

**Focus Group Snack Provisions**

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Data Assignment (Quantitative)

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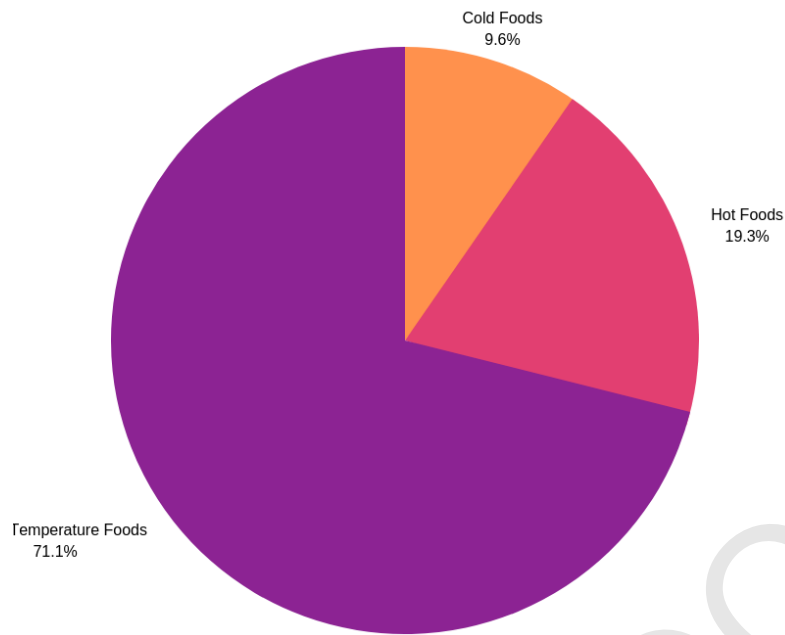
## DESCRIPTION

The following analysis presents the results of 53 focus group designs from a research methods class. Students were asked to design focus groups and include potential food and beverage options for participants. The research question posed is: when designing focus groups, which food and beverage choices do students see as appropriate and enticing?

## ANALYSIS

When designing focus groups, the majority of students offered more than one food and/or beverage option. For this study, each item was counted under a compatible category. The largest category of food items was “room temperature foods” (71.1%, 54) which included non-specific answers such as “some food” or staples such as fruit and veggie trays and accounted for almost three-fourths of all answers. The remaining answers were divided between “hot foods” (19.3%, 16) and “cold foods” (9.6%, 8) which accounted for approximately one-eighth of all foods listed in the findings. Beverage options most often fell under the “other” category (35.6%, 32), which included tea, lemonade, and unspecified beverage options and accounted for approximately one-third of all answers. “Water” (33.3%, 30) was nearly as popular and fell in at exactly one-third of all beverages mentioned. “Coffee” (23.3%, 21) was most likely to be offered during morning focus groups, but still offered almost four times as often as “soda” (7.8%, 7).

### VISUAL DATA REPRESENTATIONS



**Cold Foods: f=8**

**Hot Foods: f=16**

**Room Temperature Foods: f=54**

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**Soda: f=7**  
**Coffee: f=21**  
**Water: f=30**  
**Other: f=32**

