

A collage of various fresh foods including tomatoes, nuts, banana, avocado, carrots, bell peppers, kiwi, apple, and a measuring tape.

Food on Campus

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JOUR 340 - Principles of Public Relations - Professor DeVeaux

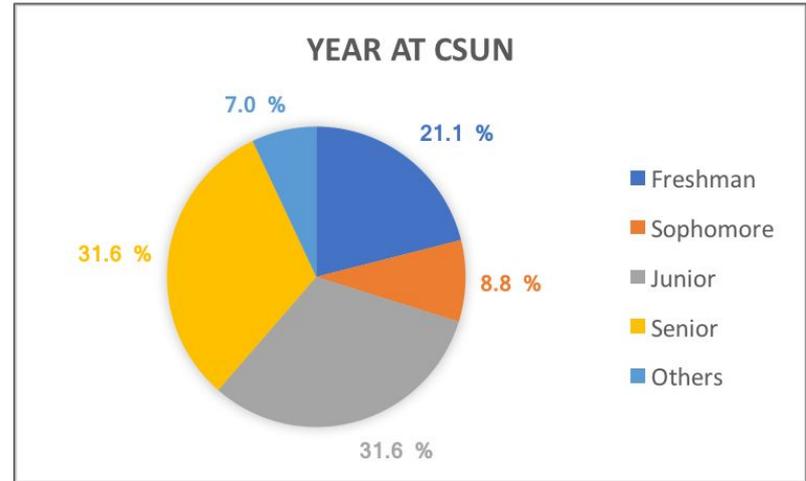
Our Survey - Food on Campus

Purpose

- explore the current opinions, purchasing and food choice behaviors
- seek suggestions on how to improve the on- campus food experience

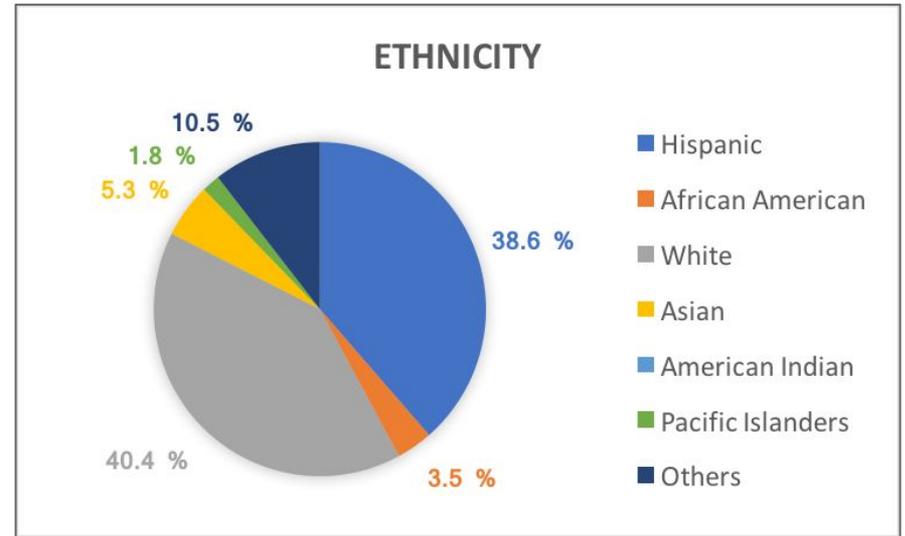
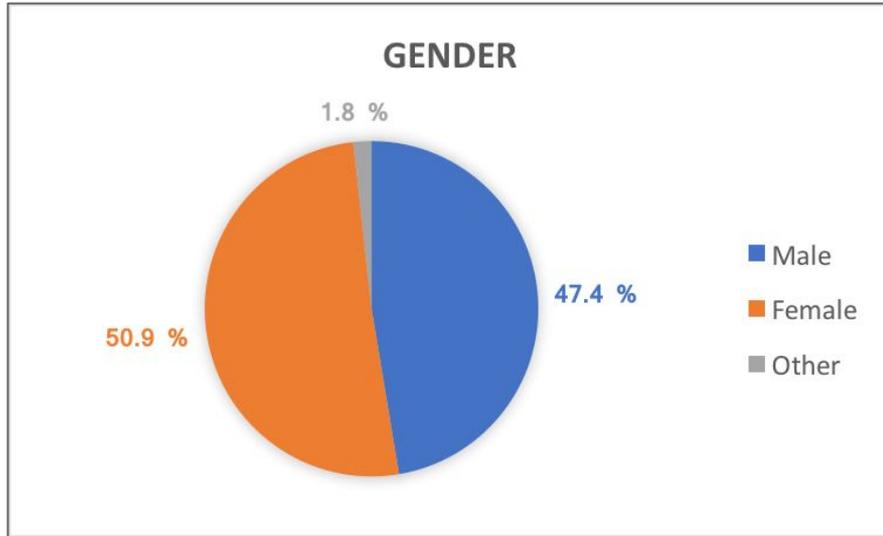
Our **Target Group** were CSUN Students.
57 participants took our survey.

Public Opinion



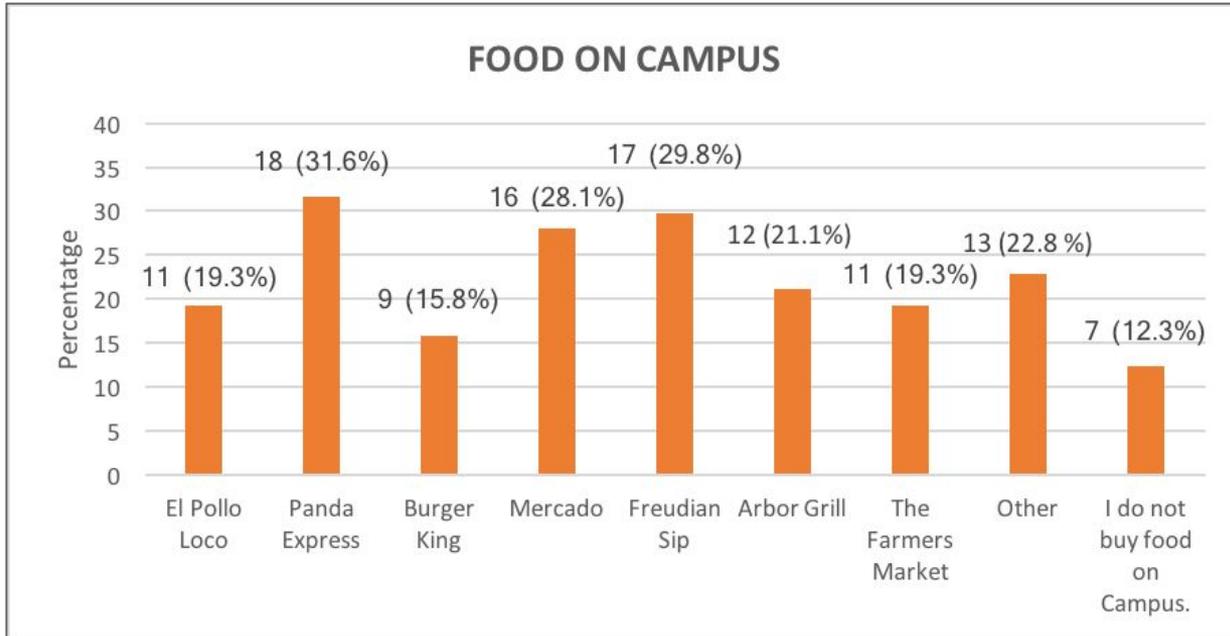
— Our Target Group - CSUN Students —

According to the Office of Institutional Research at CSUN, our survey is representative of CSUN students in Gender and Ethnicity.



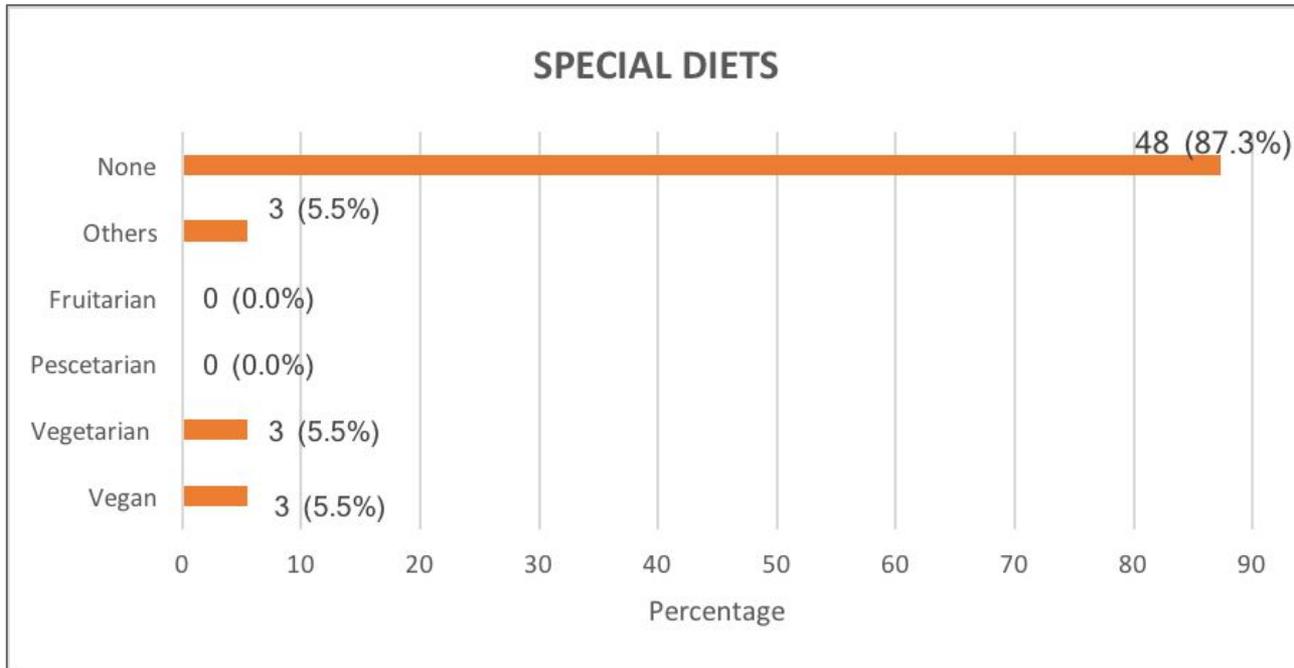
— Our Target Group - CSUN Students —

The food behavior can be compared to students at CSU Chico.



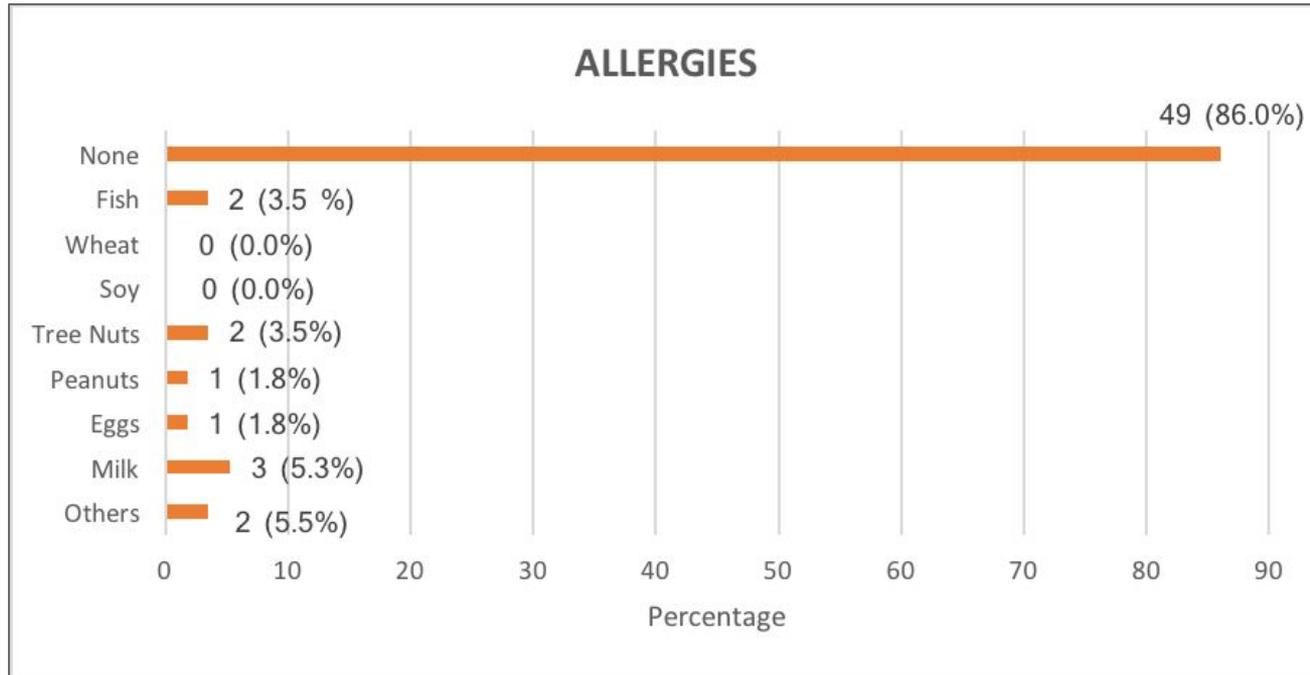
Special Diets

The majority of our participants reported that they had no special diets.



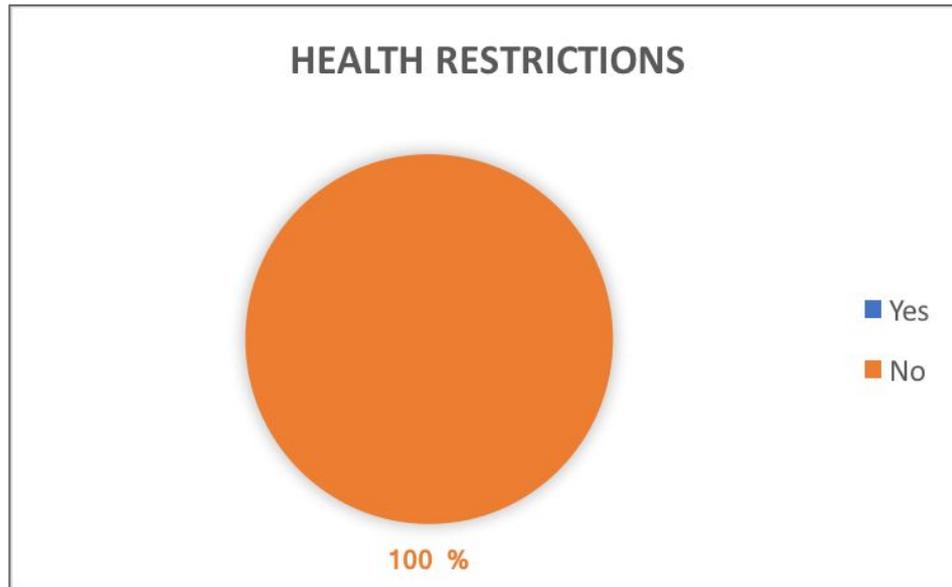
Allergies

The majority of our participants had no allergies, compared to a National study that showed 1 in 25 adults has at least one food allergy.



Health Restrictions

100% of our student participants reported that they had no health restrictions that affected their eating behavior on campus.



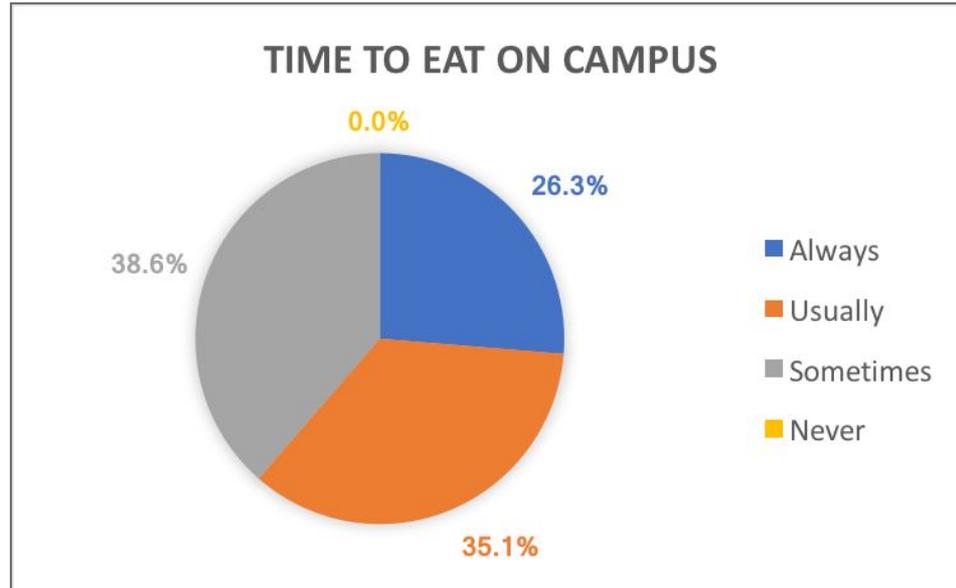
Religious Dietary Rules

The majority of our participants had no religious dietary restrictions.



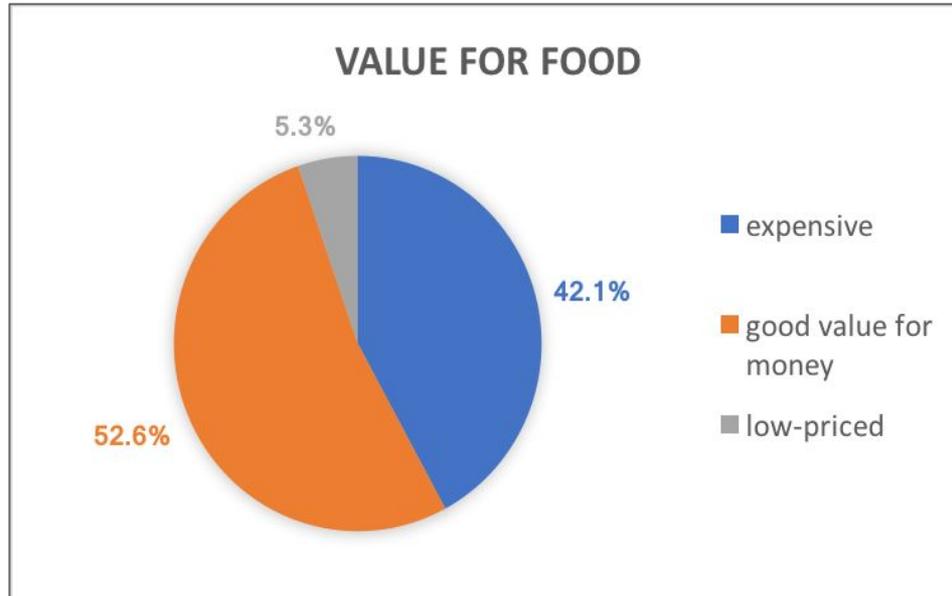
Eating On Campus

The majority of our participants states that they usually or always have a enough time to eat on campus.



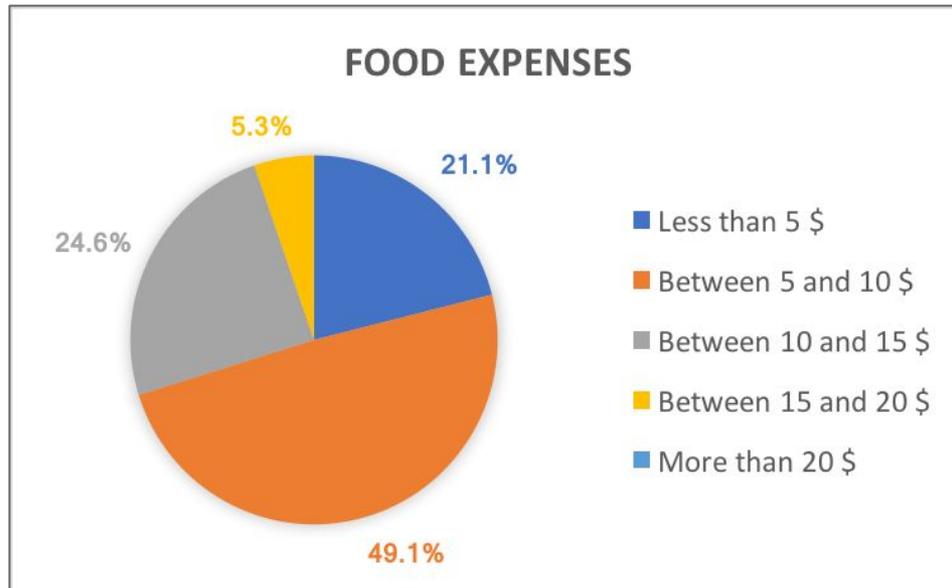
Value For Food

Even though 52.6% students responded good value for money, the other 42.1% felt the food was expensive on campus.



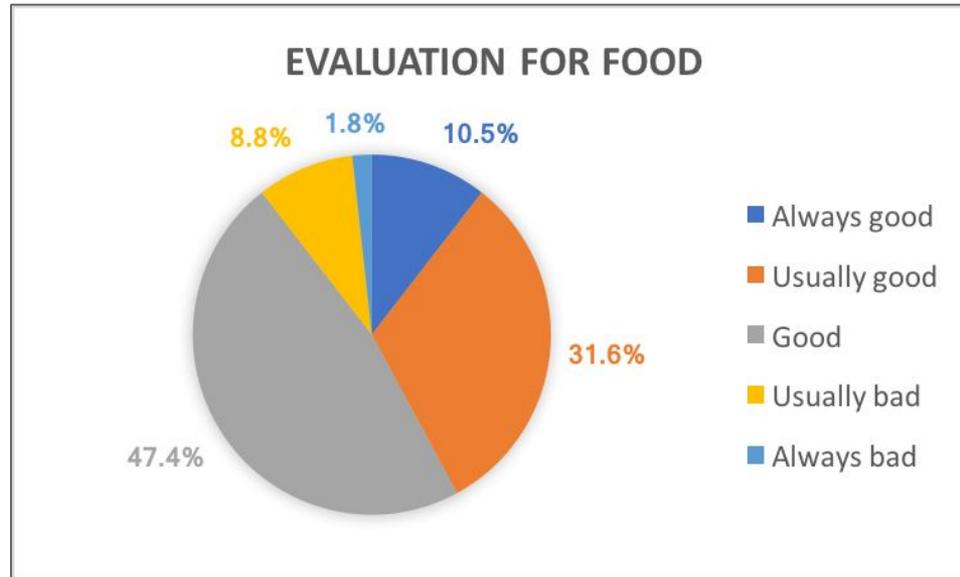
Food \$\$\$

The majority of our participants spends between 5 and 10 \$ a day.



Evaluation For Food

89.5% of our participants rated food on campus as good or better.



Mata-Dine-Video



A top-down view of various healthy food items and tools arranged around a central text. The items include: tomatoes, almonds, cashews, a banana, an avocado (cut in half), a carrot, a green bell pepper, a red bell pepper, a yellow bell pepper, a head of green cabbage, a kiwi (cut in half), a red apple, a measuring tape, three measuring spoons, a glass of milk, a glass of orange juice, and some crackers. The background is a light-colored, textured surface.

**Thank you for your
attention!**