



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Student Shop Market Survey 2019

Career Development Centre

Student Affairs Office

Introduction

The Student Shop Market Survey 2019 was conducted by the Career Development Centre, Student Affairs Office. The aim of the survey is to better understand UM member's opinions on student shops on campus and to provide reference to the participants of the Campus Entrepreneurship Program – Student Shop Competition. Data were collected from 25 October to 7 November 2019.

Sample characteristics

	Count	%
Undergraduate student	1039	53.2
Postgraduate student	645	33.0
Academic staff	73	3.7
Administrative staff	196	10.0
Total sample size*	1953	100.0

* 25 cases are discarded due to incomplete responses

How often do you buy the following on campus per week?

	Breakfast %	Lunch %	Dinner %	Snacks %
Never	71.6	39.6	51.4	23.1
1-2 times	11.5	21.7	18.8	28.1
3-4 times	8.8	15.3	13.3	24.9
5 times	4.1	11.3	7.6	11.7
Above 5	3.9	12.2	8.9	12.2
Mean (times)	0.94	2.23	1.71	2.88

How often do you use snacks to substitute a regular meal on campus?

	Count	%
Never	726	37.2
1-2 times	747	38.2
3-4 times	315	16.1
5 times	98	5.0
Above 5	67	3.4
Total	1953	100.0

What specific food/drinks do you want to find in the student shop located at E31-G020 in future?

	Count	%
正餐 (午餐或晚餐)	104	8.1
輕食 簡餐	31	2.4
速食, 外帶, 便當	106	8.3
早餐 下午茶 宵夜	24	1.9
麥當勞	41	3.2
漢堡薯條	33	2.6
湯面	54	4.2
麵包 三文治	54	4.2
粥, 拉腸	19	1.5
水餃, 餃子, 包子	21	1.6
壽司, 章魚丸子, 關東煮 (日本菜)	31	2.4
炸物	29	2.3
串燒 燒烤	13	1.0
篤篤 (咖哩魚蛋, 香腸)	5	0.4
沙律	26	2.0
夾餅 雞蛋仔 華夫餅	16	1.3
披薩	11	0.9
素食	9	0.7
健康食品	37	2.9
內地菜 (重慶小面, 烤冷面, 冰粉, 土筍凍)	52	4.1
麻辣燙	26	2.0
手抓餅	8	0.6
小食 零食	83	6.5
茶餐廳食品	12	0.9
韓國食品	12	0.9
飯團	6	0.5
糖水	57	4.5
甜點 如蛋糕, 霜淇淋	18	1.5
水果	9	0.7
手搖飲品	181	14.2
豆漿	9	0.7
果汁	18	1.4
咖啡	45	3.5
其他食品	50	3.7
其他飲品	27	2.1
其他	1	0.1
Total	1278	100

What specific food/drinks do you want to find in the student shop located at N8-G/F in future?

	Count	%
正餐 (午餐或晚餐)	66	6.0
輕食 簡餐	68	6.2
速食, 外帶, 便當	54	4.9
早餐宵夜	12	1.1
麥當勞	38	3.5
漢堡薯條	22	2.0
湯面	23	2.1
麵包 三文治	66	6.0
粥, 拉腸	3	0.3
水餃, 餃子, 包子	8	0.7
壽司, 章魚丸子, 關東煮 (日本菜)	16	1.5
炸物	13	1.2
串燒 燒烤	7	0.6
篤篤 (咖哩魚蛋, 香腸)	8	0.7
沙律	61	5.5
夾餅 雞蛋仔 華夫餅	4	0.4
披薩	1	0.1
素食	6	0.5
健康食品	59	5.4
內地菜 (重慶小面, 烤冷面, 冰粉, 土筍凍, etc)	13	1.2
麻辣燙	3	0.3
手抓餅	1	0.1
小食 零食	47	4.3
食堂 茶餐廳	9	0.8
飯團	5	0.5
水果	14	1.3
手搖飲品	107	9.7
豆漿	6	0.5
果汁	36	3.3
咖啡	30	2.7
蛋白質類食品, 健康食品, 營養餐, 減脂餐	63	5.7
功能飲料 能量飲品	61	5.5
熱食 hot food	18	1.6
汽水	7	0.6
水	13	1.2
其他食品	37	3.4
其他飲品	37	3.4
其他	16	1.5
Total	1100	100.0