

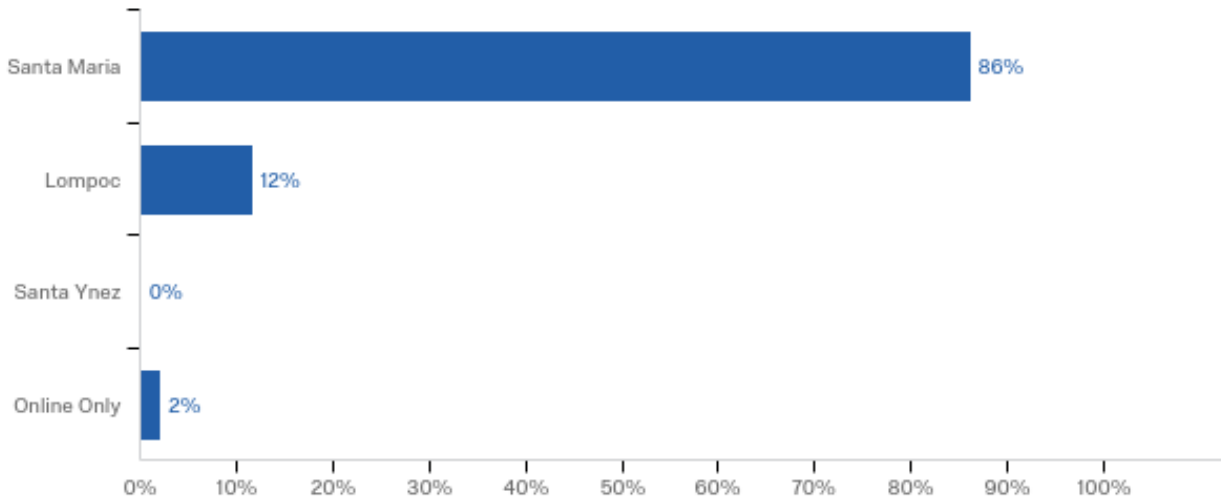
Introduction

The Associated Student Body Government (ASBG) requested a food survey to assess students' food purchasing behavior on campus as it related to food quality, selection, pricing, service, operational hours, and location.

The survey was sent to student emails via the RAVE system and a message was posted on the myHancock and Canvas portals. There were 1,131 students who responded to the survey.

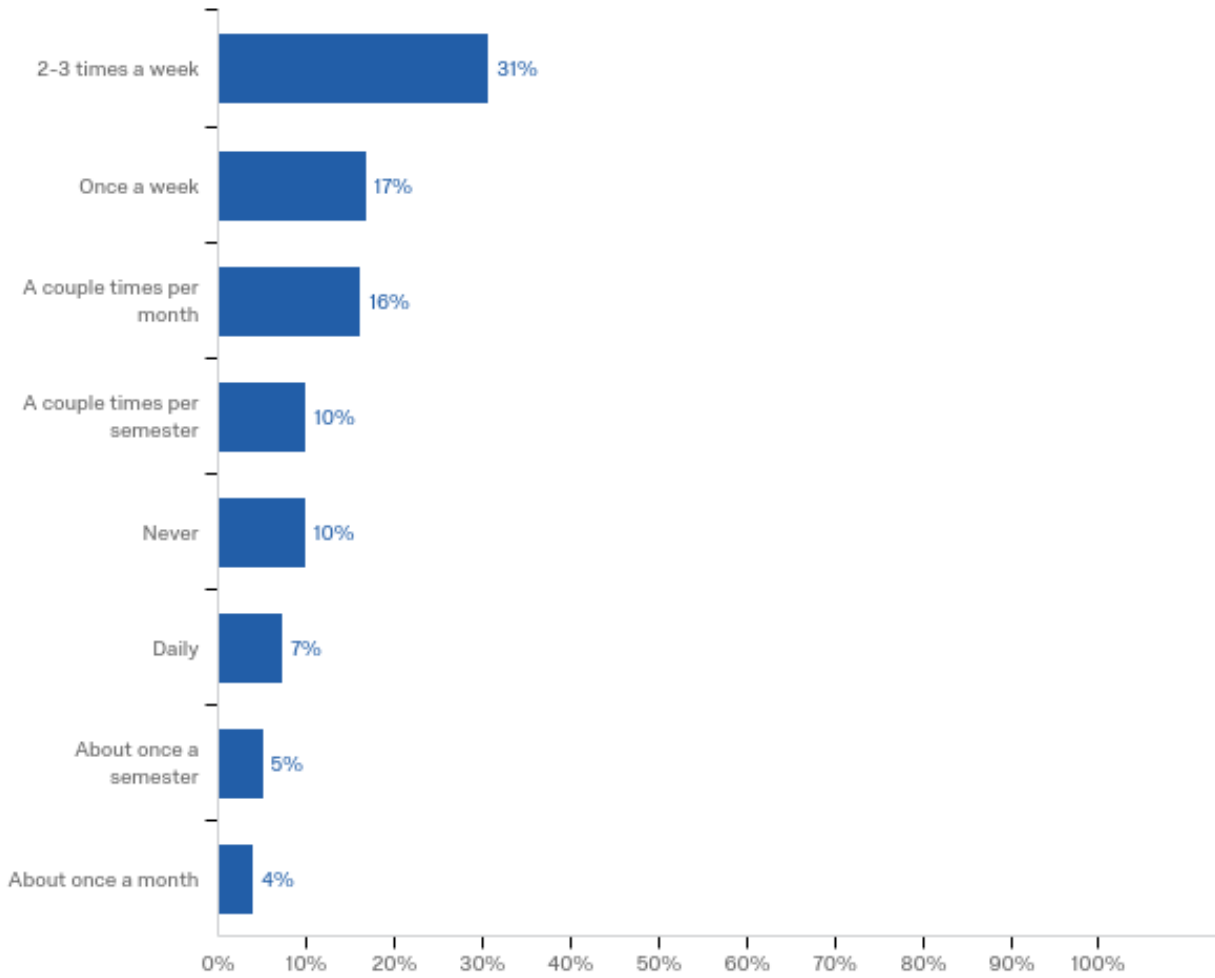
Data Results

What campus do you primarily attend?



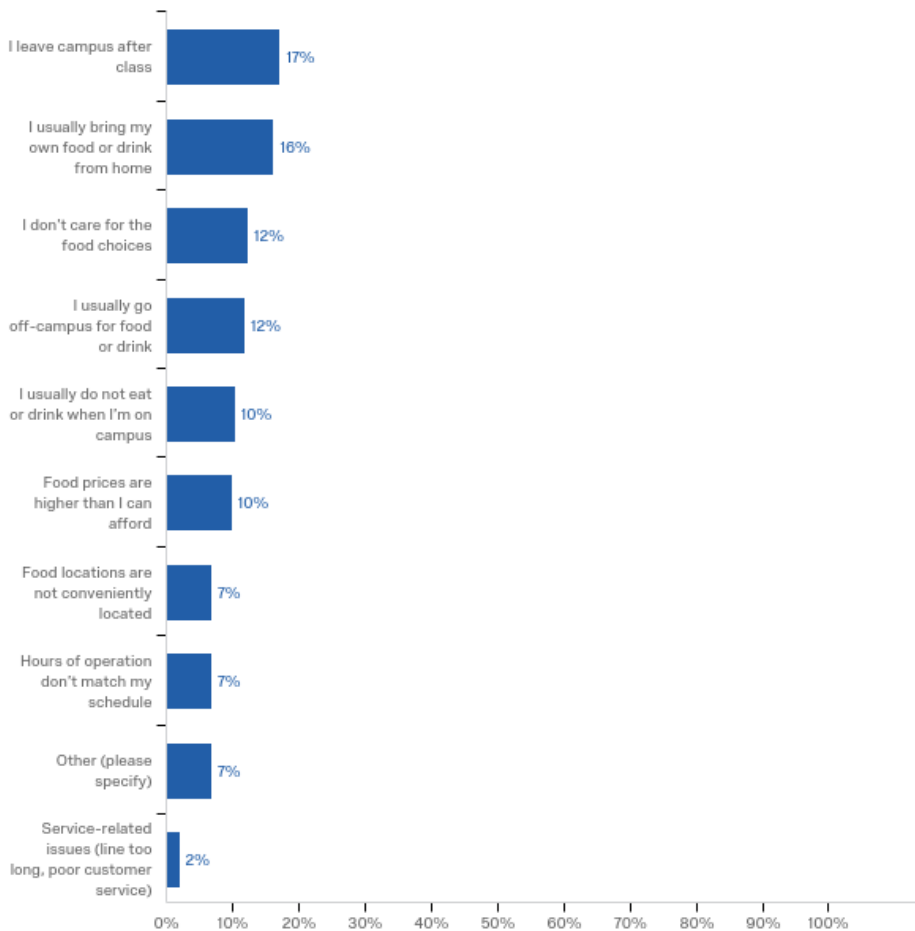
#	Answer	%	Count
	Total	100%	1131
1	Santa Maria	86%	975
2	Lompoc	12%	131
3	Santa Ynez	0%	1
4	Online Only	2%	24

How often do you purchase food on campus?



#	Answer	%	Count
353	Daily	7%	80
354	2-3 times a week	31%	334
355	Once a week	17%	182
356	A couple times per month	16%	176
357	About once a month	4%	44
358	A couple times per semester	10%	108
359	About once a semester	5%	55
360	Never	10%	107
	Total	100%	1086

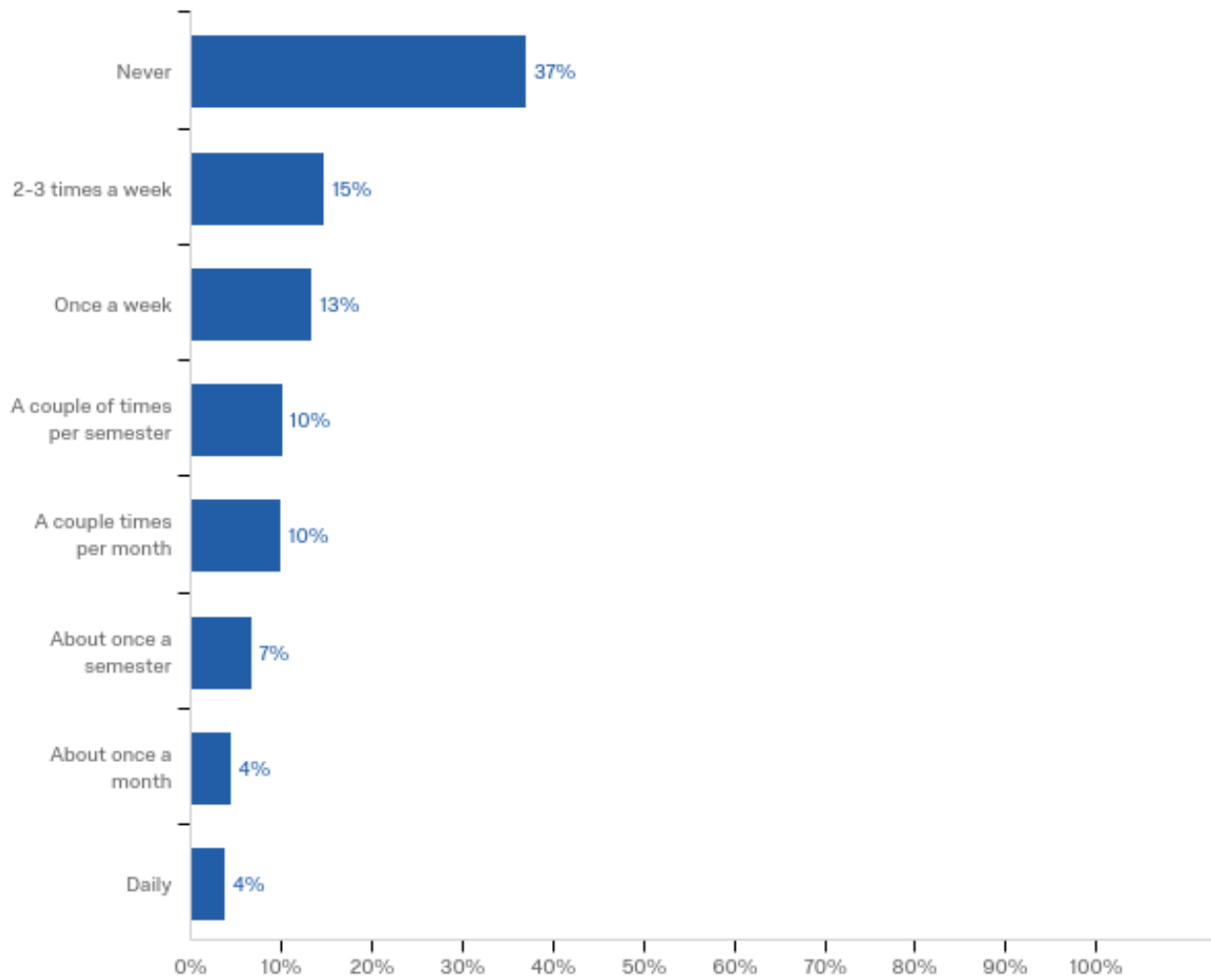
Please tell us why you never purchase food on campus (choose all that apply).



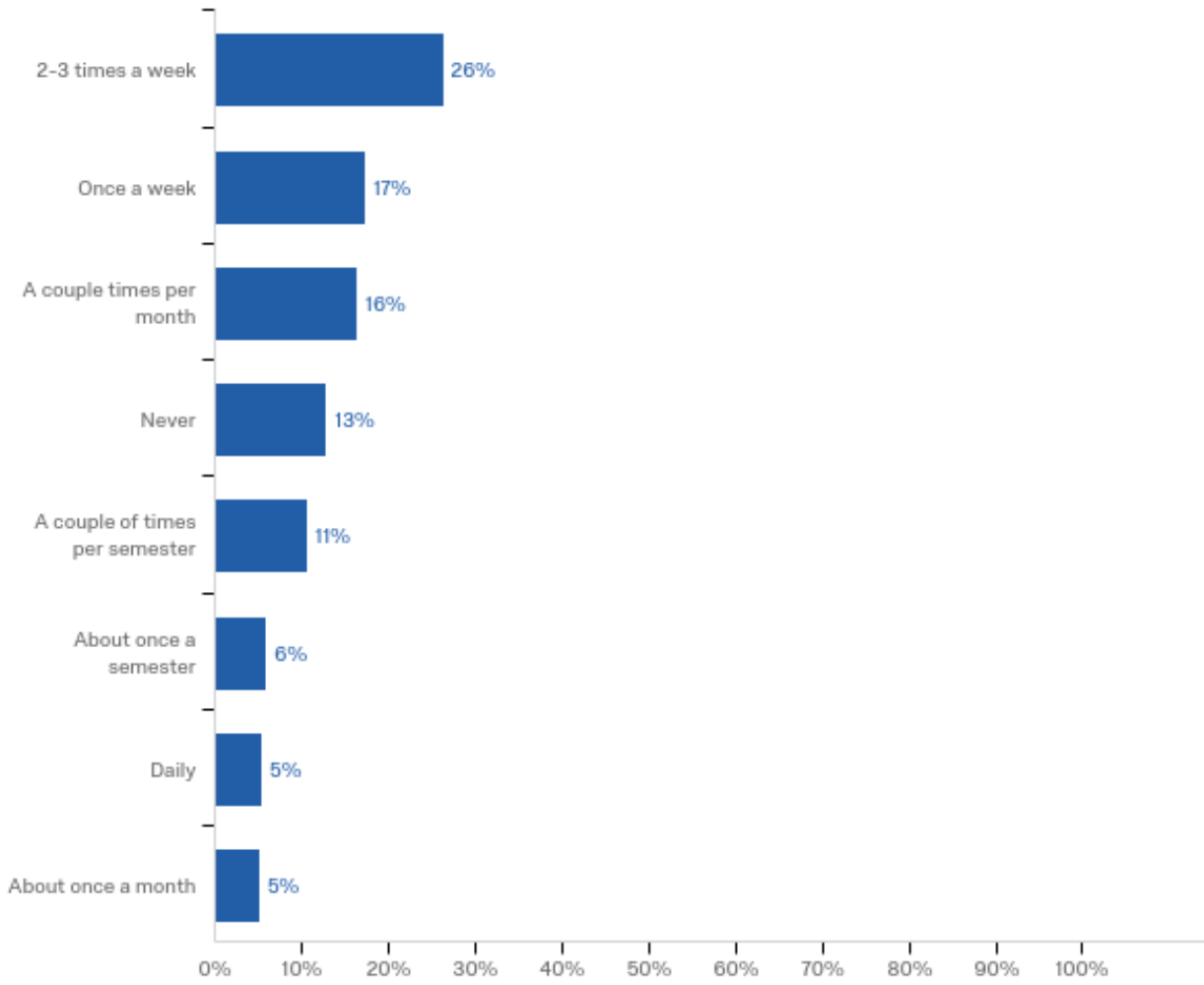
#	Answer	%	Count
	Total	100%	103
1	I leave campus after class	34%	35
7	I usually bring my own food or drink from home	32%	33
3	I don't care for the food choices	24%	25
8	I usually go off-campus for food or drink	23%	24
9	I usually do not eat or drink when I'm on campus	20%	21
4	Food prices are higher than I can afford	19%	20
2	Food locations are not conveniently located	14%	14
10	Other (please specify)	14%	14
6	Hours of operation don't match my schedule	14%	14
5	Service-related issues (line too long, poor customer service)	4%	4

How often do you purchase the following food items on campus?

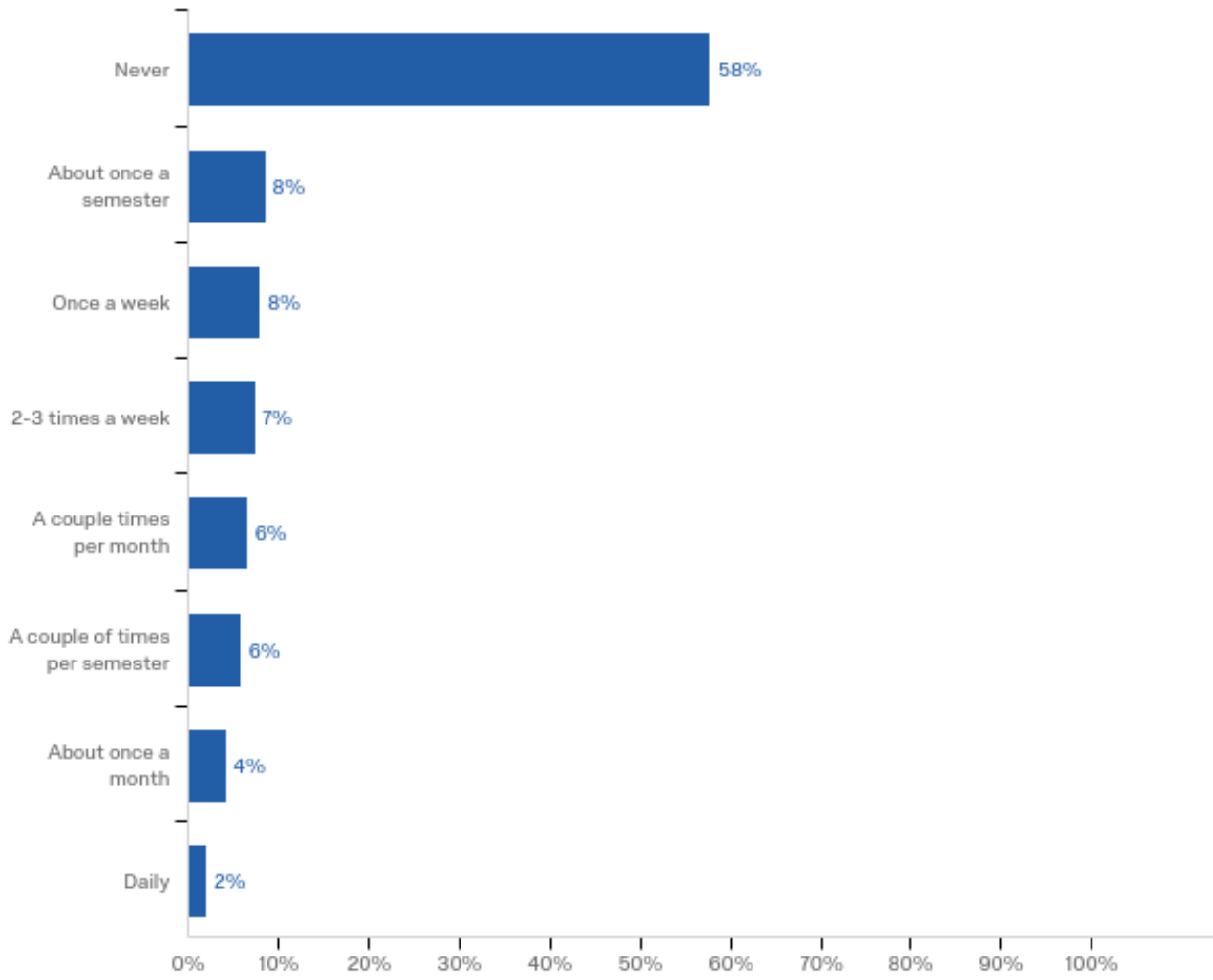
Breakfast



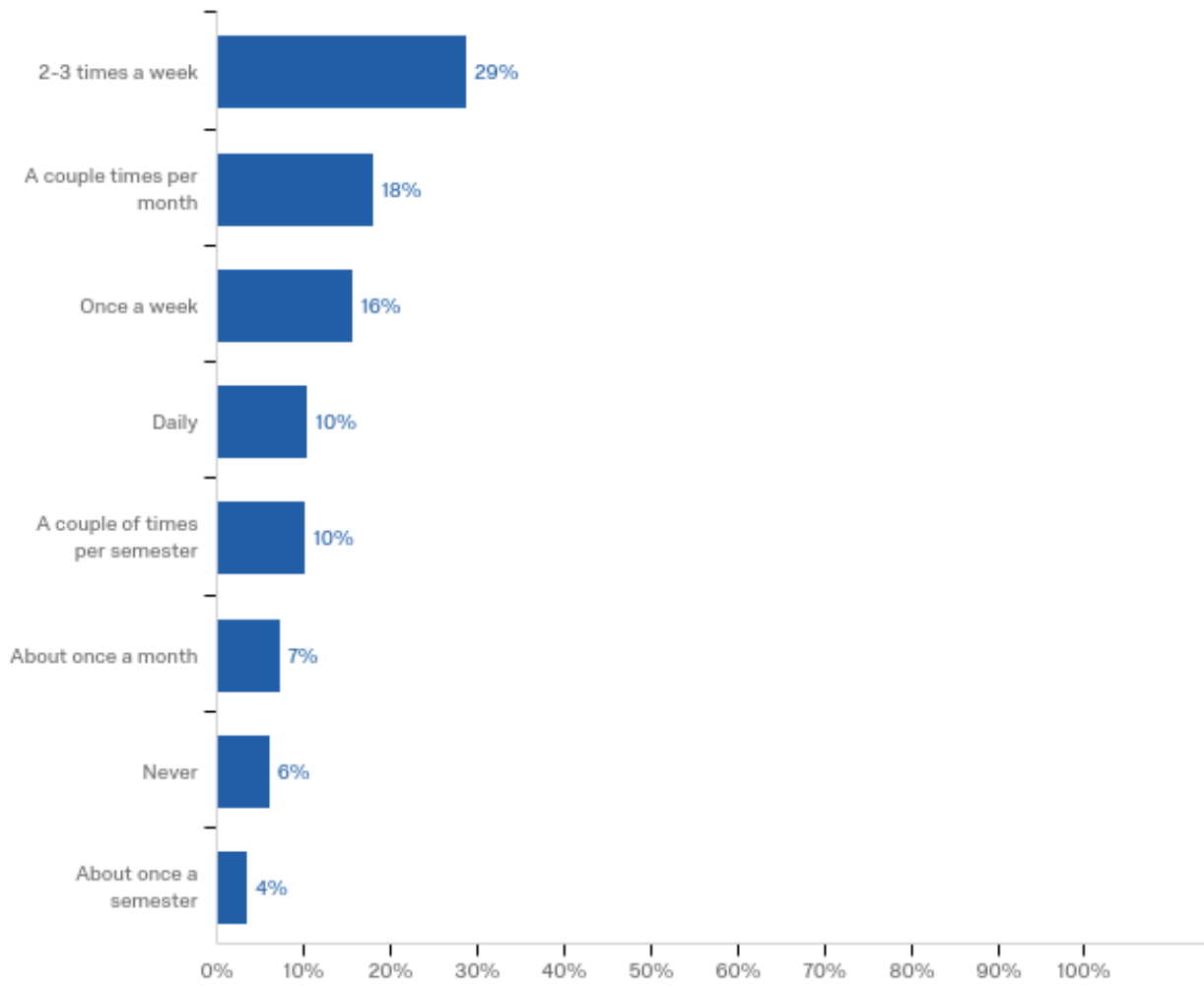
Lunch



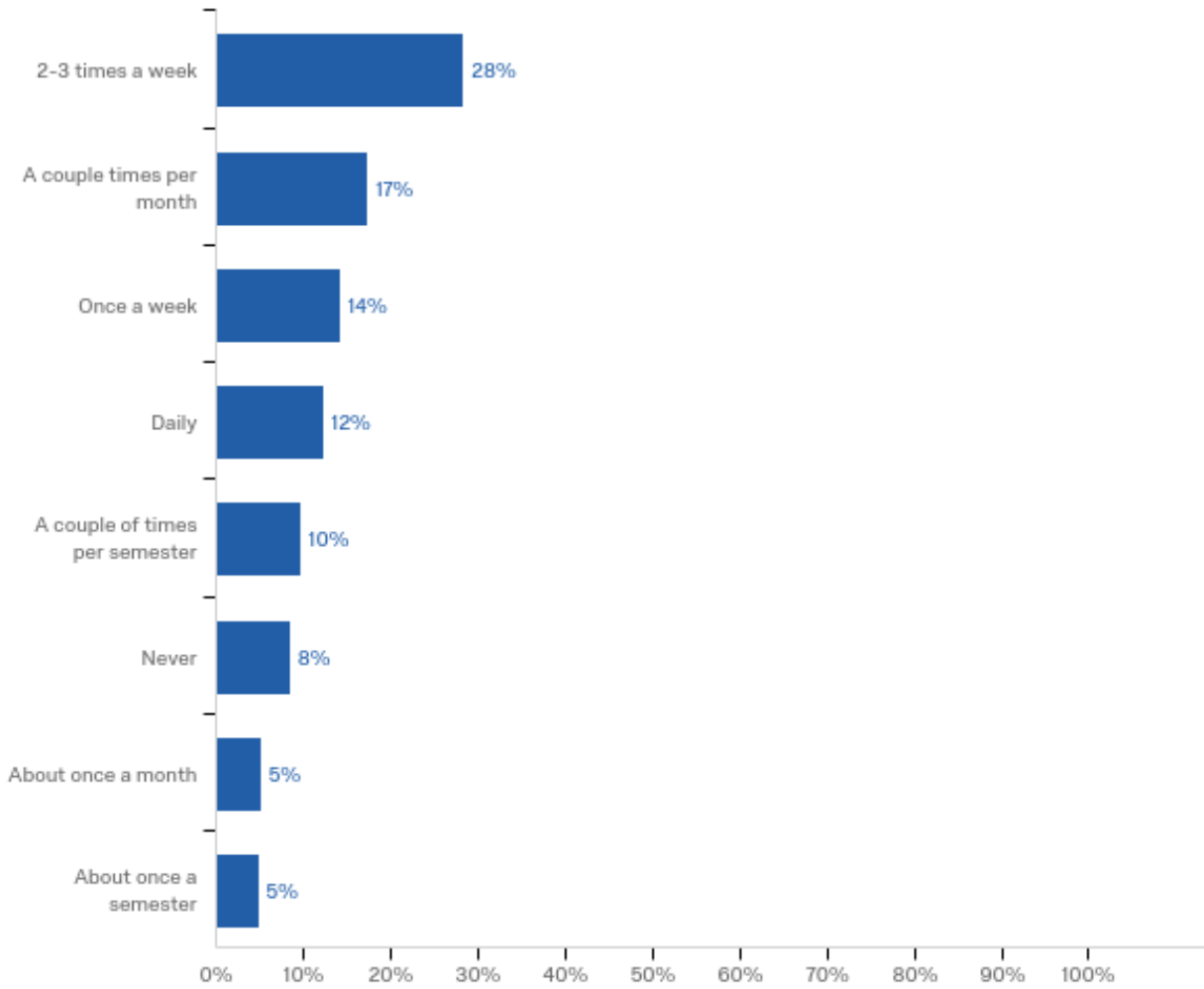
Dinner



Snacks

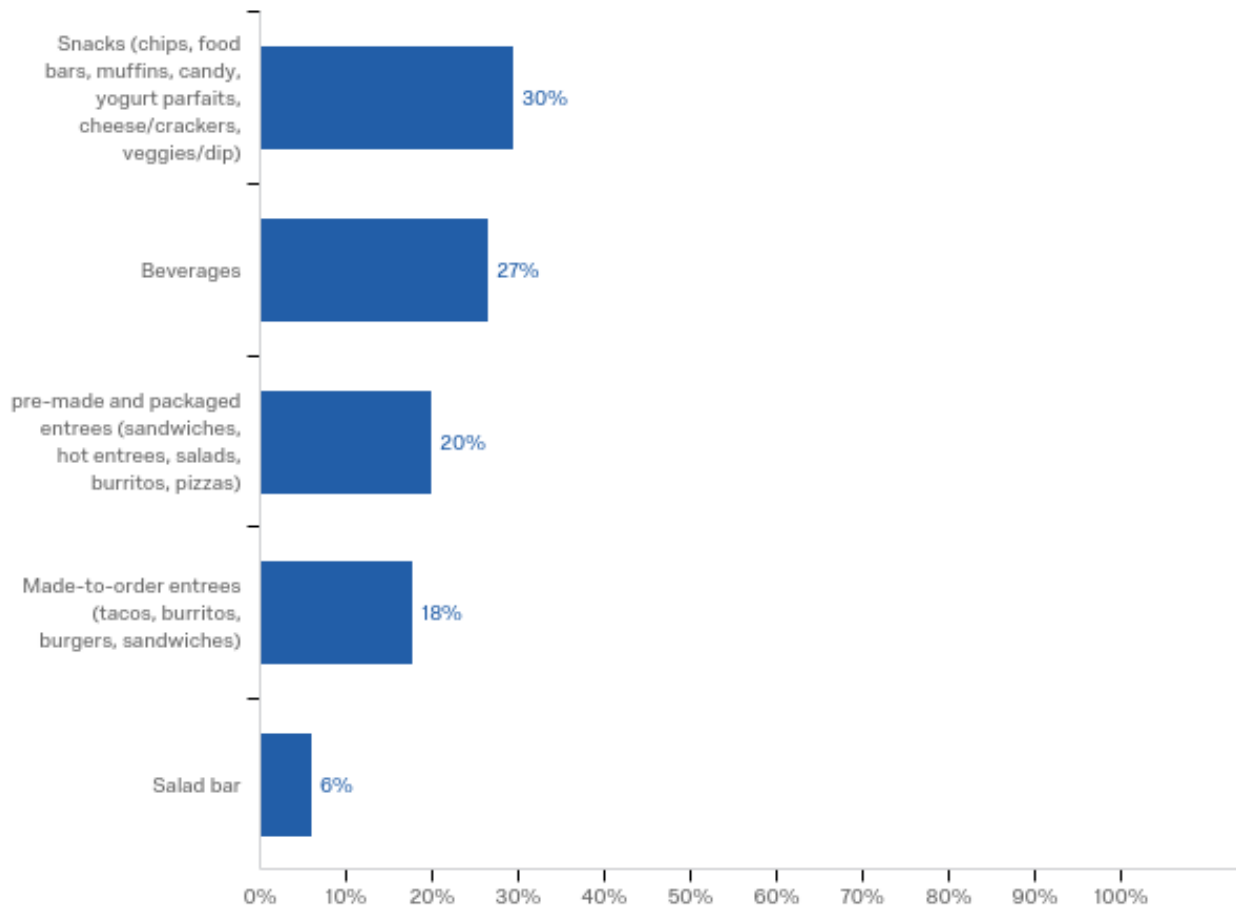


Beverages



Question	Daily		2-3 times a week	Once a week		A couple times per month		About once a month		A couple of times per semester		About once a semester		Never		Total	
Breakfast	4%	25	15%	97	13%	88	10%	65	4%	29	10%	66	7%	44	37%	244	658
Lunch	5%	40	26%	194	17%	128	16%	121	5%	38	11%	78	6%	44	13%	95	738
Dinner	2%	12	7%	44	8%	48	6%	39	4%	25	6%	35	8%	51	58%	349	603
Snacks	10%	74	29%	204	16%	111	18%	128	7%	52	10%	72	4%	25	6%	43	709
Beverages	12%	84	28%	195	14%	97	17%	119	5%	35	10%	66	5%	33	8%	58	687

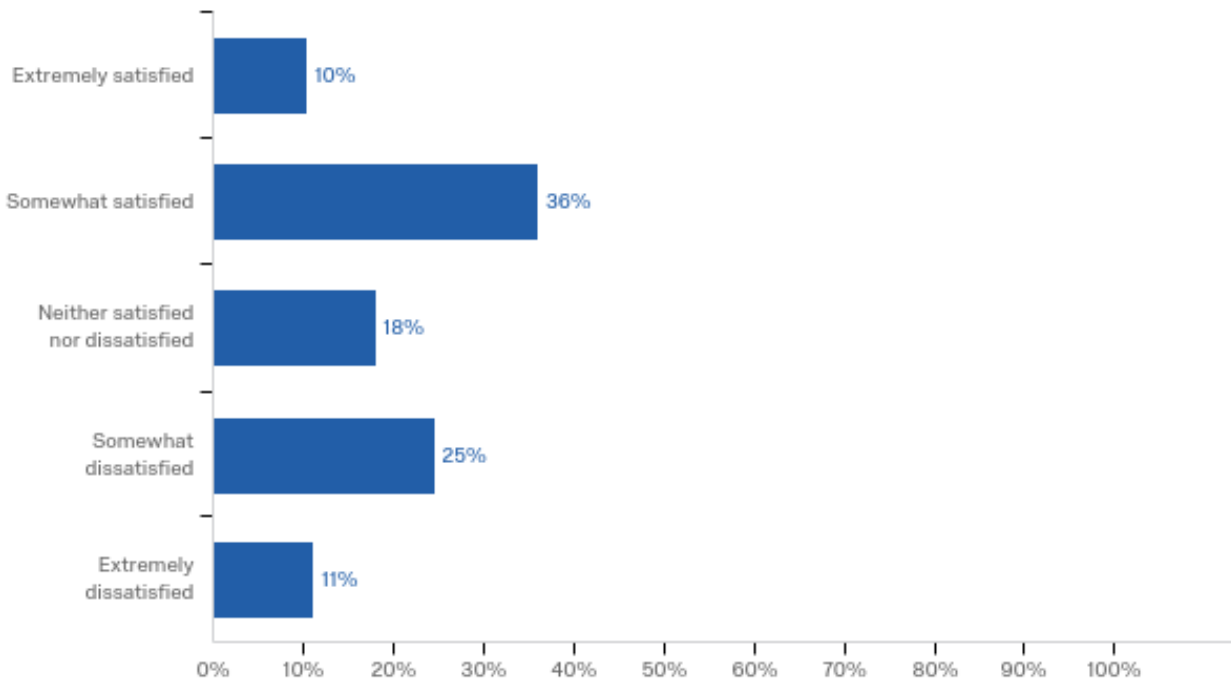
What items do you primarily purchase from food service on campus (Student Center Cafe, Starry Sky, and vending machines) (choose all that apply)?



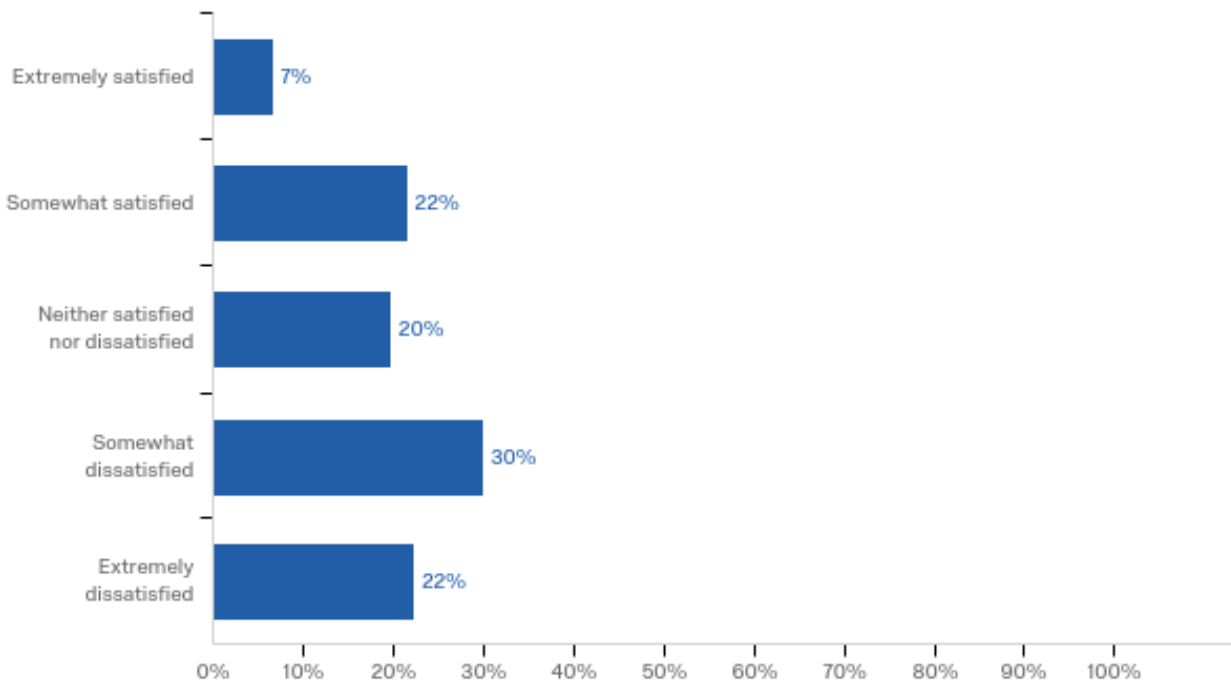
#	Answer	%	Count
1	Made-to-order entrees (tacos, burritos, burgers, sandwiches)	47%	374
2	pre-made and packaged entrees (sandwiches, hot entrees, salads, burritos, pizzas)	53%	420
3	Salad bar	16%	126
4	Snacks (chips, food bars, muffins, candy, yogurt parfaits, cheese/crackers, veggies/dip)	78%	619
5	Beverages	71%	558
	Total	100%	791

Overall, how satisfied are you with the following food options on campus?

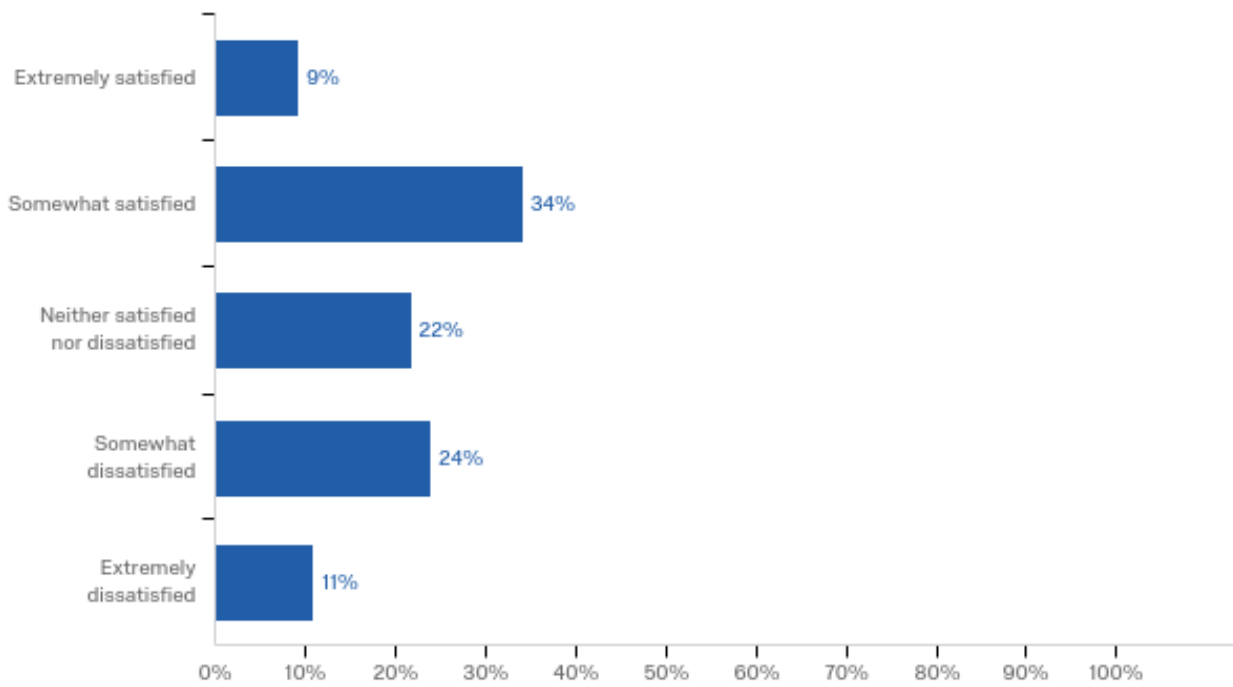
Variety of food choices



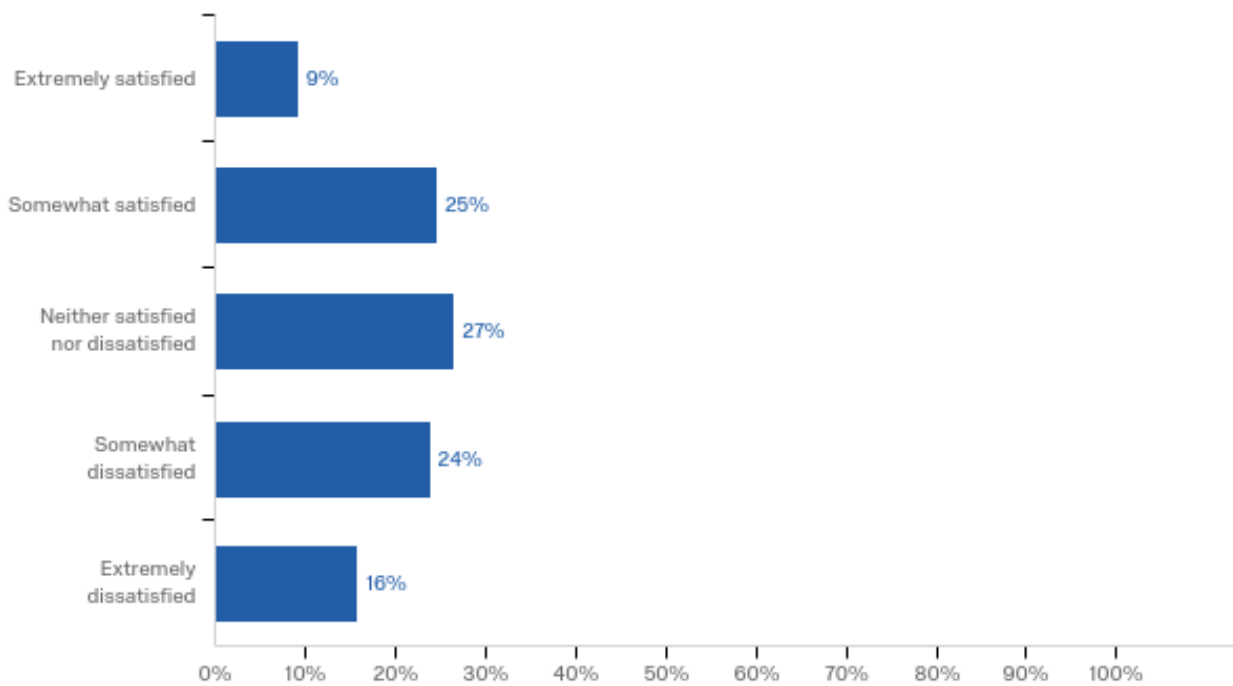
Affordable food choices



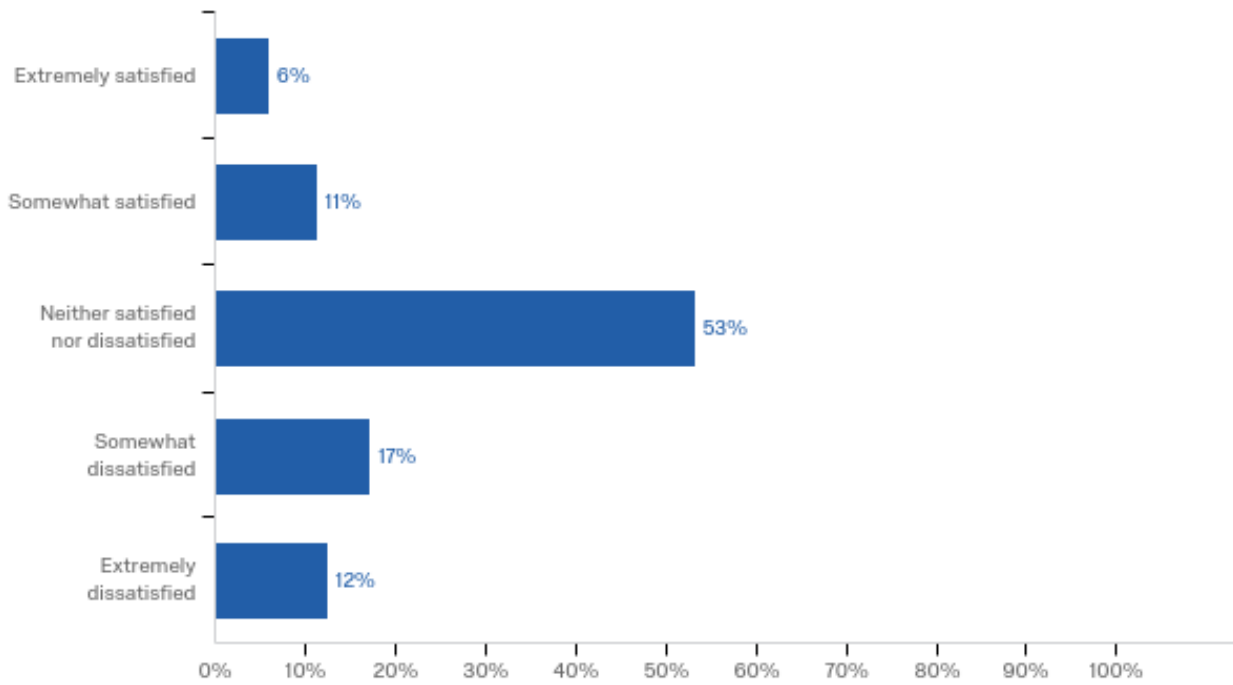
Quality of the food choices



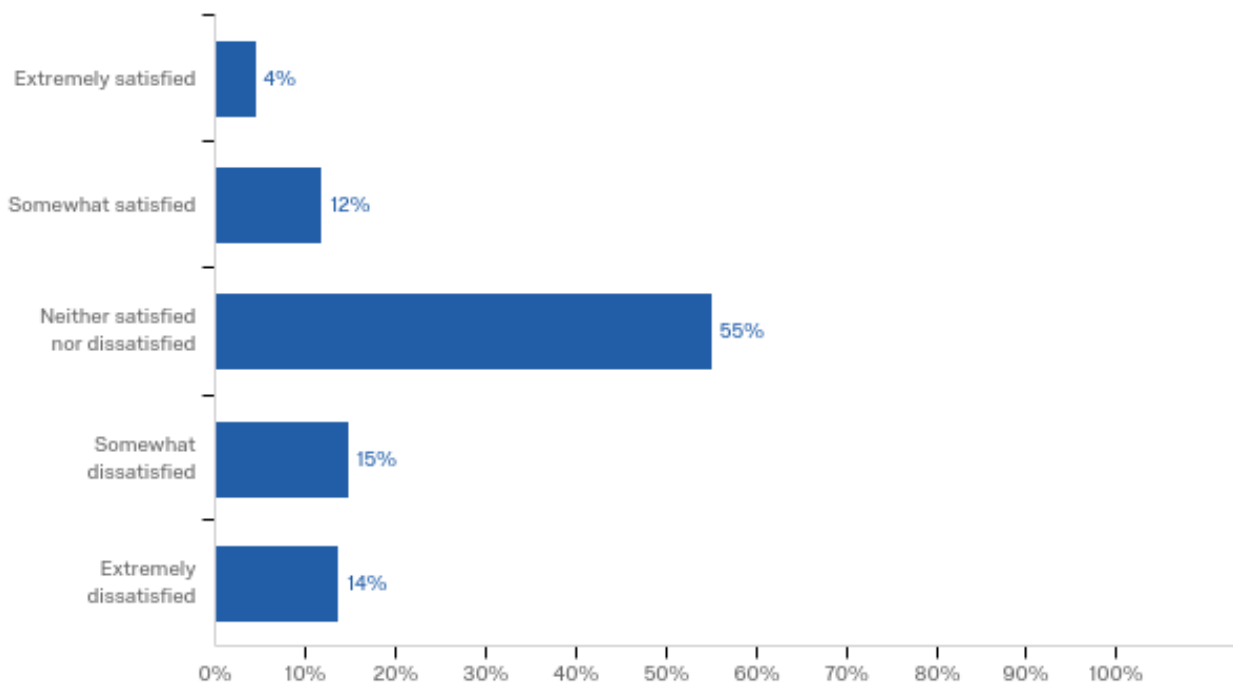
Healthy food options



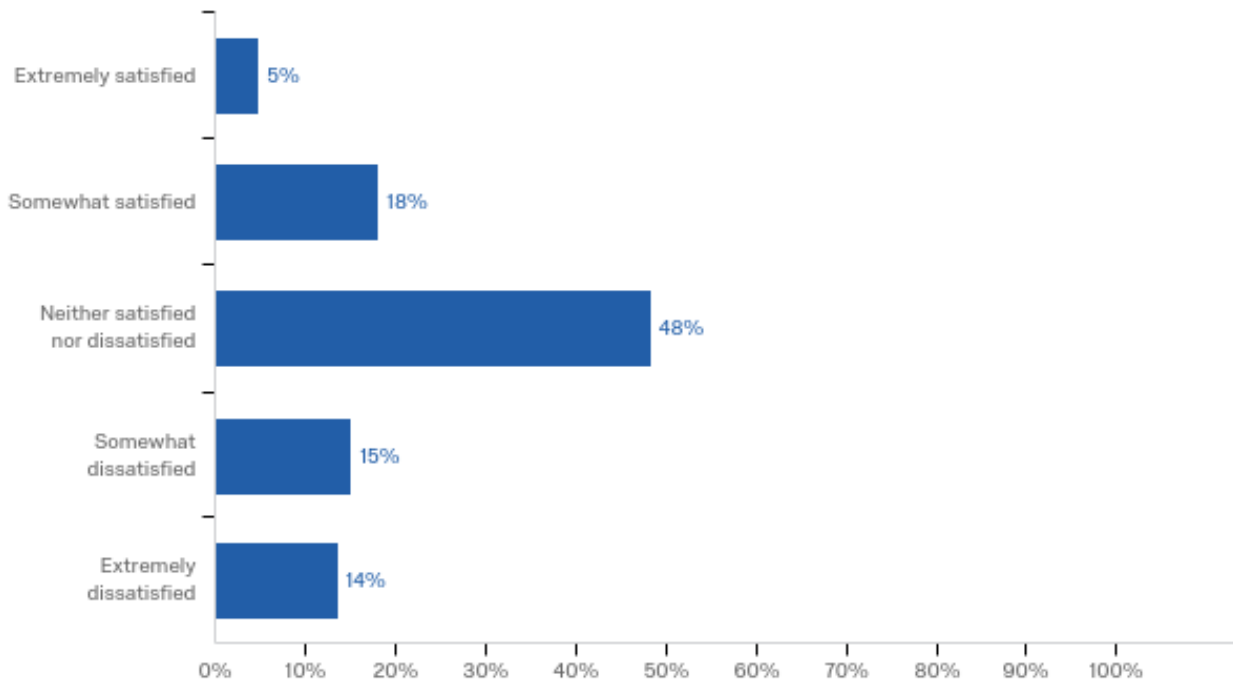
Vegetarian/Vegan food choices



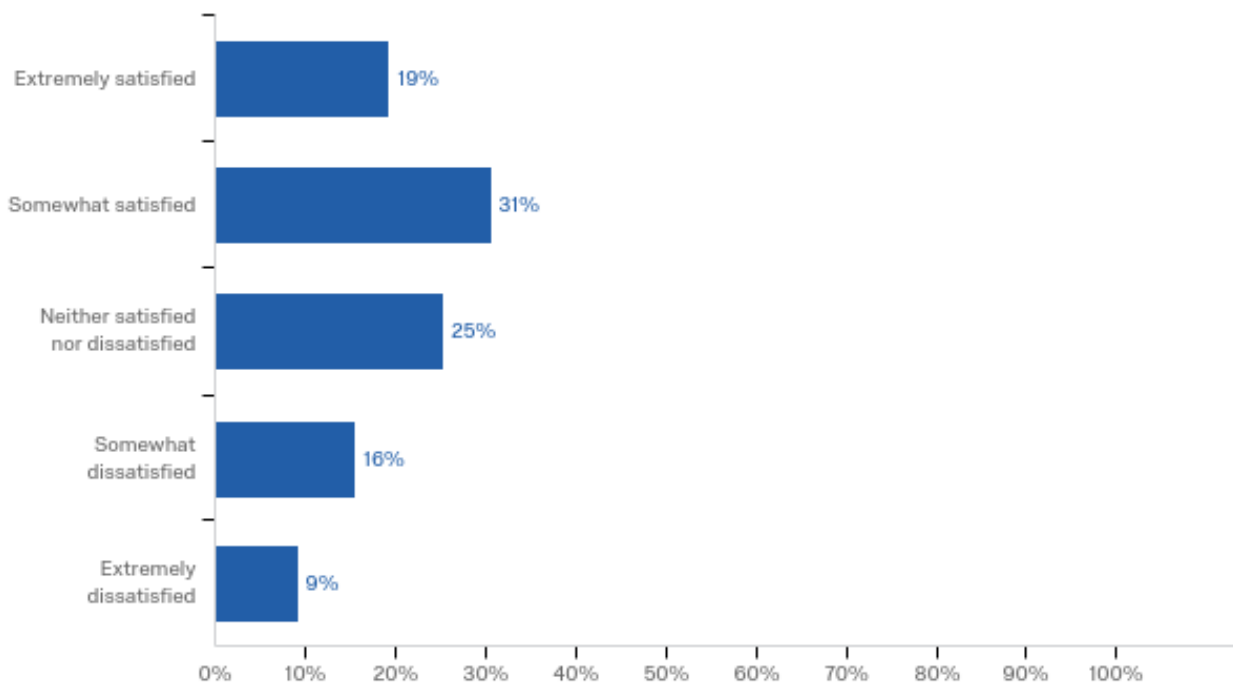
Restricted diet choices (gluten free/lactose free)



Food choices that support the local economy

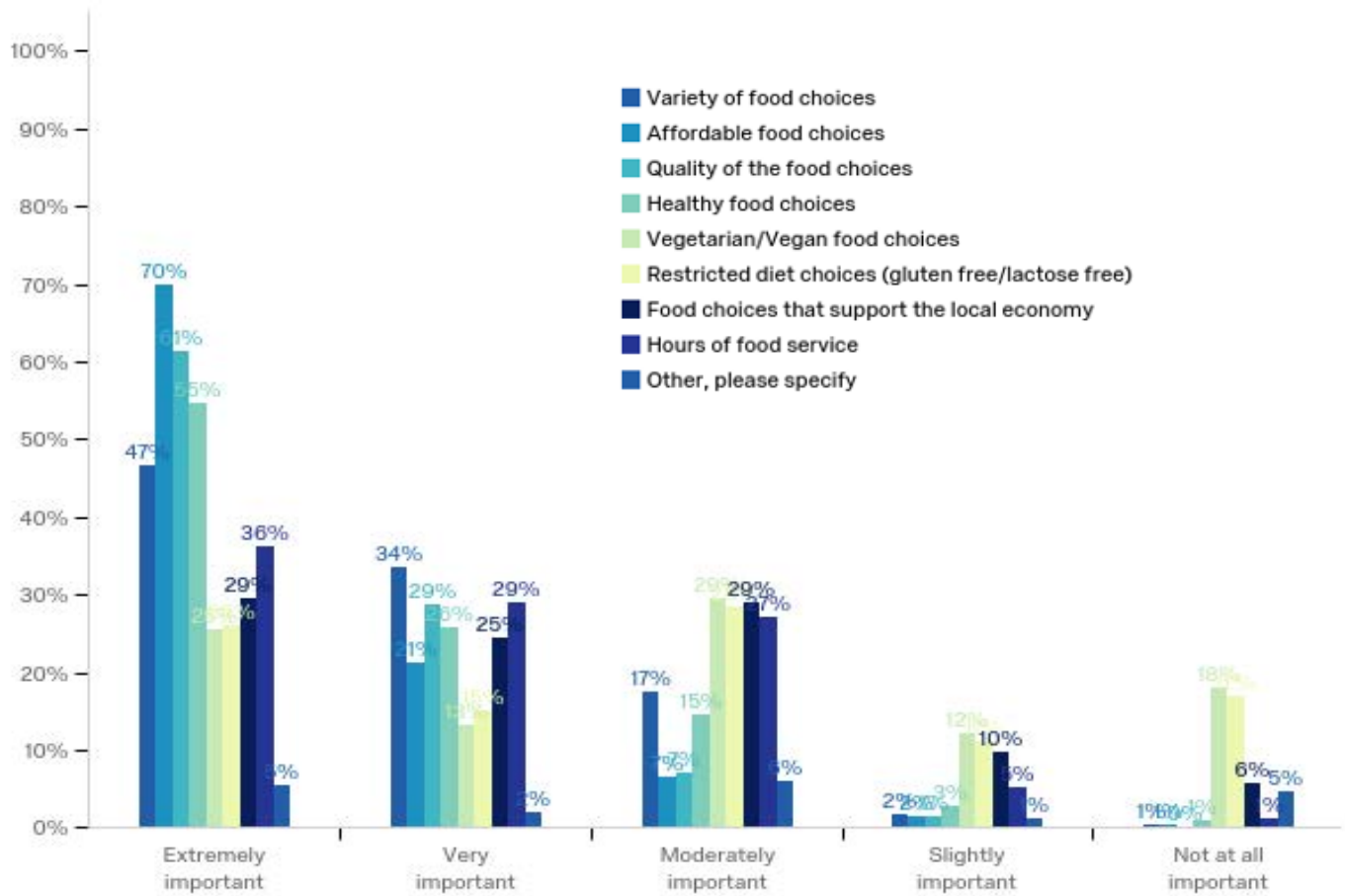


Hours of food service



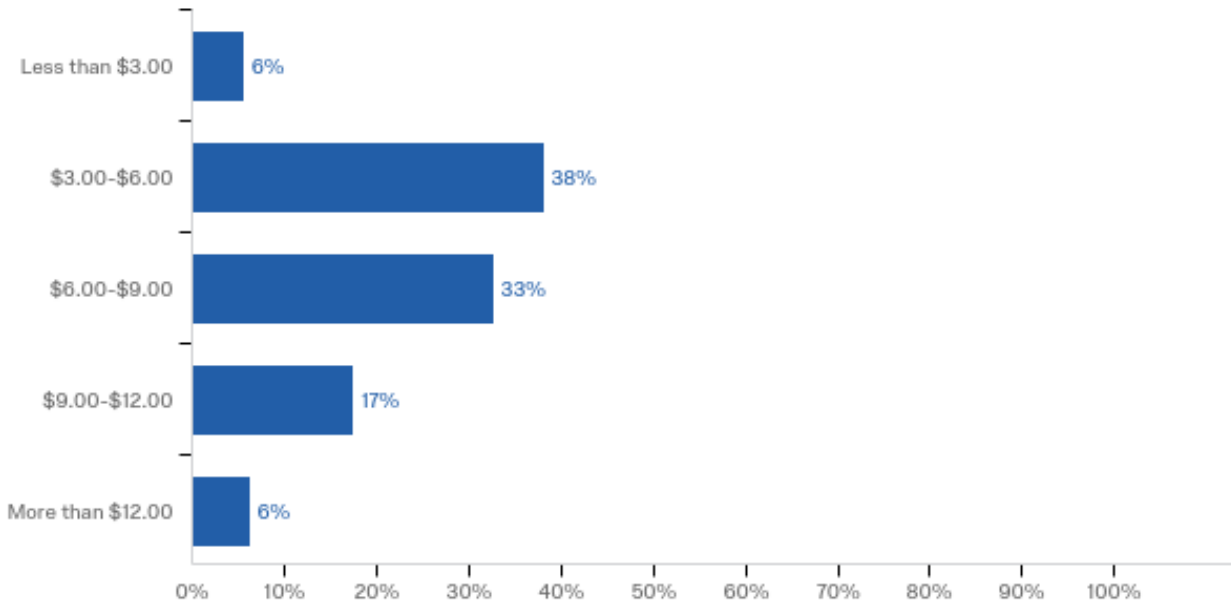
#	Question	Extremely satisfied		Somewhat satisfied		Neither satisfied nor dissatisfied		Somewhat dissatisfied		Extremely dissatisfied		Total
6	Restricted diet choices (gluten free/lactose free)	4%	34	12%	90	55%	418	15%	112	14%	104	758
5	Vegetarian/Vegan food choices	6%	45	11%	85	53%	403	17%	130	12%	94	757
7	Food choices that support the local economy	5%	37	18%	138	48%	368	15%	115	14%	103	761
9	Other, please specify	9%	18	12%	23	45%	86	10%	19	24%	47	193
4	Healthy food choices	9%	71	25%	190	27%	205	24%	184	16%	122	772
8	Hours of food service	19%	148	31%	234	25%	194	16%	119	9%	70	765
3	Quality of the food choices	9%	71	34%	262	22%	167	24%	184	11%	84	768
2	Affordable food choices	7%	51	22%	166	20%	152	30%	231	22%	172	772
1	Variety of food choices	10%	80	36%	279	18%	139	25%	190	11%	86	774

Overall, how important to you are the following food options on campus?



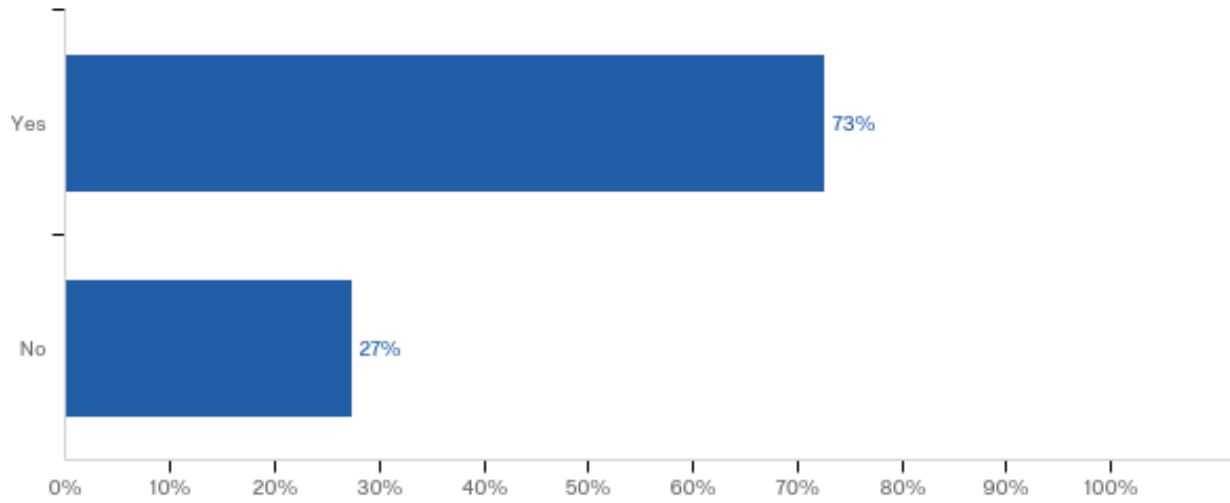
#	Question	Extremely important		Very important		Moderately important		Slightly important		Not at all important		Total
1	Variety of food choices	47%	356	34%	256	17%	133	2%	14	1%	4	763
2	Affordable food choices	70%	534	21%	162	7%	50	2%	12	1%	4	762
3	Quality of the food choices	62%	469	29%	220	7%	54	1%	11	0%	2	756
4	Healthy food choices	55%	417	26%	197	15%	111	3%	22	1%	7	754
5	Vegetarian/Vegan food choices	26%	194	14%	102	30%	225	12%	93	18%	137	751
6	Restricted diet choices (gluten free/lactose free)	27%	198	16%	116	29%	217	11%	85	17%	130	746
7	Food choices that support the local economy	30%	225	25%	187	29%	221	10%	75	6%	44	752
8	Hours of food service	37%	276	29%	222	28%	208	5%	40	1%	10	756
9	Other, please specify	28%	41	10%	15	31%	45	7%	10	24%	36	147

When you eat on campus, how much do you typically spend in a day?



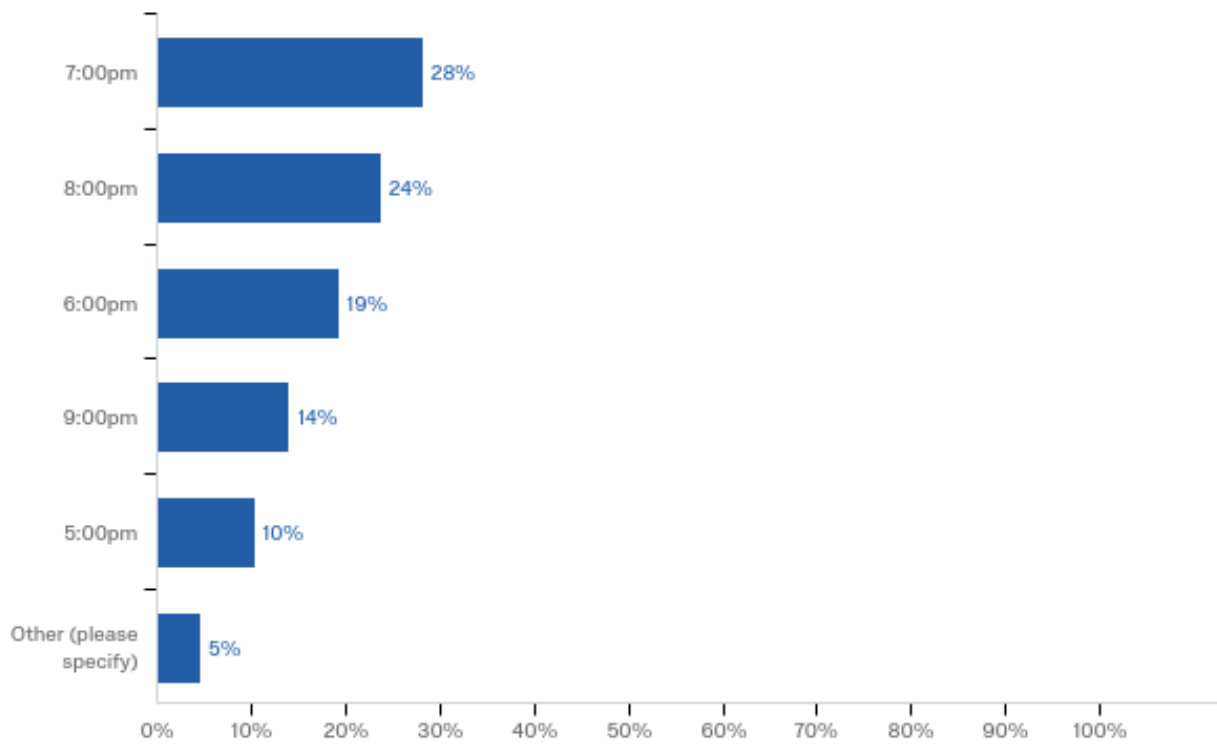
#	Answer	%	Count
1	Less than \$3.00	6%	44
2	\$3.00-\$6.00	38%	301
3	\$6.00-\$9.00	33%	258
4	\$9.00-\$12.00	17%	138
5	More than \$12.00	6%	49
	Total	100%	790

Would you purchase food and beverages after 5:00pm if it was available on campus?



#	Answer	%	Count
1	Yes	73%	646
2	No	27%	243
	Total	100%	889

How late do you think food services should be open on campus? Food serve should be open until _____.

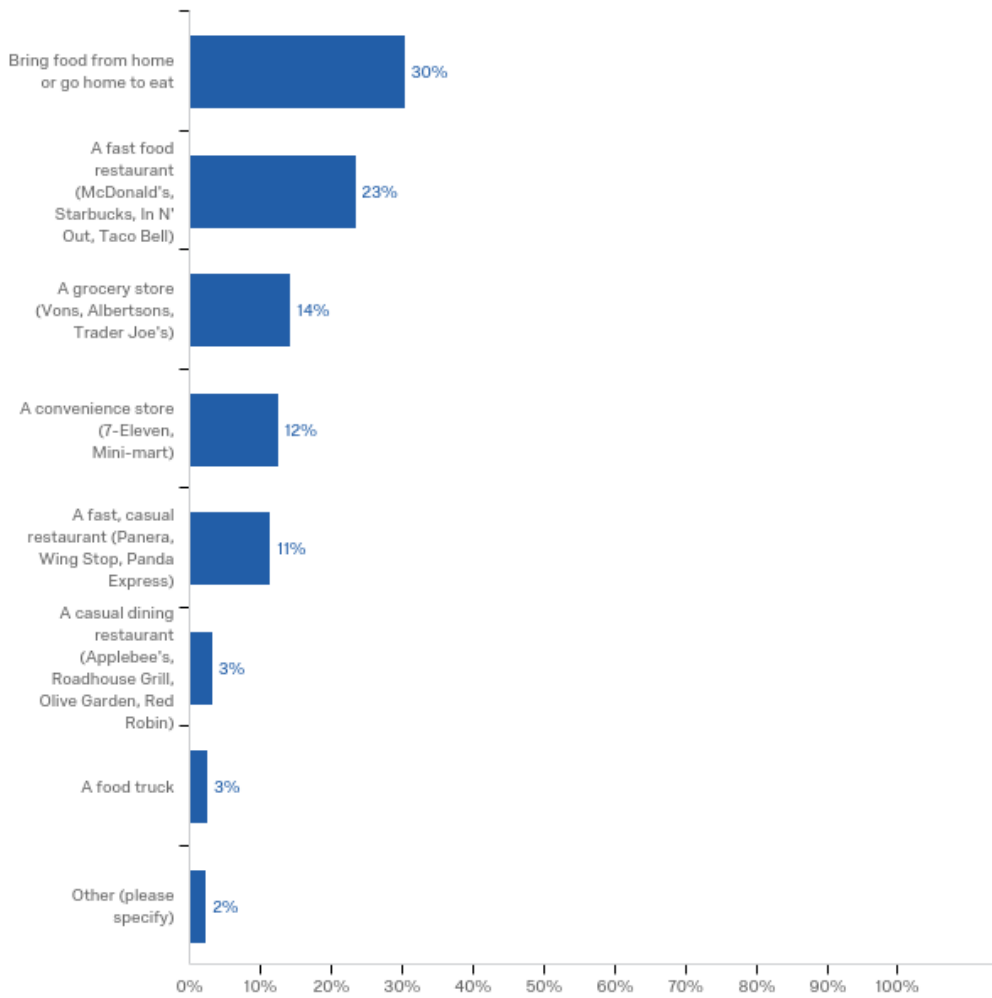


#	Answer	%	Count
	Total	100%	827
3	7:00pm	28%	233
4	8:00pm	24%	196
2	6:00pm	19%	159
5	9:00pm	14%	116
1	5:00pm	10%	85
6	Other (please specify)	5%	38

If Allan Hancock College were to extend evening hours for food service on campus one or two nights per week, what days would you prefer? Please rank order the days of the week for extended hours (1=most preferred day of the week to 5=least preferred day of the week). To rank order the days of the week, use your mouse to drag and drop the days in your preferred order.

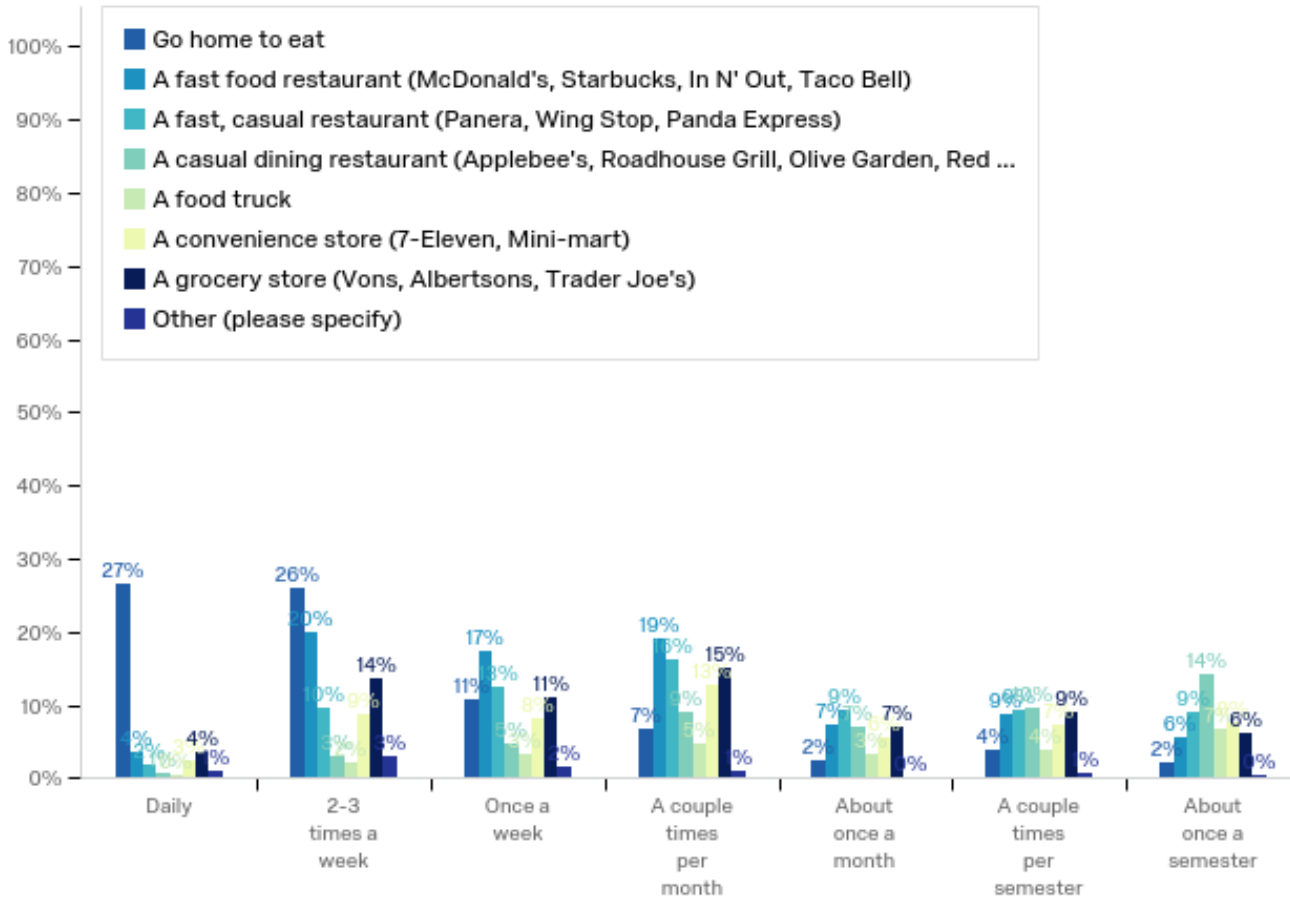
Answer	%	Count
Monday	50%	340
Wednesday	21%	144
Tuesday	13%	85
Thursday	12%	84
Friday	4%	24
Total	100%	677

On days you are at school and need food or beverages, where do you get it if you do not purchase it on campus (choose all that apply)?



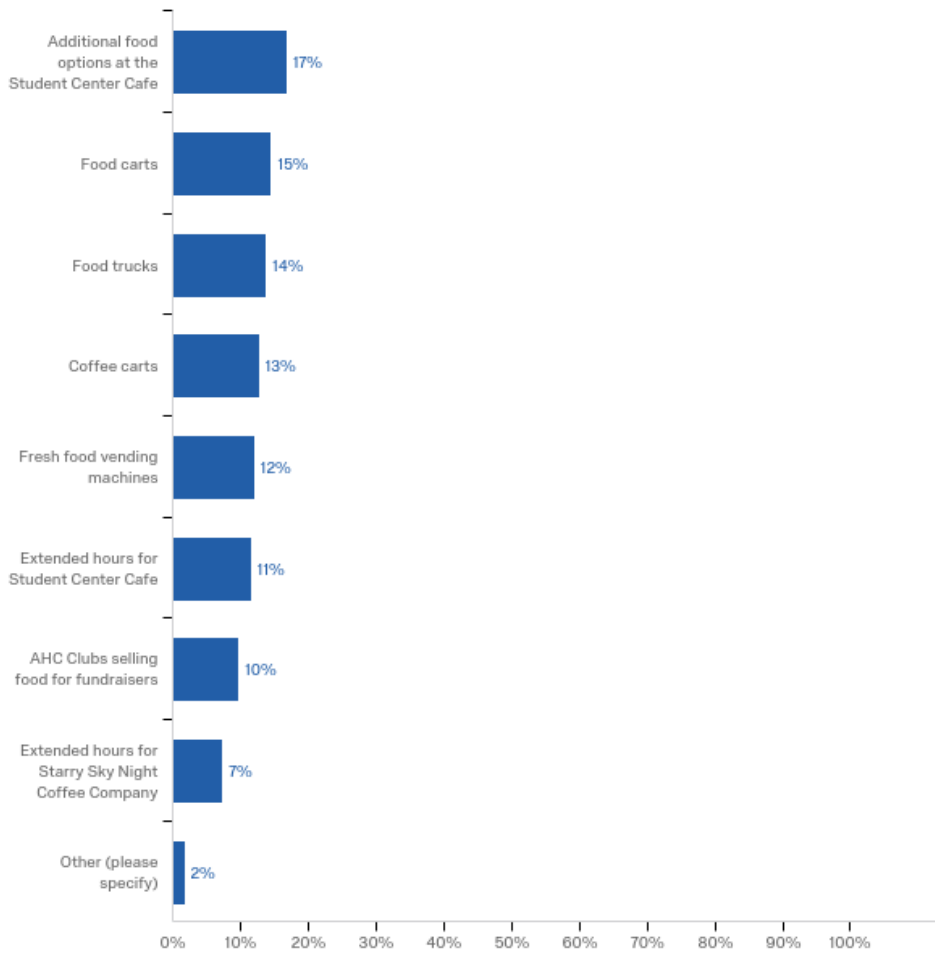
#	Answer	%	Count
	Total	100%	831
1	Bring food from home or go home to eat	78%	652
2	A fast food restaurant (McDonald's, Starbucks, In N' Out, Taco Bell)	61%	503
7	A grocery store (Vons, Albertsons, Trader Joe's)	37%	306
6	A convenience store (7-Eleven, Mini-mart)	32%	268
3	A fast, casual restaurant (Panera, Wing Stop, Panda Express)	29%	245
4	A casual dining restaurant (Applebee's, Roadhouse Grill, Olive Garden, Red Robin)	8%	68
5	A food truck	6%	54
8	Other (please specify)	6%	50

How frequently do you leave campus to obtain food from these types of restaurants or food stores?



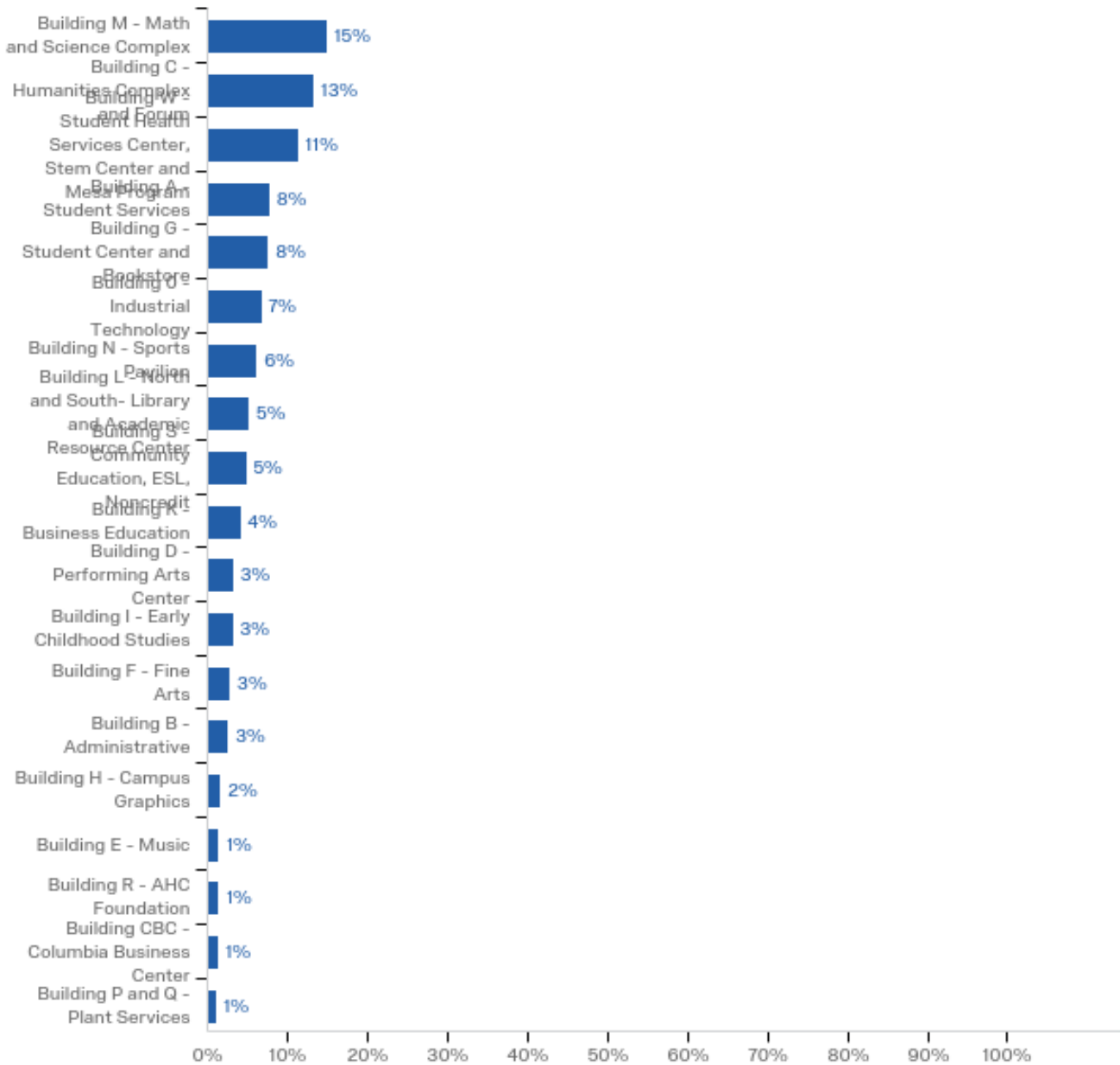
Question	Daily		2-3 times a week		Once a week		A couple times per month		About once a month		A couple times per term		About once a term		Never	Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count			
Go home to eat	27%	200	26%	196	11%	81	7%	51	2%	18	4%	30	2%	17	21%	157	750
Fast food restaurant	4%	27	20%	149	18%	131	20%	144	7%	54	9%	65	6%	43	16%	118	731
Fast, casual restaurant	2%	15	10%	72	13%	94	17%	122	10%	70	10%	71	9%	67	29%	212	723
Casual dining restaurant	1%	5	3%	22	5%	35	9%	67	7%	52	10%	73	15%	107	49%	348	709
Food truck	0%	3	2%	16	4%	25	5%	35	3%	24	4%	30	7%	50	74%	516	699
Convenience store	3%	19	9%	65	9%	61	13%	95	6%	43	8%	55	8%	58	44%	308	704
Grocery store	4%	28	14%	103	11%	83	16%	114	7%	52	9%	68	6%	47	32%	230	725
Other	4%	7	12%	23	6%	12	4%	7	1%	1	3%	5	2%	3	69%	129	187

If Allan Hancock College could expand food services, what would you like to see on campus (choose all that apply)?



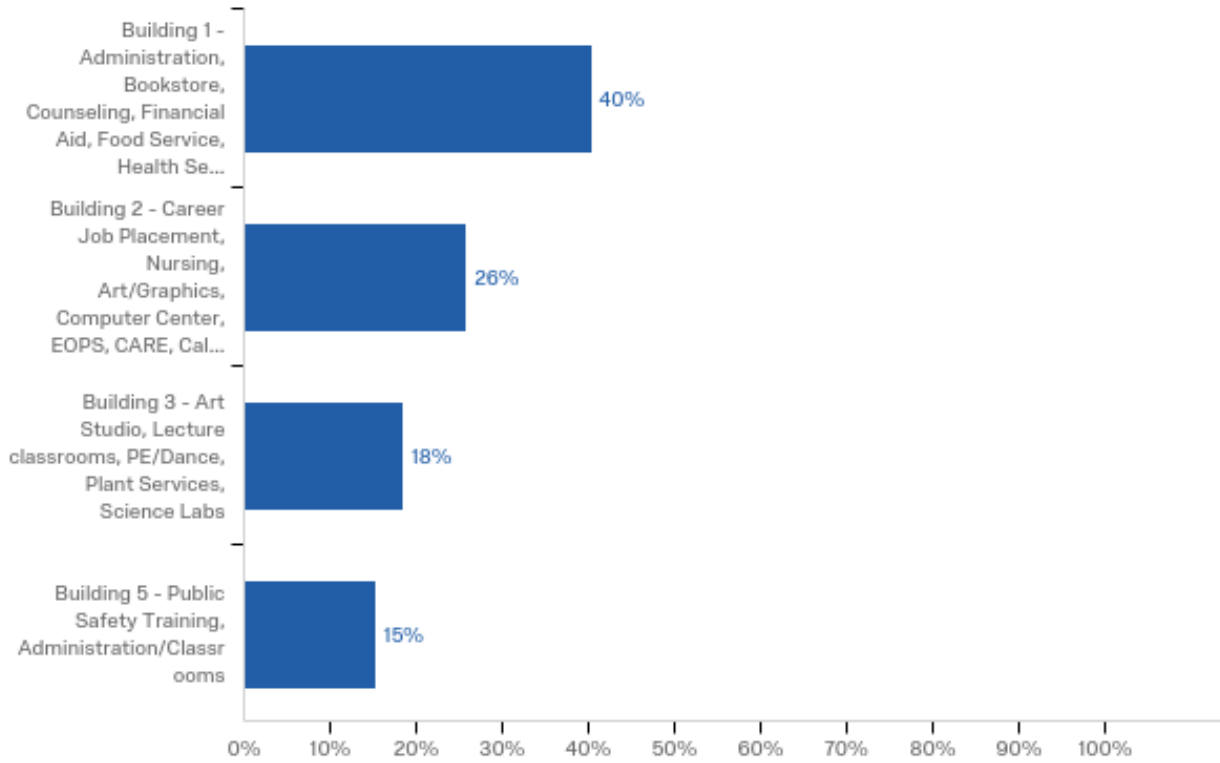
#	Answer	%	Count
	Total	100%	767
7	Additional food options at the Student Center Cafe	65%	497
2	Food carts	56%	431
4	Food trucks	53%	408
1	Coffee carts	49%	375
3	Fresh food vending machines	46%	355
6	Extended hours for Student Center Cafe	44%	340
8	AHC Clubs selling food for fundraisers	37%	287
5	Extended hours for Starry Sky Night Coffee Company	29%	219
9	Other (please specify)	7%	50

Is there any area of campus that you would like to see future food service options at the Santa Maria Campus (check all that apply)? Santa Maria Campus Map



#	Answer	%	Count
	Total	100%	612
13	Building M - Math and Science Complex	44%	271
3	Building C - Humanities Complex and Forum	39%	241
19	Building W - Student Health Services Center, Stem Center and Mesa Program	33%	205
1	Building A - Student Services	23%	141
8	Building G - Student Center and Bookstore	23%	139
15	Building O - Industrial Technology	20%	122
14	Building N - Sports Pavilion	18%	112
12	Building L - North and South- Library and Academic Resource Center	15%	94
18	Building S - Community Education, ESL, Noncredit	14%	87
11	Building K - Business Education	12%	74
5	Building D - Performing Arts Center	9%	58
10	Building I - Early Childhood Studies	9%	57
7	Building F - Fine Arts	8%	51
2	Building B - Administrative	8%	47
9	Building H - Campus Graphics	5%	30
17	Building R - AHC Foundation	4%	25
6	Building E - Music	4%	25
4	Building CBC - Columbia Business Center	4%	23
16	Building P and Q - Plant Services	3%	19

Is there any area of campus that you would like to see future food service options at the Lompoc Valley Center (check all that apply)? Lompoc Valley Center Map



#	Answer	%	Count
1	Building 1 - Administration, Bookstore, Counseling, Financial Aid, Food Service, Health Service, LRC/Library, Registration	67%	164
2	Building 2 - Career Job Placement, Nursing, Art/Graphics, Computer Center, EOPS, CARE, CalWORKS, LAP, Assessment, Transfer Center, Veteran's Center, Writing Center	43%	105
3	Building 3 - Art Studio, Lecture classrooms, PE/Dance, Plant Services, Science Labs	31%	75
4	Building 5 - Public Safety Training, Administration/Classrooms	25%	62
	Total	100%	245