

Consent Form

Dining and Entertainment Experiences in Roanoke College and Salem **Important Information About This Study**

We are looking for Roanoke college students that are willing to give us feedback on their dining and entertainment experiences in Roanoke college's campus and around Salem, Virginia. We are inviting you to participate in this research study that focuses on dining and entertainment experiences. Your participation in this study is completely voluntary. If you do take part in this study, you will be asked a series of questions about your dining and entertainment experiences in Roanoke College and Salem. You are allowed to discontinue this survey at any moment. The information you provide will in no way be connected to you; this survey is completely anonymous. There are no incentives or direct benefits associated with your participation. However, this study will provide consumer perspective to important decision makers within Roanoke College and Salem, and might be able to influence desired changes for Roanoke college students. The survey should take between 15 and 20 minutes, and no more than 25 minutes. There are no known risks related to your participation.

Consent Statement

By continuing this survey, I agree that I have read and understood the terms and conditions of this study. I also confirm that I am voluntarily participating and that I am 18 years of age or older.

Do you agree to take part in this survey?

Yes

No

Screening Questions

Indicate your class standing

Freshman

Sophomore

Junior

Senior

Do you reside on-campus or off campus?

On-campus

Off campus

Do you dine on-campus?

Yes

No

Do you eat out in Salem?

Yes

No

Do you attend entertainment events on-campus?

Yes

No

Dining in Roanoke College

The following four questions will ask you about your dining experiences in Roanoke College.

How often do you dine at the following on-campus diners?

	0 Times per Week	1-3 Times per Week	4-6 Times per Week	7+ Times per Week
Rooneys Brews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshens Kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When are you more likely to dine at the following on-campus dining locations?

	Breakfast	Lunch	Dinner	Brunch (Weekends)	All the Time
Rooneys Brews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshens Kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you utilize the mobile app to order a meal at the following on-campus diners?

	0 Times a Week	1-3 Times a Week	4-6 Times a Week	7+ Times a Week
Roony's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your satisfaction of the dining options on-campus.

	Strongly Dissatisfied	Slightly Dissatisfied	Neither Satisfied nor Unsatisfied	Slightly Satisfied	Strongly Satisfied
Rooneys Brews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshens Kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate whether you agree or disagree with the following statements that you think would make dining more desirable on RC's campus.

	Strongly Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Strongly Agree
Menu Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ordering and Pick-ups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of Operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate whether you agree or disagree with the following suggested improvements to dining on RC's campus.

	Strongly Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Strongly Agree
Meeting Dietary Needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More Meal Swipes per Week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved hours (Late Hours, Long Hours)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Menu Items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Dining Locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthier Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ordering and Pick-up Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Dining in Salem

How often do you eat out in Salem?

1-3 Times per Week

4-6 Times per Week

7+ Times per Week

When are you more likely to eat out in Salem?

- Breakfast
- Brunch
- Lunch
- Dinner

Please list the top three places you often dine at around Salem?

1

2

3

Please select the following reasons for your preferred top three dining locations in Salem.

- Friendly Staff

Convenience
- Quality Service

Cheap Price
- Excellent Ordering and Pick-up Services

Menu Variety

Please indicate your agreement or disagreement on the following reasons for your preferred top three dining places in Salem.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Quality Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menu Items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate how much you are willing to spend per month eating out in Salem?

- Less than \$50
- \$50 - \$150

\$150 - \$250

Greater than \$250

Please rate your satisfaction of dining around Salem?

	Extremely Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Extremely Satisfied
Good Dining Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient Locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of Operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Menu Items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select the following suggested improvements regarding dining in Salem.

More Menu Variety

Cheaper Prices

New Dining Options

Convenient Locations

Longer Operation Hours

Options that Accommodate for Dietary Needs

Entertainment in Roanoke College

Which on-campus entertainment options do you mostly take part in?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Outdoor Adventures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Back Quad Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports Events (e.g., Tournaments)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Department Organized Events (e.g., Scavenger Hunt)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large Scale Events (e.g., Prez Ball)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club Organized Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you take part in on-campus events?

1-2 Times per Week

3-5 Times per Month

5-8 Times per Semester

I don't attend on-campus events

I attend all on-campus events

Rate your satisfaction of entertainment on-campus?

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied
Entertainment Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement of Entertainments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Common spaces for Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Entertainment Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate whether you think on-campus entertainment needs improvement?

Yes, Include a suggestion:

No

Entertainment in Salem

Lastly, moving to entertainment in Salem.

Indicate how often you travel off campus to find entertainment?

Very Often

Somewhat Often

Not often

Not at all

Indicate if you have attended the following local entertainment options

	Yes	No
The Roanoke Star	<input type="radio"/>	<input type="radio"/>
Valley View Mall	<input type="radio"/>	<input type="radio"/>
Tanglewood Mall	<input type="radio"/>	<input type="radio"/>
Cheddar's	<input type="radio"/>	<input type="radio"/>
Mac & Bob's	<input type="radio"/>	<input type="radio"/>
Macado's	<input type="radio"/>	<input type="radio"/>
Mama Maria's	<input type="radio"/>	<input type="radio"/>
El Rodeo	<input type="radio"/>	<input type="radio"/>
Downtown Roanoke	<input type="radio"/>	<input type="radio"/>
Valley View Grande Theatre	<input type="radio"/>	<input type="radio"/>
Grandlin Theatre	<input type="radio"/>	<input type="radio"/>
Burgland Center	<input type="radio"/>	<input type="radio"/>

Indicate your willingness of participation in the local events below.

	Very likely to attend	Somewhat likely to attend	Not very likely to attend	Will not be willing to attend
Olde Salem Days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salem Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerts at Salem Civic Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salem Red Sox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very likely to attend	Somewhat likely to attend	Not very likely to attend	Will not be willing to attend
Salem Farmers Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate what entertainment options you would like to see in Salem.

Demographics

Please indicate your gender

Male

Female

Non-binary / third gender

Prefer not to say

How old are you?

Please indicate your race

White

Black or African American

American Indian or Alaska Native

Asian

Native Hawaiian or Pacific Islander

Middle Eastern

Other:

Prefer not to say

Please indicate your religion

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