

# McGill Food and Dining Services Survey Results 2011-2012



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# MFDS Annual Survey

- McGill Food and Dining Services ( MFDS) is a self-financing, mixed business model, comprised of self-operated locations, food facilities and catering services managed by food services providers and tenants.
- Since 2009, MFDS annually conducts a survey of the food services habits and practices and overall satisfaction of students, faculty and staff on both campuses.
- The survey was done in partnership with McGill Planning and Institutional Analysis Office.
- 7000 members of the McGill community were invited to participate in the 2012 survey and the participation rate was 18.87%.
- Results have a 2.4% margin of error, 19 times out of 20.



# Main objectives are to:

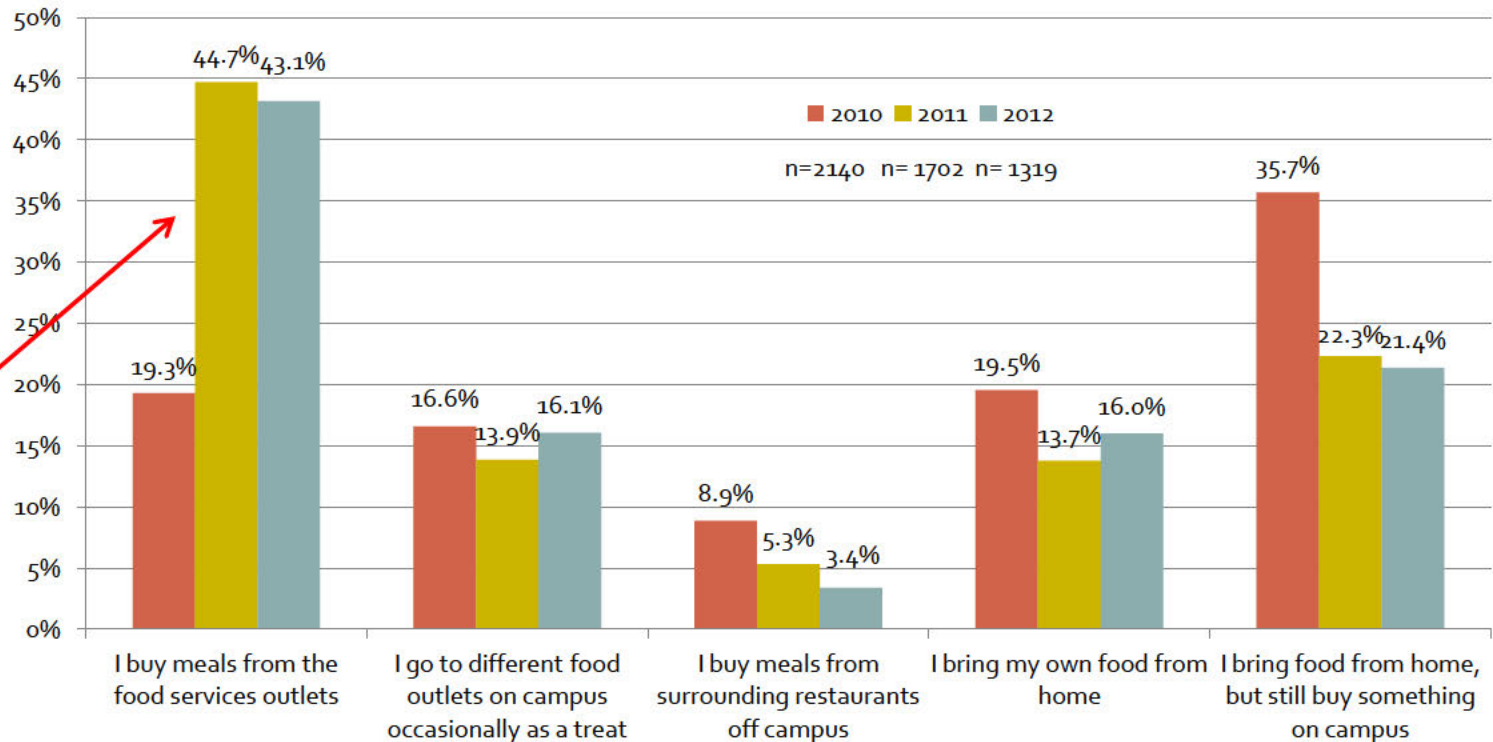
- Measure food and dining services habits and practices on both the downtown and Macdonald campuses for 2012 and benchmark results with previous years (2010, 2011)
- Understand the frequency of use of the different food service locations
- Measure Food and Dining Services' performance on a number of 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

		2010 n= 2261	2011 n= 1720	2012 n= 1321
Gender	Male	36%	34%	31%
	Female	64%	65%	68%
Status	Faculty	5%	5%	4%
	Staff	17%	10%	10%
	Student	79%	85%	85%
Age	16 to 20	21%	59%	59%
	21 to 25	34%	17%	19%
	26 to 35	24%	11%	10%
	36 to 45	9%	5%	5%
	46 and over	11%	7%	7%
Living in Residence	Yes	5%	51%	55%
	No	95%	49%	45%

# Habits and Practices

*The significant increase in 2011 and 2012 is largely driven by the residence students who were oversampled in the most recent surveys and who were enrolled in the mandatory meal plan*

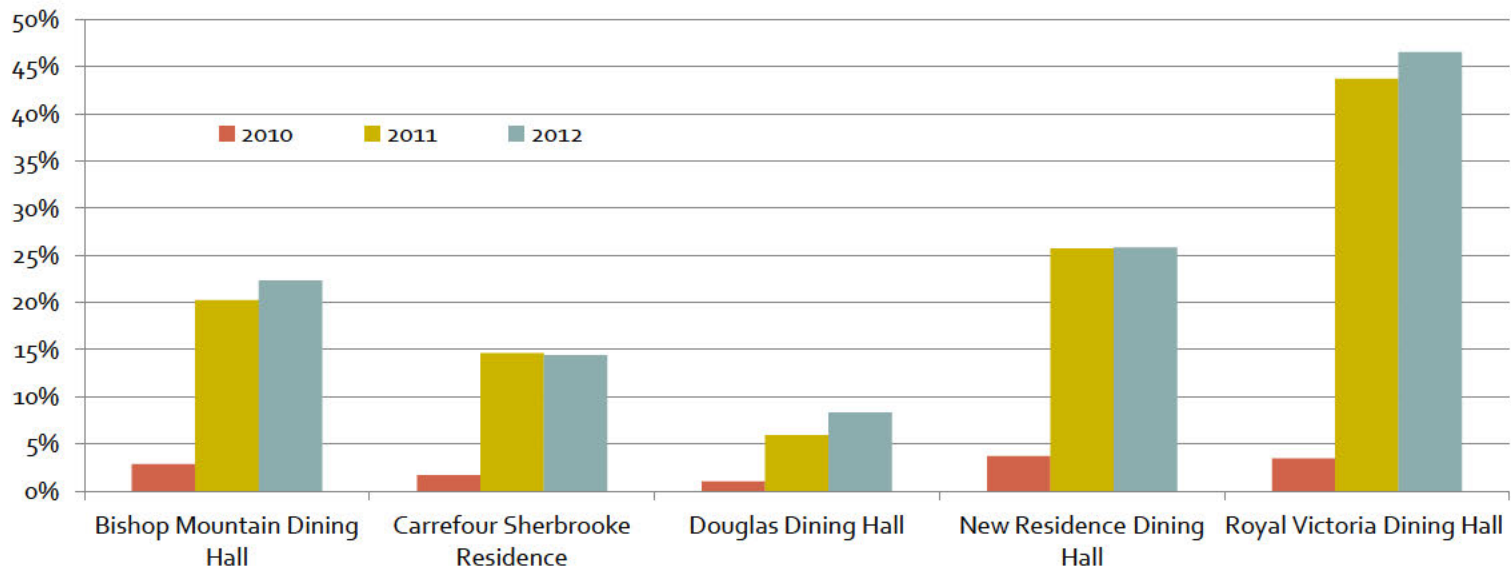




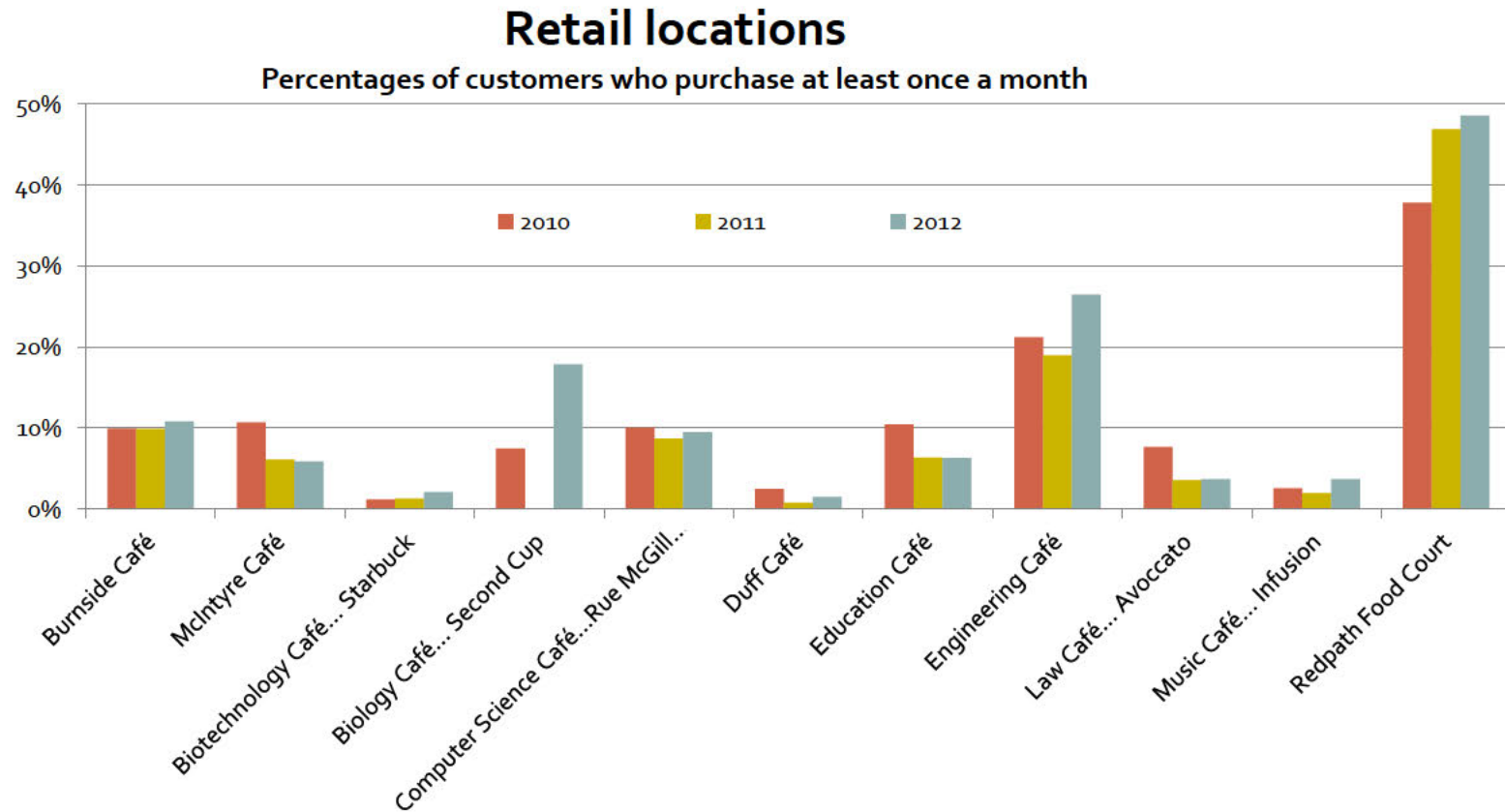
# Frequency of Visits Residential Dining Halls

## Residential dining halls

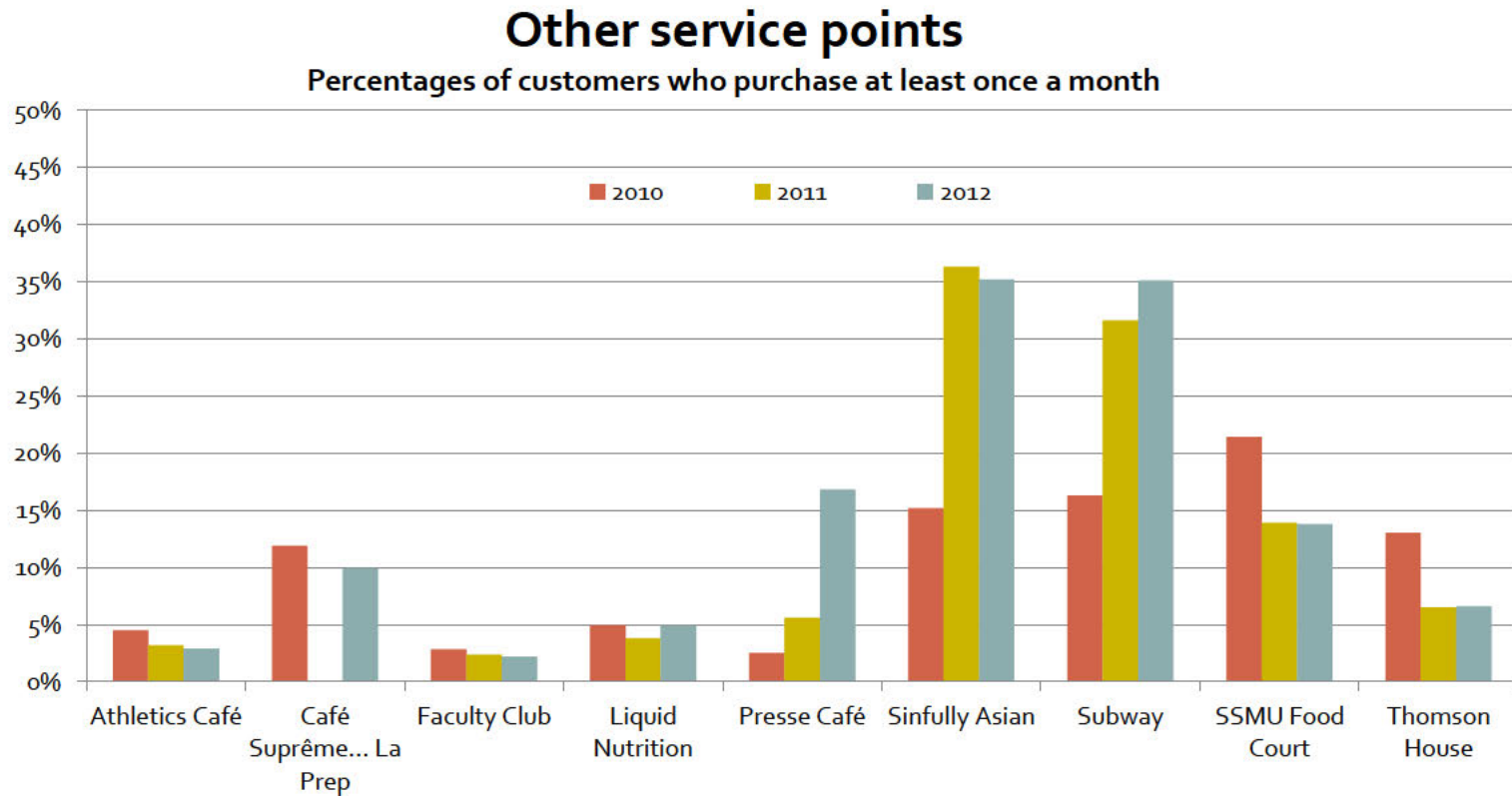
Percentages of respondents who reported purchasing at least once a month



# Frequency of Visits Retail Locations



# Frequency of Visits Other Service Points

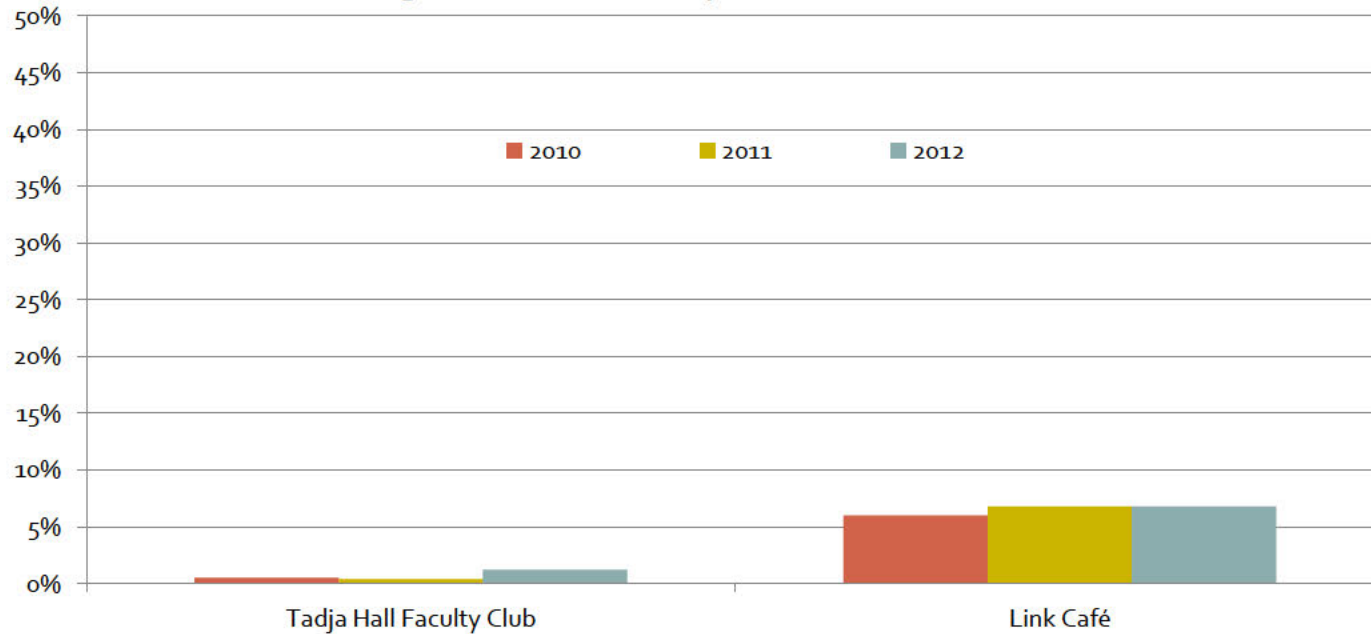




# Frequency of Visits Macdonald Campus

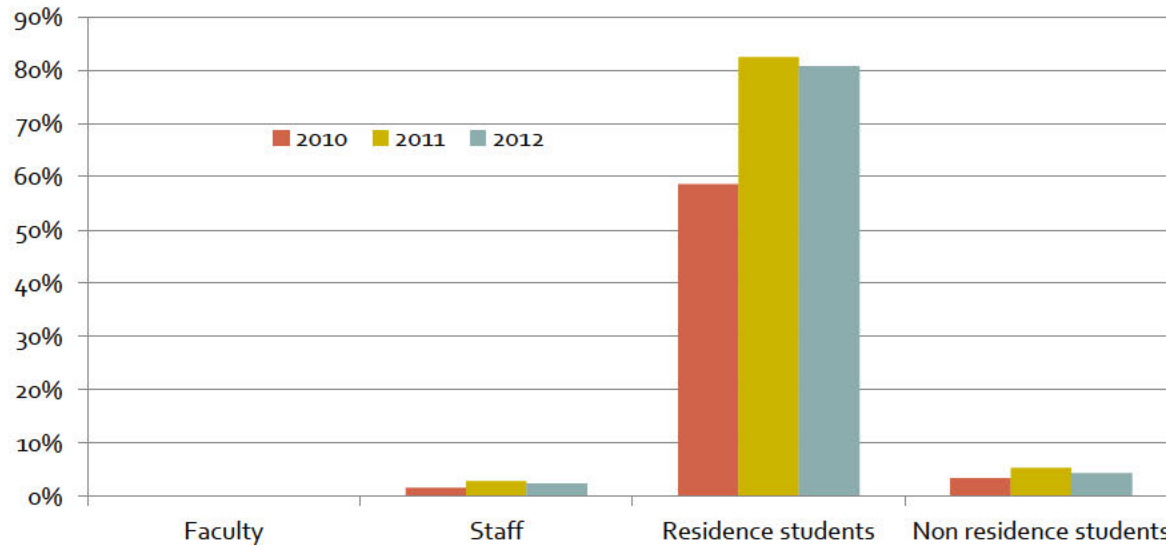
## Service points at Macdonald Campus

Percentages of customers who purchase at least once a month



# Meal Plan Enrolment

Do you currently have a Meal Plan or a Food and Dining gift card?



**Less than 6% of non residence students** have a meal plan in 2012

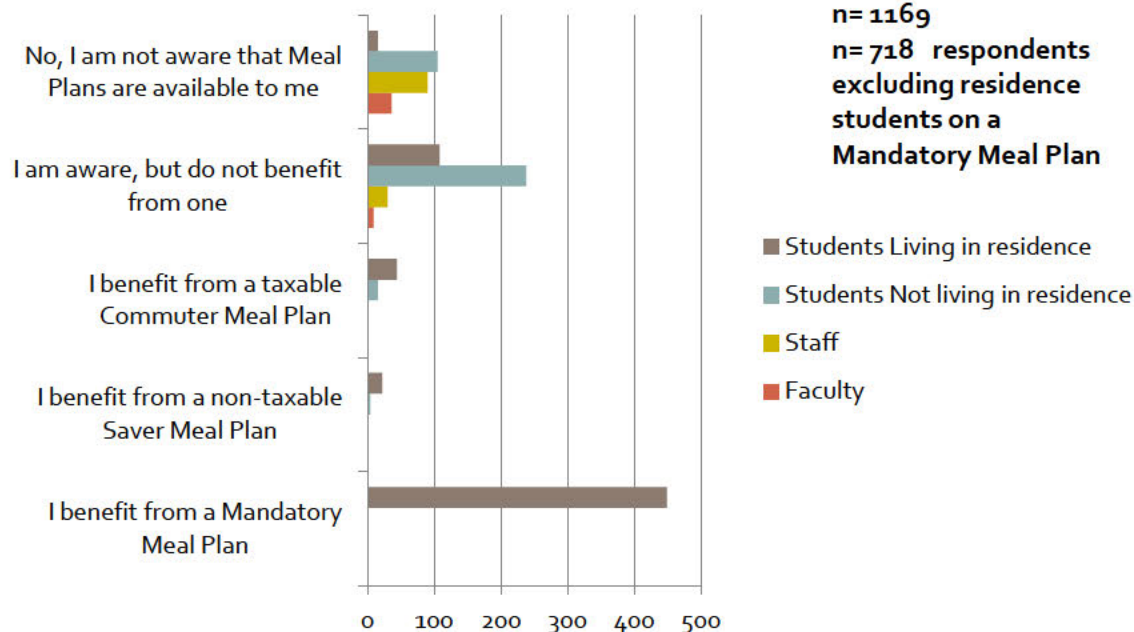
**Less than 3% of staff** have a meal plan in 2012

Faculty members at McGill do not benefit from a meal plan.



# Meal Plan Enrolment

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



Only 4% of respondents, excluding residence students, report having a Saver meal plan.

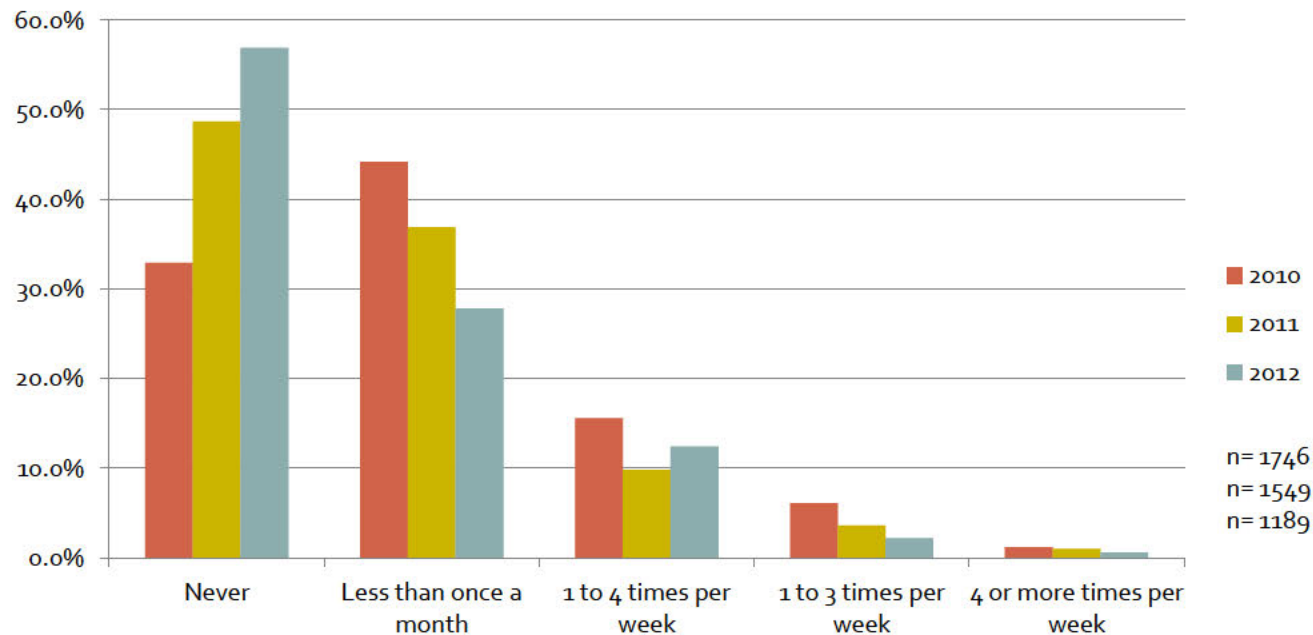
8% of respondents, excluding residence students, report having a Commuter meal plan.

34% of respondents, excluding residence students, report not being aware that meal plans are available to them.

54% of respondents, excluding residence students, report being aware that meal plans exist but report not benefiting from one.

# Vending Services

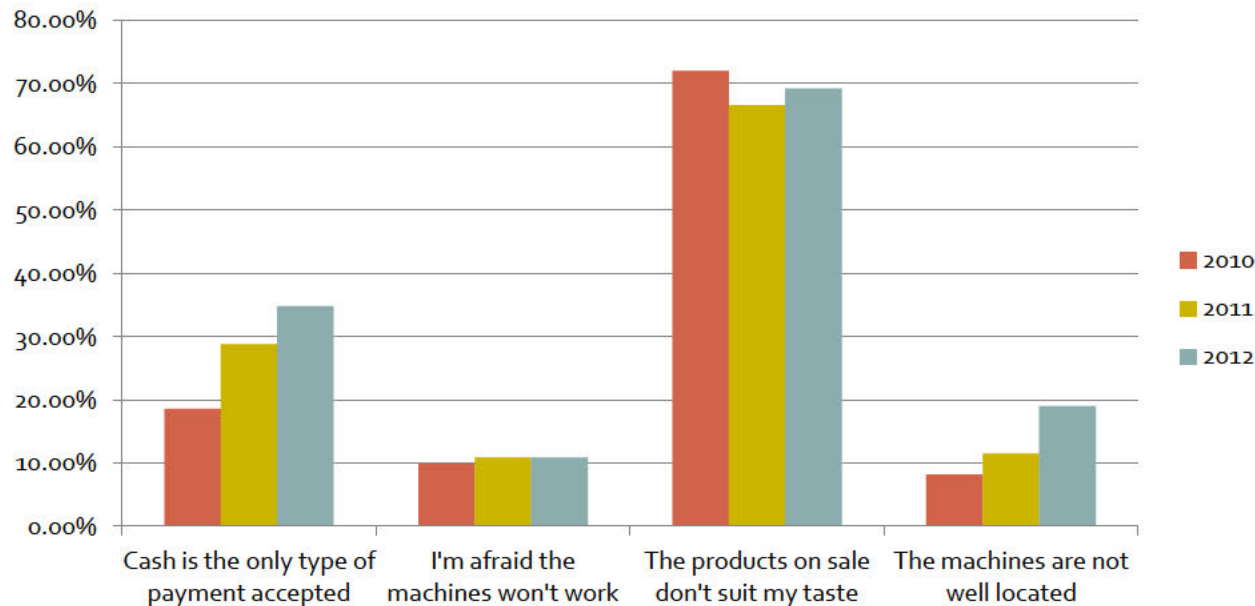
Do you use campus vending machines?



Results show a **clear steady decline** in the use of vending machines from 2010 to 2012.

# Vending Services

Please indicate the reasons for not using (never or less than once a month) campus vending machines (select all that apply)



In 2012, almost 70% of respondents answered that **products don't suit their taste** as being one of the reasons for not using the vending services.

Having cash as the **only method of payment** is the second most popular reason for not using vending services on campus.

# Overall Satisfaction

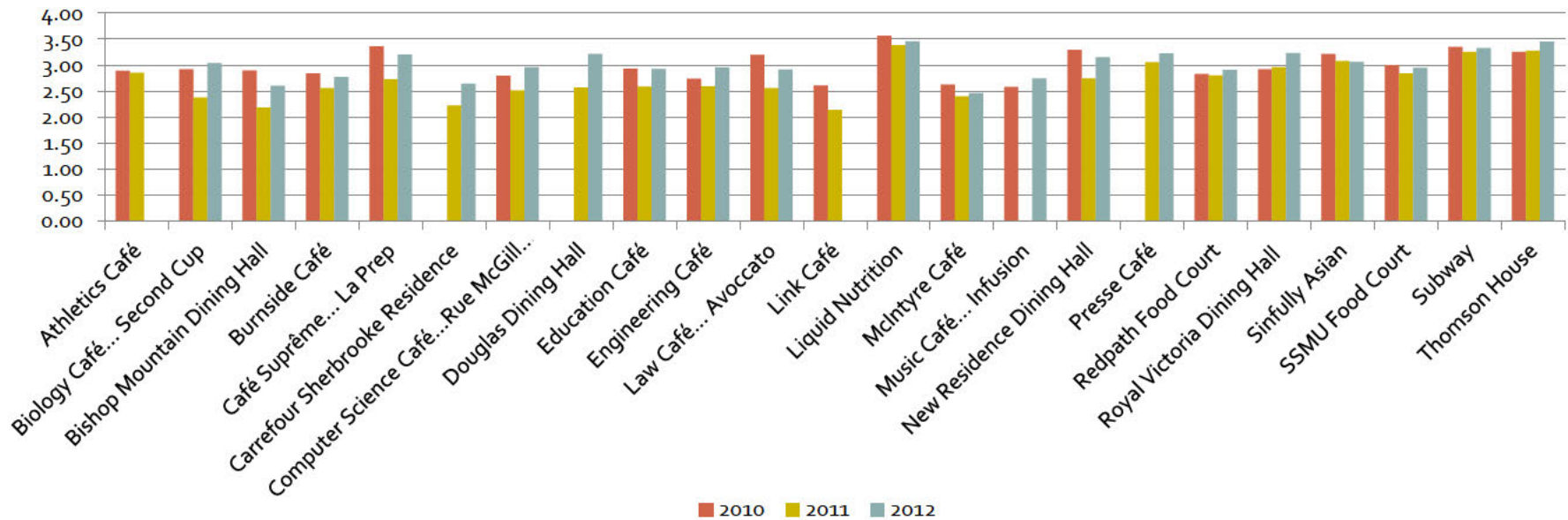
## Main Observations

- A **slight** improvement in the overall satisfaction of food services has been recognized in 2012 vs 2011 but **not vs 2010**.
- All service points obtained a better score in 2012 vs 2011.
- Six locations have better ratings in 2012 vs 2010 and 2011. These are:
  - Royal Victoria College Dining Hall
  - Engineering Café
  - Thomson House
  - Rue McGill Deli
  - Second Cup
  - Redpath Food Court
- Liquid Nutrition ranks **first** for the third year in a row.
- Thomson House ranks second for two consecutive years, 2011 and 2012
- Subway ranks third for the third year in a row.



# Overall Satisfaction

Overall satisfaction (mean of responses from 1= poor to 5= excellent)

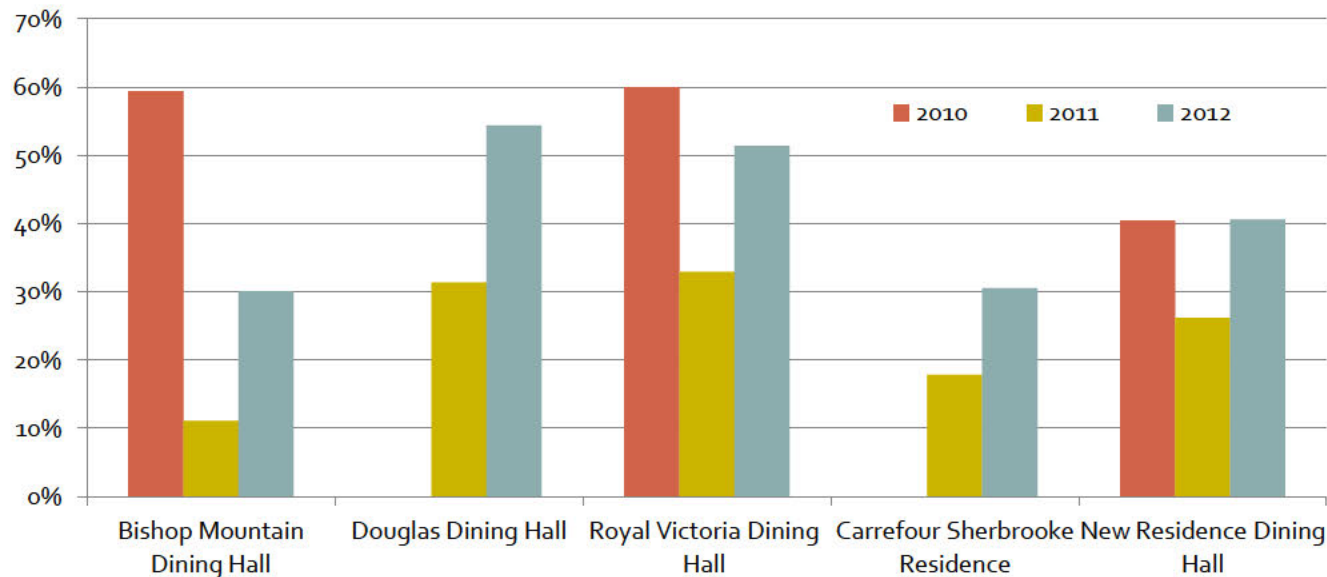


The overall satisfaction scores for 2010-2012 are based on the following criteria: **overall quality of food and beverages, food and beverages variety, value for money, customer service, hours of operation and atmosphere.**



# Value for Money

Residential Dining Halls  
Percentage of "good", "very good" and "excellent" responses

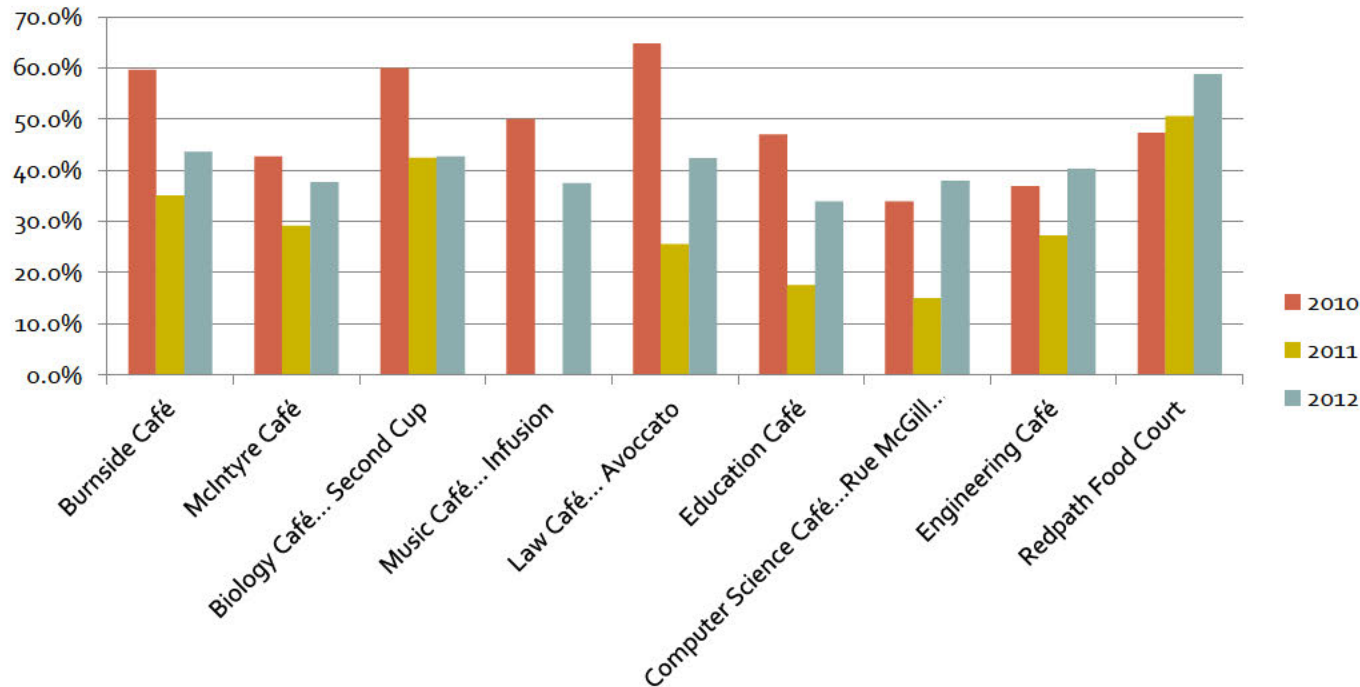


Perceived value for money improved in all 5 Residential Dining Halls in 2012 vs 2011.

In 2012, Douglas Dining Hall and Royal Victoria College Dining Hall obtain the highest score with 54% and 51% respectively.

# Value for Money

Retail Locations  
Percentage of "good", "very good" and "excellent" responses



60% of respondents rated Redpath Food Court favorably for the value for money criterion; the highest retail score in 2012.

**Bottom Three:**  
Education Café scored the lowest with 34%

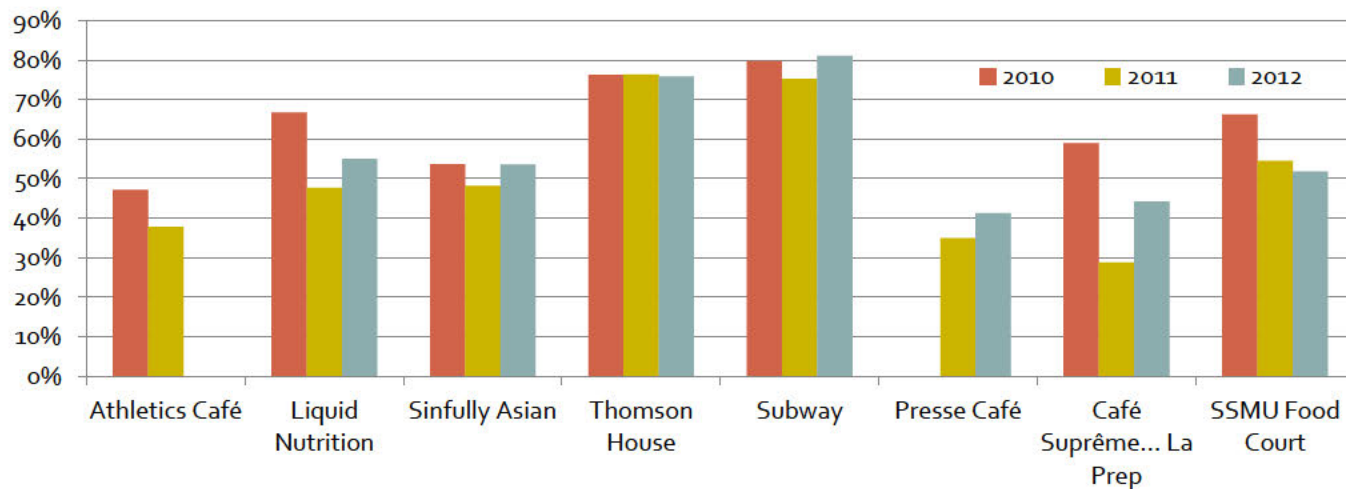
Following closely with 37% are Music Café (Infusion) and McIntyre Café.



# Value for Money

## Other Food Services

Percentage of "good", "very good" and "excellent" responses



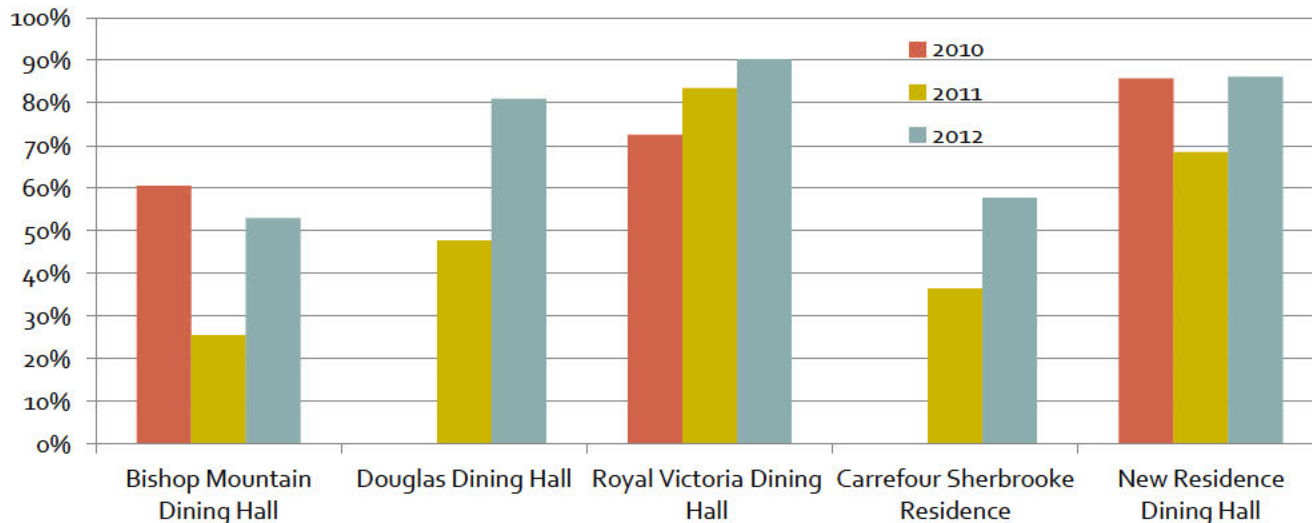
**Subway scores 81% and Thomson House 76% making these two the highest scores of all food service locations combined.**



# Overall Quality of Food And Beverages

## Residential Dining Halls

Percentage of "good", "very good" and "excellent" responses



Over 90% of respondents rated RVC as "good", "very good" and "excellent".

**New Residence Hall and Douglas Hall** scored 86% and 81% respectively.

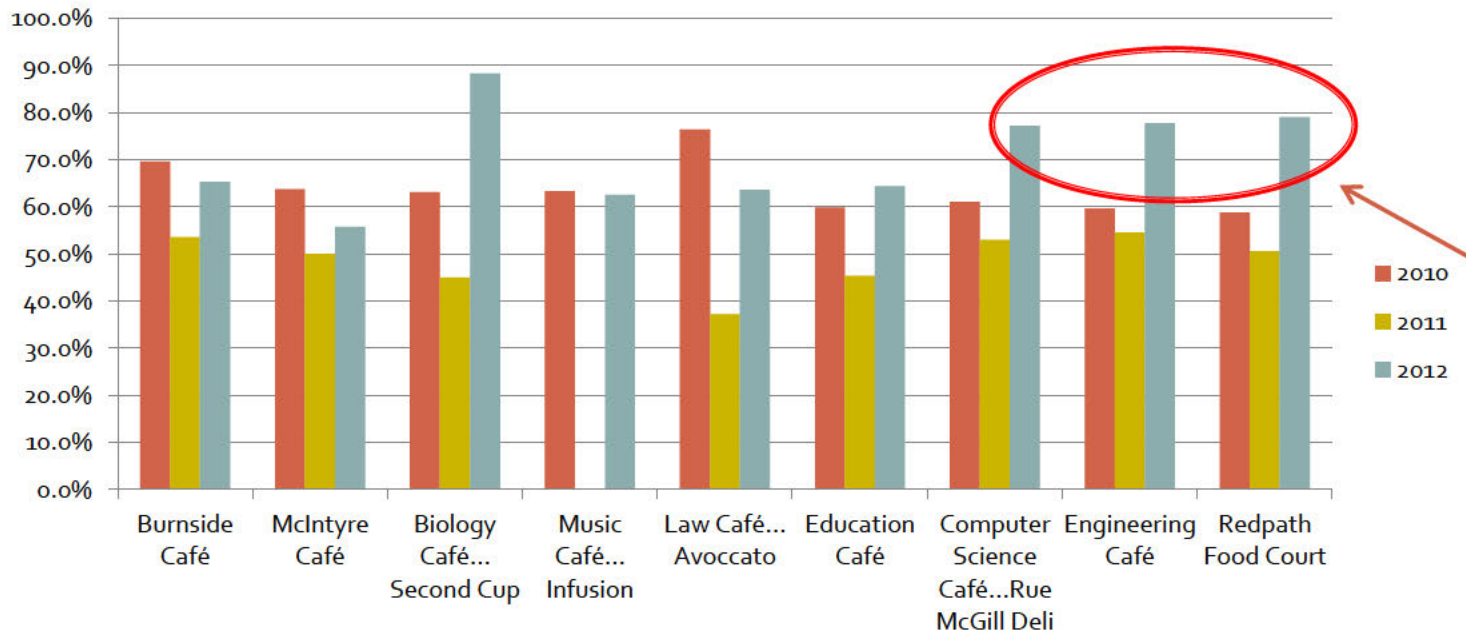
**Bishop Mountain Hall and Carrefour Sherbrooke** scored 53% and 58% respectively.



# Overall Quality of Food and Beverages

## Retail Locations

Percentage of "good", "very good" and "excellent" responses



In 2012, 88% of respondents rated **Second Cup** as being "good", "very good" or "excellent".

**Redpath Food Court** ranked second with a score of 79%.

**McConnell Engineering Café** and **rue McGill Deli** closely follow with scores of 78% and 77% respectively.

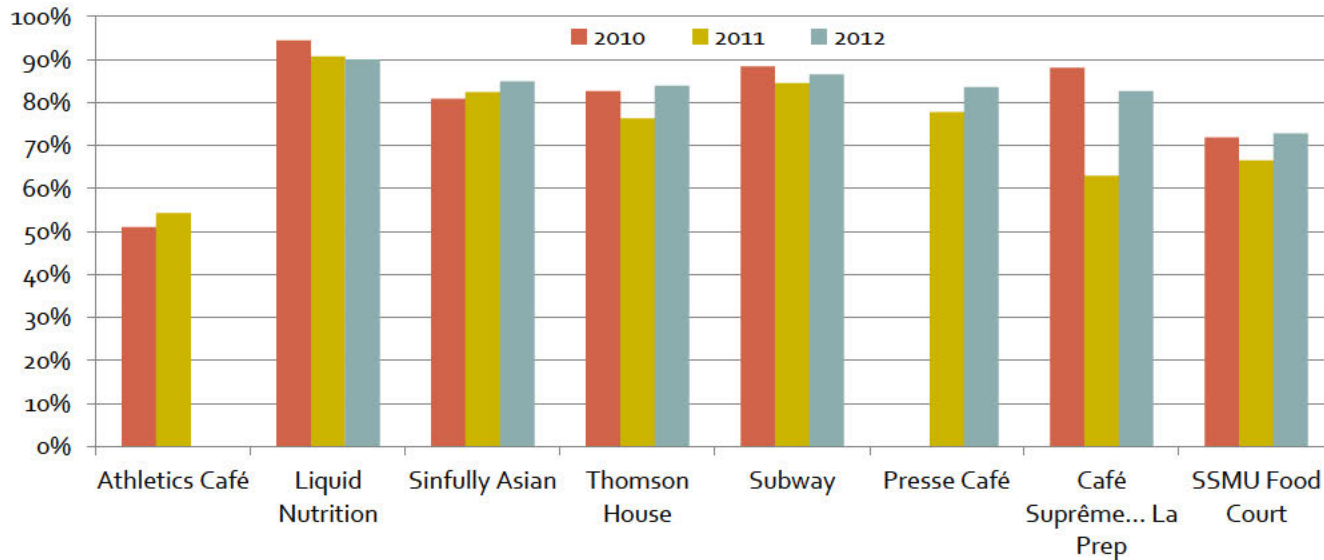




# Overall Quality of Food And Beverages

## Other Service Points

Percentage of "good", "very good" and "excellent" responses



In 2012, scores **greater than 80%** were obtained for 6 out of 7 locations.

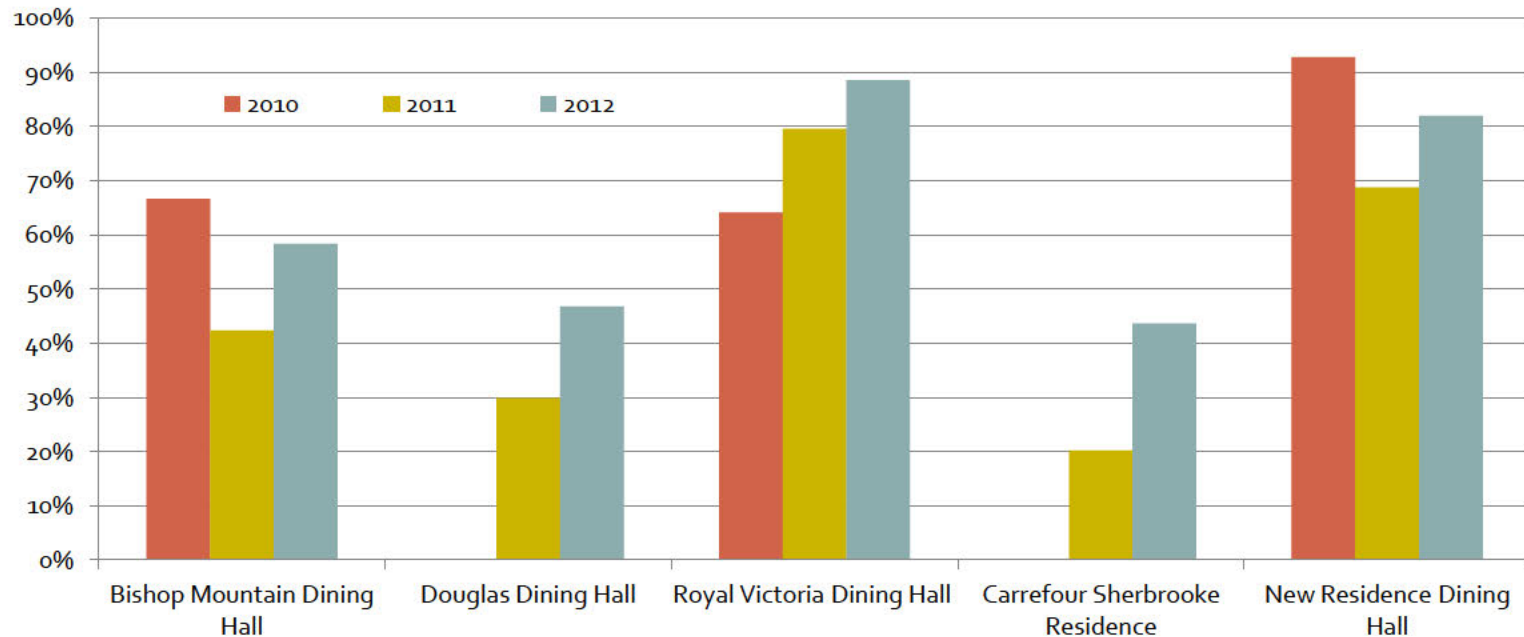
SSMU Food Court ranked last with a score of **73%**



# Food and Beverages Variety

## Residential Dining Halls

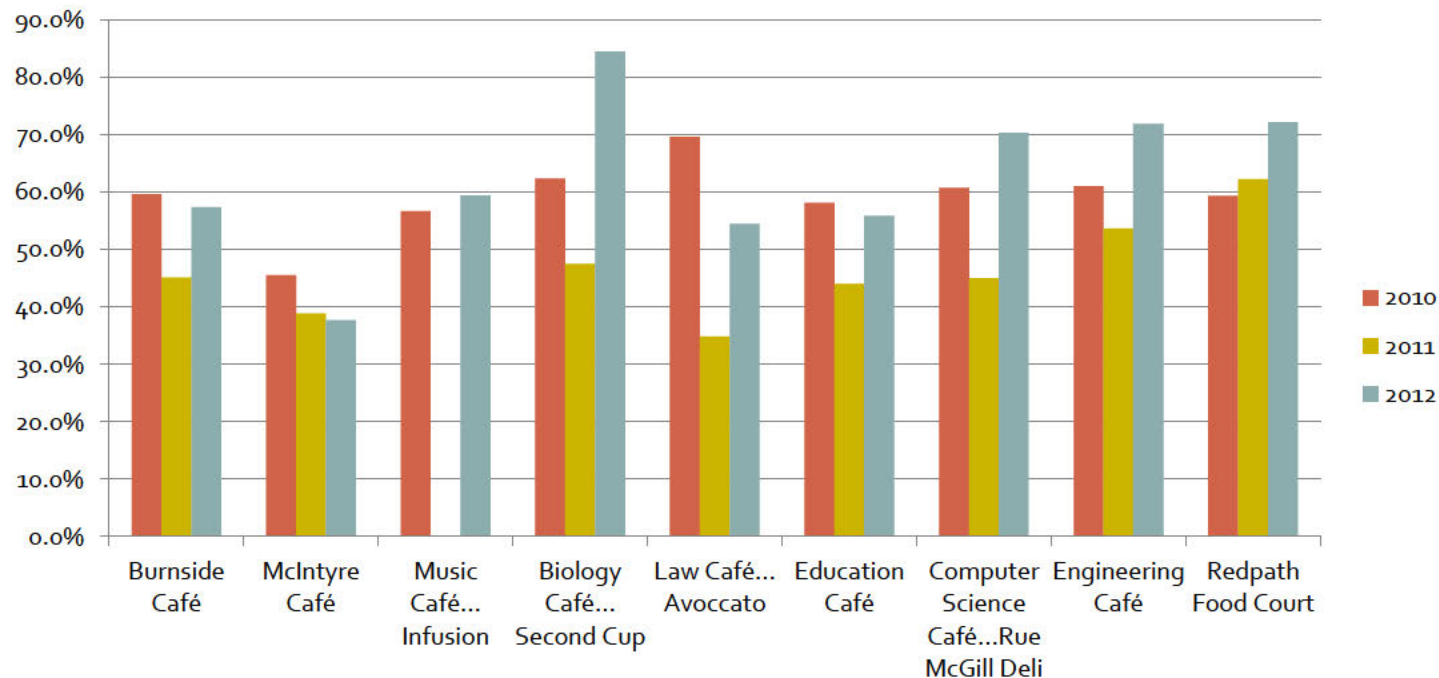
Percentage of "good", "very good" and "excellent" responses



# Food and Beverages Variety

## Retail Locations

Percentage of "good", "very good" and "excellent" responses

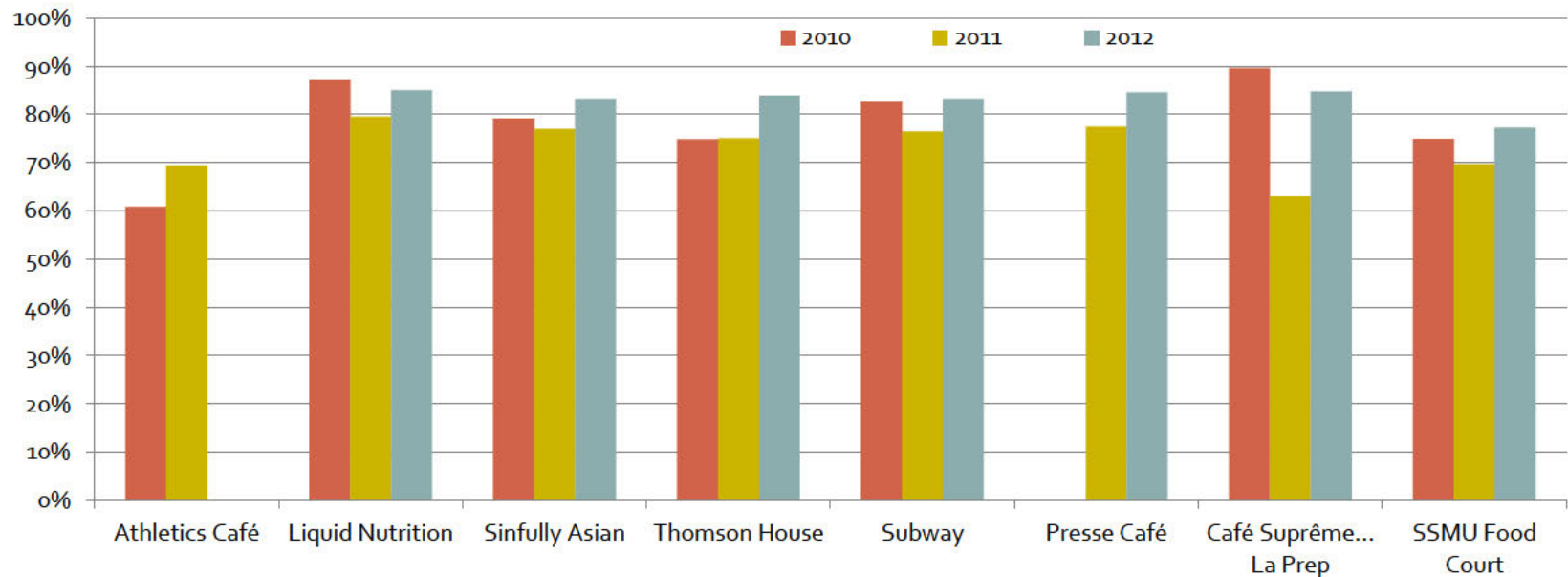


**A clear improvement is noted in 2012 vs 2011 with higher scores being obtained for all retail locations except for McIntyre Café.**

# Food and Beverages Variety

## Other Service Points

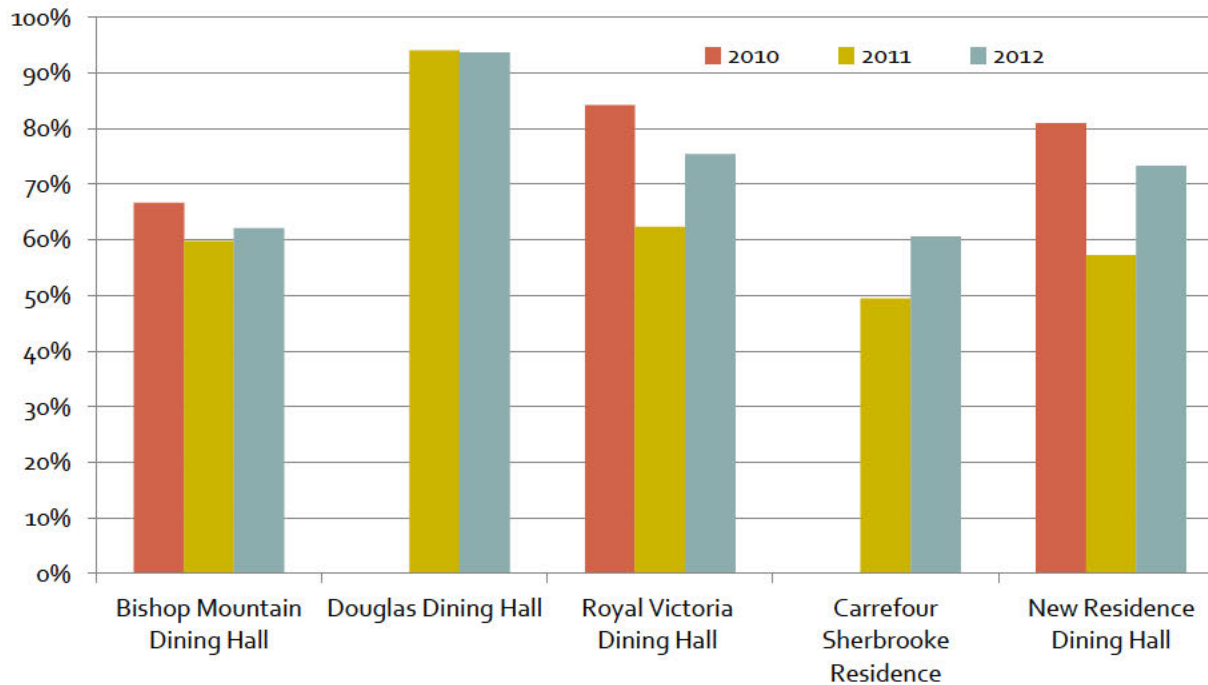
Percentage of "good", "very good" and "excellent" responses



# Customer Service

## Residential Dining Halls

Percentage of "good", "very good" and "excellent" responses



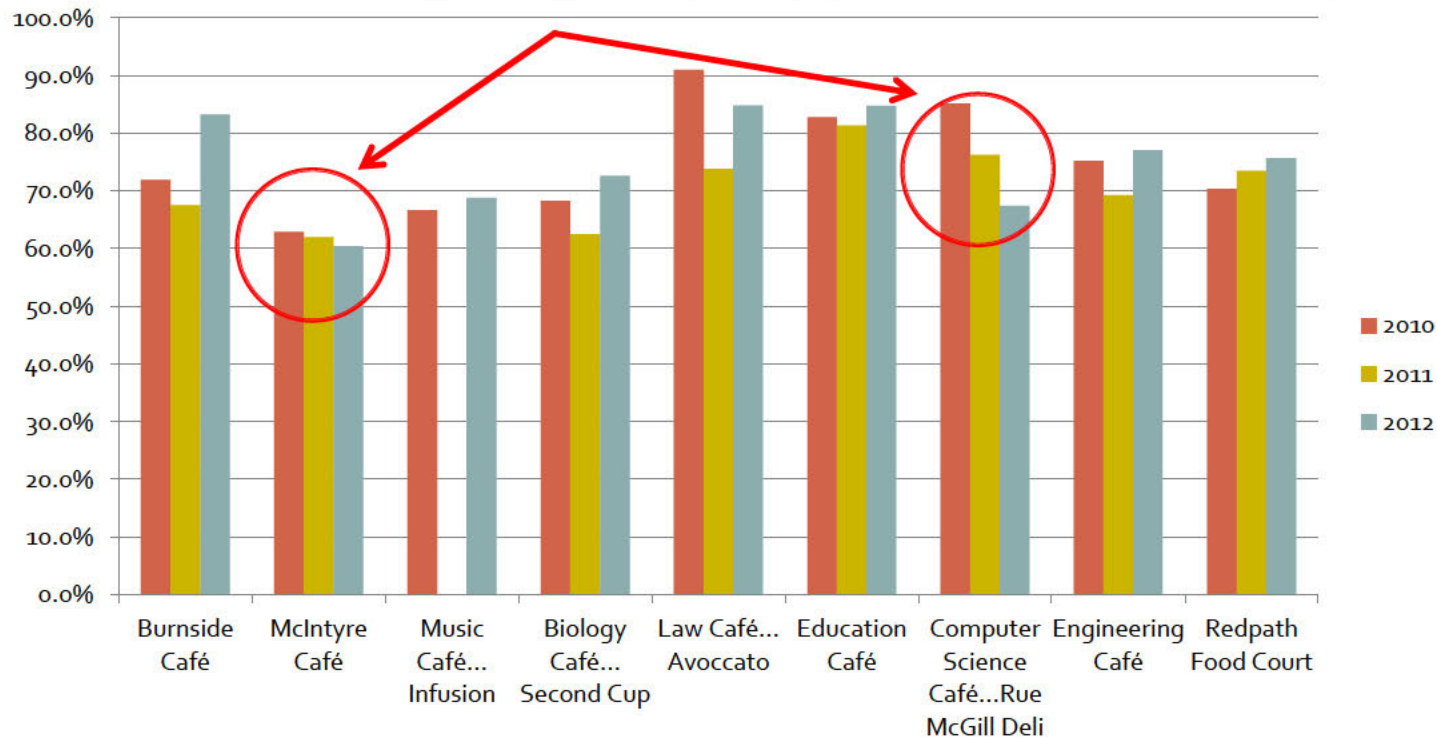
**94%** of respondents scored Douglas Hall as providing a "good", "very good" or "excellent" customer service experience in 2012 which is constant with 2011.

**Bishop Mountain Hall and Carrefour Sherbrooke** scored the lowest with 62% and 61% respectively.

# Customer Service

## Retail Locations

Percentage of "good", "very good" and "excellent" responses



The majority of retail locations note a clear **improvement** in 2012 vs 2011 and 2010.

**McIntyre Café** and **Rue McGill Deli** obtained lower scores in 2012 than in previous years.

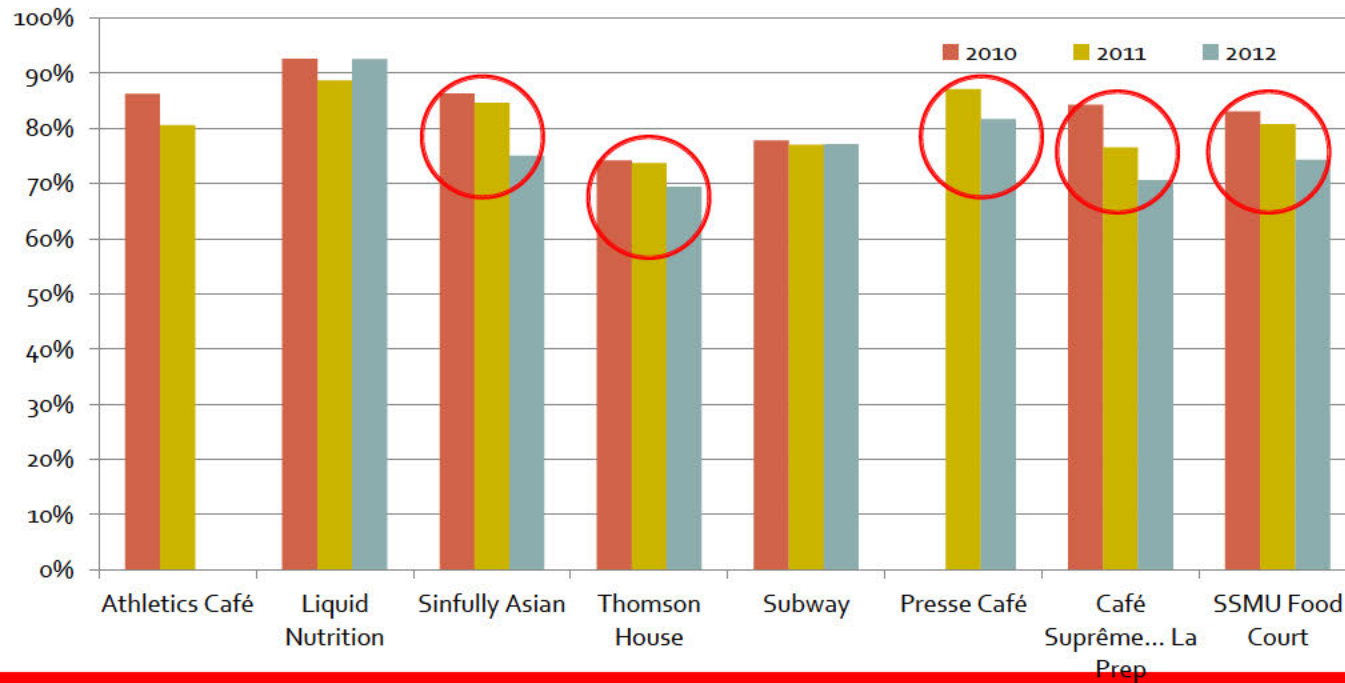




# Customer Service

## Other Service Points

Percentage of "good", "very good" and "excellent" responses



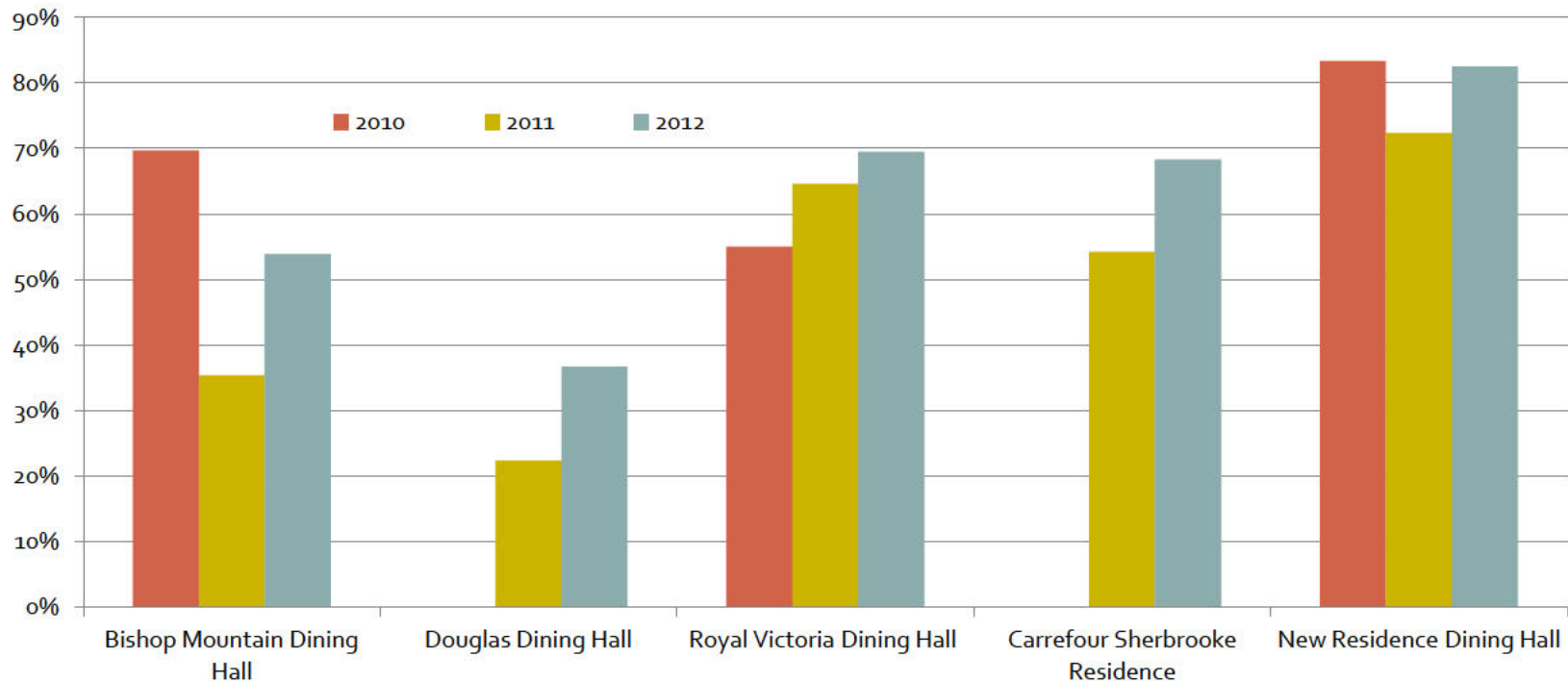
Five service points obtained lower scores in 2012 vs 2011 and 2010.



# Hours of Operation

## Residential Dining Halls

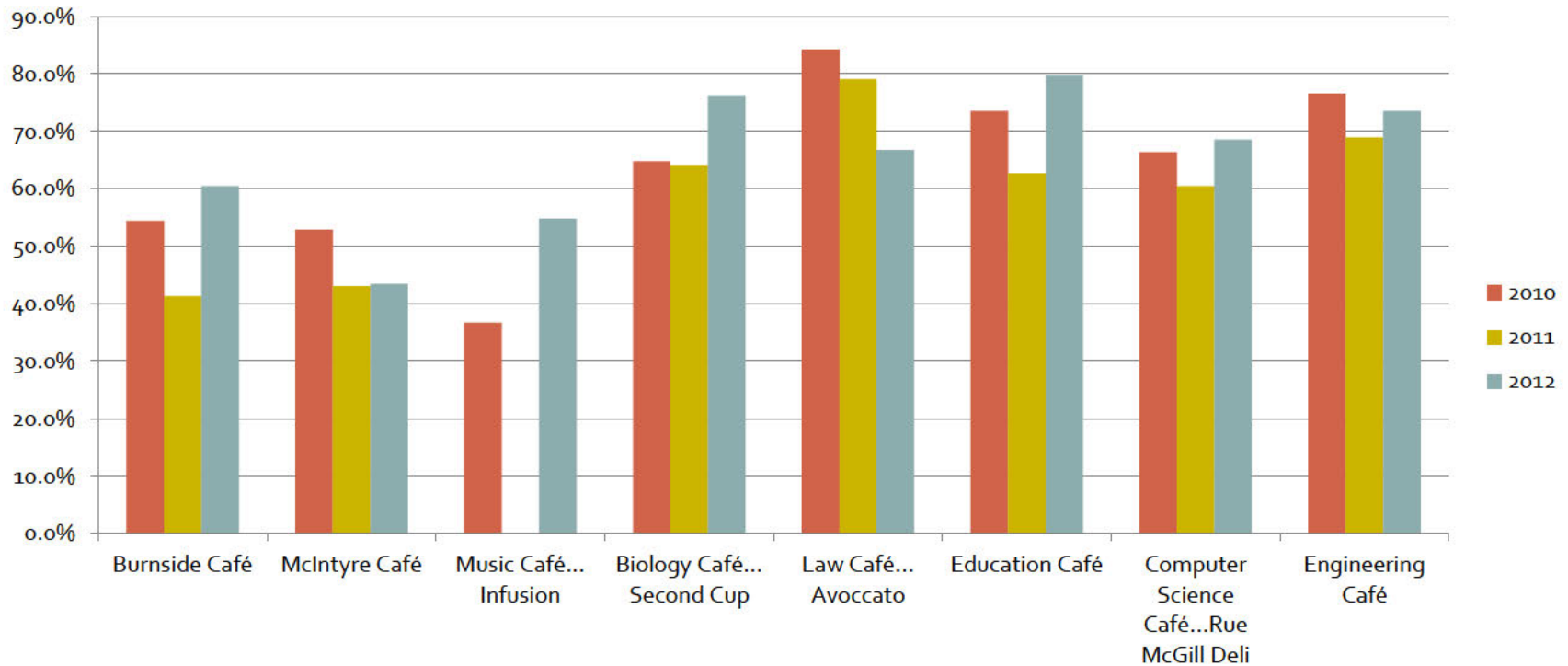
Percentage of "good", "very good" and "excellent" responses



# Hours of Operation

## Retail Locations

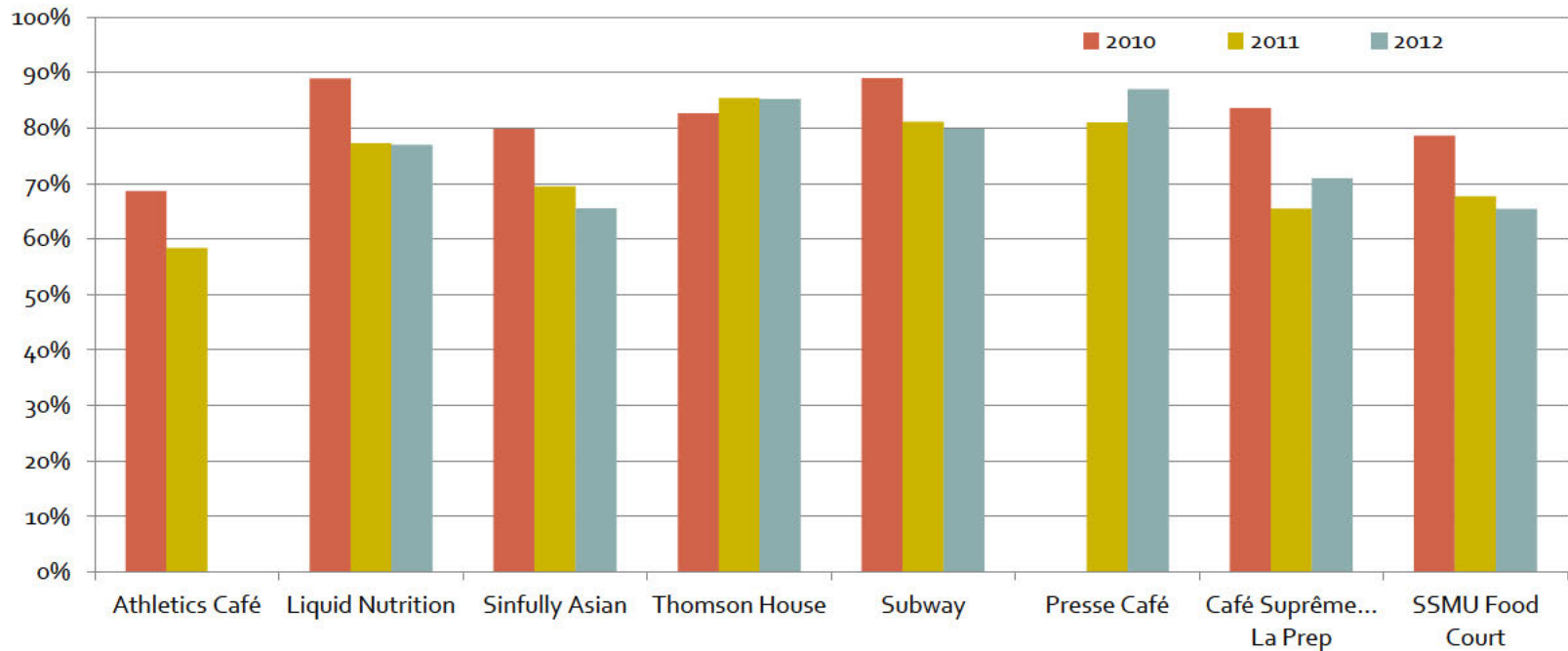
Percentage of "good", "very good" and "excellent" responses



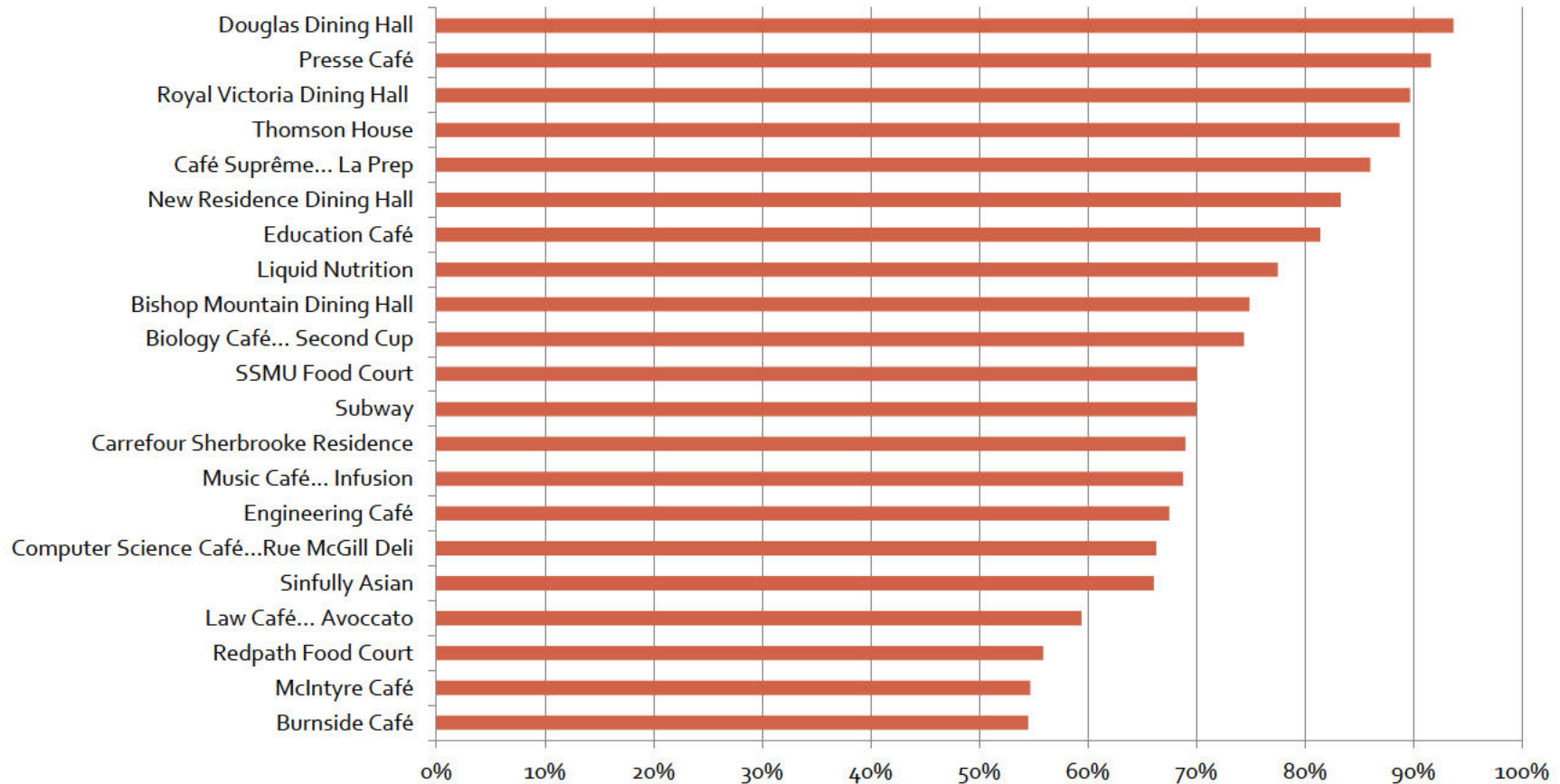
# Hours of Operation

## Other Service Points

Percentage of "good", "very good" and "excellent" responses



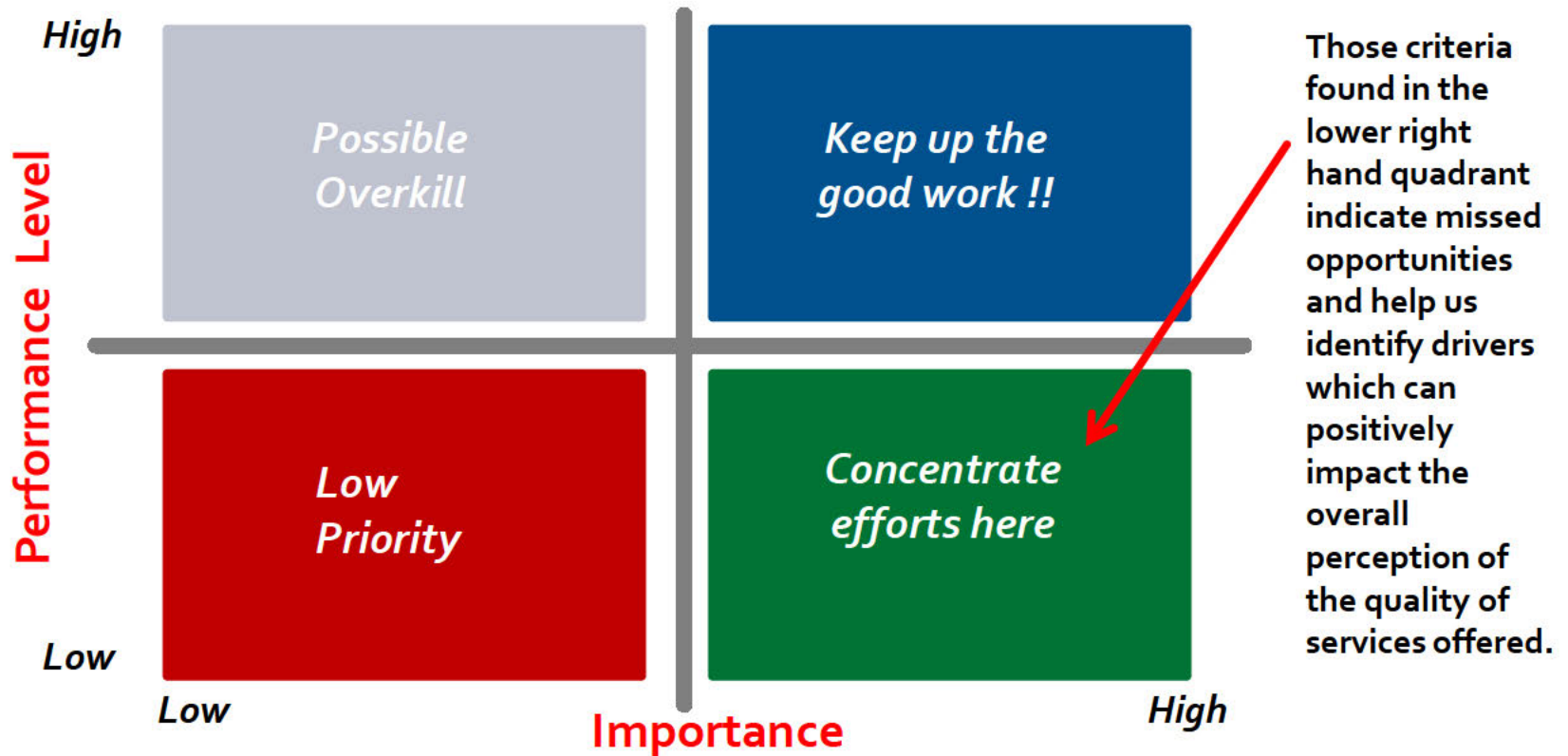
# Atmosphere All Locations



Percentage of "good", "very good" and "excellent" responses



# Performance vs Importance Model





# Analysis

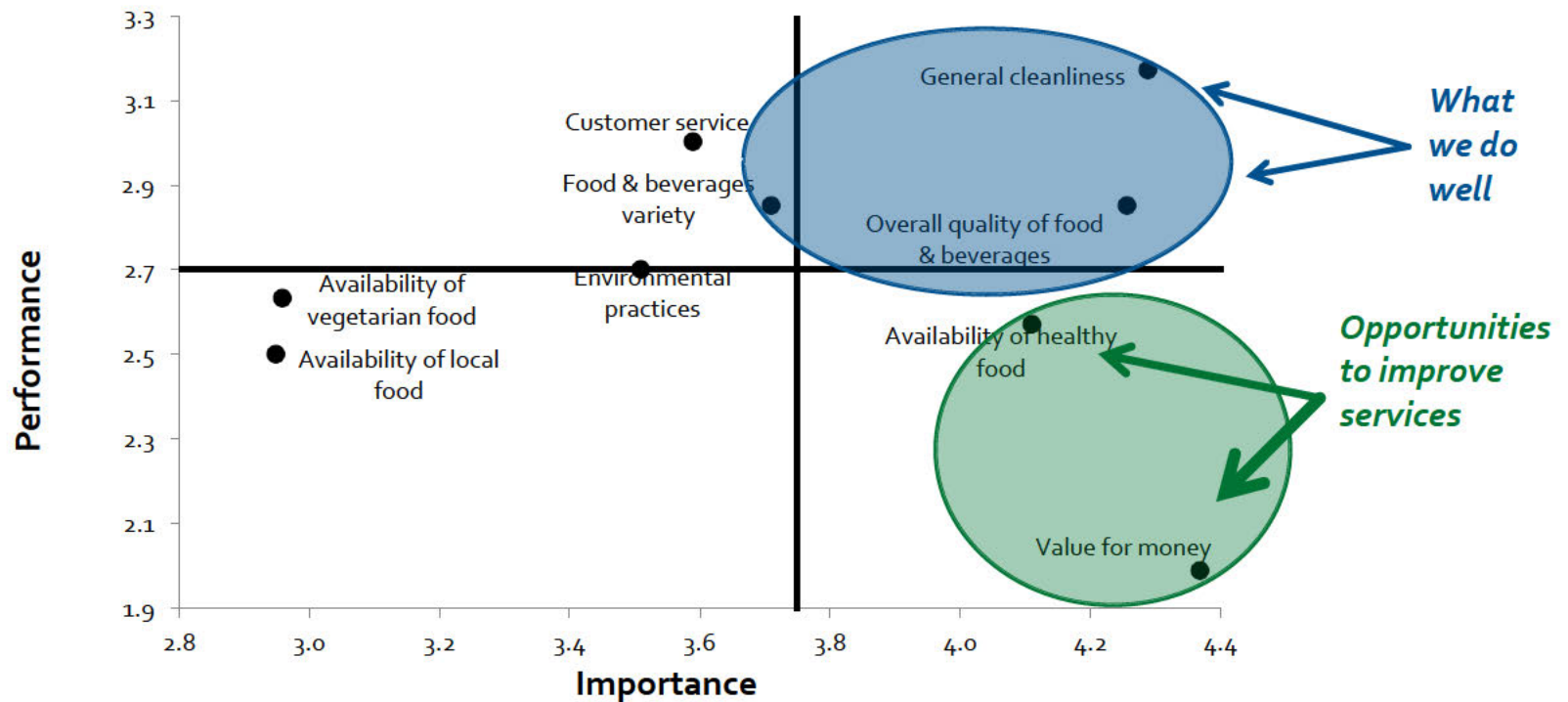
## Performance vs Importance

### Perceived Importance and Performance of Food Services (2012)

What we do well	Opportunities
• General Cleanliness	• Value for money
• Overall quality of food and beverages	• Availability of healthy foods
• Food and beverage variety	
What is LOW priority	
• Availability of local foods	
• Availability of vegetarian foods	
• Environmental Practices	

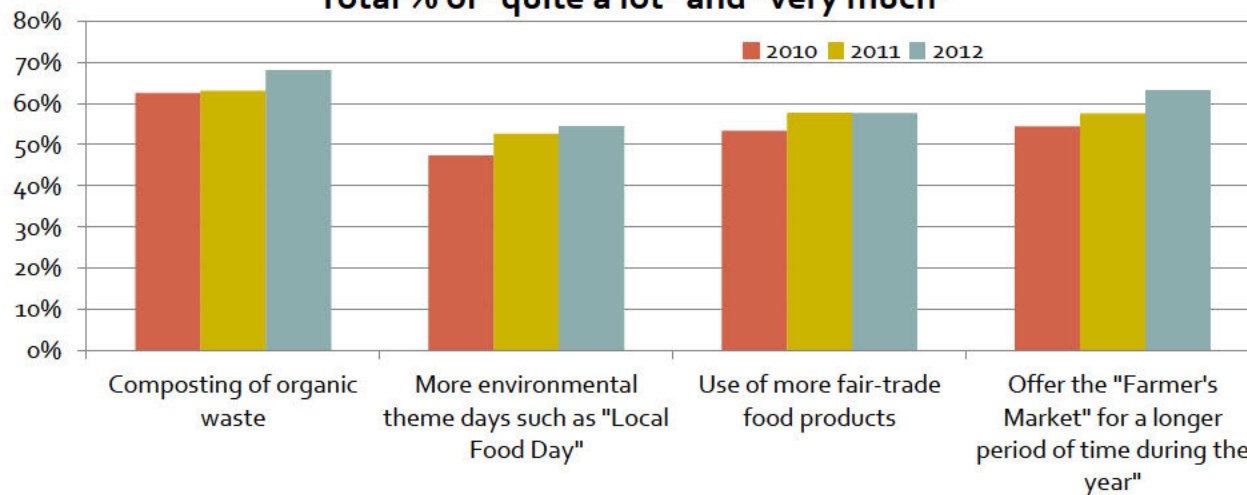
# Performance vs Importance

Results derived from all respondents



# Endorsement of Environmental Practices

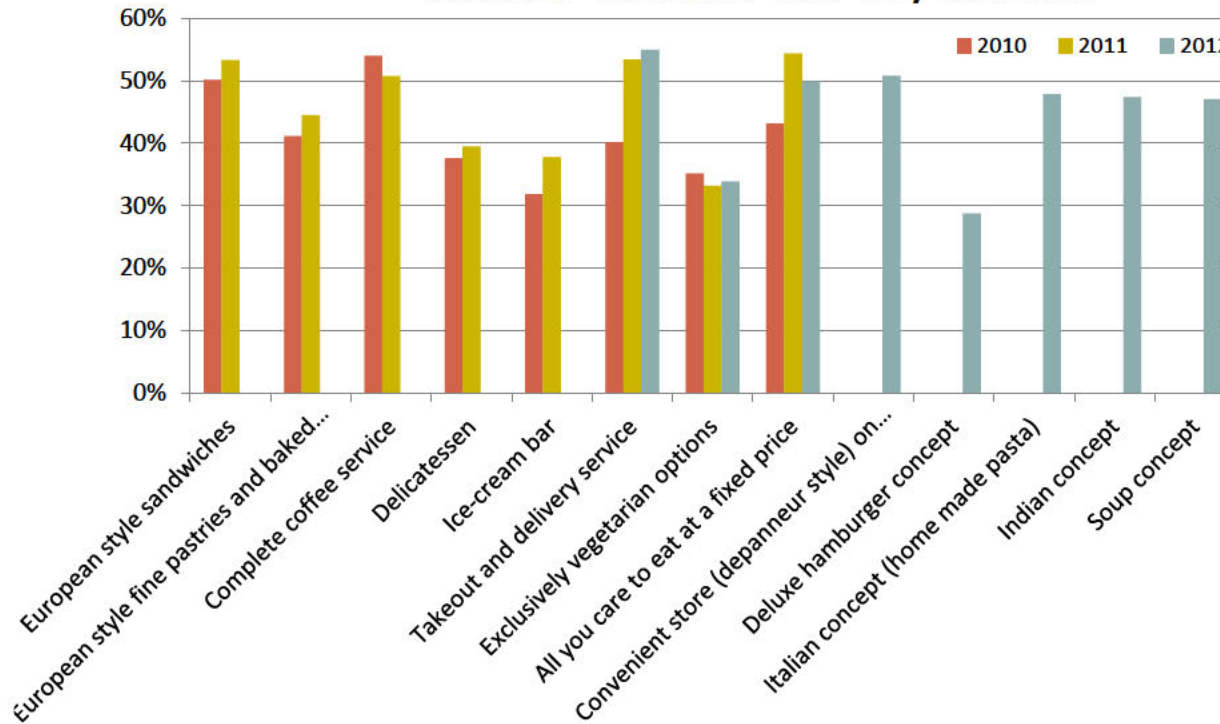
Endorsement of environmental initiatives  
Total % of "quite a lot" and "very much"



	2010	2011	2012
Composting of organic waste	62.6%	63.1%	68.1%
More environmental theme days such as "Local Food Day"	47.4%	52.7%	54.5%
Use of more fair-trade food products	53.4%	57.7%	57.6%
Offer the "Farmer's Market" for a longer period of time during the year"	54.4%	57.6%	63.2%
Other	22.7%	26.9%	-

# New Business Development Ideas

Interest in new food offerings  
Total % of "interested" and "very interested"

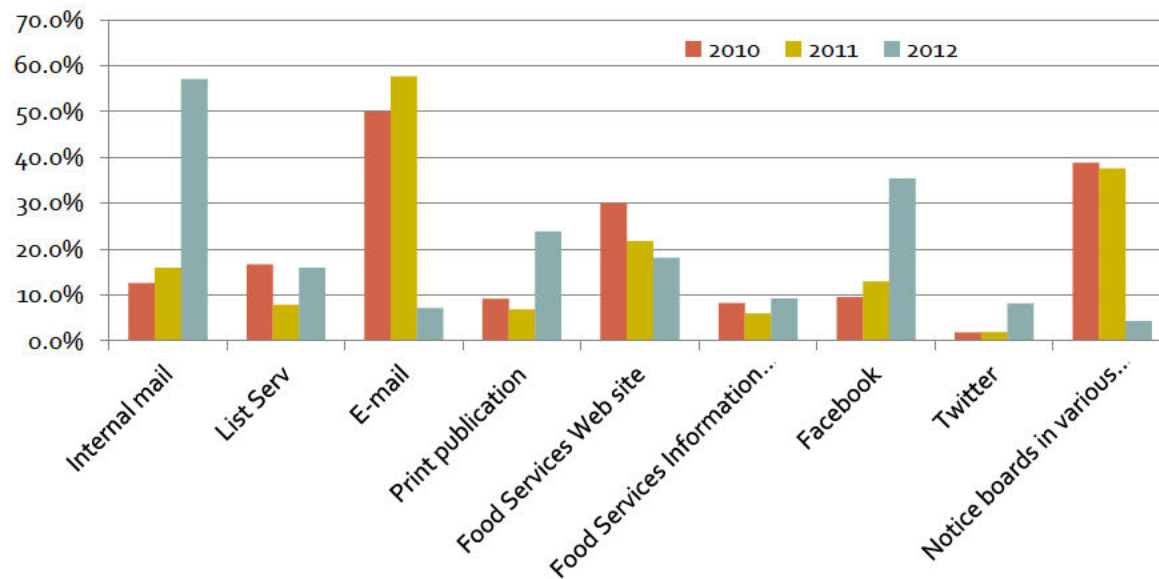


In 2012, **55%** of respondents indicated that they would be "interested" or "very interested" in seeing a **takeout and delivery service** on campus.

In close second and third place with **51%** and **50%** respectively are **convenience store** and **all-you-care-to-eat services**.

# Reaching Out ... Preferred Method of Communication

How would you best like to receive food services updates?  
(Select all that apply)



Results in 2012 vs 2011 show a clear and significant shift towards **internal mail vs e-mail** as the preferred method of receiving food services updates.

Second to internal mail is **Facebook** with a score of **35.4%** in 2012 vs 12.9 % in 2011.





# What else is being said?



... I feel that healthy items (fruits, veggies, milk, yogurt, etc.) should be less expensive in order to better promote healthy eating.

... Can we have some promotion, like the special price for certain food of each week.

... A convenience store and at least 10 more places should be introduced as part of meal plan. Also SSMU food court should be on meal plan or at least accept debit cards.

...It seems to me that prices here are inflated when compared to some of the options near the campus.

...Really like that more products like tea and coffee are fair trade.

...I find the daily meals ( especially vegetarian meals) to be carb-and cheese –heavy , and I would like to see healthier, fresh food options.

...A certain increase in prices has been noted, and sometimes even "combo" meals do not really have that proverbial "value for money". Some adjustments are necessary!



# What else is being said?



... I think the food services at McGill are actually quite excellent and I know they are comparable to other universities. However, the food is far too expensive. I really do not like that I can get a fast food for less than I can get a piece of fruit. It's really disappointing.

... keep pushing environmental initiatives

...I really appreciate the special features such as local food days or various promotions (I actually look at the calendar quite often and I am excited when there is some sort of special event). I would really appreciate it if nutritional value could be displayed for food items and if there could be more healthy options (such as low fat salad dressing, meals, etc.).

... The Food Services at Mac Campus desperately need an improvement. They lack of variety especially in healthy/nutritional foods and their prices are too high for the quality

... I tend to either bring food from home or to leave campus to purchase food, as I generally find 'on campus' options to be too expensive.

...While I rated the prices as "good", I still believe they are quite high, depending on where you go to eat. I also think that the SSMU cafeteria should finally accept credit cards!