Data Brief: Satisfaction with MIT Dining

Large-scale MIT Survey Data

Data Sources
- 2011 and 2015 Undergraduate Enrolled Student Survey (ESS), Response Rate: 63% and 64% respectively
- 2011 and 2015 Graduate Enrolled Student Survey (G ESS), Response Rate: 56% and 43% respectively
- 2002 – 2018 Senior Surveys, Response Rate: typically between 60%-70% of senior class

Insights
- There was an increase in levels of satisfaction amongst undergraduate students between 2011 and 2015. In 2011, 47% of undergraduate respondents reported being Very or Generally satisfied with food services during the current academic year, which increased to 51% in 2015 (ESS 2011 & 2015).
- There was an increase in quality ratings amongst graduate students between the 2011 and 2015. In 2011, 46% of graduate respondents rated the quality of their experience with MIT Campus Dining as Excellent, Very good, or Good. This increased to 64% in 2015 (G ESS 2011 & 2015).
- Between 2002-2018, on average, 32% of MIT seniors report being Very or Generally satisfied with the food services on campus. (Senior Surveys).
Data Brief: Satisfaction with MIT Dining

New Monthly Dining Satisfaction Feedback Survey (Instituted Fall 2018)
A brief 2-question dining satisfaction survey (“Monthly Feedback Survey”) was sent to a random sample of MIT students, faculty, and staff members three times during the Fall 2018 semester. Using a “net promoter score” strategy, this short survey collected information regarding overall satisfaction, as well as what features were liked and disliked about the experience (e.g., cleanliness of facilities, quality of food). Data collected from the Monthly Feedback Survey was used to provide timely, actionable feedback to vendors on what is working well as well as areas for improvement. These monthly surveys will continue this semester.

Insights:
- On average, 65% of respondents surveyed in Fall 2018 reported being satisfied with their MIT Dining Experience. This percentage is higher than satisfaction scores from the most recent Undergraduate ESS (51%), Graduate ESS (64%) and Senior Survey (31%).
- On average, 71% of respondents surveyed in Fall 2018 reported being satisfied with their residential dining experience.
- When asked what they liked about dining, the most frequent responses were: Staff/Customer Service, Quality of food, and Convenience/hours.
- When asked what they disliked about dining, the most frequent responses were: Variety of menu selections, Quality of food, and Speed of Service.
  - Interestingly, Quality of food was the second most frequently liked and disliked aspect of MIT Dining. With 47% liking it, and 46% disliking it.

How satisfied were you with your experience?

![Satisfaction with Dining Experience (All Dining Locations) Month-by-Month](chart1.png)

<table>
<thead>
<tr>
<th>Month</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>October Survey</td>
<td>67%</td>
</tr>
<tr>
<td>November Survey</td>
<td>65%</td>
</tr>
<tr>
<td>December Survey</td>
<td>64%</td>
</tr>
</tbody>
</table>

![Overall Satisfaction with Residential Dining Experience](chart2.png)

<table>
<thead>
<tr>
<th>Overall Residential</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>(N = 212)</td>
<td>71%</td>
</tr>
</tbody>
</table>

What did you like?
- Staff/Customer Service (60% selected)
- Quality of food (47% selected)
- Convenience/hours of operation (46% selected)

What did you dislike?
- Variety of menu selections (57% selected)
- Quality of food (46% selected)
- Speed of service (25% selected)