

CAMPUS DINING REPORT:

WHAT DO HIGHER ED STUDENTS WANT FROM YOUR DINING PROGRAM?

WE ASKED. THEY ANSWERED.

Wondering how to improve food service for students on your campus? We have answers—directly from 131,518 students—on everything from healthy food attitudes to meal plan performance to sustainability concerns. Use this unique insight to deliver more satisfying student dining experiences on your campus.



DINING EXPERIENCES

Measures 17 attributes that comprise students' campus dining experiences.

Students' top four attributes of a great campus dining experience...



Cleanliness



Freshness



Quality

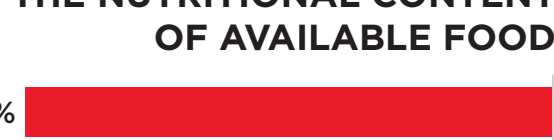


Convenience

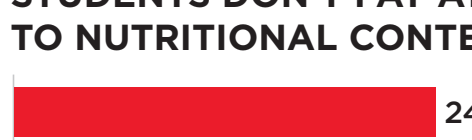
STUDENT ATTRIBUTES & PERCEPTIONS

Measures how students feel about food and what they want.

STUDENTS ARE PARTICULAR ABOUT THE FOOD THEY EAT



STUDENTS ARE NOT SUPER PICKY



STUDENTS WANT TO BE ABLE TO SEE THE NUTRITIONAL CONTENT OF AVAILABLE FOOD



STUDENTS DON'T PAY ATTENTION TO NUTRITIONAL CONTENT



VS

STUDENTS LIKE GOING TO FAST FOOD RESTAURANTS



STUDENTS AVOID FAST FOOD RESTAURANTS IF AT ALL POSSIBLE



STUDENTS ARE OK WITH SPENDING EXTRA MONEY TO GET EXACTLY WHAT THEY WANT TO EAT



STUDENTS COMPROMISE WHAT THEY WANT TO EAT TO SAVE MONEY

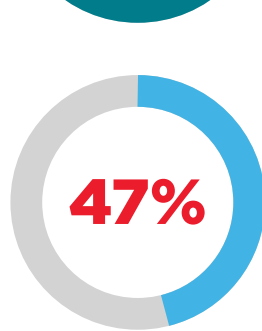


■ SOMEWHAT AGREE ■ STRONGLY AGREE

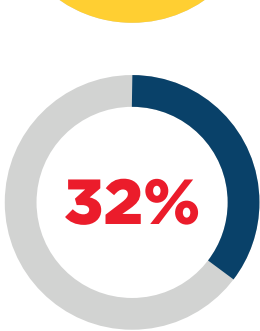
LIFE ON CAMPUS

Measures students' campus dining decisions.

When it comes to life on campus...



It's important to have options when deciding where to eat



Healthy eating is an important part of students' lives



Price is the most important factor when deciding what to eat

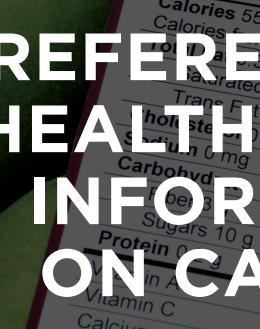


Students prefer to eat in a more social atmosphere with lots of activity and interaction

HEALTH, WELLNESS & NUTRITION

Measures students' interest in making healthy food choices.

When evaluating meal healthfulness, students value...



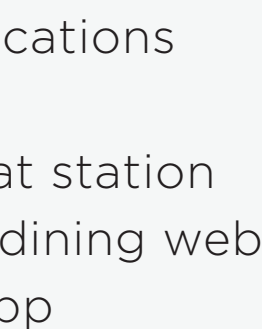
Nutrition



Quality



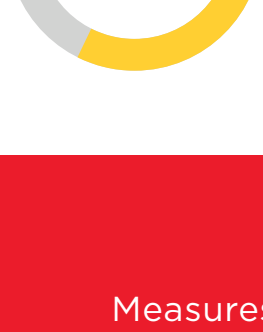
Freshness of Ingredients



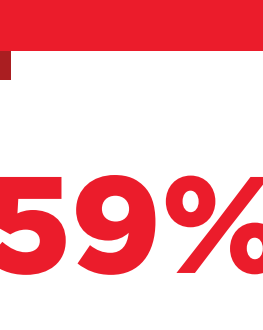
How It's Cooked

PREFERENCES FOR HEALTHY EATING INFORMATION ON CAMPUS...

- 51% ...Dining locations
- 47% ...Menus
- 33% ...By item at station
- 22% ...Campus dining website
- 18% ...Mobile app



say the campus dining service does an "excellent" or "good" job of encouraging them to make healthy meal choices.



would choose to eat on campus **more frequently** if a broader selection of healthy items was available.

SUSTAINABILITY

Measures students' interest in and concern for environmental issues.

59%

Recycling is students' greatest environmental concern—more than surplus food donation, reusable products, energy conservation and water conservation.

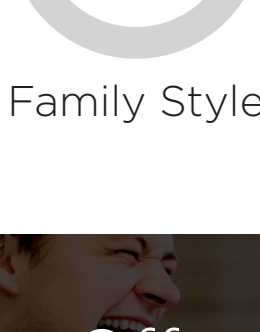
SUSTAINABILITY ENGAGEMENT STATUS...

- 8% ...Activist
- 32% ...Advocate
- 37% ...Follower
- 21% ...Not interested
- 1% ...Opposed

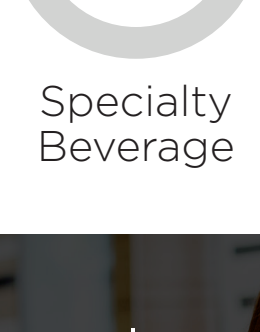
U.S. RETAIL

Measures students' off-campus dining purchases.

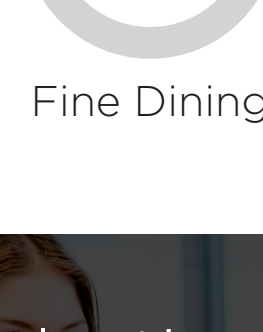
Most recent off-campus meal was at...



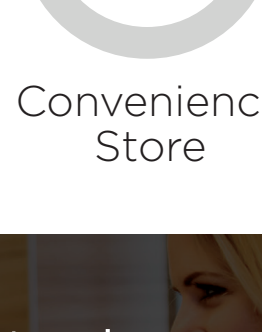
Fast-Casual



Fast-Food



Casual Dining



Grocery



Family Style



Specialty Beverage



Fine Dining



Convenience Store

Off-campus lunch selection criteria...

46%

Convenience

40%

Cost

35%

Quality

RESTAURANTS STUDENTS WOULD LIKE ON CAMPUS...

- 68% ...Mexican
- 68% ...Italian
- 37% ...Sub & Sandwich Shops

SOCIAL MEDIA & CONSUMER ENGAGEMENT

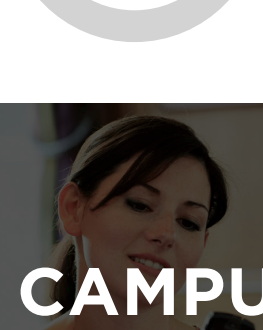
Measures social media's impact on dining services.

\$27.66

WEEKLY ON-CAMPUS SPEND OF STUDENTS **ENGAGED** WITH CAMPUS DINING SOCIAL MEDIA

\$6.67 more than students who are not engaged!

Social media participation's influence on campus dining recommendations...



Extremely likely — If engaged with the dining service over social media



Not likely — If not engaged with dining services over social media

CAMPUS DINING COMMUNICATION PREFERENCES...

- 38% ...Email
- 32% ...Social media
- 13% ...Campus dining website
- 12% ...Friends and peers
- 5% ...Print
- 1% ...Parents

ARAMARK KEEPS ITS FINGER ON THE PULSE OF STUDENT ON-CAMPUS DINING PREFERENCES.

Thanks to the annual DiningStyles Fall 2016 Survey, more higher ed schools are delivering successful on-campus dining programs to their students.

Contact us to learn how you can create a dining program on your campus that will give students what they crave.

CONTACT US