

Food for Thought
Sustainable Food at PSU Project
Campus Survey, Response Summary (DRAFT; Not for release or citation)
10/15/01

Food for Thought is a PSU student group, organizing for sustainable food options at PSU. In the spring of 2001, the group administered a survey to measure satisfaction with current food options, values around food purchases, and potential demand for a vegetarian, student run café on campus. The survey was administered to a variety of classes (N=360 ~ 100% response rate), to a number College Housing Northwest resident halls (N = 105 ~ 20% response rate), and to student organizations and student-newspaper readers (N = 151). The total number of responses was 616. The tables, below, summarizes survey responses.

For more information about Food for Thought, please visit the website
<http://www.upa.pdx.edu/SP/foodgroup.htm>

Respondents are split on the satisfaction with current options: The results indicate that roughly half of students are *satisfied* with current options: quality (43%), hours (56%), atmosphere (46%). About 2/3's are *unsatisfied* with value for money on campus food purchases.

Campus values are aligned with a sustainable food concept, one that also stresses affordability and quality: Eighty five percent (85%) of students say that "livable wages for employees" *is an important or very important issue*. They indicate similar levels of support for "supporting the local economy" (79%), "organic and sustainable products" (67%), "reduced packaging, recycling" (79%). The survey results indicate that a customer base exists for a vegetarian (46%), student run operation (41%). Like most customers, students are sensitive to affordability, convenience and quality (91%).

The campus population would frequent the new café: About half of respondents say that, if there were a new café on/near campus featuring organic, locally grown food, they would eat there weekly. About 1/5 said they might eat there daily. More would come on weekdays than on weekends. They would frequent the café throughout the day.

More variety in menus and different kinds of meals: Two thirds or more respondents indicated that they would like to see hot dishes, sandwiches, soups and green salads on campus. More than half said they would like to see the menu change at least weekly. Student like fast options like sandwiches, but there is also a market for more complete and healthy meals.

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N

Number of respondents	616
Percent students	94%

Department Major

Business Administration	14%
Education	3%
Engineering/Applied Sciences	6%
Fine/Performing Arts	8%
Liberal Arts & Sciences	39%
Social Work	2%
Urban and Public Affairs	16%
Not answered	1%
Not Applicable	3%
Other	7%

What is your age group?

18-23	51%
24-29	25%
30-35	11%
older than 35	11%

What is your gender?

Male	36%
Female	61%

Where do you live?

On campus	30%
Off campus	70%

Satisfaction ...

% checked
somewhat or
very important

How satisfied are you with current food options around campus?	46%
How satisfied are you with hours of food service?	56%
How satisfied are you with quality of food?	43%
How satisfied are you with value for money?	34%
How satisfied are you with atmosphere?	46%

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Purchasing frequency

- I purchase food at Smith Center ... - about 45% of respondents purchase food at SMC once or more per week
- I purchase food from the food vendors on the Park Blocks ... - about 10% of respondents purchase food at park block vendors once or more per week
- I purchase food from cafes/restaurants near campus ... - about 35% of respondents purchase food nearby campus once or more per week
- When I eat on or near campus I usually spend... - the weighted amount respondents say they spend is about \$4.30

How important are the following?	% rating somewhat or very important	Half or more rate issue very important
Livable wages for employees	85%	✓
Supporting the local economy	79%	
Organic and sustainable products	67%	
Reduced packaging recycling	79%	✓
Atmosphere	73%	
Convenient nearby location	91%	✓
Affordable food	91%	✓
High quality food	91%	✓
Student ownership of the café	41%	
Vegetarian food	46%	
Vegan food	31%	
Place to buy basic groceries	50%	
Place to study	70%	
Place to hang out	63%	
Place to listen music poetry	52%	
seasonal menu	52%	

If there was a new café on/near campus featuring organic, locally grown food, how often would you eat there? - about half of respondents say they would eat there weekly, about 1/5 daily

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What kinds of items would you like to see at the new café? (check all that apply)

	% that checked the category
Hot Dishes	70%
Sandwiches	72%
Soups	62%
Green Salads	72%
Breakfast Pastry	36%
Bagels	47%
PastaSalads	43%
Dessert	33%
Burritos	45%
Other	22%

How often would you like the menu to change?

- about half respondents say they would like to see the menu change weekly

When would you go the café? (note this question had a low response rate)

Weekdays

- more than 40% of respondents said that they would come to the café at all time slots between 8AM and 8PM on weekdays

Weekends

- between 10% and 24% of respondents said that they would come to the café at all time slots on weekends