



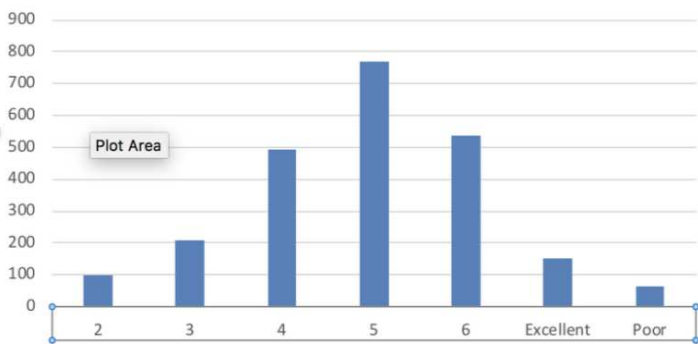
TIGER DINING

Customer Satisfaction Survey

Aramark Transition

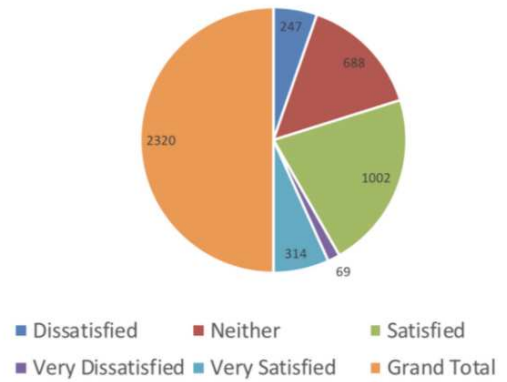
1 OVERALL PERFORMANCE OF CURRENT CAMPUS DINING

Q9 Please rate the performance of the overall campus dining program at your school:



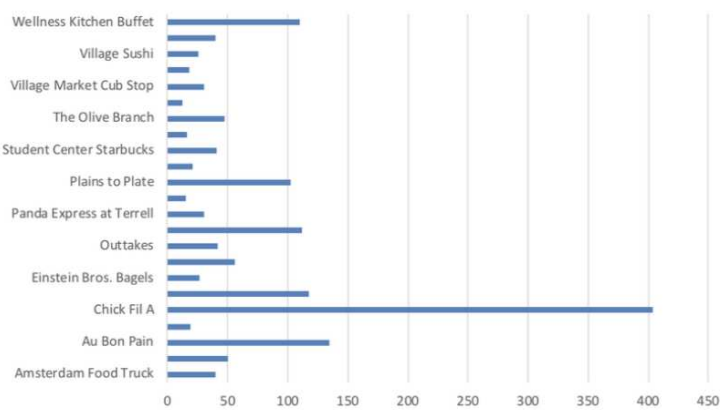
2 OVERALL CURRENT SATISFACTION LEVEL

Q10 Please rate your overall satisfaction with the campus dining service.



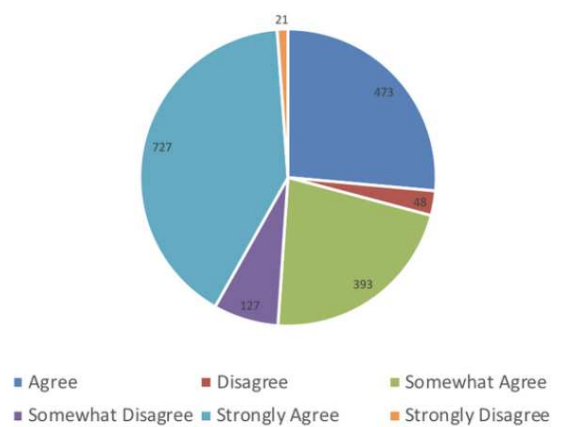
3 MOST VISITED DINING LOCATION

Q11 Dining location visited most often



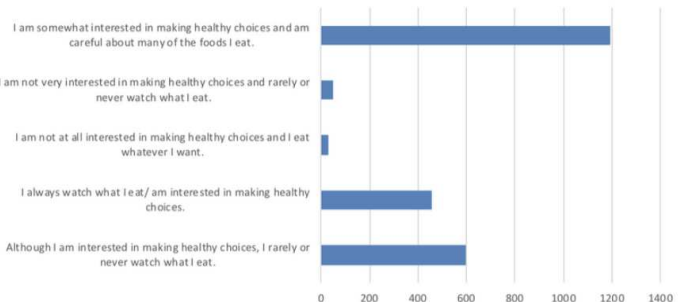
4 IMPORTANCE OF HEALTHY EATING

Healthy Eating is an Important Part of my Life



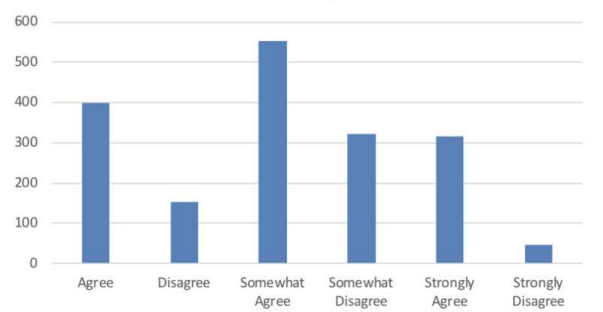
5 HEALTHY CHOICES

Which of the following best describes your interest in making healthy choices?



6 IMPORTANCE OF PRICE IN PURCHASING

Price is the most important factor





RECOMMENDATIONS

1

Incorporation of progress bar to increase retention rates

2

Information preceding new questionnaire sections

3

Avoid double-barreled questions

4

Provide clear instructions on how you want a participant to respond

5

Allow participants the ability to opt-out of questions they may feel uncomfortable answering

6

Define dining-specific jargon that respondents may jargon
