



Taste & Tell Survey Results

IU Kokomo • April 15, 2015

36 total responses

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

- Every day: 0 (0%)
- A few times a week: 5 (14%)
- Once a week: 11 (31%)
- Less than once a week: 13 (36%)
- Never: 7 (19%)

Reasons why "Never":

- Unhealthy options: 1 (14%)
- Cost: 2 (29%)
- Inconvenient/bad location: 1 (14%)
- Brings snacks from home: 3 (43%)

Top items liked:

- Nature Valley: 17 (47%)
- Belvita Biscuits: 16 (44%)
- Whole Grain Cheez-Its: 13 (36%)
- Almonds: 11 (31%)

Top items would purchase:

- Whole Grain Cheez-Its: 20 (56%)
- Almonds: 17 (47%)
- Nature Valley: 17 (47%)
- Belvita Biscuits: 16 (44%)
- Heartzel Pretzels: 16 (44%)



LIVE YOUR BEST YOU.