Aramark uses critical insights to continually innovate in K-12 food and nutrition programs. With over 100,000 responses, our Student ViewPOINT™ survey helps us discover student dining needs, attitudes, and behaviors. These insights allow us to develop customized solutions that provide continuous improvement and impact for the districts we serve.

**Breakfast**

Where do students eat and how often?

- 42% EAT AT HOME
- 22% EAT AT SCHOOL
- 6% ON THE WAY TO SCHOOL
- 6% BRING FROM HOME
- 24% SKIP
- 20% 3-4 DAYS A WEEK
- 52% 1-2 DAYS A WEEK
- 28% 5 DAYS A WEEK

**Most preferred breakfast items**

- BREAKFAST MEATS (59%)
- POP TARTS (56%)
- WAFFLES/ PANCAKES (53%)
- FRENCH TOAST (48%)
- YOGURT (47%)

**Reasons for not eating at school more often**

1. Foods they like are not offered
2. Not hungry
3. Not enough time

**...and where students want to eat at school**

- IN THE CLASSROOM (74%)
- GRAB-n-GO CART (73%)
- CAFETERIA (14%)

55% of students are interested in making healthy choices (at least some of the time)

**Top health-related factors influencing purchase**

- FRESHLY PREPARED FOODS
- AVAILABILITY OF FRESH FRUITS & VEGETABLES
- LOCALLY GROWN FOODS

**On Average**

Students say they would eat breakfast at school an additional 2 days/week if favorite foods were offered.

> 1/3 of students say they eat more fruits and veggies at school than at home.

Almost as many have tried fruits and veggies at school they haven’t had before.
Lunch
Where do students eat and how often?

- School Lunch: 2.8 days a week
- Pack Lunch: 1.2 days a week
- Skip Lunch: 0.5 days a week
- Eat Lunch Outside of School: 0.5 days a week

61% of students surveyed would eat lunch 5 days a week... if their favorites were offered.

Top reasons students don’t purchase school lunch more often:

- I can bring my favorites from home.
- Food from home tastes better.
- The options are not appealing to me.
- I am not hungry.
- School cafe lines are too long.

What’s most important to students?

- Food quality is the #1 driver and has the most impact on purchase decision!

Average lunch meals consumed per student each week:

- In schools with high food quality satisfaction: 4.0
- In schools with low food quality satisfaction: 1.6

Featured data represents a sample from national Student ViewPOINT™ survey results. To find out how participate, call 1.800.926.9700.