



McGill Food and Dining Services Survey Results 2013

Prepared by : **Monique Lauzon P.Dt.**
Marketing and Nutrition Advisor
McGill Food and Dining Services

In Collaboration with **Isabelle Carreau and Mark Michaud**
Senior Planning Analysts
McGill Planning and Institutional Analysis Office



MFDS Annual Survey

- The on-line survey was done in partnership with McGill Planning and Institutional Analysis Office
- 8000 members of the McGill community were invited to participate in the 2013 survey from March 1- 29, 2013
- The participation rate was 18%
- Results have a 2.3% margin of error, 19 times out of 20



Main Objectives Are To:

- Measure food and dining services habits and practices on both the downtown and Macdonald campuses for 2013 and benchmark results with previous years (2011- 2012)
- Understand the frequency of use of the different food service locations
- Measure Food and Dining Services' performance on a number of important criteria such as: food offering, overall quality, customer service experience, price and perceived value and others.
- Identify areas of opportunities for improvement

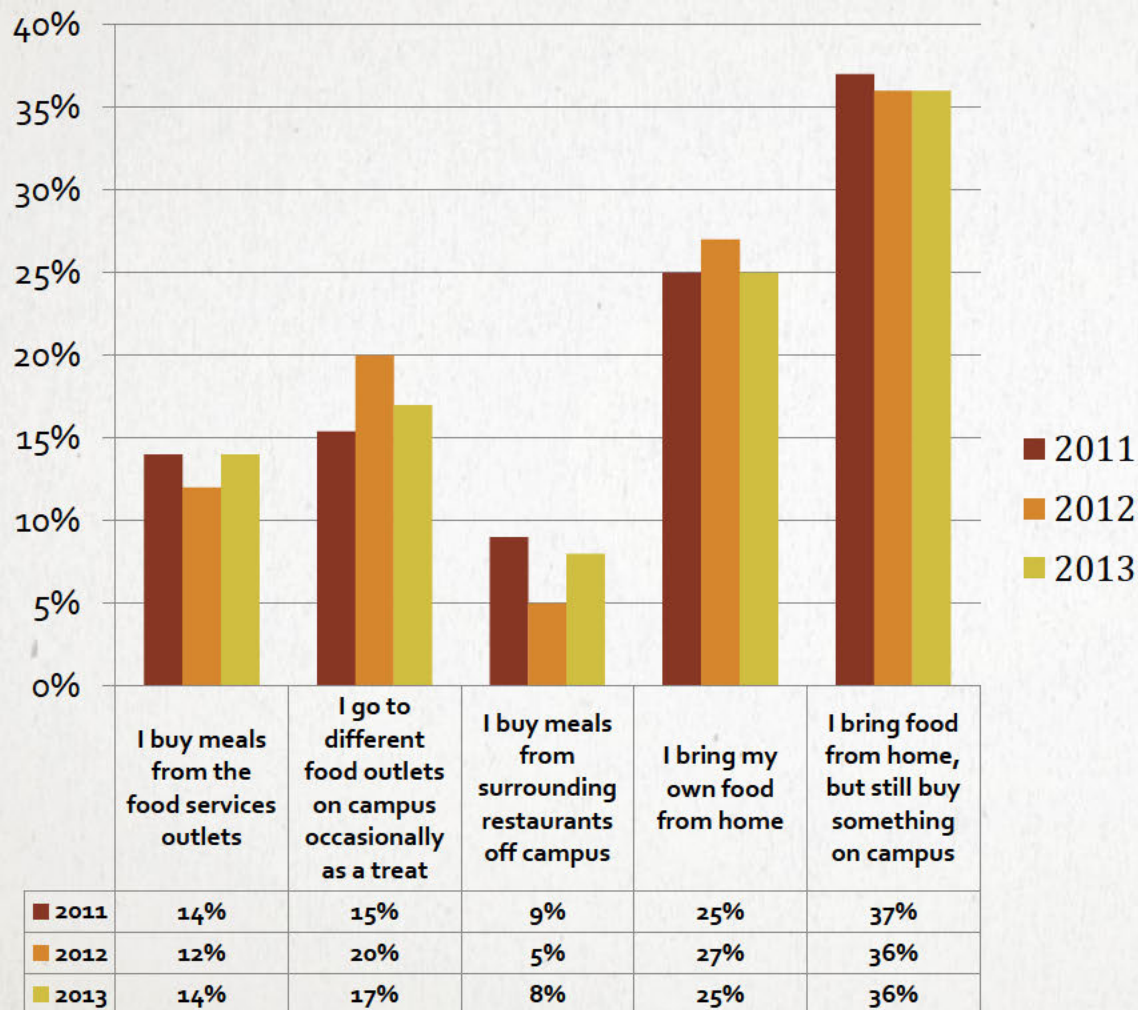


Respondents Profile

		2011 n= 1720	2012 n= 1321	2013 n=1435
Gender	Male	34%	31%	36%
	Female	65%	68%	64%
Status	Faculty	5%	4%	7%
	Staff	10%	10%	10%
	Students	85%	85%	83%
Living in Residence	Yes	51%	55%	58%
	No	49%	45%	42%



Which of these sentences BEST describes your eating habits ?



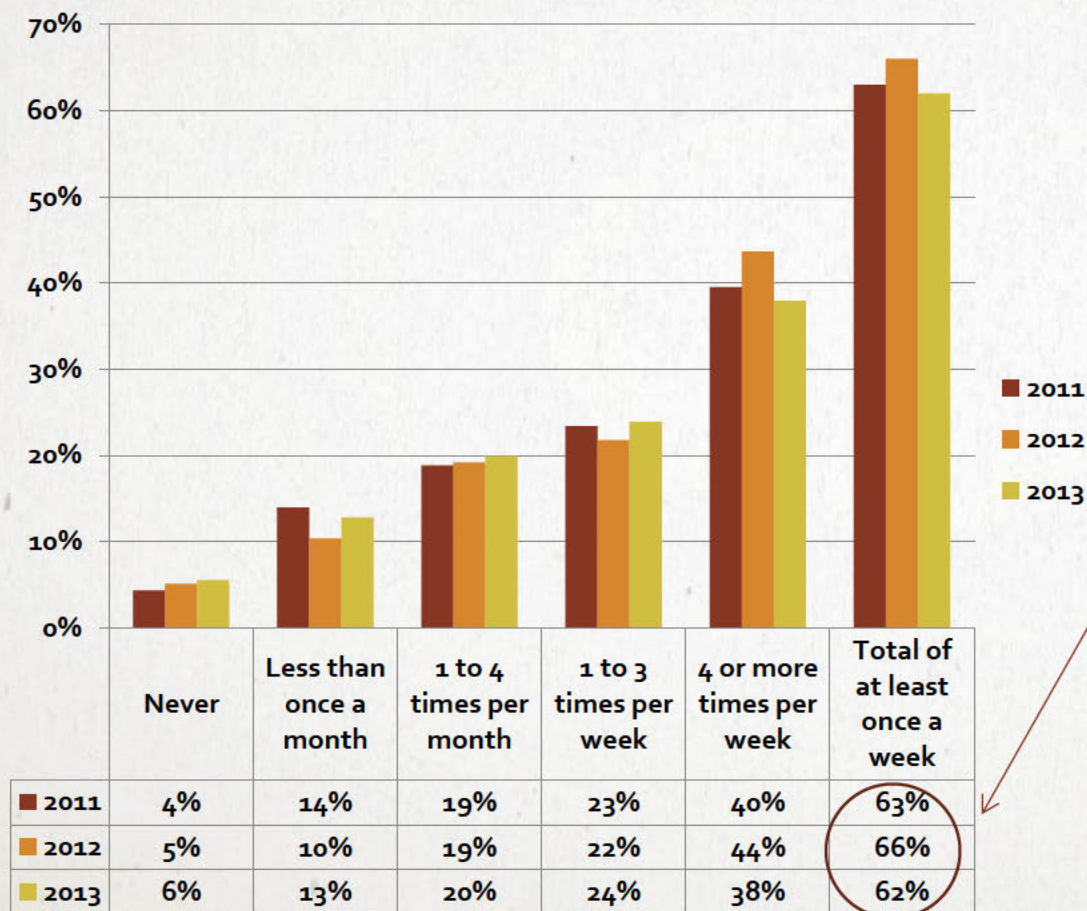
Habits and Practices

The results exclude all students living in residence and on a mandatory meal plan

The most popular and stable trend at McGill is to **bring food from home but still buy something on campus** with a score of 37% and 36% in 2011, 2012 and 2013 .



In general, how often do you purchase something from any of the food service locations on either one of the campuses (downtown or Macdonald)?



Frequency of Visits Overall

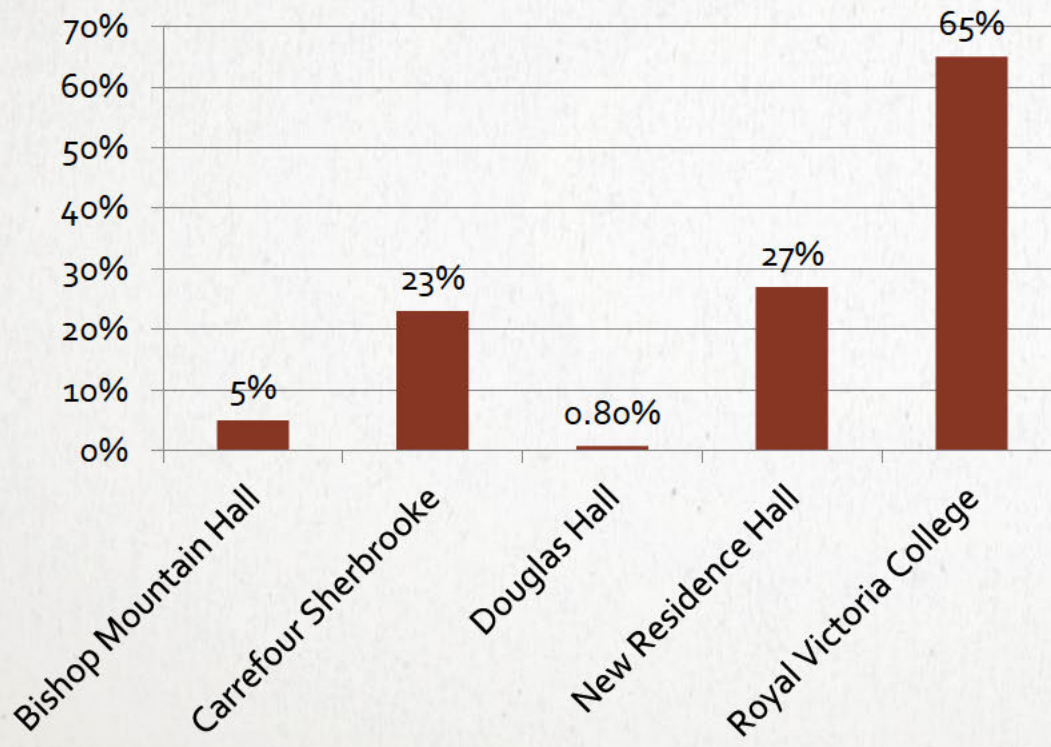
Regular customers are defined as those who purchase something on a **weekly basis**.

Almost **2/3** of the respondents are **weekly customers** of food and dining services on campus.



Excluding your home based dining halls, how often do you purchase something in the other residential dining halls?

■ Percentage who reported purchasing at least once a month

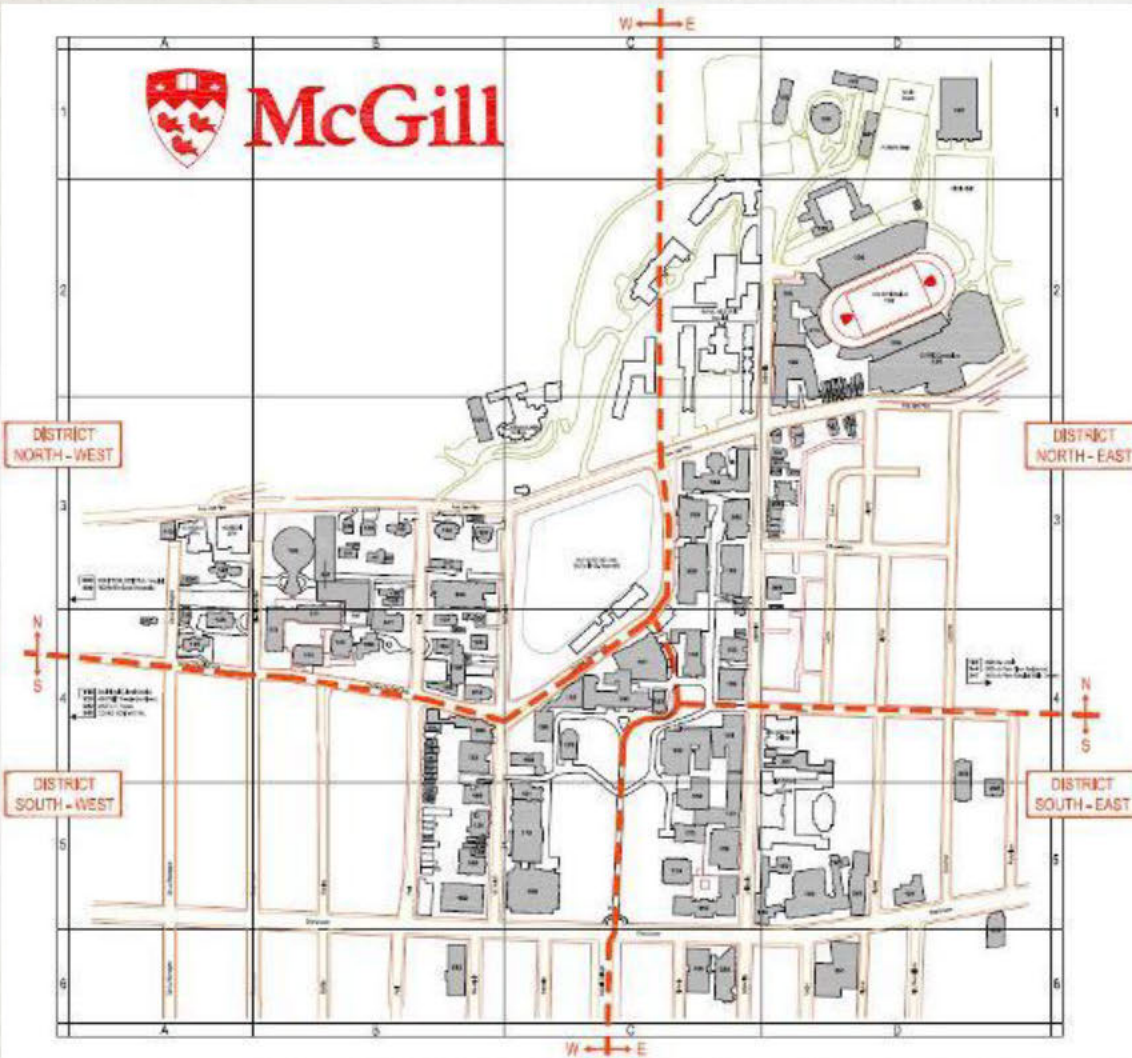


Frequency of Visits Residential Dining Halls

Students on a Mandatory Meal Plan ONLY

- 65% of resident students living in Carrefour Sherbrooke or New Residence Hall reported purchasing something at least once a month at Royal Victoria College Dining Hall.
- Only 5% reported to do so at Bishop Mountain Dining Hall.
- 27% and 23% of resident students living in Upper Residence, Royal Victoria College and University Hall reported purchasing something at least once a month at New Residence Hall and Carrefour Sherbrooke.



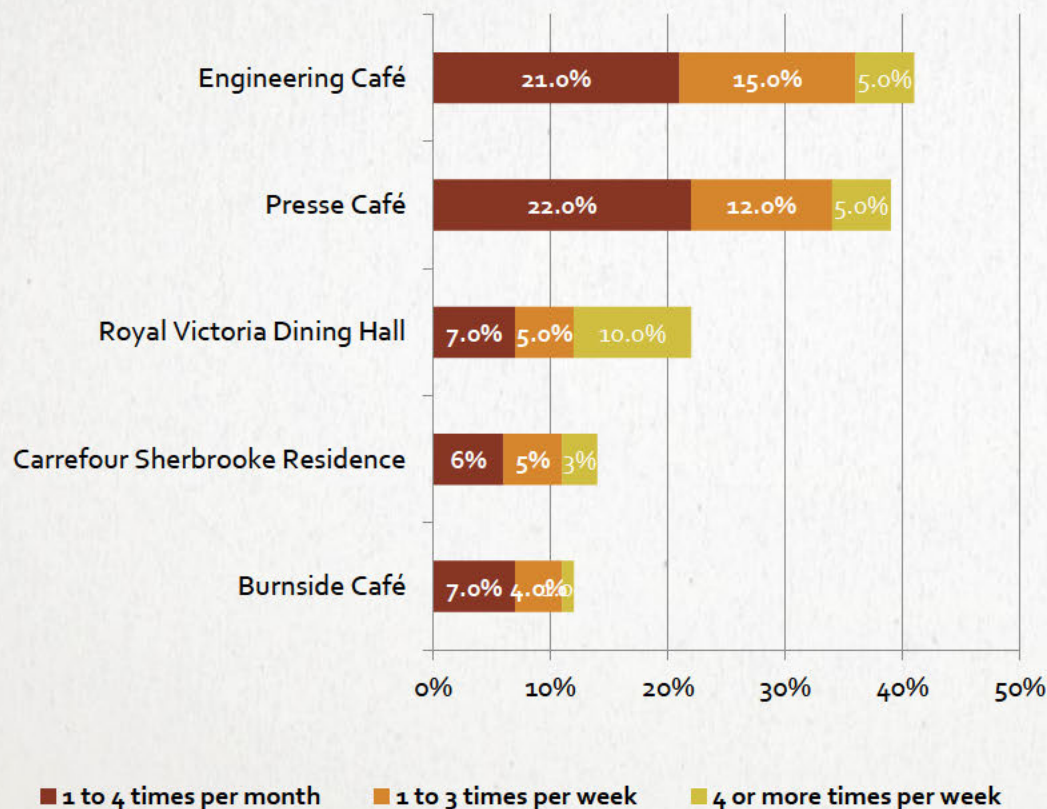


Frequency per District

Downtown Campus

How often do you purchase something from each of the food service locations on campus?

South-East District



Frequency of Visit

South-East District

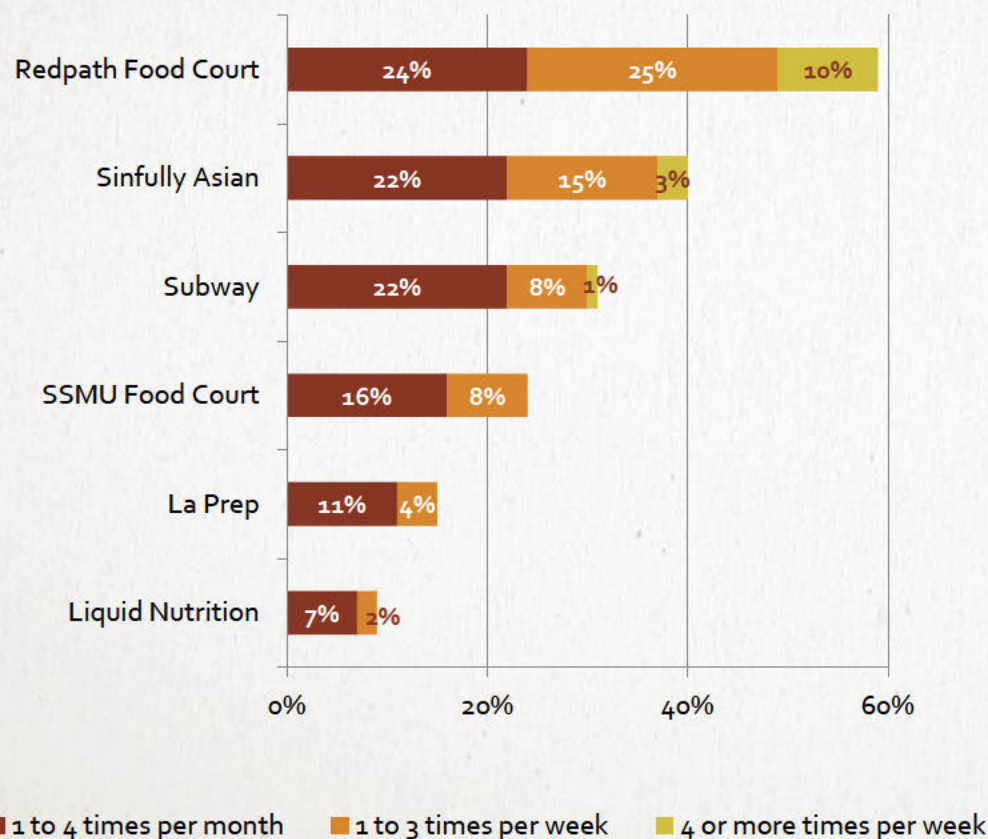
Engineering Café and Presse Café

were the two most visited food service locations in the **South-East District**. 40% of respondents reported purchasing something at least once per month in these locations.



How often do you purchase something from each of the food service locations on campus?

South-West District



Frequency of Visit

South-West District

Redpath Food Court

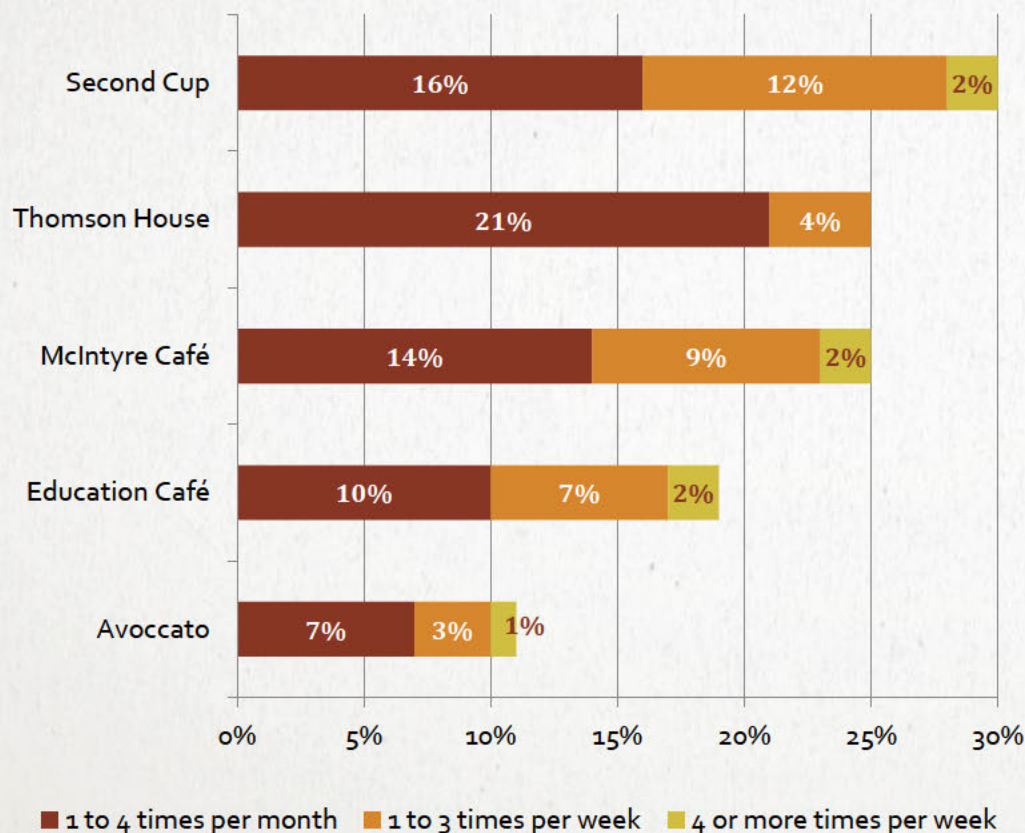
obtained the highest score as the most visited food service location in the **South-West District**.

59% of respondents reported purchasing something at least once per month



How often do you purchase something from each of the food service locations on campus?

North-West District



Frequency of Visit

North-West District

Second Cup obtained the highest score as the most visited food service location in the **North-West District**.

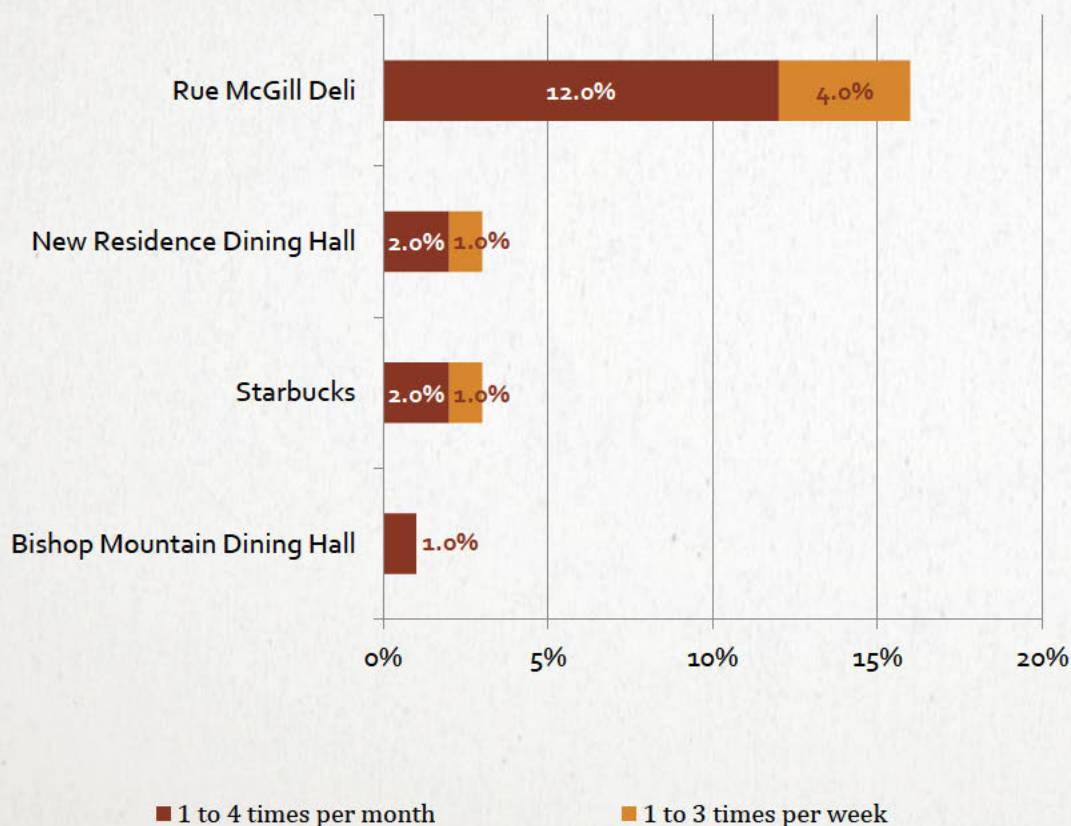
30% of respondents reported purchasing something at least once per month

Thomson House and McIntyre Café tied in second place with a score of 25% each



How often do you purchase something from each of the food service locations on campus?

North-East District



Frequency of Visit

North-East District

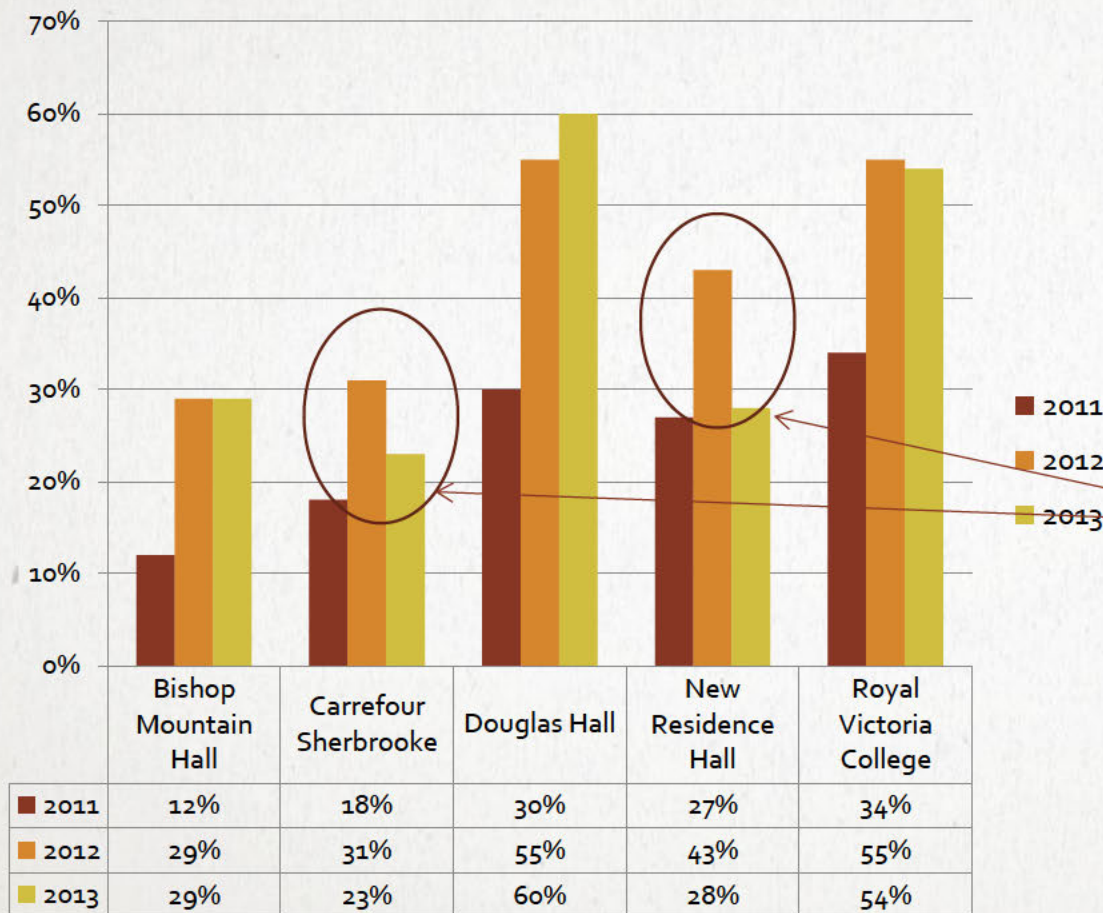
Rue McGill Deli, which is more centrally located on campus than the other food service locations in the North-East district, obtained the highest score as the most visited food service location.

17% of respondents reported purchasing something at least once per month



Please rate the aspect of value for money

Percentage who responded good, very good or excellent



Value for Money Residential Dining Halls

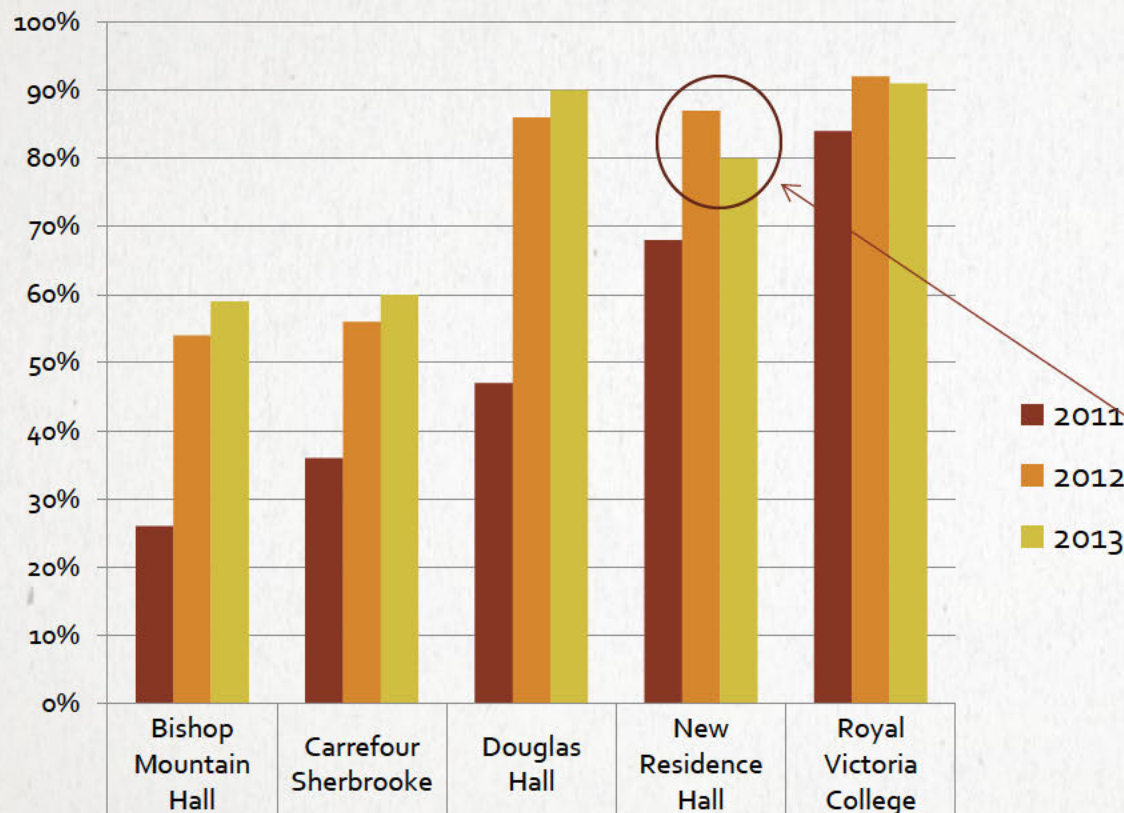
Students on a Mandatory Meal Plan ONLY

- Perceived value for money improved for **Douglas Hall** in 2013 vs 2012 obtaining the highest score of **60%**. **Royal Victoria College Dining Hall** closely followed with a score of **54%**.
- In 2013, **New Residence Dining Hall** and **Carrefour Sherbrooke** scored much lower in 2013 vs 2012 with **28%** vs **23%** respectively.
- No improvement was noted for **Bishop Mountain Dining Hall** in 2013 vs 2012.



Please rate the overall quality of food and beverages

Percentage who responded good , very good or excellent



2011	26%	36%	47%	68%	84%
2012	54%	56%	86%	87%	92%
2013	59%	60%	90%	80%	91%

Overall Quality of Food and Beverages Residential Dining Halls

Students on a Mandatory Meal Plan ONLY

In 2013, **Royal Victoria College Dining Hall** obtained the highest score with 91%. **Douglas Hall** scored the second highest with a score of 90%.

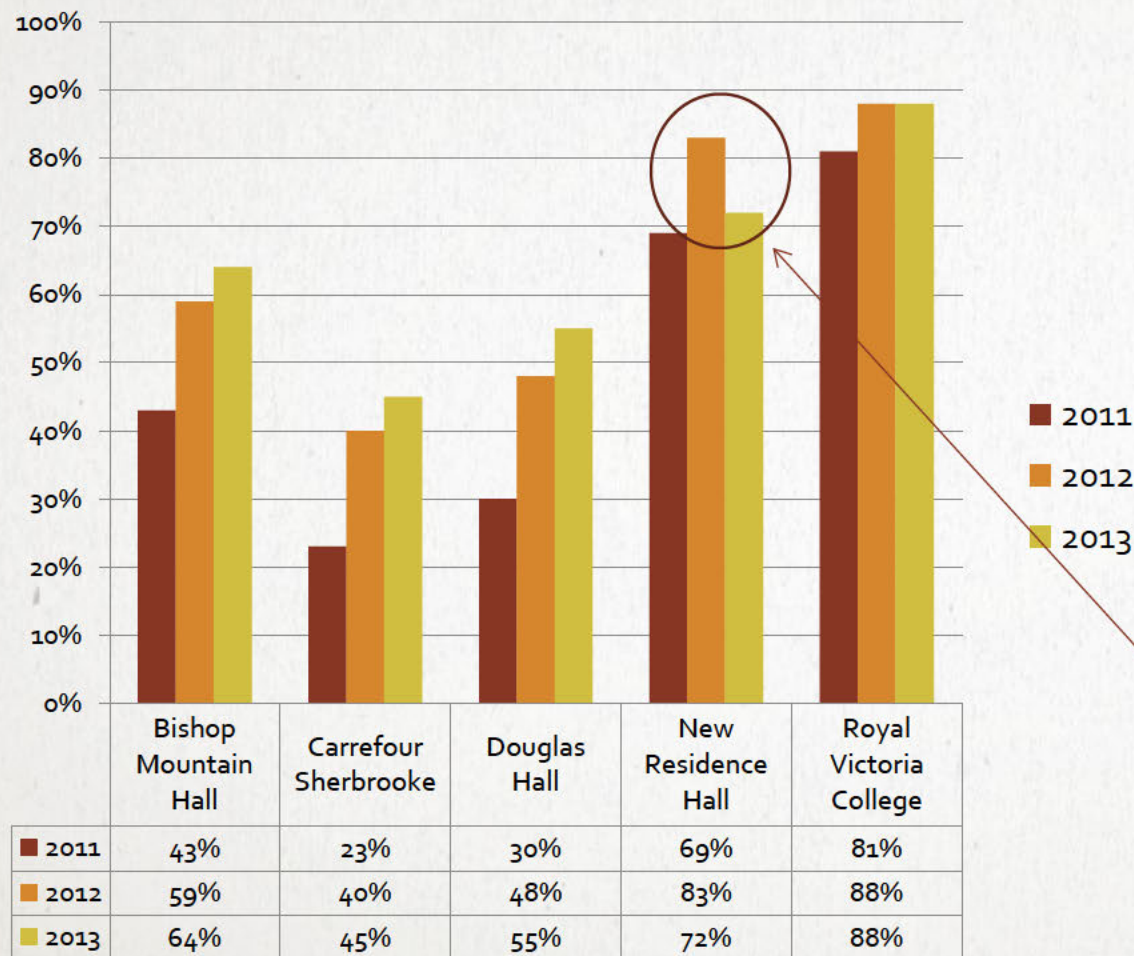
New Residence Hall obtained a lower score in 2013 vs 2012 with 80% and 87% respectively.

Bishop Mountain Hall and **Carrefour Sherbrooke** both improved their scored in 2013 vs 2012 with 59% and 60% respectively.



Please rate the overall food and beverages variety served

Percentage who responded good , very good or excellent



Food and Beverage Variety Residential Dining Halls

Students on a Mandatory Meal Plan ONLY

In 2013, **an improvement** in the overall food and beverages variety served was noted for **Bishop Mountain Hall, Carrefour Sherbrooke and Douglas Hall** with scores of 64% vs 59% , 45% vs 40% and 55% vs 48% .

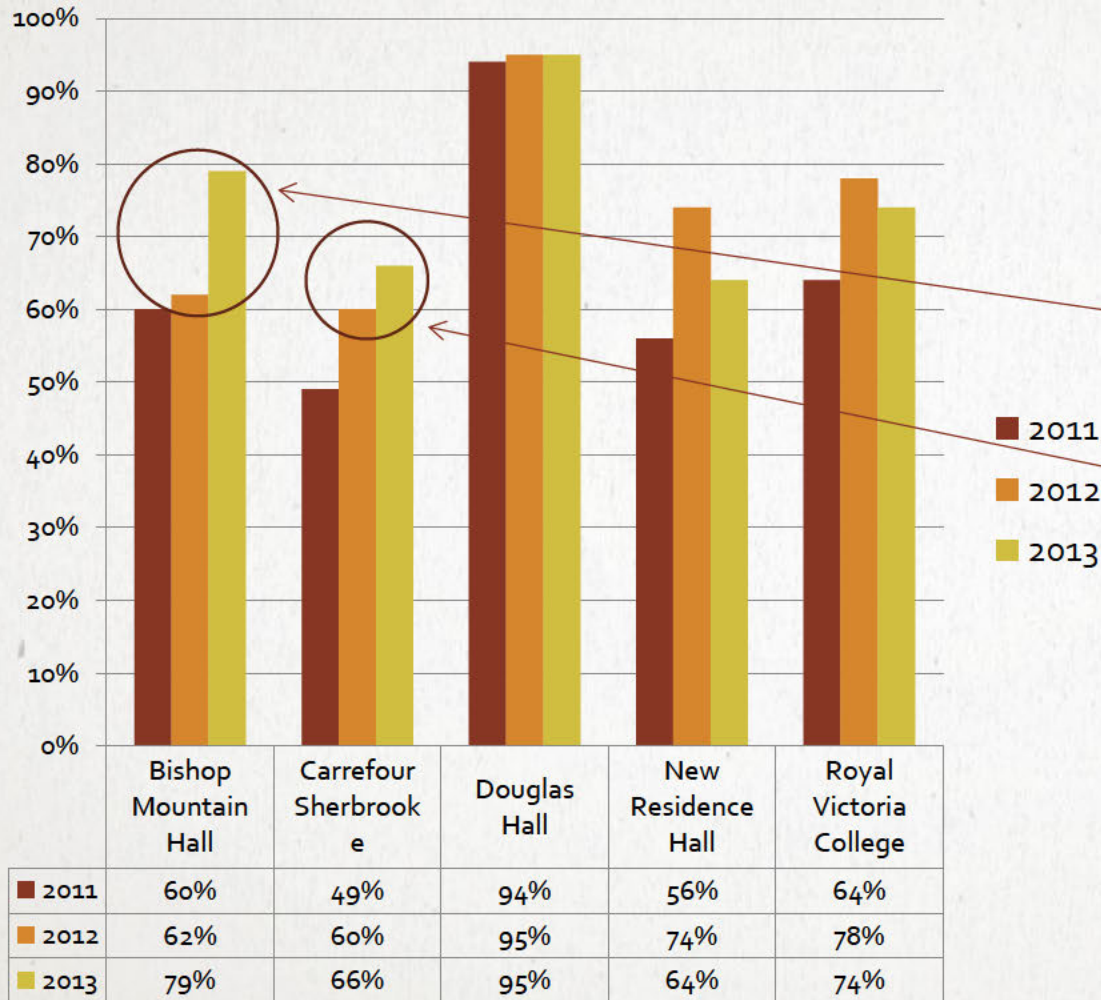
Royal Victoria College maintained the 2012 score of 88% in 2013.

New Residence Hall scored lower in 2013 vs 2012 with **72% vs 83%** respectively.



Please rate the overall customer service

Percentage who responded good, very good or excellent



Customer Service Residential Dining Halls

Students on a Mandatory Meal Plan ONLY

Results show a noted improvement for **Bishop Mountain Hall** in 2013 vs 2012 with a score of 79% vs 62%.

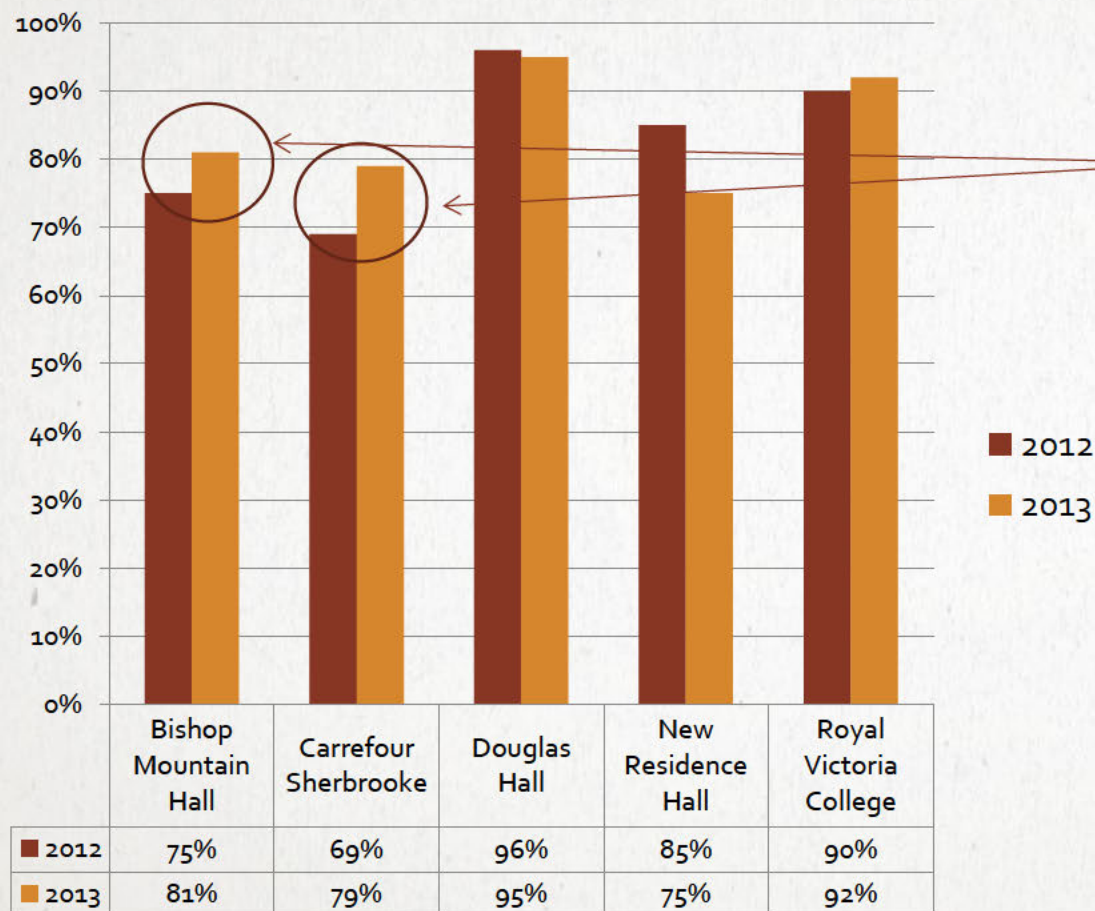
Carrefour Sherbrooke also improved in 2013 vs 2012 with 66% vs 60%

A slight decrease for **Royal Victoria College** and a more important decrease at **New Residence Hall** were noted in 2013 vs 2012 with 74% and 64% respectively



Please rate the overall atmosphere

Percentage who responded good , very good or excellent



Atmosphere Residential Dining Halls

Students on a Mandatory Meal Plan ONLY

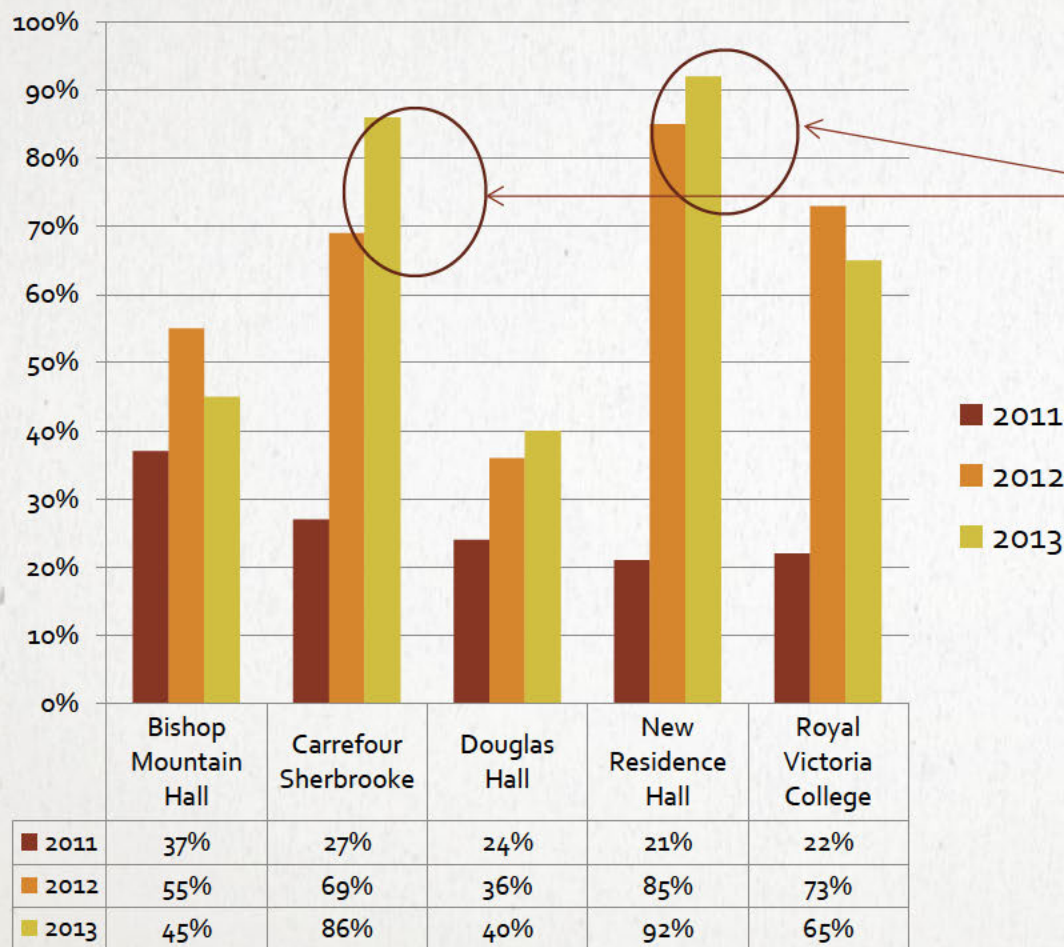
Both **Carrefour Sherbrooke** and **Bishop Mountain Hall** improved their score in 2013 with 79% and 81% respectively.

New Residence Hall showed an important drop in score in 2013 vs 2012 with 75% vs 85%



Please rate the hours of service

Percentage who responded good , very good or excellent



Hours of Service Residential Dining Halls

Students on a Mandatory Meal Plan ONLY

New Residence Hall and Carrefour Sherbrooke both obtained the highest scores in 2013 with 92% and 86% respectively. These scores illustrated an important improvement **due to extended late hour service at both locations.**

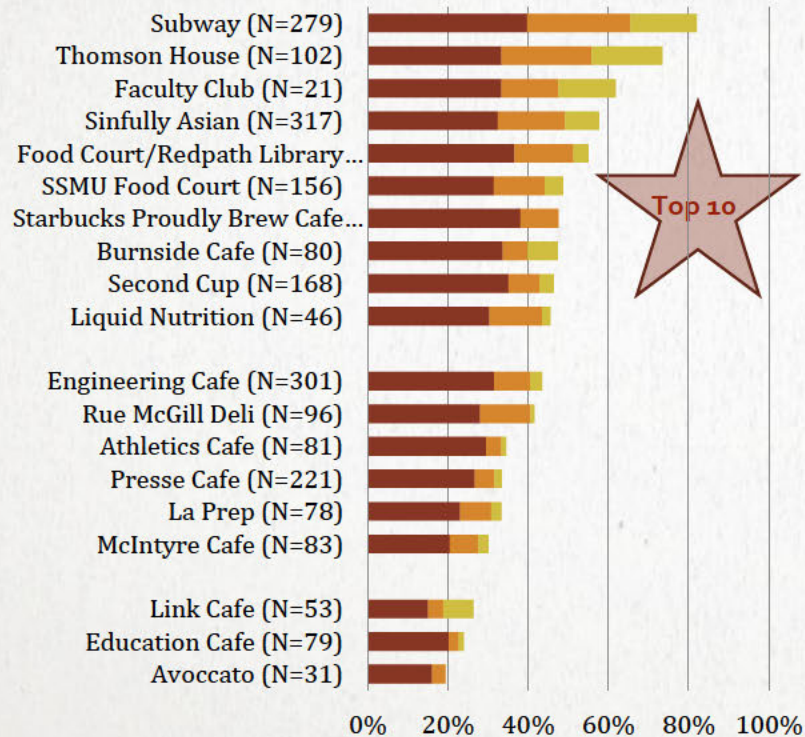
Bishop Mountain Hall and Royal Victoria College both dropped in 2013 vs 2012 with scores of 45% and 65% respectively.



Value for Money Retail Locations

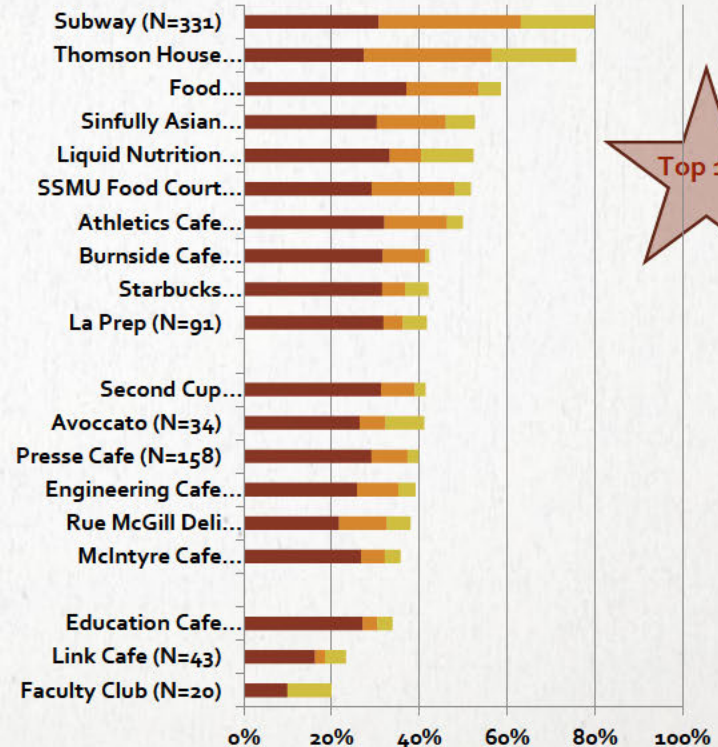
2013

Good Very Good Excellent



2012

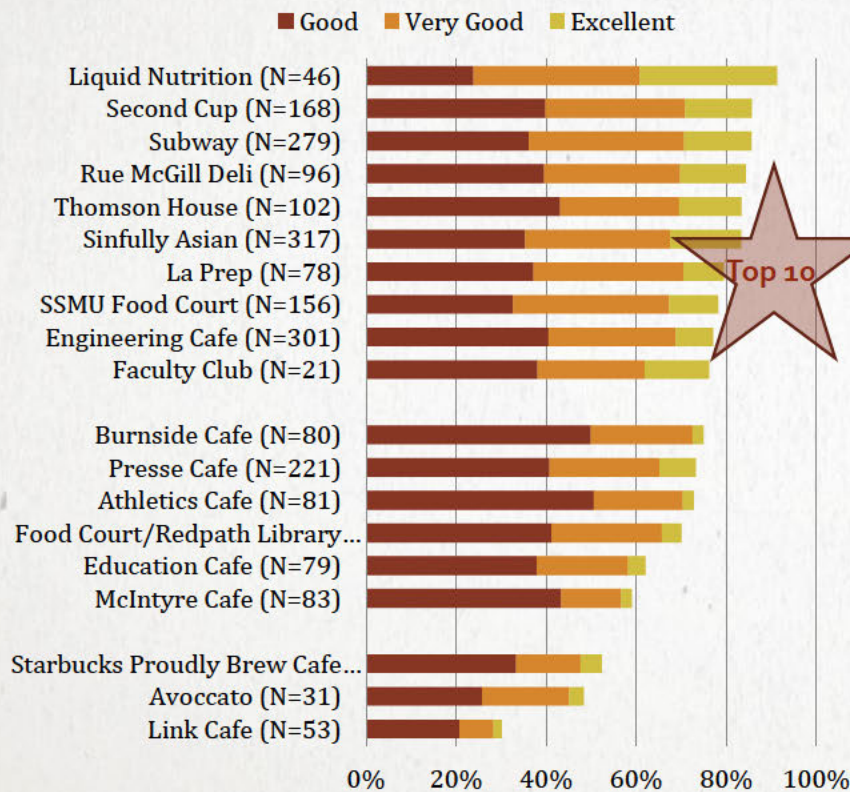
Good Very Good Excellent



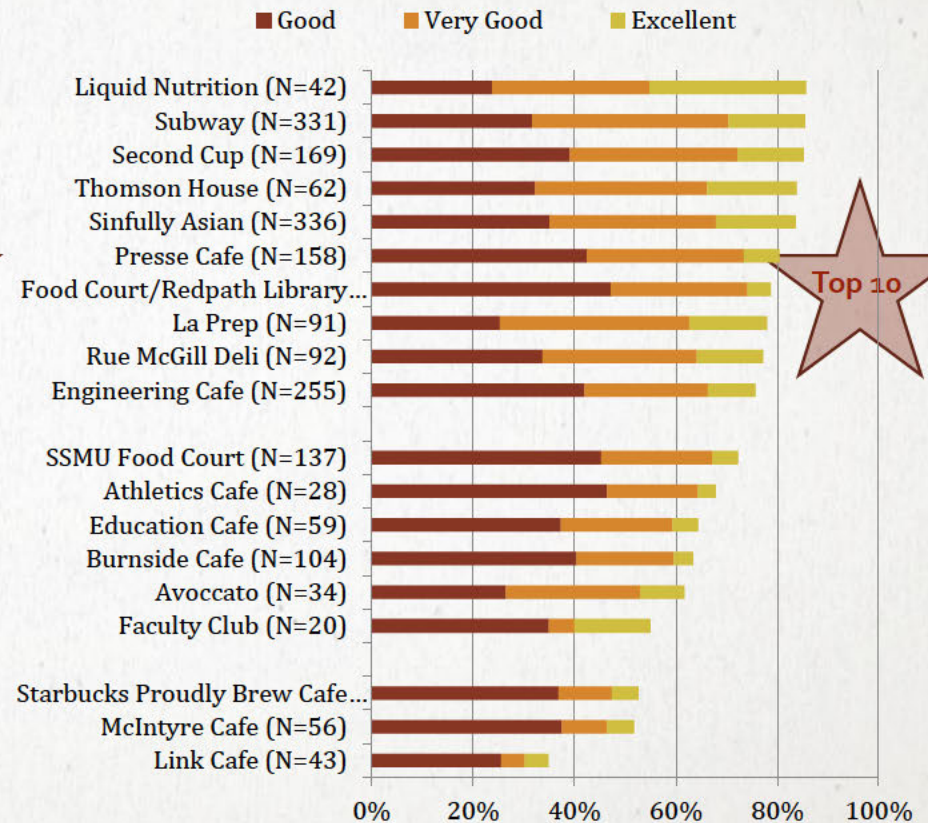
Overall Quality Retail Locations



2013



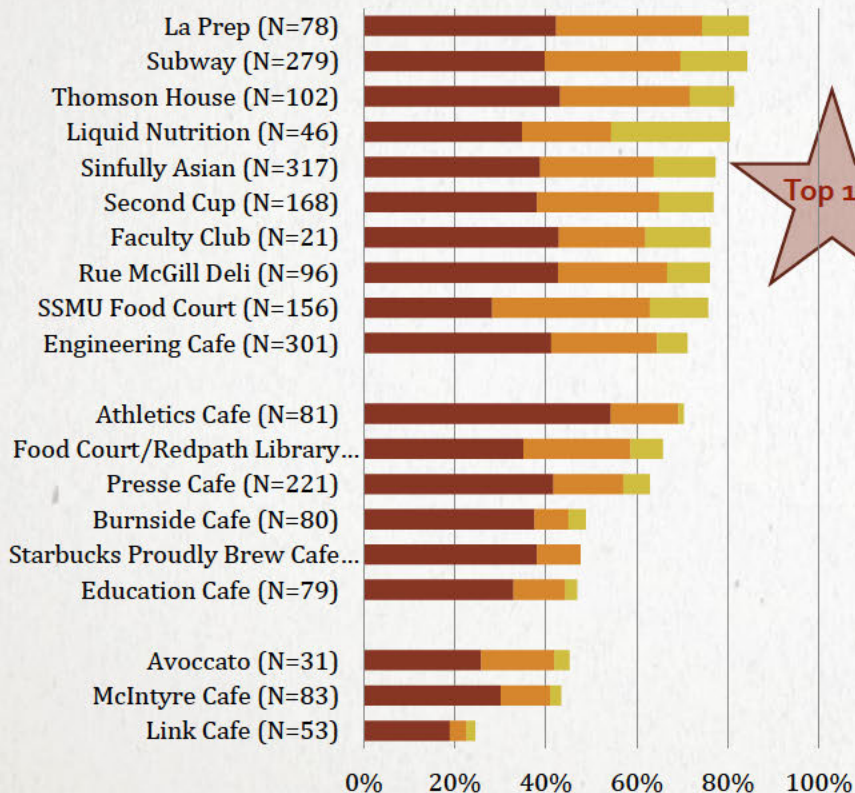
2012



Food and Beverage Variety Retail Locations

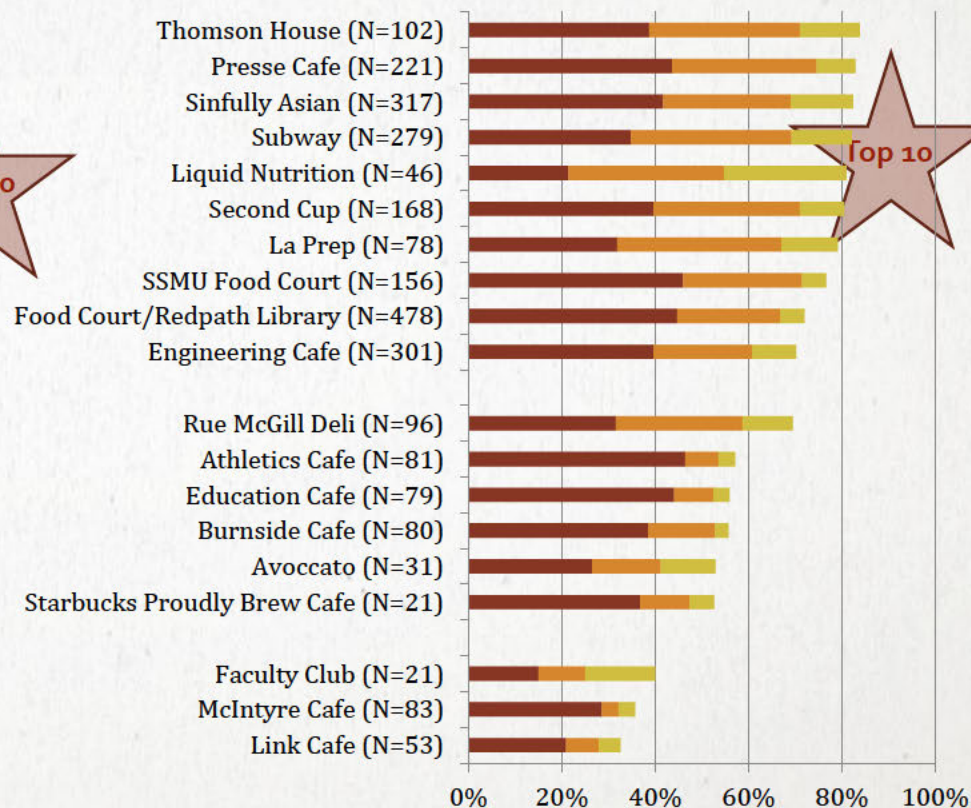


2013



2012

Good Very Good Excellent

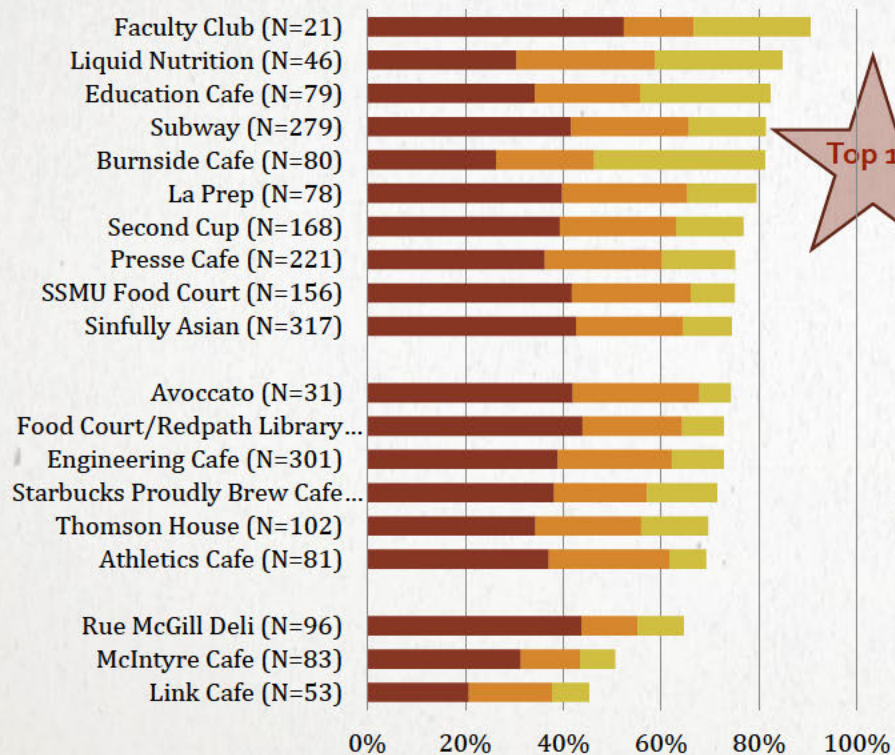


Quality of Service Retail Locations



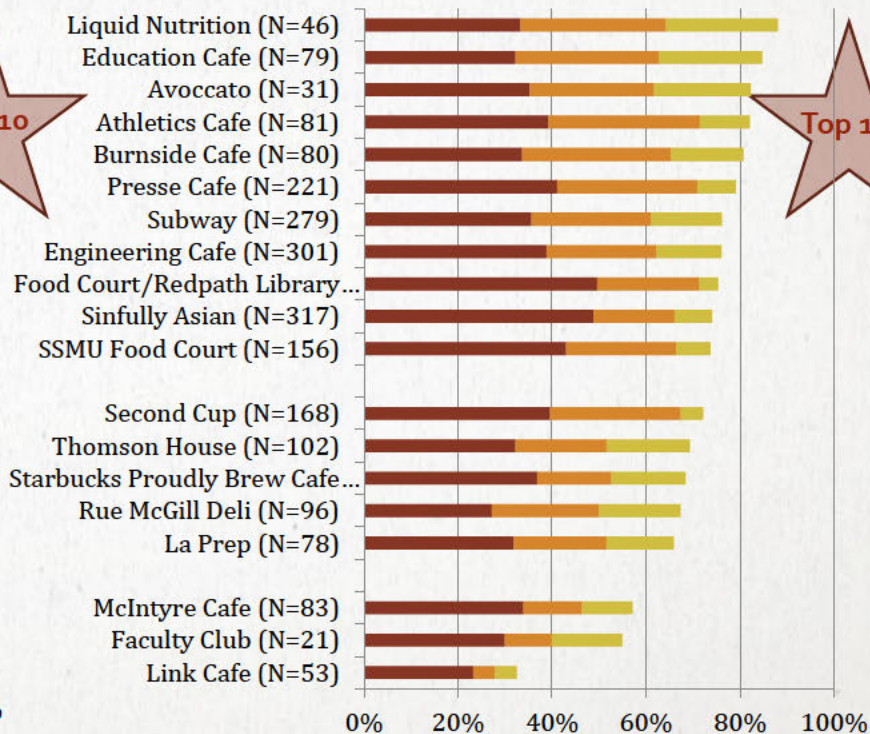
2013

■ Good ■ Very Good ■ Excellent



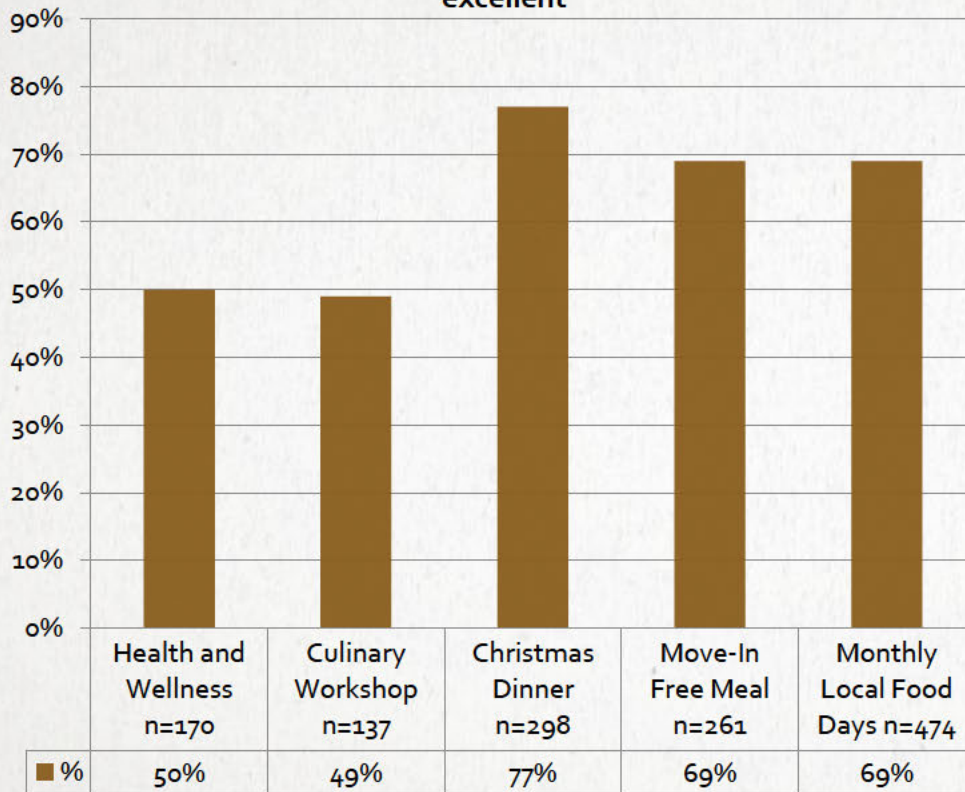
2012

■ Good ■ Very Good ■ Excellent



How would you rate the following events?

Percentage of respondents who answered good, very good or excellent



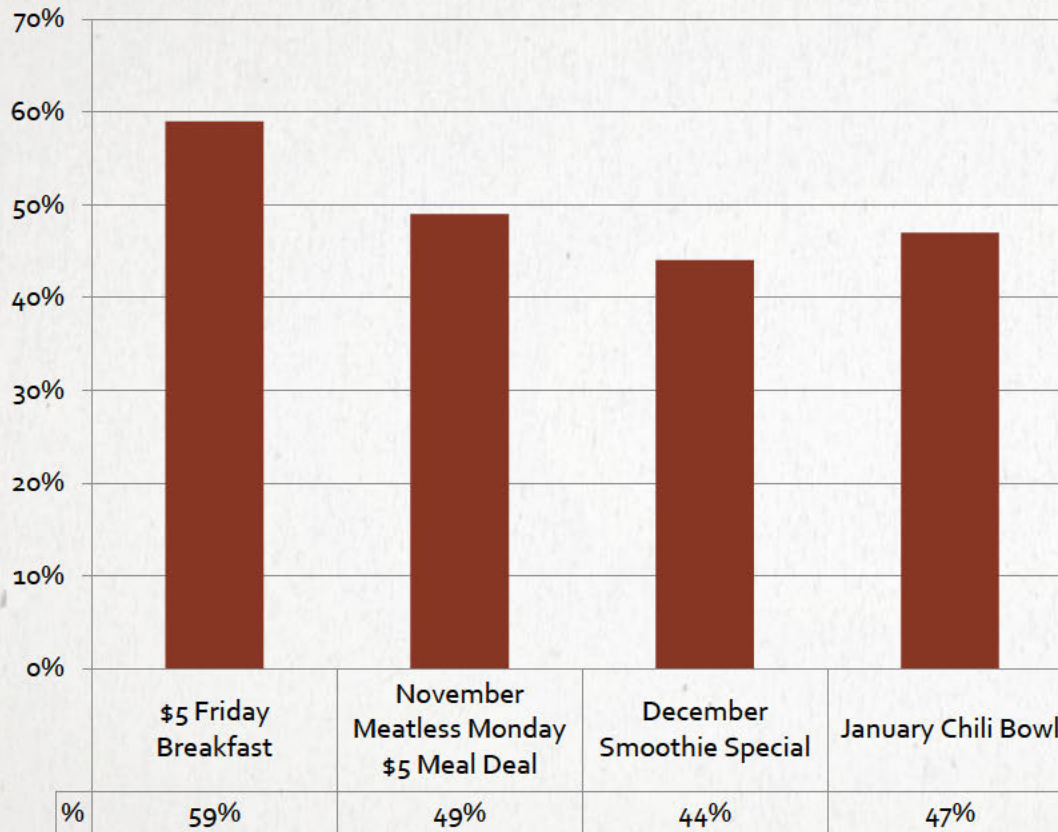
Special Events Residential Dining Halls

Students on a Mandatory Meal Plan
ONLY



How would you rate the following promotions?

Percentage of respondents who answered good, very good or excellent

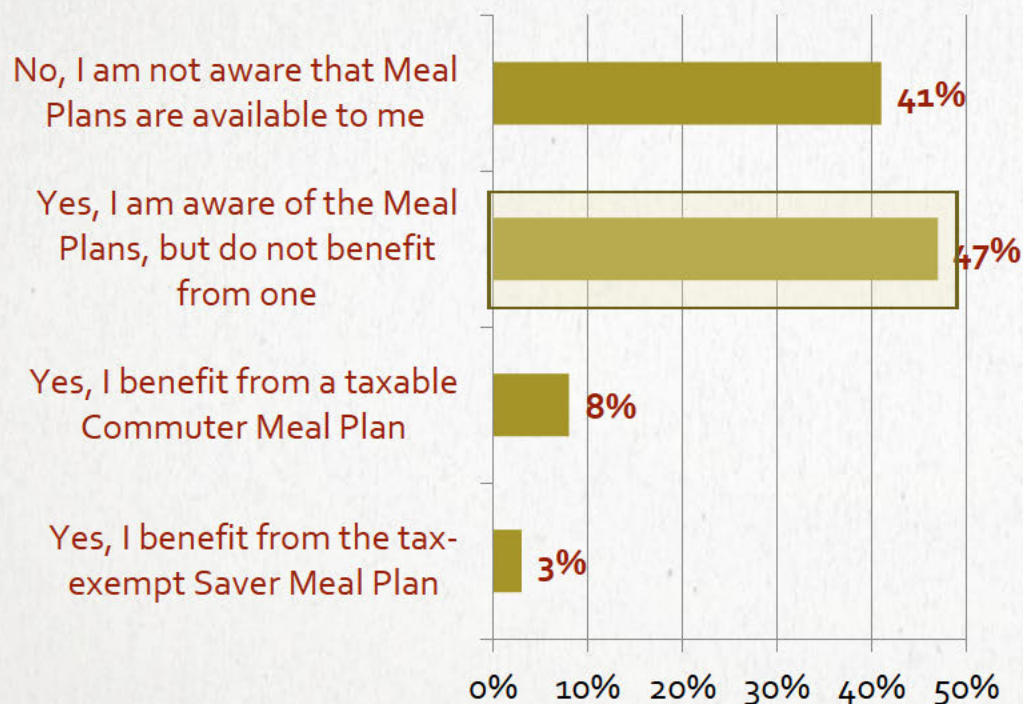


Special Promotions Residential Dining Halls

All respondents



Are you aware that Meal Plans are available to students, staff and faculty members at McGill?

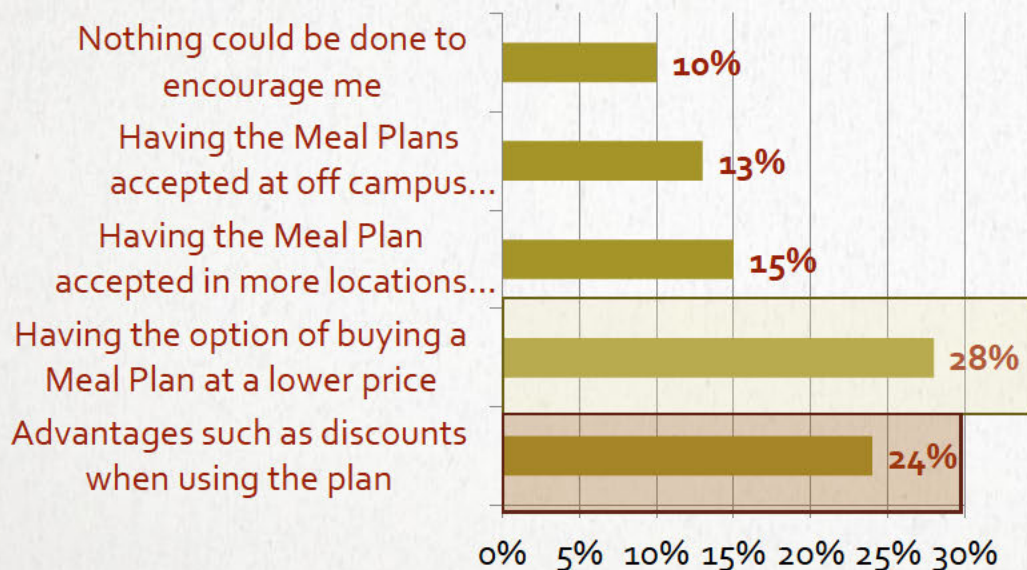


Meal Plans

- 88 % of respondents do **NOT** have a Meal Plan
- There is a 58% awareness of meal plans amongst respondents but only an 11% membership of voluntary meal plans.
- 47% of respondents stated being aware that Meal Plans exist but have NO meal plan.
- Opportunity to increase membership of the Meal Plan program by raising awareness via improved marketing and communication strategies.



If you don't benefit from a Meal Plan or if you were unaware of their existence, what would encourage you to purchase one?



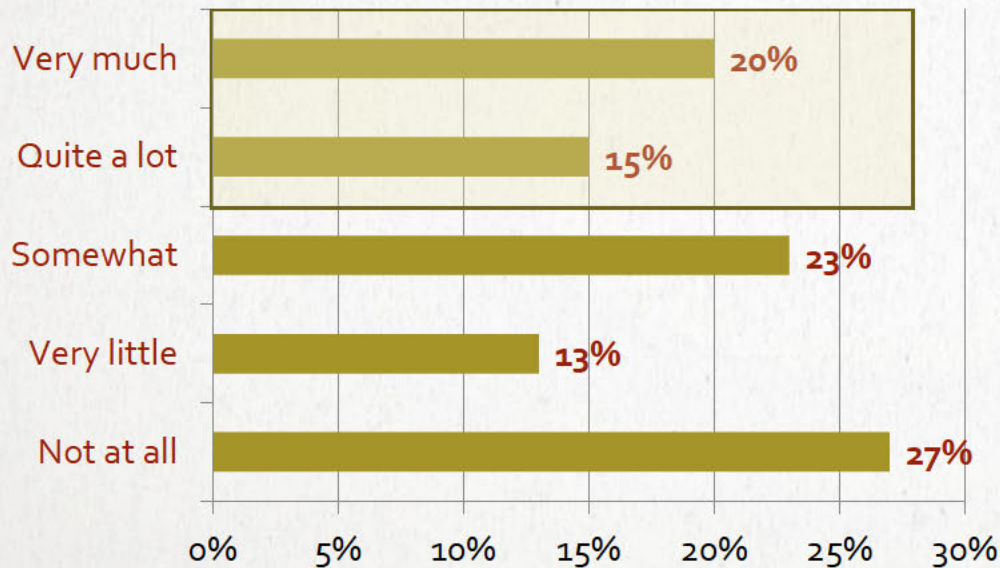
Meal Plans

- Have the option of buying a Meal Plan at a lower price is the number one answer with the highest score of 28%.
- Results showed that respondents also value and consider discounts as being a strong incentive to purchase a Meal Plan.



Meal Plans currently allow you to purchase food and beverages on campus.

Rate your level of interest in the possibility to purchase other products such as books and supplies with the Meal Plan funds.



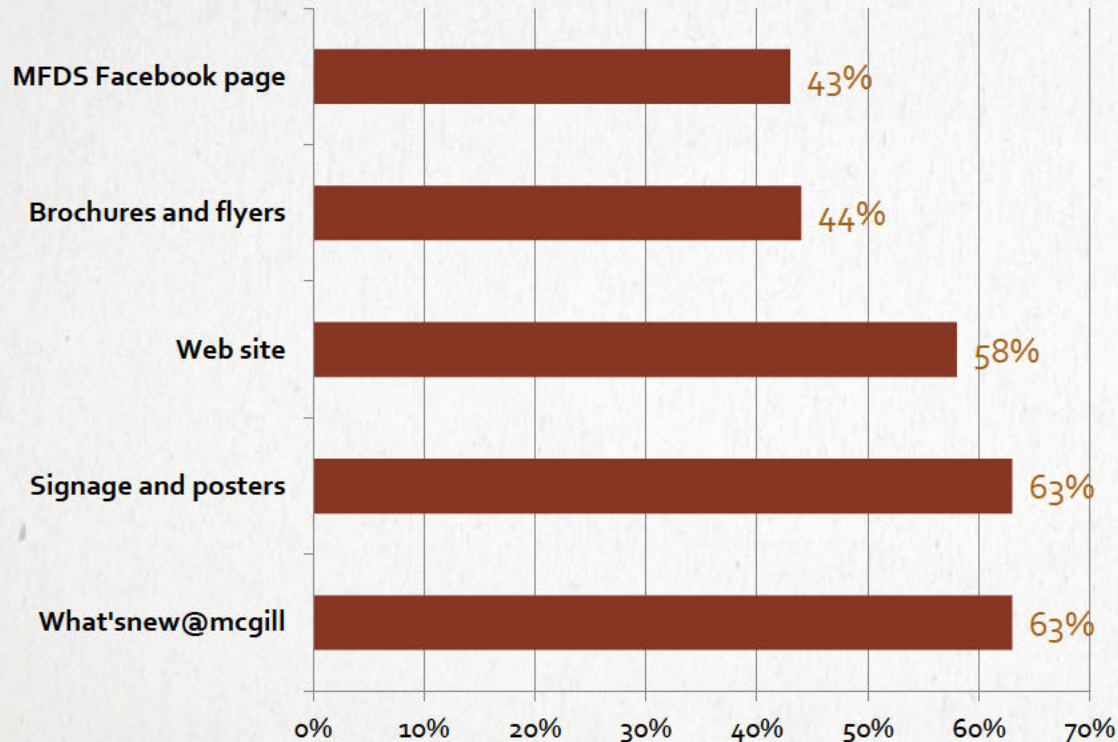
Meal Plans

35% of respondents answered being very much and quite a lot interested in a one-card concept.



Rate how effectively MFDS communicates information using the following communication channels:

% who responded good,very good or excellent



Communications



Vending Services

Do you use campus vending machines ?		
	Count	Percentage
Never	655	52%
Less than once a month	381	30%
1 to 4 times per month	163	13%
1 to 3 times per week	43	3%
4 or more times per week	5	0.4%
No answer	6	0.5%

A little more than 16% of respondents answered that they use campus vending machines at least once a month

Weekly users of this service are only 3%.



Vending Services

Please indicate the reasons for not using campus vending machines

	Count	Percentage
Cash is the only type of payment accepted	398	28%
I'm afraid the machines won't work	144	10%
The products on sale don't suit my taste	696	49%
The machines are not well located	186	13%

Almost 50% of respondents answered that products don't suit their taste as being one of the reasons for not using the vending services.



Vending Services

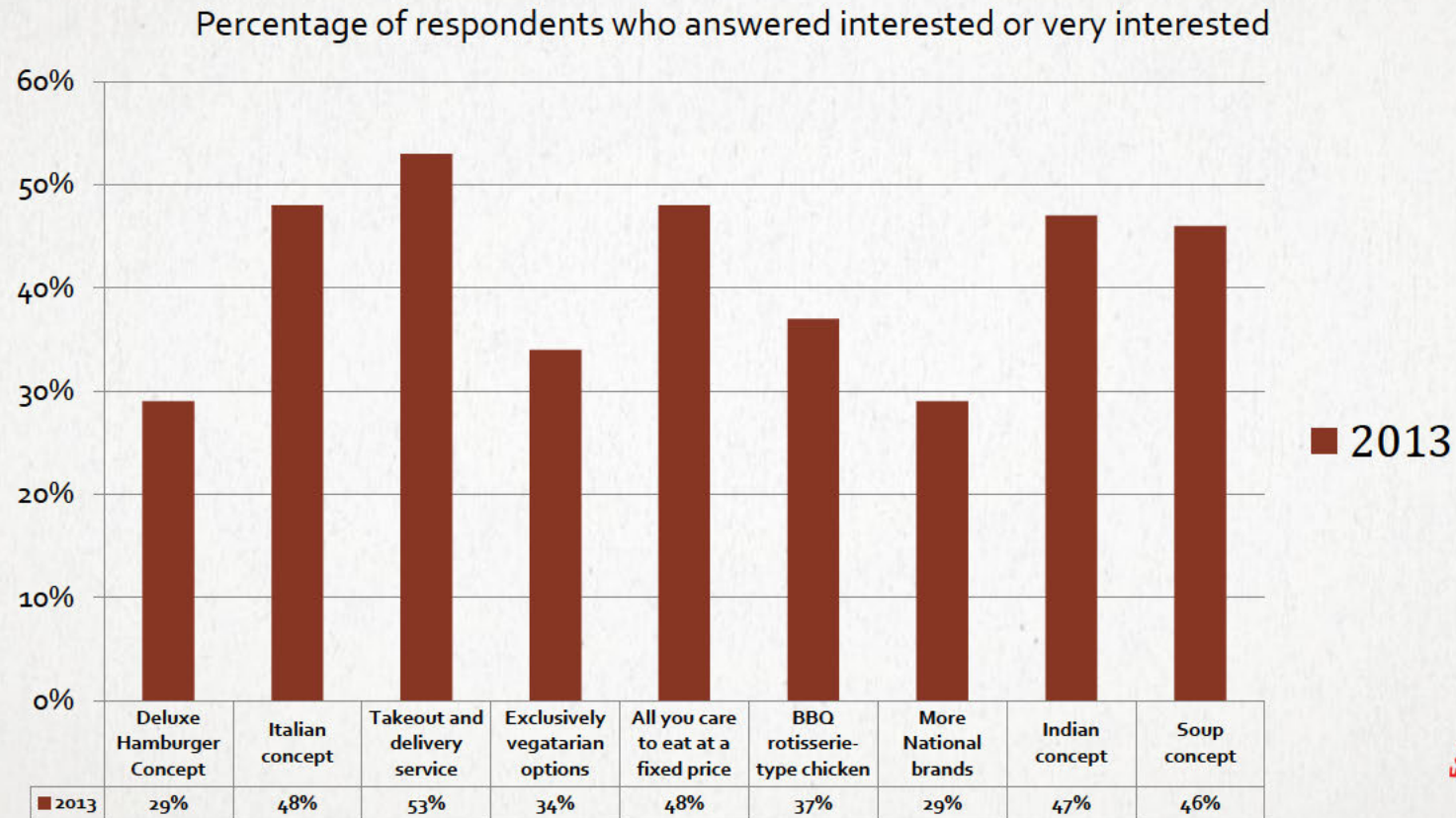
Please rate your interest in seeing more healthy choices offered in the campus vending machines ?

	Count	Percentage
Not at all interested	267	21%
Only a little interested	205	16%
Somewhat interested	239	19%
Interested	253	20%
Very interested	277	22%
No answer	12	1%

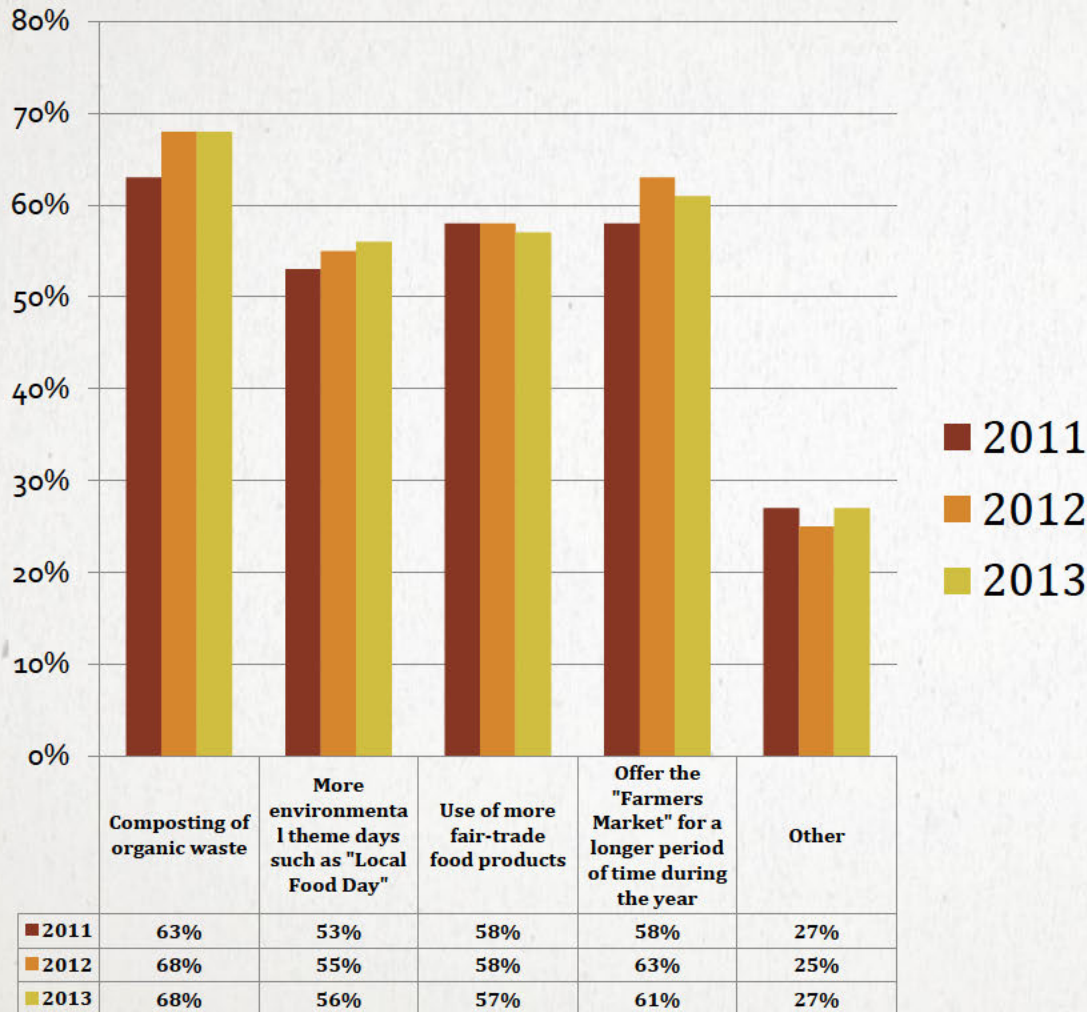
42% of respondents would be interested or very interested in seeing more healthy choices offered in the vending machines



New Business Development Ideas



Endorsement of environmental initiatives Total % of "quite a lot" and "very much"



ENDORSEMENT OF ENVIRONMENTAL PRACTICES



THANK YOU!

