



# Taste & Tell Survey Results

IUPUI • October 31, 2014

## 214 total responses

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

Every day: 12 (6%)  
A few times a week: 23 (11%)  
Once a week: 32 (15%)  
Less than once a week: 89 (42%)  
Never: 43 (20%)  
Not specified: 15 (7%)

### Reasons why "Never" (43 responses):

Unhealthy options: 9 (21%)  
Cost: 10 (23%)  
Inconvenient/bad location: 7 (16%)  
Brings snacks from home: 8 (19%)  
Dislike options: 2 (5%)  
Other/blank: 7 (16%)

### Top items liked compared to would purchase:

Kind Bar: 75 (35%) / 26 (12%)  
Almonds: 69 (32%) / 60 (28%)  
Belvita: 65 (30%) / 64 (30%)  
Clif Bar: 65 (30%) / 22 (10%)

### Top items would purchase:

Pretzels: 75 (35%)  
Belvita: 64 (30%)  
Almonds: 60 (28%)  
Trail Mix: 52 (24%)



LIVE YOUR BEST YOU.