

# DiningStyles Fall 2021 Survey

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## Research Brief & Questionnaire

Initial Survey: 53 Questions

Proposed Survey: 22-34 Questions

## Block 1: Screeners

1. Thank you for your interest in this research.

Please note that your responses to this survey are subject to our [privacy policy](#). Additionally, please see our FAQ [here](#) for any assistance you may need while taking the survey.

First, we'd like to ask some questions about you.

Please type and select your college or university from the list below:

	SELECT ONE
1	Typing Bar with University Selection

2. Which of the following best describes you?

	SELECT ONE
1	1st year student
2	2nd year student
3	3rd year student
4	4th year student
5	5th year student
6	Graduate student
7	Faculty
8	Employee
9	Other (please specify)

### Ask if Q2=College Student or Other

3. Which of the following best describes your current university status?

	SELECT ONE
1	On-campus with fully in-person classes
2	On-campus with hybrid (in-person and online) classes
3	On-campus with fully online classes
4	Off-campus with fully in-person classes
5	Off-campus with hybrid (in-person and online) classes
6	Off-campus with fully online classes

### Ask if Q2=College Student or Other

4. Where do you live?

	SELECT ONE
1	On-Campus
2	Off-Campus (walking distance)
3	Off-Campus (drive or take public transportation)

**Ask if Q2=College Student or Other**

5. Do you expect that you will be attending this university next year?

	SELECT ONE
1	Yes
2	No

**Block 2: Satisfaction**

6. Now we would like to ask you some questions about your dining experiences.

Overall, how would you rate your campus dining program?

	SELECT ONE
1	Excellent
2	Good
3	Average
4	Poor
5	Terrible

7. Why would you rate your satisfaction as \${6/SelectedChoicesRecode}?

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8. How would you rate the value you receive when dining on campus?

	SELECT ONE
1	Excellent value
2	Good value
3	Average value
4	Poor value
5	Terrible value

**Ask if Q8=Poor or Terrible**

9. Why do you rate the value of dining on campus **poorly**?

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10. Which statement below best describes how you value a meal?

	SELECT ONE
1	Value to me is about how much I pay
2	Value to me is about how much food I receive
3	Value to me is about the quality of the food
4	Value to me is about the overall experience
5	I do not care about value

11. Thinking about your campus dining program, how would you rate each of the following?

	SELECT ONE PER ROW	Excellent	Good	Average	Poor	Terrible	N/A or Don't Know
1	Food Quality						
2	Food Variety						
3	Availability of Nutrition Information						
4	Availability of Ingredient and/or Allergen Information						
5	Availability of Healthy Options						
6	Price/Value						
7	Availability of Special Dietary Options to fit my personal needs						
8	Freshness of Food						
9	Affordability						
10	Made from Organically or Sustainably Sourced Products						

12. Still thinking about your campus dining program, how would you rate each of the following?

	SELECT ONE PER ROW	Excellent	Good	Average	Poor	Terrible	N/A or Don't Know
1	Convenience						
2	Welcoming/Friendly Staff						
3	Knowledgeable/Helpful Staff						
4	Speed of Service						
5	Cleanliness						
6	Hours of Operation						
7	Place to Socialize						
8	Comfortable Dining Experience						

13. How many meals would you like to have from each of the following options per week?

	SELECT ONE	0 Times/Week	1-2 Times/Week	3-5 Times/Week	6-9 Times/Week	10+ Times/Week
1	Dining in at a restaurant					
2	Ordering take-out					
3	Ordering delivery					
4	Cooking at home					

### Block 3: Dining Habits

14. Which of the following dining locations on-campus have you visited frequently this semester/quarter?

	SELECT ALL THAT APPLY [RANDOMIZE] [ALPHABETICAL]
1	
2	
3	
4	
5	

---- Randomly choose one of the selected dining locations from Q14

Now we would like you to think about the last time you ate at \${e://Field/SELECTED\_OUTLET}.

15. How satisfied were you with the **specific food** you ordered at \${e://Field/SELECTED\_OUTLET}?

	SELECT ONE
1	Extremely satisfied
2	Somewhat satisfied
3	Neither satisfied nor dissatisfied
4	Somewhat dissatisfied
5	Extremely dissatisfied

16. What changes would you like to see \${e://Field/SELECTED\_OUTLET} make to improve your dining experience?

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### Block 4: Dining Plan Participation

17. Which of the following best describes your **current participation** in your school's dining plan?

	SELECT ONE
1	I am required to participate in the dining plan
2	I participate in the dining plan although it is not required
3	I do not participate in a dining plan although one is offered
4	I do not participate in a dining plan and am not sure it is offered

**Ask if Q17=2**

18. What research or information did you receive that led you to purchase a dining plan?

	SELECT ALL THAT APPLY
1	Dining service website
2	Campus presentation or orientation
3	Talked to a friend or fellow student
4	Social media
5	On-Campus signage or posters
6	Email from university
7	Mailer from university
8	My parents or family members researched meal plans
9	Other (please specify)
10	None of the above

**Skip if Q5=No**

19. How likely are you to purchase a dining plan next year?

	SELECT ONE
1	Definitely will buy
2	Probably will buy
3	Might or might not buy
4	Probably will not buy
5	Definitely will not buy

**Ask if Q19=Definitely will buy**

20. Are you required by your school to purchase a dining plan next year?

	SELECT ONE
1	Yes
2	No

**Ask if Q19=3, 4, or 5**

21. Which of the following is the biggest barrier to you purchasing a dining plan next year?

	SELECT ONE
1	It is no longer mandatory
2	It is too expensive
3	I don't like the meal plan options available
4	I cannot customize my meal plan (e.g., ability to choose the number of meals and flex dollars)
5	It doesn't include campus dining locations I like
6	I don't like the quality of food on campus
7	I moved off campus/don't spend enough time on campus
8	I am tired of the options on campus
9	The meal program changed and no longer fits my needs
10	The menu options available do not fit my dietary needs (e.g., food allergy, intolerance, preference, or lifestyle)
11	Graduating
12	Other (please specify)

**Skip if Q5=No and/or Q21=Graduating**

22. Which of these, if any, would make you more likely to purchase a dining plan in the future?

	SELECT ALL THAT APPLY
1	Delivery using your meal plan
2	Ability to donate meal swipes to students in need
3	Meal plans that offer member rewards (e.g., points, credits)
4	Ability to use meal swipes at more locations
5	Expanded hours of operation
6	Featuring local restaurants on campus
7	Increased food quality
8	Increased Grab-N-Go meals for a meal swipe
9	More convenient locations on campus
10	More Made to Order options at Dining Halls
11	Ability to use my meal plan off campus
12	Meal kits that come with my meal plan for at-home cooking
13	Subscription meal plan that allows me to pay monthly for the plan I need
14	Allow meals swipes to roll over
15	Increased menu variety or customization to fit my personal dietary needs
16	Other (please specify)
17	None of these

## Block 5: Attitudes + Branch

23. Do you adhere to any dietary plans or restrictions?

	SELECT ALL THAT APPLY
1	Food allergies or intolerances
2	Special dietary lifestyle for personal preference or religious reasons
3	None of the above

Ask if Q23=1

24. Which of the following food allergies or intolerances do you have?

	SELECT ALL THAT APPLY
1	Milk
2	Eggs
3	Peanuts
4	Tree nuts
5	Fish
6	Shellfish
7	Soy
8	Wheat/Gluten
9	Sesame
10	Other (please specify)
11	None of the above

Ask if Q23=2

25. Which of the following special dietary lifestyles do you follow for personal preference or religious reasons?

	SELECT ALL THAT APPLY
1	Vegetarian
2	Pescatarian
3	Vegan
4	Atkins
5	Low-FODMAP
6	Halal
7	Kosher
8	Paleo/Primal
9	Ketogenic
10	GMO-Free
11	Whole 30
12	Mediterranean
13	Plant-based
14	Other (please specify)
15	None of the above



**Ask if Q23=1 or 2**

26. How satisfied are you with the ease of communicating your dietary needs or questions to dining staff members (e.g., manager, chef, employee, or dietitian)?

	SELECT ONE
1	Extremely satisfied
2	Somewhat satisfied
3	Neither satisfied nor dissatisfied
4	Somewhat dissatisfied
5	Extremely dissatisfied

27. Which of the following sustainability and social initiatives, if any, are most important to you? **Select up to 2 initiatives.**

	SELECT ALL THAT APPLY
1	Reducing single-use plastics (e.g. straws, water bottles, bags)
2	Recycling and composting
3	Addressing food insecurity
4	Energy and water conservation
5	Sustainable purchasing and sustainable foods
6	Environmentally friendly cleaning products
7	Sustainability education, events, and programming
8	Donating of surplus food
9	Reducing food waste
10	Volunteering in my local community
11	Vegan, vegetarian or plant-forward menu options
12	Reducing greenhouse gas emissions to address climate change
13	Ensuring safe work environments
14	Supporting small, local, and diverse suppliers
15	Supporting workforce diversity and inclusion
16	Other (please specify)
17	None of the above

--- Randomly assign respondents to one of 2 blocks: Health and Wellness or Campus Dining Recommendations

## Block 6: Health and Wellness

28. When looking for a healthy meal option, what are your top priorities?

	SELECT ALL THAT APPLY
1	Variety of fresh fruits and vegetables
2	Plant Forward options
3	Vegan/Vegetarian
4	Low calories, saturated fat, and/or sodium
5	Lean proteins
6	Made with whole grains
7	High protein
8	Locally sourced
9	Organic
10	No additives, preservatives, or MSG
11	Fresh or made to order
12	Other (please specify)

29. When thinking of mental wellbeing, which of the following is most important to you?

	SELECT ALL THAT APPLY
1	Mindful eating & diet
2	Physical activity/exercise
3	Relaxation
4	Adequate Sleep
5	Deep breathing
6	Meditation
7	Practicing gratitude
8	Taking a break
9	Other (please specify)
10	I do not apply these types of practices

### Block 7: Campus Dining Recommendations

30. Think about your Campus Food Provider as it is today, and then move the slider closest to the characteristic that best describes them: [RANDOMIZE]

MORE	←	→	MORE
Stable			Anxious
Tough-Minded			Like-Minded
Connected			Detached
Practical			Imaginative
Precise			Flexible

31. Now, imagine what your ideal Campus Food Provider would be like, and then move the slider closest to the characteristic that best describes them: [RANDOMIZE]

MORE	←	→	MORE
Stable			Anxious
Tough-Minded			Like-Minded
Connected			Detached
Practical			Imaginative
Precise			Flexible

### Block 9: Final & Opt-In

32. If you have any additional comments on the topics addressed in this survey, please let us know in the space below:

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33. Would you like to participate in future market research studies on campus?

Please see our privacy policy [here](#).

	SELECT ONE
1	Yes
2	No

34. Would you like to receive information about campus programs and services, promotional offers, and health and wellness news you can use from our chefs, dietitians, and other nutrition experts?

Please see our privacy policy [here](#).

	SELECT ONE
1	Yes
2	No

**Ask if Q33 or Q34 = Yes**

35. Please provide your email address and name:

Please see our privacy policy [here](#).

	Open Ended Form
Email Address	
First Name	
Last Name	

36. Thank you for your participation in this research, we are offering a sweepstakes to people who answered this survey. Would you like to be entered into a sweepstakes?

Please see our Sweepstakes Terms & Conditions [here](#).

	SELECT ONE
1	Yes
2	No

Thank you for your time and feedback!