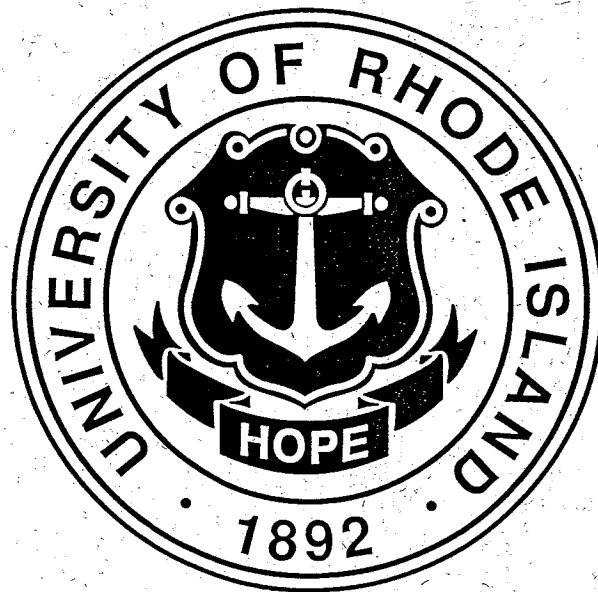


The University of Rhode Island

Robert L. Carothers, Ph.D., President

Ram's Den Survey

July 1997, Vol. 7(7), No. 3



SQOLAS

Student Quality of Life and Satisfaction

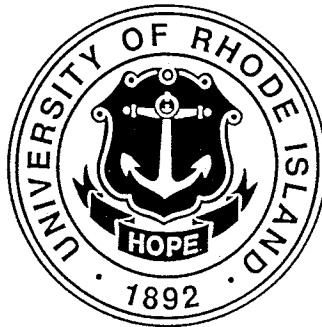
The Division of Student Affairs
University of Rhode Island
Kingston, Rhode Island
02881

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Dining Halls Survey

Kathleen B. Gianquitti, Trish Abdullah, and William B. Disch

The University of Rhode Island

Executive Summary

The primary purpose of this study was to assess the responses of 256 University of Rhode Island faculty, staff, and student commuter ratings of customer service and satisfaction survey items concerning the Ram's Den and America's Cup Room dining facilities. The goal of the study was to enable Dining Services to expand upon and improve overall and specific operations of the dining facilities, including assessment of the results of changes, and assessment of pending changes, especially regarding menu selection and overall food presentation and service.

Overall, 56 faculty (22%), 168 staff (65%), and 32 commuters (13%) rated cleanliness, menu variety, value, and speed of service as the most important dining considerations. See Table 2. These were followed by low fat options, appearance of food, portion size, noise level, and seating arrangements. Specifically, faculty ranked menu variety, cleanliness, and speed of service; staff ranked cleanliness, menu variety, and value; and commuters ranked value, menu variety, and cleanliness as the three most important dining considerations.

Overall, 58% of participants stated having eaten at the Ram's Den in the past few weeks and 37% indicated having eaten at the America's Cup Room. Commuters ate significantly more often at the Ram's Den (72%) and significantly less often at the America's Cup Room (9%). See Table 3.

Overall, when asked where they ate most often if not at the Ram's Den or America's Cup room, 44% of participants indicated eating in their office, 17% at an off-campus restaurant, 9% at an on-campus restaurant, 5% at home, and 2% indicated that they bought snacks. Specifically, 36% of faculty, 53% of

staff and 9% of commuters indicated eating in offices and 23% of faculty, 14% of staff, and 25% of commuters indicated eating at off-campus restaurants. See Table 3.

Twenty percent of faculty, 23% of staff, and 72% of commuters stated that they knew about being able to deposit funds into a Ram Account to use in the Ram's Den and America's Cup Room. Additionally, 55% of faculty, 48% of staff, and 25% of commuters indicated being familiar with the America's Cup Room Express Lunch Meal (soup and ½ sandwich). See Table 3.

Concerning delivery service from the Ram's Den, 20% of faculty, 46% of staff, and 19% of commuters indicated they would use a delivery service if available. Overall, and using means, participants stated they would pay \$.67 for delivery service. Faculty stated they would pay \$.65, staff indicated \$.72, and commuters indicated \$.42. The overall median amount participants stated they would pay for delivery service was \$1.00. See Table 4.

Overall, 57% of participants indicated being aware of the Ram's Den providing reduced calorie, fat-free, and low fat menu selections. Thirty-six percent of faculty, 45% of staff, and 28% of commuters stated that the variety of low-fat selections was sufficient. See Table 4. Twenty percent of faculty, 35% of staff, and 44% of commuters indicated they were aware of the Weight Watchers Entrees currently being served at the Ram's Den. Additionally, 7% percent of faculty, 13% of staff, and 28% of commuters indicated that they follow some sort of vegetarian diet. Partial meatless was the most common type of vegetarian diet. Staff indicated that a sufficient variety of vegetarian entrees were available whereas faculty and commuters indicated that a sufficient variety of vegetarian entrees were not available. See Table 5.

When asked to choose which of several eating establishments were their favorites, overall, participants indicated Boston Market (42%), Subway (36%), Walt's Roast Beef (29%), Taco Bell (28%), Kentucky Fried Chicken (28%), and Pizza Hut (25%). The top two preferences for faculty were Boston Market (39%) and Subway (36%), for staff: Boston Market (44%) and Walt's Roast Beef (33%), and for commuters: Subway (53%) and Pizza Hut (47%). See Table 6.

The survey was administered in April of 1997. Approximately 3,100 surveys were mailed to faculty, staff, and commuters. Surveys returned within two weeks were used in the analysis. Initially, 267 surveys were returned. Eleven surveys were discarded because of random and multiple responding and other dubious issues found using various statistical data screening procedures, leaving 256 actual participants used in the analysis. The data were analyzed using the SPSS (Statistical Package for the Social Services - version 7.5 for Windows) computer program. The group breakdowns were: overall ($N = 256$), Faculty ($n = 56$), Staff ($n = 168$), and Commuters ($n = 32$).

Table 1

Ram's Den and America's Cup Room Survey

The following survey is designed to enable Dining Services to expand upon and improve the operation of the Ram's Den and America's Cup Room. Your accurate and complete responses will be very helpful in obtaining this goal. Thank you for your cooperation!

Please rank the following items from 1 to 10 as to how IMPORTANT they are to you, with 1 being the MOST IMPORTANT.

menu variety	_____	speed of service	_____
low fat options	_____	noise level	_____
portion size	_____	seating arrangement	_____
value	_____	cleanliness	_____
appearance of food	_____	other (specify)	_____

Please fill in the blanks where applicable or circle items that apply. Please respond to all items.

1. Are you ... Faculty Staff Commuter
2. Have you eaten at the Ram's Den in the last few weeks? yes no
3. If yes, how many times per week? _____
4. Have you eaten at the America's Cup Room in the last few weeks? yes no
5. If yes, how many times per week? _____
6. If you do not eat at the Ram's Den or America's Cup Room where do you eat most often?

office	off-campus restaurant	buy snacks
on-campus restaurant (other than the America's Cup Room)	home	
7. What's your favorite luncheon restaurant outside the URI area? _____
8. Are you aware that Faculty, Staff, and Commuters can deposit funds in a Ram Account to use in the Ram's Den and America's Cup Room? yes no
9. Did you know that the America's Cup Room has an Express Lunch Meal (soup and 1/2 sandwich)? yes no
10. If the Ram's Den began to deliver lunch and dinner, would you use the service?

most likely	seldom	never
-------------	--------	-------
11. If you would use the service, how much would you be willing to pay for a delivery charge? \$_____
12. Are you aware that the Ram's Den has reduced calorie, low fat, and fat-free menu selections? yes no
13. Do we offer a sufficient variety of low fat selections? yes no
14. What low fat menu items would you like to see added to our menu? _____
15. Are you aware of the Weight Watchers Entrees currently being served at the Ram's Den? yes no
16. What are your two favorite lunch entrees that we currently serve?

Table 1 (cont.)

17. Do you follow a vegetarian diet? yes no
18. If you do, what type of vegetarian diet do you follow? (select one)
- vegan lacto-ovo ovo lacto
- partial meatless diet (excludes red meat, includes fish/fowl) other (specify) _____
19. Do we offer a sufficient variety of vegetarian entrees? yes no
20. What vegetarian items would you like to see added to our menu?
- _____
21. What one change or addition would result in you eating at the Ram's Den or America's Cup Room more frequently?
- _____

Please chose 5 of your FAVORITE food establishments/food item (please use X's).

- | | | | |
|-----------------------------|-------|------------------------|-------|
| Stone Willy's Pizza | _____ | Kentucky Fried Chicken | _____ |
| Freshens Yogurt & Smoothies | _____ | Walt's Roast Beef | _____ |
| Taco Bell | _____ | Honey Dew Donuts | _____ |
| Manchu Wok | _____ | Nathan's Hotdogs | _____ |
| Dunkin Donuts | _____ | Edy's Yogurt | _____ |
| Subway | _____ | Pizza Hut | _____ |
| Sbarro | _____ | Blimpies | _____ |
| Boston Market Chicken | _____ | Bess Eaton | _____ |
| Other (specify) _____ | | | |

Table 2

Concern Area Rankings, Means, and Standard Deviations by Overall, Faculty, Staff, and Commuter
 (1 = Most Important)

	Overall N = 256	Faculty n = 56	Staff n = 168	Commuter n = 32
order of values = rank (mean, standard deviation)				
<u>cleanliness</u>	1 (3.2, 2.8)	2 (3.9, 3.0)	1 (2.9, 2.7)	3 (3.7, 2.6)
<u>menu variety</u>	2 (3.4, 2.4)	1 (3.4, 3.0)	2 (3.4, 2.3)	2 (3.3, 2.4)
<u>value</u>	3 (3.8, 2.4)	4 (4.3, 2.7)	3 (3.9, 2.3)	1 (2.9, 2.1)
<u>speed</u>	4 (4.0, 2.4)	3 (4.3, 2.7)	4 (4.0, 2.4)	4 (3.8, 2.0)
<u>low fat</u>	5 (4.4, 2.8)	6 (5.1, 3.0)	5 (4.1, 2.7)	6 (4.7, 2.8)
<u>appearance</u>	6 (4.8, 2.6)	5 (5.0, 2.5)	6 (4.6, 2.7)	7 (5.4, 2.5)
<u>portion</u>	7 (5.3, 2.3)	7 (5.6, 2.2)	7 (5.3, 2.3)	5 (4.7, 2.3)
<u>noise</u>	8 (6.2, 2.7)	8 (6.1, 2.6)	8 (6.0, 2.8)	8 (7.0, 2.3)
<u>seating</u>	9 (6.8, 2.7)	9 (7.1, 2.5)	9 (6.5, 2.8)	9 (7.6, 2.2)

Table 3

Ram's Den Survey Item #'s 2, 4, 6, 8, and 9 by Overall, Faculty, Staff, and Commuter

	Overall N = 256	Faculty n = 56	Staff n = 168	Commuter n = 32
<u>2. Have you eaten at the Ram's Den in the last few weeks? (percent, frequency)</u>				
<u>yes</u>	58 (150)	54 (30)	57 (96)	72 (23)
<u>no</u>	41 (106)	45 (25)	43 (72)	28 (9)
<u>4. Have you eaten at the America's Cup Room in the last few weeks? (percent, frequency)</u>				
<u>yes</u>	37 (95)	41 (23)	41 (69)	9 (3)
<u>no</u>	62 (160)	57 (32)	58 (98)	91 (29)
<u>6. If you do not eat at the Ram's Den or America's Cup Room, where do you eat most often? (percent, frequency)</u>				
<u>office</u>	44 (113)	36 (20)	53 (89)	9 (3)
<u>off-campus restaurant</u>	17 (44)	23 (13)	14 (23)	25 (8)
<u>buy snacks</u>	2 (6)	2 (1)	1 (2)	9 (3)
<u>on-campus restaurant</u>	9 (22)	9 (5)	8 (14)	9 (3)
<u>home</u>	5 (14)	2 (1)	7 (11)	6 (2)
<u>8. Are you aware that Faculty, Staff, and Commuters can deposit funds in a Ram Account to use in the Ram's Den and America's Cup Room? (percent, frequency)</u>				
<u>yes</u>	28 (72)	20 (11)	23 (38)	72 (23)
<u>no</u>	72 (184)	80 (45)	77 (129)	28 (9)
<u>9. Did you know that the America's Cup Room has an Express Lunch Meal (soup and ½ sandwich)? (percent, frequency)</u>				
<u>yes</u>	47 (120)	55 (31)	48 (81)	25 (8)
<u>no</u>	53 (137)	45 (25)	52 (87)	75 (24)

Note. Percentages not totaling 100 indicate participant non-response, percentages totaling over 100 indicate multiple responses on an item by a participant.

Table 4

Ram's Den Survey Item #'s 10, 11, 12, and 13 by Overall, Faculty, Staff, and Commuter

	Overall N = 256	Faculty n = 56	Staff n = 168	Commuter n = 32
<u>10. If the Ram's Den began to deliver lunch and dinner, would you use the service? (percent, frequency)</u>				
<u>most likely</u>				
37 (94)	20 (11)	46 (77)	19 (6)	
<u>seldom</u>				
46 (119)	61 (34)	43 (72)	38 (12)	
<u>never</u>				
16 (41)	18 (10)	10 (17)	44 (14)	
<u>11. If you would use the service, how much would you be willing to pay for a delivery charge? (percent, frequency)</u>				
<u>.00</u>				
38 (97)	48 (27)	33 (56)	44 (14)	
<u>.50</u>				
8 (20)	2 (1)	8 (13)	3 (1)	
<u>.75</u>				
<1 (1)	0	1 (1)	19 (6)	
<u>1.00</u>				
35 (90)	25 (14)	41 (68)	22 (7)	
<u>1.50</u>				
3 (7)	2 (1)	4 (6)	0	
<u>2.00</u>				
10 (25)	16 (9)	10 (16)	3 (1)	
<u>Mean</u>				
\$.67	\$.65	\$.72	\$.42	
<u>12. Are you aware that the Ram's Den has reduced calorie, low fat, and fat-free menu selections? (percent, frequency)</u>				
<u>yes</u>	57 (146)	46 (26)	61 (102)	56 (18)
<u>no</u>	43 (110)	54 (30)	39 (65)	44 (14)
<u>13. Do we offer a sufficient variety of low fat selections? (percent, frequency)</u>				
<u>yes</u>	41 (106)	36 (20)	45 (76)	28 (9)
<u>no</u>	30 (78)	34 (19)	27 (45)	44 (14)

Note. Percentages not totaling 100 indicate participant non-response, percentages totaling over 100 indicate multiple responses on an item by a participant.

Table 5

Ram's Den Survey Item #'s 15, 17, 18, 19 by Overall, Faculty, Staff, and Commuter

	Overall N = 256	Faculty n = 50	Staff n = 168	Commuter n = 32
<u>15. Are you aware of the Weight Watchers Entrees currently being served at the Ram's Den?</u> (percent, frequency)				
<u>yes</u>	32 (83)	20 (11)	35 (58)	44 (15)
<u>no</u>	67 (173)	79 (44)	66 (110)	56 (18)
<u>17. Do you follow a vegetarian diet?</u> (percent, frequency)				
<u>yes</u>	14 (35)	7 (4)	13 (22)	28 (9)
<u>no</u>	79 (202)	88 (49)	78 (131)	66 (21)
<u>18. If you do, what type of vegetarian diet do you follow?</u> (percent, frequency)				
<u>vegan</u>	2 (5)	4 (2)	1 (1)	6 (2)
<u>lacto-ovo</u>	2 (4)	0	2 (3)	3 (1)
<u>lacto</u>	1 (3)	0	1 (1)	6 (2)
<u>partial meatless</u>	8 (20)	4 (2)	9 (15)	9 (3)
<u>19. Do we offer a sufficient variety of vegetarian entrees?</u> (percent, frequency)				
<u>yes</u>	21 (54)	16 (9)	23 (38)	19 (6)
<u>no</u>	18 (46)	23 (13)	14 (23)	31 (10)

Note. Percentages not totaling 100 indicate participant non-response, percentages totaling over 100 indicate multiple responses on an item by a participant.

Table 6

Favorite Food Establishment Ratings by Overall, Faculty, Staff, and Commuter

	Overall N = 256	Faculty n = 56	Staff n = 168	Commuter n = 32
<u>Boston Market Chicken</u>	1 (42, 109)	1 (39, 22)	1 (44, 74)	3 (41, 13)
<u>Subway</u>	2 (36, 93)	2 (36, 20)	3 (33, 55)	1 (53, 17)
<u>Walt's Roast Beef</u>	3 (29, 74)	5 (20, 11)	2 (33, 56)	6 (22, 7)
<u>Taco Bell</u>	4 (28, 73)	3 (27, 15)	5 (26, 54)	4 (41, 13)
<u>Kentucky Fried Chicken</u>	5 (28, 71)	4 (21, 12)	4 (29, 49)	5 (31, 10)
<u>Pizza Hut</u>	6 (25, 64)	6 (18, 10)	6 (23, 39)	2 (47, 15)
<u>Bess Eaton</u>	7 (19, 48)	7 (16, 9)	8 (20, 34)	8 (16, 5)
<u>Freshen's Yogurt & Smoothies</u>	8 (19, 48)	8 (16, 9)	7 (21, 35)	11 (13, 4)
<u>Sbarro</u>	9 (15, 38)	9 (13, 7)	10 (15, 25)	7 (19, 6)
<u>Dunkin Donuts</u>	10 (14, 36)	12 (5, 3)	9 (17, 29)	10 (13, 4)
<u>Manchu Wok</u>	11 (11, 28)	11 (7, 4)	11 (12, 20)	12 (9, 3)
<u>Nathan's Hotdogs</u>	12 (11, 27)	10 (11, 6)	12 (11, 18)	13 (9, 3)
<u>Edy's Yogurt</u>	13 (8, 21)	16 (2, 1)	13 (11, 17)	14 (6, 2)
<u>Blimpies</u>	14 (7, 18)	13 (4, 2)	14 (7, 12)	9 (13, 4)
<u>Honey Dew Donuts</u>	15 (6, 16)	14 (4, 2)	16 (7, 11)	15 (6, 2)
<u>Stone Willy's Pizza</u>	16 (6, 15)	15 (4, 2)	15 (7, 12)	16 (3, 1)

Note. Percentages not totaling 100 indicate participant non-response, percentages totaling over 100 indicate multiple responses on an item by a participant.

Table 7

Pearson Correlations of the 9 Major Concern Areas by Overall (N = 256)

	1	2	3	4	5	6	7	8	9
1) Cleanliness		.31*	.31*	.52*	.28*	.41*	.13	.20*	.01
2) Menu Variety			.36*	.35*	.23*	.44*	.21*	.09	.05
3) Value				.39*	.22*	.35*	.46*	.11	.07
4) Speed of Service					.24*	.32*	.09	.39*	.21*
5) Low Fat Options						.20*	.07	.16	.11
6) Appearance of Food							.27*	.22*	.27*
7) Portion Size								.03	.08
8) Noise Level									.63*
9) Seating Arrangement									

Note. Significant correlations are flagged. Rating scale used by participants was 1 = Most Important and 9 = Least Important; therefore, a positive correlation indicates that as one concern area rating increases (becomes less important), the other does the same. For example, the significant positive correlation between noise level and seating arrangements (.63) means that as concerns about seating arrangements decrease, concerns about noise level significantly decrease.

* $p < .01$, two-tailed.

Explanation of General Statistical Terms *

Average (mean, median, mode)

The mean, median, and mode are indices (measures) of central tendency. The mean is the arithmetic average of scores (the sum of the scores divided the total number of scores), the median is the point that divides the distribution into halves, and the mode is the most frequently occurring score.

Standard Deviation

Specifically, the standard deviation represents the average deviation from the mean. That is, the standard deviation represents the positive square-root of the arithmetic average of the squared deviations from the mean. For example, if the mean of "menu variety" is 2.3 on a 1-to-9 point scale, and the standard deviation is 1.4, the scores on "menu variety" deviate and vary from the mean an average of 1.4 points.

Correlation

The correlation, specifically, the Pearson product-moment correlation, is a statistical technique used to assess the extent of the approximate linear relationship between two quantitative variables such as shoe size and height. The extent of the linear approximation between two variables is indexed by the statistic called the correlation coefficient. The correlation coefficient, r , can range from -1.00, to 0, to +1.00. The magnitude of the correlation coefficient, using its absolute value (no -/+ signs), indicates the degree to which a linear relationship is approximated. The greater the distance from zero (- or +), the better the approximation. The sign of the correlation coefficient (- or +) indicates the direction of the linear approximation. For example, a correlation coefficient of .85 (with positive correlations, the + sign is seldom used) between shoe size and height indicates a positive correlation, in that as shoe size increases, so does height. A negative (or inverse) correlation of -.65 between age and height would indicate that as age increases, height decreases.

Correlations assess only the approximate linear relationships. One cannot infer any sort of causation. For example, one could not conclude that "large feet cause tallness" or that "increased age causes shortness" and vice-versa.

* from Jaccard & Becker (1990).