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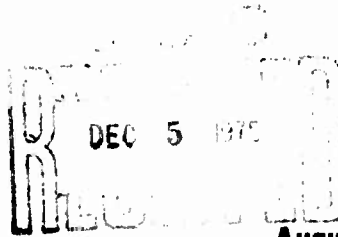
**CONSUMERS AND WORKERS OPINIONS OF
A PROPOSED CASH FOOD SYSTEM:
NAS ALAMEDA**

by

**James R. Siebold
Lawrence E. Symington
Herbert L. Meiselman
John E. Rogozenski**

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August 1975

**UNITED STATES ARMY
NATICK DEVELOPMENT CENTER
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BAS/A La Carte system varied, the civilian workers expressing predominately negative opinions and the military workers assuming a more neutral position. Concerning the current system, most personnel felt that attendance could be increased by improving the quality of the food preparation, food variety, the general dining decor, and the crowded conditions.

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August, 1975

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TABLE OF CONTENTS

	<u>Page</u>
LIST OF FIGURES	ii
LIST OF TABLES	iii
INTRODUCTION	1
METHOD	1
Consumer Interviews and Surveys	1
Worker Interviews and Surveys	2
RESULTS	3
Results of Consumer Interviews and Surveys	3
A. Demographic Characteristics	4
B. Current Eating Habits	4
C. Attitudes Toward the Current System	6
C1. Interview Data: Reasons for Not Attending More Often	6
C2. Interview Data: General Opinions of the Navy Food System	11
C3. Interview Data: Increasing Dining Hall Attendance	14
C4. Interview Data: Summary	17
C5. Survey Data: Dining Environment	17
C6. Survey Data: Food Features	19
C7. Survey Data: Summary	24
D. Attitudes Toward the Proposed System	24
D1. Interview Data: COMRATS Policy	26
D2. Interview Data: Item Versus Meal Pricing Issue	30
D3. Interview Data: BAS/A La Carte Summary	39
D4. Survey Data: Opinions Toward Alternative Rations System	39
Results of Worker Interviews and Surveys	41
A. Demographic Characteristics	41
B. Job Description Index	47
C. Human Factors	49
D. Interviews	49
CONCLUSIONS	54
REFERENCES	56
APPENDICES	
A - Consumer Interview Protocol	57
B - Consumer Survey Forms	62
C - Worker Interview and Survey Forms	84
D - Statistical Analyses	90
E - Consumer Survey Data	92
F - Breakdown of Responses to Open-ended Consumer Interview Questions	167

LIST OF FIGURES

	<u>Page</u>
Figure 1. Current Attendance Relative to Attendance at Previous Facilities	7
Figure 2. Rating of This Dining Hall Relative to Others	8
Figure 3. Satisfaction With Navy Effort to Provide Food Ashore	12
Figure 5. Reported Effect of Switch in Rations on Attendance	27
Figure 6. Reported Effect of Switch in Rations on Intent to Reenlist	28
Figure 7. Opinion of an All-COMRATS Policy	31
Figure 8. Estimates of the COMRAT Allowance by Persons Who Said They Knew the Correct Amount (\$2.41)	32
Figure 9. Opinion Concerning the Adequacy of the Current COMRATS Allowance	33
Figure 10. The Amount Reportedly Needed to Eat Adequately on a Given Day by Those Dissatisfied with Current Allowance (\$2.41)	34
Figure 11. Preference for Item/Meal Pricing	35
Figure 12. Changes in Attendance as a Result of Item Pricing	37
Figure 13. Ratings of the System Considered Best	42

LIST OF TABLES

	<u>Page</u>
Table 1. Demographic Characteristics of RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	5
Table 2. Reported Current Meal Patterns of RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	5
Table 3. The Main Reason Given by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S) For Not Attending More Often	10
Table 4. Other Reasons For Not Attending More Often.....	10
Table 5. The Main Changes Desired by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	13
Table 6. Other Desired Changes.....	13
Table 7. The Main Likes of RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	15
Table 8. Other Likes.....	15
Table 9. Factors Leading to Increased Attendance as Given by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	16
Table 10. Responses of RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S) to the Questions of Whether Their Attendance Would Increase.....	16
Table 11. Ratings of Physical Features by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	18
Table 12. Time Extensions (in Minutes) Desired by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	20
Table 13. Ratings of Food Quality by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	22
Table 14. Ratings of Food Variety by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	23
Table 15. Rating of 14 Food Service Features by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	25
Table 16. Reasons for Preferring COMRATS Given by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	29

LIST OF TABLES (cont'd)

	<u>Page</u>
Table 17. Reasons for Item Pricing Preference by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	38
Table 18. Reasons for Meal-Pricing Preference by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	38
Table 19. Changes in Eating Behavior as a Result of Item Pricing as Reported by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	40
Table 20. System Considered Best by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S).....	40
Table 21. Rank and Attitude Toward Military Service for NAS Alameda Military Food Service Workers (Frequency of Response).....	46
Table 22. Format for the Work Scale of the Job Description Index (JDI).	48
Table 23. Mean Responses to the Job Description Index (JDI) at NAS Alameda, Three Air Force Bases*, and in a Civilian, Normative, Sample**.....	48
Table 24. Frequency of Responses to Human Factors Questions.....	50
Table 25. Types of Training Desired to Advance in Food Service: Frequency of Response.....	50
Table 26. Percentage Responses of NAS Alameda and Loring AFB Food Service Workers About What Their Job Might be Like in the BAS/A La Carte System.....	52
Table 27. Percentage Responses of Loring AFB Workers Concerning Preference for the Old (RIK/BAS) or New (BAS/A La Carte) System*.....	52

INTRODUCTION

In October, 1972, the Tactical Air Command instituted a test of a new food system at Shaw AFB, S.C. The system, labeled BAS/A La Carte, involved two primary changes from the traditional military food service systems. First, all airmen were put on BAS (Basic Allowance for Subsistence), meaning they received a monetary allowance for food. Previously, a segment of the airman population did not receive such an allowance, but were authorized to eat in the dining hall for free. Second, airmen eating in the dining hall paid on an item-by-item basis for only the foods they took from the serving line. Prior to the test, airmen on BAS paid a flat price for their entire meal in the dining hall. The reactions of the Shaw consumers are contained in a report by Siebold and Meiselman, 1974.

Viewing BAS/A La Carte as a possible alternative to the current system, the Assistant Secretary of Defense for Installations and Logistics directed each service to conduct its own test of the BAS/A La Carte concept. The Navy responded by choosing NAS Alameda, Ca., for a potential site for such a test. (An Air Force test is currently underway at Loring Air Force Base, and the Marine Corps and Army are planning tests for FY78. Survey and interview data from the current Air Force test at Loring AFB will be contained in a forthcoming report). As part of the Navy test, personnel of the Behavioral Sciences Division of the U.S. Army Natick Development Center (formerly the U.S. Army Natick Laboratories) conducted individual interviews with NAS Alameda enlisted personnel to determine their attitude toward such a proposed system. In addition, the 1974 Consumer's Opinions of Food Service Systems (COFSS) survey was administered to assess opinions about the current system as implemented at NAS Alameda. Interviews and surveys were also carried out with all the civilian and military food service workers to determine their current satisfaction, as well as their attitude toward the impending conversion to BAS/A La Carte. The results of these projects are contained in this report.

METHOD

Consumer Interviews and Surveys

For survey and interview purposes, the 2,333 enlisted man population of NAS Alameda was conceptualized as comprising three groups: (a) married persons on COMRATS (commuted rations, the Navy equivalent to BAS), (b) single persons on COMRATS, and (c) persons on RIK (rations-in-kind, meaning authorization to eat in the dining hall at no cost). The number of persons in each group were 1538, 550, and 221, respectively. (The 24 married men on RIK were not included in this analysis). A sample of 100 persons was randomly drawn from each of these groups, with the constraints that the persons were representative of the major work units at NAS Alameda, that they were male, and that they were not expected to leave NAS Alameda in the near future. Due to inaccuracies in the original sampling plan, leave, temporary duty, and the like, 150 enlisted men (50 of each group) were eventually interviewed

and 162 enlisted men (54 RIK, 61 COMRATS-Married, and 54 COMRATS-Single) took the survey. Of these men, 136 were both interviewed and surveyed.

Interviews were conducted on a one-to-one basis at the interviewees' work sites by three senior staff members of the Behavioral Sciences Division. Four topics were covered: (a) demographic characteristics of the interviewee; (b) current eating patterns; (c) satisfaction with the current food system; and (d) projected attitudes about the BAS/A La Carte system. A copy of the interview protocol is contained in Appendix A. The interview, which required 15-20 minutes to complete, contained 30 objective questions and 12 questions of an open-ended variety. Of the former, 11 required the interviewee to choose one of five scaled responses printed on a card which the interviewer placed in front of him. The open-ended questions allowed the interviewee to provide as much information as he wished, only being asked whether there was anything else he would like to add each time he appeared to complete his response. Interviewers recorded the responses verbatim. At a later date, responses were tallied independently by two members of the Behavioral Sciences Division with categories based on the raw data. Agreement occurred in 86% of the cases. Responses on which there was disagreement were categorized following discussion and mutual agreement between the two judges.

The COFSS survey, which was administered to groups of personnel in a closed-off area of the installation cafeteria, is a recent edition of the survey used by the Behavioral Sciences Division in earlier studies of garrison food service (e.g., Branch, Meiselman, and Symington, 1974). It contains 57 questions covering a broad range of areas related to food service. Survey respondents were told the background of the study, given explicit instructions about a few of the more complex items, and encouraged to ask questions in the event of any uncertainty. They were allowed to complete the survey at their own individual pace, which required approximately 50 minutes.

Enclosed in the COFSS survey was a single-page Alternative Rations Systems survey which asked respondents about their general attitudes toward various ration systems. Specifically, it allowed respondents to "design" their "best" and "worst" systems and then rate those systems on a variety of scales. This survey required approximately 10 minutes to complete. A copy of both it and the COFSS survey are contained in Appendix B.

These survey and interview instruments have been and are being used at other sites where BAS/A La Carte is being tested, namely, Shaw AFB (Siebold and Meiselman, 1974) and Loring AFB (report to be published).

Worker Interviews and Surveys

In addition to the work carried out with the customers at NAS, Alameda, surveys and interviews were administered to both civilian contract and military food service workers at NAS Alameda in order to assess job satisfaction and attitudes toward the potential system change.

Specifically, surveys and interviews were administered to 22 military and 24 civilian food service workers during the same week the customer work was performed. The survey/interview package consisted of the following components (see Appendix C for survey and interview forms).

1. Demographic information. Data were collected concerning characteristics of the individual workers which might be expected to affect job satisfaction. Specifically, workers were asked questions about their rank or grade level, age, length of time in food service, and attitude toward military service (military personnel only).
2. The Job Description Index (JDI). A standard paper and pencil instrument which measures satisfaction within five areas (the type of work, the supervision, the co-workers on the job, the opportunities for promotion, and the pay) was administered to all workers (Smith et al., 1969). Each area is evaluated by responses to a list of adjectives or descriptive phrases (eighteen words and phrases each for work, supervision and co-workers; nine each for pay and promotions).
3. Human factors. Thirteen questions concerning the working environment and equipment in the Alameda dining facility, each constructed in a traditional semantic differential format with five response points between bipolar adjectives (Osgood et al., 1957), were addressed to all workers.
4. Interview. Each worker was interviewed on an individual basis with the military personnel being asked about their training in food service and all workers being queried concerning their opinions of the advantages and disadvantages of the proposed BAS/A La Carte system.

RESULTS

The findings are presented in two sections, the first dealing with the consumer interviews and surveys, and the second with the worker data. In both, results of statistical analysis are indicated by numbers in parentheses, e.g. (1), which refer to the listing in Appendix D. Footnotes are indicated by alphabetic superscripts.

Work similar to that presented here will be done on a follow-up basis at NAS Alameda in the case that BAS/A La Carte is implemented there. When combined with the data gathered at Shaw and Loring AFB, these findings will provide an objective assessment of the consumers' and workers' reaction to this system.

Results of Consumer Interview and Survey

In this section, attention will focus on the results of the consumer interviews, with the survey findings used to supplement these data. The complete survey results are given in Appendix E. Where significant, comparisons will be drawn between the data obtained at NAS Alameda and those gathered from similar interview/survey work at Loring AFB.

A. Demographic Characteristics

Some demographic characteristics of the interviewees are shown in Table 1. Significant differences among the groups were found with respect to each one (1,2,3). Follow-up analyses indicated, however, that in each case the significant difference was between the COMRATS groups and the RIK group, and that the two COMRAT groups did not differ significantly from one another (4,5,6). Demographic data from the survey revealed a similar difference with regard to rank, the median rank of the RIK's being E-4 and that of both COMRATS groups being E-5 (7,8). Differences between each of the groups were found with regard to living arrangements, most RIK's (82%) living in on-post bachelor quarters, most COMRATS-Married (70%) living in off-post family quarters, and most COMRATS-Single divided evenly between on-and off-post bachelor quarters (42% and 43%, respectively) (9). The reader must be cautioned that these differences make subsequent interpretation of the groups' responses somewhat difficult. In cases where the groups responded differently to interview or survey questions, it will not always be clear to what the difference is attributable, the age difference, the ration status difference, and the living situation difference, etc.

B. Current Eating Habits

In terms of current eating patterns, the three groups of interviewees did not differ significantly in the number of meals they reportedly consumed per week in general (10) (Table 2). Differences were found, however, with respect to the number of meals reportedly eaten in the dining hall (11), the two COMRATS groups reporting significantly fewer meals per week than the RIK group (12) (Table 2)^a. Three additional details of these data are noteworthy. First, the relatively large standard deviations in Table 2 indicate that there was high variability within each group in their reported meal rates. Second, two of the RIK, 17 of the Married-COMRATS, and six of the Single-COMRATS persons said they had never eaten in the NAS Alameda dining hall. And, third, the number of weekly dining hall meals reported by these persons were very similar to those reported by the Loring AFB personnel. RIK airmen reported a mean of 10.9 meals per week and the BAS airmen (who were not divided into married and single) reported a mean of 2.9 meals per

^aIt might be suggested that respondents are inaccurate in estimating the number of meals they eat in the dining hall. While possibly true, this does not obviate the attendance difference noted above, unless one would wish to further argue that the samples differed in their inability to estimate, e.g., that one sample consistently overestimated and the other consistently underestimated. There are, however, little grounds for such an assertion. In fact, the finding that the samples did not differ in their estimates of current general meal frequency suggests that, if the estimates are inaccurate, they are inaccurate in the same way and to the same degree. Thus, although the survey data may not fairly represent the frequency with which the two samples ate in the dining hall, they do indicate that the RIK respondents attended more often than the persons in the COMRATS groups.

Table 1

Demographic Characteristics of RIK(R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	<u>R</u>	<u>C-M</u>	<u>C-S</u>
Mean Age (in years)	22.3	29.8	27.1
Mean Time in Service (in years)	3.6	10.5	7.8
Proportion: Remaining in military	.22	.74	.54
Leaving military	.50	.14	.32
Uncertain	.28	.12	.14

Table 2

Reported Current Meal Patterns of RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	<u>R</u>	<u>C-M</u>	<u>C-S</u>
Mean Number (and Standard Deviation) of Meals Per Week, In General	16.1 (5.2)	15.0 (3.8)	14.9 (4.3)
Mean Number (and Standard Deviation) of Meals Per Week in the Dining Hall	10.5 (6.8)	.6 (1.4)	2.7 (4.7)

week. This is in comparison to the 10.5 and 1.6 reported by the RIK and combined COMRATS groups at NAS Alameda, respectively.

The survey data showed that the RIK personnel reportedly ate in the dining hall more often than the COMRATS personnel at all three meals on both weekdays and weekends; but that the largest relative differences occurred with respect to weekend meals, particularly lunch. The survey data also provided information regarding where the men ate when not eating in the dining hall. Although the groups agreed that private residences, off-base restaurants and drive-ins, vending machines, and other on-base facilities were, in that order, the more likely non-dining hall sources for meals, the two COMRATS groups reportedly utilized each more frequently than the RIK groups, with the exception of off-base restaurants and drive-ins (see Appendix E).

Another interview question on attendance asked respondents to rate, on a 5-point scale, their current attendance relative to their attendance in dining halls at other installations. This question was asked only of persons who had been at other installations with the same marital and rations status as they currently held. Most of the RIK and the COMRAT-Married group reported no change in their attendance. Among the remainder of these two groups, however, those who said they now were attending less outnumbered those who said they now were attending more (Figure 1). Inexplicably, the majority of the COMRATS-Single group responding to this question said they went to this dining hall more frequently than to others (13). What makes this finding even more peculiar are the general ratings of the NAS Alameda dining facility in comparison to other Navy dining halls.

Here, no significant differences occurred among the groups (14), the majority in each case rating the Alameda facility as slightly or extremely worse than others (Figure 2). Thus, even though they apparently liked the NAS Alameda dining hall less than others, the majority of the respondents reportedly ate there no less often, and more often for one group, than at other dining facilities.

In the pre- and post-test interviews administered at Loring AFB, respondents were also asked to rate their facility in comparison to other dining halls. As at NAS Alameda, the majority of airmen initially gave negative ratings. After the implementation of BAS/A La Carte, however, there was a significant shift in a positive direction in the ratings of both airmen on BAS (15) and airmen previously on RIK (16).

C. Attitudes Toward the Current System

C1. Interview Data: Reasons for Not Attending More Often.

To determine why interviewees did not eat in the dining hall more frequently, they were asked, first, to specify the one main reason for not attending more and, second, to give any other relevant reasons. Responses to both questions fell into six categories: (a) inconvenience of the dining

FIGURE 1
CURRENT ATTENDANCE RELATIVE TO
ATTENDANCE AT PREVIOUS FACILITIES

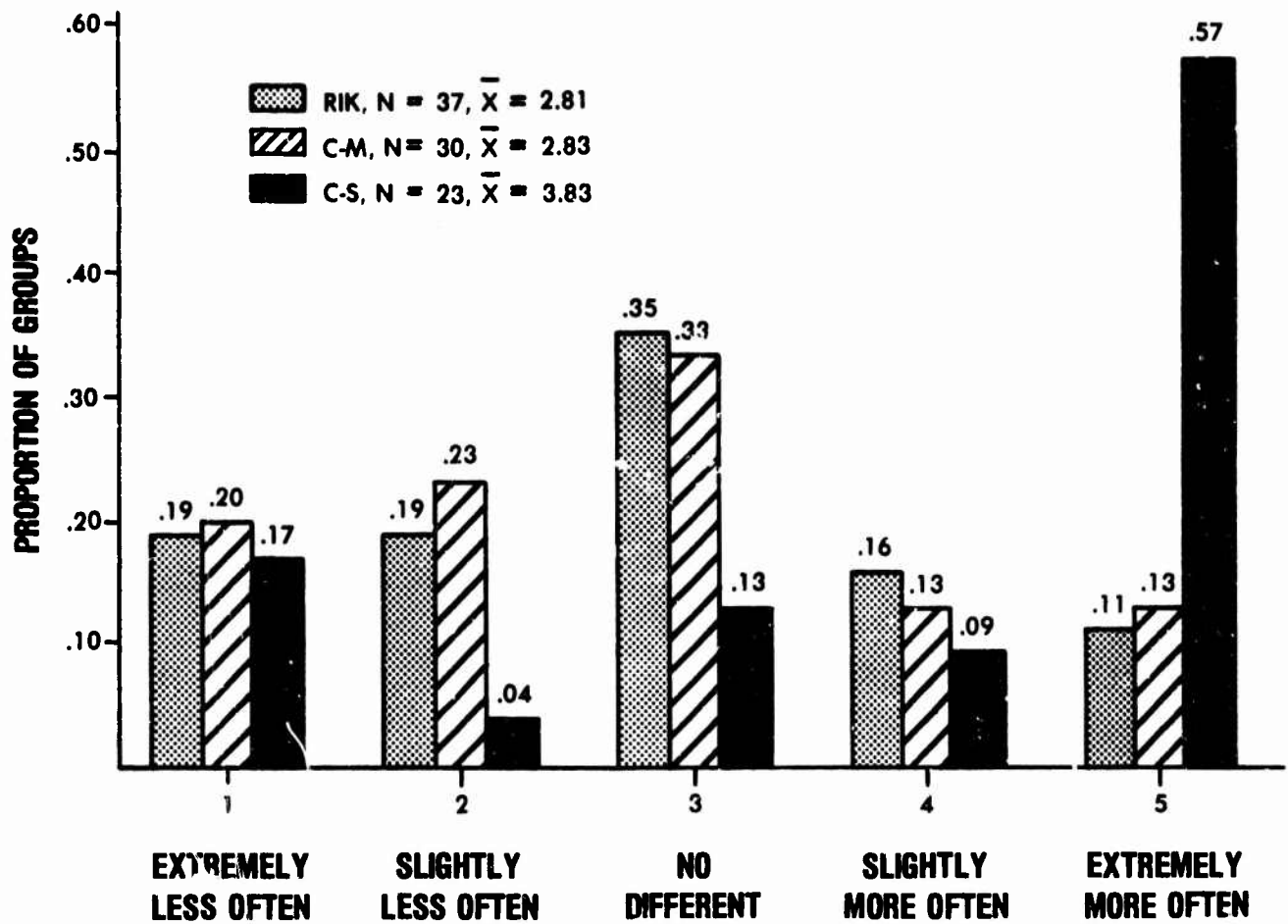
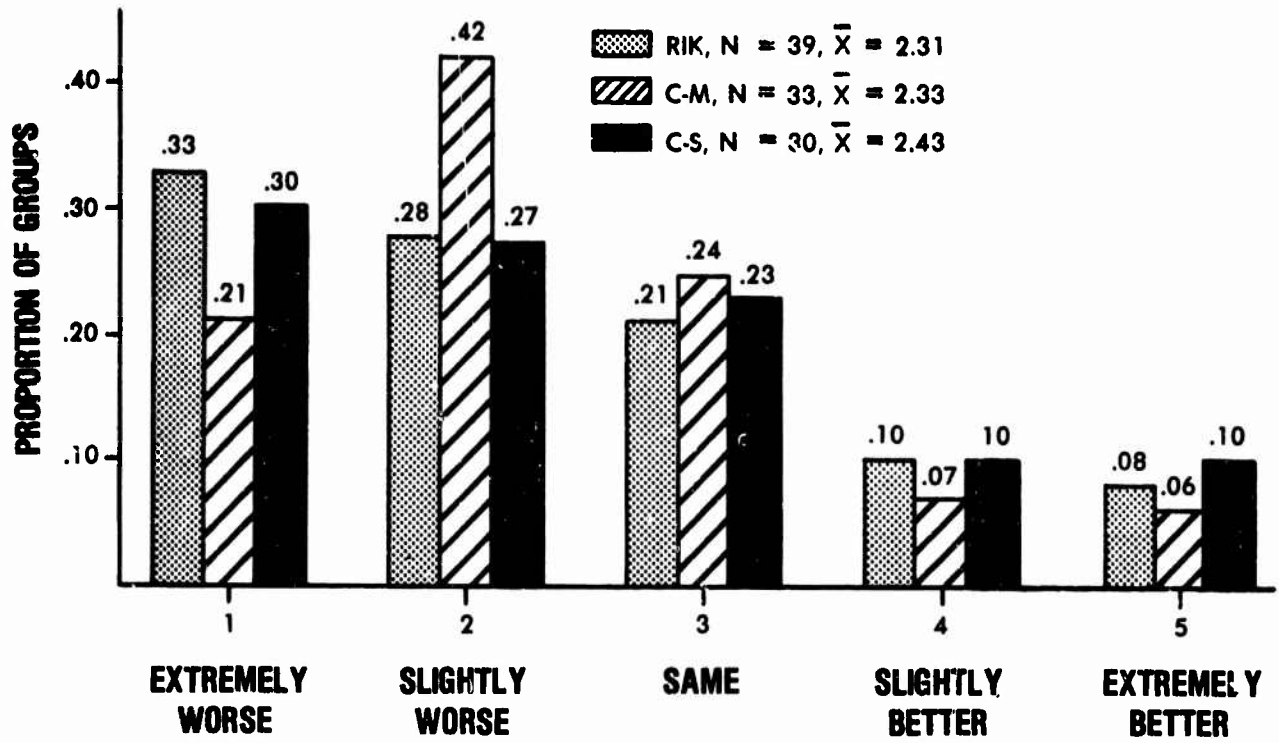


FIGURE 2

RATING OF THIS DINING HALL RELATIVE TO OTHERS



hall (hours, location of dining hall, location of home, etc.), (b) problems with the food (quality, variety, etc.), (c) undesirable eating environment in the dining hall (decor, lighting, crowded, etc.), (d) food habits which conflicted with and took precedence to eating in the dining hall (eating at home with family, going out with friends, etc.), (e) poor service in the dining hall (attitude of worker, speed of service, etc.), and (f) miscellaneous (expense, rules, etc.). Categorization of responses into these six general areas is given in Tables 3 and 4. A complete breakdown of the responses is given in Appendix F.

As shown in Table 3, the groups differed significantly from one another in terms of their reported main reason for not attending more often (17,18). Conflicting meal patterns appeared to play a significant role in the nonattendance of each of the three groups, particularly the COMRATS-Married group. Convenience features were also mentioned frequently by each group, especially being emphasized by the COMRATS-Single group. Collectively, 64% of the interviewees cited one of these two reasons, which are not directly related to food service, as the main reason for their relative nonattendance. Similar findings were obtained at Shaw and Loring AFBs. These data, taken with those noted earlier concerning the relative rating of and attendance in the Alameda dining hall, are important because they suggest that attendance was not solely determined by consumers' attitudes toward the dining hall. There are factors currently beyond food service control which apparently are more influential in determining when and how often a large segment of the personnel have meals in the dining hall. This is not true, however, for everyone. A substantial number of RIKs, for example, mentioned undesirable features of the dining hall food as the main reason they did not attend more often (Table 3). Previous reports have also emphasized the importance of food in relation to attendance (e.g., Branch, Meiselman, and Symington, 1974).

Many respondents gave no other reason for not attending more (Table 4). Those who did give additional reasons again emphasized food features, convenience factors, and conflicting habits. Factors related to the eating environment (mainly the crowds) and service (mainly the workers' attitude), were also mentioned.

The emphasis by the COMRATS groups on conflicting eating habits and convenience is not surprising given the marital status of the COMRATS-Married group and the off-base living situation of the majority of that group and part of the COMRATS-Single group. Additional information regarding the convenience issue was available from the survey questions concerning the distance to the dining hall. Although the groups did not differ significantly in the time reportedly required to get to the dining hall from their job sites (an average of 7.8 minutes), the COMRATS-Married group reported significantly more time to get to the dining hall from their home (an average of 23.3 minutes) than did either the RIK group (an average of 5.7 minutes) or the COMRATS-Single group (an average of 12.5 minutes) (19), the latter two not being significantly different from one another (20).

Table 3

The Main Reason Given by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S) For Not Attending More Often

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Inconvenience	5	.10	13	.26	20	.40
Undesirable Food	19	.38	3	.06	10	.20
Undesirable Environ- ment	2	.04	1	.02	6	.12
Poor Service	0	0	0	0	0	0
Conflicting Habits	19	.38	29	.58	10	.20
Miscellaneous	5	.10	4	.08	4	.08
Total	50	1.00	50	1.00	50	1.00

Table 4

Other Reasons For Not Attending More Often

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Inconvenience	5	.13	13	.32	11	.25
Undesirable Food	9	.25	5	.12	15	.35
Undesirable Environment	6	.17	6	.14	6	.14
Poor Service	6	.17	4	.10	2	.05
Conflicting Habits	9	.25	8	.25	6	.14
Miscellaneous	1	.03	5	.12	3	.07
Total	36	1.00	41	1.00	43	1.00
Nothing	28		23		22	

C2. Interview Data: General Opinions of the Navy Food System.

A number of questions in the interview were oriented toward the men's general opinion of the Navy food service. The first asked the interviewees to rate their level of satisfaction with, "The effort the Navy has made to provide you with good food ashore". Persons on COMRATS were told that this included their COMRATS allowance. Significantly more of the RIK group expressed dissatisfaction (42%) than either of the COMRATS groups (less than 25%) (21) (Figure 3).

At Loring AFB, less than a quarter of both the BAS and the RIK group expressed dissatisfaction prior to the conversion to BAS/A La Carte. Nonetheless, there was a significant decrease in dissatisfaction on the part of both groups after the new system was instituted (22,23). These findings, along with those mentioned earlier concerning the improved attitude of airmen toward the Loring facility relative to other dining halls, are important because they suggest that changing to BAS/A La Carte was instrumental in enhancing the servicemen's opinions of their dining facility and the military food system, in general. (As noted earlier, these data and others are the subject of a forthcoming report.)

Interviewees at NAS Alameda were also asked to specify the one thing they would most like changed in regard to the Navy food system and, subsequently, whether there were any other changes they desired. The categories into which the responses fell are shown in Tables 5 and 6. In both cases, a significant difference was found between the COMRATS groups and the RIK group (24,25) although the two COMRATS groups did not differ significantly from one another (26,27). Nonetheless, the one main change desired by all groups had to do with the ration system. The detailed breakdown of these responses (Appendix F) shows that the RIK group was most interested in an all-COMRATS policy, or in at least having a choice between COMRATS and RIK. The one main desire of the COMRATS groups, on the other hand, was an increase in the COMRATS allowance, with a number of COMRATS-Single persons also expressing a wish for item pricing. The degree to which these responses were influenced by the interviewees' knowledge and understanding of the impending ration system changes is unknown, although it is interesting that relatively few persons (7% overall) spontaneously named item pricing as a change they would most like to see.

In addition to these responses, the RIK group made frequent mention of changes in the food served in the dining hall, primarily with respect to the quality of preparation and variety (see Appendix F). Food features were also often included among the other changes the respondents desired (Table 6), although the COMRATS-Married group had relatively few things they added here and the COMRATS-Single group frequently mentioned environmental features as well (mostly pertaining to the general atmosphere). Food quality and variety have consistently been leading sources of military customer complaint (e.g., Branch, Waterman, Symington, and Meiselman, 1974).

FIGURE 3
SATISFACTION WITH NAVY EFFORT
TO PROVIDE GOOD FOOD ASHORE

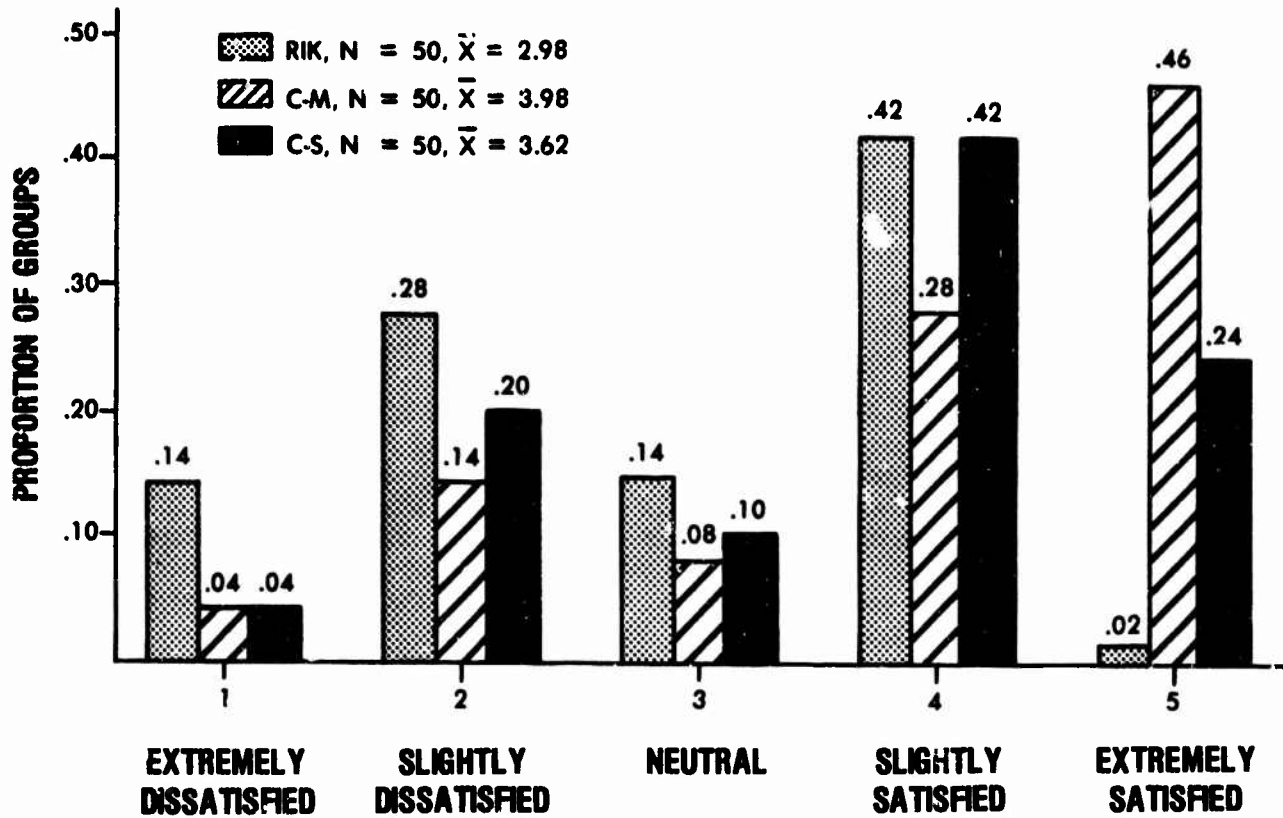


Table 5

The Main Changes Desired by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Hours/Location	0	0	1	.02	1	.02
Food	20	.42	8	.18	12	.27
Environment	2	.04	4	.09	1	.02
Service	1	.02	2	.05	5	.11
Ration System	24	.50	20	.47	18	.42
Miscellaneous	1	.02	8	.19	7	.16
Total	48	1.00	43	1.00	44	1.00
Nothing	2		7		6	

Table 6

Other Desired Changes

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Hours/Location	1	.02	1	.04	1	.03
Food	29	.55	7	.28	10	.29
Environment	7	.13	6	.24	14	.40
Service	9	.17	2	.08	4	.11
Ration System	5	.09	5	.20	4	.11
Miscellaneous	2	.04	4	.16	2	.06
Total	53	1.00	25	1.00	35	1.00
Nothing	15		25		23	

On the positive side, respondents were asked to state the one main thing they most liked about the Navy food system, as well as any additional likes they had. The general categories into which these responses fell are given in Tables 7 and 8 and are the same as in Tables 5 and 6 with the exception of COMRATS/Expense which replaced the Systems category above (see Appendix F for a more detailed breakdown).

As before, significant differences again occurred between the COMRATS groups and the RIK group, but not between the two COMRATS groups, alone (29). The main likes of the RIK group centered on hours/location features and food features. In the former case, the following type of statement was frequently voiced: "The best thing about the Navy food system is that dining facilities are there whenever I need them". The most frequently mentioned food features were specific foods (e.g., good breakfast foods), quantity, and quality. Food features also received frequent mention by the COMRATS groups, particularly food quantity, nutrition, and quality. More than food features, however, the COMRATS groups emphasized the receiving of COMRATS and the low cost of dining hall meals as their most liked feature of the Navy food system. The majority of respondents gave no additional likes (Table 8). In fact, too few comments were made to warrant statistical analyses. Of the responses given, most focused on food, again emphasizing specific foods, food quantity, and food quality. (The fact that food quality was mentioned both as a liked feature and as one requiring change points out the apparent lack of agreement regarding satisfaction with this particular factor.)

C3. Interview Data: Increasing Dining Hall Attendance.

The next question asked the respondent whether, in his opinion, there were things the Navy could do to increase general attendance in its dining facilities. The responses of the three groups were nearly identical, approximately 80% responding in the affirmative. When asked what specifically could be done, the interviewees gave responses of the same general categories as above (Table 9). Unlike previously, however, the responses of the groups did not differ significantly from one another (30), all emphasizing food and physical environment features. Comments regarding the former were almost exclusively related to the quality of food preparation and food variety (see Appendix F) as has been found in previous studies. In terms of the latter, the most frequently mentioned features concerned the general decor and the crowded conditions. That physical environment features were cited as frequently as they were is surprising, since they were not noted very often in response to the previously discussed questions. It should be recalled, however, that interviewees were asked what would attract customers in general, not just themselves. So it is plausible that a respondent personally felt that, for example, service required the most attention, but mentioned environmental features because he felt they would be most desired by the general population.

Table 7

The Main Likes of RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Hours/Location	14	.32	4	.10	3	.07
Food	13	.30	11	.27	14	.35
Environment	4	.09	0	0	0	0
Service	4	.09	4	.10	2	.04
Expense/COMRATS	7	.15	20	.49	21	.52
Miscellaneous	2	.05	2	.04	1	.03
Total	44	1.00	41	1.00	41	1.00
Nothing	6		9		9	

Table 8

Other Likes

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Hours/Location	3	.14	0	0	3	.16
Food	8	.36	3	.30	10	.53
Environment	2	.09	2	.20	1	.05
Service	5	.23	2	.20	2	.10
Expense/COMRATS	2	.09	2	.20	3	.15
Miscellaneous	2	.09	1	.10	0	0
Total	22	1.00	10	1.00	19	1.00
Nothing	31		43		34	

Table 9

Factors Leading to Increased Attendance as Given by RIK (R),
COMRATS-Married (C-M), and COMRATS-Single (C-S)

	R (N = 38)		C M (N = 39)		C-S (N = 39)	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Hours/Convenience	3	.04	2	.03	4	.06
Food	40	.58	21	.34	31	.49
Environment	17	.25	19	.31	13	.21
Service	6	.09	4	.07	3	.05
System	1	.01	5	.08	5	.08
Miscellaneous	2	.03	10	.17	8	.11
Total	69	1.00	61	1.00	64	1.00

Table 10

Responses of RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S)
to the Question of Whether their Attendance would Increase

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Yes	23	.61	19	.49	30	.77
No	15	.39	20	.51	9	.23
Total	38	1.00	39	1.00	39	1.00

As a last question in this series, persons who indicated that an increase in attendance was possible were asked whether their own attendance would increase if their suggestions were implemented. The responses to this question are shown in Table 10. Although the responses of the groups were not statistically different (31), they indicate that the attendance of the COMRATS-Married group would be least affected by any change, and that even among the two other groups the attendance of a substantial percentage would be uninfluenced. This finding is not particularly surprising in light of the comments made earlier that over 60% of each group gave factors not directly related to food service as their main reasons for currently not attending more (see Table 3).

C4. Interview Data: Summary.

In general, the two COMRATS groups tended to respond as one, showing a generally high level of satisfaction with the Navy food system and citing factors not directly related to the dining hall as the main reasons they did not attend more, as the main things they wanted changed, and as the things they most liked. This was in contrast to the RIK group which expressed less satisfaction with the the Navy system and which, although also mentioning non-dining hall factors, emphasized food features throughout. There was agreement among the groups that the general attendance could be increased by improving the food served in the dining hall and the dining hall environment, although a substantial proportion of the groups, particularly of the COMRATS-Married group, would reportedly not attend more themselves.

A great deal of information related to the two most frequently mentioned factors involved in increasing attendance, food and the dining environment, was available from the survey data. A portion of these data are presented below. The complete data are given in Appendix E.

C5. Survey Data: Dining Environment.

The following areas were considered in relation to the dining environment: (a) physical aspects of the dining hall; (b) waiting in lines, which pertains to the crowded conditions frequently mentioned in relation to increasing attendance; and (c) meal hours, which, although not specifically an environmental feature, was often involved in the responses to a number of the interview questions.

Questions on the first of these areas involved a list of 21 environmental features which the respondents rated on a 5-point scale. The format of the scale was similar to semantic differential scales in that it had opposite adjective pairs separated by five numbers, the subjects marking one number to express his opinion regarding that feature. An example of the scale and a list of the adjective pairs are given in Table 11. This table also shows which features received a positive mean rating, i.e., a mean rating above the neutral point (the actual means are given in Appendix E); and the ranking of the features, the feature with the lowest mean rating receiving the rank of 1.

Table 11

Ratings of Physical Features by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	Extremely 1	Moderately 2	Neutral 3	Moderately 4	Extremely 5	Quiet
	R		C-M		C-S	
	Mean >3.0	Rank	Mean >3.0	Rank	Mean >3.0	Rank
Dirty/Clean Kitchen	*	20	*	16	*	18
Dirty/Clean Counters	*	21	*	19	*	20
Dirty/Clean Dispensers	*	17	*	14	*	16
Dirty/Clean Silverware		10		9		11
Dirty/Clean Tray	*	11	*	20.5	*	14
Dirty/Clean Dishes	*	16	*	17	*	17
Dirty/Clean Floors	*	19	*	13		12
Dirty/Clean Tables	*	18	*	12	*	13
Dimly/Brightly Lit	*	15	*	20.5	*	21
No Sun/Sunny	*	12		11		9
Unsafe/Safe	*	13.5	*	15	*	19
Insect Free/Infested	*	13.5	*	18	*	15
Noisy/Quiet		2		2		1
Crowded/Uncrowded		5		3		6
Cramped/Roomy		4		10		8
Unpleasant/Pleasant View		1		1		2
Unpleasant/Pleasant Exterior		7		6		3
Unpleasant/Pleasant Interior		9		7		7
Drab/Colorful		3		5		4.5
Ugly/Beautiful		6		4		4.5
Tense/Relaxed		8		8		10
Overall Mean	2.86		2.74		2.80	

There was considerable agreement among the groups in the ratings assigned to each feature. The correlation between the rankings by the two COMRATS groups was particularly high (.93), although the rank correlations between the RIK group and the COMRATS-Married and the COMRATS-Single groups were also substantial (.80 and .86, respectively). Also, the overall mean ratings of the groups did not differ significantly (32). This similarity in responding, which will be evidenced repeatedly in the paragraphs to follow, is surprising in light of the differences among the groups in their reported attendance, and indicates that one need not attend frequently to discern the positive and negative features of the dining hall and the food served therein. A similar situation was observed at Shaw AFB where opinions of attenders and nonattenders were found to differ very little (Siebold and Meiselman, 1975).

The dining facility was rated positively in terms of cleanliness (with the exception of silverware), lighting, being free of insects, and safety. The features which received the lowest ratings were related to the attractiveness of the dining environment (unpleasant view, unpleasant interior and exterior, drabness and ugliness) and the crowded condition (noisy, crowded, and cramped). These features, it will be recalled, are the same as those emphasized in the interviews in response to the question of how to increase attendance.

There was also no significant disagreement among the groups in their estimation of the length of the wait in the serving line (33), with an overall mean time of 5.28 minutes being reported (see Appendix E for more complete data on this topic).

In terms of dining hall hours, respondents indicated whether opening and closing times for breakfast, lunch, and dinner on weekdays and weekends were sufficient as is or whether they should be extended by a half hour or an hour. The mean times and the ranking of these means (the meal with the smallest mean being assigned the ranking of 1) are shown in Table 12. Rank correlations of .76, .85, and .86 were obtained for the RIK and COMRATS-Married groups, RIK and COMRATS-Single groups, and COMRATS-Married and COMRATS-Single groups, respectively. The agreement among groups suggested by these correlations was also indicated by the lack of significant differences among the overall mean extension times given by each group (34), averaging out to be 14.8 minutes. In general, three patterns emerged from these data, namely, that a greater extension was desired for: (a) closing hours more than for opening hours, (b) for supper than for lunch than for breakfast, and (c) for weekday meals than for weekend meals.

C6. Survey Data: Food Features.

It will be recalled that in the interview all three groups cited changes in the dining hall food as being the most likely features to lead to increased attendance (see Table 9), and that particular emphasis was placed on food quality and variety. Survey data on these two issues are presented in this section, along with data pertaining to food quantity.

Table 12

Time Extensions (in Minutes) Desired by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Mean	Rank	Mean	Rank	Mean	Rank
Weekday, Breakfast, Opening	6.79	2	13.89	7	15.96	5
Weekday, Breakfast, Closing	16.88	9	17.14	11	20.43	11
Weekday, Lunch, Opening	11.32	5	11.89	5	11.09	1
Weekday, Lunch, Closing	19.59	10	15.31	10	19.79	10
Weekday, Dinner, Opening	16.47	8	9.00	3	17.04	7
Weekday, Dinner, Closing	28.16	12	19.20	12	21.33	12
Weekend, Breakfast, Opening	5.40	1	8.33	1	14.04	3
Weekend, Breakfast, Closing	14.38	6	14.69	8.5	18.26	8
Weekend, Lunch, Opening	7.80	3	8.49	2	11.49	2
Weekend, Lunch, Closing	15.00	7	13.47	6	16.36	6
Weekend, Dinner, Opening	11.25	4	9.44	4	15.00	4
Weekend, Dinner, Closing	22.50	11	14.69	8.5	18.91	9
Overall Mean	14.80		13.11		16.64	

In the survey, respondents rated 16 food quality features on a four point-scale, indicating whether each feature occurred never, sometimes, often, or always. As in the previous section, there was considerable agreement among the groups in the ratings they gave each feature (Table 13): (a) when the features were ranked for each group in terms of their mean ratings (the rank of 1 being assigned the feature with the lowest mean rating) and the groups were compared, rank correlations exceeding .90 were found in each case; (b) the overall mean ratings assigned by the three groups were not significantly different (35); and (c) there was complete agreement among groups with respect to which features occurred more than "sometimes" (complete mean ratings are given in Appendix E).

In the interviews, most emphasis in the area of food quality was on the quality of food preparation. It is interesting, therefore, that in the survey low ratings were not confined to this aspect of food quality, but occurred also with respect to the quality of the raw food product. It is of further interest that the features receiving the lowest ratings at NAS Alameda, tastelessness, toughness, and greasiness, also received the lowest ratings at other installations (e.g., Branch et al., 1974), including Loring AFB prior to BAS/A La Carte.

In evaluating food variety, respondents rated each of seven food classes (short order, meats, starches, vegetables, salads, beverages, and desserts) in terms of their satisfaction with its variety on weekdays, weekends, and over the course of a month. In each case, a 5-point scale was used, ranging from Much More Choice Needed to Much Less Choice Needed. The overall mean rating by the COMRATS-Married group was significantly greater than the mean ratings of the RIK and the COMRATS-Single groups (36), which were identical (Table 14). (That the COMRATS-Married persons were least dissatisfied with food variety is not surprising since this group attended least often and, therefore, would be least likely to notice monotonous food offerings). Despite this difference, however, correlations among the rankings of the features by each group, based on mean ratings, were once again substantial (.86 between the two COMRATS groups, and .63 and .68 between the RIK group and each COMRATS group separately). The groups agreed that meat and short order variety were in the most need of improvement and that beverages required the least attention. This pattern occurred for each of the groups for each of the three types of variety - weekday, weekend, and monthly. Differences between the COMRATS groups and the RIK group did appear, however, with regard to the in-between items. After short order and meats, the COMRATS groups listed salads, starches, and vegetables, and desserts as needing most attention, whereas this order was reversed for the RIK group. An ordering similar to the RIKs has been evidenced in previous reports (Branch et al., 1974), and at Loring AFB. A second pattern which appeared in the RIK data was a generally greater satisfaction with food class variety on weekdays than on weekends than over a month period. For the two COMRATS groups, however, there was little consistency in this regard.

Table 13

Ratings of Food Quality by RIK (R), COMRATS-Married (C-M)
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Mean >2.00	Rank	Mean >2.00	Rank	Mean >2.00	Rank
Overcooked (P) ^b	*	8	*	6	*	4
Undercooked (P)	*	6	*	9	*	6
Cold (P)	*	7	*	8	*	9
Tasteless (P/F)	*	1	*	1	*	1
Burned (P)		11		10		11
Dried Out (P/F)	*	5	*	4	*	5
Greasy (P)	*	3	*	3	*	3
Tough (F)	*	2	*	2	*	2
Too Spicy (P)		13		12		13
Frozen (P)		16		16		16
Salty (P)		14		14		14
Gristle (F)	*	9	*	5	*	8
Spoiled (F)		15		15		15
Stale (F)		10		11		10
Fatty (F)	*	4	*	7	*	7
Raw (P)		12		13		12
Overall Mean	2.06		1.95		2.06	

Scale: 1 - Never; 2 - Sometimes; 3 - Often; 4 - Always

^bA P follows features related to the quality of food preparation, an F follows features related to the quality of the raw food product, and a P/F follows features which could be related to either factor.

Table 14

Ratings of Food Variety by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Mean	Rank	Mean	Rank	Mean	Rank
<u>Weekday Variety</u>						
Short Order	2.00	6	2.11	1	1.92	3.5
Meats	1.98	5	2.33	6	1.36	2
Starches	2.52	17	2.63	14.5	2.33	8.5
Vegetables	2.51	15	2.56	11	2.39	11
Salads	2.58	18	2.55	10	2.37	10
Beverages	2.74	21	2.79	20.5	2.63	21
Desserts	2.27	8	2.79	20.5	2.51	18
<u>Weekend Variety</u>						
Short Order	1.84	3	2.22	3	2.00	6
Meats	1.86	4	2.30	5	1.85	1
Starches	2.48	14	2.54	8.5	2.43	14
Vegetables	2.36	12	2.61	13	2.45	15
Salads	2.51	16	2.54	8.5	2.40	12.5
Beverages	2.62	19	2.74	18	2.53	19
Desserts	2.22	7	2.63	14.5	2.49	17
<u>Monthly Variety</u>						
Short Order	1.83	2	2.18	2	1.98	5
Meats	1.71	1	2.25	4	1.92	3.5
Starches	2.35	11	2.64	16	2.40	12.5
Vegetables	2.35	10	2.59	12	2.33	8.5
Salads	2.43	13	2.49	7	2.31	7
Beverages	2.63	20	2.78	19	2.56	20
Desserts	2.31	9	2.72	17	2.48	15
Overall Mean	2.29		2.52		2.29	

Scale: 1 - Much More Choice; 2 - Slightly More Choice; 3 - Choice Now

The final food topic, food quantity, was covered by two questions in the survey. The first simply asked respondents how often they left the dining facility without enough to eat: never, sometimes, often, or always. The responses of the three groups did not differ significantly (37), fewer than 25% of each group saying this situation occurred more than "sometimes". The second question had respondents rate a single portion of meats, starches, vegetables, and desserts on a 5-point scale, ranging from Much Too Small to Much Too Large. The responses of the groups were again nearly identical, indicating that only meat servings were considered too small and that servings of vegetables, starches and desserts were, in that order, sufficient as is, or possibly even too large (see Appendix E for complete data). Similar opinions were expressed by the Loring airmen.

C7. Survey Data: Summary.

These data point out that, although the groups did not agree in their responses to a number of the open-ended interview questions, they reached a high level of agreement when presented with certain features and asked to objectively evaluate them. With regard to each issue covered in the above two sections, the groups generally agreed on what required most attention: with respect to environment, it was attractiveness of inner and outer decor and crowded conditions; with respect to hours, it was extension of closing hours after the evening meal on weekdays; with respect to food quality, it was taste, tenderness, and greasiness; with respect to food variety, it was the meat and short order items; and with respect to quantity, it was meat.

The data from a summary question in the survey are given in Table 15. This question listed 14 general dining service features and had the respondents rate each one on a 5-point scale, ranging from Very Bad to Very Good. Again, the responses of the groups were similar, their overall mean ratings not differing significantly (38) and the rankings of the features being substantially intercorrelated (.78 for the RIK and COMRATS-Married groups, .89 for the RIK and COMRATS-Single groups, and .82 for the COMRATS-Married and COMRATS-Single groups). If anything, the RIK group reacted somewhat more negatively to the food features than did either COMRATS group, although the ratings of the food features by these latter two groups were also not high. Other than food-related features, the most negatively rated factors were the monotony of the same facility and its military atmosphere. It is noteworthy that at Shaw AFB, where BAS/A La Carte has been implemented, food features did not occupy the lowest ranks as they consistently have at other installations, including Loring AFB (Siebold and Meiselman, 1974; Branch et al., 1974).

D. Attitudes Toward the Proposed System

In addition to questions evaluating the current system, the interview contains a number of items related to the COMRATS policy and the item versus meal pricing issue, these being the two areas directly involved in the proposed BAS/A La Carte changes. Before these questions were asked, however, interviewees were queried concerning what, if anything, they had heard about changes planned for the Alameda food system. Significantly more RIK personnel

Table 15

Rating of 14 Food Service Features by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Mean	Rank	Mean	Rank	Mean	Rank
Convenience of Location	4.24	14	3.53	14	3.57	14
General Dining Environment	2.93	8.5	2.91	6	2.94	10
Degree of Military Atmosphere	2.68	6	2.77	4	2.65	5
Desirable Eating Companions	3.43	12	3.21	12	3.30	13
Expense	3.46	13	3.36	13	3.24	12
Hours of Operation	3.07	10	2.96	7.5	2.98	11
Monotony of Same Facility	2.37	2	2.56	1	2.50	1
Quality of Food	2.43	3	2.76	3	2.60	3
Quantity of Food	2.93	8.5	3.02	9	2.80	8
Service by Facility Personnel	3.09	11	2.96	7.5	2.74	6
Variety of Weekday Food	2.59	5	3.02	9	2.84	9
Variety of Weekend Food	2.49	4	3.02	9	2.62	4
Variety of Short Order Food	2.30	1	2.64	2	2.51	2
Speed of Service or Lines	2.76	7	2.79	5	2.76	7
Overall Mean	2.91		2.96		2.86	

(72%) than COMRATS-Married (44%) or COMRATS-Single personnel (44%) said they had heard something in this regard (39). Of these respondents, most correctly named at least one of the two main changes (94% of RIK and 91% of each COMRATS group), although a lesser proportion correctly identified both changes (53% of RIK and 32% of each COMRATS group). The only erroneous change mentioned more than one time was civilian operation which overall was reported by 7% of those responding.

DI. Interview Data: COMRATS Policy.

Not surprisingly, 98% of both COMRATS groups indicated a preference for COMRATS over RIK (Figure 4). A similar sentiment was expressed by most RIKs, although a portion (8%) did say they wanted to stay on RIK. When asked to explain their preference, the respondents preferring COMRATS mentioned three factors: COMRATS conformed better than RIK to their current eating habits; COMRATS provided a desired flexibility in choosing where to eat which was not afforded by RIK; and money could be saved under COMRATS. Although these factors were emphasized by all three groups, there was a significant difference in relative emphasis (Table 16) (40). The COMRATS-Married group stressed the first of these factors, while the other two groups were similar in generally dividing their responses among all three factors (41). Of the four RIK persons preferring RIK, two said they would have difficulty budgeting a food allowance, one thought it would be less expensive, and the last commented generally that COMRATS would be too much of a hassle.

To better understand what impact conversion to COMRATS would have on the behavior and attitudes of RIK personnel, the group was asked whether they would eat in the dining hall any more or less often and whether they would be any more or less likely to re-enlist if placed on COMRATS. For comparison purposes, the same questions were asked of the COMRATS groups, posing the hypothetical situation that they were placed on RIK. In response to both questions, the majority of each group said there would be no change (Figure 5), suggesting that, despite the overwhelming preference for COMRATS, ration status was relatively unimportant with regard to these two issues. There were, however, persons in each group for whom this was not true. The effect that changing ration status would have on their attendance was largely related to their current ration status (42), 44% of the RIK's saying their attendance would decrease in comparison to 34% and 46% of the COMRATS-Married and COMRATS-Single groups, respectively, who said their attendance would increase. A similar reversal was evidenced with respect to re-enlistment intent (Figure 6), 11% of the RIK's saying they would be more likely to re-enlist if switched to COMRATS in comparison to 21% and 16% of the two COMRATS groups who said that being placed on RIK would have a negative influence on any decision to re-enlist. The most significant of these findings was the relatively large portion of RIK's (44%) who said they would eat in the dining hall less often if placed on COMRATS.

FIGURE 5

REPORTED EFFECT OF SWITCH IN RATIIONS ON ATTENDANCE

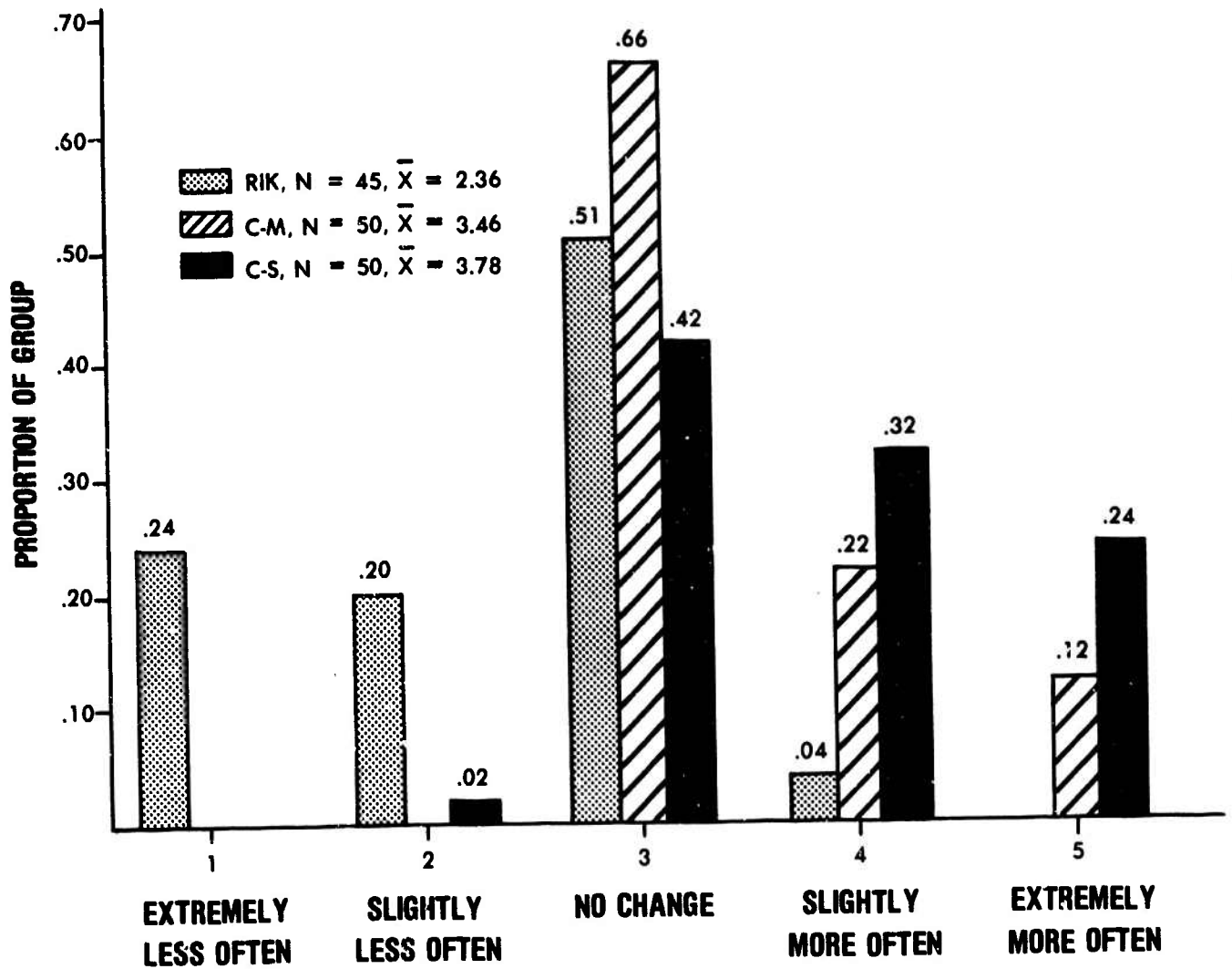


FIGURE 6

REPORTED EFFECT OF SWITCH IN RATIOS ON INTENT TO REENLIST

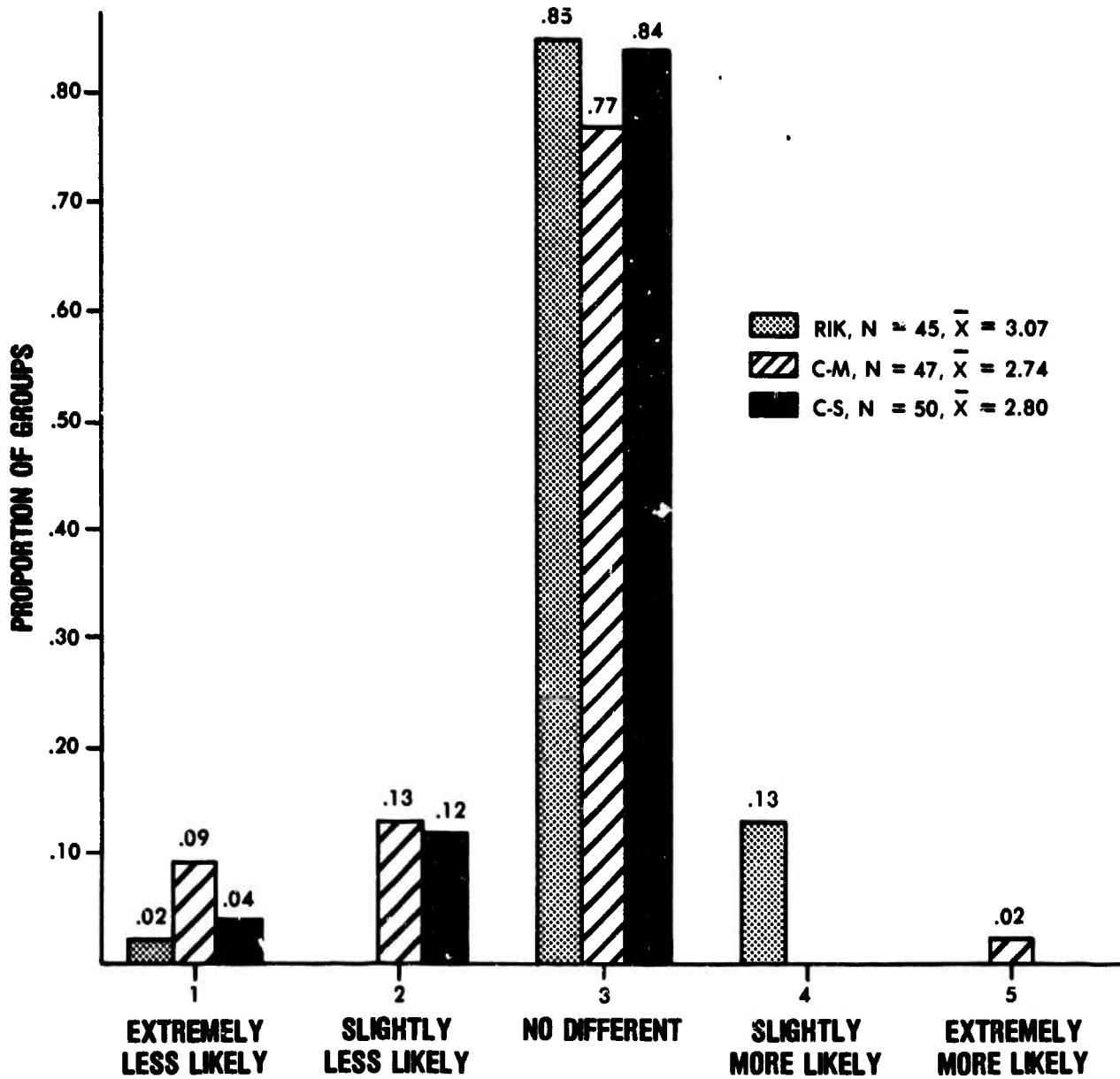


Table 16

Reasons for Preferring COMRATS Given by RIK (R),
COMRATS-Married (C-M), and COMRATS-Single (C-S)

	R		C-M		C-S	
	Number	Proportion	Number	Proportion	Number	Proportion
Convenience	12	.04	5	.09	7	.13
Flexibility of Choosing Where to Eat	14	.28	9	.18	17	.30
Conformity to Eating Habits	11	.22	30	.59	17	.30
Dislike Dining Hall	2	.04	0	.	1	.02
Save Money	18	.36	6	.12	14	.25
Miscellaneous	3	.06	1	.02	0	0
Total	50	1.00	51	1.00	56	1.00

Given the clear preference for COMRATS, it is interesting that a significant minority (over 20%) of each group opposed a policy which would place everyone on COMRATS (Figure 7). Although the proportion holding this position was greatest among the COMRATS-Married group (34%), the responses of the three groups did not differ significantly (43). The most common opinion underlying this opposition was that certain persons (primarily young servicemen) would not budget their money. This opinion was even shared among the younger RIK group to whom this comment was presumably directed, although some RIKs opposed the policy on the grounds that persons should be free to choose between COMRATS and RIK.

Another finding which stands in contrast to the preference for COMRATS was that nearly a third of each group (46% of RIK, 32% of COMRATS-Married, and 38% of COMRATS-Single) said they did not know what the daily COMRATS allowance was and that nearly half of those who said that they did know were wrong by 10 cents or more (59% of RIK, 56% of COMRATS-Married, and 48% of COMRATS-Single) (Figure 8). The groups did not differ significantly with regard to either of these comparisons (44,45).

This lack of information is not surprising in the cases of the COMRATS-Married group, who most likely budgeted for food on a weekly or monthly basis, and the RIK group, who had no direct use for this information. It is surprising, however, with regard to the COMRATS-Single group, despite the fact that they were more accurate than the other two groups. Since these persons most probably purchased at least some of their food on a daily basis, their relative inability to identify the correct allowance could mean that the majority of this group were not properly budgeting their food money.

When informed that the current rate was \$2.41, respondents were asked whether this amount would be adequate for what they ate on a typical day. Although it was emphasized to the respondents that they were to consider only their eating needs and not those of their families, the responses of the COMRATS-Married group differed significantly from those of the other two groups (46), 86% saying the allowance was too little in comparison to 46% and 56% of the RIK and COMRATS-Single groups, respectively (Figure 9). The groups did agree, however, in that, with the exception of one person in the COMRATS-Single group, none among them felt the current allowance was more than what they needed. There was also agreement with respect to the amount of money that those dissatisfied with the current rate thought they would need to eat adequately on a given day (47), an average of \$4.32 being reported (Figure 10).

D2. Interview Data: Item Versus Meal Pricing Issue.

Three topics pertaining to this issue were covered in the interview. The first involved the simple question of which of the two systems the interviewees preferred. RIK respondents were told to answer as if they were on COMRATS. Also, all interviewees were told they could assume that the cost of a "normal" meal would be the same under the two systems. The same general pattern of responses was found for each group (48), the majority desiring item pricing with a substantial proportion preferring meal pricing (Figure 11).

FIGURE 7
OPINION OF AN ALL-COMRATS POLICY

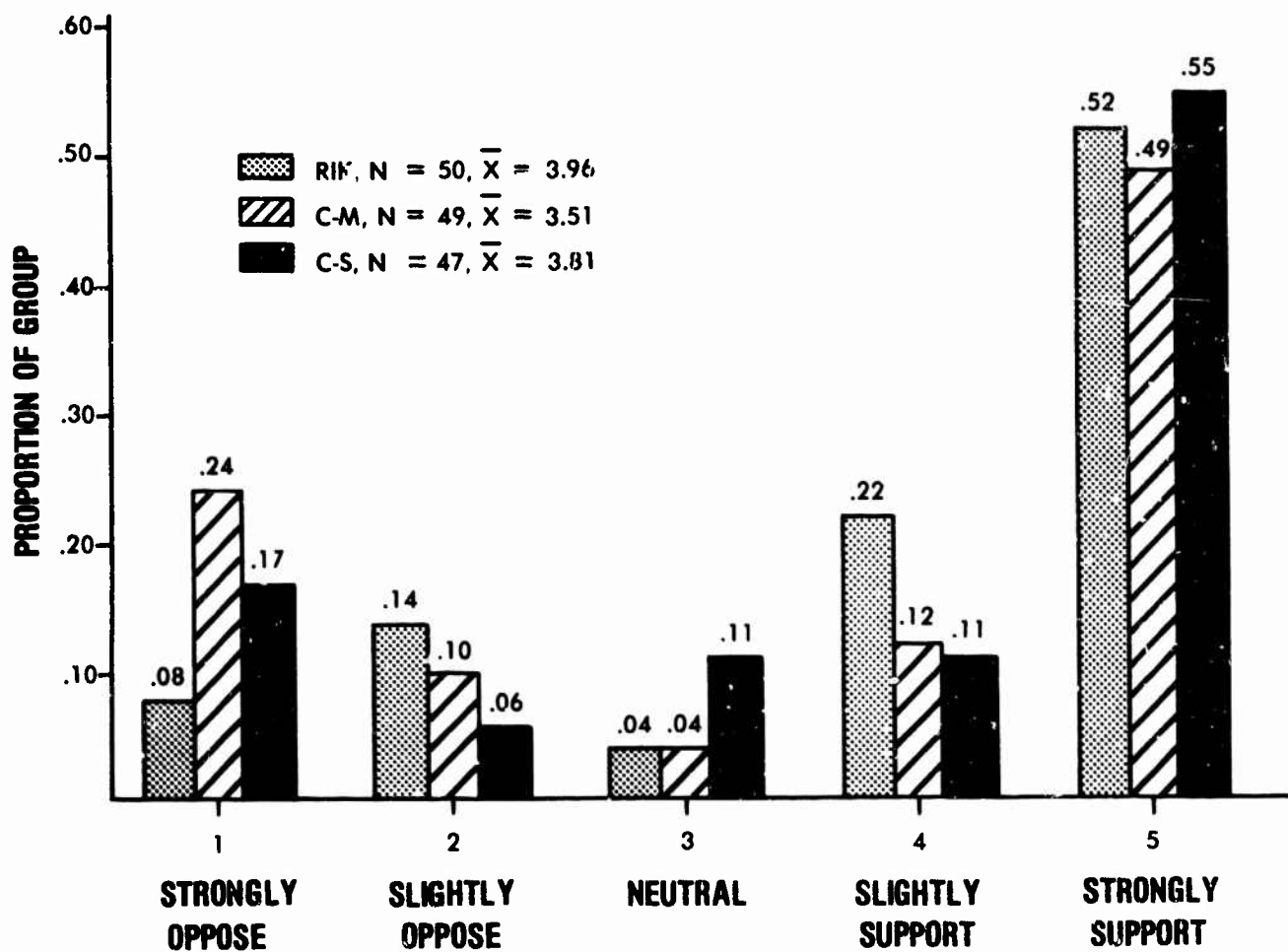


FIGURE 8

ESTIMATES OF THE COMRAT ALLOWANCE BY PERSONS WHO SAID THEY KNEW THE CORRECT AMOUNT (\$2.41)

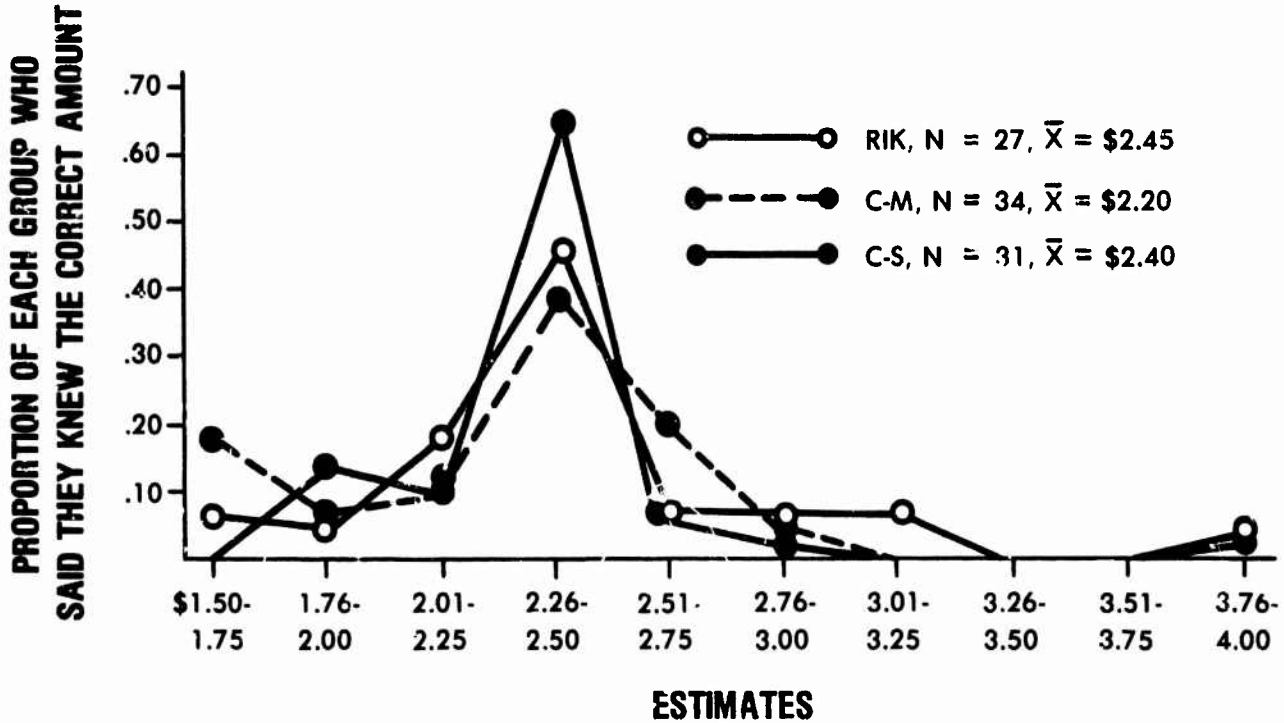


FIGURE 9
REPORTED ADEQUACY OF THE CURRENT
COMRATS ALLOWANCE

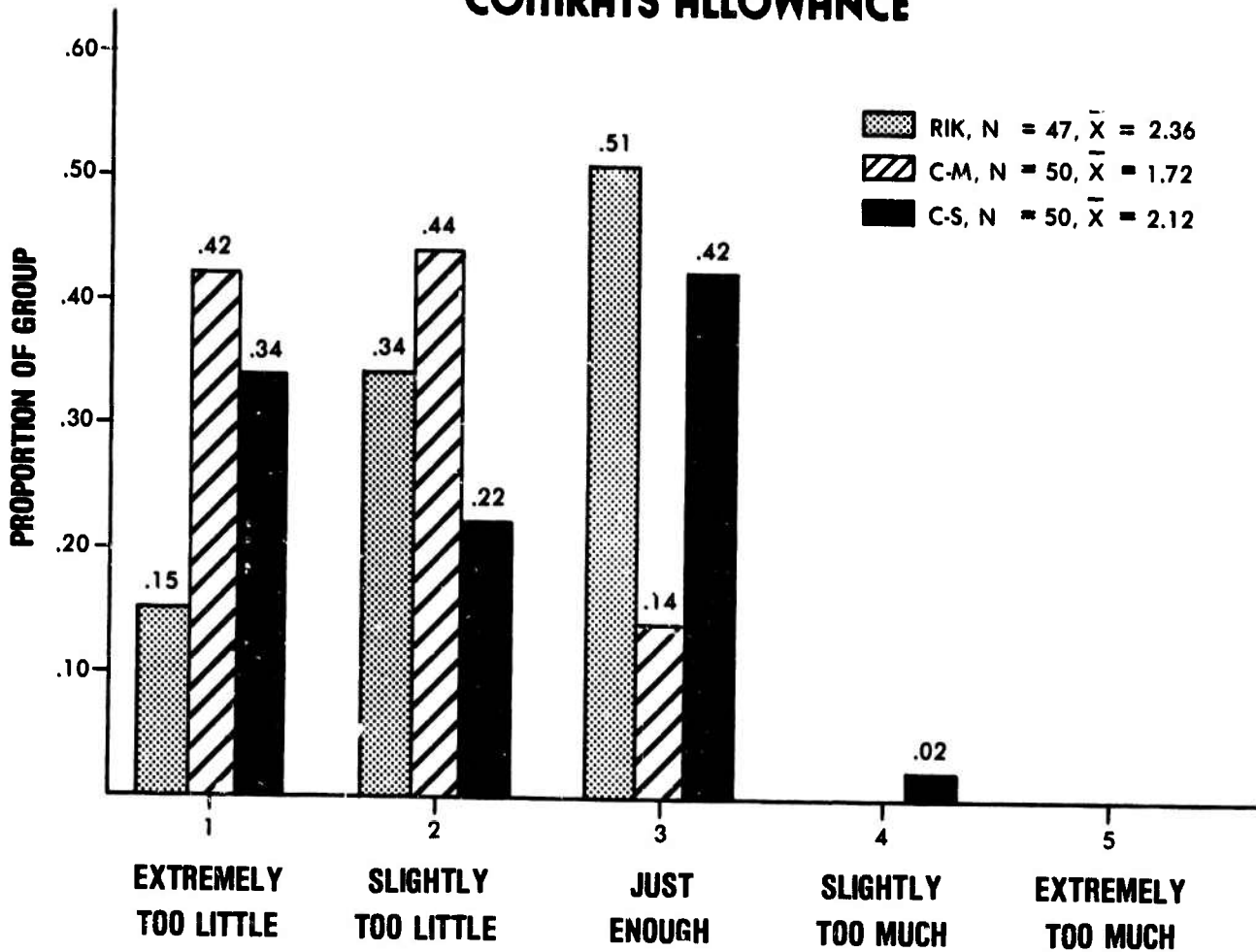


FIGURE 10
AMOUNT REPORTEDLY NEEDED
TO EAT ADEQUATELY ON A GIVEN DAY BY
THOSE DISSATISFIED WITH CURRENT ALLOWANCE (\$2.41)

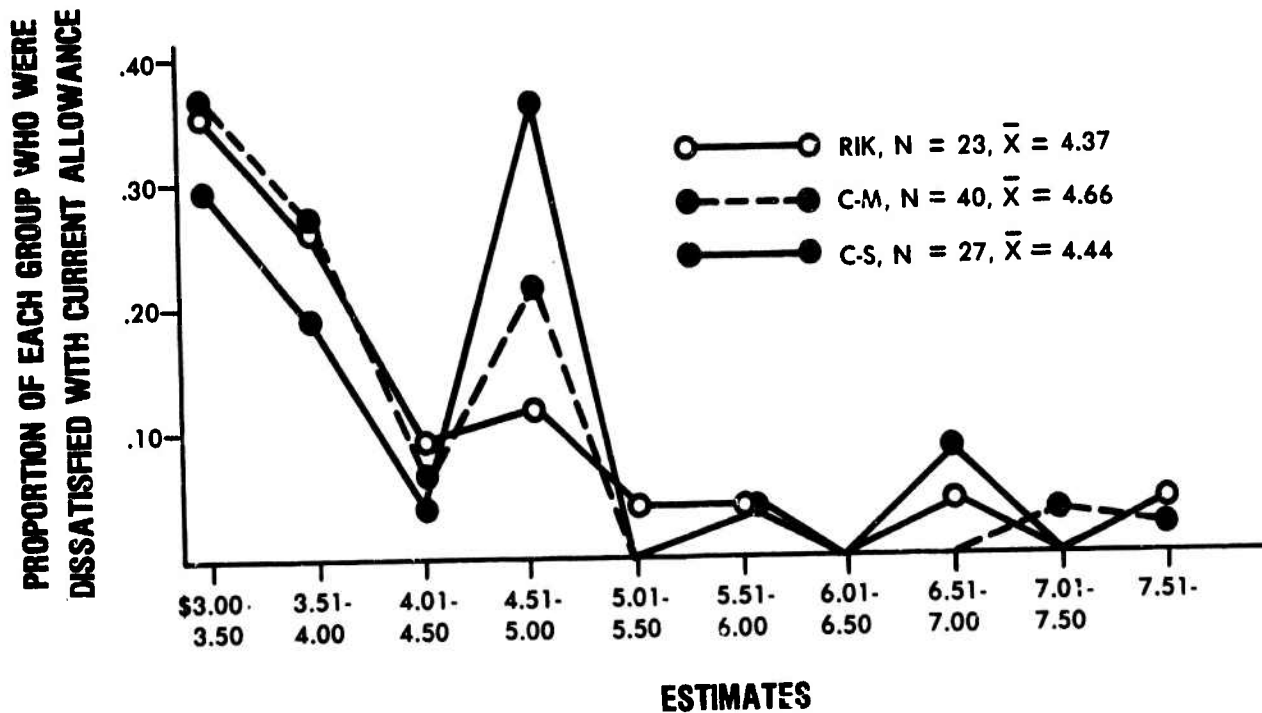
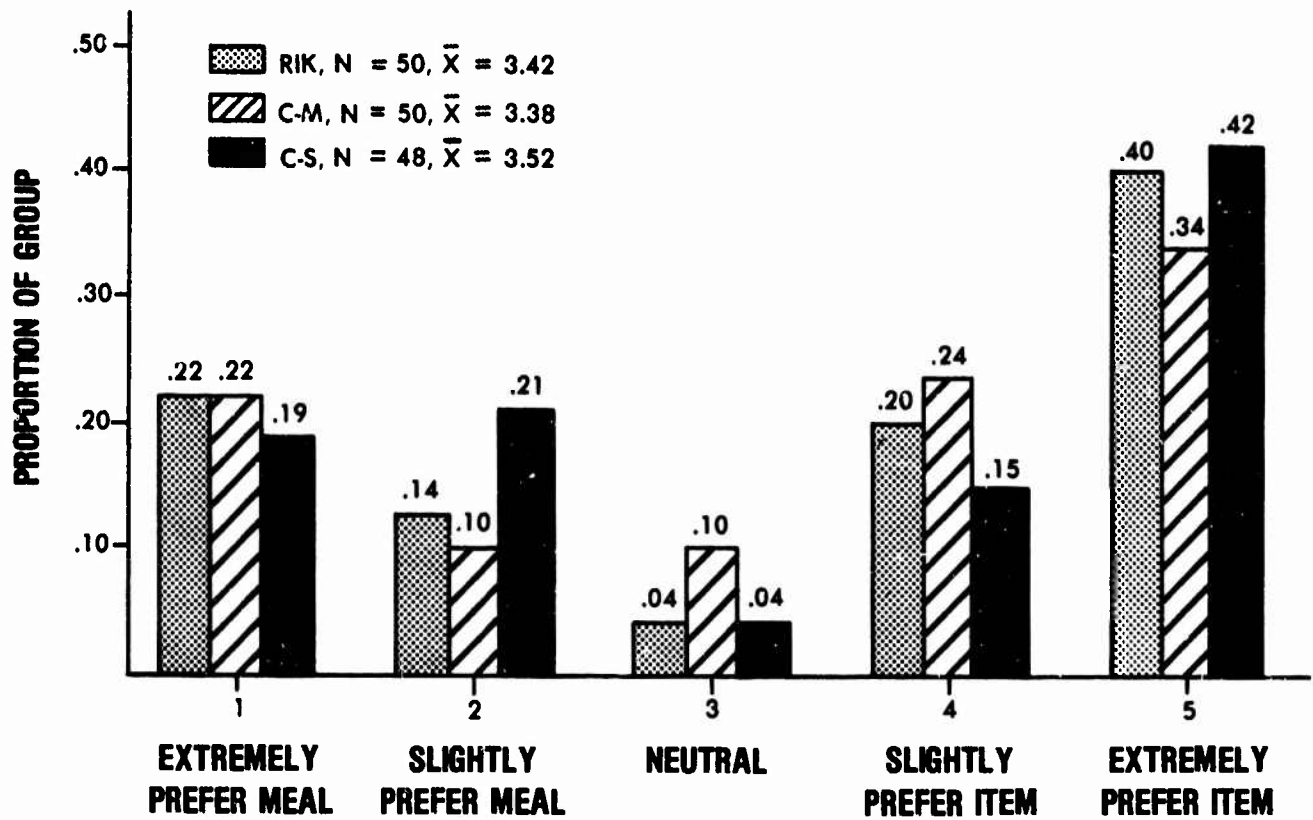


FIGURE 11
PREFERENCE FOR ITEM/MEAL PRICING



The reverse situation was found at Loring AFB prior to the conversion to BAS/A La Carte where 50% and 53% of the BAS and RIK airmen, respectively, reported a preference for meal pricing, versus the 44% of each group who reported a preference for item pricing. After experiencing the new system, however, the proportion of BAS airmen favoring item pricing significantly increased to 78% (49). The proportion of RIK airmen favoring a la carte also increased (to 52%), although this shift did not attain statistical significance (50).

When the Alameda personnel who expressed a preference for item pricing were asked to explain their preference, seven different types of responses were given (Table 17). The two most frequent were to the effect that: "I could eat for less" and "I want to choose the food I eat rather than have somebody else do it for me". Another common response, especially among the COMRATS-Married group, was that item pricing would reduce food waste.

A similar agreement among groups occurred when persons preferring meal pricing were asked to explain that preference. The most popular reason within each group was the same as that given with regard to item pricing: it would be cheaper (Table 18). Apparently these persons were larger eaters than those who chose item pricing for economic reasons, or they did not understand how item pricing would work. A similar response was given by a number of others, namely, that more food would be available under meal pricing. Still another portion favored meal pricing simply because they felt it would be less of a hassle.

The second topic in relation to pricing concerned attendance, specifically whether conversion to item pricing would cause their frequency of eating meals in the dining hall to increase or decrease. (Again, RIKs were told to respond as if they were on COMRATS.) Once again a similarity in the responses of the groups was evidenced (Figure 12) (51). Although the attendance of many in each group would reportedly remain unchanged, those who said their attendance would increase consistently outnumbered those who said their attendance would decrease. If these findings are combined with those mentioned earlier concerning the effect of switching to COMRATS on RIK attendance, they provide a gross idea of the net effect conversion to BAS/A La Carte would have on attendance: a net drop in the attendance of 9% of the RIKs and a net increase in the attendance of 4% of the COMRATS-Married persons and 27% of the COMRATS-Single persons.^c

The last area covered in relation to item pricing was whether it would lead to any changes in eating behavior within the dining hall. The groups agreed in that a majority of each said it would (51% of RIK, 64% of COMRATS-Married, and 60% of COMRATS-Single). Specifically, seven different types of

^cSince projected changes in attendance were measured on a simple 5-point scale, ranging from an extreme decrease to an extreme increase, and since the actual frequency of attendance differed among the groups, these data do not provide a precise indication of projected changes in the actual number of meals personnel would eat in the dining facility.

FIGURE 12

CHANGES IN ATTENDANCE WHICH WOULD REPORTEDLY OCCUR AS A RESULT OF ITEM PRICING

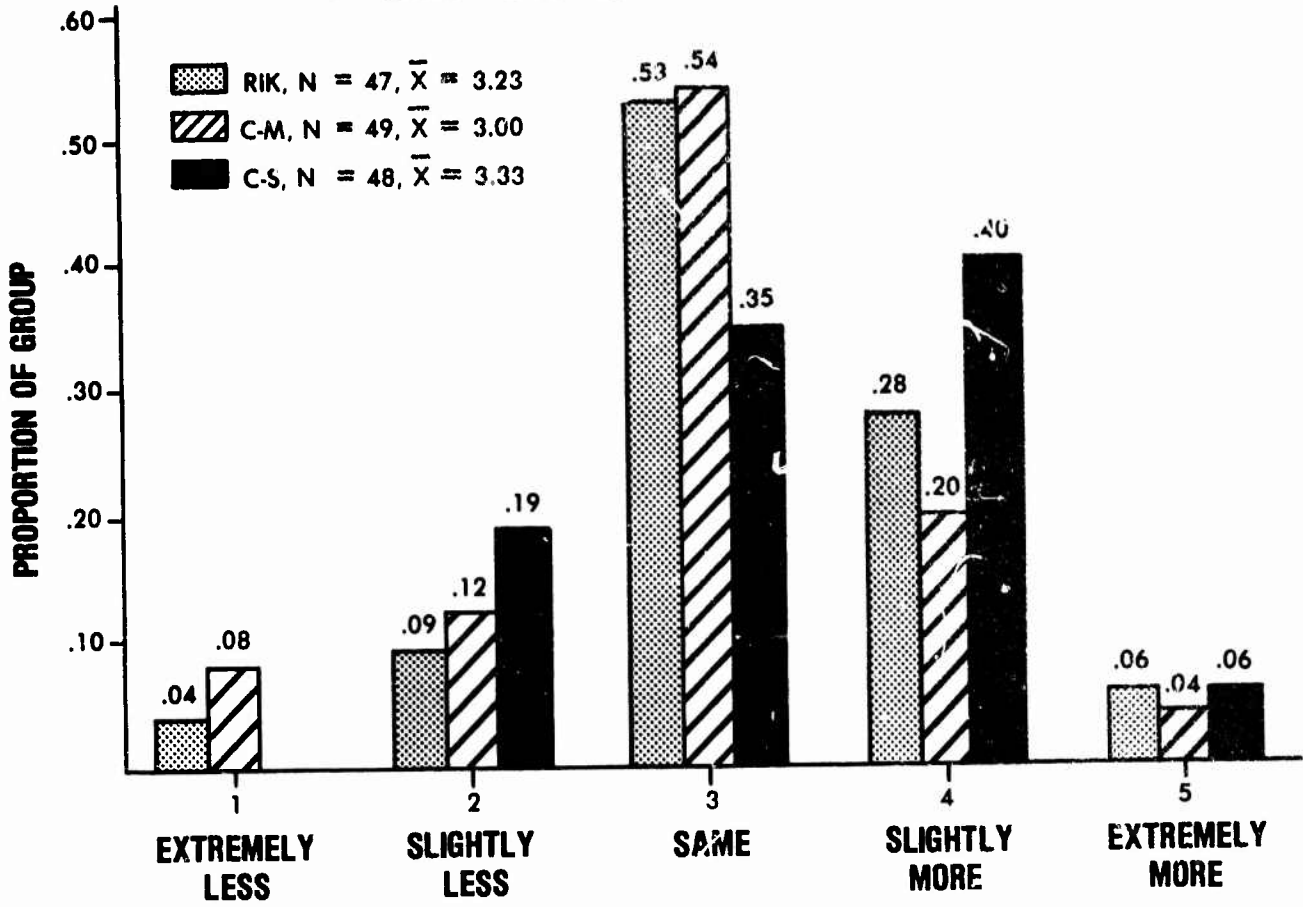


Table 17

Reasons for Item Pricing Preference by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Frequency	Proportion	Frequency	Proportion	Frequency	Proportion
Better for Diet or Nutrition	1	.03	0	0	1	.03
Less Costly	14	.45	7	.25	14	.44
Less Waste	3	.10	8	.29	0	0
More Variety	3	.10	1	.04	2	.06
Can be Choosy	9	.29	10	.36	12	.38
Better Food	0	0	0	0	2	.06
Miscellaneous	1	.03	2	.07	1	.03
Total	31	1.00	28	1.00	32	1.00

Table 18

Reasons for Meal-Pricing Preference by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Number	Proportion	Number	Proportion	Number	Proportion
Less Costly	9	.45	8	.42	9	.47
Less Hassle	2	.10	2	.11	4	.21
Better Nutrition	2	.10	2	.11	0	0
More Food	5	.25	6	.31	5	.27
Miscellaneous	2	.10	1	.05	1	.05
Total	20	1.00	19	1.00	19	1.00

changes were mentioned (Table 19). The one most often cited by each group pertained to food quantity, and over 60% of those giving this response said that their quantity of intake would decrease (see Appendix F for a complete breakdown). Another change mentioned relatively often by each group, unsurprisingly, was that persons would become more choosy about what they took.

D3. Interview Data: BAS/A La Carte Summary.

Although nearly all the respondents said that they would rather be on COMRATS than on RIK, over 20% of each group opposed an all-COMRATS policy, over 70% of each group either did not know what the current allowance was or were inaccurate by 10 cents or more, and from 48% to 86% of each group felt the current allowance was inadequate and felt an average increase of \$4.32 was needed. The RIKs who reportedly would attend less often if placed on COMRATS substantially outnumbered (44% to 4%) those who said their attendance would increase.

Less unanimity occurred with regard to the pricing issue, although the majority of each group preferred the item pricing method to the extent that they would reportedly exhibit an increase in attendance. The main reason given for preferring item pricing was the same as that given by those preferring meal pricing - monetary savings. If item pricing were implemented, a number of persons in each group would reportedly eat less and be more choosy about what they took to eat.

Additional data regarding rations policies were provided by the Alternative Rations Systems survey, a one-page addendum to the standard COFFS Survey.

D4. Survey Data: Opinions Toward Alternative Rations Systems.

In this survey, respondents designed what for them would be the best rations system by making three decisions: (a) whether all persons or only some should receive COMRATS; (b) whether dining halls should be run by the government or by civilian contractors; and (c) whether payment should be for the entire meal, for only the items taken, or for a "special", "regular", or "short order" meal. Subsequently, respondents rated their "best" system on four scales, pertaining to attendance, waste, economic value, and overall favorability. (The same process was repeated to specify and rate a "worst" system. In this report, however, attention will be paid only to responses concerning the "best" system.)

The three decisions mentioned above generate 12 possible systems. The proportion of each group choosing each of these systems, along with the rankings of the systems based on these proportions, is shown in Table 20. An all-COMRATS, item pricing system run by civilians was most frequently chosen by all three groups, over 20% specifying it in each case. Otherwise,

Table 19

Changes in Eating Behavior as a Result of Item Pricing as Reported
by RIK (R), COMRATS-Married (C-M), and COMRATS-Single (C-S)

	R		C-M		C-S	
	Number	Proportion	Number	Proportion	Number	Proportion
Nutrition	1	.04	4	.10	2	.05
Quantity	16	.59	17	.45	16	.43
Frequency	0	0	1	.03	1	.03
Variety	1	.04	1	.03	1	.03
Choosiness	4	.15	6	.21	10	.28
Waste	2	.07	4	.10	3	.09
Expense	3	.11	3	.08	3	.09
Total	27	1.00	38	1.00	37	1.00

Table 20

System Considered Best by RIK (R), COMRATS-Married (C-M),
and COMRATS-Single (C-S)

	R		C-M		C-S	
	Proportion	Rank	Proportion	Rank	Proportion	Rank
All-COMRATS, Civilian, Meal	.08	7	.08	6	.07	5
All-COMRATS, Civilian, Item	.21	1	.25	1	.21	1
All-COMRATS, Civilian, Special	.13	3	.10	4.5	.17	2
All-COMRATS, Government, Meal	.08	7	.02	12	.04	10
All-COMRATS, Government, Item	.11	4	.12	2.5	.06	7.5
All-COMRATS, Government, Special	.08	7	.05	8.5	.04	10
COMRATS/RIK, Civilian, Meal	.09	5	.12	2.5	.04	10
COMRATS/RIK, Civilian, Item	.17	2	.05	8.5	.11	3
COMRATS/RIK, Civilian, Special	.04	9	.05	8.5	.07	5
COMRATS/RIK, Government, Meal	.02	10	.10	4.5	.06	7.5
COMRATS/RIK, Government, Item	0	11.5	.05	8.5	.02	12
COMRATS/RIK, Government, Special	0	11.5	.03	11	.07	5

however, there was relatively little agreement among the groups as to what constituted the best system. This is indicated by the rank correlations: .58 between RIK and COMRATS-Married groups; .56 between RIK and COMRATS-Single groups; and .32 between COMRATS-Married and COMRATS-Single groups. By ignoring individual systems, however, agreement was found in that: (a) 68%, 61%, and 63% of the RIK, COMRATS-Married, and COMRATS-Single groups, respectively, chose systems with everybody on COMRATS (which compares favorably with the interview data in Figure 7 on the opposition to or support of an all-COMRATS policy); (b) 49%, 46%, and 49%, respectively, chose systems offering item pricing as best (which underestimates the proportion of respondents choosing item pricing in the interview as shown in Figure 11, although it should be recalled that interviewees chose only between meal and item pricing, whereas survey respondents chose among three alternatives); and (c) 72%, 64%, and 72%, respectively, had their best systems run by civilian contractors.

The ratings of the best systems on the four previously mentioned scales are shown in Figure 13. Of particular interest were the ratings on the attendance scale, which was the only scale yielding significant differences among the groups (52). The projected mean attendance rates under the system designated best by the RIK, COMRATS-Married, and COMRATS-Single groups were 9.86, 3.14, and 6.41 meals per week, respectively. The RIK mean was significantly greater than the COMRATS-Single mean which, in turn, was significantly greater than the COMRATS-Married mean. The reported current attendance rates of these survey groups was 11.99, .95, and 3.42 meals per week, respectively. Therefore, these data indicate that under their best system, which all groups highly favored (see Figure 13), RIK's attendance would decrease slightly, and the attendance of the two COMRATS groups would increase, with the greater increase occurring for the unmarried group. These projected changes align relatively well with the gross predicted changes in attendance which would reportedly occur if the BAS/A La Carte system was implemented (see page 42).

Results of Worker Interviews and Surveys

A. Demographic Characteristics

Table 21 indicates the rank of the military workers surveyed at NAS Alameda, and their attitude toward military service. The majority were Petty Officers and either liked military service "moderately" or "very much".

The military workers ranged in age from 20 to 38, and in experience in Navy food service from 2 to 20 years. The civilian workers ranged in age from 18 to 52, and in food service experience from virtually 0 to 10 years.

FIGURE 13
RATINGS OF THE SYSTEM CONSIDERED BEST

WEEKLY ATTENDANCE

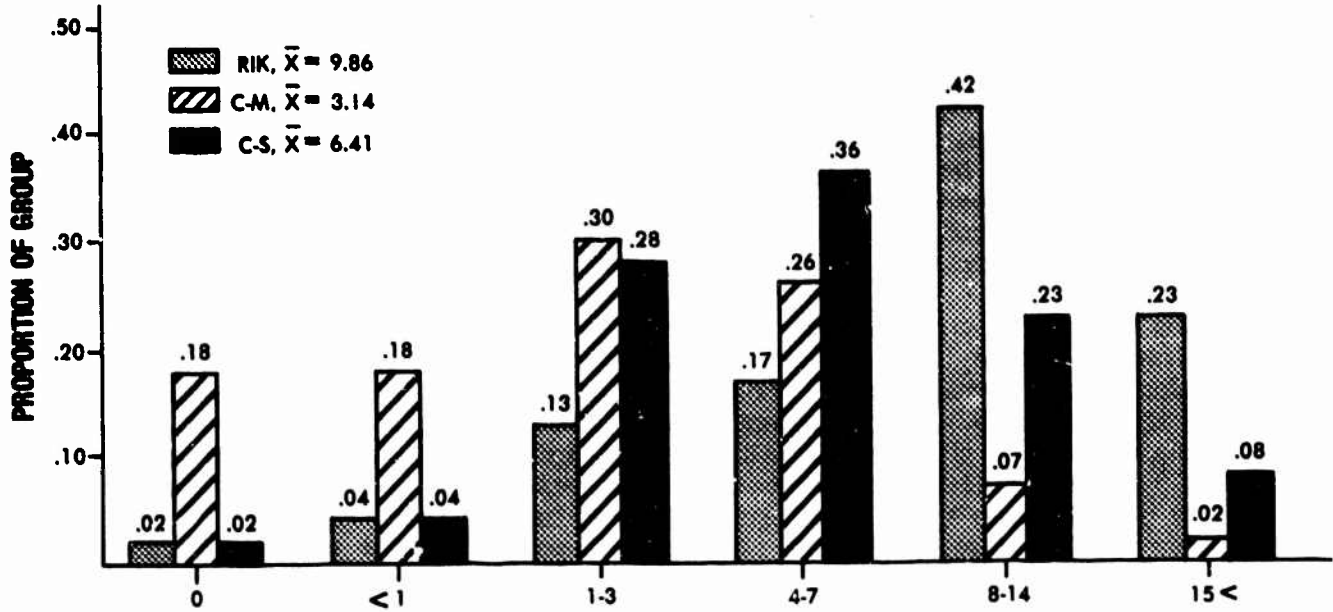


FIGURE 13 (cont'd)

PLATE WASTE

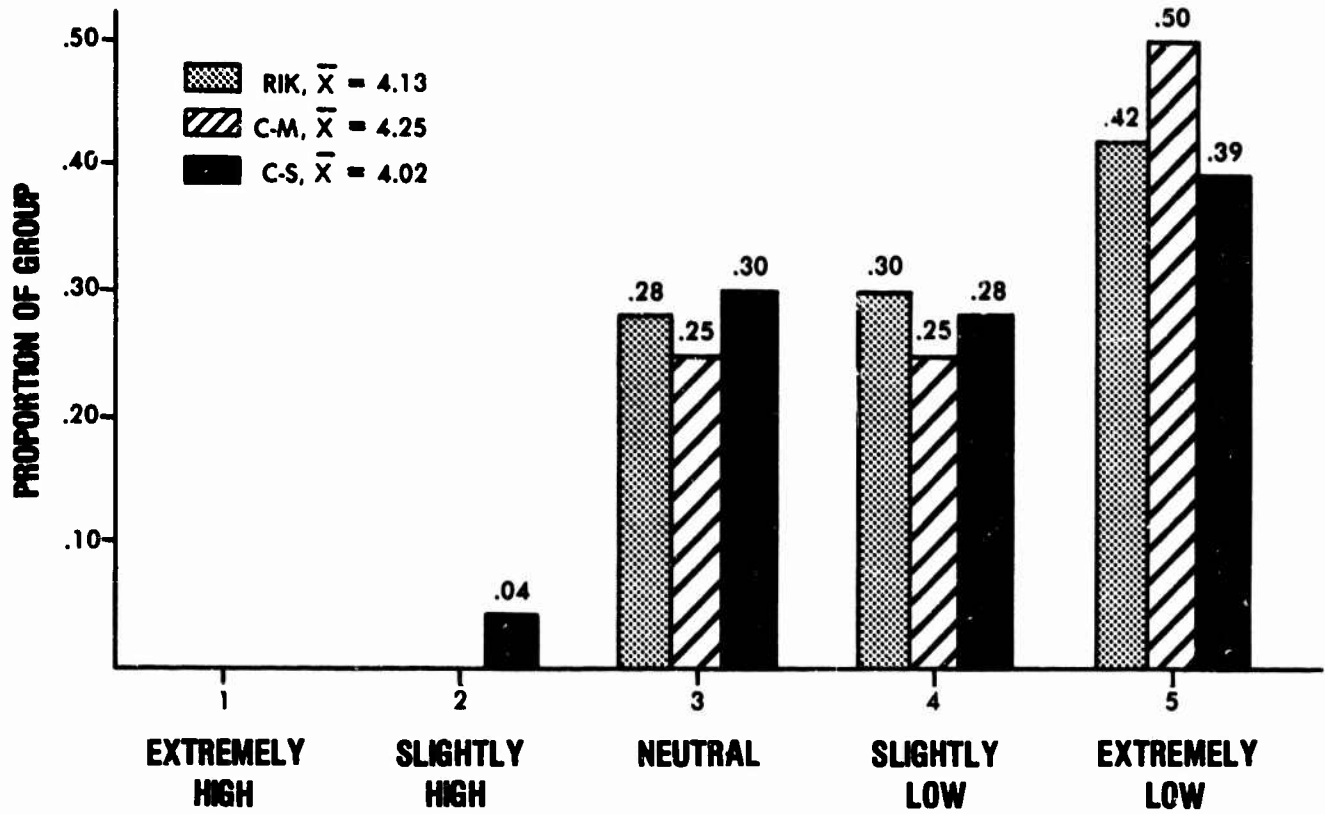


FIGURE 13 (cont'd)

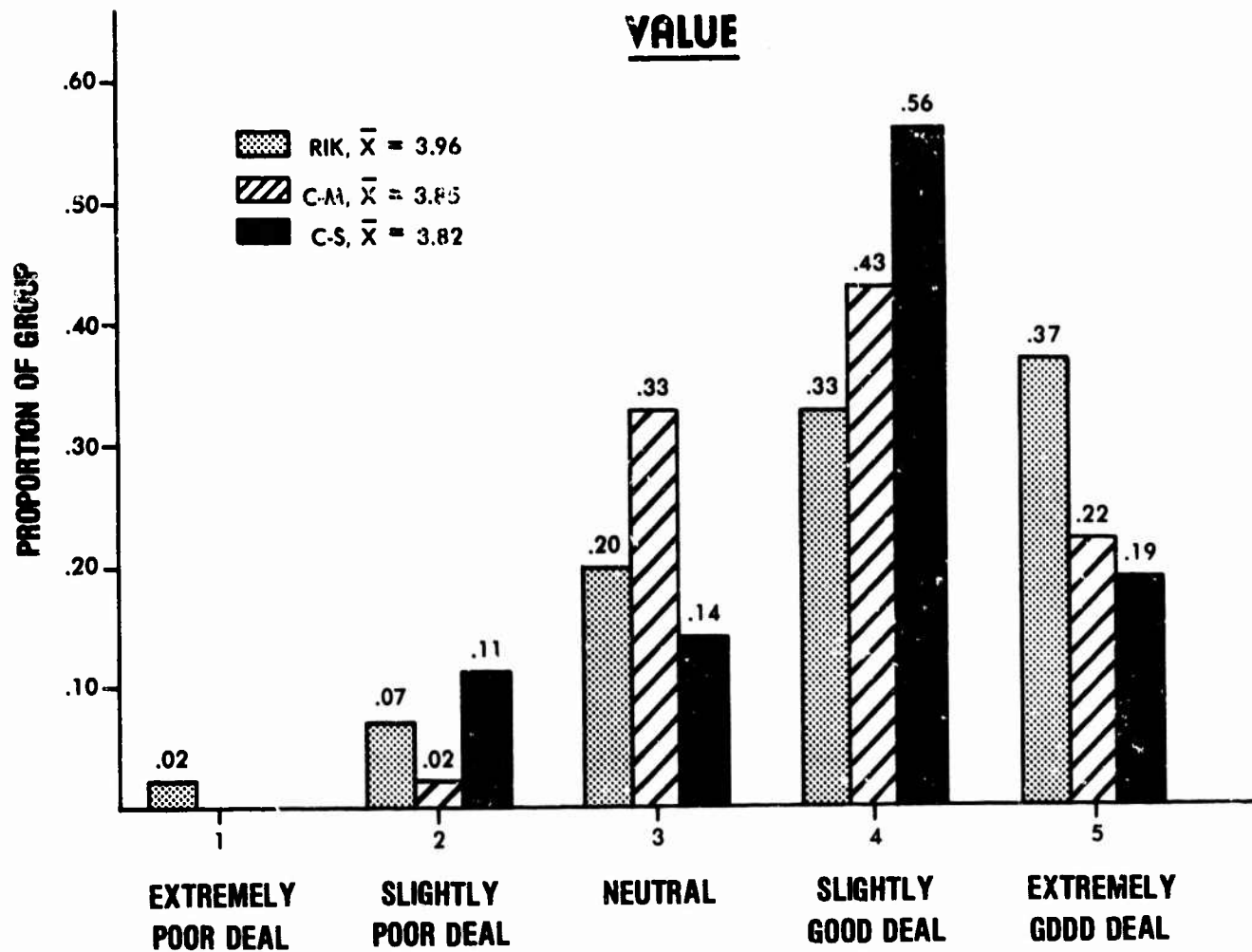


FIGURE 13 (cont'd)

OVERALL RATING

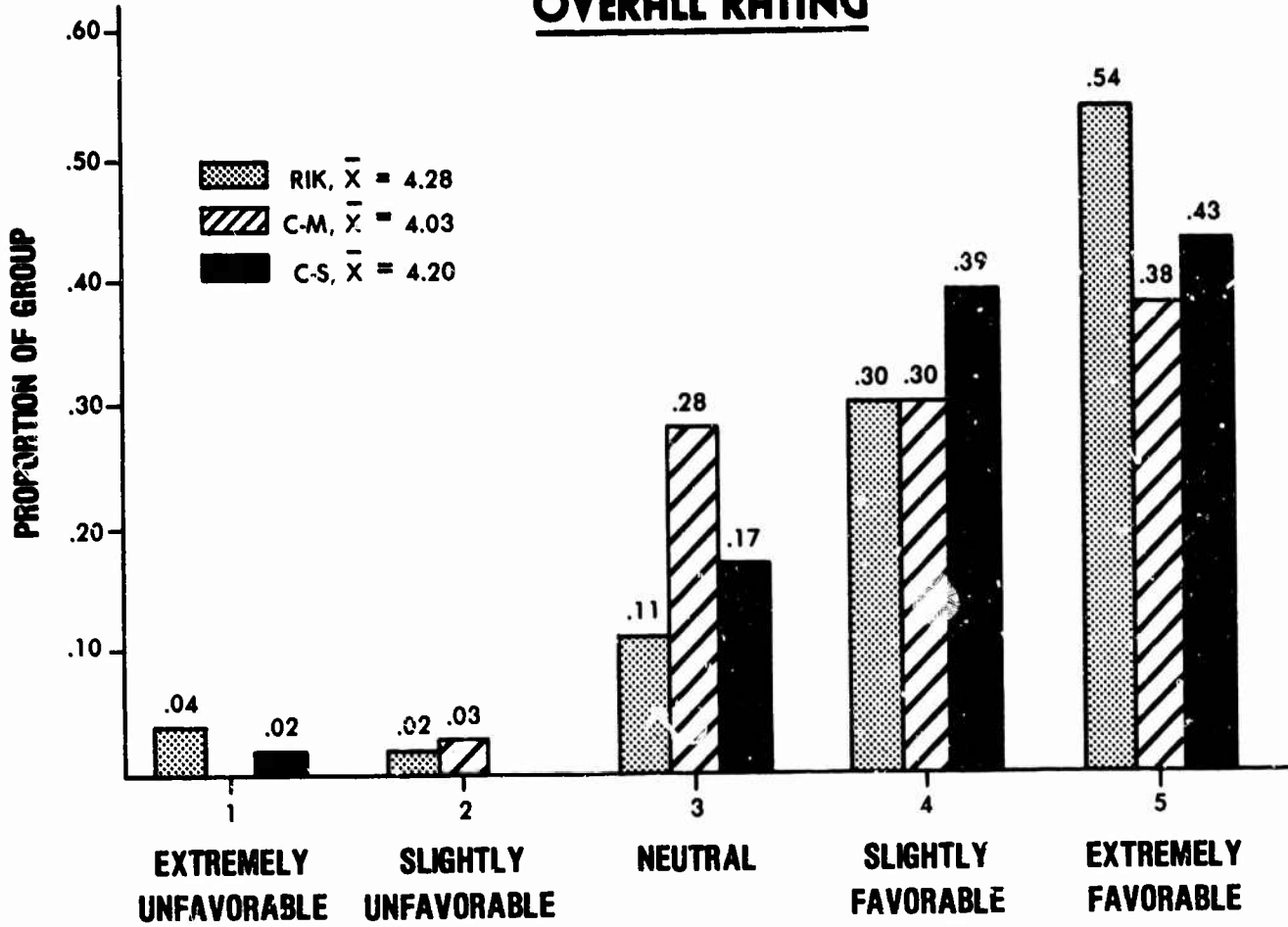


Table 21

Rank and Attitude Toward Military Service for NAS Alameda Military
Food Service Workers (Frequency of Response)

Rank	Dislike very Much	Dislike Modera- tely	Dislike a Little	Neither Like nor Dislike	Like a Little	Like Modera- tely	Like Very Much	Total
E-3	1	0	0	0	0	1	1	3
E-4	0	0	1	2	0	2	2	7
E-5	0	0	1	0	0	3	1	5
E-6	1	0	1	1	0	2	2	7
Total	2	0	3	3	0	8	6	22

B. Job Description Index

Before discussing the results from the Job Description Index (JDI), a brief explanation of the scoring should be undertaken. Each of the five areas of the JDI is evaluated by responses to a list of adjectives or descriptive phrases (eighteen words and phrases each for work, supervision, and co-workers; nine each for pay and promotion). Table 22 shows the format and four of the adjectives from the work scale. The respondent circles "Y" ("yes") or "N" ("no") to tell whether the word or phrase describes his job or not. He circles "?" for those items which he does not understand or on which he cannot decide.

Based on a large number of respondents who were asked to describe the best and worst possible jobs for themselves, the developers of the JDI (Smith et al., 1969) determined which response should be scored as satisfied for each item. For example, in Table 22, "routine" and "boring" are scored in the satisfied direction if the individual responds, "N"; and "fascinating" and "good" are scored in the satisfied direction if he answers "Y".

Smith's scoring of the JDI departs from more traditional methods. She suggests scoring satisfied answers as 3, dissatisfied answers as 0, and "?" answers as 1. This departure is based on the response of the sample mentioned above where it was concluded that the "?" response was more indicative of dissatisfaction than of satisfaction. For each scale of the JDI, the range of possible scores is from 0 to 54, with scores on each word or phrase being summed for the work, supervision, and co-workers scales; and summed, then doubled, on the pay and promotion scales.

Table 23 shows the overall mean responses of the civilian and military workers at NAS Alameda to the five scales of the JDI. It also provides the mean responses from a sample of military food service workers surveyed recently at three Air Force bases - Travis, Minot, and Homestead (Symington and Meiselman, 1975) and norms from a large, non-food service, civilian sample. Since the civilian food service workers at the three Air Force bases were government employees, their JDI scores are not directly comparable to those of the contract workers at Alameda and are, therefore, not given in the table. The civilian normative sample was drawn from private business organizations of fifty or more employees - and from all levels within these organizations. The companies included production plants, retail stores, banks, and research organizations, among others (Smith et al., 1969).

It can be seen from the table that the Alameda civilian contract workers were most satisfied with supervision and their co-workers, least satisfied with promotion, and intermediately satisfied with the work itself and the pay. The military workers also expressed the highest level of satisfaction with the supervision, the lowest level of satisfaction with pay, and intermediate satisfaction with their co-workers, promotion, and work.

When results from all five scales of the JDI were combined, there were no statistically significant differences between civilian and military food

Table 22

Format for the Work Scale of the Job Description Index (JDI)

Work

Fascinating	Y	N	?
Routine	Y	N	?
Boring	Y	N	?
Good	Y	N	?

Table 23

Mean Responses to the Job Description Index (JDI) at NAS Alameda, Three Air Force Bases*, and in a Civilian, Normative Sample**

Scale	NAS Alameda		Three AFB's (military only)	Civilian Norms
	Civilians	Military		
Supervision	35.08	40.95	38.89	41.10
Co-workers	34.54	33.36	34.98	43.49
Promotion	26.50	32.73	25.69	22.06
Work	29.17	30.95	23.72	36.57
Pay	29.25	20.36	21.26	29.90

*Travis, Minot, and Homestead AFBs (Symington and Meiselman. 1975).

**Smith et al., 1969.

service workers at Alameda. When the data were analyzed by scale, however, two significant differences did appear. Civilian workers were more satisfied with pay (53), and the military workers were more satisfied with supervision (54).

Since the Alameda civilians were contract employees, the remainder of this discussion will center on the military workers. First, differences in JDI scores between the military workers at NAS Alameda and the sample of Air Force military food service workers can be examined. In the areas of supervision, co-workers, promotion, and pay, there were no statistically significant differences between the two groups (the apparent difference on the promotion scale was not significant) (55). However, the NAS Alameda workers were significantly more satisfied with the work itself than were their Air Force counterparts (56).

Second, addressing the question of which of these five areas were problems in the job satisfaction of the Alameda military food service workers, it is clear that, in the workers' eyes, supervision was not a problem. It received the highest rating of the five scales, and the mean rating approximated the civilian norm. Satisfaction with co-workers and work were rated as intermediate problems by the Alameda workers, but in both instances the rating fell below the satisfaction norms. Satisfaction with promotion, on the other hand, while rated intermediate at Alameda, fell quite a bit above the normative score. Satisfaction with pay received the lowest rating and was also below the civilian norm. Since military pay is not under the control of food service, these data suggest that anyone interested in improving the satisfaction of the food service workers at NAS Alameda should concentrate on two areas - co-worker relations and the work itself.

C. Human Factors

Table 24 shows the mean responses of both military and civilian workers to the twelve questions concerning the working environment and kitchen equipment. Note that none of these averages, particularly the negative ones, deviated much from neutral. To briefly summarize, the workers responded negatively in four categories: kitchen design, noise, freedom from insects, and age of equipment. The workers responded positively about the lighting, roominess of the kitchen, and the cleanliness of the floors and kitchen in general. Responses in the other categories averaged near neutral.

D. Interview

The interview questions concerning training were asked only of the military food service workers. More than 2/3 of the workers (68% - 15 of 22) did not feel that they needed more training to do their present job. Those who felt they needed more training indicated that the areas of cooking and administration-management required the most attention.

Table 24

Frequency of Responses to Human Factors Questions

	Negative		0	+1	Positive		Mean
	-2	-1	Neutral	Moderately	+2	Extremely	
	Extremely	Moderately					
Poorly Designed	11	8	19	3	5	Well Designed	-0.4
Noisy	9	10	19	5	3	Quiet	-0.3
Insect Infested	9	12	15	6	4	Insect Free	-0.3
Old Equipment	9	14	12	6	5	New Equipment	-0.3
Unpleasant Interior	8	7	16	10	5	Pleasant Interior	-0.0
Crowded	4	8	20	8	6	Uncrowded	+0.0
Bad Equipment	6	11	11	7	11	Good Equipment	+0.1
High Number of Safety Hazards	6	3	22	8	7	Low Number of Safety Hazards	+0.1
Dirty Floors	4	5	13	15	9	Clean Floors	+0.4
Dirty Kitchen Area	2	2	14	21	7	Clean Kitchen Area	+0.6
Cramped	4	3	12	12	15	Roomy	+0.6
Brightly Lighted	2	4	11	16	13	Dimly Lighted	+0.7

Table 25

Types of Training Desired to Advance in Food Service: Frequency of Response

C School Management	7
Administration-management	5
C School Food Production	3
Cooking	3
Baking	2
General Refresher	2
Butcher	1
Clerical	1

On the other hand, over 3/4 (77% -17 of 22) felt that they did need more training to advance in food service. As can be seen in Table 25, seven workers specified the C School Management course and five others specified administrative-management training in general, making this administration-management area the most frequently cited one for future training. Combining the cooking and baking responses with the C School Food Production course responses leads to a total of eight different workers requesting future training in this area (obviously the same worker could indicate more than one area in which he wished to receive training - i.e., cooking and management). Two of the five desiring no further training were retiring in a few months, one other said he had been trained well as a civilian cook, and the remaining two indicated their dislike of food service as a career and their desire to change fields.

The rest of the interview was directed to both military and civilian food service workers. The questions dealt with their feelings about the proposed BAS/A La Carte system, as well as their perceptions of what their jobs might be like in the new system. Table 26 shows the responses of the NAS Alameda workers to a question asking whether they thought their jobs would be better, worse, or about the same in the new system. For comparison, the table includes responses of workers at Loring AFB to the same question asked shortly before Loring AFB implemented the BAS/A La Carte (Note that all of the following comparisons between Loring AFB and NAS Alameda could possibly be influenced by differences due to the military workers being members of two different military services or by the fact that the civilian workers at Loring AFB were government employees and, at NAS Alameda, civilian contractor employees).

Four observations about Table 26 are appropriate. First, the military personnel at both installations were more negative than the civilians about the new system (57). Second, although the Alameda personnel appear to be slightly more negative than the Loring personnel, the difference is not statistically significant (58). Third, personnel at Alameda - particularly the civilian workers - appeared to be less well informed about the new system. Fourth, the most frequent response at NAS Alameda was that the job would be about the same in the BAS/A La Carte system.

Table 27 summarizes data obtained from the Loring AFB workers 2-1/2 months after the initiation of the BAS/A La Carte system. Although the responses shown in this table were made to a slightly different question and on a five, rather than a three, point scale, the preference for the new BAS/A La Carte system is extremely positive compared to the relatively neutral response to the new system in the pre-test interview (83% of the military and 100% of the civilians preferring the BAS/A La Carte system). Such a high response rate (63% and 90%) at the extreme point of a scale is unusual, and suggests strong support among the Loring AFB workers for the BAS/A La Carte system. It is certainly possible that the Alameda workers might also respond in a similarly positive manner after experiencing the new system.

Table 26

Percentage Responses of NAS Alameda and Loring AFB Food Service Workers About What Their Job Might be Like in the BAS/A La Carte System

	NAS Alameda		Loring AFB	
	Military (N=24)	Civilian (N=20)	Military (N=25)	Civilian (N=24)
Better	14%	5%	32%	25%
Same	36%	45%	16%	54%
Worse	50%	0%	40%	13%
Don't Know	0%	50%	12%	8%

Table 27

Percentage Responses of Loring AFB Workers Concerning Preference for the Old (RIK/BAS) or New (BAS/A La Carte) System*

Category	Military (N=30)	Civilian (N=24)	Total (N=54)
Extremely Prefer New System	63%	92%	76%
Slightly Prefer New System	20%	8%	15%
No Preference	10%	0%	6%
Slightly Prefer Old System	7%	0%	3%
Extremely Prefer Old System	0%	0%	0%

*Surveyed in March, 1975 - 2-1/2 months after BAS/A La Carte implementation

Finally, the Alameda workers were also asked what they anticipated would be good or bad about the new system. The two most frequent negative responses were that customers would run out of money (31% of the workers making this comment) and that there would be too many different things to cook (19% - all military - making this comment). On the positive side, the two most frequent comments were that the new system would give the customers more choice (19%) and that there would be less food waste (10%).

CONCLUSIONS

1. RIK persons (those authorized to eat in the dining hall at no cost) reportedly have meals in the dining hall considerably more often than either COMRATS group (those receiving a monetary allowance for food), particularly on weekends. Even though all three groups rated the NAS Alameda dining facility unfavorably in comparison to others they had seen, the majority said they ate there no less often, and more often for the COMRATS-Single group, than at other facilities.
2. Over 60% of the respondents gave factors not directly related to food service as the main reason they did not attend more often, although a number of the RIK personnel did specify undesirable features of the food.
3. The COMRATS groups expressed general satisfaction with the Navy food system, whereas RIKs were evenly split between those satisfied and those dissatisfied. If they could change one feature of the system, most in each group focused on the ration method - RIK's wanting COMRATS and COMRATS groups wanting more money. Few persons specified item pricing. The most liked feature of the Navy food system was, according to the RIKs, continual availability of dining halls when needed, and, according to the COMRATS groups, receiving COMRATS. (At Loring AFB, attitudes toward the dining hall and Air Force food system, in general, improved following the introduction of BAS/A La Carte.)
4. Although nearly 80% of each group felt dining hall attendance could be increased - most citing changes needed in the quality of food preparation, food variety, general dining decor, and crowded conditions - many said that they themselves would not attend more. In total, 50% of the respondents either said that attendance could not be increased or that general attendance could be increased, but not theirs.
5. Less than 40% of RIK's and 15% of COMRATS personnel were aware of the possible BAS/A La Carte changes.
6. A nearly unanimous preference among all groups was expressed for COMRATS as opposed to RIK, primarily because it conformed to current eating habits, provided a desired flexibility in eating, and afforded an opportunity to save money. Over 40% of RIKs, however, said they would eat in the dining hall less often if placed on COMRATS.
7. Over 20% of each group opposed an all-COMRATS policy, primarily because younger servicemen allegedly would not budget their money.
8. Over 40% of RIK's, 80% of COMRATS-Married, and 50% of COMRATS-Single personnel felt that the current COMRATS allowance was inadequate, suggesting an average amount of \$4.32 as more appropriate.

9. There was little agreement within each group with regard to the item versus meal pricing issue, although more favored the former system than the latter one. The number who reportedly would attend more often if item pricing was implemented also outnumbered those who said they would attend less often. The majority of each group said they would eat differently under item pricing, a decrease in the quantity consumed being the most frequently cited change. (At Loring AFB, a shift occurred from disfavoring to favoring item pricing after actually being exposed to that system).

10. Over 20% of each group considered an all-COMRATS, a la carte system run by civilian contractors as the best of a number of alternative systems.

11. Improvement in job satisfaction of the military food service workers could best be achieved by concentration in two areas - co-worker relations and the work itself.

12. There was little agreement among the workers in their attitude toward the proposed BAS/A La Carte system, most civilian and military workers expressing a negative and neutral reaction, respectively. (A similar situation occurred at Loring AFB before that dining system converted to BAS/A La Carte. Following the change, however, there was a substantial positive shift in attitude.)

13. The military workers expressed considerable interest in attending the Navy food service C school courses, food production and management. If the Alameda workers are at all typical in this attitude, it would seem desirable to increase the number of workers attending both of these courses.

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APPENDIX A
Consumer Interview Protocol

INTERVIEW PROTOCOL FOR PRE-TEST AT NAS ALAMEDA

- 1.) Name
- 2.) Social Security Number
- 3.) Unit
- 4.) Age (to the nearest year)
- 5.) Time in service (to the nearest year)
- 6.) Are you married and currently living with your spouse (no=0; yes=1)
- 7.) Are you currently receiving COMRATS? (no=0; yes=1)
- 8.) Will you make a career of the military? (no=0; yes=1; uncertain=2)
- 9.) How many meals do you eat during a typical week?
- 10.) How many meals do you have in the dining hall during a typical week?
- 11.) (If answer to #10 is "none" ask the following, otherwise enter a X.)
Have you ever eaten in the dining hall? (no=0; yes=1)
- 12.) What is the one main reason you don't have meals in the dining hall more frequently?
- 13.) (When he appears finished, ask the following.) Are there any other reasons? (If not, enter a Z.)
- 14.) In general, are you satisfied with the effort the Navy has made to provide you with good food ashore? Please use this chart to answer (A). (Mention to those on COMRATS that COMRATS is part of that effort as far as they are concerned.)
- 15.) What one change would you most like to see in the Navy ashore food system as it affects you? This includes the food, the dining facility, the service, and the overall ration system in general.
- 16.) (When he appears finished, ask the following.) Are there any other changes you would like to see? (If not, enter a Z.)
- 17.) On the other side of the coin, what do you best like about the Navy ashore food system as it affects you? Again, this includes the food, the dining facility, the service, and the overall ration system.
- 18.) (When he appears finished, ask the following.) Are there any other things which you like about the food system. (If not, enter a Z.)

- 19.) Is there anything the Navy can do to increase attendance in its ashore dining halls? (no=0; yes=1)
- "yes" 20.) (If the answer to #19 is "yes" ask the following, otherwise enter a X.) What is that?
- "yes" 21.) (If the answer to #19 is "yes" ask the following, otherwise enter a X.) Would your attendance increase if these changes were made? (no=0; yes=1)
- 22.) Have you heard about any changes in the food system here at Alameda which are planned for the near future? (no=0; yes=1)
- "yes" 23.) (If the answer to #22 is "yes" ask the following, otherwise enter a X.) What exactly have you heard?
- 24.) Do you know what the current daily COMRAT allowance is? (If not, enter a Z.)
- 25.) Would you rather be on COMRATS, where you are given \$2.41 per day for food, or on rations-in-kind where you are authorized to eat in the dining hall for free? Please use this chart to give your answer (B).
- 26.) Why?
- "COMRATS" 27.) (If the answer to #25 was in favor of COMRATS ask the following, otherwise enter a X.) Would (Is) \$2.41 per day enough for you to eat adequately? Please use this chart to answer. (C)
- "no" 28.) (If the answer to #27 is negative ask the following, otherwise enter a X.) According to your present eating habits, how much money would you need to eat adequately on a typical day?
- RIK 29.) (If the interviewee is on RIK ask the following two questions, otherwise enter a X in both cases.) If you were put on COMRATS, would you eat in the dining hall any more or less often than you do now? Please use this chart to give your answer. (D)
- RIK 30.) Would you be any more or less likely to stay in the military if you were put on COMRATS? Please use this chart to give your answer. (E)
- COMRATS 31.) (If the interviewee is on COMRATS ask the following, otherwise enter a X.) If you were put on rations-in-kind, would you eat in the dining hall any more or less often than you do now? Please use this chart to answer. (D)
- COMRATS 32.) Would you be any more or less likely to stay in the military if you were put on rations-in-kind? Please use this chart to give your answer. (E)

- 33.) (The first clause is included only if the interviewee is on RIK.)
If you were on COMRATS, would you rather pay a flat price for the meals you eat in the dining hall or item-by-item for each food you take? You may assume the cost for a standard meal would be the same under both systems. Please use this chart to answer. (F)
- 34.) Why?
- 35.) (The first clause is again included only if the person is on RIK.)
Again assuming you were on COMRATS, would you have meals in the dining hall any more or less often if pricing was by the items rather than by the meal. Please use this chart to answer. (D)
- 36.) Would you eat any differently in the dining hall if you paid for each food you took rather than a flat price for the entire meal?
(no=0; yes=1)
- "yes" 37.) (If the answer to #36 is "yes" ask the following, otherwise enter a X.) What would change?
- 38.) What would you feel about a Navy-wide change in which everybody, from the youngest seaman up, would be placed on COMRATS? Please use this chart to give your answer. (G)
- 39.) (If the answer to #38 disagrees with that to #25, ask the respondent to explain, otherwise enter a X.)
- 40.) At how many other ashore installations have you been assigned (where you were accompanied by your family)?
- 41.) How often do you eat meals at this dining hall now in comparison to dining halls at those installations. Please use this chart to answer. (H)
- 42.) How would you rate this dining hall in comparison to dining halls at those installations. Please use this chart to answer. (I)

NOTE: Enter a X - when the question was not asked at all
Enter a Z - when the question is asked and, for whatever reason,
not answered

Response Categories for Scaled Questions

<u>Code</u>	<u>No.</u>	<u>Category</u>
A	1	Extremely dissatisfied
	2	Slightly dissatisfied
	3	Neither dissatisfied nor satisfied
	4	Slightly satisfied
	5	Extremely satisfied
B	1	Extremely prefer subsistence-in-kind
	2	Slightly prefer subsistenc-in-kind
	3	No preference
	4	Slightly prefer separate rations
	5	Extremely prefer separate rations
C	1	Extremely less than what is needed
	2	Slightly less than what is needed
	3	Just enough
	4	Slightly more than what is needed
	5	Extremely more than what is needed
D	1	Extremely less often
	2	Slightly less often
	3	No more or less often
	4	Slightly more often
	5	Extremely more often
E	1	Extremely less likely to stay in
	2	Slightly less likely to stay in
	3	No more or less likely to stay in
	4	Slightly more likely to stay in
	5	Extremely more likely to stay in
F	1	Extremely prefer meal pricing
	2	Slightly prefer meal pricing
	3	No preference
	4	Slightly prefer item pricing
	5	Extremely prefer item pricing
G	1	Strongly oppose such a change
	2	Slightly oppose such a change
	3	Don't care
	4	Slightly support such a change
	5	Strongly support such a change
H	1	Extremely less often
	2	Slightly less often
	3	No more or less often
	4	Slightly more often
	5	Extremely more often
I	1	Extremely worse
	2	Slightly worse
	3	No better or worse
	4	Slightly better
	5	Extremely better

APPENDIX B
Consumer Survey Forms

CONSUMER'S OPINIONS OF FOOD SERVICE SYSTEMS

APPENDIX I

U. S. ARMY NATICK LABORATORIES

NOVEMBER 1972

Booklet Serial Number

In the grid to your right, please fill in the ovals corresponding with the Booklet Serial Number that is stamped directly above the numeric grid.

0	1	2	3
4	5	6	7
8	9	0	1
2	3	4	5
6	7	8	9
0	1	2	3
4	5	6	7
8	9	0	1
2	3	4	5
6	7	8	9

Instructions for all questions: For each question completely darken the circle around the number of your answer. Certain questions have specific instructions associated with them. Please read these instructions carefully.

INSTALLATION CODE (To be supplied by testers.)

① ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

DINING FACILITY CODE (To be supplied by testers.)

① ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Darken the appropriate circles which indicate your AGE at last birthday.

1st digit ① ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

2nd digit ① ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Darken the circle which indicates your RACE.

- Caucasian
- Negro
- Oriental
- Other (specify _____)

Darken the circle which indicates your SEX.

- Male
- Female

Darken the circle which indicates your HIGHEST LEVEL OF EDUCATION.

- Some Grade School
- Finished Grade School
- Some High School
- High School Graduate (includes GED)
- Skilled Job Training
- Some College
- College Graduate
- Beyond College

How long have you been IN MILITARY SERVICE? Darken one circle in each line.

years 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○

and months 0 1 2 3 4 5 6 7 8 9 10 11
○○○○○○○○○○○○○○○○○○

Do you plan to REENLIST when your present enlistment ends? Darken the appropriate circle.

- ① Definitely yes
- ② Probably yes
- ③ Undecided
- ④ Probably no
- ⑤ Definitely no

How much do you LIKE MILITARY SERVICE? Darken the appropriate circle.

Dislike very much	Dislike moderately	Dislike a little	Neutral	Like a little	Like moderately	Like very much
①	②	③	④	⑤	⑥	⑦

Where were you raised? Darken the appropriate circle.

- In the country
- In a town with less than 2,500 people
- In a town or small city with more than 2,500, but less than 25,000 people
- In a city with more than 25,000, but less than 100,000 people
- In a large city with more than 100,000, but less than one million people
- In a very large city with over one million people
- In a suburb of a large or very large city

In what STATE were you raised? Darken the appropriate circle.

- | | |
|--|--|
| <input type="radio"/> 01 Alabama | <input type="radio"/> 28 Nevada |
| <input type="radio"/> 02 Alaska | <input type="radio"/> 29 New Hampshire |
| <input type="radio"/> 03 Arizona | <input type="radio"/> 30 New Jersey |
| <input type="radio"/> 04 Arkansas | <input type="radio"/> 31 New Mexico |
| <input type="radio"/> 05 California | <input type="radio"/> 32 New York |
| <input type="radio"/> 06 Colorado | <input type="radio"/> 33 North Carolina |
| <input type="radio"/> 07 Connecticut | <input type="radio"/> 34 North Dakota |
| <input type="radio"/> 08 Delaware | <input type="radio"/> 35 Ohio |
| <input type="radio"/> 09 Florida | <input type="radio"/> 36 Oklahoma |
| <input type="radio"/> 10 Georgia | <input type="radio"/> 37 Oregon |
| <input type="radio"/> 11 Hawaii | <input type="radio"/> 38 Pennsylvania |
| <input type="radio"/> 12 Idaho | <input type="radio"/> 39 Rhode Island |
| <input type="radio"/> 13 Illinois | <input type="radio"/> 40 South Carolina |
| <input type="radio"/> 14 Indiana | <input type="radio"/> 41 South Dakota |
| <input type="radio"/> 15 Iowa | <input type="radio"/> 42 Tennessee |
| <input type="radio"/> 16 Kansas | <input type="radio"/> 43 Texas |
| <input type="radio"/> 17 Kentucky | <input type="radio"/> 44 Utah |
| <input type="radio"/> 18 Louisiana | <input type="radio"/> 45 Vermont |
| <input type="radio"/> 19 Maine | <input type="radio"/> 46 Virginia |
| <input type="radio"/> 20 Maryland | <input type="radio"/> 47 Washington |
| <input type="radio"/> 21 Massachusetts | <input type="radio"/> 48 West Virginia |
| <input type="radio"/> 22 Michigan | <input type="radio"/> 49 Wisconsin |
| <input type="radio"/> 23 Minnesota | <input type="radio"/> 50 Wyoming |
| <input type="radio"/> 24 Mississippi | <input type="radio"/> 51 Other U.S. territories or possessions (For example, Puerto Rico or Virgin Islands.) |
| <input type="radio"/> 25 Missouri | <input type="radio"/> 52 Outside the U.S. or U.S. Territories or possessions. |
| <input type="radio"/> 26 Montana | |
| <input type="radio"/> 27 Nebraska | |

Darken the circle which indicates your PRESENT GRADE.

- E-1
- E-2
- E-3
- E-4
- E-5
- E-6
- E-7
- E-8
- E-9

Do you receive a SEPARATE RATIONS ALLOWANCE (money instead of free meals)?

Darken the appropriate circle.

- Yes
- No

What ONE TYPE OF COOKING were you raised on? Darken the appropriate circle.

- | | |
|---|---|
| <input type="radio"/> 01 Chinese | <input type="radio"/> 09 Jewish |
| <input type="radio"/> 02 English | <input type="radio"/> 10 Mexican |
| <input type="radio"/> 03 French | <input type="radio"/> 11 New England |
| <input type="radio"/> 04 General American Style | <input type="radio"/> 12 Polish (& Eastern Europe) |
| <input type="radio"/> 05 German | <input type="radio"/> 13 Soul |
| <input type="radio"/> 06 Greek | <input type="radio"/> 14 Southern |
| <input type="radio"/> 07 Italian | <input type="radio"/> 15 Spanish (not Mexican) |
| <input type="radio"/> 08 Japanese | <input type="radio"/> 16 Other (please specify _____) |

What TYPE OF COOKING OR SPECIALTY FOODS do you like best? Please darken the circles of your TOP THREE CHOICES.

- | | |
|---|---|
| <input type="radio"/> 01 Chinese | <input type="radio"/> 09 Jewish |
| <input type="radio"/> 02 English | <input type="radio"/> 10 Mexican |
| <input type="radio"/> 03 French | <input type="radio"/> 11 New England |
| <input type="radio"/> 04 General American Style | <input type="radio"/> 12 Polish (& Eastern Europe) |
| <input type="radio"/> 05 German | <input type="radio"/> 13 Soul |
| <input type="radio"/> 06 Greek | <input type="radio"/> 14 Southern |
| <input type="radio"/> 07 Italian | <input type="radio"/> 15 Spanish (not Mexican) |
| <input type="radio"/> 08 Japanese | <input type="radio"/> 16 Seafood |
| | <input type="radio"/> 17 Other (please specify _____) |

WHICH MEALS DO YOU EAT DURING A TYPICAL WEEK, REGARDLESS OF WHERE YOU EAT THEM? If you have "brunch" on Saturdays or Sundays, consider it to be a mid-day meal. Be sure to mark each block.

	Mon.		Tues.		Wed.		Thurs.		Fri.		Sat.		Sun.	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid-day Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After Evening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WHICH MEALS DO YOU EAT DURING A TYPICAL WEEK AT YOUR DINING FACILITY? If you have "brunch" on Saturdays or Sundays, consider it to be a mid-day meal. Be sure to mark each block.

	Mon.		Tues.		Wed.		Thurs.		Fri.		Sat.		Sun.	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid-day Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After Evening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BEFORE YOU ENTERED THE MILITARY, WHICH MEALS DID YOU USUALLY EAT?

If you ate "brunch" on Saturdays or Sundays, consider it to be a mid-day meal. Be sure to mark each block.

	Mon.		Tues.		Wed.		Thurs.		Fri.		Sat.		Sun.	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid-day Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After Evening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WHERE DO YOU EAT when you do not eat in the military dining facility? Indicate how often by filling in one circle in each line.

	Never	Less than once a week	1-3 times a week	4-7 times a week	8-14 times a week	15 or more times a week
a. Private residence (girlfriend's house, friend's or relative's house, your home, your barracks, bringing your food, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. An installation snack facility (the bowling alley, the exchange, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. An installation NCO club, EM or Airmen Club, or service club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Diner, snack bar, pizza parlor, or drive-in off the installation (or having it delivered)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Quality restaurant off the installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Bar or tavern (with alcoholic beverages) off the installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. From vending machines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. From mobile snack or lunch trucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Other (write it below and indicate how often)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Listed below are 14 GENERAL AREAS OF CONCERN. For each topic or area, indicate whether it is a significant problem, a minor problem, neither a problem nor an attraction, a minor attraction, or a significant attraction for your dining facility in your opinion.

Area or topic	Significant Problem	Minor Problem	Neither Problem Nor Attraction	Minor Attraction	Significant Attraction
a. Convenience of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. General dining facility environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Degree of military atmosphere present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Desirable eating companions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Expense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Hours of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Monotony of same facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Quantity of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Service by dining facility personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Variety of the regular meal food (weekday only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Variety of the regular meal food (weekend only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Variety of the short order food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Speed of service or lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For each of the same 14 general areas, indicate whether it is a major reason for your degree of NON-ATTENDANCE at the dining facility, a minor reason for your degree of non-attendance, or not related to your degree of non-attendance.

Area or topic	Major reason for non-attendance	Minor reason for non-attendance	Not related to non-attendance
a. Convenience of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. General dining facility environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Degree of military atmosphere present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Desirable eating companions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Expense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Hours of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Monotony of same facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Quantity of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Service by dining facility personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Variety of the regular meal food (weekday only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Variety of the regular meal food (weekend only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Variety of the short order food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Speed of service or lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you have a REGULARLY SCHEDULED ACTIVITY which keeps you from attending the dining facility at certain times, indicate how many meals per week you do not attend because of this activity. (Indicate "zero meals not attended" if you have no such activity.)

Meals not attended: 0 1 2-4 5 6-7 8-10 More than 10

Concerning the degree of **MILITARY ATMOSPHERE** which you feel exists in your dining facility at the present time, indicate whether you feel there should be **MORE** or **LESS** military atmosphere in the future.

- | | | | | |
|--|---|--|---|--|
| A Lot
More
<input type="radio"/> | A Little
More
<input type="radio"/> | About the
Same
<input type="radio"/> | A Little
Less
<input type="radio"/> | A Lot
Less
<input type="radio"/> |
|--|---|--|---|--|

Indicate how you usually travel between each of the following locations:

- | | Walk | Drive | Ride | Bus | Other (specify) |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------|
| a. Living area to your job site | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> _____ |
| b. Job site to dining facility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> _____ |
| c. Living area to dining facility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> _____ |

Indicate approximately how many minutes it takes you to travel by the mean you indicated in the previous questions from your:

- | | 1-5
min | 6-10
min | 11-15
min | 16-20
min | 21-25
min | 26-30
min | Over
30 min |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Living area to your job site | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Job site to dining facility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Living area to dining facility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Indicate approximately how many **MINUTES** it would take to **WALK** from your:

- | | 1-5
min | 6-10
min | 11-15
min | 16-20
min | 21-25
min | 26-30
min | Over
30 min |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Living area to your job site | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Job site to dining facility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Living area to dining facility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Is your dining facility ever:

- | | Never | Sometimes | Often | Always |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Too cold | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Too warm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Stuffy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Smoky | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Full of steam | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Full of unpleasant food odors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How often do you find:

- | | Never | Sometimes | Often | Always |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Inappropriate or missing silverware | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Not enough condiments (ketchup, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Left-overs being served day after day | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Serving line has run out of items | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each pair of items below, please indicate your opinion of THE GENERAL CONDITION OF YOUR DINING FACILITY by darkening the circle which comes closest to describing your feelings.

- | | | Extremely | Moderately | Neutral | Moderately | Extremely | |
|----|--------------------------------|-----------|------------|---------|------------|-----------|-------------------------------|
| a. | Clean kitchen area | ① | ② | ③ | ④ | ⑤ | Dirty kitchen area |
| b. | Insect infested | ① | ② | ③ | ④ | ⑤ | Insect free |
| c. | Rodent infested | ① | ② | ③ | ④ | ⑤ | Rodent free |
| d. | Clean serving counters | ① | ② | ③ | ④ | ⑤ | Dirty serving counters |
| e. | Dirty dispensing devices | ① | ② | ③ | ④ | ⑤ | Clean dispensing devices |
| f. | Dirty silverware | ① | ② | ③ | ④ | ⑤ | Clean silverware |
| g. | Clean trays | ① | ② | ③ | ④ | ⑤ | Dirty trays |
| h. | Clean dishes and glasses | ① | ② | ③ | ④ | ⑤ | Dirty dishes and glasses |
| i. | Dirty floors | ① | ② | ③ | ④ | ⑤ | Clean floors |
| j. | Dirty tables and chairs | ① | ② | ③ | ④ | ⑤ | Clean tables and chairs |
| k. | Brightly lighted | ① | ② | ③ | ④ | ⑤ | Dimly lighted |
| l. | Sunny | ① | ② | ③ | ④ | ⑤ | Lacking in sunlight |
| m. | Quiet | ① | ② | ③ | ④ | ⑤ | Noisy |
| n. | Crowded | ① | ② | ③ | ④ | ⑤ | Uncrowded |
| o. | Roomy | ① | ② | ③ | ④ | ⑤ | Cramped |
| p. | Poorly designed | ① | ② | ③ | ④ | ⑤ | Well designed |
| q. | Pleasant view | ① | ② | ③ | ④ | ⑤ | Unpleasant view |
| r. | Low number of safety hazards | ① | ② | ③ | ④ | ⑤ | High number of safety hazards |
| s. | Unpleasant exterior appearance | ① | ② | ③ | ④ | ⑤ | Pleasant exterior appearance |
| t. | Unpleasant interior appearance | ① | ② | ③ | ④ | ⑤ | Pleasant interior appearance |

Indicate your opinions about CONVENIENCES WITHIN YOUR DINING FACILITY.

- | | | Extremely | Moderately | Neutral | Moderately | Extremely | |
|----|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| a. | Convenient to enter & leave | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Inconvenient to enter & leave |
| b. | Far from washroom | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Close to washroom |
| c. | Large space between tables allows easy passage | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Small space between tables forbids easy passage |
| d. | Inadequate table size for size of trays | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Adequate table size for trays |

Is the overall APPEARANCE OR ATMOSPHERE of your dining facility:

- | | | | | | | | |
|----|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| a. | Colorful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Drab |
| b. | Cheerful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Dreary |
| c. | Cluttered | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Uncluttered |
| d. | Beautiful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ugly |
| e. | Relaxed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Tense |
| f. | Sociable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Unsociable |
| g. | Crowded | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Uncrowded |

Are the TABLES in your dining facility:

- | | | | | | | | |
|----|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| a. | Colorful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Drab |
| b. | Beautiful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ugly |
| c. | Wide variety | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Limited variety |
| d. | Sturdy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Easy to damage |
| e. | Roomy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Cramped |

Indicate the TABLE SIZE you prefer:

2 persons

4 persons

6 persons

8 persons

More than 8 persons

Indicate the TABLE SHAPE you prefer:

Round

Square or Rectangular

Indicate how often each of the following statements about SOCIAL aspects of your dining facility applies to you.

	Never	Sometimes	Often	Always
I line up with my friends for the meal	①	②	③	④
I always sit with my friends at a dining table	①	②	③	④
I always try to claim a certain table as my area	①	②	③	④
The feeling of privacy is quite good in this dining hall	①	②	③	④
I talk to people at other tables during the meal	①	②	③	④
Room conditions are acceptable for relaxed conversation	①	②	③	④
There is a friendly social atmosphere in this dining hall	①	②	③	④
Do you have MUSIC in your dining facility now?		Yes	No	
		①	②	

What is your reaction to having MUSIC in the dining facilities:

Very Acceptable	Mildly Acceptable	Neutral	Mildly Unacceptable	Very Unacceptable
①	②	③	④	⑤

Indicate the one type of music you would most prefer in the dining facilities:

- Any type is fine
- Hard rock
- Soul
- Popular
- Rock and roll
- Jazz
- Instrumental
- Classical
- Country western
- A variety of the above
- Other (write it here) _____
- Do not want music

Does your dining facility use a SELF BUSSING system in which each person carries his own tray to the dishwashing area?

Yes No

Indicate how you do or would feel about having SELF BUSSING in the dining facilities:

Very Mildly Mildly Very
 Acceptable Acceptable Unacceptable Unacceptable

Indicate your opinion about the policies concerning the SEPARATE RATIONS SYSTEMS:

Very Mildly Mildly Very
 Acceptable Acceptable Unacceptable Unacceptable

Indicate your opinion of the following proposals:

a. In CONUS, everyone should receive the separate rations allowance. Each individual should then pay for the meals he eats in a military dining facility (breakfast: 35 cents; mid-day meal: 80 cents; evening meal: 60 cents).

Extremely Mildly Mildly Extremely
 Unfavorable Unfavorable Favorable Favorable

b. In CONUS, everyone should receive the separate rations allowance. Each individual should then pay for the specific items he takes from the serving line (2 eggs: 15 cents; hamburger: 20 cents; french fries: 10 cents; chicken: 45 cents).

Extremely Mildly Mildly Extremely
 Unfavorable Unfavorable Favorable Favorable

c. The current system gives some people a separate rations allowance and requires them to pay for each meal they eat in the dining facility. The others who do not receive that allowance are authorized to eat in the dining facilities without charge. This system should be retained.

Extremely Mildly Mildly Extremely
 Unfavorable Unfavorable Favorable Favorable

What hours would you like the dining facility to be open for your convenience?

Weekdays: Monday to Friday

	Breakfast	Mid-Day Meal	Evening Meal
From:			
1 hr or more earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30 min earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 min earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient as it is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To:			
1 hr or more later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30 min later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 min later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient as it is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weekends: Saturday and Sunday

	Breakfast	Mid-Day Meal	Evening Meal
From:			
1 hr or more earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30 min earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 min earlier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient as it is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To:			
1 hr or more later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30 min later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 min later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient as it is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is the food in your mess hall ever:

	Never	Sometimes	Often	Always
a. Overcooked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Undercooked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Cold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Tasteless or bland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Burned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Dried out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Greasy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Too spicy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Raw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Still frozen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Too salty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you ever find that the food in your dining facility is, or has:

	Never	Sometimes	Often	Always
a. Gristle or tendon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Excess fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Stringy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Damaged or bruised (e.g., fruit or vegetables)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Over-ripe fruit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Under-ripe fruit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Stale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Old looking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Sour (e.g., milk)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Spoiled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Off-flavor or odor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other than times of dieting, do you ever LEAVE your dining facility WITHOUT ENOUGH TO EAT?

NEVER SOMETIMES OFTEN ALWAYS

Do you serve yourself or do the dining facility personnel serve you the following items:

	SELF-SERVICE	SERVED BY OTHERS
a. Short order items	<input type="radio"/>	<input type="radio"/>
b. Meat items	<input type="radio"/>	<input type="radio"/>
c. Starches (i.e. potatoes)	<input type="radio"/>	<input type="radio"/>
d. Vegetables	<input type="radio"/>	<input type="radio"/>
e. Salads	<input type="radio"/>	<input type="radio"/>
f. Beverages	<input type="radio"/>	<input type="radio"/>
g. Desserts	<input type="radio"/>	<input type="radio"/>

Are SECOND HELPINGS PERMITTED for the following items?

	Always	Sometimes	Never
a. Short order items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Meat items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Starches (i.e. potatoes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Salads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Desserts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer the following questions for the regular meal only. Exclude the short order meal. Indicate "Not Appropriate" (8) if you have self-service and/or second helpings permitted.

a. What is your opinion about the amount of meat per serving:

Too Little			About Right			Too Much	NA
①	②	③	④	⑤	⑥	⑦	⑧

b. What is your opinion about the amount of starches per serving:

Too Little			About Right			Too Much	NA
①	②	③	④	⑤	⑥	⑦	⑧

c. What is your opinion about the amount of vegetables per serving:

Too Little			About Right			Too Much	NA
①	②	③	④	⑤	⑥	⑦	⑧

d. What is your opinion about the amount of dessert per serving:

Too Little			About Right			Too Much	NA
①	②	③	④	⑤	⑥	⑦	⑧

Indicate your opinion about the ABILITY of the COOKS to prepare high quality meals in your dining facilities.

Very Poor			Average			Excellent
①	②	③	④	⑤	⑥	⑦

Indicate your opinion about the ATTITUDES of the dining facility WORKERS to make your meal as pleasant as possible.

Very Poor			Average			Excellent
①	②	③	④	⑤	⑥	⑦

Indicate your opinion of the VARIETY of offerings at any particular WEEKDAY meal.

	We need:	Many More Choices	A Few More Choices	Choices Now Enough	Fewer Choices Acceptable
a.	For short order foods:	①	②	③	④
b.	For meats:	①	②	③	④
c.	For starches:	①	②	③	④
d.	For vegetables:	①	②	③	④
e.	For salads:	①	②	③	④
f.	For beverages:	①	②	③	④
g.	For desserts:	①	②	③	④

Indicate your opinion of the VARIETY of offerings at any particular WEEKEND meal.

	We need: Many More Choices	A Few More Choices	Choices Now Enough	Fewer Choices Acceptable
a. For short order foods:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. For meats:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. For starches:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. For vegetables:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. For salads:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. For beverages:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. For desserts:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Indicate your opinion of the VARIETY of foods offered in the menu during the course of a month or so.

	We need: Many More Items	A Few More Items	Items Now Enough	Fewer Items Acceptable
a. For short order:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. For meats:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. For starches:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. For vegetables:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. For salads:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. For beverages:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. For desserts:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is CARRY OUT SERVICE available in your dining facility? (Disregard any flight feeding programs in this and the following two questions.)

Yes No

Indicate how you do or would feel about CARRY OUT SERVICE being available from the dining facilities.

Extremely
opposed

Neutral

Extremely
Enthusiastic

If such a CARRY OUT SERVICE were available, how do you feel it would influence your attendance in the military dining facilities?

- No influence.
- I would eat a FEW MORE meals per week.
- I would eat MANY MORE meals per week.

How long do you USUALLY have to WAIT in line at the headcount station TO GET ADMITTED for a meal:

- I never have to wait in line.
- I wait between one and five minutes.
- I wait between five and ten minutes.
- I wait between ten and fifteen minutes.
- I wait longer than fifteen minutes.

How long do you USUALLY have to WAIT IN THE SERVING LINE after the headcount before you get your food?

- Ⓐ I never have to wait in line.
- Ⓑ I wait between one and five minutes.
- Ⓒ I wait between five and ten minutes.
- Ⓓ I wait between ten and fifteen minutes.
- Ⓔ I wait longer than fifteen minutes.

How long do you USUALLY have to WAIT AT THE DISH WASHING AREA when self-bussing?

- Ⓐ I never have to wait in line.
- Ⓑ I wait between one and five minutes.
- Ⓒ I wait between five and ten minutes.
- Ⓓ I wait between ten and fifteen minutes.
- Ⓔ I wait longer than fifteen minutes.
- Ⓕ Not applicable; no self-bussing.

For each of the following RULES FOR BEHAVIOR, first indicate whether or not the rules exist in your dining facility and then indicate whether you feel it should be ENFORCED OR INSTITUTED, whether you feel it should be ABOLISHED OR NOT INSTITUTED, or whether you have NO OPINION about it.

	Does Rule Exist?		Enforce or Institute	Abolish or not Institute	No Opinion
	Yes	No			
a. Dress regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Not allowing non-military guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Calling "at ease" when officer enters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. No smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Officers and NCO's permitted to cut in line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Separation of officers and NCO's from enlisted men	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now we would like to have your opinions of food service systems in general. Therefore, answer the following questions as if your circumstances were different and you held a civilian job instead of being in military service.

Suppose you regularly went out to eat your NOON MEAL and had many places to choose from. Indicate the order of IMPORTANCE of each of the following 10 factors in making your CHOICE OF WHERE TO EAT by darkening the circle under "1st" for the most important factor, darkening the circle under "2nd" for the second most important factor, and so on. Each factor then should have one ranking.

	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
a. Convenience of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. General appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Quantity of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Variety of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Speed of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Availability of music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Pleasantness of service personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppose you regularly went out to eat your EVENING MEAL and had many places to choose from. Indicate the order of IMPORTANCE of each of the following 10 factors in making your CHOICE OF WHERE TO EAT by darkening the one for the most important factor, darkening the two for the second most important factor, and so on. Each factor then should have one ranking.

		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
a.	Convenience of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b.	General appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c.	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d.	Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e.	Quantity of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f.	Variety of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g.	Speed of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h.	Availability of music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i.	Pleasantness of service personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j.	Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppose you have decided to have an INEXPENSIVE NOON or EVENING MEAL. Would you prefer a cafeteria, self-service system or a waitress-service system?

	Definitely		Probably		Neutral		Probably		Definitely	
Self-service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Waitress service

APPENDIX 2

ARS Survey

ALTERNATIVE RATIONS SYSTEM SURVEY

The Department of Defense is currently considering new and different ways of providing food service to troops. In making a final decision, they must decide on three important issues. First, they must decide whether all personnel should receive BAS (Basic Allowance for Subsistence, meaning money instead of free food) or whether only some should receive BAS while others receive SIK (Subsistence In Kind, meaning free food instead of money). Secondly, the decision must be made whether a civilian contractor or the government should operate the dining halls, obtain the food, and provide the food service worker. And, thirdly, they must decide whether an individual eating in the dining hall should: (a) be charged a fixed amount for his meals; (b) be charged only for the items he takes from the serving line; or (c) be able to choose among a more expensive "special" meal, a normally priced "regular" meal, or a less expensive "short order" meal, in each case being charged for the total meal.

An important element in these decisions is how you, the consumer, feel about each of these matters. For each of the three issues mentioned above, therefore, please indicate what decisions you feel would lead to the BEST food system.

ISSUE 1. The BEST food system would have (mark one):

All individuals
receiving BAS

Some receiving BAS and
others receiving SIK

ISSUE 2. The BEST food system would be operated, and the food and food service workers provided, by (mark one):

A civilian contractor

The government

ISSUE 3. The BEST food system would charge the individual (mark one):

A fixed amount
for a meal

For only the
items taken

For a "special," "regular,"
or "short order" meal

Assume that, in designing a new food system, the Department of Defense followed the decisions you just indicated. Then, please answer the following four questions about that food system.

QUESTION 1. Under this food system, I would eat in the dining hall (mark one):

Never

Less than
once a week

1-3 times
a week

4-7 times
a week

8-14 times
a week

15 times or
more a week

QUESTION 2. Under this food system, the amount of plate waste of food would be (mark one):

Extremely
high

Slightly
high

Neither high
nor low

Slightly
low

Extremely
low

QUESTION 3. In terms of the amount of money it would cost me to eat, this food system would be (mark one):

An extremely
good deal

A slightly
good deal

Neither a good
nor bad deal

A slightly
bad deal

An extremely
bad deal

QUESTION 4. My overall opinion of this food system is (mark one):

Extremely
favorable

Slightly
favorable

Neither favorable
nor unfavorable

Slightly
unfavorable

Extremely
unfavorable

Consider once again the three issues described on the first page of this questionnaire. This time, for each of these three issues, please indicate what decisions you feel would lead to the WORST food system.

ISSUE 1. The WORST food system would have (mark one):

All individuals
receiving BAS

Some receiving BAS and
others receiving SIK

ISSUE 2. The WORST food system would be operated, and the food and food service workers provided, by (mark one):

A civilian contractor

The government

ISSUE 3. The WORST food system would charge the individual (mark one):

A fixed amount
for a meal

For only the
items taken

For a "special," "regular,"
or "short order" meal

Assume, once again, that the Department of Defense followed your decisions in designing a new food system. Again, please answer the following questions about this food system.

QUESTION 1. Under this food system, I would eat in the dining hall (mark one):

Never <input type="radio"/>	Less than once a week <input type="radio"/>	1-3 times a week <input type="radio"/>	4-7 times a week <input type="radio"/>	8-14 times a week <input type="radio"/>	15 times or more a week <input type="radio"/>
--------------------------------	---	--	--	---	---

QUESTION 2. Under this food system, the amount of plate waste of food would be (mark one):

Extremely high <input type="radio"/>	Slightly high <input type="radio"/>	Neither high nor low <input type="radio"/>	Slightly low <input type="radio"/>	Extremely low <input type="radio"/>
--	---	--	--	---

QUESTION 3. In terms of the amount of money it would cost me to eat, this food system would be (mark one):

An extremely good deal <input type="radio"/>	A slightly good deal <input type="radio"/>	Neither a good nor bad deal <input type="radio"/>	A slightly bad deal <input type="radio"/>	An extremely bad deal <input type="radio"/>
--	--	---	---	---

QUESTION 4. My overall opinion of this food system is (mark one):

Extremely favorable <input type="radio"/>	Slightly favorable <input type="radio"/>	Neither favorable nor unfavorable <input type="radio"/>	Slightly unfavorable <input type="radio"/>	Extremely unfavorable <input type="radio"/>
---	--	---	--	---

Currently, I receive (mark one):

- BAS (money instead of free food)
- SIK (free food instead of money)

APPENDIX C

Worker Interview and Survey Forms

FOOD SERVICE PERSONNEL SURVEY

The purpose of this survey is to find out how you feel about some of the conditions of your job. Please answer every question CAREFULLY and HONESTLY. We will talk to each of you individually in the next few days, and you will be able to make any comments which do not fit into the answers on this survey at that time. Because of this interview, we need your name on this survey. NO INDIVIDUAL SURVEY WILL EVER BE SEEN BY ANYONE AT THIS BASE OR IN THE NAVY. If you answer all of the questions honestly, we will be able to present your opinions, as a group, to the organization working on the Food Service System for the Navy.

1. Name _____
2. Facility number (To be supplies by testers) _____
3. Rank _____
4. Age _____ YRS
5. How long have you worked in food service at this base? _____ YRS _____ MOS
6. How long have you worked in food service in your Navy career?
_____ YRS _____ MOS
7. What do you do in your present job?
8. Circle the letter showing how much you like military service.
 - a. Dislike very much
 - b. Dislike moderately
 - c. Dislike a little
 - d. Neutral
 - e. Like a little
 - f. Like moderately
 - g. Like very much

US Army Natick Laboratories

FOOD SERVICE PERSONNEL SURVEY

The purpose of this survey is to find out how you feel about some of the conditions of your job. Please answer every question CAREFULLY and HONESTLY. We will talk to each of you individually in the next few days, and you will be able to make any comments which do not fit into the answers on this survey at that time. Because of this interview, we need your name on this survey. NO INDIVIDUAL SURVEY WILL EVER BE SEEN BY ANYONE AT THIS BASE OR IN THE NAVY. If you answer all of the questions honestly, we will be able to present your opinions, as a group, to the organization working on the Food Service System for the Navy.

1. Name _____
2. Facility Number (To be supplied by testers) _____
3. Grade Level _____
4. Age _____ YRS
5. How long have you worked in food service at this base? _____ YRS _____ MOS
6. How long have you worked in food service in your entire career?
_____ YRS _____ MOS
7. What do you do in your present job?

US Army Natick Laboratories

**Description of the Work, People, Pay, Promotions
and Supervision on Your Present Job.**

Below are five groupings of items. Each group represents some aspect of your present job. We'd like you to indicate your feelings about these aspects by circling "Y" (yes) if the item is descriptive of your present job, "N" (no) if it is not descriptive and "?" if you cannot decide.

Again, we appreciate your cooperation.

WORK

Fascinating	Y	N	?
Routine	Y	N	?
Satisfying	Y	N	?
Boring	Y	N	?
Good	Y	N	?
Creative	Y	N	?
Respected	Y	N	?
Hot	Y	N	?
Pleasant	Y	N	?
Useful	Y	N	?
Tiresome	Y	N	?
Healthful	Y	N	?
Challenging	Y	N	?
On Your Feet	Y	N	?
Frustrating	Y	N	?
Simple	Y	N	?
Endless	Y	N	?
Gives sense of accomplishment	Y	N	?

SUPERVISION

Asks my Advice	Y	N	?
Hard to Please	Y	N	?
Impolite	Y	N	?
Praises Good Work	Y	N	?
Tactful	Y	N	?
Influential	Y	N	?
Up-to-date	Y	N	?
Doesn't supervise enough	Y	N	?
Quick-tempered	Y	N	?
Tells me where I stand	Y	N	?
Annoying	Y	N	?
Stubborn	Y	N	?
Knows job well	Y	N	?
Bad	Y	N	?
Intelligent	Y	N	?
Leaves me on my own	Y	N	?
Around when needed	Y	N	?
Lazy	Y	N	?

PEOPLE

Stimulating	Y	N	?
Boring	Y	N	?

PEOPLE, CON'T

Slow	Y	N	?
Ambitious	Y	N	?
Stupid	Y	N	?
Responsible	Y	N	?
Fast	Y	N	?
Intelligent	Y	N	?
Easy to Make Enemies	Y	N	?
Talk too much	Y	N	?
Smart	Y	N	?
Lazy	Y	N	?
Unpleasant	Y	N	?
No privacy	Y	N	?
Active	Y	N	?
Narrow Interests	Y	N	?
Loyal	Y	N	?
Hard to meet	Y	N	?

PAY

Income adequate for normal expenses	Y	N	?
Satisfactory profit sharing	Y	N	?
Barely live on income	Y	N	?
Bad	Y	N	?
Income provides luxuries	Y	N	?
Insecure	Y	N	?
Less than I deserve	Y	N	?
Highly paid	Y	N	?
Underpaid	Y	N	?

PROMOTIONS

Good opportunity for advancement	Y	N	?
Opportunity somewhat limited	Y	N	?
Promotion on ability	Y	N	?
Dead-end-job	Y	N	?
Good chance for promotion	Y	N	?
Unfair promotion policy	Y	N	?
Infrequent promotions	Y	N	?
Regular promotions	Y	N	?
Fairly good chance for promotion	Y	N	?

For each pair of items below, please indicate your opinion of the GENERAL CONDITION OF YOUR KITCHEN by checking the line which comes closest to describing your feelings

	Extremely	Moderately	Neutral	Moderately	Extremely	
Clean kitchen area	___	___	___	___	___	Dirty kitchen area
Insect infested	___	___	___	___	___	Insect free
Dirty Floors	___	___	___	___	___	Clean floors
Brightly lighted	___	___	___	___	___	Dimly lighted
Quiet	___	___	___	___	___	Noisy
Crowded	___	___	___	___	___	Uncrowded
Roomy	___	___	___	___	___	Cramped
Poorly designed	___	___	___	___	___	Well designed
Low numner of safety hazards	___	___	___	___	___	High Number of Safety hazards
Unpleasant interior appearance	___	___	___	___	___	Pleasant interior appearance
New equipment	___	___	___	___	___	Old equipment
HOT	___	___	___	___	___	COLD
Poor Equipment	___	___	___	___	___	Good Equipment

FOOD SERVICE PERSONNEL INTERVIEW

1. Are there any comments you'd like to add to the paper and pencil survey you took earlier?

2. Do you NOW feel that you need MORE training to do your present job better? _____
If yes, what type of training?

3. Do you feel you want additional training to advance in food service? _____
If yes, what type of training?

If no, why not?

4. What do you think about the new system they're planning for this dining facility?
Anything good?

Anything bad? _____

5. Will it make your job easier or harder? _____ Why? _____

6. How many military dining facilities have you worked in other than at this base?

7. How does this dining facility compare with others in which you have worked?
(SHOW CARD) _____

8. If you were fired or left the military would you attempt to find employment in food service at a military base or in civilian food service? (SHOW CARD)

MILITARY ONLY

9. Did you request assignment to food service? _____

10. Would you like to transfer to duties other than in food service? _____

11. If you do wish to be transferred to other duties, what are the main reasons?

- ALL Is there anything else you would like to add about the food service system at this base?

APPENDIX D
Statistical Analyses

STATISTICAL ANALYSES

- | | |
|--|---|
| <p>(1) $F(2,147) = 21.18, p < .01$
 (2) $F(2,147) = 19.69, p < .01$
 (3) $\chi^2(4) = 28.11, p < .01$
 (4) Tukey CI = 3.45, $p < .01$
 (5) Tukey CI = 3.27, $p < .01$
 (6) $\chi^2(2) = 5.16, p > .05$
 (7) $\chi^2(8) = 43.48, p < .01$
 (8) $\chi^2(4) = 12.57, p > .01$
 (9) $\chi^2(6) = 141.49, p < .01$
 (10) $F(2,147) = .98, p > .05$
 (11) $F(2,147) = 60.79, p < .01$
 (12) Tukey CI = 2.99, $p < .01$
 (13) $\chi^2(2) = 6.37, p < .05$
 (14) $\chi^2(2) = .70, p > .05$
 (15) $\chi^2(4) = 11.99, p < .05$
 (16) $\chi^2(4) = 14.37, p < .01$
 (17) $\chi^2(8) = 35.08, p < .01$
 (18) $\chi^2(4) = 18.08, p < .01$
 (19) $F(2,155) = 32.71, p < .01$
 (20) Tukey CI = 9.45, $p < .01$
 (21) $\chi^2(8) = 29.71, p < .01$
 (22) BAS $-\chi^2(4) = 9.68, p < .05$
 (23) RIK $-\chi^2(4) = 11.20, p < .05$
 (24) $\chi^2(10) = 21.73, p < .05$
 (25) $\chi^2(10) = 28.09, p < .01$
 (26) $\chi^2(5) = 4.12, p > .05$
 (27) $\chi^2(5) = 4.56, p > .05$
 (28) $\chi^2(5) = 1.53, p > .05$
 (29) $\chi^2(10) = 24.79, p < .01$</p> | <p>(30) $\chi^2(10) = 18.68, p > .02$
 (31) $\chi^2(2) = 6.65, p > .02$
 (32) $F(2,159) = .69, p > .05$
 (33) $F(2,149) = 2.11, p > .05$
 (34) $F(2,33) = 1.78, p > .05$
 (35) $F(2,45) = .42, p > .05$
 (36) $F(2,60) = 5.62, p < .01$
 (37) $\chi^2(4) = .74, p > .05$
 (38) $F(2,39) = .26, p > .05$
 (39) $\chi^2(2) = 7.89, p < .01$
 (40) $\chi^2(8) = 25.81, p < .01$
 (41) $\chi^2(4) = 7.39, p > .05$
 (42) $\chi^2(2) = 5.18, p > .05$
 (43) $\chi^2(8) = 10.36, p > .05$
 (44) $\chi^2(2) = 2.15, p > .05$
 (45) $F(2,90) = 1.40, p > .05$
 (46) $\chi^2(4) = 20.20, p < .01$
 (47) $F(2,87) = .44, p > .05$
 (48) $\chi^2(8) = 8.76, p > .05$
 (49) $\chi^2(4) = 13.41, p < .01$
 (50) $\chi^2(4) = 9.28, p > .05$
 (51) $\chi^2(8) = 11.93, p > .05$
 (52) $F(2,164) = 28.59, p < .01$
 (53) $\chi^2(2) = 7.07, p < .05$
 (54) $\chi^2(1) = 3.84, p < .05$
 (55) $\chi^2(2) = 5.19, p > .05$
 (56) $\chi^2(2) = 13.54, p < .01$
 (57) $\chi^2(2) = 14.11, p < .01$
 (58) $\chi^2(2) = 3.53, p > .05$</p> |
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APPENDIX E
Consumer Survey Data

CONSUMER SURVEY DATA

3 WHAT IS YOUR AGE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 17 - 19	4	7.84	1	1.69	1	1.89	6	3.57
2 20 - 22	25	49.02	6	10.17	16	30.19	48	28.57
3 23 - 25	19	37.25	25	42.37	25	47.17	69	41.07
4 26 - 30	2	3.92	14	23.73	5	9.43	23	13.69
5 31 - 35	1	1.96	10	16.95	4	7.55	17	10.12
6 36 - 40	0	.00	3	5.08	2	3.77	5	2.98
TOTAL	51	100.00	59	100.00	53	100.00	168	100.00
MEAN	2.43		3.59		3.02		2.95	
S.D.	.78		1.10		1.07		1.20	

4 WHAT IS YOUR RACE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 CAUCASIAN	43	79.63	50	81.97	44	81.48	141	81.03
2 NEGRO	6	11.11	1	1.64	6	11.11	14	8.05
3 ORIENTAL	2	3.70	8	13.11	3	5.56	13	7.47
4 OTHER	3	5.56	2	3.28	1	1.85	6	3.45
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	1.35		1.38		1.28		1.30	
S.D.	.80		.34		.66		.79	

5 WHAT IS YOUR SEX?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MALE	54	100.00	51	100.00	54	100.00	174	100.00
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	1.00		1.00		1.00		.97	
S.D.	.00		.00		.00		.17	

CONSUMER SURVEY DATA

6 ARE YOU MARRIED OR ARE YOU SINGLE / DIVORCED / SEPARATED?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MARRIED	3	5.56	61	100.00	0	.00	67	38.51
2 SINGLE	51	94.44	0	.00	54	100.00	107	61.49
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	1.94		1.00		2.00		1.57	
S.D.	.23		.00		.00		.55	

7 WHERE DO YOU LIVE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 BACH ON	44	81.48	3	5.00	22	41.51	72	41.86
2 MARRU ON	0	.00	15	25.00	0	.00	15	8.72
3 BACH OFF	7	12.96	0	.00	23	43.40	31	18.02
4 MARD OFF	3	5.56	42	70.00	8	15.09	54	31.40
TOTAL	54	100.00	60	100.00	53	100.00	172	100.00
MEAN	1.43		3.35		2.32		2.33	
S.D.	.92		1.02		1.17		1.35	

8 WHAT IS YOUR HIGHEST LEVEL OF EDUCATION COMPLETED?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 FIN HS	3	5.56	2	3.28	2	3.70	9	5.20
2 HS GRAD	31	57.41	29	47.54	30	55.56	92	53.18
3 JOBTMAIN	6	11.11	6	9.84	5	9.26	17	9.83
4 SOME COL	14	25.93	22	36.07	16	29.63	52	30.06
5 COL GRAD	0	.00	2	3.28	1	1.85	3	1.73
TOTAL	54	100.00	61	100.00	54	100.00	173	100.00
MEAN	2.57		2.89		2.70		2.66	
S.D.	.94		1.05		1.00		1.07	

CONSUMER SURVEY DATA

9 WHAT SERVICE ARE YOU IN?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
4 NAVY	54	100.00	61	100.00	54	100.00	174	100.00
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	4.00		4.00		4.00		3.89	
S.D.	.00		.00		.00		.67	

10 HOW MANY YEARS HAVE YOU BEEN IN THE SERVICE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 0 - 1	16	29.63	3	4.92	6	11.11	25	14.37
2 2 - 3	26	48.15	6	9.84	17	31.48	50	28.74
3 4 - 9	8	14.81	25	40.98	15	27.78	48	27.59
4 10 - 15	3	5.56	15	24.59	8	14.81	27	15.52
5 16 - 20	1	1.85	11	18.03	7	12.96	21	12.07
6 21 +	0	.00	1	1.64	1	1.85	3	1.72
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	2.02		3.46		2.93		2.75	
S.D.	.92		1.10		1.27		1.32	

11 AT HOW MANY OTHER INSTALLATIONS HAVE YOU BEEN ASSIGNED + ATE REG IN DN MAL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 0	1	1.85	10	16.67	6	11.11	17	9.83
2 1	10	18.52	7	11.67	10	18.52	27	15.61
3 2 - 4	36	66.67	28	46.67	30	55.56	96	55.49
4 5 - 7	5	9.26	9	15.00	7	12.96	21	12.14
5 8 OR +	2	3.70	6	10.00	1	1.85	12	6.94
TOTAL	54	100.00	60	100.00	54	100.00	173	100.00
MEAN	2.94		2.90		2.76		2.79	
S.D.	.71		1.16		.89		1.05	

12 DO YOU PLAN TO REENLIST WHEN YOUR PRESENT ENLISTMENT ENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DEF YES	1	1.85	18	29.51	13	24.07	33	18.97
2 PROB YES	10	18.52	17	27.87	7	12.96	34	19.54
3 UNDECIDED	15	27.78	4	6.56	9	16.67	29	16.67
4 PROB NO	9	16.67	4	6.56	8	14.61	22	12.64
5 DEF NO	17	31.48	5	9.84	11	20.37	34	19.54
6 RETIRING	2	3.70	12	19.67	6	11.11	22	12.64
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN			3.69		3.28		3.21	
S.D.			1.26		1.74		1.76	

13 WHAT ARE YOUR FEELINGS ABOUT THE MILITARY SERVICE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIS VMCH	5	9.43	0	.00	5	9.26	10	5.78
2 DIS MOD	4	7.55	1	1.64	6	11.11	11	6.36
3 DIS LITL	9	16.98	4	6.56	7	12.96	21	12.14
4 NEUTRAL	15	28.30	12	19.67	13	24.07	41	23.70
5 LIKE LTL	4	7.55	2	3.28	2	3.70	8	4.62
6 LIKE MJD	11	20.75	25	40.98	14	25.93	51	29.48
7 LIKE VM	5	9.43	17	27.87	7	12.96	31	17.92
TOTAL	53	100.00	61	100.00	54	100.00	173	100.00
MEAN			4.17		4.31		4.60	
S.D.			1.76		1.90		1.93	

CONSUMER SURVEY DATA

14 WHERE WERE YOU RAISED? (WHAT SIZE TOWN)

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 COUNTRY	11	20.37	18	29.51	13	24.07	44	25.29
2 <25,000	16	29.63	23	37.70	19	35.19	60	34.48
3 25-100TH	11	20.37	8	13.11	5	9.26	25	14.37
4 100,000+	4	7.41	5	8.20	7	12.96	16	9.20
5 1 MIL +S	3	5.56	3	4.92	5	9.26	11	6.32
6 URB	9	16.67	4	6.56	5	9.26	18	10.34
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	2.98		2.41		2.76		2.63	
S.D.	1.72		1.45		1.62		1.65	

16 WHAT IS YOUR PRESENT GRADE

RESPONSE	RIK		COMRATS - MARRIED (COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
2 E2	12	22.22	2	3.28	7	12.96	22	12.64
3 E3	19	35.19	2	3.28	10	18.52	31	17.82
4 E4	17	31.48	7	11.48	8	14.81	32	18.39
5 E5	6	11.11	23	37.70	13	24.07	44	25.29
6 E6	0	.00	22	36.07	14	25.93	37	21.26
7 E7	0	.00	5	8.20	2	3.70	8	4.60
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	3.31		5.25		4.43		4.24	
S.D.	.95		1.09		1.47		1.58	

17 DO YOU RECEIVE A SEPARATE RATIONS ALLOWANCE (MONEY INSTEAD OF FREE FOOD)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 YES	2	3.70	58	95.08	53	98.15	117	67.24
2 NO	52	96.30	3	4.92	1	1.85	57	32.76
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	1.96		1.05		1.02		1.29	
S.D.	.19		.22		.14		.52	

CONSUMER SURVEY DATA

20 HOW MANY BREAKFASTS DO YOU EAT DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	12	22.22	40	65.57	27	50.00	63	47.70
1	4	7.41	5	8.20	6	11.11	15	8.62
2	4	7.41	5	8.20	3	5.56	12	6.90
3	14	25.93	2	3.28	4	7.41	21	12.07
4	4	7.41	0	.00	2	3.70	6	3.45
5	16	29.63	9	14.75	12	22.22	37	21.25
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

20 HOW MANY BREAKFASTS DO YOU EAT ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	17	31.48	13	21.31	23	42.59	57	32.76
1	17	31.48	21	34.43	10	18.52	48	27.59
2	20	37.04	27	44.26	21	38.89	69	39.66
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

20 HOW MANY MID-DAY MEALS DO YOU EAT DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	6	11.11	9	14.75	9	16.67	26	14.94
1	2	3.70	5	8.20	3	5.56	10	5.75
2	3	5.56	3	4.92	3	5.56	9	5.17
3	4	7.41	8	13.11	6	11.11	20	11.49
4	8	14.81	5	8.20	7	12.76	22	12.64
5	31	57.41	31	50.82	24	44.44	87	50.00
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

20 HOW MANY MID-DAY MEALS DO YOU EAT ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	9	16.67	17	27.87	18	33.33	46	26.44
1	16	29.63	10	16.39	7	12.96	33	18.97
2	29	53.70	34	55.74	29	53.70	95	54.60
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

CONSUMER SURVEY DATA

20 HOW MANY EVENING MEALS DO YOU EAT DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	1	1.85	6	9.84	5	9.26	14	8.05
1	5	9.26	3	4.92	4	7.41	12	6.90
2	4	7.41	1	1.64	1	1.85	6	3.45
3	3	5.56	2	3.28	3	5.56	9	5.17
4	7	12.96	3	4.92	8	14.81	18	10.34
5	34	62.96	46	75.41	33	61.11	115	66.09
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

20 HOW MANY EVENING MEALS DO YOU EAT ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	9	16.67	8	13.11	6	11.11	26	14.94
1	7	12.96	3	4.92	8	14.81	19	10.92
2	38	70.37	50	81.97	40	74.07	129	74.14
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

20 HOW MANY AFTER EVENING MEALS DO YOU EAT DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	31	57.41	36	59.02	31	57.41	101	58.05
1	2	3.70	2	3.28	5	9.26	9	5.17
2	8	14.81	9	14.75	8	14.81	26	14.94
3	8	14.81	6	9.84	6	11.11	20	11.49
4	2	3.70	1	1.64	0	.00	3	1.72
5	3	5.56	7	11.48	4	7.41	15	8.62
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

20 HOW MANY AFTER EVENING MEALS DO YOU EAT ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	32	59.26	41	67.21	30	55.56	105	60.34
1	15	27.78	6	9.84	18	33.33	42	24.14
2	7	12.96	14	22.95	6	11.11	27	15.52
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

CONSUMER SURVEY DATA

21 HOW MANY BREAKFASTS DO YOU EAT IN THE DINING FACILITY DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	20	37.04	55	90.16	43	79.63	22	70.11
1	3	5.56	2	3.28	3	5.56	8	4.60
2	7	12.96	0	.00	2	3.70	9	5.17
3	5	9.26	1	1.64	0	.00	6	3.45
4	6	11.11	0	.00	1	1.85	7	4.02
5	13	24.07	3	4.92	5	9.26	22	12.64
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

21 HOW MANY BREAKFASTS DO YOU EAT IN THE DINING FACILITY ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	24	44.44	60	98.36	48	88.83	137	78.74
1	20	37.04	1	1.64	3	5.56	24	13.79
2	10	18.52	0	.00	3	5.56	13	7.47
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

21 HOW MANY MID-DAY MEALS DO YOU EAT IN THE DINING FACILITY DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	7	12.96	52	85.25	36	66.67	99	56.90
1	2	3.70	2	3.28	3	5.56	8	4.60
2	4	7.41	3	4.92	4	7.41	11	6.32
3	8	14.81	3	4.92	4	7.41	15	8.62
4	10	18.52	1	1.64	2	3.70	13	7.47
5	23	42.59	0	.00	5	9.26	28	16.09
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

21 HOW MANY MID-DAY MEALS DO YOU EAT IN THE DINING FACILITY ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	18	33.33	60	98.36	49	90.74	132	75.86
1	18	33.33	0	.00	3	5.56	21	12.07
2	18	33.33	1	1.64	2	3.70	21	12.07
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

CONSUMER SURVEY DATA

21 HOW MANY EVENING MEALS DO YOU EAT IN THE DINING FACILITY DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	11	20.37	55	90.16	38	70.37	109	64.64
1	3	5.56	4	6.56	4	7.41	11	6.32
2	5	9.26	1	1.64	3	5.56	9	5.17
3	8	14.81	0	.00	1	1.85	9	5.17
4	7	12.96	0	.00	4	7.41	11	6.32
5	20	37.04	1	1.54	4	7.41	25	14.37
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

21 HOW MANY EVENING MEALS DO YOU EAT IN THE DINING FACILITY ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	19	35.19	59	96.72	43	79.63	126	72.41
1	15	27.78	2	3.28	5	9.26	22	12.64
2	20	37.04	0	.00	6	11.11	26	14.94
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

21 HOW MANY AFT EVENING MEALS DO YOU EAT IN DINING FACILITY DURING THE WEEK?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	47	87.04	60	96.36	2	3.64	164	94.25
1	3	5.56	1	1.64	1	1.85	5	2.87
2	2	3.70	0	.00	0	.00	2	1.15
4	1	1.85	0	.00	0	.00	1	.57
5	1	1.85	0	.00	1	1.85	2	1.15
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

21 HOW MANY AFT EVENING MEALS DO YOU EAT IN DINING FACILITY ON THE WEEKENDS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0	49	90.74	61	100.00	51	94.44	166	95.40
1	3	5.56	0	.00	2	3.70	5	2.87
2	2	3.70	0	.00	1	1.85	3	1.72
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00

22A HOW OFTEN DO YOU EAT IN A PRIVATE RESIDENCE INSTEAD OF THE DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	10	18.52	3	4.92	3	5.56	17	9.77
2 <1X/WK	16	29.63	0	.00	0	.00	16	9.20
3 1-3X/WK	11	20.37	2	3.28	9	16.67	23	15.22
4 4-7X/WK	8	14.81	7	11.48	12	22.22	27	15.52
5 8-14X/WK	6	11.11	22	35.07	19	35.19	49	28.16
6 15+/WK	3	5.56	27	44.26	11	20.37	42	24.14
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	2.87		5.07		4.43		4.04	
S.D.	1.47		1.22		1.30		1.73	

22B HOW OFTEN DO YOU EAT IN OTHER INSTALLATION FACILITY INSTEAD OF DINING FACILITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	27	51.92	27	48.21	25	50.00	32	50.62
2 <1X/WK	14	26.92	14	25.00	12	24.00	40	24.69
3 1-3X/WK	11	21.15	12	21.42	10	20.00	34	20.99
4 4-7X/WK	0	.00	2	3.57	1	2.00	3	1.95
6 15+/WK	0	.00	1	1.79	2	4.00	3	1.85
TOTAL	52	100.00	56	100.00	50	100.00	162	100.00
MEAN	1.69		1.88		1.90		1.78	
S.D.	.81		1.06		1.20		1.06	

CONSUMER SURVEY DATA

22C HOW OFTEN DO YOU EAT IN DINER, ETC INSTEAD OF THE DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	7	13.46	16	26.07	10	19.61	34	20.73
2 <1X/WK	18	34.62	18	31.58	16	31.37	52	31.71
3 1-3X/WK	20	38.46	20	35.09	21	41.18	63	39.41
4 4-7X/WK	4	7.69	1	1.75	4	7.84	10	6.10
5 8-14X/WK	2	3.85	0	.00	0	.00	2	1.22
6 15+/WK	1	1.92	2	3.51	0	.00	3	1.83
TOTAL	52	100.00	57	100.00	51	100.00	164	100.00
MEAN	2.60		2.25		2.37		2.34	
S.D.	1.07		1.11		.89		1.09	

22D HOW OFTEN DO YOU EAT IN A BAK / TAVERN INSTEAD OF THE DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	36	69.23	41	71.93	27	55.10	107	66.05
2 <1X/WK	11	21.15	12	21.05	14	28.57	37	22.84
3 1-3X/WK	4	7.69	1	1.75	6	12.24	12	7.41
4 4-7X/WK	1	1.92	2	3.51	1	2.04	4	2.47
5 8-14X/WK	0	.00	0	.00	1	2.04	1	.62
6 15+/WK	0	.00	1	1.75	0	.00	1	.62
TOTAL	52	100.00	57	100.00	49	100.00	162	100.00
MEAN	1.42		1.44		1.67		1.47	
S.D.	.72		.93		.92		.89	

CONSUMER SURVEY DATA

22E HOW OFTEN DO YOU EAT FROM VENDING MACHINES INSTEAD OF THE DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	28	53.85	30	52.63	27	52.94	86	52.44
2 <1X/WK	13	25.00	18	31.58	9	17.65	41	25.00
3 1-3X/WK	8	15.38	6	10.53	6	11.76	22	13.41
4 4-7X/WK	1	1.92	2	3.51	6	11.76	9	5.49
5 8-14X/WK	1	1.92	0	.00	1	1.96	2	1.22
6 15+X/WK	1	1.92	1	1.75	2	3.92	4	2.44
TOTAL	52	100.00	57	100.00	51	100.00	164	100.00
MEAN	1.79		1.72		2.04		1.80	
S.D.	1.11		1.00		1.40		1.19	

22F HOW OFTEN DO YOU EAT FROM LUNCH TRUCKS INSTEAD OF THE DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	39	75.00	44	75.86	36	72.00	122	74.39
2 <1X/WK	11	21.15	7	12.07	6	16.00	27	16.46
3 1-3X/WK	2	3.85	5	8.62	4	8.00	11	6.71
4 4-7X/WK	0	.00	1	1.72	2	4.00	3	1.83
6 15+X/WK	0	.00	1	1.72	0	.00	1	.61
TOTAL	52	100.00	58	100.00	50	100.00	164	100.00
MEAN	1.29		1.43		1.44		1.35	
S.D.	.54		.94		.81		.80	

CONSUMER SURVEY DATA

225 HOW OFTEN DO YOU EAT AT OTHER PLACES INSTEAD OF DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	30	83.33	40	90.91	31	86.11	103	87.29
2 <1X/WK	2	5.56	2	4.55	0	.00	4	3.39
3 1-3X/WK	3	8.33	1	2.27	4	11.11	8	6.78
4 4-7X/WK	0	.00	0	.00	1	2.78	1	.85
5 8-14X/WK	1	2.78	0	.00	0	.00	1	.85
6 15+/WK	0	.00	1	2.27	0	.00	1	.85
TOTAL	36	100.00	44	100.00	36	100.00	116	100.00
MEAN	1.33		1.20		1.31		1.25	
S.D.	.86		.82		.79		.83	

23A DINING FACILITY - CONVENIENCE OF LOCATION

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	1	1.85	1	1.72	3	5.88	5	2.98
2 MOD BAD	2	3.70	6	10.34	5	9.80	14	8.33
3 NEUTRAL	9	16.67	19	32.76	15	29.41	44	26.19
4 MOD GOOD	13	24.07	23	39.66	16	31.37	53	31.55
5 VERY GOOD	29	53.70	9	15.52	12	23.52	52	30.95
TOTAL	54	100.00	58	100.00	51	100.00	168	100.00
MEAN	4.24		3.57		3.57		3.68	
S.D.	.99		.94		1.14		1.23	

CONSUMER SURVEY DATA

23B DINING FACILITY - GENERAL ENVIRONMENT

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	3	5.56	3	5.17	4	7.84	10	5.95
2 MOD BAD	17	31.48	12	20.69	13	25.45	43	25.60
3 NEUTRAL	17	31.48	30	51.72	19	37.25	70	41.67
4 MOD GOOD	15	27.78	13	22.41	12	23.53	40	25.81
5 VRY GOOD	2	3.70	0	.00	3	5.88	5	2.98
TOTAL	54	100.00	58	100.00	51	100.00	168	100.00
MEAN	2.93		2.91		2.94		2.84	
S.D.	.99		.80		1.03		1.05	

23C DINING FACILITY - DEGREE OF MILITARY ATMOSPHERE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	9	16.98	4	7.02	7	13.73	20	12.05
2 MOD BAD	7	13.21	14	24.56	14	27.45	35	21.08
3 NEUTRAL	30	56.60	31	54.39	21	41.18	86	51.81
4 MOD GOOD	6	11.32	7	12.28	8	15.69	22	13.25
5 VRY GOOD	1	1.89	1	1.75	1	1.96	3	1.81
TOTAL	53	100.00	57	100.00	51	100.00	166	100.00
MEAN	2.68		2.77		2.65		2.62	
S.D.	.96		.82		.98		1.01	

23D DINING FACILITY - DESIRABLE EATING COMPANIONS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	4	7.41	0	.00	1	2.00	5	2.99
2 MOD BAD	6	11.11	7	12.07	10	20.30	23	13.77
3 NEUTRAL	12	22.22	34	58.62	16	32.00	65	38.92
4 MOD GOOD	27	50.00	15	25.86	19	38.00	62	37.13
5 VRY GOOD	5	9.26	2	3.45	4	8.00	12	7.19
TOTAL	54	100.00	58	100.00	50	100.00	167	100.00
MEAN	3.43		3.21		3.30		3.21	
S.D.	1.06		.89		.95		1.06	

CONSUMER SURVEY DATA

23E DINING FACILITY - EXPENSE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	4	7.69	2	3.57	4	8.00	10	6.17
2 MOD BAD	3	5.77	7	12.50	8	16.00	18	11.11
3 NEUTRAL	21	40.38	25	44.64	16	32.00	65	40.12
4 MOD GOOD	13	25.00	13	23.21	16	32.00	42	25.93
5 VRY GOOD	11	21.15	9	16.07	6	12.00	27	16.67
TOTAL	52	100.00	56	100.00	50	100.00	162	100.00
MEAN	3.46		3.36		3.24		3.27	
S.D.	1.13		1.02		1.12		1.19	

23F DINING FACILITY - HOURS OF OPERATION

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	4	7.41	2	3.51	4	8.00	11	6.63
2 MOD BAD	12	22.22	16	28.07	11	22.00	40	24.10
3 NEUTRAL	19	35.19	22	38.60	19	38.00	62	37.35
4 MOD GOOD	14	25.93	16	28.07	14	28.00	44	26.51
5 VRY GOOD	5	9.26	1	1.75	2	4.00	9	5.42
TOTAL	54	100.00	57	100.00	50	100.00	166	100.00
MEAN	3.07		2.96		2.98		2.92	
S.D.	1.08		.89		1.00		1.10	

23G DINING FACILITY - MONOTONY OF SAME FACILITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	12	23.53	6	10.53	5	10.00	23	14.11
2 MOD BAD	12	23.53	15	26.32	20	40.00	48	29.45
3 NEUTRAL	23	45.10	34	59.65	21	42.00	81	49.69
4 MOD GOOD	4	7.84	2	3.51	3	6.00	10	6.13
5 VRY GOOD	0	.00	0	.00	1	2.00	1	.61
TOTAL	51	100.00	57	100.00	50	100.00	163	100.00
MEAN	2.37		2.56		2.50		2.40	
S.D.	.94		.73		.84		.93	

CONSUMER SURVEY DATA

23H DINING FACILITY - QUALITY OF FOOD

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	9	16.67	6	11.11	9	18.00	26	19.95
2 MOD BAD	21	38.85	13	24.07	13	26.00	48	29.45
3 NEUTRAL	16	29.63	24	44.44	18	36.00	59	36.20
4 MOD GOOD	8	14.81	10	18.52	9	18.00	28	17.18
5 VRY GOOD	0	.00	1	1.85	1	2.00	2	1.23
TOTAL	54	100.00	54	100.00	50	100.00	163	100.00
MEAN	2.43		2.76		2.60		2.52	
S.D.	.94		.95		1.05		1.07	

23I DINING FACILITY - QUANTITY OF FOOD

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	8	14.81	3	5.56	7	14.00	19	11.66
2 MOD BAD	13	24.07	14	25.93	13	26.00	41	25.15
3 NEUTRAL	13	24.07	21	38.89	5	30.00	51	31.29
4 MOD GOOD	15	27.78	11	20.37	13	26.00	40	24.54
5 VRY GOOD	5	9.26	5	9.26	2	4.00	12	7.36
TOTAL	54	100.00	54	100.00	50	100.00	163	100.00
MEAN	2.93		3.02		2.80		2.83	
S.D.	1.23		1.04		1.11		1.22	

23J DINING FACILITY - SERVICE BY DINING FACILITY PERSONNEL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	8	14.81	5	9.09	8	16.00	22	13.41
2 MOD BAD	8	14.81	10	18.18	13	26.00	33	20.12
3 NEUTRAL	14	25.93	24	43.64	16	32.00	56	34.15
4 MOD GOOD	19	35.19	14	25.45	10	20.00	43	26.22
5 VRY GOOD	5	9.26	2	3.64	3	6.00	10	6.10
TOTAL	54	100.00	55	100.00	50	100.00	164	100.00
MEAN	3.09		2.96		2.74		2.85	
S.D.	1.22		.98		1.14		1.21	

23K DINING FACILITY - VARIETY OF REGULAR MEAL FOOD (WEEKDAY ONLY)

RESPONSE	RIK		COMKATS - MARRIED		COMKATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	8	14.81	1	1.82	7	14.00	16	9.82
2 MOD BAD	22	40.74	9	16.36	14	28.00	46	28.22
3 NEUTRAL	10	18.52	34	61.82	11	22.00	57	34.97
4 MOD GOOD	12	22.22	10	18.18	16	32.00	39	23.93
5 VRY GOOD	2	3.70	1	1.82	2	4.00	5	3.07
TOTAL	54	100.00	55	100.00	50	100.00	163	100.00
MEAN	2.59		3.02		2.84		2.75	
S.D.	1.11		.71		1.15		1.09	

23L DINING FACILITY - VARIETY OF REGULAR MEAL FOOD (WEEKEND ONLY)

RESPONSE	RIK		COMKATS - MARRIED		COMKATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	14	26.42	1	1.89	10	21.28	25	16.03
2 MOD BAD	14	26.42	8	15.09	12	25.53	35	22.44
3 NEUTRAL	12	22.64	35	66.04	12	25.53	61	39.10
4 MOD GOOD	11	20.75	7	13.21	12	25.53	30	19.23
5 VRY GOOD	2	3.77	2	3.77	1	2.13	5	3.21
TOTAL	53	100.00	53	100.00	47	100.00	156	100.00
MEAN	2.49		3.02		2.62		2.66	
S.D.	1.20		.72		1.15		1.12	

23M DINING FACILITY - VARIETY OF THE SHORT UNDER FOOD

RESPONSE	RIK		COMKATS - MARRIED		COMKATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	12	22.22	7	13.21	12	24.49	31	19.50
2 MOD BAD	21	38.89	11	20.75	11	22.45	44	27.67
3 NEUTRAL	15	27.78	29	54.72	16	32.65	62	38.99
4 MOD GOOD	5	9.26	6	11.32	9	18.37	20	12.58
5 VRY GOOD	1	1.85	0	.00	1	2.04	2	1.26
TOTAL	54	100.00	53	100.00	49	100.00	159	100.00
MEAN	2.30		2.64		2.51		2.43	
S.D.	.98		.86		1.12		1.04	

CONSUMER SURVEY DATA

23N DINING FACILITY - SPEED OF SERVICE ON LINES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERY BAD	9	16.67	6	10.71	11	22.00	26	19.85
2 MOD BAD	11	20.37	10	17.86	7	14.00	28	17.07
3 NEUTRAL	19	35.19	32	57.14	17	34.00	72	49.90
4 MOD GOOD	14	25.93	6	10.71	13	26.00	33	20.12
5 VRY GOOD	1	1.85	2	3.57	2	4.00	5	3.05
TOTAL	54	100.00	56	100.00	50	100.00	164	100.00
MEAN	2.76		2.79		2.76		2.70	
S.D.	1.08		.91		1.19		1.13	

24A REASON FOR NON-ATTENDANCE - CONVENIENCE OF LOCATION

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	2	5.70	8	13.79	10	19.23	20	11.83
2 MINOR	5	9.26	11	18.97	11	21.15	28	16.57
3 UNRELATD	47	87.04	39	67.24	31	59.62	121	71.60
TOTAL	54	100.00	58	100.00	52	100.00	169	100.00
MEAN	2.83		2.53		2.40		2.51	
S.D.	.47		.73		.80		.82	

24B REASON FOR NON-ATTENDANCE - GENERAL ENVIRONMENT

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	7	12.96	10	17.24	7	13.21	25	14.71
2 MINOR	24	44.44	14	24.14	20	37.74	59	34.71
3 UNRELATD	23	42.59	34	58.62	26	49.06	86	50.59
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.30		2.41		2.36		2.29	
S.D.	.69		.77		.71		.82	

CONSUMER SURVEY DATA

24C REASON FOR NON-ATTENDANCE - DEGREE OF MILITARY ATMOSPHERE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	11	20.37	8	13.79	7	13.21	26	15.29
2 MINOR	15	27.78	11	18.97	17	32.08	44	25.88
3 UNRELATD	28	51.85	39	67.24	29	54.72	100	56.82
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.31		2.53		2.42		2.35	
S.D.	.80		.73		.72		.85	

24D REASON FOR NON-ATTENDANCE - DESIRABLE EATING COMPANIONS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	6	11.11	2	3.45	2	3.77	10	5.88
2 MINOR	11	20.37	14	24.14	14	26.42	41	24.72
3 UNRELATD	37	68.52	42	72.41	37	69.81	119	70.00
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.57		2.65		2.66		2.56	
S.D.	.69		.54		.55		.74	

24E REASON FOR NON-ATTENDANCE - EXPENSE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	4	7.41	11	18.97	3	5.66	18	10.59
2 MINOR	5	9.26	9	15.52	9	16.98	24	14.12
3 UNRELATD	45	83.33	38	65.52	41	77.36	126	75.29
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.76		2.47		2.72		2.56	
S.D.	.58		.80		.57		.80	

24F REASON FOR NON-ATTENDANCE - HOURS OF OPERATION

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	8	14.81	7	12.28	9	16.98	25	14.79
2 MINOR	20	37.04	13	22.81	11	20.75	46	27.22
3 UNRELATD	26	48.15	37	64.91	33	62.26	98	57.99
TOTAL	54	100.00	57	100.00	53	100.00	169	100.00
MEAN	2.33		2.53		2.45		2.37	
S.D.	.73		.71		.77		.84	

246 REASON FOR NON-ATTENDANCE - MONOTONY OF SAME FACILITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	16	29.63	8	13.79	10	19.61	34	20.24
2 MINOR	16	29.63	15	25.86	17	33.33	49	29.17
3 UNRELATD	22	40.74	35	60.34	24	47.06	85	50.60
TOTAL	54	100.00	58	100.00	51	100.00	168	100.00
MEAN	2.11		2.47		2.27		2.22	
S.D.	.84		.73		.78		.87	

24H REASON FOR NON-ATTENDANCE - QUALITY OF FOOD

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	26	48.15	14	24.14	20	37.74	63	37.06
2 MINOR	17	31.48	14	24.14	15	28.30	47	27.65
3 UNRELATD	11	20.37	30	51.72	18	33.96	60	35.29
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	1.72		2.28		1.96		1.94	
S.D.	.79		.85		.85		.90	

24I REASON FOR NON-ATTENDANCE - QUANTITY OF FOOD

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	16	29.63	10	17.24	14	26.42	42	24.71
2 MINOR	13	24.07	8	13.79	12	22.64	34	20.00
3 UNRELATD	25	46.30	40	68.97	27	50.94	94	55.29
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.17		2.52		2.25		2.25	
S.D.	.86		.78		.85		.92	

24J REASON FOR NON-ATTENDANCE - SERVICE BY DINING FACILITY PERSONNEL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	7	12.96	5	8.62	6	11.32	18	10.59
2 MINOR	16	29.63	10	17.24	10	18.87	37	21.76
3 UNRELATD	31	57.41	43	74.14	37	69.81	115	67.65
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.44		2.66		2.58		2.49	
S.D.	.72		.64		.69		.80	

24K REASON FOR NON-ATTENDANCE - VARIETY OF REGULAR MEAL FOOD (WEEKDAY ONLY)

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	22	40.74	3	5.36	12	22.64	38	22.62
2 MINOR	14	25.93	14	25.00	14	26.42	43	25.60
3 UNRELATD	18	33.33	39	69.64	27	50.94	87	51.79
TOTAL	54	100.00	56	100.00	53	100.00	168	100.00
MEAN	1.93		2.64		2.28		2.22	
S.D.	.87		.59		.82		.89	

CONSUMER SURVEY DATA

24L REASON FOR NON-ATTENDANCE - VARIETY OF REGULAR MEAL FOOD (WEEKEND ONLY)

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	25	47.17	5	8.77	11	20.75	42	25.00
2 MINOR	9	16.98	12	21.05	12	22.64	34	20.24
3 UNRELATD	19	35.85	40	70.18	30	56.60	92	54.76
TOTAL	53	100.00	57	100.00	53	100.00	168	100.00
MEAN	1.89		2.61		2.36		2.23	
S.D.	.91		.65		.81		.92	

24M REASON FOR NON-ATTENDANCE - VARIETY OF THE SHORT ORDER FOOD

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	13	24.53	5	8.93	10	18.87	29	17.37
2 MINOR	19	35.85	15	26.79	10	18.87	45	26.95
3 UNRELATD	21	39.62	36	64.29	33	62.26	93	55.69
TOTAL	53	100.00	56	100.00	53	100.00	167	100.00
MEAN	2.15		2.55		2.43		2.31	
S.D.	.79		.66		.80		.86	

24N REASON FOR NON-ATTENDANCE - SPEED OF SERVICE OR LINES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	12	22.22	4	7.02	9	16.98	26	15.38
2 MINOR	18	33.33	13	22.81	10	18.87	42	24.85
3 UNRELATD	24	44.44	40	70.18	34	64.15	101	59.76
TOTAL	54	100.00	57	100.00	53	100.00	169	100.00
MEAN	2.22		2.63		2.47		2.37	
S.D.	.79		.62		.77		.84	

CONSUMER SURVEY DATA

240 REASON FOR NON-ATTENDANCE - OTHER

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	6	28.57	8	25.81	4	14.81	18	22.22
2 MINOR	2	9.52	1	3.23	0	.00	3	3.70
3 UNRELATD	13	61.90	22	70.97	23	85.19	60	74.07
TOTAL	21	100.00	31	100.00	27	100.00	81	100.00
MEAN	2.33		2.45		2.70		2.44	
S.D.	.91		.89		.72		.92	

25 HOW WOULD YOU RATE THIS DINING HALL COMPARED TO OTHER MILITARY DINING HALLS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 M WORSE	11	20.37	8	14.29	12	23.08	33	19.76
2 SL WORSE	24	44.44	20	35.71	11	21.15	53	34.73
3 SAME	9	16.67	21	37.50	19	36.54	49	29.34
4 SL BETTER	7	12.96	6	10.71	4	7.69	17	10.18
5 M BETTER	3	5.56	1	1.79	6	11.54	10	5.99
TOTAL	54	100.00	56	100.00	52	100.00	167	100.00
MEAN	2.39		2.50		2.63		2.43	
S.D.	1.12		.93		1.25		1.17	

26 HOW MANY MEALS / WK DO YOU MISS AT DINING HALL BECAUSE OF SCHEDULED ACTIVITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1	23	42.59	46	79.31	30	56.60	102	60.01
2	4	7.41	0	.00	0	.00	4	2.35
3	12	22.22	4	6.90	8	15.00	25	14.71
4	4	7.41	0	.00	5	9.43	9	5.29
5	6	11.11	2	3.45	1	1.89	10	5.88
6	1	1.85	1	1.72	4	7.55	6	3.53
7	4	7.41	5	8.62	5	9.43	14	8.24
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	2.72		1.88		2.60		2.32	
S.D.	1.91		1.91		2.13		2.02	

CONSUMER SURVEY DATA

27 DO YOU FEEL THE DINING HALL SHOULD HAVE MORE OR LESS MILITARY ATMOSPHERE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 LOT MORE	1	1.89	6	10.53	0	.00	8	4.85
2 LIT MORE	1	1.89	8	14.04	9	17.31	18	10.91
3 SAME	19	35.85	22	38.60	14	26.92	55	35.33
4 LIT LESS	20	37.74	11	19.30	9	17.31	40	24.24
5 LOT LESS	12	22.64	10	17.54	20	38.46	44	26.67
TOTAL	53	100.00	57	100.00	52	100.00	165	100.00
MEAN		3.77		3.19		3.77		3.50
S.D.		.89		1.20		1.15		1.21

28A HOW LONG DOES IT TAKE YOU TO GO FROM JOB SITE TO DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1-5M	26	48.15	29	49.15	18	33.96	74	45.27
2 6-10M	15	27.78	16	27.12	22	41.51	56	32.75
3 11-15M	9	16.67	10	16.95	6	11.32	25	14.62
4 16-20M	3	5.56	2	3.39	6	11.32	12	7.02
5 21-25M	0	.00	0	.00	1	1.89	1	.58
6 26-30M	0	.00	1	1.69	0	.00	1	.58
7 30+M	1	1.85	1	1.69	0	.00	2	1.17
TOTAL	54	100.00	59	100.00	53	100.00	171	100.00
MEAN		1.89		1.90		2.06		1.89
S.D.		1.16		1.23		1.05		1.18

CONSUMER SURVEY DATA

28B HOW LONG DOES IT TAKE YOU TO GO FROM LIVING AREA TO DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1-5M	41	80.39	8	14.29	23	45.10	75	46.30
2 6-10M	4	7.84	8	14.29	3	5.88	15	9.26
3 11-15M	1	1.96	4	7.14	7	13.73	13	8.02
4 16-20M	3	5.88	6	10.71	5	9.80	14	8.64
5 21-25M	0	.00	5	8.93	7	13.73	12	7.41
6 26-30M	1	1.96	5	8.93	3	5.88	9	5.56
7 30+M	1	1.96	20	35.71	3	5.88	24	14.81
TOTAL	51	100.00	56	100.00	51	100.00	162	100.00
MEAN	1.51		4.55		2.82		2.94	
S.D.	1.29		2.32		2.01		2.32	

29A IS YOUR DINING FACILITY EVER TOO COLD?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	21	39.62	19	39.58	21	42.86	61	39.61
2 SOMETIME	29	54.72	24	50.00	26	53.06	83	53.90
3 OFTEN	3	5.66	5	10.42	2	4.08	10	6.49
TOTAL	53	100.00	48	100.00	49	100.00	154	100.00
MEAN	1.66		1.71		1.61		1.52	
S.D.	.59		.65		.57		.65	

29B IS YOUR DINING FACILITY EVER TOO WARM?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	26	49.06	22	44.00	18	37.50	67	43.23
2 SOMETIME	25	47.17	24	48.00	29	60.42	81	52.26
3 OFTEN	2	3.77	2	4.00	1	2.08	5	3.23
4 ALWAYS	0	.00	2	4.00	0	.00	2	1.29
TOTAL	53	100.00	50	100.00	48	100.00	155	100.00
MEAN	1.55		1.68		1.65		1.58	
S.D.	.57		.74		.53		.66	

CONSUMER SURVEY DATA

29C IS YOUR DINING FACILITY EVER STUFFY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	20	37.74	16	32.65	19	39.58	57	37.01
2 SOMETIME	29	54.72	25	51.02	23	47.92	79	51.30
3 OFTEN	4	7.55	6	12.24	5	10.42	15	9.74
4 ALWAYS	0	.00	2	4.08	1	2.08	3	1.95
TOTAL	53	100.00	49	100.00	48	100.00	154	100.00
MEAN	1.70		1.88		1.75		1.73	
S.D.	.61		.78		.73		.75	

29D IS YOUR DINING FACILITY EVER SMOKEY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	38	71.70	22	44.90	28	58.33	91	59.09
2 SOMETIME	12	22.64	22	44.90	17	35.42	52	35.77
3 OFTEN	3	5.66	4	8.16	3	6.25	10	6.49
4 ALWAYS	0	.00	1	2.04	0	.00	1	.65
TOTAL	53	100.00	49	100.00	48	100.00	154	100.00
MEAN	1.34		1.67		1.48		1.45	
S.D.	.59		.72		.62		.69	

29E IS YOUR DINING FACILITY EVER FULL OF STEAM?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	44	83.02	28	58.33	35	72.92	110	72.37
2 SOMETIME	8	15.09	18	37.50	12	25.00	38	25.00
3 OFTEN	1	1.89	0	.00	1	2.08	2	1.32
4 ALWAYS	0	.00	2	4.17	0	.00	2	1.32
TOTAL	53	100.00	48	100.00	48	100.00	152	100.00
MEAN	1.19		1.50		1.29		1.30	
S.D.	.44		.71		.50		.60	

CONSUMER SURVEY DATA

29F IS YOUR DINING FACILITY EVER FULL OF UNPLEASANT FOOD ODORS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	25	46.30	18	36.00	21	42.86	65	41.40
2 SOMETIME	21	38.89	24	48.00	23	46.94	70	44.59
3 OFTEN	4	7.41	4	8.00	5	10.20	13	8.28
4 ALWAYS	4	7.41	4	8.00	0	.00	9	5.73
TOTAL	54	100.00	50	100.00	49	100.00	157	100.00
MEAN	1.76		1.88		1.67		1.73	
S.D.	.89		.87		.66		.85	

30A HOW OFTEN DO YOU FIND INAPPROPRIATE OR MISSING SILVERWARE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	6	11.11	15	28.85	12	24.00	33	20.62
2 SOMETIME	22	40.74	23	44.23	23	46.00	69	43.12
3 OFTEN	20	37.04	8	15.38	12	24.00	42	26.25
4 ALWAYS	6	11.11	6	11.54	3	6.00	16	10.00
TOTAL	54	100.00	52	100.00	50	100.00	160	100.00
MEAN	2.48		2.10		2.12		2.18	
S.D.	.84		.96		.85		.95	

30B HOW OFTEN DO YOU FIND NOT ENOUGH CONDIMENTS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	6	11.11	16	31.37	15	30.00	38	23.90
2 SOMETIME	30	55.56	23	45.10	28	56.00	83	52.20
3 OFTEN	11	20.37	9	17.65	6	12.00	27	16.98
4 ALWAYS	7	12.96	3	5.88	1	2.00	11	6.92
TOTAL	54	100.00	51	100.00	50	100.00	159	100.00
MEAN	2.35		1.98		1.86		2.02	
S.D.	.85		.86		.70		.88	

CONSUMER SURVEY DATA

30C HOW OFTEN DO YOU FIND SERVING LINE HAS RUN OUT OF ITEMS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	6	11.11	7	13.73	7	14.00	20	12.58
2 SOMETIME	16	29.63	21	41.18	22	44.00	61	36.36
3 OFTEN	25	46.30	17	33.33	15	30.00	58	36.48
4 ALWAYS	7	12.96	6	11.76	6	12.00	20	12.58
TOTAL	54	100.00	51	100.00	50	100.00	159	100.00
MEAN	2.61		2.43		2.40		2.42	
S.D.	.86		.88		.88		.94	

31A CLEANLINESS OF KITCHEN AREA

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	1	1.85	0	.00	2	3.92	3	1.84
2	0	.00	7	12.96	5	9.80	12	7.36
3	30	55.56	31	57.41	28	54.90	92	56.44
4	21	38.63	14	25.93	12	23.53	48	29.45
5 CLEAN	2	3.70	2	3.70	4	7.84	8	4.91
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	3.43		3.20		3.22		3.20	
S.D.	.66		.71		.88		.90	

31B AMOUNT OF INSECTS IN DINING FACILITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 INFESTED	5	9.26	2	3.77	3	5.88	11	6.79
2	10	18.52	4	7.55	9	17.65	24	14.81
3	22	40.74	33	62.26	23	45.10	60	49.38
4	7	12.96	7	13.21	14	27.45	28	17.28
5 FREE	10	18.52	7	13.21	2	3.92	19	11.73
TOTAL	54	100.00	53	100.00	51	100.00	162	100.00
MEAN	3.13		3.25		3.06		3.07	
S.D.	1.20		.92		.93		1.12	

CONSUMER SURVEY DATA

31C CLEANLINESS OF SERVING COUNTERS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	1	1.85	1	1.92	0	.00	2	1.24
2	6	11.11	10	19.23	8	15.69	25	15.53
3	18	33.33	18	34.62	26	50.98	65	40.37
4	23	42.59	20	38.46	12	23.53	55	34.16
5 CLEAN	6	11.11	3	5.77	5	9.80	14	8.70
TOTAL	54	100.00	52	100.00	51	100.00	161	100.00
MEAN	3.50		3.27		3.27		3.27	
S.D.	.91		.91		.85		1.02	

31D CLEANLINESS OF DISPENSING DEVICES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	2	3.70	1	1.89	1	1.96	4	2.47
2	7	12.96	12	22.64	10	19.61	30	18.52
3	25	46.30	23	43.40	26	50.98	77	47.53
4	15	27.78	12	22.64	11	21.57	38	23.46
5 CLEAN	5	9.26	5	9.43	3	5.88	13	8.02
TOTAL	54	100.00	53	100.00	51	100.00	162	100.00
MEAN	3.26		3.15		3.10		3.09	
S.D.	.94		.95		.85		1.03	

31E CLEANLINESS OF SILVERWARE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	4	7.41	4	7.41	1	1.96	9	5.52
2	22	40.74	13	24.07	14	27.45	50	30.67
3	13	24.07	26	48.15	25	49.02	67	41.10
4	11	20.37	8	14.81	9	17.65	28	17.18
5 CLEAN	4	7.41	3	5.56	2	3.92	9	5.52
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	2.80		2.87		2.94		2.80	
S.D.	1.09		.95		.83		1.05	

31F CLEANLINESS OF TRAYS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	2	3.70	0	.00	0	.00	2	1.25
2	13	24.07	8	15.38	16	32.00	37	23.12
3	22	40.74	24	46.15	20	40.00	69	43.12
4	13	24.07	17	32.69	10	20.00	41	25.62
5 CLEAN	4	7.41	3	5.77	4	8.00	11	6.88
TOTAL	54	100.00	52	100.00	50	100.00	160	100.00
MEAN	3.07		3.29		3.04		3.06	
S.D.	.97		.80		.92		1.02	

31G CLEANLINESS OF DISHES AND GLASSES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	0	.00	1	1.89	1	1.96	2	1.25
2	10	18.87	10	18.87	11	21.57	31	19.37
3	23	43.40	22	41.51	20	39.22	66	41.25
4	17	32.08	17	32.08	18	35.29	54	33.75
5 CLEAN	3	5.66	3	5.66	1	1.96	7	4.38
TOTAL	53	100.00	53	100.00	51	100.00	160	100.00
MEAN	3.25		3.21		3.14		3.14	
S.D.	.83		.88		.85		.95	

31H CLEANLINESS OF FLOORS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	1	1.85	1	1.85	2	3.92	4	2.45
2	4	7.41	14	25.93	13	25.49	33	20.25
3	29	53.70	21	38.89	24	47.06	75	46.01
4	15	27.78	16	29.63	8	15.69	40	24.54
5 CLEAN	5	9.26	2	3.70	4	7.84	11	6.75
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	3.35		3.07		2.98		3.06	
S.D.	.83		.89		.95		1.01	

CONSUMER SURVEY DATA

311 CLEANLINESS OF TABLES AND CHAIRS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	1	1.85	0	.00	3	5.88	4	2.45
2	13	24.07	15	27.78	10	19.61	39	25.93
3	14	25.93	24	44.44	24	47.06	64	39.26
4	19	35.19	12	22.22	11	21.57	43	26.38
5 CLEAN	7	12.96	3	5.56	3	5.88	13	7.98
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	3.33		3.06		3.02		3.06	
S.D.	1.05		.86		.95		1.06	

31J LIGHTING

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIM	2	3.85	1	1.92	0	.00	3	1.89
2	10	19.23	6	11.54	7	13.73	23	14.47
3	21	40.38	26	50.00	23	45.10	73	45.91
4	13	25.00	15	28.85	14	27.45	43	27.04
5 BRIGHT	6	11.54	4	7.69	7	13.73	17	10.69
TOTAL	52	100.00	52	100.00	51	100.00	159	100.00
MEAN	3.21		3.29		3.41		3.22	
S.D.	1.02		.85		.90		1.05	

31K AMOUNT OF SUNLIGHT

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NO S'N	3	5.56	3	5.56	2	3.92	9	5.52
2	9	16.67	11	20.37	13	25.49	34	20.86
3	24	44.44	28	51.85	27	52.94	81	49.69
4	15	27.78	10	18.52	7	13.73	32	19.63
5 SUNNY	3	5.56	2	3.70	2	3.92	7	4.29
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	3.11		2.94		2.88		2.91	
S.D.	.95		.88		.84		.99	

CONSUMER SURVEY DATA

31L AMOUNT OF NOISE		RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL		
RESPONSE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NOISY	20	37.04	12	21.82	9	17.65	41	25.00		
2	16	29.63	18	32.73	21	41.18	57	34.76		
3	13	24.07	20	36.36	16	31.37	51	31.10		
4	5	9.26	4	7.27	5	9.80	14	8.54		
5 QUIET	0	.00	1	1.82	0	.00	1	.61		
TOTAL	54	100.00	55	100.00	51	100.00	164	100.00		
MEAN		2.06		2.33		2.33		2.19		
S.D.		1.00		.97		.89		1.01		

31M CROWDEDNESS		RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL		
RESPONSE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 CROWDED	12	22.22	7	13.46	8	15.69	28	17.39		
2	20	37.04	17	32.69	17	33.33	57	35.40		
3	11	20.37	24	46.15	17	33.33	52	32.30		
4	5	9.26	4	7.69	7	13.73	16	9.94		
5 UNCROWD	6	11.11	0	.00	2	3.92	8	4.97		
TOTAL	54	100.00	52	100.00	51	100.00	161	100.00		
MEAN		2.50		2.48		2.57		2.45		
S.D.		1.26		.83		1.04		1.11		

31N ROOMINESS		RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL		
RESPONSE	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 CRAMPED	12	23.08	4	7.69	3	5.77	20	12.50		
2	14	26.92	11	21.15	22	42.31	49	30.62		
3	20	38.46	24	46.15	21	40.38	65	40.63		
4	6	11.54	11	21.15	5	9.62	23	14.37		
5 RUOMY	0	.00	2	3.85	1	1.92	3	1.88		
TOTAL	52	100.00	52	100.00	52	100.00	160	100.00		
MEAN		2.38		2.92		2.60		2.57		
S.D.		.97		.95		.82		1.01		

CONSUMER SURVEY DATA

310 PLEASANTNESS OF VIEW

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 UNPLESNT	21	38.89	12	23.53	12	24.00	47	29.56
2	14	25.93	17	33.33	12	24.00	45	28.30
3	17	31.48	22	43.14	21	42.00	60	37.74
4	2	3.70	0	.00	5	10.00	7	4.40
TOTAL	54	100.00	51	100.00	50	100.00	159	100.00
MEAN	2.00		2.20		2.38		2.13	
S.D.	.93		.80		.97		.96	

311 # OF SAFETY HAZARDS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MANY	2	5.70	0	.00	1	1.96	3	1.84
2	3	5.56	4	7.41	2	3.92	9	5.52
3	38	70.37	39	72.22	37	72.55	118	72.39
4	8	14.81	9	16.67	5	9.80	22	13.50
5 FEW	3	5.56	2	3.70	6	11.76	11	6.75
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	3.13		3.17		3.25		3.10	
S.D.	.75		.61		.80		.87	

310 EXTERIOR APPEARANCE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 UNPLESNT	9	16.67	10	18.52	13	25.49	33	20.25
2	14	25.93	10	18.52	11	21.57	36	22.09
3	23	42.59	28	51.85	19	37.25	72	44.17
4	5	9.26	5	9.26	8	15.69	18	11.04
5 PLEASANT	3	5.56	1	1.85	0	.00	4	2.45
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	2.61		2.57		2.43		2.48	
S.D.	1.05		.96		1.04		1.08	

31R INTERIOR APPEARANCE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 UNPLESNT	7	12.96	7	13.21	10	19.23	25	15.34
2	11	20.37	13	24.53	15	28.85	41	25.15
3	25	46.30	25	47.17	17	32.69	67	41.10
4 PLEASANT	9	16.67	6	11.32	7	13.46	22	13.50
5	2	3.70	2	3.77	3	5.77	8	4.91
TOTAL	54	100.00	53	100.00	52	100.00	163	100.00
MEAN	2.78		2.68		2.58		2.61	
S.D.	1.00		.98		1.13		1.10	

31S COLORFUL/DRAB

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DRAB	14	26.42	7	13.46	11	21.57	35	21.88
2	15	28.30	17	32.69	14	27.45	47	29.37
3	21	39.62	22	42.31	19	37.25	62	38.75
4	3	5.66	5	9.62	6	11.76	14	8.75
5 COLORFUL	0	.00	1	1.92	1	1.96	2	1.25
TOTAL	53	100.00	52	100.00	51	100.00	160	100.00
MEAN	2.25		2.54		2.45		2.35	
S.D.	.92		.92		1.03		1.02	

31T BEAUTY/UGLINESS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 UGLY	9	16.98	5	9.43	11	21.57	28	17.39
2	10	18.87	17	32.08	11	21.57	38	23.60
3	31	58.49	29	54.72	25	49.02	86	53.42
4	3	5.66	2	3.77	3	5.88	8	4.97
5 BEAUTIFL	0	.00	0	.00	1	1.96	1	.62
TOTAL	53	100.00	53	100.00	51	100.00	161	100.00
MEAN	2.53		2.53		2.45		2.44	
S.D.	.85		.72		.97		.92	

31U AMOUNT OF RELAXED ATMOSPHERE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 TENSE	5	9.43	5	9.62	2	3.92	13	8.13
2	11	20.75	12	23.08	15	29.41	39	24.37
3	29	54.72	29	55.77	21	41.18	81	50.62
4	7	13.21	6	11.54	11	21.57	24	15.00
5 RELAXED	1	1.89	0	.00	2	3.92	3	1.88
TOTAL	53	100.00	52	100.00	51	100.00	160	100.00
MEAN		2.77		2.69		2.92		2.72
S.D.		.87		.81		.91		.96

32A CONVENIENCE IN ENTERING AND LEAVING DINING FACILITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 INCONVT	4	7.84	9	16.36	8	15.38	23	14.20
2	20	39.22	16	29.09	24	46.15	61	37.65
3	16	31.37	19	34.55	11	21.18	47	29.01
4	10	19.61	10	18.18	7	13.46	27	16.67
5 CONVENT	1	1.96	1	1.82	2	3.85	4	2.47
TOTAL	51	100.00	55	100.00	52	100.00	162	100.00
MEAN		2.69		2.60		2.44		2.51
S.D.		.95		1.03		1.04		1.07

32B DINING FACILITY - DISTANCE FROM WASHROOM

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 FAR	18	35.29	11	20.37	24	47.06	54	33.75
2	8	15.69	15	27.78	12	23.53	36	22.50
3	21	41.18	24	44.44	12	23.53	58	36.25
4	2	3.92	1	1.85	2	3.92	5	3.13
5 CLOSE	2	3.92	3	5.56	1	1.96	7	4.38
TOTAL	51	100.00	54	100.00	51	100.00	160	100.00
MEAN		2.25		2.44		1.90		2.15
S.D.		1.11		1.02		1.02		1.11

32C ADEQUACY OF TABLE SIZE FOR SIZE OF TRAYS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 INADEQT	15	29.41	11	20.00	15	29.41	42	28.09
2	15	29.41	9	16.36	15	29.41	40	24.64
3	10	19.61	24	43.64	15	29.41	51	31.60
4	11	21.57	9	16.36	4	7.84	24	14.91
5 ADEQUATE	0	.00	2	3.64	?	3.92	4	2.48
TOTAL	51	100.00	55	100.00	51	100.00	161	100.00
MEAN	2.33		2.67		2.27		2.37	
S.D.	1.13		1.09		1.10		1.16	

33 WHAT SIZE TABLE DO YOU PREFER?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 2 PERS	6	11.32	11	18.97	6	11.32	24	14.20
2 4 PERS	37	69.81	42	72.41	41	77.36	123	72.78
3 6 PERS	8	15.09	5	8.62	4	7.55	18	10.65
4 8 PERS	1	1.89	0	.00	2	3.77	3	1.78
5 8+ PERS	1	1.89	0	.00	0	.00	1	.59
TOTAL	53	100.00	58	100.00	53	100.00	169	100.00
MEAN	2.13		1.90		2.04		1.96	
S.D.	.71		.52		.59		.69	

34 THERE IS A GOOD FEELING OF PRIVACY IN THE DINING HALL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	29	54.72	30	56.60	36	70.59	97	60.25
2 SOMETIMS	23	43.40	20	37.74	6	11.76	51	31.68
3 OFTEN	1	1.89	3	5.66	6	11.76	10	6.21
4 ALWAYS	0	.00	0	.00	3	5.88	3	1.86
TOTAL	53	100.00	53	100.00	51	100.00	161	100.00
MEAN	1.47		1.49		1.53		1.46	
S.D.	.54		.61		.92		.73	

CONSUMER SURVEY DATA

34 ROOM CONDITIONS ARE ACCEPTABLE FOR RELAXED CONVERSATION IN THE DINING HALL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	13	24.07	22	40.74	21	41.18	59	36.20
2 SOMETIMS	24	44.44	27	50.00	17	33.33	69	42.33
3 OFTEN	15	27.78	5	9.26	11	21.57	31	19.02
4 ALWAYS	2	3.70	0	.00	2	3.92	4	2.45
TOTAL	54	100.00	54	100.00	51	100.00	163	100.00
MEAN	2.11		1.69		1.88		1.85	
S.D.	.82		.64		.89		.84	

35 THERE IS A FRIENDLY SOCIAL ATMOSPHERE IN THIS DINING HALL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	13	24.07	16	30.19	17	34.00	46	28.57
2 SOMETIMS	27	50.00	29	54.72	24	48.00	84	52.17
3 OFTEN	13	24.07	8	15.09	7	14.00	28	17.39
4 ALWAYS	1	1.85	0	.00	2	4.00	3	1.86
TOTAL	54	100.00	53	100.00	50	100.00	161	100.00
MEAN	2.04		1.85		1.88		1.88	
S.D.	.75		.66		.80		.79	

36 DO YOU HAVE MUSIC IN YOUR DINING FACILITY NOW?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 YES	39	72.22	29	55.77	39	82.98	110	70.06
2 NO	15	27.78	23	44.23	8	17.02	47	29.94
TOTAL	54	100.00	52	100.00	47	100.00	157	100.00
MEAN	1.28		1.44		1.17		1.27	
S.D.	.45		.50		.38		.50	

36 WHAT IS YOUR REACTION TO HAVING MUSICIN THE DINING FACILITIES -ACCEPTABILITY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VY ACPT	46	85.19	33	56.70	33	62.26	114	57.06
2 MLD ACPT	2	3.70	10	17.24	10	18.87	22	12.94
3 NEUTRAL	2	3.70	8	13.79	5	9.43	16	9.41
4 MD UNACT	1	1.85	2	3.45	3	5.66	7	4.12
5 VY UNACT	3	5.56	5	8.62	2	3.77	11	6.47
TOTAL	54	100.00	58	100.00	53	100.00	170	100.00
MEAN	1.39		1.90		1.70		1.62	
S.D.	1.05		1.28		1.10		1.18	

38 DOES YOUR DINING HALL HAVE SELF BUSSING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 YES	0	.00	7	12.73	3	5.88	10	6.06
2 NO	54	100.00	48	87.27	48	94.12	155	93.94
TOTAL	54	100.00	55	100.00	51	100.00	165	100.00
MEAN	2.00		1.87		1.94		1.88	
S.D.	.00		.34		.24		.41	

39 HOW DO YOU OR WOULD YOU FEEL ABOUT THE ACCEPTABILITY OF SELF BUSSING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VY ACPT	7	12.96	6	10.17	8	15.38	21	12.35
2 MLD ACPT	1	1.85	8	13.56	2	3.85	11	6.47
3 NEUTRAL	9	16.67	19	32.20	13	25.00	42	24.71
4 MD UNACT	9	16.67	7	11.86	14	26.92	31	18.24
5 VY UNACT	28	51.85	19	32.20	15	28.85	65	38.24
TOTAL	54	100.00	59	100.00	52	100.00	170	100.00
MEAN	3.93		3.42		3.50		3.51	
S.D.	1.40		1.34		1.36		1.49	

CONSUMER SURVEY DATA

40 WOULD YOU LIKE CHANGES IN THE OPENING TIME FOR BREAKFAST (WEEKDAYS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR E	3	5.66	6	11.11	7	14.89	17	10.76
2 1/2 HR E	6	11.32	13	24.07	11	23.40	32	20.25
3 OK AS IS	44	83.02	35	64.81	29	61.70	109	68.99
TOTAL	53	100.00	54	100.00	47	100.00	158	100.00
MEAN	2.77		2.54		2.47		2.53	
S.D.	.54		.69		.75		.78	

40 WOULD YOU LIKE CHANGES IN THE CLOSING TIME FOR BREAKFAST (WEEKDAYS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR L	7	14.58	8	16.33	10	21.28	25	16.89
2 1/2 HR L	13	27.08	12	24.49	12	25.53	39	26.35
3 OK AS IS	28	58.33	29	59.18	25	53.19	84	58.76
TOTAL	48	100.00	49	100.00	47	100.00	148	100.00
MEAN	2.44		2.43		2.32		2.33	
S.D.	.74		.76		.81		.85	

40 WOULD YOU LIKE CHANGES IN THE OPENING TIME FOR THE MID-DAY MEAL (WEEKDAYS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR E	6	11.32	5	9.43	4	8.70	16	10.26
2 1/2 HR E	8	15.09	11	20.75	9	19.57	29	18.59
3 OK AS IS	39	73.58	37	69.81	33	71.74	111	71.15
TOTAL	53	100.00	53	100.00	46	100.00	156	100.00
MEAN	2.62		2.60		2.63		2.55	
S.D.	.69		.66		.64		.77	

CONSUMER SURVEY DATA

40 WOULD YOU LIKE CHANGES IN THE CLOSING TIME FOR THE MID-DAY MEAL (WEEKDAYS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR L	7	14.29	8	16.33	7	14.89	23	15.54
2 1/2 HR L	18	36.73	9	18.37	17	36.17	44	29.73
3 OK AS IS	24	48.98	32	65.31	23	48.94	81	54.73
TOTAL	49	100.00	49	100.00	47	100.00	148	100.00
MEAN	2.35		2.49		2.34		2.34	
S.D.	.72		.77		.73		.81	

40 WOULD YOU LIKE CHANGES IN THE OPENING TIME FOR THE EVENING MEAL (WEEKDAYS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR E	10	19.61	4	8.00	7	15.91	22	14.85
2 1/2 HR E	8	15.69	7	14.00	11	25.00	26	17.57
3 OK AS IS	33	64.71	39	78.00	26	59.09	100	67.57
TOTAL	51	100.00	50	100.00	44	100.00	148	100.00
MEAN	2.45		2.70		2.43		2.48	
S.D.	.61		.61		.76		.81	

40 WOULD YOU LIKE CHANGES IN THE CLOSING TIME FOR THE EVENING MEAL (WEEKDAYS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR L	16	32.65	10	20.00	11	24.44	38	25.85
2 1/2 HR L	14	28.57	12	24.00	10	22.22	36	24.49
3 OK AS IS	17	38.78	28	56.00	24	53.33	73	49.66
TOTAL	49	100.00	50	100.00	45	100.00	147	100.00
MEAN	2.06		2.36		2.29		2.19	
S.D.	.85		.80		.84		.89	

CONSUMER SURVEY DATA

40 WOULD YOU LIKE CHANGES IN THE OPENING TIME FOR BREAKFAST (WEEKENDS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR E	3	6.00	3	5.56	9	19.15	16	10.32
2 1/2 HR E	3	6.00	9	16.67	4	8.51	16	10.32
3 OK AS IS	44	88.00	42	77.78	34	72.34	123	79.35
TOTAL	50	100.00	54	100.00	47	100.00	155	100.00
MEAN	2.82		2.72		2.53		2.63	
S.D.	.52		.56		.80		.77	

40 WOULD YOU LIKE CHANGES IN THE CLOSING TIME FOR BREAKFAST (WEEKENDS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR L	8	16.67	8	16.33	12	26.09	28	19.05
2 1/2 HR L	7	14.58	8	16.33	4	8.70	19	12.93
3 OK AS IS	33	68.75	33	67.35	30	65.22	100	68.03
TOTAL	48	100.00	49	100.00	46	100.00	147	100.00
MEAN	2.52		2.51		2.39		2.41	
S.D.	.77		.77		.88		.89	

40 WOULD YOU LIKE CHANGES IN THE OPENING TIME FOR THE MID-DAY MEAL (WEEKENDS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR E	6	12.00	3	5.66	6	12.77	15	9.74
2 1/2 HR E	1	2.00	9	16.98	6	12.77	16	10.39
3 OK AS IS	43	86.00	41	77.36	35	74.47	123	79.87
TOTAL	50	100.00	53	100.00	47	100.00	154	100.00
MEAN	2.74		2.72		2.62		2.62	
S.D.	.66		.57		.71		.77	

CONSUMER SURVEY DATA

40 WOULD YOU LIKE CHANGES IN THE CLOSING TIME FOR THE MID-DAY MEAL (WEEKENDS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR L	7	14.58	6	12.24	8	18.18	21	14.48
2 1/2 HR L	10	20.83	10	20.41	8	18.18	30	20.69
3 OK AS IS	31	64.58	33	67.35	28	63.64	94	64.83
TOTAL	48	100.00	49	100.00	44	100.00	145	100.00
MEAN	2.50		2.55		2.45		2.43	
S.D.	.74		.71		.79		.84	

40 WOULD YOU LIKE CHANGES IN THE OPENING TIME FOR THE EVENING MEAL (WEEKENDS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR E	7	14.58	5	9.26	8	17.39	20	15.16
2 1/2 HR E	4	8.33	7	12.96	7	15.22	19	12.50
3 OK AS IS	37	77.08	42	77.78	31	67.39	113	74.34
TOTAL	48	100.00	54	100.00	46	100.00	152	100.00
MEAN	2.62		2.69		2.50		2.54	
S.D.	.73		.64		.78		.82	

40 WOULD YOU LIKE CHANGES IN THE CLOSING TIME FOR THE EVENING MEAL (WEEKENDS)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 1 HR L	14	29.17	8	16.33	9	19.57	32	21.77
2 1/2 HR L	8	16.67	8	16.33	11	23.91	28	19.05
3 OK AS IS	26	54.17	33	67.35	26	56.52	87	59.18
TOTAL	48	100.00	49	100.00	46	100.00	147	100.00
MEAN	2.25		2.51		2.37		2.31	
S.D.	.89		.77		.80		.90	

CONSUMER SURVEY DATA

41A IS THE FOOD OVERCOOKED?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	4	7.41	4	8.51	1	2.17	9	5.92
2 SOMETIME	35	64.81	35	74.47	28	60.87	101	66.45
3 OFTEN	11	20.37	5	10.64	14	30.43	32	21.05
4 ALWAYS	4	7.41	3	6.38	3	6.52	10	6.58
TOTAL	54	100.00	47	100.00	46	100.00	152	100.00
MEAN	2.28		2.15		2.41		2.20	
S.D.	.71		.66		.65		.78	

41B IS THE FOOD UNDERCOOKED?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	1	1.89	6	12.77	3	6.38	11	7.24
2 SOMETIME	37	69.81	34	72.34	28	59.57	101	66.45
3 OFTEN	11	20.75	7	14.89	15	31.91	35	23.03
4 ALWAYS	4	7.55	0	.00	1	2.13	5	3.29
TOTAL	53	100.00	47	100.00	47	100.00	152	100.00
MEAN	2.34		2.02		2.30		2.15	
S.D.	.65		.53		.62		.73	

41C IS THE FOOD COLD?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	7	13.46	7	15.22	8	17.02	22	14.67
2 SOMETIME	24	46.15	29	63.04	23	48.94	76	50.67
3 OFTEN	18	34.62	9	19.57	15	31.91	44	29.33
4 ALWAYS	3	5.77	1	2.17	1	2.13	8	5.33
TOTAL	52	100.00	46	100.00	47	100.00	150	100.00
MEAN	2.33		2.09		2.19		2.13	
S.D.	.79		.66		.74		.82	

CONSUMER SURVEY DATA

410 IS THE FOOD TASTELESS OR BLAND?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	3	5.56	3	6.38	1	2.22	7	4.67
2 SOMETIME	18	33.33	22	46.81	16	35.56	57	38.00
3 OFTEN	25	46.30	18	38.30	22	48.89	67	44.67
4 ALWAYS	8	14.81	4	8.51	6	13.33	19	12.67
TOTAL	54	100.00	47	100.00	45	100.00	150	100.00
MEAN	2.70		2.49		2.73		2.57	
S.D.	.79		.75		.72		.86	

41E IS THE FOOD BURNED?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	16	29.63	12	25.53	15	32.61	45	29.61
2 SOMETIME	32	59.26	29	61.70	26	56.52	88	57.89
3 OFTEN	4	7.41	3	6.38	4	8.70	13	8.55
4 ALWAYS	2	3.70	3	6.38	1	2.17	6	3.95
TOTAL	54	100.00	47	100.00	46	100.00	152	100.00
MEAN	1.85		1.94		1.80		1.80	
S.D.	.71		.76		.69		.78	

41F IS THE FOOD DRIED OUT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	5	9.26	6	12.77	4	8.51	15	9.80
2 SOMETIME	29	53.70	30	63.83	27	57.45	88	57.52
3 OFTEN	16	29.63	8	17.02	13	27.66	40	26.14
4 ALWAYS	4	7.41	3	6.38	3	6.38	10	6.54
TOTAL	54	100.00	47	100.00	47	100.00	153	100.00
MEAN	2.35		2.17		2.32		2.21	
S.D.	.76		.73		.73		.83	

416 IS THE FOOD GREASY?

RESPONSE	RIK		COMKATS - MARRIED		COMKATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	2	3.70	4	8.51	2	4.26	8	5.23
2 SOMETIME	29	53.70	26	55.32	25	53.19	82	53.59
3 OFTEN	18	33.33	15	31.91	15	31.91	50	32.68
4 ALWAYS	5	9.26	2	4.26	5	10.64	13	8.50
TOTAL	54	100.00	47	100.00	47	100.00	153	100.00
MEAN	2.48		2.32		2.49		2.35	
S.D.	.72		.69		.75		.83	

414 IS THE FOOD TOUGH?

RESPONSE	RIK		COMKATS - MARRIED		COMKATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	1	1.85	3	6.38	0	.00	4	2.60
2 SOMETIME	28	51.85	27	57.45	24	50.00	81	52.60
3 OFTEN	19	35.19	15	31.91	22	45.83	58	37.66
4 ALWAYS	6	11.11	2	4.26	2	4.17	11	7.14
TOTAL	54	100.00	47	100.00	48	100.00	154	100.00
MEAN	2.56		2.34		2.54		2.40	
S.D.	.72		.67		.58		.79	

411 IS THE FOOD TOO SPICY?

RESPONSE	RIK		COMKATS - MARRIED		COMKATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	28	51.85	16	34.04	22	46.81	70	45.75
2 SOMETIME	19	35.19	28	59.57	20	42.55	68	44.44
3 OFTEN	3	5.56	3	6.38	4	8.51	10	6.54
4 ALWAYS	4	7.41	0	.00	1	2.13	5	3.27
TOTAL	54	100.00	47	100.00	47	100.00	153	100.00
MEAN	1.69		1.72		1.66		1.63	
S.D.	.89		.58		.73		.79	

CONSUMER SURVEY DATA

41J IS THE FOOD RAW?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	23	42.59	21	44.68	18	38.30	66	43.14
2 SOMETIME	26	48.15	23	48.94	25	53.19	75	49.02
3 OFTEN	3	5.56	3	6.38	4	8.51	10	6.54
4 ALWAYS	2	3.70	0	.00	0	.00	2	1.31
TOTAL	54	100.00	47	100.00	47	100.00	153	100.00
MEAN	1.70		1.62		1.70		1.62	
S.D.	.74		.61		.62		.72	

41K IS THE FOOD STILL FROZEN?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	44	81.48	30	53.83	35	74.47	112	73.20
2 SOMETIME	8	14.81	17	30.17	9	19.15	36	23.53
3 OFTEN	0	.00	0	.00	3	6.38	3	1.96
4 ALWAYS	2	3.70	0	.00	0	.00	2	1.31
TOTAL	54	100.00	47	100.00	47	100.00	153	100.00
MEAN	1.26		1.36		1.32		1.27	
S.D.	.65		.49		.59		.62	

41L IS THE FOOD TOO SALTY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	33	62.26	23	48.94	23	48.94	83	54.61
2 SOMETIME	16	30.19	23	48.94	19	40.43	59	38.82
3 OFTEN	1	1.89	1	2.13	5	10.64	7	4.61
4 ALWAYS	3	5.66	0	.00	0	.00	3	1.97
TOTAL	53	100.00	47	100.00	47	100.00	152	100.00
MEAN	1.51		1.53		1.62		1.50	
S.D.	.80		.55		.68		.73	

CONSUMER SURVEY DATA

41M IS THE FOOD FULL OF GRISTLE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	12	22.22	9	20.00	5	10.42	26	17.11
2 SOMETIME	27	50.00	22	48.89	30	62.50	81	53.29
3 OFTEN	7	12.96	12	26.67	11	22.92	33	21.71
4 ALWAYS	8	14.81	2	4.44	2	4.17	12	7.89
TOTAL	54	100.00	45	100.00	48	100.00	152	100.00
MEAN	2.27		2.16		2.21		2.12	
S.D.	.96		.80		.68		.90	

41N IS THE FOOD SPOILED?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	39	72.22	29	63.04	29	61.70	100	68.23
2 SOMETIME	11	20.37	16	34.78	15	31.91	43	28.48
3 OFTEN	1	1.85	1	2.17	3	6.38	5	3.31
4 ALWAYS	3	5.56	0	.00	0	.00	3	1.97
TOTAL	54	100.00	46	100.00	47	100.00	151	100.00
MEAN	1.41		1.39		1.45		1.38	
S.D.	.79		.54		.62		.69	

41O IS THE FOOD STALE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	14	25.93	15	32.61	12	25.53	43	28.48
2 SOMETIME	32	59.26	26	56.52	25	53.19	84	55.63
3 OFTEN	5	9.26	4	8.70	10	21.28	20	13.25
4 ALWAYS	3	5.56	1	2.17	0	.00	4	2.65
TOTAL	54	100.00	46	100.00	47	100.00	151	100.00
MEAN	1.94		1.80		1.96		1.85	
S.D.	.76		.69		.69		.77	

CONSUMER SURVEY DATA

41P IS THE FOOD FATTY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	6	11.11	7	14.58	2	4.26	15	9.74
2 SOMETIME	25	46.30	31	64.58	32	68.09	92	59.74
3 OFTEN	16	29.63	8	16.67	11	23.40	36	23.38
4 ALWAYS	7	12.96	2	4.17	2	4.26	11	7.14
TOTAL	54	100.00	48	100.00	47	100.00	154	100.00
MEAN	2.44		2.10		2.28		2.21	
S.D.	.86		.69		.62		.84	

42 OTHER THAN WHEN DIETING, DO YOU EVER LEAVE THE DINING MALL HUNGRY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	14	26.42	18	33.96	21	41.18	54	33.35
2 SOMETIME	27	50.94	32	60.38	19	37.25	80	49.36
3 OFTEN	12	22.64	2	3.77	11	21.57	25	15.43
4 ALWAYS	0	.00	1	1.89	0	.00	3	1.85
TOTAL	53	100.00	53	100.00	51	100.00	162	100.00
MEAN	1.96		1.74		1.80		1.78	
S.D.	.71		.62		.78		.76	

43A WHO SERVES YOU SHORT ORDER ITEMS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	6	11.11	7	14.29	4	7.84	17	10.69
2 OTHERS	48	88.89	42	85.71	47	92.16	142	89.31
TOTAL	54	100.00	49	100.00	51	100.00	159	100.00
MEAN	1.89		1.86		1.92		1.83	
S.D.	.32		.35		.27		.45	

CONSUMER SURVEY DATA

43B WHO SERVES YOU MEAT ITEMS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	2	3.70	1	2.04	1	1.96	4	2.53
2 OTHERS	52	96.30	48	97.96	50	98.04	154	97.47
TOTAL	54	100.00	49	100.00	51	100.00	158	100.00
MEAN	1.96		1.98		1.98		1.92	
S.D.	.19		.14		.14		.35	

43C WHO SERVES YOU STARCHES (I.E.POTATOES)?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	2	3.70	1	2.04	2	3.92	5	3.16
2 OTHERS	52	96.30	48	97.96	49	96.08	153	96.84
TOTAL	54	100.00	49	100.00	51	100.00	158	100.00
MEAN	1.96		1.98		1.96		1.92	
S.D.	.19		.14		.20		.36	

43D WHO SERVES YOU VEGETABLES?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	9	16.98	4	8.51	5	9.80	19	12.26
2 OTHERS	44	83.02	43	91.49	46	90.20	136	87.74
TOTAL	53	100.00	47	100.00	51	100.00	155	100.00
MEAN	1.83		1.91		1.90		1.83	
S.D.	.38		.28		.30		.44	

CONSUMER SURVEY DATA

43E WHO SERVES YOU SALADS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	53	100.00	43	87.76	49	96.08	148	94.27
2 OTHERS	0	.00	6	12.24	2	3.92	9	5.73
TOTAL	53	100.00	49	100.00	51	100.00	157	100.00
MEAN	1.00		1.12		1.04		1.03	
S.D.	.00		.33		.20		.28	

43F WHO SERVES YOU BEVERAGES?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	53	100.00	46	90.20	48	94.12	150	94.34
2 OTHERS	0	.00	5	9.80	3	5.88	9	5.66
TOTAL	53	100.00	51	100.00	51	100.00	159	100.00
MEAN	1.00		1.10		1.06		1.03	
S.D.	.00		.30		.24		.27	

43G WHO SERVES YOU DESSEKTS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SELF	53	100.00	37	72.55	46	90.20	139	87.42
2 OTHERS	0	.00	14	27.45	5	9.80	20	12.58
TOTAL	53	100.00	51	100.00	51	100.00	159	100.00
MEAN	1.00		1.27		1.10		1.09	
S.D.	.00		.45		.30		.37	

CONSUMER SURVEY DATA

44A ARE SECOND HELPINGS PERMITTED ON SHORT ORDER ITEMS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	28	51.85	15	31.91	10	20.83	53	34.87
2 SOMETIME	25	46.30	25	53.19	31	64.58	84	55.26
3 NEVER	1	1.85	7	14.89	7	14.58	15	9.87
TOTAL	54	100.00	47	100.00	48	100.00	152	100.00
MEAN	1.50		1.63		1.94		1.71	
S.D.	.54		.67		.60		.67	

44B ARE SECOND HELPINGS PERMITTED ON MEAT ITEMS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	19	35.85	11	22.45	7	14.58	37	24.03
2 SOMETIME	27	50.94	27	55.10	27	56.25	82	53.25
3 NEVER	7	13.21	11	22.45	14	29.17	35	22.73
TOTAL	53	100.00	49	100.00	48	100.00	154	100.00
MEAN	1.77		2.00		2.15		1.92	
S.D.	.67		.68		.65		.74	

44C ARE SECOND HELPINGS PERMITTED ON STAKCHES?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	38	70.37	25	52.08	29	60.42	95	61.69
2 SOMETIME	15	27.78	20	41.67	17	35.42	53	34.42
3 NEVER	1	1.85	3	6.25	2	4.17	6	3.90
TOTAL	54	100.00	48	100.00	48	100.00	154	100.00
MEAN	1.31		1.54		1.44		1.39	
S.D.	.51		.62		.58		.61	

CONSUMER SURVEY DATA

44D ARE SECOND HELPINGS PERMITTED ON VEGETABLES?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	43	81.13	25	52.08	29	60.42	100	65.36
2 SOMETIME	10	18.87	20	41.67	18	37.50	49	32.03
3 NEVER	0	.00	3	6.25	1	2.08	4	2.61
TOTAL	53	100.00	48	100.00	48	100.00	153	100.00
MEAN	1.19		1.54		1.42		1.34	
S.D.	.39		.62		.54		.58	

44E ARE SECOND HELPINGS PERMITTED ON SALADS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	49	90.74	35	71.43	44	88.00	132	84.08
2 SOMETIME	3	5.56	10	20.41	6	12.00	19	12.10
3 NEVER	2	3.70	4	8.16	0	.00	6	3.82
TOTAL	54	100.00	49	100.00	50	100.00	157	100.00
MEAN	1.13		1.37		1.12		1.17	
S.D.	.44		.64		.33		.52	

44F ARE SECOND HELPINGS PERMITTED ON BEVERAGES?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	51	94.44	36	72.00	46	92.00	137	86.71
2 SOMETIME	1	1.85	11	22.00	4	8.00	16	10.13
3 NEVER	2	3.70	3	6.00	0	.00	5	3.16
TOTAL	54	100.00	50	100.00	50	100.00	158	100.00
MEAN	1.09		1.34		1.08		1.14	
S.D.	.40		.59		.27		.49	

CONSUMER SURVEY DATA

446 ARE SECOND HELPINGS PERMITTED ON DESSERTS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALWAYS	49	90.74	32	65.31	41	82.00	125	74.62
2 SOMETIME	3	5.56	11	22.45	9	18.00	23	14.65
3 NEVER	2	3.70	6	12.24	0	.00	9	5.73
TOTAL	54	100.00	49	100.00	50	100.00	157	100.00
MEAN	1.13		1.47		1.18		1.22	
S.D.	.44		.71		.39		.57	

45A AMOUNT OF MEAT IN ONE SERVING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MT SMALL	15	27.78	6	11.54	19	38.00	42	25.25
2 SL SMALL	25	46.30	26	50.00	20	40.00	73	45.62
3 JSTRIGHT	7	12.96	8	15.38	7	14.00	22	13.75
4 SL LARGE	0	.00	0	.00	1	2.00	1	.63
6 NOT APLC	7	12.96	12	23.08	3	6.00	22	13.75
TOTAL	54	100.00	52	100.00	50	100.00	160	100.00
MEAN	2.37		2.96		2.04		2.40	
S.D.	1.55		1.76		1.26		1.60	

45B AMOUNT OF STARCHES IN ONE SERVING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MT SMALL	4	7.41	1	2.04	6	12.00	12	7.64
2 SL SMALL	6	11.11	8	16.33	8	16.00	23	14.65
3 JSTRIGHT	24	44.44	18	36.73	21	42.00	64	40.76
4 SL LARGE	10	18.52	7	14.29	6	12.00	23	14.65
5 MT LARGE	3	5.56	1	2.04	4	8.00	9	5.73
6 NOT APLC	7	12.96	14	28.57	5	10.00	26	16.56
TOTAL	54	100.00	49	100.00	50	100.00	157	100.00
MEAN	3.43		3.84		3.18		3.39	
S.D.	1.35		1.55		1.41		1.53	

CONSUMER SURVEY DATA

45C AMOUNT OF VEGETABLES IN ONE SERVING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MT SMALL	1	1.85	2	4.00	8	16.00	11	6.96
2 SL SMALL	7	12.96	8	16.00	5	10.00	22	13.92
3 JSTRIGHT	35	64.81	24	48.00	24	48.00	85	53.80
4 SL LARGE	3	5.56	2	4.00	5	10.00	10	6.33
6 NOT APLC	8	14.81	14	28.00	8	16.00	30	18.99
TOTAL	54	100.00	50	100.00	50	100.00	158	100.00
MEAN	3.33		3.64		3.16		3.29	
S.D.	1.23		1.59		1.52		1.53	

45D AMOUNT OF DESSERT IN ONE SERVING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MT SMALL	2	3.77	1	2.00	4	8.00	7	4.46
2 SL SMALL	5	9.43	4	8.00	5	10.00	15	9.55
3 JSTRIGHT	29	54.72	21	42.00	22	44.00	74	47.13
4 SL LARGE	0	.00	0	.00	2	4.00	2	1.27
5 MT LARGE	0	.00	1	2.00	0	.00	1	.64
6 NOT APLC	17	32.08	23	46.00	17	34.00	58	36.94
TOTAL	53	100.00	50	100.00	50	100.00	157	100.00
MEAN	3.79		4.30		3.80		3.86	
S.D.	1.60		1.66		1.71		1.76	

CONSUMER SURVEY DATA

46 FOOD SERVICE WORKERS - CLEANLINESS?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 DIRTY	1	1.89	1	2.04	0	.00	2	1.28
2	4	7.55	4	8.16	6	12.00	14	8.57
3	20	37.74	22	44.90	23	46.00	67	42.95
4	21	39.62	18	36.73	15	30.00	55	35.26
5 CLEAN	7	13.21	4	8.16	6	12.00	18	11.54
TOTAL	53	100.00	49	100.00	50	100.00	156	100.00
MEAN	3.55		3.41		3.42		3.37	
S.D.	.89		.84		.86		1.01	

46 FOOD SERVICE WORKERS - PLEASANTNESS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 UNPLSANT	5	9.62	2	4.17	2	4.00	10	6.45
2	10	19.23	10	20.83	12	24.00	32	20.65
3	15	28.85	25	52.08	22	44.00	65	41.94
4	18	34.62	8	16.67	11	22.00	38	24.52
5 PLEASANT	4	7.69	3	6.25	3	6.00	10	6.45
TOTAL	52	100.00	48	100.00	50	100.00	155	100.00
MEAN	3.12		3.00		3.02		2.95	
S.D.	1.11		.90		.94		1.11	

46 FOOD SERVICE WORKERS - TRAINING

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 POORLY	2	3.85	3	6.38	3	6.00	9	5.84
2	14	26.92	7	14.89	11	22.00	33	21.43
3	23	44.23	26	55.32	24	48.00	76	49.35
4	11	21.15	11	23.40	8	16.00	30	19.48
5 WELL	2	3.85	0	.00	4	8.00	6	3.90
TOTAL	52	100.00	47	100.00	50	100.00	154	100.00
MEAN	2.94		2.96		2.98		2.86	
S.D.	.89		.81		.98		1.02	

CONSUMER SURVEY DATA

46 FOOD SERVICE WORKERS - HOW HARD WORK

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NOT HARD	4	7.41	4	8.70	4	8.00	12	7.74
2	7	12.96	6	13.04	15	30.00	29	18.71
3	22	40.74	23	50.00	21	42.00	70	45.16
4	16	29.63	13	28.26	6	12.00	35	22.58
5 HARD	5	9.26	0	.00	4	8.00	9	5.81
TOTAL	54	100.00	46	100.00	50	100.00	155	100.00
MEAN	3.20		2.98		2.82		2.91	
S.D.	1.03		.88		1.02		1.11	

46 FOOD SERVICE WORKERS - SPEED

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 SLOW	5	9.43	2	4.17	2	4.00	10	6.41
2	12	22.64	10	20.83	16	32.00	38	24.36
3	25	47.17	23	47.92	22	44.00	73	46.79
4	7	13.21	10	20.83	7	14.00	25	16.03
5 FAST	4	7.55	3	6.25	3	6.00	10	6.41
TOTAL	53	100.00	48	100.00	50	100.00	156	100.00
MEAN	2.87		3.04		2.86		2.83	
S.D.	1.02		.92		.93		1.07	

CONSUMER SURVEY DATA

47 ATTITUDES OF DINING FACILITY WORKERS TO MAKING YOUR MEAL PLEASANT.

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 VERYPOOR	5	9.26	3	5.88	5	10.00	14	8.75
2	9	16.67	5	9.80	7	14.00	21	13.12
3	12	22.22	11	21.57	7	14.00	33	20.62
4 AVERAGE	20	37.04	27	52.94	24	48.00	72	45.00
5	5	9.26	2	3.92	6	12.00	15	8.13
6	2	3.70	2	3.92	0	.00	4	2.50
7 EXCELENT	1	1.85	1	1.96	1	2.00	3	1.88
TOTAL	54	100.00	51	100.00	50	100.00	160	100.00
MEAN	3.39		3.59		3.46		3.37	
S.D.	1.34		1.17		1.28		1.38	

48A VARIETY OF OFFERINGS - WEEKDAYS - SHORT ORDER FOODS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	20	37.04	14	29.79	17	34.69	52	33.77
2 SL MORE	19	35.19	19	40.43	22	44.90	62	40.26
3 CHOICEOK	12	22.22	9	19.15	7	14.29	29	18.83
4 SL LESS	1	1.85	5	10.64	3	6.12	9	5.84
5 MUCHLESS	2	3.70	0	.00	0	.00	2	1.30
TOTAL	54	100.00	47	100.00	49	100.00	154	100.00
MEAN	2.00		2.11		1.92		1.95	
S.D.	1.01		.96		.86		.99	

48B VARIETY OF OFFERINGS - WEEKDAYS - MEATS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	17	31.48	7	14.58	17	34.69	42	27.10
2 SL MORE	25	46.30	24	50.00	24	48.98	75	48.39
3 CHOICEOK	9	16.67	12	25.00	6	12.24	28	18.06
4 SL LESS	2	3.70	4	8.33	2	4.08	8	5.16
5 MUCHLESS	1	1.85	1	2.08	0	.00	2	1.29
TOTAL	54	100.00	48	100.00	49	100.00	155	100.00
MEAN	1.98		2.33		1.86		2.00	
S.D.	.90		.91		.79		.93	

48C VARIETY OF OFFERINGS - WEEKDAYS - STARCHES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	6	11.11	3	6.52	9	18.37	18	11.76
2 SL MORE	17	31.48	17	36.96	16	32.65	51	33.33
3 CHOICEOK	28	51.85	22	47.83	23	46.94	75	49.02
4 SL LESS	3	5.56	2	4.35	1	2.04	6	3.92
5 MUCHLESS	0	.00	2	4.35	0	.00	3	1.96
TOTAL	54	100.00	46	100.00	49	100.00	153	100.00
MEAN	2.52		2.63		2.33		2.42	
S.D.	.77		.85		.80		.89	

48D VARIETY OF OFFERINGS - WEEKDAYS - VEGETABLES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	7	13.21	3	6.67	7	14.29	17	11.26
2 SL MORE	15	28.30	18	40.00	18	36.73	54	35.76
3 CHOICEOK	28	52.83	21	46.67	22	44.90	71	47.02
4 SL LESS	3	5.56	2	4.44	2	4.08	8	5.30
5 MUCHLESS	0	.00	1	2.22	0	.00	1	.66
TOTAL	53	100.00	45	100.00	49	100.00	151	100.00
MEAN	2.51		2.56		2.39		2.42	
S.D.	.80		.78		.79		.87	

CONSUMER SURVEY DATA

48E VARIETY OF OFFERINGS - WEEKDAYS - SALADS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	8	15.09	4	8.51	8	16.33	20	15.07
2 SL MORE	11	20.75	16	34.04	17	34.69	46	30.07
3 CHOICEOK	30	56.60	24	51.06	22	44.90	77	50.33
4 SL LESS	3	5.66	3	6.38	2	4.08	9	5.88
5 MUCHLESS	1	1.89	0	.00	0	.00	1	.65
TOTAL	53	100.00	47	100.00	49	100.00	153	100.00
MEAN	2.58		2.55		2.37		2.44	
S.D.	.89		.75		.81		.90	

48F VARIETY OF OFFERINGS - WEEKDAYS - BEVERAGES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	6	11.32	3	6.38	5	10.20	15	9.80
2 SL MORE	6	11.32	6	12.77	10	20.41	23	15.03
3 CHOICEOK	38	71.70	36	76.60	32	65.31	108	70.59
4 SL LESS	2	3.77	2	4.26	2	4.08	6	3.92
5 MUCHLESS	1	1.89	0	.00	0	.00	1	.65
TOTAL	53	100.00	47	100.00	49	100.00	153	100.00
MEAN	2.74		2.79		2.63		2.65	
S.D.	.79		.62		.73		.83	

48G VARIETY OF OFFERINGS - WEEKDAYS - DESSERTS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	15	28.85	4	8.51	7	14.29	27	17.76
2 SL MORE	11	21.15	10	21.28	13	26.53	36	23.68
3 CHOICEOK	23	44.23	28	59.57	26	53.06	78	51.32
4 SL LESS	3	5.77	2	4.26	3	6.12	8	5.26
5 MUCHLESS	0	.00	3	6.38	0	.00	3	1.97
TOTAL	52	100.00	47	100.00	49	100.00	152	100.00
MEAN	2.27		2.79		2.51		2.45	
S.D.	.95		.91		.82		.99	

CONSUMER SURVEY DATA

49A VARIETY OF OFFERINGS - WEEKENDS - SHORT ORDER FOODS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	26	50.98	10	22.22	16	34.04	53	36.30
2 SL MORE	13	25.49	19	42.22	18	38.30	52	35.62
3 CHOICEOK	9	17.65	13	28.89	11	23.40	33	22.60
4 SL LESS	0	.00	2	4.44	1	2.13	3	2.05
5 MUCHLESS	3	5.88	1	2.22	1	2.13	5	3.52
TOTAL	51	100.00	45	100.00	47	100.00	146	100.00
MEAN	1.84		2.22		2.00		1.97	
S.D.	1.10		.93		.93		1.03	

49B VARIETY OF OFFERINGS - WEEKENDS - MEATS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	21	42.00	10	21.28	18	38.30	51	34.69
2 SL MORE	20	40.00	19	40.43	19	40.43	59	40.14
3 CHOICEOK	6	12.00	13	27.66	9	19.15	28	19.05
4 SL LESS	1	2.00	4	8.51	1	2.13	6	4.08
5 MUCHLESS	2	4.00	1	2.13	0	.00	3	2.04
TOTAL	50	100.00	47	100.00	47	100.00	147	100.00
MEAN	1.86		2.30		1.85		1.96	
S.D.	.99		.98		.84		.98	

49C VARIETY OF OFFERINGS - WEEKENDS - STARCHES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	8	16.00	6	13.04	8	17.02	22	15.07
2 SL MORE	13	26.00	16	34.78	13	27.66	43	29.45
3 CHOICEOK	26	52.00	19	41.30	24	51.06	70	47.95
4 SL LESS	3	6.00	3	6.52	2	4.26	9	6.16
5 MUCHLESS	0	.00	2	4.35	0	.00	2	1.37
TOTAL	50	100.00	46	100.00	47	100.00	146	100.00
MEAN	2.48		2.54		2.43		2.43	
S.D.	.84		.96		.83		.93	

CONSUMER SURVEY DATA

49D VARIETY OF OFFERINGS - WEEKENDS - VEGETABLES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	11	21.15	5	10.87	5	10.64	22	14.86
2 SL MORE	13	25.00	15	32.61	17	36.17	47	31.76
3 CHOICEOK	26	50.00	21	45.65	24	51.06	71	47.97
4 SL LESS	2	3.85	3	6.52	1	2.13	6	4.05
5 MUCHLESS	0	.00	2	4.35	0	.00	2	1.35
TOTAL	52	100.00	46	100.00	47	100.00	148	100.00
MEAN	2.37		2.61		2.45		2.42	
S.D.	.86		.93		.72		.90	

49E VARIETY OF OFFERINGS - WEEKENDS - SALADS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	9	17.65	6	13.04	7	14.85	23	15.65
2 SL MORE	10	19.61	12	26.09	15	31.91	38	25.85
3 CHOICEOK	30	58.82	25	54.35	24	51.06	80	54.42
4 SL LESS	1	1.96	3	6.52	1	2.13	5	3.40
5 MUCHLESS	1	1.96	0	.00	0	.00	1	.68
TOTAL	51	100.00	46	100.00	47	100.00	147	100.00
MEAN	2.51		2.54		2.40		2.44	
S.D.	.88		.81		.77		.88	

49F VARIETY OF OFFERINGS - WEEKENDS - BEVERAGES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	9	15.09	4	8.70	7	14.89	20	13.42
2 SL MORE	6	11.32	7	15.22	9	19.15	23	15.44
3 CHOICEOK	38	71.70	32	69.57	30	63.83	101	67.79
4 SL LESS	0	.00	3	6.52	1	2.13	4	2.68
5 MUCHLESS	1	1.89	0	.00	0	.00	1	.67
TOTAL	53	100.00	46	100.00	47	100.00	149	100.00
MEAN	2.62		2.74		2.53		2.58	
S.D.	.81		.71		.78		.85	

CONSUMER SURVEY DATA

496 VARIETY OF OFFERINGS - WEEKENDS - DESSERTS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	15	29.41	6	13.04	7	14.89	29	14.73
2 SL MORE	11	21.57	10	21.74	11	23.40	34	25.13
3 CHOICEOK	24	47.06	26	56.52	28	59.57	78	53.06
4 SL LESS	1	1.96	3	6.52	1	2.13	5	3.40
5 MUCHLESS	0	.00	1	2.17	0	.00	1	.68
TOTAL	51	100.00	46	100.00	47	100.00	147	100.00
MEAN	2.22		2.63		2.49		2.39	
S.D.	.90		.88		.78		.92	

50A VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - SHORT ORDER FOODS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	24	45.28	10	22.22	16	33.33	50	39.56
2 SL MORE	16	30.19	20	44.44	22	45.83	60	40.27
3 CHOICEOK	12	22.64	12	26.67	6	12.50	31	20.81
4 SL LESS	0	.00	3	6.67	3	6.25	6	4.03
5 MUCHLESS	1	1.89	0	.00	1	2.08	2	1.34
TOTAL	53	100.00	45	100.00	48	100.00	149	100.00
MEAN	1.83		2.18		1.98		1.95	
S.D.	.91		.86		.96		.95	

50B VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - MEATS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	26	50.00	9	19.15	19	39.58	55	36.42
2 SL MORE	18	34.62	22	46.81	19	39.58	61	40.40
3 CHOICEOK	6	11.54	12	25.53	7	14.58	26	17.22
4 SL LESS	1	1.92	3	6.38	1	2.08	5	3.31
5 MUCHLESS	1	1.92	1	2.13	2	4.17	4	2.65
TOTAL	52	100.00	47	100.00	48	100.00	151	100.00
MEAN	1.71		2.26		1.92		1.90	
S.D.	.89		.72		1.01		1.00	

CONSUMER SURVEY DATA

50C VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - STARCHES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	11	20.75	4	8.51	10	20.83	25	16.45
2 SL MORE	14	26.42	15	31.91	14	29.17	45	29.61
3 CHOICEOK	26	49.06	24	51.06	20	41.67	71	46.71
4 SL LESS	2	3.77	2	4.26	3	6.25	8	5.26
5 MUCHLESS	0	.00	2	4.26	1	2.08	3	1.97
TOTAL	53	100.00	47	100.00	48	100.00	152	100.00
MEAN	2.36		2.64		2.40		2.39	
S.D.	.86		.87		.96		.97	

50D VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - VEGETABLES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	14	25.93	4	8.70	8	16.67	26	17.11
2 SL MORE	8	14.81	17	36.96	20	41.67	49	32.24
3 CHOICEOK	31	57.41	20	43.48	17	35.42	68	44.74
4 SL LESS	1	1.85	4	8.70	2	4.17	7	4.61
5 MUCHLESS	0	.00	1	2.17	1	2.08	2	1.32
TOTAL	54	100.00	46	100.00	48	100.00	152	100.00
MEAN	2.35		2.59		2.33		2.36	
S.D.	.89		.86		.88		.95	

50E VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - SALADS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	11	20.75	5	11.11	10	20.83	26	17.33
2 SL MORE	10	18.87	16	35.56	16	33.33	46	30.67
3 CHOICEOK	30	56.60	21	46.67	20	41.67	71	47.33
4 SL LESS	2	3.77	3	6.67	1	2.08	6	4.00
5 MUCHLESS	0	.00	0	.00	1	2.08	1	.67
TOTAL	53	100.00	45	100.00	48	100.00	150	100.00
MEAN	2.43		2.49		2.31		2.35	
S.D.	.87		.79		.90		.93	

CONSUMER SURVEY DATA

50F VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - BEVERAGES

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	9	16.67	3	6.52	7	14.58	19	12.50
2 SL MORE	5	9.26	8	17.39	10	20.83	26	17.11
3 CHOICEOK	38	70.37	31	67.39	29	60.42	99	65.13
4 SL LESS	1	1.85	4	8.70	1	2.08	6	3.95
5 MUCHLESS	1	1.85	0	.00	1	2.08	2	1.32
TOTAL	54	100.00	46	100.00	48	100.00	152	100.00
MEAN	2.63		2.78		2.56		2.59	
S.D.	.85		.70		.85		.90	

50G VARIETY OF OFFERINGS OVER THE COURSE OF A MONTH - DESSERTS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MUCHMORE	14	26.92	4	8.70	7	14.58	25	16.67
2 SL MORE	11	21.15	11	23.91	15	31.25	40	26.67
3 CHOICEOK	25	48.08	26	56.52	23	47.92	75	50.00
4 SL LESS	1	1.92	4	8.70	2	4.17	7	4.67
5 MUCHLESS	1	1.92	1	2.17	1	2.08	3	2.00
TOTAL	52	100.00	46	100.00	48	100.00	150	100.00
MEAN	2.31		2.72		2.48		2.43	
S.D.	.96		.83		.87		.98	

51 IS CARRY OUT SERVICE AVAILABLE IN YOUR DINING FACILITY?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 YES	0	.00	2	3.92	0	.00	2	1.27
2 NO	52	100.00	49	96.08	51	100.00	155	98.73
TOTAL	52	100.00	51	100.00	51	100.00	157	100.00
MEAN	2.00		1.96		2.00		1.95	
S.D.	.00		.20		.00		.30	

51 HOW DO YOU FEEL ABOUT CARRY OUT SERVICE BEING AVAILABLE AT YOUR DINING HALL?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 EXPOSED	0	.00	2	3.51	1	1.92	3	1.80
2	0	.00	1	1.75	1	1.92	2	1.20
3	1	1.85	0	.00	1	1.92	2	1.20
4 NEUTRAL	13	24.07	16	28.07	12	23.08	43	25.75
5	7	12.96	7	12.28	6	11.54	20	11.98
6	9	16.67	8	14.04	6	11.54	24	14.37
7 EXENTHUS	24	44.44	23	40.35	25	48.08	73	43.71
TOTAL	54	100.00	57	100.00	52	100.00	167	100.00
MEAN	5.78		5.47		5.67		5.50	
S.D.	1.30		1.60		1.56		1.71	

52 HOW LONG DO YOU HAVE TO WAIT IN LINE BEFORE BEING ADMITTED FOR A MEAL?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NO WAIT	6	11.11	14	29.17	8	16.33	29	18.71
2 1-5 MIN	35	64.81	18	37.50	22	44.90	76	49.03
3 5-10 MIN	7	12.96	14	29.17	13	26.53	35	22.58
4 10-15MIN	4	7.41	1	2.08	5	10.20	10	6.45
5 15+ MIN	2	3.70	1	2.08	1	2.04	5	3.23
TOTAL	54	100.00	48	100.00	49	100.00	155	100.00
MEAN	2.28		2.10		2.37		2.19	
S.D.	.90		.93		.95		.98	

CONSUMER SURVEY DATA

53 HOW LONG DO YOU HAVE TO WAIT IN THE SERVING LINE TO GET FOOD?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NO WAIT	1	1.85	12	24.49	3	6.12	16	10.26
2 1-5 MIN	25	45.30	19	38.78	25	51.02	70	44.87
3 5-10 MIN	24	44.44	14	28.57	12	24.49	52	33.33
4 10-15MIN	3	5.56	3	6.12	9	18.37	15	9.62
5 15+ MIN	1	1.85	1	2.04	0	.00	3	1.92
TOTAL	54	100.00	49	100.00	49	100.00	156	100.00
MEAN		2.59		2.22		2.55		2.40
S.D.		.71		.96		.87		.93

54 HOW LONG DO YOU HAVE TO WAIT AT THE DISH WASHING AREA WHEN SELF-BUSSING?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NO WAIT	13	25.49	22	44.90	21	42.86	57	37.25
2 1-5 MIN	3	5.88	6	12.24	2	4.08	11	7.19
3 5-10 MIN	0	.00	0	.00	2	4.08	2	1.31
6 N.A.	35	68.63	21	42.86	24	48.98	83	54.25
TOTAL	51	100.00	49	100.00	49	100.00	153	100.00
MEAN		4.49		3.27		3.57		3.69
S.D.		2.27		2.41		2.44		2.46

56 HOW IMPORTANT IS FOOD APPEARANCE IN INFLUENCING WHAT YOU CHOOSE TO EAT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	41	75.93	46	77.97	37	69.81	129	75.44
2 MINOR	11	20.37	9	15.25	14	26.42	34	19.88
3 NO IMPRT	2	3.70	4	6.78	2	3.77	8	4.68
TOTAL	54	100.00	59	100.00	53	100.00	171	100.00
MEAN		1.28		1.29		1.34		1.26
S.D.		.53		.59		.55		.59

56 HOW IMPORTANT IS FOOD VARIETY IN INFLUENCING WHAT FOODS YOU CHOOSE TO EAT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	38	70.37	49	83.05	37	71.15	125	79.53
2 MINOR	14	25.93	6	10.17	13	25.00	36	21.18
3 NO IMPRT	2	3.70	4	6.78	2	3.85	9	5.29
TOTAL	54	100.00	59	100.00	52	100.00	170	100.00
MEAN	1.33		1.24		1.33		1.26	
S.D.	.55		.57		.55		.59	

56 HOW IMPORTANT IS FOOD COST IN INFLUENCING WHAT YOU CHOOSE TO EAT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	13	24.53	34	57.63	21	40.38	69	40.83
2 MINOR	17	32.08	19	32.20	19	36.54	59	34.91
3 NO IMPRT	23	43.40	6	10.17	12	23.08	41	24.26
TOTAL	53	100.00	59	100.00	52	100.00	169	100.00
MEAN	2.19		1.53		1.83		1.78	
S.D.	.81		.68		.79		.85	

56 HOW IMPORTANT IS FAMILIARITY W FOOD IN INFLUENCING WHAT YOU CHOOSE TO EAT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	27	50.94	29	50.00	23	44.23	82	48.81
2 MINOR	18	33.96	22	37.93	22	42.31	64	38.10
3 NO IMPRT	8	15.09	7	12.07	7	13.46	22	13.10
TOTAL	53	100.00	58	100.00	52	100.00	168	100.00
MEAN	1.64		1.62		1.69		1.60	
S.D.	.74		.70		.70		.75	

CONSUMER SURVEY DATA

56 HOW IMPORTANT IS NUTRITIONAL VALUE IN INFLUENCING WHAT YOU CHOOSE TO EAT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	31	59.62	36	62.07	29	55.77	97	58.08
2 MINOR	16	30.77	15	25.86	19	36.54	53	31.74
3 NO IMPRT	5	9.62	7	12.07	4	7.69	17	10.18
TOTAL	52	100.00	58	100.00	52	100.00	167	100.00
MEAN	1.50		1.50		1.52		1.46	
S.D.	.67		.71		.64		.71	

56 HOW IMPORTANT IS # CALORIES IN INFLUENCING WHAT YOU CHOOSE TO EAT?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	14	26.42	15	33.33	15	28.85	49	29.34
2 MINOR	22	41.51	23	40.35	22	42.31	71	42.51
3 NO IMPRT	17	32.08	15	26.32	15	28.85	47	28.14
TOTAL	53	100.00	57	100.00	52	100.00	167	100.00
MEAN	2.06		1.93		2.00		1.93	
S.D.	.77		.78		.77		.83	

56 HOW IMPROTANT IS YOUR LIKING OF THE FOOD IN INFLUENCING WHAT YOU CHOOSE?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	42	77.78	50	84.75	39	76.47	135	80.36
2 MINOR	9	16.67	6	10.17	10	19.61	25	14.88
3 NO IMPRT	3	5.56	3	5.08	2	3.92	8	4.76
TOTAL	54	100.00	59	100.00	51	100.00	168	100.00
MEAN	1.28		1.20		1.27		1.22	
S.D.	.56		.52		.53		.56	

CONSUMER SURVEY DATA

56 HOW IMPORTANT IS HOW WELL FOOD GOES W OTHER CHOICES IN INFLUENCING YOUR CH?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 MAJOR	28	51.85	27	46.55		50.00	85	50.30
2 MINOR	16	29.63	20	34.48	4	42.31	59	34.91
3 NO IMPRT	10	18.52	11	18.97	4	7.69	25	14.79
TOTAL	54	100.00	58	100.00	52	100.00	169	100.00
MEAN	1.67		1.72		1.58		1.61	
S.D.	.78		.77		.64		.77	

57 ARE YOU CURRENTLY ON A DIET?

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 YES	8	14.81	5	8.20	5	9.62	18	10.53
2 NO	46	85.19	56	91.80	47	90.38	153	89.47
TOTAL	54	100.00	61	100.00	52	100.00	171	100.00
MEAN	1.85		1.92		1.90		1.85	
S.D.	.36		.28		.30		.42	

THE BEST FOOD SYSTEM WOULD HAVE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALL BAS	36	67.92	37	60.66	34	62.96	111	64.16
2 BAS+SJK	17	32.08	24	39.34	20	37.04	62	35.84
TOTAL	53	100.00	61	100.00	54	100.00	173	100.00
MEAN	1.32		1.39		1.37		1.32	
S.D.	.47		.49		.49		.53	

CONSUMER SURVEY DATA

THE BEST FOOD SYSTEM WOULD BE OPERATED BY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 CIVCONTR	36	71.70	39	63.93	39	72.22	120	69.36
2 GOVERN	15	28.30	22	36.07	15	27.78	53	30.64
TOTAL	53	100.00	61	100.00	54	100.00	173	100.00
MEAN	1.28		1.36		1.28		1.27	
S.D.	.45		.48		.45		.51	

THE BEST FOOD SYSTEM WOULD CHARGE THE INDIVIDUAL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 FIXEDAMT	15	27.78	19	31.15	11	20.37	46	26.44
2 ITMSTOOK	26	48.15	28	45.90	24	44.44	81	46.55
3 TYPEMEAL	13	24.07	14	22.95	19	35.19	47	27.01
TOTAL	54	100.00	61	100.00	54	100.00	174	100.00
MEAN	1.92		1.92		2.15		1.95	
S.D.	.73		.74		.74		.80	

UNDER THIS FOOD SYSTEM I WOULD EAT IN THE DINING HALL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	1	1.89	11	18.03	1	1.89	14	8.14
2 < 1	2	3.77	11	18.03	2	3.77	15	8.72
3 1-3	7	13.21	18	29.51	15	28.30	40	23.26
4 4-7	9	16.98	16	26.23	19	35.85	48	27.91
5 8-14	22	41.51	4	6.56	12	22.64	38	22.09
6 15 +	12	22.64	1	1.64	4	7.55	17	9.88
TOTAL	53	100.00	61	100.00	53	100.00	172	100.00
MEAN	4.60		2.90		3.96		3.67	
S.D.	1.20		1.26		1.07		1.50	

CONSUMER SURVEY DATA

UNDER THIS FOOD SYSTEM THE AMOUNT OF PLATE WASTE OF FOOD WOULD BE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
2 SL HIGH	0	.00	0	.00	2	5.70	3	1.74
3 NEUTRAL	15	28.30	15	25.00	16	29.63	47	27.33
4 SL LOW	16	30.19	15	25.00	15	27.78	47	27.33
5 EX LOW	22	41.51	30	50.00	21	38.89	75	43.60
TOTAL	53	100.00	60	100.00	54	100.00	172	100.00
MEAN	4.13		4.25		4.02		4.02	
S.D.	.83		.84		.92		1.10	

IN TERMS OF AMNT OF MONEY IT WOULD COST ME THIS FOOD SYSTEM WOULD BE A DEAL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 EX GOOD	20	37.04	13	21.67	10	18.52	44	25.43
2 SL GOOD	18	33.33	26	43.33	30	55.56	76	43.93
3 NEUTRAL	11	20.37	20	33.33	8	14.81	41	23.70
4 SL BAD	4	7.41	1	1.67	6	11.11	11	6.36
5 EX BAD	1	1.85	0	.00	0	.00	1	.58
TOTAL	54	100.00	60	100.00	54	100.00	173	100.00
MEAN	2.04		2.15		2.19		2.06	
S.D.	1.03		.78		.87		.95	

MY OVERALL OPINION OF THIS FOOD SYSTEM IS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 EX FAV	29	53.70	23	38.33	23	42.59	76	43.93
2 SL FAV	16	29.63	18	30.00	21	38.89	57	32.95
3 NEUTRAL	6	11.11	17	28.33	9	16.67	33	19.08
4 SL UNFAV	1	1.85	2	3.33	0	.00	3	1.73
5 EX UNFAV	2	3.70	0	.00	1	1.85	4	2.31
TOTAL	54	100.00	60	100.00	54	100.00	173	100.00
MEAN	1.72		1.97		1.80		1.78	
S.D.	1.00		.90		.86		.96	

CONSUMER SURVEY DATA

THE WORST FOOD SYSTEM WOULD HAVE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 ALL BAS	15	27.78	23	38.33	17	32.69	55	32.54
2 BAS+SJK	39	72.22	37	61.67	35	67.31	114	67.46
TOTAL	54	100.00	60	100.00	52	100.00	169	100.00
MEAN	1.72		1.62		1.67		1.64	
S.D.	.45		.49		.47		.52	

THE WORST FOOD SYSTEM WOULD BE OPERATED BY

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 CIVCONTR	14	26.42	24	39.34	13	25.00	51	30.18
2 GOVERN	39	73.58	37	60.66	39	75.00	118	69.82
TOTAL	53	100.00	61	100.00	52	100.00	169	100.00
MEAN	1.74		1.61		1.75		1.66	
S.D.	.45		.49		.44		.51	

THE WORST FOOD SYSTEM WOULD CHARGE THE INDIVIDUAL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 FIXEDANT	28	52.83	27	44.26	36	67.92	93	54.71
2 ITMSTOOK	14	26.42	23	37.70	14	26.42	52	30.59
3 TYPEWEAL	11	20.75	11	18.03	3	5.66	25	14.71
TOTAL	53	100.00	61	100.00	53	100.00	170	100.00
MEAN	1.68		1.74		1.38		1.58	
S.D.	.80		.75		.60		.76	

UNDER THIS FOOD SYSTEM I WOULD EAT IN THE DINING HALL ----- TIMES PER WEEK

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 NEVER	4	7.41	18	30.00	7	13.73	29	17.26
2 < 1	6	11.11	15	25.00	13	25.49	37	22.02
3 1-3	10	18.52	13	21.67	10	19.61	33	19.64
4 4-7	11	20.37	12	20.00	11	21.57	34	20.24
5 8-14	15	27.78	2	3.33	7	13.73	24	14.29
6 15 +	8	14.81	0	.00	3	5.88	11	6.55
TOTAL	54	100.00	60	100.00	51	100.00	168	100.00
MEAN	3.94		2.42		3.14		3.08	
S.D.	1.48		1.21		1.46		1.56	

UNDER THIS FOOD SYSTEM THE AMOUNT OF PLATE WASTE OF FOOD WOULD BE

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 EX HIGH	1	1.85	6	10.00	9	16.98	17	10.00
2 SL HIGH	13	24.07	12	20.00	15	28.30	41	24.12
3 NEUTRAL	17	31.48	16	26.67	11	20.75	44	25.86
4 SL LOW	12	22.22	9	15.00	11	20.75	33	19.41
5 EX LOW	11	20.37	17	28.33	7	13.21	35	20.59
TOTAL	54	100.00	60	100.00	53	100.00	170	100.00
MEAN	3.35		3.32		2.85		3.12	
S.D.	1.12		1.35		1.31		1.33	

CONSUMER SURVEY DATA

IN TERMS OF AMNT OF MONEY IT WOULD COST ME THIS FOOD SYSTEM WOULD BE A DEAL

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 EX GOOD	10	18.52	7	11.67	7	13.21	24	14.12
2 SL GOOD	10	18.52	12	20.00	12	22.64	34	20.00
3 NEUTRAL	14	25.93	26	43.33	15	28.30	56	32.94
4 SL BAD	11	20.37	9	15.00	14	26.42	36	21.18
5 EX BAD	9	16.67	6	10.00	5	9.43	20	11.76
TOTAL	54	100.00	60	100.00	53	100.00	170	100.00
MEAN	2.98		2.92		2.96		2.90	
S.D.	1.35		1.11		1.19		1.26	

MY OVERALL OPINION OF THIS FOOD SYSTEM IS

RESPONSE	RIK		COMRATS - MARRIED		COMRATS - SINGLE		TOTAL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1 EX FAV	13	24.07	11	18.33	9	16.98	33	19.41
2 SL FAV	7	12.96	12	20.00	9	16.98	28	16.47
3 NEUTRAL	9	16.67	18	30.00	12	22.64	39	22.94
4 SL UNFAV	13	24.07	8	13.33	11	20.75	32	18.82
5 EX UNFAV	12	22.22	11	18.33	12	22.64	38	22.35
TOTAL	54	100.00	60	100.00	53	100.00	170	100.00
MEAN	3.07		2.93		3.15		2.99	
S.D.	1.50		1.35		1.41		1.46	

APPENDIX F

Breakdown of Responses to Open-ended Consumer Interview Questions

Breakdown of Responses to Open-ended Consumer Interview Questions

The following table contains response data from the seven open-ended questions in the interview administered to the consumers. The tabled numbers represent the frequency with which a given response was given by the RIK group (R), the COMRAIS-Married group (C-M), and the COMRAIS-Single group (C-S). It should be recalled that each group contained 50 respondents.

Question 1: Reasons for not eating in the dining hall more often.

<u>Response Category</u>	<u>Main Reason</u>			<u>Other Reasons</u>			<u>Total</u>
	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	
Convenience							
Dining Hours	1	4	2	0	4	2	13
Distance	4	9	18	5	9	9	54
TOTAL	5	13	20	5	13	11	67
Food							
Variety	1	0	1	0	1	3	6
Taste	5	1	2	0	0	3	11
Quantity	0	0	0	4	1	2	7
Nutrition/Fat	0	0	0	1	1	0	2
Preparation Quality	10	2	7	0	1	4	24
Raw Food Quality	0	0	0	0	0	1	1
Temperature	1	0	0	1	0	1	3
Specific Food(s)	1	0	0	2	1	1	5
Miscellaneous	1	0	0	1	0	0	2
TOTAL	19	3	10	9	5	15	61
Environment							
Atmosphere/Decor	1	1	0	1	3	3	9
Cleanliness	0	0	0	0	0	1	1
Crowds/Lines	0	0	5	5	3	1	14
Monotony	1	0	1	0	0	1	3
TOTAL	2	1	6	6	6	6	27
Conflicting Habits							
Eat at Home	3	24	4	0	4	1	36
Eat Elsewhere	8	3	5	4	1	1	22
No 3 Meals/Day	5	1	0	0	1	3	10
Miscellaneous	3	1	1	5	2	1	13
TOTAL	19	29	10	9	8	6	81

<u>Response Category</u>	<u>Main Reason</u>			<u>Other Reasons</u>			<u>Total</u>
	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	
(Question 1 cont'd)							
Worker Ability/Attitude	0	0	0	6	4	2	12
Expense	0	2	2	1	2	1	8
Dining Hall Rules	0	0	0	0	1	2	3
General Miscellaneous	1	2	1	0	2	0	6
TOTAL	46	50	49	36	41	43	265
Non-Responses	4	0	1	26	22	20	

Question 2: Desired Changes

<u>Response Category</u>	<u>Main Change</u>			<u>Other Changes</u>			<u>Total</u>
	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	
Convenience							4
Hours	0	1	1	1	1	0	1
Location	0	0	0	0	0	1	1
TOTAL	0	1	1	1	1	1	5
Food							23
Variety	5	1	3	9	3	2	2
Taste	1	0	0	1	0	0	9
Quantity	2	2	0	3	0	2	3
Nutrition	0	0	0	2	1	0	35
Preparation Quality	8	3	5	10	4	5	3
Temperature	0	0	0	2	1	0	13
Specific Food(s)	4	2	4	2	0	1	86
TOTAL	20	8	12	29	7	10	
Environment							15
Atmosphere/Decor	0	3	0	3	3	6	1
Furnishings	0	1	0	0	0	0	3
Music	0	0	0	0	1	2	5
Cleanliness	1	0	0	1	2	1	9
Crowd/Lines	1	0	1	3	0	4	1
Miscellaneous	0	0	0	0	0	1	
TOTAL	2	4	1	7	6	14	34

<u>Response Category</u>	<u>Main Change</u>			<u>Other Changes</u>			<u>Total</u>
	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	
Service Worker							
Ability/Attitude	1	1	2	1	0	1	6
Speed	0	1	1	4	1	1	8
Miscellaneous	0	0	2	4	1	2	9
TOTAL	1	2	5	9	2	4	22
Rations System							
Civilian Operation	4	2	3	0	1	1	11
Military Operation	1	1	0	0	0	0	2
Choice of BAS/RIK	5	1	0	0	0	0	6
All-BAS	12	2	4	3	1	0	22
Increase EAS \$	0	12	4	0	1	0	17
Item Pricing	2	2	7	2	2	3	18
TOTAL	24	20	18	5	5	4	76
Expense	0	1	0	0	1	0	2
Dining Hall Rules	0	4	2	0	2	1	9
General Miscellaneous	1	3	5	2	1	1	13
TOTAL	48	43	44	53	25	35	247
Non-Responses	2	7	6	16	31	26	

Question 3: What is liked about the food service

<u>Response Category</u>	<u>Main Like</u>			<u>Other Likes</u>			<u>Total</u>
	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	
Convenience							
Hours	2	0	0	1	0	0	3
Availability	12	4	3	2	0	3	24
TOTAL	14	4	3	3	0	3	27
Food							
Variety	1	3	0	1	1	1	7
Taste	0	0	0	0	0	1	1
Quantity	3	3	3	0	1	4	14
Nutrition	0	1	4	1	0	1	7
Preparation Quality	3	4	3	3	0	3	16
Temperature	1	0	0	0	0	0	1
Specific Food	5	0	4	3	1	0	13
TOTAL	13	11	14	8	3	10	59

<u>Response Category</u>	<u>Main Like</u>			<u>Other Likes</u>			<u>Total</u>
	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	
(Question 3 cont'd)							
Environment							
Atmosphere/Decor	1	0	0	0	0	1	2
Music	1	0	0	0	0	0	1
Cleanliness	1	0	0	0	0	0	1
No Lines	1	0	0	1	2	0	4
Miscellaneous	0	0	0	1	0	0	1
TOTAL	4	0	0	2	2	1	9
Service Workers							
Ability/Attitude	1	0	0	0	0	0	1
Miscellaneous	3	4	2	5	2	2	18
TOTAL	4	4	2	5	2	2	19
Expense	7	7	7	2	1	1	25
COMRATS	0	13	14	0	1	2	30
General Miscellaneous	1	1	0	2	1	0	5
TOTAL	43	40	40	22	10	19	174
Non-Responses	7	10	10	29	33	27	

Question 4: Factors which can increase attendance

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
Convenience				
Hours	3	1	2	6
Location	0	1	2	3
TOTAL	3	2	4	9
Food				
Variety	9	7	7	23
Taste	1	0	2	3
Quantity	2	3	3	8
Temperature	1	0	0	1
Preparation Quality	22	8	17	47
Specific Foods	4	3	2	9
Miscellaneous	1	0	0	1
TOTAL	40	21	31	92

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
(Question 4 cont'd)				
Environment				
Atmosphere/Decor	10	9	4	23
Furnishings	0	1	0	1
Lighting	0	1	0	1
Music	2	1	0	3
Cleanliness	0	3	0	3
Reduce Crowds/Lines	4	2	8	14
Miscellaneous	1	2	1	4
TOTAL	17	19	13	49
Service Workers				
Ability/Attitude	5	2	2	9
Miscellaneous	1	2	1	4
TOTAL	6	4	3	13
Rations System				
All-BAS	0	0	2	2
Item Pricing	0	5	2	7
Civilian Operation	1	0	1	2
TOTAL	1	5	5	11
Expense	0	1	4	5
Dining Hall Rules	1	7	1	9
General Miscellaneous	1	2	2	5
TOTAL	69	61	63	193
Non-Responses	10	12	11	

Question 5: Reason for COMRAT/RIK Preference

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
RIK Preference				
Can't Budget	2	0	0	2
Less Hassle	1	0	0	1
Cheaper	1	0	1	2
TOTAL	4	0	1	5

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
(Question 5 cont'd)				
COMRATS Preference				
Convenience	2	5	7	14
Flexibility	14	9	17	40
Conforms to Habits	11	30	17	58
Dislike Dining Hall	2	0	1	3
Save Money	18	6	14	38
Miscellaneous	3	1	0	4
TOTAL	50	51	56	157
Non-Responses	2	3	0	

Question 6: Reason for item/meal pricing preference

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
Item Pricing Preference				
Better for Nutrition/Diet	1	0	1	2
Cheaper	14	7	14	35
Less Waste	3	8	0	11
More Variety	3	1	2	6
Can be Choosey	9	10	12	31
Would Improve Food	0	0	2	2
Miscellaneous	1	2	1	4
TOTAL	31	28	32	91
Meal Pricing Preference				
Cheaper	9	8	9	26
Less Hassle	2	2	4	8
Better for Nutrition	2	2	0	4
More Food	5	6	5	16
Miscellaneous	2	1	1	4
TOTAL	20	19	19	58
Non-Responses	3	8	5	

Question 7: How would food habits change as a result of item pricing

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
Nutrition/Diet				
Would Improve	1	1	2	4
Would Deteriorate	0	3	0	3
TOTAL	1	4	2	7

<u>Response Category</u>	<u>R</u>	<u>C-M</u>	<u>C-S</u>	<u>Total</u>
(Question 7 cont'd)				
Quantity				
Would Eat Less in General	7	6	6	19
Would Eat Less Dessert	1	1	1	3
Would Eat Less Meat	0	1	0	1
Would Have Less Milk	0	1	2	3
Would Eat Less of a Specific Food	2	4	4	10
Would Eat More in General	2	2	0	4
Would Eat More Meat	1	2	3	6
Would Eat More of a Specific Food	3	0	0	3
TOTAL	16	17	16	49
Waste				
Would Increase	0	0	1	1
Would Decrease	2	4	2	8
TOTAL	2	4	3	9
Would Spend More Money	3	3	3	9
Would Eat More Varied Foods	1	1	1	3
Would Be More Choosy	4	8	10	22
Miscellaneous	0	0	1	1
TOTAL	27	37	36	100
Non-Responses	27	23	21	