



## *2017 Dining Services Survey Executive Summary*

### BACKGROUND

Administrative Affairs has administered the Dining Services survey semi-annually since 2009 to measure satisfaction with the University Food Court and its offerings. Respondents to the Spring 2017 survey were entered into a drawing to win one of ten \$50 Crimson Card credits. Winners were notified in August and full survey results will post in Fall at <https://www.ius.edu/oie/reports-and-surveys/institutional-assessment.php>.

More information on Dining Services:  
<https://www.ius.edu/dining-services/>

### ATTRIBUTE SATISFACTION

In the Spring 2017 survey, university staff, faculty, undergraduate students, and graduate students were asked about their opinions on the University Center Food Court, the on-campus Subway restaurant, and the University Grounds Coffee Shop. Concerning the Food Court, all but one item rate well above average, and all items rate higher than average. Subway was rated slightly higher on all overall attributes than Food Court. Both dining locations had their highest rated attributes involve cleanliness, friendliness, and appearance of both personnel and space. Also scoring well are staff responsiveness and speed, food temperature, and service consistency. Lower rated items include convenience of hours and breakfast items, convenience of food quality, taste and appearance of food, and value and overall satisfaction. The lowest rated item is food variety. Between the 2016 survey period and the Spring 2017 survey period, 4 out of 5 attributes improved overall regarding the Food Court, with four total items falling in respondents' opinion. The largest year-to-year gains were in overall satisfaction of the Food Court, with a 4.4 point increase. Because this survey was the first to survey respondents' opinions and satisfaction with Subway and the University Grounds Coffee Shop, no historical comparisons can yet be drawn.

### FREQUENCY OF DINING

Compared to 2016, the 2017 pool of respondents indicate that they are eating slightly more frequently at the Food Court per week, with both students and faculty and staff indicating they are most likely to eat there less than once per week. The number of students who indicate they never eat in the Food Court increased by 3% since 2016. Students who visit the Food Court about two or more times a week cumulatively rose by almost 9%. Most of the respondents appeared to visit the Subway restaurant on campus once a week or less, with only around 10% or less visiting twice or more per week.

### ATTRIBUTES BY FREQUENCY OF DINING

Consistently, respondents most satisfied with staff and service dine in both the Food Court and Subway at least once a week. Staff appearance, friendliness, responsiveness, and cashier speed of service are rated the highest. Even respondents who do not dine in the Food Court rate the appearance and friendliness of staff rather high at both locations. Respondents rated the Food Court appearance and cleanliness very high, especially for those dining at least once a week. Even frequent diners rate the appearance of food rather low compared to other attributes. Respondents rate food temperatures, especially cold food, high, while the consistency of food quality, taste and variety find less appeal. Even frequent diners seem less satisfied with the variety of food offered compared to other attributes. Respondents generally rate the Food Court hours

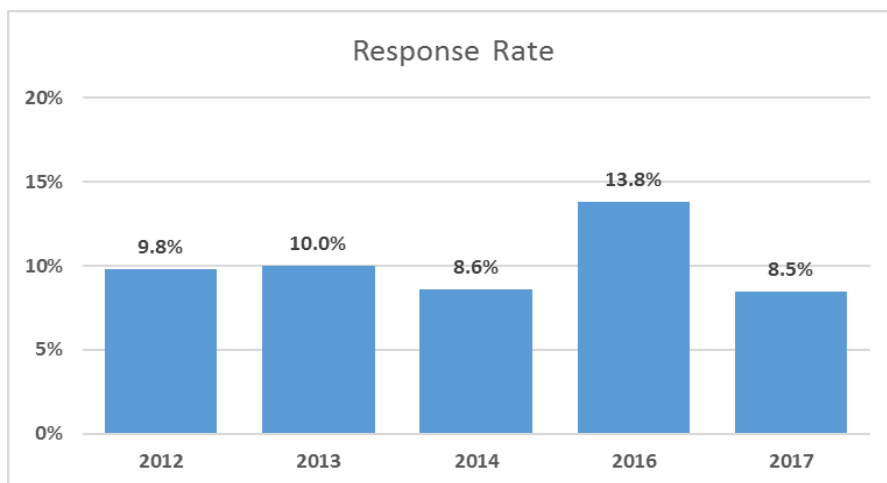
convenient and are overall satisfied, but less frequent diners rate the hours less convenient and the value of food poor. Cleanliness, friendliness, and appearance were also top rated attributes at Subway, consistently rated by those visitors at the less than once, once, and twice a week frequency. It was found that the ratings for Subway staff, space, and appearance topics dropped dramatically in respondents' opinions for those visitors at the three or more weekly level of frequency.

### OPEN-ENDED FEEDBACK

Respondents indicate that sandwiches, including burgers and wraps are their favorite University Center Food Court menu items, appearing in 27.8% of the comments. After a wide variety of entrées (including tacos, chili, and chicken dishes), salads and salad bar items were highly enjoyed in third place by 17.2% of respondents. From the data collected, respondents wish to see more healthy options featured in future menu considerations, including many respondents mindful of dietary restrictions and requests. Thirty-four percent of respondents indicate that they would eat breakfast more frequently at the Food Court if the hours of operation were longer, or all-day breakfast items were available during other meal periods. Almost 19% of those surveyed stated that discounts, promotions, or decreases in prices would make them more likely to frequent the Food Court. Another 18% of respondents indicated more menu variety would attract them to the Food Court.

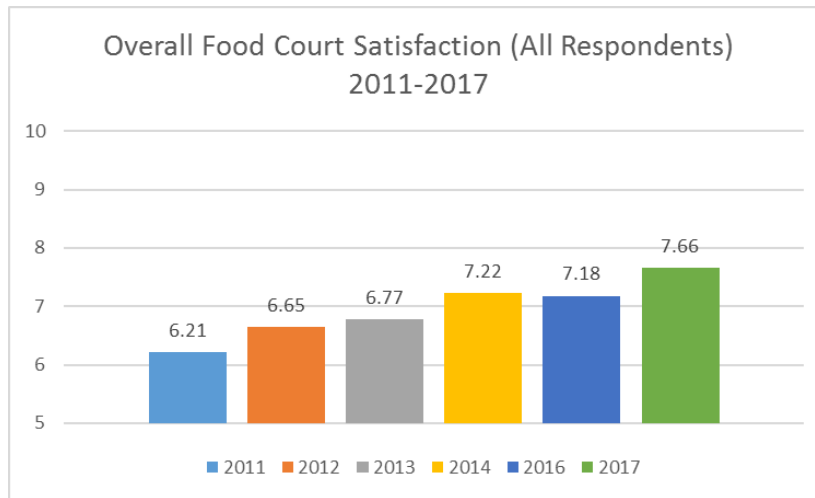
### THE DATA AND RESPONDENT DEMOGRAPHICS

Specific sampling parameters are outlined in the full report

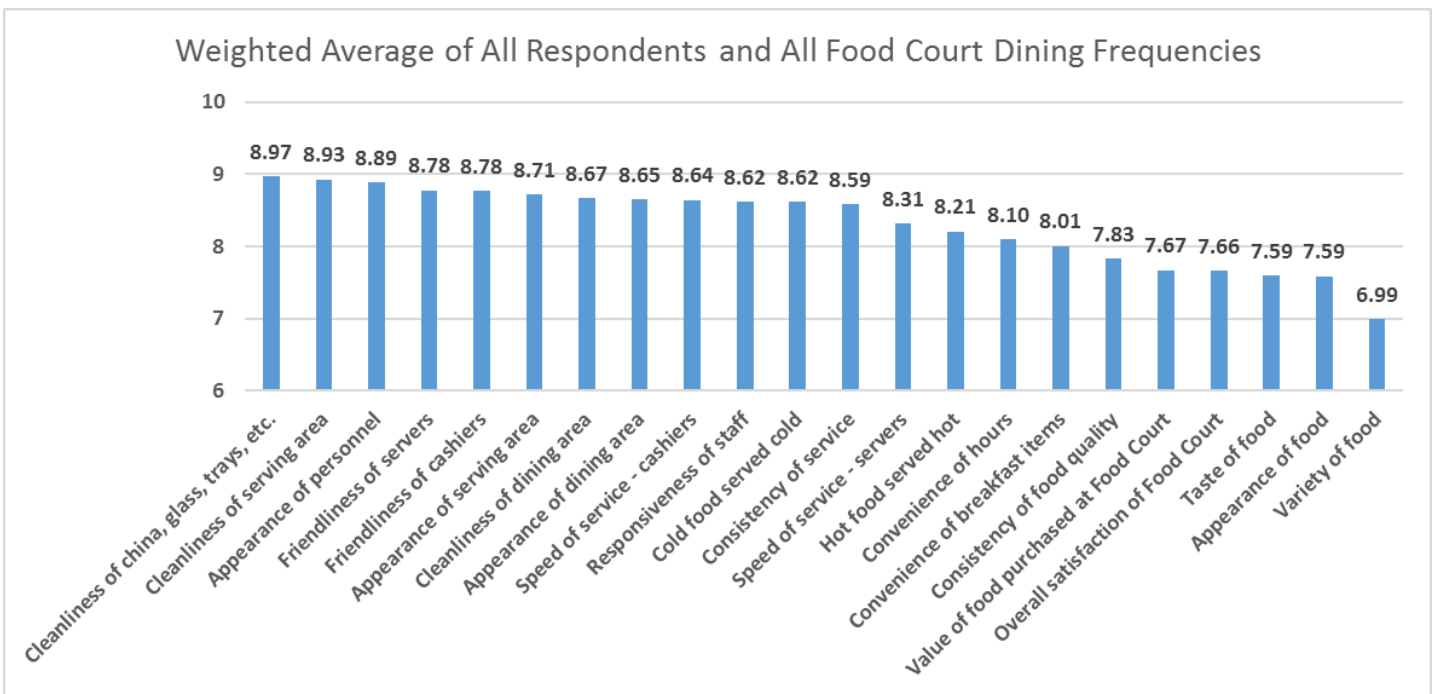


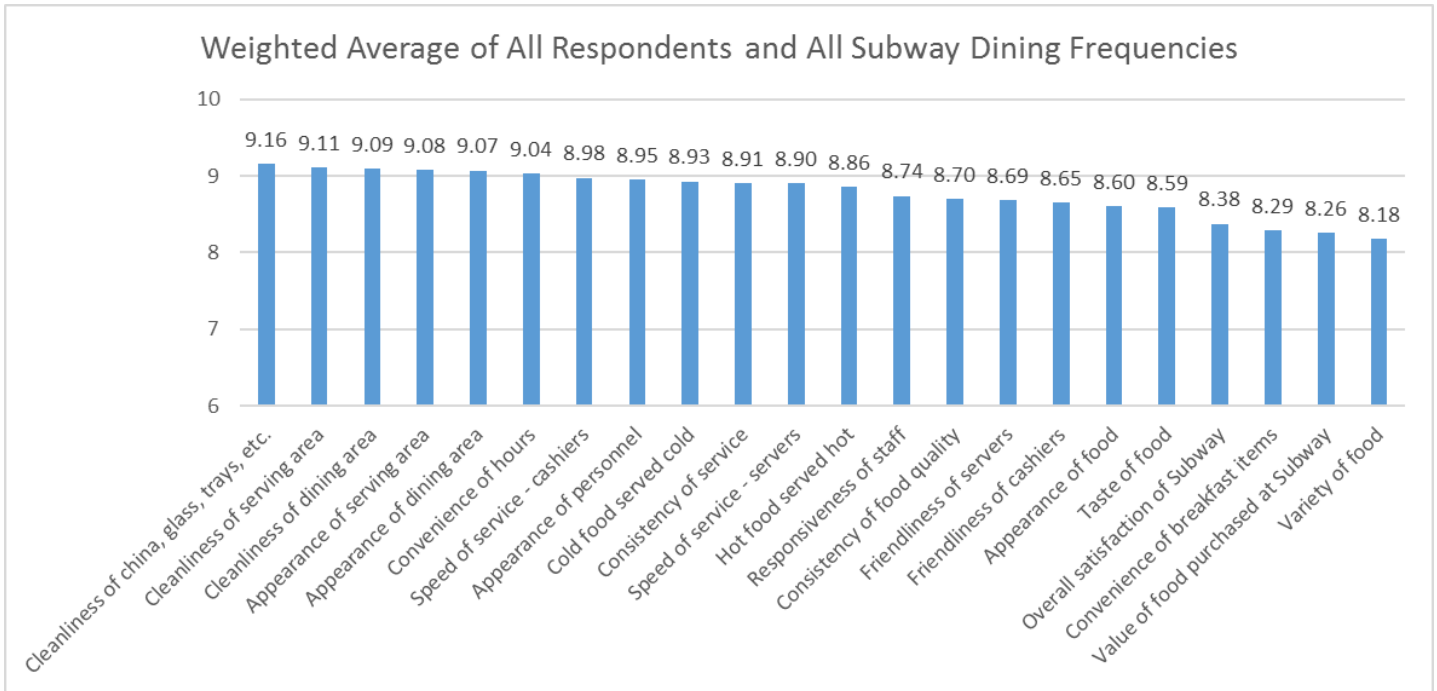
	2017
Female	71.9%
Male	28.1%
Faculty/Staff	61.0%
Undergraduate	36.9%
Freshmen	3.6%
Sophomore	7.6%
Junior	10.8%
Senior	14.9%
Visiting/Non-Degree	0.0%
Graduate	2.0%
Other	0.0%
On-Campus Undergraduate	20.7%
Off-Campus Undergraduate	79.3%
Part-Time Undergraduate	18.5%
Full-Time Undergraduate	81.5%
Total Respondents	249

**OVERALL FOOD COURT SATISFACTION**

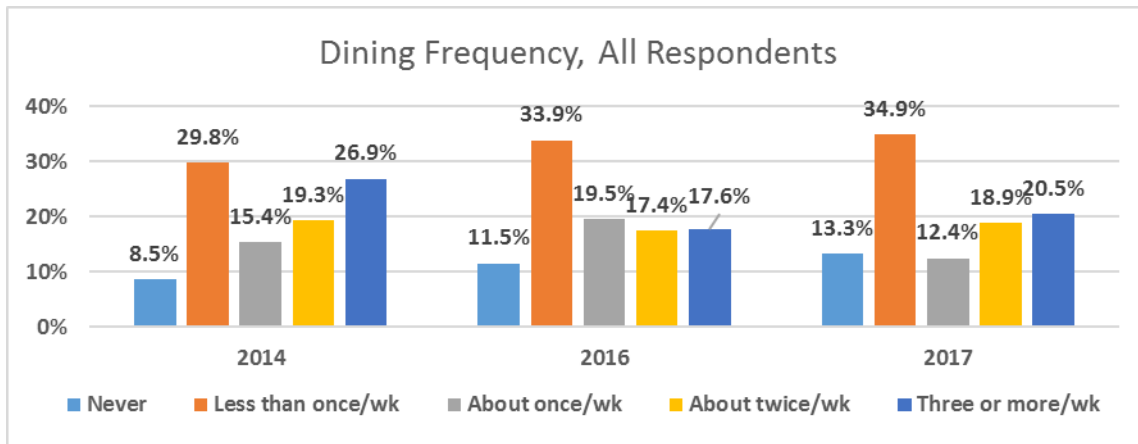


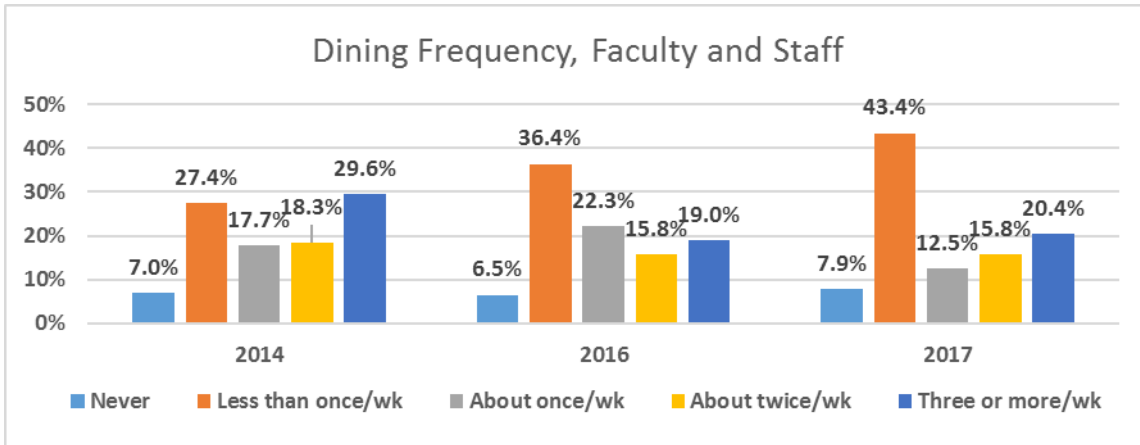
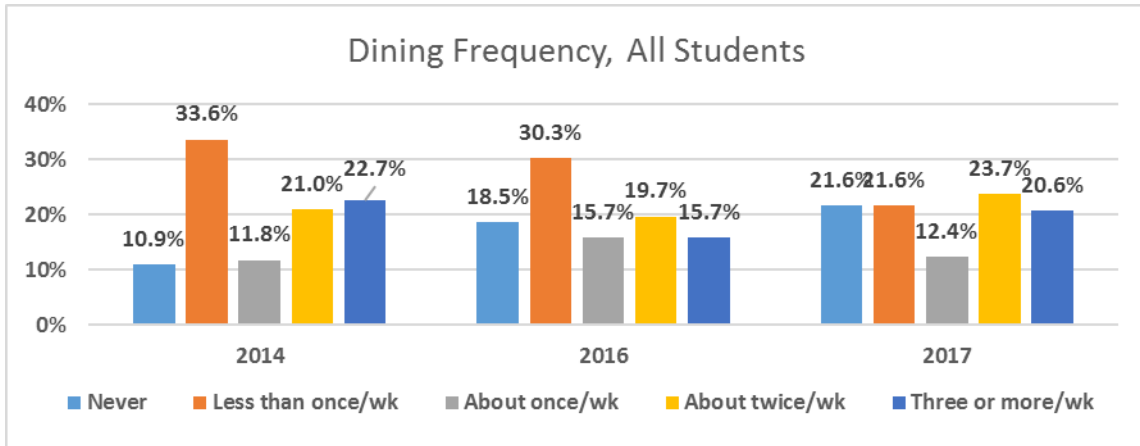
**SURVEY RESULTS BY ATTRIBUTE**



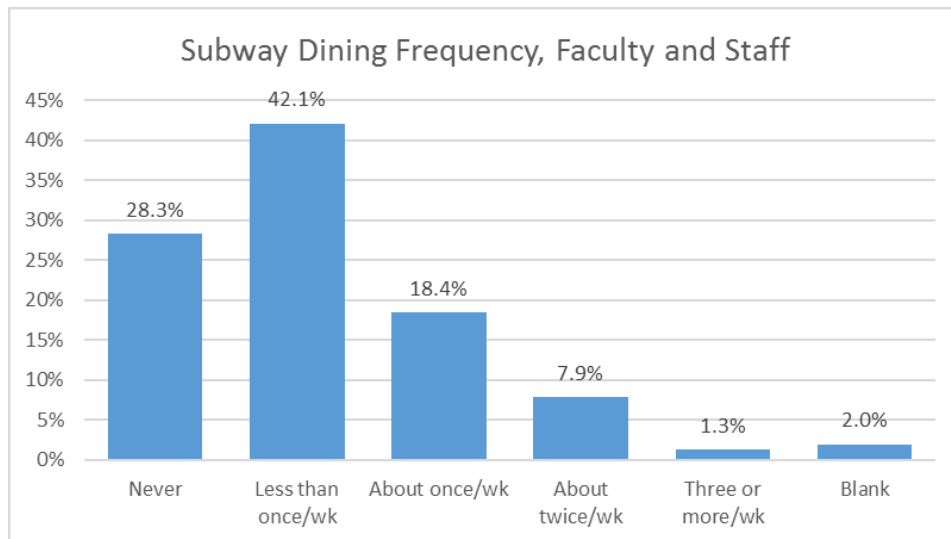
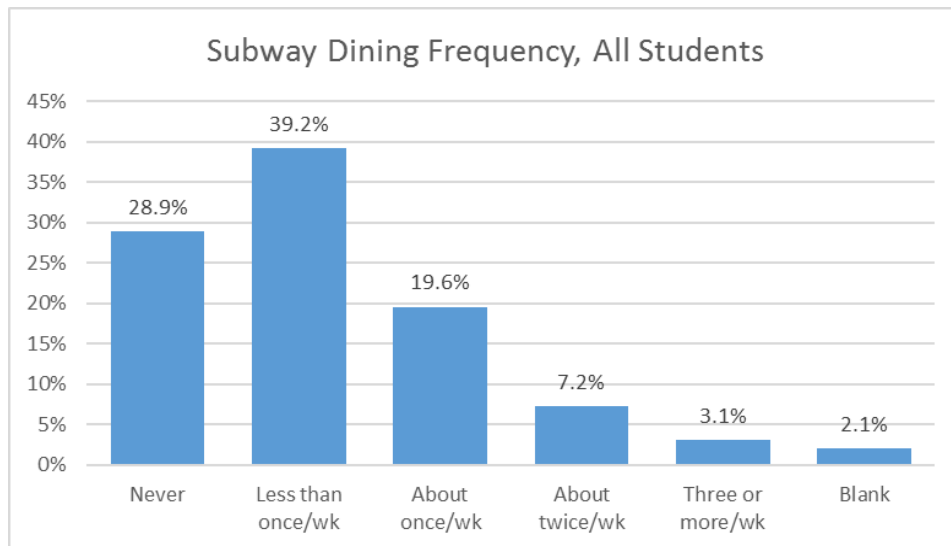
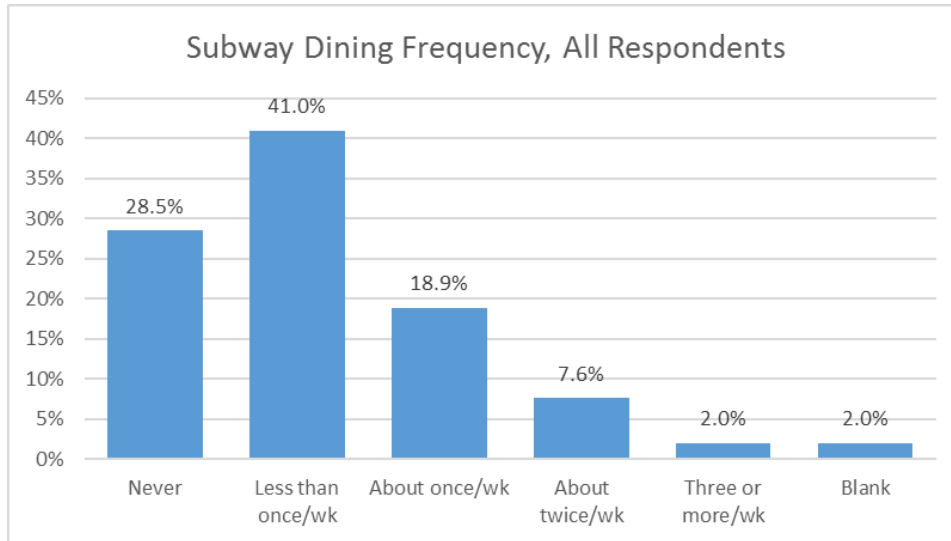


### DINING FREQUENCY: University Center Food Court

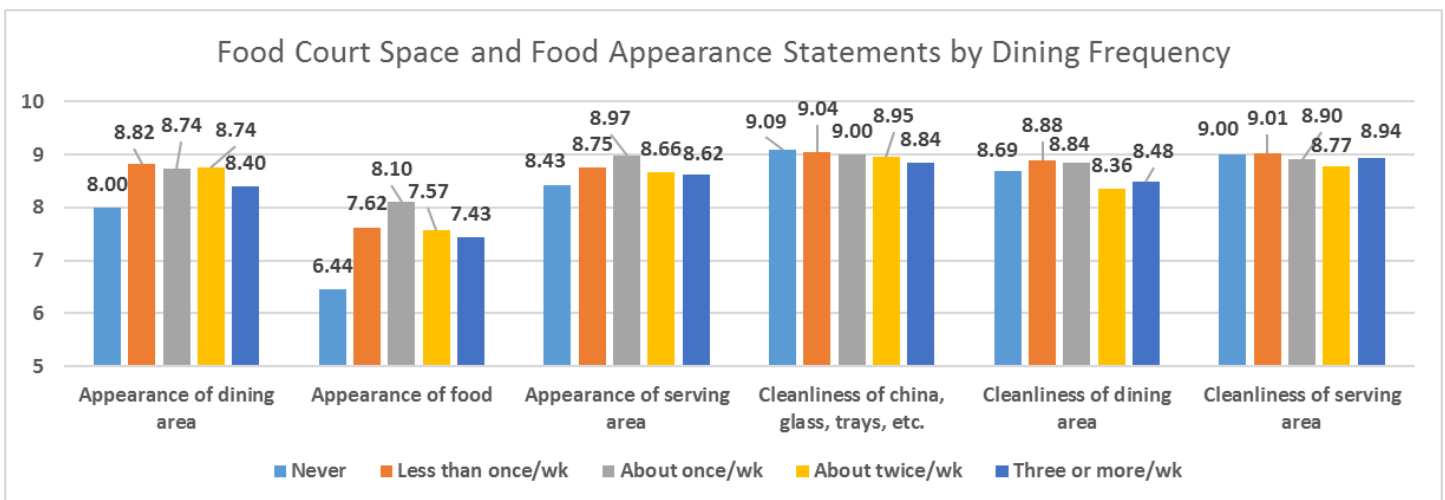
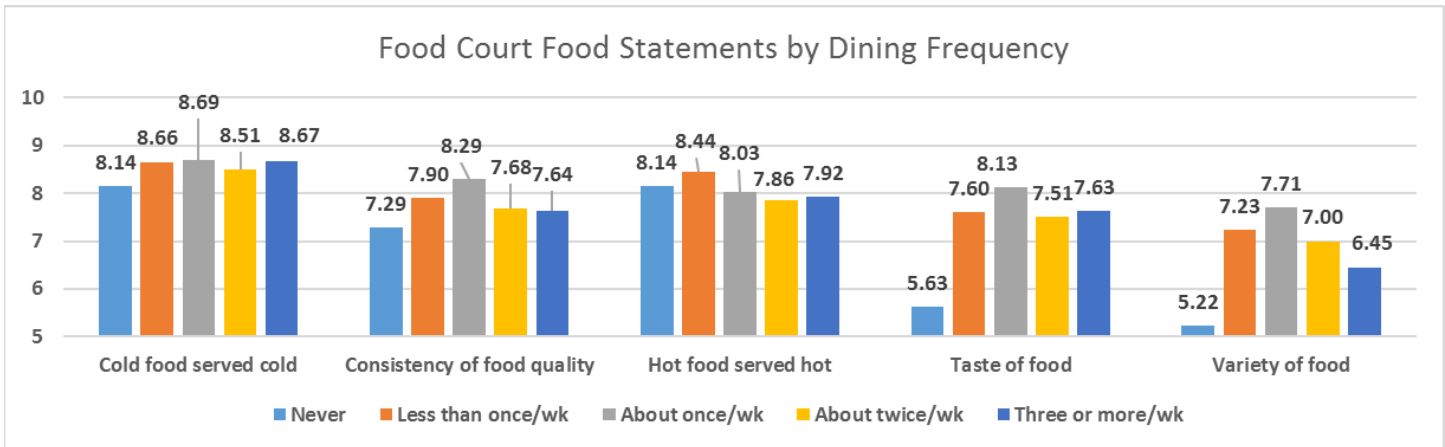
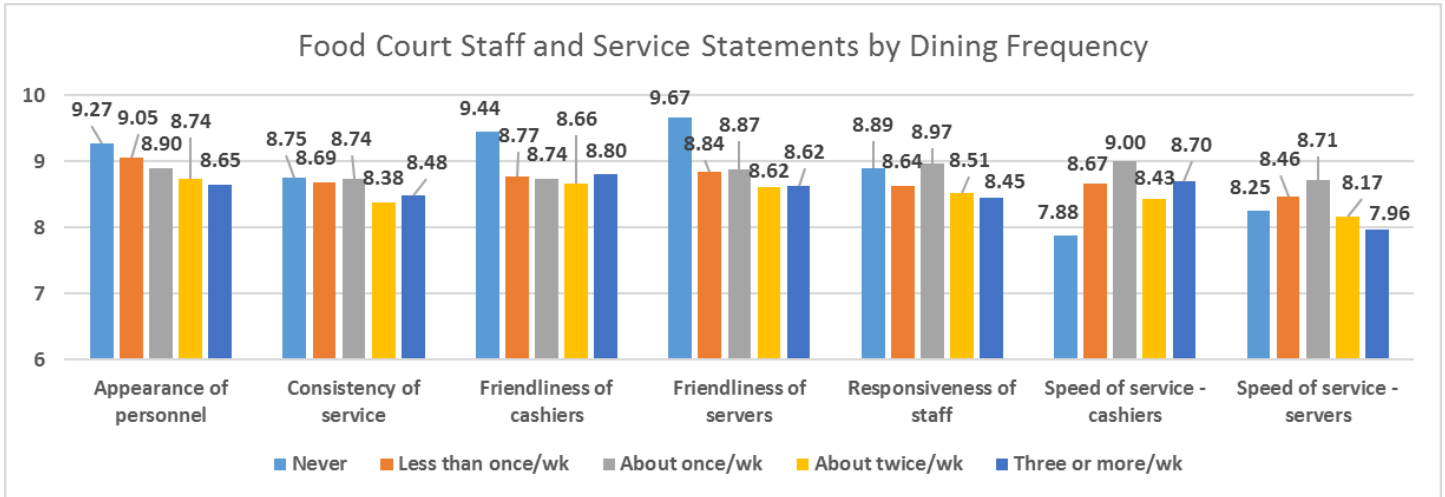


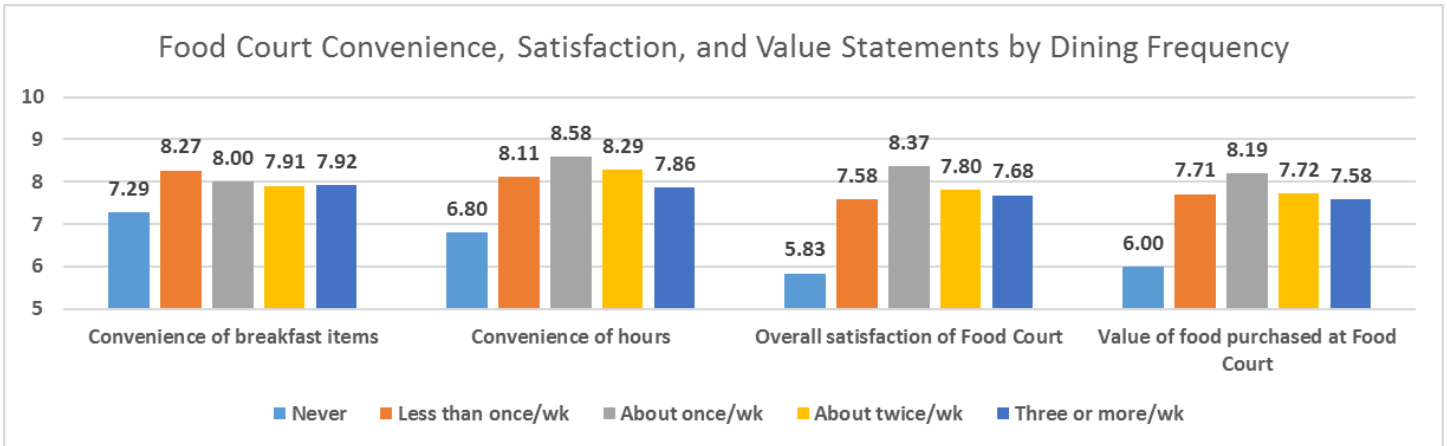


**DINING FREQUENCY: Subway**

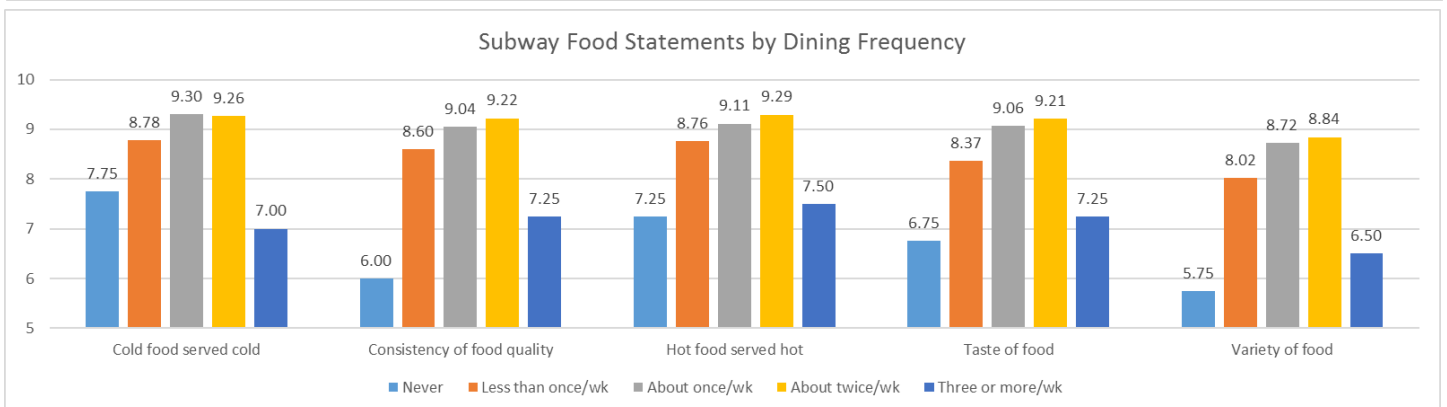
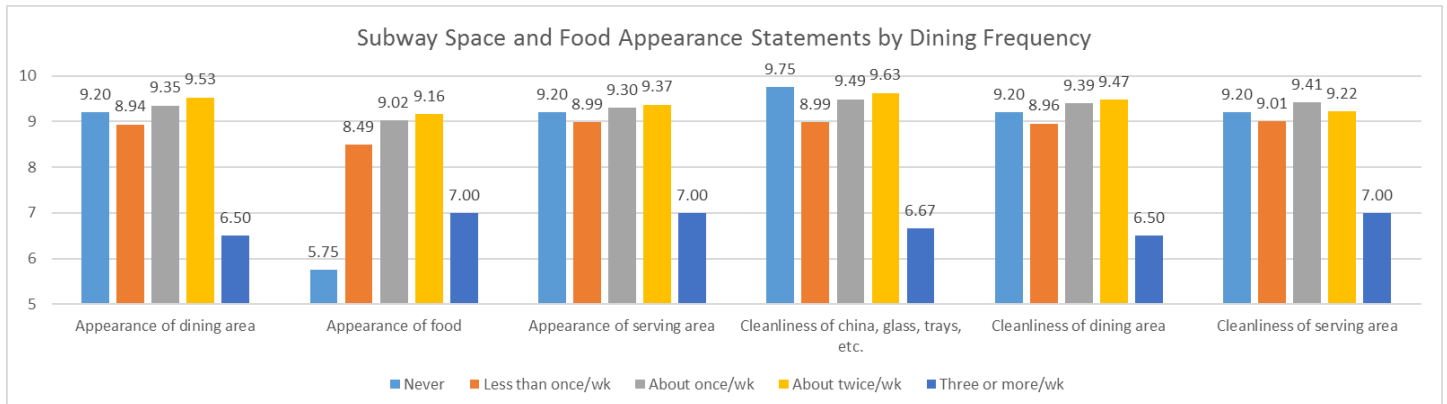
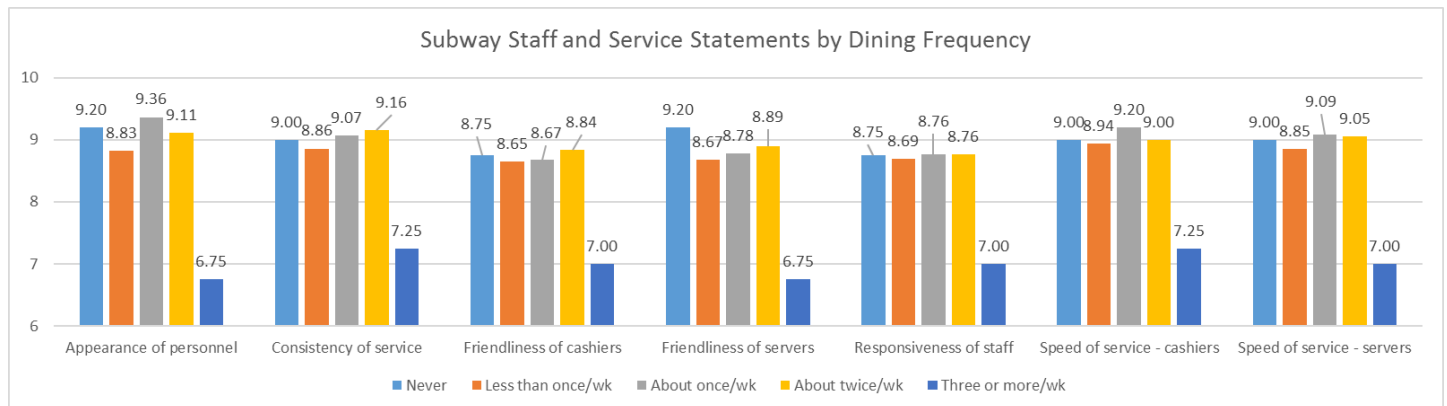


**ATTRIBUTES BY DINING FREQUENCY: University Center Food Court**

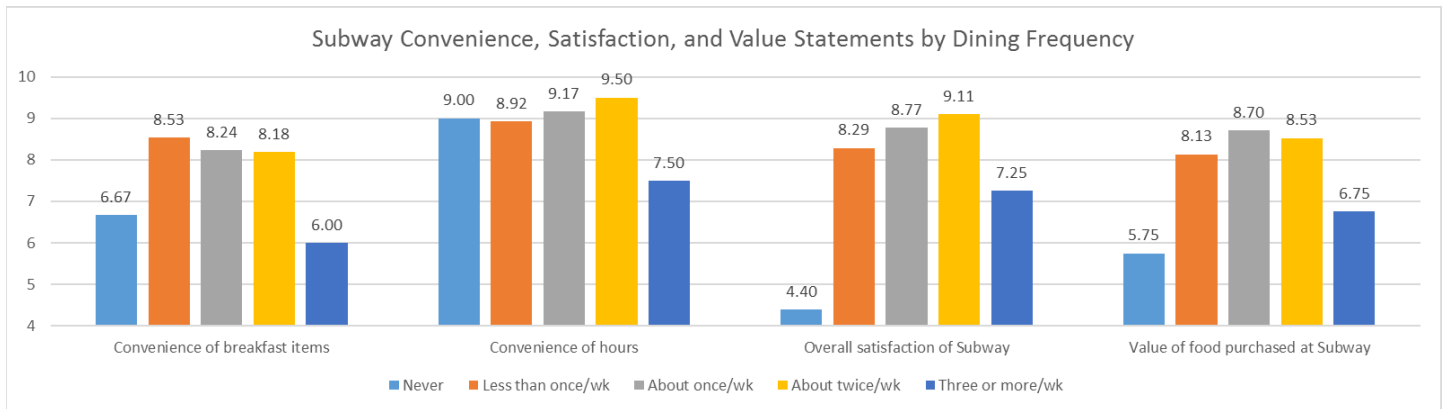




## ATTRIBUTES BY DINING FREQUENCY: Subway







**OPEN-ENDED FEEDBACK**

<b>Favorite Foods at the University Center Food Court</b>	
Sandwiches, Burgers, and Wraps	27.8%
Other Entrées or Items	23.8%
Salads and Salad Bar	17.2%
Soups	11.9%
Breakfast	7.3%
Quesadillas	5.6%
Pasta	2.6%
Pizza	2.3%
Desserts	1.3%

<b>Would Visit the University Center Food Court More Frequently for Breakfast</b>	
Longer Hours/All Day Options	34.0%
Other Reasons	18.6%
Healthier Options/Dietary Restrictions	13.4%
Menu Items	11.3%
Speed of Service	9.3%
Discounts, Promotions, or Price	8.2%
Location	5.2%

<b>Would Like to See More of the Following Menu Items or Types of Food</b>	
Healthier Options/Dietary Restrictions	31.5%
Other Entrées or Items	30.8%
Ethnic or Foreign Foods	16.1%
No Changes or Additional Items	9.1%
Desserts	4.9%
Sandwiches, Burgers, and Wraps	3.5%
Pasta	2.8%
Soups	1.4%

<b>Would Eat More Often at the University Center Food Court</b>	
Other Reasons	21.6%
Discounts, Promotions, or Price	18.7%
More Menu Variety	18.0%
Healthier Options/Dietary Restrictions	16.5%
Longer Hours/All Day Options	10.1%
Speed of Service	8.6%
Quality of Food	6.5%

<b>Additional University Center Food Court Comments*</b>	
General Acclamations	31.2%
General Improvements	27.5%
Variety	16.5%
Quality	11.0%
Cost or Price	9.2%
Hours of Operation	4.6%

\* Some of the comment categories contain both positive and negative attributes.