	Convenience Store	1%	2%	11%	33%	53%	4.34	.01	11,174
	No type given	2%	3%	11%	42%	43%	4.21	.02	1,418
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 49a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Availability of seating

		Availability of seating							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	2%	2%	5%	18%	73%	4.58	.06	178
Aggregated Dining Halls	ENTIRE SAMPLE	1%	2%	10%	32%	56%	4.40	.00	54,475
Dining Hall	# 1	2%	2%	5%	18%	73%	4.58	.06	178
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	11%	33%	51%	4.30	.00	72,124
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	11%	33%	52%	4.32	.01	18,981
	Marketplace	1%	4%	10%	35%	50%	4.30	.01	13,149
	Express Unit	2%	4%	12%	33%	49%	4.25	.01	14,139
	Specialty Coffee Shop/ Juice Bar	2%	4%	10%	32%	52%	4.28	.01	10,092
	Sit-down Restaurant	1%	2%	8%	31%	59%	4.46	.01	5,743
	Convenience Store	2%	4%	12%	31%	52%	4.26	.01	8,805
	No type given	2%	4%	12%	36%	45%	4.18	.03	1,215
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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TABLE 49b
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Satisfaction with Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Availability of seating

		Availability of seating							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	19%	19%	22%	23%	16%	2.99	.10	202
Aggregated Dining Halls	ENTIRE SAMPLE	3%	7%	16%	33%	40%	3.99	.00	60,095
Dining Hall	# 1	19%	19%	22%	23%	16%	2.99	.10	202
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	3%	8%	16%	31%	41%	3.99	.00	81,351
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	8%	17%	32%	39%	3.94	.01	21,434
	Marketplace	3%	6%	14%	33%	44%	4.09	.01	14,768
	Express Unit	4%	8%	17%	32%	39%	3.94	.01	16,084
	Specialty Coffee Shop/ Juice Bar	4%	10%	18%	29%	38%	3.87	.01	11,343
	Sit-down Restaurant	3%	6%	14%	31%	46%	4.10	.01	6,376
	Convenience Store	3%	7%	15%	29%	45%	4.07	.01	9,976
	No type given	4%	10%	19%	33%	33%	3.82	.03	1,370
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 50a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
DINING ENVIRONMENT: Comfort (seats, temperature, lighting, sound level, etc.)

		Comfort (seats, temperature, lighting, sound level, etc.)							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	2%	3%	7%	21%	68%	4.50	.07	175
Aggregated Dining Halls	ENTIRE SAMPLE	1%	3%	12%	37%	47%	4.27	.00	54,213
Dining Hall	# 1	2%	3%	7%	21%	68%	4.50	.07	175
Dining Hall	.						.	.	
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	1%	3%	12%	36%	47%	4.25	.00	72,305
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	1%	3%	13%	37%	46%	4.25	.01	18,920
	Marketplace	1%	4%	11%	39%	45%	4.24	.01	13,131
	Express Unit	2%	4%	13%	36%	46%	4.21	.01	14,093
	Specialty Coffee Shop/ Juice Bar	1%	3%	11%	35%	49%	4.27	.01	10,093
	Sit-down Restaurant	1%	2%	8%	33%	56%	4.43	.01	5,729
	Convenience Store	2%	3%	13%	33%	49%	4.24	.01	9,131
	No type given	2%	5%	14%	40%	40%	4.11	.03	1,208
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Importance
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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.)							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	9%	9%	23%	32%	26%	3.57	.09	204
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	14%	36%	44%	4.17	.00	59,984
Dining Hall	# 1	9%	9%	23%	32%	26%	3.57	.09	204
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	5%	15%	34%	43%	4.11	.00	81,866
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	6%	17%	36%	39%	4.03	.01	21,400
	Marketplace	2%	4%	13%	34%	47%	4.21	.01	14,800
	Express Unit	3%	6%	17%	34%	41%	4.04	.01	16,109
	Specialty Coffee Shop/ Juice Bar	2%	5%	15%	32%	45%	4.13	.01	11,394
	Sit-down Restaurant	2%	4%	12%	32%	49%	4.23	.01	6,358
	Convenience Store	2%	5%	14%	32%	47%	4.19	.01	10,430
	No type given	3%	7%	17%	39%	35%	3.95	.03	1,375
Retail Unit	.						.	.	
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*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
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TABLE 51a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Environmentally friendly practices related to food

		Environmentally friendly practices related to food							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	2%	3%	16%	24%	54%	4.25	.08	162
Aggregated Dining Halls	ENTIRE SAMPLE	4%	6%	17%	29%	43%	4.01	.01	49,221
Dining Hall	# 1	2%	3%	16%	24%	54%	4.25	.08	162
Dining Hall	.						.	.	
Dining Hall	.						.	.	
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Dining Hall	.						.	.	
Dining Hall	.						.	.	
Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	4%	5%	15%	29%	47%	4.09	.00	67,054
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	4%	5%	16%	30%	45%	4.05	.01	17,420
	Marketplace	4%	5%	15%	31%	45%	4.06	.01	12,055
	Express Unit	4%	6%	15%	29%	46%	4.08	.01	13,134
	Specialty Coffee Shop/ Juice Bar	4%	5%	14%	29%	49%	4.15	.01	9,215
	Sit-down Restaurant	4%	5%	14%	29%	49%	4.14	.01	5,121
	Convenience Store	4%	5%	14%	27%	51%	4.16	.01	8,974
	No type given	5%	6%	14%	32%	44%	4.04	.03	1,135
Retail Unit	.						.	.	
Retail Unit	.						.	.	
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*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	8%	7%	40%	23%	22%	3.44	.08	189
Aggregated Dining Halls	ENTIRE SAMPLE	2%	4%	20%	36%	38%	4.04	.00	54,045
Dining Hall	# 1	8%	7%	40%	23%	22%	3.44	.08	189
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	3%	4%	18%	33%	42%	4.08	.00	75,455
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	3%	4%	20%	34%	39%	4.02	.01	19,600
	Marketplace	3%	5%	18%	35%	39%	4.03	.01	13,450
	Express Unit	3%	4%	19%	33%	42%	4.07	.01	14,925
	Specialty Coffee Shop/ Juice Bar	2%	4%	18%	33%	44%	4.12	.01	10,349
	Sit-down Restaurant	3%	3%	16%	34%	44%	4.14	.01	5,616
	Convenience Store	2%	3%	16%	31%	47%	4.19	.01	10,275
	No type given	3%	6%	24%	36%	31%	3.86	.03	1,240
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*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.

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TABLE 52a
BY RESIDENTIAL DINING HALL AND TYPE OF RETAIL UNITS
Importance of Various Items as They Apply to the Surveyed Facility in General (without regard to any specific meal)
ENVIRONMENTAL STEWARDSHIP/SUSTAINABILITY: Social/ethical practices related to food

		Social/ ethical practices related to food							
		(1) Not at All Important	(2) Not Very Important	(3) Mixed	(4) Somewhat Important	(5) Very Important	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	2%	4%	14%	25%	54%	4.24	.08	161
Aggregated Dining Halls	ENTIRE SAMPLE	5%	7%	18%	28%	42%	3.95	.01	48,223
Dining Hall	# 1	2%	4%	14%	25%	54%	4.24	.08	161
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	5%	6%	16%	28%	45%	4.04	.00	65,380
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	5%	6%	17%	28%	43%	3.99	.01	17,013
	Marketplace	5%	6%	17%	30%	43%	3.99	.01	11,697
	Express Unit	5%	6%	16%	28%	45%	4.02	.01	12,747
	Specialty Coffee Shop/ Juice Bar	4%	6%	14%	28%	48%	4.10	.01	8,992
	Sit-down Restaurant	4%	5%	15%	27%	49%	4.11	.02	5,022
	Convenience Store	4%	5%	15%	26%	50%	4.13	.01	8,806
	No type given	4%	7%	14%	33%	41%	4.00	.03	1,103
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*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.

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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							
		(1) Very Dis-satisfied	(2) Somewhat Dis-satisfied	(3) Mixed	(4) Somewhat Satisfied	(5) Very Satisfied	Mean*	Sampling Error**	Resp
Aggregated Dining Halls	YOUR INSTITUTION	8%	6%	35%	30%	21%	3.51	.08	184
Aggregated Dining Halls	ENTIRE SAMPLE	2%	3%	20%	36%	39%	4.05	.00	52,853
Dining Hall	# 1	8%	6%	35%	30%	21%	3.51	.08	184
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Aggregated Retail Units	.						.	.	
Aggregated Retail Units	ENTIRE SAMPLE	2%	3%	19%	33%	42%	4.09	.00	73,248
Type of Retail Unit - YOUR	.						.	.	
Type of Retail Unit - ENTIRE SAMPLE	Food Court	2%	4%	20%	34%	39%	4.04	.01	19,091
	Marketplace	3%	4%	19%	34%	40%	4.04	.01	12,985
	Express Unit	3%	3%	20%	32%	42%	4.08	.01	14,414
	Specialty Coffee Shop/ Juice Bar	2%	3%	18%	32%	45%	4.16	.01	10,026
	Sit-down Restaurant	2%	3%	17%	32%	46%	4.16	.01	5,447
	Convenience Store	2%	3%	16%	30%	48%	4.20	.01	10,086
	No type given	4%	5%	23%	37%	31%	3.85	.03	1,199
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*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.
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Appendix

The National Association of College & University Food Services

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.**

You may use pen or pencil. **Please fill in the marks like this:** ● **Not like this:** ⊘ ☒ ✓

Demographics (For data classification purposes)

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

○ Student ○ Faculty ○ Administration/Staff ○ Other

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

○ First year ○ Sophomore ○ Junior ○ Senior ○ Graduate ○ Other

3. Gender Identity . . . ○ Female ○ Male ○ Transgender ○ Other Identity

4. Do you live . . . ○ On campus (university-owned housing) ○ Off campus

Your Thoughts . . .

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

○ Very Dissatisfied ○ Somewhat Dissatisfied ○ Mixed ○ Somewhat Satisfied ○ 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				
	Not Applicable	Very Dissatisfied 1	Somewhat Dissatisfied 2	Mixed 3	Somewhat Satisfied 4	Very Satisfied 5	Not at All Important 1	Not Very Important 2	Mixed 3	Somewhat Important 4	Very Important 5
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	○	○	○	○	○	○	○	○	○	○	○

SAMPLE

We welcome your comments on the back of this page.

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Is there anything else concerning campus dining that you wish to share?

If you could make one change to any aspect of the dining services at this college/university, what would it be?

SAMPLE

Thank you for your valuable input.

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