

To: Nick Adamakis, Director of Marketing, Office of the Vice President for Student Affairs

From: Jen Meyers, Senior Research Specialist, Office of the Vice President for Student Affairs

CC: Lori Goldman, Director of Strategic Initiatives, Office of the Vice President for Student Affairs
Bill Shiba, Executive Director, Arizona Student Unions
Melissa Vito, Vice President for Student Affairs

Date: May 25, 2010

Re: Student Union Retail and Food Survey Results

In an effort to provide a wider variety of food and retail services at the Student Union Memorial Center (SUMC), an online survey was administered to a random sample of 6500 University of Arizona students from April 26 through May 5, 2010. Students were invited via an email from the Executive Director of the Arizona Student Unions to complete a 5-minute survey that included items regarding student usage of the SUMC's eateries, services, and facilities within the past month. Students were also asked to indicate the need and their anticipated usage of additional services and food offerings. Finally, off-campus eating establishment usage was assessed. The full survey is appended to the end of this memo (see page 12). Students who completed the survey were entered into a drawing to receive one of three \$100 meal cards.

Survey respondents

Based on the assumption that freshmen are the largest group of SUMC users, the random sample was comprised of 3500 freshmen and oversampled for students of color. Three thousand sophomores, juniors, seniors, and graduate students were randomly sampled with an over-sampling of the sophomores by about 40% and the remaining class standings comprising 20% of the sample respectively. Of the 6500 request for participation emails, 1231 usable responses were received for an overall return rate of 19%.

The first question on the survey asked, "Have you visited the Student Union Memorial Center in the past month?" with response options of "Yes" or "No." Those who responded "Yes" will be referred to as "Users" (N=1172) throughout the remainder of this discussion and those who responded "No" will be referred to as "Non-users" (N=59). Table 1 contains the demographic information for all respondents by user and non-user status.

Table 1. Respondent demographics by SUMC “Users” and “Non-users”

		Percent*	
		Users	Non-users
		N=1172	N=59
Gender	Female	61	70
	Male	34	25
	Transgender	<1	0
	Prefer not to respond	4	5
Race/Ethnicity	African American/Black	4	3
	Asian/Pacific Islander	4	7
	Hispanic/Latino	23	36
	Multiracial	4	7
	Native American/American Indian	3	3
	White	52	32
	Other	2	3
	Prefer not to respond	9	9
Class Level	Freshman	58	41
	Sophomore	16	10
	Junior	9	19
	Senior	7	7
	Graduate student	6	20
	Professional student	<1	2
	Continuing education student	<1	0
	No response	3	2
Current Residence	Living at home with parents	15	19
	Residence hall	43	17
	Greek housing	<1	2
	Off-campus housing	39	61
	No response	3	2

Source: 2010 Student Union Retail and Food Survey

*Column percents for each demographic might not sum to 100% due to rounding.

Findings

This report examines four areas regarding food and retail services at the Student Union Memorial Center: current SUMC usage by students; potential expansion opportunities; Student Union users’ food preferences and off-campus eating habits; and SUMC non-users.

Current SUMC student usage

Users of the SUMC were presented with 16 reasons why they may have visited the SUMC in the past month including dining at the various eateries, conducting personal errands, attending meetings, visiting University services, or using the space to socialize. Respondents were asked how many times they used each of these food and retail services during the month-long period and the results indicate clear delineations in respondent usage. For ease of analysis, usage responses were collapsed into 4 categories: never, 1-4 times, 5-10 times, and 11 or more times with monthly usage of 1-4 times being defined as occasional usage, 5-10 times as moderate usage, and 11 or more times as frequent usage.

The majority of SUMC users come to the facility to eat and use the restrooms. In the past month, over a third (32%) of user respondents visited the eateries at the food court (i.e., Chick-Fil-A, Panda Express, Burger King, and On Deck Deli) 5-10 times while a quarter (25%) ate in the food court 11 or more times. Similarly, about a quarter of SUMC users (24%) came to eat at the Union’s restaurants such as Core, 3 Cheeses & a Noodle, Café Sonora, and Cellar Bistro 5-10 times throughout the month and 20% visited the restaurants 11 or more times. (See Table 2 for full frequency of usage of the eateries). The SUMC was also a popular “pit stop” to use the restrooms with 91% of respondents using the restrooms at least once and 55% using them 5 or more times.

Table 2. Respondent usage of SUMC eateries within past month

In the <u>past month</u> , please indicate how many times you have visited the Student Union to:	Percent* N=1172			
	1-4 Times	5-10 Times	11 or More Times	Never
Eat at a restaurant (e.g. Core, 3, Cheeses, Café Sonora, Cactus Grill, Cellar Bistro, Redington)	42	24	20	14
Eat at the food court (e.g. IQ Fresh, Burger King, Panda Express On Deck Deli, Papa John’s, Chick-Fil-A)	36	32	25	8

Source: 2010 Student Union Retail and Food Survey
*Row percents may not sum to 100% due to rounding.

Approximately two-thirds to three-quarters of the SUMC user respondents said they visited the Union in the past month to purchase coffee or a specialty drink (72%), eat ice cream/frozen yogurt (61%), shop at one of the convenience stores (76%), shop at the UA Bookstore (77%), study alone or in a group (66%), conduct personal business (75%), or hang out with friends (76%). Of those indicating they went to the Union to engage in the aforementioned activities, the majority indicated they did these activities on an occasional basis throughout the month (one to four times) (see Table 3). This data highlights that respondents are eating in the Student Union’s restaurants and food court at a higher rate than they are using any of the other Student Union

services and facilities thus making Student Union’s eateries are the biggest draw to the facility on the whole.

Table 3. SUMC services and facilities monthly usage

In the <u>past month</u> , please indicate how many times you have visited the Student Union to:	Percent N=1172		
	1-4 Times	5 or More Times	Never
Shop at UA Bookstore	60	17	23
Conduct personal business (e.g., ATM, bank, test prep, hair salon, post office, copy/design services)	53	22	25
Eat ice cream and/or yogurt (e.g., Fro-Yo, U-Mart)	47	14	39
Shop at one of the convenience stores (e.g., U-Mart, Boost)	44	32	24
Purchase coffee/specialty drink (e.g. Canyon Café, Starbucks)	37	35	28
Study alone or in a group	32	34	34
Hang out with friends	31	45	24

Source: 2010 Student Union Retail and Food Survey

A final set of items emerged as facilities or aspects of the SUMC that were less frequently used by respondents. About half to more than three-quarters of user respondents indicated that in the past month they never went to the SUMC to attend a student organization meeting (59%), program/event (48%), or a course (82%) nor did they use free student services (70%), the entertainment facilities (64%), or the computer lab (65%) (see Table 4). Although the respondents are all consistent users of the Student Union, they are not making use of many of the services and programs provided.

Table 4. SUMC services and facilities used with low frequency per month

In the <u>past month</u> , please indicate how many times you have visited the Student Union to:	Percent N=1172 Did NOT Visit SUMC for this Purpose
Attend a course	82
Use free student services (e.g., Off-campus Housing, Career Services)	70
Use the computer lab	65
Use entertainment facilities (e.g., movie theatre, games room, TV lounge)	64
Attend student organization meetings	59
Attend programs or events	48

Source: 2010 Student Union Retail and Food Survey

Freshmen usage of SUMC

Observations of SUMC patrons and previous survey data suggest that many are freshmen, so this project purposefully oversampled freshmen to compare their Union usage to all other class levels. Of the statistically significant differences found, freshmen were more likely to use Student Union food and retail services as well as common spaces with more frequency than all upperclassmen and graduate, professional, and continuing education students (see Table 5).

Table 5. Statistically significant differences in SUMC usage between freshmen and all other class levels

As compared to all other class levels (N=449), freshmen (N=683) are more likely to:

Frequently***	<ul style="list-style-type: none"> • Eat at a restaurant (e.g., Core, 3 Cheeses, Café Sonora, Cactus Grill, Cellar Bistro, Redington) • Eat at the food court (e.g., IQ Fresh, Burger Kin, Panda Express, On Deck Deli, Pap John's, Chick-Fil-A) • Purchase coffee/specialty drink (e.g., Canyon Café, Starbucks) • Hang out with friends
<hr/>	
Moderately**	<ul style="list-style-type: none"> • Eat at a restaurant (e.g., Core, 3 Cheeses, Café Sonora, Cactus Grill, Cellar Bistro, Redington) • Eat at the food court (e.g., IQ Fresh, Burger Kin, Panda Express, On Deck Deli, Pap John's, Chick-Fil-A) • Eat ice cream and/or yogurt (e.g., Fro-Yo, U-Mart) • Hang out with friends
<hr/>	
Occasionally*	<ul style="list-style-type: none"> • Eat ice cream and/or yogurt (e.g., Fro-Yo, U-Mart) • Attend student organization meetings • Use entertainment facilities (e.g., movie theatre, games room , TV lounge)

Source: 2010 Student Union Retail and Food Survey

* Occasionally corresponds to monthly usage of 1-4 times

** Moderately corresponds to monthly usage of 5-10 times

*** Frequently corresponds to monthly usage of 11 or more times

Potential SUMC expansion opportunities

A series of potential food and retail service expansion ideas were presented in the survey and respondents were asked to indicate if they agreed that these services should be offered at the Student Union. Over two-thirds of the respondents “strongly agreed” or “agreed” that the SUMC should consider adding a Red Box 24-hour DVD rental (80%), drug store/pharmacy (75%), and bakery outlet (67%). Half or more of the respondents “strongly agreed” or “agreed” to the addition of a bicycle repair shop (58%), sushi restaurant (56%), vegetarian-only restaurant (56%), specialty/gourmet ice cream shop (54%), and a Greek restaurant (50%). While this information suggests that respondents are supportive of certain Student Union expansion opportunities, there are a fair number of students who are neutral about these ideas as shown by 20-22% responding they had “no opinion” on the addition of a bicycle repair shop, sushi restaurant, vegetarian-only restaurant, and a Greek restaurant. For additional views on SUMC expansion opportunities, see Table 6.

Table 6. Potential SUMC expansion opportunities

For each potential new food or retail service listed, please indicate if you agree that the following services should be offered at the Union:	Percent* N=1147		
	Strongly agree/ Agree	Disagree/ Strongly disagree	No Opinion
Red Box (24-hour DVD rental)	80	10	10
Drug store/Pharmacy	75	16	9
Bakery outlet	67	19	14
Bicycle repair shop	58	22	20
Sushi restaurant	56	23	21
Vegetarian-only restaurant	56	23	21
Specialty/gourmet ice cream shop	54	31	15
Greek restaurant	50	28	22
Massage	42	38	20
Drop-off laundry service	38	39	23
Optical shop	38	34	29
Nail salon (manicures and pedicures)	36	42	23
Cupcake store	32	51	17
Flower shop	26	49	25

Source: 2010 Student Union Retail and Food Survey
 *Row percents may not sum to 100% due to rounding.

When comparing freshmen to all other class levels regarding their preferences for expansion options, significant differences only existed in three areas. Freshmen were significantly more likely to “strongly agree” or “agree” to the need for a Red Box while all other class levels were more likely to indicate they had “no opinion” on a Red Box. Similarly, freshmen were significantly more likely to “strongly agree” or “agree” to the need for a nail salon while all other class levels were more likely to indicate they had “no opinion.” Upperclassmen were significantly more likely to indicate the desire for a Greek restaurant than the freshmen.

Of the top eight food and retail service expansion ideas that respondents indicated they were most likely to use (Red Box, drug store/pharmacy, bakery outlet, bicycle repair shop, sushi restaurant, vegetarian-only restaurant, specialty/gourmet ice cream shop, and Greek restaurant), anticipated usage varied based on the type of service (see Table 7). Of the three retail services

proposed (Red Box, drug store/pharmacy, and bicycle repair shop), the majority of respondents indicated they would utilize these services a few times a month or a few times a semester (60%, 80%, and 92% respectively). The Red Box was the one retail service that had over one-third (33%) of the respondents indicating they would use on a weekly basis. Of the proposed food service options, one-third or more of respondents indicated they would eat at the bakery outlet and sushi restaurant a few times a week (32% and 30% respectively) while approximately one-quarter of respondents said they would likely eat a few times a week at a specialty/gourmet ice cream shop (26%), a Greek restaurant (23%), and a vegetarian-only restaurant (22%).

Table 7. Anticipated usage of top eight expansion opportunities

If the following were available at the Student Union, how often would you visit/use it?	Number responding	Percent indicating:*			
		Daily	A few times a week	A few times a month	A few times a semester
Retail service:					
• Red Box (24-hour DVD rental)	912	7	33	41	19
• Drug store/Pharmacy	850	4	17	40	40
• Bicycle repair shop	664	3	5	18	74
Food service:					
• Bakery outlet	763	9	32	38	22
• Sushi restaurant	626	9	30	37	23
• Specialty/gourmet ice cream shop	617	5	26	45	24
• Greek restaurant	568	7	23	44	26
• Vegetarian-only restaurant	631	10	22	28	41

Source: 2010 Student Union Retail and Food Survey
 *Row percents may not sum to 100% due to rounding.

SUMC user food preferences and eating off-campus

Finally, SUMC user respondents were asked to rank their top five favorite food types. Eight types emerged as the 1172 respondents' most frequently selected favorite foods: Mexican (N=650, 55%), Italian (N=505, 43%), Chinese (N=384, 33%), pizza (N=382, 33%), deli sandwiches (N=366, 31%), sushi (N=366, 31%), smoothies (N=365, 31%), and salads (N=349, 30%).

As University Boulevard is the closest concentrated area of eateries outside of the SUMC, respondents were queried as to how often they eat out on University Boulevard. In the past

month, 79% of SUMC users indicated eating on University Boulevard and freshmen were statistically significantly more likely than upperclassmen to have eaten on University Boulevard. Those living in residence halls were statistically significantly more likely than those who live in off-campus housing or with their parents to have eaten on University Boulevard as well.

Those who ate on University Boulevard were asked to rank the top three establishments that they go to most often. Six University Boulevard establishments emerged as the 1172 respondents' most frequently selected: Chipotle (N=409, 35%), Pei Wei Asian Diner (N=276, 23%), No Anchovies (N=237, 20%), Paradise Bakery & Café (N= 187, 16%), Jamba Juice (N = 159, 14%), and Jimmy John's (N=152, 13%). Besides eating on campus or University Boulevard, respondents most frequently noted dining out on 4th Avenue and Beyond Bread or eating at their home.

SUMC non-users

Fifty-nine survey respondents were deemed as “non-users” of the SUMC since they had not visited the SUMC in the past month. Table 8 outlines the reasons why the non-users did not visit or use the Student Union with the largest percentage indicating that they do indeed visit the Student Union occasionally, but just had not done so in the past month (39%). Those who responded “other” indicated they were rarely on campus or were online students.

Table 8. Non-user reasons for not using the SUMC in the past month

Which statement best reflects why you did not visit or use the Student Union Memorial Center in the past month?	Percent* N=59
Go to the Student Union occasionally, but was not there in the past month	39
Don't need to use any of the services	15
Not aware of the services/activities offered	12
Cost	12
No time	9
Other (please specify)	9
Locations are inconvenient	3
Services I might use are not open when I am on campus	2

Source: 2010 Student Union Retail and Food Survey
 * Column percents may not sum to 100% due to rounding.

Non-users were also asked what food or retail service the Student Union could offer that would encourage them to visit on a regular basis. While specific chain eateries were mentioned such as McDonald's, Chipotle, KFC, Egee's and Dairy Queen, quite a few respondents indicated simply having healthier and fresh food options. Respondents were also interested in more student discounts similar to those already offered on Wednesdays.

When not eating on campus, the 59 SUMC non-users primarily ate at Chipotle (N= 28, 47%), Paradise Bakery and Café (N= 13, 22%), Jamba Juice (N= 12, 20%), No Anchovies (N= 11, 19%), Jimmy John's (N= 10, 17%), and La Salsa Fresh Mexican Grill (N= 10, 17%).

Conclusions

The results of the Student Union Retail and Food survey confirm consistent usage in certain areas and by certain student populations. Of those respondents who have visited the Student Union in the past month, three-quarters or more have done so to eat at the food court or in one of the restaurants. Freshmen are also avid users of the Student Union and are significantly more likely than upperclassmen, graduate, professional, and continuing education students to visit the food outlets, retail shops, and general facilities.

The survey highlights freshmen as a group that is already heavily using the Student Union and accordingly is a group that continued marketing attention should be directed toward. To continue the market growth of the Student Union, concerted marketing efforts to upperclassmen should be considered that address these students' particular needs. Respondents offered the suggestion of additional discounts which could be offered specifically to older students to attract them to the Student Union on a more consistent basis. Additionally, upperclassmen commented on the need for healthier and fresh food options. While the Student Union already offers healthy options, ways to further highlight these healthy selections should be considered.

As outlined in Table 4, there are many ways in which the spaces of the Student Union are underutilized by the respondents including the computer labs and entertainment facilities. Promotion of these areas as well as others mentioned in Table 4 might enhance overall Student Union usage and, in turn, revenues.

Respondents indicated that their top four favorite foods types were Mexican, Italian, Chinese, and pizza which corresponded to the three restaurants they ate at most on University Boulevard – Chipotle, Pei Wei Asian Diner, and No Anchovies. Since the Student Union already provides respondents' favorite cuisines, a future study should examine Student Union's offerings as compared to off campus eateries' food selection, atmosphere, and service.

Finally, a word of caution regarding respondents' anticipated usage of proposed Student Union expansion opportunities. Literature suggests that "asking people to predict their response to a future or hypothetical situation should be done with considerable caution – particularly when respondents are likely to have limited direct experience on which to base their answers" (Fowler, 1995, p. 80¹). In general, when asking a hypothetical usage question, the percentage of actual

¹ Fowler, F. (1995). *Improving survey questions: Design and evaluation*. Thousand Oaks, CA: Sage.

users will always be far less than the percentage who said “yes” to the survey question (Converse & Presser, 1986²; Fowler, 1995). Therefore, decisions using anticipated usage data should be made with care and justification from additional sources.

² Converse, J., and Presser, S. (1986). *Survey questions: Handcrafting the standardized questionnaire*. Thousand Oaks, CA: Sage.

Appendix: Copy of Student Union Retail and Food Survey

Page - Student Union Retail and Food Survey

Welcome to the Student Union Retail and Food Survey!

Thank you for your participation in this survey. The information you provide will help the Arizona Student Unions provide a wider variety of food and retail services at the Student Union Memorial Center. The survey will only take 5 minutes. More information about the Student Unions can be found at: <http://www.union.arizona.edu>

All information collected through this survey will remain confidential. Once you complete the survey, you will be entered into a drawing to receive one of three \$100 meal plan cards.

Should you have any questions about this survey, please contact myvoice@email.arizona.edu

Required answers: 0 Allowed answers: 0

Q1 Have you visited the Student Union Memorial Center in the past month?

Yes(Go To Page 2)

No(Go To Page 9)

Required answers: 1 Allowed answers: 1

Next Page: Conditional

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In the past month, please indicate how many times you have visited the Student Union to:

Q2 Eat at a restaurant (e.g., Core, 3 Cheeses, Cafe Sonora, Cactus Grill, Cellar Bistro, Redington)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

Q3 Eat at the food court (e.g., IQ fresh, Burger King, Panda Express, On Deck Deli, Papa John's, Chick-fil-A)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

Q4 Purchase coffee/specialty drink (e.g., Canyon Caf  , Starbucks)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Required answers: 1 Allowed answers: 1

Q5 Eat ice cream and/or yogurt (e.g., Fro-Yo, U-Mart)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

Q6 Shop at one of the convenience stores (e.g., U-Mart, Boost)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

Q7 Shop at the UA Bookstore

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

Q8 Study alone or in a group

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

Q9 Attend student organization meetings

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1 Allowed answers: 1

In the past month, please indicate how many times you have visited the Student Union to:

Q10 Attend programs or events

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1

Allowed answers: 1

Q11 Use free student services (e.g., Off-campus Housing, Career Services)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1

Allowed answers: 1

Q12 Conduct personal business (e.g., ATM, bank, test-prep, hair salon, post office, copy/design services)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1

Allowed answers: 1

Q13 Use entertainment facilities (e.g., movie theatre, games room, TV lounge)

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1

Allowed answers: 1

Q14 Hang out with friends

Once

2 - 4 times

5 - 7 times

8 - 10 times

11 or more

Never

Required answers: 1

Allowed answers: 1

Q15 Attend classes

Once
2 - 4 times
5 - 7 times
8 - 10 times
11 or more
Never
<i>Required answers: 1 Allowed answers: 1</i>

Q16 Use the computer lab
Once
2 - 4 times
5 - 7 times
8 - 10 times
11 or more
Never
<i>Required answers: 1 Allowed answers: 1</i>

Q17 Use the bathrooms
Once
2 - 4 times
5 - 7 times
8 - 10 times
11 or more
Never
<i>Required answers: 1 Allowed answers: 1</i>

Q18 Are there other reasons why you visited the Student Union in the <u>past month</u> that we did not ask about?
Yes (please specify all)[<i>TextBox</i>]
No
<i>Required answers: 1 Allowed answers: 1</i>

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The Student Union Memorial Center currently provides many needed food and retail services. Students have indicated a need for additional services or food offerings.

For each potential new food or retail service listed, please indicate if you agree that the following services should be offered at the Union:

Q19 Sushi restaurant
Strongly agree
Agree
Disagree
Strongly disagree
No opinion
<i>Required answers: 1 Allowed answers: 1</i>

Q20 Vegetarian-only restaurant

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1

Allowed answers: 1

Q21 Bakery outlet

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1

Allowed answers: 1

Q22 Drop-off laundry service

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1

Allowed answers: 1

Q23 Nail salon (manicures and pedicures)

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1

Allowed answers: 1

Q24 Greek restaurant

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1

Allowed answers: 1

Q25 Massage

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1

Allowed answers: 1

Q26 Red Box (24-hour DVD rental)

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

Q27 Optical shop

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

Q28 Bicycle repair shop

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

Q29 Flower shop

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

Q30 Drug store/Pharmacy

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

Q31 Cupcake store

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

Q32 Specialty/gourmet ice cream shop

Strongly agree

Agree

Disagree

Strongly disagree

No opinion

Required answers: 1 Allowed answers: 1

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If the following were available at the Student Union, how often would you visit/use it?

Q33 Sushi restaurant

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q19='Strongly agree' OR Q19='Agree'

Q34 Vegetarian-only restaurant

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q20='Strongly agree' OR Q20='Agree'

Q35 Bakery outlet

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q21='Strongly agree' OR Q21='Agree'

Q36 Drop-off laundry service

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q22='Strongly agree' OR Q22='Agree'

Q37 Nail salon (manicures and pedicures)

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q23='Strongly agree' OR Q23='Agree'

Q38 Greek restaurant

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q24='Strongly agree' OR Q24='Agree'

Q39 Massage

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q25='Strongly agree' OR Q25='Agree'

Q40 Red Box (24-hour DVD rental)

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q26='Strongly agree' OR Q26='Agree'

Q41 Optical shop

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q27='Strongly agree' OR Q27='Agree'

Q42 Bicycle repair shop

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q28='Strongly agree' OR Q28='Agree'

Q43 Flower shop

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q29='Strongly agree' OR Q29='Agree'

Q44 Drug store/Pharmacy

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q30='Strongly agree' OR Q30='Agree'

Q45 Cupcake store

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q31='Strongly agree' OR Q31='Agree'

Q46 Specialty/gourmet ice cream shop

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1

Display if Q32='Strongly agree' OR Q32='Agree'

Q47 Are there any service or retail option(s) missing from the Student Union that you consider to be essential or would like to have available?

Yes (please specify all)[*TextBox*]

No

Required answers: 1 Allowed answers: 1

Next Page: Sequential

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Q48 If the essential(s) you specified in the previous question were available at the Student Union, how often would you visit/use it?

Daily

A few times a week

A few times a month

A few times a semester

Required answers: 1 Allowed answers: 1
Display if Q47='Yes (please specify all)'

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Q49 Please indicate which of the following are your favorite food types: (Select your top five)

Hamburgers

Chinese

Pizza

Mexican

Sushi

Greek

Barbeque

Smoothies

Deli sandwiches

Salads

Vegetarian

Italian

Hot Dogs

Soups

Vegan

Middle Eastern

Desserts

Indian

Fried chicken

Thai

Vietnamese

Organic

Other (please specify) [TextBox]

Required answers: 1 Allowed answers: 5

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Q50 In the past month, have you eaten out on University Boulevard?

Yes(Go To Page 8)

No(Go To Page 10)

Required answers: 1 Allowed answers: 1

Next Page: Conditional

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Q51 When you eat out on University Boulevard, which of the following establishments do you go to most often?
(Please select the top three that you most frequent.)

Auld Dubliner Irish Pub

Cafe Paraiso

Chipotle Mexican Grill

The Cereal Boxx

Fat Greek
Frog & Firkin
Fuku Sushi
Gentle Ben's Brewing Co.
Jamba Juice
Jimmy John's
Joel's Bistro
Johnny Rockets
La Salsa Fresh Mexican Grill
No Anchovies
O'Hungry's Restaurant
Oriental Express
Paradise Bakery & Cafe
Pei Wei Asian Diner
Pita Pit
Red Velvet Cupcakery
Saguaro Grill
Saigon Pho
Silver Mine Subs
Sinbad's
Sultan's Palace
Vila Thai Cuisine
Which Wich
<i>Required answers: 1 Allowed answers: 3</i>

Q52 Besides eating on campus or at a restaurant on University Boulevard, where else do you most frequently go to eat out?
[TextBox]
<i>Required answers: 0 Allowed answers: 1</i>

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Q53 Which statement best reflects why you did not visit or use the Student Union Memorial Center in the past month?
Go to the Student Union occasionally, but was not there in the past month
Not aware of the services/activities offered
Don't need to use any of the services
No time
Cost
Locations are inconvenient
Services I might use are not open when I am on campus
Other (please specify)[TextBox]
<i>Required answers: 1 Allowed answers: 1</i>

Q54 What food or retail service could the Student Union offer that would encourage you to visit on a regular basis?
[TextBox]
<i>Required answers: 0 Allowed answers: 1</i>

Q55 When you eat out on University Boulevard, which of the following establishments do you go to most often?
(Please select the top three that you most frequent.)

Auld Dubliner Irish Pub

Cafe Paraiso

Chipotle Mexican Grill

The Cereal Boxx

Fat Greek

Frog & Firkin

Fuku Sushi

Gentle Ben's Brewing Co.

Jamba Juice

Jimmy John's

Joel's Bistro

Johnny Rockets

La Salsa Fresh Mexican Grill

No Anchovies

O'Hungry's Restaurant

Oriental Express

Paradise Bakery & Cafe

Pei Wei Asian Diner

Pita Pit

Red Velvet Cupcakery

Saguaro Grill

Saigon Pho

Silver Mine Subs

Sinbad's

Sultan's Palace

Vila Thai Cuisine

Which Wich

Required answers: 1

Allowed answers: 3

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Q56 Where do you currently live?

Living at home with parents

Residence hall

Greek housing

Off-campus housing

Required answers: 1

Allowed answers: 1

Q57 If you use a meal plan to pay for food, which type of meal plan do you have?

Plus meal plan

Commuter meal plan

Other (please specify)[*TextBox*]

I do not have a meal plan.

Required answers: 1

Allowed answers: 1

Q58 Is it important to you to regularly eat organic foods?

Yes

No

Required answers: 1 Allowed answers: 1

Q59 How often do you read the Arizona Daily Wildcat?

Daily

A few days a week

A few days a month

A few times a semester

Never

Required answers: 1 Allowed answers: 1

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Q60 When you read the Arizona Daily Wildcat, how often do you read the MyPlace section?

Always

Sometimes

Never

Required answers: 1 Allowed answers: 1

Display if NOT Q59='Never '

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Q61 (Optional - used only for statistical purposes)

Sex/gender:

Female

Male

Transgender

Prefer not to respond

Required answers: 0 Allowed answers: 1

Q62 Race/ethnicity:

African American/Black

Asian/Pacific Islander

Hispanic/Latino

Multiracial

Native American/American Indian

White

Other (please specify)[*TextBox*]

Prefer not to respond

Required answers: 0 Allowed answers: 1

Q63 Class status:

Freshman

Sophomore

Junior

Senior

Graduate student

Professional student

Continuing education student

Required answers: 0

Allowed answers: 1

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