
MIT Food & Dining Survey

Introduction

Welcome MIT Student!

Thank you for taking part in this survey examining food and dining at MIT. The purpose of this survey is to learn more about how, what and where students currently eat on campus as well as get your feedback on what the future of MIT food and dining might look like.

To thank you for your time, we will be awarding the following prizes to randomly-drawn winners:

- 4 winners will receive a \$250 AmEx or Amazon Gift Cards (winner's choice)
- 100 winners will receive \$50 TechCASH

The survey is voluntary. You may answer as few or as many questions as you wish.

Please be assured that the data are confidential, and the results of any research or analysis using the data will be presented in a way that individual respondents cannot be identified. For the purposes of analysis, we may combine other data with your responses to this survey.

Occasionally, we receive requests to use administrative datasets--including survey results--for academic research projects. Any researchers using these data for academic research are bound to the same rules of confidentiality and reporting stated above. That is, they may not report results in a way that identifies an individual respondent.

If you have technical issues with the survey, email diningsurvey@mit.edu. If you have questions about the content of this survey, email Ann Roebuck at Envision Strategies at aroebuck@envstrategies.com.

1. What is your academic classification?

- 1st Year Undergraduate
- 2nd Year Undergraduate
- 3rd Year Undergraduate
- 4th Year Undergraduate
- 5th+ Year Undergraduate
- Graduate Student

2. Where do you live?

- On campus residence hall with dining hall

Drop down: Baker House, Maseeh Hall, McCormick Hall, Next House, Simmons Hall

- On campus in a cook for yourself residence hall

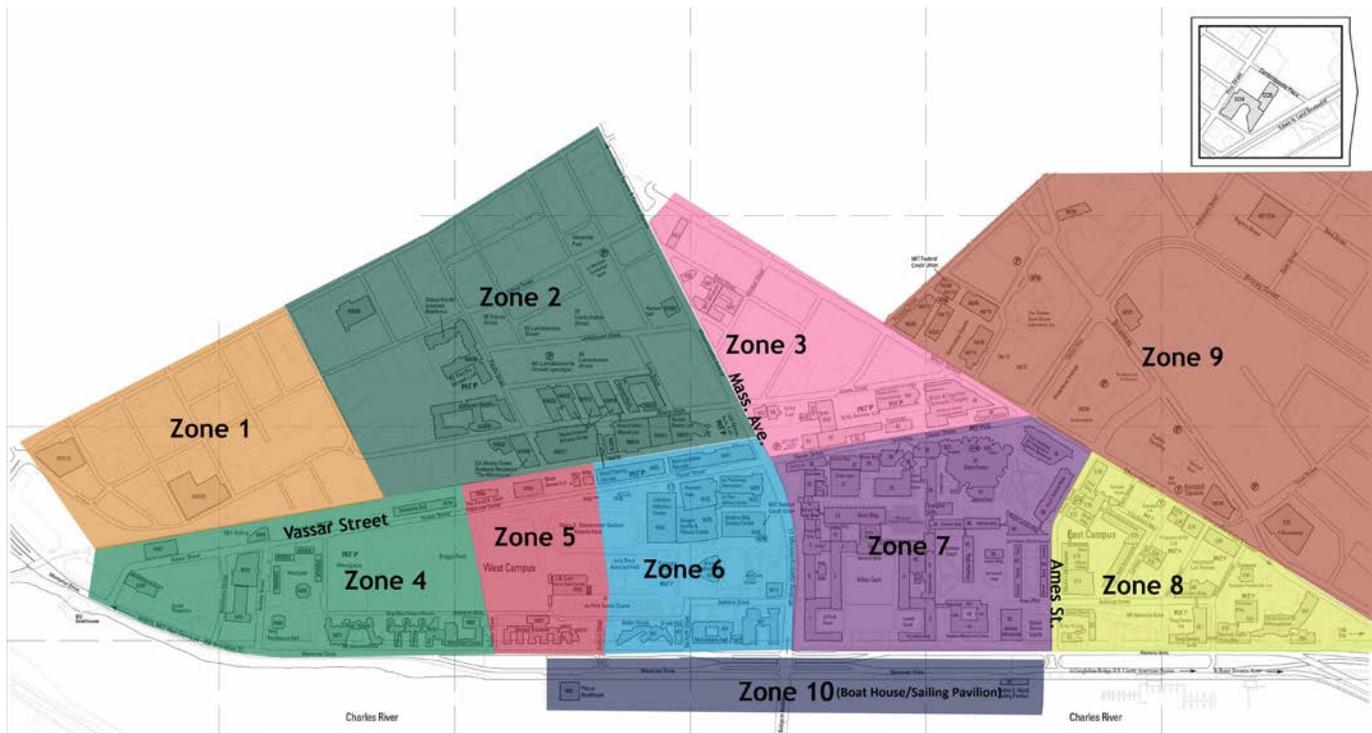
Drop down: Burton-Connor, East Campus, MacGregor House, New House, Random Hall, Senior House

- On campus Graduate Residence

Drop down: Ashdown House, Eastgate Apartments, Edgerton House, Sidney-Pacific, Tang Hall, The Warehouse, Westgate Apartments

- On campus FSILG
- Off campus in a FSILG
- Off campus

3. Thinking about this semester: On a typical weekday when you are on campus, where do you spend the most time during each of the following time periods?



7 a.m. - 10:15 a.m.

10:30 a.m. - 2 p.m.

5 p.m. - 9 p.m.

9:15 p.m. - 1 a.m.

Drop Down: Zone 1, Zone 2, Zone 3, Zone 4, Zone 5, Zone 6, Zone 7, Zone 8, Zone 9, Zone 10, Off Campus

Skip if Q3 7 a.m. - 10:15 a.m. = Off Campus

4. Thinking about this semester: When you are on campus, what do you typically do for a meal or snack between 7 a.m. - 10:15 a.m.?

Skip eating this meal

Microwave a prepared/frozen meal & eat at home/in residence

Prepare/cook a meal & eat at home/in residence kitchen

Bring food from home

Eat on campus at a House Dining Hall

Drop down: Baker, Maseeh, McCormick, Next, Simmons

Purchase at an on campus café or convenience store

Drop down: Student Center 1st Floor: Anna's Taqueria, Dunkin Donuts, LaVerde's Market, Subway - Student Center 2nd Floor, Pacific St. Café - Bldg NW86, Zigo Café - W 98, MacGregor Convenience Store, Steam Café - Bldg 4, Bosworth's Café - Bldg 4, Café 4 - Bldg 4, Sloan Marketplace - 100 Main, Koch Café - Bldg 68

- Purchase on campus at a food truck
- Obtain by delivery
- Purchase off campus
- Obtain a catered meal
- Obtain free food
- Purchase from a vending machine

Skip if Q3 10:30 a.m. - 2 p.m. = **Off Campus**

5. Thinking about this semester: When you are on campus, what do you typically do for a meal or snack between 10:30 a.m. - 2:00 p.m.?

- Skip eating this meal (go to Q5a, then Q6)
- Microwave a prepared/frozen meal & eat at home/in residence
- Prepare a meal & eat at home/in residence kitchen
- Bring food from home (go to Q5b, then Q6)
- Eat on campus at Maseeh House Dining (go to Q5c, then Q6)
- Purchase at an on campus café or convenience store (go to Q5d, then Q6)

Drop down: Student Center 1st Floor: Anna's Taqueria, Cambridge Grill, Dunkin Donuts, LaVerde's Market, Student Center 2nd Floor: Café Spice, Shawarma Shack, Shinkansen Japan, Subway, Pacific St. Café - Bldg NW86, Zigo Café - W 98, MacGregor Convenience Store, Steam Café - Bldg 4, Bosworth's Café - Bldg 4, Café 4 - Bldg 4, Sloan Marketplace - 100 Main, Koch Café - Bldg 68,

- Purchase on campus at a food truck (go to Q5e, then Q6)
- Obtain by delivery
- Purchase off campus (go to Q5f, then Q6)
- Obtain a catered meal
- Obtain free food
- Purchase from a vending machine

5a. You indicated that you typically skip this meal. Why do you make this choice? Please select your two primary reasons from the list below.

- I purchased a meal plan that does not provide a lunch meal
- I cannot afford to purchase this meal
- I am not hungry
- My class/work schedule this semester does not provide enough time for me to eat this meal
- The wait times are too long at the dining venues on campus
- On-campus dining venues are not geographically convenient for me

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- I don't like the quality/taste of the on-campus food choices
 - The operating hours of the cafes and/or restaurants on campus do not fit my schedule
 - Other

5b. You indicated that you typically bring your lunch from home. Why do you make this choice? Please select your two primary reasons from the list below.

- It is more convenient than making an on-campus purchase
- I need to work or study over my lunch break
- I typically eat with other students/lab/research colleagues who also typically bring their food from home
- On-campus pricing is generally too high for my budget
- To better control my diet
- The wait times are too long at the dining venues on campus
- On-campus dining venues are not geographically convenient for me
- On-campus dining environments are too noisy/crowded
- I don't like the quality/taste of the on-campus food choices
- It is healthier than the foods available on campus
- Other

5c. You indicated that you typically obtain your lunch at Maseeh. Why do you make this choice? Please select your two primary reasons from the list below

- Quality of food
- Quality of food preparation
- Convenient location
- Quick service speed/short wait time
- Food selection available and/or variety
- Enjoyable dining environment
- Seating availability
- Healthy menu choices
- Quality of customer service
- Price/value
- Ability to use my meal plan
- My friends eat here
- Other

5d. You indicated that you typically obtain your lunch at _____ (pop in campus café or convenience store from Q5). Why do you make this choice? Please select your two primary reasons from the list below

- Quality of food
- Quality of food preparation
- Quick service speed/short wait time
- Food selection available and/or variety
- Enjoyable dining environment
- Seating availability
- Healthy menu choices
- Quality of customer service
- Ability to purchase food "to go"
- Price/value
- My friends eat here
- Other

5e. You indicated that you typically obtain your lunch at an on-campus food truck. Why do you make this choice? Please select your two primary reasons from the list below

- Quality of food
- Quality of food preparation
- Convenient location
- Quick service speed/short wait time
- Food selection available and/or variety
- Enjoyable dining environment
- Healthy menu choices
- Quality of customer service
- Ability to purchase food "to go"
- Price/value
- My friends eat here
- Other

5f. You indicated that you typically purchase your lunch off campus. Why do you make this choice? Please select your two primary reasons from the list below

- It is more convenient than making an on-campus purchase
- I prefer the quality/taste of the food available off-campus in comparison to the food available on campus
- The off campus restaurants I patronize offer better price/value than on-campus options

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- There are not enough lunch meal options near me on campus
 - The off campus restaurants I patronize offer healthier options than those available on campus
 - The wait times are too long at the dining operations on campus
 - On campus dining environments are too noisy/crowded
 - To take a break from being on campus
 - It is easier to purchase food on my way to campus or after I leave campus
 - To be able to dine with my colleagues or friends
 - Other

Skip if Q3 5 p.m. - 9 p.m. = Off Campus

6. When you are on campus, what do you typically do for a meal or snack between 5:00 p.m. and 9:00 p.m.?

- Skip eating this meal
- Microwave a prepared/frozen meal & eat at home/in residence
- Prepare a meal & eat at home/in residence kitchen
- Bring food from home
- Eat on campus at a House Dining Hall

Drop down: Baker, Maseeh, McCormick, Next, Simmons

- Purchase at an on campus café or convenience store

Drop down: Student Center 1st Floor: Anna's Taqueria, Cambridge Grill, Dunkin Donuts, LaVerde's Market, Student Center 2nd Floor: Café Spice, Shawarma Shack, Shinkansen Japan, Subway, Pacific St. Café - Bldg NW86, MacGregor Convenience Store, Steam Café - Bldg 4

- Purchase on campus at a food truck
- Obtain by delivery
- Purchase off campus
- Obtain a catered meal
- Obtain free food
- Purchased from a vending machine

Skip if Q3 9:15 p.m. - 1 a.m. = Off Campus

7. When you are on campus, what do you typically do for a late-night meal or snack between 9:15 p.m. and 1:00 a.m.?

- Skip eating this meal
- Microwave a prepared/frozen food & eat at home/in residence
- Prepare a meal & eat at home/in residence kitchen
- Bring food from home
- Eat on campus at Maseeh Late Night

- Eat on campus at Simmons Late Night
- Purchase at an on campus café or convenience store

Drop down: LaVerde’s Market - Student Center 1st Floor, MacGregor Convenience Store

- Obtain by delivery
- Purchase off campus
- Obtain a catered meal
- Obtain free food
- Purchased from a vending machine

8. Please rate each attribute with regard to its importance to you when deciding where to go for a meal or snack. (Very important, Somewhat important, Neutral or No Opinion, Somewhat Not Important, Not important)

- | | |
|---|--------------------------|
| It serves made-to-order food that I can customize to my preferences | <input type="checkbox"/> |
| I am able to order, receive, and pay for food quickly | <input type="checkbox"/> |
| I can purchase food “to go” if I desire | <input type="checkbox"/> |
| The pricing is fair/provides good value for the money | <input type="checkbox"/> |
| It is a place that offers adequate seating | <input type="checkbox"/> |
| It is located off campus so that I can take a break from campus | <input type="checkbox"/> |
| It meets my dietary requirements | <input type="checkbox"/> |
| It is a regional or national brand | <input type="checkbox"/> |
| It is within walking distance at meal time | <input type="checkbox"/> |
| It doesn’t require me to go outside to get the meal | <input type="checkbox"/> |
| It serves a wide variety of food offerings at one location | <input type="checkbox"/> |
| I can use my meal plan | <input type="checkbox"/> |
| It is a locally owned restaurant | <input type="checkbox"/> |
| It offers locally grown foods | <input type="checkbox"/> |
| I can order in advance (app, online) | <input type="checkbox"/> |
| It has a comfortable dining environment | <input type="checkbox"/> |
| It offers organic foods | <input type="checkbox"/> |
| Allergen information for menu items is readily available | <input type="checkbox"/> |
| It is a place where I can meet and socialize with my friends/colleagues | <input type="checkbox"/> |
| Nutritional information for menu items is readily available | <input type="checkbox"/> |

9. Thinking about this semester: Please indicate the statement that best describes you.

- I am required to have a meal plan (go to Q10, Q11, Q12 and applicable follow-ups, then 14)

I have voluntarily chosen to purchase a meal plan (If selected and Q2 = "On campus in a cook for yourself house or hall" go to Q13, all others go Q10, Q11, Q12 and applicable follow-ups, then 14)

I do not have a meal plan (If selected and Q2 = "On campus in a cook for yourself house or hall" go to Q13, all others Skip to Q14)

10. Which Meal Plan did you purchase this semester?

Full 19

Any 14

Basic 14

Any 12

Basic 12

Any 10

Basic 10

Thank you so much for filling out the survey so far! You're halfway there!

In the next set of questions, we want to get your feedback on some new ideas we developed based on our meetings with MIT students this spring as well as our review of food and dining at other universities. In addition to your feedback, we'll also be examining financials and infrastructure to determine what changes might be feasible. Some of these concepts we present are in their very early stages and we want to get your input before further exploration. It is quite possible that our final recommendations may include a combination or modification of the ideas presented in this survey.

11. Thinking about this semester: **If your meal plan provided the following options for a *lunch*, select the two options that would best meet your needs.**

- A "Grab & Go Station" near a house dining checker's station, where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for one meal swipe and take it to go
- A "Grab & Go Station" that is available somewhere on main campus or east campus (Anywhere east of Mass Ave), where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for one meal swipe and take it to go
- A "Grab & Go Station" that is available in W-20 (Stratton Student Center), where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for one meal swipe and take it to go
- The inclusion of Dining Dollars, where I can purchase items in any on campus retail dining venue on an a la carte basis
- The ability to use a meal equivalency (one meal swipe) for one of many pre-determined combo meal options that will be available at select on campus retail dining venues anytime except for between 11:00 a.m. and 2:00 p.m.
- Using a meal swipe in Maseeh Dining Hall for lunch.

11a. Thinking about this semester **If your meal plan provided the following options for a *meal or snack after 9:00 p.m.*, select the two options that would best meet your needs.**

- A "Grab & Go Station" near a house dining checker's station, where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for one meal swipe and take it to go
- A "Grab & Go Station" that is available somewhere on main campus or east campus (Anywhere east of Mass Ave), where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for one meal swipe and take it to go
- A "Grab & Go Station" that is available in W-20 (Stratton Student Center), where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for one meal swipe and take it to go
- The inclusion of Dining Dollars, where I can purchase items in any campus retail dining venue on an a la carte basis
- The ability to use a meal equivalency for one of many pre-determined combo meal options that will be available at select retail dining venues.
- Using a meal swipe in a House Dining Hall for late night, even if limited food options are available.

12. . Thinking about this semester: **If you could redesign the MIT meal plan, which of the following options would best suit your needs? Please bear in mind that increased flexibility may result in higher food plan cost.**

- Meals per Week - Provides a set number of meals available to use each week in house dining or as a meal equivalency, if available. Unused meals expire at the end of the week, but tends to be the most affordable plan on a per-meal basis. This plan could also provide declining balance dollars that could be used at any dining location on campus.
- Meals per Semester - Provides a set number of meals that can be used anytime throughout the semester in house dining or as a meal equivalency, if available. This plan offers the benefit of rolling meals

over week to week until the end of the semester, but the cost on a per meal basis is higher than the meals per week plan.

Unlimited Access - Allows you to enter a house dining hall as many times as you like throughout the day and throughout the semester. This plan means you don't have to worry about how many meals you have left or when they expire, but the cost may be higher than the Meals per Week or Meals per Semester plans.

Respondents who indicated Q2 = "On campus in a cook for yourself house or hall" AND Q9 = "I have voluntarily chosen to purchase a meal plan" OR Q2 = "On campus in a cook for yourself house or hall" AND Q9 = "I do not have a meal plan" receive Q13.

13. How likely would you be to use the following features if they were available on campus this semester?

Very likely, somewhat likely, neutral or no opinion, somewhat unlikely, Very unlikely)

Groceries or Market Items. A conveniently located pantry that is stocked with grocery items that you could purchase and use to prepare your own meals.

Cooking Kitchen The option of signing up for a cooking class and learning how to prepare specific food items for a reasonable fee.

Some House Dining Meals per Week. A new meal plan that provides a couple of meals to use each week in house dining. Unused meals expire at the end of the week, but may be more affordable on a cost a per-meal basis.

Some House Dining Meals per Semester. A new meal plan that provides a set number of meals that can be used anytime throughout the semester in house dining. This plan offers the benefit of rolling meals over week to week until the end of the semester, but the cost on a per meal basis is slightly higher than the meals per week option.

Prepared Meal Delivery. The option of having a ready to eat meal meal with sides, fresh salads, beverages, and dessert delivered to your residence hall or FSILGs on select evenings during a designated time frame for a fixed price or meal swipe.

Meal Ingredients Delivery (not prepared). The option of having a recipe and all the ingredients you need to prepare a well-balanced meal delivered to your residence hall or FSILG on select evenings during a designated time frame for a fixed price or meal swipe (similar to Blue Apron or Hello Fresh).

Some Dining Dollars. A new meal plan that provides declining balance dollars that can be used in any campus retail dining venue or can be used to pay for grocery items, cooking classes, house dining meals, or delivered meals as described in this question.

House Dining Grab & Go Station. Located near a house dining checker's station, where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for a fixed price or one meal swipe and take it to go.

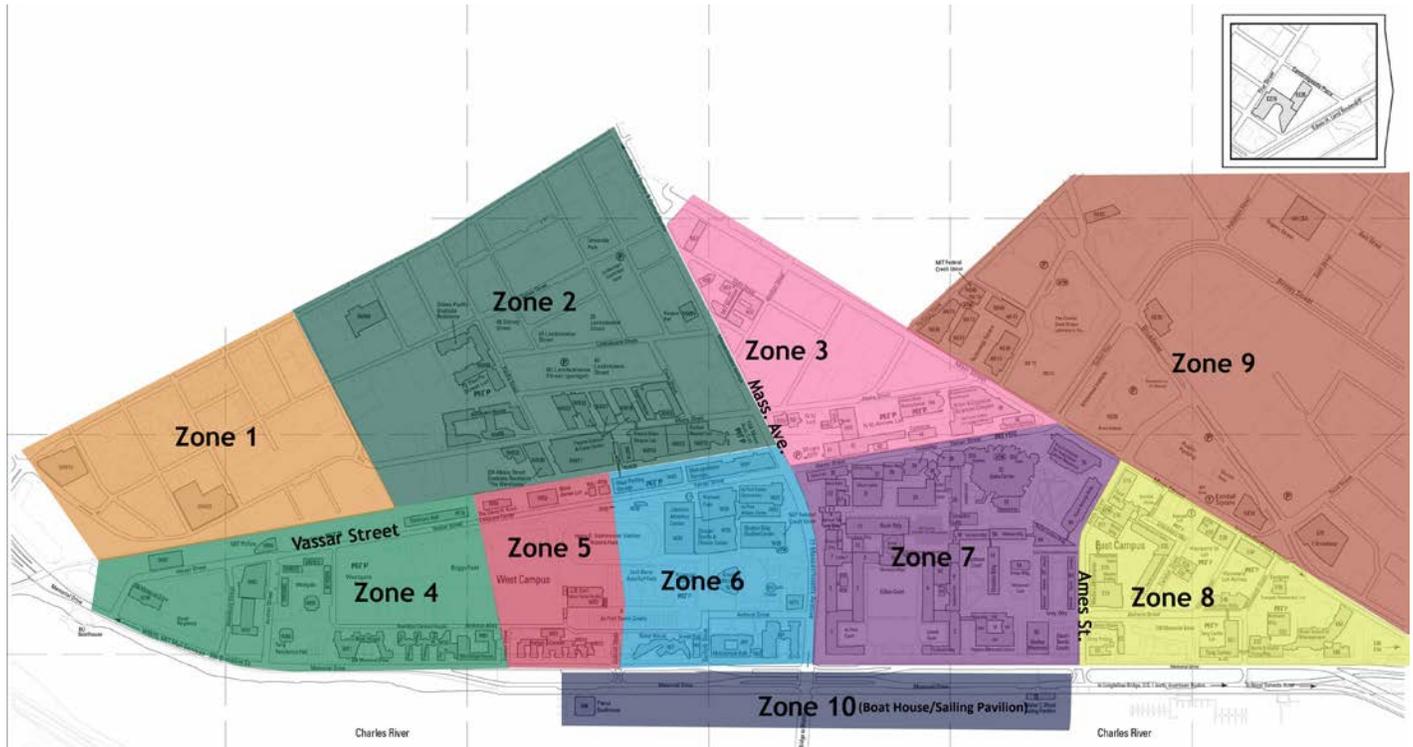
East of Mass Ave. Grab & Go Station. Available somewhere on main campus or east campus (Anywhere east of Mass Ave), where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for a fixed price or one meal swipe and take it to go.

W20 Grab & Go Station. Available in W-20 (Stratton Student Center), where I can select 4 or 5 items (one from each category: main item, sides, beverage, dessert, etc.) for a fixed price or one meal swipe and take it to go.

14. How much do you typically spend when you purchase a meal or snack on campus between 10:30 a.m. and 2:00 p.m.?

Drop down options: Less than \$4, \$4.00-\$4.99, \$5.00-\$5.99, \$6.00-\$6.99, \$7.00-\$7.99, \$8.00-\$8.99, \$9.00-\$9.99, \$10.00-\$10.99, \$11.00-\$11.99, \$12.00-\$12.99, \$13.00-\$13.99, \$14.00-\$14.99, \$15.00 or more

15. If a 24-hour dining location became available on campus, with hang out or study space nearby, what location would best meet your needs?



Drop Down: This operation is not needed on campus, Zone 1, Zone 2, Zone 3, Zone 4, Zone 5, Zone 6, Zone 7, Zone 8, Zone 9, Zone 10

Skip Q15a-Q15e if response to Q15 = "This operation is not needed on campus"

15a. To best meet your needs, what types of foods should this 24 hour dining location provide? Select up to two.

- Grilled Items (hamburgers, grilled cheese, chicken sandwich)
- Hot Breakfast foods
- Hot and cold deli sandwiches (paninis, subs)
- Milkshakes/Smoothies/Ice Cream
- Soup & Fresh Artisan Bread
- Pizza, Calzones

- Coffee/Tea
- Pre-packaged Sandwiches, salads, snacks, and beverages

15b. When would you use this 24 hour dining location? Select all that apply.

- 7 a.m. - 10:29 a.m.
- 10:30 a.m. - 2 p.m.
- 2:01 p.m. - 4:59 p.m.
- 5 p.m. - 9 p.m.
- 9:01 p.m. - 1 a.m. (go to 15c and 15d)
- 1:01 a.m. - 6:59 a.m. (go to 15c and 15d)

15c. Which days of the week would you most likely use this service. Check all that apply.

Drop down options: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday

15d. How much would you expect to spend each time for your meal or snack if this service was available?

Drop down options: Less than \$4, \$4.00-\$4.99, \$5.00-\$5.99, \$6.00-\$6.99, \$7.00-\$7.99, \$8.00-\$8.99, \$9.00-\$9.99, \$10.00-\$10.99, \$11.00-\$11.99, \$12.00-\$12.99, \$13.00-\$13.99, \$14.00-\$14.99, \$15.00 or more

Respondents who answered Q9 "I am required to have a meal plan or "I have voluntarily chosen to purchase a meal plan" receive Q15e.

15e. If you could use your meal plan at this location, and if the 24-hour service was conveniently located and required MIT to increase the price of the meal plan slightly to cover the operating expenses, how much more per semester would you pay for this service?

Pull down: \$0, 1-\$10, \$11-20, \$21 - \$30, \$31-\$40, \$41-\$50, \$51-60, \$61-70, \$71 or more

YOU'RE ALMOST DONE! THIS IS LAST QUESTION

16. What can the Institute change or improve to compare more favorably with other food options available to you? Please select up to three priorities, and then fill in your comments.

- Weekday evening service hours _____
- Weekend service hours _____
- Late night dining _____
- Early morning service hours (5a.m.-7a.m.) _____
- Service hours during IAP _____
- Food quality and preparation _____
- Healthy food choices _____
- Food variety and selection _____

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- Restaurant brands _____
 - Authentic ethnic cuisine _____
 - Nutritional and/or allergen information/labels _____
 - Food options for students with dietary needs/preferences (vegetarian, vegan, halal, kosher, gluten-free, etc.) _____
 - More convenient dining locations _____
 - Service speed _____
 - Meal plan structure and/or use policies _____
 - House dining _____
 - Dining environment _____
 - Seating availability/configuration _____
 - Customer service _____
 - Price/value _____
 - Sustainable practices (recycling, organic food, local sourcing, etc.) _____
 - Electronic tools to ease obtaining food (online ordering) _____
 - Delivery of meals to a location near me _____
 - Catering options and services _____
 - Other (please specify) _____
 - No changes/improvements are needed

Your responses have been recorded. Thank you for taking the survey.