Consumer Satisfaction Survey
March 2013

FOOD COURT

006
Objectives and Method

What are the Benefits of participating in the Survey?
- Sodexo uses the survey to improve residential and retail dining services.
- The survey results are used to help us develop new dining plans, retail products and new services.
- The goal is to improve customer satisfaction and loyalty through improved service performance.
- Consumer Insight is part of Sodexo's culture of continuous improvement

Method:
All consumers were asked to complete an online survey about their experiences with the on-site café. Consumers received the online survey through a link sent to their email in-box.

Number of respondents: 122,
with 103 consumers and 19 non consumers.

Date of survey: March 2013

Note:
- Results are displayed if the threshold of 20 respondents is reached
Survey results
Satisfaction and Loyalty Results
Business Rewards of Highly Satisfied Customers

• Highly satisfied customers don't switch, they recommend the brand, give higher share-of-wallet, cross-purchase, etc.
• Highly satisfied customers create effective, and free word-of-mouth buzz with their peers and associates.
• Highly satisfied customers are more likely to purchase additional products, thus increasing sales and lowering costs.
• Highly satisfied customers make our employee's jobs much easier, creating a more satisfying work environment.
Overall, how satisfied are you with the food and service in the Café?

119 respondents

Average satisfaction Consumer Experience Drivers

Sample size:

<table>
<thead>
<tr>
<th>Category</th>
<th>Very dissatisfied</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction on Meal Experience</td>
<td>6</td>
<td>16</td>
<td>62</td>
<td>16</td>
</tr>
<tr>
<td>Satisfaction on Meal</td>
<td>7</td>
<td>18</td>
<td>63</td>
<td>15</td>
</tr>
<tr>
<td>Satisfaction about the Shopping options</td>
<td>9</td>
<td>17</td>
<td>59</td>
<td>15</td>
</tr>
<tr>
<td>Satisfaction about the Student's Environment</td>
<td>10</td>
<td>18</td>
<td>58</td>
<td>14</td>
</tr>
<tr>
<td>Satisfaction about the Green efforts</td>
<td>12</td>
<td>18</td>
<td>59</td>
<td>11</td>
</tr>
</tbody>
</table>

Color Legend

- 81-100%
- 61-80%
- 41-60%
- 0-40%

March 2013 - FOOD COURT (006)
Overall Satisfaction and Recommendation

Would you recommend this dining hall to a friend or fellow students?

- Definitely would not recommend: 5%
- Probably would not recommend: 13%
- Probably would recommend: 59%
- Definitely would recommend: 23%

119 respondents

Based on your experience with this dining location this semester, how likely would you be to

Sample size:

<table>
<thead>
<tr>
<th>Action</th>
<th>Definitely would not recommend</th>
<th>Probably would not recommend</th>
<th>Probably would recommend</th>
<th>Definitely would recommend</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to purchase food from this dining location</td>
<td>4</td>
<td>18</td>
<td>58</td>
<td>19</td>
<td>117</td>
</tr>
<tr>
<td>Visit other on-campus dining locations more often</td>
<td>12</td>
<td>24</td>
<td>50</td>
<td>14</td>
<td>117</td>
</tr>
<tr>
<td>Renew the same meal plan next semester</td>
<td>19</td>
<td>24</td>
<td>34</td>
<td>12</td>
<td>101</td>
</tr>
<tr>
<td>Visit this dining location more frequently than you currently do</td>
<td>9</td>
<td>45</td>
<td>34</td>
<td>12</td>
<td>116</td>
</tr>
<tr>
<td>Upgrade from your current meal plan next semester</td>
<td>9</td>
<td>30</td>
<td>35</td>
<td>8</td>
<td>98</td>
</tr>
</tbody>
</table>

March 2013 - FOOD COURT (006)
Survey results
Meal & Meal experience
With regard to the food, how satisfied are you with the following?

Sample size:

- Temperature of the dishes: 118 customers, 9%Very dissatisfied, 70%Satisfied, 19%Dissatisfied, 19%Very satisfied
- Quality of hot entrées: 119 customers, 9%Very dissatisfied, 69%Satisfied, 19%Dissatisfied, 19%Very satisfied
- Ease to find the types of food & beverages I like: 118 customers, 11%Very dissatisfied, 63%Satisfied, 23%Dissatisfied, 16%Very satisfied
- Quality of ingredients: 118 customers, 15%Very dissatisfied, 68%Satisfied, 16%Dissatisfied, 16%Very satisfied
- Taste of dishes: 119 customers, 18%Very dissatisfied, 66%Satisfied, 15%Dissatisfied, 15%Very satisfied
- Appearance, food presentation: 119 customers, 18%Very dissatisfied, 67%Satisfied, 13%Dissatisfied, 13%Very satisfied
- Ability to get a balanced meal everyday: 119 customers, 18%Very dissatisfied, 62%Satisfied, 18%Dissatisfied, 18%Very satisfied
- Food is prepared to my order: 119 customers, 18%Very dissatisfied, 60%Satisfied, 18%Dissatisfied, 18%Very satisfied
- Availability of healthy options: 118 customers, 18%Very dissatisfied, 62%Satisfied, 15%Dissatisfied, 15%Very satisfied
- Variety throughout the week: 118 customers, 19%Very dissatisfied, 62%Satisfied, 14%Dissatisfied, 14%Very satisfied
- Variety of vegetarian foods: 118 customers, 22%Very dissatisfied, 64%Satisfied, 12%Dissatisfied, 12%Very satisfied
- Consistency of food quality: 119 customers, 23%Very dissatisfied, 64%Satisfied, 11%Dissatisfied, 11%Very satisfied
- Menu variety at each meal: 117 customers, 21%Very dissatisfied, 61%Satisfied, 14%Dissatisfied, 14%Very satisfied
- Menu keeps pace with changing trends offering more fresh ingredients: 117 customers, 26%Very dissatisfied, 57%Satisfied, 11%Dissatisfied, 11%Very satisfied
- Value for money: 119 customers, 30%Very dissatisfied, 45%Satisfied, 13%Dissatisfied, 13%Very satisfied

Color Legend:
- Very dissatisfied: 81-100%
- Dissatisfied: 61-80%
- Satisfied: 41-60%
- Very satisfied: 0-40%
### Meal Experience

**With regard to your experience, how satisfied are you with the following?**

<table>
<thead>
<tr>
<th>Sample size:</th>
<th>%Very Satisfied + %Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>119</td>
<td></td>
</tr>
<tr>
<td>Theme day, celebration and special event menus</td>
<td>92</td>
</tr>
<tr>
<td>Clarity of the signage (menu boards, posters, price labels)</td>
<td>87</td>
</tr>
<tr>
<td>Speed at check out</td>
<td>86</td>
</tr>
<tr>
<td>Atmosphere, decoration, ambiance and comfort</td>
<td>85</td>
</tr>
<tr>
<td>Staff ability to answer your questions</td>
<td>82</td>
</tr>
<tr>
<td>Speed of service</td>
<td>77</td>
</tr>
<tr>
<td>Friendliness of staff</td>
<td>76</td>
</tr>
<tr>
<td>Availability (off and on-line) of nutritional information</td>
<td>76</td>
</tr>
<tr>
<td>Availability of means (off and on-line) to report your feedback</td>
<td>74</td>
</tr>
<tr>
<td>Overall cleanliness (café, utensils, dining room)</td>
<td>71</td>
</tr>
<tr>
<td>Staff recommending new/different menu items</td>
<td>69</td>
</tr>
<tr>
<td>Availability of seating</td>
<td>67</td>
</tr>
<tr>
<td>Hours café is open</td>
<td>66</td>
</tr>
</tbody>
</table>

*Color Legend*

- 81-100%
- 61-80%
- 41-60%
- 0-40%
## Average satisfaction Consumer Experience Drivers

### How satisfied are you with the following?

<table>
<thead>
<tr>
<th>Sample size</th>
<th>How satisfied with...</th>
<th>%Very Satisfied + %Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
<td>Security of my residence hall</td>
<td>82</td>
</tr>
<tr>
<td>122</td>
<td>Quality of cleaning services when applied to common areas (entrances, lobbies, lounges, etc.)</td>
<td>81</td>
</tr>
<tr>
<td>68</td>
<td>Furniture and fixtures available in your residence hall room</td>
<td>76</td>
</tr>
<tr>
<td>121</td>
<td>Quality of cleaning services of the restroom available for your own use</td>
<td>74</td>
</tr>
<tr>
<td>121</td>
<td>Availability of high-speed internet access</td>
<td>72</td>
</tr>
<tr>
<td>67</td>
<td>Ability to participate in the selection of my room-mate</td>
<td>70</td>
</tr>
<tr>
<td>67</td>
<td>Quality of bed linens in your residence hall room</td>
<td>49</td>
</tr>
</tbody>
</table>

**Color Legend**
- Very dissatisfied: 0-40%
- Dissatisfied: 41-60%
- Satisfied: 61-80%
- Very satisfied: 81-100%
## Average satisfaction Consumer Experience Drivers

### How satisfied are you with the following?

<table>
<thead>
<tr>
<th>Item</th>
<th>Sample Size</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverage vending machines</td>
<td>119</td>
<td>61</td>
<td>19</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Coffee shop available on campus</td>
<td>118</td>
<td>64</td>
<td>16</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Campus sustainability efforts</td>
<td>119</td>
<td>66</td>
<td>12</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Food dispensing vending machines</td>
<td>117</td>
<td>56</td>
<td>15</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Campus environmental effort</td>
<td>118</td>
<td>58</td>
<td>10</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>Non-food shop(s) available on campus / in the school</td>
<td>118</td>
<td>53</td>
<td>12</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>Campus recycling efforts</td>
<td>118</td>
<td>53</td>
<td>10</td>
<td>14</td>
<td>23</td>
</tr>
</tbody>
</table>

**Sample size:**
- Beverage vending machines: 119
- Coffee shop available on campus: 118
- Campus sustainability efforts: 119
- Food dispensing vending machines: 117
- Campus environmental effort: 118
- Non-food shop(s) available on campus / in the school: 118
- Campus recycling efforts: 118

**Color Legend**
- **81-100%**
- **61-80%**
- **41-60%**
- **0-40%**

March 2013 - FOOD COURT (006)
Survey results
Consumers needs & wants
Consumers needs & wants

1. Opportunities to build a useful network for professional and personal objectives
2. Opportunities to live new experiences, set new challenges for yourself
3. Opportunities to stay connected with your family and friends
4. Opportunities to assert yourself as a young adult
5. Possibility to recreate an at-home type environment
6. Easiness to obtain key information about non-academic student life (entertainment, transportation, accommodation, jobs, etc.)
7. Opportunities to be exposed to different cultures and worldviews
8. Advice and tips on how to manage your money
9. Easiness to obtain key information about academic life (classes)
10. Advice and tips on how to manage your time
11. Possibility to personalize your room according to your needs and wants
Favorite type of cuisine

Which type of cuisine would you like to see more often?

- Chinese: 28%
- Italian: 28%
- Mexican: 13%
- North African: 8%
- South American: 5%
- French (France): 3%
- Thai: 3%
- Japanese: 3%
- Brazilian: 3%
- Indian: 3%
- Middle Eastern: 2%
- Greek: 2%

119 respondents
Survey results
Alternatives to Self and barriers
Alternatives to campus dining

If you choose not to use this dining hall, what do you do?

- Fast Food ON Campus: 37%
- Other Dinning: 48%
- Fast Food OFF Campus: 60%
- Home made fans: 63%
- Meal Skippers: 64%

119 respondents

- Fast Food ON Campus:
  - Eat in a coffee shop ON campus / in the school
  - Eat in a retail food court ON campus / in the school
  - Eat in a retail fast food venue ON campus

- Other Dinning:
  - Eat in another dining hall ON campus / in the school

- Fast Food OFF Campus:
  - Eat in a coffee shop OFF campus
  - Eat in a retail food court OFF campus
  - Eat in a retail fast food OFF campus
  - Buy a ready-to-eat food from a supermarket or convenience store OFF campus

- Home made fans:
  - Bring my meal from home
  - Prepare food ON campus in room / residence hall's kitchen
  - Prepare food in apartment room OFF campus
  - Eat in parents' home

- Meal Skippers:
  - Skip the meal
  - Eat snacks
Alternatives to campus dining

Sub groups with low basis (< 20 respondents) are not displayed

19 respondents
Survey results
Consumer Profile
Consumer Profile

You are:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>42%</td>
</tr>
<tr>
<td>Female</td>
<td>57%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

You are:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>0%</td>
</tr>
<tr>
<td>18 - 20</td>
<td>61%</td>
</tr>
<tr>
<td>21 - 24</td>
<td>35%</td>
</tr>
<tr>
<td>25 - 28</td>
<td>2%</td>
</tr>
<tr>
<td>Over 28</td>
<td>2%</td>
</tr>
</tbody>
</table>

122 respondents

Which of the following best describes your current status?

<table>
<thead>
<tr>
<th>Current Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year undergraduate</td>
<td>39%</td>
</tr>
<tr>
<td>2nd year undergraduate</td>
<td>17%</td>
</tr>
<tr>
<td>3rd year undergraduate</td>
<td>16%</td>
</tr>
<tr>
<td>4th year undergraduate</td>
<td>17%</td>
</tr>
<tr>
<td>5th year or more</td>
<td>9%</td>
</tr>
<tr>
<td>Graduate/ Law/ Medical Student</td>
<td>2%</td>
</tr>
<tr>
<td>Faculty</td>
<td>0%</td>
</tr>
<tr>
<td>Staff</td>
<td>0%</td>
</tr>
</tbody>
</table>

122 respondents

How many days a week do you use the café on Campus?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>16%</td>
</tr>
<tr>
<td>6 days</td>
<td>3%</td>
</tr>
<tr>
<td>5 days</td>
<td>11%</td>
</tr>
<tr>
<td>4 days</td>
<td>5%</td>
</tr>
<tr>
<td>3 days</td>
<td>25%</td>
</tr>
<tr>
<td>2 days</td>
<td>18%</td>
</tr>
<tr>
<td>1 day</td>
<td>7%</td>
</tr>
<tr>
<td>Less often than once a week</td>
<td>16%</td>
</tr>
<tr>
<td>Never</td>
<td>0%</td>
</tr>
</tbody>
</table>

122 respondents

March 2013 - FOOD COURT (006)
Consumer Profile

Where do you currently live?
- On campus, in university residence hall: 56%
- Off campus, in university accommodation: 3%
- Off campus, in a shared apartment, home: 30%
- Off campus, by your own in a apartment/room: 11%
- At home with parents/family: 0%

122 respondents

which option best describes your plan?
- Pre-paid meal plan (specific number of meals available): 16%
- Pre-paid meal plan with dining dollars/flex points: 62%
- Pre-paid dining dollars/flex points only (no pre-paid meals): 6%
- I do not participate in a meal plan or dining dollars/flex points: 15%

122 respondents

What are the different sources of funds for your studies?
- Student loans: 51%
- Scholarship: 56%
- Grants / Sponsor: 55%
- Parents / Savings: 49%
- Full time job / Part time job: 20%
- Credit: 5%

121 respondents

What is your main source of funds for your studies?
- Parents / Savings: 18%
- Grants / Sponsor: 15%
- Scholarship: 26%
- Full time job / Part time job: 6%
- Student loans: 34%
- Credit: 0%

119 respondents

March 2013 - FOOD COURT (006)
How much do you spend on average when you purchase a meal ON campus?

- Less than $2.00: 9%
- $2.00 - $3.00: 0%
- $3.01 - $4.00: 0%
- $4.01 - $5.00: 5%
- $5.01 - $6.00: 16%
- $6.01 - $7.00: 30%
- Over $7.00: 40%

43 respondents

How much do you spend on average for a meal eaten OFF campus?

- Less than $2.00: 0%
- $2.00 - $3.00: 0%
- $3.01 - $4.00: 11%
- $4.01 - $5.00: 12%
- $5.01 - $6.00: 24%
- $6.01 - $7.00: 28%
- Over $7.00: 26%

76 respondents
### Satisfaction by Consumer profile

<table>
<thead>
<tr>
<th>Method</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Less than 20 yo</th>
<th>21 yo and more</th>
<th>Spend $3 or less</th>
<th>Spend more than $3</th>
<th>4d. Per week and more</th>
<th>3d. Per week and less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction</td>
<td>82</td>
<td>94</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>93</td>
<td>81</td>
<td>92</td>
<td>81</td>
</tr>
<tr>
<td>Recommendation</td>
<td>88</td>
<td>92</td>
<td>88</td>
<td>88</td>
<td>93</td>
<td>95</td>
<td>86</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Temperature of the dishes</td>
<td>89</td>
<td>92</td>
<td>88</td>
<td>88</td>
<td>93</td>
<td>95</td>
<td>86</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Quality of hot entrées</td>
<td>86</td>
<td>90</td>
<td>83</td>
<td>81</td>
<td>93</td>
<td>95</td>
<td>86</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Ease to find the types of food &amp; beverages I like</td>
<td>84</td>
<td>82</td>
<td>87</td>
<td>82</td>
<td>89</td>
<td>85</td>
<td>83</td>
<td>85</td>
<td>83</td>
</tr>
<tr>
<td>Quality of ingredients</td>
<td>81</td>
<td>82</td>
<td>81</td>
<td>79</td>
<td>84</td>
<td>81</td>
<td>81</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td>Taste of dishes</td>
<td>81</td>
<td>80</td>
<td>84</td>
<td>79</td>
<td>84</td>
<td>81</td>
<td>81</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td>Appearance, food presentation</td>
<td>80</td>
<td>84</td>
<td>78</td>
<td>73</td>
<td>93</td>
<td>74</td>
<td>83</td>
<td>74</td>
<td>83</td>
</tr>
<tr>
<td>Ability to get a balanced meal everyday</td>
<td>79</td>
<td>78</td>
<td>81</td>
<td>84</td>
<td>81</td>
<td>79</td>
<td>73</td>
<td>93</td>
<td>79</td>
</tr>
<tr>
<td>Food is prepared to my order</td>
<td>77</td>
<td>84</td>
<td>75</td>
<td>75</td>
<td>80</td>
<td>74</td>
<td>79</td>
<td>79</td>
<td>79</td>
</tr>
<tr>
<td>Availability of healthy options</td>
<td>76</td>
<td>72</td>
<td>82</td>
<td>71</td>
<td>86</td>
<td>74</td>
<td>78</td>
<td>74</td>
<td>78</td>
</tr>
<tr>
<td>Variety throughout the week</td>
<td>75</td>
<td>80</td>
<td>75</td>
<td>72</td>
<td>80</td>
<td>76</td>
<td>75</td>
<td>76</td>
<td>75</td>
</tr>
<tr>
<td>Variety of vegetarian foods</td>
<td>75</td>
<td>74</td>
<td>78</td>
<td>71</td>
<td>82</td>
<td>69</td>
<td>78</td>
<td>69</td>
<td>78</td>
</tr>
<tr>
<td>Consistency of food quality</td>
<td>74</td>
<td>73</td>
<td>77</td>
<td>70</td>
<td>83</td>
<td>67</td>
<td>79</td>
<td>67</td>
<td>79</td>
</tr>
<tr>
<td>Menu variety at each meal</td>
<td>68</td>
<td>67</td>
<td>71</td>
<td>65</td>
<td>75</td>
<td>61</td>
<td>72</td>
<td>61</td>
<td>72</td>
</tr>
<tr>
<td>Value for money</td>
<td>58</td>
<td>62</td>
<td>54</td>
<td>52</td>
<td>68</td>
<td>64</td>
<td>55</td>
<td>64</td>
<td>55</td>
</tr>
<tr>
<td>Theme day, celebration and special event menus</td>
<td>92</td>
<td>92</td>
<td>94</td>
<td>93</td>
<td>93</td>
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</tr>
<tr>
<td>Clarity of the signage (menu boards, posters, price labels)</td>
<td>87</td>
<td>82</td>
<td>91</td>
<td>86</td>
<td>91</td>
<td>86</td>
<td>87</td>
<td>86</td>
<td>87</td>
</tr>
<tr>
<td>Speed at check out</td>
<td>86</td>
<td>86</td>
<td>87</td>
<td>84</td>
<td>89</td>
<td>83</td>
<td>86</td>
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<tr>
<td>Atmosphere, decoration, ambiance and comfort</td>
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<td>93</td>
<td>84</td>
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<td>83</td>
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<tr>
<td>Staff ability to answer your questions</td>
<td>82</td>
<td>80</td>
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<td>79</td>
<td>86</td>
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</tr>
<tr>
<td>Speed of service</td>
<td>77</td>
<td>70</td>
<td>84</td>
<td>73</td>
<td>86</td>
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<td>81</td>
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<tr>
<td>Friendliness of staff</td>
<td>76</td>
<td>72</td>
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<td>Availability (off and on-line) of nutritional information</td>
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<td>71</td>
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<tr>
<td>Availability of means (off and on-line) to report your feedback</td>
<td>74</td>
<td>70</td>
<td>78</td>
<td>71</td>
<td>82</td>
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<tr>
<td>Overall cleanliness (café, utensils, dining room)</td>
<td>71</td>
<td>76</td>
<td>69</td>
<td>68</td>
<td>77</td>
<td>64</td>
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<tr>
<td>Staff recommending new/different menu items</td>
<td>69</td>
<td>64</td>
<td>73</td>
<td>64</td>
<td>77</td>
<td>64</td>
<td>71</td>
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</tr>
<tr>
<td>Availability of seating</td>
<td>67</td>
<td>66</td>
<td>69</td>
<td>64</td>
<td>73</td>
<td>64</td>
<td>69</td>
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<tr>
<td>Hours café is open</td>
<td>66</td>
<td>58</td>
<td>73</td>
<td>56</td>
<td>86</td>
<td>60</td>
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</table>

Sub groups with low basis (< 20 respondents) are not displayed
In order to consider the most relevant areas of improvement, it is essential to know which criteria are the most important to your consumers.

From the results, we can identify:

- Strengths, important criteria having obtained a good score
- Improvement opportunities, important criteria having obtained a lower score

**Strengths**
- Quality of ingredients
- Taste of dishes
- Quality of hot entrées

**Improvement opportunities**
- Value for money
- Consistency of food quality
- Menu keeps pace with changing trends offering more fresh ingredients
Satisfaction by Consumer profile

1. Quality of ingredients
2. Taste of dishes
3. Value for money
4. Temperature of the dishes
5. Availability of healthy options
6. Quality of hot entrées
7. Ability to get a balanced meal everyday
8. Appearance, food presentation
9. Menu variety at each meal
10. Variety throughout the week
11. Menu keeps pace with changing trends offering more fresh ingredients
12. Ease to find the types of food & beverages I like
13. Consistency of food quality
14. Variety of vegetarian foods
15. Food is prepared to my order
16. Friendliness of staff
17. Theme day, celebration and special event menus
18. Speed of service
19. Speed at check out
20. Overall cleanliness (cafè, utensils, dining room)
21. Clarity of the signage (menu boards, posters, price labels)
22. Availability of means (off and on-line) to report your feedback
23. Availability (off and on-line) of nutritional information
24. Hours café is open
25. Atmosphere, decoration, ambiance and comfort
26. Staff ability to answer your questions
27. Availability of seating
28. Staff recommending new/different menu items

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