

Spring  
2016

# Food Services Survey

SPRING 2016

OFFICE OF DATA ANALYTICS AND INSTITUTIONAL RESEARCH

THE AMERICAN UNIVERSITY IN CAIRO

# Food Services Survey

## EXECUTIVE SUMMARY

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### INTRODUCTION

The *Food Services Survey* was designed to ask the AUC community about their opinions regarding current campus food services, especially after introducing 3 new food outlets on AUC New Cairo Campus; *Catering Co.*, *AM Kitchen* and *Butcher's Burger*. This information will help the University Food Services Office to ensure that campus food services satisfy the needs of the community.

### METHODOLOGY

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 11, 2016, and an email reminder was sent on May 18, 2016. The survey was closed on May 23<sup>rd</sup>. Nine hundred and ninety-six (996) students, staff and faculty members completed the survey during the administration period.

### SUMMARY OF RESULTS

#### Demographics

A total of nine hundred and ninety-six (996) students completed the survey: 644 (65%) undergraduate students, 92 (9%) graduate students, 84 (8%) faculty members and 194 (20%) staff members. Only 10% of the total number of respondents reported that they were residents on campus.

#### Food Outlets on Campus

##### New Cairo Campus

Regarding the variety of food outlets on New Cairo campus, twenty-two percent (22%) reported that *Butcher's Burger* is their most favorable, seventeen percent (17%) reported that *Catering Co.* is their most favorable, while thirteen percent (13%) reported *AM kitchen* as the most favorable.

The highest rated outlets were *TBS* (58%), *Quick 24* (32%) and *Catering Co.* (31%), whereas the least favorable operating outlets were *Cairo Kitchen* (50%), *Catering Co.* (45%) and *Tarwe2a* (34%).

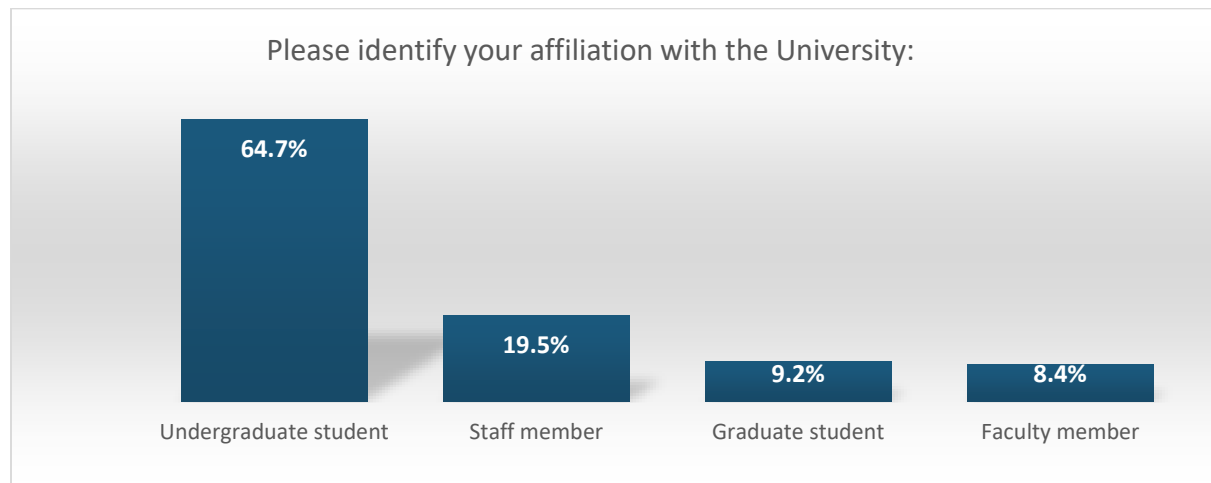
##### Tahrir Campus

Forty-one percent (41%) of respondents reported that they are satisfied with the new service provided by *Catering Co.* in comparison to the previous vendor, twenty-three percent (23%) reported that they found no difference in the new service compared to the service provided by the old vendor and thirty-six percent (36%) were dissatisfied with the change.

RESULTS

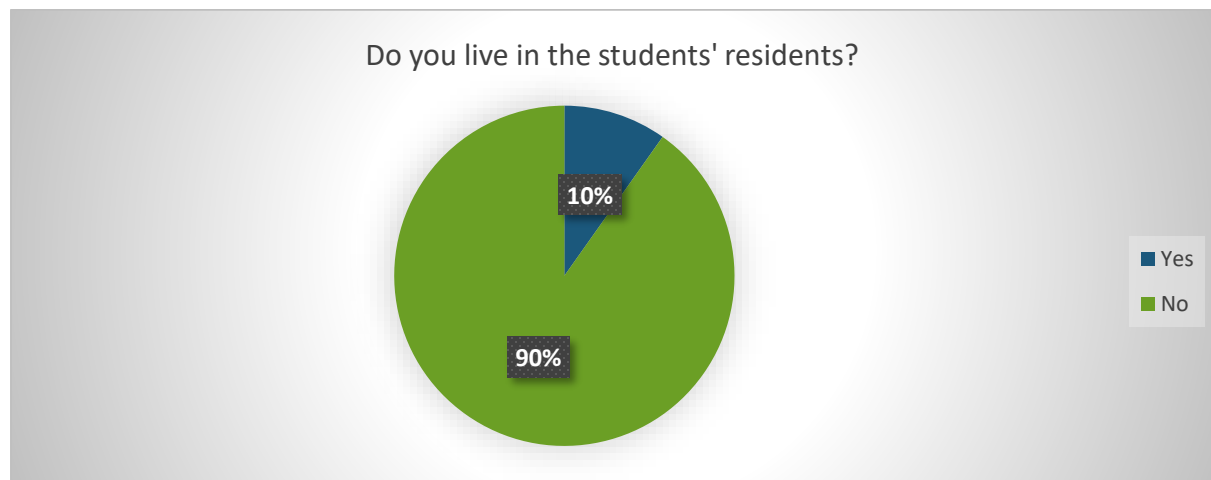
Q1: Please identify yourself:

	COUNT	PERCENT
Undergraduate student	644	64.7%
Staff member	194	19.5%
Graduate student	92	9.2%
Faculty member	84	8.4%
<b>Total</b>	<b>995</b>	
<b>Missing</b>	<b>1</b>	



Q2: Are you a resident on campus?

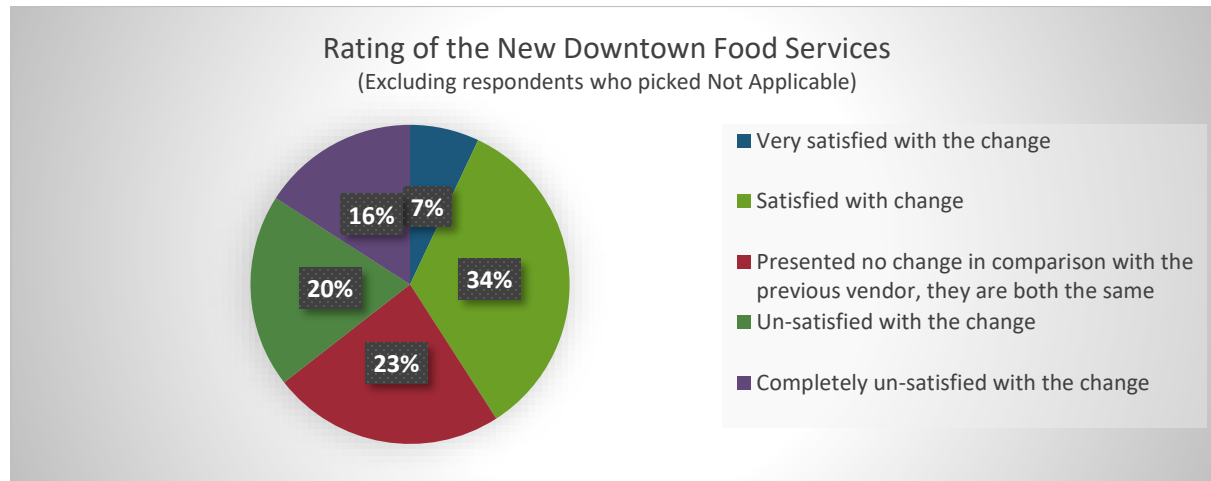
	COUNT	PERCENT
Yes	77	9.8%
No	705	90.2%
<b>Total</b>	<b>782</b>	
<b>Missing</b>	<b>214</b>	



Downtown Campus

Q3: Please rate the new services introduced on Down Town Campus by Catering Co.:

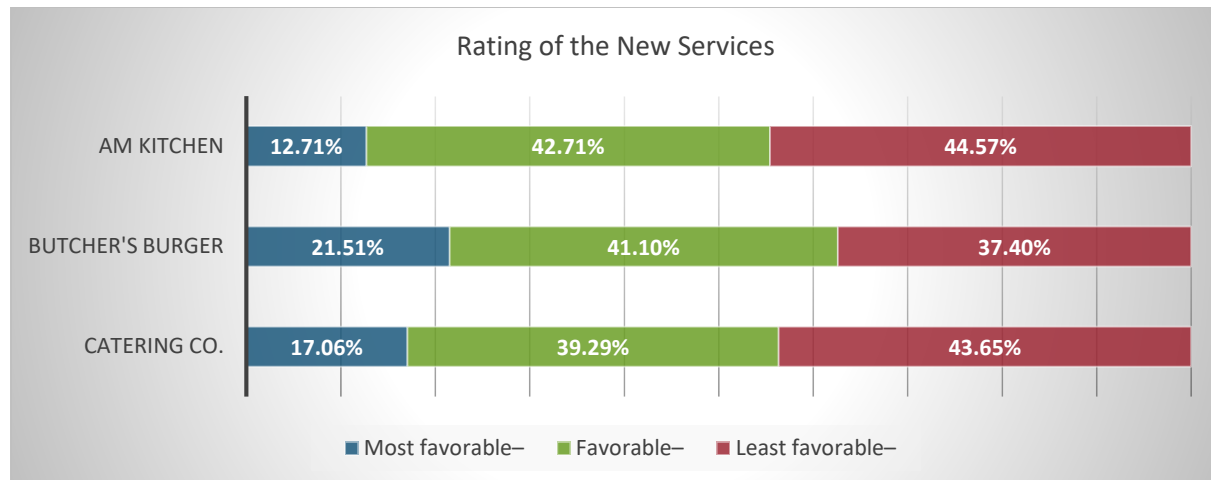
	COUNT	PERCENT (Including respondents who picked "Not Applicable")
Very satisfied with the change	31	3.4%
Satisfied with change	148	16.4%
Presented no change in comparison with the previous vendor, they are both the same	103	11.4%
Un-satisfied with the change	86	9.5%
Completely un-satisfied with the change	69	7.7%
Not Applicable	464	51.5%
<b>Total</b>		<b>901</b>
<b>Missing</b>		<b>95</b>



New Campus

Q4: Please rate the new services introduced on the new campus:

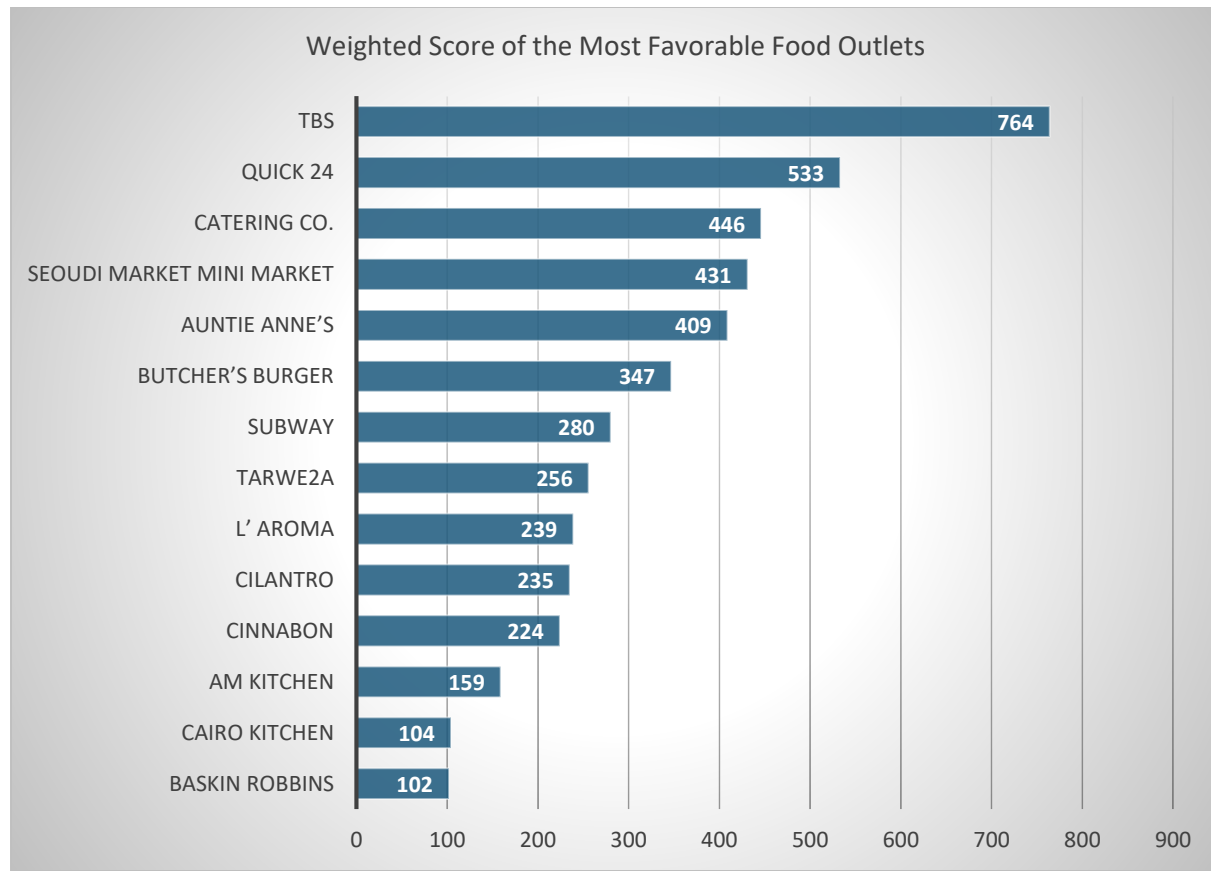
		MOST FAVORABLE	FAVORABLE	LEAST FAVORABLE	TOTAL
<b>catering co.</b>	Percent	17.06%	39.29%	43.65%	100%
	Count	129	297	330	756
<b>Butcher's Burger</b>	Percent	21.51%	41.10%	37.40%	100%
	Count	157	300	273	730
<b>AM Kitchen</b>	Percent	12.71%	42.71%	44.57%	100%
	Count	89	299	312	700
<b>Total</b>			<b>763</b>		
<b>Missing</b>			<b>233</b>		



Q5: Choose three of your most favorable operating outlets (overall).

	1ST CHOICE		2ND CHOICE		3RD CHOICE		WEIGHTED SCORE
	Percent	Count	Percent	Count	Percent	Count	
AM Kitchen	3.62%	28	3.68%	28	3.36%	25	159
Auntie Anne's	9.82%	76	9.87%	75	8.19%	61	409
Baskin Robbins	0.39%	3	1.97%	15	3.09%	23	102
Butcher's Burger	7.36%	57	9.61%	73	6.44%	48	347
Catering Co.	13.1%	101	8.68%	66	9.53%	71	104
Cilantro	3.49%	27	5.00%	38	5.91%	44	446
L' Aroma	6.59%	51	5.26%	40	4.83%	36	235
Tarwe2a	4.26%	33	5.79%	44	6.04%	45	224
Cinnabon	0.90%	7	3.82%	29	7.11%	53	239
Quick 24	7.88%	61	10.92%	83	13.7%	102	533
Cairo Kitchen	1.42%	11	2.76%	21	2.28%	17	431
TBS	27.5%	213	16.71%	127	13.3%	99	280
Seoudi Mini Market	9.56%	74	8.29%	63	10.3%	77	256
Subway	4.13%	32	7.63%	58	5.91%	44	764
<b>Total</b>		774		760		745	
<b>Missing</b>		222		236		251	

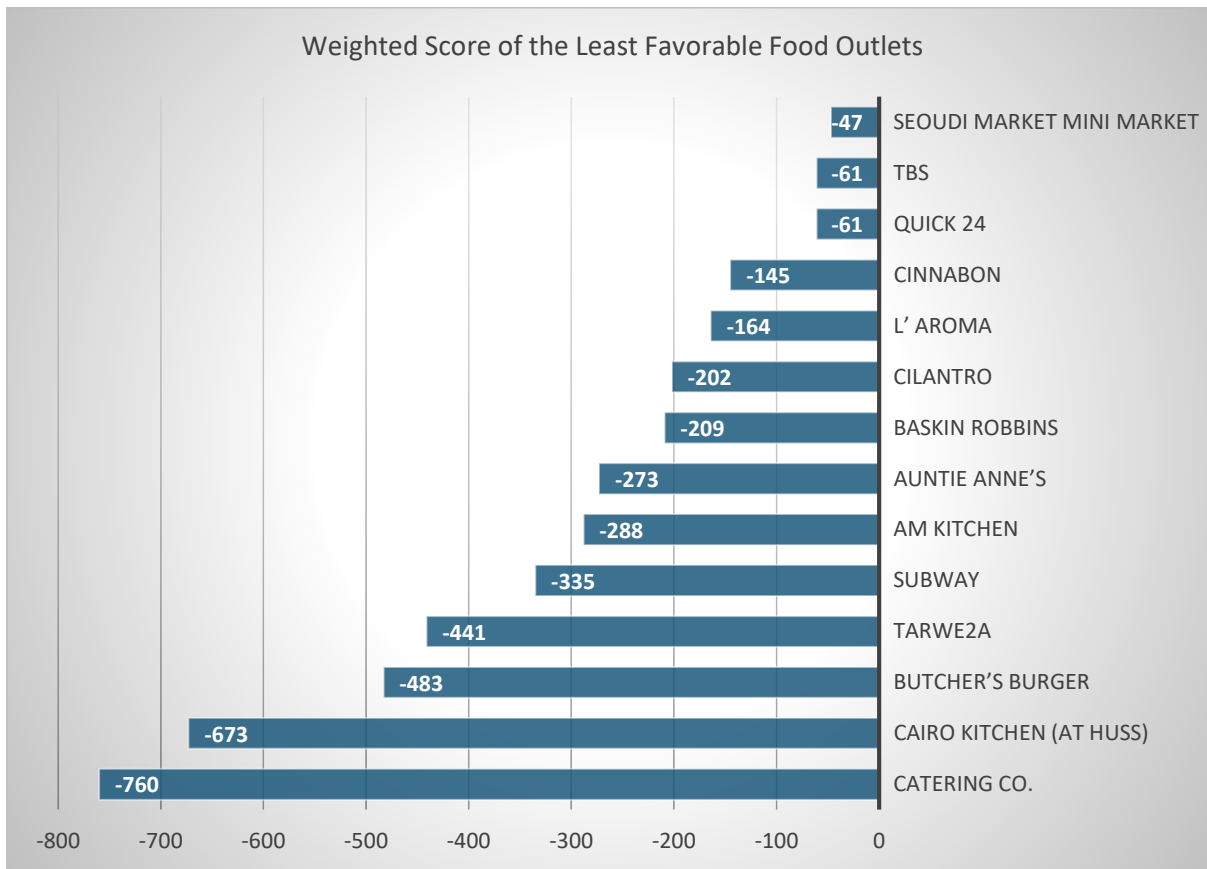
\*The weighted score is calculated using the following formula: Sum of Counts \* Score (1<sup>st</sup> Choice Count \* 3) + (2<sup>nd</sup> Choice Count \* 2) + (3<sup>rd</sup> Choice Count \* 1)



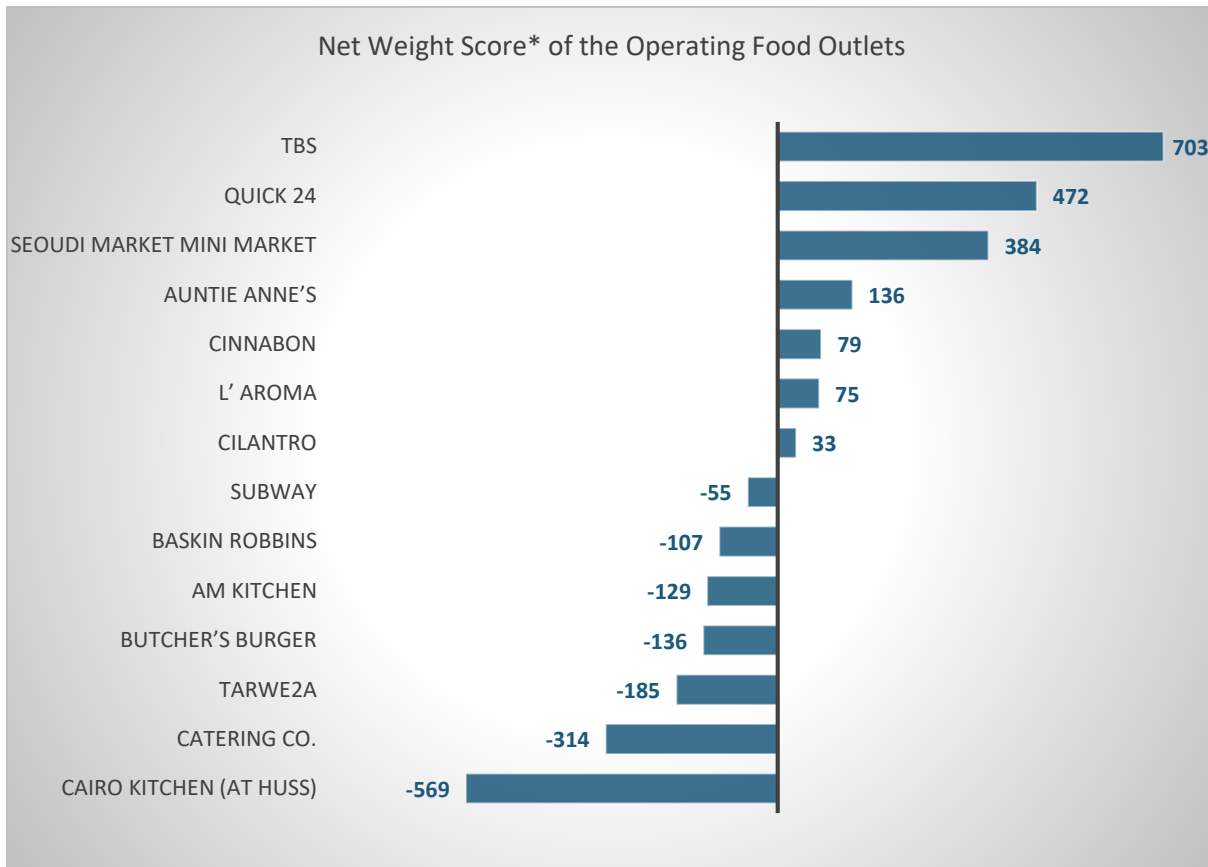
Q6: Choose three of your least favorable operating outlets (overall).

	1ST CHOICE		2ND CHOICE		3RD CHOICE		WEIGHTED SCORE
	Percent	Count	Percent	Count	Percent	Count	
AM Kitchen	6.82%	49	6.62%	45	8.16%	51	-288
Auntie Anne's	6.12%	44	7.65%	52	5.92%	37	-273
Baskin Robbins	5.01%	36	5.29%	36	4.64%	29	-209
Butcher's Burger	12.80%	92	11.47%	78	8.16%	51	-483
Catering Co.	25.73%	185	11.18%	76	8.48%	53	-760
Cilantro	4.45%	32	5.74%	39	4.48%	28	-202
L' Aroma	2.78%	20	5.00%	34	5.76%	36	-164
Tarwe2a	9.04%	65	12.35%	84	12.5%	78	-441
Cinnabon	2.50%	18	4.26%	29	5.28%	33	-145
Quick 24	1.67%	12	0.74%	5	2.40%	15	-61
Cairo Kitchen	15.58%	112	16.18%	110	18.7%	117	-673
TBS	1.39%	10	1.62%	11	1.44%	9	-61
Seoudi Mini Market	0.70%	5	1.18%	8	2.56%	16	-47
Subway	5.42%	39	10.74%	73	11.5%	72	-335
<b>Total</b>		719		680		625	
<b>Missing</b>		277		316		371	

\*The weighted score is calculated using the following formula: Sum of Counts \* Score  
 (1<sup>st</sup> Choice Count \* -3) + (2<sup>nd</sup> Choice Count \* -2) + (3<sup>rd</sup> Choice Count \* -1)



Net weighted Scoring of Food Outlets



\*Net Weight Score is calculated as the sum of the weighted scores that the outlet stores received as most favorable as well as the least favorable.

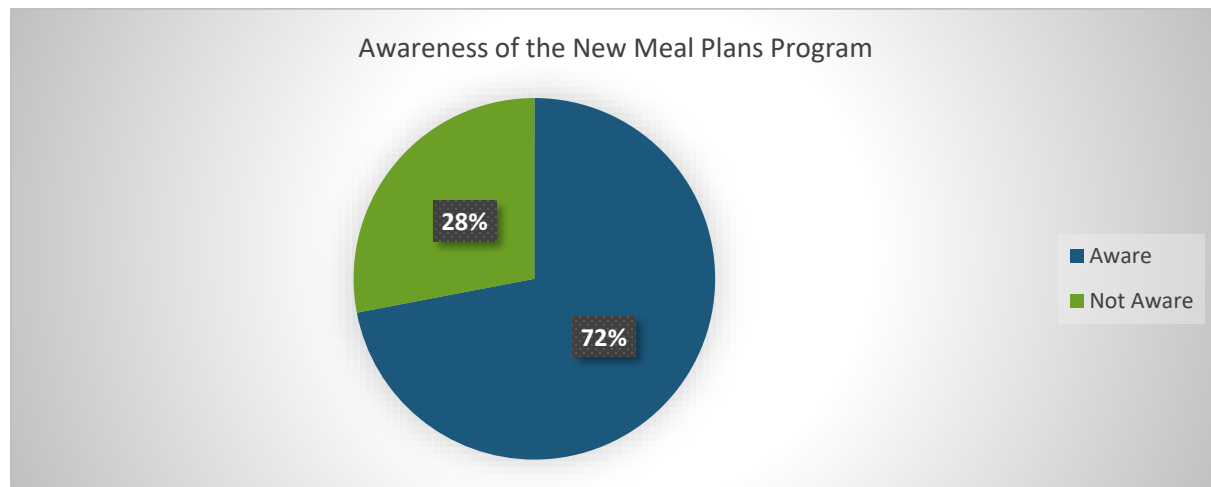


**Meal Plans for Resident Students**

*(Results are filtered to include only responses from those who reported that they are Campus residents only)*

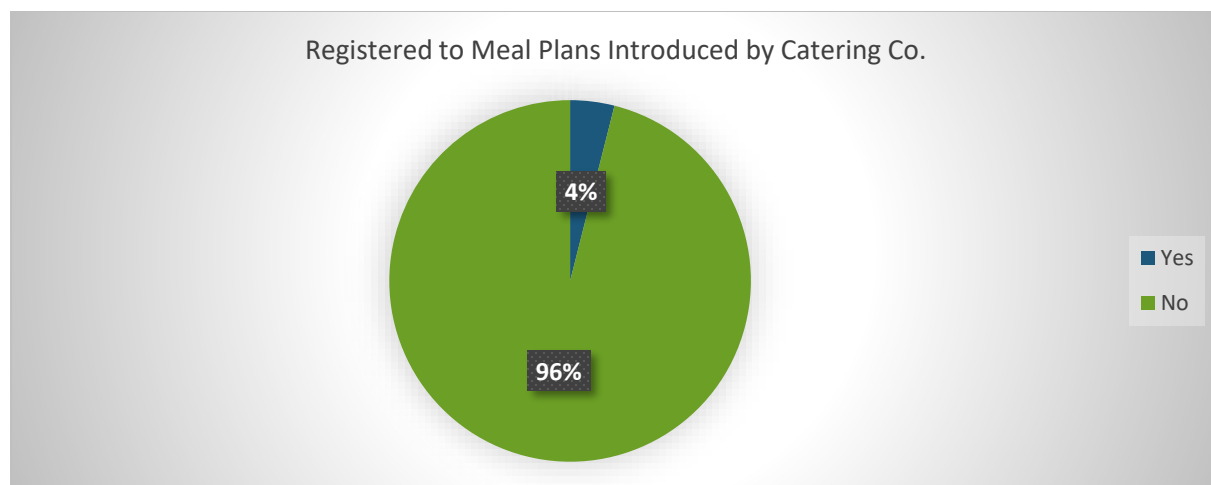
**Q7: Did you know about the introduction of meal plans program?**

	COUNT	PERCENT
<b>Yes</b>	54	72.00%
<b>No</b>	21	28.00%
<b>Total</b>	75	
<b>Missing</b>	2	



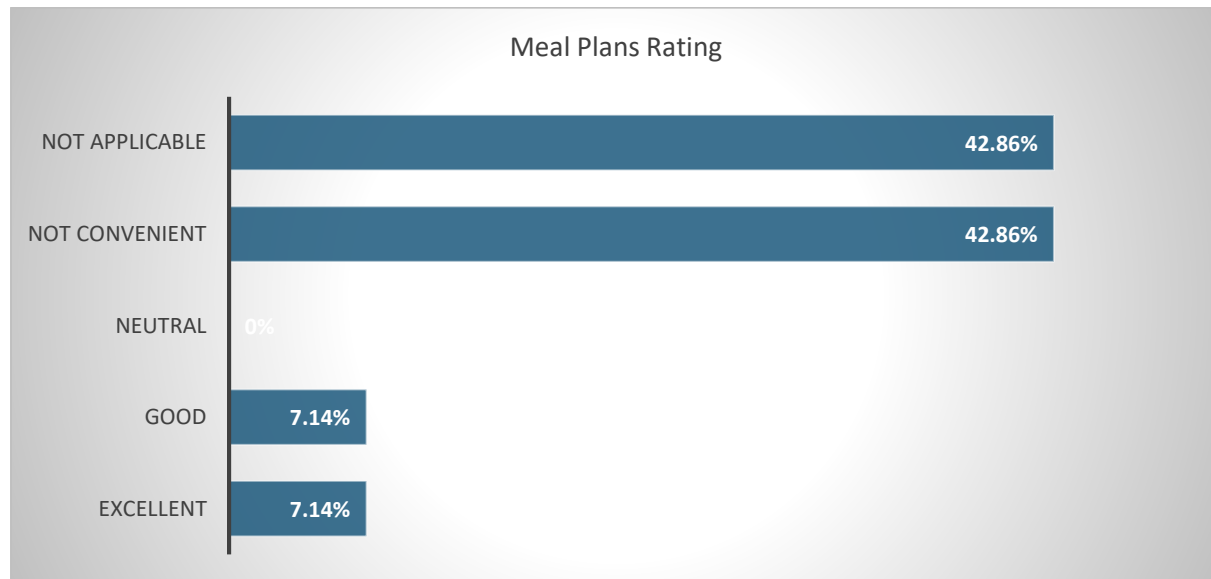
**Q8: Have you registered to the meal plans introduced by Catering Co.?**

	COUNT	PERCENT
<b>Yes</b>	3	3.95%
<b>No</b>	73	96.05%
<b>Total</b>	76	
<b>Missing</b>	1	



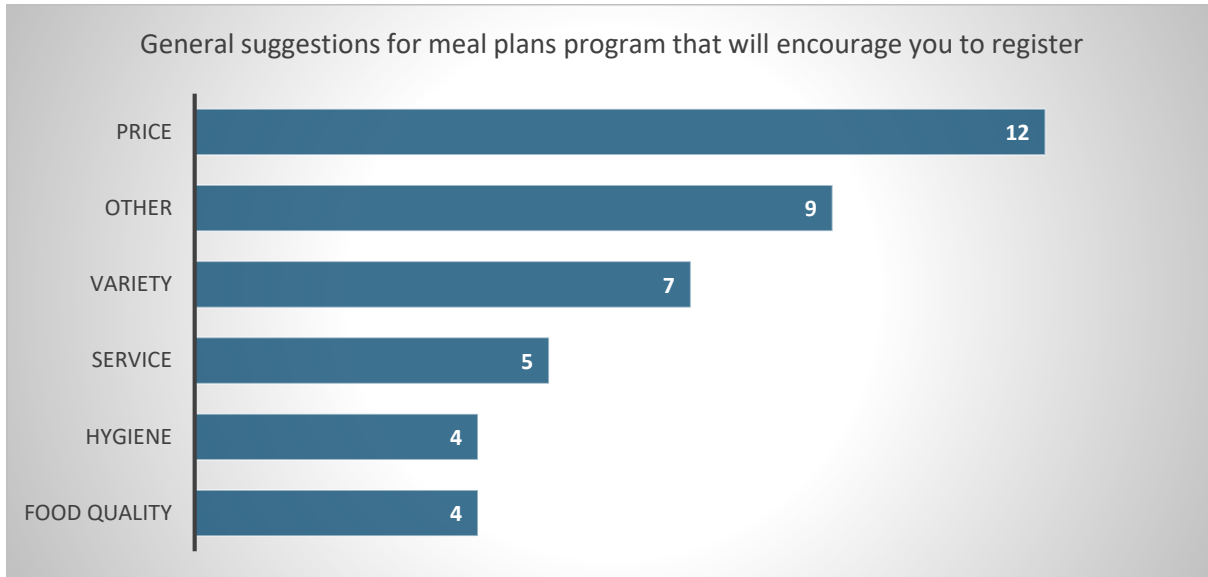
*Q9: How do you rate the meal plans offered?*

	<b>COUNT</b>	<b>PERCENT</b>
<b>Excellent</b>	1	7.14%
<b>Good</b>	1	7.14%
<b>Neutral</b>	0	0%
<b>Not convenient</b>	6	42.86%
<b>Not applicable</b>	6	42.86%
<b>Total</b>	14	
<b>Missing</b>	63	

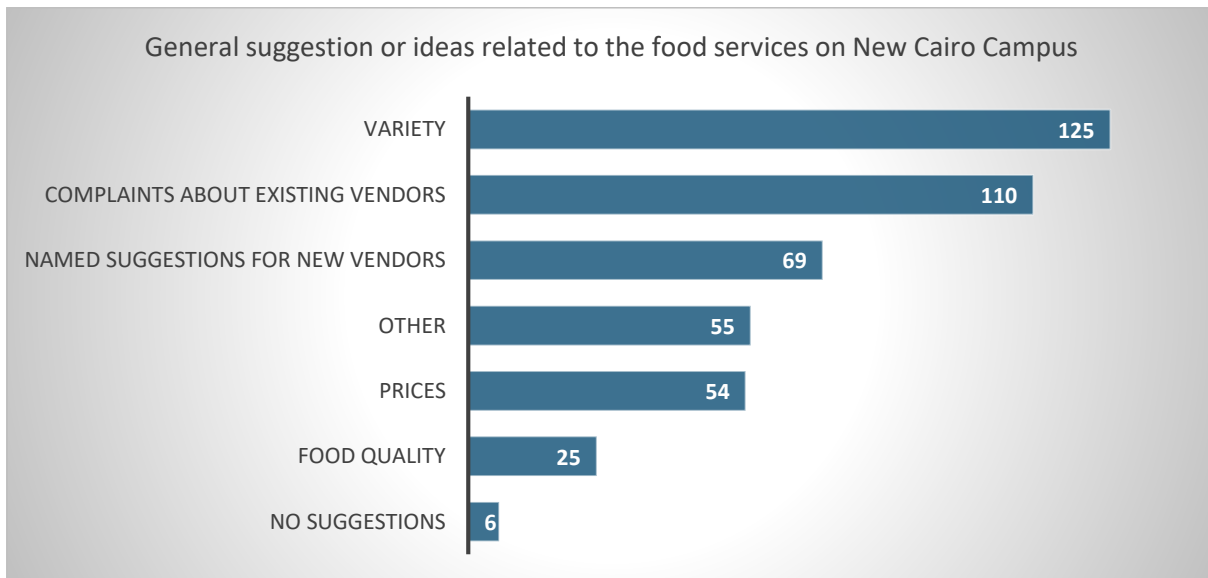


**General Suggestions**

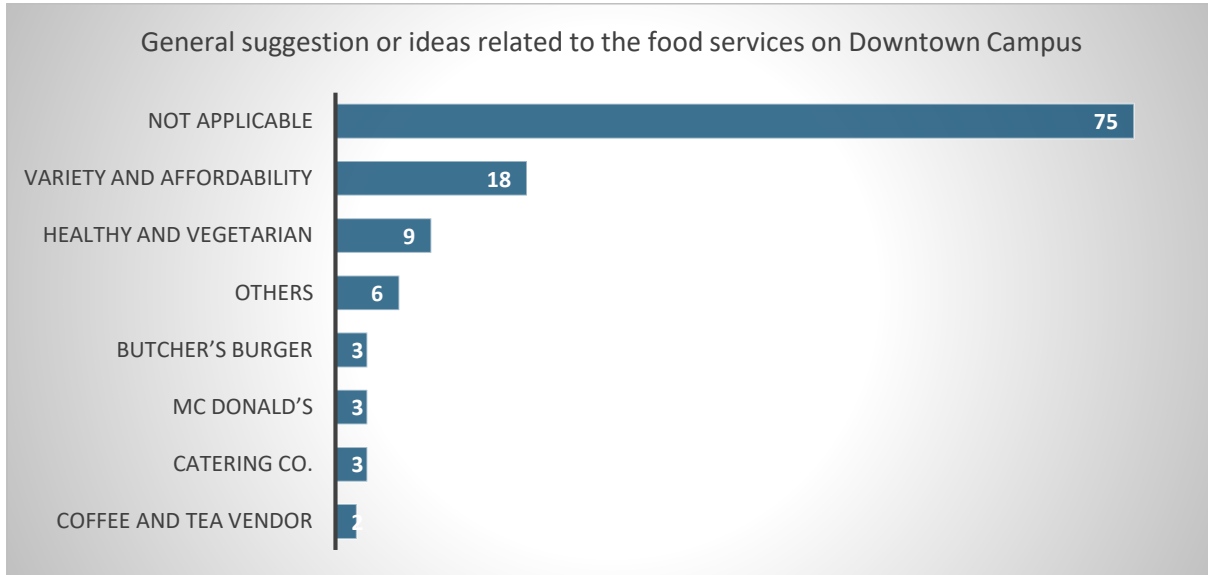
*Please list any general suggestion or ideas you wish to have in a meal plan program that will encourage you to register*



*Please list any general suggestion or ideas related to the food services on New Cairo Campus*



*Please list any general suggestion or ideas related to the food services on Downtown Campus*



*What type of new vendors would you like to see on campus?*

