

Food and Dining Services Survey Results Winter 2018



McGill



Student Housing and
Hospitality Services

Service de logement
étudiant et d'hôtellerie

About the Survey

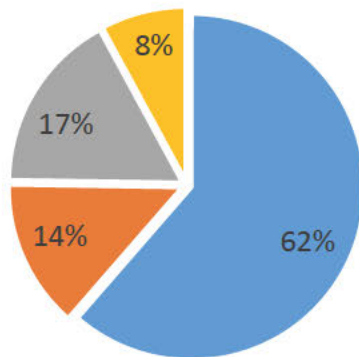
- In the Winter 2018 term, a random sample of **10 689 members of the McGill community** was invited to share their feedback and general impressions about their experience eating on campus as well as their interest in future food concepts.
- The overall participation rate was **13.6%**
- Results have a +/- 2.46 % margin of error, 19 times out of 20
- The purpose of the survey was to better understand the needs/expectations of the McGill community and identify opportunities for improvement in order to enhance services offered.

Respondents Profile

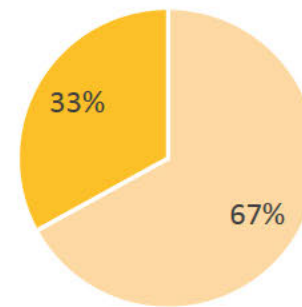
Respondent Profile (those who answered the survey)

		Student in residence (on meal plan)		Student in residence (NOT on meal plan)		Student NOT in residence		Academic staff		Non-academic staff		Grand Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Q1 Which of the following best describes you?	A student living in a McGill residence on a mandatory meal plan	146	100%									146	11%
	A student living in a McGill residence not on a mandatory meal plan			35	100%							35	3%
	A student not living in a McGill residence					853	100%					853	62%
	An employee with an academic appointment							113	100%			113	8%
	Any other employee									236	100%	236	17%
	Total		146	100%	35	100%	853	100%	113	100%	236	100%	1,383
Q2 What is your gender identity?	Woman	106	73%	22	63%	563	66%	58	51%	170	72%	919	67%
	Man	40	27%	12	34%	279	33%	54	48%	66	28%	451	33%
	Another gender identity			1	3%	8	1%	1	1%			10	1%
	Total		146	100%	35	100%	850	100%	113	100%	236	100%	1,380

Status



Gender



■ Female ■ Male ■

■ Non Resident Students ■ Resident Students ■ Staff ■ Faculty

While on campus, how often do you obtain food and beverages from each of the following sources?

ALL GROUPS

Purchase frequency - Overall

Sample group: All | Role at McGill: All | (n=1,379 to 1,383)



How often do you obtain food and beverages on campus food locations
 Resident students vs non-resident students vs staff and faculty

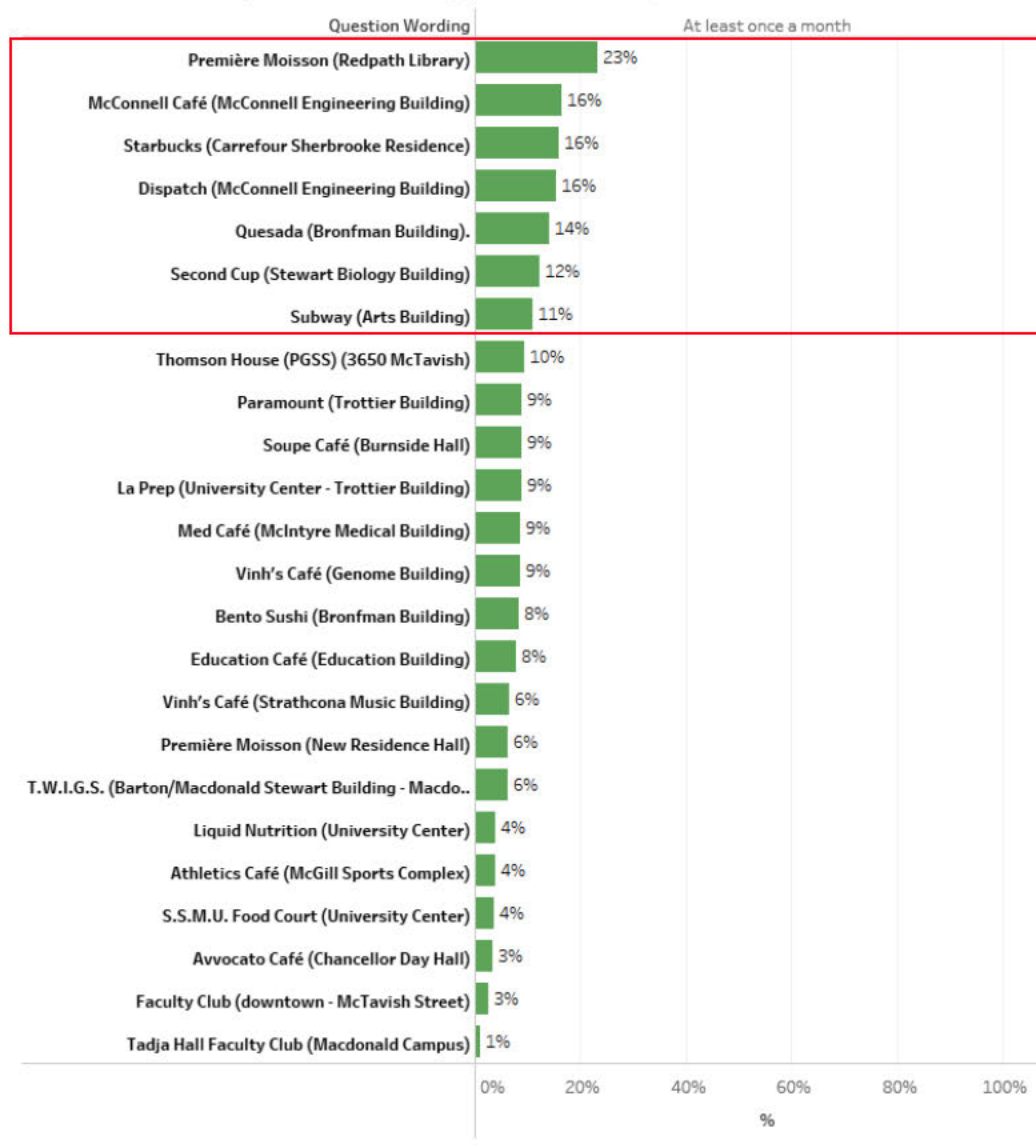
Types of Respondents						
	Resident students on a mandatory meal plan		Students not on a meal plan		Staff and faculty	
Frequency of purchase from ANY of the food service locations on campus	%	N	%	N	%	N
4 or more times per week	95%	139	8%	66	6%	19
1 to 3 times per week	3%	5	32%	258	20%	67
1 to 4 times per month	1%	2	31%	254	26%	87
Less than once a month			21%	172	32%	107
Never			8%	67	16%	52

Purchasing Frequency
ON CAMPUS (RETAIL) LOCATIONS

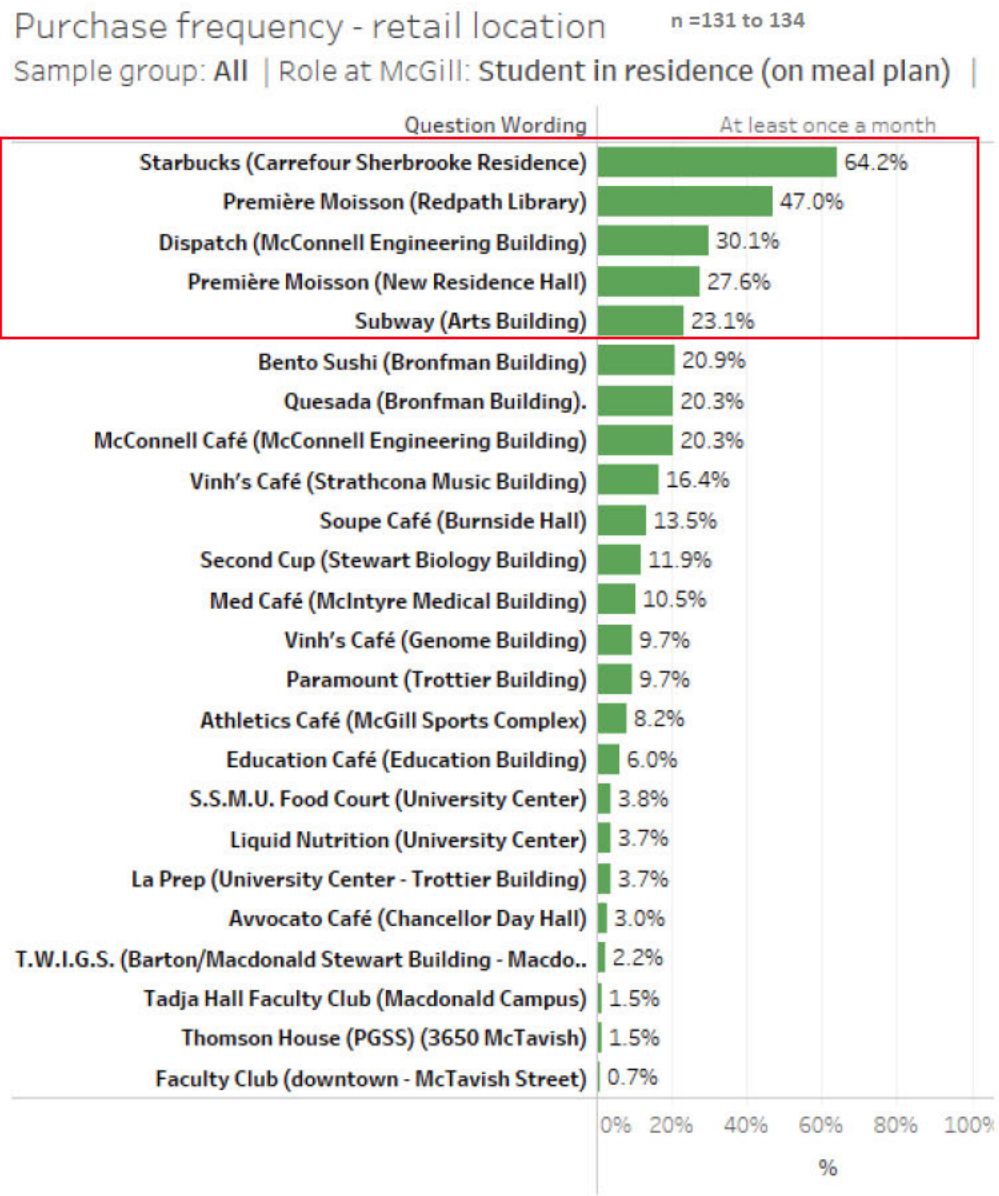
How often do you purchase something from each of the following food service locations on either campuses ALL GROUPS

Purchase frequency - retail location

Sample group: Main | Role at McGill: All | (n=1,185 to 1,198)



How often do you purchase something from each of the following food service locations on either campuses RESIDENT STUDENTS on Meal Plan

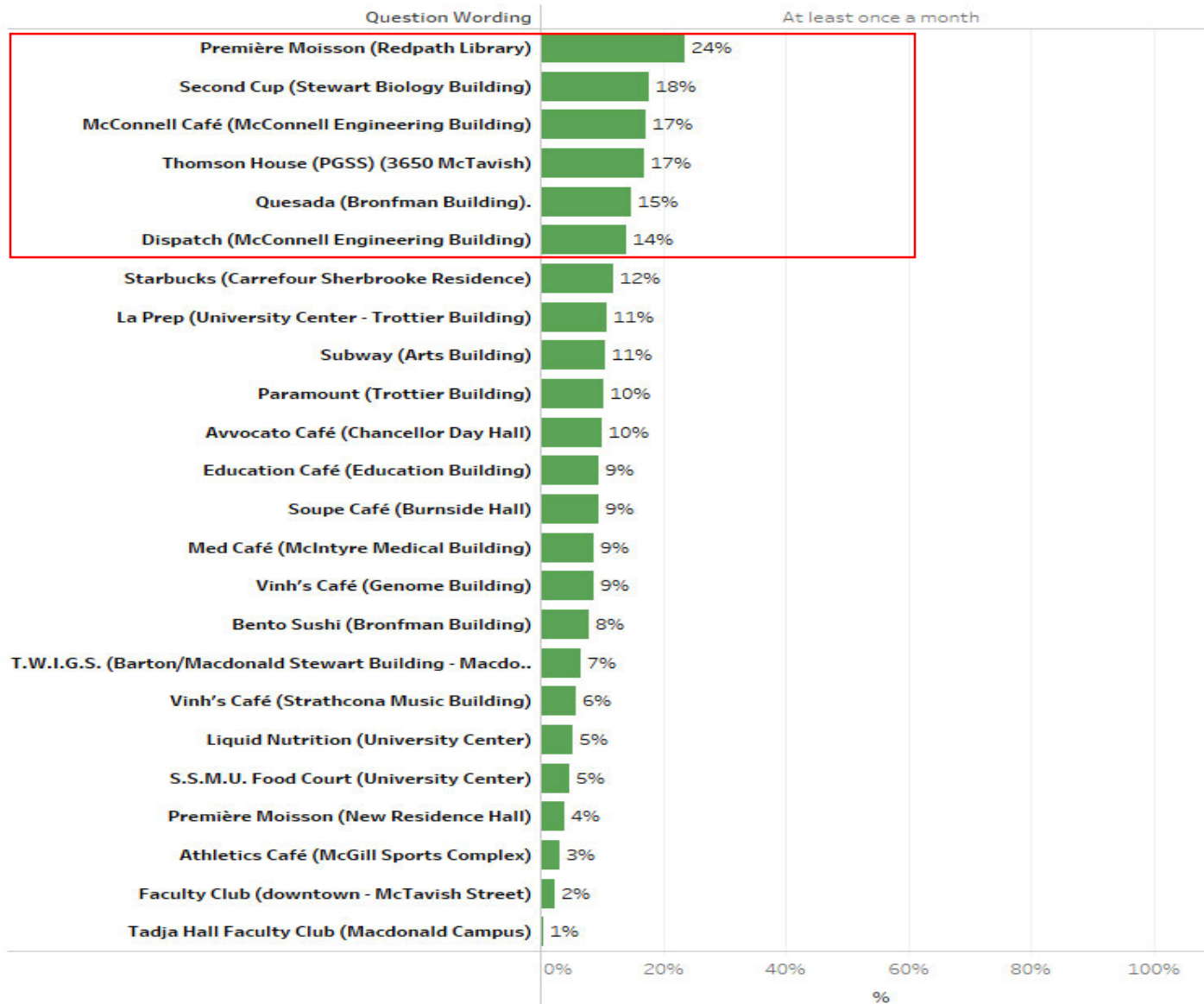


How often do you purchase something from each of the following food service locations on either campuses

Non Resident STUDENTS

Purchase frequency - retail location

Sample group: All | Role at McGill: Student NOT in residence | (n=792 to 802)



Overall Evaluation of On Campus Locations

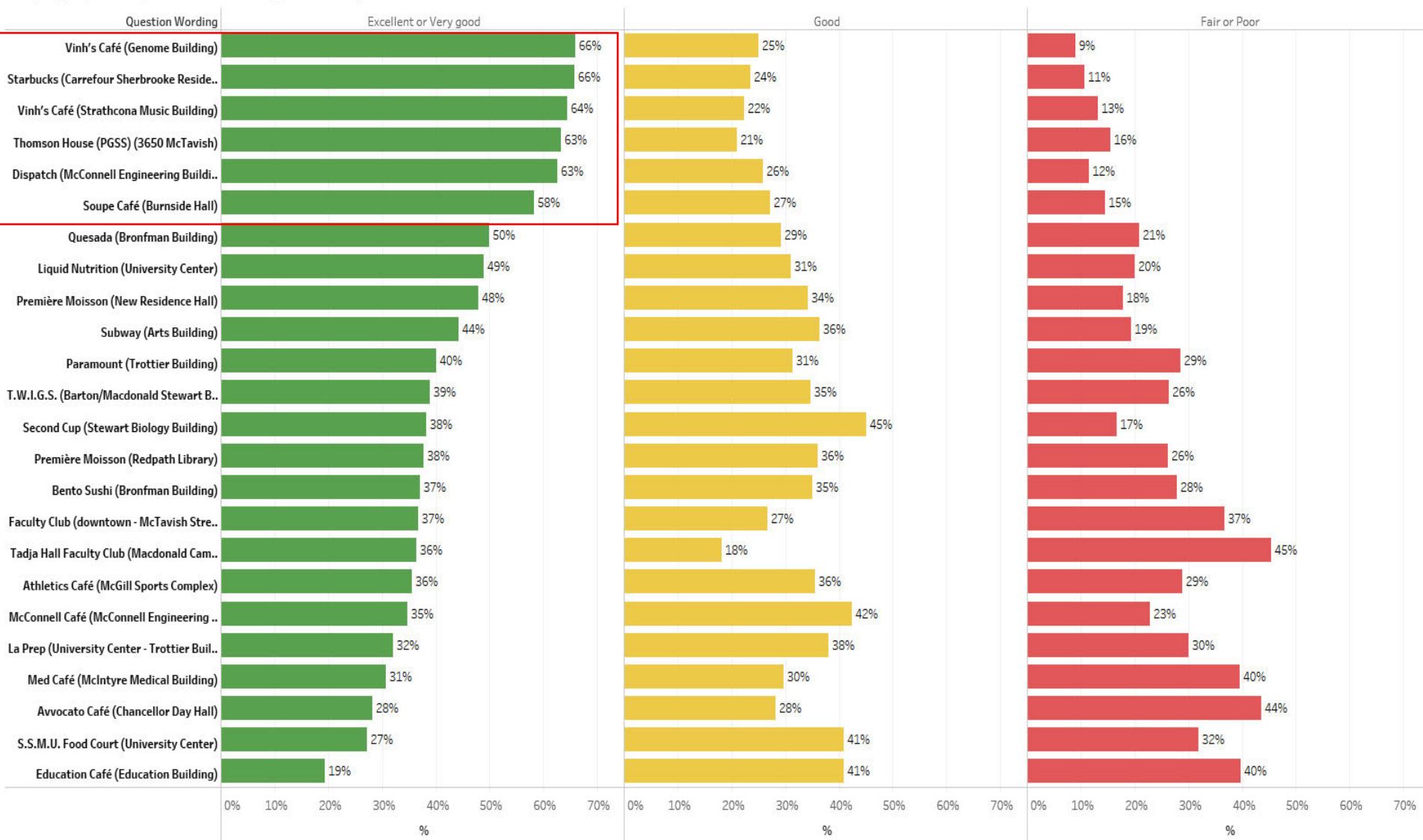
OVERALL, how would you rate the following food service locations?

ALL GROUPS

Overall evaluation - retail location

Only asked of those who frequent the location at least once per month

Sample group: Main | Role at McGill: All | (n=11 to 275)

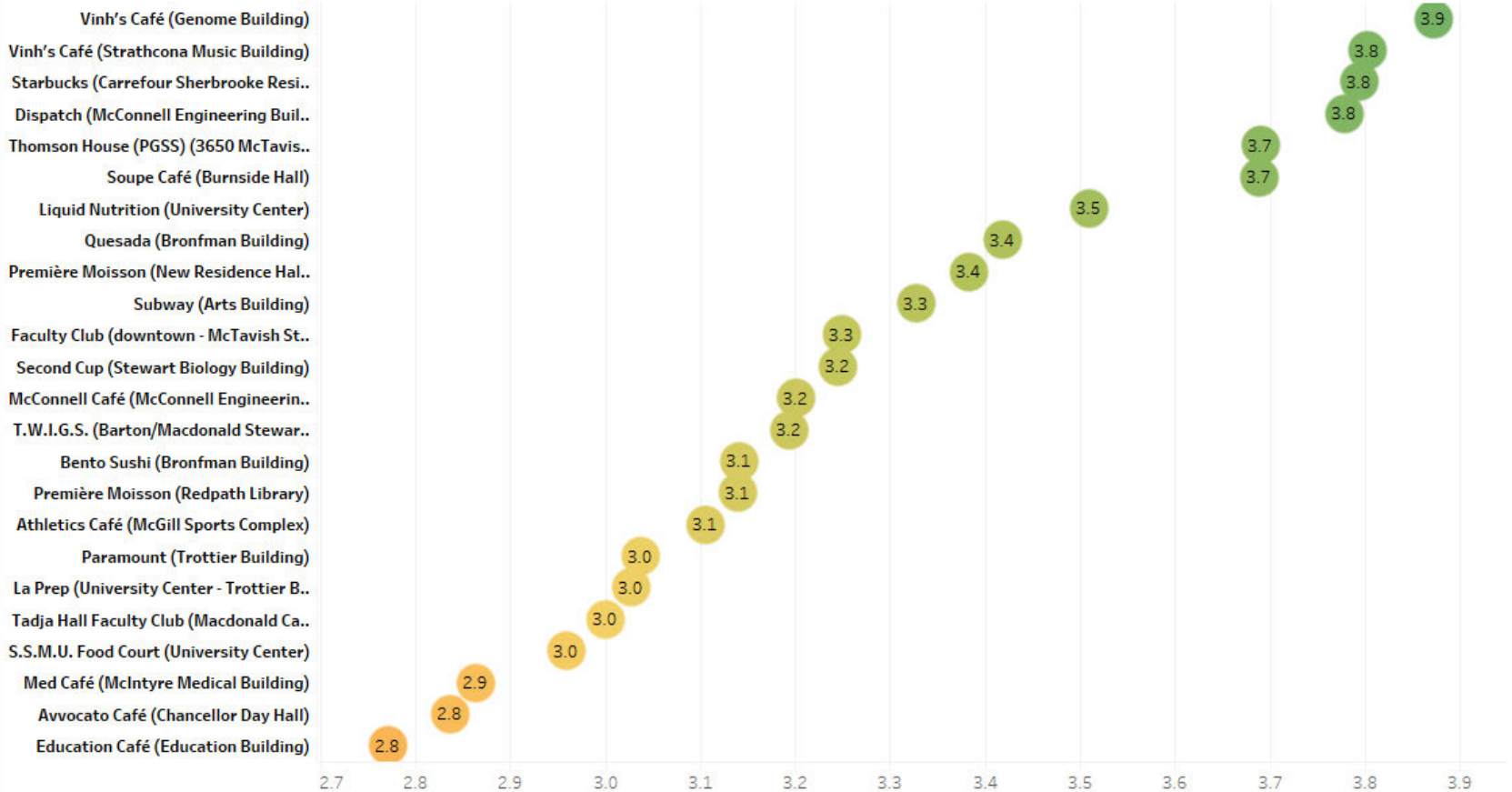


Overall mean evaluation of retail food service locations

Means: Overall evaluation - retail location

Only asked of those who frequent the location at least once per month

Sample group: All | Role at McGill: All | (n=11 to 285)



DINING HALLS

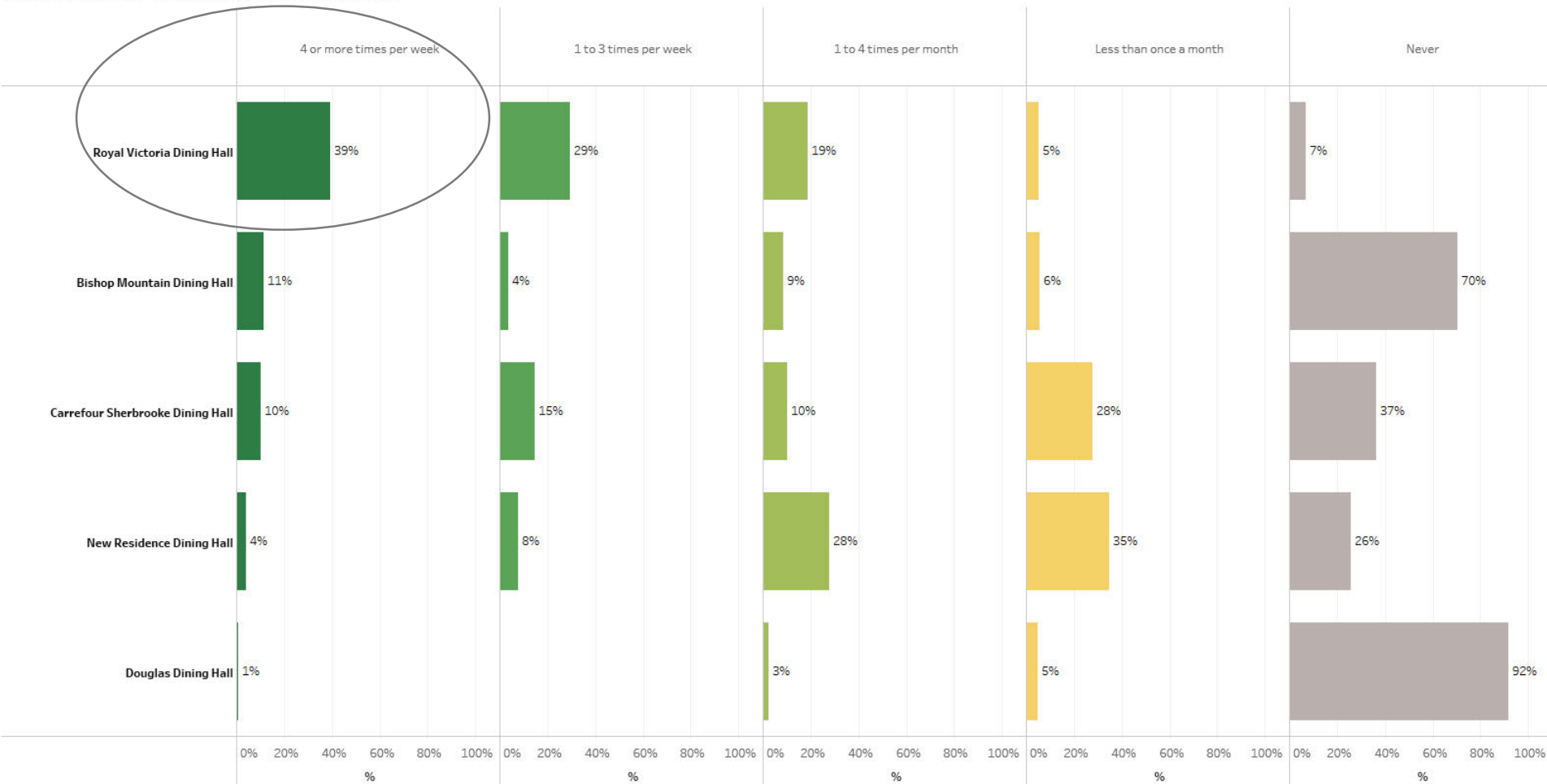
How often do you purchase something from of the residential dining halls (other than your own)?

RESIDENT STUDENTS

Purchase frequency - res dining hall (meal plan)

Choose from 'Question Grouping' filter if you'd like to see results for those not on a meal plan (students/staff), or students who are on a meal plan, or both groups combined.

Sample group: Main | Role at McGill: All | (n=101 to 119)



- Nearly 40% (non-RVC) resident students regularly eat at RVC dining hall (4 or more times per week)
- 10% (non CS) resident students eat at CS dining halls 4 or more times per week

OVERALL, how would you rate each of the residential dining halls?

ALL GROUPS

All

Choose from 'Question Grouping' filter if you'd like to see results for those not on a meal plan (students/staff), or students who are on a meal plan, or both groups combined. Respondents only asked about locations which they frequent at least once a month.

Sample group: Main | Role at McGill: All | (n=56 to 217)



OVERALL, how would you rate each of the residential dining halls?

ALL GROUPS

All

Choose from 'Question Grouping' filter if you'd like to see results for those not on a meal plan (students/staff), or students who are on a meal plan, or both groups combined. Respondents only asked about locations which they frequent at least once a month.

Sample group: Main | Role at McGill: All | (n=56 to 217)

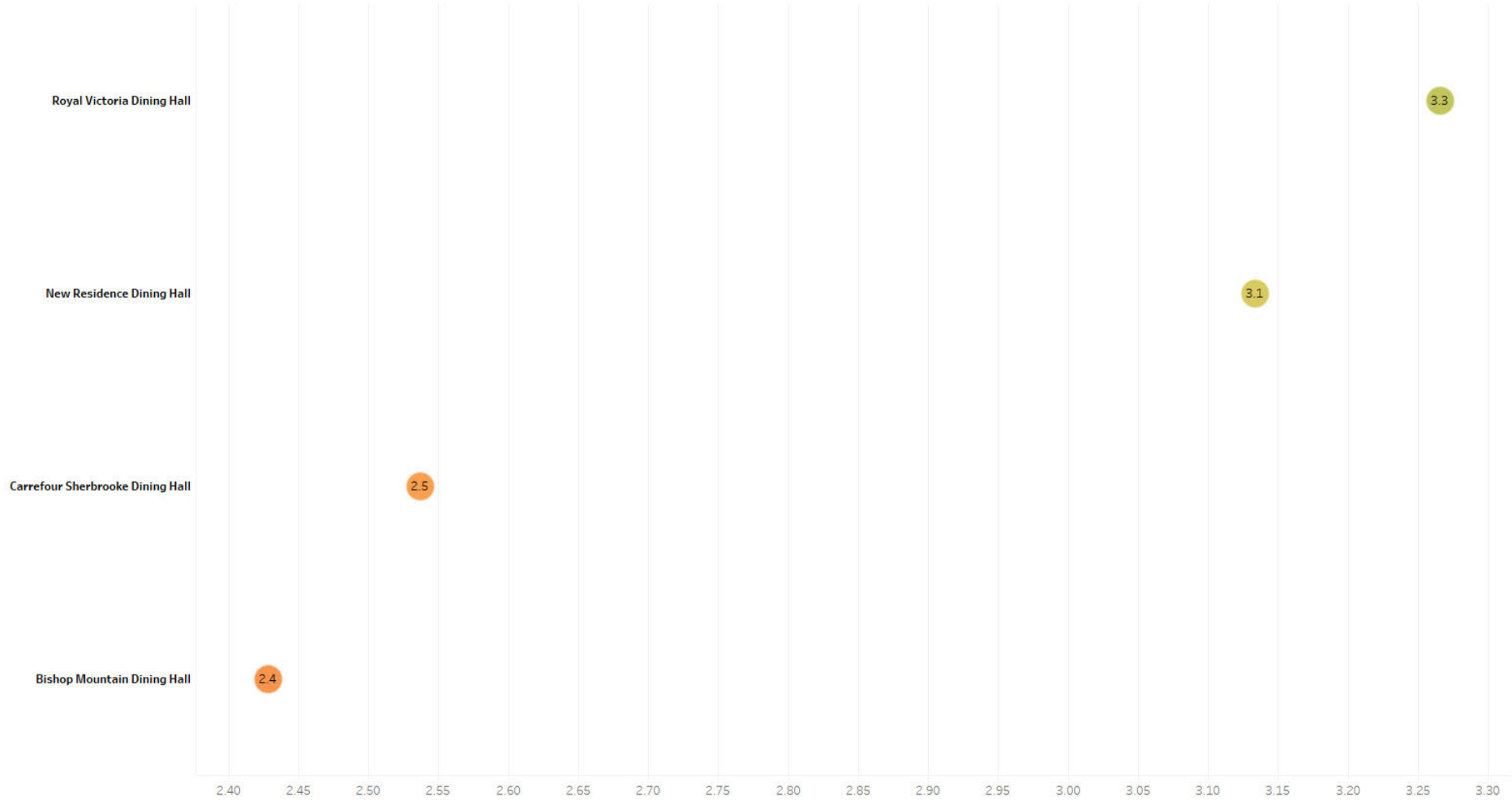


Overall mean evaluation of each of the residential dining halls?

Means: All

Choose from 'Question Grouping' filter if you'd like to see results for those not on a meal plan (students/staff), or students who are on a meal plan, or both groups combined. Respondents only asked about locations which they frequent at least once a month. Means based on: 1=Poor, 2=Fair, 3=Good, 4=Very good, 5=Excellent.

Sample group: All | Role at McGill: All | (n=56 to 218)



DETAILED EVALUATION OF TARGETED ON CAMPUS LOCATIONS



l'art du vrai!
truly authentic!

Première Moisson

Only asked of those who frequent the location at least once a month.

Sample group: Main | Role at McGill: All | (n=258 to 264)

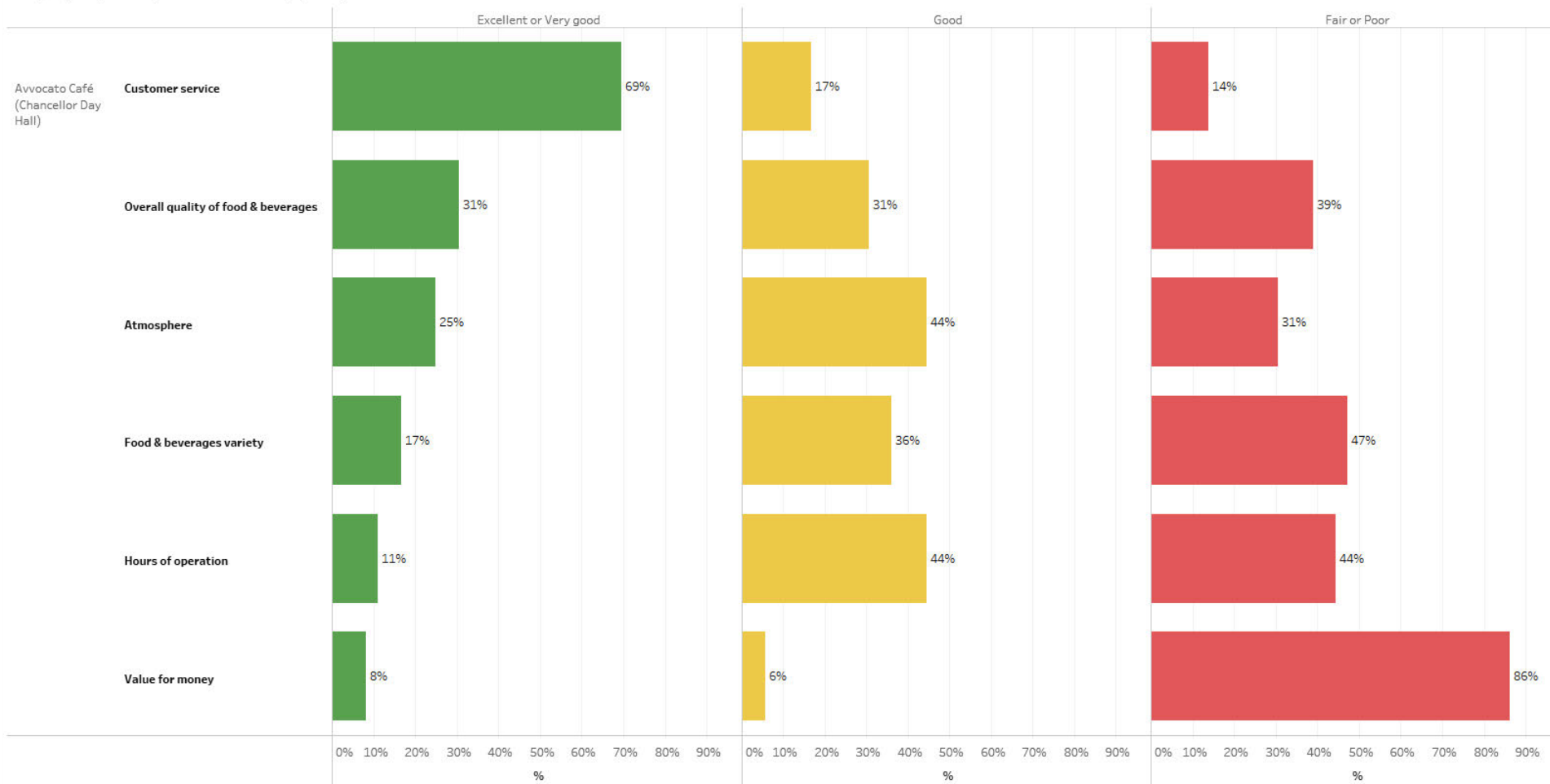


Avvocato Café

Avvocato Café (Chancellor Day Hall)

Only asked of those who frequent the location at least once a month.

Sample group: Main | Role at McGill: All | (n=36)

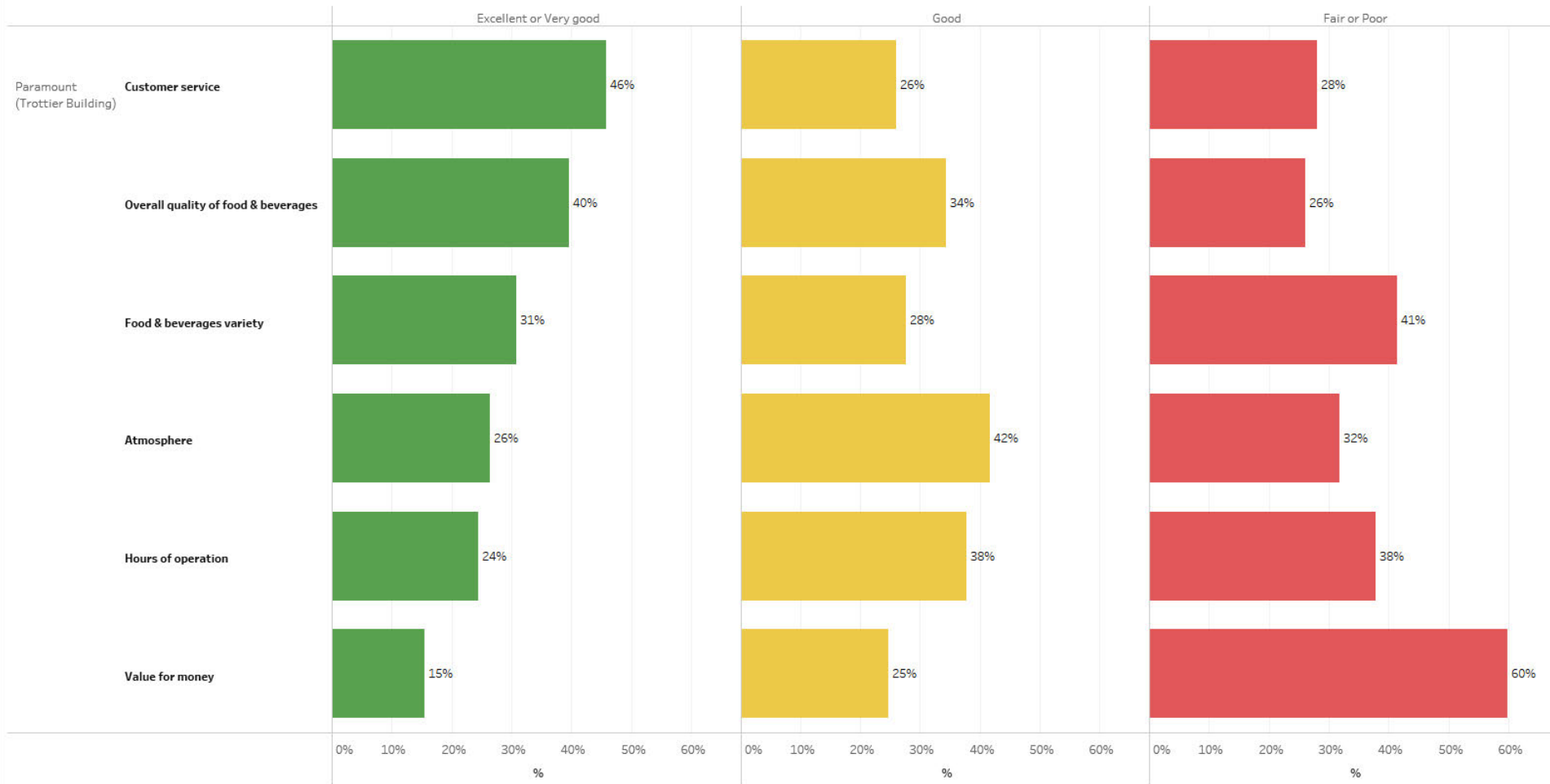


Paramount

Paramount (Trottier Building)

Only asked of those who frequent the location at least once a month.

Sample group: Main | Role at McGill: All | (n=90 to 97)



Education Café

Education Café (Education Building)

Only asked of those who frequent the location at least once a month.

Sample group: Main | Role at McGill: All | (n=82 to 86)

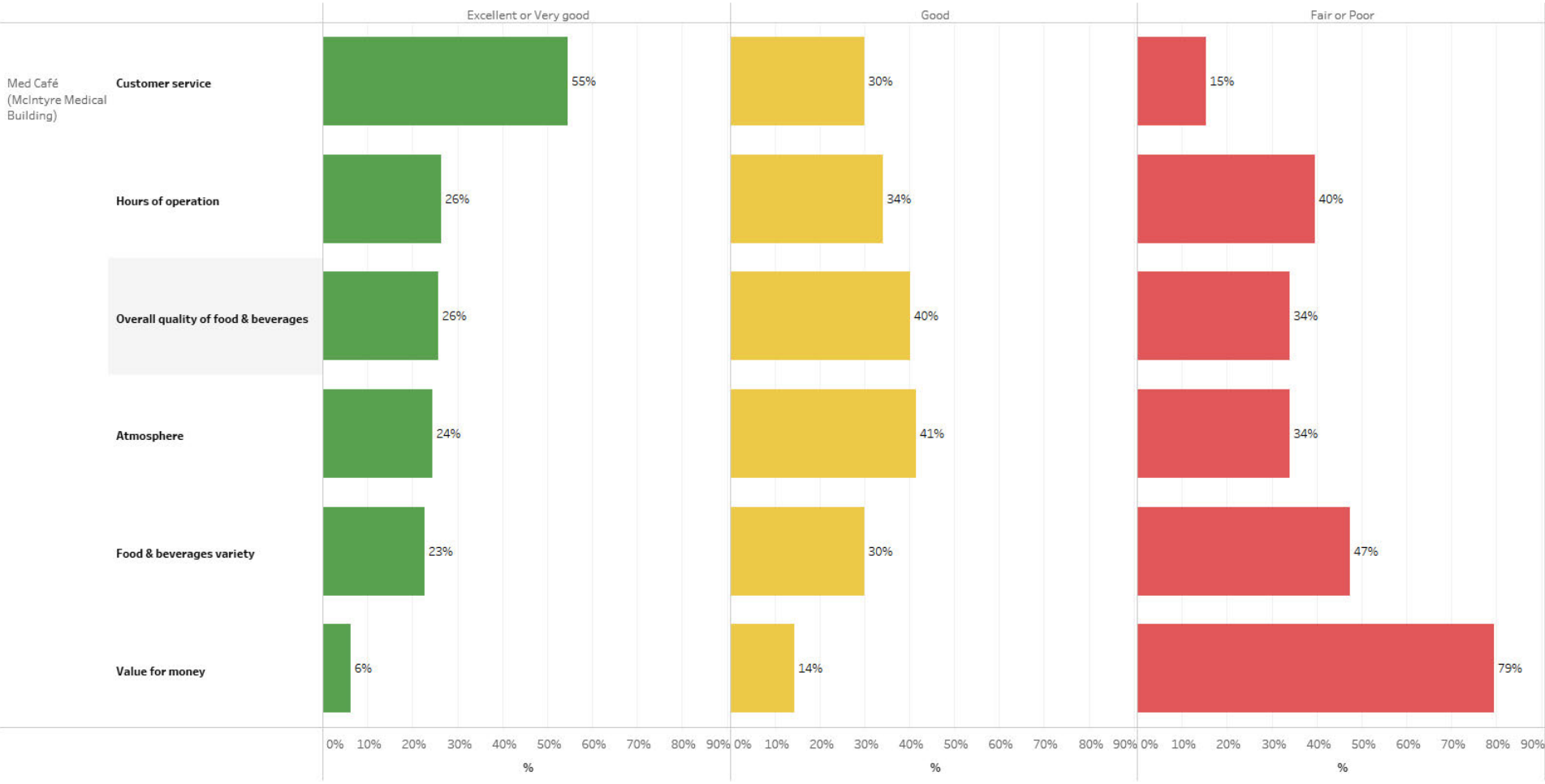


Med Café

Med Café (McIntyre Medical Building)

Only asked of those who frequent the location at least once a month.

Sample group: Main | Role at McGill: All | (n=91 to 97)

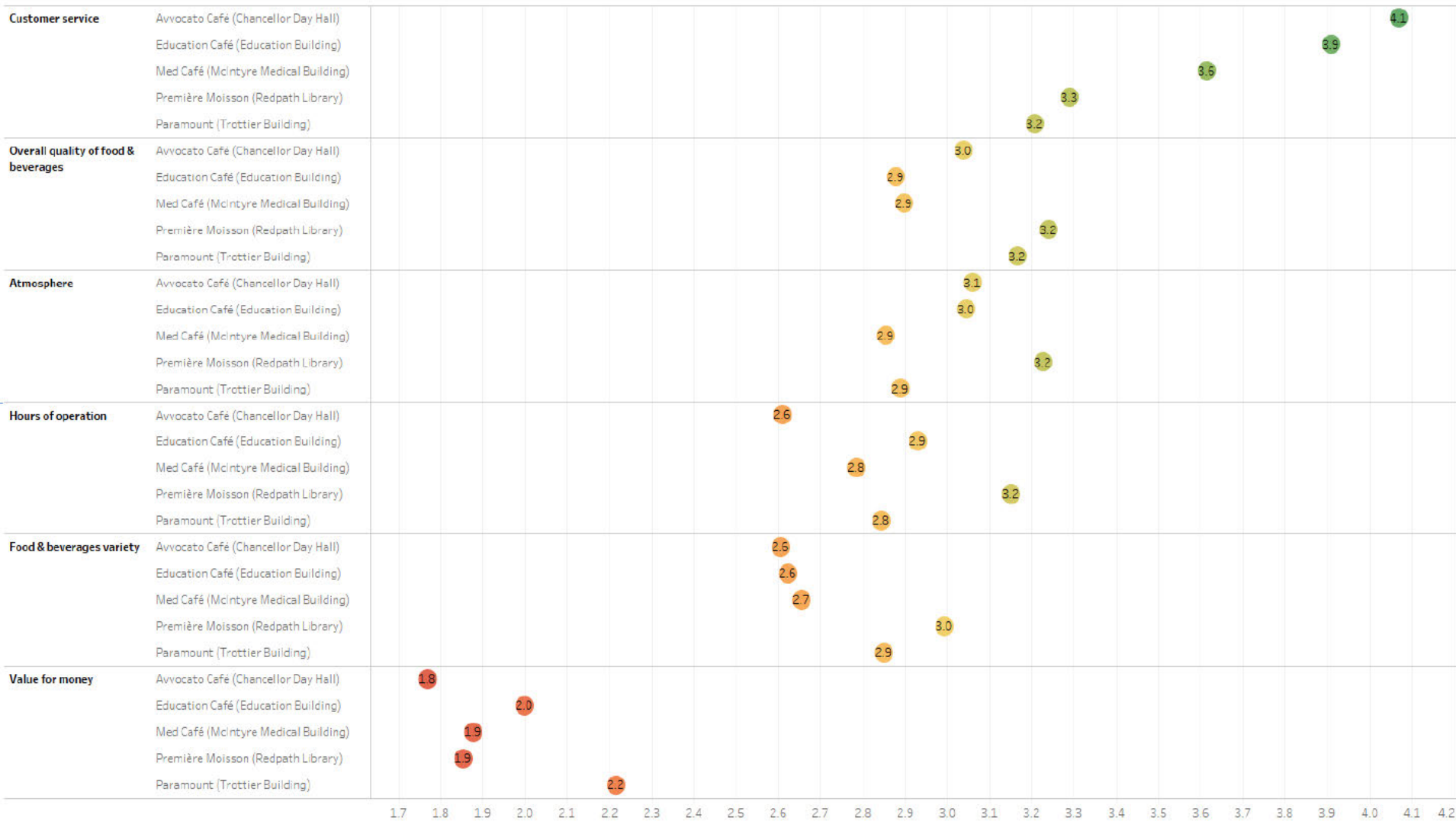


Overall Mean Evaluation of Retail Locations

Means: Avvocato Café (Chancellor Day Hall), Education Café (Education Building), Med Café (McIntyre Medical Building) and 2 more

Only asked of those who frequent the location at least once a month. Mean based on: 1=Poor, 2=Fair, 3=Good, 4=Very good, 5=Excellent.

Sample group: All | Role at McGill: All | (n=86 to 274)



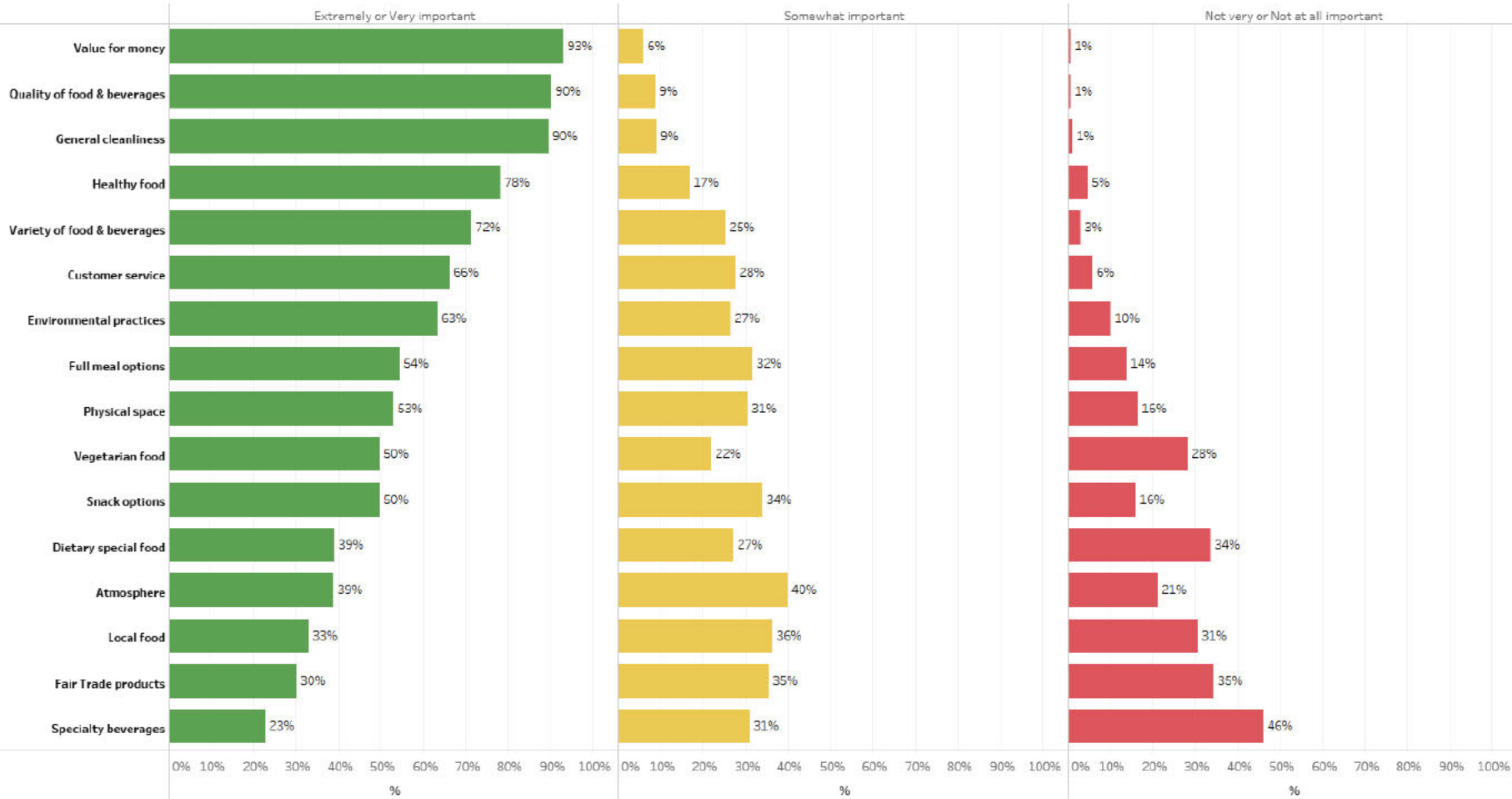
Perceived Importance

In your opinion, how important are the following aspects of food services on campus?

Perceived importance

Only asked of those who purchase from McGill's food service locations on either campus at least once a month (Q5)

Sample group: Main | Role at McGill: All | (n=781 to 788)



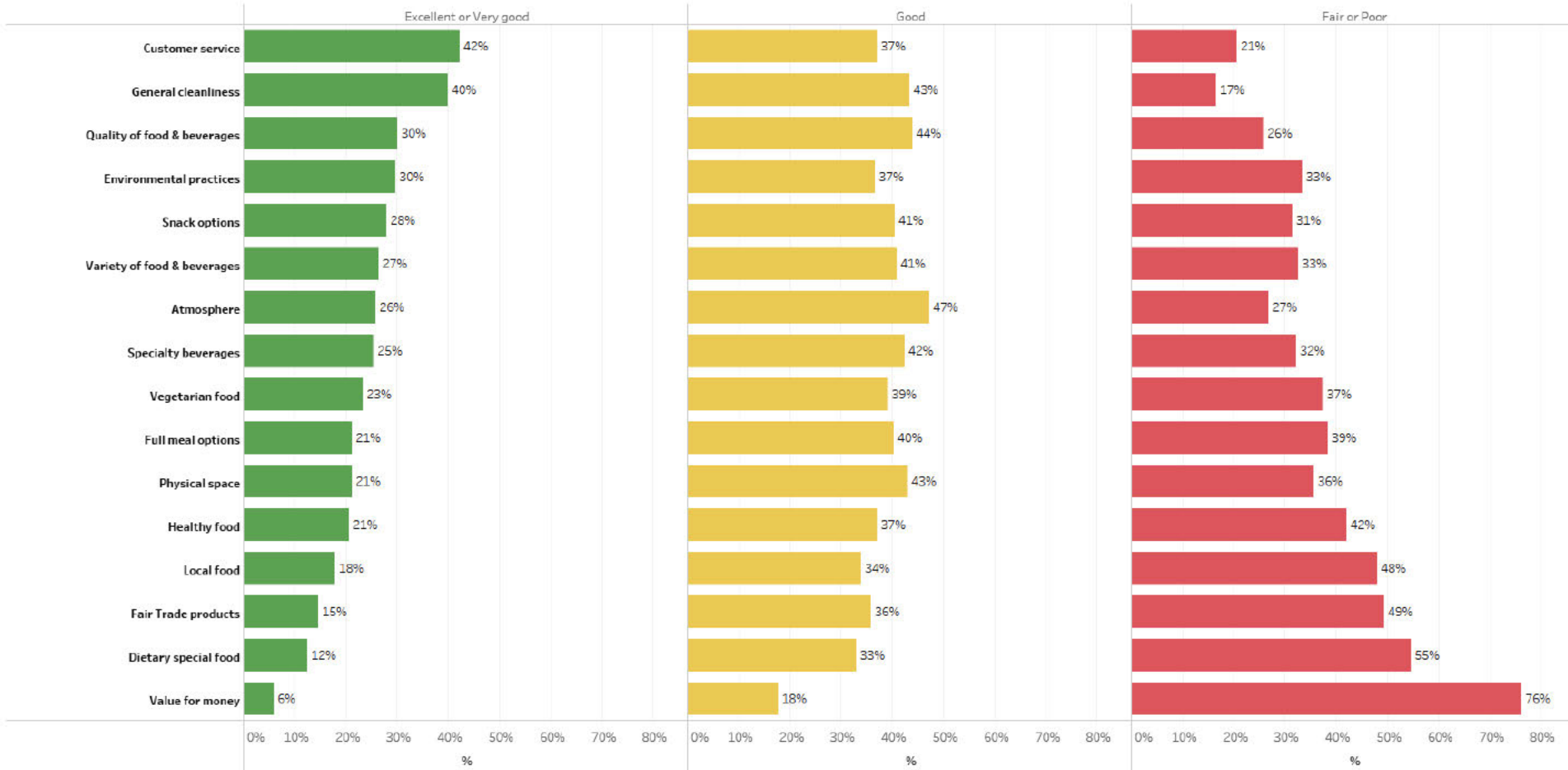
Perceived Performance

In your opinion, what is the performance the following aspects of food services on campus?

Performance

Only asked of those who purchase from McGill's food service locations on either campus at least once a month (Q5). As this question asks about respondents' experience, a 'No opinion' option was available; those who answered 'No opinion' were excluded from the results.

Sample group: Main | Role at McGill: All | (n=469 to 781)



NEW CONCEPTS

NEW CONCEPTS

In which of the following food concepts would you be interested?

New concept	All Groups	Resident Students n=150	Non resident students n=705	Staff and Faculty n=305
Tim Horton's	54%	68%	59%	35%
All you care to eat concept	49%	69%	51%	34%
Vegetarian /vegan concept (Copper Branch)	49%	51%	47%	50%
Premium Salads (Mandy's)	48%	51%	46%	50%
Indian cuisine	46%	53%	44%	48%
Pop-Up food service locations	45%	60%	45%	36%
Thai cuisine	43%	50%	42%	42%
Japanese cuisine	42%	56%	40%	40%
Chinese cuisine	41%	59%	41%	34%
Middle Eastern cuisine	39%	42%	41%	34%