



UNIVERSITY of HAWAII®  
**KAPI'OLANI**  
COMMUNITY COLLEGE

## *2019 Survey Highlights*

# **Food & Beverage Assessment On Campus**

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## KEY TAKEAWAYS

What does our  
campus want  
when dining  
here?

customizability + variety.

[hot bar + salad bar + self-selected portions]

affordable meals.

healthy options.

vegan foods.

convenience.

high quality.

sustainability.

transparency.

[label ingredients]

more coffee.

# Why did the campus create this survey?

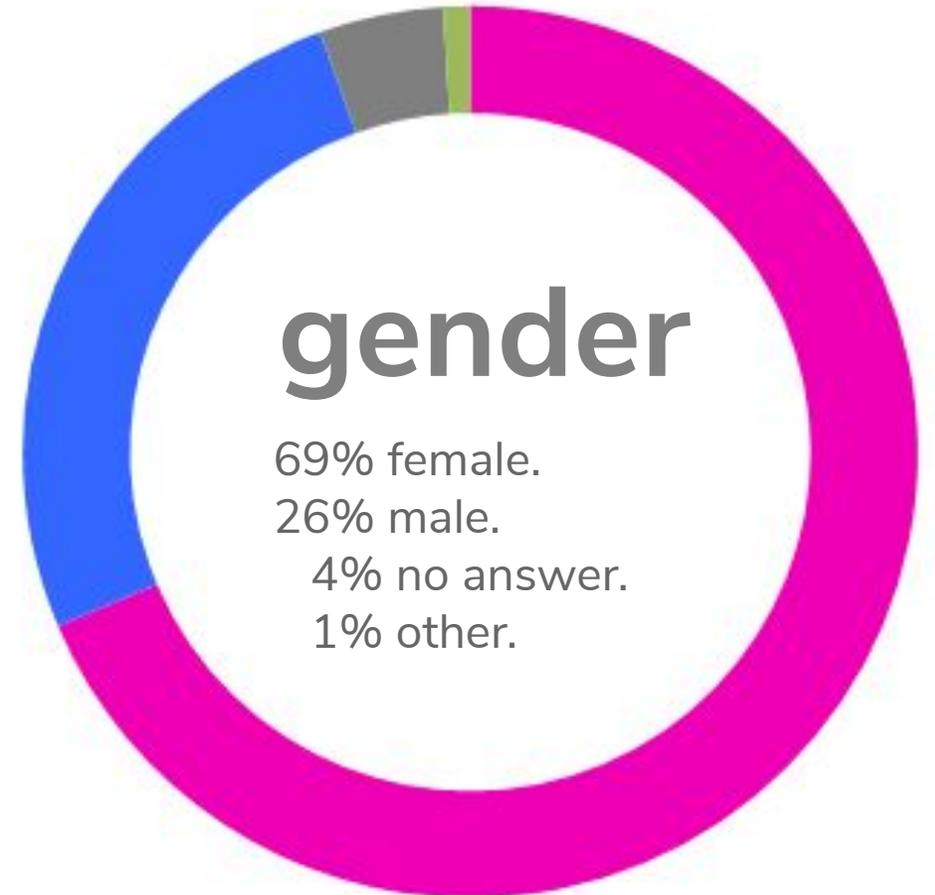
To shape upcoming food and beverage operations based on respondents' dining preferences and experiences.

# Who took the survey?

**217** Faculty | Staff | Administration

**189** Full-Time Students

**107** Part-Time Students



Due to the number of respondents, the survey can be representative of the campus population for both current number of employees (632) and projected number of fall semester students (6,640).

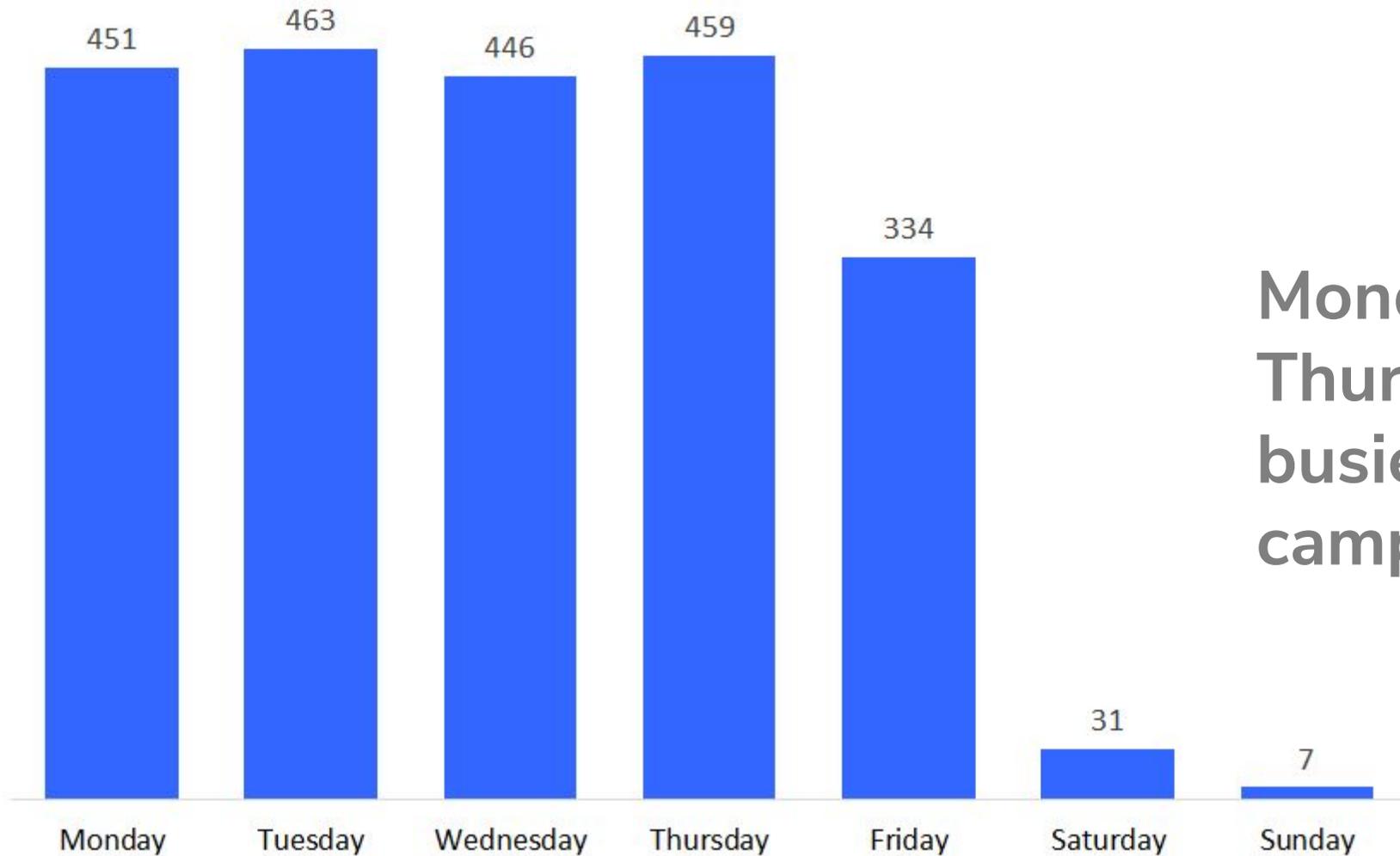
[95% confidence level with 5% margin of error. ]

# What did people say?

Slides 6-16 highlight respondents' habits and preferences for their overall dining experience on campus.

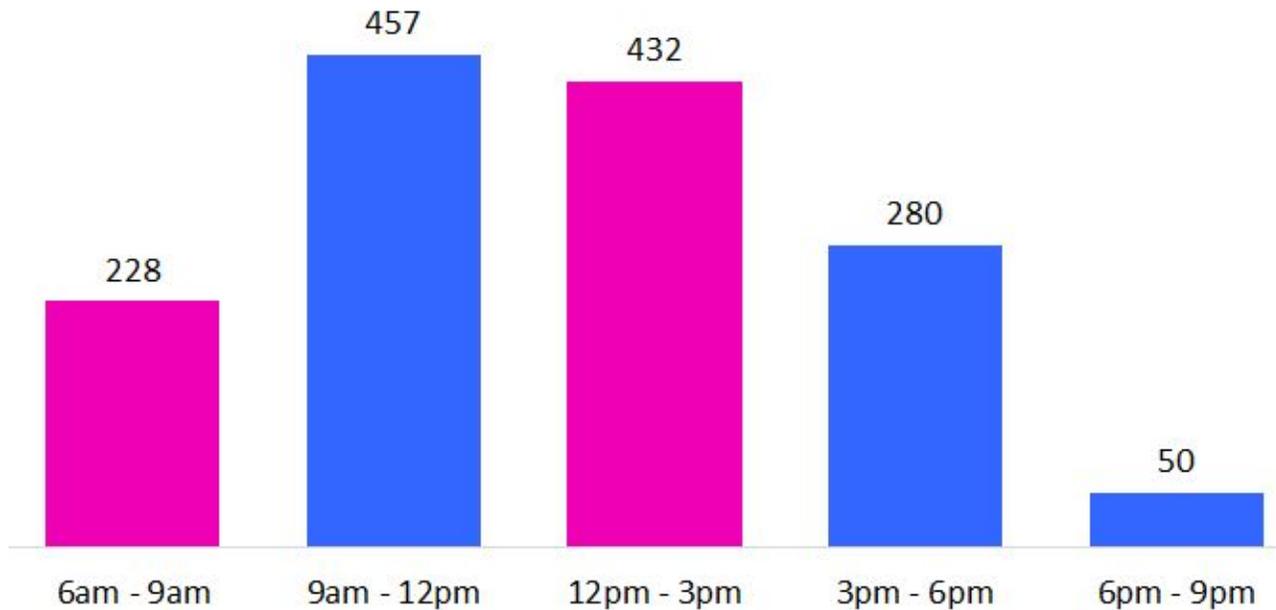


Q3. Which days of the week are you typically on campus during the fall and spring semesters?  
(check all that apply)



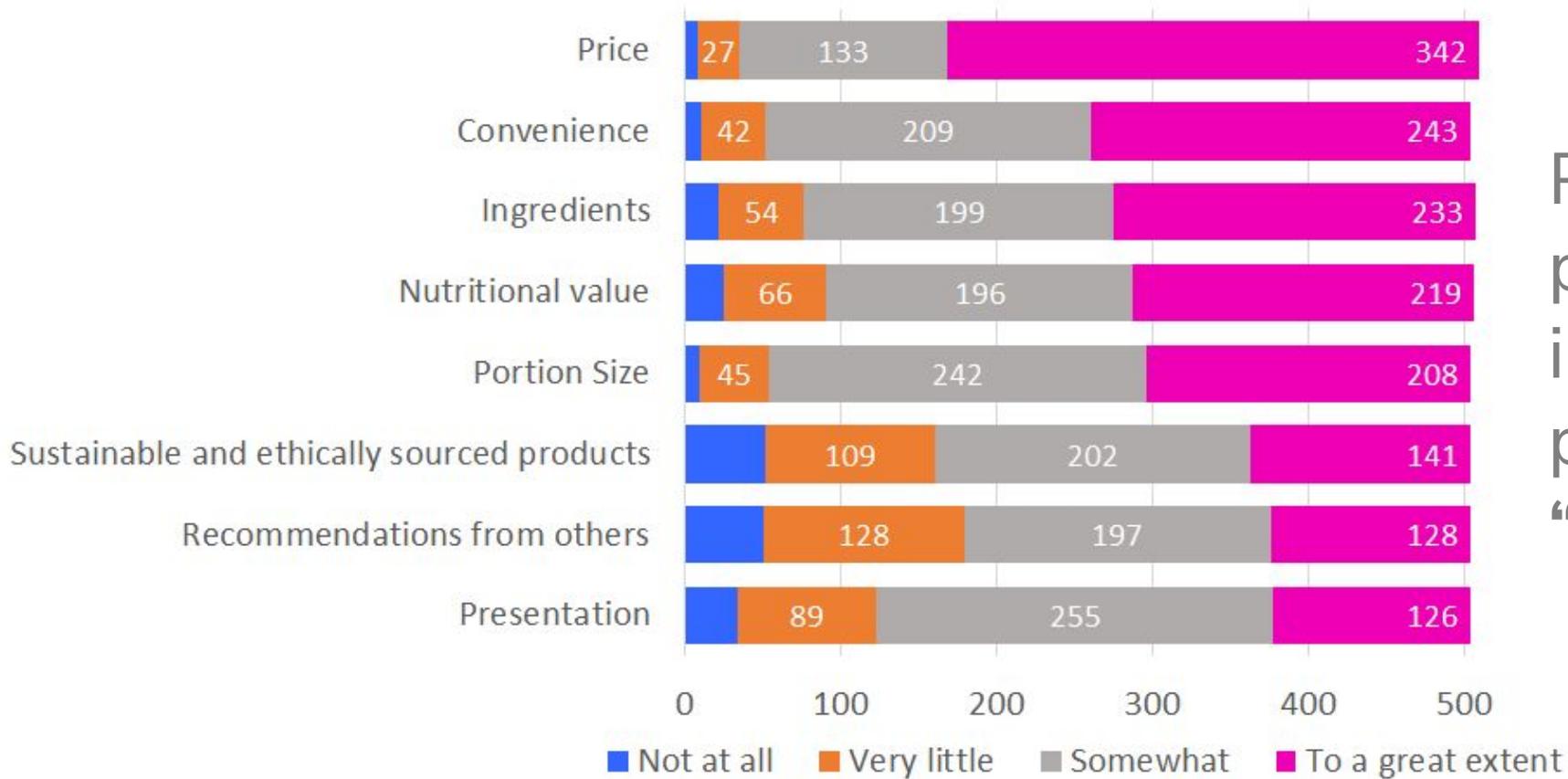
**Monday through Thursday are the busiest days for the campus.**

Q4. Which time of day are you typically on campus during the fall and spring semesters?  
(check all that apply)



**Does our campus support the food and beverage needs of its community in the afternoon?**

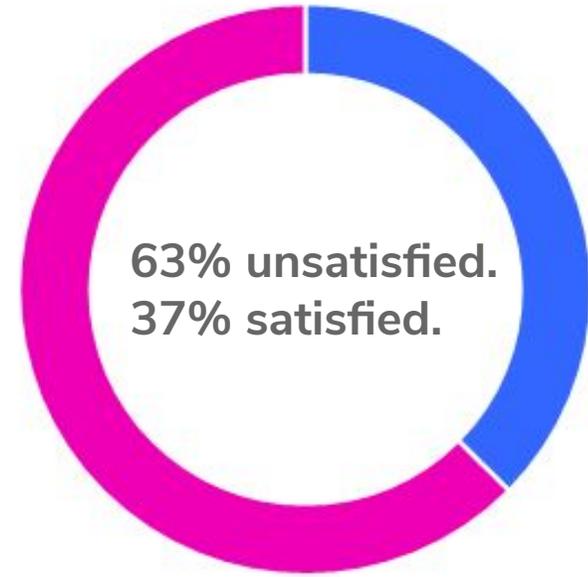
Q5. To what extent do the following factors influence your decision to purchase food?



Price was the most popular factor to influence food purchasing decisions “to a great extent.”

The majority of respondents are not satisfied with the number of food and beverage venues on campus.

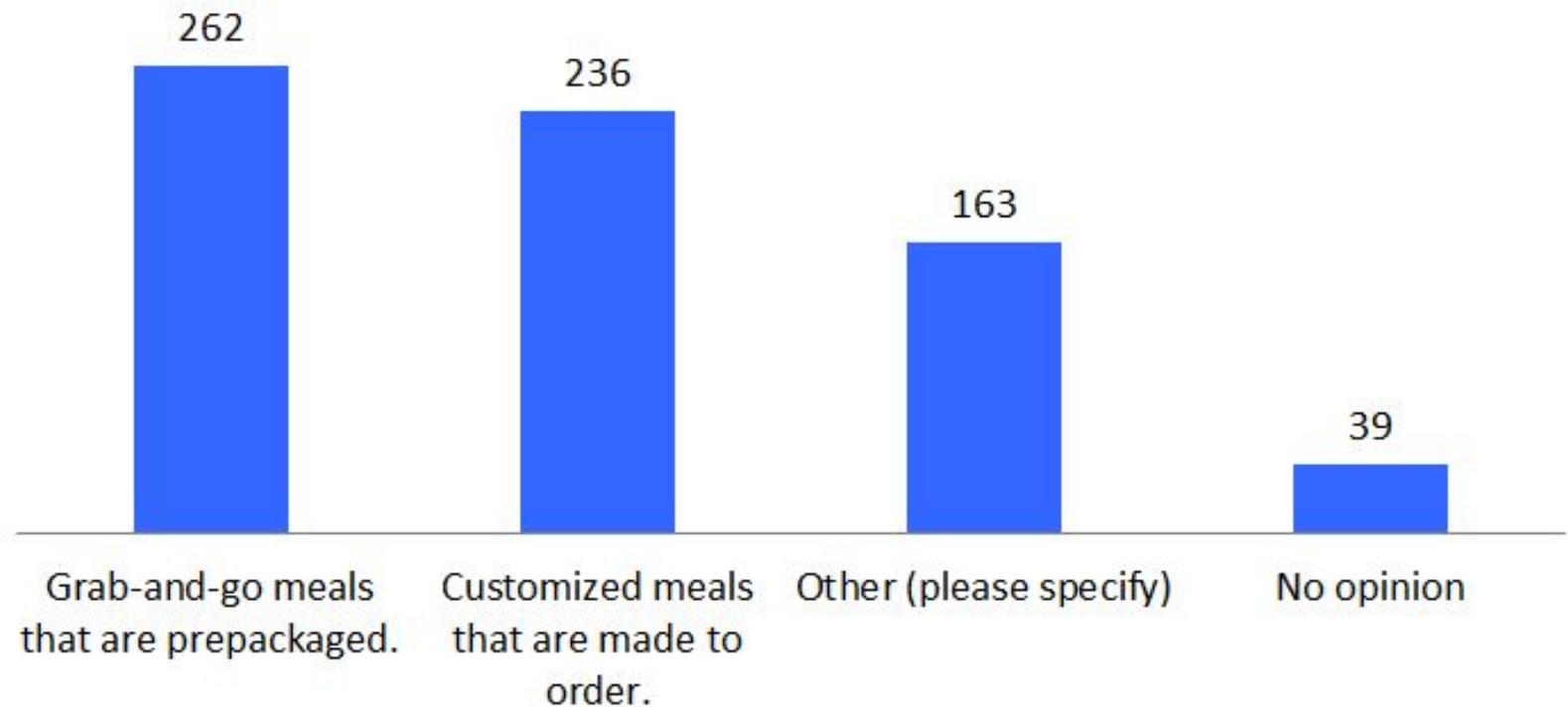
However, response bias must be considered. Perhaps campus members who are satisfied did not participate in the survey since they do not see a need for change.



Q7. Are you satisfied with the number of food and beverage venues available on campus?  
N=730 | 176 responded “yes” | 294 responded “no”

A slight majority prefers more **prepackaged grab-and-go meals** rather than made-to-order customized meals.

Q8. What would you like to see more of offered on campus?



# What would you like to see more of offered on campus?

Write-in responses to “other” for question 8 were themed as follows:

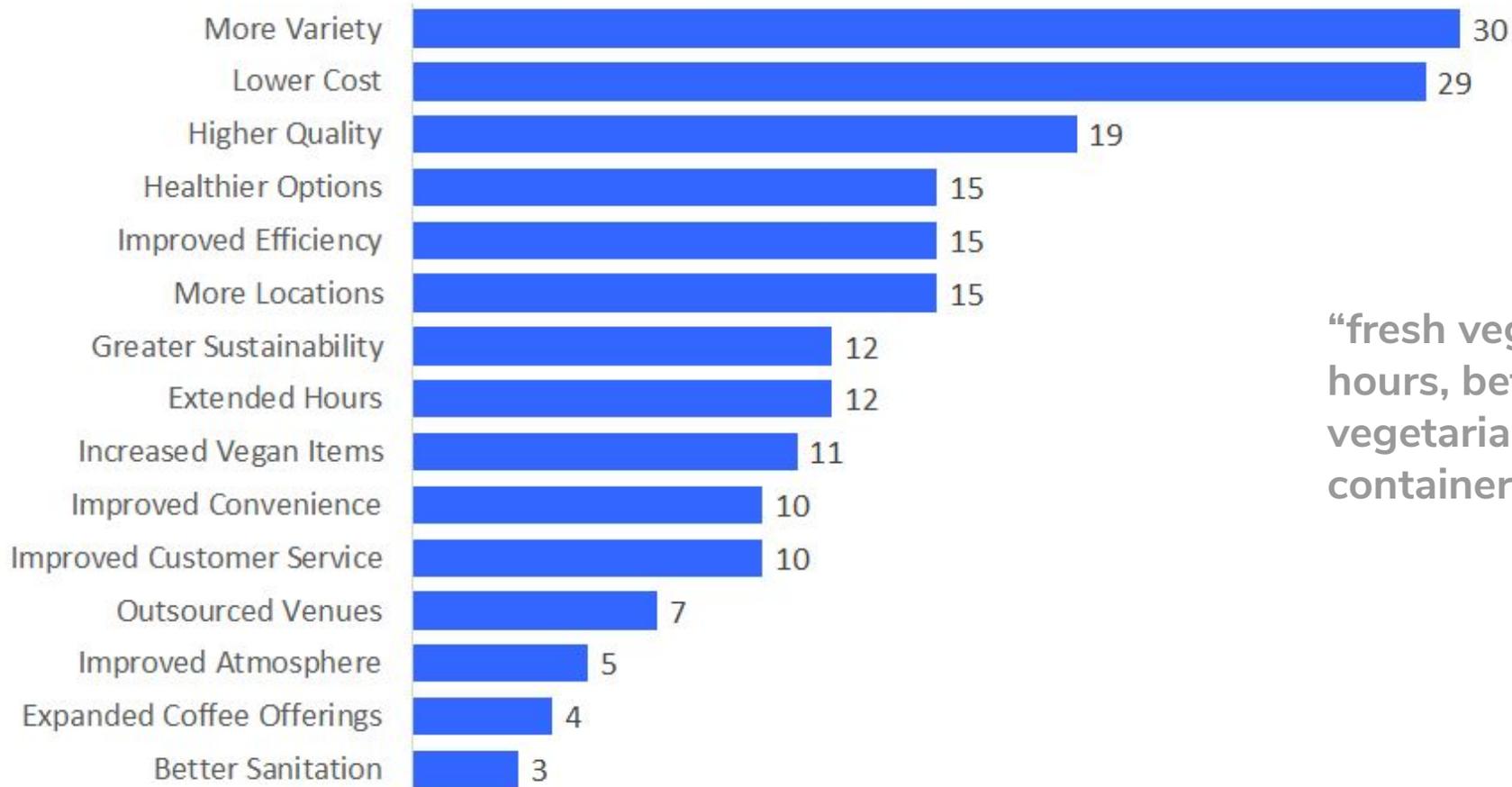


“More options in general. Cafeteria food that is not good and one Subway is not enough for a college campus. More vegetarian options as well.”

Local businesses and locally sourced food options would represent the commitment that our campus is supposed to have to sustainability.”

# How can the campus improve its customer dining experience?

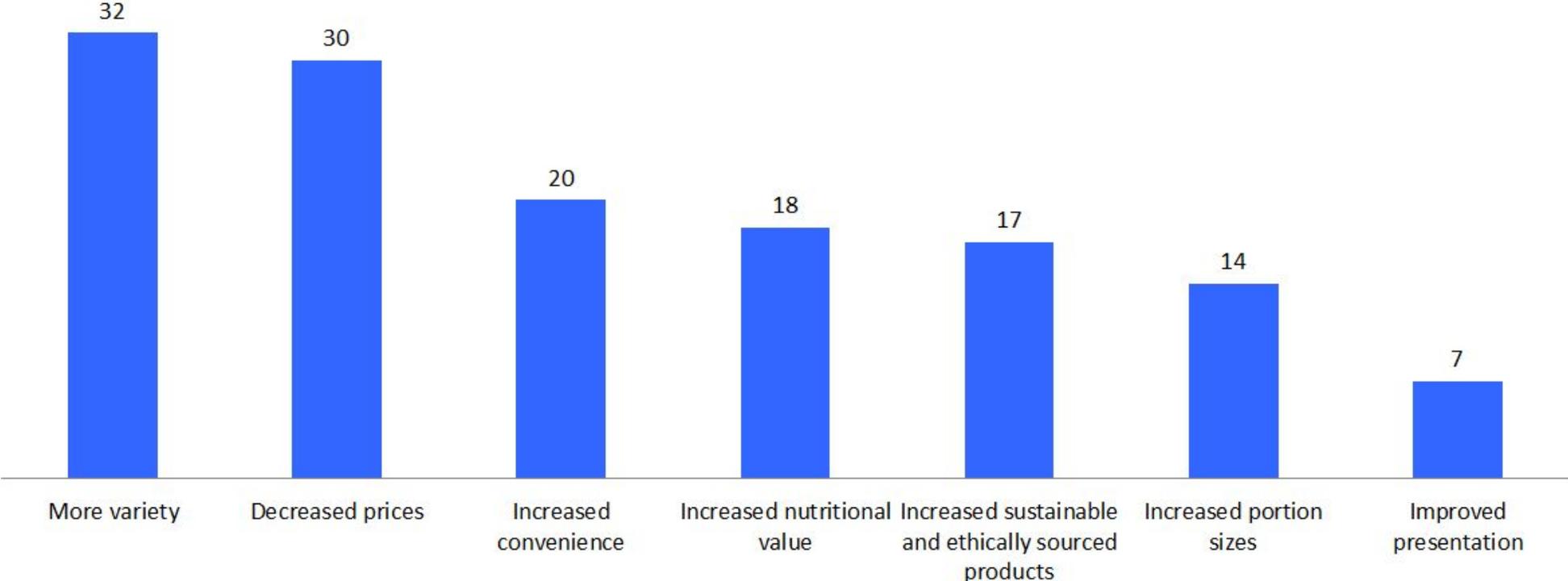
Write-in responses to “add your suggestions or comments to improve the campus dining experience” for question 23 were themed as follows:



“fresh vegetables, longer dining hours, better coffee, more vegetarian choices, less plastic containers”

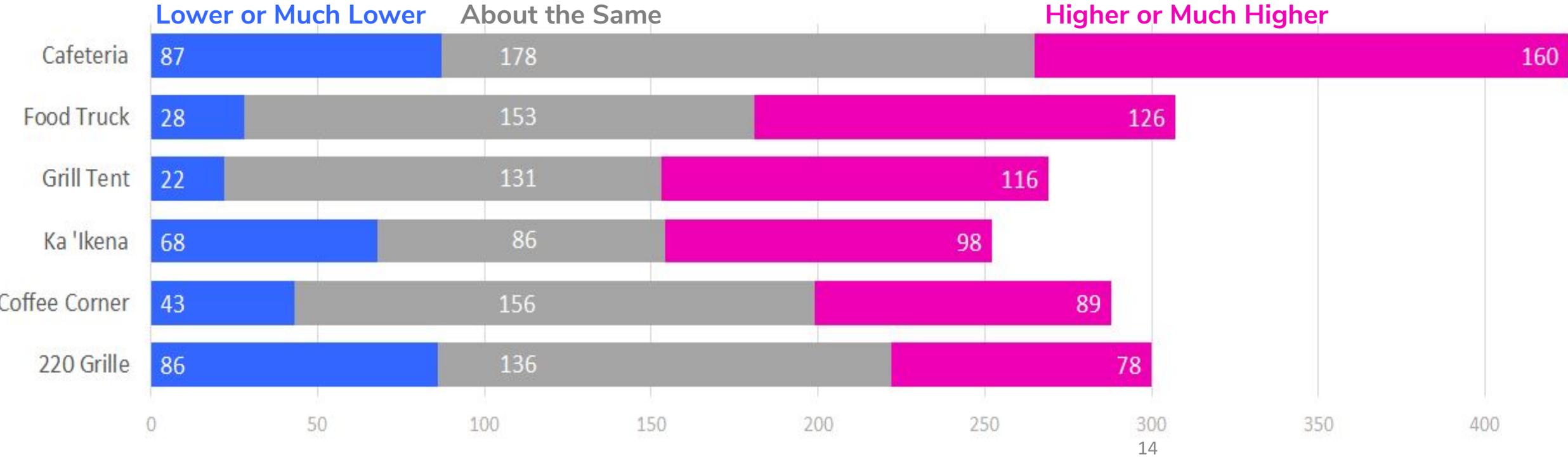
Participants who do not visit campus venues shared factors that could potentially change their dining habits.

Q24. What needs to change for you to visit the campus food venues? (check all that apply)

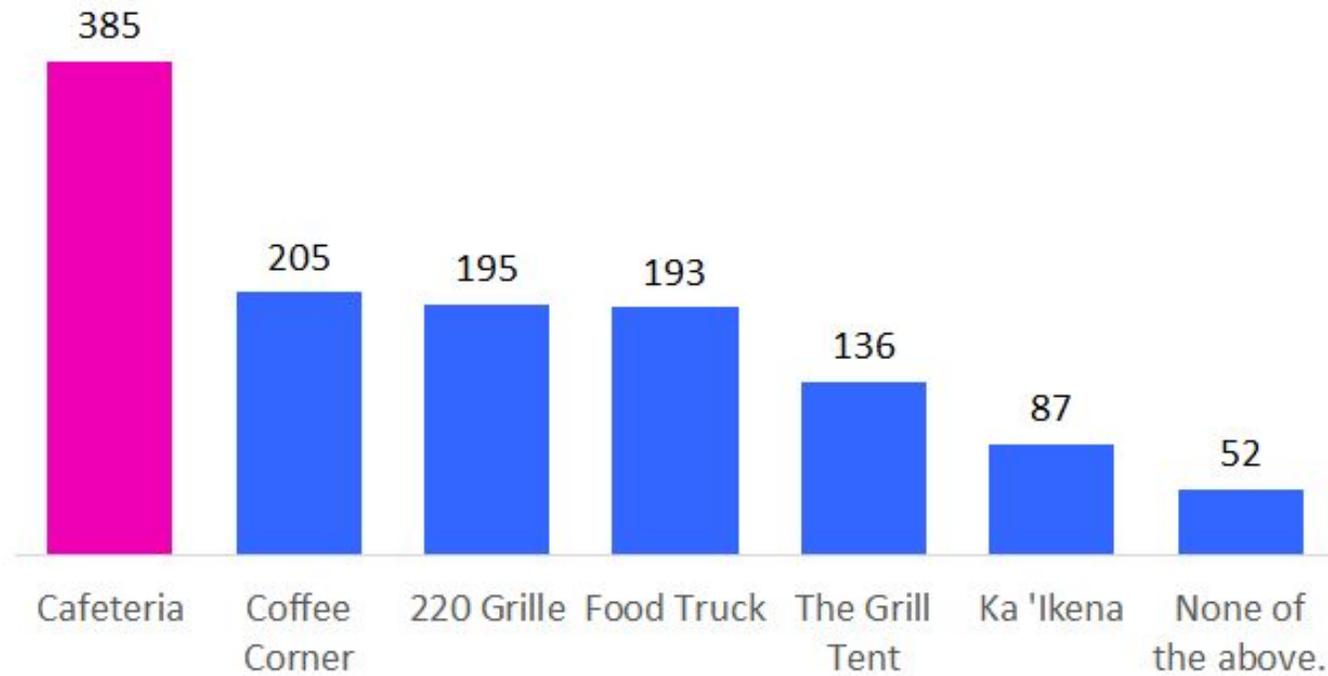


Overall, participants feel that campus food and beverage prices are aligned with off-campus prices.

Q9. Compared to similar off-campus food venues, how would you rate the prices at the following locations?

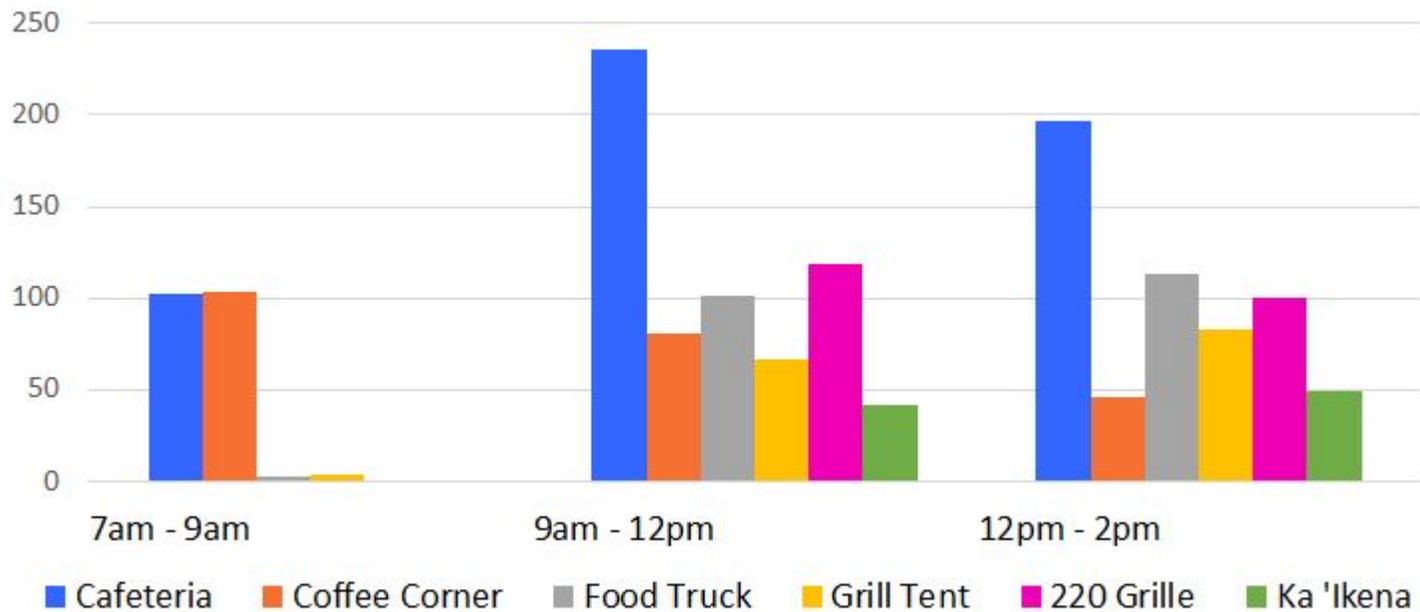


Q10. Within the past year, where have you made a purchase?  
(check all that apply)



Should the campus focus its efforts on supporting its most popular venue or attempt to grow its customer base at less popular venues?

Q12. What time of day do you generally visit these food venues?  
(check all that apply)

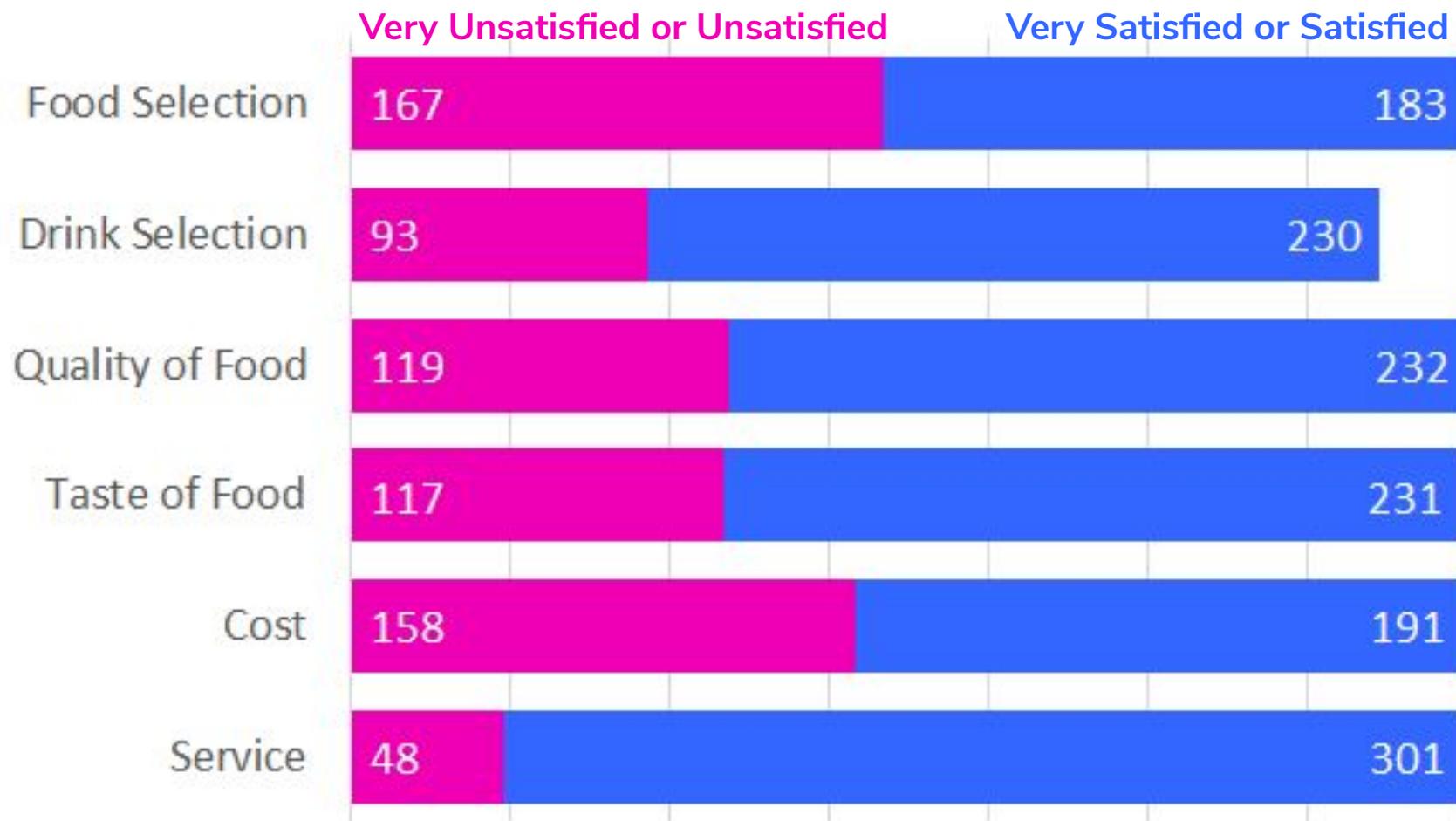


Does the campus need to **shift its cafeteria hours** to support its afternoon community?

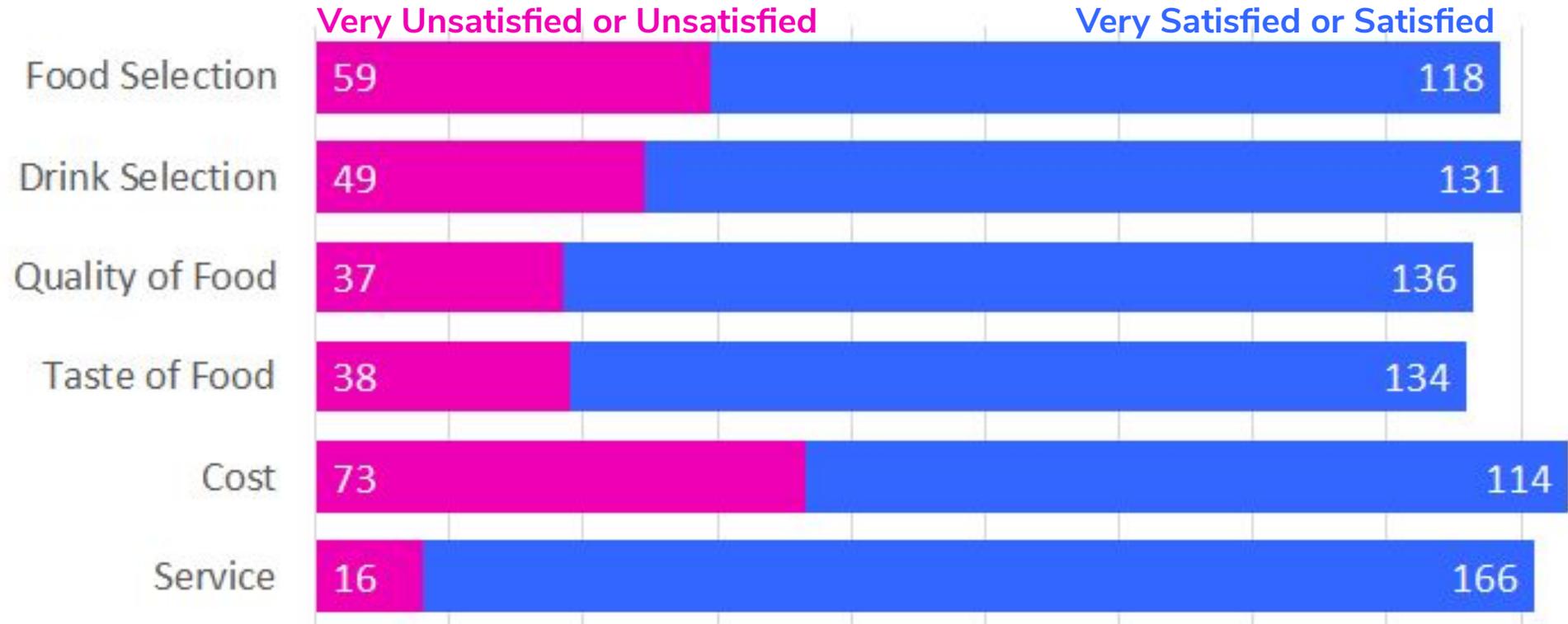


**How satisfied is the campus with each venue?**

# Q13. How satisfied are you with your experience at the Cafeteria?

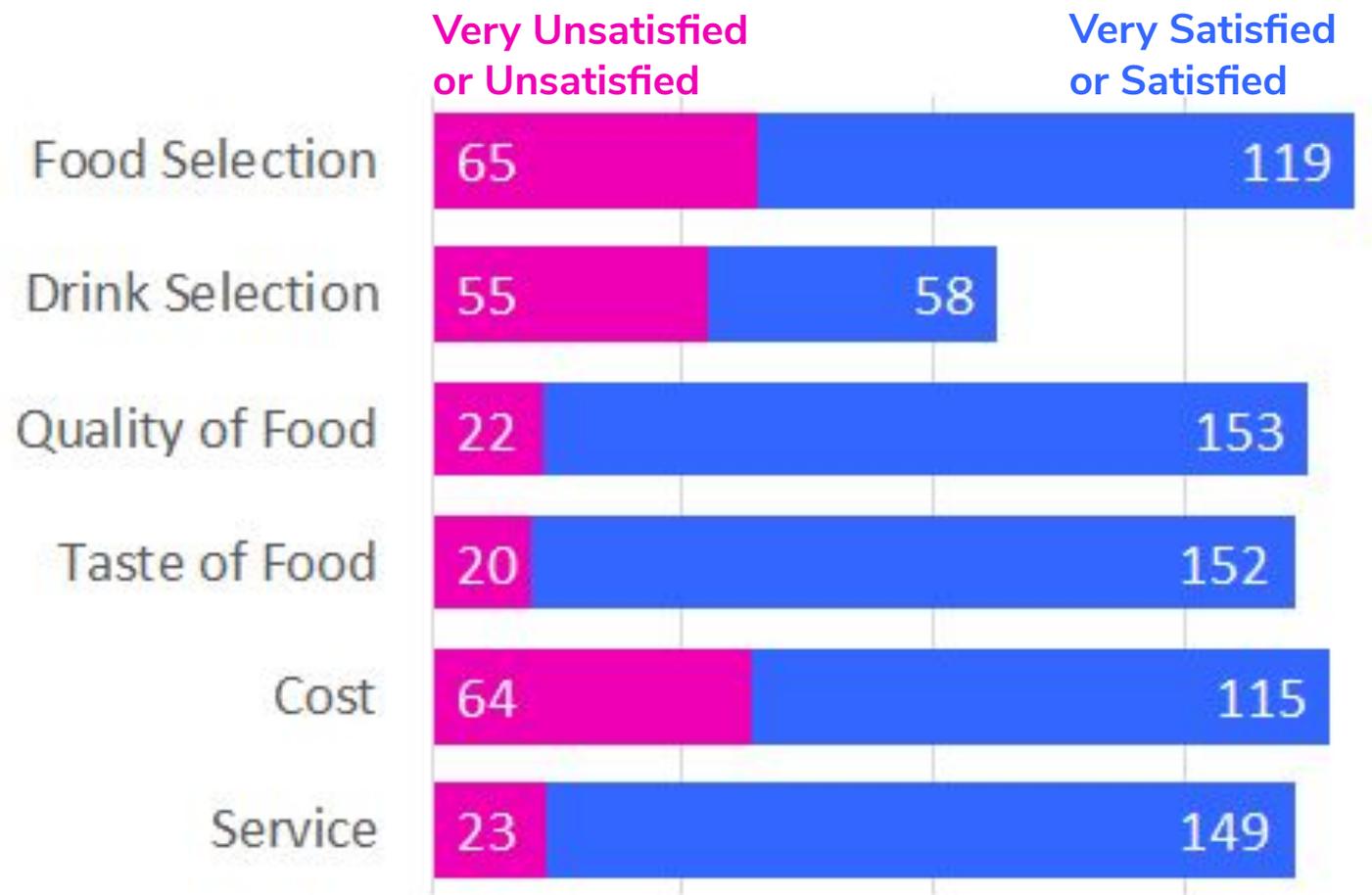


# Q14. How satisfied are you with your experience at the Coffee Corner?

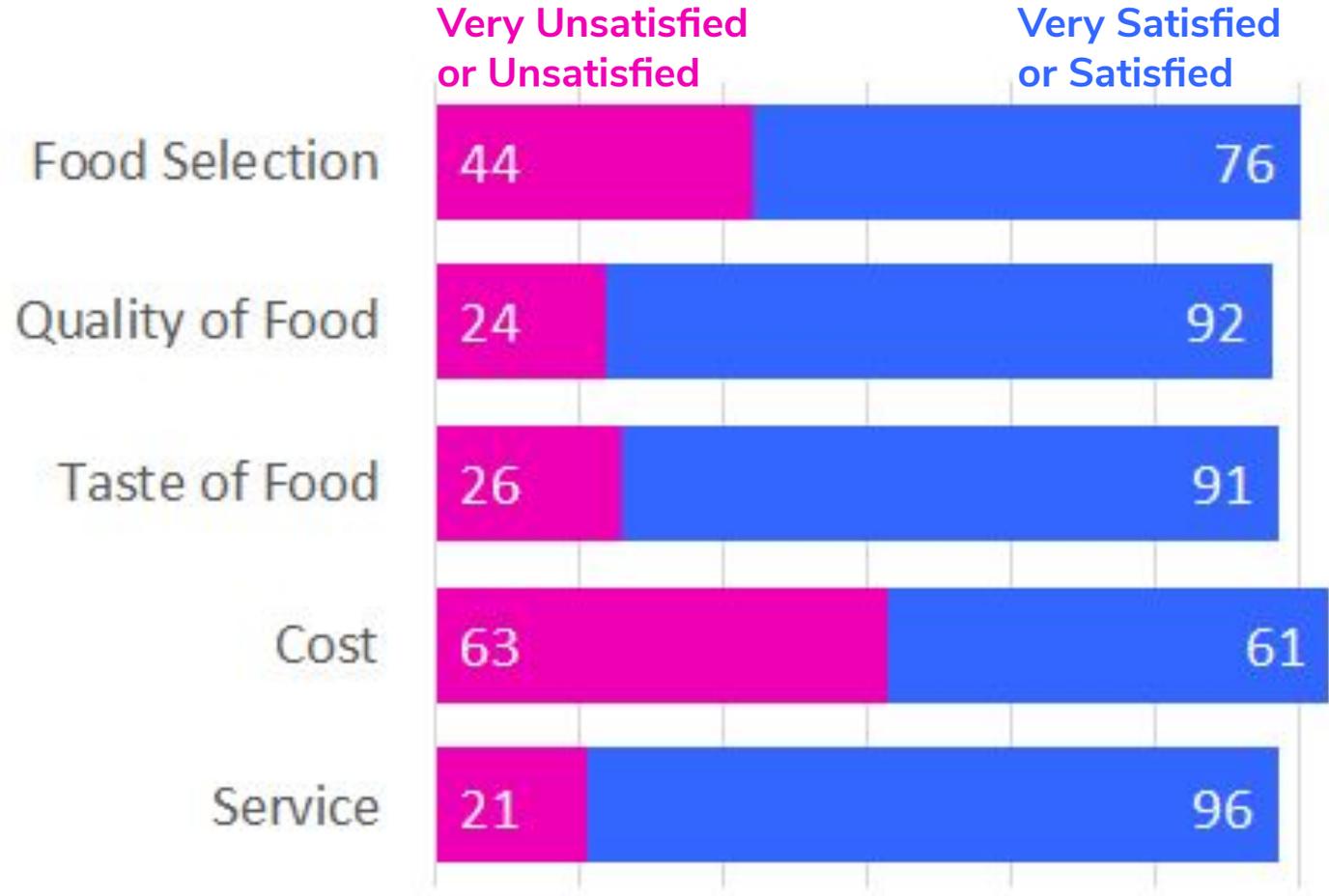


\*Do people confuse Coffee Corner with the coffee shop that is part of Subway Sandwiches?

# Q15. How satisfied are you with your experience at the Food Truck?



# Q16. How satisfied are you with your experience at the Grill Tent?

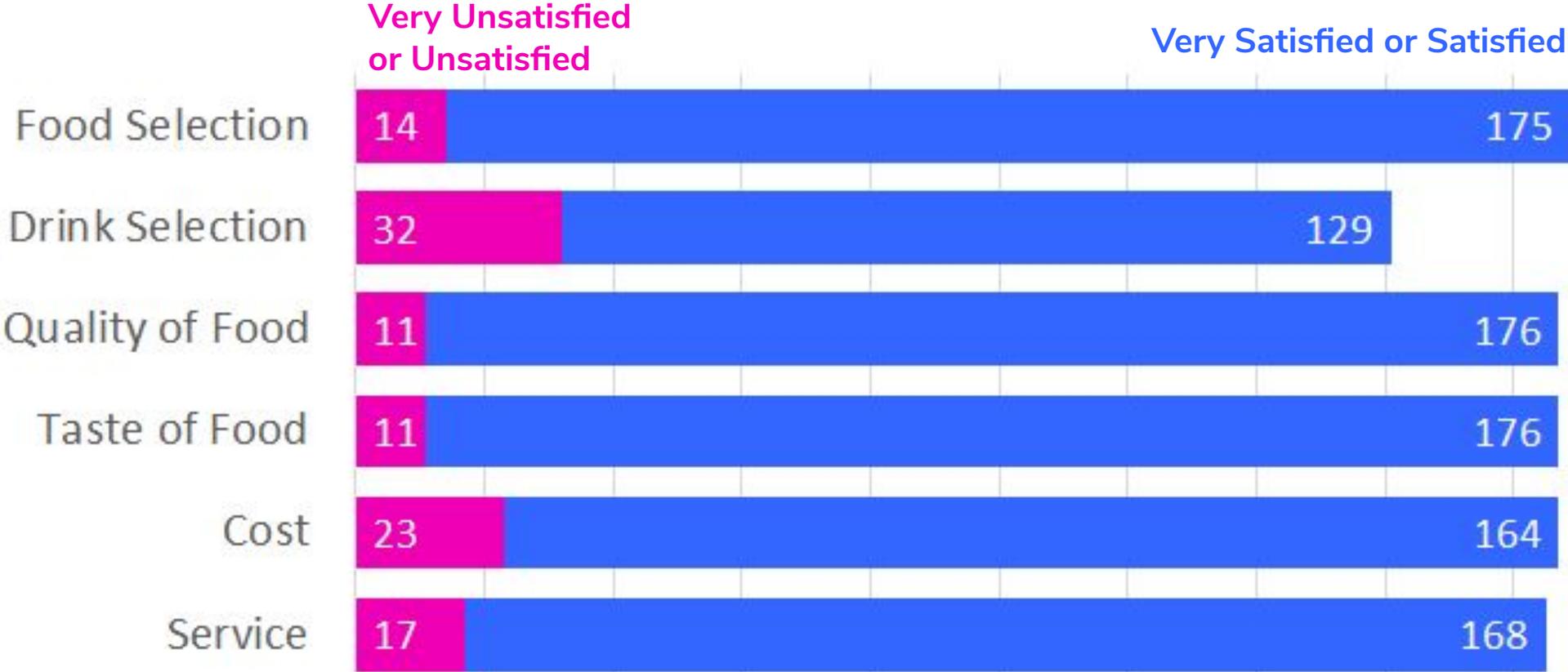




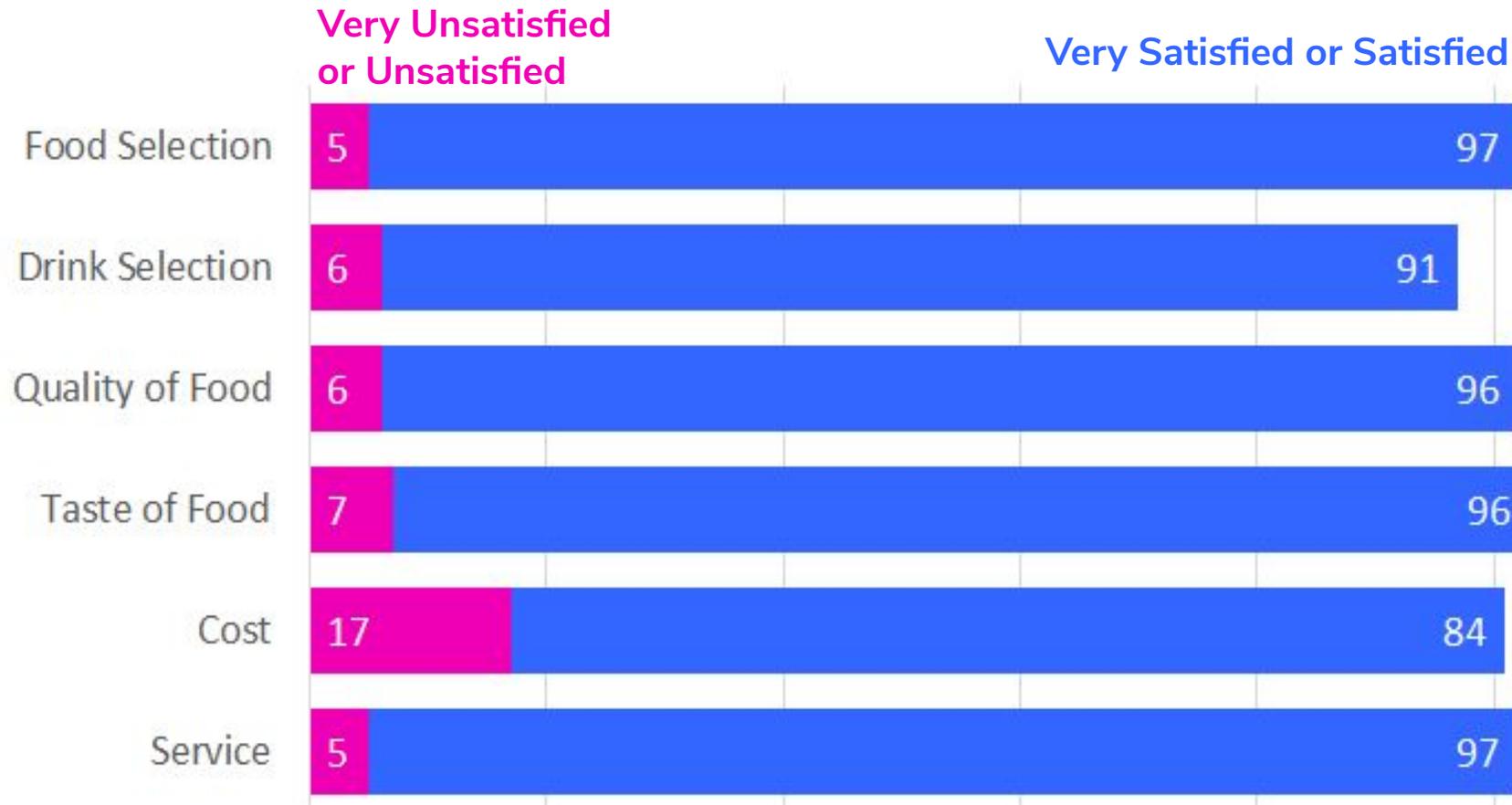
## Community Factor

220 Grille and Ka'Ikena may serve more customers who are not affiliated with the campus compared to the previous dining locations. Since this survey was only distributed to faculty, students, and staff, the lack of community voice may lead to an incomplete picture of satisfaction levels for both 220 Grille and Ka'Ikena.

# Q17. How satisfied are you with your experience at the 220 Grille?



# Q18. How satisfied are you with your experience at the Ka'Ikena?

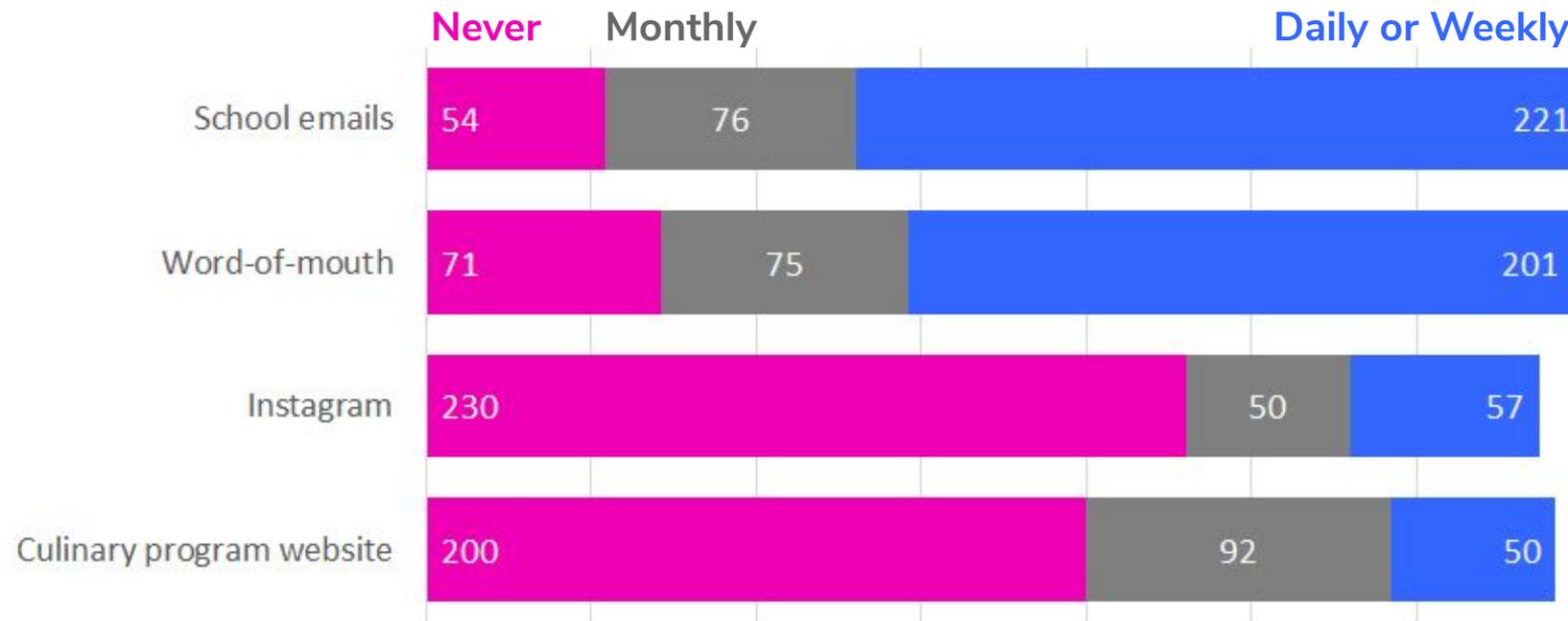


How are people sharing and receiving information about campus dining?



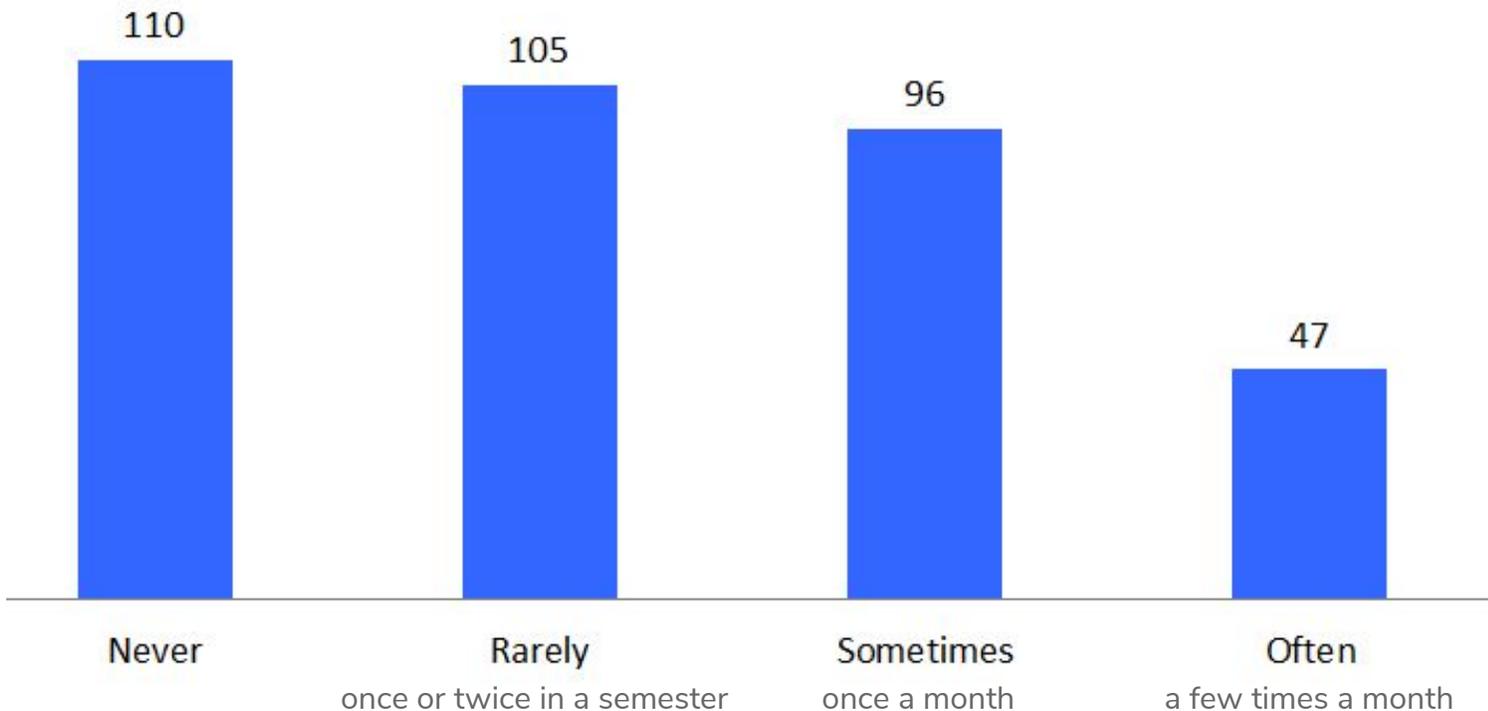
# Should the campus increase its effort to promote social media and website, or should it focus on existing popular methods to share updates?

Q20. How often do you use the following to stay up-to-date on campus dining information?



Word-of-mouth was the second most popular choice to stay updated on campus dining news, yet most people are very rarely sharing their own experiences with others.

Q21. In the past year, how often have you shared a positive experience about eating on campus, including social media posts, word of mouth, etc.?



**69% of respondents are interested in participating in a food tasting event for the new cafeteria menu.**

Q22. Would you be interested in participating in a food tasting event for the new cafeteria menu?

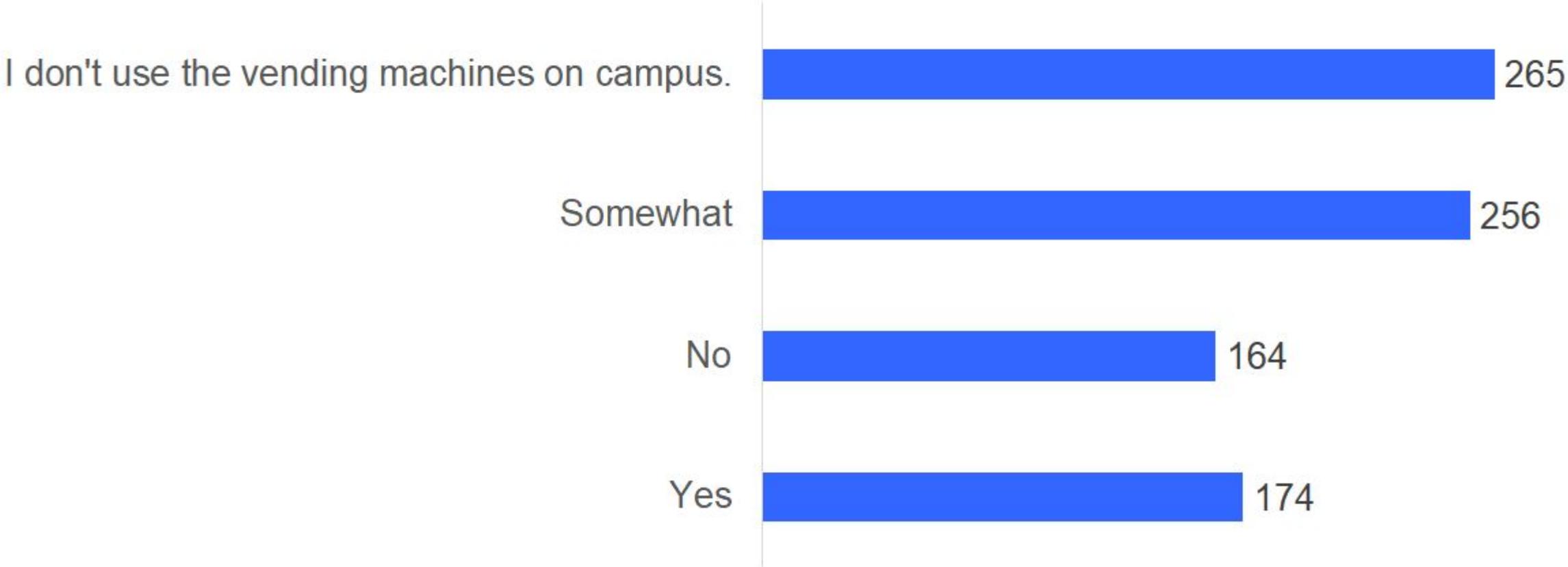
Responses (N): 248 Yes | 110 No



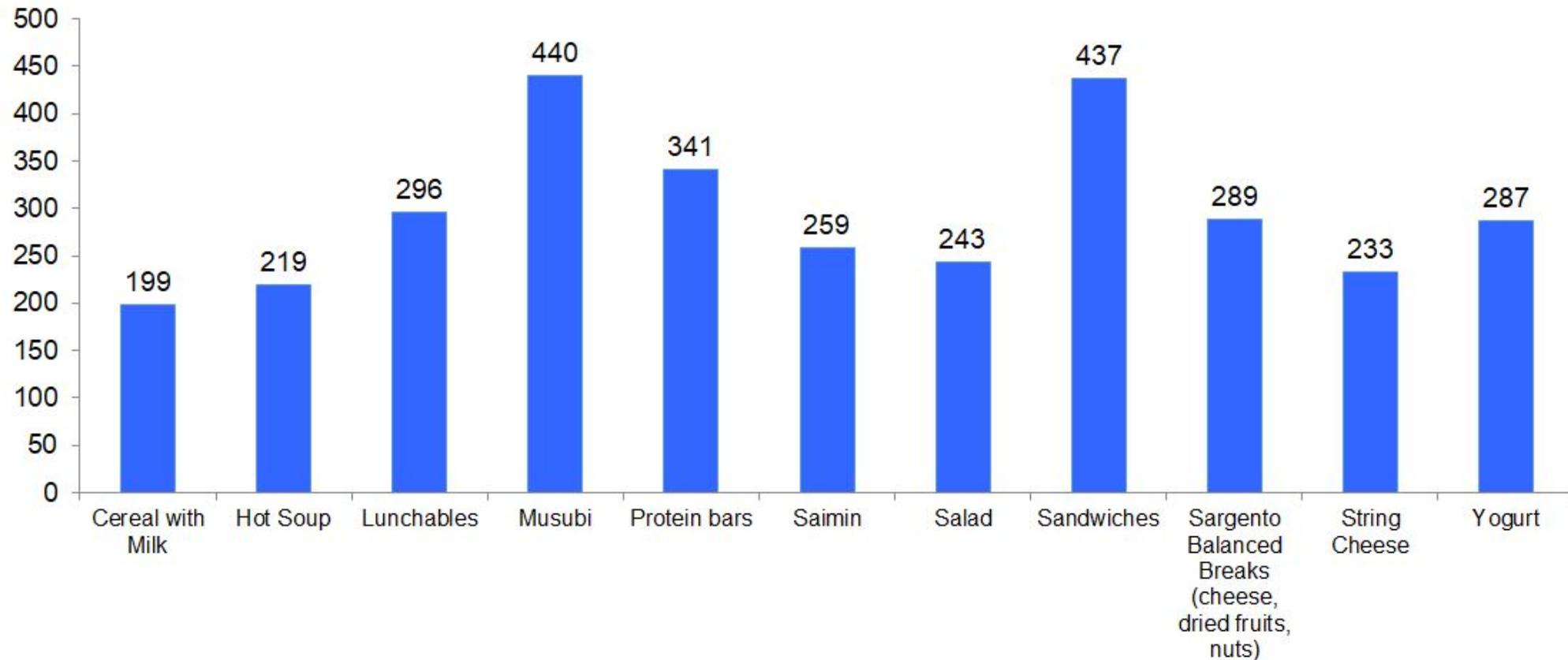
The data that follows is from the  
**2019 Student Congress Survey.**  
[913 respondents]

Question numbers are in original order and do not coincide with the food and beverage survey.

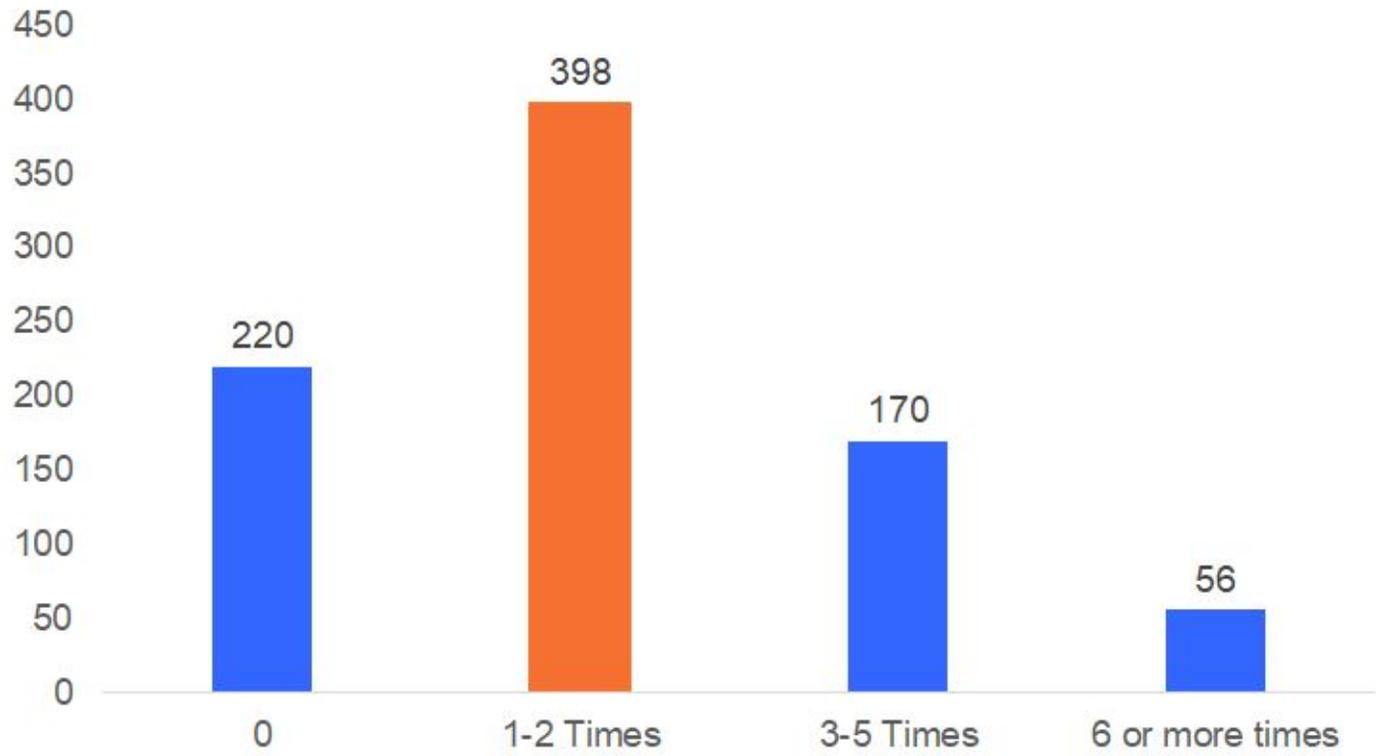
# Q4. Are you satisfied with the food options in the vending machines on campus in areas?

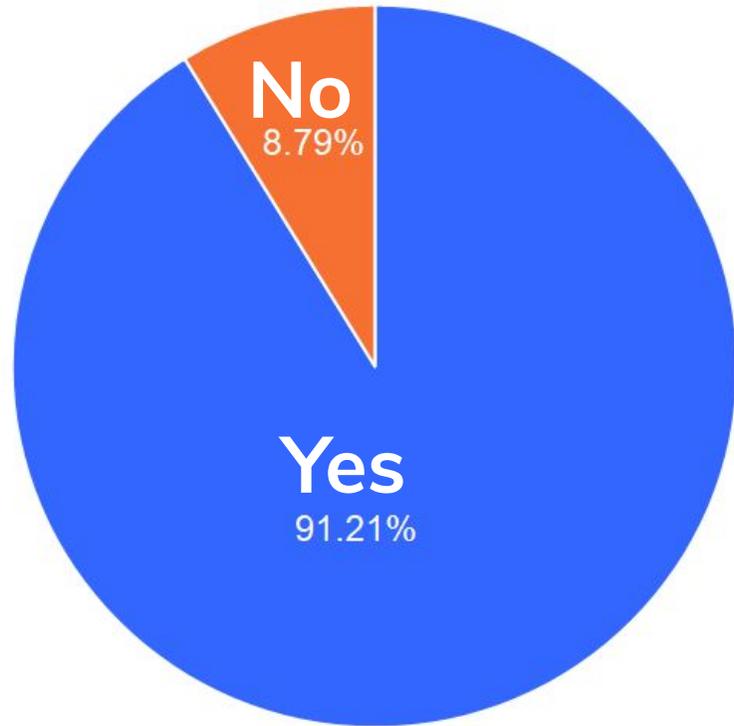


## Q5. Which food options would you like to see added in the food vending machine? (check all that apply)



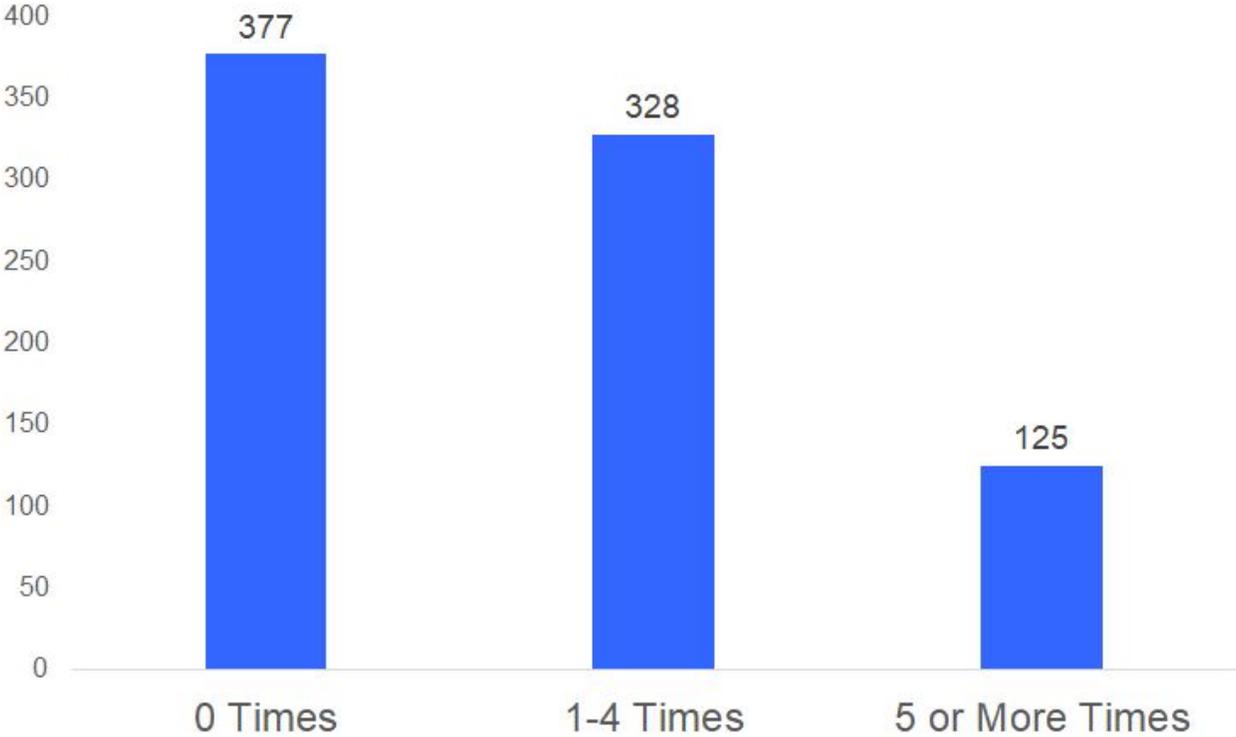
**Q10. How many times in a week do you throw out food trash or beverages at KCC?**





**Q11. Would you separate your food and liquids from the trash into campus-provided containers if they were available?**

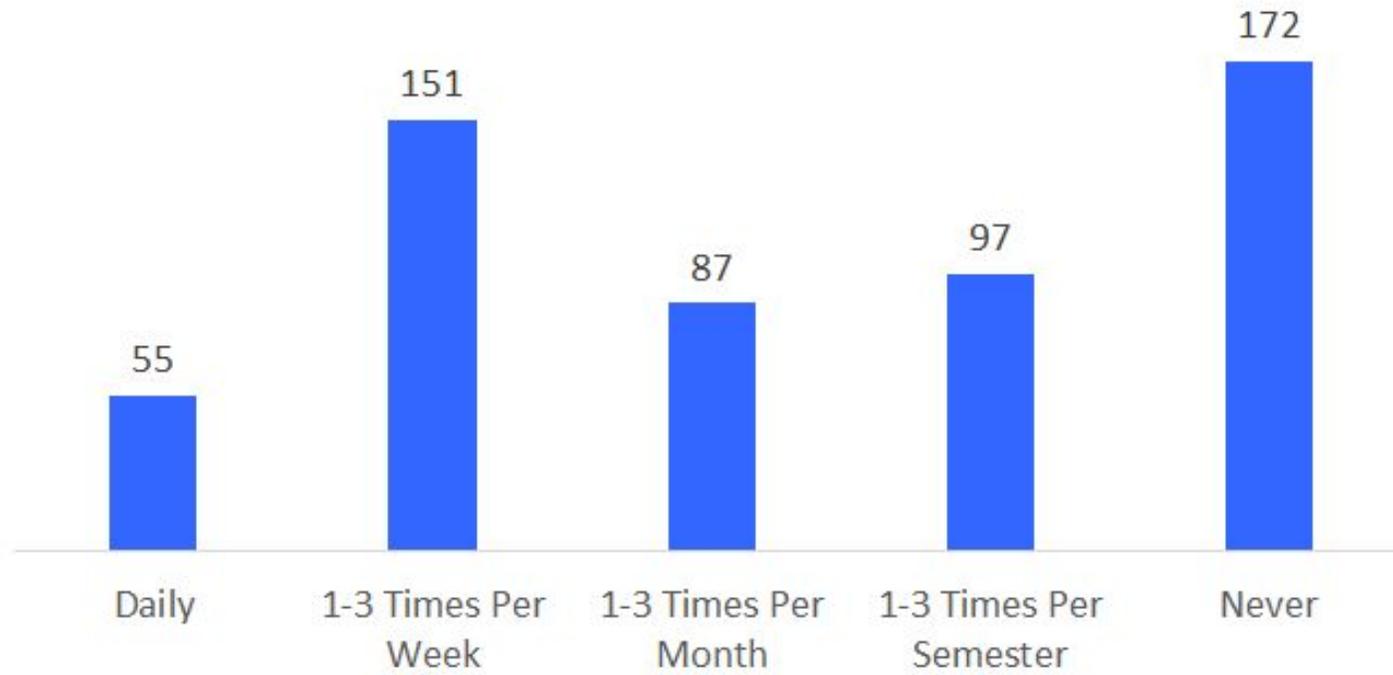
**Q12. In the past month, how many times have you not eaten a meal because you didn't have a way to pay for food?**



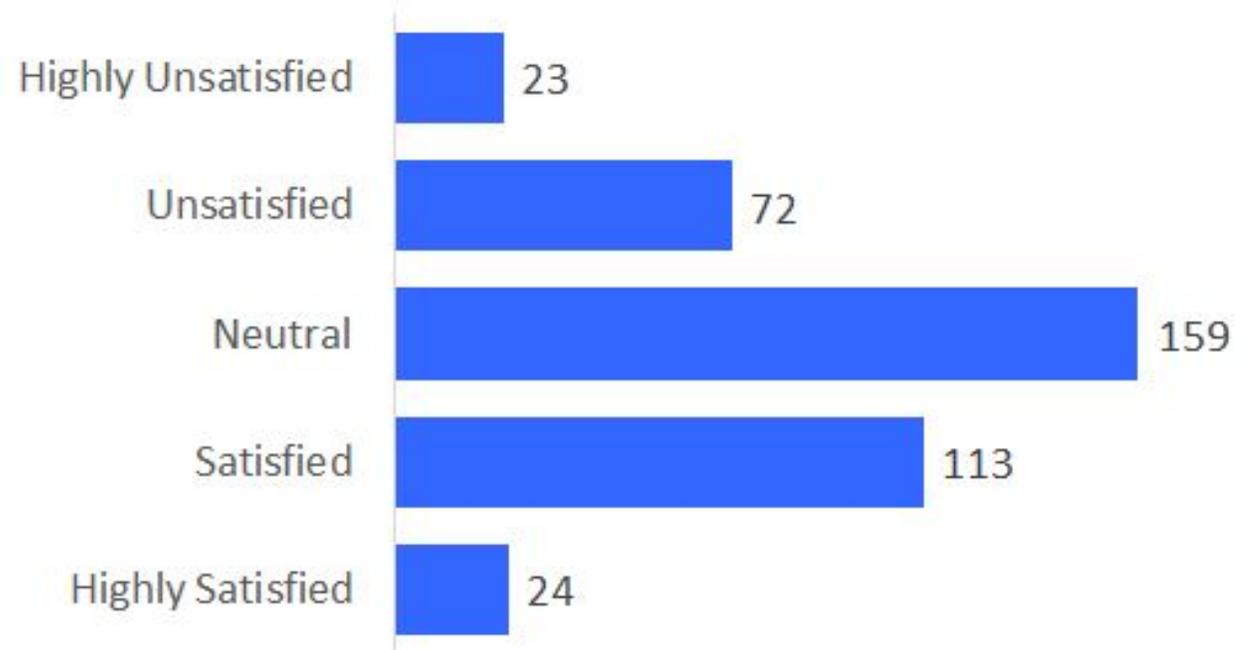
The data that follows is from the  
**2018 Student Congress Survey.**  
[591 respondents]

Question numbers are in original order and do not coincide with the food and beverage survey.

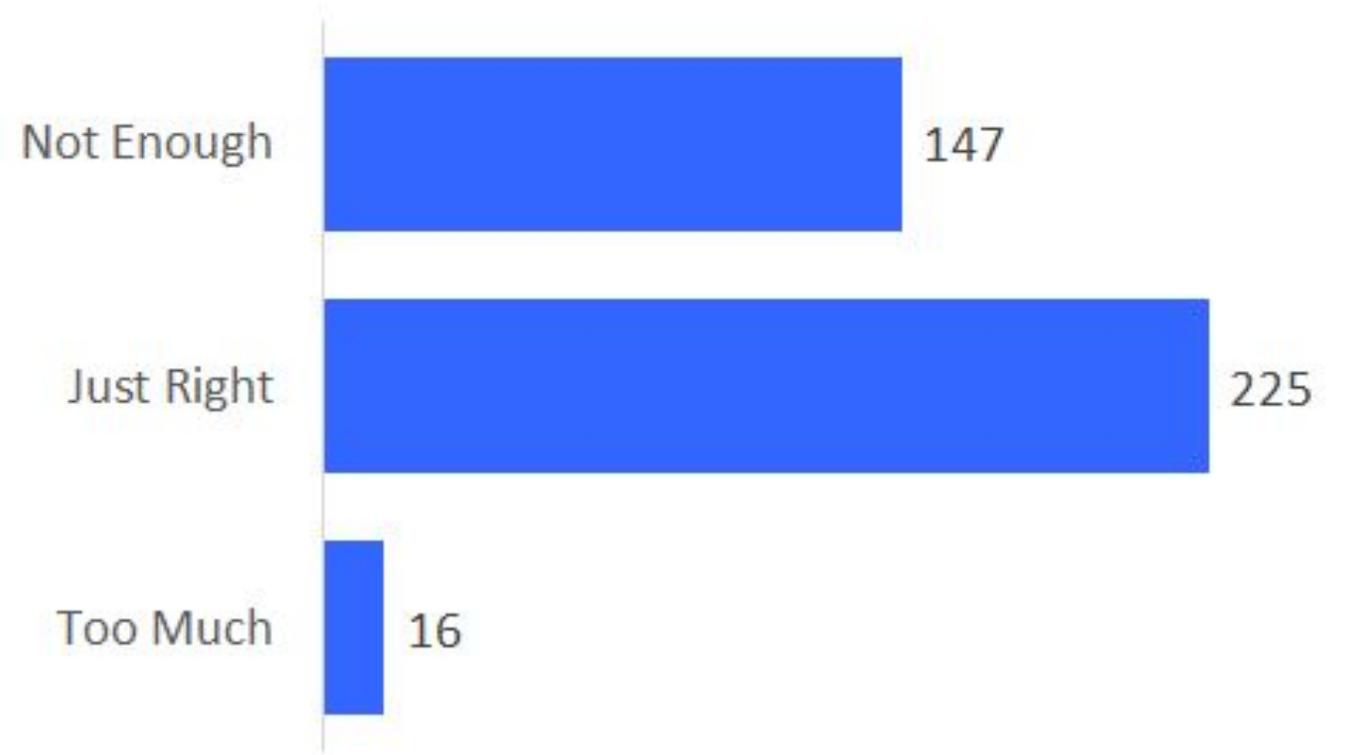
# Q11. How often do you purchase food from the cafeteria?



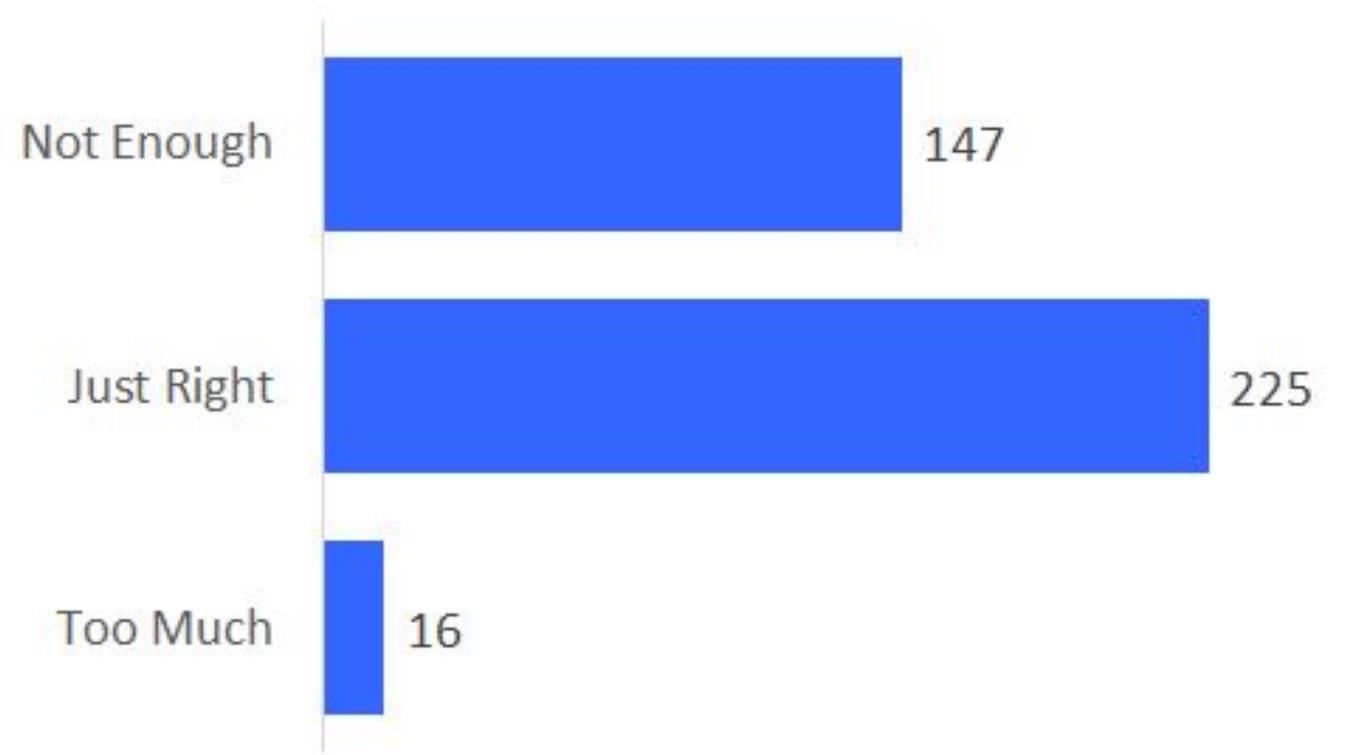
**Q12. How satisfied are you with the food options served in the cafeteria?**

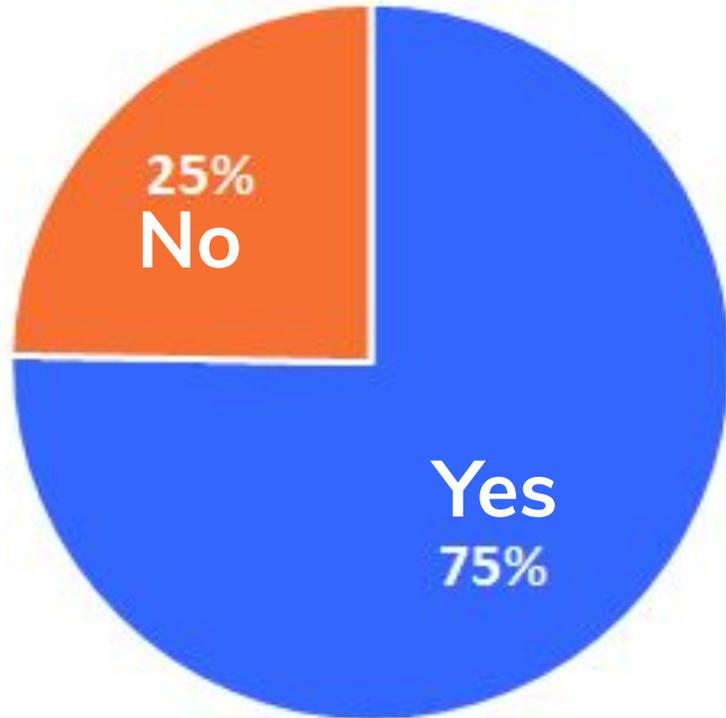


**Q13. Please rate your opinion on the prices of portion sizes in the cafeteria.**



**Q14. Please rate your opinion on the prices of portion sizes in the cafeteria.**





**Q15. Are you generally on campus after 2pm?**



The opinions and ideas shared in this survey will inform college dining decisions moving forward.

*Mahalo to all who shared their voice to ensure Kapi'olani CC planning through its campus community. Each comment was carefully and respectfully analyzed.*