



# Taste & Tell Survey Results

IU East • April 22, 2015

95 total responses

How often do you currently purchase items from campus vending machines?

Every day: 3 (3%)

A few times a week: 20 (21%)

Once a week: 22 (23%)

Less than once a week: 37 (39%)

Never: 11 (12%)

Not specified: 2 (2%)

Reasons why "Never" (21 responses):

Unhealthy options: 3 (27%)

Inconvenient/bad location: 3 (27%)

Brings snacks from home: 3 (27%)

Other/blank: 2 (1%)

Top items liked:

Nature Valley: 47 (49%)

Whole Grain Cheez-Its: 33 (35%)

Heartzel Pretzels: 33 (35%)

Trail Mix: 32 (34%)

Top items would purchase:

Whole Grain Cheez-Its: 51 (54%)

Heartzel Pretzels: 48 (51%)

Nature Valley: 37 (39%)

Belvita Biscuits: 26 (27%)



LIVE YOUR BEST YOU.