



Taste & Tell Survey Results

IU Southeast • November 5, 2014

163 total responses

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

Every day: 6 (4%)

A few times a week: 31 (19%)

Once a week: 32 (20%)

Less than once a week: 62 (38%)

Never: 24 (15%)

Not specified: 6 (4%)

Reasons why "Never" (21 responses):

Unhealthy options: 4 (19%)

Cost: 7 (33%)

Inconvenient/bad location: 1 (5%)

Dislike options: 1 (5%)

Brings snacks from home: 4 (19%)

Other/blank: 4 (19%)

Top items liked compared to would purchase:

Sun Chips: 78 (48%) / 54 (34%)

Nature Valley: 75 (46%) / 57 (35%)

Clif Bar: 68 (42%) / 60 (37%)

Sunflower Seeds: 66 (41%) / 41 (25%)

Top items would purchase:

Clif Bar: 60 (37%)

Nature Valley: 57 (35%)

Mandarin Oranges: 54 (34%)

Sun Chips: 54 (34%)



LIVE YOUR BEST YOU.