

Student ViewPOINT™

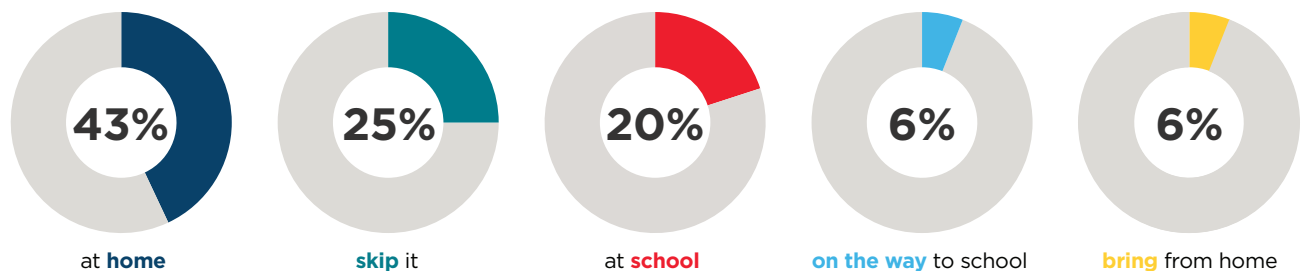
Eating at School: K12 student needs, attitudes and behaviors

KEY FACTORS INFLUENCING STUDENT PERCEPTION OF THE SCHOOL FOOD EXPERIENCE:

• TASTE OF FOOD • SPEED OF SERVICE • CAFETERIA CLEANLINESS

BREAKFAST

WHERE DO STUDENTS EAT BREAKFAST?*



*% measured by days/week

ON AVERAGE, STUDENTS SAY THEY WOULD
EAT BREAKFAST AT SCHOOL 22% MORE OFTEN
IF THEIR FAVORITE FOODS WERE OFFERED

REASONS FOR NOT EATING BREAKFAST AT SCHOOL MORE OFTEN:

1 FAVORITE FOODS
NOT OFFERED

2 NOT HUNGRY **3** NOT ENOUGH
TIME TO EAT

MOST PREFERRED FOODS:



Breakfast
Meats



Waffles



Breakfast
Sandwiches



French Toast /
Pancakes



Bagels

PLACES STUDENTS WANT TO EAT:

51% in the
classroom



46% from a
grab-n-go cart



18% in the
cafeteria



LUNCH

STUDENTS SAY THEY WOULD
EAT LUNCH AT SCHOOL 4 OUT OF 5 DAYS A WEEK
IF THEY WERE SATISFIED WITH THE FOOD



HEALTH AND WELLNESS

55% OF STUDENTS ARE INTERESTED IN MAKING **HEALTHY CHOICES**.
MOST IMPORTANT IS AVAILABILITY OF:



FRESHLY PREPARED FOOD



FRESH FRUITS & VEGETABLES



LOCALLY GROWN PRODUCE

Aramark uses critical insights to continually innovate in K12 food and nutrition programs. With over 125,000 middle and high school student responses, our Student ViewPOINT™ survey helps identify student dining needs, attitudes, and behaviors. These insights allow us to develop customized solutions that provide continuous improvement and impact the districts we serve.