

## Initial Report

Last Modified: 03/31/2014

### 1. 1. On average, how much do you typically spend on breakfast from a cafe/restaurant?

#	Answer	Response	%
6	less than \$5	162	64%
2	\$5-\$10	85	33%
3	\$11-\$15	6	2%
4	\$16-\$20	1	0%
5	more than \$20	0	0%
	Total	254	100%

### 2. 2. On average, how much do you typically spend on lunch from a cafe/restaurant?

#	Answer	Response	%
6	less than \$5	10	4%
2	\$5-\$10	188	73%
3	\$11-\$15	52	20%
4	\$16-\$20	6	2%
5	more than \$20	0	0%
	Total	256	100%

### 3. 3. Please select the top 4 types of food you are most likely to purchase at Mission Hall.

#	Question	1st Choice	2nd Choice	3rd Choice	4th Choice	Total Responses	Mean
1	American	42	28	27	37	134	2.44
2	Asian	51	50	45	45	191	2.44
26	French	4	9	7	14	34	2.91
3	Italian/Pizza	5	22	27	28	82	2.95
25	Mediterranean	49	51	42	34	176	2.35
4	Mexican/Latin-American	26	57	65	24	172	2.51
20	Soul Food	5	10	12	12	39	2.79
23	Vegetarian/Vegan	55	25	25	33	138	2.26
18	Other (please specify)	27	9	3	9	48	1.88

**4. 5. Taking into consideration your work schedule and likeliness to patronize the cafe, what time should the cafe OPEN?**

#	Answer	Response	%
2	6:00am	17	7%
3	7:00am	133	52%
4	8:00am	79	31%
5	9:00am	18	7%
6	Other (please specify)	8	3%
	Total	255	100%

**5. 6. What time should the cafe CLOSE?**

#	Answer	Response	%
1	5:00pm	59	23%
2	6:00pm	92	36%
3	7:00pm	63	25%
4	8:00pm	28	11%
5	Other (please specify)	12	5%
	Total	254	100%

**Other (please specify)**

9:00pm

3:00 pm

4:00pm

10 PM

5:30 pm

3:00pm

9:00pm

doesn't matter

4pm

3 pm

8:30PM

10 p.m.

### 6. 7. How important is it for the cafe to open on Saturdays?

#	Answer	Response	%
1	Not at all Important	137	54%
2	Very Unimportant	25	10%
3	Neither Important nor Unimportant	73	29%
4	Very Important	11	4%
5	Extremely Important	6	2%
	Total	252	100%

### 7. 8. How important is it for the cafe to open on Sundays?

#	Answer	Response	%
1	Not at all Important	170	67%
2	Very Unimportant	23	9%
3	Neither Important nor Unimportant	51	20%
4	Very Important	6	2%
5	Extremely Important	5	2%
	Total	255	100%

### 8. 9. What other type of retail (non-food service) would you like to see on the Mission Bay campus? Please select all that apply.

#	Answer	Response	%
1	Bank	173	73%
2	Florist	30	13%
3	Hair Salon	33	14%
4	Other	131	55%