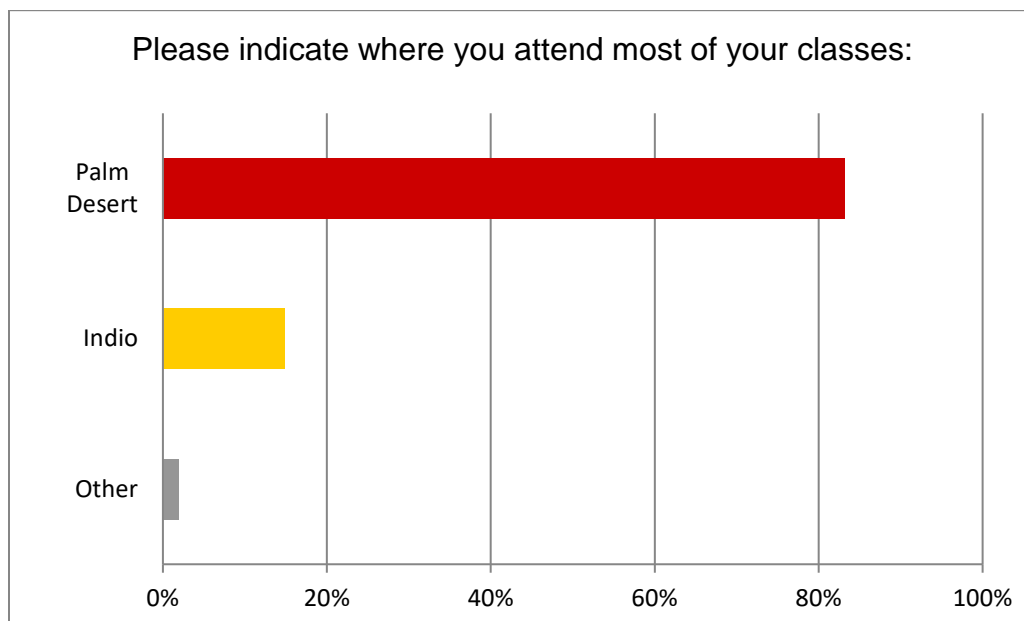


Food and Beverage Survey, Spring 2018

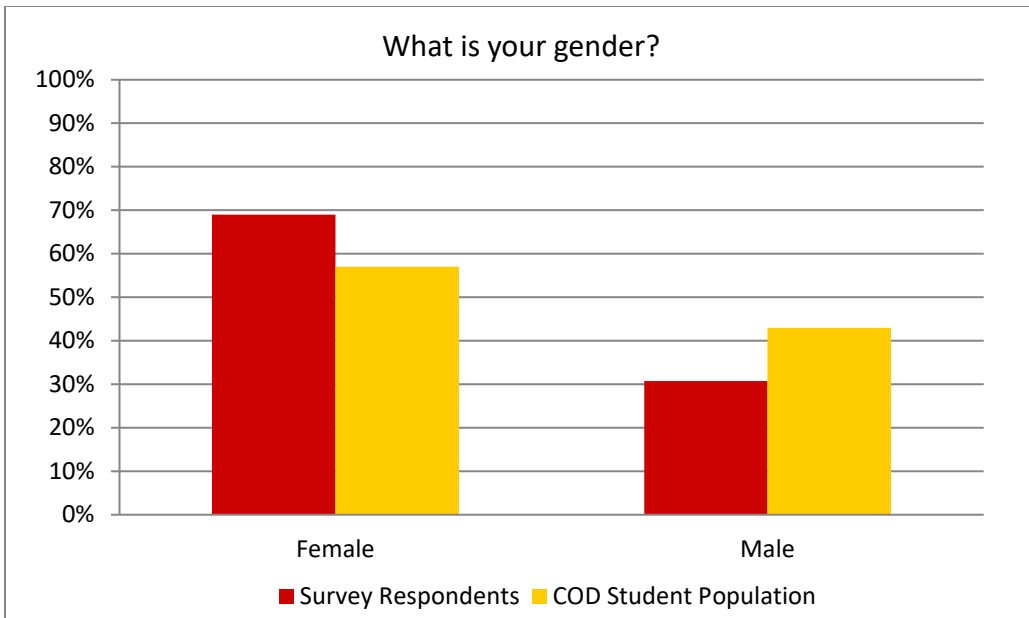
Emila Rahimic, MS
September 14, 2018

The Food and Beverage Survey, was conducted in spring 2018 semester among COD students to assess the food and beverage services at different COD class locations. A total of 356 students responded to the survey.

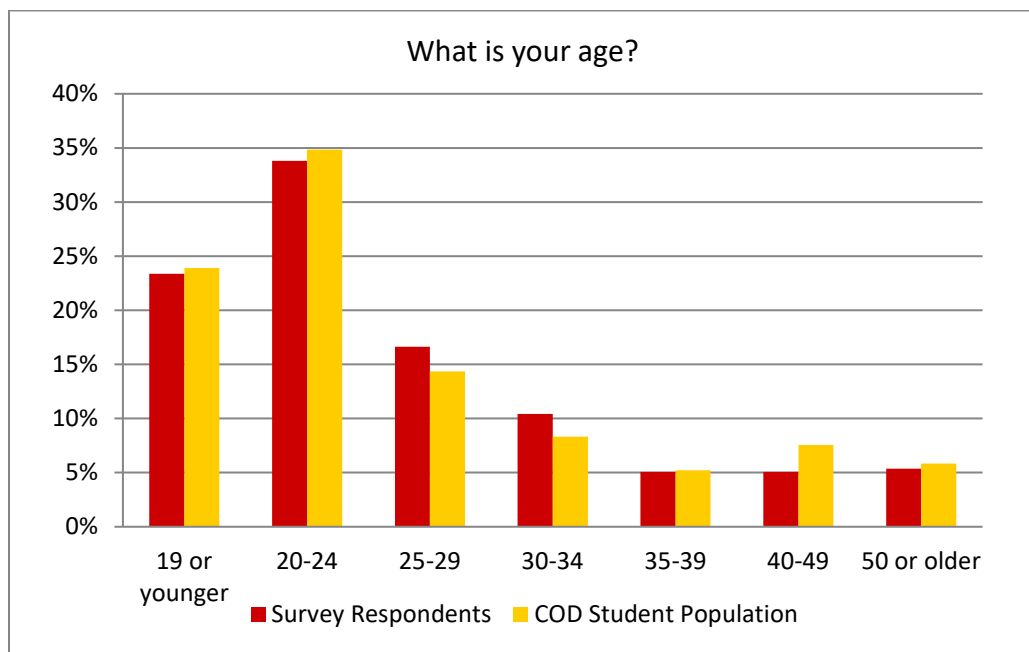
The majority of students who participated in the survey (83.2%) indicated that they attend most of their classes at Palm Desert location, while 14.9% students indicated that they attend most of their classes at Indio location. Only 2.0% of students indicated that they attend the most of their classes at Palm Springs location, Desert Hot Springs location or online. No students indicated that they attend the most of their classes at Mecca/Thermal location.



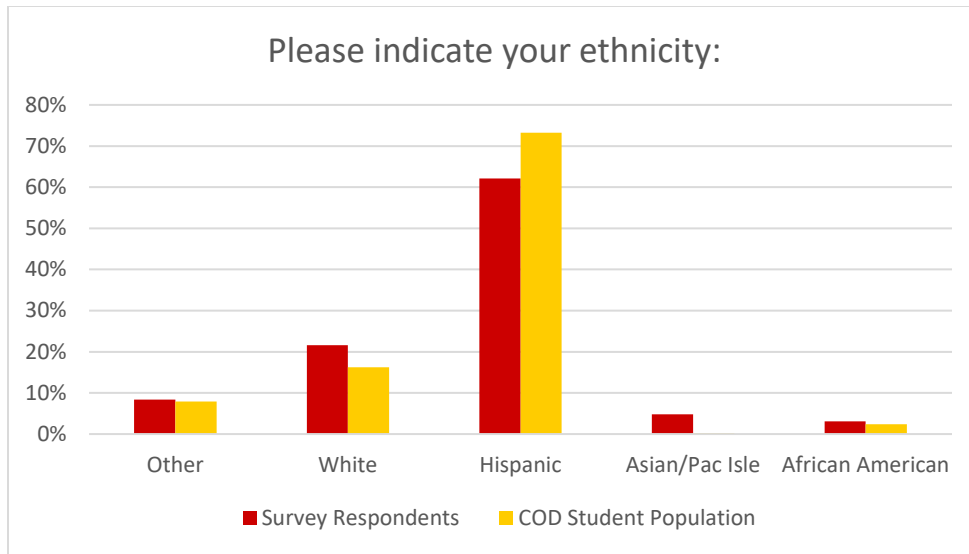
The majority of the survey respondents were female (69.0%). Compared to the COD student population in spring 2018 semester, female students were overrepresented among the survey respondents, while the male students were underrepresented among the survey respondents.



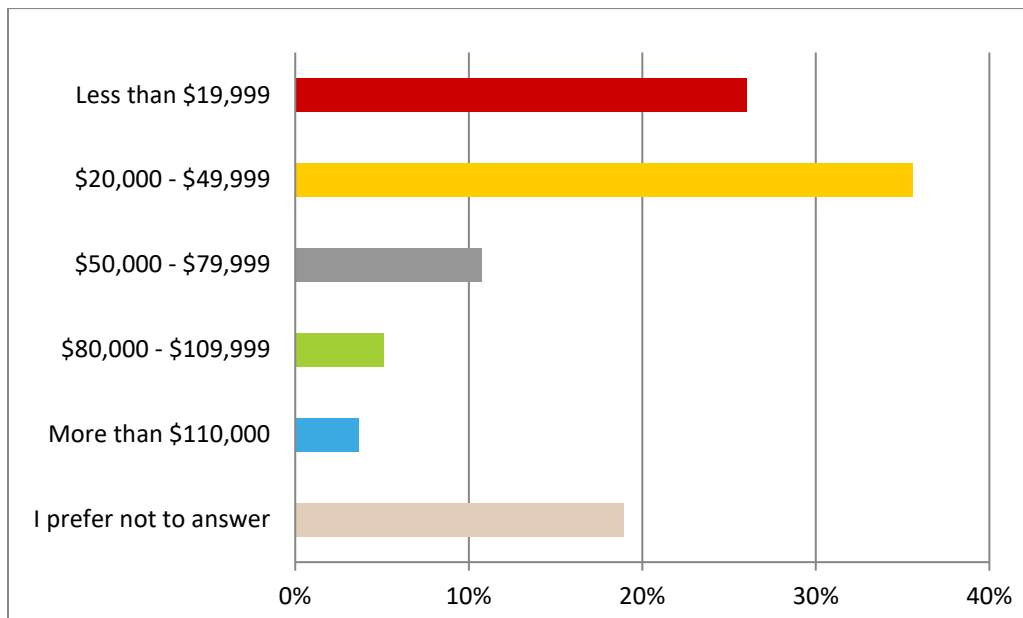
Almost three fourths of the survey respondents (73.8%) were under 30 years of age, which matches the COD student population under 30 years of age in spring 2018 semester (73.1%).



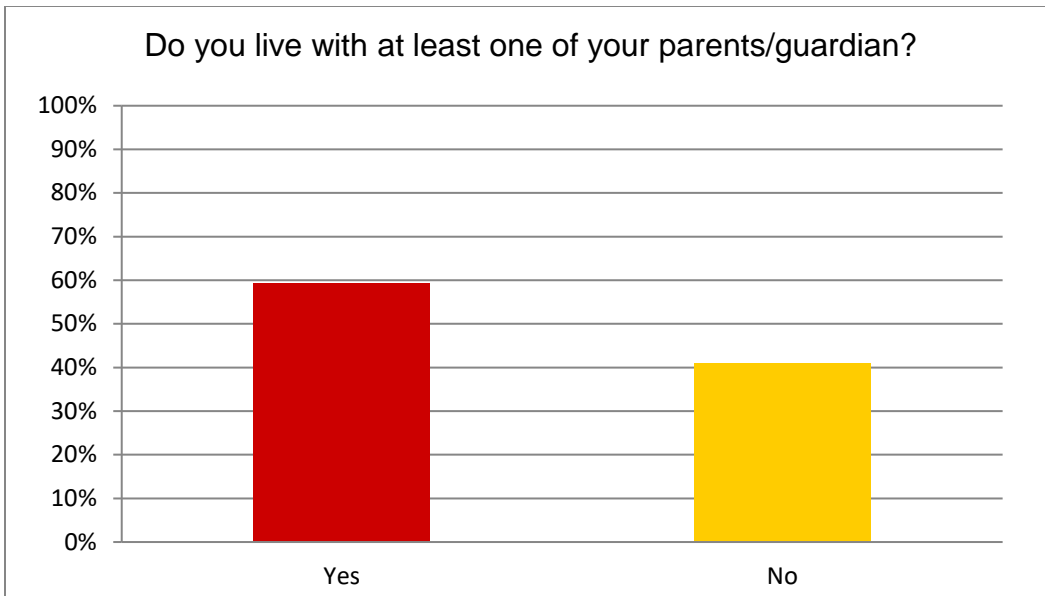
The majority of the survey respondents were Hispanic (62.1%). Compared to the COD student population in spring 2018 semester, Hispanic students were underrepresented among the survey respondents (73.4% vs. 62.1%), while White students of the survey respondents were overrepresented (16.2% vs. 21.6%).



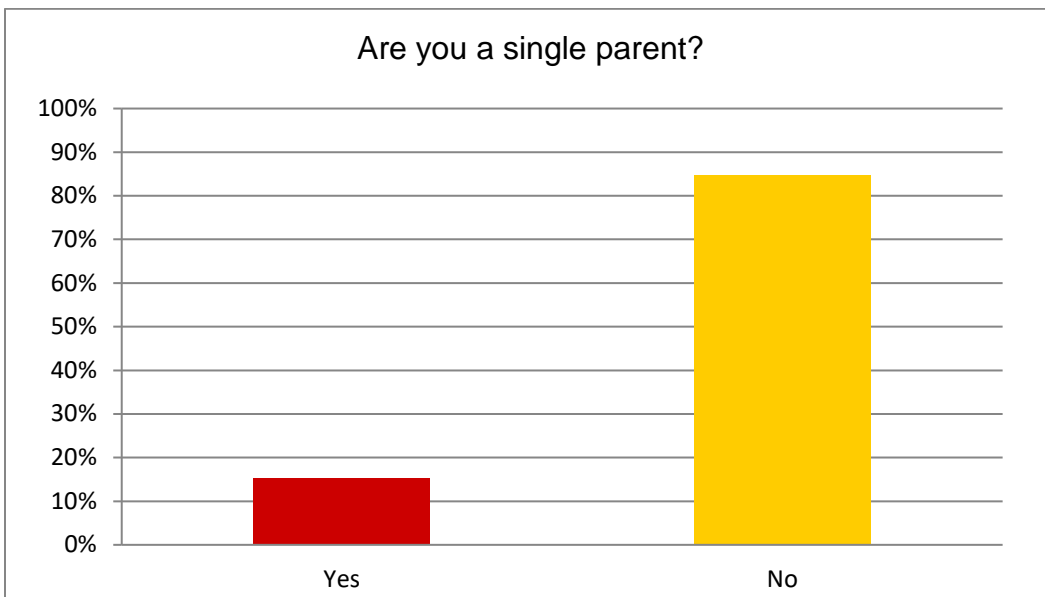
One quarter of the respondents (26.0%) indicated that their total annual income from all sources was under \$20,000 while a third (35.6%) indicated an annual income between \$20,000 and \$49,999. Almost one of five survey respondents preferred not to answer this question (18.9%).



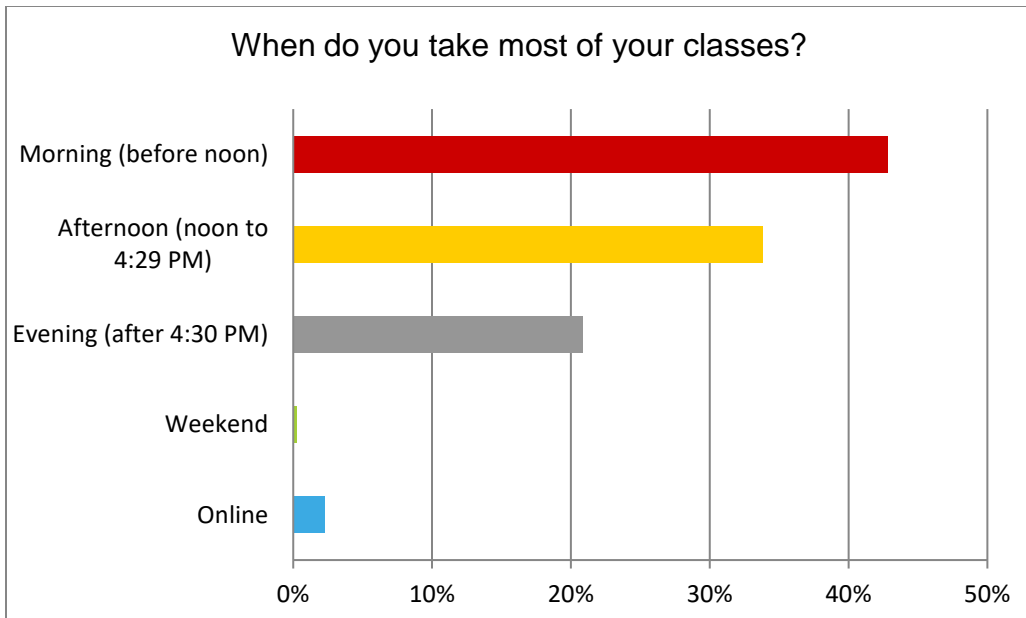
More than a half of the survey respondents (59.2%), indicated that they live with at least one parent or guardian.



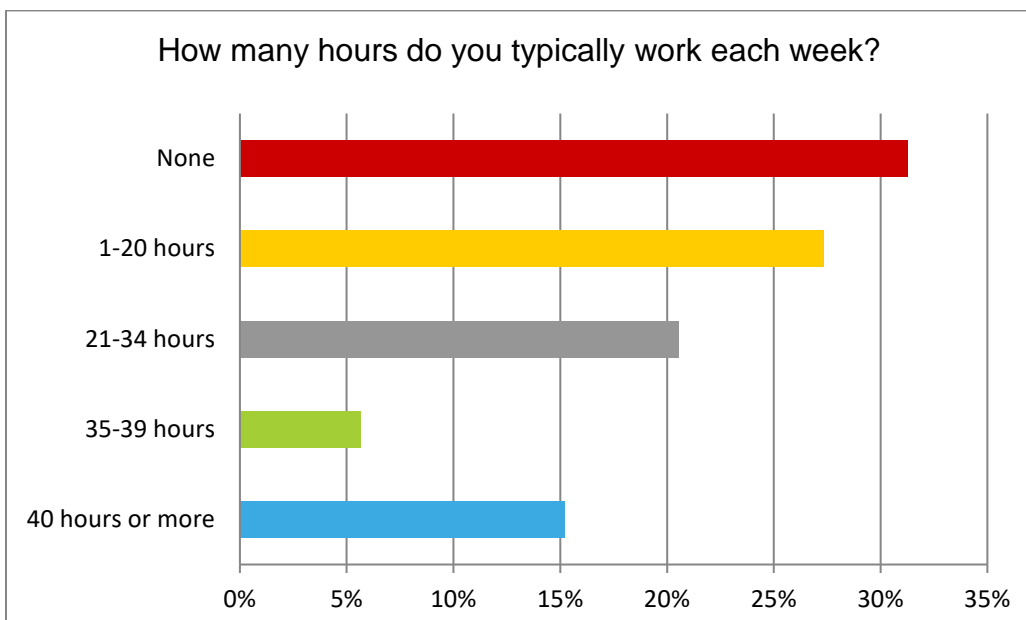
Less than 20% of survey respondents indicated that they were a single parent.



Three fourths of the survey respondents (76.6%) indicated that they take most of their classes during the day (morning and afternoon before 4:30 p.m.).

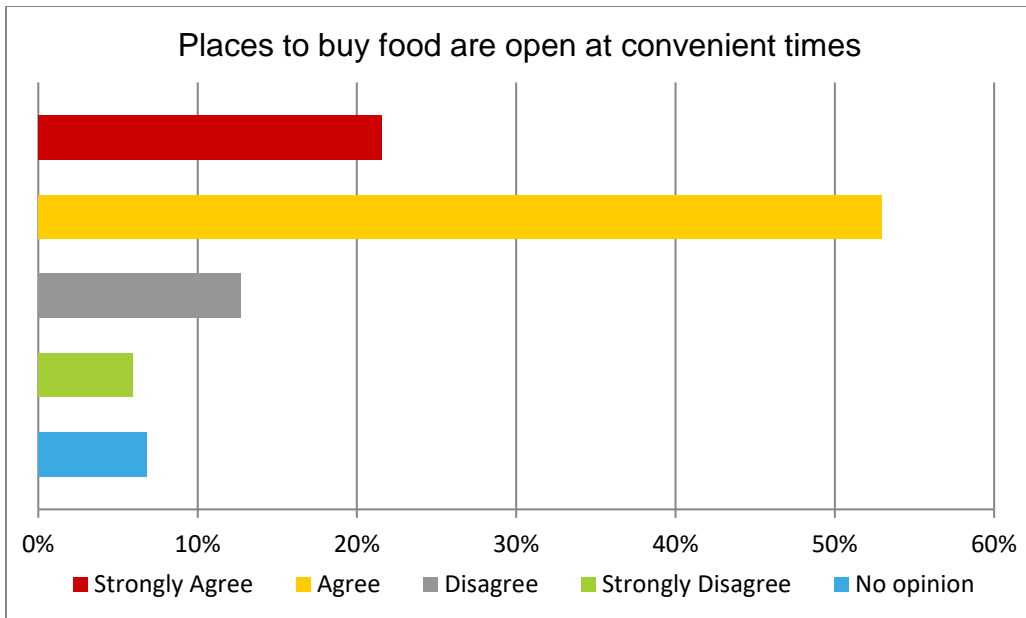


Among the survey respondents, a third (31.3%) indicated that they do not work. Of the respondents that work, almost a third (30.3%) work more than 35 hours each week.

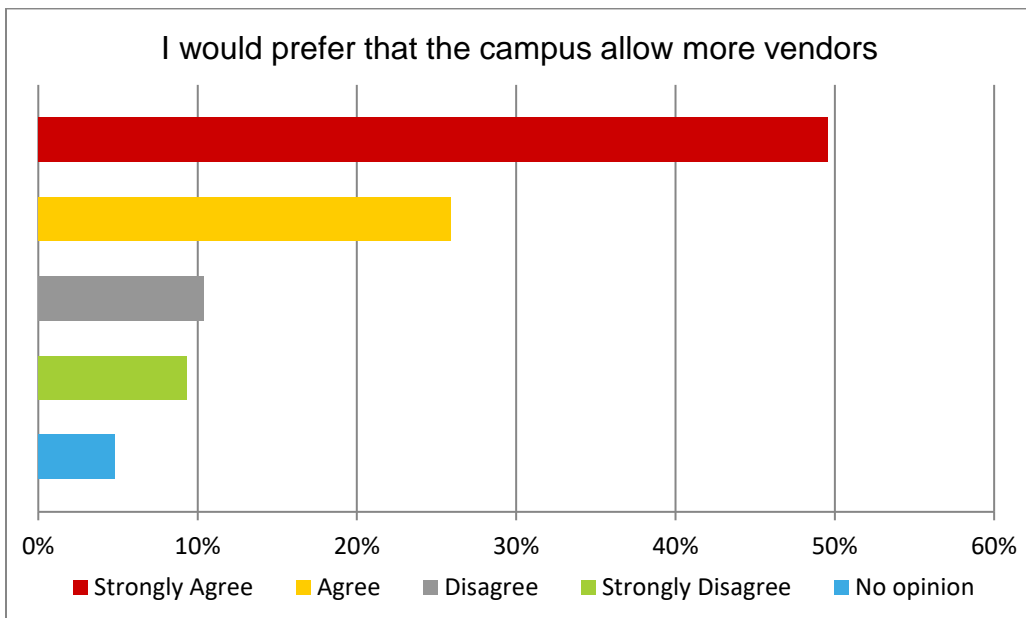


Three fourths of the survey respondents (74.5%) agreed¹ that the places to buy food were open at convenient times.

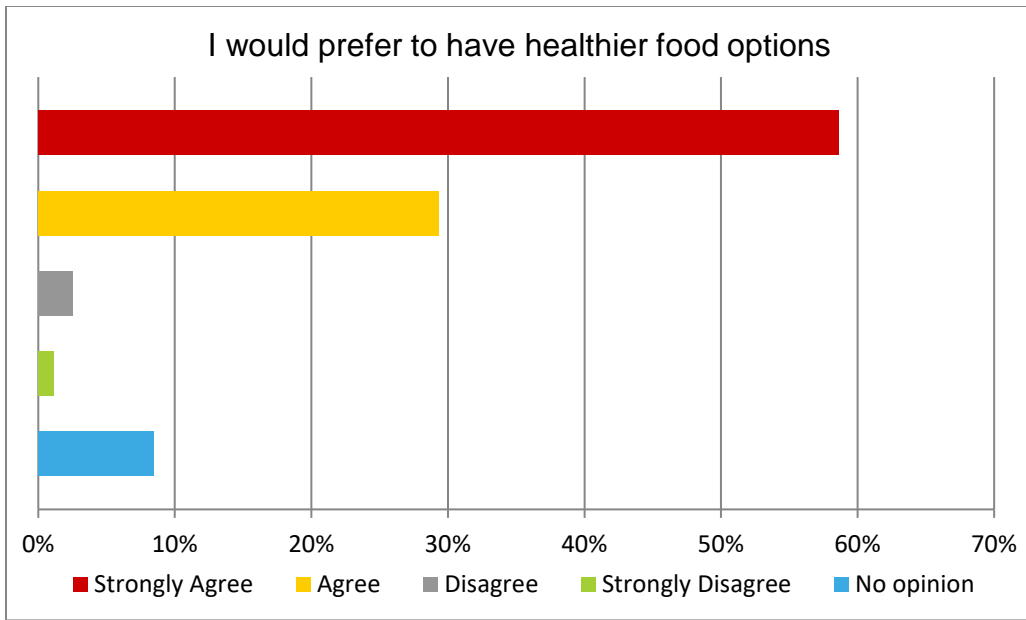
¹ Strongly Agree and Agree are combined and referenced as agree throughout this report. Strongly Disagree and Disagree are also combined.



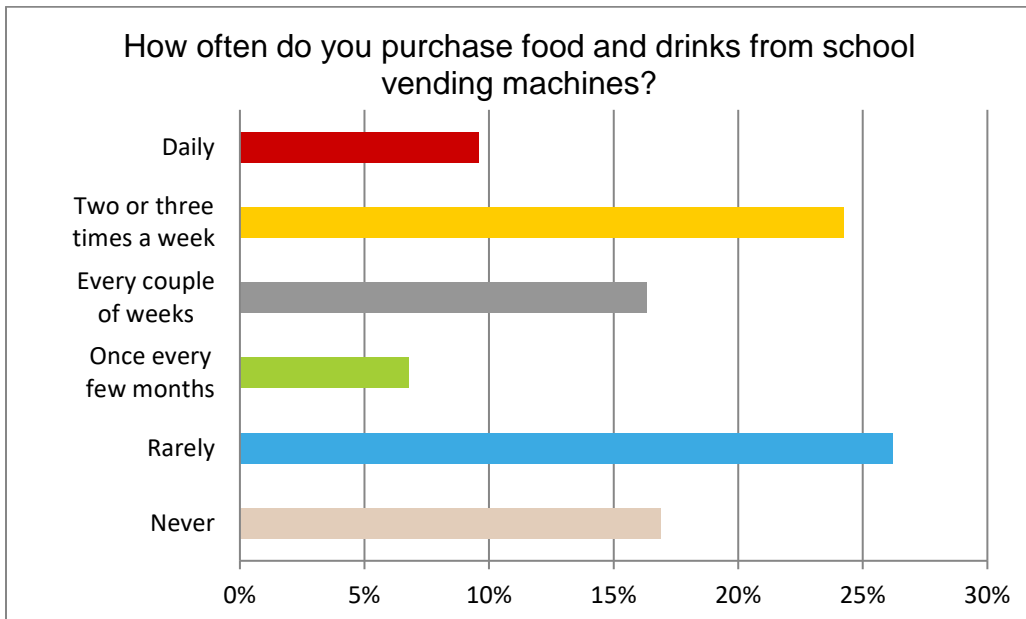
Three fourths of the survey respondents (75.5%) indicated agreement to allow more vendors at campus locations.



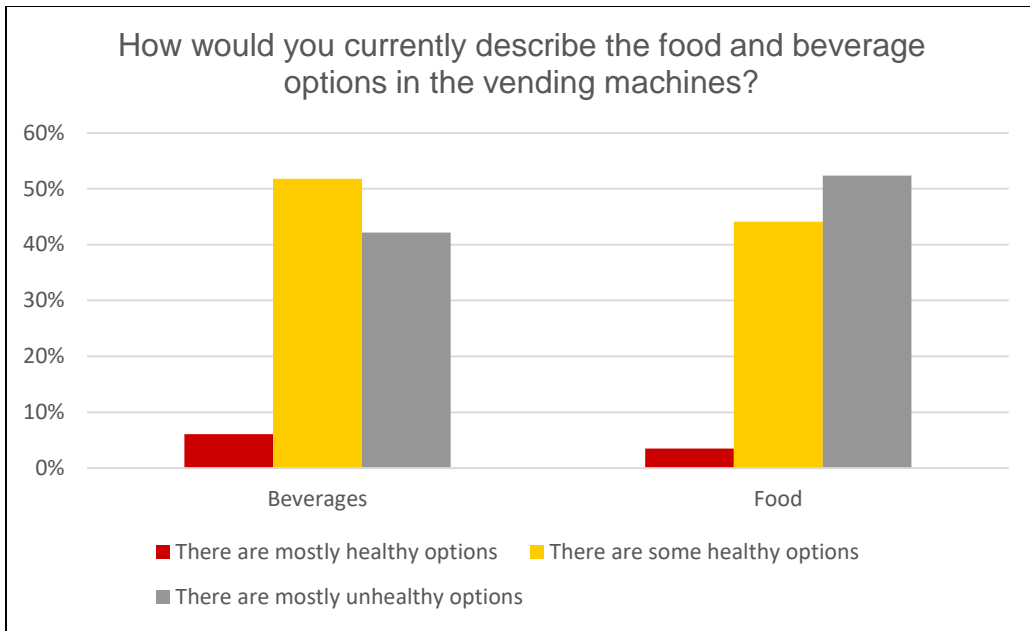
The majority of the survey respondents (87.9%) indicated agreement to have healthier food options.



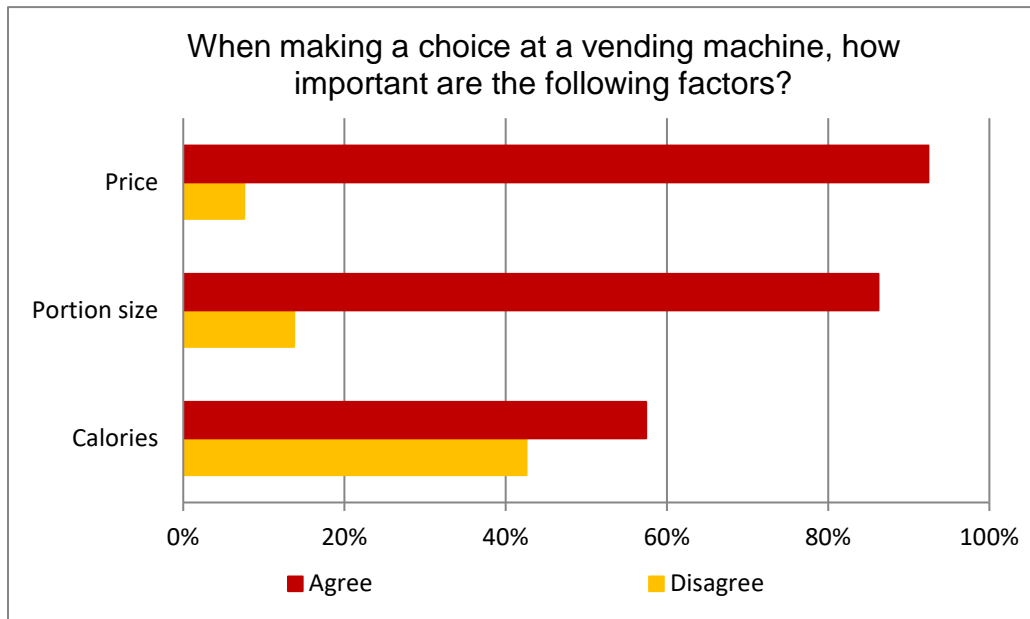
About one third of the survey respondents (33.8%) indicated that they purchase food and drinks from school vending machines daily or at least two or three times a week. Almost half (43.1%) of the survey respondents indicated that they never or rarely purchase food and drinks from school vending machines.



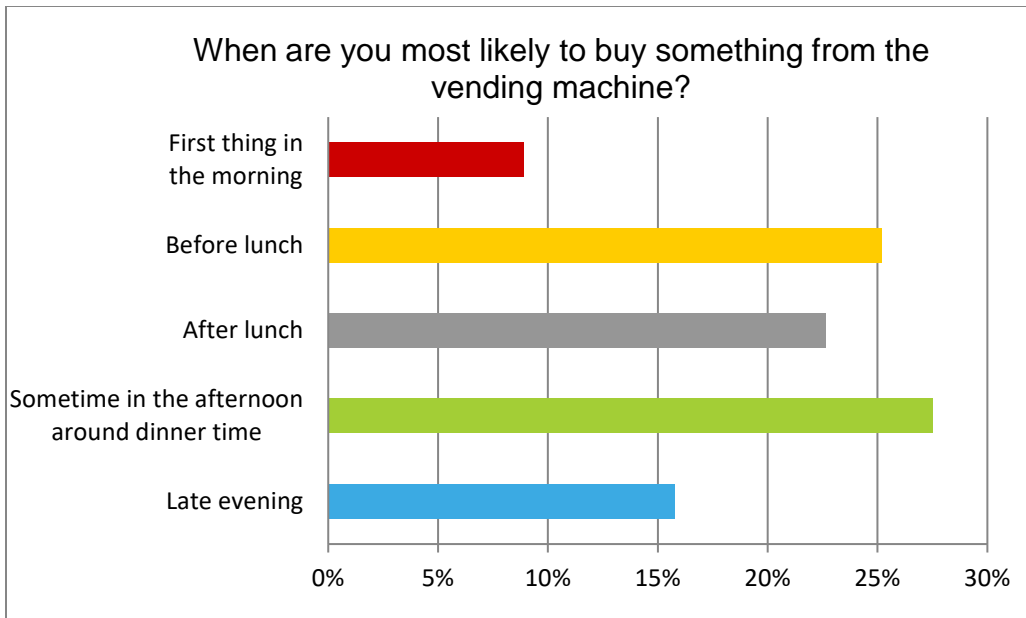
Among survey respondents who purchase food and beverage items from vending machines, over half of respondents (57.9%) indicated that there are mostly or some healthy beverage options in the vending machines, but more than half (52.3%) indicated that there are mostly unhealthy food options in the vending machines.



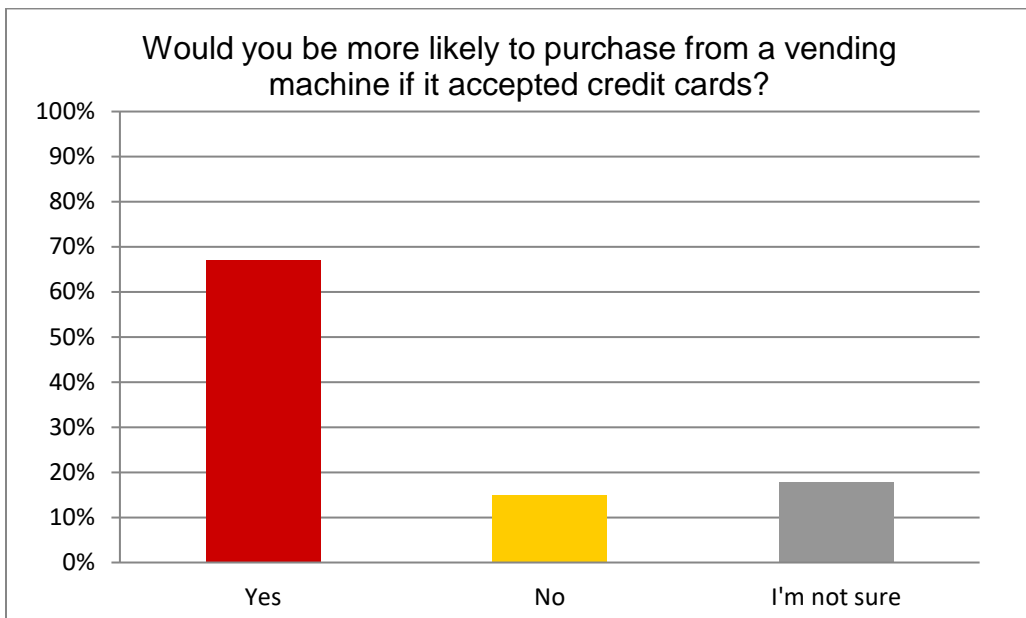
Among survey respondents who buy items from vending machines, most respondents agreed that price (92.4%) and portion size (86.2%) is an important factors when making a choice at a vending machine, while calories were less of a factor (57.4%).



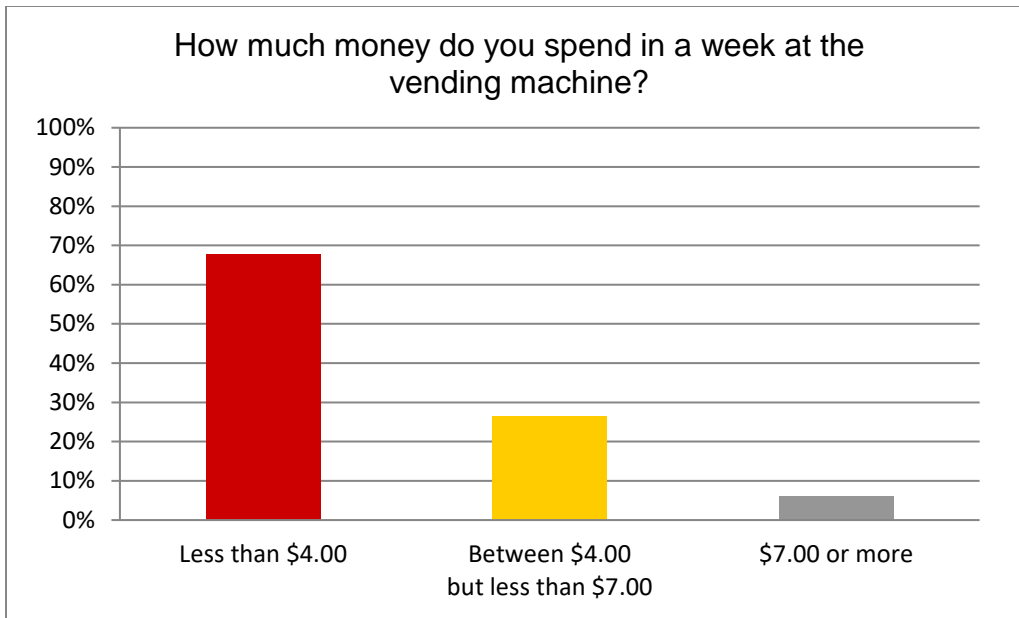
Respondents indicated that they purchased from a vending machine around lunch time and around dinner time.



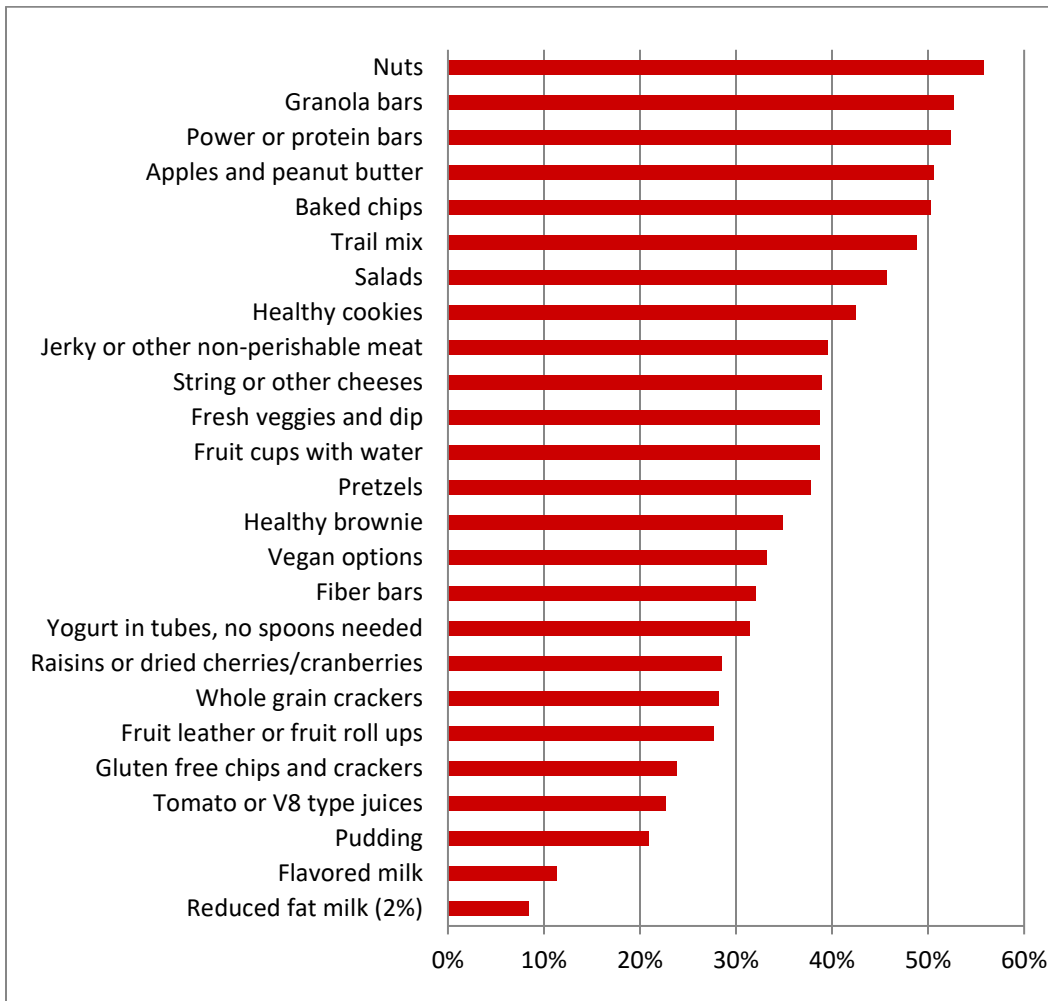
The majority of the survey respondents (67.1%), indicated that they would be more likely to purchase from a vending machine if it accepted credit cards.



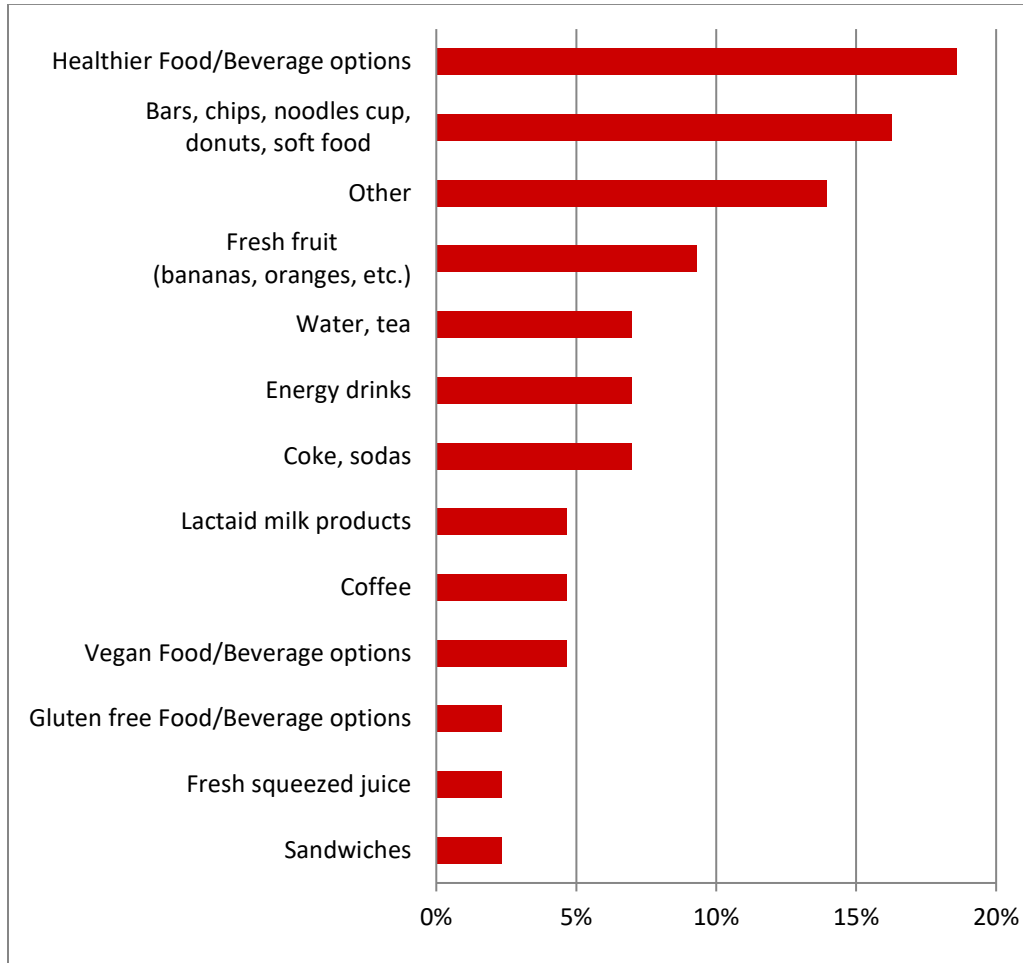
Two thirds of the survey respondents (67.7%) spend less than \$4.00 a week at a vending machine.



The top items that survey respondents indicated they would like to see available in vending machines are nuts, granola bars, power or protein bars, and apples and peanut butter. The items that survey respondents indicated they would not like available in vending machines are pudding, flavored milk, and reduced fat milk (2%).



The following chart shows comments regarding what items respondents would like to see in vending machines.



Most of the survey respondents (77.1%) indicated that the vending machines are conveniently located.

