

Concordia University

Campus Foodservice Survey

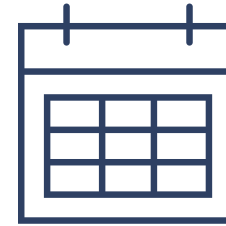
March 2021

Methodology and Response



Electronic Survey

SurveyMonkey



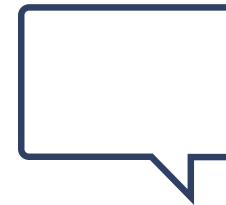
Open Two Weeks

February 15 to March 1, 2021



Broad Promotion

Social Media, Newsletters,
MYConcordia, Listserv Email



Bilingual

French and English



Great Prizes

1 x \$200; 6 x \$50
Certificates for Concordia
Book Stop
















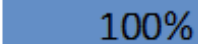




1,262 Responses

954 Students
277 Faculty and Staff
31 Other

Value-based pricing for coffee is important; however, an opportunity exists for a premium alternative as well

Q: How much do you typically spend if you purchase a coffee?

	Students			Staff or Faculty			All Respondents		
Less than \$2.00 per Purchase	155		17%	33		12%	192		15%
Between \$2.00 and \$2.99 per Purchase	319		34%	113		41%	444		36%
Between \$3.00 and \$3.99 per Purchase	166		18%	35		13%	205		17%
\$4.00 or Greater per Purchase	115		12%	46		17%	162		13%
I do not Purchase Coffee	182		19%	46		17%	236		19%
Total	937		100%	273		100%	1,239		100%

Most respondents spend between \$2.50 and \$4.99 per purchase on snack items

Q: How much do you typically spend if you purchase a snack?

	Students		Staff or Faculty		All Respondents	
Less than \$2.50 per Purchase	149	16%	37	14%	192	16%
Between \$2.50 and \$4.99 per Purchase	493	53%	142	52%	647	52%
Between \$5.00 and \$7.49 per Purchase	172	18%	49	18%	227	18%
\$7.50 or Greater per Purchase	27	3%	3	1%	31	3%
I do not Purchase Snacks	95	10%	40	15%	139	11%
Total	936	100%	271	100%	1,236	100%

Most respondents spend between \$10 and \$15 dollars for a lunch meal. Staff and Faculty respondents spend approximately 13% more than Student respondents on average

Q: How much do you typically spend if you purchase a meal at lunch?

	Students		Staff or Faculty		All Respondents	
Less than \$5.00 per Purchase	55	6%	3	1%	60	5%
Between \$5.00 and \$9.99 per Purchase	288	31%	55	20%	354	29%
Between \$10.00 and \$14.99 per Purchase	397	42%	143	53%	549	44%
Between \$15.00 and \$20.00 per Purchase	100	11%	44	16%	150	12%
Greater than \$20.00 per Purchase	12	1%	3	1%	15	1%
I do not Purchase Lunch	85	9%	24	9%	110	9%
Total	937	100%	272	100%	1,238	100%

One in three respondents report special diet considerations

Vegetarian is the most common dietary requirement followed by Halal and vegan

Q: Which of the following cultural, religious or other special dietary considerations apply to your purchase decision?

	Students		Staff or Faculty		All Respondents	
None	568	61%	186	68%	771	62%
Prefer not to Answer	10	1%	3	1%	13	1%
Yes	359	38%	84	31%	455	37%
Vegetarian (lacto-ovo)	115	12%	40	15%	158	13%
Halal	103	11%	5	2%	109	9%
Vegan	86	9%	16	6%	106	9%
Dairy Free	63	7%	19	7%	81	7%
Gluten Free or Wheat Free	37	4%	16	6%	54	4%
Egg free	25	3%	5	2%	31	3%
Kosher	25	3%	5	2%	30	2%
Nut, Seed or Peanut Free	13	1%	4	1%	17	1%
Soy Free	12	1%	3	1%	15	1%
Other	47	5%	16	6%	70	6%
Total	937	100%	273	100%	1,239	100%

Compostable, reduced and reusable packaging/service ware are the most important social sustainability factors identified by respondents

Q: Do environmental and social sustainability considerations affect your food purchasing decisions?

	Students		Staff or Faculty		All Respondents	
Compostable Packaging and/or Less Packaging	483	53%	173	64%	673	56%
Reusable Packaging and/or Service Ware (Cups, Plates, etc.)	428	47%	123	46%	565	47%
Locally Produced	367	40%	146	54%	529	44%
Organic	333	37%	95	35%	443	37%
Respect for Animal Welfare	331	36%	89	33%	433	36%
Fair Trade	284	31%	122	45%	419	35%
Fair Labour Practices	268	29%	98	36%	374	31%
Lower Carbon Footprint	277	30%	64	24%	348	29%
Contributes to more Equitable, Healthy Communities	259	28%	68	25%	338	28%
Protects Biodiversity	190	21%	49	18%	245	20%
Lower Natural Resource Usage (Water, Land, etc.)	185	20%	37	14%	228	19%
Other	11	1%	9	3%	20	2%
None or No Response	174	19%	36	13%	212	18%
Total	912	100%	269	100%	1,207	100%

Most respondents are willing to support services when a discount is received, rather than paying to support the service

Q: Which zero-waste services would you support/use?

	Students		Staff or Faculty		All Respondents	
Receiving a Discount for Bringing My Own Reusable Mug for Beverage	735	83%	216	82%	970	83%
Receiving a Discount for Bringing My Own Reusable Container for Food	702	79%	188	72%	907	77%
Creating Cupless Stations where You are Required to Bring Your Own Mug and Single Use Cups are Not Offered	399	45%	125	48%	534	46%
Paying a Deposit for a Reusable Mug and/or Reusable Container for Take Out	276	31%	81	31%	364	31%
Paying for Use of Single Use Service Ware (Utensils, Cups, etc.)	238	27%	69	26%	311	27%
Other	20	2%	9	3%	31	3%
None or No Response	34	4%	11	4%	45	4%
Total	888	100%	262	100%	1,172	100%

Value is more than price: Foodservices should focus on the “right” price, not just “low” price points

Q: Which attributes are most important to you when deciding where to buy a meal or snack?

	Students		Staff or Faculty		All Respondents	
The Pricing is Fair/Provides Good Value for the Money	753	83%	206	77%	980	81%
Convenience of Location/Proximity	595	65%	218	81%	832	69%
Speed of Service (Able to Order, Receive and Pay for Food Quickly)	611	67%	187	70%	816	68%
Variety of Menu Options	421	46%	133	49%	570	47%
Hours of Operation	416	46%	98	36%	526	44%
Customer Service	318	35%	116	43%	443	37%
Grab and Go (Hot/Cold Foods)	301	33%	81	30%	388	32%
Seating	261	29%	49	18%	320	27%
Made-to-Order Food On Site	171	19%	86	32%	267	22%
Online Ordering/Payment	221	24%	32	12%	263	22%
I Always Choose Based Solely on the Lowest Price Possible	157	17%	13	5%	177	15%
The Business is Student-Run	85	9%	23	9%	111	9%
Other	33	4%	27	10%	62	5%
Total	910	100%	269	100%	1,205	100%

Taste and quality of food are the most important factors when choosing what to eat; Health and Freshness are slightly more important to Staff and Faculty; Portion size is slightly more important to Students; but attributes rank in approximately the same order within each segment.

Q: Which attributes do you consider most important when deciding what to eat?

	Students		Staff or Faculty		All Respondents	
Taste of Food	778	85%	212	79%	1,011	84%
Quality of Food	716	79%	217	81%	950	79%
Healthy	517	57%	179	67%	713	59%
Fresh Made	504	55%	167	62%	686	57%
Portion-Size	439	48%	87	32%	534	44%
Clear Labeling (Nutritional, Origin of Food, Local, etc.)	210	23%	63	23%	283	23%
Other	31	3%	13	5%	45	4%
Total	912	100%	269	100%	1,207	100%

Respondents most commonly consider healthy food to be made with lots of fruits and vegetables, be unprocessed (or minimally processed) and/or low in sugar and salt

Q: What do you consider to be “Healthy” food?

	Students		Staff or Faculty		All Respondents	
Made With Lots of Fruits and Vegetables	403	79%	139	79%	556	79%
Unprocessed or Minimally Processed	374	73%	148	84%	534	76%
Low Sugar and Salt	314	62%	110	62%	436	62%
Organic Foods	242	47%	80	45%	335	48%
Low Fat	224	44%	69	39%	302	43%
Local / Seasonal Ingredients	191	37%	96	54%	299	42%
Raw Foods / Ingredients	173	34%	45	25%	224	32%
Low Carbohydrates	154	30%	50	28%	210	30%
High Protein Meat Substitute	161	32%	39	22%	206	29%
High Protein Meat	147	29%	38	21%	189	27%
Other	13	3%	4	2%	17	2%
Total	510	100%	177	100%	704	100%

Variety is important: Sandwiches/wraps, salads, and rice or grain bowls are the top three most preferred types; but most foods selected by 1/4 of respondents or more

Q: What types of foods would you prefer to purchase from restaurants at lunch?

	Students		Staff or Faculty		All Respondents	
Sandwiches / Wraps	620	69%	172	65%	807	67%
Salads	477	53%	163	61%	654	55%
Rice or Grain Bowls	423	47%	127	48%	564	47%
Burritos / Tacos	421	47%	108	41%	541	45%
Chicken	398	44%	103	39%	513	43%
Sushi	379	42%	108	41%	501	42%
Flatbreads / Pizzas	372	41%	104	39%	487	41%
Soup	313	35%	159	60%	481	40%
Dumplings (Steamed or Fried)	323	36%	111	42%	444	37%
Pasta	344	38%	69	26%	428	36%
Noodles (other)	318	35%	95	36%	423	35%
Smoothies / Yogurts	333	37%	57	21%	407	34%
Breakfast Foods (Eggs, Pancakes, Bagels, etc.)	320	35%	72	27%	403	34%
Hot Entrees (Protein, Vegetable, Starch)	277	31%	99	37%	387	32%
Stir Fries	273	30%	103	39%	386	32%
Small Snacks	305	34%	64	24%	376	31%
Fried Foods (French Fries, Poutine, Fish and Chips, etc.)	318	35%	47	18%	373	31%
Pastries and Baked Goods	290	32%	53	20%	351	29%
Plant-Based Proteins	267	30%	74	28%	350	29%
Whole Fruit	257	28%	52	20%	318	27%
Other Meat Proteins (Beef, Pork, etc.)	217	24%	58	22%	281	23%
Raw Vegetables / Crudité	169	19%	57	21%	230	19%
Fish	156	17%	53	20%	213	18%
Other	26	3%	11	4%	39	3%
Total	904	100%	266	100%	1,196	100%

Lounge seating to eat, relax and study and a café dining experience are preferred by most respondents

Q: What type of dining experience do you prefer?

	Students		Staff or Faculty		All Respondents	
Lounge Seating to Eat, Relax and Study	664	74%	120	46%	800	68%
Café	588	65%	162	62%	763	64%
Grab and Go (Hot/Cold Foods)	340	38%	132	50%	479	40%
Pub Style (Food and Alcohol)	283	32%	104	40%	396	33%
Experience is Not Important to Me	72	8%	27	10%	101	9%
Vending Machines with More Variety	63	7%	6	2%	70	6%
Other	20	2%	9	3%	30	3%
Total	898	100%	263	100%	1,185	100%

Six in ten respondents say express pick up for pre-ordered food would increase their likelihood of purchasing food on campus; pre-order and pre-pay ordering would increase the likelihood of purchase for nearly half of Respondents

Q: Which of the following services would most increase your likelihood of purchasing food on campus?

	Students		Staff or Faculty		All Respondents	
Express Pick Up for Pre-Ordered Food	508	58%	164	65%	683	59%
Pre-Order/Pre-Pay Mobile Apps or Website	431	49%	102	40%	542	47%
Delivery Options	271	31%	73	29%	353	31%
Take Out Option at Residential Dining Halls	224	26%	31	12%	264	23%
I am Not Interested in any of these Services	160	18%	66	26%	231	20%
Total	874	100%	254	100%	1,149	100%

Tap/fountain water, juice, bottled water and iced tea are consumed most frequently by respondents

Q: What types of cold beverages do you most frequently drink?

	Students		Staff or Faculty		All Respondents	
Tap/Fountain Water	456	56%	150	60%	619	57%
Juice	358	44%	57	23%	427	39%
Bottled Water	340	41%	56	22%	402	37%
Iced Tea	288	35%	51	20%	349	32%
Sparkling/Bubbly Water	171	21%	84	34%	260	24%
Soda	173	21%	41	16%	216	20%
Milk	174	21%	26	10%	206	19%
Kombucha	150	18%	27	11%	180	16%
Vitamin/Smart Water	120	15%	14	6%	138	13%
Protein Drinks	102	12%	15	6%	120	11%
Iced Coffee ¹	33	4%	12	5%	47	4%
Other	61	7%	22	9%	84	8%
Total	821	100%	250	100%	1,092	100%

Respondents are more likely to purchase confectionary snacks (chocolate bars, chips, gum, etc.) from a vending machine than other products; four in ten Respondents say they would not use a vending machine for food and beverage purchases

Q: What items would you purchase from a vending machine?

	Students		Staff or Faculty		All Respondents	
Snacks (Chocolate Bars, Chips, Gum, etc.)	489	63%	111	45%	610	59%
Healthy Snacks (Fresh Vegetable, Cheese, Fruits, Granola Bar, etc.)	272	35%	53	22%	332	32%
Coffee / Teas	228	30%	24	10%	256	25%
Sandwiches	158	20%	21	9%	185	18%
Dairy and Dairy Substitute Beverages	84	11%	16	7%	104	10%
Salads	62	8%	14	6%	77	7%
None - I Would Not Purchase Food / Snacks from Vending Machines	257	33%	130	53%	396	38%
Total	772	100%	244	100%	1,037	100%

Respondents most often have no preference (44%) or prefer local independent restaurants (43%) when purchasing food or drink

Q: When deciding where to purchase food or drink, which you do you prefer?

	Students			Staff or Faculty			All Respondents		
National Restaurant Franchise/Chain	210	<div></div>	23%	41	<div></div>	16%	254	<div></div>	21%
Local Restaurant Franchise/Chain	200	<div></div>	22%	51	<div></div>	19%	257	<div></div>	22%
Local Independent Restaurants	363	<div></div>	40%	132	<div></div>	50%	505	<div></div>	43%
I Do Not Have a Preference	396	<div></div>	44%	114	<div></div>	43%	521	<div></div>	44%
Total	898	<div></div>	100%	263	<div></div>	100%	1,185	<div></div>	100%

Apart from Boustan, the top six brands used by respondents are comparable to the top ranked national restaurant brands in Canada by system sales

Q: Which franchise or chain restaurants do you frequent most?

	Students		Staff or Faculty		All Respondents	
Tim Hortons	154	55%	35	54%	191	54%
McDonald's	100	36%	18	28%	121	34%
Starbucks	75	27%	14	22%	90	26%
Subway	32	11%	4	6%	36	10%
Boustan	25	9%	3	5%	28	8%
A&W	20	7%	2	3%	23	7%
Sushi Shop	17	6%	4	6%	22	6%
Van Houtte	21	8%	-	0%	21	6%
Second Cup	16	6%	4	6%	20	6%
Thai Express	13	5%	5	8%	18	5%
Other Chains	248		68		324	
Total	279	100%	65	100%	351	100%

Other chains with five or greater responses include:

- Burger King
- Mandy's
- Cooper Branch
- Pizza Pizza
- Poulet Rouge
- Vua Sandwiches
- Wendy's
- Amir
- Aux Vivres
- Harvey's
- Java U
- 3 Amigos
- Dominos
- KFC
- CocoBun

Several safety measures are expected and should be made visible to help guest feel comfortable

Q: Which of the following safety measures would you expect to see at campus food locations in order to feel comfortable purchasing from them?

	Students		Staff or Faculty		All Respondents	
Handwashing / Sanitation Stations for Customers	748	86%	216	84%	985	86%
Employees Wear Face Mask	747	86%	212	83%	978	85%
Increased Spacing Between Tables	659	76%	194	76%	869	76%
Controlled Entry / Customer Count in Service and Dining Areas	493	57%	148	58%	657	57%
Employees Wear Face Shields	403	46%	123	48%	535	47%
Decals and Signage to Improve Distancing	376	43%	140	55%	525	46%
Dedicated Employee Greets, Guides and Enforces Safety Policies	317	36%	86	34%	412	36%
Single Use Packaging / Tableware in the Residential Dining Halls	263	30%	49	19%	319	28%
Despite Any Safety Measures, I Will Continue to Bring My Own Food from Home	130	15%	46	18%	178	15%
Total	871	100%	256	100%	1,149	100%

Email and the MYConcordia Portal are preferred methods to receive communication regarding on-campus food service operations

Q: How will you prefer to receive communication about on-campus Food Service operations?

	Students		Staff or Faculty		All Respondents	
Email	621	71%	202	78%	836	72%
MYConcordia Portal	473	54%	95	37%	584	50%
Digital Screens on Campus	299	34%	74	29%	383	33%
Instagram	325	37%	21	8%	350	30%
Facebook	297	34%	37	14%	338	29%
Web	171	19%	83	32%	261	23%
Twitter	68	8%	5	2%	75	6%
Other	19	2%	9	3%	28	2%
Total	880	100%	259	100%	1,160	100%

Food quality, price and healthy food options are the most important factors for respondents when selecting a caterer

Q: When choosing a Caterer from the Approved Caterers list, what makes your decision?

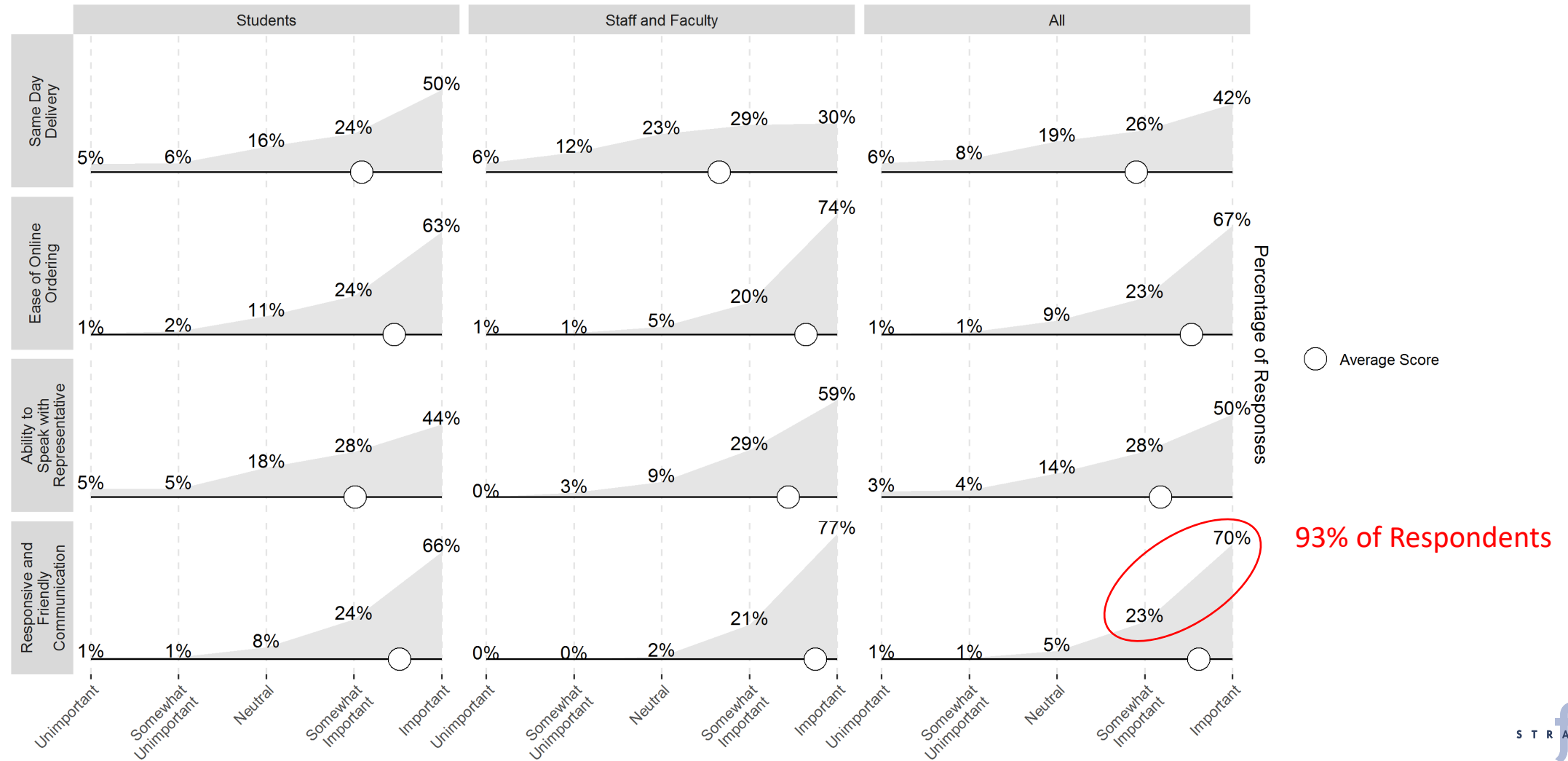
	Students		Staff or Faculty		All Respondents	
Food Quality	132	80%	88	79%	222	80%
Lower Price	127	77%	50	45%	179	64%
Healthier Food Options	93	56%	67	60%	160	58%
Better Menu Variety	73	44%	69	62%	143	51%
Customizable Menus	45	27%	52	47%	97	35%
Greater Flexibility to Meet Dietary Needs of Attendees	44	27%	52	47%	97	35%
On-Time Delivery and Cleanups	38	23%	57	51%	96	35%
Better Service	56	34%	34	31%	91	33%
Greater Diversity of Cultural Options	51	31%	34	31%	86	31%
Larger Portions	64	39%	19	17%	83	30%
Creative Menu Options	33	20%	42	38%	75	27%
Better Presentation and Appearance	34	21%	36	32%	71	26%
Greater Use of Local Ingredients	42	25%	25	23%	68	24%
Pre-Set Packages to Simplify Ordering	15	9%	17	15%	33	12%
Other	2	1%	3	3%	5	2%
Total	165	100%	111	100%	278	100%

Compostable materials and reusable dishes are the most important environmental initiatives for respondents when selecting a caterer

Q: Which of the following initiatives are important to you when making catering decisions?

	Students		Staff or Faculty		All Respondents	
Use of Compostable Plates, Cups, Utensils, Napkins	93	58%	79	76%	174	65%
Use of Reusable Dishes and Service Ware Without Additional Charge	81	51%	73	70%	155	58%
Minimized Wrapping of Products for Deliveries	75	47%	65	63%	140	53%
Recyclable Lunch Boxes	80	50%	52	50%	133	50%
A Caterer Who is Socially Engaged	52	33%	39	38%	92	35%
Other	2	1%	4	4%	6	2%
Total	160	100%	104	100%	266	100%

Responsive, friendly communication is the most important service trait for respondents when choosing a caterer (93% of respondents indicating somewhat important or important).





This document was prepared for:

Hospitality Concordia
Concordia University

By

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