



# Campus Master Plan

November 2020

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## *Appendix*

UTILITY INFRASTRUCTURE [A-2](#)

DINING MASTER PLAN [A-14](#)



Central Plant / Photo credit: Champlin Architects





# Utility Infrastructure

Central Plant Analysis

Electrical Infrastructure Analysis

# Central Plant Analysis

This appendix outlines the process and supporting data used to develop the proposed plan for the central power plant. As a master plan level study, the intent of this analysis is to identify viable options for meeting NKU's future heating and cooling needs in concert with the university's sustainability and financial targets. The actual implementation of these recommendations will require further evaluation and technical design work beyond the scope of this document.

The first step of this analysis was to evaluate the capacity of existing central chilled water and steam systems, as well as their potential to accommodate the addition of building projects identified in this master plan. Starting with the chilled water plant, data on existing chiller and cooling tower capacities were reviewed. These documented capacities can be seen in Table 1.

As seen in the table, the potential capacity of the chilled

*Table 1. Central Chilled Water Plan Capacities*

	Capacity (tons)	Year Installed
Chiller 1	1,500	2001 (inoperable)
Chiller 2	2,500	2003
Chiller 3	2,500	2003
Chiller 4	2,500	2015
<b>Total Capacity</b>	9,000 tons	
<b>N+1 Capacity</b>	6,500 tons	
Cooling Tower Capacity	6,500 tons	
<b>Peak Campus Load</b>	4,700 tons	

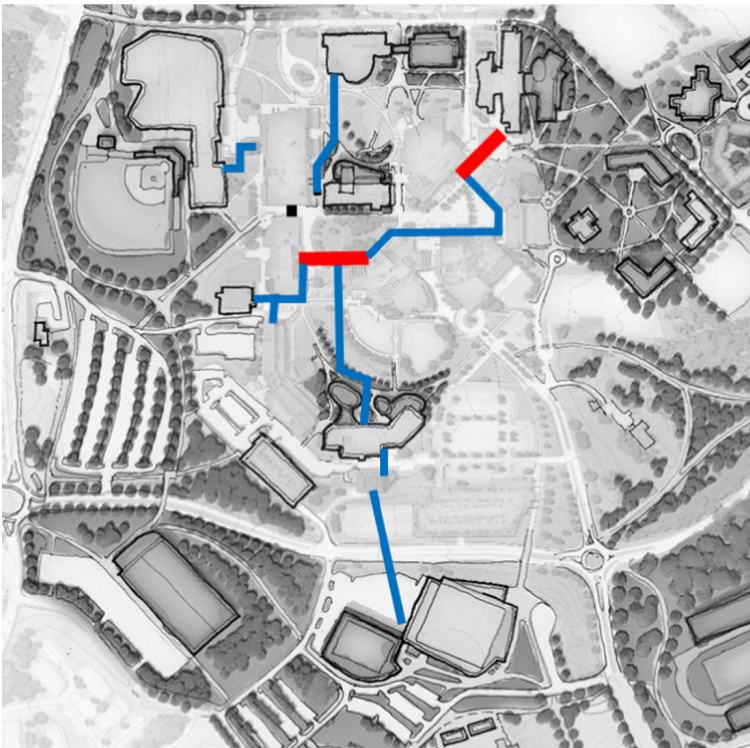
water plant, with redundancy, exceeds the existing chilled water demand on campus by a considerable margin, assuming Chiller 1 will be replaced or returned to operation in the immediate future. This is not the case, however, for existing chilled water piping on campus.



Chilled water flow rate data reflecting various piping sizes and areas throughout campus was evaluated to identify sections of piping that may be nearing capacity. From this data, it was determined that at peak load, existing chilled water flow rates are high for the size of the pipes. These segments of chilled water piping, which are located in NKU's tunnel system, can be seen in red in Figure 1 below.

The tunnels are not sized to accommodate additional piping, making it impossible to increase chilled water pipe diameters without major down time or significant infrastructure enhancements. Therefore, the best means of increasing the capacity of the water system is to lower the chilled water flow rate.

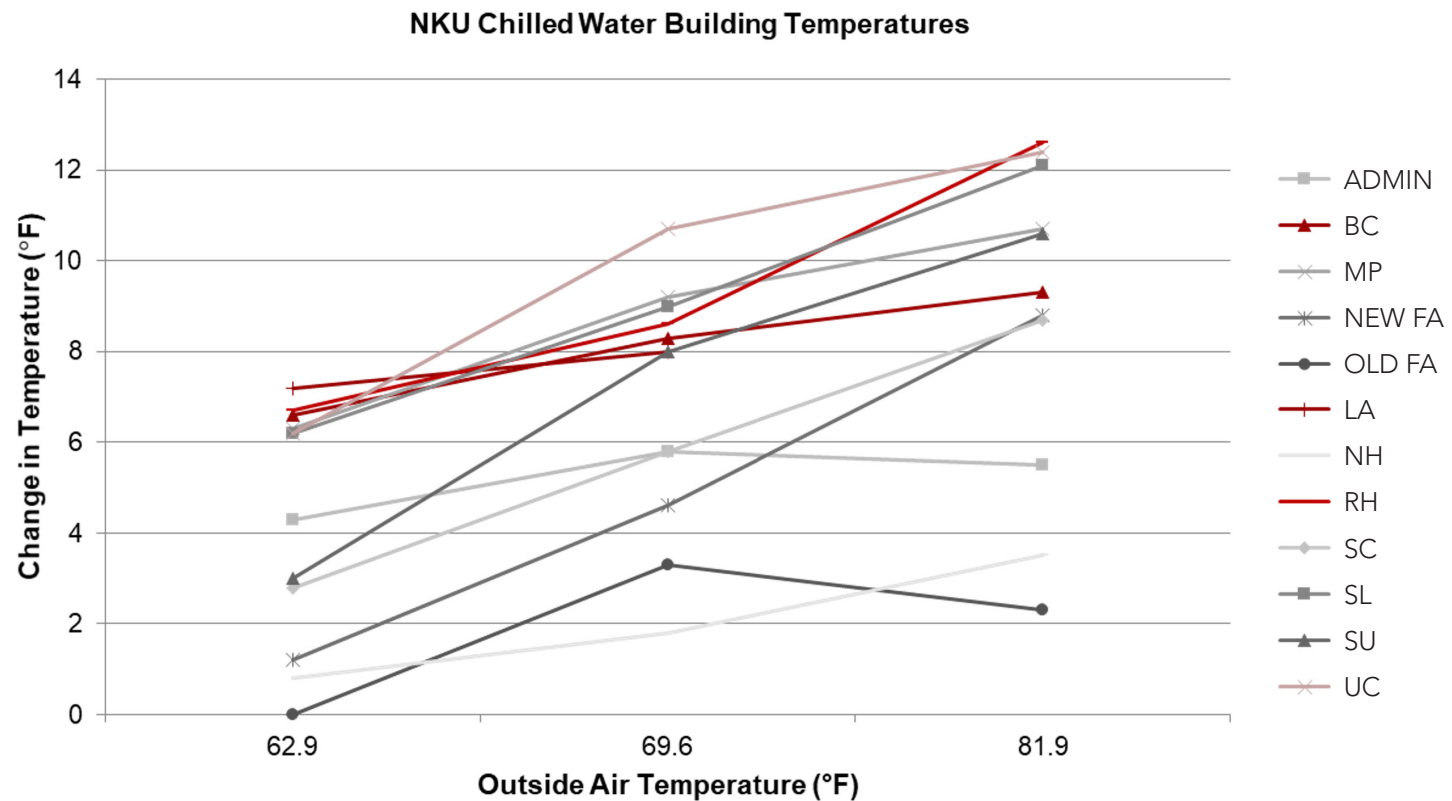
*Figure 1. Critical points in chilled water distribution piping.*



A review of building level HVAC systems was telling; a small temperature differential exists between chilled water supply and chilled water return temperatures at building level chilled water coils, indicating poor heat exchange, as can be seen in Figure 2, below. Since this temperature change is less than ten degrees for most buildings, chilled water flow rates are being forced to increase significantly. As a result, chilled water pumps are consuming more energy, and chilled water piping is nearing its limit. This problem could be resolved if building-level HVAC renovations were to occur in parallel with other projects identified in this masterplan.

By deepening chilled water coils, this temperature change could be raised to fifteen degrees at all buildings. As seen in Table 2, these HVAC renovations would significantly decrease chilled water flows throughout campus, and even offset the additional chilled water demands of future projects identified in this master plan. Concurrent with these renovations, chilled water meters should be installed at each building, and energy conservation measures should be implemented to further reduce HVAC loads. Combined, these improvements would significantly increase the capacity of the chilled water system, while also improving energy performance across campus.

Figure 2. Chilled water temperature change by building.



Similar to the analysis of the central chilled water plant, the central steam plant was also studied to investigate potential capacity issues. From this investigation, it was determined the central steam plant has enough capacity to supply 71,000 lb/hr of steam to campus, while the existing peak demand is only 41,000 lb/hr. While there is enough capacity to meet the future heating needs of projects identified in this masterplan, the central steam system is roughly 30% less efficient than other combustion heating systems available at this time, such as condensing boilers. This inefficiency has a significant impact on NKU's annual carbon emissions, and poses a threat to NKU's ability to cost effectively meet their 2050 carbon commitment.

To avoid further investment in a system that could jeopardize NKU's sustainability targets, four alternative strategies for addressing the central plant were evaluated.

**Strategy one:** Maintain the central plant, making operational changes as required to generate additional capacity for future projects.

**Strategy two:** Maintain the central chilled water plant, but gradually decommission the central steam plant and switch to decentralized heating.

**Strategy three:** Decommission the central plant entirely, and move to local chillers and boilers.

**Strategy four:** Decommission the central plant entirely, and move to localized, all-electric, heating and cooling.

Table 2. Chilled water flow rate changes

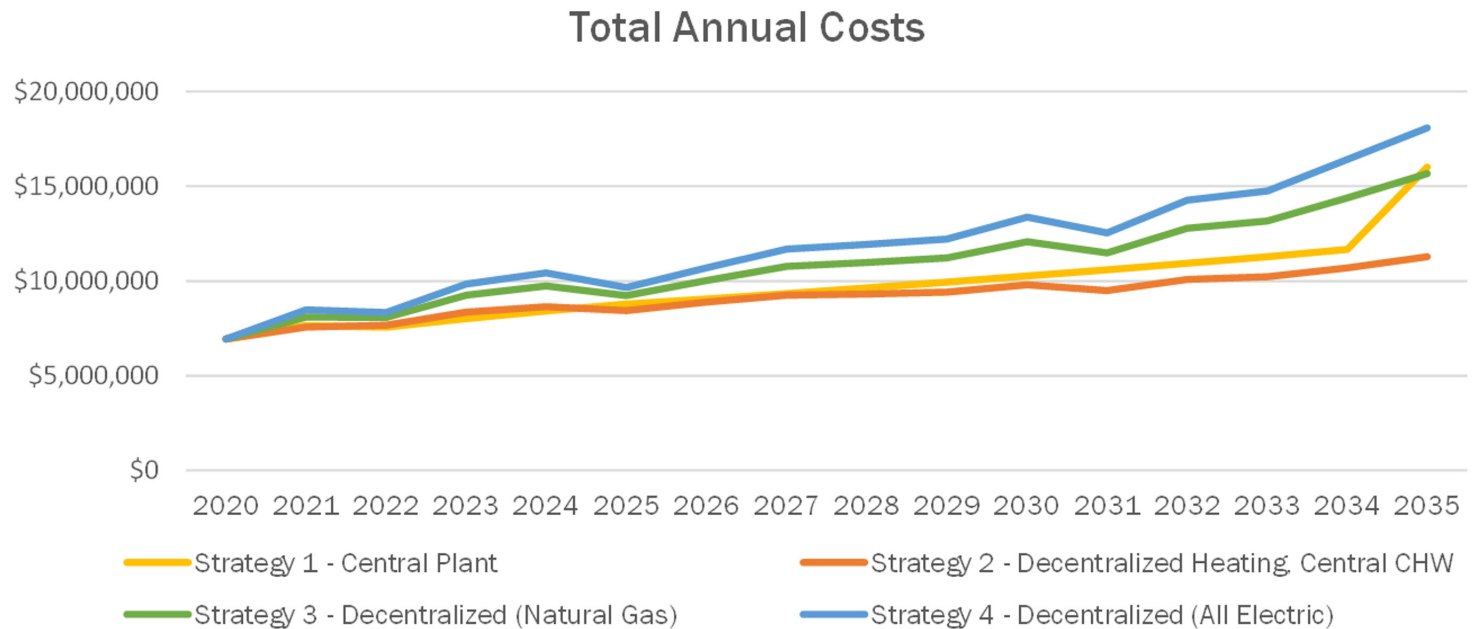
Project	Addition / New Building Area (SF)	Architectural Renovation Area (SF)	MEP Renovation Area (SF)	Addition / New Building CHW Demand Change at $\Delta T=15^\circ$ (gpm)	MEP Renovation CHW Demand Change (gpm)	Net CHW Demand Change (gpm)
Herrman Science Center (SC)	64,000		175,500	293	-401	-109
Business Academic Center (BC)	58,300	110,700	110,700	187	-177	9
Basketball Practice Facility	80,000			256	0	256
Nunn Hall (NH)	48,600	113,500	113,500	173	-202	-29
Partnerships and Innovation Interdisciplinary Sciences	69,500			247	0	247
Fine Arts Center (FA)		160,000	160,000	-	-284	-284
Steely Library (SL)		142,000	142,000	-	-252	-252
Regents Hall (RH)		29,000	29,000	-	-52	-52
Mathematics-Education-Psychology Center (MP)		128,500	128,500	-	-228	-228
Landrum Academic Center (LA)	48,600	100,500	100,500	173	-179	-6
Civic Center		30,100		-	-	0
Law/Business	144,000			461	-	461
Power Plant			20,000	-	-	0
Lucas Administrative Center (AC)			108,500	-	-193	-193
Campbell Hall (CA)			46,200	-	-	0
Maintenance Building			15,500	-	-	0
<b>TOTAL</b>				<b>1789</b>	<b>-1968</b>	<b>-180</b>



Using strategy one as a baseline, strategies two, three, and four were evaluated for differences in capital costs, utility costs, operation and maintenance costs, and annual carbon emissions. The results of this analysis were generated using available utility and maintenance cost data specific to NKU. The total annual costs for each strategy can be seen in Figure 3. Based on this analysis, strategy two offers the lowest total cost of ownership. By maintaining the central chilled water system, strategy two requires smaller capital investments than strategies three and four, and also achieves significant utility cost savings compared to the baseline.

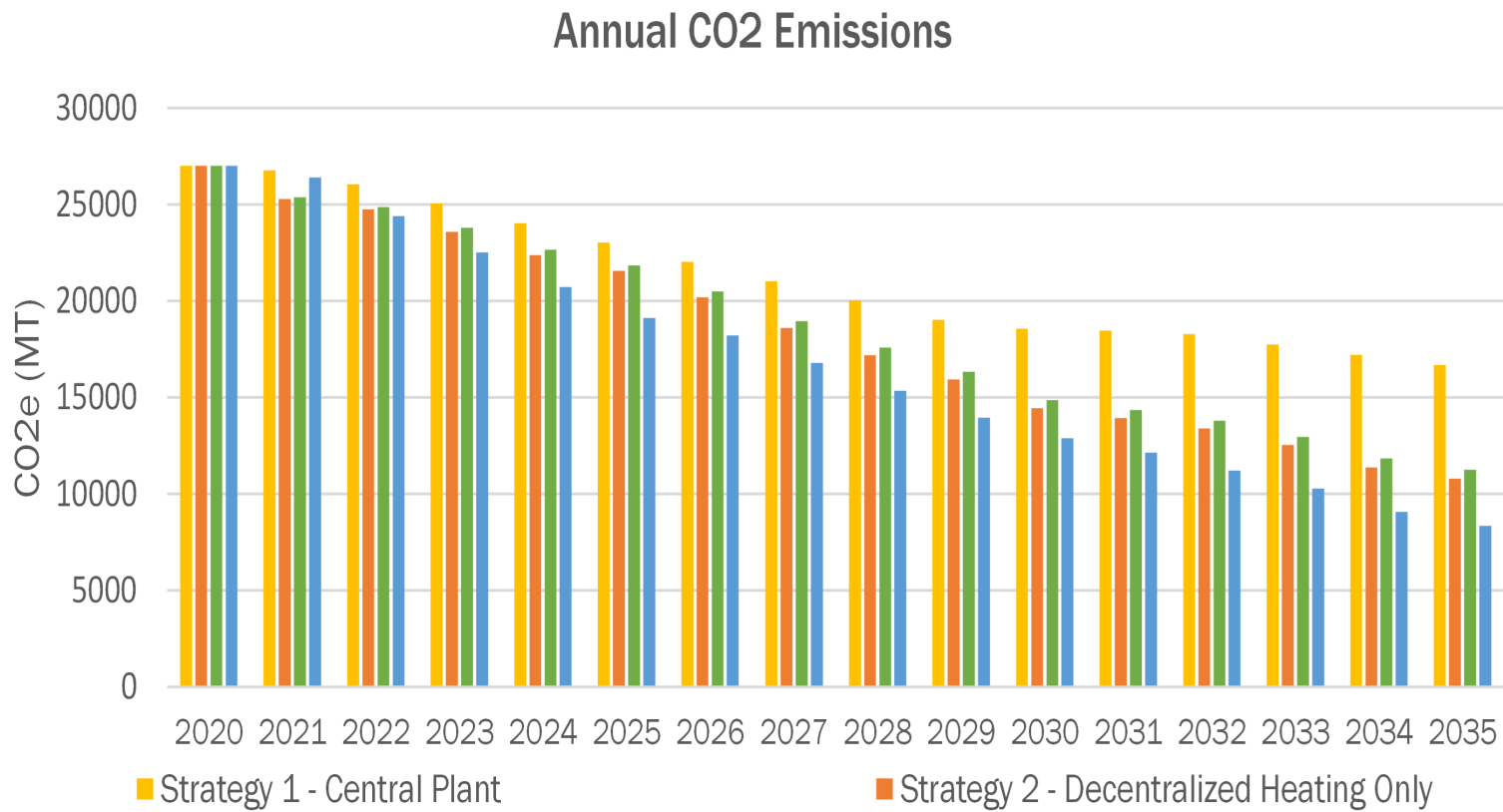
Strategy two is also the second-best performer in terms of carbon emissions. While an all-electric option, such as strategy four, achieves the greatest reduction in carbon emissions, the changes necessary to achieve this option make it cost-prohibitive. Therefore, strategy two offers the overall greatest value to NKU in terms of cost and also achieving carbon neutrality by 2050.

In summary, by focusing on building-level HVAC improvements, and building-level energy efficiency, NKU can reduce capital costs and free up capacity for the chilled water plant to accommodate the future projects identified in this masterplan. Phasing-out the steam plant and gradually transitioning to decentralized heating allows NKU to reduce utility costs while significantly lowering carbon emissions, putting the university closer to its sustainability targets.



*Figure 3.*  
Total cost of ownership for proposed central plant strategies

Figure 4. Annual carbon emissions for each central plant strategy. Each strategy assumes the electric utility grid will decarbonize over time, based on the integrated resource plan of NKU's utility provider.



# Electrical Infrastructure Analysis

This portion of the appendix outlines the process and supporting data used to identify the capacities and locations of the electrical infrastructure currently feeding campus. The existing electrical infrastructure is in good condition and is sufficient for planned future development. Modifications or additions to the underground electrical infrastructure will require further evaluation and technical design work beyond the scope of this document.

This analysis began with an evaluation of the capacity of the existing four 12470 volt underground primary electrical loops. Accomplished using existing metering data located at the main utility demark and campus substation on the northeast side of campus, the

documented capacities of each loop can be seen in Table 3. These capacities include the added electrical load for the new residential hall brought on line in 2021.

As seen in the table, ample capacity exists in the underground electrical feeders, even with 250 amp overcurrent protection devices in the high voltage switches. If the need arises, the overcurrent protection could be upsized to 300A to provide additional capacity. One recommendation the university should consider is the extension of primary electrical loops A and B from manhole number 9 north of Herrmann Science Center to the area south of Kenton Garage. This expansion would support new construction along Kenton Drive from north to south.

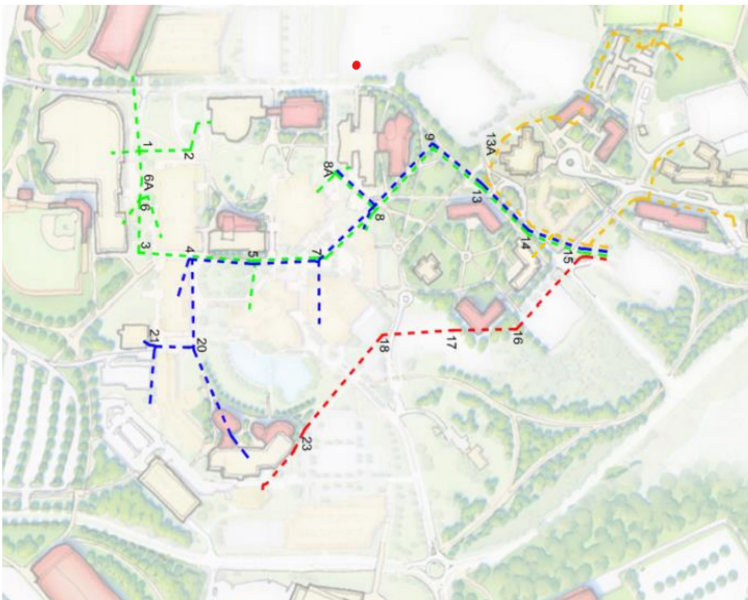
*Table 3. Primary Electrical Loop Capacities*

	Current Capacity (Amps)	Max Capacity (Amps)	Max Peak (Amps)
Loop A	250	300	114
Loop B	250	300	90
Loop C	250	300	194
Loop D	250	300	71



Not all NKU buildings are served from these four primary loops. The BB&T Arena and student housing to the east are fed from secondary electric feeds from Duke Energy. There is no need for these buildings to be connected to one of the four loops. The location of the four primary feeds can be seen in figure 5 below.

*Figure 5. Primary underground 12470 electrical loops*



In figure 5 above, loop A is indicated in green, loop B is indicated in blue, loop C is indicated in red and loop D is indicated in yellow.

There are several other recommendations the university is considering related to the campus electrical infrastructure. The first is the replacement of the primary switch in manhole 8A to the southeast of Herrmann

Science Center. This primary switch is past its useful life and also has poor working clearances. The second is the relocation of the primary switch to the north of Herrmann Science Center which feeds parking lot lighting to the west of that building. The relocation and modification (adding one position) of this switch will allow for construction of an addition to the north of Herrmann Science Center as well as allow for the extension of primary loop A as noted previously. The final recommendation is the upgrade of the underground feeders in Loop D from #2 to #4/0 allowing for full capacity of the fusing that protects this loop.

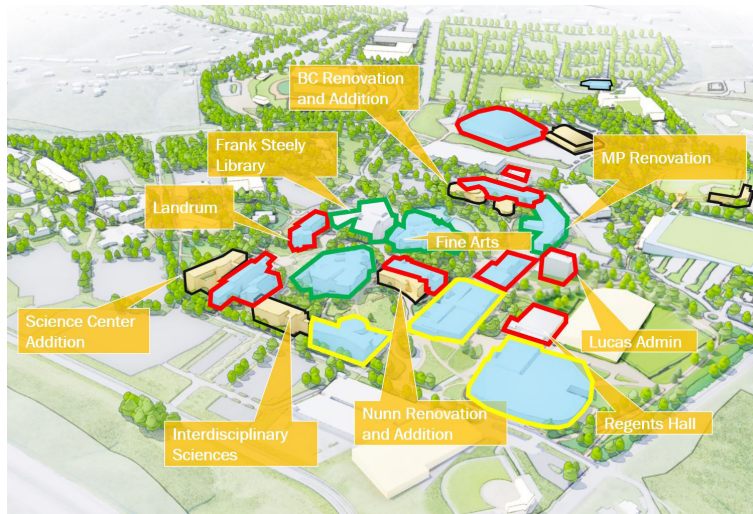


Figure 6. Progress of lighting upgrades

Other electrical recommendations the university is considering will help with energy and carbon neutrality goals. The first of these is a continuation of lighting upgrades from fluorescent to LED. Figure 6 indicates the progress of these lighting upgrades.

The buildings indicated in green have been upgraded as part of building renovations or as part of ESCO projects. The buildings in yellow are relatively new and are good in the short term but should be planned for replacements in the near future. The buildings in red have older fluorescent lighting and are consuming 30% more lighting energy than needed. These buildings should be targeted for complete lighting replacements in the next three to five years. These upgrades, by reducing electrical loads, will free up capacity in the existing underground electrical infrastructure.

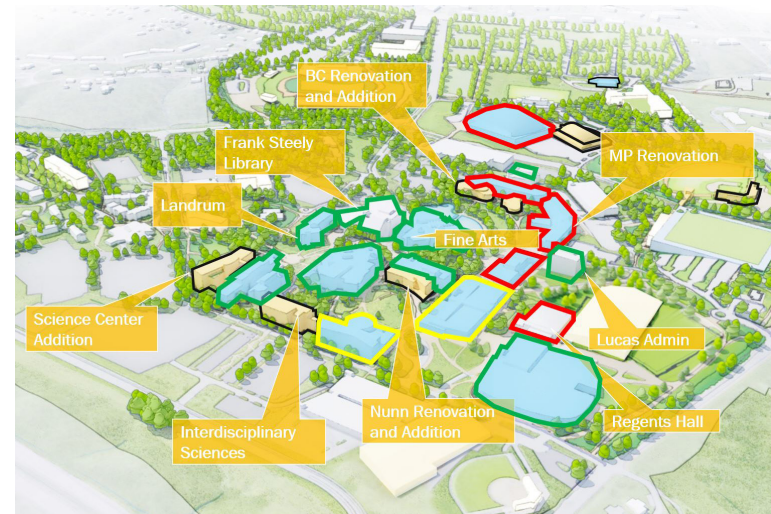


Figure 7. Progress of submetering in buildings

The next recommendation relates to providing electrical submetering throughout campus. By adding metering to every building, the university gains the ability to monitor energy usage and inform decision making, helping move the campus towards its energy and carbon reduction goals. Figure 7 indicates the buildings that currently have or do not have electrical metering.

The buildings indicated in green have submetering. The buildings indicated in yellow have submetering but are currently not operational. The buildings in red do not have submetering.

All buildings indicated in red or yellow should be provided with new or repaired submeters within the next two to three years to allow tracking of energy usage by building.

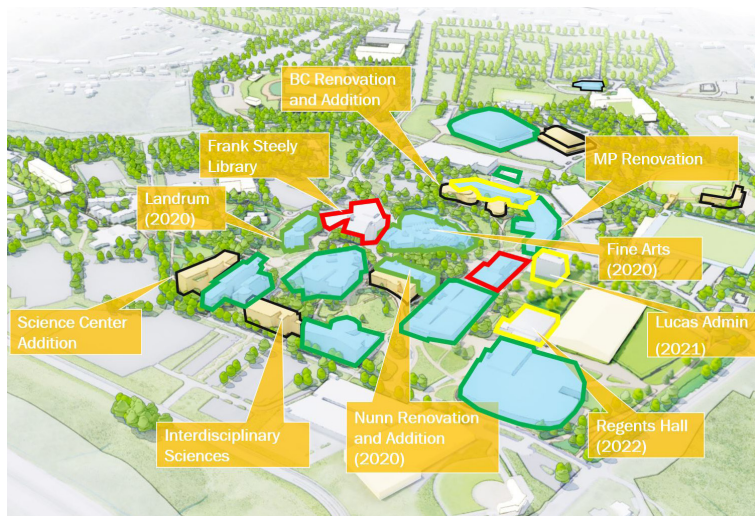


Figure 8. Progress of building unit substation upgrades

The final recommendation is related to upgrading the 12470 volt to 120/208 volt or 277/480 volt unit substations internal to each of the buildings. Most of the aging unit substations have been replaced in recent years, but several others are original and could potentially cause problems or even worse, could fail if not addressed in the next several years. Figure 8 above indicates the progress of these replacements.

The unit substations in buildings indicated in green have already been replaced or are in good condition and have no immediate needs for replacement. The unit substations in buildings indicated in yellow are scheduled for replacement in 2021 and 2022. The unit substation in buildings indicated in red should be scheduled for replacement in years 2023 and 2024.





NKU

*James C. and Rachel M. Votruba*

STUDENT UNION





# Dining Master Plan

Preface

Executive Summary

Market Analysis

Recommendations

Exhibits

A. Student Survey Results

B. Faculty / Staff Survey Results

C. Competitive Context Analysis

## Preface

In 2019, Northern Kentucky University (“NKU” or “the university”) engaged Brailsford & Dunlavey, Inc. (“B&D”) as part of the Campus Master Plan team (“Project Team”) led by Ayers Saint Gross to develop a Dining Master Plan. The goals of the project were to identify the overall dining demand and preferences of both residents and non-residents and to develop long-term recommendations that close any current gaps and respond to the future growth of campus.

During the time of documenting the Master Plan, the COVID-19 pandemic began. Although there are many unknowns regarding the length of the crisis and full impact on higher education, this document represents forward-thinking recommendations for non-COVID times. This document sets forth B&D’s findings with respect to various market conditions and research that was conducted prior to the pandemic. It is advisable to re-test demand, and specifically student and faculty/staff demand preferences, prior to implementation of major projects.

As a part of this process, B&D conducted the following work plan to properly advise NKU on the appropriate dining program:

**Conducted focus group sessions and intercept interviews with the NKU campus community.**

In November 2019, the Project Team met with student and faculty / staff to better understand their perspectives and experiences as it relates to NKU Dining. The interviews provided qualitative insights and specific information while identifying campus sensitivities.

**Toured existing campus facilities** including the on-campus dining venues to gain a more robust understanding of NKU’s current dining facilities.

**Developed and analyzed a web-based survey** to assess satisfaction with the existing dining program as well as preferences for future dining, including participants’ priorities for location, venue type, and food offerings. B&D also utilized the survey to understand student, faculty, and staff experiences with current dining offerings. The survey was open for approximately three weeks from January 12<sup>th</sup> through February 5<sup>th</sup>, 2020. With over 1,500 completed responses, the survey was extremely successful. The results were statistically significant with a 95% confidence level and 1.8% margin of error for students and 2.9% for faculty and staff.

**Performed a demand analysis to quantify demand for future dining needs.** B&D developed detailed demand models that utilized results from the web-based survey as well as current enrollment data, sales data by venue, and existing dining seat counts and participation to inform the model. As part of the demand analysis, B&D projected future demand for five, ten and fifteen-year enrollment growth scenarios.

The findings encapsulated in this report will feed into an ongoing series of deliberations that advance ideas put forth in the Campus Master Plan.

## ACKNOWLEDGEMENTS

We also wish to acknowledge the support and contributions of all stakeholders at NKU that contributed to the project, including the Campus Master Plan Executive Committee and the Dining Committee, which included the following individuals:

- ◆ Sarah Aikman
- ◆ David Berland
- ◆ Elizabeth Birkenhauer
- ◆ Ashley Coates
- ◆ Melissa Gorbandt
- ◆ Michael Hales
- ◆ Patrick Hannon
- ◆ Daniel McIver
- ◆ Andy Meeks
- ◆ Dannie Moore
- ◆ Mary Paula Schuh
- ◆ Kimberly Scranage
- ◆ Arnie Slaughter
- ◆ Leah Stewart
- ◆ Krista Wiseman-Moore
- ◆ Matthew Zacate
- ◆ Syed Zaidi

The Project Team that produced the work effort was comprised of the following individuals:

### Brailsford & Dunlavy:

- ◆ Jeff Turner, Executive Vice President
- ◆ Kim Martin, Director
- ◆ Bradley Robertson, Project Analyst

### Ayers Saint Gross:

- ◆ Kevin Peterson, AIA, Principal
- ◆ Elizabeth Long, AIA, Associate Principal
- ◆ Shannon Dowling, Senior Associate, Space Planner + Architect

This report sets forth the Project Team's findings and recommendations as part of the dining master plan. The findings contained herein represent the professional opinions of the Project Team's personnel based on assumptions and conditions detailed in this report. The Project Team relied extensively on information provided by NKU, accepted this information as accurate, and performed no independent verification to confirm its validity. The Project Team conducted research using both primary and secondary information sources that are deemed to be reliable but whose accuracy cannot be guaranteed.

The Project Team makes no assurance and provides no guarantee or warranty that the estimates and projections presented in this report will reflect the university's actual costs and financial performance. Economic and market conditions, NKU's actions, and implementation timing, as well as other important circumstances beyond the Project Team's control, often do not occur as planned and such deviations can be material.



## Executive Summary

### INTRODUCTION

Northern Kentucky University is a public institution in the greater Cincinnati area. Northern Kentucky University has its roots as an extension campus of the University of Kentucky, operating in Covington, Kentucky, and known as the UK Northern Extension Center. After 20 years in operation as an extension center for the University of Kentucky, NKU became an autonomous four-year college in 1968. Today, Northern Kentucky University is the third largest university, behind the University of Cincinnati and Miami University, of Greater Cincinnati's four large universities and the youngest of Kentucky's eight.

Situated on 425 acres, Northern Kentucky University has seven colleges serving both undergraduate and graduate level students. In the fall of 2019, the university enrolled over 15,000 students from the United States and beyond. In line with its mission statement, NKU strives to empower its graduates to have fulfilling careers and meaningful lives, while contributing to the economic, civic, and social vitality of the region.

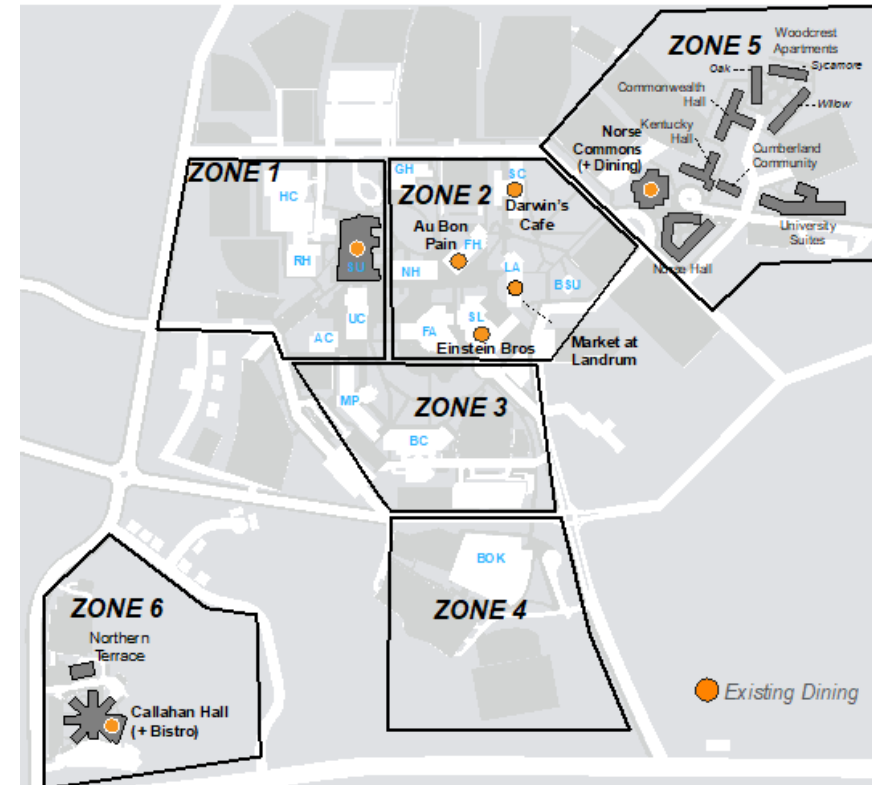
### PLANNING CONTEXT

In 2019, NKU engaged B&D as part of the Campus Master Plan team led by Ayers Saint Gross to develop a Dining Master Plan. Existing conditions of on-campus dining venues were assessed in consideration of future needs. Given that housing and dining facilities are interrelated quality-of-life facilities, the Project Team carefully considered the encompassing Campus Master Plan, and developed recommendations that coincide with this plan and will create synergies.



### EXISTING CONDITIONS

The dining portfolio consists of two (2) all-you-care-to-eat ("AYCTE") facilities, and fourteen (14) retail locations throughout campus. Ten (10) of the retail locations are located in the Student Union (Zone 1) and four (4) are remotely located throughout campus in various academic buildings. B&D categorized NKU's campus into six zones to better evaluate locational demand. Those zones are identified in the map below:



## KEY FINDINGS

The Project Team examined existing dining conditions including: venue and capacity needs, meal plan participation and offerings, and general satisfaction.

Below are the key findings of the dining market analysis:

- 1) Callahan Bistro is underutilized during breakfast and lunch; however, food service is necessary for the residents of Northern Terrace and Callahan Hall.
- 2) Distribution of retail is more proximate in the northern portion of campus.
- 3) NKU students are brand-centric.
- 4) Students are satisfied with the quality of service offered through the dining program; however, they are dissatisfied with affordability.
- 5) Many students are eating / preparing meals in their residences, which limits community building.
- 6) There is an opportunity to increase nutritional awareness.
- 7) Demand exists for increased dining beyond the customers served in the fall of 2019. Survey projected demand exceeds the existing transaction amount in every zone for at least one meal period.

The key findings are explored in greater detail in the market analysis section, beginning on page 19.

## RECOMMENDATIONS

B&D outlined five dining recommendations in this report:

- 1) Reduce daytime operations and offerings at Callahan Bistro. Replace AYCTE breakfast and lunch options with a la carte and/or grab-and-go options;
- 2) Add a retail dining location in Zones 3 or 4 (either in the Mathematics, Education and Psychology Center or in the Business Academic Center);
- 3) Expand the hours of operation in the Student Union to match unmet demand for dinner;
- 4) Alter the service style in Zone 2 to offer more seated options for dinner; and,
- 5) Alter the breakfast offerings in Zone 1 to align with demand preferences as well as alleviate the reduced operations in Callahan Bistro.

## NEXT STEPS

- **ALIGN DINING RECOMMENDATIONS WITH FUTURE BUILDING PLANS AND SPECIFICALLY ANY HOUSING PLANS THAT IMPACT THE NUMBER OF STUDENTS LIVING ON CAMPUS**

## CONCLUSION

In summation, this report contains the Project Team's recommendations as part of the Dining Master Plan. The resulting plan highlights opportunities to enhance the NKU experience through a dining program better aligned with campus population preferences. The following sections include a detailed market analysis and final recommendations. The market analysis encompasses a demographic analysis, an existing conditions assessment, peer benchmarking, and demand analysis. The final recommendations should be reconciled with the Campus Master Plan.

## Market Analysis

The market analysis reviews the university's current demographics, enrollment projections, existing housing and dining inventory, and demand for on-campus dining. All of these factors must be taken into consideration to create a comprehensive strategy for the dining program moving forward. The following sections outline the resulting analyses.

### DEMOGRAPHIC ANALYSIS

B&D conducted a demographic analysis to better understand the existing campus context and identify any emerging trends. Additionally, B&D examined recent as well as historic admission and retention trends to account for the impact of future changes in enrollment.

### ENROLLMENT TRENDS

NKU's enrollment trends were analyzed over a six-year period to determine patterns of growth or decline. As Figure 1 shows, the university's enrollment has fluctuated slightly during this period – from fall 2014 to fall 2019, total enrollment decreased by 1%. Over this period, undergraduate student enrollment declined 10%. In contrast, graduate student enrollment increased 59% over this same period. So, while there is no discernable trend when looking at the total enrollment count, the data show a significant upward trend in graduate enrollment. As such, this has been taken into consideration for all planning efforts and final recommendations.

The Campus Master Plan and corresponding Dining Master Plan aim to provide NKU with the tools to strategically plan for future growth. Therefore, in addition to assessing NKU's current conditions, The Dining Master Plan will also project demand levels based off of five, ten, and fifteen-year enrollment growth scenarios.

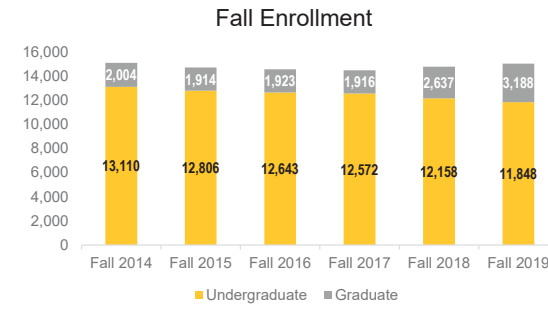


FIGURE 1: HISTORICAL ENROLLMENT DATA, FALL 2013-2018

### STUDENT BODY DEMOGRAPHIC PROFILE

An analysis of the university's existing demographic profile shows stable enrollment among the various subgroups with no one increasing or decreasing disproportionately. (Figure 2)

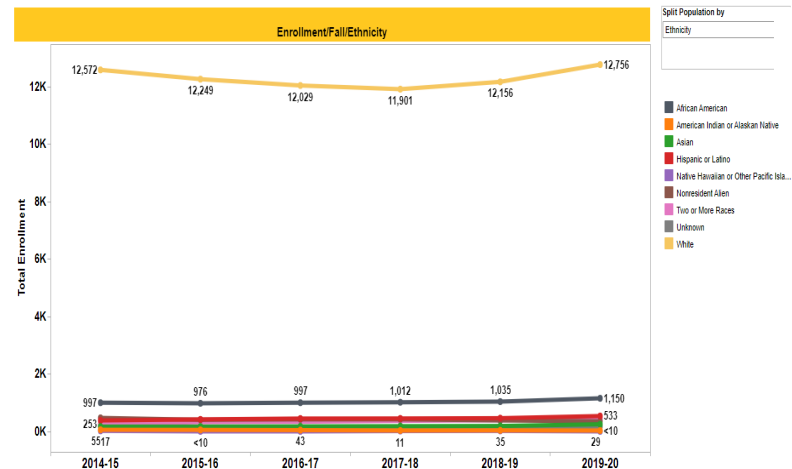


FIGURE 2: FALL 2018 DEMOGRAPHIC DATA

## EXISTING CONDITIONS ANALYSIS

### DINING PORTFOLIO

As part of the campus tour, B&D assessed NKU's dining facilities existing conditions. This assessment included a comprehensive review of the seating areas, kitchens, storage areas, loading docks and physical equipment. NKU currently has sixteen dining venues in total. The portfolio consists of two (2) all-you-care-to-eat ("AYCTE") facilities, and fourteen (14) retail locations throughout campus. NKU contracts with Chartwells as the on-campus dining operator for all facilities and services, including catering. Currently, NKU offers a variety of dining options, including AYCTE, a la carte, fast casual, retail and convenience store offerings. The dining program features menu offerings catered to subpopulations with dietary restrictions, serving Kosher, vegetarian, and Halal options. The on-campus convenience stores offer additional grab-and-go options, as well as the ability to shop for essential groceries.

#### Student Union

Ten (10) of the retail locations are in the Student Union and four (4) are remotely located throughout campus in various academic buildings. The Student Union is centrally located on campus serving as a hub for on and off-campus students as well as faculty / staff. An analysis of the survey clearly points to the Student Union being the most popular dining location on campus. The throughput data provided by NKU for each venue indicate a similar trend. The data provided were for the week of October 18, 2019 and show that the venues in the Student Union combined for over 15,200 individual transactions compared to a combined 4,902 from the two (2) AYCTE facilities and 4,843 from the four (4) remote retail locations in Zone 3. (Figure 3)

Zone	Week Total
<b>Zone 1</b>	
Market at Student Union	0
Starbucks	3,938
Steak N Shake	2,792
Sbarro	450
The Travel Wagon	552
Tu Taco	671
OLO Sushi / Mondo Subs	1,609
The Strip	1,158
The Fresh Factor	684
Northern Pasta	602
Outtakes C-Store	2,694
Game Room	37
Soccer	34
<b>Zone 1 Total:</b>	<b>15,221</b>
<b>Zone 2</b>	
Darwin's Café	835
Market at Landrum	1,130
Einstein Bros Bagels	1,815
Au Bon Pain	1,063
<b>Zone 2 Total:</b>	<b>4,843</b>
<b>Zone 3</b>	
<b>Zone 4</b>	
<b>Zone 5</b>	
Norse Commons	3,625
<b>Zone 5 Total:</b>	<b>3,625</b>
<b>Zone 6</b>	
Callahan Bistro	1,277
<b>Zone 6 Total:</b>	<b>1,277</b>

FIGURE 3: WEEKLY THROUGHPUT DATA

Figure 4 shows the most desired locations in the Student Union, as indicated on the survey. Student and faculty / staff venue preferences in the Student Union mirrored each other for the most part. The data point to a propensity for **national affiliated brands** among both Student and Faculty / Staff populations. Often times, the familiarity of national brands create a pre-conceived notion of quality and consistency. These brands offer an element of already established expectations, likely influencing consumer habits. However, a large divergence among the two groups can be noted with desirability of The Travel Wagon – 16% of faculty /



#### Survey Comment

"It would be great to have **more national chains**, like Steak N Shake and Sbarro."

staff indicated The Travel Wagon as their most preferred venue location in the Student Union compared to just 6% of students. According to the survey, Tu Taco was the least preferred venue in the Student Union.

The quality and variety of food offered were the most important satisfaction factors for Student Union venues for both students and faculty / staff (Figure 5). For students, value for price was reported as the third most important factor going into dining satisfaction whereas it was the fourth for faculty / staff, indicating students are slightly more price sensitive. Faculty / staff displayed higher satisfaction levels for venues with healthier options when compared to students.

Students		Faculty / Staff	
<b>Student Union Retail Locations</b>		<b>Student Union Retail Locations</b>	
1 Starbucks	22%	1 Starbucks	23%
2 Steak N Shake	20%	2 The Travel Wagon	16%
3 Sbarro Pizza	13%	3 Steak N Shake	15%
4 Mondo Subs	9%	4 Sbarro Pizza	10%
5 The Strip	8%	5 Market at Student Union	9%
7 Market at Student Union	8%	6 OLO Sushi	8%
7 OLO Sushi	7%	7 Mondo Subs	8%
8 The Travel Wagon	6%	8 Tu Taco	4%
9 Tu Taco	5%	9 The Strip	4%

FIGURE 4: MOST DESIRABLE STUDENT UNION LOCATION

Students		Faculty / Staff	
<b>Top Five Student Union Satisfaction Factors</b>		<b>Top Five Student Union Satisfaction Factors</b>	
1 Better Quality of Food	26%	1 Better Quality of Food	24%
2 More Variety of Food	16%	2 More Variety of Food	16%
3 Perceived Best Value	10%	3 More Healthy Options	15%
4 More Healthy Options	9%	4 Perceived Best Value	12%
5 Faster Service	9%	5 Faster Service	8%

FIGURE 5: SATISFACTION FACTORS – STUDENT UNION



Other Retail

Einstein Bagels in the Steely Library, Outtakes Market in the Landrum Academic Center, Darwin’s Café in the Dorothy Westerman Herrmann Natural Science Center, and Au Bon Pain in the Health Innovation Center are the remaining four (4) retail locations. Einstein Bagels and Au Bon Pain are notably the two most desired retail locations outside of the Student Union for both students and faculty / staff. Survey results show that the Market at Landrum and Darwin’s Café are the least desirable retail locations outside of the Student Union, again showing a general campus population preference of national brands (Figure 5).

Students		Faculty / Staff	
<b>Other Campus Retail Locations</b>			
1 Einstein Bagels	44%	1 Einstein Bagels	40%
2 Au Bon Pain	21%	2 Au Bon Pain	31%
3 Market at Landrum	15%	3 Market at Landrum	7%
4 Darwin’s Café	12%	4 Darwin’s Café	6%

FIGURE 5: MOST DESIRABLE REMOTE RETAIL LOCATIONS

Residential Dining Halls

Located on opposite ends of campus, the two (2) AYCTE dining halls primarily serve their adjacent residential communities with Callahan Bistro located near the East Residential Village and Norse Commons located near the Boothe Residential Village. The Boothe Residential Village has a much larger resident capacity compared to the East Residential Village with maximum bed counts of 1,366 and 679, respectively. Adjusting for the Willow Apartments that are coming offline, the maximum bed count drops to 1,236 beds in the Boothe Residential Village. The Boothe Residential Village offers a variety of different housing options. Kentucky Hall and Commonwealth Hall serve as more of a traditional dorm model featuring a desk, dresser, and mini fridge whereas University Suites and Norse Hall are suite-style residences with kitchenettes, stovetops, and sinks. In addition to this, B&D has been made aware that a 200-bed residential facility Village is being considered by the university in Zone 3 near the Boothe Residential Village. This will be taken into account for planning strategies and recommendations.

The East Residential Village consists of the Northern Terrace and Callahan Hall. Callahan Hall is a traditional double occupancy residence hall with desks and a bathroom in the unit. Northern Terrace offers a suite style residential unit with a select few units offering kitchenettes.

<b>Percentage of Students that Eat or Prepare Meal at Residence</b>		
	Booth Residential Village	East Residential Village
Residences with kitchenette	19.29%	25.71%
Residences without kitchenette	11.30%	17.90%

FIGURE 7: FALL 2019 STUDENT DINING HABITS

Figure 7 shows student tendencies to prepare meals in their residence by residence type. It is no surprise that the students living in the residential units with kitchens or kitchenettes prepare a larger proportion of their meals at home compared to students in traditional halls. Students with kitchens or kitchenettes prepare roughly 8% more of their meals at home compared to students in residences without kitchens or kitchenettes. This spread holds when comparing the East Residential Village to the Boothe Residential Village. However, it is noteworthy that even though the spread for at home meal preparation between residents with and without kitchens/kitchenettes is similar between the two residential areas, East Residential Village residents prepare a greater overall percentage of meals in their residences compared to the Boothe Residential Village residents (Figure 7). What makes this even more noteworthy is that the Boothe Residential Village has more residences available with kitchens and kitchenettes, signaling an underlying trend about campus dining satisfaction and participation among East Residential Village residents.

<b>In general, how satisfied are you with NKU’s current all-you-care-to-eat dining options?</b>		
	Satisfied	Dissatisfied
East Residential Village	38%	62%
Booth Residential Village	50%	50%

FIGURE 8: FALL 2019 AYCTE SATISFACTION BY NEIGHBORHOOD

As Figure 8 supports, only 38% of East Residential Village Residents reported that they were satisfied with the current AYCTE facilities – 12% lower compared to the Boothe Residential Village.

Similarly, when all students were asked what their preferred all-you-care-to-eat facility on campus was, just 14% of students selected Callahan Bistro compared to 59% for Norse Commons (Figure 9). Overall dissatisfaction with Callahan Bistro is contributing to East Residential Village students preparing a greater proportion of their meals at home hindering NKU’s ability to fully capture potential revenue. This will be an ongoing challenge for NKU in their efforts to promote cross-campus interactions.

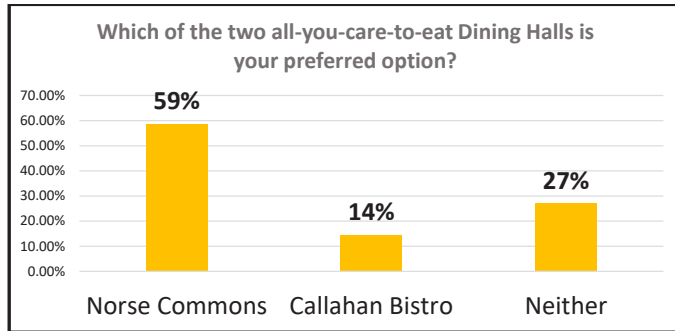


FIGURE 9: PREFERRED AYCTE FACILITY

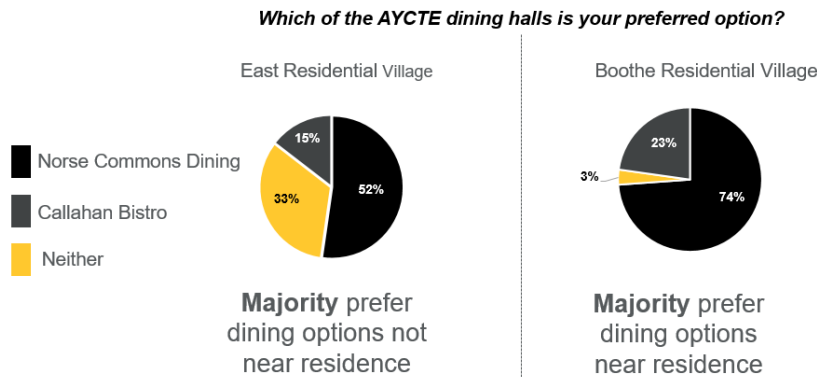


FIGURE 10: PREFERRED AYCTE FACILITIES BY NEIGHBORHOOD

When broken down by neighborhood, the differences and trends become even more glaring. For East Residential Village Residents, only 15% reported that the dining hall provided in their village was their preferred option. In other words, 85% of these residents prefer not to use the dining facility that is most conveniently located to them. In total contrast, 74% of Boothe Residential Village residents marked the adjacent Norse Commons Dining Hall as their preferred AYCTE facility. (Figure 10)

Meal Plan Participation

Residential Meal Plans	19-20 \$/Semester	Participation (1,500 sold)
15 Meals with \$100 Flex	\$1,770	32%
15 meals plus Carryout	NA	3%
Ultimate with \$100 Flex	\$1,925	25%
Block 125 with \$325 Flex	\$1,845	14%
Block 150 with \$175 Flex	\$1,845	6%
Block 75 with \$575 Flex	\$1,845	10%
Block 100 with \$425 Flex	\$1,845	10%

Commuter Meal Plans	19-20 \$/Semester	Participation (317 sold)
35 Everywhere Plan	\$480	10%
45 Everywhere Plan	\$604	15%
SU and Einstein's 35 Best Value	\$425	35%
SU and Einstein's 25 Basic	\$312	21%
SU and Einstein's 15 Sampler	\$199	13%
8 Everywhere Plan	\$100	6%

FIGURE 12: FALL 2019 MEAL PLAN OPTIONS

The university offers 7 residential meal plan options and 6 different commuter meal plan options. Students are permitted to use their cash plans at on-campus dining venues including retail locations such as Starbucks, Au Bon Pain and Einstein Bagels.

Of the entire population surveyed, 76% reported that they do not have a meal plan. More specifically, 93% of off-campus students indicated that they do not have a meal plan. In contrast, over 98% of the students living on campus reported that they have a meal plan. This presents a huge opportunity for NKU to capture some of this demand.

**DINING SATISFACTION**

As can be seen in Figure 12, NKU has a blended satisfaction of 64% for the dining program as a whole across all venue types. This falls slightly below the national average shown in the annual The National Association of College & University Food Services ("NACUFS") customer satisfaction survey (typically around 71% report they are satisfied with their dining programs). Interestingly, faculty / staff reported higher satisfaction with the dining program as whole compared to students. B&D believes this is due, in part, to the lower satisfaction levels with the AYCTE facilities as shown in Figure 8.

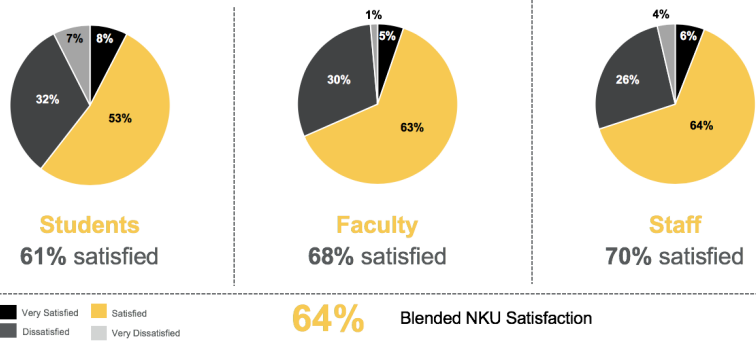


FIGURE 12: SATISFACTION LEVEL BY GROUP

Overall, students, faculty, and staff are most satisfied with locational convenience, quality of service, and speed of service, but identified overall value for price, weekend hours of operation, and menu variety as areas for improvement per Figure 13.

Category:	Satisfaction Levels – Campus Wide:
Value for Price	53%
Weekend Hours of Operation	65%
Menu Variety	68%
Quality of Food	68%
Diet / allergy / restriction conscious	76%
Weekday Hours of Operation	79%
Speed of Service	80%
Quality of Service	86%
Facility Design Amenities	89%
Location Convenience	89%

FIGURE 13: SATISFACTION LEVELS BY CATEGORY

Dining Meal Habits

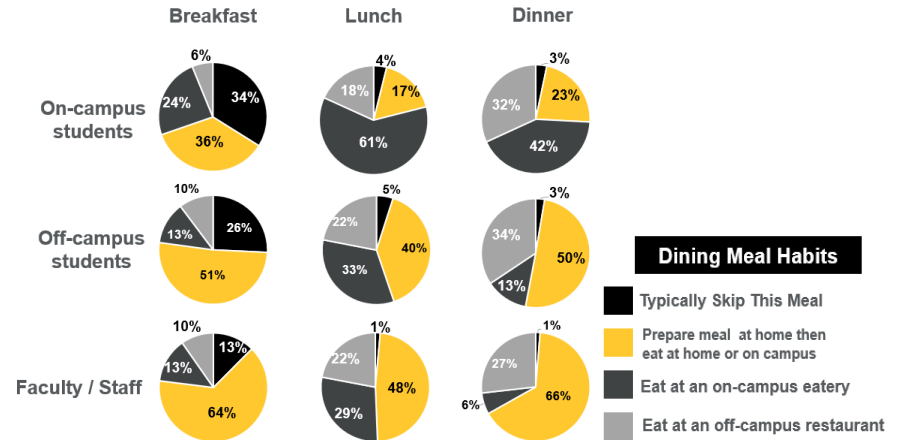


FIGURE 14: DINING HABITS BY POPULATION

Unsurprisingly, on-campus students take the highest percentage of their meals at on-campus eateries. The percentage of people that eat lunch at an off-campus restaurant is relatively the same across all three groups. Despite this, the percentage of on-campus students eating at an on-campus venue dwarfs that of off-campus students and faculty / staff, meaning the other two groups are preparing a much greater proportion of their meals at home. This is further evidence that NKU's dining program has so much more room for revenue growth.

PEER BENCHMARKING

B&D administered a peer benchmarking analysis to assess various dining programs and institutional data at similar public institutions (Figure 15). B&D found that many of NKU's peers have a significantly higher proportion of their freshman population living on campus. According to NKU's most recently available Common Data Set, the university has 45% of its freshman class living on campus compared to an average of 79% among its peers. In terms of the percentage of all undergraduates living on campus, NKU similarly had 18% less than the peer average. Increasing the proportion of students living on campus could bolster and support the NKU dining program by increasing revenue through more stable demand.

One strategy to achieve this would be to increase the live-on-campus requirement from one to two years. Four of the nine identified peer institutions have already implemented a two-year live-on-campus requirement. Of the schools that have, roughly 17% more of their total undergraduate populations are living on campus. B&D maintains the disposition that NKU increasing the live-on-campus requirement from one to

two years would help NKU achieve some of its targeted objectives and bolster campus connectivity. Increasing the total student population living on campus not only helps operationally in terms of increased meal plan participation and lower housing occupancy rates, but will also better foster a sense of community on campus.

	Total Enrollment (2016-2017)	Undergraduate Enrollment	Live on Requirement?	% of Freshmen Living on Campus	% of Undergraduates Living on Campus
<b>NKU</b>	14,551	12,389	1 year	45%	15%
University of Kentucky	29,182	22,136	None	89%	31%
University of Louisville	21,431	15,642	1 year	71%	23%
University of Cincinnati	37,204	26,608	1 year	80%	23%
Xavier University	6,993	5,047	2 years	91%	46%
Ohio University	28,446	22,275	1 year	94%	43%
Wright State University	15,957	12,115	None	49%	19%
Eastern Kentucky University	14,980	12,662	2 years	NA	NA
Morehead State University	10,200	9,400	2 years	81%	44%
Western Kentucky University	19,456	17,030	2 years	81%	35%
<b>Average</b>	20,428	15,879	1.5 years	79%	33%
<b>Difference (NKU : Peers)</b>	↓ 5,877	↓ 3,490	↓ .5 years	↓ 34%	↓ 18%

FIGURE 15: PEER BENCHMARKING PLACEMENT

### DEMAND ANALYSIS

To analyze portfolio-level demand on a campus wide basis, B&D identified six individual campus zones, outlined below in Figure 18. Dining being a quality-of-life facility, locational preferences are often decisive factors. Through the survey responses, B&D was able to quantify peak demand by zone, type, meal time, and frequency.

In order to develop this detailed demand model, B&D utilized results from the 2019 web-based survey, 2019-20 enrollment figures, and meal throughput data to inform the model. Additionally, B&D overlaid future enrollment projections for five, ten, and fifteen year periods.

### SURVEY PARTICIPATION

B&D designed a dining survey which was distributed to all NKU students and faculty / staff. With a margin of error below 5%, the survey results are a reliable data set to utilize for demand projections and ultimately the resulting recommendations. Detailed results from this survey are provided in the exhibits section of the report.

Through the survey, students provided some demographic characteristics, which were available to B&D for analysis on an aggregated basis. The survey population was then compared to the university's enrollment.

This information allowed for an understanding of how representative the survey sample was in order to ensure that the results are an accurate reflection of the overall population. Due to strong response rates, the survey results are both statistically valid and fairly demographically representative.

Survey Respondents by Class

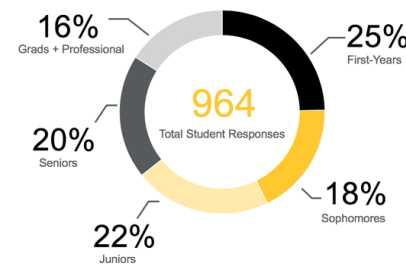


FIGURE 16: SURVEY PARTICIPATION BY CLASS LEVEL

Campus Population by Class

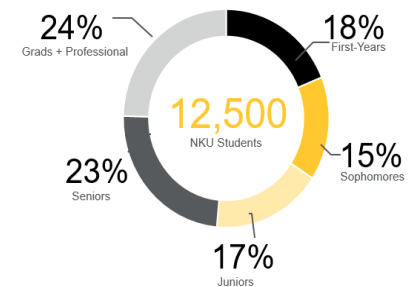


FIGURE 17: CURRENT NKU ENROLLMENT BY CLASS



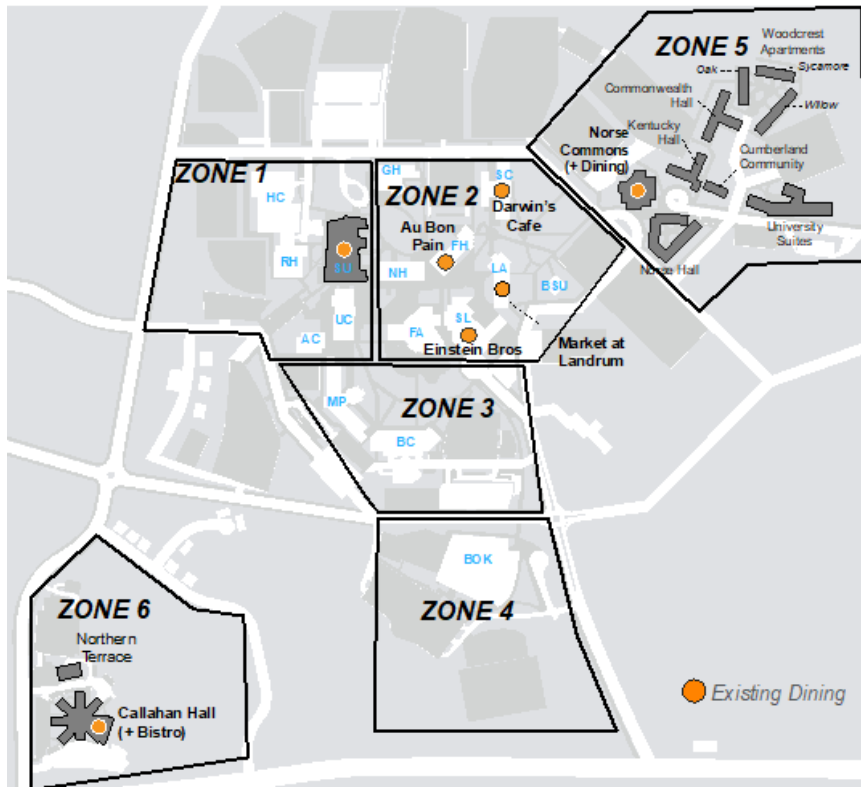


FIGURE 18: DINING ZONES TESTED IN SURVEY

## DINING DEMAND

Because dining decisions are often tied to location and proximity, B&D utilized the above map in Figure 18 to quantify dining demand. B&D examined overall demand for all six zones by meal hour, venue, and day of the week.

### Dining Methodology

B&D developed a dining demand model to predict future dining needs. The model projects demand through the extrapolation of preferences collected from the student, faculty, and staff survey to NKU's actual entire campus population. On the survey, students, faculty, and staff were asked to indicate how frequently (days in a week) they would eat each meal (breakfast, lunch, dinner, and late night), where they would prefer to dine (campus zone), and finally how or what meal type is preferred (grab-n-go, fast casual, all-you-care-to-eat "AYCTE", and sit down). Respondents were shown a campus map broken down into zones in order to understand the locational nuances of their dining decisions.

The raw survey data were then converted into a weekly campus demand for each meal and type that is then translated into a daily demand for each based on the frequency data from the survey. From there, the daily demand is converted to a max hourly peak demand for each meal and type taking into account a percent capture of peak demand assumption, 50-70%, depending on the meal (breakfast, lunch, dinner, or late night). Finally, the peak hourly demand is translated into throughput or more commonly known as, transaction counts, to determine the number of possible transactions during peak hours.

**SURVEY INDICATED DEMAND RESULTS – Average Throughput per Hour**

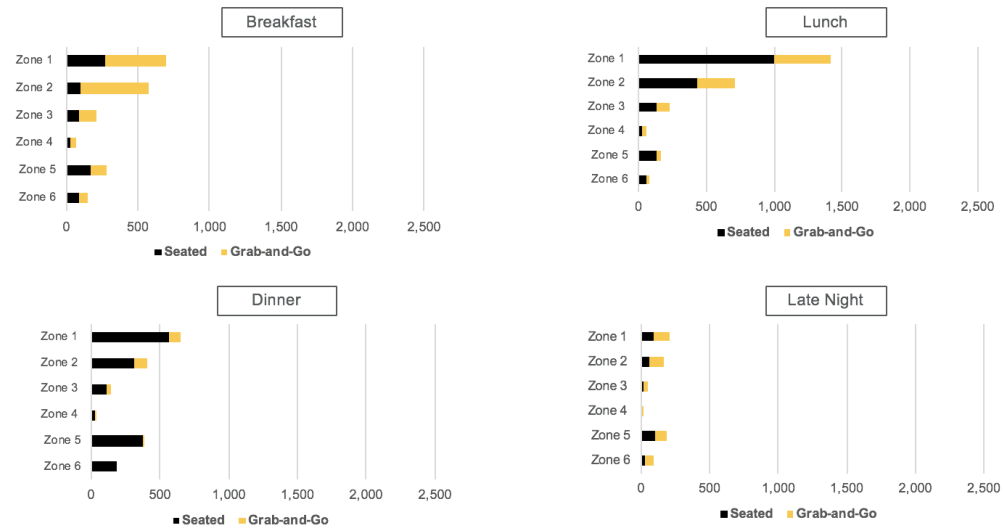


FIGURE 19: DINING DEMAND – CAMPUS WIDE

Figure 19 illustrates the max hourly demand for each meal type in all six zones. The black bars represent the demand for seated style dining and the yellow bars represent the demand for grab-and-go options. A common observance across all zones signals a general preference of grab-and-go style options for breakfast and seated style options for dinner. Interestingly, for the dinner period in Zone 2 there is a significant demand for seated dinner options. Although Zone 2 is primarily an academic area of campus, it is adjacent to the Boothe Residential Village and a café or fast casual style offering here, something with a differentiated menu from Norse Commons, could easily attract residents from Booth. This also is not taking into account the potential new residential in Zone 2 that would add 200 beds. NKU would be well served to either reprogram an existing concept in Zone 2 or add a new venue to address this demand. If the additional residential hall were to be actually built, this would be especially true and most likely a more comprehensive expansion of the dining facilities in Zone 2 would be necessary.

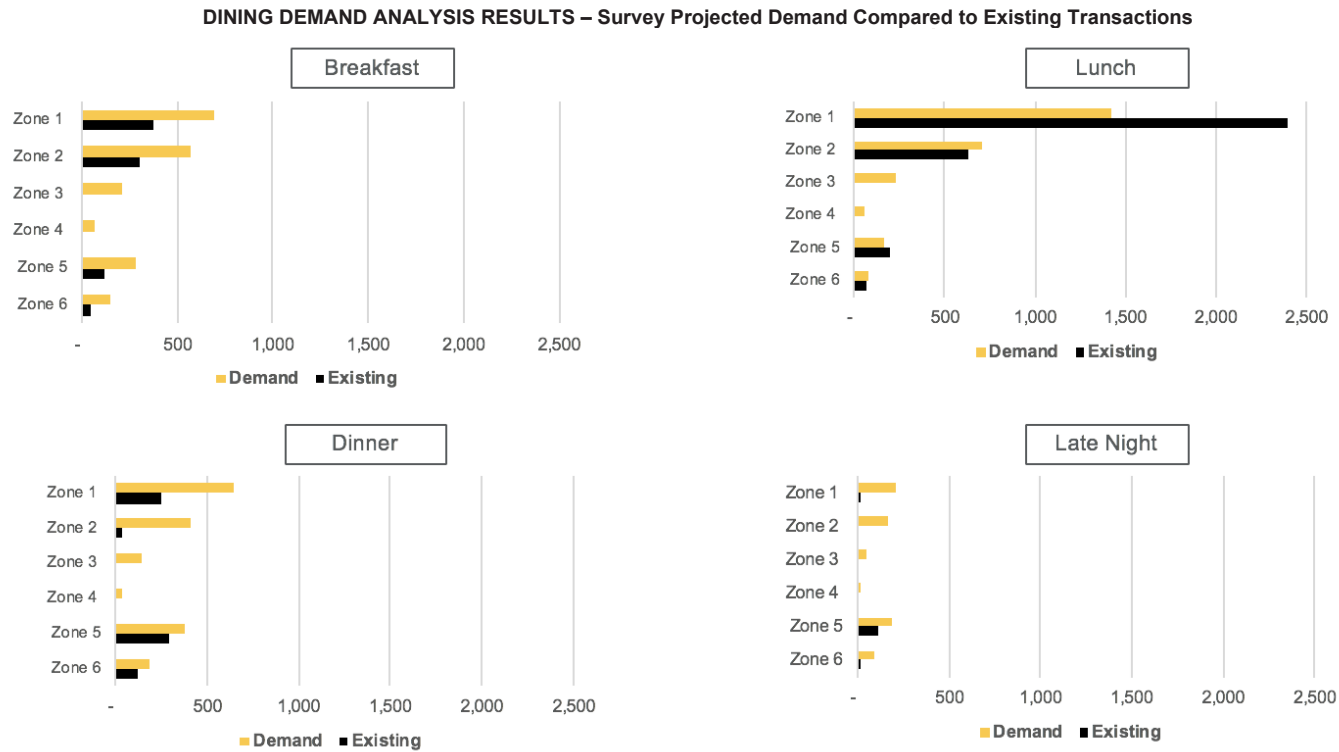


FIGURE 20: DINING DEMAND – GAP ANALYSIS (CAMPUS WIDE)

The gap analysis indicates the unmet demand across campus for every meal type. In contrast, the current number of lunch transactions in Zone 1 far exceeds the predicted level of demand. This could be indicating a substantial lack of supply of dining offerings in the other zones. For instance, the absence of any dining offerings in Zone 3 and Zone 4 and the lack of throughput at Callahan Bistro is likely pushing that unmet demand to Zone 1. In consequence, this can adversely affect overall dining satisfaction as students and faculty / staff are sometimes forced to eat where they otherwise would not have. As such, the first step in capturing this unmet dining demand throughout campus would be shifting the equilibrium with supply of dining offerings in other parts of campus where latent demand is evident.

**Future Enrollment**

B&D projected future demand to account for potential enrollment growth. Figure 21 contains the five, ten, and fifteen-year enrollment growth scenarios provided by ASG. Figures 22, 23, and 24 show the future demand levels given these enrollment scenarios.

Period:	Student FTE Student Enrollment	Total Student Enrollment:	Faculty & Staff
<b>Current</b>	10,019	12,509	2,197
<b>5-year growth</b>	10,699	13,841	2,439
<b>10-year growth</b>	11,813	15,283	2,680
<b>15-year growth</b>	12,416	16,062	2,812

FIGURE 21: FUTURE ENROLLMENT SCENARIOS

**(CAMPUS WIDE – 10 YEAR ENROLLMENT GROWTH)**

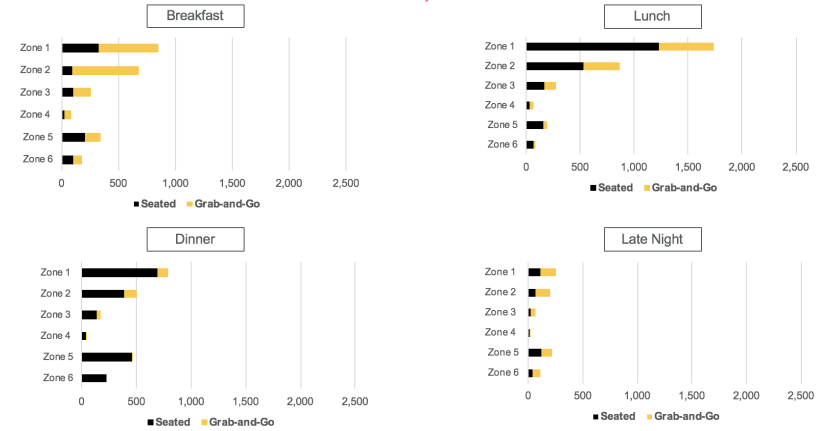


FIGURE 23: DINING DEMAND – 10 YEAR GROWTH

**(CAMPUS WIDE – 5 YEAR ENROLLMENT GROWTH)**

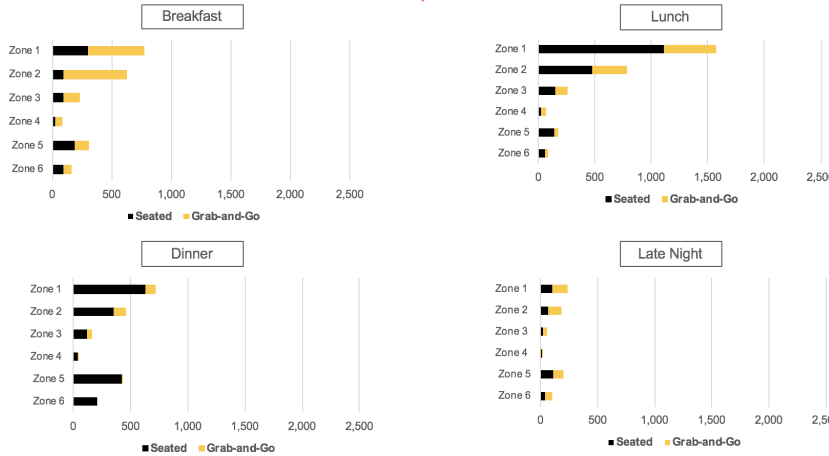


FIGURE 22: DINING DEMAND – 5 YEAR GROWTH

**(CAMPUS WIDE – 15 YEAR ENROLLMENT GROWTH)**

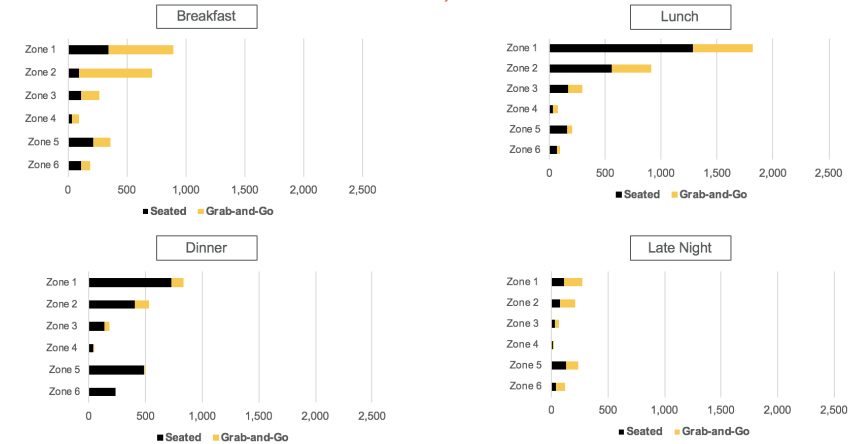


FIGURE 24: DINING DEMAND – 15 YEAR GROWTH



## Recommendations

The following recommendations provide a guide for improving the university's assets and programs.

### RECOMMENDED DINING PROGRAM + CONCEPT

This section outlines a recommended dining program consistent with demand and recognition of NKU's campus environment. Given the unique parameters of NKU's campus, five recommendations have been put forth to accommodate dining demand:

- 1) Reduce daytime operations and offerings at Callahan Bistro. Replace AYCTE breakfast and lunch options with a la carte and/or grab-and-go options
- 2) Add a retail dining location in Zones 3 or 4 (either in the Mathematics-Education-Psychology Center or in the Business Academic Center)
- 3) Expand the hours of operation in the Votruba Student Union to match unmet demand for dinner,
- 4) Alter the service style in Zone 2 to offer more seated options for dinner, and
- 5) Alter the breakfast offerings in Zone 1 to align with demand preferences as well as alleviate the reduced operations in Callahan Bistro

#### 1. Reduce daytime operations and offerings at Callahan Bistro. Replace AYCTE breakfast and lunch options with a la carte and/or grab-and-go options

Number of Transactions - Weekday Average

	Breakfast	Lunch	Dinner	Late Night
Zone 1	378	2,400	253	14
Zone 2	304	630	35	-
Zone 3	-	-	-	-
Zone 4	-	-	-	-
Zone 5	119	203	294	109
Zone 6	50	72	120	13
<b>Total:</b>	<b>851</b>	<b>3,305</b>	<b>701</b>	<b>136</b>

FIGURE 25: AVERAGE WEEKLY TRANSACTIONS

During B&D's campus visit, NKU stakeholders indicated that limiting hours and services at Callahan Bistro was a possibility they were already considering. With this in consideration and after further analysis, B&D is recommending that the hours and offerings at Callahan Bistro should be adjusted. The most viable and effective options with the best potential to make a quick impact would be to reduce daytime operations and offerings at Callahan Bistro. Replace AYCTE breakfast and lunch options with a la carte and/or grab-and-go

options. When looking at the throughput data, Zone 6 averages only 50 breakfast transactions and 72 lunch transactions during a weekday – the lowest of all zones (Figure 25).

**SURVEY QUESTION**

*If all your desired dining improvements were implemented, please indicate how frequently you would eat LUNCH in the zones outlined on the map above*

	East Residential Village	Boothe Residential Village
None	3%	5%
Zone 1	55%	71%
Zone 2	12%	8%
Zone 3	2%	1.33%
Zone 4	0%	1%
Zone 5	8%	14%
Zone 6	19%	0%

FIGURE 26: LUNCH FREQUENCY BY ZONE AND NEIGHBORHOOD

As figure 26 shows, East Residential Village residents indicated they would only eat 19% of their lunches in Callahan Bistro if all of their desired dining improvements were met. The survey projected maximum hourly demand is just about equal with the current level of demand for lunch in Zone 6. In fact, the difference between the survey projected demand and the existing throughput was only 3 transactions indicating there is not much potential for revenue growth (Figure 27). Given the lack of projected demand for lunch, NKU would be best served by discontinuing lunch offerings at Callahan Bistro all together.

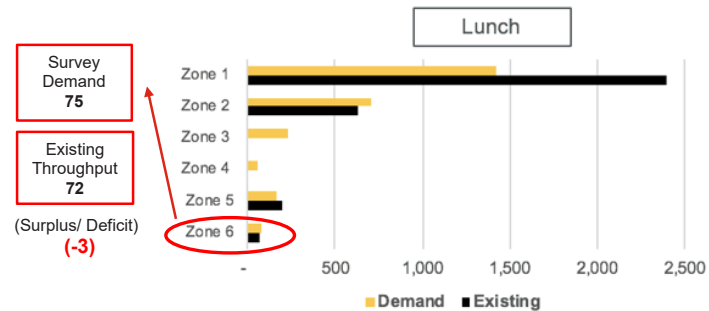


FIGURE 27: SURVEY INDICATED DEMAND VS EXISTING THROUGHPUT - LUNCH

**SURVEY QUESTION**

*If all your desired dining improvements were implemented, please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above*

	East Residential Village	Boothe Residential Village
None	32%	26%
Zone 1	5%	16%
Zone 2	6%	12%
Zone 3	2%	0%
Zone 4	0%	0%
Zone 5	0%	44%
Zone 6	54%	1%

FIGURE 28: BREAKFAST FREQUENCY BY ZONE AND NEIGHBORHOOD

There is a solid level of unmet demand for breakfast though. East Residential Village Residents reported they would eat breakfast in Zone 6 upwards of 54% (Figure 28) of the time which is why B&D recommends maintaining some level of breakfast service in Zone 6.

The survey projects a demand of 149 transactions for breakfast in Zone 6, of which 87 was for seated style options and 62 was for grab-and-go. The existing throughput for breakfast in Callahan Bistro averaged roughly 50, creating a gap of 98 transactions of unmet demand. For comparison, the Market at Student Union averages roughly 107 transactions during the weekday breakfast period which aligns with the demand gap here and general preference towards grab-and-go for breakfast across all campus constituents. To further illustrate this, Figure 29 reveals the most desired breakfast type when eating on campus by neighborhood.

**Most Desired Breakfast Style When Eating on Campus**

Style:	East Residential Village:	Booth Residential Village:
Grab-and-go	44%	41%
All you care to eat (buffet / stations)	38%	23%
Sit down service	11%	12%
Food Truck / Stand	0%	5%
Fast Casual	6%	12%
Other	1%	6%
Total	100%	100%

FIGURE29: MOST DESIRED BREAKFAST TYPE BY NEIGHBORHOOD

Strategically, it makes the most sense to convert the existing space dedicated for breakfast in Callahan Bistro to a concept offering mostly hot and cold grab-and-go options with 44% of East Residential Village residents reporting grab-and-go offerings as their preferred breakfast style (Figure23). Although 38% of the residents reported preferring a buffet style breakfast offering, that type of dining offering would be unviable to support given the existing total revenues in Callahan Bistro. However, the Project Team has accounted for how to address this demand for a buffet style or AYCTE breakfast style in our sixth recommendation below.

B&D does however recommend keeping dinner operations as is in Zone 6. The survey results indicate that the majority of students prefer eating dinner near their residential halls (Figure 30).

**SURVEY QUESTION**

*If all your desired dining improvements were implemented, please indicate how frequently you would eat Dinner in the zones outlined on the map*

	East Residential Village	Boothe Residential Village
None	5%	1%
Zone 1	9%	30%
Zone 2	5%	6%
Zone 3	1%	0%
Zone 4	0%	.5%
Zone 5	8%	62%
Zone 6	72%	1%

FIGURE 30: DINNER FREQUENCY BY ZONE AND NEIGHBORHOOD

East Residential Village residents selected that they would eat up to 72% of their dinners in Zone 6 if all of their desired dining improvements were met. Students need a place near their residences to sit down and eat dinner, do homework, and socialize and with the positive demand indications, maintaining a full service dinner offering in Callahan Bistro will be vital. Unfortunately though, taking into consideration the transaction data and the survey results, it appears that Zone 6 does not have sufficient demand for three AYCTE meal periods a day. Reducing the services at Callahan Bistro will help with operational cost savings and program efficiency. Not only that, but there is opportunity to strategically reprogram the facility to better align offerings and student demand.

**2. Add a retail dining location in Zones 3 or 4 (either in the Mathematics, Education and Psychology Center or in the Business Academic Center)**

The gap analysis indicates the unmet demand across campus for every meal type. In contrast, the current number of lunch transactions in Zone 1 far exceeds the level of demand. This indicates a significant lack of supply of dining offerings in adjacent zones. For instance, the absence of any dining offerings in Zone 3 or 4 is likely pushing that demand to Zone 1. Consequently, this can adversely affect overall dining satisfaction as students and faculty are forced to eat where they otherwise would not have or there's no way for them to get a convenient bit to eat without travel across campus. The strategic objective would be to supply dining venues where there is proven demand and where there is none now, helping shift the equilibrium.

As such, B&D is recommending adding a dining location in Zone 3 in either the Mathematics, Education and Psychology Center ("MP") or in the Business Academic Center ("BC"). Given the popularity of the Business School majors and the fact that that it is further away from the other dining locations on campus, the Business Academic Center would be a more advantageous location for this venue. The venue should support seated dining as well as grab-and-go offerings to coincide with the demand shown in Figure 31. The Project Team proposes a similar venue to those found in Zone 2 in terms of size, service offerings, and hours – with Einstein Bagels being the best comparable. Although there is some demand for dinner, B&D envisions this venue serving primarily breakfast and lunch.

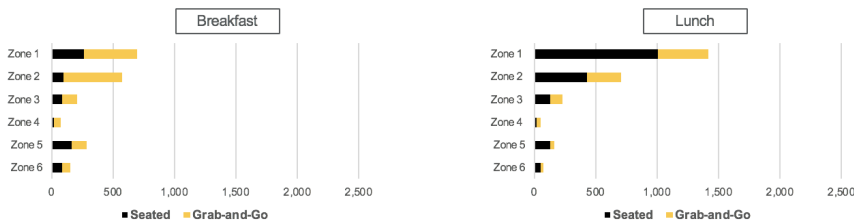


FIGURE 31: SURVEY INDICATED DINING DEMAND - CAMPUS WIDE

**3. Expand the hours of operation in the Student Union to match unmet demand for dinner**

The demand model indicates a gap of 396 transactions for dinner in Zone 1 (Figure 32). Roughly 87% of this demand is for seated dining options. In order to capture some of this demand, NKU should expand the hours later in Zone 1.



FIGURE 32: DINING DEMAND GAP ANALYSIS--DINNER

Currently, NKU is not capturing a significant portion of the potential dinner demand. Only 42% of students living on campus reported that they typically eat dinner at an on-campus eatery. Furthermore, 32% of on-campus students said they typically eat at an off-campus eatery (Figure 33). These on-campus students going off campus for dinner present a viable opportunity for NKU to capture some of these transactions. Of the off-campus students, 13% marked that they typically eat at an on-campus eatery. While the majority of these students prepare this meal at home, 34% marked they typically eat at an off-campus restaurant, signaling another market that NKU could further pursue.

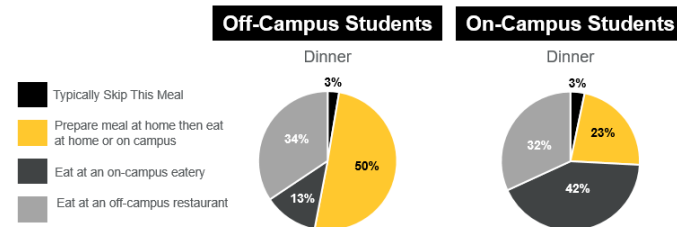


FIGURE 33: DINING HABITS - DINNER

On and off-campus students surveyed, top reasons for eating dinner off campus:

*SURVEY QUESTION*  
 { *What are your top reasons for deciding to dine off campus for dinner?* }

- 1) It is more convenient
- 2) It is less expensive
- 3) On-campus venues are not open when I would like to eat

**Survey Comment**



"Keep the student union dining options open until at least 7:30pm. Many students would eat dinner and lunch there instead of going off campus for dinner."

Of the survey responses, 32% noted the reason for eating off campus was because the on-campus venues are not open when they would like to eat. Upon reviewing the hours of operation in the Student Union, only five out of the ten locations were open past 3:00 p.m. and only one of these locations was open past 6:30 p.m. – that being Starbucks. The data indicates that there is demand for extending the hours of some of the venues in the Student Union. Although the Starbucks in the Student Union has seating, any additional offerings should also have seating.



**71%** Of student respondents purchased at least 1 or more meals at a non-NKU dining location per week

Average Spending at Non-NKU Restaurants Total Cost per Meal		
Breakfast	Lunch	Dinner
\$5.65	\$8.25	\$10.58

**\$9.88** Meal plan average total cost / meal

FIGURE 34: OFF-CAMPUS DINING HABITS

To get an idea of some of the missed potential revenue from NKU's dining program, Figure 34 illustrates how students are currently participating in the off-campus dining market. Interesting to note that the NKU \$9.98

average meal plan cost comes in markedly higher than the off-campus venues analyzed for breakfast and lunch. Just some quick math shows that with a total enrollment of 12,509, and 71% of students buying at least one meal off campus per week; that equates to roughly 8,750 total transaction at off-campus venues each week. If NKU could bring that 71% number down to 50% - that would increase the weekly gross revenue approximately \$61,000 assuming an average meal plan cost per meal of \$9.88 for the NKU dining program. Again, another viable market that NKU could target through extending dinner hours in the Student Union, offering more price competitive options as well as exploring some technology integration which will be discussed in greater detail in the next section.

In addition to this, B&D recommends NKU expand into on-line ordering and mobile pay options where feasible. Food delivery is a growing trend on college campuses and with Generation Z students. In addition to delivery, students are seeking alternative methods of payment that go above and beyond traditional credit card payments and include mobile wallets and integration with their dining meal plan dollars.

NKU's current dining provider, Chartwells, is already operating within this space and has made clear their commitment to further technology integration into their core services. Chartwells launched their first on-campus delivery program in early 2019 at the University of Houston, offering students the option to pre order, and pre pay with their dining dollars with delivery and pickup options available. A program like this could very well help capture so much additional demand from not just on-campus students but from teachers and commuting students given the time saving and convenience factor.

**4. Alter the service style in Zone 2 to offer more seated options for dinner**

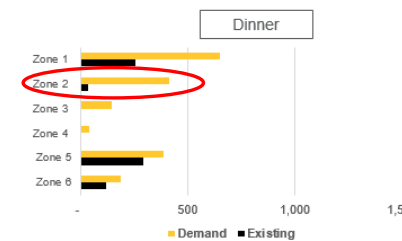


FIGURE 35: DINING DEMAND GAP ANALYSIS - DINNER

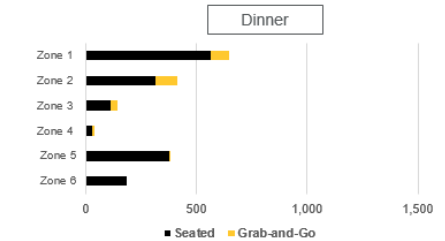


FIGURE 36: SURVEY INDICATED DEMAND - DINNER

Figure 35 illustrates, there is a significant amount of latent demand for dinner in Zone 2 – a deficit of 377 transactions a day. Proportionally, this was the largest gap for dinner B&D found in our analysis. Approximately 79% of this demand is for seated dining options (Figure 36), of which there are zero dedicated

seats for dining in Zone 2. Determining if the lack of seated options in Zone 2 caused the lack of transactions or vice versa is difficult but, regardless, the addition of seated options in the future is needed.

Venue	Student	Faculty / Staff
Einstein Bagels	44%	40%
Au Bon Pain	21%	31%
None of the above	7%	15%
Market at Landrum	15%	7%
Darwin's Cafe	12%	6%

FIGURE 37: PREFERENCE RETAIL VENUES – ZONE 2

In order to accomplish this, B&D recommends re-programming Darwin's Café. Survey results show it is the least desirable dining location in Zone 2 (Figure 37) with only 12% of Students and 6% of Faculty/Staff reporting it as their preferred retail location in Zone 2. Figure 38 correspondingly shows it is also the worst performing from a revenue generation standpoint.

Venue	% of Total Sales	Total	Breakfast	Lunch	Dinner
Einstein Bagels	42%	\$10,196	\$2,551	\$7,038	\$219
Au Bon Pain	25%	\$5,934	\$1,478	\$4,456	\$0
Market at Landrum	19%	\$4,677	\$1,117	\$3,341	\$219
Darwin's Cafe	14%	\$3,384	\$1,443	\$1,940	\$0

FIGURE 38: AVERAGE WEEKLY SALES – ZONE 2

Darwin's Café location is conveniently located to the Boothe Residential Village, making it an advantageous location to re-program Darwin's Café to a fast-casual concept. Moreover, it is B&D's understanding that there will be a new residential hall being built in Zone 2 in the near future. Consisting of approximately 200 beds, this residential hall could significantly change the flow of traffic throughout campus putting added stress on the dining venues already in Zone 2. Therefore, it is important that NKU start re-programming concepts that are not working into spaces that can maintain flexibility and adaptability as this area of campus changes.

**5. Alter the breakfast offerings in Zone 1 to align with demand preferences as well as alleviate the reduced operations in Callahan Bistro**

The demand model indicates a demand of 698 transactions for Zone 1 breakfast - 429 (61%) of which are for grab-and-go offerings and 269 (39%) are for seated options. Existing throughput data shows an average of only 378 transactions during the breakfast period, leading to a gap of 320 transactions of unmet demand.

B&D believes that NKU is well positioned to capture some of this demand by just altering or adding some different service offerings in Zone 1 for breakfast. Upon further analysis, the majority of that demand for grab-and-go options in Zone 1 is already being met with a combined 88% of all breakfast transactions coming from Starbucks and the Market at Student Union.

Student Union		
Average Weekday Throughput - Breakfast		
Starbucks	225	59%
Market at Student Union	107	28%
Steak N Shake	28	7%
Sbarro	-	0%
The Travel Wagon	1	0%
Tu Taco	1	0%
OLO Sushi / Mondo Subs	-	0%
The Strip	-	0%
The Fresh Factor	16	4%
Northern Pasta	-	0%
<b>Total:</b>	<b>379</b>	<b>100%</b>

FIGURE 39: AVERAGE STUDENT UNION BREAKFAST TRANSACTIONS

Although there is seating offered at Starbucks in the Student Union, the throughput data provided does not distinguish between dine-in orders and to-go orders. Accordingly, B&D proceeded under the assumption that at least 85% of the transactions at Starbucks would be grab-and-go style orders with the rest for seated options. Even assuming 15% of Starbucks transactions are for seated dining, over 300 of the 379 breakfast transactions in Zone 1 are for grab-and-go style orders. (Figure 39)

Breakfast Zone 1				
Style	Seated	Grab-and-Go	% Seated	% Grab-and-Gro
Survey Indicated Demand	269	429	39%	61%
Existing Throughput	47	332	12%	88%
(Surplus / Defecit)	-222	-97	-26%	26%

FIGURE 40: ZONE 1 BREAKFAST – SURVEY DEMAND VS. EXISTING THROUGHPUT

According to Figure 40, the survey implies that 39% of the demand for breakfast in Zone 1 would be for seated offerings. That is strongly contrasted with the existing throughput data, showing just 12% of breakfast transactions were for seated offerings. B&D believes this deficit is the result of a lack of service style options for breakfast in Zone 1.



**SURVEY QUESTION**  
*What is your desired breakfast type?*

Percentage	Breakfast Type
21%	Pre-made grab-and-go option (e.g., breakfast sandwich, donuts/pastries, bagel with cream cheese, etc.)
20%	Self-served hot breakfast (e.g., eggs, waffles, bacon, etc.)
17%	Customized hot breakfast (e.g., made-to-order omelets, etc.)
12%	Coffee / beverage only
11%	Self-served cold breakfast (e.g. fruit salad, cereal, muffins, etc.)
10%	Customized cold breakfast (e.g., smoothies, parfait)
8%	Pre-packaged convenience store items (e.g. granola bar, nutrition shake, crackers, etc.)

FIGURE 33: DESIRED BREAKFAST TYPE

As figure 32 illustrates, 20% of students and faculty / staff reported self-served hot breakfast as their most preferred on-campus breakfast option and another 11% reporting self-served cold breakfast as their most preferred. However, Zone 1 offers no such venue that would meet this demand. In fall 2019, the only dining options open for breakfast in Zone 1 were Fresh Factor, Starbucks, the Market at Student Union and Steak N' Shake with 88% of the transactions at either Starbucks or the Market at Student Union. Given this, it is B&D's recommendation to offer a self-service style breakfast option in the Student Union for both hot and cold items. This should be done in conjunction with the reduction of breakfast offerings in Zone 5.

While the demand model shows that there is a fairly large demand gap of about 130 transactions for grab-and-go options, it would be beneficial to target the latent demand for seated offerings. Proportionally, 70% of the demand for grab-and-go options is already being absorbed by the market whereas only 30% of the seated demand has been met, creating a larger deficit of 189 transactions. Accordingly, addressing the 30% of unmet seated demand offers for an easier path to capture this demand.

**Breakfast Zone 1**

Style	Survey Indicated Demand	Existing Throughput	% of Demand Met	(Surplus / Defecit)
Grab-and-Go	429	299	70%	130
Seated	269	80	30%	189

# Exhibit A

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## Student Survey Results


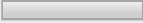
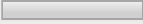
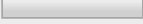
## NKU - Spring 2020 - Dining Survey

Description:

Date Created: 12/3/2019 1:55:38 PM

Date Range: 1/12/2020 12:00:00 AM - 2/5/2020 11:59:00 PM

Total Respondents: 1528

Q1. What is your primary status at Northern Kentucky University?			
Count	Percent		
964	100.00%		Student
0	0.00%		Faculty Member
0	0.00%		Staff Member
0	0.00%		Other (please specify)
964	Respondents		

Q2. How often do you use the Campus Recreation Center facilities?			
Count	Percent		
78	8.60%		5 or more times per week
264	29.11%		2 - 4 times per week
112	12.35%		Once per week
227	25.03%		Less than once per week
226	24.92%		Never
907	Respondents		

Q3. How often do you attend an NKU athletics event?			
Count	Percent		
7	0.77%		5 or more times per week
35	3.86%		2 - 4 times per week
109	12.02%		Once per week
299	32.97%		Less than once per week
457	50.39%		Never
907	Respondents		

## Q4. Where do you spend your unscheduled time on campus? SELECT UP TO THREE (3) RESPONSES.

Count	Respondent %	Response %	
529	58.39%	23.07%	Student Union
422	46.58%	18.40%	Steely Library
481	53.09%	20.98%	In your College's Building(s)
254	28.04%	11.08%	Study/Work Spaces across campus
96	10.60%	4.19%	Outdoor Seating Areas
202	22.30%	8.81%	Recreation Spaces
240	26.49%	10.47%	Personal/Assigned Space (Residence Hall, Office, Lab, etc.)
69	7.62%	3.01%	Other
906	Respondents		
2293	Responses		

## Q5. What is your favorite outdoor space on campus?

Count	Percent	
76	8.43%	Area 1
31	3.44%	Area 2
162	17.96%	Area 3
100	11.09%	Area 4
355	39.36%	Area 5
69	7.65%	Area 6
10	1.11%	Area 7
6	0.67%	Area 8
28	3.10%	Area 9
16	1.77%	Area 10
49	5.43%	None of those identified on the map, please explain:
902	Respondents	

## Q6. Are you responsible for organizing any non-academic events or meetings at NKU? (e.g., Greek life gatherings, faculty meetings, extracurricular student groups with regular or occasional meetings, intramural sports, etc)?

Count	Percent	
178	19.58%	Yes
731	80.42%	No
909	Respondents	



**Q7. What is your current enrollment status?**

Count	Percent		
803	89.92%		Full time
90	10.08%		Part time
893	Respondents		

**Q8. What is your current class standing?**

Count	Percent		
82	9.18%		New Freshmen
135	15.12%		Returning Freshman
158	17.69%		Sophomore
189	21.16%		Junior
173	19.37%		Senior
79	8.85%		Graduate Student
61	6.83%		Law Student
16	1.79%		Other (please specify)
893	Respondents		

**Q9. Where are you currently living while attending NKU?**

Count	Percent		
249	27.98%		On campus
641	72.02%		Off campus
890	Respondents		

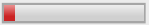

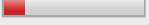
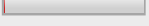
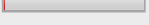
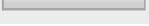
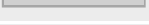
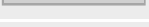

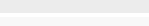
**Q10. Where do you currently live on campus? If you are being relocated, please indicate where you will be living.**

Count	Percent		
65	26.10%		Callahan Hall
25	10.04%		Commonwealth Hall
29	11.65%		Kentucky Hall
40	16.06%		Norse Hall
13	5.22%		Northern Terrace
66	26.51%		University Suites
11	4.42%		Woodcrest Apartments - Willow
249	Respondents		



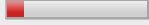
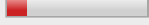
## Q11. How long is your typical one-way commute to campus?

Count	Percent		
65	10.22%		Less than 5 minutes
93	14.62%		5 - 10 minutes
211	33.18%		11 - 20 minutes
141	22.17%		21 - 30 minutes
61	9.59%		31 - 40 minutes
36	5.66%		41 - 50 minutes
29	4.56%		More than 50 minutes
636	Respondents		



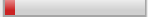

## Q12. How do you typically get to and from campus? (Select all that apply)

Count	Respondent %	Response %	
66	10.38%	8.35%	 Walk
526	82.70%	66.58%	 Drive alone
122	19.18%	15.44%	 Drive/ride with others
6	0.94%	0.76%	 Take a taxi or rideshare
6	0.94%	0.76%	 Ride a bicycle
3	0.47%	0.38%	 Ride a motorcycle / moped
1	0.16%	0.13%	 Scooter
1	0.16%	0.13%	 Skateboard/Longboard
53	8.33%	6.71%	 Take public transportation
6	0.94%	0.76%	 Other (please specify)
636	Respondents		
790	Responses		

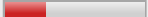

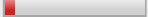

## Q13. Where do you plan to live next year?

Count	Percent	
118	13.38%	 On campus
535	60.66%	 Off campus
106	12.02%	 Undecided on where to live
123	13.95%	 Not applicable; I will not be attending NKU next year.
882	Respondents	

**Q14. Did the available on-campus dining options influence your desire to move off-campus?**

Count	Percent		
109	20.49%		Yes
373	70.11%		No
40	7.52%		I don't know
10	1.88%		Not applicable; I will not be attending NKU next year.
532	Respondents		



**Q15. Did the available on-campus dining options influence your desire to remain on campus?**

Count	Percent		
35	29.91%		Yes
73	62.39%		No
9	7.69%		I don't know
0	0.00%		Not applicable; I will not be attending NKU next year.
117	Respondents		

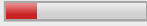
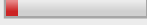
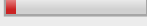
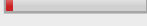
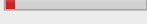
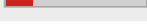
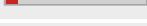

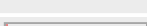
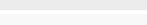
**Q16. In general, how satisfied are you with NKU's current campus dining options overall?**

Count	Percent		
62	7.60%		Very satisfied
432	52.94%		Satisfied
261	31.99%		Dissatisfied
61	7.48%		Very dissatisfied
816	Respondents		

**Q17. Do you currently have a meal plan?**

Count	Percent		
266	32.72%		Yes
547	67.28%		No
813	Respondents		

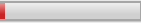
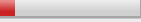
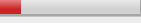
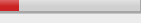
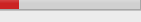
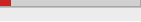
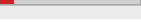
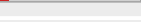
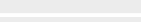
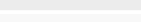
Q18. Please select the MOST DESIRABLE dining locations in the Student Union: SELECT UP TO THREE (3) RESPONSES.

Count	Respondent %	Response %	
473	58.18%	22.31%	 Starbucks
180	22.14%	8.49%	 The Strip
151	18.57%	7.12%	 OLO Sushi
113	13.90%	5.33%	 Tu Taco
135	16.61%	6.37%	 The Travel Wagon
420	51.66%	19.81%	 Steak N Shake
185	22.76%	8.73%	 Mondo Subs
163	20.05%	7.69%	 Market at Student Union
272	33.46%	12.83%	 Sbarro Pizza
28	3.44%	1.32%	 None of the above
813	Respondents		
2120	Responses		



Q19. What qualities make these the MOST DESIRABLE dining locations in the student union? SELECT UP TO THREE (3) RESPONSES.				
Count	Respondent %	Response %		
533	65.97%	25.58%		Better quality food
337	41.71%	16.17%		More variety of food
210	25.99%	10.08%		Perceive the best value
193	23.89%	9.26%		Faster service
189	23.39%	9.07%		Hours are more desirable
30	3.71%	1.44%		Provide information about ingredients or nutritional values
33	4.08%	1.58%		More sustainable practices
194	24.01%	9.31%		Healthier options
71	8.79%	3.41%		Better quality of service
95	11.76%	4.56%		More convenient to my class locations
25	3.09%	1.20%		More convenient to my office or favorite study location
6	0.74%	0.29%		More convenient to my home or residence on campus
11	1.36%	0.53%		More accessible by car
29	3.59%	1.39%		More accessible on foot
73	9.03%	3.50%		Preferred eating environment or seating configuration
55	6.81%	2.64%		Other (please specify)
808	Respondents			
2084	Responses			

Q20. Please select the LEAST DESIRABLE dining locations in the Student Union: SELECT UP TO THREE (3) RESPONSES.

Count	Respondent %	Response %	
63	7.90%	3.85%	 Starbucks
174	21.83%	10.64%	 The Strip
249	31.24%	15.22%	 OLO Sushi
230	28.86%	14.06%	 Tu Taco
228	28.61%	13.94%	 The Travel Wagon
130	16.31%	7.95%	 Steak N Shake
171	21.46%	10.45%	 Mondo Subs
105	13.17%	6.42%	 Market at Student Union
114	14.30%	6.97%	 Sbarro Pizza
172	21.58%	10.51%	 None of the above
797	Respondents		
1636	Responses		

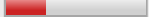
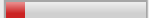




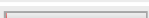

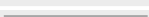
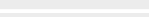
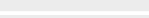
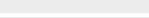
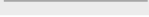
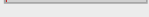
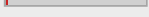
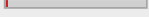
**Q21. What qualities make these LESS DESIRABLE dining locations in the student union? SELECT UP TO THREE (3) RESPONSES.**

Count	Respondent %	Response %	
418	54.57%	25.79%	Less quality food
217	28.33%	13.39%	More limited variety of food
201	26.24%	12.40%	Perceive less value
164	21.41%	10.12%	Slower Service
21	2.74%	1.30%	Opens later than other options
20	2.61%	1.23%	Does not provide information about ingredients or nutritional values
38	4.96%	2.34%	Less sustainable practices
186	24.28%	11.47%	Fewer healthy options
71	9.27%	4.38%	Lesser quality of service
35	4.57%	2.16%	Less convenient to my class locations
14	1.83%	0.86%	Less convenient to my office or favorite study location
11	1.44%	0.68%	Less convenient to my home or residence on campus
8	1.04%	0.49%	Less accessible by car
12	1.57%	0.74%	Least accessible by foot
63	8.22%	3.89%	Less desirable eating environment or seating configuration
142	18.54%	8.76%	Other (please specify)
766	Respondents		
1621	Responses		


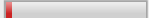



**Q22. Please select the MOST DESIRABLE retail dining locations on campus: SELECT UP TO THREE (3) RESPONSES.**

Count	Respondent %	Response %	
195	24.22%	14.92%	Market at Landrum
578	71.80%	44.22%	Einstein Bagels
163	20.25%	12.47%	Darwin's Cafe
280	34.78%	21.42%	Au Bon Pain
91	11.30%	6.96%	None of the above
805	Respondents		
1307	Responses		

## Q23. What qualities make these the MOST DESIRABLE retail dining locations on campus? SELECT UP TO TWO (2) RESPONSES.

Count	Respondent %	Response %	
377	48.83%	28.76%	
180	23.32%	13.73%	
75	9.72%	5.72%	
113	14.64%	8.62%	
59	7.64%	4.50%	
15	1.94%	1.14%	
11	1.42%	0.84%	
118	15.28%	9.00%	
50	6.48%	3.81%	
164	21.24%	12.51%	
49	6.35%	3.74%	
8	1.04%	0.61%	
6	0.78%	0.46%	
21	2.72%	1.60%	
24	3.11%	1.83%	
41	5.31%	3.13%	
772	Respondents		
1311	Responses		

## Q24. Please select the LEAST DESIRABLE retail locations on campus: SELECT UP TO TWO (2) OPTIONS.

Count	Respondent %	Response %	
165	21.13%	18.17%	
39	4.99%	4.30%	
167	21.38%	18.39%	
141	18.05%	15.53%	
396	50.70%	43.61%	
781	Respondents		
908	Responses		

**Q25. What qualities make these LESS DESIRABLE retail locations on campus? SELECT THREE (3) OPTIONS.**

Count	Respondent %	Response %	
119	18.56%	11.33%	Lesser quality food
97	15.13%	9.24%	More limited variety of food
104	16.22%	9.90%	Perceive less value
60	9.36%	5.71%	Slower service
27	4.21%	2.57%	Opens later than other options
14	2.18%	1.33%	Does not provide information about ingredients or nutritional values
21	3.28%	2.00%	Less sustainable practices
44	6.86%	4.19%	Fewer healthy options
32	4.99%	3.05%	Lesser quality of service
168	26.21%	16.00%	Less convenient to my class locations
66	10.30%	6.29%	Less convenient to my office or favorite study location
22	3.43%	2.10%	Less convenient to my residence on campus
26	4.06%	2.48%	Less accessible by car
28	4.37%	2.67%	Less accessible by foot
38	5.93%	3.62%	Less desirable environment or seating configuration
184	28.71%	17.52%	Other (please specify)
641	Respondents		
1050	Responses		

**Q26. At which of the all-you-care-to-eat Dining Halls do you typically eat?**

Count	Percent	
207	25.65%	Norse Commons Dining
57	7.06%	Callahan Bistro
34	4.21%	Both
509	63.07%	Neither
807	Respondents	



## Q27. In general, how satisfied are you with NKU's current all-you-care-to-eat dining options?

Count	Percent		
27	9.25%		Very satisfied
131	44.86%		Satisfied
88	30.14%		Dissatisfied
46	15.75%		Very dissatisfied
292	Respondents		

## Q28. Which of the two all-you-care-to-eat Dining Halls is your preferred option?

Count	Percent		
171	58.56%		Norse Commons Dining
42	14.38%		Callahan Bistro
79	27.05%		Neither, I prefer to eat at retail dining or the Student Union when on campus
292	Respondents		

## Q29. What qualities make this a MORE DESIRABLE all-you-care-to-eat Dining Hall? SELECT THREE OPTIONS.

Count	Respondent %	Response %	
101	36.07%	15.61%	Better quality food
114	40.71%	17.62%	More variety of food
40	14.29%	6.18%	Perceive the best value
21	7.50%	3.25%	Faster service
78	27.86%	12.06%	Hours are more desirable
14	5.00%	2.16%	Provide information about ingredients or nutritional values
16	5.71%	2.47%	More sustainable practices
38	13.57%	5.87%	Healthier options
16	5.71%	2.47%	Better quality of service
16	5.71%	2.47%	More convenient to my class locations
9	3.21%	1.39%	More convenient to my office or favorite study location
101	36.07%	15.61%	More convenient to my residence on campus
9	3.21%	1.39%	More accessible by car
39	13.93%	6.03%	More accessible on foot
17	6.07%	2.63%	Preferred eating environment or seating configuration
18	6.43%	2.78%	Other (please specify)
280	Respondents		
647	Responses		

**Q30. In which meal plan are you currently enrolled?**

Count	Percent		
43	17.27%		45 Everywhere Plan
22	8.84%		35 Everywhere Plan
61	24.50%		Best Value Meal Plan
115	46.18%		Basic Meal Plan
4	1.61%		Sampler Meal Plan
4	1.61%		8 Everywhere Plan
249 Respondents			

**Q31. How satisfied are you with your current meal plan?**

Count	Percent		
60	23.72%		Very satisfied
144	56.92%		Satisfied
32	12.65%		Dissatisfied
17	6.72%		Very dissatisfied
253 Respondents			

**Q32. Do you typically add Flex Dollars to your meal plan?**

Count	Percent		
73	28.85%		Yes
180	71.15%		No
253 Respondents			

**Q33. Please indicate your level of agreement with the follow statements about your meal plan? - The amount of meals on my plan aligns well with the amount of times I want to eat on campus.**

Count	Percent		
59	23.69%		Strongly Agree
123	49.40%		Agree
42	16.87%		Disagree
25	10.04%		Strongly Disagree
249 Respondents			

Q34. Please indicate your level of agreement with the follow statements about your meal plan? - I eat on campus enough to fully use my meal plan

Count	Percent		
73	29.08%		Strongly Agree
103	41.04%		Agree
47	18.73%		Disagree
28	11.16%		Strongly Disagree
251	Respondents		

Q35. How important is each of the following factors when selecting a place to eat on campus? - Weekday hours of operation that accommodate my schedule

Count	Percent		
480	67.89%		Very important
186	26.31%		Important
31	4.38%		Unimportant
10	1.41%		Very unimportant
707	Respondents		

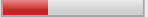
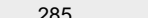
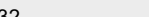
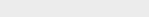
Q36. How important is each of the following factors when selecting a place to eat on campus? - Weekend hours of operation that accommodate my schedule

Count	Percent		
244	34.61%		Very important
140	19.86%		Important
158	22.41%		Unimportant
163	23.12%		Very unimportant
705	Respondents		



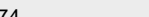
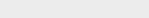
Q37. How important is each of the following factors when selecting a place to eat on campus? - Atmosphere (overall ambiance, decor, seating, lighting)

Count	Percent		
128	18.34%		Very important
303	43.41%		Important
205	29.37%		Unimportant
62	8.88%		Very unimportant
698	Respondents		



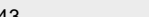
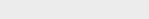
**Q38. How important is each of the following factors when selecting a place to eat on campus? - Facility design amenities (wifi, electrical outlets, etc.)**

Count	Percent		
225	32.51%		Very important
285	41.18%		Important
132	19.08%		Unimportant
50	7.23%		Very unimportant
692	Respondents		



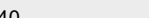
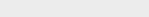
**Q39. How important is each of the following factors when selecting a place to eat on campus? - Space supporting socializing (wall dividers, designated spaces for small groups, hang-out seating, etc.)**

Count	Percent		
183	26.03%		Very important
280	39.83%		Important
174	24.75%		Unimportant
66	9.39%		Very unimportant
703	Respondents		

**Q40. How important is each of the following factors when selecting a place to eat on campus? - Location convenience**

Count	Percent		
403	57.33%		Very important
249	35.42%		Important
43	6.12%		Unimportant
8	1.14%		Very unimportant
703	Respondents		

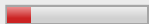
**Q41. How important is each of the following factors when selecting a place to eat on campus? - Speed of service**

Count	Percent		
347	49.57%		Very important
307	43.86%		Important
40	5.71%		Unimportant
6	0.86%		Very unimportant
700	Respondents		


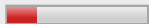
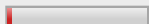
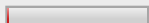
## Q42. How important is each of the following factors when selecting a place to eat on campus? - Quality of service

Count	Percent		
383	55.35%		Very important
258	37.28%		Important
48	6.94%		Unimportant
3	0.43%		Very unimportant
692	Respondents		

## Q43. How important is each of the following factors when selecting a place to eat on campus? - Quality of food

Count	Percent		
574	82.00%		Very important
119	17.00%		Important
6	0.86%		Unimportant
1	0.14%		Very unimportant
700	Respondents		


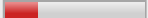
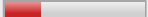

## Q44. How important is each of the following factors when selecting a place to eat on campus? - Value for price

Count	Percent		
521	74.32%		Very important
151	21.54%		Important
22	3.14%		Unimportant
7	1.00%		Very unimportant
701	Respondents		

## Q45. How important is each of the following factors when selecting a place to eat on campus? - Menu variety

Count	Percent		
329	46.80%		Very important
288	40.97%		Important
77	10.95%		Unimportant
9	1.28%		Very unimportant
703	Respondents		

**Q46. How important is each of the following factors when selecting a place to eat on campus? - Diet / allergy / restriction conscious (gluten free, vegan, kosher)**

Count	Percent		
213	30.34%		Very important
169	24.07%		Important
185	26.35%		Unimportant
135	19.23%		Very unimportant
702	Respondents		





**Q47. How satisfied are you with Dining Services with respect to the following factors? - Weekday hours of operation**

Count	Percent		
139	19.91%		Very satisfied
368	52.72%		Satisfied
137	19.63%		Dissatisfied
54	7.74%		Very dissatisfied
698	Respondents		

**Q48. How satisfied are you with Dining Services with respect to the following factors? - Weekend hours of operation**

Count	Percent		
76	10.98%		Very satisfied
326	47.11%		Satisfied
173	25.00%		Dissatisfied
117	16.91%		Very dissatisfied
692	Respondents		

**Q49. How satisfied are you with Dining Services with respect to the following factors? - Atmosphere (overall ambiance, decor, seating, lighting)**

Count	Percent		
108	15.72%		Very satisfied
483	70.31%		Satisfied
80	11.64%		Dissatisfied
16	2.33%		Very dissatisfied
687	Respondents		



## Q50. How satisfied are you with Dining Services with respect to the following factors? - Facility design amenities (wifi, electrical outlets, etc.)

Count	Percent		
140	20.50%		Very satisfied
442	64.71%		Satisfied
85	12.45%		Dissatisfied
16	2.34%		Very dissatisfied
683	Respondents		

## Q51. How satisfied are you with Dining Services with respect to the following factors? - Space supporting socializing (wall divides, designated spaces for small groups, hang-out seating, etc.)

Count	Percent		
134	19.39%		Very satisfied
467	67.58%		Satisfied
74	10.71%		Dissatisfied
16	2.32%		Very dissatisfied
691	Respondents		

## Q52. How satisfied are you with Dining Services with respect to the following factors? - Location convenience

Count	Percent		
169	24.56%		Very satisfied
425	61.77%		Satisfied
76	11.05%		Dissatisfied
18	2.62%		Very dissatisfied
688	Respondents		

## Q53. How satisfied are you with Dining Services with respect to the following factors? - Speed of service

Count	Percent		
135	19.51%		Very satisfied
425	61.42%		Satisfied
112	16.18%		Dissatisfied
20	2.89%		Very dissatisfied
692	Respondents		

**Q54. How satisfied are you with Dining Services with respect to the following factors? - Quality of service**

Count	Percent		
145	21.20%		Very satisfied
427	62.43%		Satisfied
86	12.57%		Dissatisfied
26	3.80%		Very dissatisfied
684	Respondents		

**Q55. How satisfied are you with Dining Services with respect to the following factors? - Quality of food**

Count	Percent		
94	13.53%		Very satisfied
348	50.07%		Satisfied
183	26.33%		Dissatisfied
70	10.07%		Very dissatisfied
695	Respondents		

**Q56. How satisfied are you with Dining Services with respect to the following factors? - Value for price**

Count	Percent		
62	8.99%		Very satisfied
307	44.49%		Satisfied
215	31.16%		Dissatisfied
106	15.36%		Very dissatisfied
690	Respondents		

**Q57. How satisfied are you with Dining Services with respect to the following factors? - Menu variety**

Count	Percent		
88	12.83%		Very satisfied
353	51.46%		Satisfied
187	27.26%		Dissatisfied
58	8.45%		Very dissatisfied
686	Respondents		

Q58. How satisfied are you with Dining Services with respect to the following factors? - Diet / allergy / restriction conscious (gluten free, vegan, kosher)

Count	Percent		
112	16.30%		Very satisfied
401	58.37%		Satisfied
115	16.74%		Dissatisfied
59	8.59%		Very dissatisfied
687	Respondents		

Q59. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
232	38.35%		None
110	18.18%		Zone 1
141	23.31%		Zone 2
27	4.46%		Zone 3
6	0.99%		Zone 4
57	9.42%		Zone 5
32	5.29%		Zone 6
605	Respondents		

Q60. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
213	35.03%		None
114	18.75%		Zone 1
154	25.33%		Zone 2
40	6.58%		Zone 3
8	1.32%		Zone 4
55	9.05%		Zone 5
24	3.95%		Zone 6
608	Respondents		

Q61. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
227	37.83%		None
113	18.83%		Zone 1
133	22.17%		Zone 2
31	5.17%		Zone 3
12	2.00%		Zone 4
59	9.83%		Zone 5
25	4.17%		Zone 6
600 Respondents			

Q62. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
218	36.09%		None
103	17.05%		Zone 1
155	25.66%		Zone 2
38	6.29%		Zone 3
13	2.15%		Zone 4
52	8.61%		Zone 5
25	4.14%		Zone 6
604 Respondents			

Q63. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
246	41.84%		None
93	15.82%		Zone 1
128	21.77%		Zone 2
29	4.93%		Zone 3
9	1.53%		Zone 4
54	9.18%		Zone 5
29	4.93%		Zone 6
588 Respondents			

Q64. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
328	58.16%		None
50	8.87%		Zone 1
45	7.98%		Zone 2
17	3.01%		Zone 3
8	1.42%		Zone 4
83	14.72%		Zone 5
33	5.85%		Zone 6
564	Respondents		

Q65. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
331	59.86%		None
47	8.50%		Zone 1
41	7.41%		Zone 2
13	2.35%		Zone 3
4	0.72%		Zone 4
79	14.29%		Zone 5
38	6.87%		Zone 6
553	Respondents		

Q66. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
116	19.59%		None
281	47.47%		Zone 1
117	19.76%		Zone 2
32	5.41%		Zone 3
6	1.01%		Zone 4
27	4.56%		Zone 5
13	2.20%		Zone 6
592	Respondents		

Q67. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
92	15.31%		None
276	45.92%		Zone 1
142	23.63%		Zone 2
42	6.99%		Zone 3
5	0.83%		Zone 4
34	5.66%		Zone 5
10	1.66%		Zone 6
601	Respondents		

Q68. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
107	18.14%		None
277	46.95%		Zone 1
119	20.17%		Zone 2
40	6.78%		Zone 3
7	1.19%		Zone 4
27	4.58%		Zone 5
13	2.20%		Zone 6
590	Respondents		

Q69. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
100	16.64%		None
268	44.59%		Zone 1
138	22.96%		Zone 2
40	6.66%		Zone 3
9	1.50%		Zone 4
32	5.32%		Zone 5
14	2.33%		Zone 6
601	Respondents		



Q70. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
157	26.98%		None
242	41.58%		Zone 1
94	16.15%		Zone 2
29	4.98%		Zone 3
11	1.89%		Zone 4
34	5.84%		Zone 5
15	2.58%		Zone 6
582	Respondents		

Q71. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
279	51.19%		None
93	17.06%		Zone 1
40	7.34%		Zone 2
19	3.49%		Zone 3
10	1.83%		Zone 4
72	13.21%		Zone 5
32	5.87%		Zone 6
545	Respondents		

Q72. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
285	52.68%		None
93	17.19%		Zone 1
39	7.21%		Zone 2
13	2.40%		Zone 3
7	1.29%		Zone 4
67	12.38%		Zone 5
37	6.84%		Zone 6
541	Respondents		

Q73. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
203	35.06%		None
139	24.01%		Zone 1
73	12.61%		Zone 2
27	4.66%		Zone 3
4	0.69%		Zone 4
91	15.72%		Zone 5
42	7.25%		Zone 6
579	Respondents		

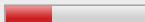
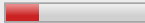
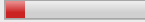
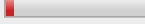
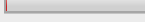
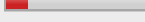
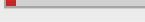
Q74. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
196	33.00%		None
144	24.24%		Zone 1
84	14.14%		Zone 2
28	4.71%		Zone 3
7	1.18%		Zone 4
94	15.82%		Zone 5
41	6.90%		Zone 6
594	Respondents		



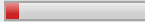
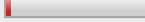
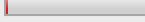
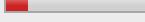
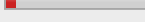
Q75. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
205	35.53%		None
133	23.05%		Zone 1
80	13.86%		Zone 2
23	3.99%		Zone 3
5	0.87%		Zone 4
91	15.77%		Zone 5
40	6.93%		Zone 6
577	Respondents		





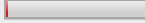
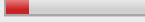
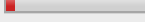
Q76. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
196	33.39%		None
138	23.51%		Zone 1
82	13.97%		Zone 2
32	5.45%		Zone 3
4	0.68%		Zone 4
94	16.01%		Zone 5
41	6.98%		Zone 6
587	Respondents		

Q77. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
245	43.06%		None
114	20.04%		Zone 1
52	9.14%		Zone 2
20	3.51%		Zone 3
8	1.41%		Zone 4
90	15.82%		Zone 5
40	7.03%		Zone 6
569	Respondents		

Q78. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
300	54.95%		None
62	11.36%		Zone 1
34	6.23%		Zone 2
15	2.75%		Zone 3
9	1.65%		Zone 4
91	16.67%		Zone 5
35	6.41%		Zone 6
546	Respondents		

Q79. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
290	54.10%		None
64	11.94%		Zone 1
31	5.78%		Zone 2
13	2.43%		Zone 3
7	1.31%		Zone 4
85	15.86%		Zone 5
46	8.58%		Zone 6
536	Respondents		

Q80. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
275	48.59%		None
88	15.55%		Zone 1
57	10.07%		Zone 2
18	3.18%		Zone 3
7	1.24%		Zone 4
77	13.60%		Zone 5
44	7.77%		Zone 6
566	Respondents		

Q81. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
269	46.70%		None
81	14.06%		Zone 1
72	12.50%		Zone 2
23	3.99%		Zone 3
6	1.04%		Zone 4
86	14.93%		Zone 5
39	6.77%		Zone 6
576	Respondents		

Q82. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
279	49.29%		None
80	14.13%		Zone 1
55	9.72%		Zone 2
21	3.71%		Zone 3
7	1.24%		Zone 4
85	15.02%		Zone 5
39	6.89%		Zone 6
566	Respondents		

Q83. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
276	48.17%		None
84	14.66%		Zone 1
62	10.82%		Zone 2
22	3.84%		Zone 3
4	0.70%		Zone 4
85	14.83%		Zone 5
40	6.98%		Zone 6
573	Respondents		

Q84. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
291	52.34%		None
70	12.59%		Zone 1
49	8.81%		Zone 2
18	3.24%		Zone 3
5	0.90%		Zone 4
83	14.93%		Zone 5
40	7.19%		Zone 6
556	Respondents		

Q85. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
319	58.75%		None
51	9.39%		Zone 1
39	7.18%		Zone 2
13	2.39%		Zone 3
5	0.92%		Zone 4
77	14.18%		Zone 5
39	7.18%		Zone 6
543 Respondents			

Q86. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

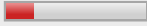
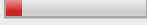
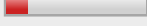
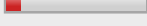
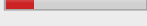

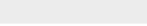
Count	Percent		
316	58.41%		None
49	9.06%		Zone 1
41	7.58%		Zone 2
12	2.22%		Zone 3
5	0.92%		Zone 4
75	13.86%		Zone 5
43	7.95%		Zone 6
541 Respondents			

Q87. What is your desired BREAKFAST style if dining on campus?

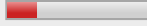
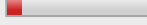
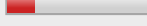
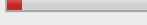
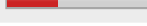
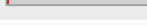
Count	Percent		
344	53.58%		Grab-and-go
96	14.95%		All you care to eat (buffet / stations)
39	6.07%		Sit down service
19	2.96%		Food Truck / Stand
112	17.45%		Fast Casual
32	4.98%		Other
642 Respondents			



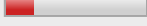
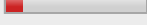



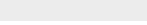
## Q88. What is your desired BREAKFAST type if dining on campus? SELECT ALL THAT APPLY.

Count	Respondent %	Response %	
359	56.98%	20.24%	 Self-served hot breakfast (e.g., eggs, waffles, bacon, etc.)
206	32.70%	11.61%	 Self-served cold breakfast (e.g. fruit salad, cereal, muffins, etc.)
288	45.71%	16.23%	 Customized hot breakfast (e.g., made-to-order omelets, etc.)
190	30.16%	10.71%	 Customized cold breakfast (e.g., smoothies, parfait)
354	56.19%	19.95%	 Pre-made grab-and-go option (e.g., breakfast sandwich, donuts/pastries, bagel with cream cheese, etc.)
178	28.25%	10.03%	 Pre-packaged convenience store items (e.g. granola bar, nutrition shake, crackers, etc.)
199	31.59%	11.22%	 Coffee / beverage only
630	Respondents		
1774	Responses		


## Q89. What is your desired LUNCH style if dining on campus?

Count	Percent	
136	21.28%	 Grab-and-go
67	10.49%	 All you care to eat (buffet / stations)
128	20.03%	 Sit down service
68	10.64%	 Food Truck / Stand
234	36.62%	 Fast Casual
6	0.94%	 Other
639	Respondents	

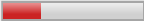
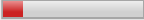
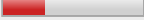
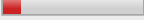

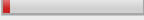
## Q90. What is your desired LUNCH type if dining on campus? SELECT ALL THAT APPLY.

Count	Respondent %	Response %	
344	54.34%	20.45%	 Self-served hot lunch
212	33.49%	12.60%	 Self-served cold lunch (e.g., salad bar, make your own sandwich, etc.)
475	75.04%	28.24%	 Customized hot lunch
252	39.81%	14.98%	 Customized cold lunch (e.g., deli, salad, etc.)
282	44.55%	16.77%	 Pre-made grab-and-go option (e.g., wraps, sandwiches, salads, etc.)
117	18.48%	6.96%	 Pre-packaged convenience store or vending items (e.g. granola bar, chips, crackers, etc.)
633	Respondents		
1682	Responses		

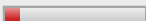


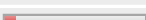
**Q91. What is your desired DINNER style if dining on campus?**

Count	Percent		
57	9.09%		Grab-and-go
184	29.35%		All you care to eat (buffet / stations)
219	34.93%		Sit down service
33	5.26%		Food Truck / Stand
111	17.70%		Fast Casual
23	3.67%		Other
627	Respondents		

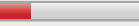
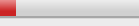
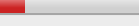
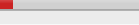
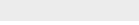
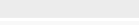
**Q92. What is your desired DINNER type if dining on campus? SELECT ALL THAT APPLY.**

Count	Respondent %	Response %	
452	72.67%	27.36%	 Self-served hot dinner (e.g., pizza slices, grilled chicken, ravioli, etc.)
231	37.14%	13.98%	 Self-served cold option (e.g., salad bar, make your own sandwich, etc.)
502	80.71%	30.39%	 Customized hot dinner (e.g., made-to-order burger, pasta, stir-fry, pizza, etc.)
216	34.73%	13.08%	 Customized cold option (e.g., deli, salad, etc.)
172	27.65%	10.41%	 Pre-made grab-and-go option (e.g., wraps, sandwiches, salads, etc.)
79	12.70%	4.78%	 Pre-packaged convenience store or vending items (e.g. granola bar, chips, crackers, etc.)
622	Respondents		
1652	Responses		

**Q93. What is your desired LATE NIGHT style if dining on campus?**

Count	Percent		
304	48.87%		Grab-and-go
66	10.61%		All you care to eat (buffet / stations)
38	6.11%		Sit down service
56	9.00%		Food Truck / Stand
110	17.68%		Fast Casual
48	7.72%		Other
622	Respondents		


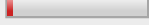
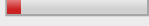
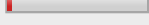
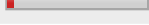
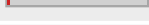
## Q94. What is your desired LATE NIGHT type if dining on campus? SELECT ALL THAT APPLY.

Count	Respondent %	Response %	
322	54.30%	22.60%	 Self-served hot dinner (e.g., pizza slices, grilled chicken, ravioli, etc.)
169	28.50%	11.86%	 Self-served cold option (e.g., salad bar, make your own sandwich, etc.)
260	43.84%	18.25%	 Customized hot dinner (e.g., made-to-order burger, pasta, stir-fry, pizza, etc.)
132	22.26%	9.26%	 Customized cold option (e.g., deli, salad, etc.)
284	47.89%	19.93%	 Pre-made grab-and-go option (e.g., wraps, sandwiches, salads, etc.)
258	43.51%	18.11%	 Pre-packaged convenience store or vending items (e.g. granola bar, chips, crackers, etc.)
593	Respondents		
1425	Responses		

## Q95. In general, my preferred dietary pattern is:

Count	Percent	
352	55.70%	 Eat most everything
183	28.96%	 Prefer mostly healthy options
37	5.85%	 Vegetarian
13	2.06%	 Vegan
1	0.16%	 Kosher
11	1.74%	 Halal
16	2.53%	 Gluten-free / Intolerance
19	3.01%	 Other (please specify)
632	Respondents	

## Q96. Do you have any medical dietary restrictions (e.g. food allergies, lactose-intolerant, gluten-free, etc.)?

Count	Percent	
480	76.31%	 No
24	3.82%	 Yes, gluten-free
63	10.02%	 Yes, lactose-intolerant
19	3.02%	 Yes, milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, soy, and/or sesame
31	4.93%	 Yes, other (please specify)
12	1.91%	 I do not know
629	Respondents	

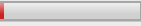
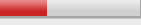
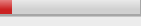
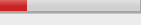
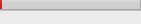
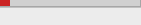

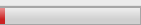
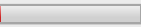
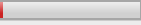
**Q97. Please indicate how you typically eat breakfast: SELECT UP TO THREE (3) CHOICES.**

Count	Respondent %	Response %	
318	50.56%	27.94%	Typically skip this meal
322	51.19%	28.30%	Prepare and eat this meal at my home or residence
215	34.18%	18.89%	Bring this meal from my home or residence, and eat on campus
144	22.89%	12.65%	Buy this meal at an on-campus eatery
35	5.56%	3.08%	Buy this meal from a vending machine on campus
46	7.31%	4.04%	Buy this meal at an off-campus convenience store or grocery store
39	6.20%	3.43%	Eat at an off-campus restaurant
4	0.64%	0.35%	Have this meal delivered from an off-campus restaurant
4	0.64%	0.35%	Eat at a catered event
11	1.75%	0.97%	Other
629	Respondents		
1138	Responses		

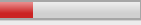
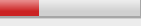
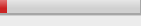
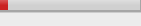
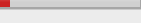
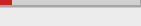

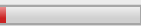
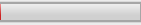
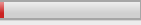
**Q98. Please indicate how you typically eat lunch: SELECT UP TO THREE (3) CHOICES.**

Count	Respondent %	Response %	
58	9.25%	4.69%	Typically skip this meal
182	29.03%	14.72%	Prepare and eat this meal at my home or residence
246	39.23%	19.90%	Bring this meal from my home or residence, and eat on campus
441	70.33%	35.68%	Buy this meal at an on-campus eatery
49	7.81%	3.96%	Buy this meal from a vending machine on campus
63	10.05%	5.10%	Buy this meal at an off-campus convenience store or grocery store
162	25.84%	13.11%	Eat at an off-campus restaurant
17	2.71%	1.38%	Have this meal delivered from an off-campus restaurant
9	1.44%	0.73%	Eat at a catered event
9	1.44%	0.73%	Other
627	Respondents		
1236	Responses		



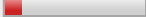

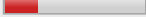
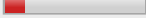
## Q99. Please indicate how you typically eat dinner: SELECT UP TO THREE (3) CHOICES.

Count	Respondent %	Response %	
33	5.28%	2.84%	 Typically skip this meal
393	62.88%	33.85%	 Prepare and eat this meal at my home or residence
99	15.84%	8.53%	 Bring this meal from my home or residence, and eat on campus
225	36.00%	19.38%	 Buy this meal at an on-campus eatery
21	3.36%	1.81%	 Buy this meal from a vending machine on campus
81	12.96%	6.98%	 Buy this meal at an off-campus convenience store or grocery store
235	37.60%	20.24%	 Eat at an off-campus restaurant
45	7.20%	3.88%	 Have this meal delivered from an off-campus restaurant
6	0.96%	0.52%	 Eat at a catered event
23	3.68%	1.98%	 Other
625	Respondents		
1161	Responses		

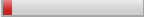


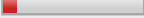
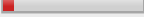
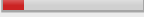
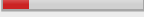
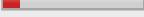
## Q100. Please indicate how you typically eat late night meals (after 9pm): SELECT UP TO THREE (3) CHOICES.

Count	Respondent %	Response %	
240	38.65%	23.74%	 Typically skip this meal
283	45.57%	27.99%	 Prepare and eat this meal at my home or residence
50	8.05%	4.95%	 Bring this meal from my home or residence, and eat on campus
56	9.02%	5.54%	 Buy this meal at an on-campus eatery
71	11.43%	7.02%	 Buy this meal from a vending machine on campus
85	13.69%	8.41%	 Buy this meal at an off-campus convenience store or grocery store
147	23.67%	14.54%	 Eat at an off-campus restaurant
42	6.76%	4.15%	 Have this meal delivered from an off-campus restaurant
5	0.81%	0.49%	 Eat at a catered event
32	5.15%	3.17%	 Other
621	Respondents		
1011	Responses		



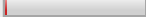
**Q101. How often do you purchase a meal off campus?**

Count	Percent		
16	2.51%		Never
88	13.81%		A few times per semester
78	12.24%		Less than once per week
212	33.28%		1 - 2 times per week
151	23.70%		3 - 4 times per week
92	14.44%		5 or more times per week
637 Respondents			

**Q102. Which meals do you typically buy from an off-campus location? SELECT ALL THAT APPLY.**

Count	Respondent %	Response %	
123	20.10%	5.91%	 Weekday Breakfast
262	42.81%	12.59%	 Weekday Lunch
369	60.29%	17.73%	 Weekday Dinner
211	34.48%	10.14%	 Weekday Late-Night
160	26.14%	7.69%	 Weekend Breakfast
316	51.63%	15.19%	 Weekend Lunch
386	63.07%	18.55%	 Weekend Dinner
254	41.50%	12.21%	 Weekend Late-Night
612 Respondents			
2081 Responses			

**Q103. How much do you typically spend when you buy BREAKFAST from an off-campus dining location?**

Count	Percent	
110	51.40%	 \$4.99 or Less
87	40.65%	 \$5.00 - \$9.99
14	6.54%	 \$10.00- \$14.99
3	1.40%	 \$15.00 or more
214 Respondents		


## Q104. How much do you typically spend when you buy LUNCH from an off-campus dining location?

Count	Percent		
46	10.22%		\$4.99 or Less
302	67.11%		\$5.00 - \$9.99
95	21.11%		\$10.00- \$14.99
7	1.56%		\$15.00 or more
450	Respondents		

## Q105. How much do you typically spend when you buy DINNER from an off-campus dining location?



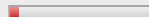

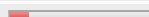
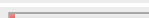



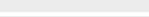
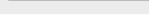
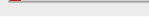
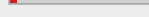
Count	Percent		
22	4.55%		\$4.99 or Less
193	39.88%		\$5.00 - \$9.99
220	45.45%		\$10.00- \$14.99
49	10.12%		\$15.00 or more
484	Respondents		

## Q106. How much do you typically spend when you buy LATE NIGHT from an off-campus dining location?

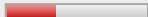



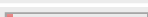
Count	Percent		
107	36.27%		\$4.99 or Less
133	45.08%		\$5.00 - \$9.99
48	16.27%		\$10.00- \$14.99
7	2.37%		\$15.00 or more
295	Respondents		



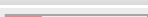

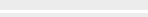
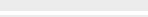
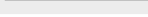
Q107. Which three statements most closely reflect your reasons for dining off campus? SELECT UP TO THREE.

Count	Respondent %	Response %	
220	35.95%	13.83%	 It is more convenient to eat off campus
103	16.83%	6.47%	 I am meeting someone
104	16.99%	6.54%	 To take a break from the academic atmosphere
78	12.75%	4.90%	 Campus dining venues are too crowded
215	35.13%	13.51%	 It is less expensive to eat off campus
58	9.48%	3.65%	 It is a special occasion
180	29.41%	11.31%	 I do not like the food/selection on campus
199	32.52%	12.51%	 On campus venues are not open when I would like to eat
53	8.66%	3.33%	 I can better accommodate my dietary restrictions
141	23.04%	8.86%	 I find the quality of food off campus more appealing
122	19.93%	7.67%	 I find the variety of food available off campus more appealing
71	11.60%	4.46%	 Off-campus food is a better value
47	7.68%	2.95%	 Other (please specify)
612	Respondents		
1591	Responses		

Q108. Please indicate your level of agreement with the following statements related to organizing special events on campus. - There are sufficient spaces for student groups to gather on campus.

Count	Percent	
43	35.54%	 Strongly agree
52	42.98%	 Agree
14	11.57%	 Disagree
7	5.79%	 Strongly disagree
5	4.13%	 No Opinion
121	Respondents	

Q109. Please indicate your level of agreement with the following statements related to organizing special events on campus. - There are high-quality spaces available for any type of event.

Count	Percent	
31	25.41%	 Strongly agree
55	45.08%	 Agree
23	18.85%	 Disagree
7	5.74%	 Strongly disagree
6	4.92%	 No Opinion
122	Respondents	

Q110. Please indicate your level of agreement with the following statements related to organizing special events on campus. - There are sufficient flexible spaces available on campus which can easily accommodate large groups.

Count	Percent		
29	23.97%		Strongly agree
57	47.11%		Agree
20	16.53%		Disagree
8	6.61%		Strongly disagree
7	5.79%		No Opinion
121	Respondents		

Q111. Please indicate your level of agreement with the following statements related to organizing special events on campus. - Meeting or event spaces are typically available on the day / time I need them.

Count	Percent		
27	22.13%		Strongly agree
58	47.54%		Agree
19	15.57%		Disagree
9	7.38%		Strongly disagree
9	7.38%		No Opinion
122	Respondents		

**Q112. What is your age?**

Count	Percent		
0	0.00%		17 or under
0	0.00%		18 - 19
0	0.00%		20 - 21
0	0.00%		22 - 24
0	0.00%		25 - 29
0	0.00%		30 - 34
0	0.00%		35 - 39
0	0.00%		40 - 44
0	0.00%		45 - 49
0	0.00%		50 - 54
0	0.00%		55 - 59
0	0.00%		60 - 64
0	0.00%		65 or over
0 Respondents			

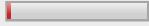

**Q113. What is your gender?**

Count	Percent		
414	65.40%		Female
196	30.96%		Male
3	0.47%		Transgender
8	1.26%		Non-binary
5	0.79%		Self-identify (please specify)
7	1.11%		I prefer not to answer
633 Respondents			

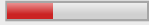
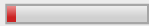
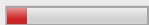




**Q114. Do you have a car with you while attending NKU?**

Count	Percent		
529	83.84%		Yes
102	16.16%		No
631 Respondents			

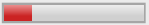
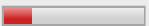



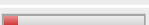
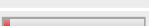
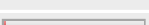
## Q115. Are you a student athlete?

Count	Percent		
17	2.70%		Yes
613	97.30%		No
630	Respondents		

## Q116. In what college/school are you currently enrolled or affiliated?

Count	Percent		
209	33.12%		College of Arts and Sciences
40	6.34%		College of Education
88	13.95%		College of Health and Human Services
121	19.18%		College of Informatics
94	14.90%		Haile / US Bank College of Business
44	6.97%		Salmon P. Chase College of Law
14	2.22%		Undeclared
7	1.11%		Honors College
14	2.22%		Other
631	Respondents		

## Q117. What are the primary sources of funding for your academic expenses (tuition, fees, books, etc.)? SELECT ALL THAT APPLY

Count	Respondent %	Response %	
296	47.06%	20.34%	 Family support
295	46.90%	20.27%	 Personal support
309	49.13%	21.24%	 Student loan(s)
314	49.92%	21.58%	 Academic scholarship(s)
13	2.07%	0.89%	 Athletic scholarship(s)
146	23.21%	10.03%	 Grant(s)
61	9.70%	4.19%	 Employer reimbursement or tuition program
21	3.34%	1.44%	 Other (please specify)
629	Respondents		
1455	Responses		

Q118. What are the primary sources of funding for your living expenses (housing, food, travel, entertainment, etc.)? SELECT ALL THAT APPLY

Count	Respondent %	Response %	
358	57.01%	33.40%	Family support
414	65.92%	38.62%	Personal support
112	17.83%	10.45%	Student loan(s)
88	14.01%	8.21%	Academic scholarship(s)
7	1.11%	0.65%	Athletic scholarship(s)
41	6.53%	3.82%	Grant(s)
21	3.34%	1.96%	Employer reimbursement or tuition program
31	4.94%	2.89%	Other (please specify)
628	Respondents		
1072	Responses		

Q119. Please feel free to provide any additional comments or suggestions regarding this survey. All comments will be shared with Northern Kentucky University's administration but none will be personally attributable to any individual student.

Count	Percent	
188	100.00%	
188	Respondents	

Q120. Thank you for participating in the Dining Survey! This initiative is part of a Campus Master Plan in progress for NKU. Your feedback matters. In appreciation of your participation, we invite you to participate in a voluntary prize drawing. Prizes include: three mountain bikes or two \$50 awards to your ALL Card. Would like to be entered into a prize drawing?

Count	Percent	
605	96.34%	Yes
23	3.66%	No
628	Respondents	

Q121. Thank you for participating in the Dining Survey! This initiative is part of a Campus Master Plan in progress for NKU. Your feedback matters. In appreciation of your participation, we invite you to participate in a voluntary prize drawing. Prizes include: two \$50 awards to your ALL Card. Would like to be entered into a prize drawing?

Count	Percent	
2	100.00%	Yes
0	0.00%	No
2	Respondents	

# Exhibit B

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## Faculty / Staff Survey Results

## NKU - Spring 2020 - Dining Survey

Description:

Date Created: 12/3/2019 1:55:38 PM

Date Range: 1/12/2020 12:00:00 AM - 2/5/2020 11:59:00 PM

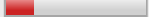
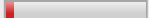




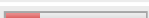

Total Respondents: 1528

Q1. What is your primary status at Northern Kentucky University?			
Count	Percent		
0	0.00%		Student
224	39.72%		Faculty Member
340	60.28%		Staff Member
0	0.00%		Other (please specify)
564 Respondents			

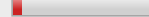


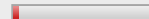



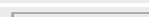


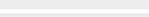
Q2. How often do you use the Campus Recreation Center facilities?			
Count	Percent		
26	4.89%		5 or more times per week
120	22.56%		2 - 4 times per week
51	9.59%		Once per week
165	31.02%		Less than once per week
170	31.95%		Never
532 Respondents			

Q3. How often do you attend an NKU athletics event?			
Count	Percent		
5	0.94%		5 or more times per week
11	2.07%		2 - 4 times per week
18	3.38%		Once per week
252	47.37%		Less than once per week
246	46.24%		Never
532 Respondents			

## Q4. Where do you spend your unscheduled time on campus? SELECT UP TO THREE (3) RESPONSES.

Count	Respondent %	Response %	
230	44.15%	20.19%	 Student Union
70	13.44%	6.15%	 Steely Library
190	36.47%	16.68%	 In your College's Building(s)
30	5.76%	2.63%	 Study/Work Spaces across campus
163	31.29%	14.31%	 Outdoor Seating Areas
123	23.61%	10.80%	 Recreation Spaces
279	53.55%	24.50%	 Personal/Assigned Space (Residence Hall, Office, Lab, etc.)
54	10.36%	4.74%	 Other
521	Respondents		
1139	Responses		

## Q5. What is your favorite outdoor space on campus?

Count	Percent	
32	6.11%	 Area 1
16	3.05%	 Area 2
67	12.79%	 Area 3
21	4.01%	 Area 4
314	59.92%	 Area 5
19	3.63%	 Area 6
3	0.57%	 Area 7
3	0.57%	 Area 8
12	2.29%	 Area 9
8	1.53%	 Area 10
29	5.53%	 None of those identified on the map, please explain:
524	Respondents	

## Q6. Are you responsible for organizing any non-academic events or meetings at NKU? (e.g., Greek life gatherings, faculty meetings, extracurricular student groups with regular or occasional meetings, intramural sports, etc)?

Count	Percent	
201	37.78%	 Yes
331	62.22%	 No
532	Respondents	



Q7. What is your current enrollment status?			
Count	Percent		
0	0.00%	<input type="text"/>	Full time
0	0.00%	<input type="text"/>	Part time
0 Respondents			

Q8. What is your current class standing?			
Count	Percent		
0	0.00%	<input type="text"/>	New Freshmen
0	0.00%	<input type="text"/>	Returning Freshman
0	0.00%	<input type="text"/>	Sophomore
0	0.00%	<input type="text"/>	Junior
0	0.00%	<input type="text"/>	Senior
0	0.00%	<input type="text"/>	Graduate Student
0	0.00%	<input type="text"/>	Law Student
0	0.00%	<input type="text"/>	Other (please specify)
0 Respondents			

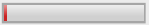

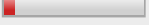
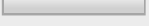
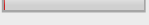
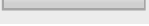
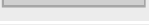
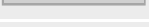

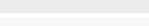
Q9. Where are you currently living while attending NKU?			
Count	Percent		
0	0.00%	<input type="text"/>	On campus
0	0.00%	<input type="text"/>	Off campus
0 Respondents			

Q10. Where do you currently live on campus? If you are being relocated, please indicate where you will be living.			
Count	Percent		
0	0.00%	<input type="text"/>	Callahan Hall
0	0.00%	<input type="text"/>	Commonwealth Hall
0	0.00%	<input type="text"/>	Kentucky Hall
0	0.00%	<input type="text"/>	Norse Hall
0	0.00%	<input type="text"/>	Northern Terrace
0	0.00%	<input type="text"/>	University Suites
0	0.00%	<input type="text"/>	Woodcrest Apartments - Willow
0 Respondents			


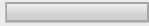
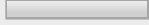
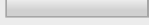
## Q11. How long is your typical one-way commute to campus?

Count	Percent		
35	6.62%		Less than 5 minutes
53	10.02%		5 - 10 minutes
187	35.35%		11 - 20 minutes
147	27.79%		21 - 30 minutes
51	9.64%		31 - 40 minutes
28	5.29%		41 - 50 minutes
28	5.29%		More than 50 minutes
529	Respondents		

## Q12. How do you typically get to and from campus? (Select all that apply)

Count	Respondent %	Response %	
12	2.26%	2.09%	 Walk
491	92.64%	85.54%	 Drive alone
46	8.68%	8.01%	 Drive/ride with others
1	0.19%	0.17%	 Take a taxi or rideshare
3	0.57%	0.52%	 Ride a bicycle
0	0.00%	0.00%	 Ride a motorcycle / moped
0	0.00%	0.00%	 Scooter
0	0.00%	0.00%	 Skateboard/Longboard
17	3.21%	2.96%	 Take public transportation
4	0.75%	0.70%	 Other (please specify)
530	Respondents		
574	Responses		

## Q13. Where do you plan to live next year?

Count	Percent		
0	0.00%		On campus
0	0.00%		Off campus
0	0.00%		Undecided on where to live
0	0.00%		Not applicable; I will not be attending NKU next year.
0	Respondents		

**Q14. Did the available on-campus dining options influence your desire to move off-campus?**

Count	Percent		
0	0.00%		Yes
0	0.00%		No
0	0.00%		I don't know
0	0.00%		Not applicable; I will not be attending NKU next year.
0	Respondents		

**Q15. Did the available on-campus dining options influence your desire to remain on campus?**

Count	Percent		
0	0.00%		Yes
0	0.00%		No
0	0.00%		I don't know
0	0.00%		Not applicable; I will not be attending NKU next year.
0	Respondents		

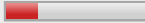
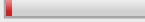
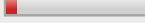
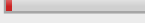
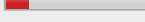
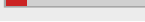
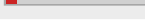
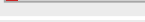
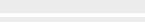
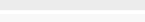
**Q16. In general, how satisfied are you with NKU's current campus dining options overall?**

Count	Percent		
29	5.66%		Very satisfied
326	63.67%		Satisfied
143	27.93%		Dissatisfied
14	2.73%		Very dissatisfied
512	Respondents		

**Q17. Do you currently have a meal plan?**

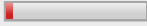
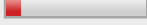
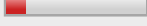
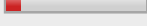
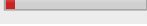
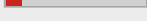
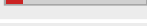

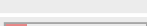
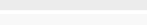
Count	Percent		
4	0.79%		Yes
501	99.21%		No
505	Respondents		

Q18. Please select the MOST DESIRABLE dining locations in the Student Union: SELECT UP TO THREE (3) RESPONSES.

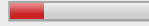



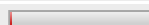

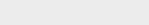
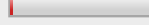
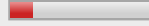
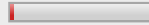
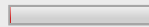
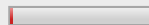




Count	Respondent %	Response %	
273	53.85%	22.96%	 Starbucks
51	10.06%	4.29%	 The Strip
95	18.74%	7.99%	 OLO Sushi
50	9.86%	4.21%	 Tu Taco
196	38.66%	16.48%	 The Travel Wagon
182	35.90%	15.31%	 Steak N Shake
92	18.15%	7.74%	 Mondo Subs
101	19.92%	8.49%	 Market at Student Union
117	23.08%	9.84%	 Sbarro Pizza
32	6.31%	2.69%	 None of the above
507	Respondents		
1189	Responses		

Q19. What qualities make these the MOST DESIRABLE dining locations in the student union? SELECT UP TO THREE (3) RESPONSES.				
Count	Respondent %	Response %		
281	56.43%	23.67%		Better quality food
192	38.55%	16.18%		More variety of food
139	27.91%	11.71%		Perceive the best value
99	19.88%	8.34%		Faster service
70	14.06%	5.90%		Hours are more desirable
28	5.62%	2.36%		Provide information about ingredients or nutritional values
19	3.82%	1.60%		More sustainable practices
179	35.94%	15.08%		Healthier options
40	8.03%	3.37%		Better quality of service
7	1.41%	0.59%		More convenient to my class locations
49	9.84%	4.13%		More convenient to my office or favorite study location
1	0.20%	0.08%		More convenient to my home or residence on campus
0	0.00%	0.00%		More accessible by car
13	2.61%	1.10%		More accessible on foot
22	4.42%	1.85%		Preferred eating environment or seating configuration
48	9.64%	4.04%		Other (please specify)
498	Respondents			
1187	Responses			

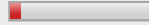

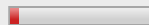


Q20. Please select the LEAST DESIRABLE dining locations in the Student Union: SELECT UP TO THREE (3) RESPONSES.

Count	Respondent %	Response %		
44	9.26%	5.46%		Starbucks
85	17.89%	10.55%		The Strip
114	24.00%	14.14%		OLO Sushi
90	18.95%	11.17%		Tu Taco
55	11.58%	6.82%		The Travel Wagon
91	19.16%	11.29%		Steak N Shake
98	20.63%	12.16%		Mondo Subs
43	9.05%	5.33%		Market at Student Union
62	13.05%	7.69%		Sbarro Pizza
124	26.11%	15.38%		None of the above
475	Respondents			
806	Responses			

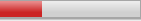


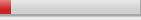
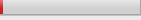
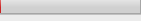
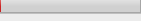
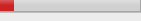
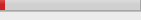
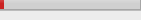
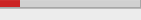
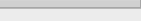
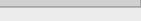
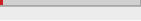
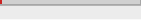
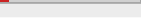
**Q21. What qualities make these LESS DESIRABLE dining locations in the student union? SELECT UP TO THREE (3) RESPONSES.**

Count	Respondent %	Response %	
182	43.03%	24.50%	 Less quality food
101	23.88%	13.59%	 More limited variety of food
93	21.99%	12.52%	 Perceive less value
71	16.78%	9.56%	 Slower Service
7	1.65%	0.94%	 Opens later than other options
10	2.36%	1.35%	 Does not provide information about ingredients or nutritional values
13	3.07%	1.75%	 Less sustainable practices
121	28.61%	16.29%	 Fewer healthy options
21	4.96%	2.83%	 Lesser quality of service
5	1.18%	0.67%	 Less convenient to my class locations
13	3.07%	1.75%	 Less convenient to my office or favorite study location
0	0.00%	0.00%	 Less convenient to my home or residence on campus
5	1.18%	0.67%	 Less accessible by car
2	0.47%	0.27%	 Least accessible by foot
7	1.65%	0.94%	 Less desirable eating environment or seating configuration
92	21.75%	12.38%	 Other (please specify)
423	Respondents		
743	Responses		

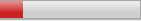


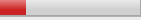

**Q22. Please select the MOST DESIRABLE retail dining locations on campus: SELECT UP TO THREE (3) RESPONSES.**

Count	Respondent %	Response %	
49	10.23%	7.42%	 Market at Landrum
272	56.78%	41.21%	 Einstein Bagels
39	8.14%	5.91%	 Darwin's Cafe
203	42.38%	30.76%	 Au Bon Pain
97	20.25%	14.70%	 None of the above
479	Respondents		
660	Responses		

## Q23. What qualities make these the MOST DESIRABLE retail dining locations on campus? SELECT UP TO TWO (2) RESPONSES.

Count	Respondent %	Response %		
209	48.27%	30.56%		Better quality food
64	14.78%	9.36%		More variety of food
46	10.62%	6.73%		Perceive the best value
53	12.24%	7.75%		Faster service
17	3.93%	2.49%		Hours are more desirable
6	1.39%	0.88%		Provide information about nutritional values
4	0.92%	0.58%		More sustainable practices
72	16.63%	10.53%		Healthier options
24	5.54%	3.51%		Better quality of service
18	4.16%	2.63%		More convenient to my class locations
100	23.09%	14.62%		More convenient to my office or favorite study location
1	0.23%	0.15%		More convenient to my home or residence on campus
0	0.00%	0.00%		More accessible by car
16	3.70%	2.34%		More accessible by foot
9	2.08%	1.32%		Preferred eating environment or seating configuration
45	10.39%	6.58%		Other (please specify)
433	Respondents			
684	Responses			

## Q24. Please select the LEAST DESIRABLE retail locations on campus: SELECT UP TO TWO (2) OPTIONS.

Count	Respondent %	Response %		
83	18.82%	16.80%		Market at Landrum
23	5.22%	4.66%		Einstein Bagels
77	17.46%	15.59%		Darwin's Cafe
94	21.32%	19.03%		Au Bon Pain
217	49.21%	43.93%		None of the above
441	Respondents			
494	Responses			



**Q25. What qualities make these LESS DESIRABLE retail locations on campus? SELECT THREE (3) OPTIONS.**

Count	Respondent %	Response %	
51	15.09%	10.26%	Lesser quality food
52	15.38%	10.46%	More limited variety of food
72	21.30%	14.49%	Perceive less value
22	6.51%	4.43%	Slower service
5	1.48%	1.01%	Opens later than other options
2	0.59%	0.40%	Does not provide information about ingredients or nutritional values
3	0.89%	0.60%	Less sustainable practices
27	7.99%	5.43%	Fewer healthy options
6	1.78%	1.21%	Lesser quality of service
21	6.21%	4.23%	Less convenient to my class locations
90	26.63%	18.11%	Less convenient to my office or favorite study location
1	0.30%	0.20%	Less convenient to my residence on campus
7	2.07%	1.41%	Less accessible by car
17	5.03%	3.42%	Less accessible by foot
17	5.03%	3.42%	Less desirable environment or seating configuration
104	30.77%	20.93%	Other (please specify)
338	Respondents		
497	Responses		

**Q26. At which of the all-you-care-to-eat Dining Halls do you typically eat?**

Count	Percent	
0	0.00%	Norse Commons Dining
0	0.00%	Callahan Bistro
0	0.00%	Both
0	0.00%	Neither
0	Respondents	

## Q27. In general, how satisfied are you with NKU's current all-you-care-to-eat dining options?

Count	Percent		
0	0.00%	<input type="text"/>	Very satisfied
0	0.00%	<input type="text"/>	Satisfied
0	0.00%	<input type="text"/>	Dissatisfied
0	0.00%	<input type="text"/>	Very dissatisfied
0	Respondents		

## Q28. Which of the two all-you-care-to-eat Dining Halls is your preferred option?

Count	Percent		
0	0.00%	<input type="text"/>	Norse Commons Dining
0	0.00%	<input type="text"/>	Callahan Bistro
0	0.00%	<input type="text"/>	Neither, I prefer to eat at retail dining or the Student Union when on campus
0	Respondents		

## Q29. What qualities make this a MORE DESIRABLE all-you-care-to-eat Dining Hall? SELECT THREE OPTIONS.

Count	Percent		
0	0.00%	<input type="text"/>	Better quality food
0	0.00%	<input type="text"/>	More variety of food
0	0.00%	<input type="text"/>	Perceive the best value
0	0.00%	<input type="text"/>	Faster service
0	0.00%	<input type="text"/>	Hours are more desirable
0	0.00%	<input type="text"/>	Provide information about ingredients or nutritional values
0	0.00%	<input type="text"/>	More sustainable practices
0	0.00%	<input type="text"/>	Healthier options
0	0.00%	<input type="text"/>	Better quality of service
0	0.00%	<input type="text"/>	More convenient to my class locations
0	0.00%	<input type="text"/>	More convenient to my office or favorite study location
0	0.00%	<input type="text"/>	More convenient to my residence on campus
0	0.00%	<input type="text"/>	More accessible by car
0	0.00%	<input type="text"/>	More accessible on foot
0	0.00%	<input type="text"/>	Preferred eating environment or seating configuration
0	0.00%	<input type="text"/>	Other (please specify)
0	Respondents		


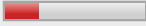
**Q30. In which meal plan are you currently enrolled?**

Count	Percent		
0	0.00%		45 Everywhere Plan
0	0.00%		35 Everywhere Plan
2	66.67%		Best Value Meal Plan
1	33.33%		Basic Meal Plan
0	0.00%		Sampler Meal Plan
0	0.00%		8 Everywhere Plan
3 Respondents			


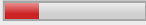
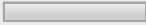
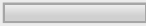
**Q31. How satisfied are you with your current meal plan?**

Count	Percent		
1	25.00%		Very satisfied
2	50.00%		Satisfied
1	25.00%		Dissatisfied
0	0.00%		Very dissatisfied
4 Respondents			

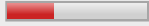

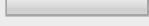
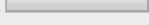
**Q32. Do you typically add Flex Dollars to your meal plan?**

Count	Percent		
3	75.00%		Yes
1	25.00%		No
4 Respondents			

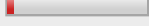
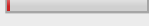
**Q33. Please indicate your level of agreement with the follow statements about your meal plan? - The amount of meals on my plan aligns well with the amount of times I want to eat on campus.**

Count	Percent		
3	75.00%		Strongly Agree
1	25.00%		Agree
0	0.00%		Disagree
0	0.00%		Strongly Disagree
4 Respondents			

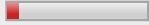
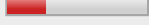

Q34. Please indicate your level of agreement with the follow statements about your meal plan? - I eat on campus enough to fully use my meal plan

Count	Percent		
1	33.33%		Strongly Agree
2	66.67%		Agree
0	0.00%		Disagree
0	0.00%		Strongly Disagree
3	Respondents		

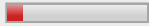

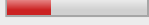
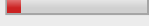
Q35. How important is each of the following factors when selecting a place to eat on campus? - Weekday hours of operation that accommodate my schedule

Count	Percent		
295	61.72%		Very important
151	31.59%		Important
24	5.02%		Unimportant
8	1.67%		Very unimportant
478	Respondents		

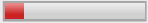
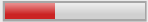


Q36. How important is each of the following factors when selecting a place to eat on campus? - Weekend hours of operation that accommodate my schedule

Count	Percent		
40	8.46%		Very important
58	12.26%		Important
132	27.91%		Unimportant
243	51.37%		Very unimportant
473	Respondents		




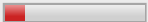
Q37. How important is each of the following factors when selecting a place to eat on campus? - Atmosphere (overall ambiance, decor, seating, lighting)

Count	Percent		
52	10.90%		Very important
226	47.38%		Important
151	31.66%		Unimportant
48	10.06%		Very unimportant
477	Respondents		



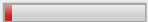
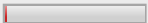
**Q38. How important is each of the following factors when selecting a place to eat on campus? - Facility design amenities (wifi, electrical outlets, etc.)**

Count	Percent		
64	13.50%		Very important
172	36.29%		Important
173	36.50%		Unimportant
65	13.71%		Very unimportant
474	Respondents		



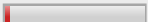
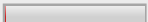
**Q39. How important is each of the following factors when selecting a place to eat on campus? - Space supporting socializing (wall dividers, designated spaces for small groups, hang-out seating, etc.)**

Count	Percent		
52	10.88%		Very important
187	39.12%		Important
170	35.56%		Unimportant
69	14.44%		Very unimportant
478	Respondents		

**Q40. How important is each of the following factors when selecting a place to eat on campus? - Location convenience**

Count	Percent		
271	56.46%		Very important
178	37.08%		Important
25	5.21%		Unimportant
6	1.25%		Very unimportant
480	Respondents		

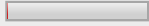
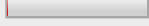
**Q41. How important is each of the following factors when selecting a place to eat on campus? - Speed of service**

Count	Percent		
271	56.46%		Very important
188	39.17%		Important
18	3.75%		Unimportant
3	0.63%		Very unimportant
480	Respondents		


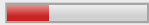
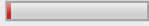
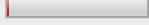
## Q42. How important is each of the following factors when selecting a place to eat on campus? - Quality of service

Count	Percent		
266	55.88%		Very important
200	42.02%		Important
9	1.89%		Unimportant
1	0.21%		Very unimportant
476	Respondents		

## Q43. How important is each of the following factors when selecting a place to eat on campus? - Quality of food

Count	Percent		
393	81.03%		Very important
88	18.14%		Important
2	0.41%		Unimportant
2	0.41%		Very unimportant
485	Respondents		

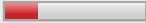
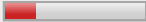


## Q44. How important is each of the following factors when selecting a place to eat on campus? - Value for price

Count	Percent		
322	67.08%		Very important
143	29.79%		Important
11	2.29%		Unimportant
4	0.83%		Very unimportant
480	Respondents		

## Q45. How important is each of the following factors when selecting a place to eat on campus? - Menu variety

Count	Percent		
219	46.30%		Very important
222	46.93%		Important
28	5.92%		Unimportant
4	0.85%		Very unimportant
473	Respondents		

**Q46. How important is each of the following factors when selecting a place to eat on campus? - Diet / allergy / restriction conscious (gluten free, vegan, kosher)**

Count	Percent		
111	23.62%		Very important
105	22.34%		Important
150	31.91%		Unimportant
104	22.13%		Very unimportant
470	Respondents		



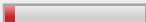
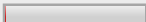
**Q47. How satisfied are you with Dining Services with respect to the following factors? - Weekday hours of operation**

Count	Percent		
113	23.89%		Very satisfied
304	64.27%		Satisfied
47	9.94%		Dissatisfied
9	1.90%		Very dissatisfied
473	Respondents		

**Q48. How satisfied are you with Dining Services with respect to the following factors? - Weekend hours of operation**

Count	Percent		
53	12.30%		Very satisfied
273	63.34%		Satisfied
71	16.47%		Dissatisfied
34	7.89%		Very dissatisfied
431	Respondents		

**Q49. How satisfied are you with Dining Services with respect to the following factors? - Atmosphere (overall ambiance, decor, seating, lighting)**

Count	Percent		
66	14.19%		Very satisfied
363	78.06%		Satisfied
33	7.10%		Dissatisfied
3	0.65%		Very dissatisfied
465	Respondents		

## Q50. How satisfied are you with Dining Services with respect to the following factors? - Facility design amenities (wifi, electrical outlets, etc.)

Count	Percent		
65	14.10%		Very satisfied
371	80.48%		Satisfied
23	4.99%		Dissatisfied
2	0.43%		Very dissatisfied
461	Respondents		

## Q51. How satisfied are you with Dining Services with respect to the following factors? - Space supporting socializing (wall divides, designated spaces for small groups, hang-out seating, etc.)

Count	Percent		
51	10.99%		Very satisfied
367	79.09%		Satisfied
44	9.48%		Dissatisfied
2	0.43%		Very dissatisfied
464	Respondents		

## Q52. How satisfied are you with Dining Services with respect to the following factors? - Location convenience

Count	Percent		
117	24.84%		Very satisfied
316	67.09%		Satisfied
32	6.79%		Dissatisfied
6	1.27%		Very dissatisfied
471	Respondents		

## Q53. How satisfied are you with Dining Services with respect to the following factors? - Speed of service

Count	Percent		
67	14.29%		Very satisfied
303	64.61%		Satisfied
90	19.19%		Dissatisfied
9	1.92%		Very dissatisfied
469	Respondents		



**Q54. How satisfied are you with Dining Services with respect to the following factors? - Quality of service**

Count	Percent		
98	20.99%		Very satisfied
326	69.81%		Satisfied
38	8.14%		Dissatisfied
5	1.07%		Very dissatisfied
467	Respondents		

**Q55. How satisfied are you with Dining Services with respect to the following factors? - Quality of food**

Count	Percent		
58	12.29%		Very satisfied
293	62.08%		Satisfied
102	21.61%		Dissatisfied
19	4.03%		Very dissatisfied
472	Respondents		

**Q56. How satisfied are you with Dining Services with respect to the following factors? - Value for price**

Count	Percent		
32	6.79%		Very satisfied
218	46.28%		Satisfied
175	37.15%		Dissatisfied
46	9.77%		Very dissatisfied
471	Respondents		

**Q57. How satisfied are you with Dining Services with respect to the following factors? - Menu variety**

Count	Percent		
48	10.30%		Very satisfied
290	62.23%		Satisfied
107	22.96%		Dissatisfied
21	4.51%		Very dissatisfied
466	Respondents		

Q58. How satisfied are you with Dining Services with respect to the following factors? - Diet / allergy / restriction conscious (gluten free, vegan, kosher)

Count	Percent		
48	10.96%		Very satisfied
292	66.67%		Satisfied
65	14.84%		Dissatisfied
33	7.53%		Very dissatisfied
438	Respondents		

Q59. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
151	36.56%		None
142	34.38%		Zone 1
87	21.07%		Zone 2
19	4.60%		Zone 3
7	1.69%		Zone 4
4	0.97%		Zone 5
3	0.73%		Zone 6
413	Respondents		

Q60. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
162	39.23%		None
136	32.93%		Zone 1
81	19.61%		Zone 2
21	5.08%		Zone 3
6	1.45%		Zone 4
4	0.97%		Zone 5
3	0.73%		Zone 6
413	Respondents		

Q61. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
159	38.69%		None
131	31.87%		Zone 1
87	21.17%		Zone 2
21	5.11%		Zone 3
7	1.70%		Zone 4
3	0.73%		Zone 5
3	0.73%		Zone 6
411 Respondents			

Q62. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
159	38.78%		None
131	31.95%		Zone 1
86	20.98%		Zone 2
23	5.61%		Zone 3
6	1.46%		Zone 4
2	0.49%		Zone 5
3	0.73%		Zone 6
410 Respondents			

Q63. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
150	37.50%		None
136	34.00%		Zone 1
82	20.50%		Zone 2
19	4.75%		Zone 3
6	1.50%		Zone 4
4	1.00%		Zone 5
3	0.75%		Zone 6
400 Respondents			

Q64. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
262	80.37%		None
30	9.20%		Zone 1
25	7.67%		Zone 2
6	1.84%		Zone 3
3	0.92%		Zone 4
0	0.00%		Zone 5
0	0.00%		Zone 6
326	Respondents		

Q65. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat BREAKFAST in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
267	82.92%		None
24	7.45%		Zone 1
25	7.76%		Zone 2
3	0.93%		Zone 3
2	0.62%		Zone 4
0	0.00%		Zone 5
1	0.31%		Zone 6
322	Respondents		

Q66. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
64	15.31%		None
215	51.44%		Zone 1
104	24.88%		Zone 2
21	5.02%		Zone 3
5	1.20%		Zone 4
6	1.44%		Zone 5
3	0.72%		Zone 6
418	Respondents		

Q67. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
69	16.67%		None
192	46.38%		Zone 1
114	27.54%		Zone 2
27	6.52%		Zone 3
4	0.97%		Zone 4
5	1.21%		Zone 5
3	0.72%		Zone 6
414 Respondents			

Q68. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
62	14.83%		None
207	49.52%		Zone 1
112	26.79%		Zone 2
25	5.98%		Zone 3
5	1.20%		Zone 4
5	1.20%		Zone 5
2	0.48%		Zone 6
418 Respondents			

Q69. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
71	17.32%		None
189	46.10%		Zone 1
113	27.56%		Zone 2
27	6.59%		Zone 3
5	1.22%		Zone 4
3	0.73%		Zone 5
2	0.49%		Zone 6
410 Respondents			

Q70. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
62	15.01%		None
209	50.61%		Zone 1
106	25.67%		Zone 2
22	5.33%		Zone 3
5	1.21%		Zone 4
7	1.69%		Zone 5
2	0.48%		Zone 6
413	Respondents		

Q71. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
235	76.55%		None
31	10.10%		Zone 1
31	10.10%		Zone 2
6	1.95%		Zone 3
3	0.98%		Zone 4
0	0.00%		Zone 5
1	0.33%		Zone 6
307	Respondents		

Q72. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LUNCH in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
237	80.07%		None
25	8.45%		Zone 1
27	9.12%		Zone 2
2	0.68%		Zone 3
3	1.01%		Zone 4
1	0.34%		Zone 5
1	0.34%		Zone 6
296	Respondents		

Q73. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
261	69.05%		None
66	17.46%		Zone 1
36	9.52%		Zone 2
8	2.12%		Zone 3
2	0.53%		Zone 4
3	0.79%		Zone 5
2	0.53%		Zone 6
378 Respondents			

Q74. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
264	70.03%		None
59	15.65%		Zone 1
34	9.02%		Zone 2
12	3.18%		Zone 3
2	0.53%		Zone 4
4	1.06%		Zone 5
2	0.53%		Zone 6
377 Respondents			

Q75. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
259	68.70%		None
62	16.45%		Zone 1
39	10.34%		Zone 2
10	2.65%		Zone 3
2	0.53%		Zone 4
3	0.80%		Zone 5
2	0.53%		Zone 6
377 Respondents			

Q76. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
261	68.68%		None
63	16.58%		Zone 1
37	9.74%		Zone 2
12	3.16%		Zone 3
3	0.79%		Zone 4
2	0.53%		Zone 5
2	0.53%		Zone 6
380	Respondents		

Q77. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
273	73.19%		None
55	14.75%		Zone 1
30	8.04%		Zone 2
4	1.07%		Zone 3
3	0.80%		Zone 4
5	1.34%		Zone 5
3	0.80%		Zone 6
373	Respondents		

Q78. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
277	86.02%		None
21	6.52%		Zone 1
14	4.35%		Zone 2
4	1.24%		Zone 3
4	1.24%		Zone 4
0	0.00%		Zone 5
2	0.62%		Zone 6
322	Respondents		



Q79. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat DINNER in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
277	88.22%		None
17	5.41%		Zone 1
15	4.78%		Zone 2
2	0.64%		Zone 3
2	0.64%		Zone 4
0	0.00%		Zone 5
1	0.32%		Zone 6
314 Respondents			

Q80. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Monday

Count	Percent		
289	79.83%		None
43	11.88%		Zone 1
22	6.08%		Zone 2
6	1.66%		Zone 3
1	0.28%		Zone 4
1	0.28%		Zone 5
0	0.00%		Zone 6
362 Respondents			

Q81. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Tuesday

Count	Percent		
292	80.44%		None
41	11.29%		Zone 1
23	6.34%		Zone 2
5	1.38%		Zone 3
1	0.28%		Zone 4
1	0.28%		Zone 5
0	0.00%		Zone 6
363 Respondents			

Q82. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Wednesday

Count	Percent		
291	80.39%		None
39	10.77%		Zone 1
22	6.08%		Zone 2
6	1.66%		Zone 3
2	0.55%		Zone 4
2	0.55%		Zone 5
0	0.00%		Zone 6
362 Respondents			


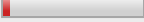
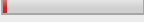
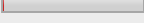
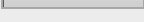
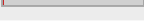
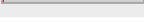
Q83. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Thursday

Count	Percent		
293	80.49%		None
37	10.16%		Zone 1
22	6.04%		Zone 2
7	1.92%		Zone 3
2	0.55%		Zone 4
3	0.82%		Zone 5
0	0.00%		Zone 6
364 Respondents			


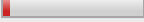
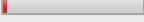
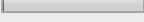
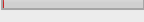
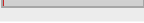
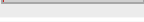
Q84. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Friday

Count	Percent		
294	81.89%		None
37	10.31%		Zone 1
19	5.29%		Zone 2
3	0.84%		Zone 3
2	0.56%		Zone 4
4	1.11%		Zone 5
0	0.00%		Zone 6
359 Respondents			


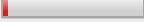
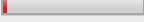
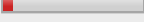
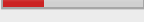
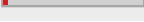
Q85. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Saturday

Count	Percent		
288	89.44%		None
16	4.97%		Zone 1
10	3.11%		Zone 2
3	0.93%		Zone 3
3	0.93%		Zone 4
1	0.31%		Zone 5
1	0.31%		Zone 6
322 Respondents			

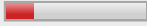
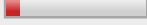
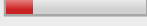
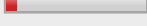
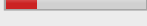

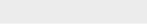
Q86. If all your desired dining improvements were implemented (such as additional venues, food concepts, hours of operations, etc.), please indicate how frequently you would eat LATE NIGHT MEALS in the zones outlined on the map above. Please select one response for each day of the week you are on campus. - Sunday

Count	Percent		
284	89.87%		None
15	4.75%		Zone 1
9	2.85%		Zone 2
3	0.95%		Zone 3
2	0.63%		Zone 4
2	0.63%		Zone 5
1	0.32%		Zone 6
316 Respondents			

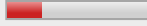
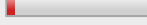
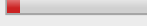
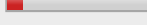

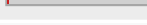
Q87. What is your desired BREAKFAST style if dining on campus?

Count	Percent		
232	53.46%		Grab-and-go
16	3.69%		All you care to eat (buffet / stations)
12	2.76%		Sit down service
32	7.37%		Food Truck / Stand
127	29.26%		Fast Casual
15	3.46%		Other
434 Respondents			

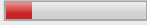
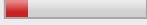
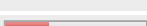
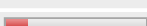
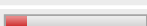
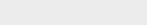
## Q88. What is your desired BREAKFAST type if dining on campus? SELECT ALL THAT APPLY.

Count	Respondent %	Response %	
187	43.79%	20.46%	 Self-served hot breakfast (e.g., eggs, waffles, bacon, etc.)
92	21.55%	10.07%	 Self-served cold breakfast (e.g. fruit salad, cereal, muffins, etc.)
182	42.62%	19.91%	 Customized hot breakfast (e.g., made-to-order omelets, etc.)
71	16.63%	7.77%	 Customized cold breakfast (e.g., smoothies, parfait)
202	47.31%	22.10%	 Pre-made grab-and-go option (e.g., breakfast sandwich, donuts/pastries, bagel with cream cheese, etc.)
46	10.77%	5.03%	 Pre-packaged convenience store items (e.g. granola bar, nutrition shake, crackers, etc.)
134	31.38%	14.66%	 Coffee / beverage only
427	Respondents		
914	Responses		

## Q89. What is your desired LUNCH style if dining on campus?

Count	Percent	
111	24.94%	 Grab-and-go
26	5.84%	 All you care to eat (buffet / stations)
39	8.76%	 Sit down service
51	11.46%	 Food Truck / Stand
213	47.87%	 Fast Casual
5	1.12%	 Other
445	Respondents	

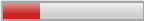
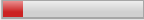
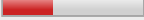
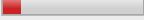

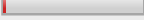
## Q90. What is your desired LUNCH type if dining on campus? SELECT ALL THAT APPLY.

Count	Respondent %	Response %	
199	45.75%	19.13%	 Self-served hot lunch
167	38.39%	16.06%	 Self-served cold lunch (e.g., salad bar, make your own sandwich, etc.)
326	74.94%	31.35%	 Customized hot lunch
165	37.93%	15.87%	 Customized cold lunch (e.g., deli, salad, etc.)
155	35.63%	14.90%	 Pre-made grab-and-go option (e.g., wraps, sandwiches, salads, etc.)
28	6.44%	2.69%	 Pre-packaged convenience store or vending items (e.g. granola bar, chips, crackers, etc.)
435	Respondents		
1040	Responses		



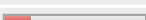
**Q91. What is your desired DINNER style if dining on campus?**

Count	Percent		
63	16.98%		Grab-and-go
41	11.05%		All you care to eat (buffet / stations)
95	25.61%		Sit down service
26	7.01%		Food Truck / Stand
101	27.22%		Fast Casual
45	12.13%		Other
371	Respondents		


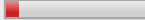
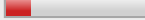
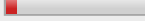
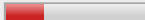
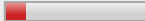
**Q92. What is your desired DINNER type if dining on campus? SELECT ALL THAT APPLY.**

Count	Respondent %	Response %	
190	55.39%	26.13%	 Self-served hot dinner (e.g., pizza slices, grilled chicken, ravioli, etc.)
105	30.61%	14.44%	 Self-served cold option (e.g., salad bar, make your own sandwich, etc.)
258	75.22%	35.49%	 Customized hot dinner (e.g., made-to-order burger, pasta, stir-fry, pizza, etc.)
93	27.11%	12.79%	 Customized cold option (e.g., deli, salad, etc.)
66	19.24%	9.08%	 Pre-made grab-and-go option (e.g., wraps, sandwiches, salads, etc.)
15	4.37%	2.06%	 Pre-packaged convenience store or vending items (e.g. granola bar, chips, crackers, etc.)
343	Respondents		
727	Responses		

**Q93. What is your desired LATE NIGHT style if dining on campus?**

Count	Percent		
151	46.04%		Grab-and-go
11	3.35%		All you care to eat (buffet / stations)
8	2.44%		Sit down service
40	12.20%		Food Truck / Stand
57	17.38%		Fast Casual
61	18.60%		Other
328	Respondents		


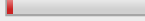
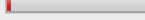
## Q94. What is your desired LATE NIGHT type if dining on campus? SELECT ALL THAT APPLY.

Count	Respondent %	Response %	
109	37.59%	22.11%	 Self-served hot dinner (e.g., pizza slices, grilled chicken, ravioli, etc.)
45	15.52%	9.13%	 Self-served cold option (e.g., salad bar, make your own sandwich, etc.)
91	31.38%	18.46%	 Customized hot dinner (e.g., made-to-order burger, pasta, stir-fry, pizza, etc.)
39	13.45%	7.91%	 Customized cold option (e.g., deli, salad, etc.)
137	47.24%	27.79%	 Pre-made grab-and-go option (e.g., wraps, sandwiches, salads, etc.)
72	24.83%	14.60%	 Pre-packaged convenience store or vending items (e.g. granola bar, chips, crackers, etc.)
290	Respondents		
493	Responses		

## Q95. In general, my preferred dietary pattern is:

Count	Percent	
208	46.22%	 Eat most everything
177	39.33%	 Prefer mostly healthy options
34	7.56%	 Vegetarian
9	2.00%	 Vegan
1	0.22%	 Kosher
0	0.00%	 Halal
4	0.89%	 Gluten-free / Intolerance
17	3.78%	 Other (please specify)
450	Respondents	

## Q96. Do you have any medical dietary restrictions (e.g. food allergies, lactose-intolerant, gluten-free, etc.)?

Count	Percent	
374	83.48%	 No
9	2.01%	 Yes, gluten-free
19	4.24%	 Yes, lactose-intolerant
11	2.46%	 Yes, milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, soy, and/or sesame
29	6.47%	 Yes, other (please specify)
6	1.34%	 I do not know
448	Respondents	

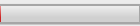


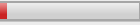
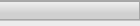
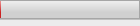
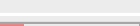
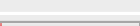
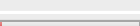
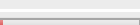
Q97. Please indicate how you typically eat breakfast: SELECT UP TO THREE (3) CHOICES.

Count	Respondent %	Response %	
87	19.73%	12.66%	Typically skip this meal
231	52.38%	33.62%	Prepare and eat this meal at my home or residence
206	46.71%	29.99%	Bring this meal from my home or residence, and eat on campus
89	20.18%	12.95%	Buy this meal at an on-campus eatery
5	1.13%	0.73%	Buy this meal from a vending machine on campus
23	5.22%	3.35%	Buy this meal at an off-campus convenience store or grocery store
29	6.58%	4.22%	Eat at an off-campus restaurant
1	0.23%	0.15%	Have this meal delivered from an off-campus restaurant
13	2.95%	1.89%	Eat at a catered event
3	0.68%	0.44%	Other
441	Respondents		
687	Responses		


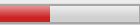
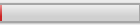
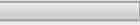
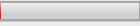
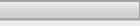
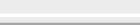
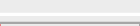
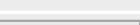
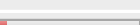
Q98. Please indicate how you typically eat lunch: SELECT UP TO THREE (3) CHOICES.

Count	Respondent %	Response %	
12	2.70%	1.37%	Typically skip this meal
64	14.41%	7.31%	Prepare and eat this meal at my home or residence
354	79.73%	40.41%	Bring this meal from my home or residence, and eat on campus
238	53.60%	27.17%	Buy this meal at an on-campus eatery
9	2.03%	1.03%	Buy this meal from a vending machine on campus
19	4.28%	2.17%	Buy this meal at an off-campus convenience store or grocery store
129	29.05%	14.73%	Eat at an off-campus restaurant
30	6.76%	3.42%	Have this meal delivered from an off-campus restaurant
15	3.38%	1.71%	Eat at a catered event
6	1.35%	0.68%	Other
444	Respondents		
876	Responses		

## Q99. Please indicate how you typically eat dinner: SELECT UP TO THREE (3) CHOICES.



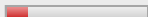

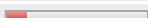
Count	Respondent %	Response %	
9	2.11%	1.45%	 Typically skip this meal
358	84.04%	57.84%	 Prepare and eat this meal at my home or residence
45	10.56%	7.27%	 Bring this meal from my home or residence, and eat on campus
36	8.45%	5.82%	 Buy this meal at an on-campus eatery
2	0.47%	0.32%	 Buy this meal from a vending machine on campus
11	2.58%	1.78%	 Buy this meal at an off-campus convenience store or grocery store
112	26.29%	18.09%	 Eat at an off-campus restaurant
15	3.52%	2.42%	 Have this meal delivered from an off-campus restaurant
13	3.05%	2.10%	 Eat at a catered event
18	4.23%	2.91%	 Other
426	Respondents		
619	Responses		

## Q100. Please indicate how you typically eat late night meals (after 9pm): SELECT UP TO THREE (3) CHOICES.

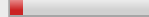
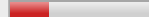


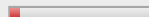

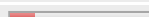

Count	Respondent %	Response %	
207	50.86%	42.07%	 Typically skip this meal
181	44.47%	36.79%	 Prepare and eat this meal at my home or residence
12	2.95%	2.44%	 Bring this meal from my home or residence, and eat on campus
3	0.74%	0.61%	 Buy this meal at an on-campus eatery
7	1.72%	1.42%	 Buy this meal from a vending machine on campus
5	1.23%	1.02%	 Buy this meal at an off-campus convenience store or grocery store
37	9.09%	7.52%	 Eat at an off-campus restaurant
8	1.97%	1.63%	 Have this meal delivered from an off-campus restaurant
3	0.74%	0.61%	 Eat at a catered event
29	7.13%	5.89%	 Other
407	Respondents		
492	Responses		



**Q101. How often do you purchase a meal off campus?**

Count	Percent		
16	3.55%		Never
116	25.72%		A few times per semester
70	15.52%		Less than once per week
145	32.15%		1 - 2 times per week
65	14.41%		3 - 4 times per week
39	8.65%		5 or more times per week
451 Respondents			



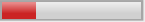
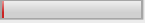
**Q102. Which meals do you typically buy from an off-campus location? SELECT ALL THAT APPLY.**

Count	Respondent %	Response %	
92	21.96%	9.17%	 Weekday Breakfast
281	67.06%	28.02%	 Weekday Lunch
182	43.44%	18.15%	 Weekday Dinner
37	8.83%	3.69%	 Weekday Late-Night
72	17.18%	7.18%	 Weekend Breakfast
126	30.07%	12.56%	 Weekend Lunch
175	41.77%	17.45%	 Weekend Dinner
38	9.07%	3.79%	 Weekend Late-Night
419 Respondents			
1003 Responses			

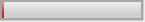
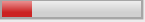
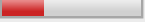
**Q103. How much do you typically spend when you buy BREAKFAST from an off-campus dining location?**

Count	Percent		
59	44.03%		\$4.99 or Less
65	48.51%		\$5.00 - \$9.99
10	7.46%		\$10.00- \$14.99
0	0.00%		\$15.00 or more
134 Respondents			


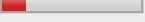
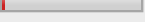
## Q104. How much do you typically spend when you buy LUNCH from an off-campus dining location?

Count	Percent		
13	3.78%		\$4.99 or Less
239	69.48%		\$5.00 - \$9.99
86	25.00%		\$10.00- \$14.99
6	1.74%		\$15.00 or more
344	Respondents		

## Q105. How much do you typically spend when you buy DINNER from an off-campus dining location?

Count	Percent		
4	1.74%		\$4.99 or Less
51	22.17%		\$5.00 - \$9.99
104	45.22%		\$10.00- \$14.99
71	30.87%		\$15.00 or more
230	Respondents		

## Q106. How much do you typically spend when you buy LATE NIGHT from an off-campus dining location?

Count	Percent		
15	33.33%		\$4.99 or Less
21	46.67%		\$5.00 - \$9.99
8	17.78%		\$10.00- \$14.99
1	2.22%		\$15.00 or more
45	Respondents		

Q107. Which three statements most closely reflect your reasons for dining off campus? SELECT UP TO THREE.

Count	Respondent %	Response %	
103	24.41%	9.74%	It is more convenient to eat off campus
129	30.57%	12.20%	I am meeting someone
134	31.75%	12.68%	To take a break from the academic atmosphere
85	20.14%	8.04%	Campus dining venues are too crowded
128	30.33%	12.11%	It is less expensive to eat off campus
45	10.66%	4.26%	It is a special occasion
79	18.72%	7.47%	I do not like the food/selection on campus
42	9.95%	3.97%	On campus venues are not open when I would like to eat
28	6.64%	2.65%	I can better accommodate my dietary restrictions
104	24.64%	9.84%	I find the quality of food off campus more appealing
104	24.64%	9.84%	I find the variety of food available off campus more appealing
54	12.80%	5.11%	Off-campus food is a better value
22	5.21%	2.08%	Other (please specify)
422	Respondents		
1057	Responses		

Q108. Please indicate your level of agreement with the following statements related to organizing special events on campus. - There are sufficient spaces for student groups to gather on campus.

Count	Percent	
25	14.88%	Strongly agree
91	54.17%	Agree
27	16.07%	Disagree
7	4.17%	Strongly disagree
18	10.71%	No Opinion
168	Respondents	

Q109. Please indicate your level of agreement with the following statements related to organizing special events on campus. - There are high-quality spaces available for any type of event.

Count	Percent	
25	14.88%	Strongly agree
94	55.95%	Agree
36	21.43%	Disagree
6	3.57%	Strongly disagree
7	4.17%	No Opinion
168	Respondents	



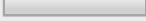
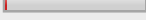
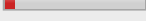
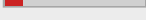
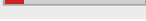
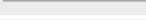
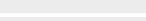
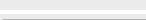
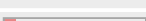
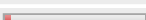
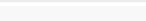
Q110. Please indicate your level of agreement with the following statements related to organizing special events on campus. - There are sufficient flexible spaces available on campus which can easily accommodate large groups.

Count	Percent		
22	13.17%		Strongly agree
82	49.10%		Agree
44	26.35%		Disagree
11	6.59%		Strongly disagree
8	4.79%		No Opinion
167	Respondents		


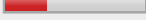
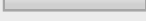
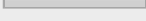
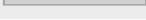
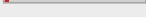
Q111. Please indicate your level of agreement with the following statements related to organizing special events on campus. - Meeting or event spaces are typically available on the day / time I need them.

Count	Percent		
19	11.38%		Strongly agree
96	57.49%		Agree
35	20.96%		Disagree
6	3.59%		Strongly disagree
11	6.59%		No Opinion
167	Respondents		

**Q112. What is your age?**

Count	Percent		
0	0.00%		17 or under
0	0.00%		18 - 19
1	0.22%		20 - 21
7	1.56%		22 - 24
33	7.37%		25 - 29
60	13.39%		30 - 34
61	13.62%		35 - 39
63	14.06%		40 - 44
53	11.83%		45 - 49
57	12.72%		50 - 54
58	12.95%		55 - 59
35	7.81%		60 - 64
20	4.46%		65 or over
448 Respondents			

**Q113. What is your gender?**

Count	Percent		
298	65.78%		Female
139	30.68%		Male
1	0.22%		Transgender
2	0.44%		Non-binary
0	0.00%		Self-identify (please specify)
13	2.87%		I prefer not to answer
453 Respondents			

**Q114. Do you have a car with you while attending NKU?**

Count	Percent		
0	0.00%		Yes
0	0.00%		No
0 Respondents			

## Q115. Are you a student athlete?

Count	Percent		
0	0.00%	<input type="text"/>	Yes
0	0.00%	<input type="text"/>	No
0	Respondents		

## Q116. In what college/school are you currently enrolled or affiliated?

Count	Percent		
0	0.00%	<input type="text"/>	College of Arts and Sciences
0	0.00%	<input type="text"/>	College of Education
0	0.00%	<input type="text"/>	College of Health and Human Services
0	0.00%	<input type="text"/>	College of Informatics
0	0.00%	<input type="text"/>	Haile / US Bank College of Business
0	0.00%	<input type="text"/>	Salmon P. Chase College of Law
0	0.00%	<input type="text"/>	Undeclared
0	0.00%	<input type="text"/>	Honors College
0	0.00%	<input type="text"/>	Other
0	Respondents		

## Q117. What are the primary sources of funding for your academic expenses (tuition, fees, books, etc.)? SELECT ALL THAT APPLY

Count	Percent		
0	0.00%	<input type="text"/>	Family support
0	0.00%	<input type="text"/>	Personal support
0	0.00%	<input type="text"/>	Student loan(s)
0	0.00%	<input type="text"/>	Academic scholarship(s)
0	0.00%	<input type="text"/>	Athletic scholarship(s)
0	0.00%	<input type="text"/>	Grant(s)
0	0.00%	<input type="text"/>	Employer reimbursement or tuition program
0	0.00%	<input type="text"/>	Other (please specify)
0	Respondents		

Q118. What are the primary sources of funding for your living expenses (housing, food, travel, entertainment, etc.)? SELECT ALL THAT APPLY

Count	Percent		
0	0.00%	<input type="checkbox"/>	Family support
0	0.00%	<input type="checkbox"/>	Personal support
0	0.00%	<input type="checkbox"/>	Student loan(s)
0	0.00%	<input type="checkbox"/>	Academic scholarship(s)
0	0.00%	<input type="checkbox"/>	Athletic scholarship(s)
0	0.00%	<input type="checkbox"/>	Grant(s)
0	0.00%	<input type="checkbox"/>	Employer reimbursement or tuition program
0	0.00%	<input type="checkbox"/>	Other (please specify)
0	Respondents		

Q119. Please feel free to provide any additional comments or suggestions regarding this survey. All comments will be shared with Northern Kentucky University's administration but none will be personally attributable to any individual student.

Count	Percent	
120	100.00%	<input checked="" type="checkbox"/>
120	Respondents	

Q120. Thank you for participating in the Dining Survey! This initiative is part of a Campus Master Plan in progress for NKU. Your feedback matters. In appreciation of your participation, we invite you to participate in a voluntary prize drawing. Prizes include: three mountain bikes or two \$50 awards to your ALL Card. Would like to be entered into a prize drawing?

Count	Percent		
0	0.00%	<input type="checkbox"/>	Yes
0	0.00%	<input type="checkbox"/>	No
0	Respondents		

Q121. Thank you for participating in the Dining Survey! This initiative is part of a Campus Master Plan in progress for NKU. Your feedback matters. In appreciation of your participation, we invite you to participate in a voluntary prize drawing. Prizes include: two \$50 awards to your ALL Card. Would like to be entered into a prize drawing?

Count	Percent		
389	86.25%	<input checked="" type="checkbox"/>	Yes
62	13.75%	<input type="checkbox"/>	No
451	Respondents		

# Competitive Context Analysis



Institution	Affiliation	2019-2020 Annual Tuition		Annual Costs	Recreation Fees	Total / Other Fees	Total Cost of Attendance (In-State)	Total Cost of Attendance (Out-of-State)	City, State	Campus Setting
		Out-of-State	In-State	Room + Board						
NKU	Public	\$19,872	\$9,912	\$10,870	\$384	\$0	\$21,166	\$31,126	Highland Heights, Kentucky	Suburb: Large
<b>Competitive Context Institutions</b>										
University of Kentucky	Public	\$30,680	\$12,360	\$13,210	N/P	N/P	\$25,570	\$43,890	Lexington, Kentucky	City: Large
University of Louisville	Public	\$27,758	\$11,732	\$9,334	\$196	N/P	\$21,262	\$37,288	Louisville, Kentucky	City: Large
University of Cincinnati	Public	\$26,994	\$11,660	\$11,668	N/P	\$1,678	\$25,006	\$40,340	Cincinnati, Ohio	City: Large
Xavier University	Private	\$42,230	\$42,230	\$13,310	\$230	\$350	\$56,120	\$56,120	Cincinnati, Ohio	City: Large
Ohio University	Public	\$22,406	\$12,612	\$11,862	N/P	N/P	\$24,474	\$34,268	Athens, Ohio	Town: Distant
Wright State University	Public	\$18,996	\$9,578	\$9,566	N/P	\$463	\$19,607	\$29,025	Dayton, Ohio	Suburb: Large
Eastern Kentucky University	Public	\$19,338	\$9,266	\$10,173	N/P	\$540	\$19,979	\$30,051	Richmond, Kentucky	Town: Distant
Morehead State University	Public	\$13,556	\$8,970	\$8,748	\$100	\$60	\$17,878	\$22,464	Morehead, Kentucky	Town: Remote
Western Kentucky University	Public	\$26,496	\$10,802	\$8,700	\$0	\$200	\$19,702	\$35,396	Bowling Green, Kentucky	City: Small
<b>Average (Excluding NKU)</b>		<b>\$25,384</b>	<b>\$14,357</b>	<b>\$10,730</b>	<b>\$132</b>	<b>\$549</b>	<b>\$25,511</b>	<b>\$36,538</b>		
Difference ( NKU : Peers)		(\$5,512)	(\$4,445)	\$140	\$253	(\$549)	(\$4,345)	(\$5,412)		

## NOTES:

Information from institution's websites, NCES, Carnegie Foundation

## NOTES:

N/P - Not Provided

N/A - Not Applicable

[1] - Main Campuses Only

Institution	Enrollment [1]			Undergraduate Students				Graduate / Professional		% Out-of-State
	Total	Undergraduate	Grad. / Prof.	Male	Female	Full Time	Part Time	Full Time	Part Time	
NKU	14,551	12,389	2,162	5,382	7,007	9,193	3,196	712	1,450	33%
<b>Competitive Context Institutions</b>										
University of Kentucky	29,182	22,136	7,046	9,852	12,284	20,484	1,652	5,674	1,372	31%
University of Louisville	21,431	15,642	5,789	7,441	8,201	11,930	3,712	4,006	1,783	17%
University of Cincinnati	37,204	26,608	10,596	13,441	13,167	22,671	3,937	5,458	5,138	16%
Xavier University	6,993	5,047	1,946	2,306	2,741	4,834	213	590	1,356	57%
Ohio University	28,446	22,275	6,171	8,817	13,458	17,041	5,234	3,138	3,033	12%
Wright State University	15,957	12,115	3,842	5,823	6,292	9,423	2,692	1,698	2,144	5%
Eastern Kentucky University	14,980	12,662	2,318	5,392	7,270	9,908	2,754	662	1,656	N/P
Morehead State University	10,200	9,400	800	3,709	5,691	5,751	3,649	289	511	13%
Western Kentucky University	19,456	17,030	2,426	6,930	10,100	12,393	4,637	835	1,591	22%
<b>Average (Excluding NKU)</b>	<b>20,428</b>	<b>15,879</b>	<b>4,548</b>	<b>7,079</b>	<b>8,800</b>	<b>12,715</b>	<b>3,164</b>	<b>2,483</b>	<b>2,065</b>	<b>22%</b>
Difference ( NKU : Peers)	(5,877)	(3,490)	(2,386)	(1,697)	(1,793)	(3,522)	32	(1,771)	(615)	11%

## NOTES:

N/P - Not Provided

N/A - Not Applicable

Institution	Meal Plan Requirements			Meal Plan Costs	
	Traditional-style	Suite-style	Apartment-style	First-Year	Range
NKU	Y	Y	NA	NA	\$100 - \$1,925
<b>Competitive Context Institutions</b>					
University of Kentucky	Y	Y	N	\$1,630	\$1,630 - \$2,200
University of Louisville	Y	Y	Y	\$2,032	\$563 - \$2,109
University of Cincinnati	Y	N	N	\$2,337	\$403 - \$2,337
Xavier University	Y	N/A	N	\$2,970	\$485 - \$3,170
Ohio University	Y	Y	N	\$2,277	\$1,967 - \$3,358
Wright State University	Y	Y	N	\$1,939	\$1,666 - \$2,610
Eastern Kentucky University	Y	Y	N	NA	\$1,929 - \$2,273
Morehead State University	Y	Y	N	\$2,030	\$520 - \$2,130
Western Kentucky University	Y	N/A	N	NA	\$800 - \$2,135
<b>Average (Excluding NKU)</b>				<b>\$2,174</b>	<b>\$1,107</b> <b>\$2,480</b>
Difference ( NKU : Peers)					(\$1,007)   (\$555)

## NOTES:

N/A - Not Applicable

N/P - Not Provided

All rates are per academic year

Institution	Students Living On Campus [*]			Housing Requirement (Years)	Meal Plan Requirements		
	First-Year Students	Undergraduate	Graduate / Professional		Traditional-style	Suite-style	Apartment-style
NKU	45%	15%	N/A	1 [1]	Y	Y	N/P
<b>Competitive Context Institutions</b>							
University of Kentucky	89%	31%	N/A	0	Y	Y	Y
University of Louisville	71%	23%	N/A	1	Y	Y	Y
University of Cincinnati	80%	23%	N/A	1 [2]	Y	N/P	N/P
Xavier University	91%	46%	N/A	2 [3]	Y	N	N
Ohio University	94%	43%	N/A	1	Y	N/P	N/P
Wright State University	49%	19%	N/A	0	Y	Y	N
Eastern Kentucky University	N/A	N/A	N/A	2 [4]	Y	N/P	N/P
Morehead State University	81%	44%	N/A	2 [5]	Y	N/P	N/P
Western Kentucky University	81%	35%	N/A	2	Y	N/P	N/P
<b>Average (Excluding NKU)</b>	<b>79%</b>	<b>33%</b>		<b>1.2</b>			
Difference ( NKU : Peers)	-34%	-18%					

## NOTES:

N/P - Not Provided

N/A - Not Available

[#] - Comment

[\*] - Main Campus Only

- Unless qualifying for one of the exemptions listed, freshman students will be required to live on campus:
- [1] a). Permanent home residency in: **Indiana** - Dearborn, Franklin, Jefferson, Ohio, Ripley, or Switzerland counties **Kentucky** - Boone, Bracken, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, Mason, and Pendleton counties **Ohio** – Adams, Brown, Butler, Clermont, Hamilton, and Warren counties  
b). 21 year of age or older by September 1 of the upcoming fall semester  
c). Married, divorced, or widowed
- [2] Only for students who live further than 50 miles away.
- [3] Only for Freshmen and sophmores who live outside 35-mile radius.
- [4] All single, full-time, undergraduate students under the age of 21, having fewer than 60 hours, or less than four academic semesters living on campus are required to live on campus.
- [5] All full-time students under the age of 21, who have not accumulated 60 University recognized credit hours are required to reside on campus. If your parent/guardian lives within 50 miles of campus, you're married, or you're a single parent you may commute.

Institution	# of AYCTE	# of Retail locations	# of Convenience / Coffee
NKU	2	12	2
<b><i>Competitive Context Institutions</i></b>			
University of Kentucky	2	17	7
University of Louisville	1	14	7
University of Cincinnati	0	15	12
Xavier University	1	8	9
Ohio University	2	12	5
Wright State University	0	10	1
Eastern Kentucky University	0	14	1
Morehead State University	0	10	1
Western Kentucky University	0	18	2
<b><i>Average (Excluding NKU)</i></b>	<b>1</b>	<b>13</b>	<b>5</b>
Difference ( NKU : Peers)	1	(1)	(3)

## NOTES:

N/P - Not Provided

N/A - Not Applicable

[#] - Comment

