

## 2019 Student ViewPOINT Survey

PROGRAMMER: PROGRAMMING NOTES ARE IN BLUE FONT

### Introduction

Dear Student,

You can help improve your school cafeteria food! Your responses to this survey will be used by your school's food service department and cafeteria staff to make positive changes based on your preferences.

### Student Profile

1. Select your school from the drop down list:  
[PRE-POPULATED FROM ENROLLMENT]
2. What grade are you in? [POST SURVEY, IF STUDENT CHECKS 6<sup>th</sup>-8<sup>th</sup> GRADE IN A HIGH SCHOOL, THE ANSWERS ARE IGNORED]
  - ☐ 12th grade
  - ☐ 11th grade
  - ☐ 10th grade
  - ☐ 9th grade
  - ☐ 8th grade
  - ☐ 7th grade
  - ☐ 6th grade

### Behavioral Dining Habits

3. Do you eat school breakfast?
  - ☐ Always
  - ☐ Often
  - ☐ Sometimes
  - ☐ Never
4. Do you eat school lunch?
  - ☐ Always
  - ☐ Often
  - ☐ Sometimes
  - ☐ Never

5. What do you like about school food? (Select up to 2)

[Min 1 - Max 2 selections]

- ☐ Tastes great
- ☐ Is healthy
- ☐ Serving lines move quickly
- ☐ Is affordable
- ☐ Makes my parents happy
- ☐ My friends get food there
- ☐ It's easier than packing food
- ☐ Food looks good
- ☐ Café uses fresh ingredients
- ☐ There's food specials/ new recipes
- ☐ Other (specify)

6. What do you like about food you bring from home? (Select up to 2)

[Min 1 - Max 2 selections]

- ☐ Tastes better than cafeteria food
- ☐ Is healthier than cafeteria food
- ☐ It's easy to prepare
- ☐ I don't have to wait in long lines
- ☐ Saves me money
- ☐ Makes my parents happy
- ☐ My friends bring food from home too
- ☐ It's easier because someone else packs my food for me
- ☐ I can bring my favorite foods from home
- ☐ I don't like the food choices in the cafeteria
- ☐ I follow a special diet (ex. food allergies)
- ☐ Other (specify)

7. What are the top reasons you skip a meal? (Select up to 2)

[Min 1 - Max 2 selections]

- ☐ I am not hungry
- ☐ I don't like the cafeteria menu choices
- ☐ I do not have enough money to buy school food
- ☐ I prefer to eat at home
- ☐ Not enough time/ too busy with other activities/ class
- ☐ The cafeteria does not serve healthy/fresh food options
- ☐ Talking to my friends is more important to me
- ☐ Lack of environmentally friendly options
- ☐ I follow a special diet (ex. food allergies)
- ☐ Other (please specify)
- ☐ None of the above – I don't skip a meal

8. When you're deciding if you want to eat school food, how important are the following? How would you rate each?

<ul style="list-style-type: none"> <li>• Taste of food</li> <li>• Menu variety</li> <li>• Fresh food items/ingredients</li> <li>• Healthy food options</li> <li>• Food that looks good (on serving line)</li> <li>• Customizable/ "build your own" options</li> <li>• Friendly cafeteria staff</li> <li>• Shorter lines</li> <li>• Cost of lunch</li> <li>• Fun place to eat/socialize</li> <li>• Clean cafeteria</li> </ul>	<p>[Dropdown for each]</p> <p>5 = Very Important 4 = Important 3 = Somewhat Important 2 = Not Very Important 1 = Not Important At All</p>	<p>[Dropdown for each]</p> <p>5 = Excellent 4 = Very Good 3 = Average 2 = Fair 1 = Poor</p>
--	---	---

9. Think about your school cafeteria and rate it any number from 0 to 10, where 0 is the worst cafeteria possible and 10 is the best cafeteria possible.

[Dropdown: 0 – Worst Cafeteria Possible; 10 – Best Cafeteria Possible]

10. Think about the promotions listed below. Which 2 would you participate in?

[Min 1 - Max 2 selections]

- ☐ Food specials (ex. introducing new recipes/ flavors)
- ☐ Promotions tied to social media (ex. give-away for liking Facebook page)
- ☐ Interactive/ hands-on promotions (ex. chef demonstration at school event)
- ☐ Promotions with food incentives (ex. free snack/food item with lunch)
- ☐ Special prizes (ex. gift card, free music download, electronics)
- ☐ Frequent diner program (ex. earn points on frequent purchase, get a free meal)
- ☐ Meal plan option
- ☐ Free samples of menu items (offered for anyone to try)
- ☐ Special event or holiday recipes/ promotions
- ☐ Doesn't make a difference; don't care

11. What do you do while waiting in line? Select up to 2.

[Min 1 - Max 2 selections]

- ☐ Talk to friend next to me
- ☐ Look at the food on the line being offered
- ☐ Grab a free sample available nearby
- ☐ Read the menu
- ☐ Talk to/ say hi to a staff member
- ☐ Look at a special promotion that's available
- ☐ Read poster(s) on the countertop/ visible from line
- ☐ Look around the café seating area
- ☐ Look on my phone
- ☐ Other (please specify)

12. How likely are you to try a food that you have never eaten before?

- ☐ Very Likely
- ☐ Likely
- ☐ Somewhat Likely
- ☐ Not Likely
- ☐ Not At All Likely

13. What are your thoughts on your school cafeteria?

[Dropdown: Strongly Agree, Agree, Somewhat Agree, Disagree, Strongly Disagree]

- ☐ It's too loud/ too many students
- ☐ Staff is nice/ helpful
- ☐ Food looks good
- ☐ Serving lines are too long
- ☐ Serving lines look organized/ clean
- ☐ Food is labeled
- ☐ Portion size is filling
- ☐ Not enough serving lines/ food stations
- ☐ There should be grab-n-go options
- ☐ Some food should be served outside of the cafeteria
- ☐ Not enough time to eat
- ☐ Food should be allowed in the classroom

14. What matters to you most about food?

- ☐ Healthy choices
- ☐ Filling portion size
- ☐ Familiar taste
- ☐ Looks and tastes like restaurant food
- ☐ Looks and tastes like food I eat at home

15. What does "healthy food" mean to you? (Select up to 2)

[Min 1 - Max 2 selections]

- ☐ Locally grown
- ☐ Prepared fresh
- ☐ Fresh fruits and vegetables
- ☐ Organic foods
- ☐ Sustainable sourcing
- ☐ Natural ingredients
- ☐ Hormone and antibiotic free
- ☐ Low and non-fat dairy options
- ☐ Rich in fiber
- ☐ Whole grains
- ☐ Reduced fat, salt, and sugars
- ☐ Lean beef, chicken, fish, and/or vegetarian options
- ☐ Minimally-processed foods
- ☐ No artificial sweeteners / ingredients
- ☐ Other, please specify \_\_\_\_\_

16. At which times during the day do you eat? (Select all that apply)

[All that apply]

- ☐ Morning (6am – 10am)
- ☐ Mid-morning (10am – 12pm)
- ☐ Afternoon (12pm – 3pm)
- ☐ Mid-Afternoon (3pm – 5pm)
- ☐ Evening (5pm – 9pm)
- ☐ Late-night (9pm – 12pm)

17. How would you like to receive cafeteria dining information? (Select up to 2)

[Min 1 - Max 2 selections]

- ☐ Posted on the school website
- ☐ Posted on a food service app I can download
- ☐ Emailed to my parents (i.e. school news, menu)
- ☐ Emailed to me (school email)
- ☐ Sent home as a paper copy
- ☐ Communicated by café staff
- ☐ I don't need to see the school cafeteria menu/ dining information
- ☐ Other (please specify)

18. How much do you agree with the following:

[Dropdown: Strongly Agree, Agree, Somewhat Agree, Disagree, Strongly Disagree]

- ☐ I like to eat the same meal every day
- ☐ I prepare or buy the same meal every day
- ☐ I like to change what I eat a few times a week
- ☐ I try new menu items/ something I haven't had before