

McGill Food and Dining Services

Survey Results 2015

Student Housing and Hospitality Services

Prepared by : **Monique Lauzon P.Dt.**

Marketing and Nutrition Advisor

McGill Student Housing and Hospitality Services

In Collaboration with **Isabelle Carreau and Mark Michaud**

Senior Planning Analysts

McGill Planning and Institutional Analysis Office



McGill



Student Housing and
Hospitality Services

Service de logement
étudiant et d'hôtellerie



SHHS Annual Survey

- The on-line survey was done in partnership with McGill Planning and Institutional Analysis Office
- **8700** members of the McGill community were invited to participate in the 2015 survey from February 11 to March 16, 2015
- The participation rate was **19.8%**
- Results have a 2.1% margin of error, 19 times out of 20



Main Objectives:

- Measure food and dining services **habits and practices** on both the downtown and Macdonald campuses.
- 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



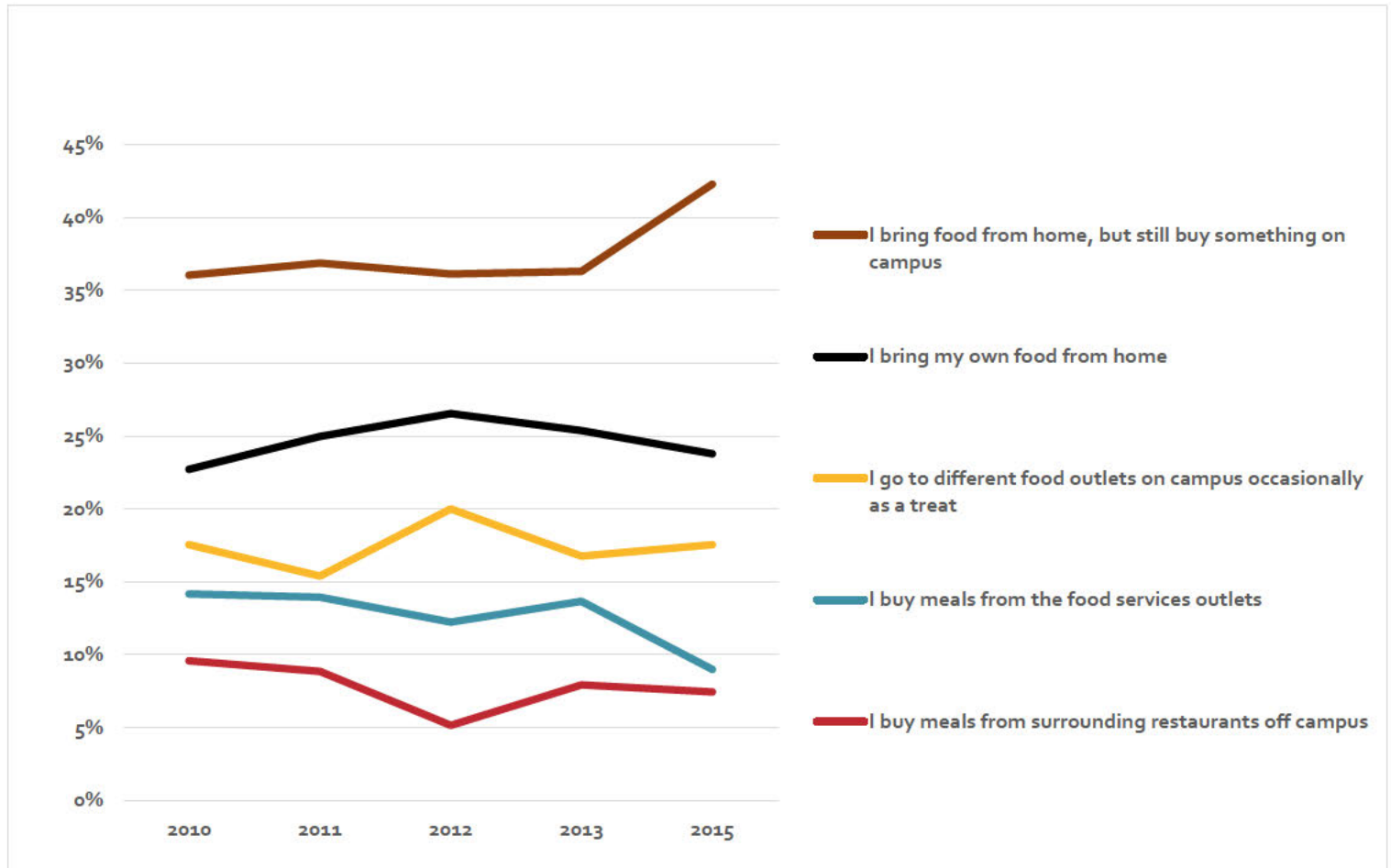
Respondents Profile

		2015 n= 1839
Gender	Male	32%
	Female	68%
Status	Faculty	7%
	Staff	15%
	Students	79%
Living in Residence (Half of the resident population was invited to participate in the survey)	Yes	48%
	No	52%



Eating Habits

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



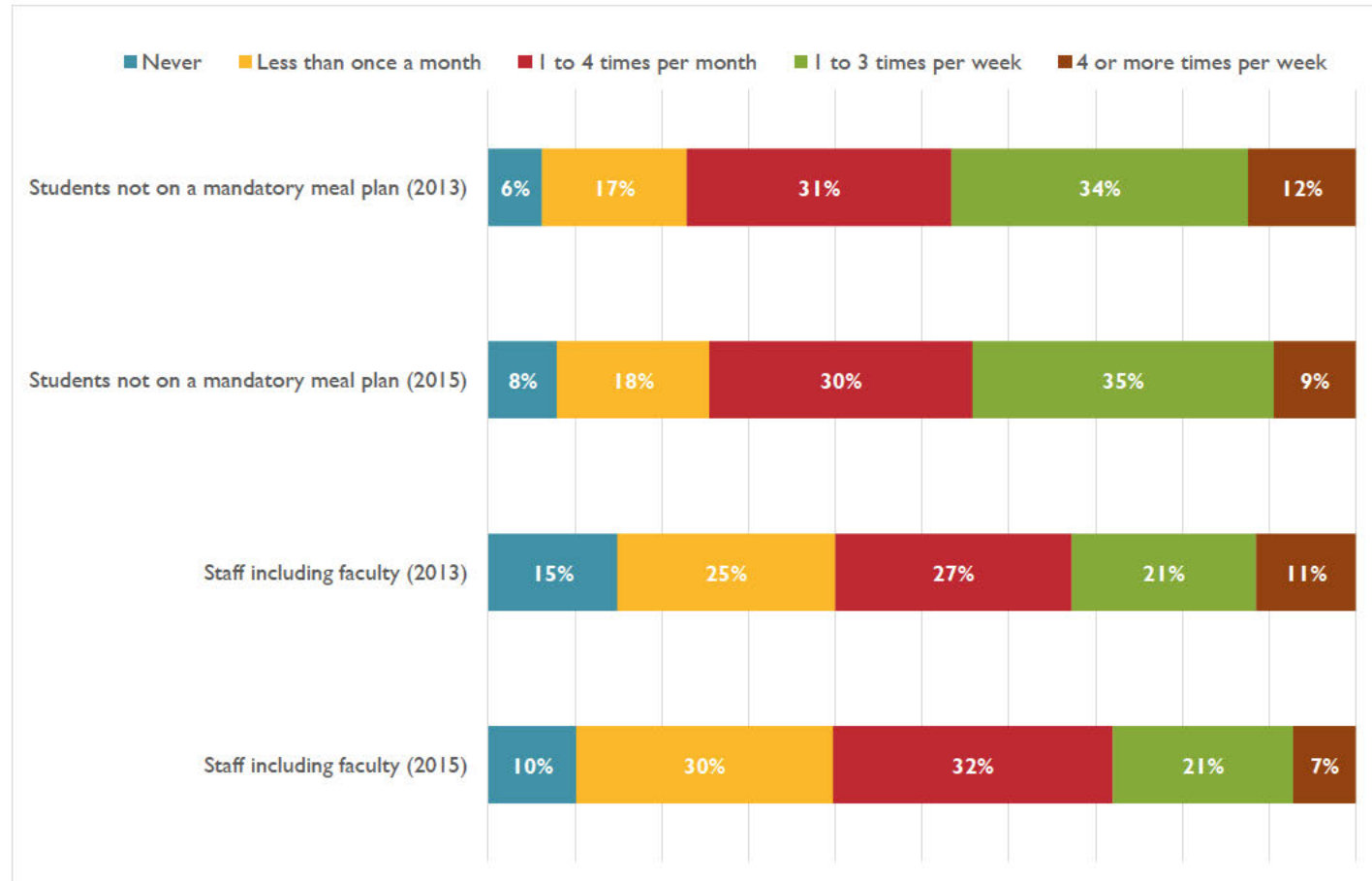
Student Housing and
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Frequency of Visits at Any Location

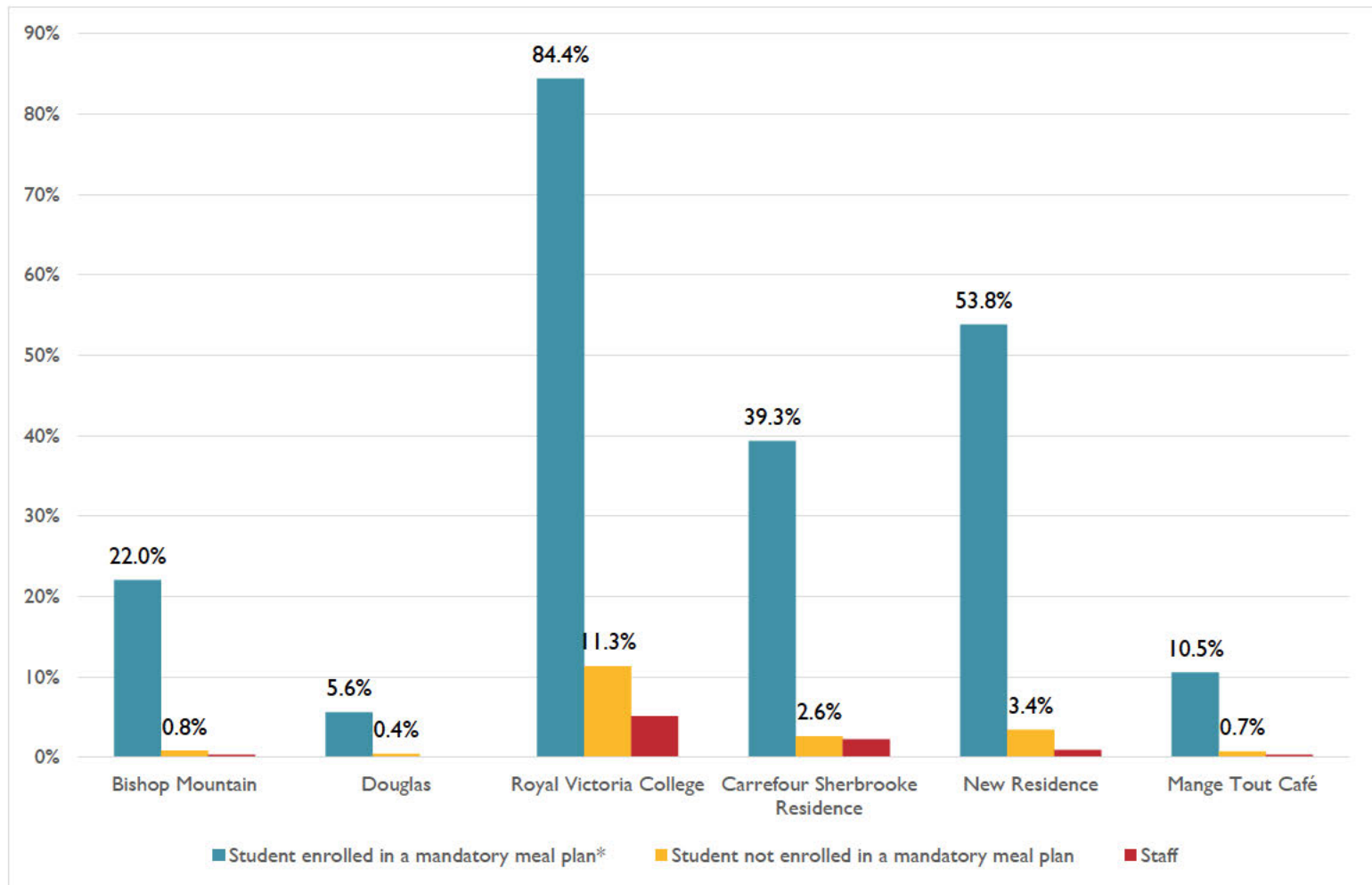
Frequency of purchase from ANY of the food service locations	Students on a mandatory meal plan		Students NOT on a mandatory meal plan		Staff including faculty	
	Count	Percentage	Count	Percentage	Count	Percentage
Less than once a month	10	2%	235	26%	149	40%
At least once a month <i>(includes results of 1 to 4 times per month, 1 to 3 times per week and 4 or more times per week)</i>	414	98%	686	74%	226	60%
Total	424	100%	921	100%	375	100%



Frequency of Purchase from any food service location per Type of Respondent 2013 VS 2015

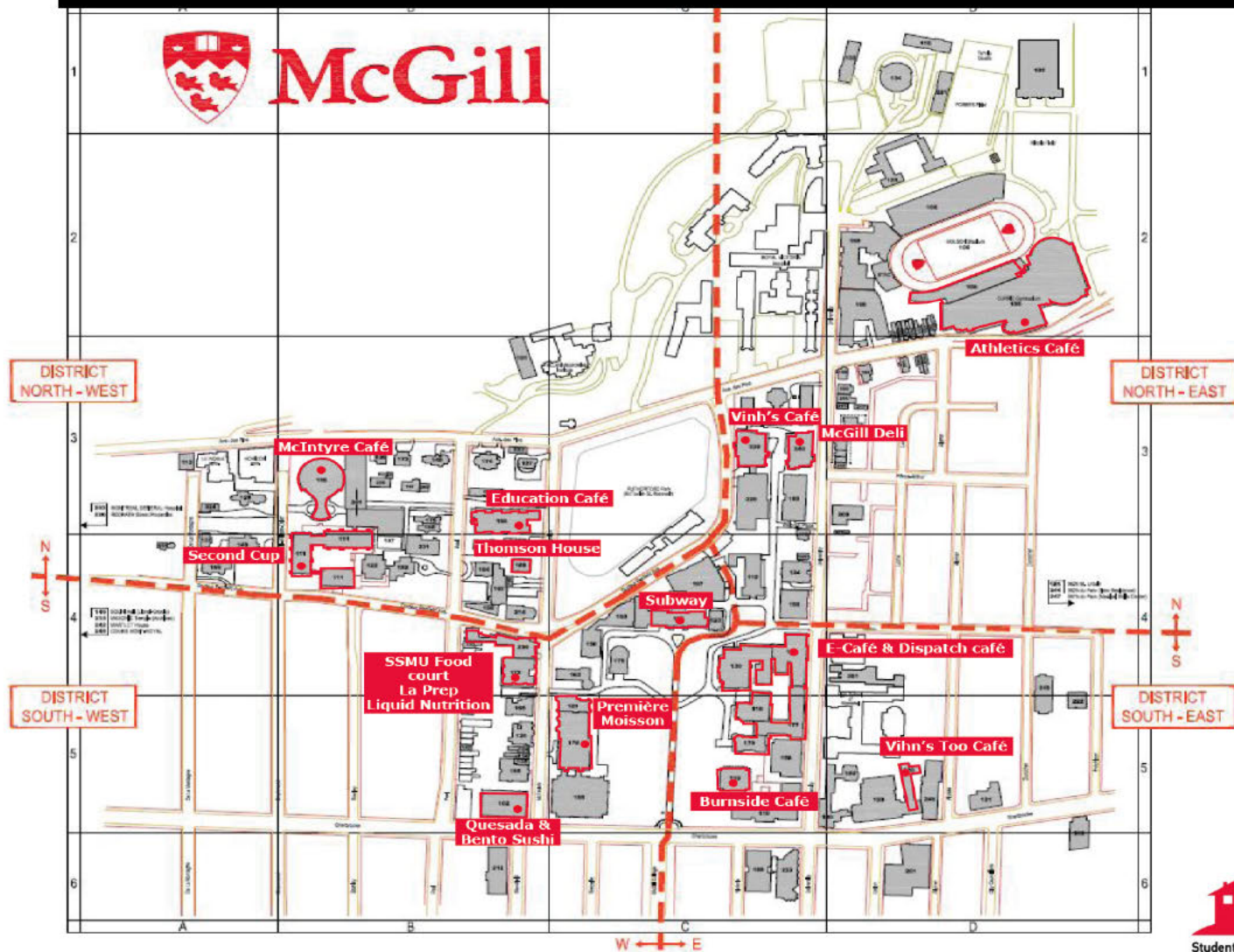


Visiting Dining Halls at least once per month per Respondent Types



* Frequency of visits by Rez students on the mandatory meal plan excluding their own dining hall

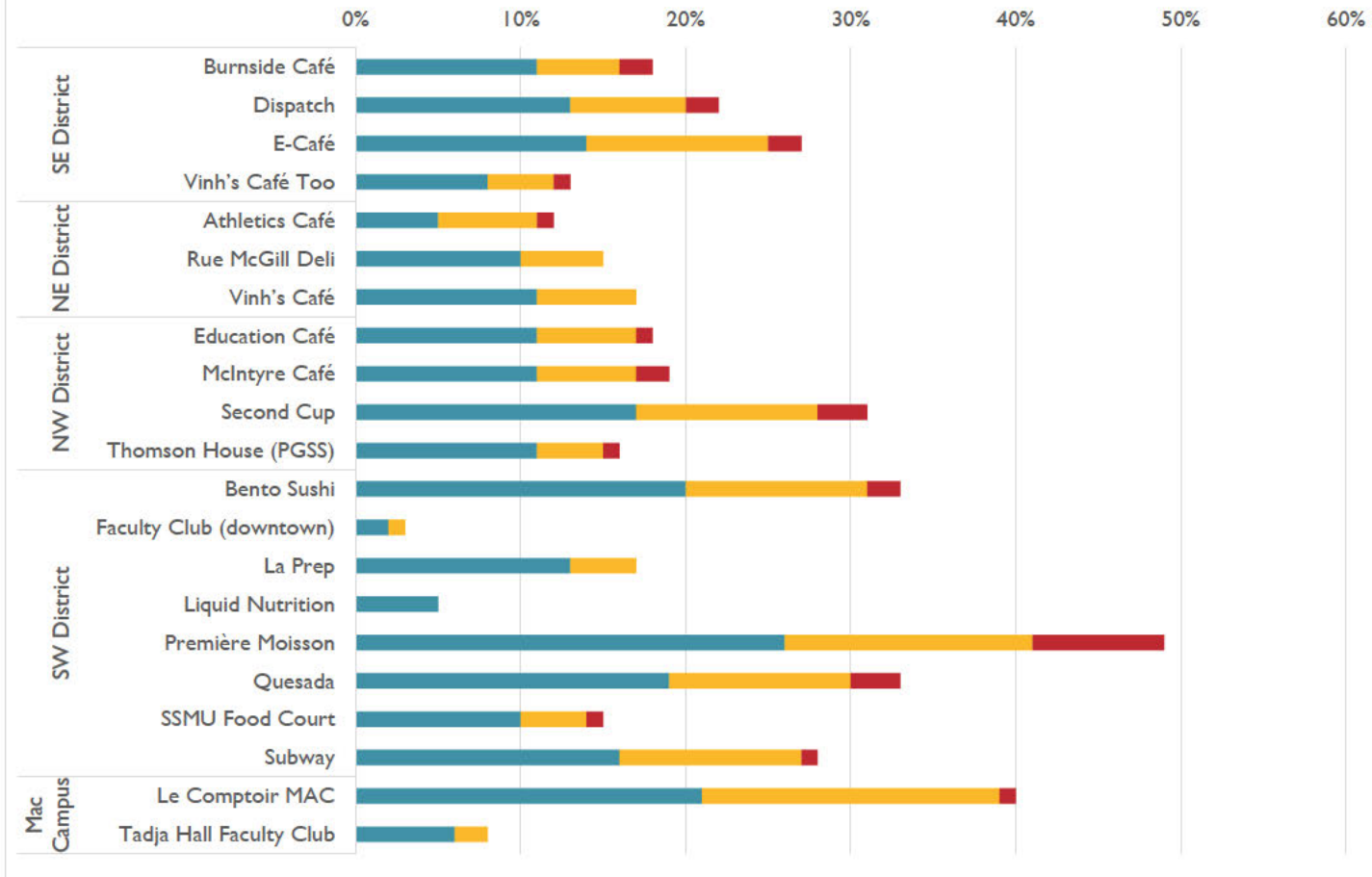
Retail Locations per District



Frequency of Purchases per District

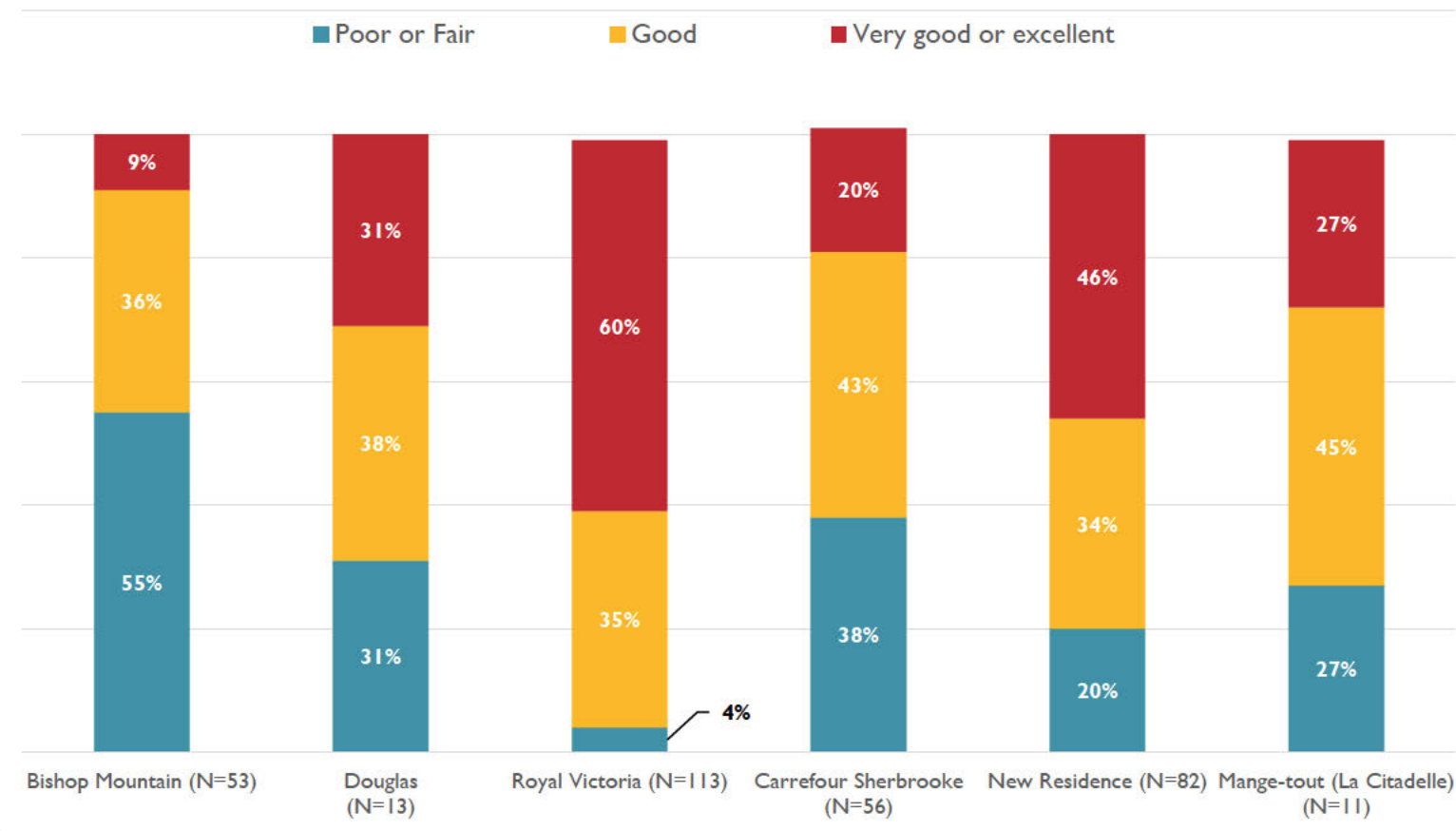
How often do you purchase from each retail service ("In District" frequentations; all respondents; at least once a month)?

■ 1 to 4 times per month ■ 1 to 3 times per week ■ 4 or more times per week



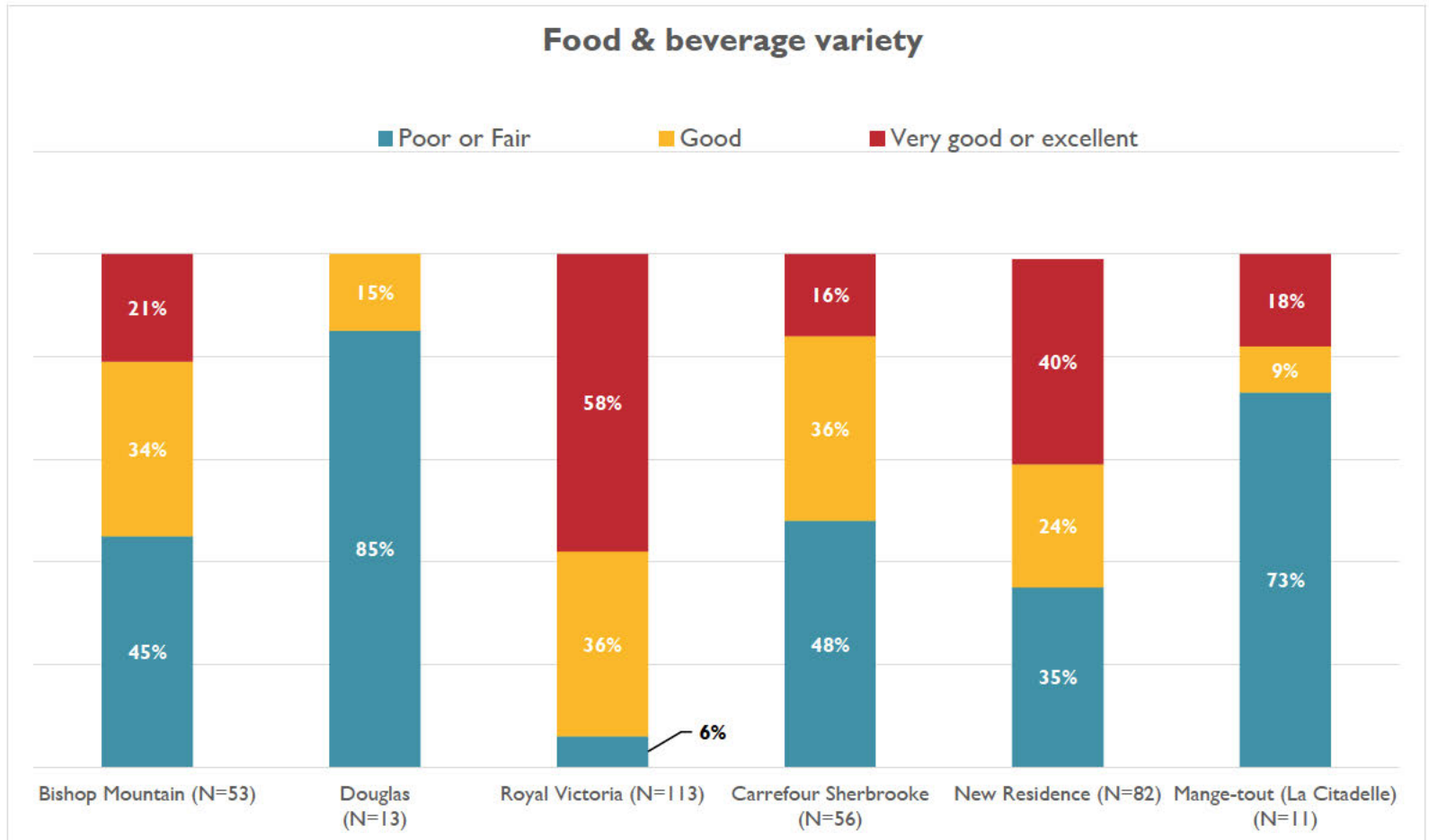
Evaluation of Residence Dining Halls by students enrolled in a Mandatory Meal Plan

Overall quality of food & beverages



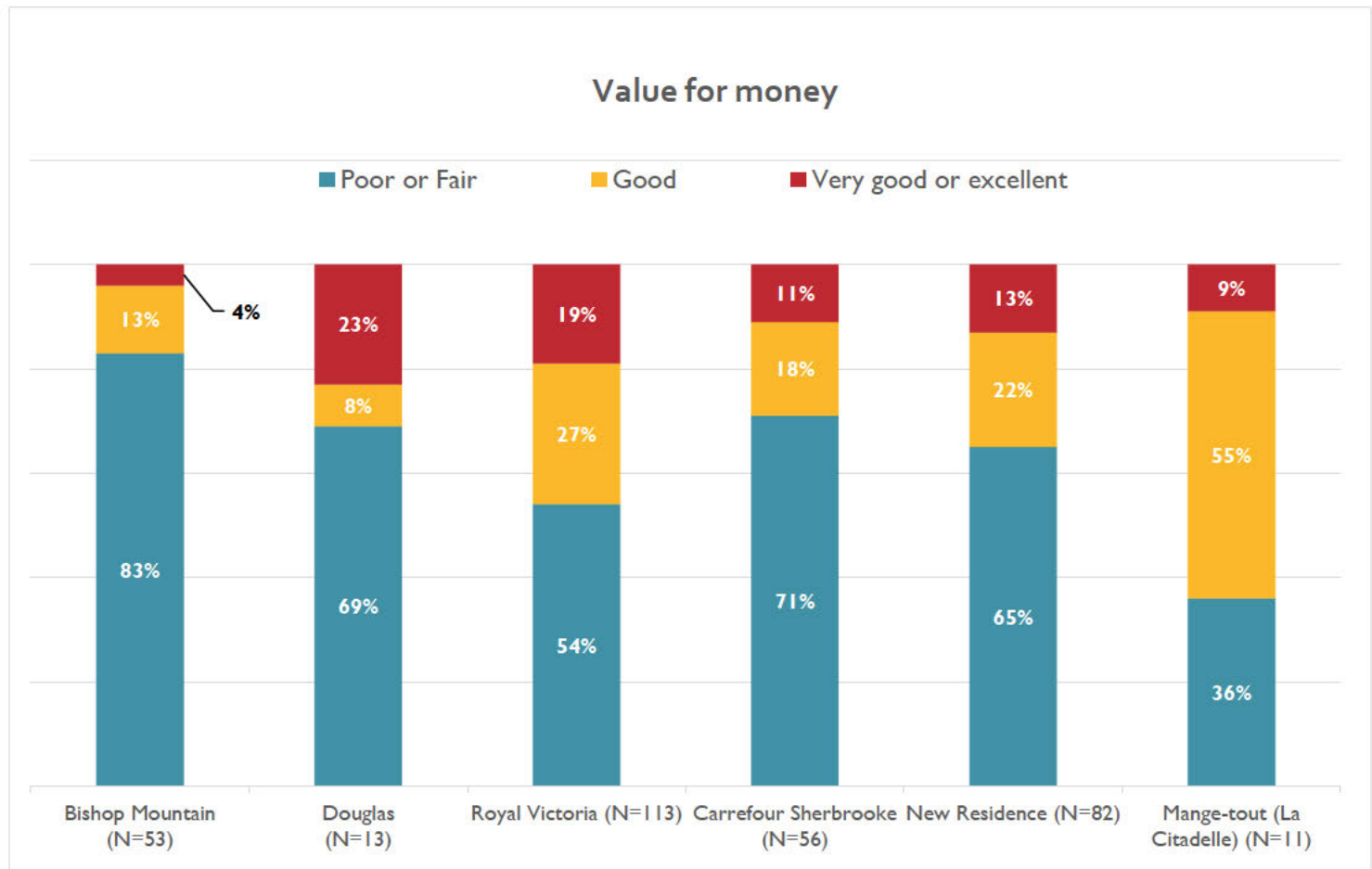
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Evaluation of Residence Dining Halls by students enrolled in a Mandatory Meal Plan



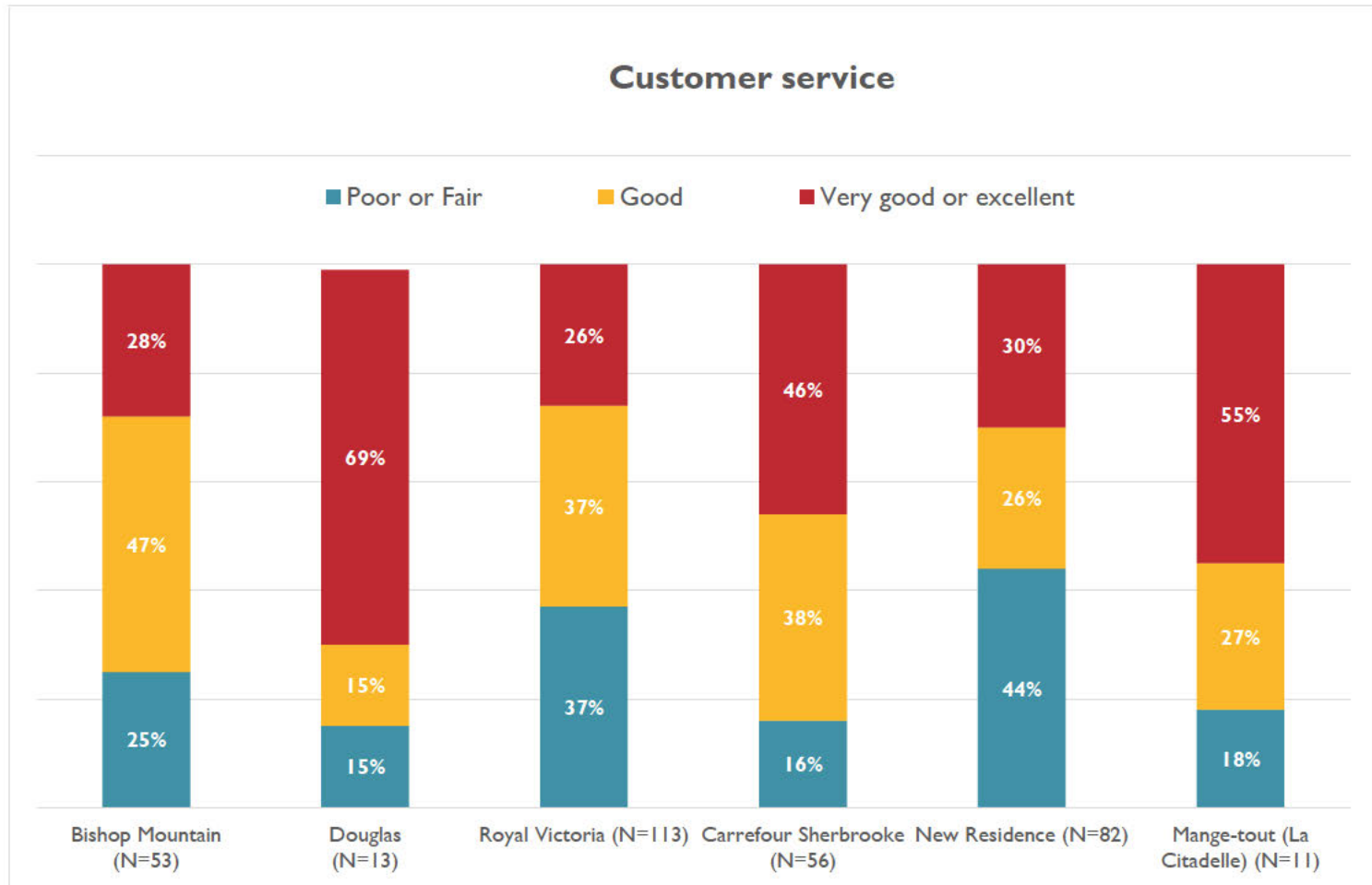
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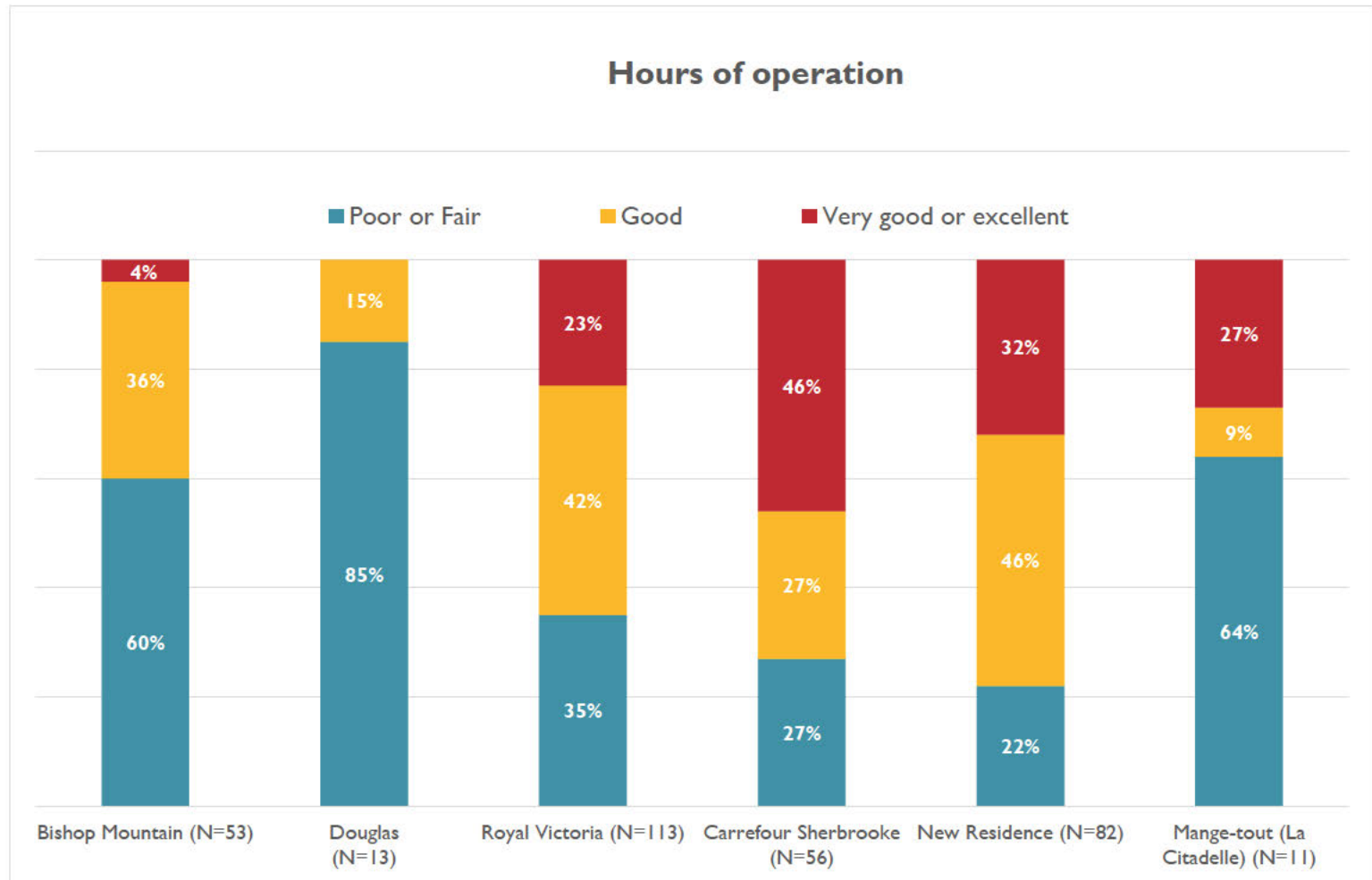
Evaluation of Residence Dining Halls by students enrolled in a mandatory meal plan

Atmosphere



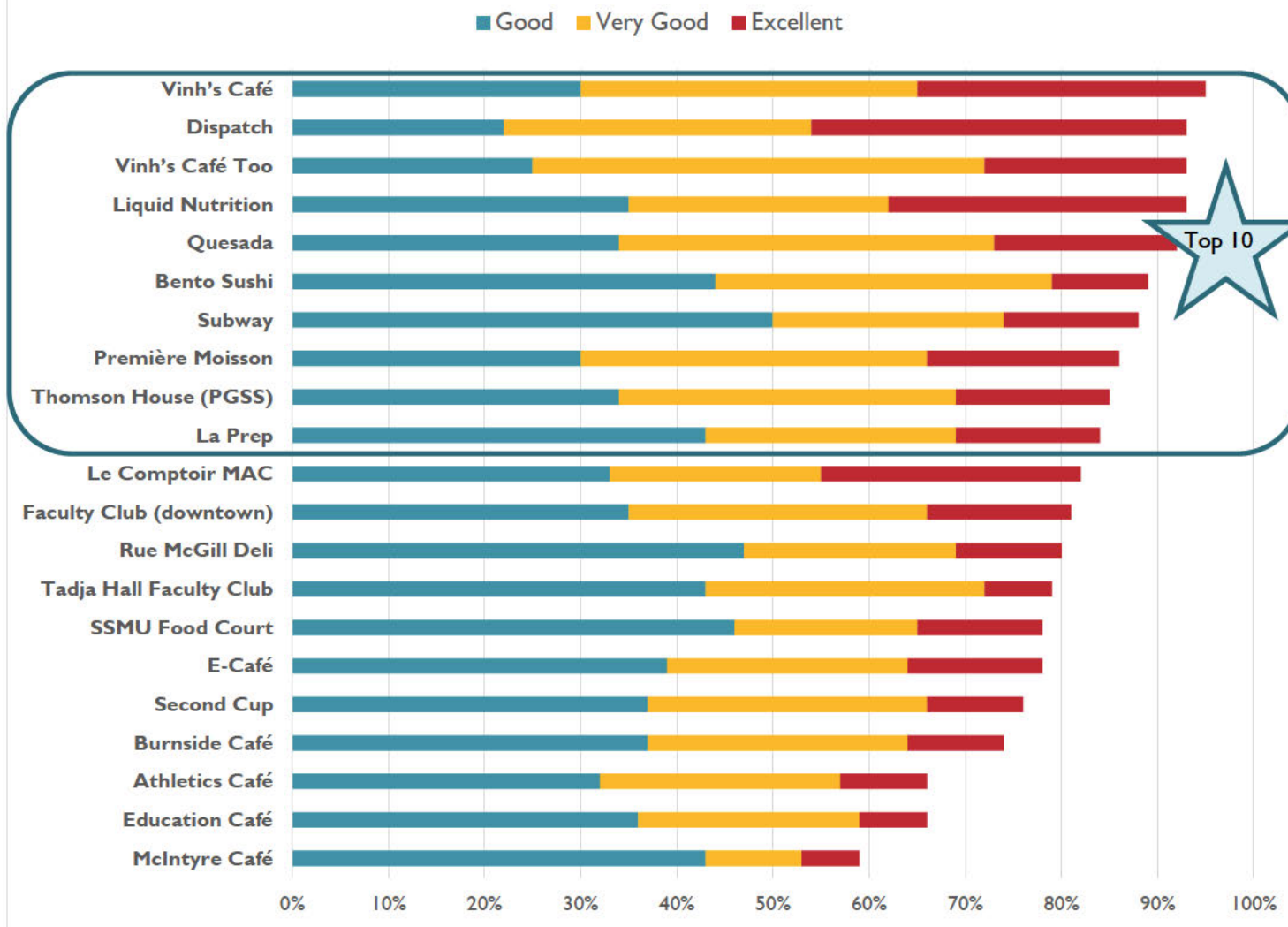
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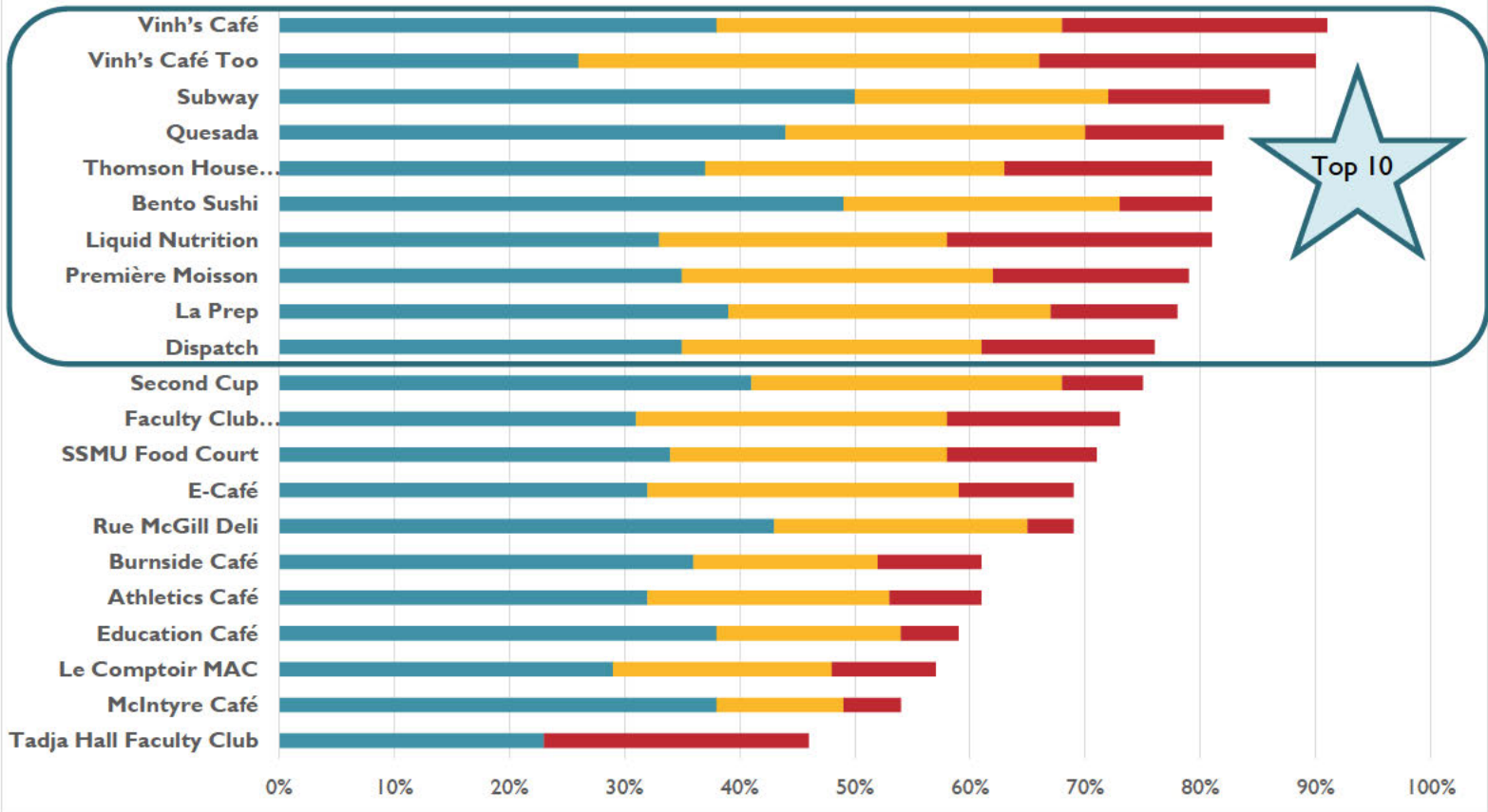
Evaluation of Retail Locations



Evaluation of Retail Locations

Food & Beverages variety

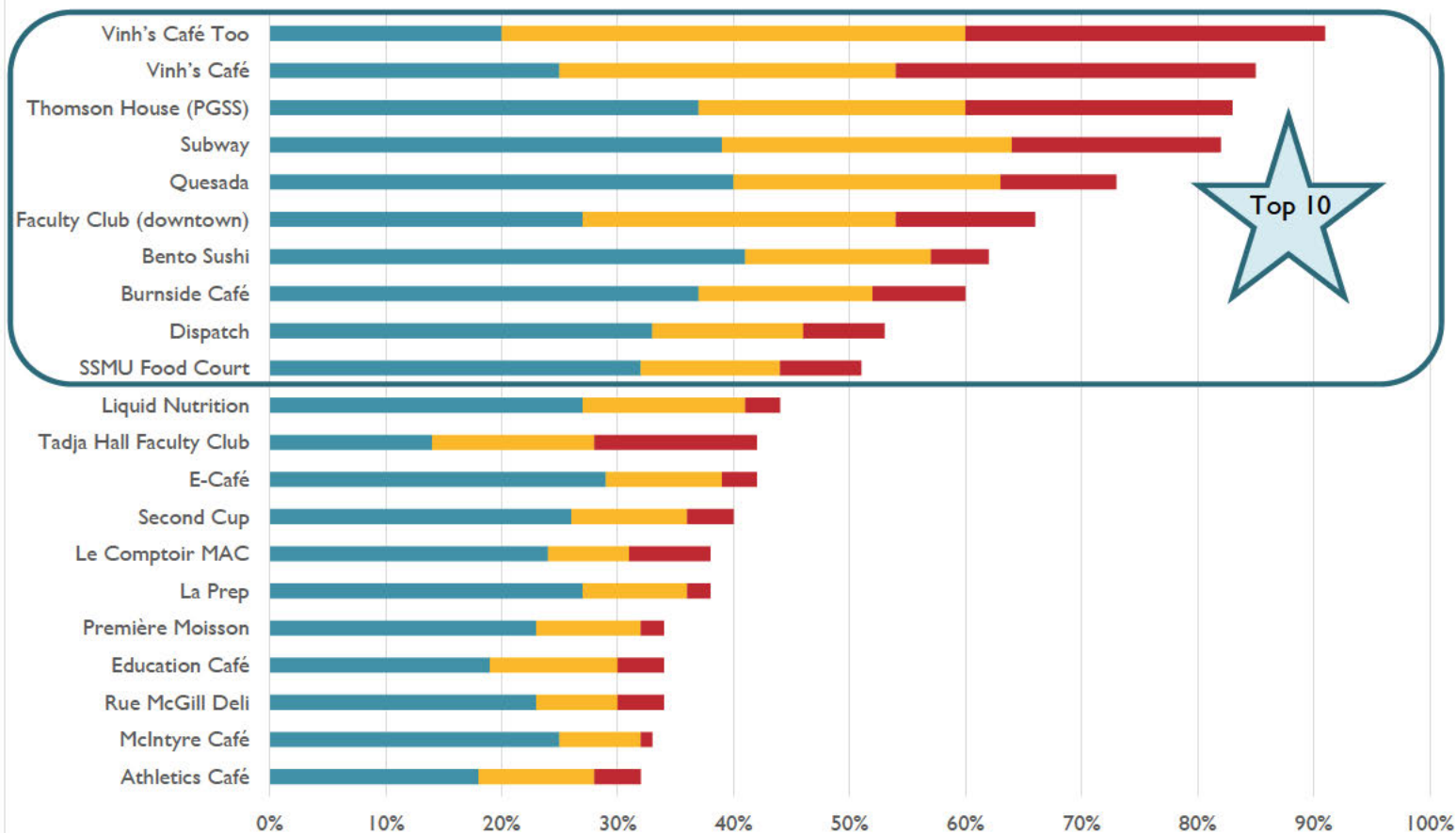
■ Good ■ Very Good ■ Excellent



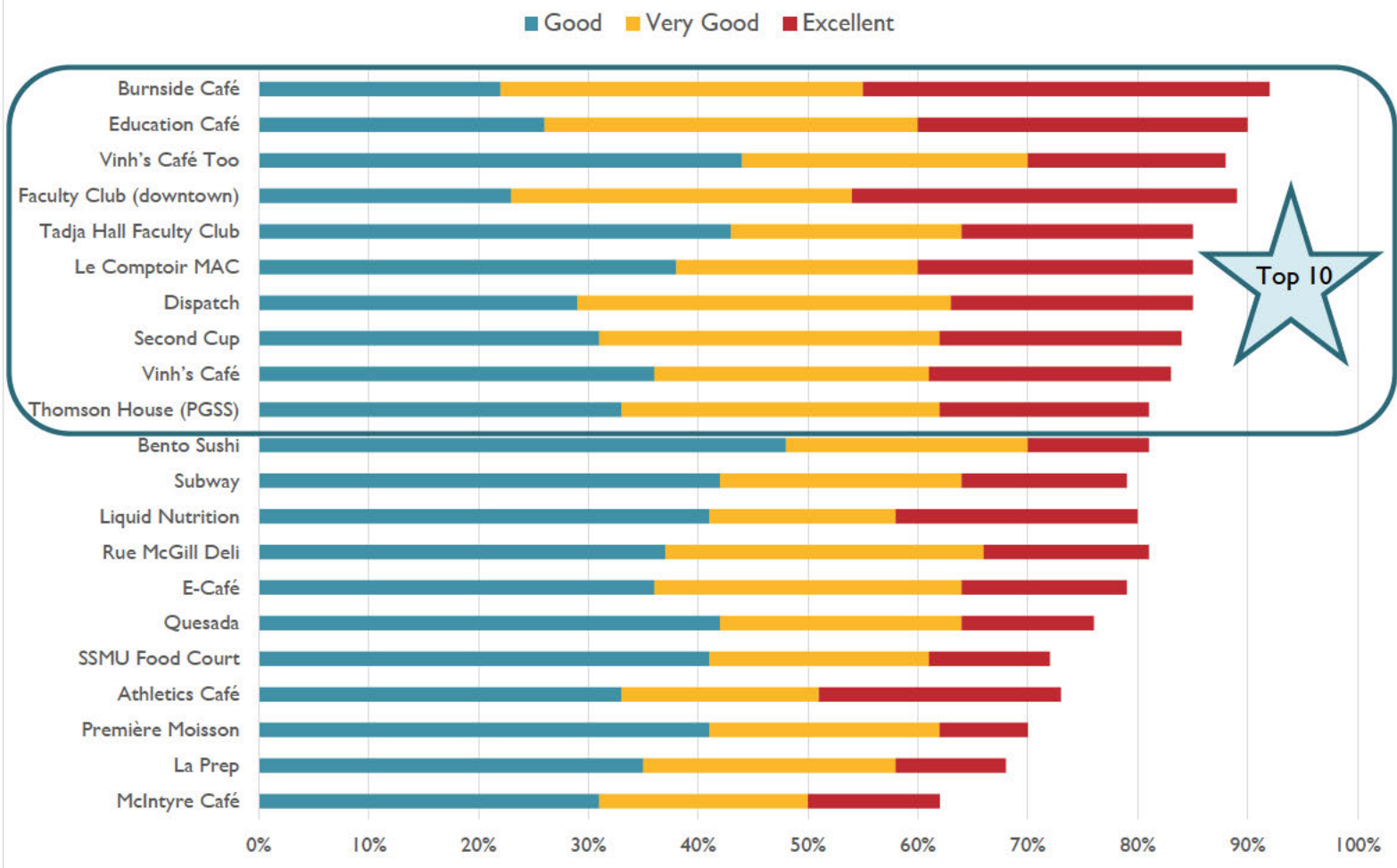
Evaluation of Retail Locations

Value for money

■ Good ■ Very Good ■ Excellent



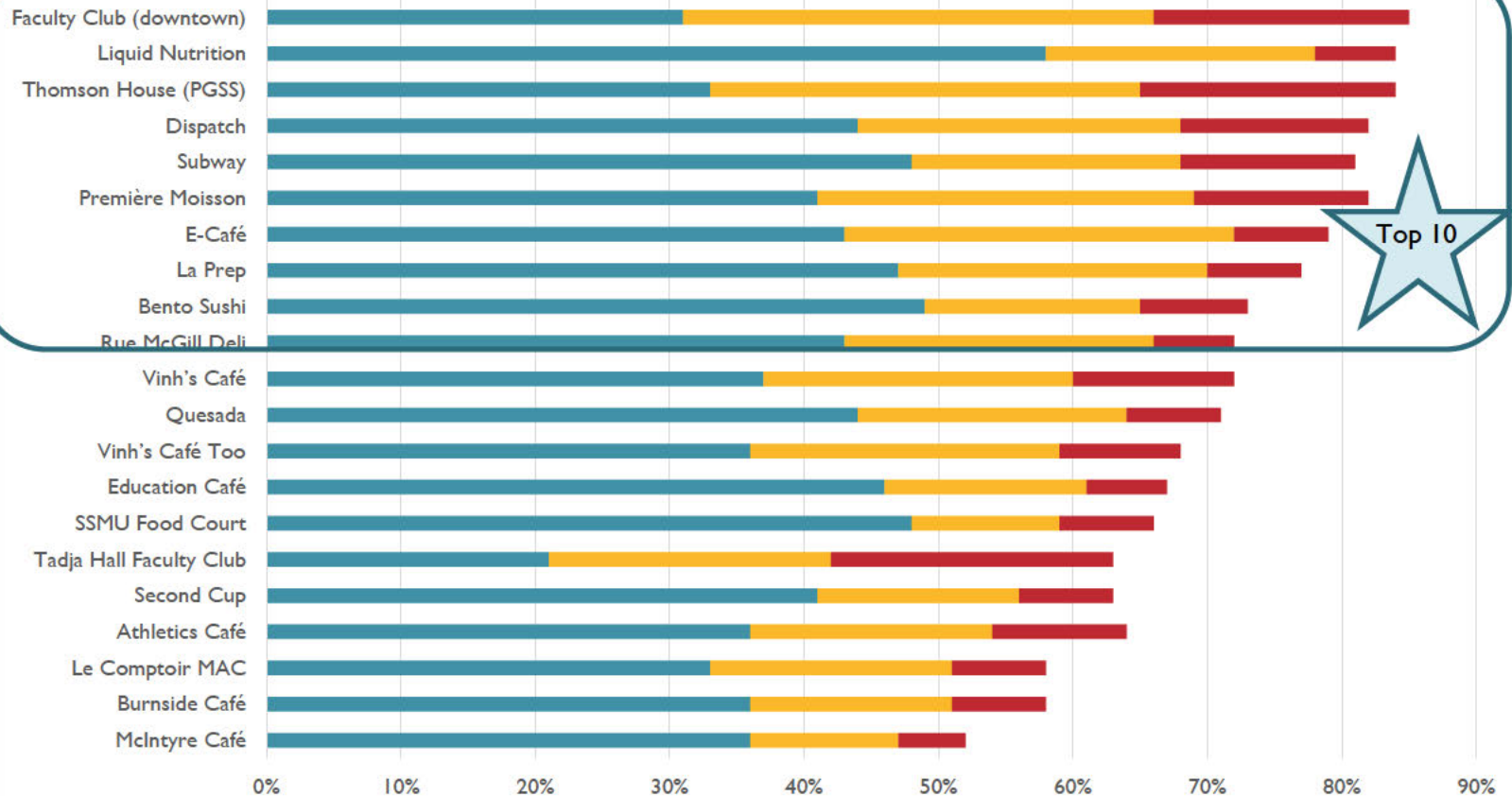
Evaluation of Retail Locations



Evaluation of Retail Locations

Hours of operation

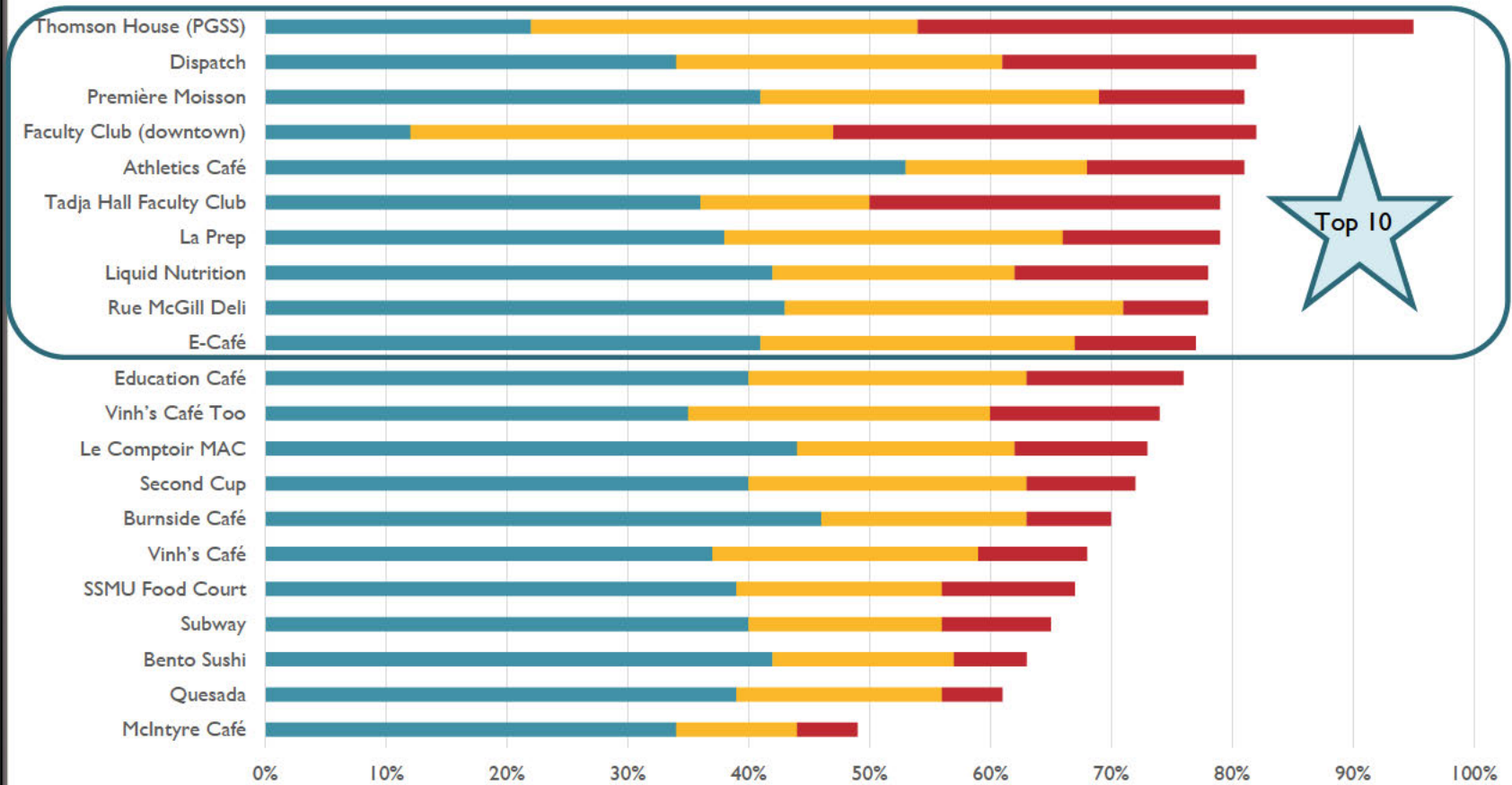
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Evaluation of Retail Locations

Atmosphere

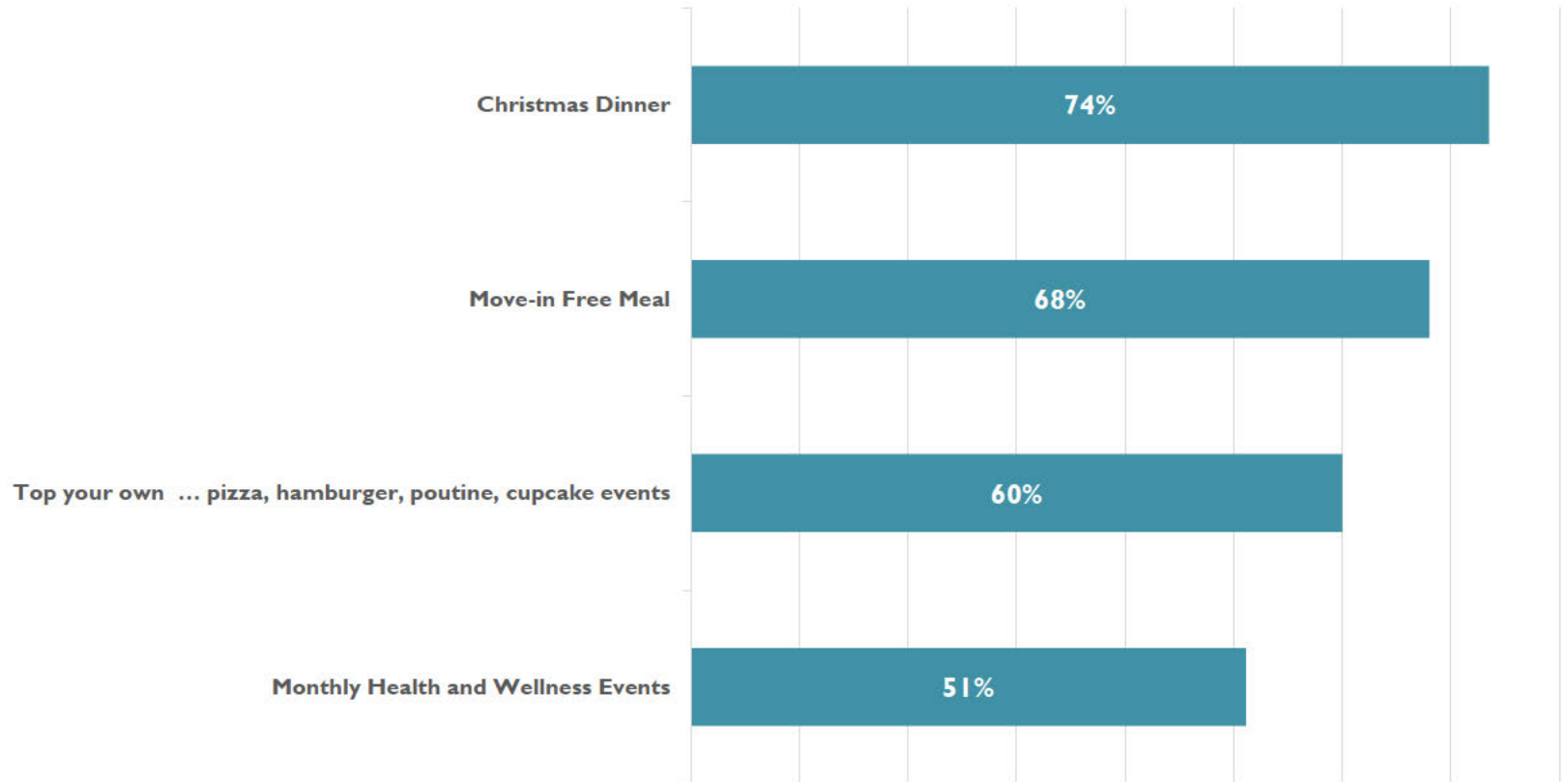
■ Good ■ Very Good ■ Excellent



Special Events in the Dining Halls

How would you rate the following events that took place in the various dining halls?

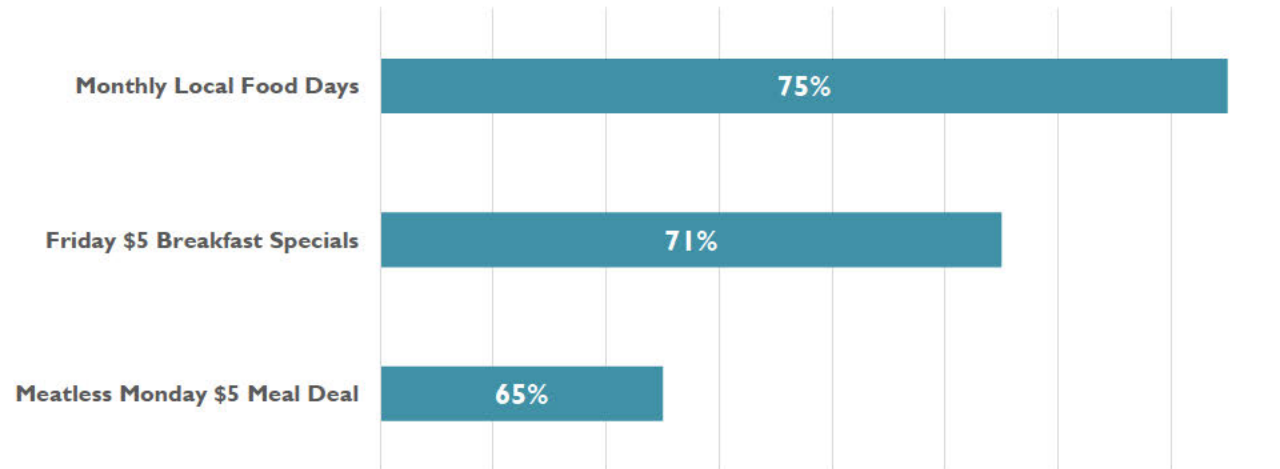
*Percentage of respondents who answered good,
very good or excellent*



Promotions in the Dining Halls

How would you rate the following promotions that took place in the various dining halls?

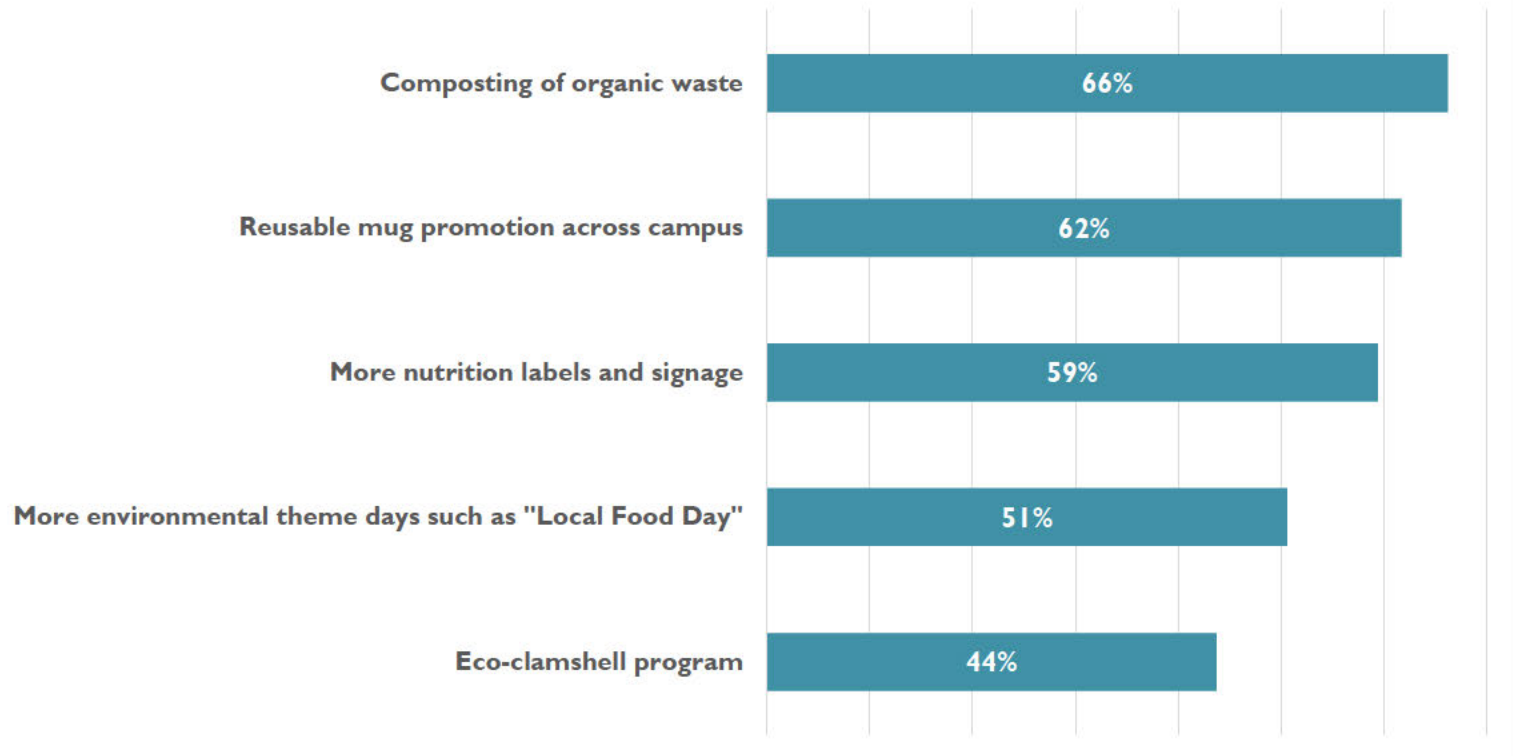
Percentage of respondents who answered good, very good or excellent



Sustainability Initiatives

Please tell us the degree to which you would endorse each of the following environmental initiatives or other initiatives

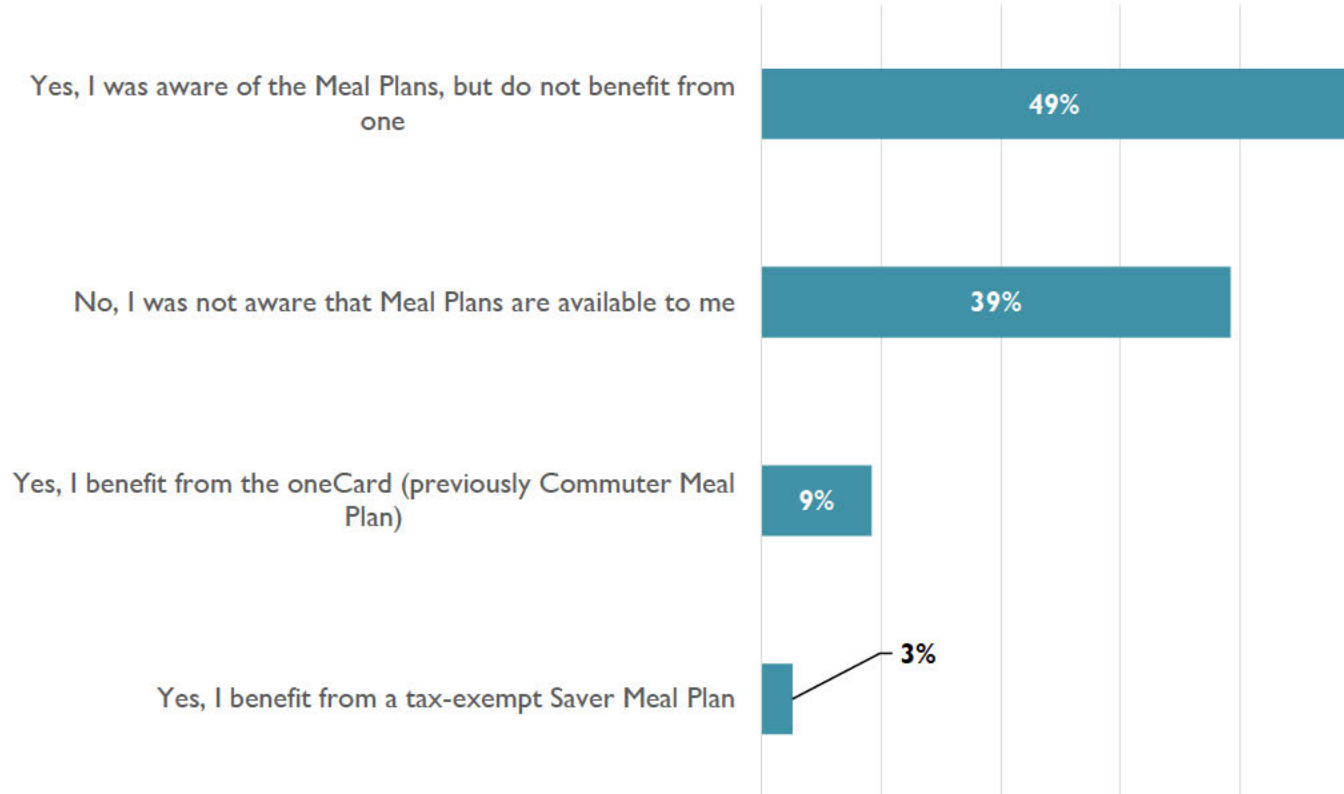
Percentage of respondents who answered quite a lot or very much



Meal Plan Enrolment

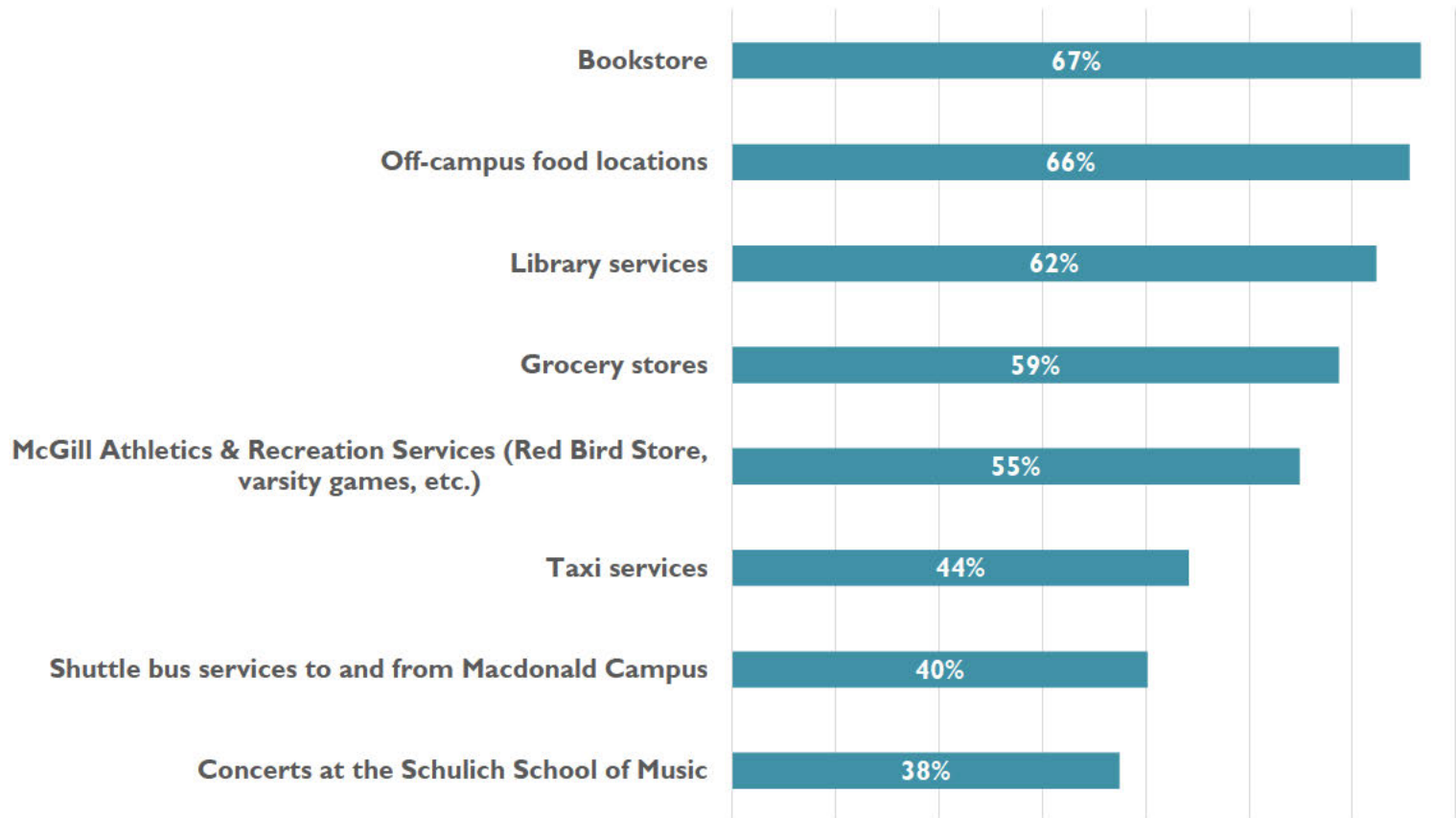
Were you aware that Meal Plans are available at McGill?

*Only students not enrolled in a mandatory meal plan
were invited to answer*



oneCard Services

Which service(s) would you like to see on the oneCard plan? (N=1,281)



Communication

What are the most common ways you learn about announcements by SHHS?
(N=1,329)

