

Hello, we are TCNJ students working on a project for our public relations class. Can you help us by taking a moment to complete this brief survey? Thank you for your time.

Directions: Please circle the answer that best reflects your opinion.

1. How often do you go off campus to eat lunch?
a. Everyday b. A few times a week c. A few times a month d. Never
2. How often do you go off campus to eat dinner?
a. Everyday b. A few times a week c. A few times a month d. Never
3. How far are you willing to travel to eat off campus?
a. Up to 1 mile b. Up to 2 miles c. Up to 3 miles d. Up to 5 miles
e. 5+ miles
4. How much are you willing to pay for lunch per meal?
a. Under \$5 b. Under \$10 c. Under \$15 d. \$15+
5. How much are you willing to pay for dinner per meal?
a. Under \$10 b. Under \$15 c. Under \$20 d. \$20+
6. How do you get information about food places in the area?
a. Flyers
b. Newspaper advertisements
c. E-mail
d. Radio advertisements
e. Word of mouth
f. Other _____
7. Have you ever heard of Java Moon Café in the (fill in here) shopping center?
A. Yes B. No
8. If yes, how?
a. Flyer
b. Newspaper advertisement
c. Radio advertisements
d. Word of mouth
e. Other _____
9. Did you visit Java Moon Cafe? A. Yes B. No

10. If so, on a scale of 1 to 5, 1 being not satisfied and 5 being very satisfied, how satisfied were you at Java Moon Cafe?

1 2 3 4 5

11. On a scale of 1 to 5, 1 being not very often and 5 being very often, please identify how often you turn to these various campus resources for information regarding food:

Bulletin boards in residence halls	1	2	3	4	5
Bulletin boards in academic buildings	1	2	3	4	5
Bulletin boards in dining halls	1	2	3	4	5
This Week at TCNJ	1	2	3	4	5
TCNJ website	1	2	3	4	5
Email	1	2	3	4	5
Fourth Friday E-Newsletter	1	2	3	4	5
Chalk writing on sidewalks	1	2	3	4	5
The Signal student newspaper	1	2	3	4	5
TCNJ radio station	1	2	3	4	5
The Jolt	1	2	3	4	5
Table Tents	1	2	3	4	5
Voice Mail	1	2	3	4	5
Campusfood.com	1	2	3	4	5
Other (Please specify) _____					

12. What type of payment do you use when paying for off campus food?

- a. Cash
- b. Credit card
- c. Get It now card
- d. Other _____

13. How do you decide where to eat when you go off campus?

- a. Distance
- b. Price
- c. Quality of food
- d. Quality of service
- e. Recommendation from a friend
- f. Type of food
- g. Other _____

14. On a scale of 1 to 5, 1 being not likely and 5 being very likely, how likely are you to eat off campus during each day of the week?

Monday	1	2	3	4	5
Tuesday	1	2	3	4	5
Wednesday	1	2	3	4	5
Thursday	1	2	3	4	5
Friday	1	2	3	4	5
Saturday	1	2	3	4	5
Sunday	1	2	3	4	5

15. On a scale of 1 to 5, 1 being not likely and 5 being very likely, how likely are you to travel off campus for:

Breakfast	1	2	3	4	5
Brunch	1	2	3	4	5
Lunch	1	2	3	4	5
Dinner	1	2	3	4	5
Desert/Coffee	1	2	3	4	5

16. Do you use coupons when eating off campus? A. Yes B. No

17. Are you more likely to eat off campus if you have a coupon? A. Yes B. No

18. How often do you read The Signal?

- a. Once a week
- b. Once or twice a month
- c. A few times a semester
- d. A few times a year

19. Are you more likely to eat off campus if a student discount was offered?

- A. Yes
- B. No

20. When eating off campus, do you eat alone or with friends?

- a. Always with friends
- b. Sometimes with friends
- c. Sometimes alone
- d. Always alone

21. How often do you use your TCNJ Get it Card for food off campus?

- a. Everyday
- b. A few times a week
- c. A few times a month
- d. A few times a semester
- e. Never

Sex:	Male	Female			
Age:	17-18	19-20	21-22	23-24	25 and up
Year:	Freshman	Sophomore	Junior	Senior	Graduate
Location:	On campus	Off Campus			
If you live off campus about how many miles away is your home?					
A) 1-5 miles		B) 6-10 miles		C) 11-15 miles	
				D) 16 or more	

Thank you for your time!