



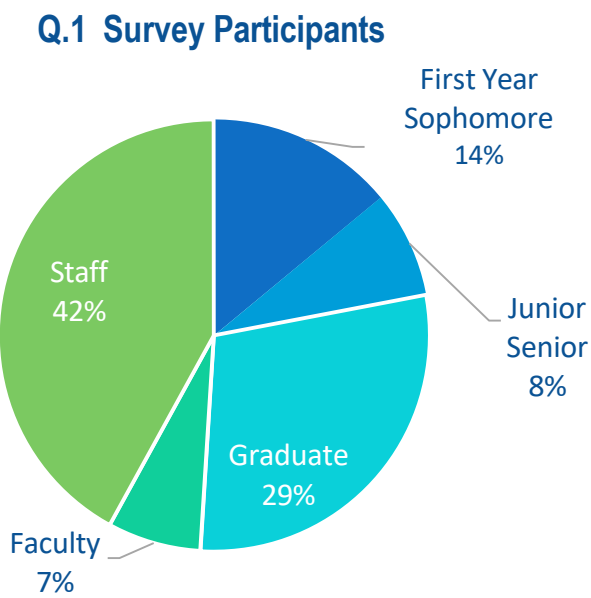
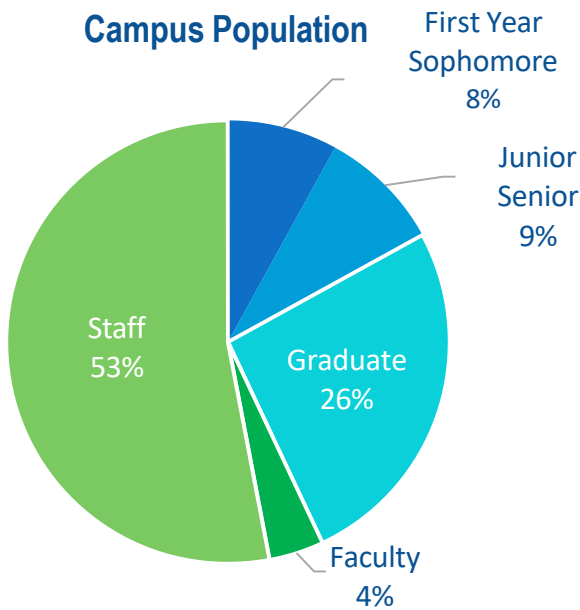
August 2022

MIT Dining
Retail Dining Strategic Planning
Survey Results



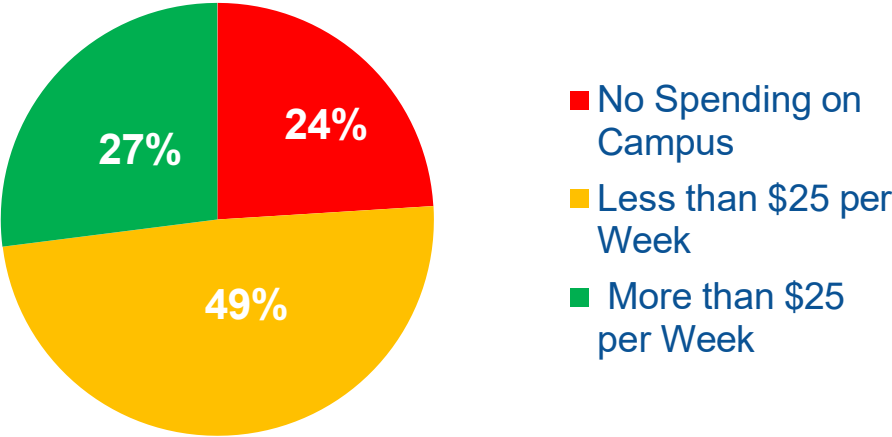
- ✓ **Objective:** To have the right food in the right place at the right time to maximize campus retail sales.
- ✓ **Method:** Online survey sent to total campus population to profile current retail patterns and expenditures, awareness and usage of campus retail dining outlets, measuring attitudes, preferences and new concept possibilities.
- ✓ **Total Responses:** 2,258
- ✓ **Response Rates:** 14% Undergraduates, 12% Graduate and 11% Faculty/Staff
- ✓ **Statistical Reliability:** +/-3 @ 95% Confidence Level
- ✓ **Survey Dates:** Tuesday July 12 – Friday, July 22, 2022
- ✓ **Data Weighting:** Given the relatively close proportions of survey respondent segments to campus segments, we did not weight the data when reporting for total campus within the report.

VII-1 Campus Population vs. Survey Population

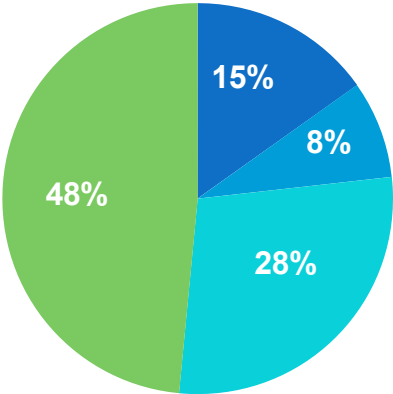


VII-2 Q.12 Per Capita Weekly Retail Food Spending

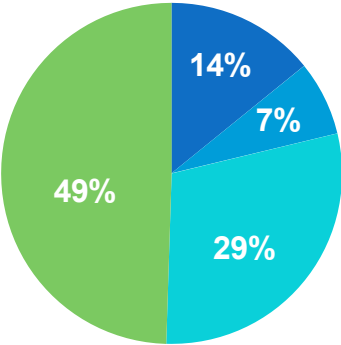
	On-Campus	Nearby - Off Campus	Delivery/Uber Eats	Total Weekly Spending
Total	\$18.42	\$28.99	\$15.09	\$62.50
Freshman/Sophomore	\$17.40	\$18.31	\$16.13	\$51.84
Junior/Senior	\$23.03	\$30.38	\$24.19	\$77.60
Graduate	\$21.24	\$40.54	\$22.10	\$83.88
Faculty/Staff	\$15.98	\$24.11	\$6.15	\$42.24
Live in Residence With MP	\$19.27	\$17.44	\$18.69	\$55.40
Live in Residence No MP	\$15.42	\$26.38	\$15.38	\$57.18
Live Graduate Housing	\$28.52	\$52.70	\$31.39	\$112.61
Live Within 15 Minute Walk	\$19.87	\$37.50	\$22.41	\$79.78
Live More than 15 Minute Walk	\$16.83	\$26.80	\$9.11	\$52.74
Architecture & Planning	\$22.48	\$32.37	\$18.42	\$73.27
Engineering	\$21.61	\$30.70	\$18.38	\$70.69
Humanities, Arts & Social Sciences	\$15.43	\$24.68	\$10.68	\$50.79
School of Science	\$16.70	\$30.48	\$12.40	\$59.58
Sloan School of Management	\$22.31	\$33.30	\$20.52	\$76.13
Schwarzman College of Computing	\$18.79	\$38.20	\$30.31	\$87.30
No Spending – “0”	24%	14%	63%	--



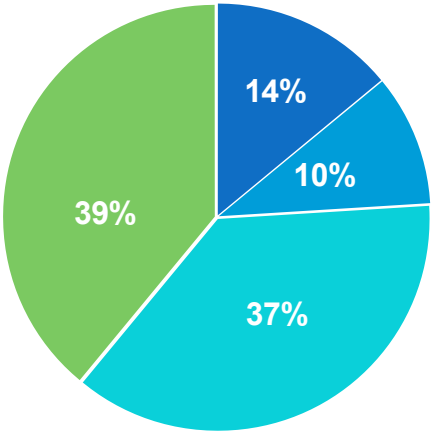
No Spenders



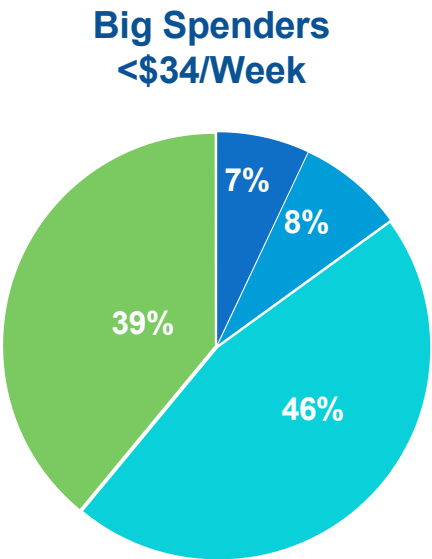
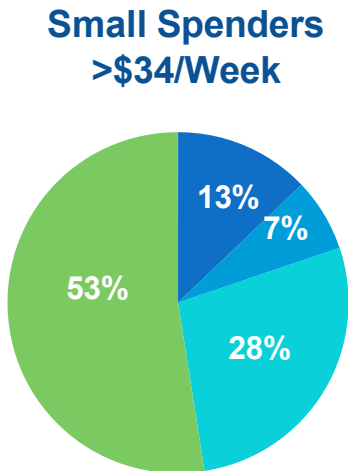
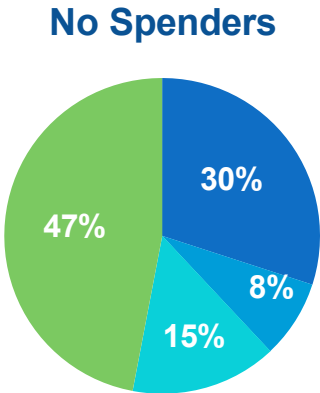
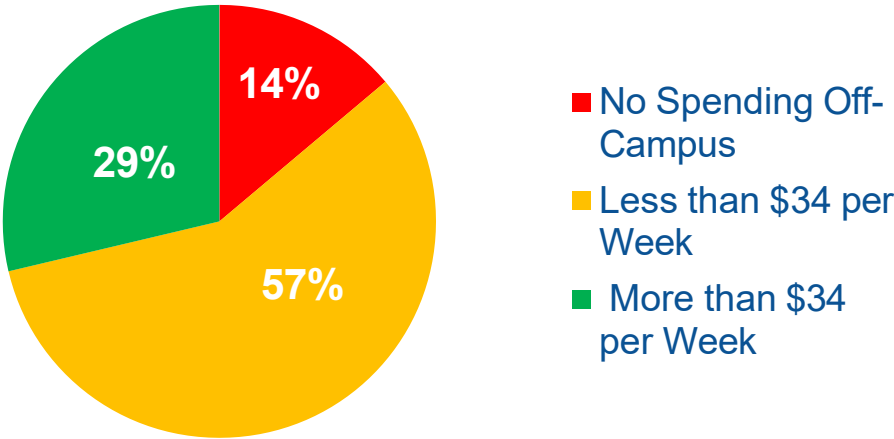
Small Spenders
>\$25/Week



Big Spenders
<\$25/Week

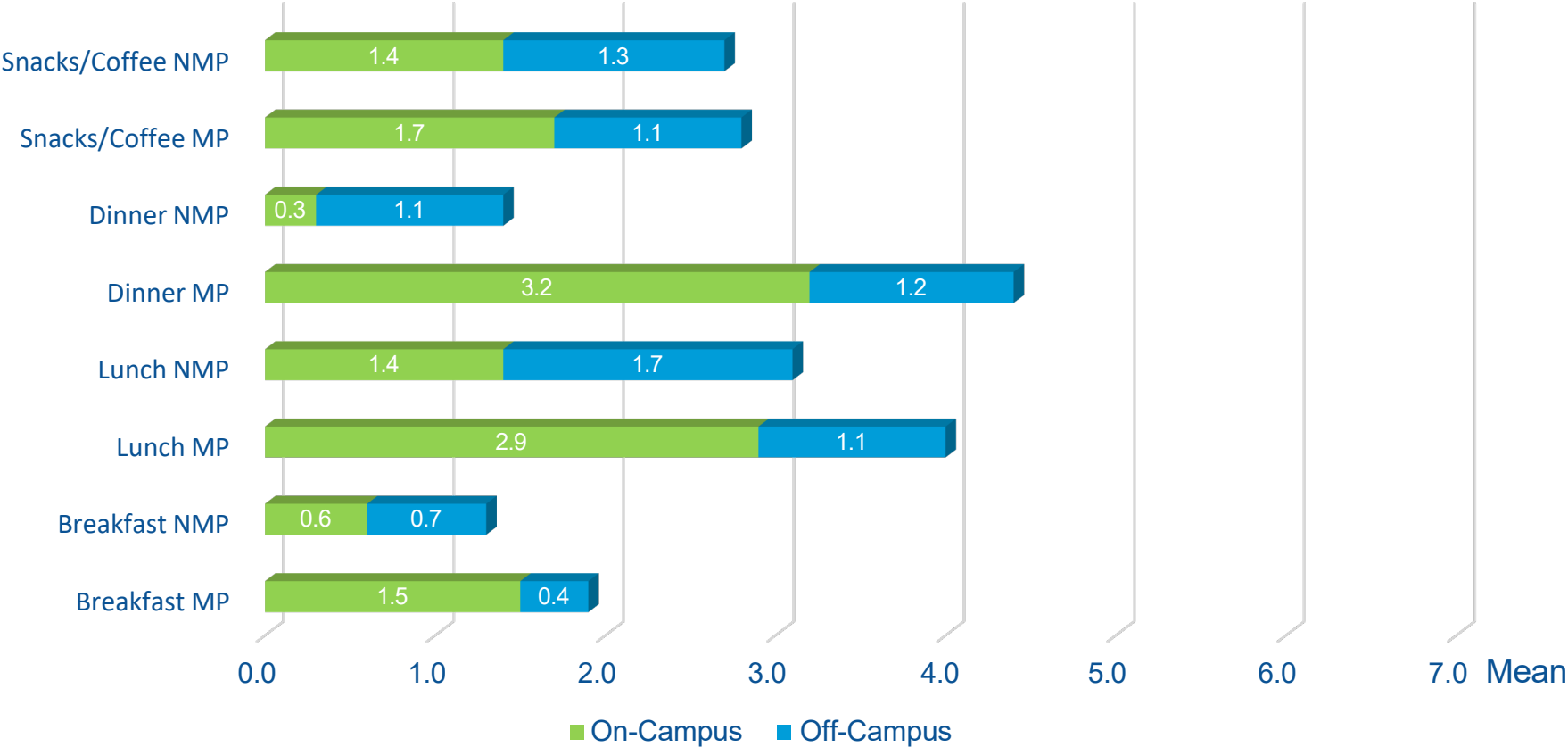


■ Underclass ■ Upperclass ■ Graduate ■ F&S



■ Underclass ■ Upperclass ■ Graduate ■ F&S

VII-5 Q.9 Mean Times Purchased Food On- and Off-Campus Spring 2022
(Meal Plan vs. Non-Meal Plan Mean out of 7 Days)

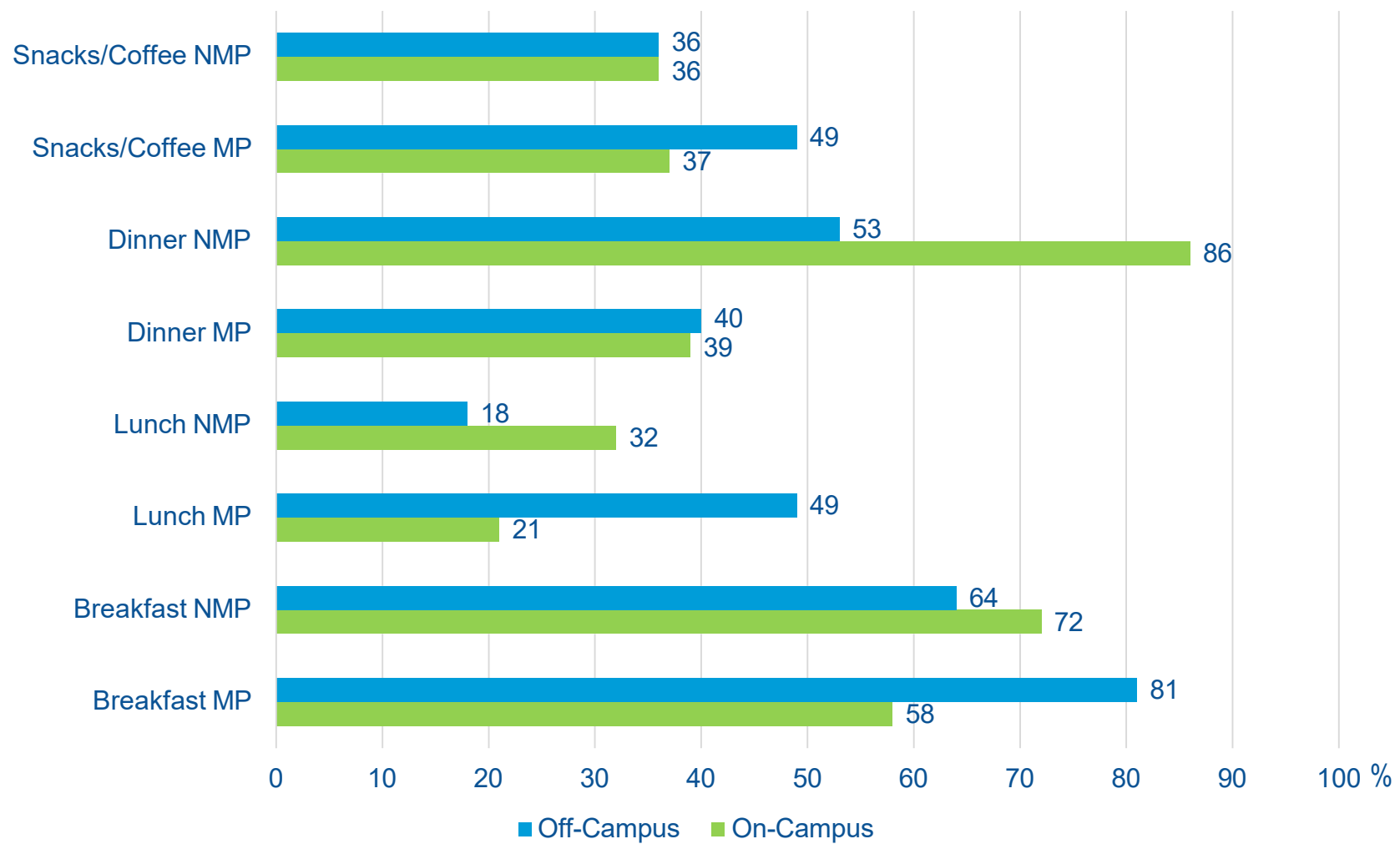


Note: Meal Plan holders answered the question as if using a meal swipe at a residential dining facility counted as purchasing at a retail outlet, even though the question clearly stated at a retail outlet, therefore we are reporting by meal plan vs. non-meal plan holders.

VII-6 Percentage of Total Respondents Not Purchasing Spring 2022

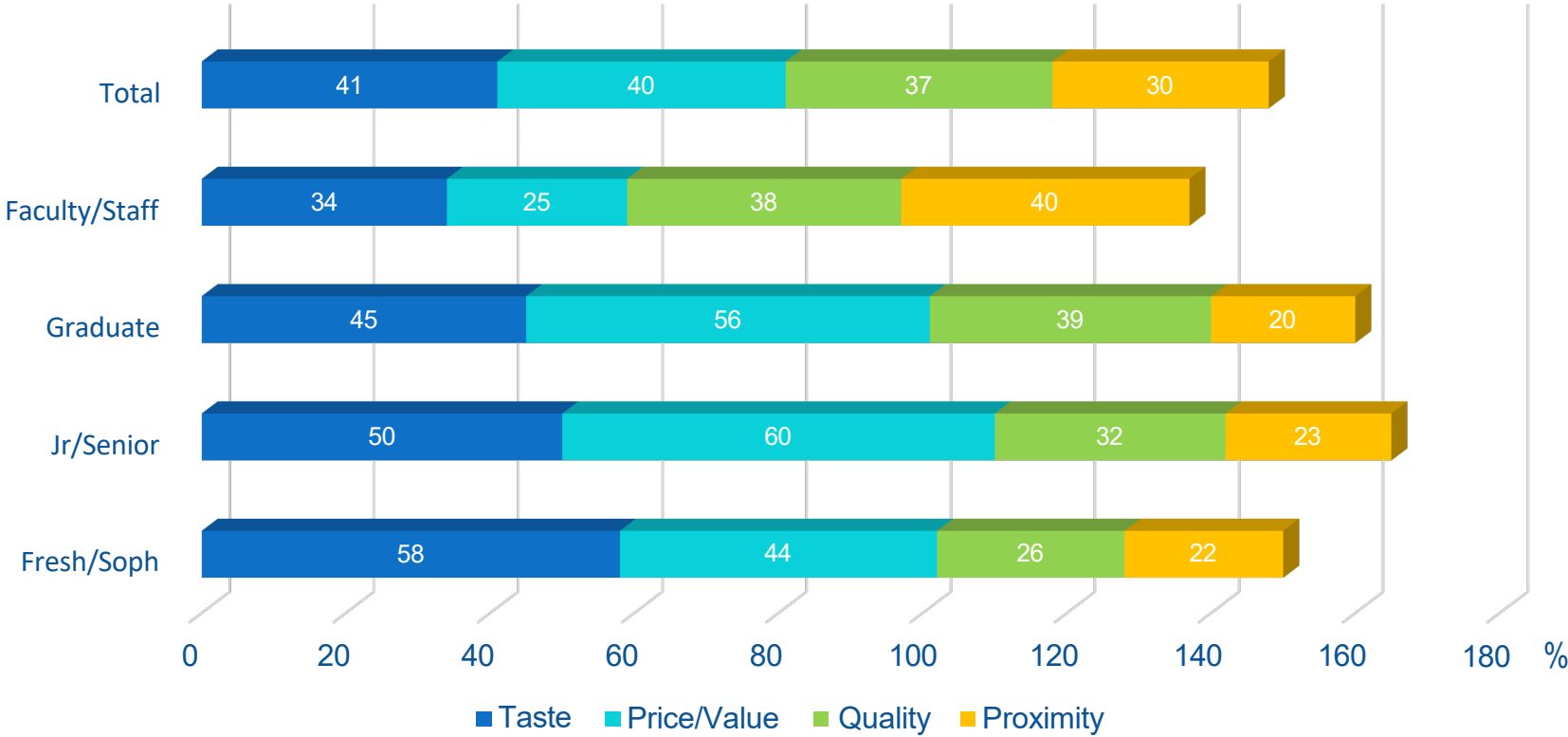
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VII-6 Q.9 Percentage of Total Respondents Not Purchasing Spring 2022



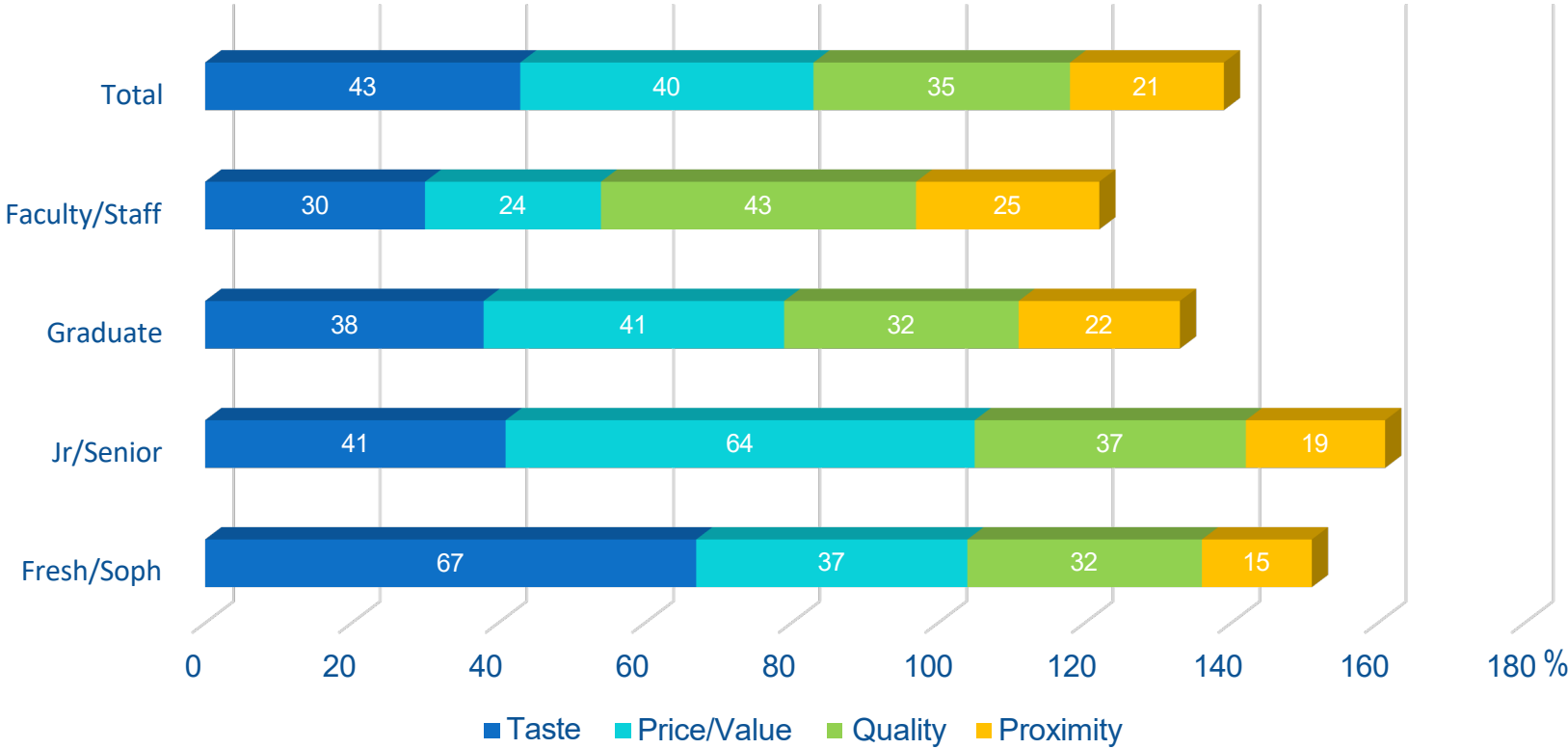
VII-7 Reasons for Purchasing Lunch Off-Campus Outlet vs. On-Campus

VII-7 Q.10 Top 2 Reasons For Purchasing Lunch Off-Campus Outlet vs. On-Campus Outlet



VII-8 Reasons for Purchasing Dinner Off-Campus Outlet vs. On-Campus

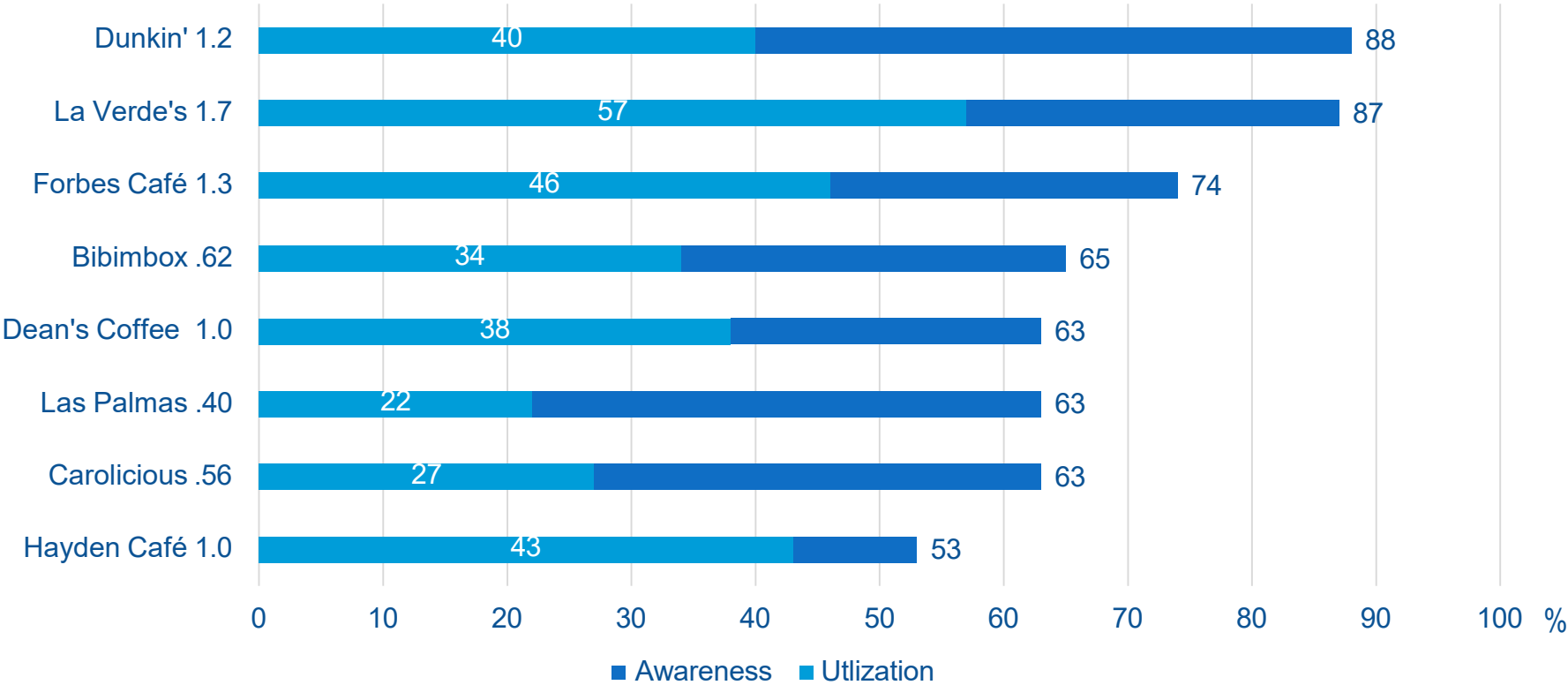
VII-8 Q.10 Top 2 Reasons For Purchasing Dinner Off-Campus Outlet vs. On-Campus Outlet

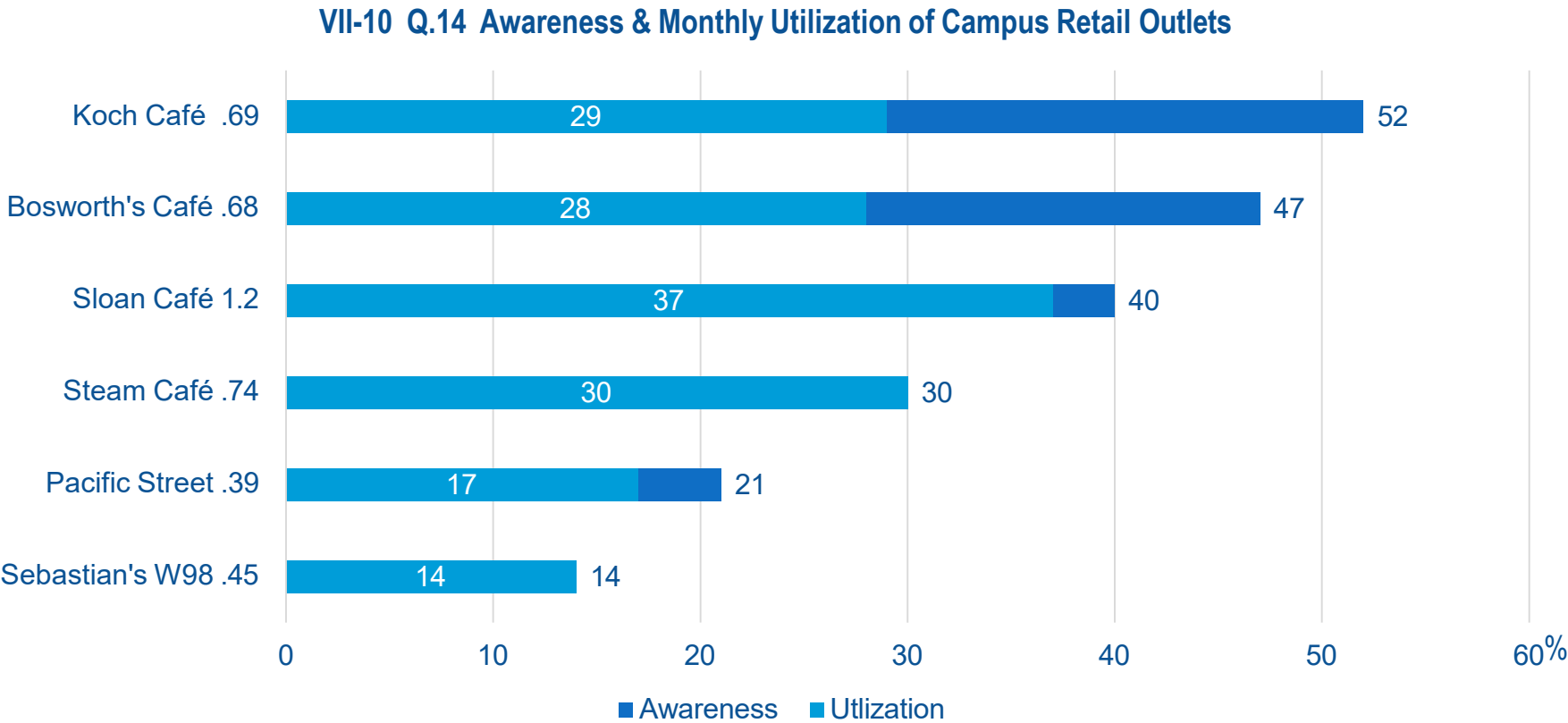


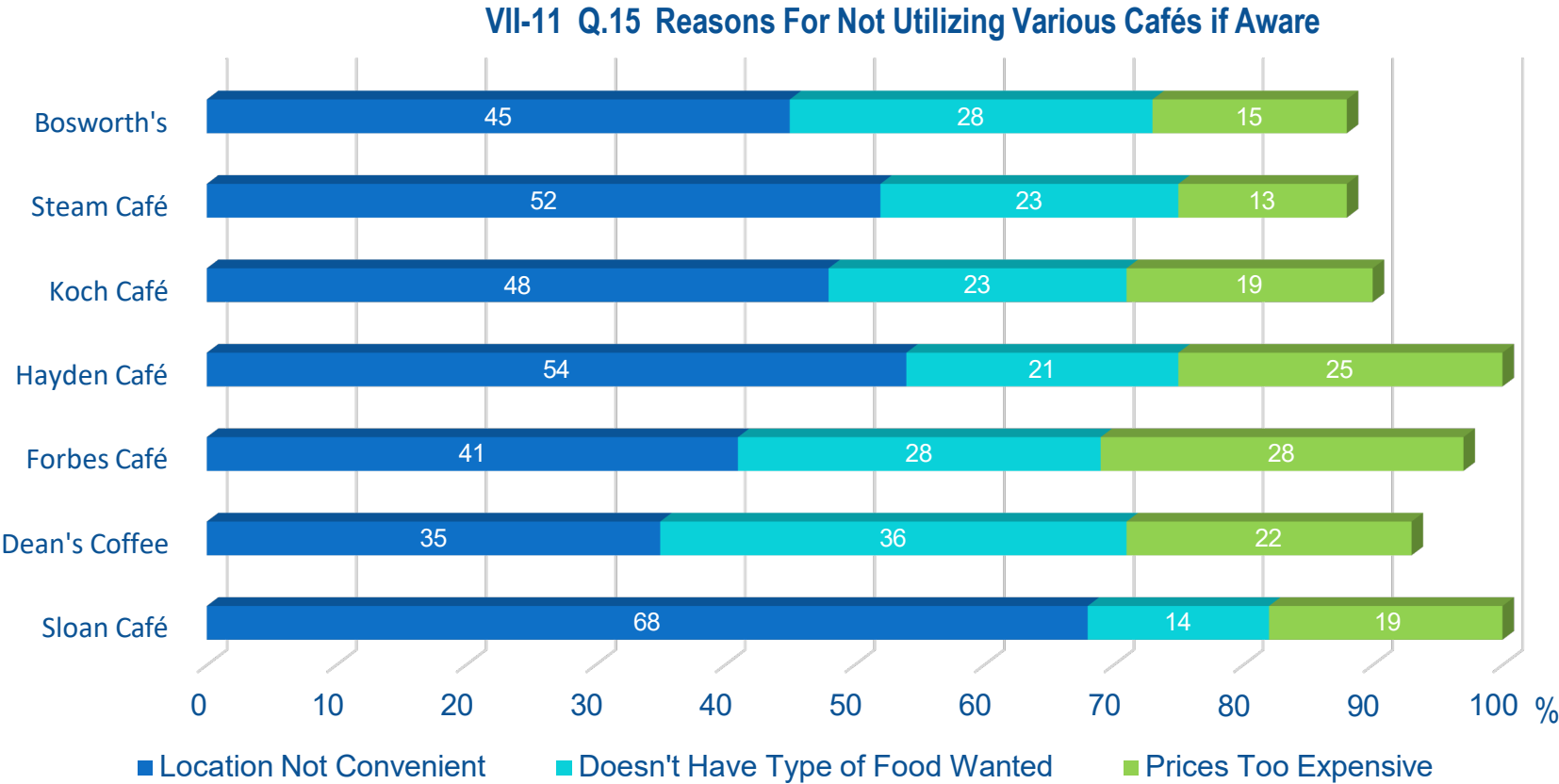
VII-9 Q.13 Top Ten Favorite Nearby
Off-Campus Outlets

Top 4 Mentions 100+	Top 5-10 Mentions 50+
Flour (250+) Cava (150+) Chipotle Clover Vester	Al's A4 Café Brothers Sweetgreen Tatte
<i>Other Restaurants Named</i> 7-11 32 Café Aceituna Dumpling Daughter Starbucks	<i>Other Restaurants Named</i> Oath Pizza Darwin's Dig Life Alive Saloniki

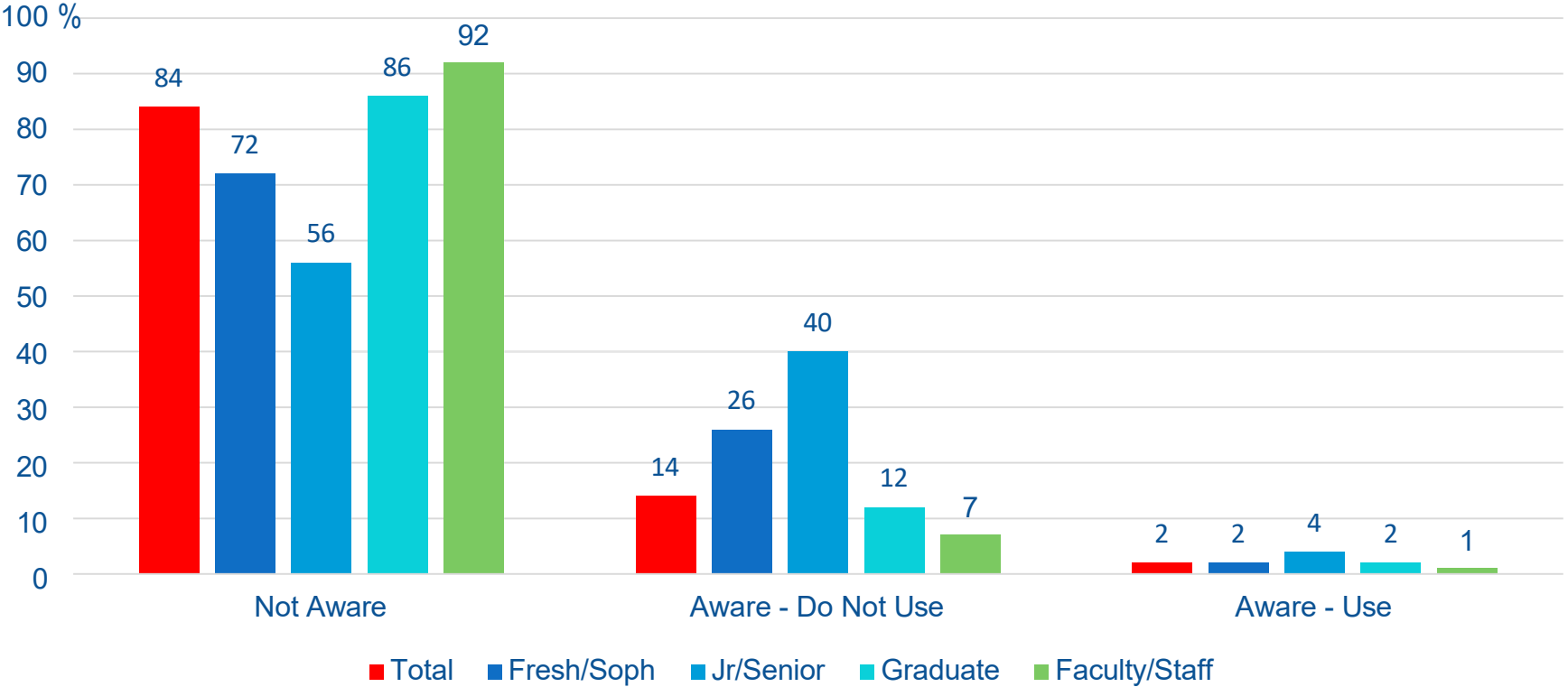
VII-10 Q.14 Awareness & Monthly Utilization of Campus Retail Outlets



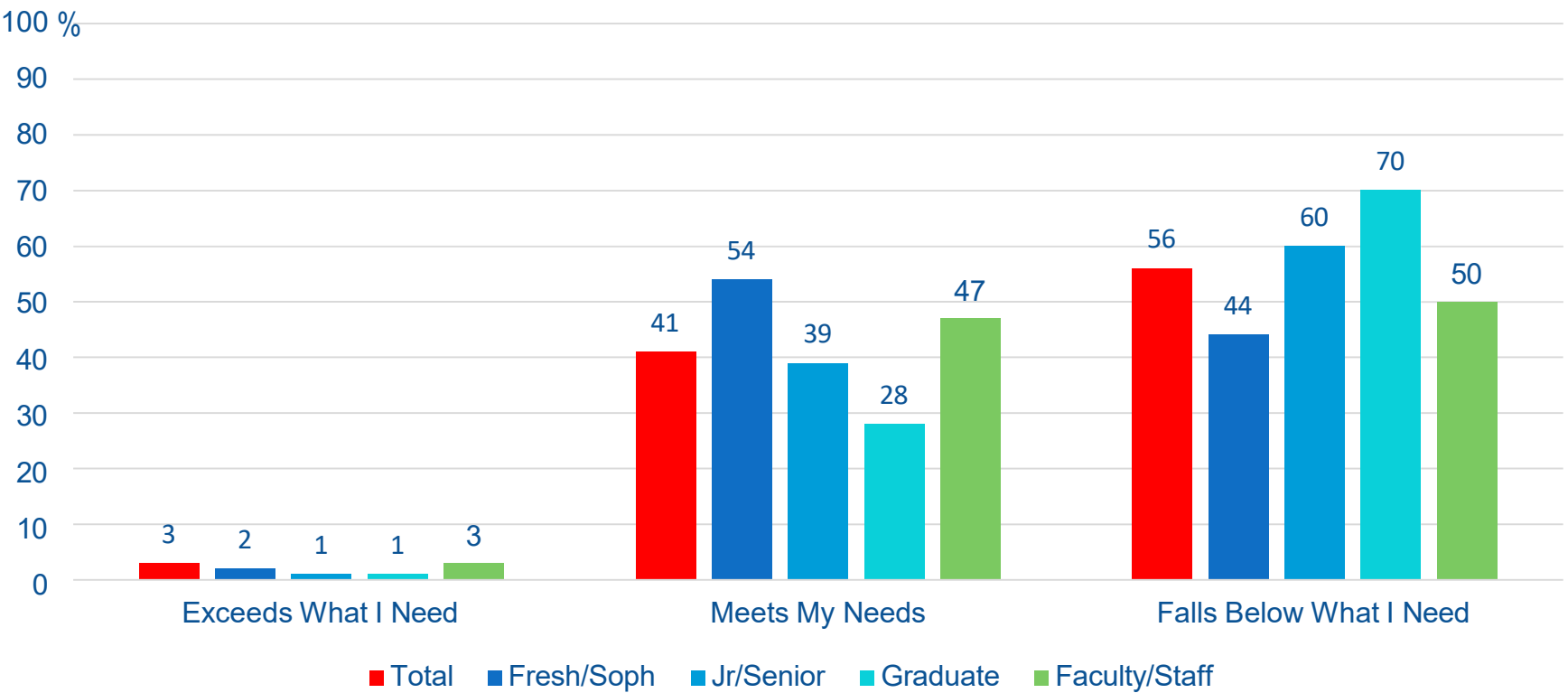




VII-12 Q.18 Awareness & Utilization of GET App
to Order & Pay for Food



VII-13 Q.16 How Well Do MIT Campus Retail Outlets Meet Your Needs



VII-14 Q. 17 Agreement With Various Statements About Retail Dining (Percentage Strongly Agree & Agree)

Statement	Total	Fresh/Soph	Jr/Senior	Graduate	Fac/Staff
Number of Respondents	2,068	299	177	608	979
	%	%	%	%	%
I need a quick-service food location that offers healthy protein, grain, vegetable bowl for \$10	78	74	79	84	75
Grab-n-Go works just fine for me if the quality is good	75	81	84	76	71
The food at off-campus retail outlets has a better price/value than what I can get on campus	63	77	83	73	50
I need easily portable good snacks as well as other small menu items to fuel myself in 10 mins	60	73	57	58	57
I need comfort/simple food options	59	72	73	58	54
I find myself eating “less healthy” options such as pizza or burgers because they are priced lower than “healthy” options on campus	48	58	63	59	36
I would purchase food on campus more often if I could order it online and pick-it-up at a specified time	48	48	54	48	47

VII-14 Q. 17 Agreement With Various Statements About
Retail Dining (Percentage Strongly Agree & Agree)

Statement	Total	Fresh/Soph	Jr/Senior	Graduate	Fac/Staff
Number of Respondents	2,068	299	177	608	979
	%	%	%	%	%
What I want is as much food as possible for as little as possible	47	75	71	57	29
I would like to see brand name vendors on campus (e.g., Panera, Veggie Grill, Halal Shack, BGood)	47	65	63	53	47
I would regularly use an on campus food option if it was open between 4-10 pm	44	75	78	58	21
I personally worry about spending money on meals and therefore I skip meals	34	43	55	42	22
There should be more halal and kosher options integrated into the campus retail dining program	26	32	29	24	24

The following table provides an overview by topic and representative quote from the open-ended question #22 which asked respondents what the most important action item that MIT should take that would increase their use of on-campus retail food.

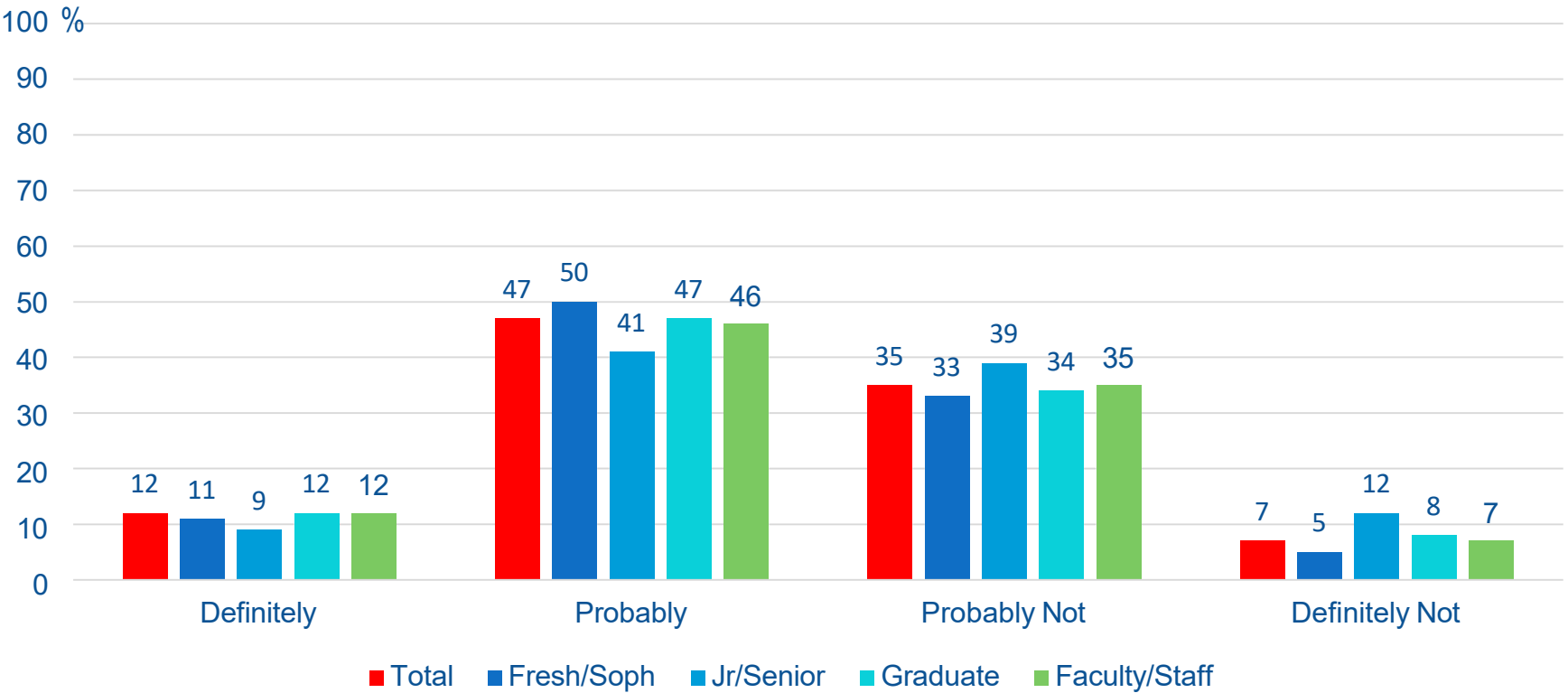
Table VII-15

Topic	Representative Respondent Quote
Cultural/Dietary	Have more Asian-related cuisine. I hate that there is nothing remotely satisfactory with the Asian options on campus. The majority of the population on campus is Asian (maybe I'm wrong but that is what I observe), but there is no good Asian food at all. There is no comfort food, no savory Asian food, and the rice isn't even good. I want something better.
Pricing	Improve the price to value ratio. Use Chipotle as a baseline: students can walk 3 minutes off campus to get a 9 dollar bowl that lasts 1.5-2 meals. Why would they choose to stay on campus?
Hours of Operation	I think the best way to increase the use of on-campus retail food for me would be to facilitate the process. Not restricting entry, etc. will make it more accessible. Also, keeping regular hours during the workweek rather than opening at odd or irregular hours is important. It helps to get back to a sense of predictability and regularity, despite ongoing new waves of the virus.
Marketing	I started at MIT during COVID (Fall 2020), so many on-campus retail options were closed. I wasn't aware when they re-opened, and I have not been incentivized to try them. Additionally, off-campus food options in Kendall Square are relatively close, though quick service options in/near Stata or Building 56 would be convenient (especially on the days I stay late or forget lunch).
Healthy	Incorporate healthy food options. Most of the food on campus, such as the dining halls, are already high in salts, sugars, or carbohydrates (I.e. pizza, burgers, pasta). I would like to have options that benefit my health, and take an interest in the nutritious well-being of the students at MIT.

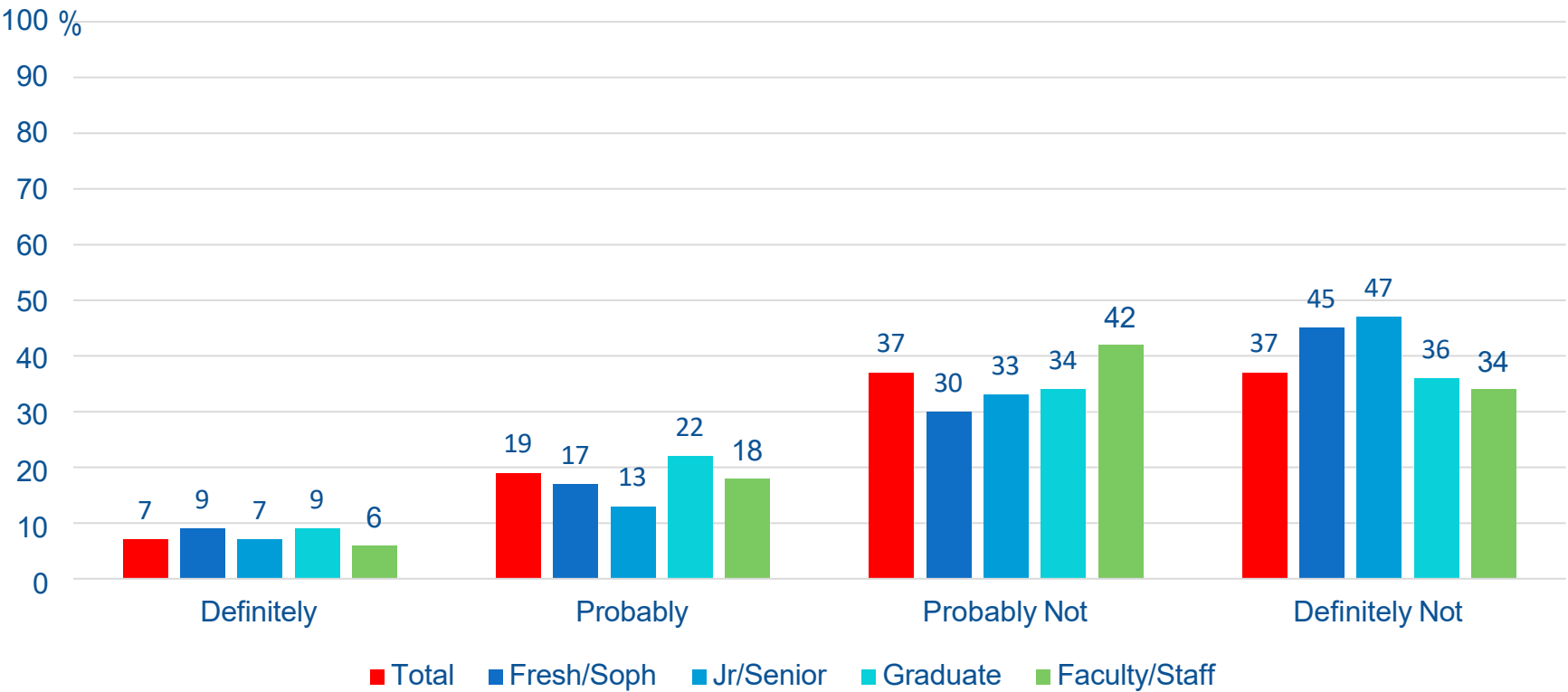
Table VII-15

Topic	Representative Respondent Quote
Online Ordering/Delivery	I would like a system like Wawa: where you can order on a screen and get a receipt for a meal that is made to order and ready to be picked up.
Quality & Variety	Variety and quality. Stop serving exactly the same meals in the cafes (i.e. Koch and Forbes have the same food). This is boring and illogical. I realize that this simplifies things for Bon Appetite but it makes things really boring. The biggest loss over Covid was the Whitehead cafe which has good quality food at a reasonable price. Why can't you create that type of experience on campus?
Covid & Sanitation	Servers mandated to wear masks so they don't breathe on the food they're serving since they interact with a wide crowd for people who are coming and going from a multitude of locations. Maintaining covered outside locations to eat.
Undergraduate	Raise the funds to underwrite the dining program for undergraduates in the residential houses. Thereby eliminating the unseemly choices that face students of limited means. When we speak of equity on this campus, we should look under our noses. The cost of food is separating poor and underserved undergraduates.
Graduate	Plan to make a graduate dining hall, it would become the social hub as a default in the evenings, around which you could put retail spots. I would consistently use a dining hall with a meal plan if it weren't in undergraduate dorms.
Staff	MIT is facing a staffing crisis, and the staff that are here are really struggling with the huge inflation rate of the past year. Regardless of our individual salaries, our food budgets are not buying nearly as much food as they used to. MIT could/should show appreciation for the hard work of its staff by giving everyone \$10-20 (depending on how many days you work on campus) in TechCash each week that could be used for meals when we are on campus. That would help staff so much, and make them feel valued by the Institute.
Faculty	MIT has terrible food options, I am being very honest. For a faculty member in Building 10 there is nothing within walking distance that is affordable, comfortable, and quiet. The faculty dining in Stata was badly managed before Covid, I am not even sure if it reopened. The student center is unclean and unpleasant for faculty.

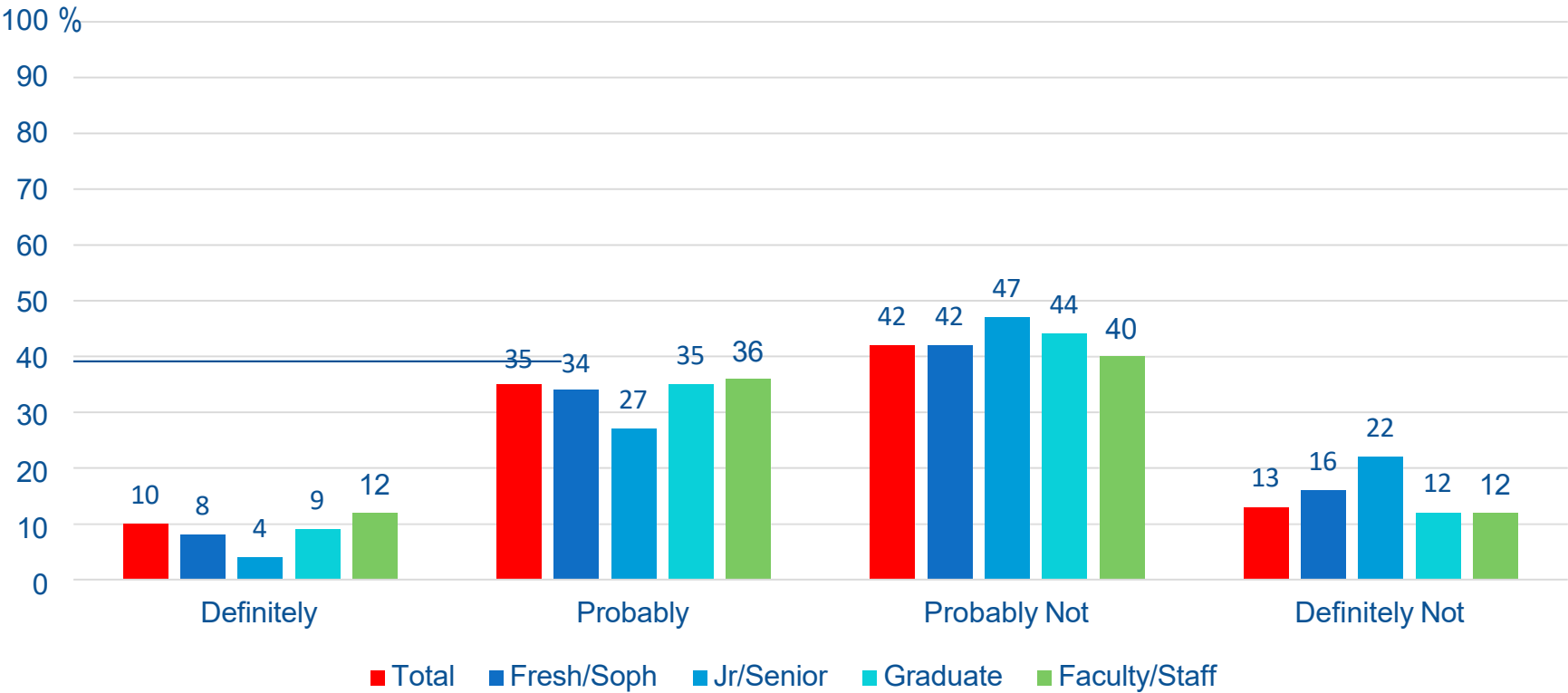
VII-16 Q.19 Likelihood to Purchase
Self-Service Micro-Market



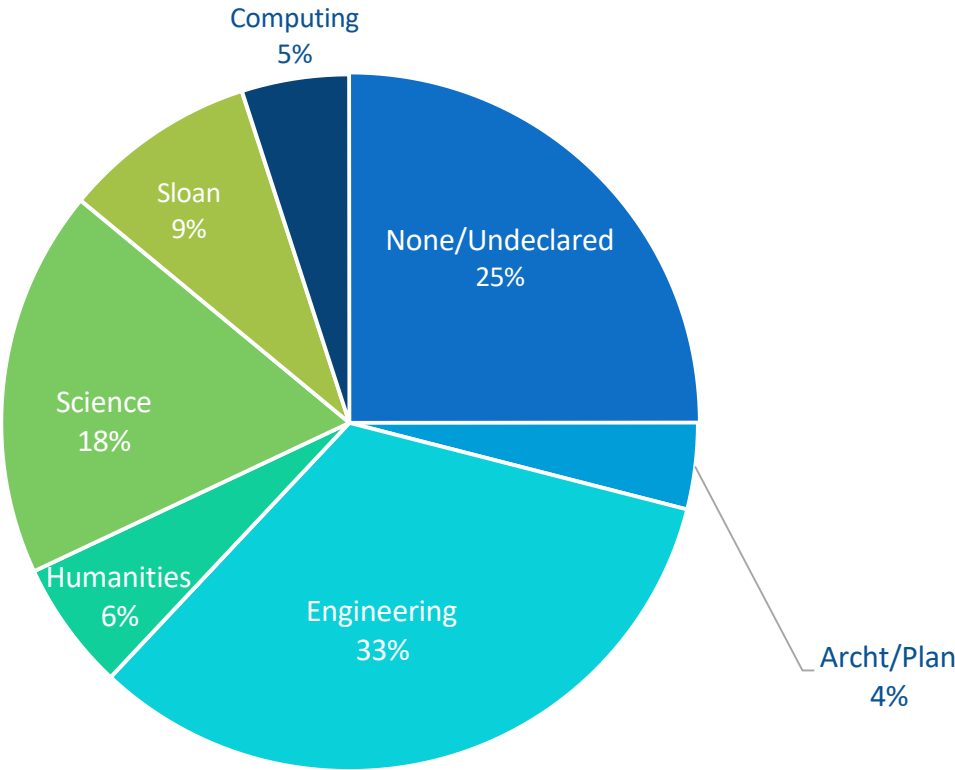
VII-17 Q.19 Likelihood to Purchase Premium Espresso/Coffee Vending



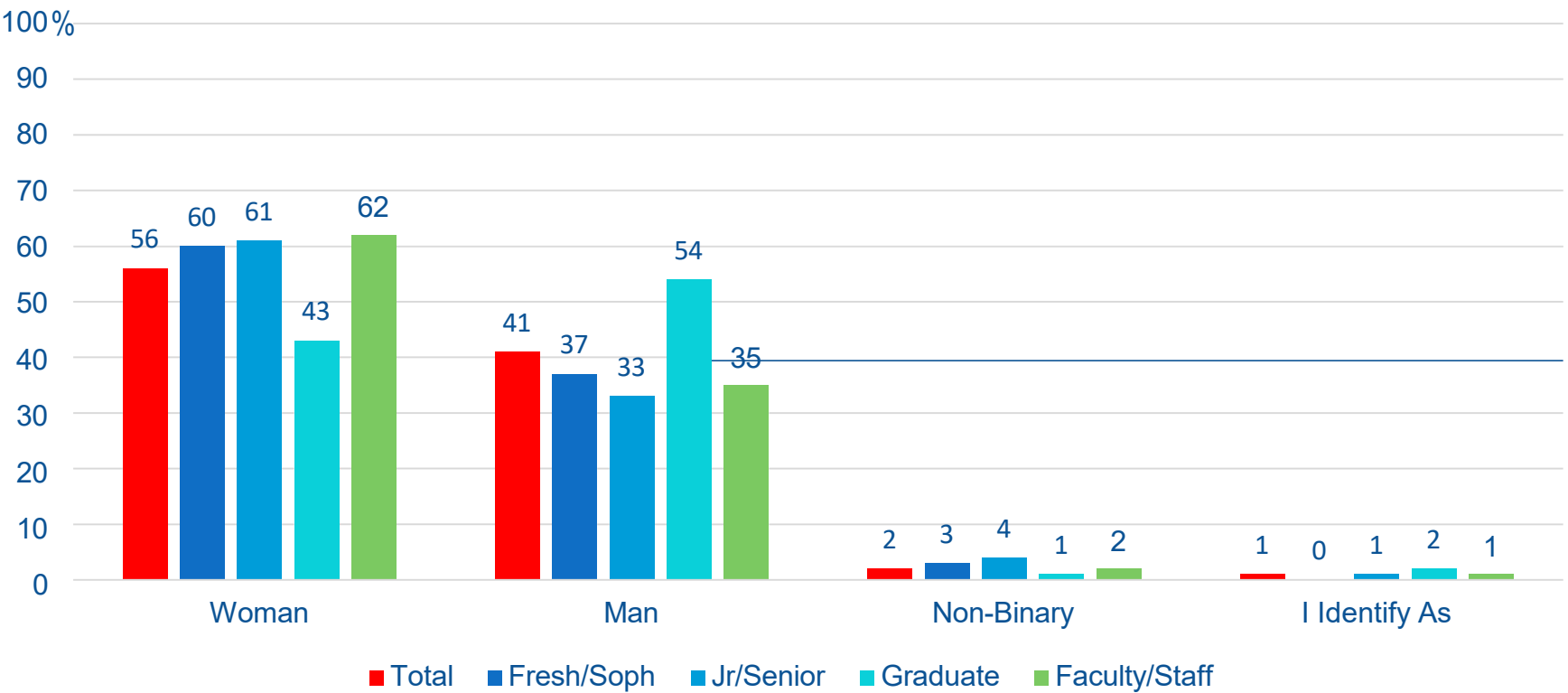
VII-18 Q.19 Likelihood to Purchase Fresh Food Vending



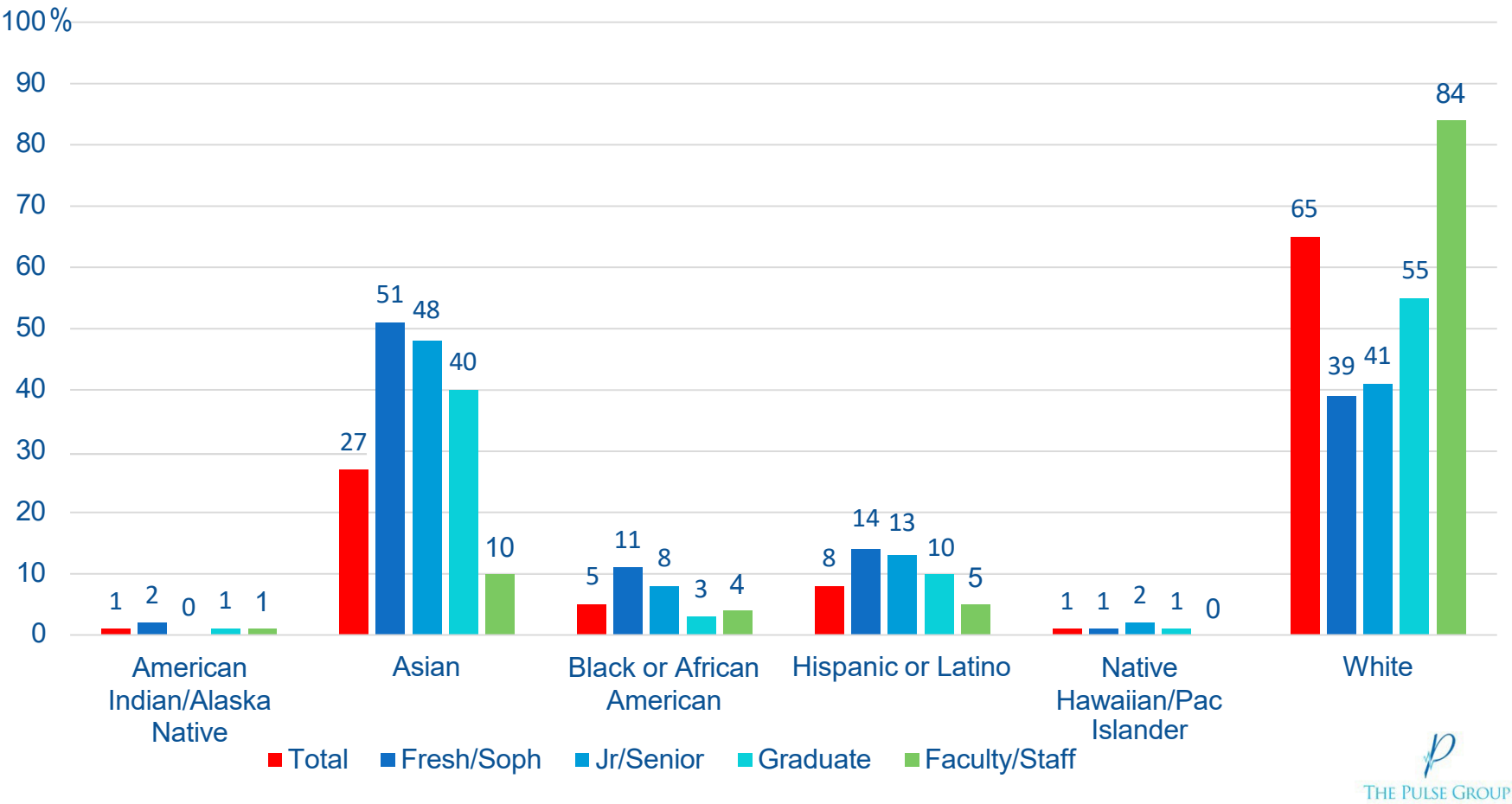
VII-19 Q.2 Primary School/College



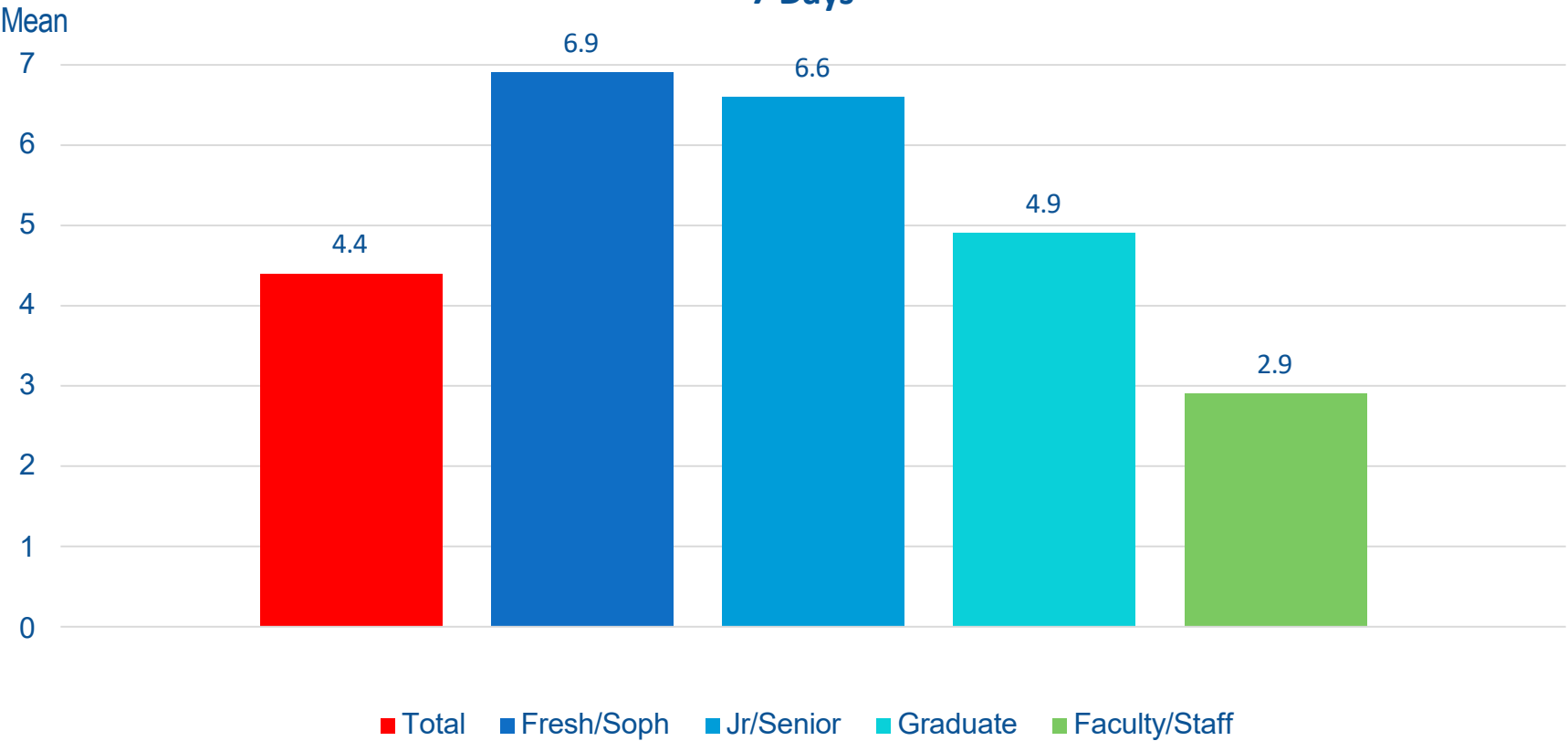
VII-20 Q.20 How Do You Identify



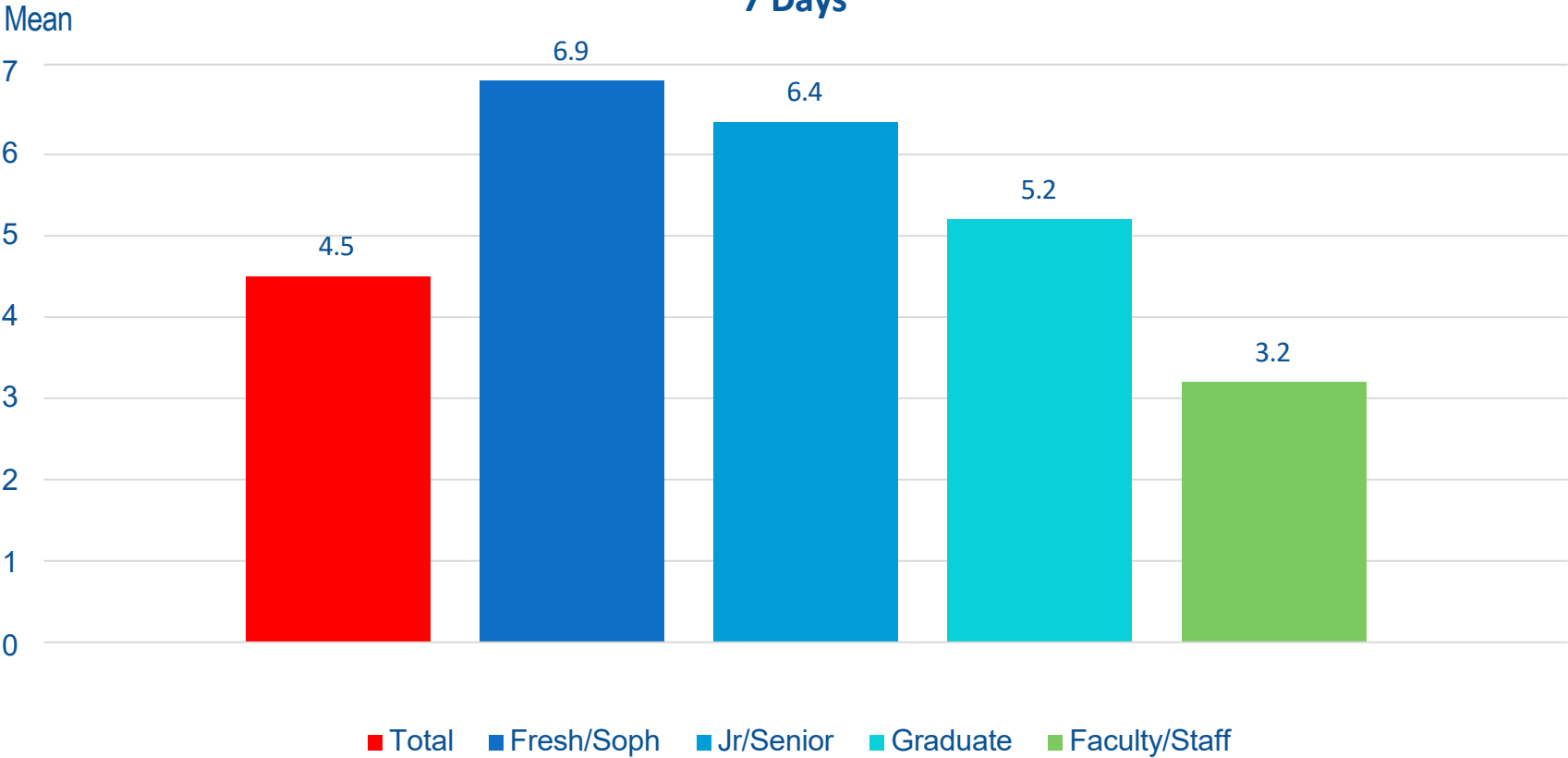
VII-21 Q.21 Race/Ethnicity
Multiple Response



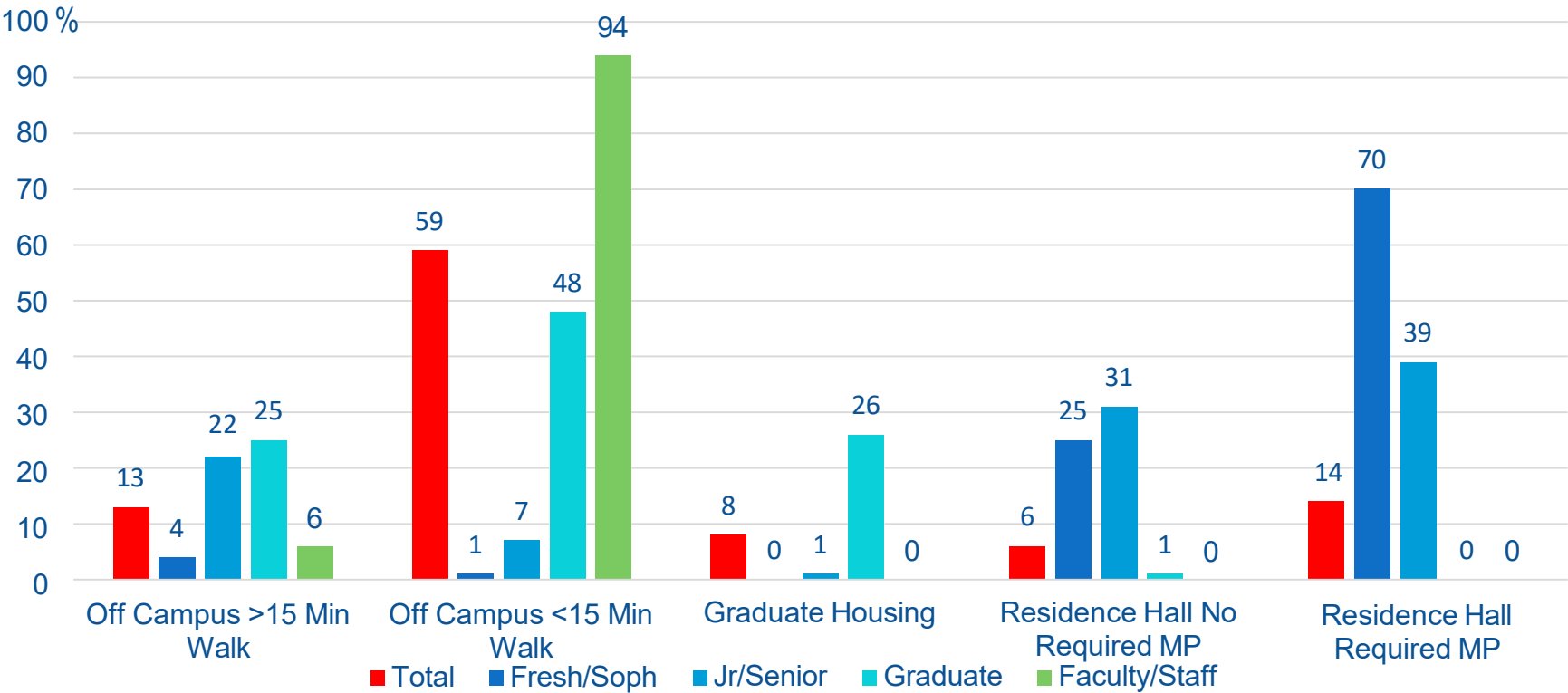
VII-22 Q.3 Mean Days on Campus Spring 2022
7 Days



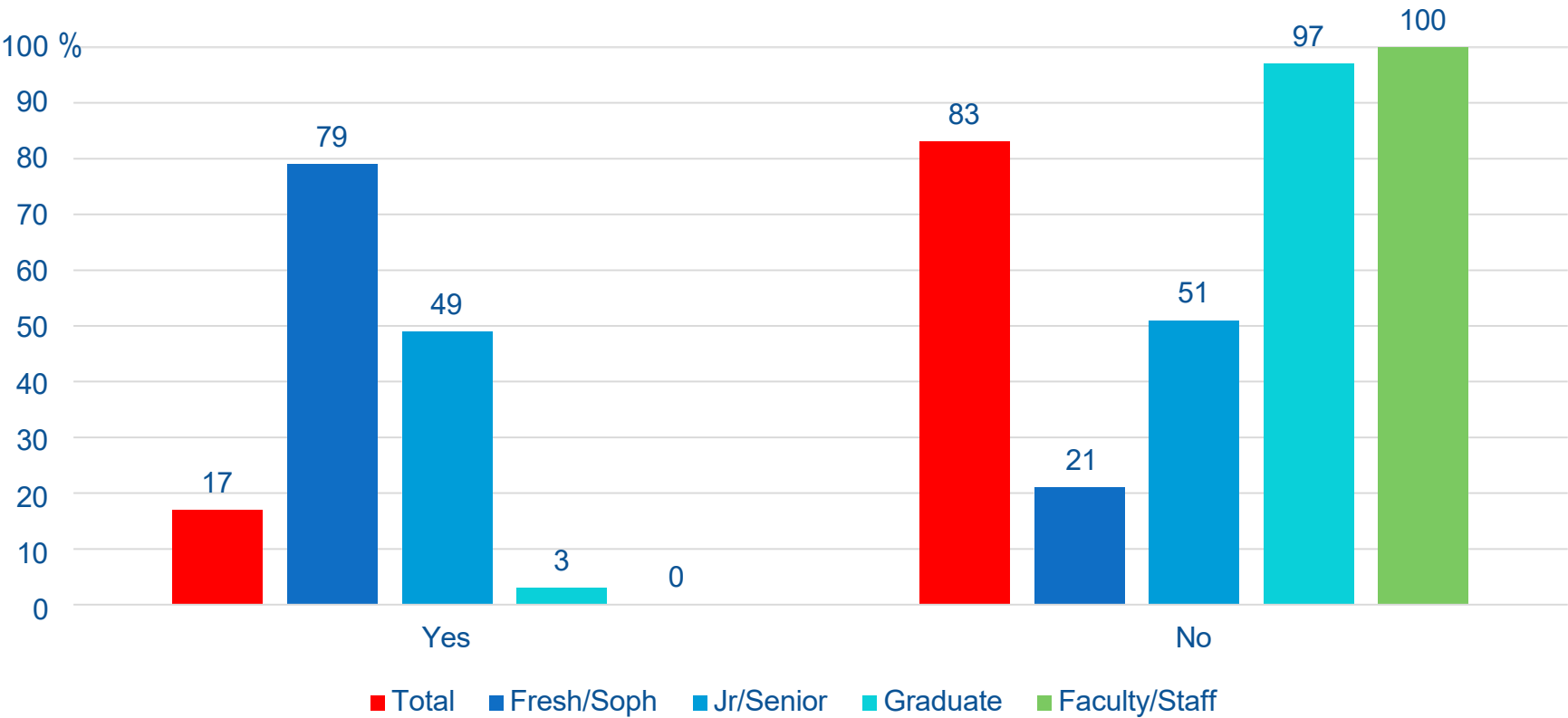
VII-23 Q4. Mean Days on Campus Fall 2022
7 Days



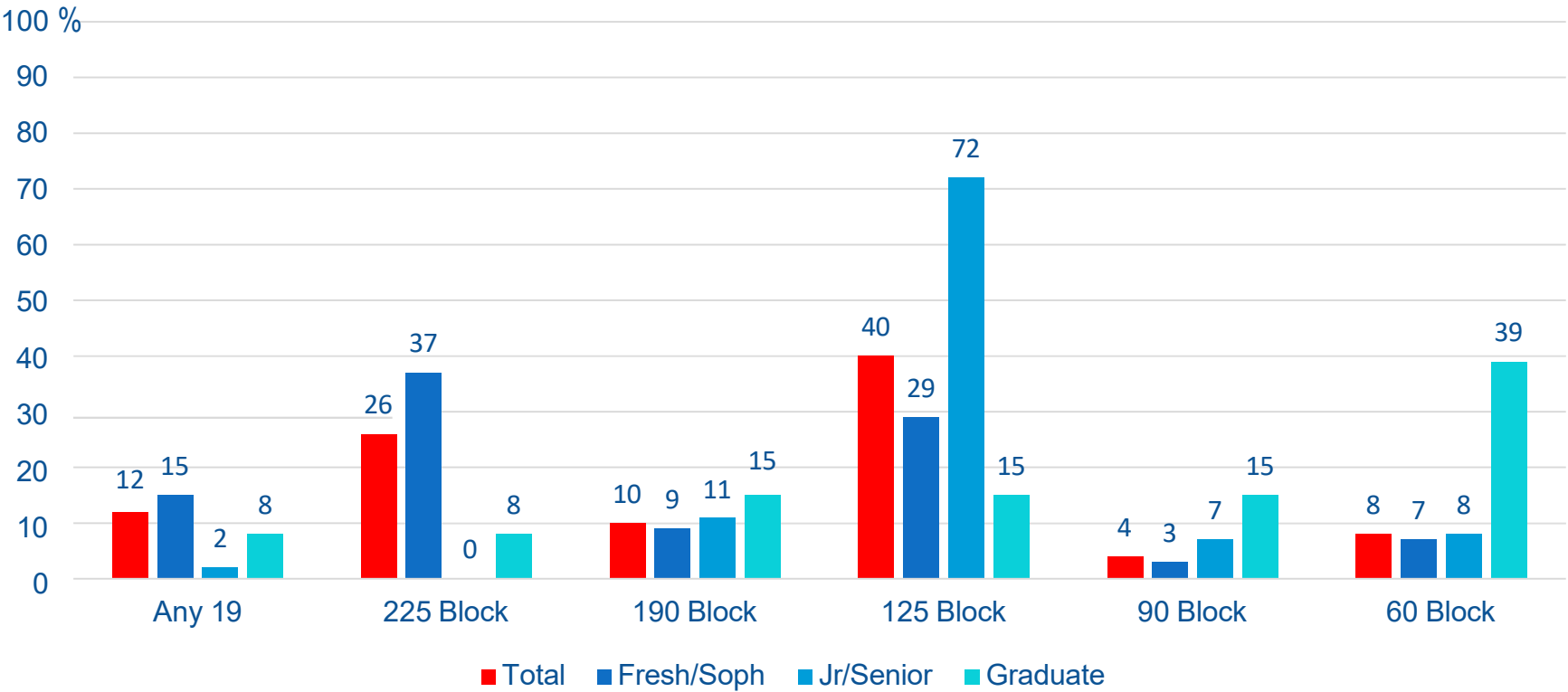
VII-24 Q.5 Where Lived Spring 2022



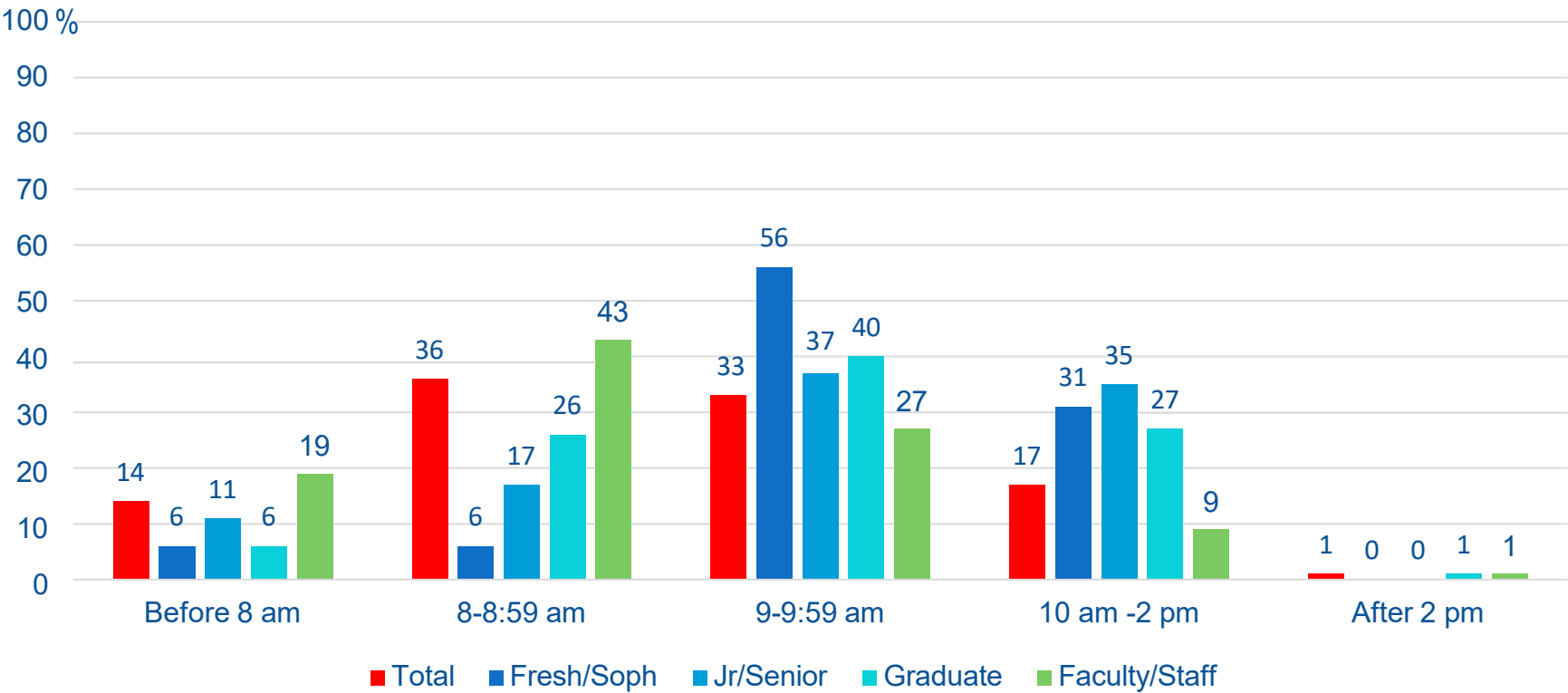
VII-25 Q.6A Meal Plan Percentages



VII-26 Q.6B Meal Plan Type
Spring 2022



VII-27 Q.7 Typical Arrival Time M-F Spring 2022
If Live Off Campus



VII-28 Q.7 Typical Departure Time M-F Spring 2022
If Live Off Campus

