The topic I chose for my survey was the food choices that UK has and if students were satisfied with those choices. I chose this topic because whenever I am in the Student Center it seems as if students were always complaining about food choices and students were always lined up in the same lines for food. I thought this would be a great way to see what students really thought about the food choices they had on campus.

The way I chose my participants was the easier way that there is these days, a social network. I put the link of my survey on Twitter and Facebook so that my peers could respond to it. I was surprised to find that it took me so long to get 25 people to respond because I have more 500 friends on each social network. I would definitely say that it was not a simple random sample because many of the people on the social networks did not attend UK so it made it so there were many errors within my sample. The survey had coverage error because not all UK students had an equal chance of being surveyed and non-response area because I could not survey people who would have been eligible.

My rating scale is what I expected it to be because the places that were ranked the highest or most favorable were places that you see students lined up for at lunchtime. The order went as follows (going from most favorable to least): Chik-Fil-A, Subway, Panda Express, Sbarro, and Ovid’s express.

With my open-ended question I received a variety of different answers. I asked what the students would like to see added and what I found was that some would like to see a
soup and salad bar that would be self serves. A couple people said they would like to see a smoothie place so that it was quick and filling. Most people who responded to the survey said they would like a burger place or fast food place. The most frequent answer was tied for Taco Bell and Wendy’s at three followed by McDonald’s.

The population of the multiple choice question was UK Students, the sample was 25, 52.4% said they were satisfied with the food choices and 50% said they were not. The parameter is unknown. When we find a 80% confidence interval we find that our true proportion would be 52.4% plus or minus .2.