

Spring
2017

Food Services Survey – Downtown Campus

SPRING 2017

OFFICE OF DATA ANALYTICS AND INSTITUTIONAL RESEARCH

THE AMERICAN UNIVERSITY IN CAIRO

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Food Services Survey

EXECUTIVE SUMMARY

INTRODUCTION

The Food Services Survey was designed to collect information and feedback about the satisfaction of the AUC community with food services on campus and identify areas of improvement. This information will help the University Food Services Office to ensure that campus food services satisfy the needs of the community.

METHODOLOGY AND ORGANIZATION OF THE REPORT

The survey was developed by the University Food Services Office and the Office of Data Analytics and Institutional Research. The survey was distributed via email by the Office of Data Analytics and Institutional Research to all AUC community members on May 2nd, 2017, and an email reminder was sent on May 9th, 2017 and on May 16th, 2017. The survey was closed on May 23rd, 2017. Two thousand and three hundred seventy-six (2,376) students, staff and faculty members completed the survey during the administration period from both campuses. Five hundred and forty (540) of the respondents were from Downtown Campus.

This report consists of two parts:

Part I: Close-ended Questions

This includes all close-ended questions regarding ratings, rankings and feedback presented as frequencies and charts.

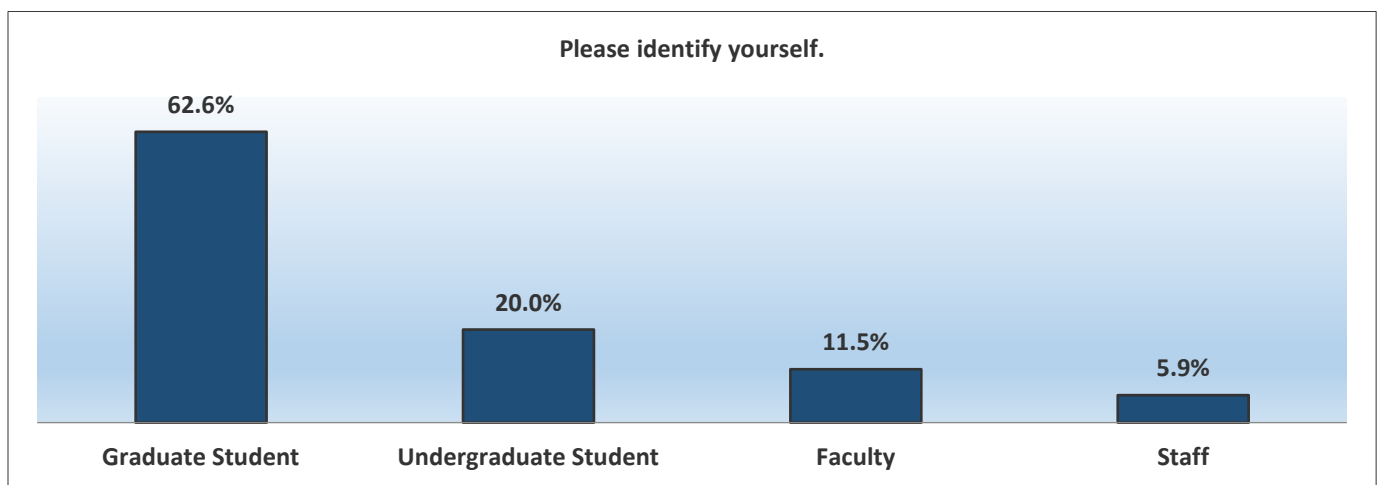
Part II: Open-ended Questions

This includes lists of all answers for the questions requesting suggestions and/or recommendations.

PART I - RESULTS

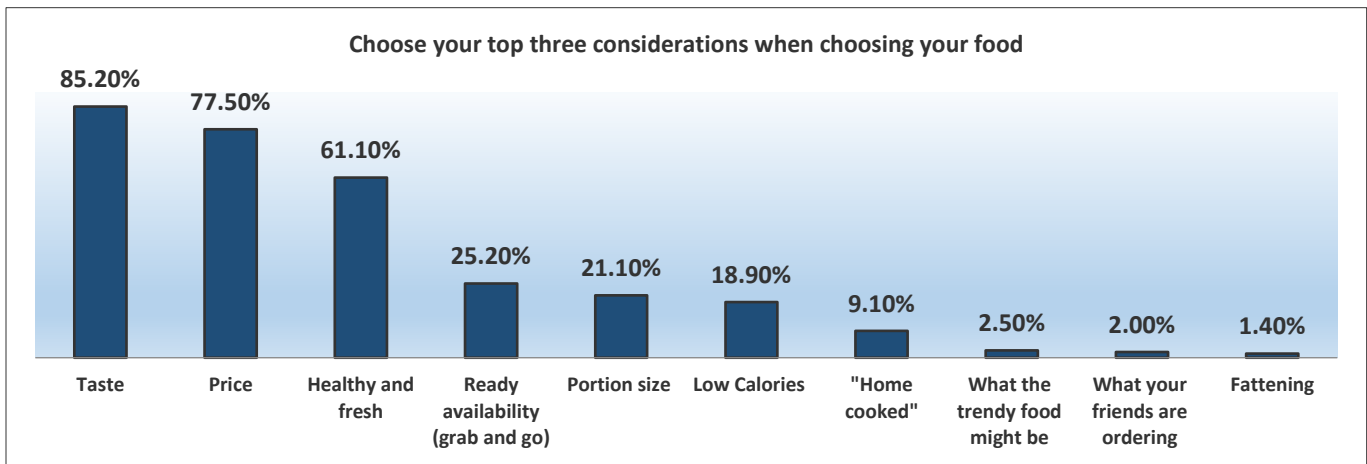
Q1: Please identify yourself:

| | Count | Percent |
|------------------------------|--------------|----------------|
| Graduate Student | 331 | 62.60% |
| Undergraduate Student | 106 | 20.00% |
| Faculty | 61 | 11.50% |
| Staff | 31 | 5.90% |
| Total | | 529 |
| Missing | | 11 |



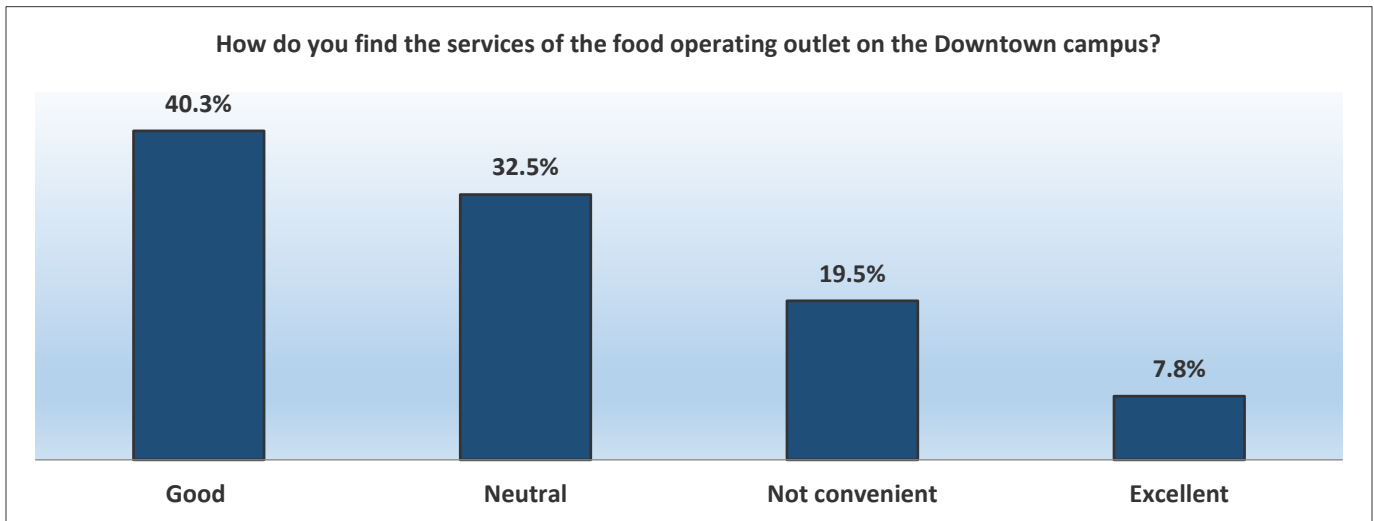
Q2: Choose your top three considerations when choosing your food. (Please check your three choices.)

| | Count | Percent |
|---|--------------|----------------|
| Taste | 375 | 85.2% |
| Price | 341 | 77.5% |
| Healthy and fresh | 269 | 61.1% |
| Ready availability (grab and go) | 111 | 25.2% |
| Portion size | 93 | 21.1% |
| Low Calories | 83 | 18.9% |
| "Home cooked" | 40 | 9.1% |
| What the trendy food might be | 11 | 2.5% |
| What your friends are ordering | 9 | 2.0% |
| Fattening | 6 | 1.4% |
| Total | | 440 |
| Missing | | 100 |



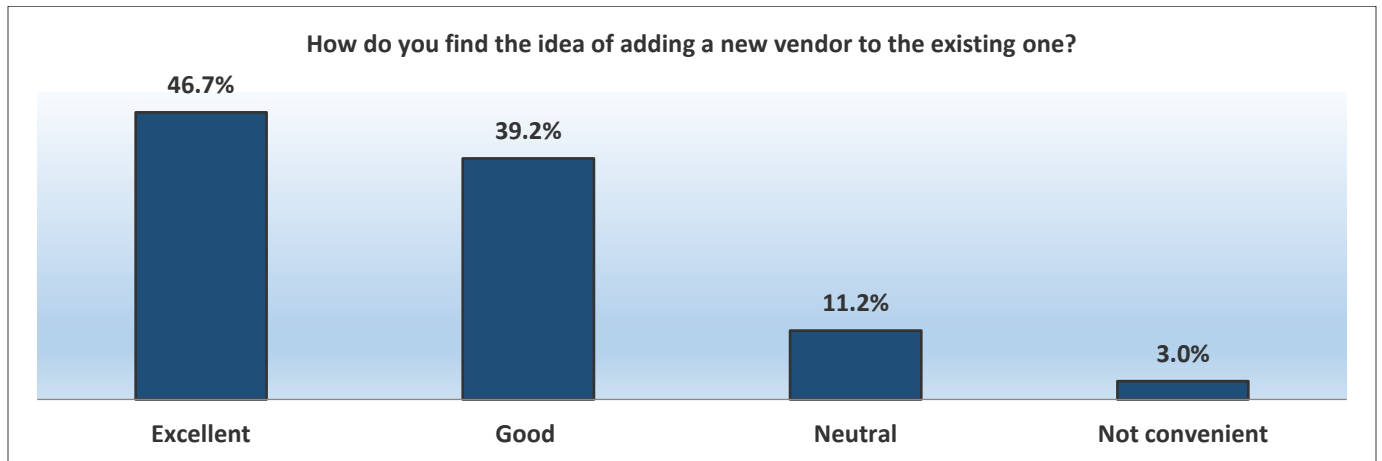
Q3: How do you find the services of the food operating outlet on the Downtown campus?

| | Count | Percent |
|----------------|------------|---------|
| Good | 176 | 40.3% |
| Neutral | 142 | 32.5% |
| Not convenient | 85 | 19.5% |
| Excellent | 34 | 7.8% |
| Total | 437 | |
| Missing | 103 | |



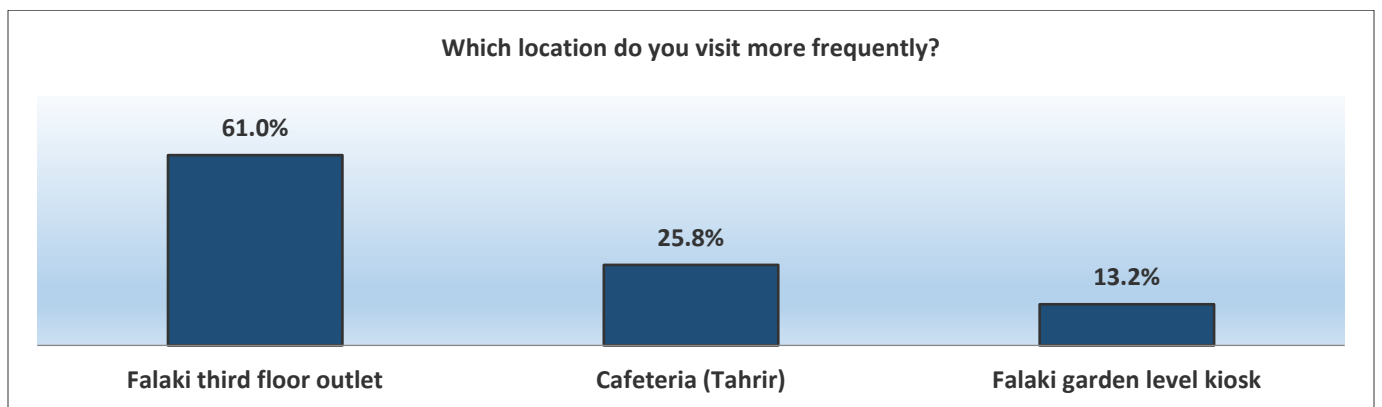
Q4: How do you find the idea of adding a new vendor to the existing one?

| | Count | Percent |
|----------------|-------|------------|
| Excellent | 205 | 46.7% |
| Good | 172 | 39.2% |
| Neutral | 49 | 11.2% |
| Not convenient | 13 | 3.0% |
| Total | | 439 |
| Missing | | 101 |



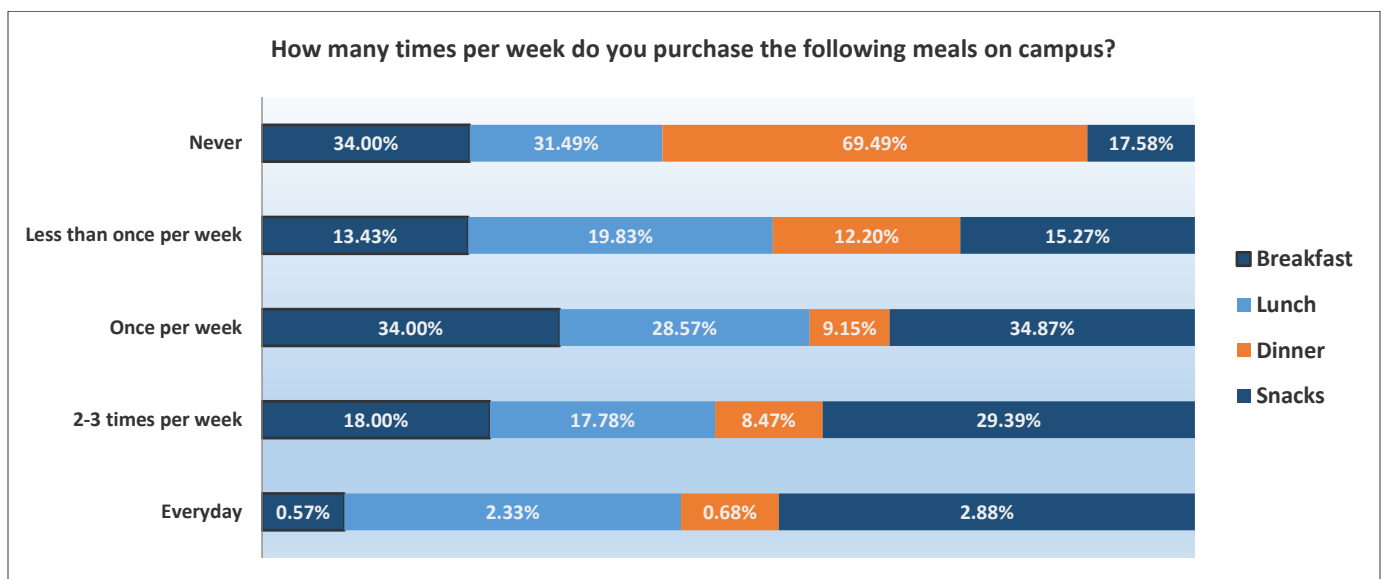
Q5: Which location do you visit more frequently?

| | Count | Percent |
|---------------------------|-------|------------|
| Falaki third floor outlet | 267 | 61.0% |
| Cafeteria (Tahrir) | 113 | 25.8% |
| Falaki garden level kiosk | 58 | 13.2% |
| Total | | 438 |
| Missing | | 102 |



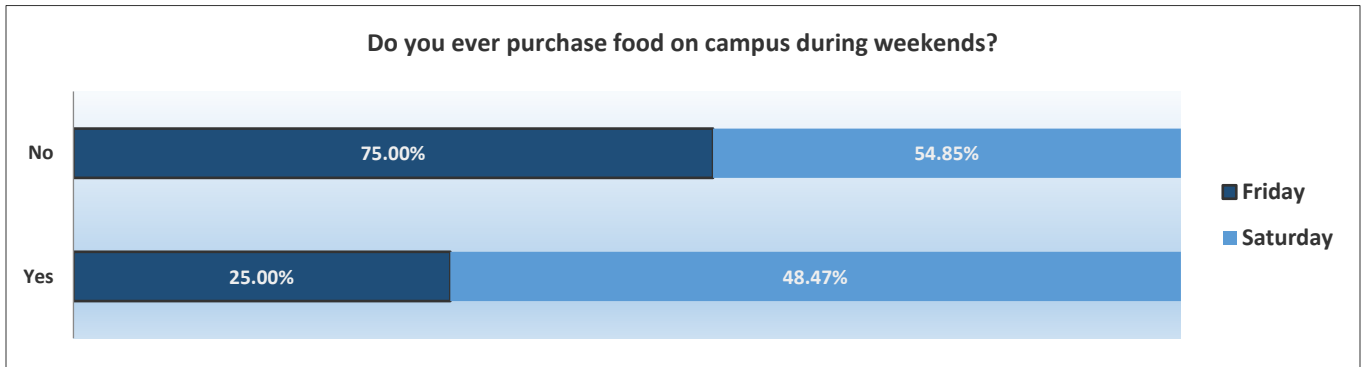
Q6: How many times per week do you purchase the following meals on campus?

| | Everyday | 2-3 times per week | Once per week | Less than once per week | Never | Response Count |
|------------------|--------------|--------------------|---------------|-------------------------|---------------|----------------|
| Breakfast | 2 | 63 | 119 | 47 | 119 | 350 |
| | 0.57% | 18.00% | 34.00% | 13.43% | 34.00% | |
| Lunch | 8 | 61 | 98 | 68 | 108 | 343 |
| | 2.33% | 17.78% | 28.57% | 19.83% | 31.49% | |
| Dinner | 2 | 25 | 27 | 36 | 205 | 295 |
| | 0.68% | 8.47% | 9.15% | 12.20% | 69.49% | |
| Snacks | 10 | 102 | 121 | 53 | 61 | 347 |
| | 2.88% | 29.39% | 34.87% | 15.27% | 17.58% | |
| Total | | | | | | 435 |
| Missing | | | | | | 105 |



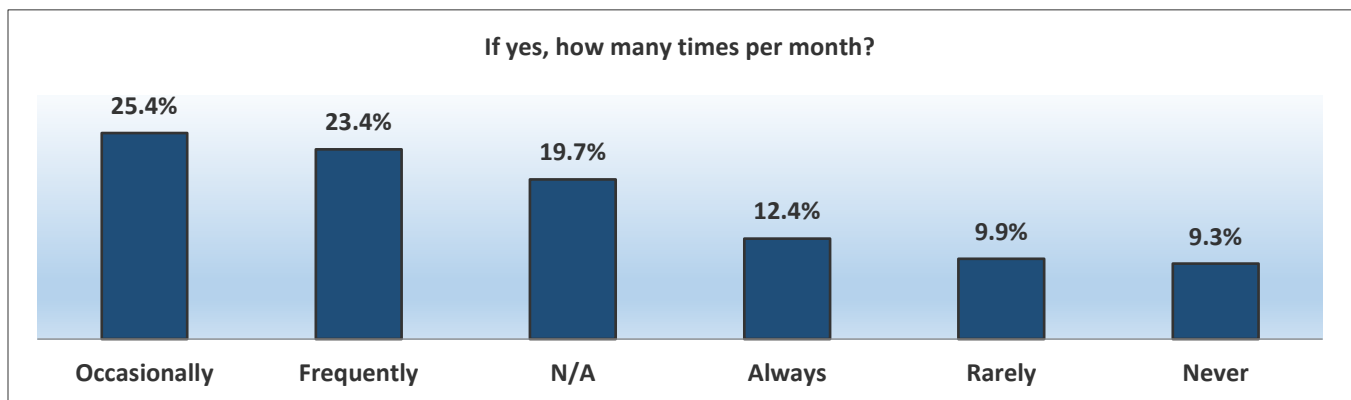
Q7: Do you ever purchase food on campus during weekends?

| | Yes | No | Response Count |
|-----------------|---------------|---------------|----------------|
| Friday | 98 | 294 | 392 |
| | 25.00% | 75.00% | |
| Saturday | 190 | 215 | 405 |
| | 48.47% | 54.85% | |
| Total | | | 427 |
| Missing | | | 113 |



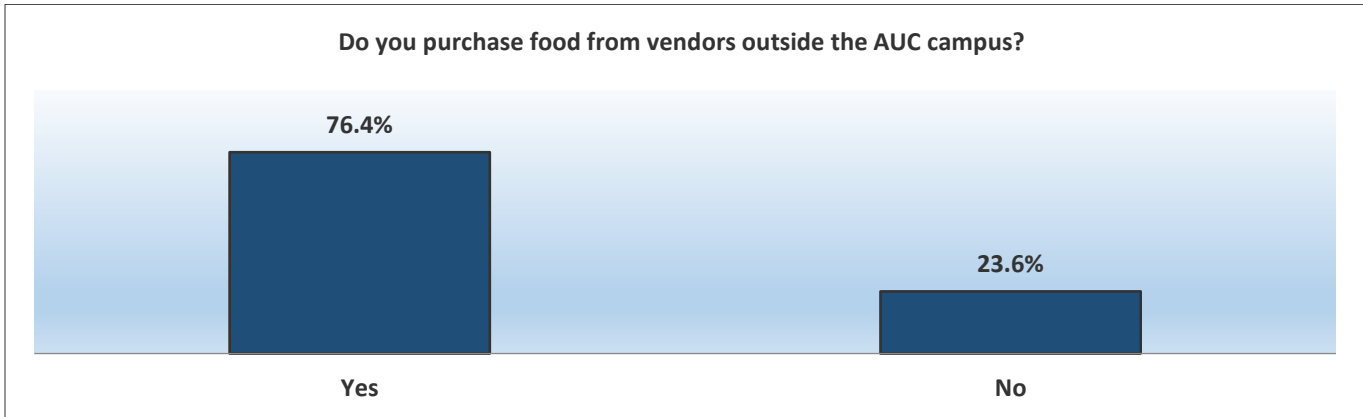
Q8: If yes, how many times per month?

| | Count | Percent |
|----------------|-------|------------|
| Occasionally | 90 | 25.4% |
| Frequently | 83 | 23.4% |
| N/A | 70 | 19.7% |
| Always | 44 | 12.4% |
| Rarely | 35 | 9.9% |
| Never | 33 | 9.3% |
| Total | | 355 |
| Missing | | 185 |



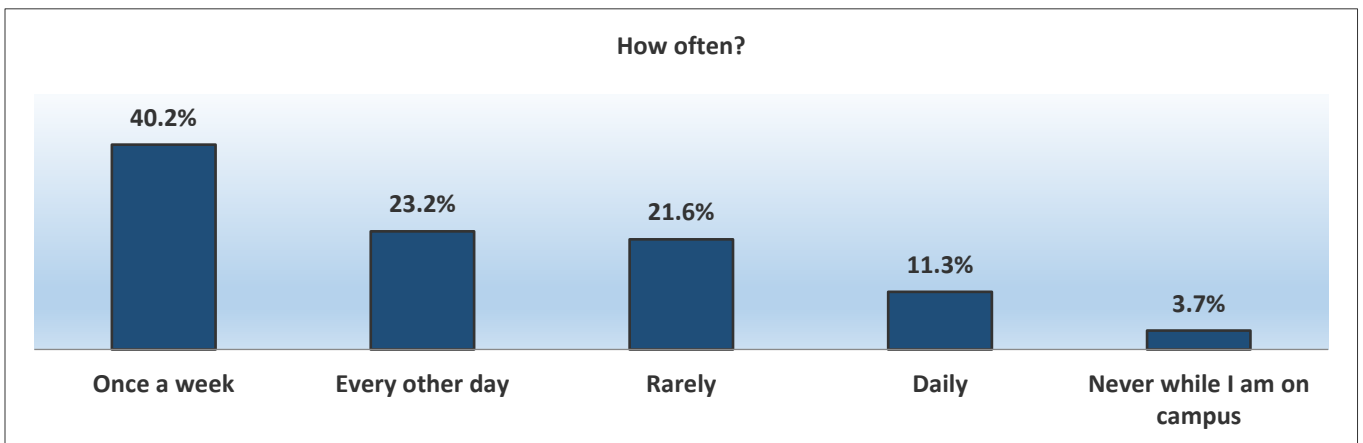
Q9: Do you purchase food from vendors outside the AUC campus?

| | Count | Percent |
|----------------|-------|------------|
| Yes | 331 | 76.4% |
| No | 102 | 23.6% |
| Total | | 433 |
| Missing | | 107 |



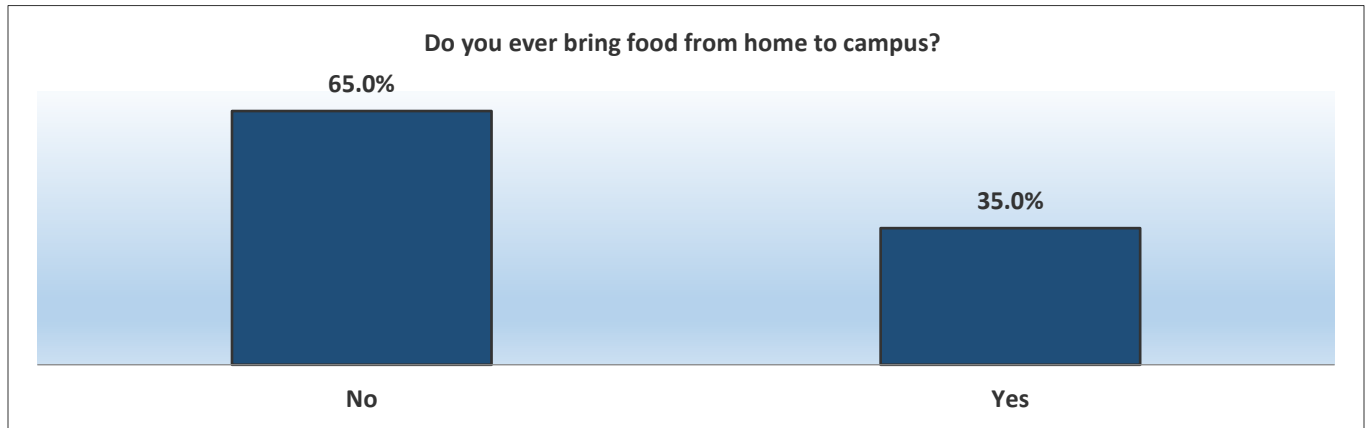
Q10: How often?

| | Count | Percent |
|----------------------------|-------|------------|
| Once a week | 132 | 40.2% |
| Every other day | 76 | 23.2% |
| Rarely | 71 | 21.6% |
| Daily | 37 | 11.3% |
| Never while I am on campus | 12 | 3.7% |
| Total | | 328 |
| Missing | | 212 |



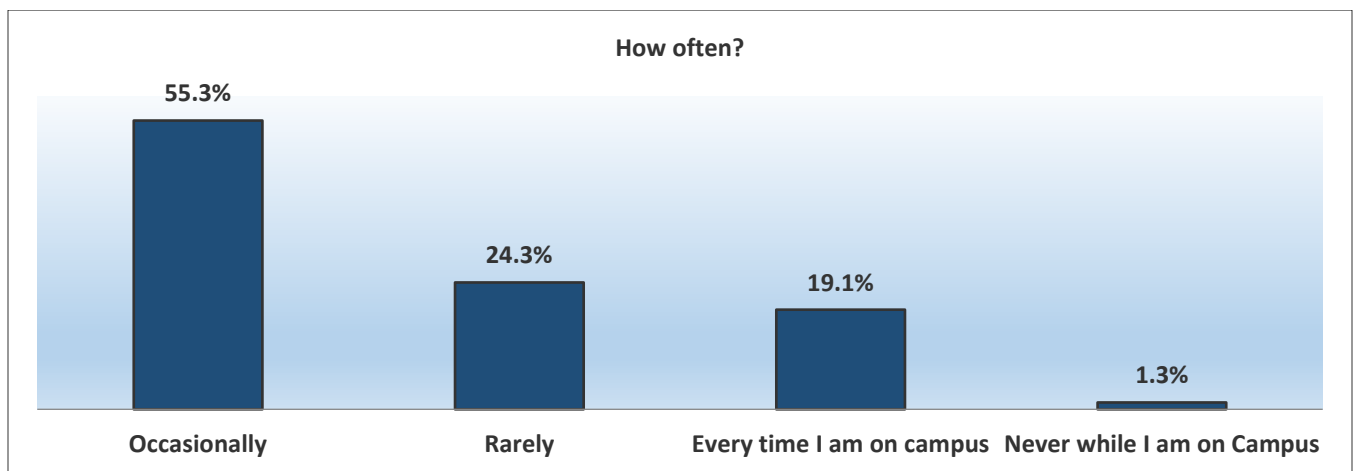
Q11: Do you ever bring food from home to campus?

| | Count | Percent |
|----------------|-------|------------|
| No | 279 | 65.0% |
| Yes | 150 | 35.0% |
| Total | | 429 |
| Missing | | 111 |



Q12: How often?

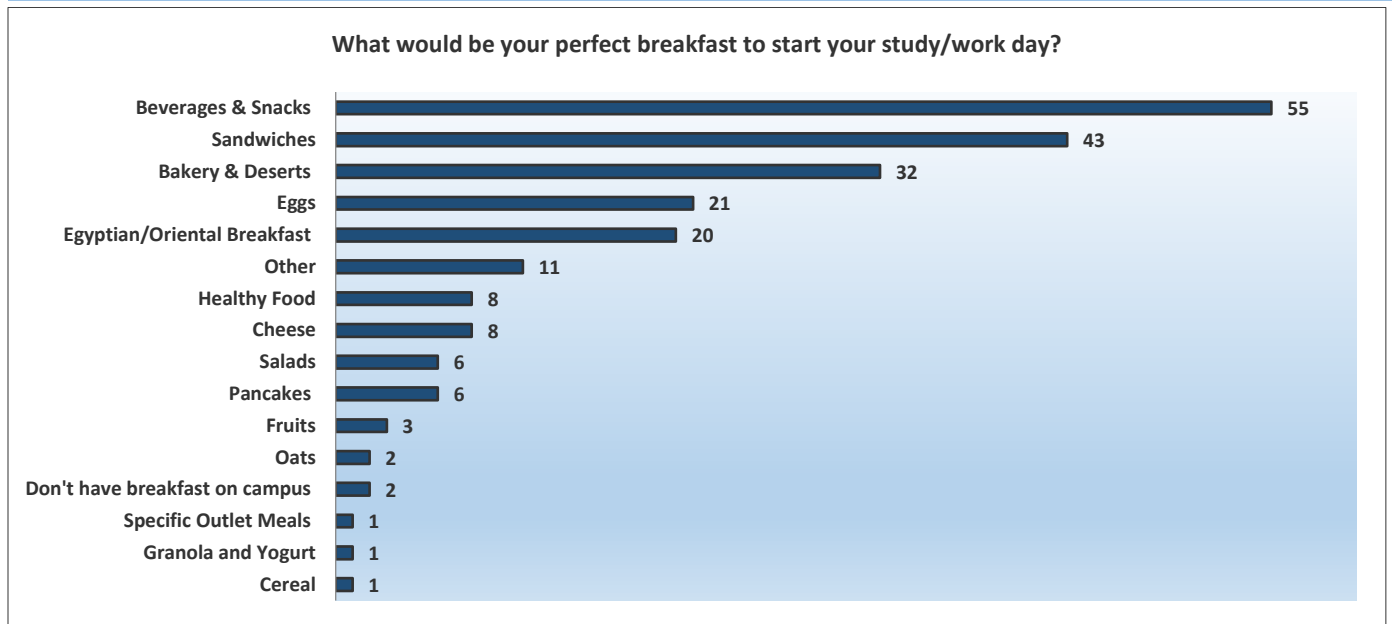
| | Count | Percent |
|----------------------------|-------|------------|
| Occasionally | 84 | 55.3% |
| Rarely | 37 | 24.3% |
| Every time I am on campus | 29 | 19.1% |
| Never while I am on Campus | 2 | 1.3% |
| Total | | 152 |
| Missing | | 388 |



PART II - OPEN ENDED QUESTIONS

Q13: What would be your perfect breakfast to start your study/work day?

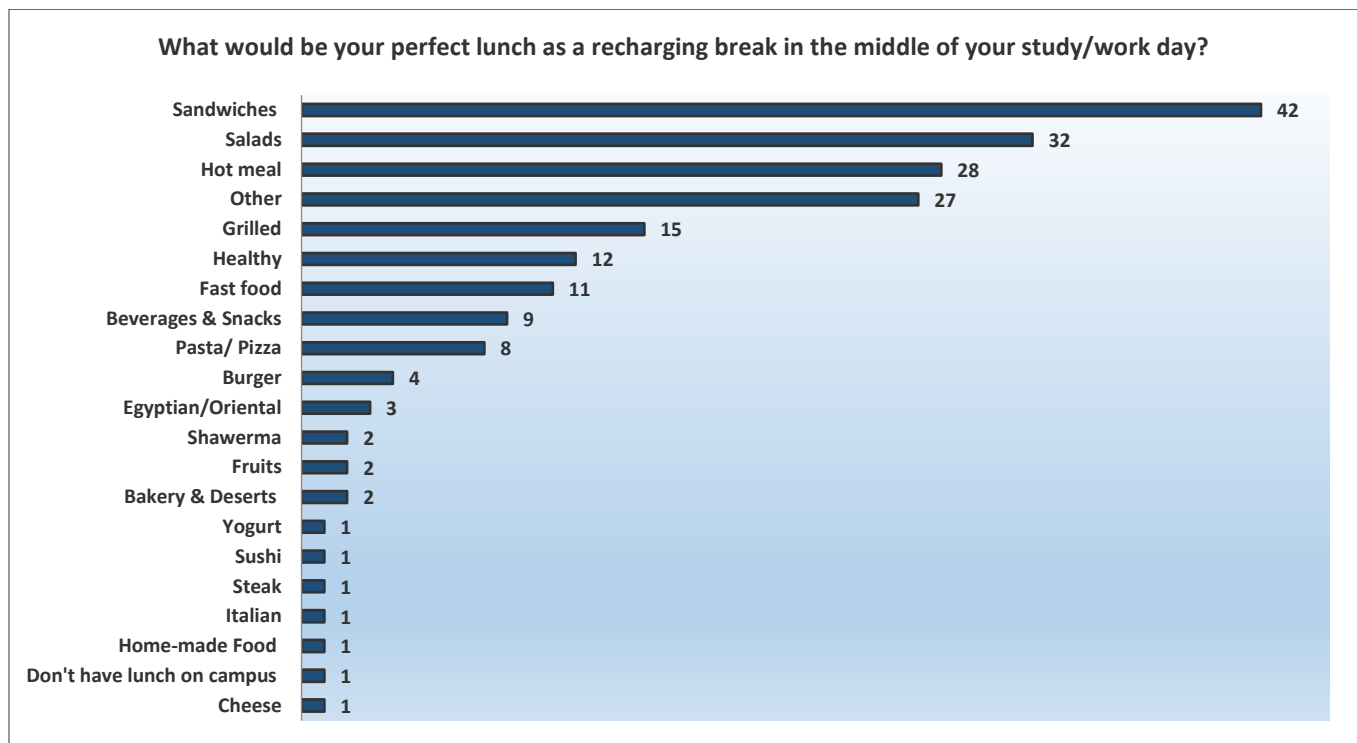
| | Response Count |
|--|----------------|
| What would be your perfect breakfast to start your study/work day? | 220 |
| Total | 220 |
| Missing | 320 |



| | |
|---------------------------------------|-----------|
| Bakery & Deserts | 32 |
| Beverages & Snacks | 55 |
| Cereal | 1 |
| Cheese | 8 |
| Don't have breakfast on campus | 2 |
| Eggs | 21 |
| Egyptian/Oriental Breakfast | 20 |
| Fruits | 3 |
| Granola and Yogurt | 1 |
| Healthy Food | 8 |
| Oats | 2 |
| Other | 11 |
| Pancakes | 6 |
| Salads | 6 |
| Sandwiches | 43 |
| Specific Outlet Meals | 1 |

Q14: What would be your perfect lunch as a recharging break in the middle of your study/work day?

| | Response Count |
|---|----------------|
| What would be your perfect lunch as a recharging break in the middle of your study/work day? | 204 |
| Total | 204 |
| Missing | 336 |

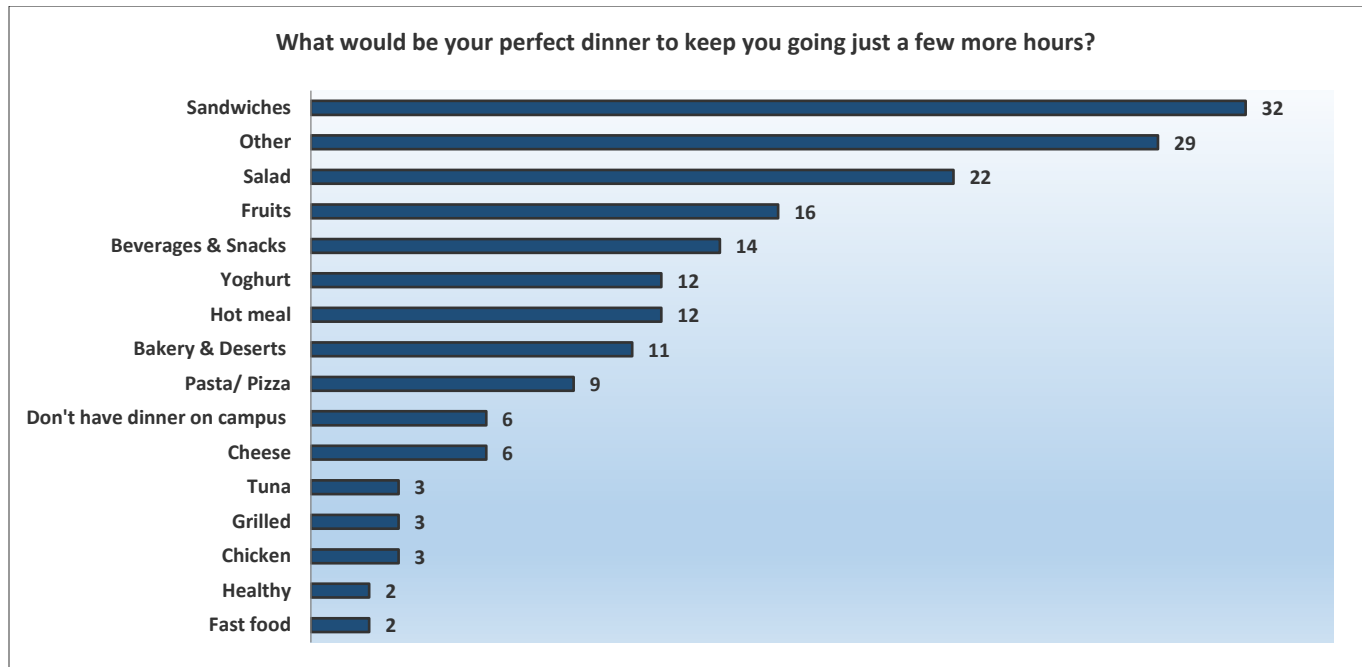


| | |
|-----------------------------------|-----------|
| Bakery & Deserts | 2 |
| Beverages & Snacks | 9 |
| Burger | 4 |
| Cheese | 1 |
| Don't have lunch on campus | 1 |
| Egyptian/Oriental | 3 |
| Fast food | 11 |
| Fruits | 2 |
| Grilled | 15 |
| Healthy | 12 |
| Home-made Food | 1 |
| Hot meal | 28 |
| Italian | 1 |
| Other | 27 |

| | |
|---------------------|-----------|
| Pasta/ Pizza | 8 |
| Salads | 32 |
| Sandwiches | 42 |
| Shawerma | 2 |
| Steak | 1 |
| Sushi | 1 |
| Yogurt | 1 |

Q15: What would be your perfect dinner to keep you going just a few more hours?

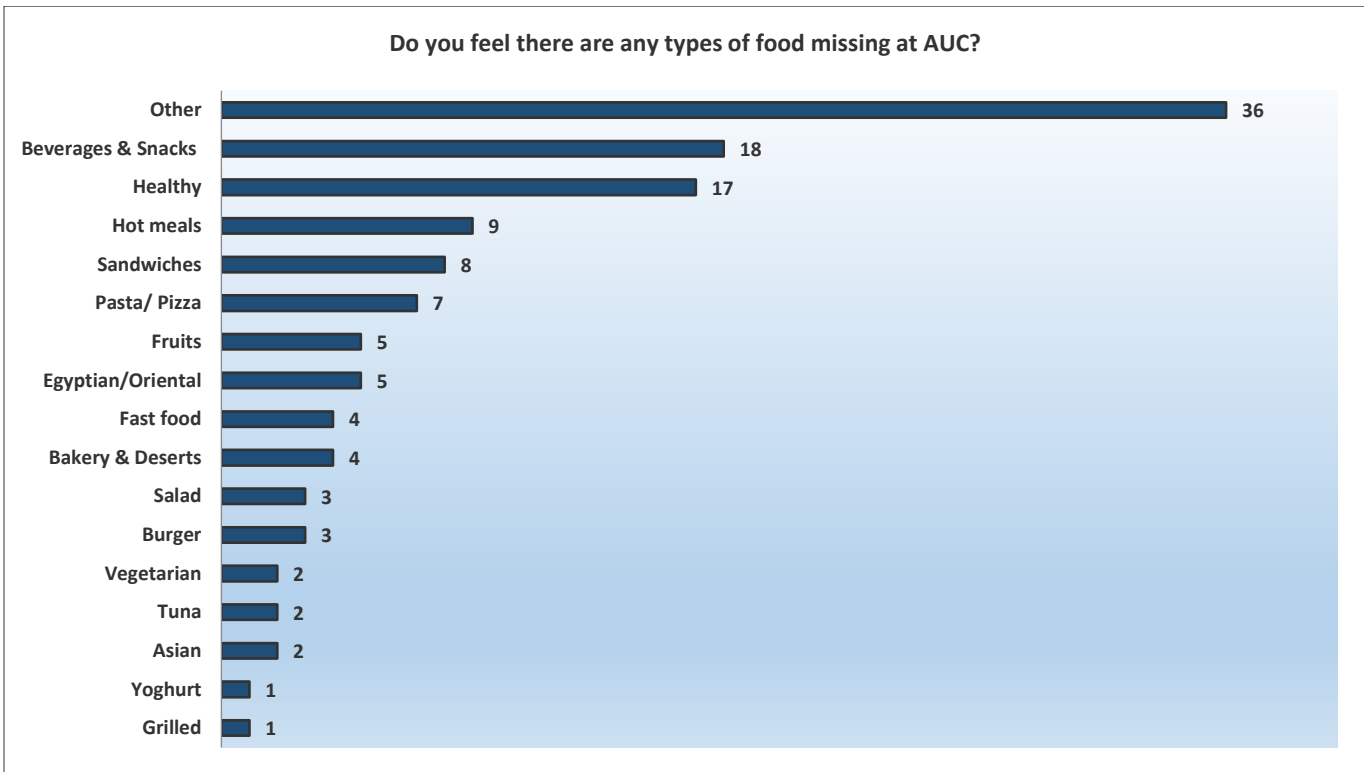
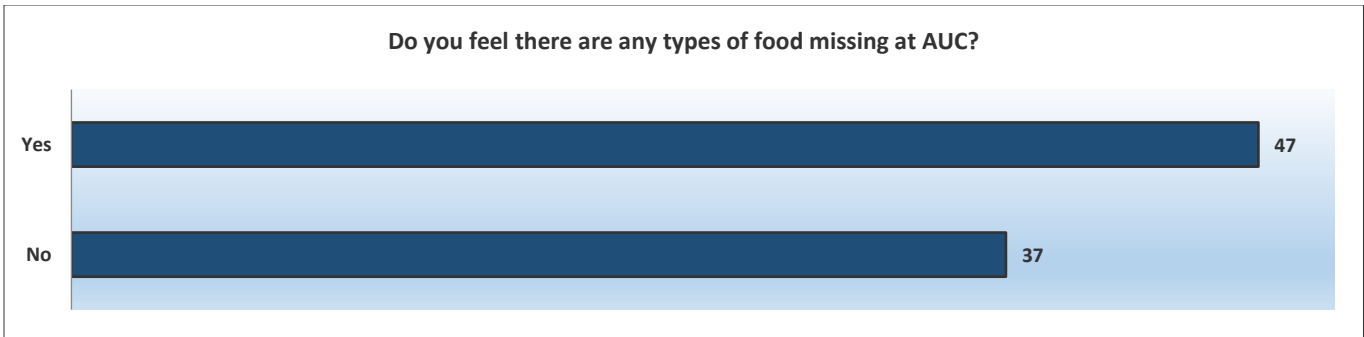
| | Response Count |
|--|----------------|
| What would be your perfect dinner to keep you going just a few more hours? | 182 |
| Total | 182 |
| Missing | 358 |



| | |
|------------------------------------|-----------|
| Bakery & Deserts | 11 |
| Beverages & Snacks | 14 |
| Cheese | 6 |
| Chicken | 3 |
| Don't have dinner on campus | 6 |
| Fast food | 2 |
| Fruits | 16 |
| Grilled | 3 |
| Healthy | 2 |
| Hot meal | 12 |
| Other | 29 |
| Pasta/ Pizza | 9 |
| Salad | 22 |
| Sandwiches | 32 |
| Tuna | 3 |
| Yoghurt | 12 |

Q16: Do you feel there are any types of food missing at AUC?

| | Response Count |
|--|----------------|
| Do you feel there are any types of food missing at AUC? | 211 |
| Total | 211 |
| Missing | 329 |

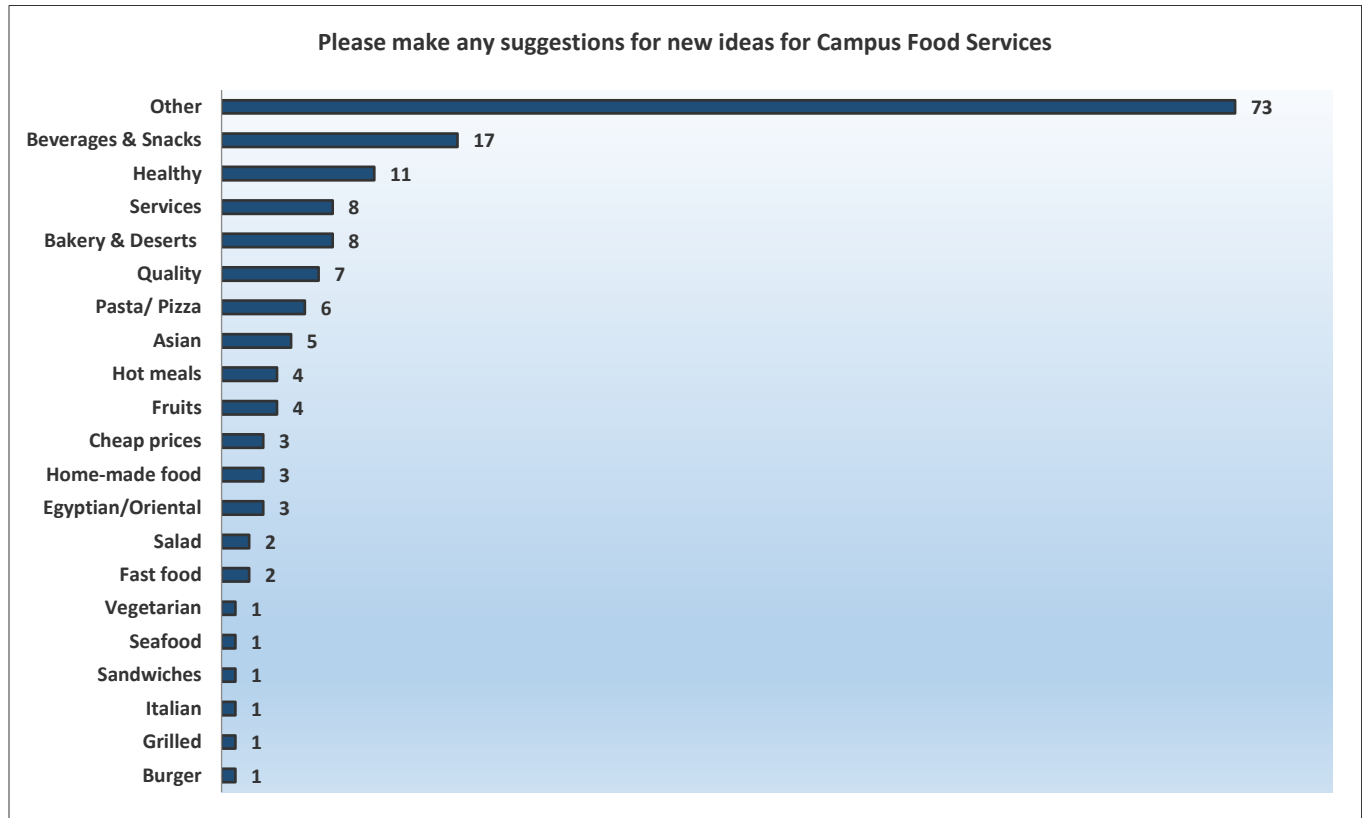


| | |
|-------------------------------|-----------|
| Asian | 2 |
| Bakery & Deserts | 4 |
| Beverages & Snacks | 18 |
| Burger | 3 |
| Egyptian/Oriental | 5 |
| Fast food | 4 |

| | |
|---------------------|-----------|
| Fruits | 5 |
| Grilled | 1 |
| Healthy | 17 |
| Hot meals | 9 |
| Other | 36 |
| Pasta/ Pizza | 7 |
| Salad | 3 |
| Sandwiches | 8 |
| Tuna | 2 |
| Vegetarian | 2 |
| Yoghurt | 1 |

Q17: Please make any suggestions for new ideas for Campus Food Services. (Think out of the box!)

| | Response Count |
|--|----------------|
| Please make any suggestions for new ideas for Campus Food Services. (Think out of the box!) | 162 |
| Total | 162 |
| Missing | 378 |



| | |
|--------------------|----|
| Asian | 5 |
| Bakery & Deserts | 8 |
| Beverages & Snacks | 17 |
| Burger | 1 |
| Cheap prices | 3 |
| Egyptian/Oriental | 3 |
| Fast food | 2 |
| Fruits | 4 |
| Grilled | 1 |
| Healthy | 11 |
| Home-made food | 3 |
| Hot meals | 4 |
| Italian | 1 |

| | |
|---------------------|-----------|
| Other | 73 |
| Pasta/ Pizza | 6 |
| Quality | 7 |
| Salad | 2 |
| Sandwiches | 1 |
| Seafood | 1 |
| Services | 8 |
| Vegetarian | 1 |