

Portland Community College Food Service Study

Market Research Report

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strategies

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Section 1: Focus Group Themes

Introduction

As part of the Portland Community College (PCC) Food Services Study, Envision Strategies conducted market research to understand the behavior, attitudes, desires and preferences of the dining program's customers. The first step involved conducting focus group and interview sessions to determine some of the issues and desires of campus constituencies. A web-based survey was then developed to test and quantify the issues and desires expressed during the focus group sessions. This report summarizes the focus group themes and survey results, which will then be utilized to inform the College's design teams the types of services that will best meet the needs of customers at the different campuses.

Focus Group Themes

Twenty-five focus group sessions and interviews were conducted at Cascade, Rock Creek and Southeast Center during the November 15-16, 2011 site visit. The themes that emerged during these sessions are highlighted below by campus.

Cascade Campus

- Desired attributes of a renovated food service venue:
 - Better food, including more healthful choices (low carb and low fat options)
 - Better quality and fresher food
 - Larger / more salad bar options
 - Offers foods one can eat on Weight Watchers
 - Smaller portions at lower pricing
 - Gluten-free and vegan options
 - More welcoming
 - Embraces diversity
 - Dining area with “nooks and crannies” and private dining areas for 4 to 6 people, and 12 guests
 - Composting and recycling food waste
 - Competitive pricing
 - Digital signage
 - Nutritional information
 - Trained food service workers (cleanliness, customer service, communication)
 - Better layout and flow
 - No more “nickeling and diming”
 - Some soft furniture
 - Atrium style access to outdoors; outdoor seating
 - Wi-Fi
 - Express line for coffee
- Catering:
 - Pricing perceived to be high
 - Would like more variety and healthier choices, similar to the Panera Bread pick-2 concept
 - Catering area similar to the Sylvania configuration, but with better acoustics
 - Need flexible dining / event space
 - Event space for 100 people
 - On-line ordering
- Other dining venues in the district are perceived to have better food services
- High school students tend to use Cascade Dining for lunch
- Operating Hours:
 - No food is available on campus for Saturday and Sunday classes
 - Perceive no food is available after 1:30pm on Fridays
 - Closed during the summer, only coffee cart available
 - Need to be open until 6:00pm or 7:00pm for evening students

Rock Creek

- Volume of customers has grown significantly; kitchen not designed for existing customer counts
- Not enough storage
- Would like to see some coffee kiosks offered in buildings where the main dining operation is not located
- Desired attributes of a renovated food service venue:
 - More vegetarian / vegan options
 - Better layout and flow
 - Quicker service, especially for toasting bagels
 - A grill concept as well as a coffee concept that can be available for late night and weekend service
 - More variety and better quality foods
 - Food that is cooked properly
 - Offers *homemade* soups
 - Made to order sandwiches and entrées
 - Local and organic food options
 - Improved ordering system in serving area
 - On-line ordering for pick-up
 - Outdoor seating
 - Competitive pricing for all items, including healthy options
 - Consistent pricing for same menu items
 - Better signage
 - Readily accessible nutritional information
 - Trained food service workers (cleanliness, customer service, communication)
 - More inviting dining space
 - Variety of seating including soft seating
 - Discounts if bring your mug / beverage container
 - Wheelchair accessible
 - Incorporates sustainable practices
- Operating Hours:
 - Need something available during academic breaks
- Catering:
 - Menu is perceived to be limiting
 - Would like on-line ordering
 - Liability waiver / policy issues; perceive food service has a monopoly and inconsistency with implementation
 - Pricing is perceived to be expensive when compared to off-campus options
 - Would like to see discounts available for student events
 - More vegetarian options

Southeast Center

- Is there an opportunity to meld Food Service with student curriculums?
- Desired attributes of a renovated food service venue:
 - More variety
 - Healthier and nutritious options
 - Larger variety of cultural foods
 - Grill
 - Salad Bar
 - Local and organic food offerings
 - Nutritional information; ingredient listing
 - Offers foods one can eat on Weight Watchers
 - Ambiance and seating similar to a Panera Bread
 - Training for employees, including student staff
 - More professional employees (Hourly versus Student workers)

- Catering:
 - Pricing is perceived to be expensive
 - Perceive liability waiver / policy precludes them from partnering with local ethnic caterers
- Operating Hours:
 - Need something available during academic breaks

General

- PCC has a Climate Action Plan in place; therefore, sustainability factors will need to be a consideration



Section 2: Quantitative Research Summary

Quantitative Survey Methodology

Survey Type:	Web-based
Time to Complete:	Approximately 20 minutes - Overall, the amount and quality of information Supplied by the respondents was very good and allowed for a thorough analysis of the collected data.
Invitation:	Broadcast email sent by PCC containing a hot link to survey site
Survey Available:	February 5 – February 18, 2011
Total Respondents:	2,350
Sub-Samples Reported:	Total Students 1,798 Total Faculty/Staff 522 Cascade Campus Total 761 Cascade Campus Students 605 Cascade Campus Faculty/Staff 156 Rock Creek Campus Total 844 Rock Creek Campus Students 661 Rock Creek Campus Faculty/Staff 183 Southeast Center Total 307 Southeast Center Students 216 Southeast Center Faculty/Staff 91 Sylvania Campus Total 1,025 Sylvania Campus Students 756 Sylvania Campus Faculty/Staff 269
Confidence Interval:	2.0% at the 95% Confidence Level - That is, if the same question is asked 100 times, 95 times out of 100, the new answer will fall within a range of +/-2.0% of the answer presented in this report. The independent data research firm IDE Associates of Whitman, Massachusetts tabulated survey results and provided statistical testing.
Support Documentation:	A copy of the survey instrument used for the research can be found in Appendix A of this report. Data tables of tabulated results are provided in Appendix B. In reviewing these data tables, the reader will note that each demographic sub-sample is identified by a different capital letter. When a capital letter is noted beneath a particular sub-sample response, it signifies that the response for that sub-sample is significantly different than the response of the sub-sample denoted by the capital letter, at the 95% confidence level. Several survey questions encouraged the respondent to write in a comment; these “Verbatim” responses are presented in Appendix C.

Tabulated Results

Data is presented in the approximate order the respondents received the questions, with the exception of the demographics.

Demographics

The demographics of the survey somewhat align with the University demographics, although a lower percentage of students participated as show in the chart below.

CHART 1: DEMOGRAPHICS

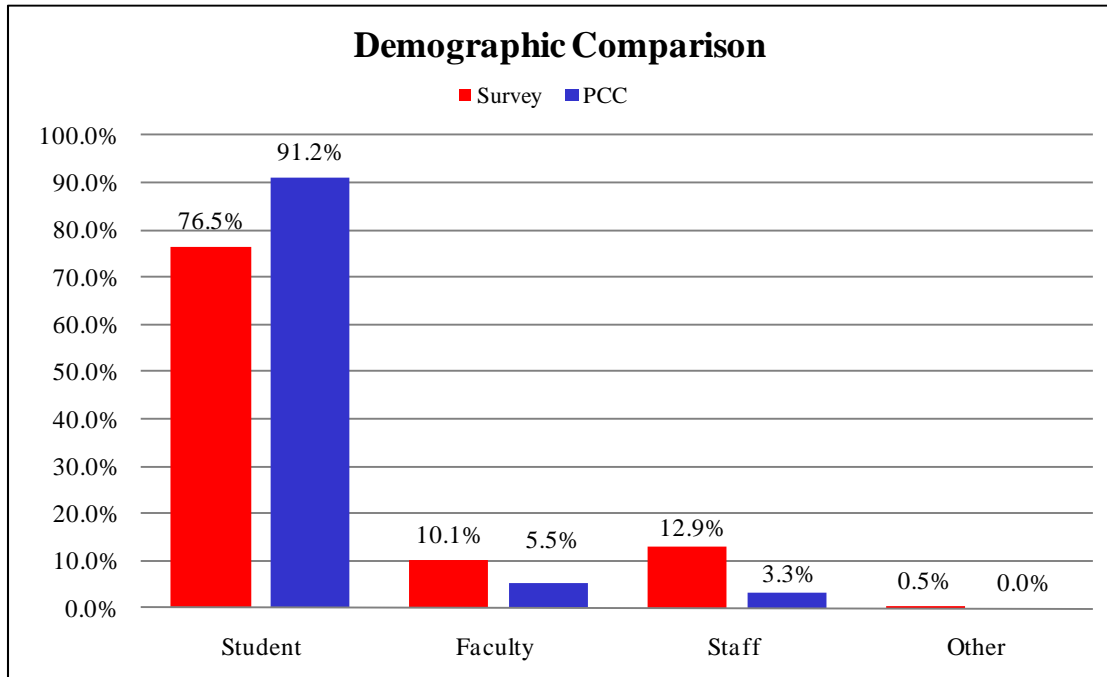


CHART 2: CAMPUS DEMOGRAPHICS

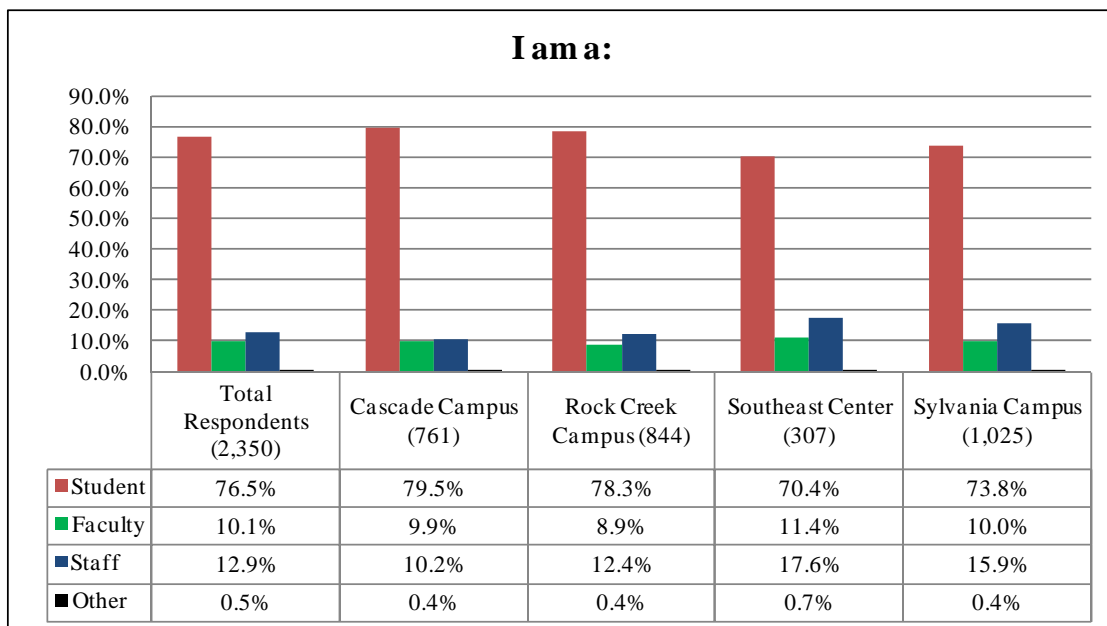


CHART 3: AGE OF RESPONDENTS

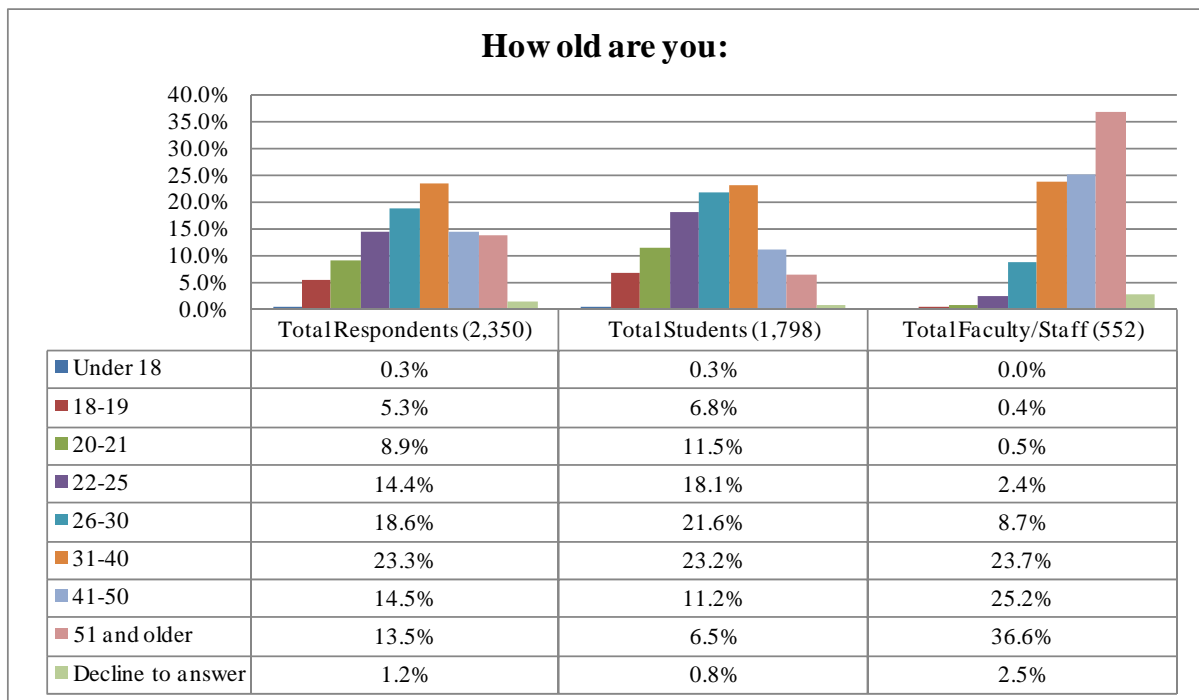
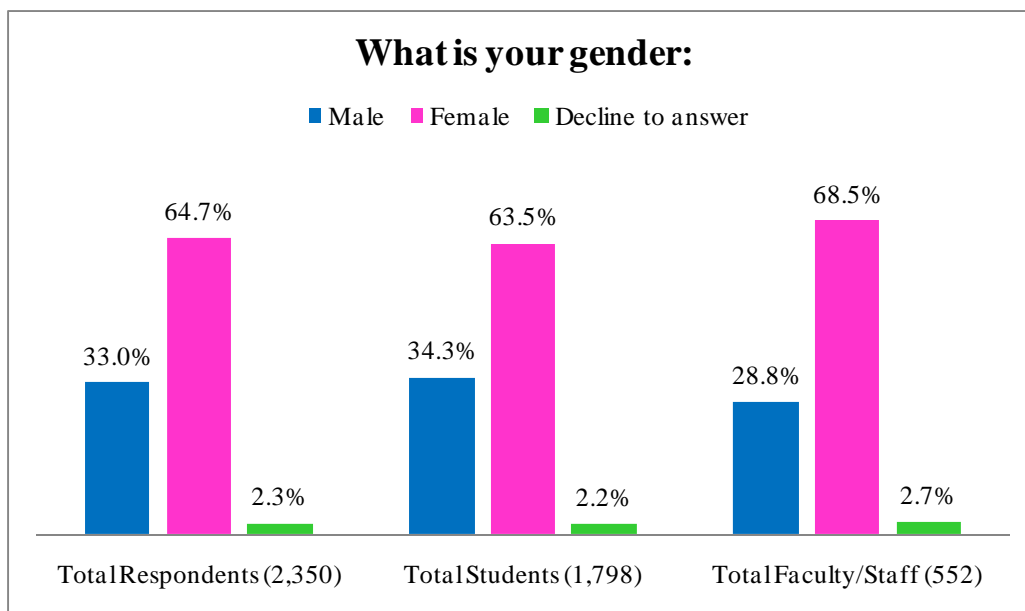


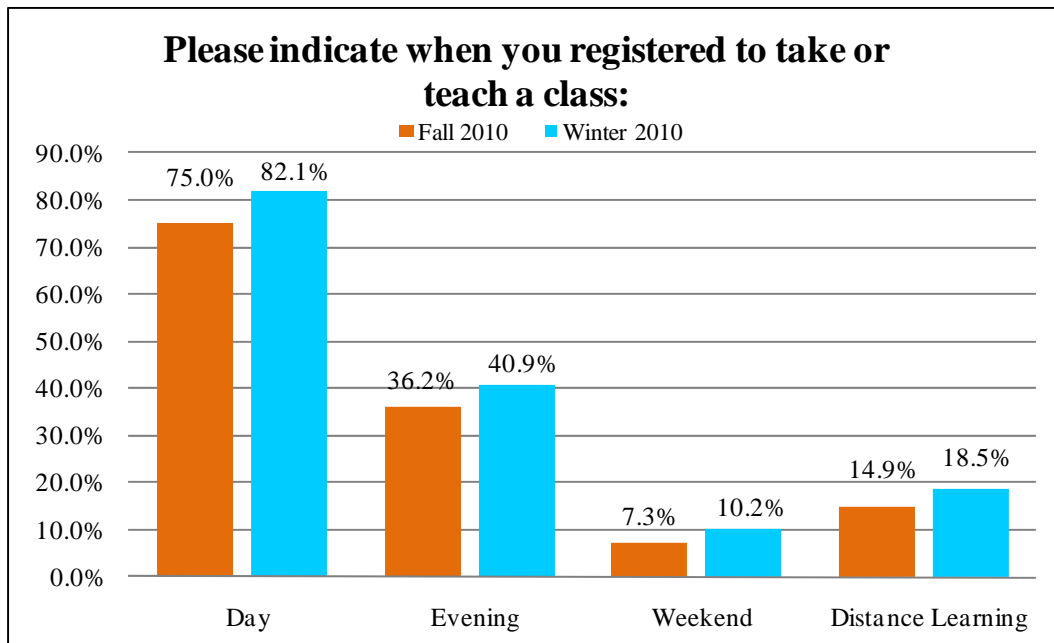
CHART 4: GENDER OF RESPONDENTS



Class Registration

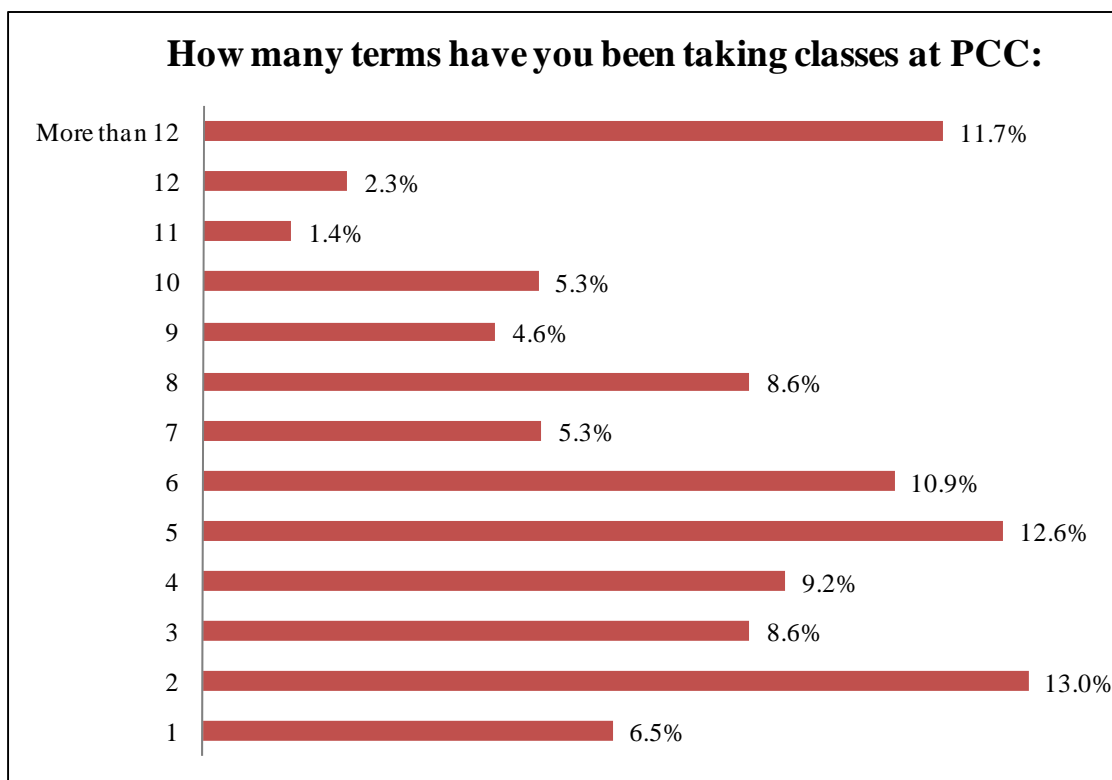
Students and faculty members were asked to indicate when they are registered to take or teach a class. The responses in Chart 5 that follows indicates the majority are taking day classes with over a third also registered for evening classes.

CHART 5: REGISTERED FOR CLASS



62.7% of the Students have been taking classes for longer than four terms at PCC as depicted in the chart that follows.

CHART 6: REGISTERED FOR CLASS



Daily Campus Population

The survey asked the respondents to indicate each day of the week that they were on campus. That charts that follow depict the results by campus.

CHART 7: CASCADE CAMPUS DAILY POPULATION

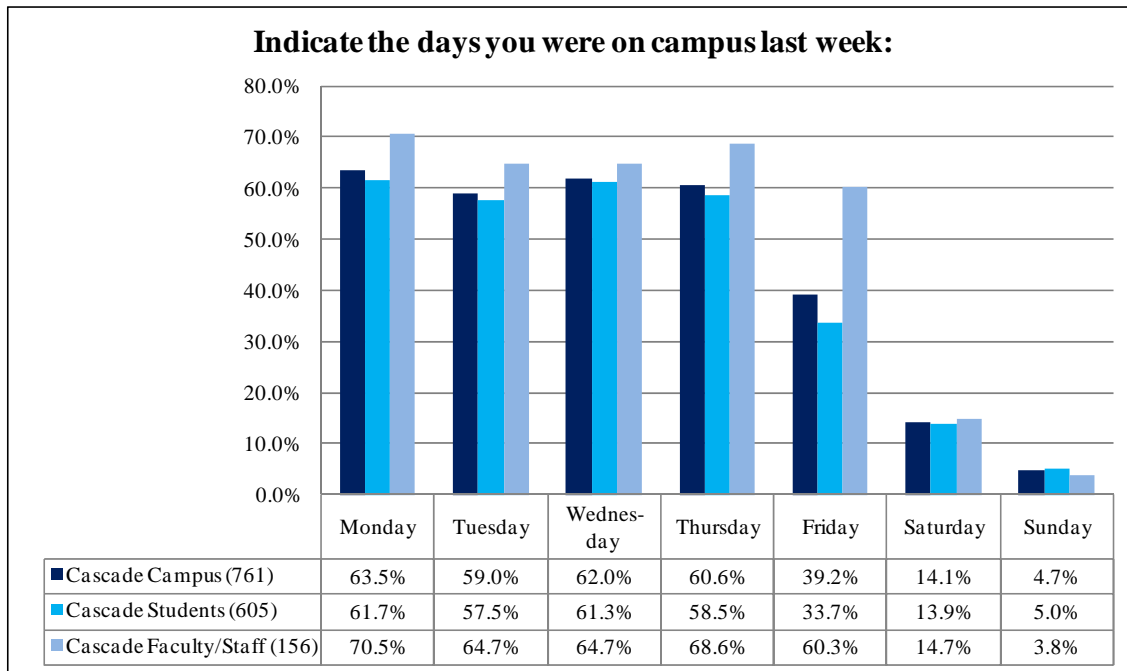


CHART 8: ROCK CREEK CAMPUS DAILY POPULATION

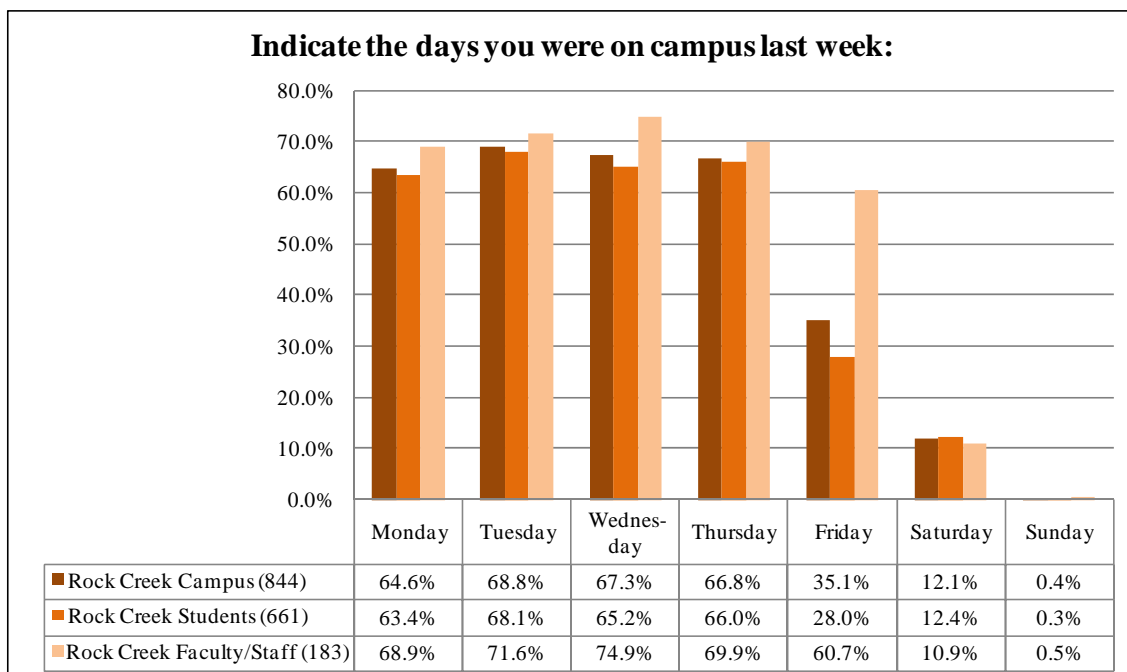


CHART 9: SOUTHEAST CENTER DAILY POPULATION

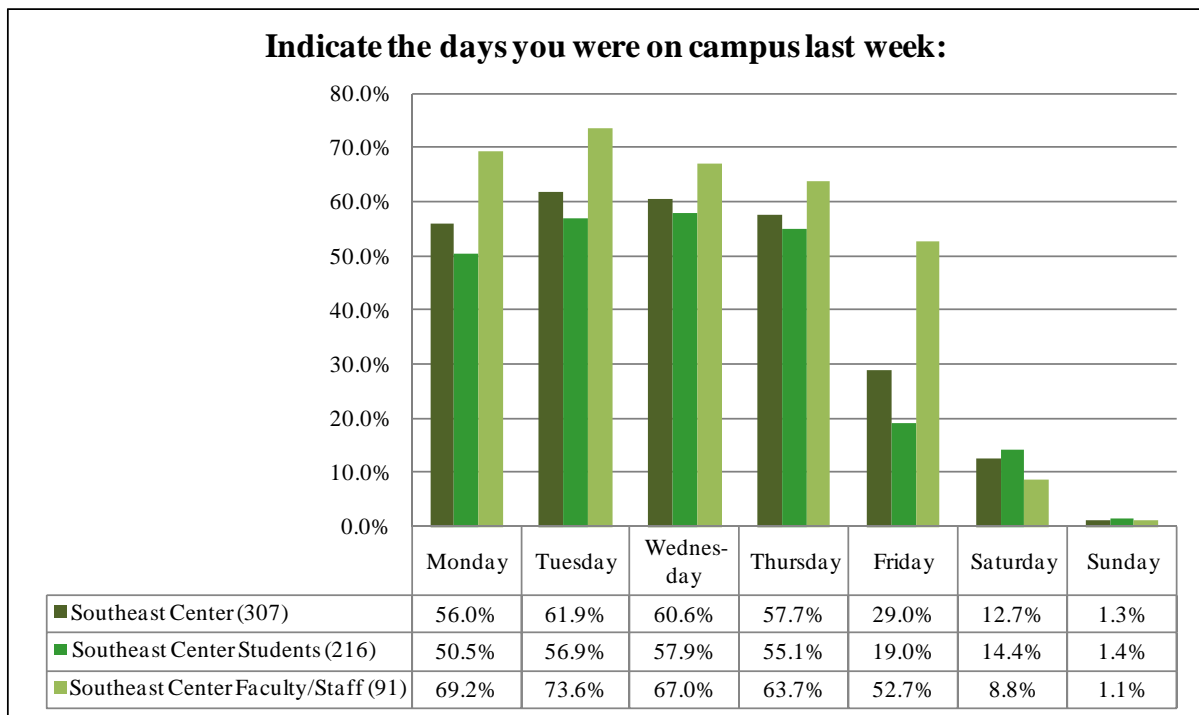
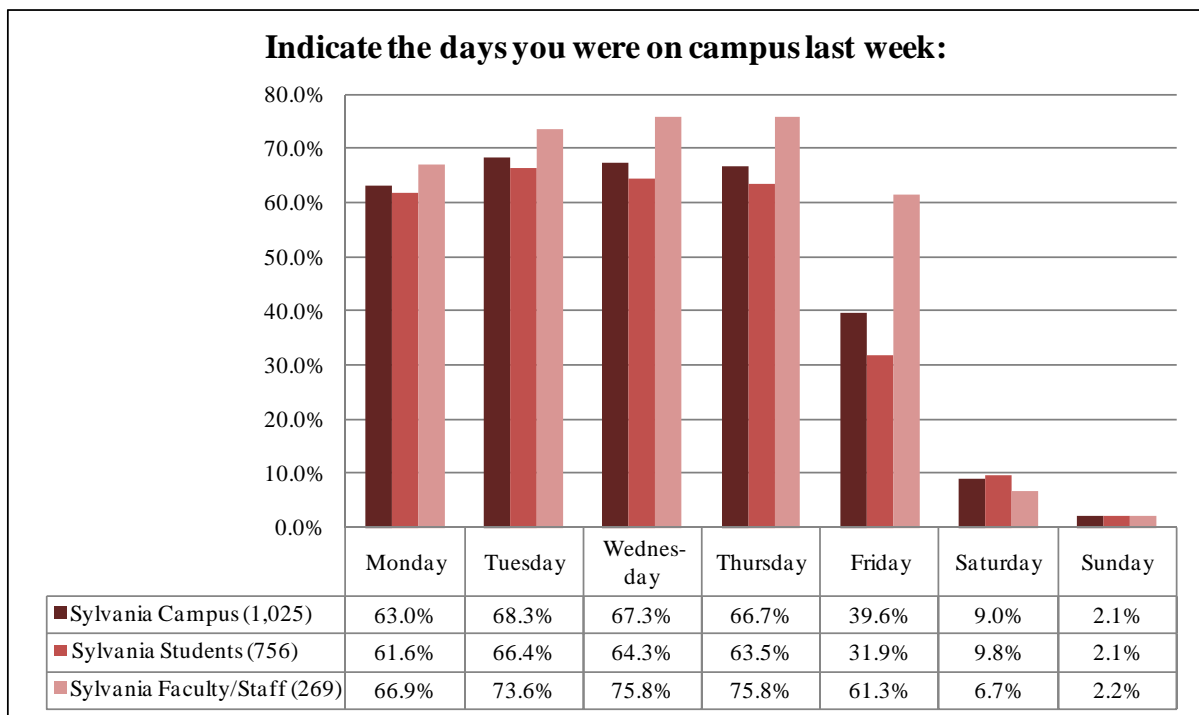


CHART 10: SYLVANIA CAMPUS DAILY POPULATION



By comparing the campuses to each other, the following highlights are noted. Monday is the most populated day for the Cascade Campus (63.5%). Tuesday is the most populated days for Rock Creek Campus (68.8%),

Southeast Center (61.9%) and Sylvania Campus (68.3%). For all the campuses, the Student population on Fridays has a significant drop in attendance on campus.

Market Capture

To understand the on campus market capture of the campus dining eateries, the respondents answered a question that asked them to indicate what they did for breakfast, lunch and the evening meal for a specific weekday. These results are presented in the tables below.

TABLE 1: CASCADE CAMPUS MARKET CAPTURE

Cascade Campus	Breakfast			Lunch			Evening Meal		
	Campus Total (761)	Students (605)	Faculty/Staff (156)	Campus Total (761)	Students (605)	Faculty/Staff (156)	Campus Total (761)	Students (605)	Faculty/Staff (156)
Skip	21.3%	23.6%	12.2%	3.8%	4.5%	1.3%	3.9%	3.6%	5.1%
At Home	58.1%	55.4%	68.6%	16.0%	17.4%	10.9%	63.1%	61.7%	68.6%
Brown Bag	4.7%	3.6%	9.0%	29.2%	24.8%	46.2%	6.0%	6.1%	5.8%
Off Campus w/Group Pick Up	0.0%	0.0%	0.0%	2.2%	2.1%	2.6%	1.1%	1.0%	1.3%
Off Campus Restaurant	3.0%	3.3%	1.9%	11.4%	11.1%	12.8%	7.4%	7.1%	8.3%
Off Campus C-Store/Grocery	0.9%	0.8%	1.3%	2.9%	3.0%	2.6%	2.1%	2.1%	1.9%
Sylvania Cafeteria	1.7%	1.5%	2.6%	5.5%	5.1%	7.1%	1.6%	1.8%	0.6%
Rock Creek Cafeteria	0.5%	0.7%	0.0%	2.6%	3.1%	0.6%	0.8%	1.0%	0.0%
Cascade Cafeteria	7.4%	8.4%	3.2%	20.8%	23.3%	10.9%	7.6%	8.9%	2.6%
Southeast Center Cafe	0.7%	0.8%	0.0%	1.7%	1.8%	1.3%	0.7%	0.7%	0.6%
Delivery	0.1%	0.0%	0.0%	0.3%	0.2%	0.6%	0.1%	0.2%	0.0%
Vending Machine	0.7%	0.8%	0.0%	1.1%	1.2%	0.6%	1.4%	1.8%	0.0%
Catered Event	0.0%	0.0%	0.0%	0.4%	0.3%	0.6%	0.3%	0.3%	0.0%
Other	0.9%	1.0%	0.6%	2.1%	2.1%	1.9%	3.9%	3.6%	5.1%

The majority of the Cascade Campus Total Respondents (58.1%) and each of the sub-samples prepared and ate Breakfast *At Home*. For lunch the responses vary based on sub-sample. Students either *Brown Bag* (24.8%) or eat at the *Cascade Cafeteria* (23.3%) as the most utilized way to obtain Lunch. Faculty/Staff tend to *Brown Bag* for Lunch (46.2%). The majority of the Total Respondents (63.1%) and each of the sub-samples prepared and ate the Evening Meal *At Home*.

TABLE 2: ROCK CREEK CAMPUS MARKET CAPTURE

Rock Creek Campus	Breakfast			Lunch			Evening Meal		
	Campus Total (844)	Students (661)	Faculty/Staff (183)	Campus Total (844)	Students (661)	Faculty/Staff (183)	Campus Total (844)	Students (661)	Faculty/Staff (183)
Skip	24.4%	27.4%	13.7%	4.7%	5.4%	2.2%	4.7%	5.3%	2.7%
At Home	57.2%	54.8%	66.1%	17.7%	19.8%	9.8%	65.5%	63.7%	72.1%
Brown Bag	5.2%	4.4%	8.2%	28.4%	23.6%	45.9%	6.3%	5.6%	8.7%
Off Campus w/Group Pick Up	0.0%	0.0%	0.0%	1.1%	1.1%	1.1%	0.7%	0.6%	1.1%
Off Campus Restaurant	1.4%	1.1%	2.7%	8.3%	8.2%	8.7%	5.0%	5.0%	4.9%
Off Campus C-Store/Grocery	1.4%	1.4%	1.6%	3.4%	3.3%	3.8%	2.0%	2.4%	0.5%
Sylvania Cafeteria	0.7%	0.6%	1.1%	4.0%	4.5%	2.2%	1.1%	1.2%	0.5%
Rock Creek Cafeteria	6.8%	7.3%	4.9%	28.0%	29.0%	24.0%	6.9%	7.4%	4.9%
Cascade Cafeteria	0.4%	0.5%	0.0%	0.9%	1.2%	0.0%	1.1%	1.4%	0.0%
Southeast Center Cafe	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%
Delivery	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.4%	0.5%	0.0%
Vending Machine	0.7%	0.8%	0.5%	1.5%	2.0%	0.0%	2.3%	2.7%	0.5%
Catered Event	0.0%	0.0%	0.0%	0.4%	0.3%	0.5%	0.6%	0.8%	0.0%
Other	1.7%	1.8%	1.1%	1.3%	1.2%	1.6%	3.6%	3.5%	3.8%

The majority of the Rock Creek Campus Total Respondents (57.2%) and each of the sub-samples prepared and ate Breakfast *At Home*. For lunch the responses vary based on sub-sample. Students eat at either the *Rock Creek Cafeteria* (29.0%) or *Brown Bagged* (23.6%) as the most utilized way to obtain Lunch. Similar to the

Cascade Campus, 45.9% of the Rock Creek Faculty/Staff Choose to *Brown Bag* for Lunch. The majority of the Total Respondents (65.5%) and each of the sub-samples prepared and ate the Evening Meal *At Home*.

TABLE 3: SOUTHEAST CENTER MARKET CAPTURE

Southeast Center	Breakfast			Lunch			Evening Meal		
	Southeast Center (307)	Students (216)	Faculty/Staff (91)	Southeast Center (307)	Students (216)	Faculty/Staff (91)	Southeast Center (307)	Students (216)	Faculty/Staff (91)
Skip	26.1%	29.2%	18.7%	5.2%	6.0%	3.3%	2.3%	3.2%	0.0%
At Home	54.4%	48.6%	68.1%	18.6%	19.0%	17.6%	68.7%	64.4%	79.1%
Brown Bag	3.3%	2.3%	5.5%	23.8%	16.2%	41.8%	4.2%	4.2%	4.4%
Off Campus w/Group Pick Up	0.0%	0.0%	0.0%	1.6%	2.3%	0.0%	0.3%	0.5%	0.0%
Off Campus Restaurant	3.6%	3.7%	3.3%	15.0%	14.8%	15.4%	8.5%	7.9%	9.9%
Off Campus C-Store/Grocery	1.0%	1.4%	0.0%	1.3%	1.9%	0.0%	2.3%	2.8%	1.1%
Sylvania Cafeteria	1.6%	1.9%	1.1%	5.2%	5.1%	5.5%	1.3%	1.9%	0.0%
Rock Creek Cafeteria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cascade Cafeteria	2.9%	4.2%	0.0%	6.5%	9.3%	0.0%	1.3%	1.9%	0.0%
Southeast Center Cafe	4.6%	5.6%	2.2%	14.3%	15.3%	12.1%	4.9%	6.0%	2.2%
Delivery	0.3%	0.0%	1.1%	1.6%	1.9%	1.1%	0.3%	0.5%	0.0%
Vending Machine	1.0%	1.4%	0.0%	2.6%	3.7%	0.0%	1.3%	1.9%	0.0%
Catered Event	0.0%	0.0%	0.0%	1.0%	0.5%	2.2%	0.0%	0.0%	0.0%
Other	1.3%	1.9%	0.0%	3.3%	4.2%	1.1%	4.6%	5.1%	3.3%

The majority of the Southeast Center Total Respondents (54.4%) and each of the sub-samples prepared and ate Breakfast *At Home*. Southeast Students had a variety of methods to obtain their lunch. They either ate *At Home* (19.0%), *Brown Bag* (16.2%), purchased a meal at the *Southeast Center Cafe* (15.3%) or at an *Off Campus Restaurant* (14.8%). Faculty/Staff tend to *Brown Bag* for Lunch (41.8%). The majority of the Total Respondents (68.7%) and each of the sub-samples prepared and ate the Evening Meal *At Home*.

TABLE 4: SYLVANIA CAMPUS MARKET CAPTURE

Sylvania Campus	Breakfast			Lunch			Evening Meal		
	Campus Total (1,025)	Students (756)	Faculty/Staff (269)	Campus Total (1,025)	Students (756)	Faculty/Staff (269)	Campus Total (1,025)	Students (756)	Faculty/Staff (269)
Skip	19.7%	21.4%	14.9%	3.1%	3.8%	1.1%	4.1%	4.8%	2.2%
At Home	60.7%	59.3%	64.7%	12.3%	14.7%	5.6%	66.9%	62.7%	78.8%
Brown Bag	5.8%	4.4%	9.7%	33.6%	27.1%	51.7%	5.9%	6.5%	4.1%
Off Campus w/Group Pick Up	0.1%	0.0%	0.4%	1.4%	1.2%	1.9%	0.8%	0.9%	0.4%
Off Campus Restaurant	2.1%	2.2%	1.9%	8.3%	8.9%	6.7%	7.1%	8.2%	4.1%
Off Campus C-Store/Grocery	0.9%	0.8%	1.1%	2.0%	1.6%	3.0%	1.4%	1.3%	1.5%
Sylvania Cafeteria	6.9%	7.3%	5.9%	30.4%	32.4%	24.9%	7.6%	9.0%	3.7%
Rock Creek Cafeteria	0.9%	1.1%	0.4%	2.9%	2.8%	3.3%	0.8%	1.1%	0.0%
Cascade Cafeteria	0.9%	1.1%	0.4%	2.0%	2.6%	0.0%	0.6%	0.8%	0.0%
Southeast Center Cafe	0.4%	0.5%	0.0%	0.9%	1.2%	0.0%	0.4%	0.5%	0.0%
Delivery	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.3%	0.3%	0.4%
Vending Machine	0.4%	0.5%	0.0%	1.0%	1.2%	0.4%	1.6%	1.9%	0.7%
Catered Event	0.1%	0.0%	0.4%	0.7%	0.5%	1.1%	0.1%	0.0%	0.4%
Other	1.1%	1.3%	0.4%	1.4%	1.7%	0.4%	2.5%	2.1%	3.7%

The majority of the Sylvania Campus Total Respondents (60.7%) and each of the sub-samples prepared and ate Breakfast *At Home*. For lunch, the top three choices for Students were the *Sylvania Cafeteria* (32.4%), *Brown Bag* (27.1%), and *At Home* (14.7%). 51.7% of the Faculty/Staff choose to *Brown Bag* for Lunch while 24.9% purchase a meal at the *Sylvania Cafeteria*. The majority of the Total Respondents (66.9%) and each of the sub-samples prepared and ate the Evening Meal *At Home*.

Spending Patterns

Survey respondents were asked to indicate how much they spend for meals on-campus and off-campus. The results for the Total Respondents across the PCC District are illustrated in Table 5 below, responses by campus are in the charts that follow.

TABLE 5: TYPICAL SPENDING PATTERNS FOR MEALS

Mean Typical Spending Patterns for Total Respondents	On-Campus	Off-Campus
Breakfast	\$3.44	\$4.22
Lunch	\$5.38	\$5.95
Dinner	\$5.48	\$7.96
Late Night	\$3.23	\$5.37

CHART 11: CASCADE CAMPUS TYPICAL MEAN SPEND

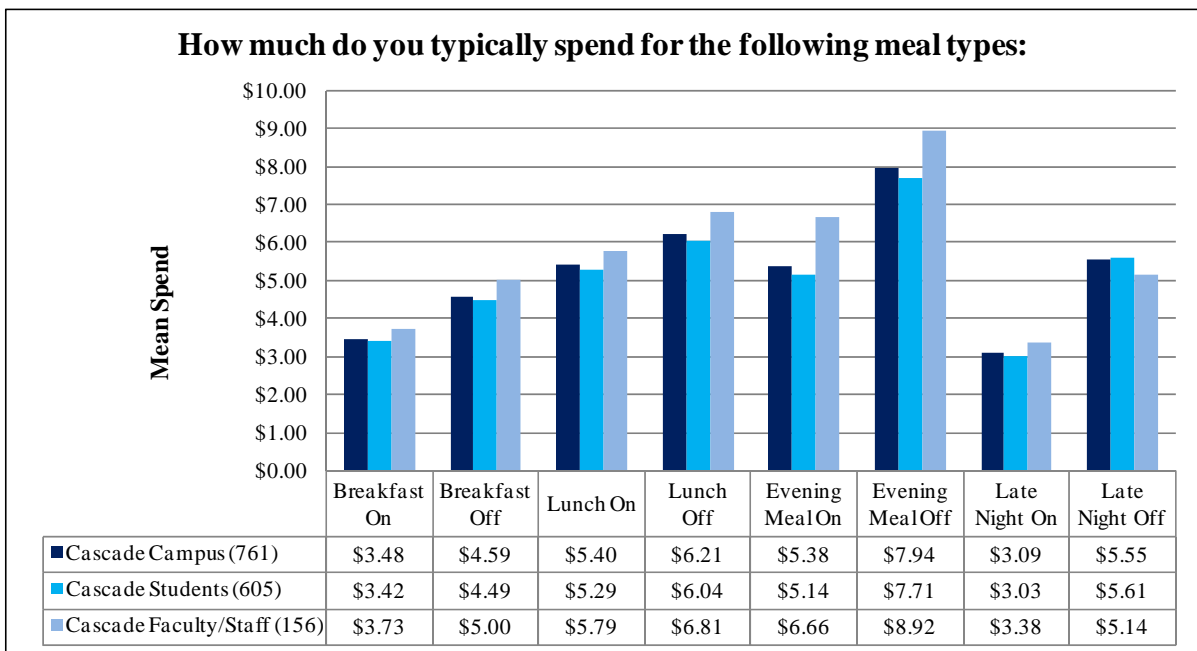


CHART 12: ROCK CREEK CAMPUS TYPICAL MEAN SPEND

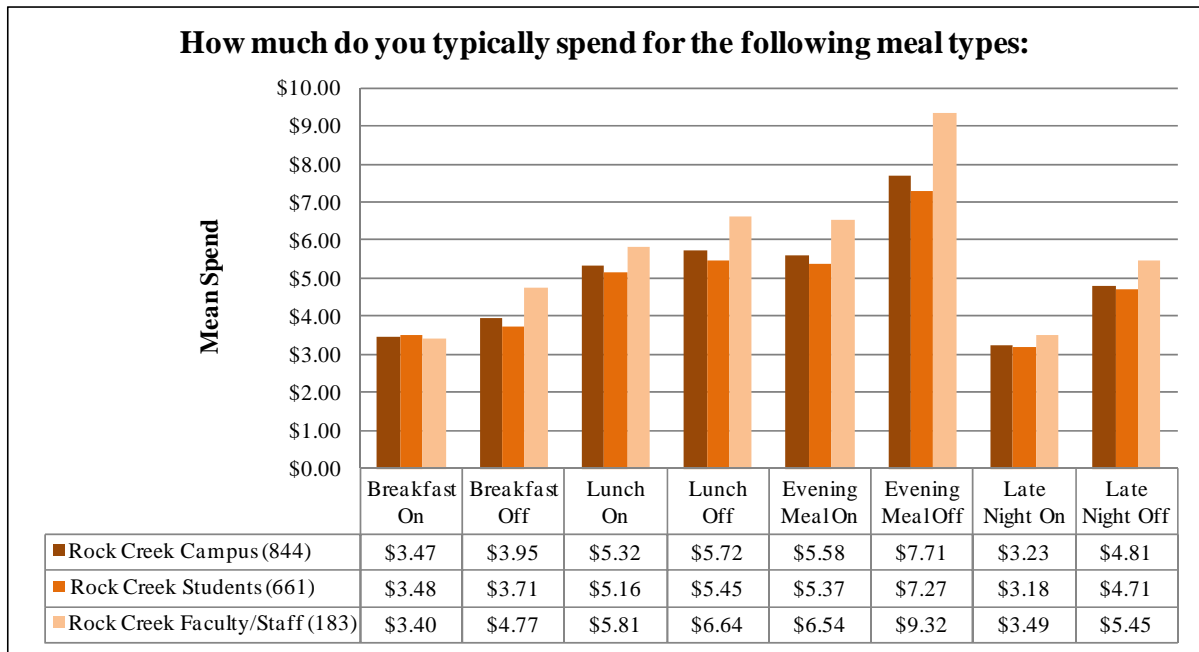


CHART 13: SOUTHEAST CENTER TYPICAL MEAN SPEND

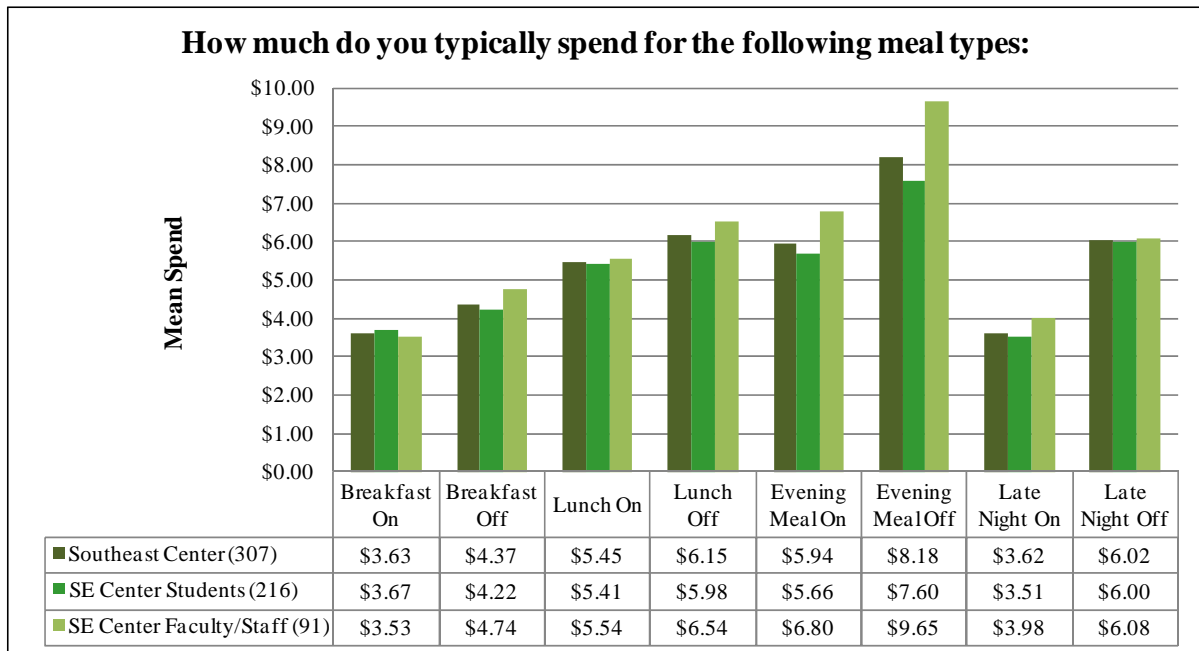
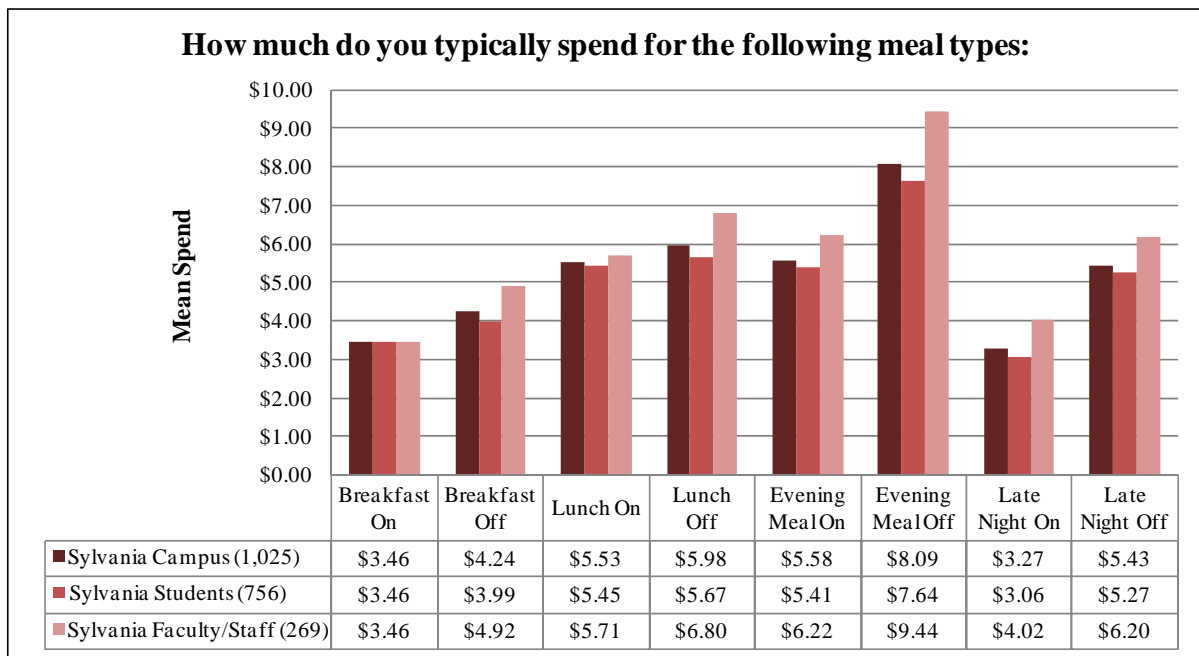


CHART 14: SYLVANIA CAMPUS TYPICAL MEAN SPEND



Cascade and Rock Creek Students tend to spend less on-campus than the Total Respondent PCC District average for Lunch while Faculty/ Staff on all the campuses tend to spend more than Students for Lunch and the Evening Meal. For off-campus meals, Cascade and Southeast Students spend more than the Total Student PCC District average of \$5.69 for Lunch, while Faculty/Staff spend significantly more off-campus for the Evening Meal than Students.

Food Preferences

Survey respondents were asked to indicate how frequently they would purchase a variety of different foods in a typical seven day academic week. Table 6 highlights the Total Respondent mean purchase response by PCC District as well as by campus for each food tested.

TABLE 6: FOOD PREFERENCES

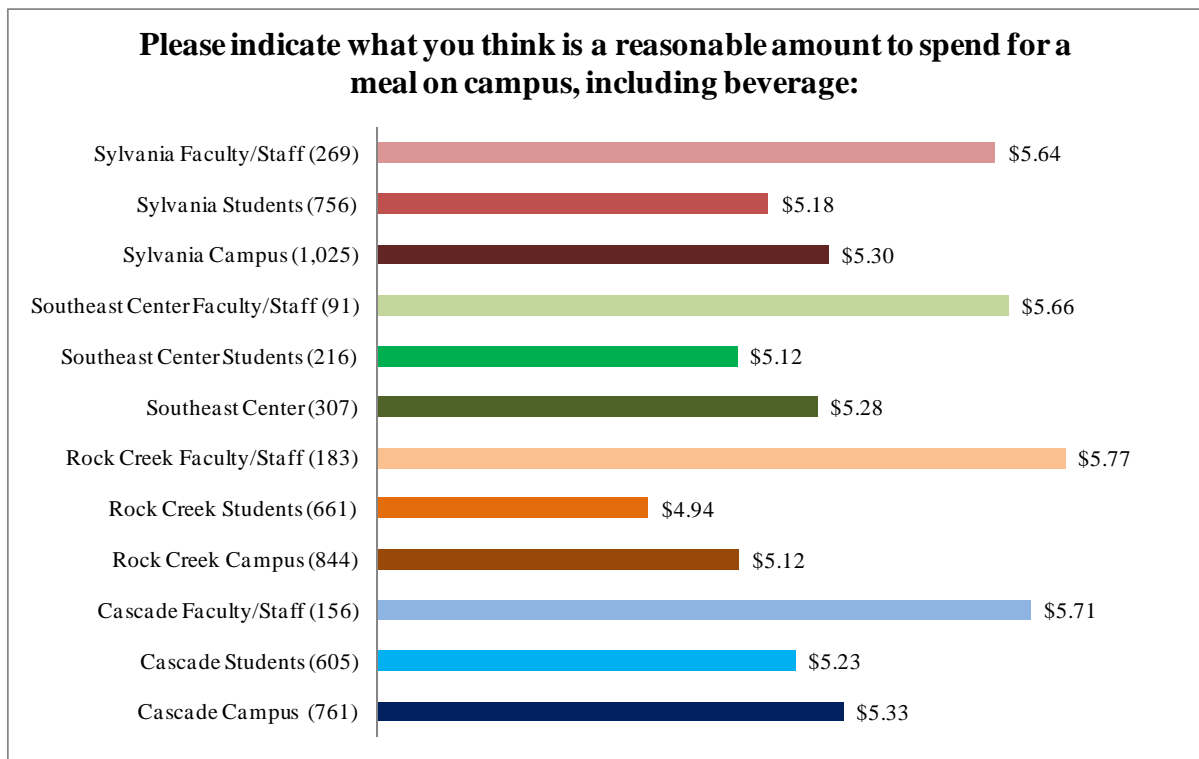
Food Preferences	Total Respondents (2,344)	Cascade Campus (760)	Rock Creek Campus (839)	Southeast Center (307)	Sylvania Campus (1,024)
Specialty Coffees/Esspresso	2.79	2.65	2.70	2.97	2.90
Fresh Fruit	2.71	2.76	2.86	2.74	2.62
Organic Foods	2.65	2.87	2.46	2.21	2.75
Health Oriented Entrees	2.50	2.80	2.31	2.14	2.57
Vegetarian Entrees	2.24	2.41	2.10	2.00	2.42
Local and Regional Foods	2.09	2.28	1.93	2.05	2.15
Made to Order Fruit/Veg Juice Health Drinks	1.88	2.05	1.90	1.77	1.82
Salad Bar	1.88	1.88	1.95	1.86	1.89
Made to Order Entree Salads	1.65	1.62	1.56	1.77	1.67
Hot & Cold Sub Sandwiches	1.59	1.67	1.60	1.68	1.57
Freshly Prepared Pre-Packaged Salads & Sandwiches	1.61	1.55	1.65	1.71	1.60
Breakfast Foods All Day	1.59	1.49	1.65	1.76	1.72
Made to Order Deli Sandwiches	1.56	1.65	1.59	1.68	1.46
Mexican Food	1.58	1.70	1.48	1.79	1.57
Asian Food	1.61	1.63	1.59	1.64	1.69
Traditional American Entrees	1.56	1.60	1.63	1.89	1.42
Smoothies	1.53	1.74	1.63	1.56	1.41
Soup/Chili	1.53	1.67	1.45	1.51	1.52
Sushi	1.50	1.56	1.45	1.60	1.42
Bagels and Pastries	1.50	1.50	1.53	1.38	1.50
Mediterranean Food	1.48	1.55	1.38	1.56	1.56
Pasta and Italian Food	1.41	1.45	1.41	1.53	1.32
Wraps	1.36	1.38	1.25	1.40	1.43
Baked Desserts (cookies, pie, etc.)	1.36	1.34	1.45	1.35	1.35
Hamburgers & Other Grilled Sandwiches	1.34	1.37	1.37	1.59	1.26
Seafood	1.31	1.26	1.34	1.56	1.26
Indian Food	1.32	1.27	1.33	1.35	1.40
Specialty Sandwiches (Panini, Focaccia, etc.)	1.30	1.19	1.39	1.24	1.29
Latin/Caribbean Food	1.24	1.26	1.26	1.21	1.20
Rotisserie Chicken	1.22	1.35	1.13	1.40	1.18
Ice Cream/Frozen Yogurt	1.22	1.24	1.23	1.33	1.19
Chicken Strips/Fingers	1.13	1.01	1.26	1.39	0.96
Pizza	1.09	1.14	1.11	1.15	1.08
Other	2.54	3.25	2.25	2.50	2.72

The top four items were consistent across each campus – Specialty Coffee, Fresh Fruit, Organic Foods, and Health Oriented Entrées. It should also be noted that if a survey participant indicated that they would purchase an item six or more times a week, they received a rating of 6.5, when calculating the mean.

Reasonable Amount to Spend for a Meal

After indicating their preferred foods, respondents were asked to indicate what was a reasonable amount to spend for a meal, including a beverage. The chart that follows indicates the mean response.

CHART 15: REASONABLE MEAN AMOUNT TO SPEND FOR A MEAL



Rock Creek students want to spend less than \$5.00, while other student are willing to spend between \$5.12 and \$5.23. Faculty / Staff indicated that they spend approximately \$0.50 more than students at their respective campuses do, the exception being Rock Creek where they are willing to spend \$5.77 for a meal.

Importance Factors

Survey respondents were asked to rate attribute factors, relative to how they influence their decision of where to purchase a meal, utilizing a scale of 1-10, with 1 = Never influences my decision of where I eat and 10 = Always influences my decision of where I eat. Results by campus are recapped in the tables that follow.

TABLE 7: CASCADE CAMPUS IMPORTANCE FACTORS

Rate each attribute with regard to its influence on you when deciding where to go for a meal or snack. Scale: 1=Never Influences, 10=Always Influences	Cascade Campus (761)	Cascade Students (605)	Cascade Faculty/Staff (156)
Overall, it is a place that satisfies me	8.93	8.94	8.86
It serves freshly prepared, quality food that I like to eat	8.86	8.85	8.88
The pricing is fair and provides good value for the money	8.49	8.51	8.39
It is a place that accepts my debit/credit card	7.81	7.83	7.74
The hours of operation are convenient	7.79	7.77	7.90
It is within walking distance at meal time	7.48	7.45	7.58
It serves a wide variety of food offerings	7.15	7.15	7.12
I am able to order, receive, and pay for food quickly	7.04	7.01	7.14
It is a place that provides adequate seating so that I can dine in if I choose	6.84	6.94	6.46
It is located on campus	6.56	6.59	6.45
It offers a pleasant, relaxing dining area	6.40	6.45	6.21
It features local or regionally grown foods	6.12	6.22	5.76
It is a place where I can study or work	6.11	6.61	4.17
It serves a good selection of organic foods	5.65	5.72	5.35
It is a place that provides hearty portions	5.58	5.58	5.56
It offers 'value meals', 'meal deals' and/or discount coupons	5.36	5.38	5.31
It is a place where there is ethnic or international foods	5.35	5.26	5.71
It offers nutritional information for menu items	5.19	5.23	5.07
It serves a good selection of vegetarian foods	5.10	5.11	5.04
It offers menu options that are appropriate for my diet	4.83	4.70	5.37
It offers a good selection of vegan foods	3.62	3.70	3.31
It is located off campus so that I can take a break from being on campus or run errands	3.28	3.29	3.22
It is a national or regional chain restaurant	3.19	3.20	3.19
It offers gluten-free menu items and products	3.06	3.24	2.39
I can call/fax my order in for delivery/pick-up	3.04	2.98	3.28
I am able to follow Halal dietary rules	1.85	1.88	1.73

TABLE 8: ROCK CREEK CAMPUS IMPORTANCE FACTORS

Rate each attribute with regard to its influence on you when deciding where to go for a meal or snack. Scale: 1=Never Influences, 10=Always Influences	Rock Creek Campus (844)	Rock Creek Students (661)	Rock Creek Faculty/Staff (183)
Overall, it is a place that satisfies me	8.79	8.79	8.78
It serves freshly prepared, quality food that I like to eat	8.68	8.57	9.09
The pricing is fair and provides good value for the money	8.62	8.64	8.55
It is a place that accepts my debit/credit card	8.13	8.22	7.82
The hours of operation are convenient	7.74	7.68	7.94
It serves a wide variety of food offerings	7.26	7.28	7.17
I am able to order, receive, and pay for food quickly	7.13	7.14	7.09
It is within walking distance at meal time	7.03	7.00	7.16
It is located on campus	6.84	6.75	7.16
It is a place that provides adequate seating so that I can dine in if I choose	6.73	6.87	6.24
It offers a pleasant, relaxing dining area	6.37	6.46	6.03
It offers 'value meals', 'meal deals' and/or discount coupons	6.05	6.25	5.37
It is a place where I can study or work	5.93	6.37	4.37
It is a place that provides hearty portions	5.52	5.66	5.04
It features local or regionally grown foods	5.43	5.30	5.94
It offers nutritional information for menu items	5.23	5.18	5.42
It serves a good selection of organic foods	4.88	4.74	5.38
It is a place where there is ethnic or international foods	4.81	4.58	5.61
It offers menu options that are appropriate for my diet	4.79	4.58	5.54
It serves a good selection of vegetarian foods	4.27	4.09	4.92
It is a national or regional chain restaurant	3.75	3.94	3.07
It offers a good selection of vegan foods	3.09	3.04	3.27
It is located off campus so that I can take a break from being on campus or run errands	2.88	2.97	2.54
It offers gluten-free menu items and products	2.81	2.94	2.31
I can call/fax my order in for delivery/pick-up	2.79	2.82	2.69
I am able to follow Halal dietary rules	1.81	1.91	1.43

TABLE 9: SOUTHEAST CENTER IMPORTANCE FACTORS

Rate each attribute with regard to its influence on you when deciding where to go for a meal or snack. Scale: 1=Never Influences, 10=Always Influences	Southeast Center (307)	SE Center Students (216)	SE Center Faculty/Staff (91)
Overall, it is a place that satisfies me	8.84	8.87	8.79
It serves freshly prepared, quality food that I like to eat	8.63	8.47	9.00
The pricing is fair and provides good value for the money	8.44	8.36	8.64
It is a place that accepts my debit/credit card	7.82	8.04	7.29
The hours of operation are convenient	7.71	7.61	7.96
It is within walking distance at meal time	7.48	7.56	7.27
It serves a wide variety of food offerings	7.41	7.37	7.49
I am able to order, receive, and pay for food quickly	7.18	7.22	7.09
It is a place that provides adequate seating so that I can dine in if I choose	7.03	7.19	6.65
It is located on campus	6.72	6.69	6.77
It offers a pleasant, relaxing dining area	6.51	6.58	6.33
It is a place where I can study or work	6.36	6.87	5.18
It offers 'value meals', 'meal deals' and/or discount coupons	6.01	6.25	5.45
It is a place that provides hearty portions	5.73	5.81	5.55
It features local or regionally grown foods	5.53	5.42	5.79
It offers nutritional information for menu items	5.47	5.37	5.73
It is a place where there is ethnic or international foods	5.34	5.00	6.14
It offers menu options that are appropriate for my diet	5.18	4.81	6.05
It serves a good selection of organic foods	5.03	4.89	5.36
It serves a good selection of vegetarian foods	4.64	4.54	4.88
It is located off campus so that I can take a break from being on campus or run errands	3.73	3.57	4.11
It is a national or regional chain restaurant	3.65	3.84	3.21
It offers a good selection of vegan foods	3.59	3.57	3.65
It offers gluten-free menu items and products	3.19	3.41	2.68
I can call/fax my order in for delivery/pick-up	3.09	3.06	3.19
I am able to follow Halal dietary rules	1.98	2.13	1.60

TABLE 10: SYLVANIA CAMPUS IMPORTANCE FACTORS

Rate each attribute with regard to its influence on you when deciding where to go for a meal or snack. Scale: 1=Never Influences, 10=Always Influences	Sylvania Campus (1,025)	Sylvania Students (756)	Sylvania Faculty/Staff (269)
Overall, it is a place that satisfies me	8.80	8.81	8.77
It serves freshly prepared, quality food that I like to eat	8.74	8.66	8.99
The pricing is fair and provides good value for the money	8.65	8.71	8.48
It is a place that accepts my debit/credit card	8.11	8.25	7.71
The hours of operation are convenient	7.86	7.86	7.87
It is within walking distance at meal time	7.37	7.39	7.32
It serves a wide variety of food offerings	7.20	7.21	7.20
I am able to order, receive, and pay for food quickly	7.08	7.11	6.99
It is located on campus	6.96	6.96	6.98
It is a place that provides adequate seating so that I can dine in if I choose	6.73	6.91	6.25
It offers a pleasant, relaxing dining area	6.23	6.28	6.10
It is a place where I can study or work	5.97	6.50	4.47
It features local or regionally grown foods	5.79	5.64	6.21
It offers 'value meals', 'meal deals' and/or discount coupons	5.62	5.83	5.04
It is a place that provides hearty portions	5.50	5.66	5.04
It offers nutritional information for menu items	5.37	5.29	5.60
It serves a good selection of organic foods	5.31	5.19	5.65
It is a place where there is ethnic or international foods	5.22	5.08	5.62
It offers menu options that are appropriate for my diet	4.77	4.55	5.41
It serves a good selection of vegetarian foods	4.77	4.62	5.22
It offers a good selection of vegan foods	3.45	3.47	3.39
It is a national or regional chain restaurant	3.20	3.32	2.89
It offers gluten-free menu items and products	2.86	2.90	2.74
I can call/fax my order in for delivery/pick-up	2.71	2.70	2.73
It is located off campus so that I can take a break from being on campus or run errands	2.68	2.65	2.75
I am able to follow Halal dietary rules	1.72	1.73	1.68

On all campuses, the top five attributes were:

- Overall it is a place that satisfies me
- It serves freshly prepared food that I like to eat
- The pricing is fair and provides a good value
- It accepts my debit / credit card
- The hours of operation are convenient

Offering a *national or regional chain restaurant* was not an influence on any campus for the majority of survey respondents. However, for those respondents who rated this six or higher and indicated their preferred brand, Subway was mentioned 32.3%, while all other brands were less than 10% of the write-ins. The complete list of restaurants is located in Appendix C.

Respondents who indicated that they work or attend class on Cascade Campus or Southeast Center were also asked to compare the on-campus dining venue with dining options in close proximity to the campus. The charts that follow depict the mean scores.

CHART 16: COMPARISON OF CASCADE CAMPUS DINING VENUES

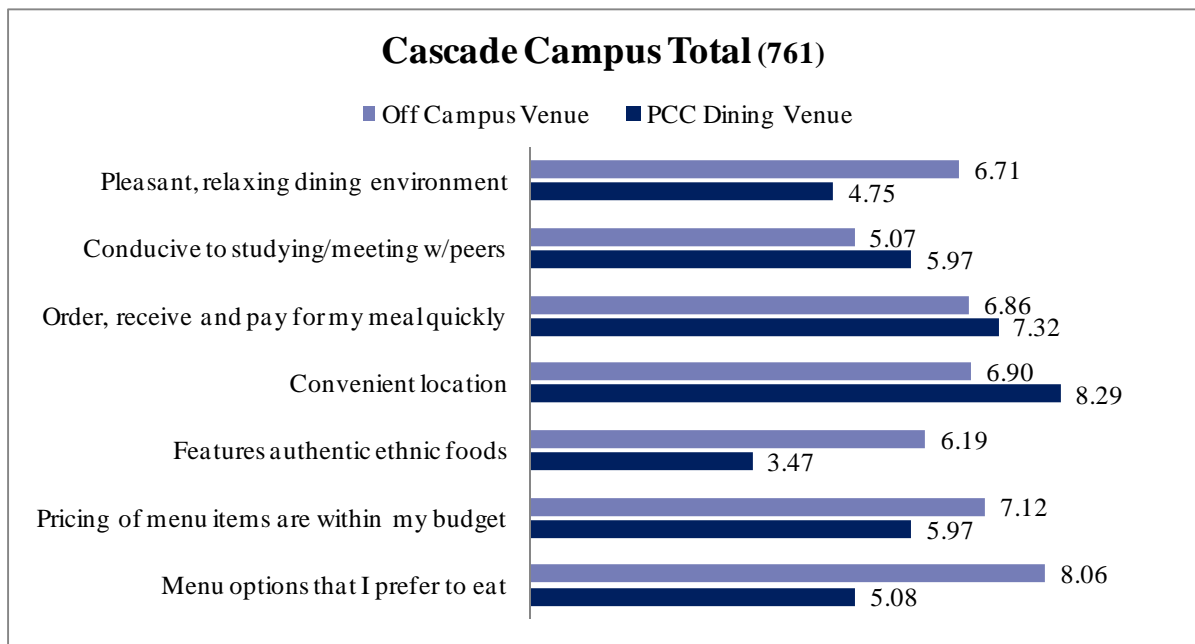
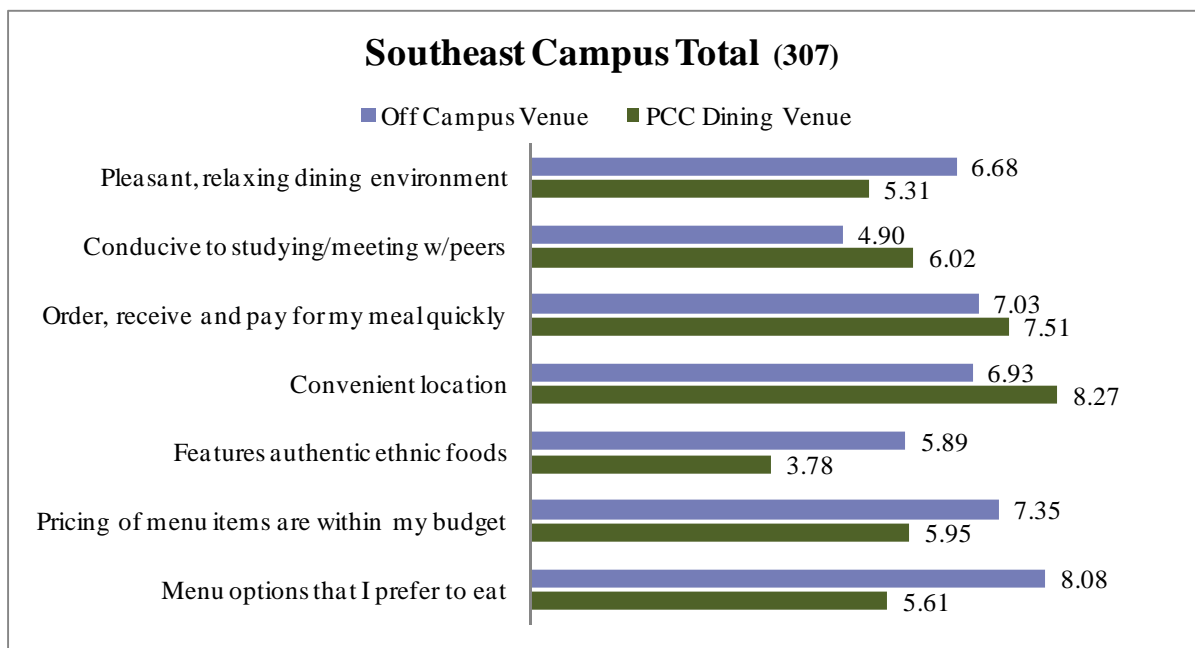


CHART 17: COMPARISON OF SOUTHEAST CENTER DINING VENUES

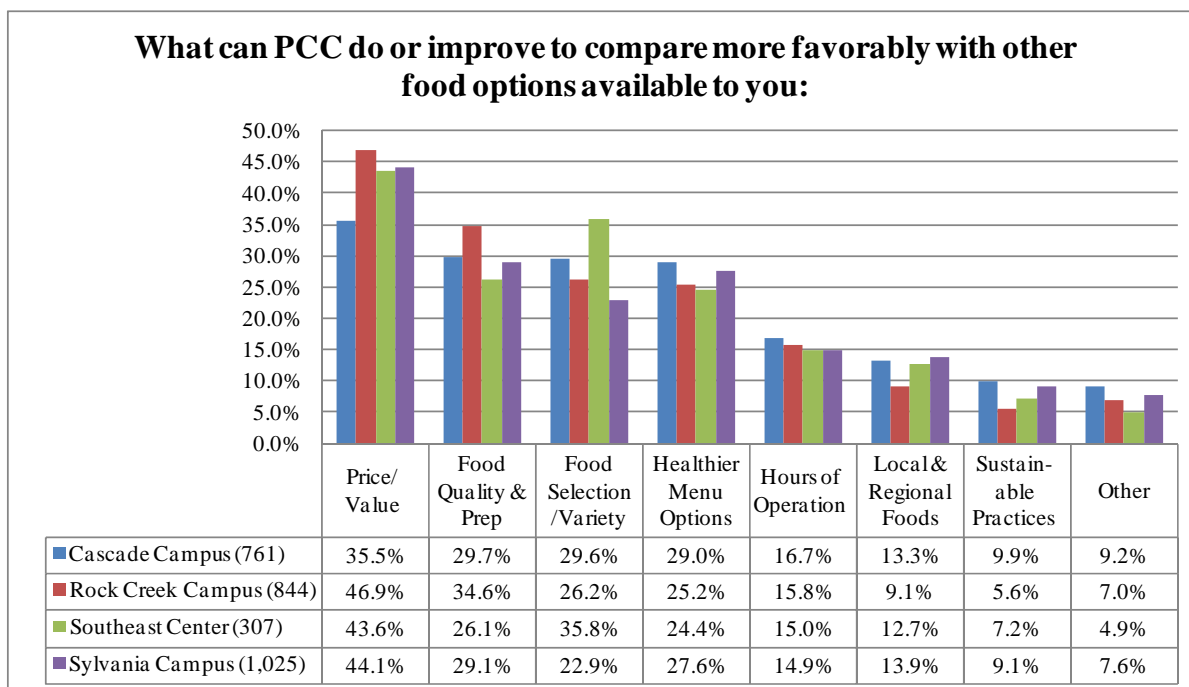


For both Cascade and Southeast the on-campus dining venue receives higher ratings for its *convenient location*, *being able to order, receive and pay for a meal quickly*, and *conducive to studying / meeting with peers*. The off-campus dining options receive higher ratings for offering *menu items that they prefer to eat* and *are within their budget*, featuring *authentic ethnic foods*, and providing a *pleasant and relaxing dining environment*.

Improvements

Survey respondents were asked what Portland Community College could do to compare more favorably with other food options available to them and could select up to two categories. Chart 18 below indicates the results for categories mentioned the most frequently.

CHART 18: IMPROVEMENTS DESIRED



The *Price / Value Relationship of Menu Items* was the most mentioned district wide, while *Food Quality and Preparation* was mentioned as the second frequency at Cascade, Rock Creek, and Sylvania campus. Southeast Center respondents' second item was *Food Selection and Variety*.

Respondents who indicated they would like to see the Hours of Operation improve were asked a follow-up question regarding the type of concept that would best meet their needs if the retail dining services were expanded. Only 43 Southeast Center indicated that Hours of Operation were an issue, which is not enough to be statistically reliable; therefore, charts for Cascade, Rock Creek and Sylvania follow and indicate the responses by campus.

CHART 19: CONCEPT DESIRED AT CASCADE CAMPUS

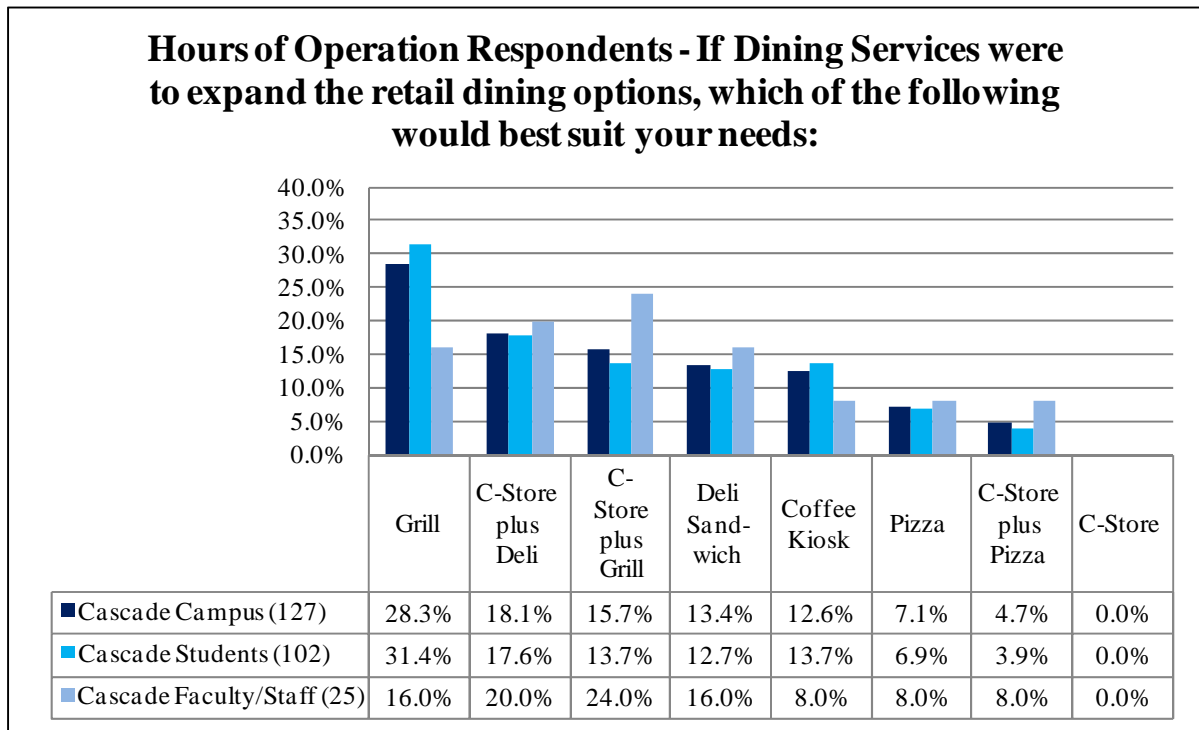


CHART 20: CONCEPT DESIRED AT ROCK CREEK CAMPUS

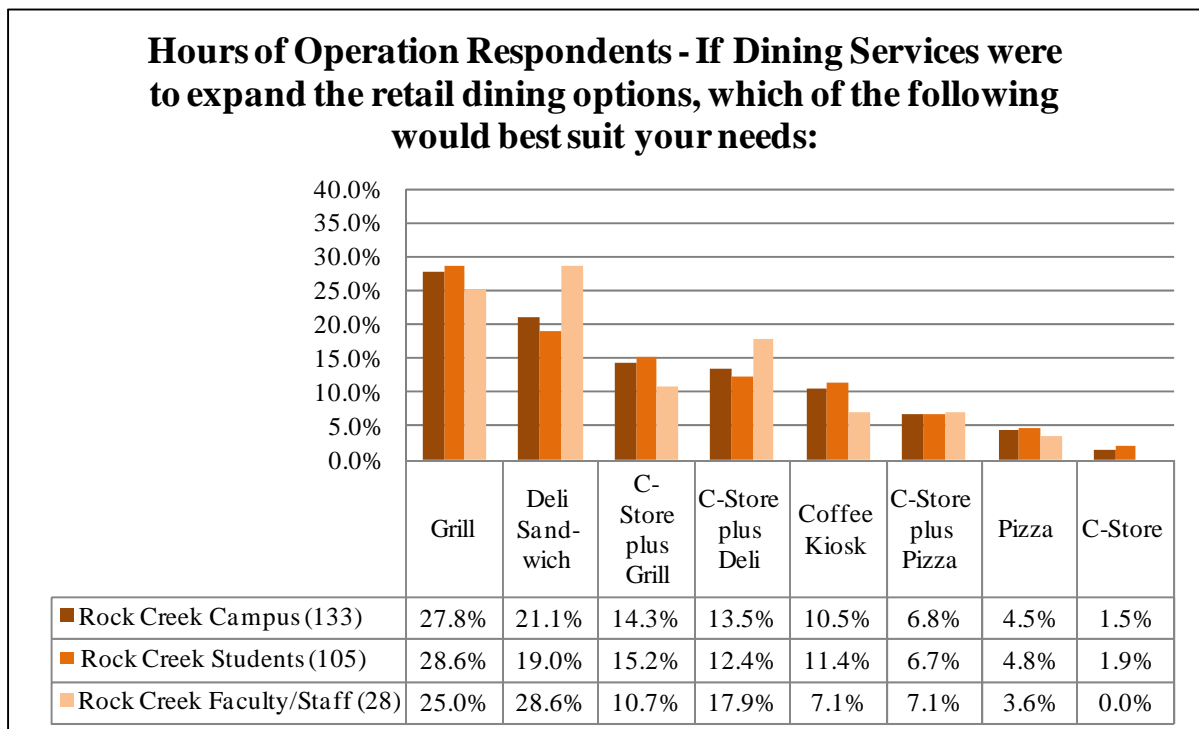
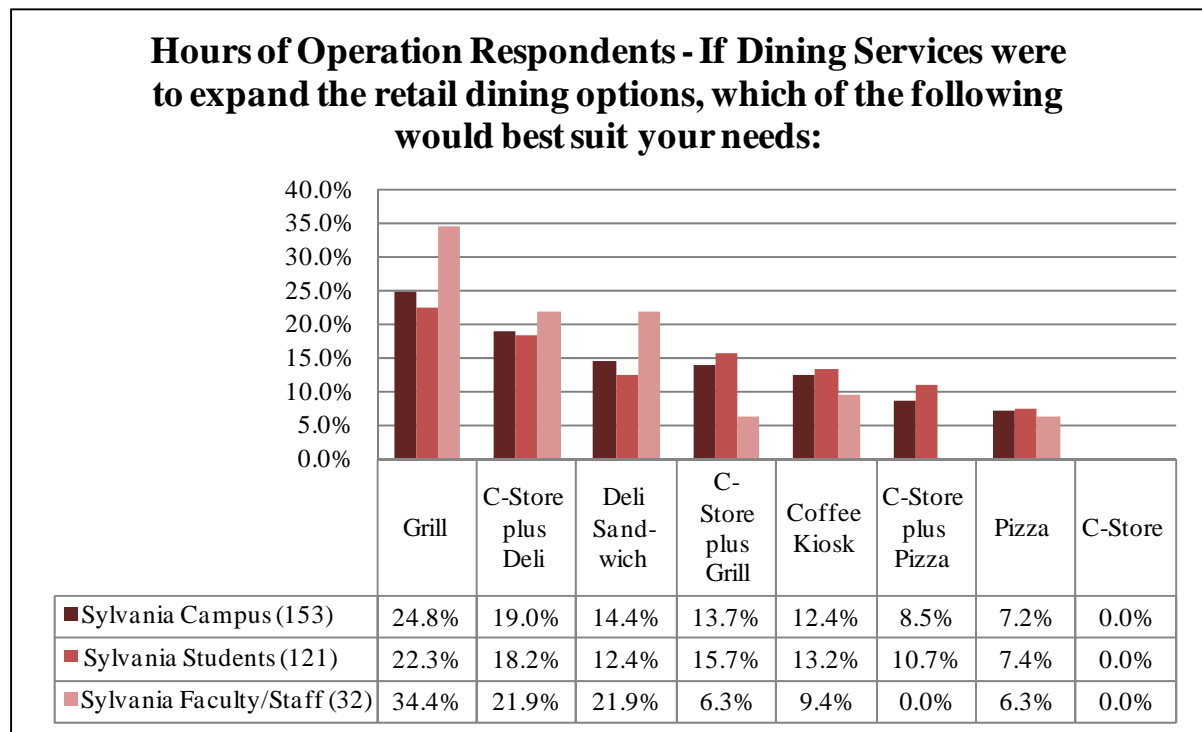


CHART 21: CONCEPT DESIRED AT SYLVANIA CAMPUS



Respondents were then asked to indicate how late the concept should be open and most indicated that being open to 8:00pm and 9:00pm was desired as depicted in the charts below.

CHART 22: DESIRED CLOSING HOURS FOR A GRILL

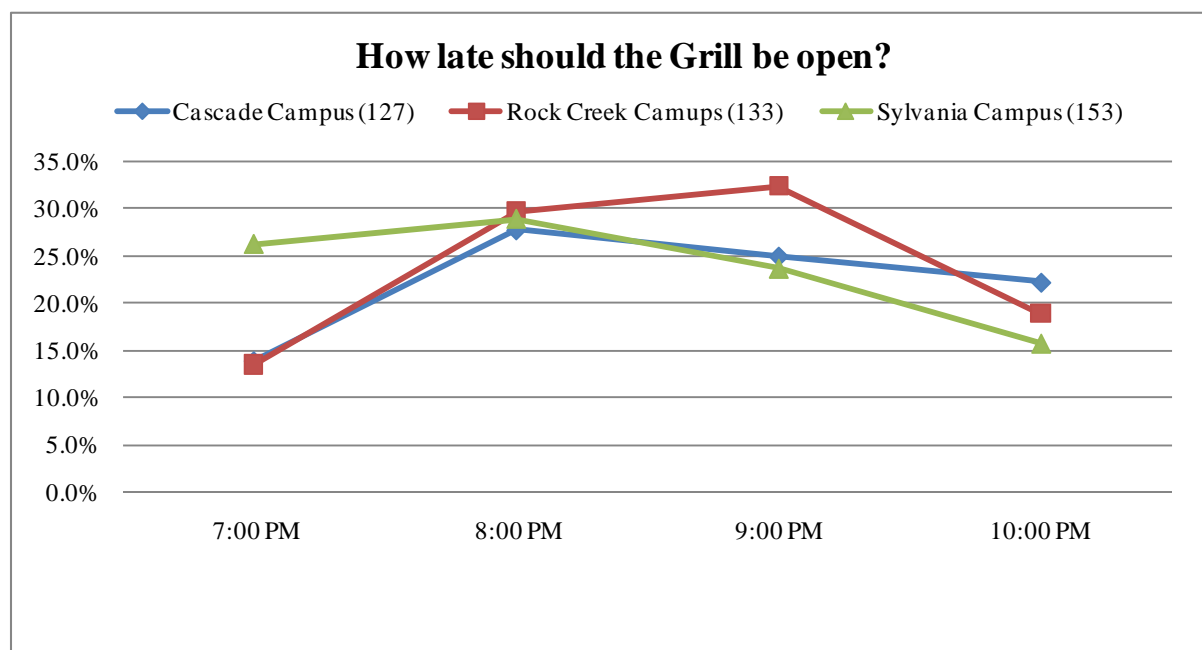
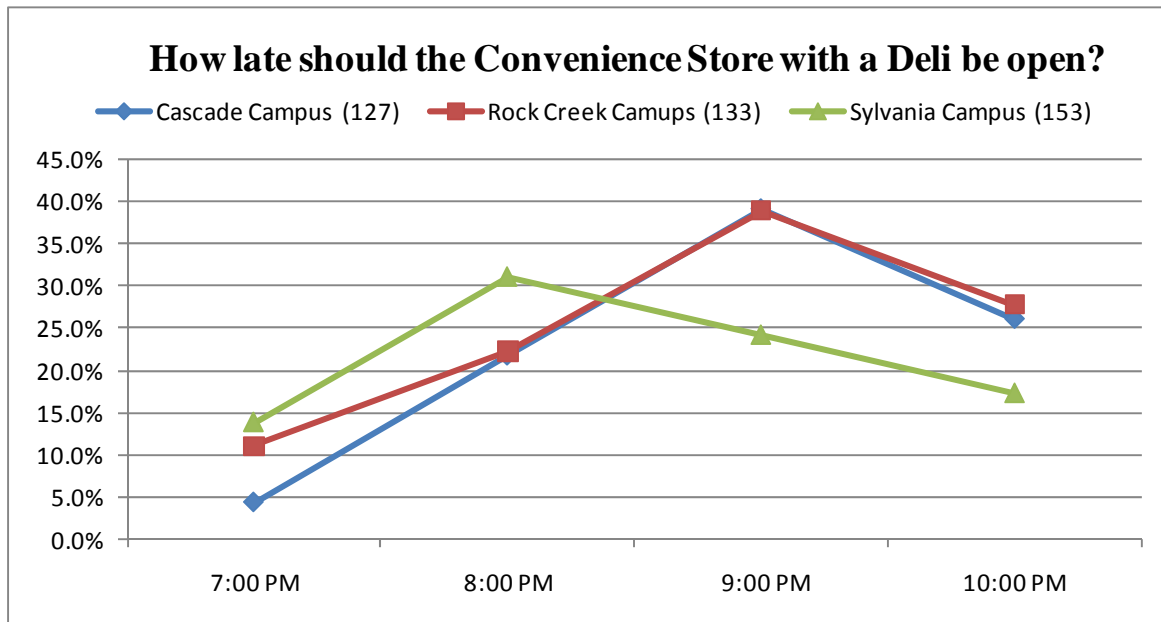


CHART 23: DESIRED CLOSING HOURS FOR A CONVENIENCE STORE AND DELI OPERATION



To help determine if staying open would be viable, respondents were asked to indicate how many times a week they would use it as well as how much they would expect to spend. The results are indicated in the charts below.

CHART 24: MEAN FREQUENCY PER WEEK

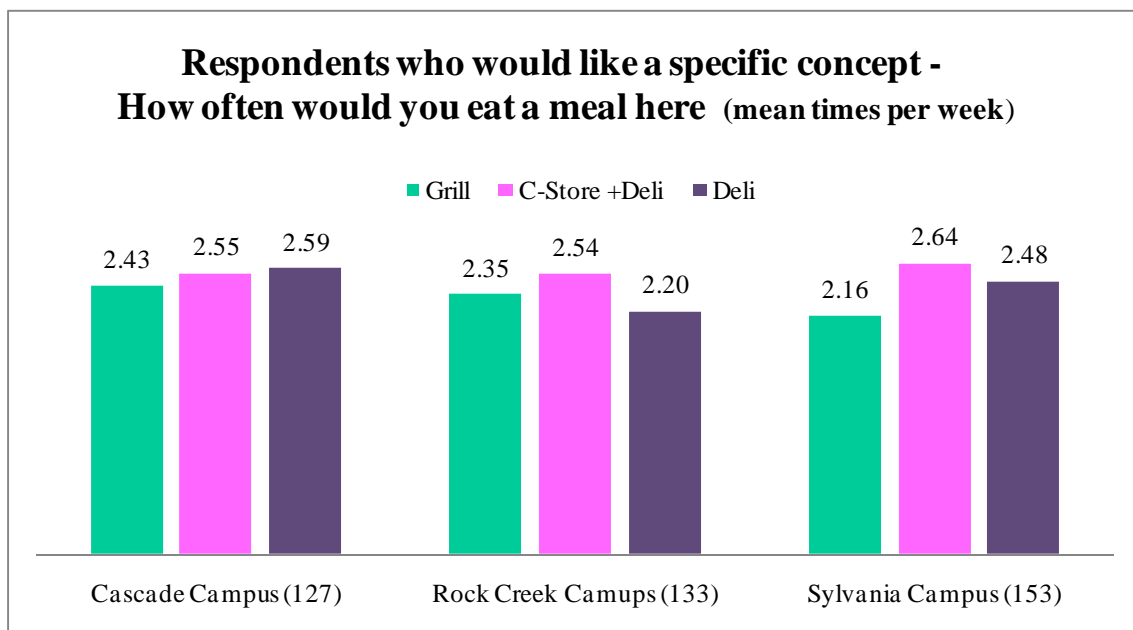
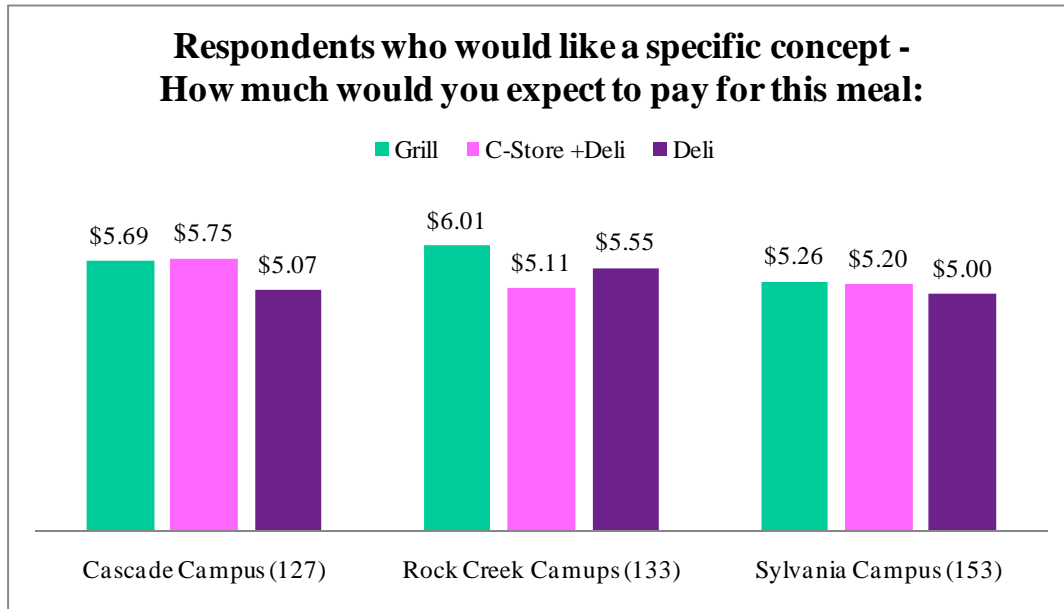


CHART 25: MEAN SPEND PER PURCHASE



Interestingly, respondents indicated they would visit a Grill concept slightly fewer times per week than a Convenience Store with a Deli or Deli venue. With the exception of Cascade Campus, Total Respondents expected to pay more for a meal at the Grill concept than the other concepts.

Healthier Options

Respondents who indicated that their desired improvement would be to offer healthier options were asked to provide examples. A sample of the results is provided in Table 11 that follows, while a complete list is provided in Appendix C.

TABLE 11 DESIRED HEALTHIER OPTIONS

Healthier Menu Option Specifics	Total Respondents (637)	Cascade Campus (221)	Rock Creek Campus (213)	Southeast Center (75)	Sylvania Campus (283)
More / Better Prepared Vegetables	40.5%	49.8%	37.6%	38.7%	39.2%
Better and Fresher Salads/Salad bar	38.5%	38.5%	37.6%	34.7%	38.5%
Fresh Fruit; Better Quality & Fresher Fruit	34.9%	42.5%	35.7%	40.0%	26.5%
More Vegetarian/Vegan Options	21.8%	26.2%	20.2%	22.7%	22.6%
Low Fat/Carb/Sugar/Oil/Sodium	21.4%	14.0%	22.1%	21.3%	23.3%
Healthier Sandwiches/Burgers	18.7%	19.0%	19.2%	21.3%	18.0%
Organic Foods	15.5%	17.2%	14.6%	13.3%	14.1%
Homemade Soups	15.2%	15.8%	10.3%	13.3%	15.5%
Whole Wheat/Whole Grain	15.1%	14.0%	13.1%	8.0%	18.4%
Less Fried, More Baked / Grilled Items	14.4%	16.3%	16.4%	18.7%	14.5%
Beans/Rice	11.5%	14.5%	9.9%	17.3%	9.9%
Meat (Fresher, Better Quality)	10.7%	9.0%	13.1%	10.7%	13.1%
Ethnic (Mediterranean, Asian, Mexican)	10.5%	10.9%	9.4%	16.0%	11.0%
Drinks (Healthier, Smoothies, Cheaper)	10.5%	12.7%	12.7%	6.7%	7.1%

Dining Space Attributes

Survey respondents were asked to read several statements relative to dining space and indicate their level of agreement. In general, there is greater preference for smaller more intimate dining spaces in comparison to large open spaces. It also appears that the dining space is used other purposes than just dining as depicted in Table 12 that follows.

TABLE 12 DINING SPACE FACTORS

Statements Scale: 1= Completely Disagree; 10 = Completely Agree	Total Respondents (2,350)	Cascade Campus (761)	Rock Creek Campus (844)	Southeast Center (307)	Sylvania Campus (1,025)
I prefer dining spaces that have clusters of smaller more intimate dining spaces	6.05	6.17	5.81	6.09	6.27
I tend to use the dining space for eating and studying	6.04	6.13	5.90	6.20	6.15
The overall environment/ambience of the existing dining facilities meets my expectations	5.97	5.62	6.01	5.57	6.27
It is important to me that the dining area provides a variety of seating options	5.92	5.74	6.06	5.90	5.97
There is a need for some soft lounge seating within the dining spaces	5.81	5.65	5.83	6.06	5.95
It is important that a dining venue be located in a building where large public activities occur	5.25	4.95	5.29	5.39	5.35
I tend to use the dining space for eating only	4.94	4.83	5.10	5.01	4.91
I prefer larger dining spaces that have a social 'see & be seen' atmosphere	3.99	3.88	4.16	4.36	3.93

Debit Plans

Survey respondents were asked how likely they would purchase a debit plan if it offered discounts and the balance rolled over each term. At least 50% of the Students and 40% of Faculty/Staff from each campus indicated that they would be likely to purchase a plan as the following charts indicate.

CHART 26: LIKELIHOOD OF PURCHASING A DEBIT PLAN AT CASCADE CAMPUS

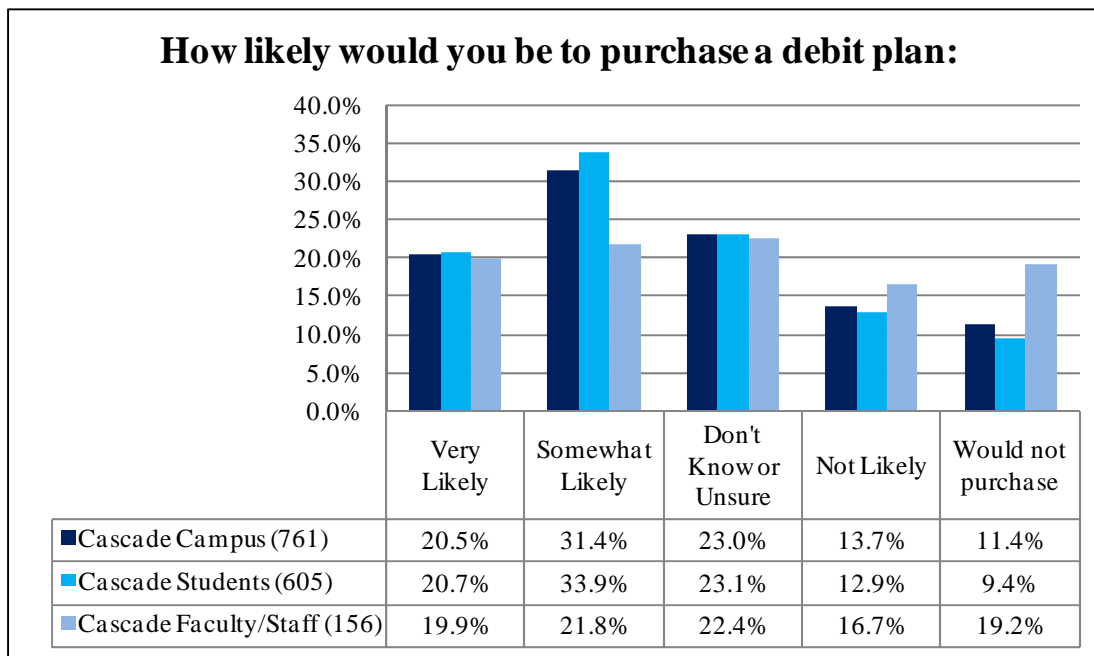


CHART 27: LIKELIHOOD OF PURCHASING A DEBIT PLAN AT ROCK CREEK CAMPUS

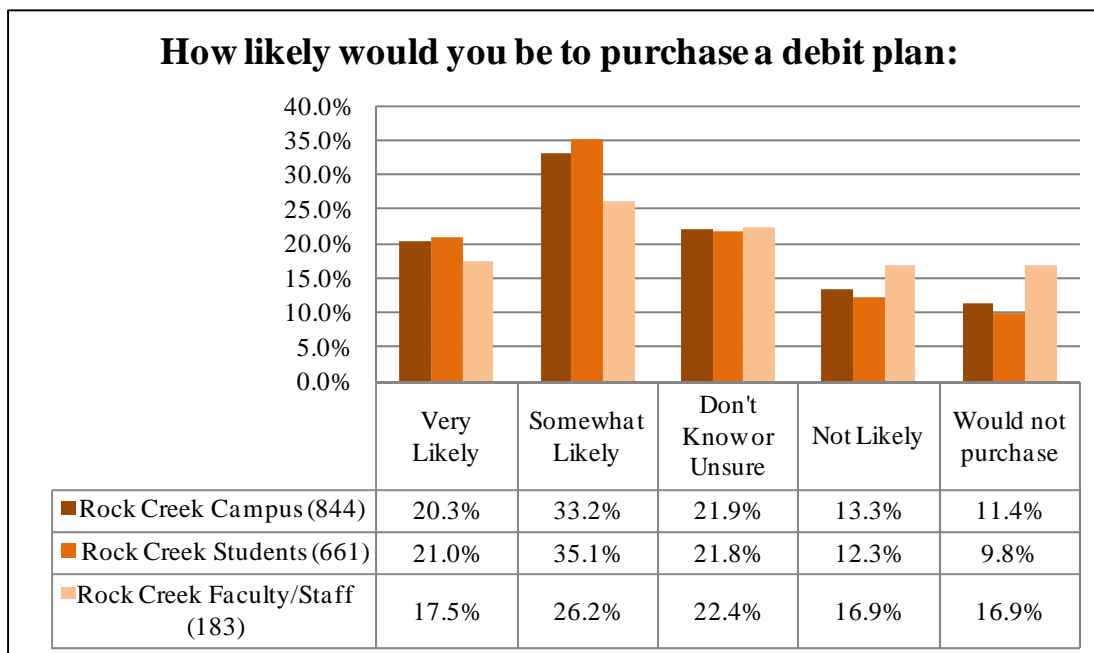


CHART 28: LIKELIHOOD OF PURCHASING A DEBIT PLAN AT SOUTHEAST CENTER

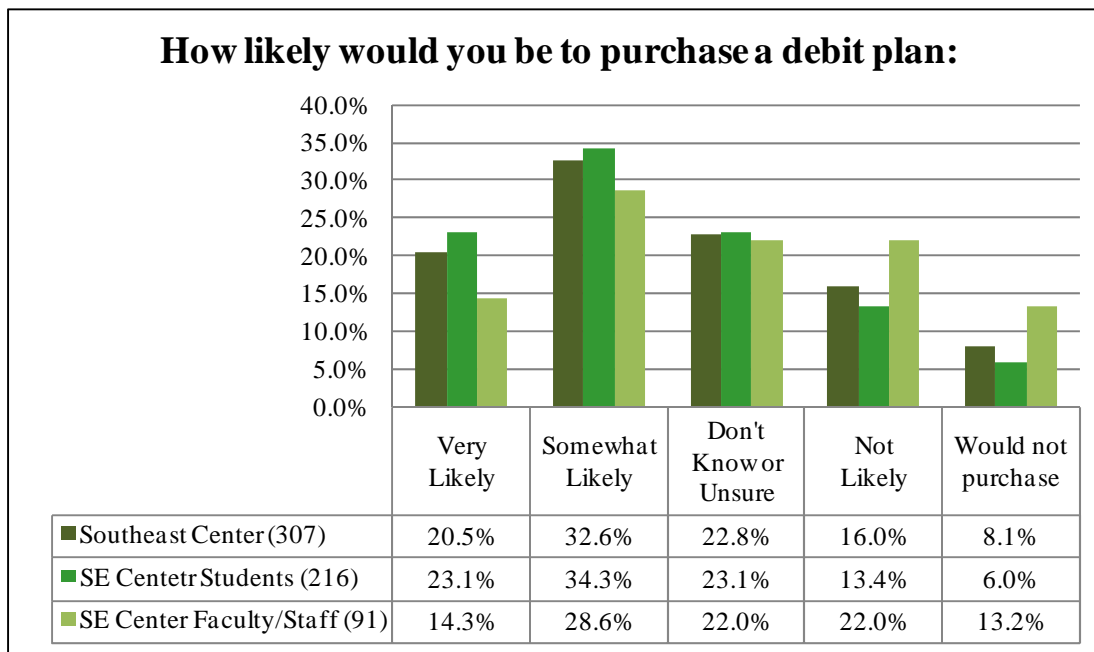
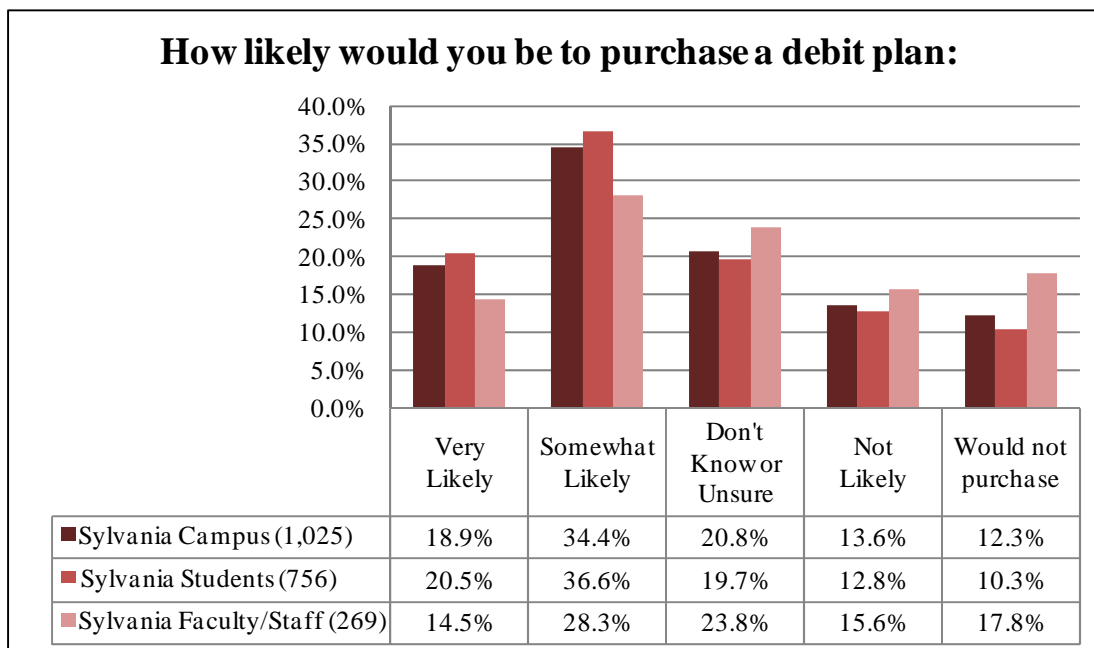
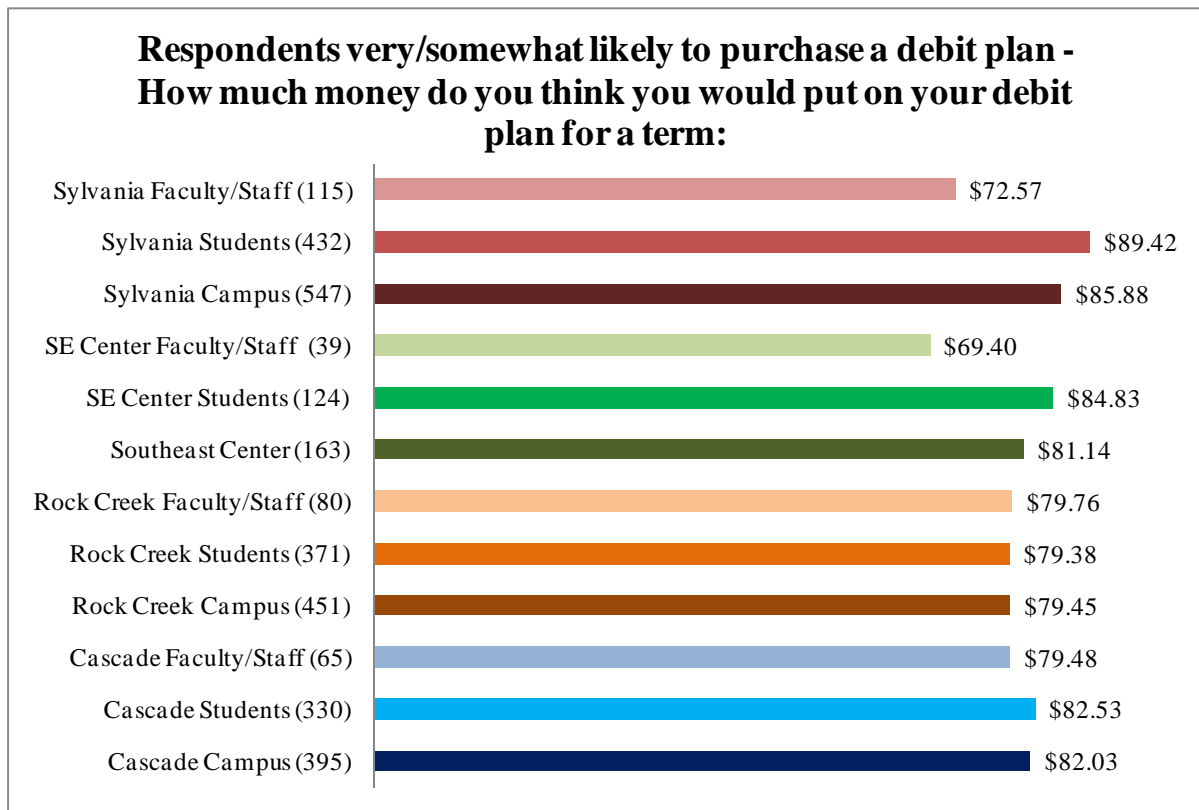


CHART 29: LIKELIHOOD OF PURCHASING A DEBIT PLAN AT SYLVANIA CAMPUS



Survey participants that responded that they would likely purchase a debit plan also indicated that they would deposit approximately \$80 on the card, as indicated in the chart below.

CHART 30: MEAN INITIAL DEPOSIT ON DEBIT PLAN CARD



Market Potential

In order to understand the market potential for Dining Services, all survey participants were asked a two part question. The first part of the question asked survey participants to identify the number of times per week they obtained a meal or snack on campus for the four meal periods (breakfast, lunch, evening, late night meal/snack). The second part of the question asked respondents to identify how many meals per week they would purchase for each of the four meal periods if the campus dining program was reconfigured to perfectly meet their dining needs. The variance between the current and future number of times per week is the resulting increase in average transactions that could be realized in an “ideal” world. The results illustrated in the tables that follow suggest that all meals have potential to increase capture rate, with approximately one additional meal per cap during the lunch meal, in an “ideal” situation.

TABLE 13 CASCADE CAMPUS MARKET POTENTIAL

Cascade Campus	Weekly Use Now	Weekly Use After Improvement	Percentage Increase
Total (761)			
Breakfast	0.51	1.35	164.7%
Lunch	1.16	2.45	111.2%
Evening Meal	0.40	1.20	200.0%
Late Night	0.12	0.45	275.0%
Students (605)			
Breakfast	0.54	1.40	159.3%
Lunch	1.17	2.43	107.7%
Evening Meal	0.44	1.29	193.2%
Late Night	0.14	0.50	257.1%
Faculty (156)			
Breakfast	0.38	1.18	210.5%
Lunch	1.12	2.53	125.9%
Evening Meal	0.24	0.89	270.8%
Late Night	0.02	0.28	1300.0%

TABLE 14 ROCK CREEK CAMPUS MARKET POTENTIAL

Rock Creek Campus	Weekly Use Now	Weekly Use After Improvement	Percentage Increase
Total (844)			
Breakfast	0.45	1.28	184.4%
Lunch	1.14	2.42	112.3%
Evening Meal	0.35	1.07	205.7%
Late Night	0.1	0.38	280.0%
Students (661)			
Breakfast	0.45	1.36	202.2%
Lunch	1.11	2.36	112.6%
Evening Meal	0.38	1.17	207.9%
Late Night	0.11	0.43	290.9%
Faculty (183)			
Breakfast	0.45	0.97	115.6%
Lunch	1.27	2.64	107.9%
Evening Meal	0.23	0.71	208.7%
Late Night	0.05	0.20	300.0%

TABLE 15 SOUTHEAST CENTER MARKET POTENTIAL

Southeast Center	Weekly Use Now	Weekly Use After Improvement	Percentage Increase
Total (307)			
Breakfast	0.53	1.62	205.7%
Lunch	1.14	2.63	130.7%
Evening Meal	0.38	1.06	178.9%
Late Night	0.14	0.39	178.6%
Students (216)			
Breakfast	0.61	1.81	196.7%
Lunch	1.2	2.69	124.2%
Evening Meal	0.47	1.23	161.7%
Late Night	0.18	0.44	144.4%
Faculty (91)			
Breakfast	0.36	1.16	222.2%
Lunch	1.01	2.48	145.5%
Evening Meal	0.16	0.66	312.5%
Late Night	0.04	0.27	575.0%

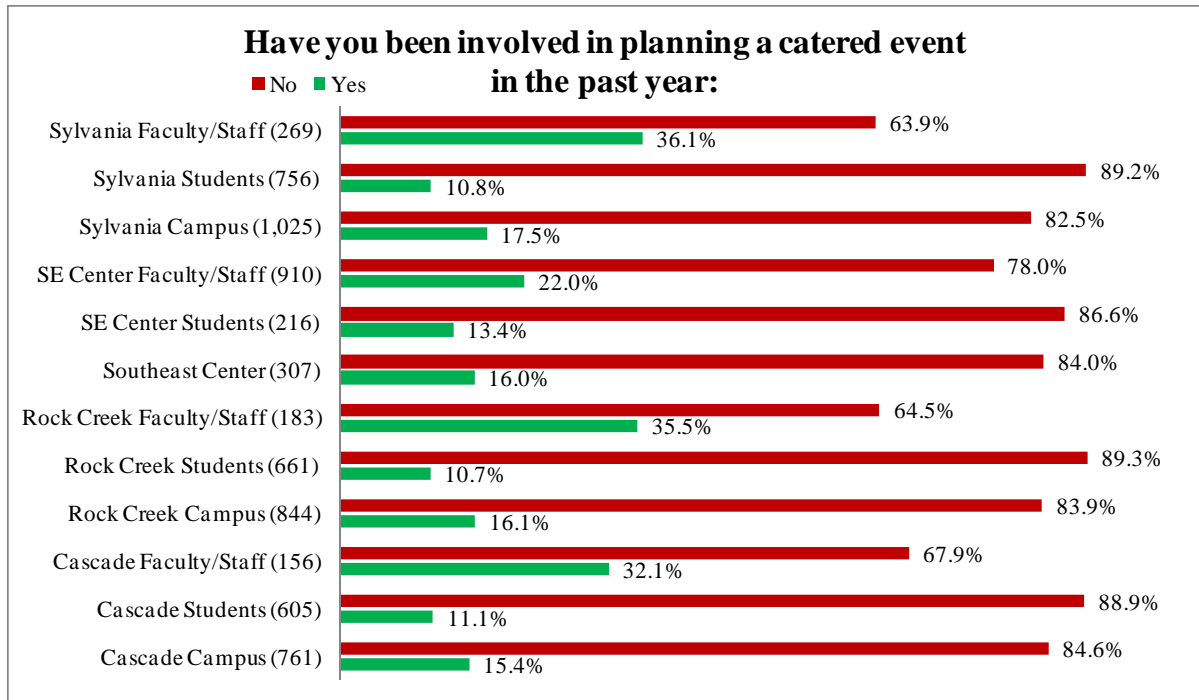
TABLE 16 SYLVANIA CAMPUS MARKET POTENTIAL

Sylvania Campus	Weekly Use Now	Weekly Use After Improvement	Percentage Increase
Total (1,025)			
Breakfast	0.48	1.31	172.9%
Lunch	1.30	2.53	94.6%
Evening Meal	0.37	1.09	194.6%
Late Night	0.08	0.38	375.0%
Students (756)			
Breakfast	0.49	1.39	183.7%
Lunch	1.29	2.53	96.1%
Evening Meal	0.43	1.29	200.0%
Late Night	0.09	0.47	422.2%
Faculty (269)			
Breakfast	0.48	1.10	129.2%
Lunch	1.32	2.54	92.4%
Evening Meal	0.19	0.55	189.5%
Late Night	0.04	0.14	250.0%

Catering

Approximately 16% of the survey respondents have been involved in planning a catered event this past year as illustrated in the chart that follows.

CHART 31: CATERED EVENT PLANNING



Some event planners are using off-campus caterers, especially at Cascade Campus and on the Southeast Center for Dinners and Large Banquets as depicted in the table that follows.

TABLE 17 WHO EVENT PLANNERS USE FOR CATERING

Catering Usage	Cascade Campus (117)	Rock Creek Campus (135)	Southeast Center (49)	Sylvania Campus (178)
Coffee Services/Beverage Breaks				
PCC Catering	29.1%	39.3%	46.9%	51.1%
Other	20.5%	14.8%	14.3%	15.7%
N/A	50.4%	45.9%	38.8%	33.1%
Box Luncheons/Sandwiches				
PCC Catering	16.2%	32.6%	32.7%	37.1%
Other	23.1%	17.8%	16.3%	15.7%
N/A	60.7%	49.6%	51.0%	47.2%
Served or Buffet Luncheons				
PCC Catering	18.8%	30.4%	30.6%	33.1%
Other	14.5%	9.6%	12.2%	9.0%
N/A	66.7%	60.0%	57.1%	57.9%
Receptions				
PCC Catering	16.2%	22.2%	24.5%	23.6%
Other	17.9%	12.6%	18.4%	10.1%
N/A	65.8%	65.2%	57.1%	66.3%
Dinners				
PCC Catering	6.8%	18.5%	12.2%	15.2%
Other	16.2%	13.3%	22.4%	8.4%
N/A	76.9%	68.1%	65.3%	76.4%
Large Banquets and Special Events				
PCC Catering	10.3%	19.3%	14.3%	16.9%
Other	14.5%	16.3%	22.4%	12.9%
N/A	75.2%	64.4%	63.3%	70.2%
Student Functions				
PCC Catering	14.5%	18.5%	14.3%	24.2%
Other	12.0%	11.9%	14.3%	7.3%
N/A	73.5%	69.6%	71.4%	68.5%

These respondents were then asked to rate fifteen statements about the catering experience using a scale of 1-10, with 1 = I completely disagree with the statement and 10 = I agree completely with the statement. Results are recapped in the table that follows.

TABLE 18 MEAN SCORE ON CATERING STATEMENTS

Catering Service Statement Scale: 1= Completely Disagree; 10 = Completely Agree	Cascade Campus (81)		Rock Creek Campus (102)		Southeast Center (39)		Sylvania Campus (143)	
	PCC Catering	Off- Campus Catering	PCC Catering	Off- Campus Catering	PCC Catering	Off- Campus Catering	PCC Catering	Off- Campus Catering
The on-site staff is professional in appearance and conduct	7.88	8.21	8.26	7.46	7.64	8.00	8.75	7.64
The caterer cleans up promptly after events and leaves the facility in good condition	7.33	7.67	8.02	7.18	7.36	7.55	8.49	7.00
The caterer provides exactly what I ordered	7.88	8.33	7.90	7.56	7.36	8.65	8.44	7.83
Service occurs efficiently without disruption to our meeting/event	7.60	8.13	7.89	7.58	7.36	8.65	8.41	7.56
The events are always delivered/set up on time	7.23	8.33	7.84	7.34	7.00	8.70	8.39	7.86
Services are available when I need them	7.26	8.44	7.66	7.70	6.84	7.95	8.11	7.73
I will continue to use this caterer for future events	7.07	8.10	7.82	6.98	6.52	8.10	8.10	7.44
It is easy to get in touch with the right person when placing orders	7.67	8.48	7.73	7.50	6.96	8.30	7.98	7.86
The catering service is flexible in working with my changing needs	7.26	8.15	7.24	7.30	6.20	8.25	7.93	7.73
The quantity of the food/beverage provided meets my expectations	7.33	8.67	7.23	7.60	7.00	8.80	7.86	7.91
I can make all of my arrangements with a single phone call	7.19	8.13	7.16	7.42	6.28	8.25	7.86	7.73
The quality of the food/beverage meets my expectations	7.09	8.35	6.98	7.36	6.44	8.55	7.77	7.89
The campus facilities I use for catered events are adequate to meet my needs	6.44	6.88	6.85	6.38	5.60	7.60	7.46	6.47
The menu options available for me to select from are appropriate and offer enough variety for my catered event	6.14	8.29	6.37	7.04	5.56	8.05	7.05	7.81
A good value is received for the price paid	6.07	7.65	6.19	7.06	5.60	8.40	6.79	7.47

The results suggest that Cascade Campus and Southeast Center catering services scored lower than its competitors did in all categories. Rock Creek and Sylvania performed better in some categories than their competitor did, but still have opportunities in other categories including but not limited to the quality and quantity of food provided and receiving a good value for the price paid.

Vending

All survey participants were asked to rate eight statements regarding the campus-vending program. The following tables indicate the results by campus. If a respondent rated “*It offers snacks that I prefer to eat*”, “*It offers beverages that I prefer to drink*”, “*It offers foods that I prefer to eat*”, or “*It offers healthy food and beverage options*” with a 5 or less, they received a follow-up question to indicate why they disagreed with these statements. The verbatim responses generally revolved around the lack of healthy offerings including fruit juice, tea, dried fruits, nuts, trail mix, fresh fruits, organic foods, microwavable meals, etc. Generally speaking, many expressed a desire for low fat, low carbohydrate foods with natural ingredients. A complete list of comments by question, by campus, is provided in Appendix C. Please note that many survey respondents indicated that they were on multiple campuses during the week; therefore, their comments will be repeated for each campus.

TABLE 19 MEAN SCORE FOR CASCADE CAMPUS VENDING STATEMENTS

Vending Statements Scale: 1=Completely Disagree, 10=Completely Agree	Cascade Campus (419)	Cascade Students (341)	Cascade Faculty/Staff (78)
Labels of vending items are facing forward so that they are easy to read	7.89	7.94	7.68
Machines are stocked with products when I use the machines	6.90	6.88	6.97
It offers beverages that I prefer to drink	4.97	4.84	5.54
I can easily obtain a refund when vending machines are not working properly	4.73	4.75	4.65
It offers snacks that I prefer to eat	4.66	4.61	4.87
The pricing is fair and offers a good value	4.61	4.65	4.40
It offers foods that I prefer to eat	3.63	3.60	3.74
It offers healthy food and beverage options	3.48	3.51	3.35

TABLE 20 MEAN SCORE FOR ROCK CREEK CAMPUS VENDING STATEMENTS

Vending Statements Scale: 1=Completely Disagree, 10=Completely Agree	Rock Creek Campus (541)	Rock Creek Students (450)	Rock Creek Faculty/Staff (91)
Labels of vending items are facing forward so that they are easy to read	7.93	8.00	7.59
Machines are stocked with products when I use the machines	6.63	6.66	6.46
It offers beverages that I prefer to drink	5.71	5.92	4.64
It offers snacks that I prefer to eat	5.09	5.34	3.85
The pricing is fair and offers a good value	4.61	4.78	3.75
I can easily obtain a refund when vending machines are not working properly	4.47	4.54	4.10
It offers foods that I prefer to eat	4.08	4.38	2.62
It offers healthy food and beverage options	3.77	3.98	2.70

TABLE 21 MEAN SCORE FOR SOUTHEAST CENTER VENDING STATEMENTS

Vending Statements Scale: 1=Completely Disagree, 10=Completely Agree	Southeast Center (188)	Southeast Center Students (141)	SE Center Faculty/Staff (47)
Labels of vending items are facing forward so that they are easy to read	7.86	7.85	7.89
Machines are stocked with products when I use the machines	6.76	6.74	6.81
It offers beverages that I prefer to drink	5.37	5.67	4.47
It offers snacks that I prefer to eat	5.02	5.40	3.87
The pricing is fair and offers a good value	4.59	4.94	3.51
I can easily obtain a refund when vending machines are not working properly	4.68	4.64	4.81
It offers healthy food and beverage options	3.63	3.82	3.06
It offers foods that I prefer to eat	4.16	4.49	3.17

TABLE 22 MEAN SCORE FOR SYLVANIA CAMPUS VENDING STATEMENTS

Vending Statements Scale: 1=Completely Disagree, 10=Completely Agree	Sylvania Campus (590)	Sylvania Students (454)	Sylvania Faculty/Staff (136)
Labels of vending items are facing forward so that they are easy to read	8.05	8.10	7.87
Machines are stocked with products when I use the machines	7.23	7.28	7.09
It offers beverages that I prefer to drink	5.29	5.39	4.97
It offers snacks that I prefer to eat	5.24	5.42	4.62
The pricing is fair and offers a good value	4.73	4.89	4.18
I can easily obtain a refund when vending machines are not working properly	4.72	4.73	4.68
It offers healthy food and beverage options	4.12	4.23	3.76
It offers foods that I prefer to eat	4.11	4.24	3.68

Water Stations

All survey participants were asked if they would bring a reusable beverage container, if PCC provided conveniently located filtered water stations on campus. Approximately 90% indicated that they would do this as illustrated in the chart that follows.

CHART 32: LIKELIHOOD TO USE FILTERED WATER STATIONS

