



ENVISION
STRATEGIES



Indiana University

Meal Plan Survey Highlights

E20062.001

February 5, 2021



Key Findings

- Received 1986 complete responses during the live survey period of January 11-27, 2021. Survey participants heavily favored first year undergraduates (73.2% of total respondents). Graduate student response was low (1.7%) and, therefore, is not included in this report as a statistically-valid subsample. (Slide 4)
- The majority of respondents live on campus in either residential housing or on-campus apartments. Residential respondents were fairly evenly split between three neighborhoods, with Central Neighborhood producing the highest number of respondents. For on-campus apartments, respondents were evenly split between Northeast and Southeast Neighborhoods, with a few respondents from Central Neighborhood mixed in. (Slides 5 & 6)
- Factors that most influence Total Respondents as to where they purchase a meal or snack are: (Slide 7)
 - I can use my meal plan
 - It is within walking distance at mealtime
 - I am able to order, receive, and pay for food quickly

Key Findings

- Factors that least influence Total Respondents as to where they purchase a meal or snack are: (Slide 8)
 - It is located off campus so that I can take a break from campus
 - It is a locally owned restaurant
 - It provides regional or national brands
- 95% of respondents have an on-campus meal plan, with the majority (74%) enrolled in the I-Bucks 60 Standard plan. (Slide 9)
- Mandatory meal plan holders are most satisfied that their meal plan allows them to purchase food where they want on campus. (Slides 10 & 11)
- For voluntary meal plan holders, convenience is the driving factor (being able to use the plan in multiple campus locations, not having to prepare meals, not having to carry cash). (Slide 12)
- Price and initial buy-in are the main influencers for non-meal plan holders (Slide 13 & 14)
- While most respondents prefer the current declining balance meal plan, the "meals plans" are favored when you combine the three options presented. (Slide 15)
- Respondents would likely eat 5-7x/week at an AYCE location, as well as 5-7x/week at a retail location, for a total of 10-14 on-campus meals per week. (Slides 16-19)

Survey Results

Survey Response

Survey Date: January 11-27, 2021

1986 Total Respondents

Respondent Subsamples

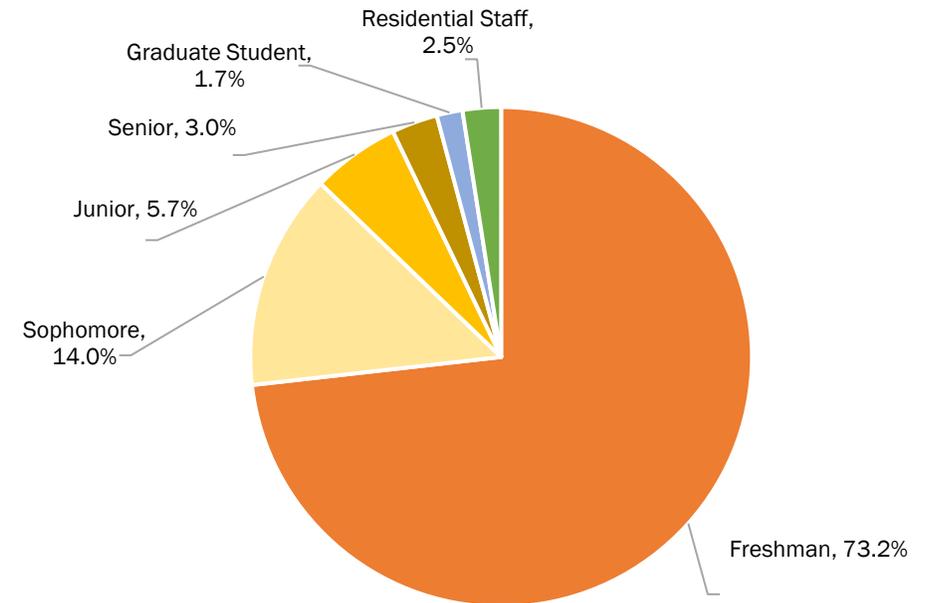
Freshman	1454
Sophomore	278
Junior	113
Senior	59
Residential Staff	49
<u>Graduate Student*</u>	<u>33</u>
Total Respondents	1986

*“Graduate Students” subsample is too small to include in the subsequent slides.

Response Variance +/- 2.2% at 95%

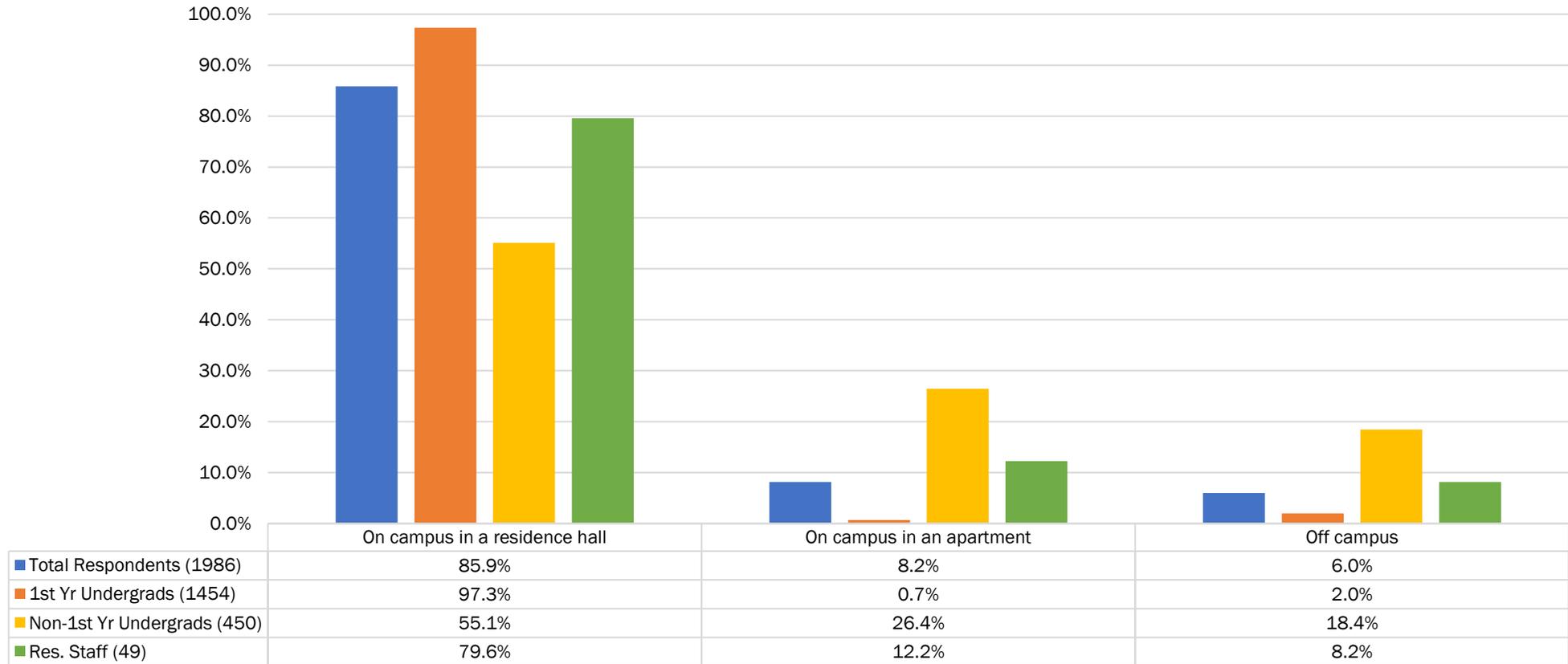
Confidence Interval for Total Respondents

My academic classification is:
(Total Respondents – 1986)



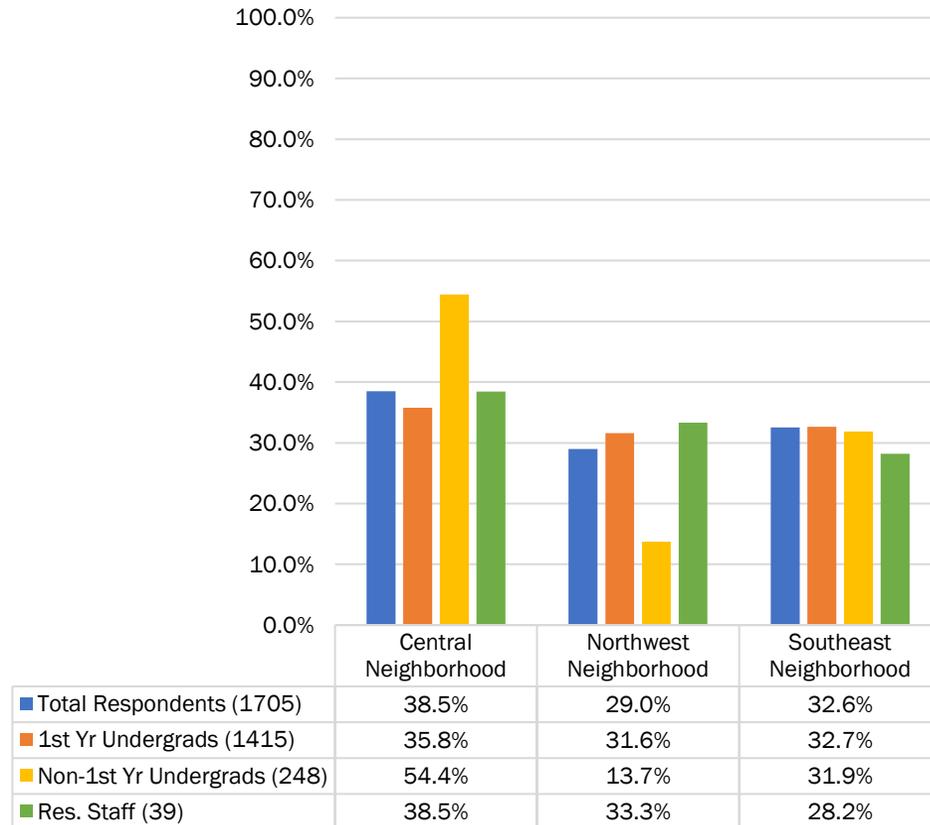
Respondent Characteristics

Where do you live?

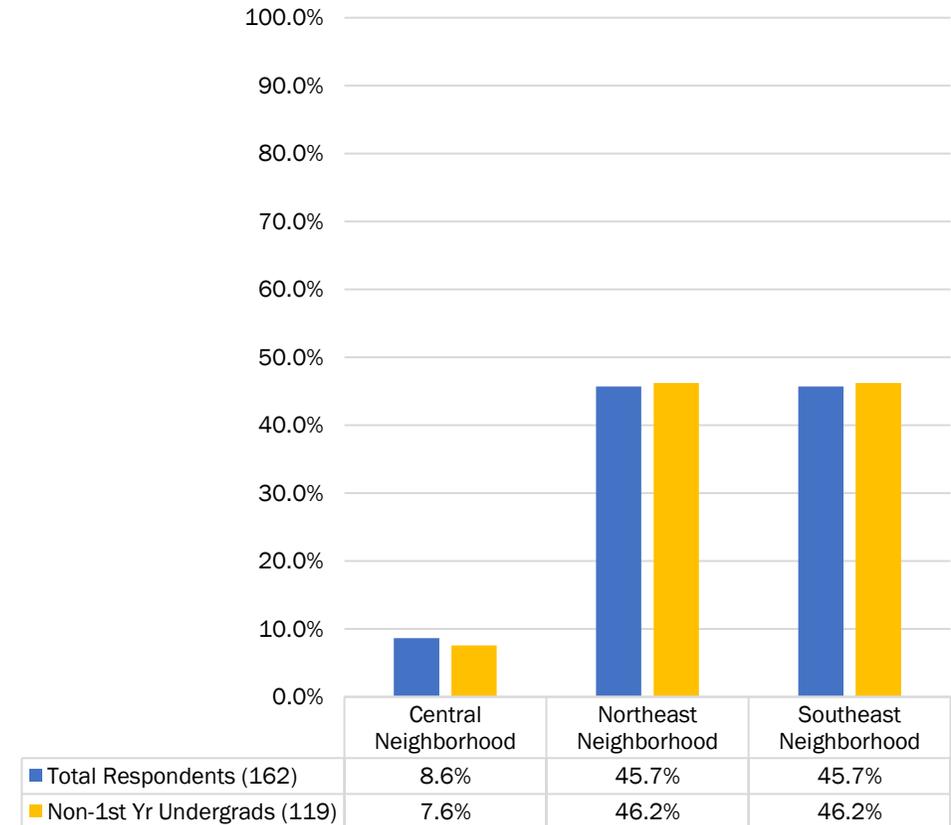


Respondent Characteristics

In which residence neighborhood do you live?



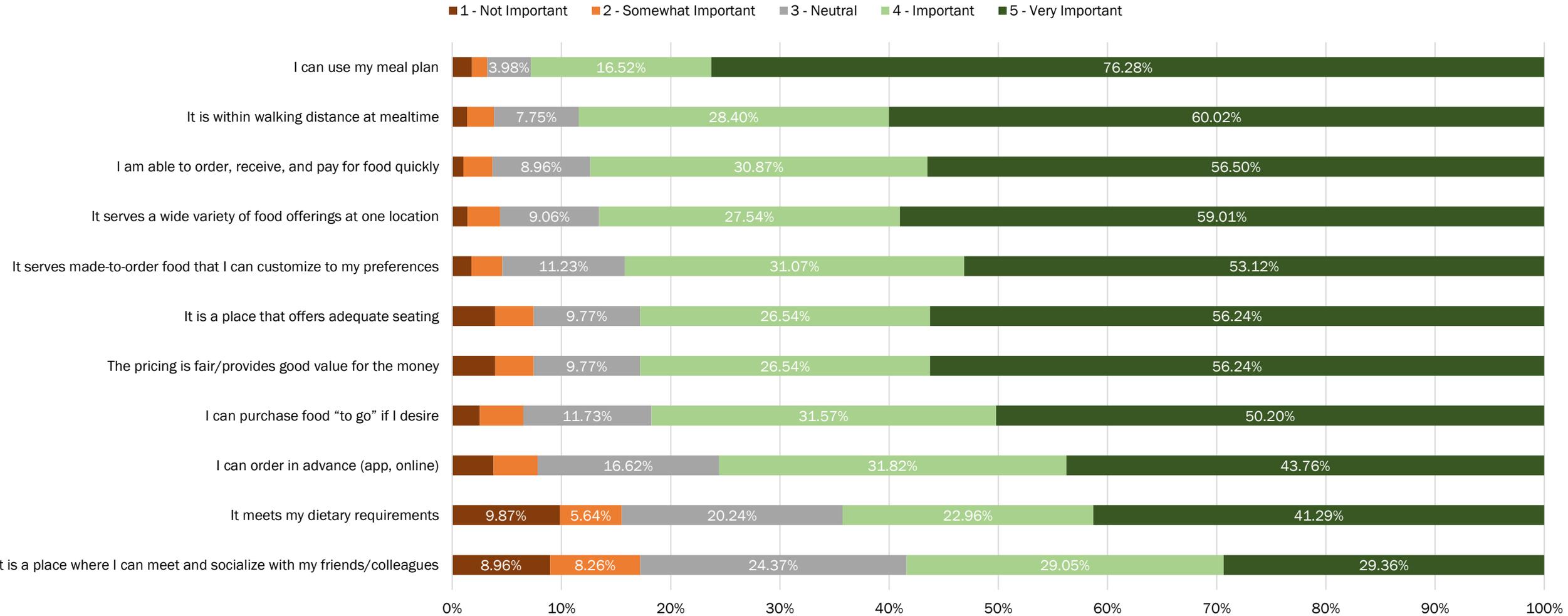
In which apartment/apartment zone do you live?



* 1st Year Undergrads (10) and Res. Staff (6) subsamples were too small to report for this question

Top Importance Factors – Total Respondents

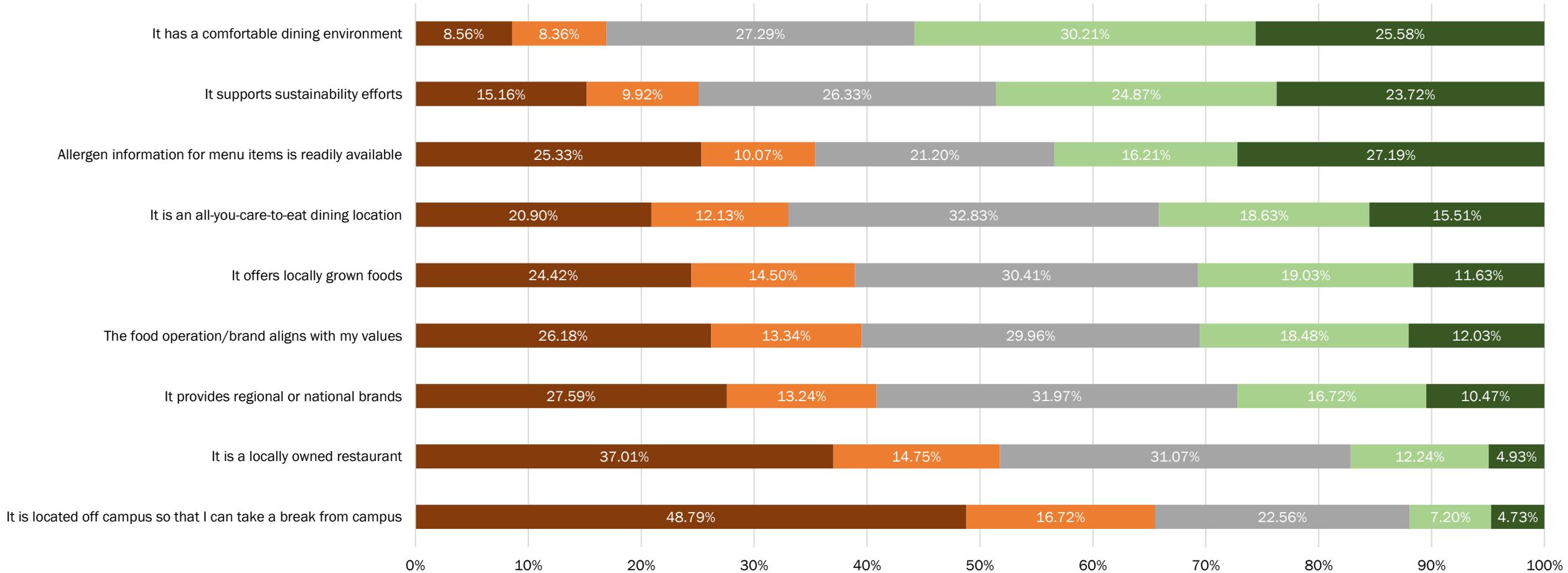
Use a scale from 1 to 5 to rate each attribute with regard to its importance to you when deciding where to go for a meal or snack.
(Total Respondents - 1986)



Bottom Importance Factors – Total Respondents

Use a scale from 1 to 5 to rate each attribute with regard to its importance to you when deciding where to go for a meal or snack.
(Total Respondents - 1986)

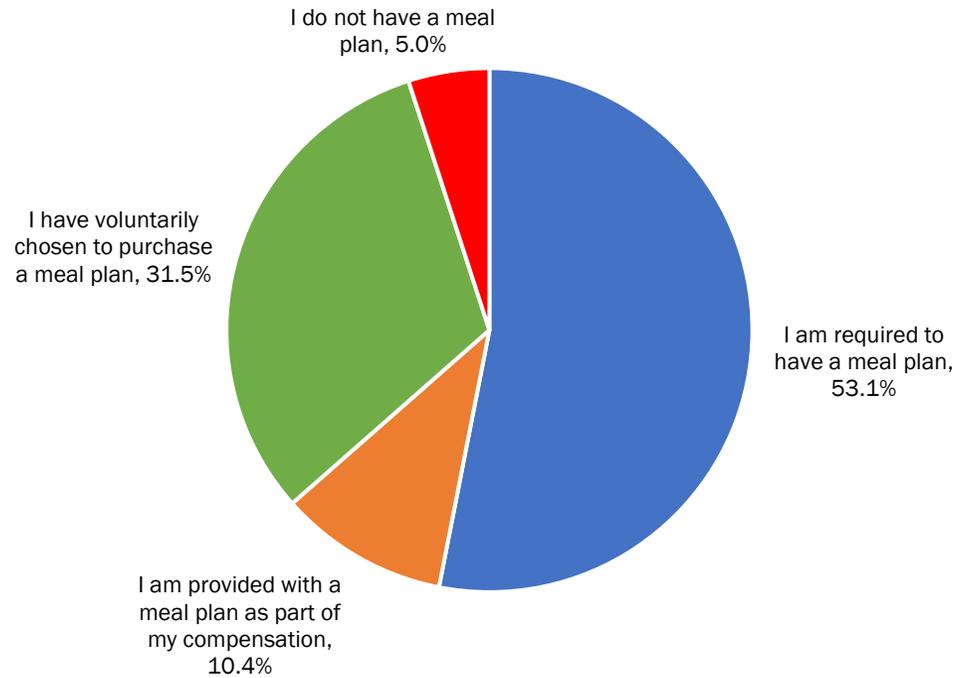
■ 1 - Not Important ■ 2 - Somewhat Important ■ 3 - Neutral ■ 4 - Important ■ 5 - Very Important



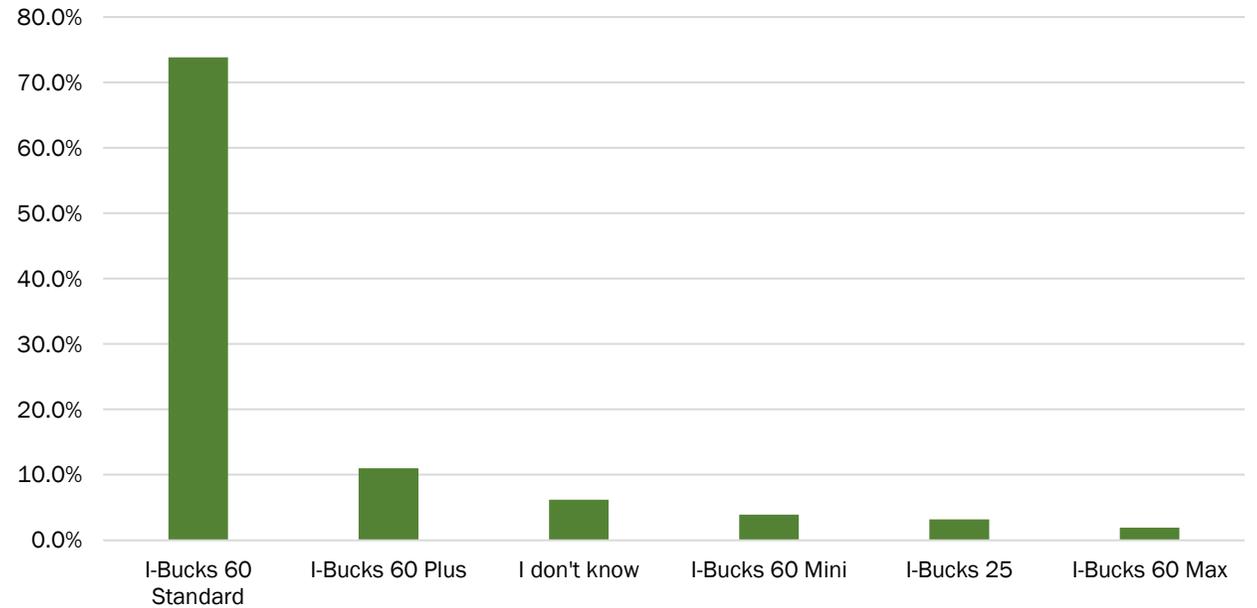
*All subsamples had the same three bottom importance factors, with the exception of Residential Staff that ranked the importance of being an all-you-care-to-eat dining location in the bottom three. The importance of the location being locally owned ranked 4th lowest for Residential Staff.

Meal Plans

Which statement best describes you?
(Respondents - 1986)



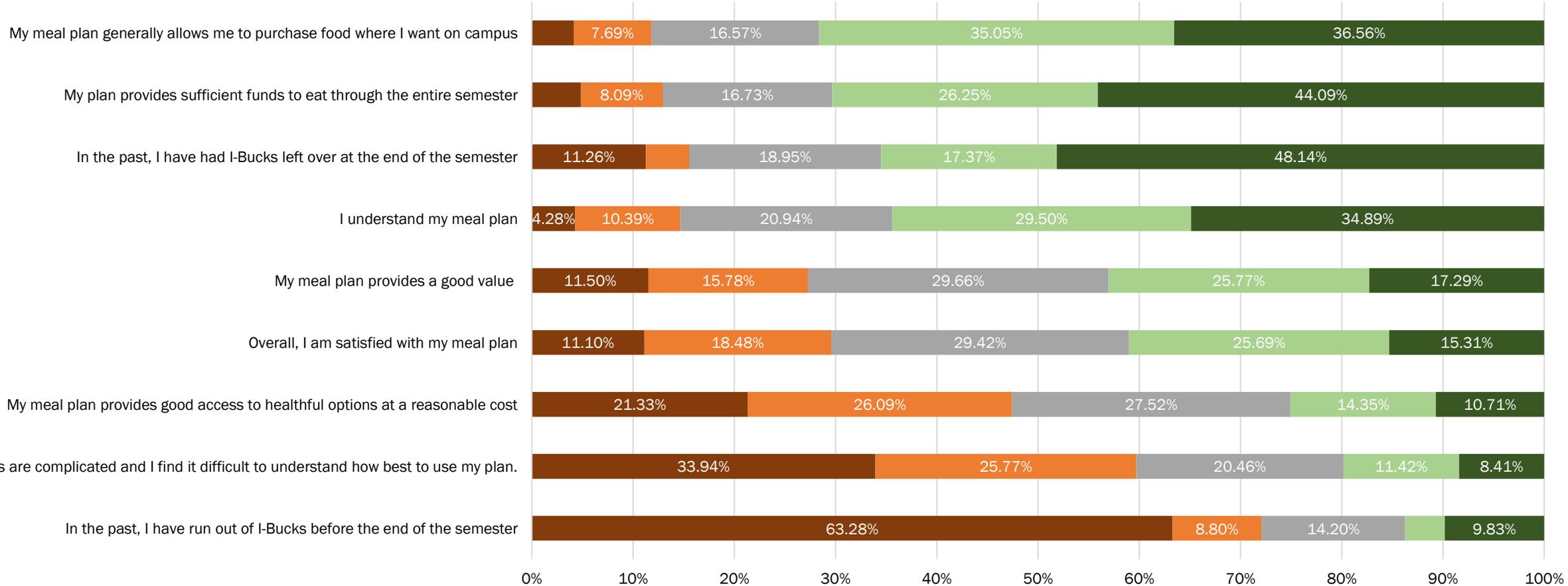
What type of dining plan do you currently have?
(Meal Plan Holders - 1887)



Mandatory Meal Plan Holders

For each statement identified below, please indicate how strongly you agree or disagree with the statement.
(Mandatory Meal Plan Holders - 1261)

1 - Completely Disagree 2 - Somewhat Disagree 3 - Neutral 4 - Agree 5 - Completely Agree



Mandatory Meal Plan Holders – Top Satisfaction by Subsample

1st Year Undergrads

1. My plan provides sufficient funds to eat through the entire semester
2. My meal plan generally allows me to purchase food where I want on campus
3. In the past, I have had I-Bucks left over at the end of the semester
4. I understand my meal plan
5. My meal plan provides a good value

Non-1st Year Undergrads

1. My meal plan generally allows me to purchase food where I want on campus
2. In the past, I have had I-Bucks left over at the end of the semester
3. My plan provides sufficient funds to eat through the entire semester
4. I understand my meal plan
5. Overall, I am satisfied with my meal plan

Residential Staff

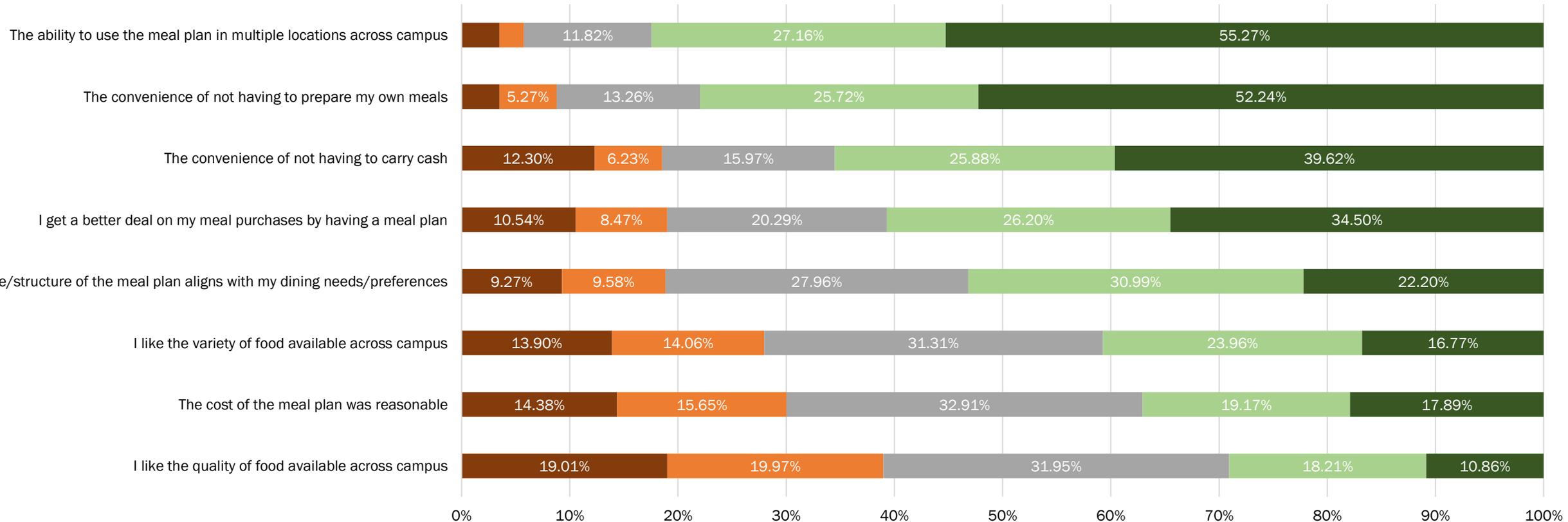
1. My meal plan generally allows me to purchase food where I want on campus
2. I understand my meal plan
3. In the past, I have had I-Bucks left over at the end of the semester
4. My plan provides sufficient funds to eat through the entire semester
5. Overall, I am satisfied with my meal plan

Voluntary Meal Plan Holders

You indicated that you voluntarily chose to purchase a meal plan. Using a scale of 1 - 5, please indicate how each of the following factors influenced your decision to purchase your plan.

(Voluntary Meal Plan Holders - 626)

1 - Not Influential 2 - Somewhat Influential 3 - Neutral 4 - Influential 5 - Very Influential

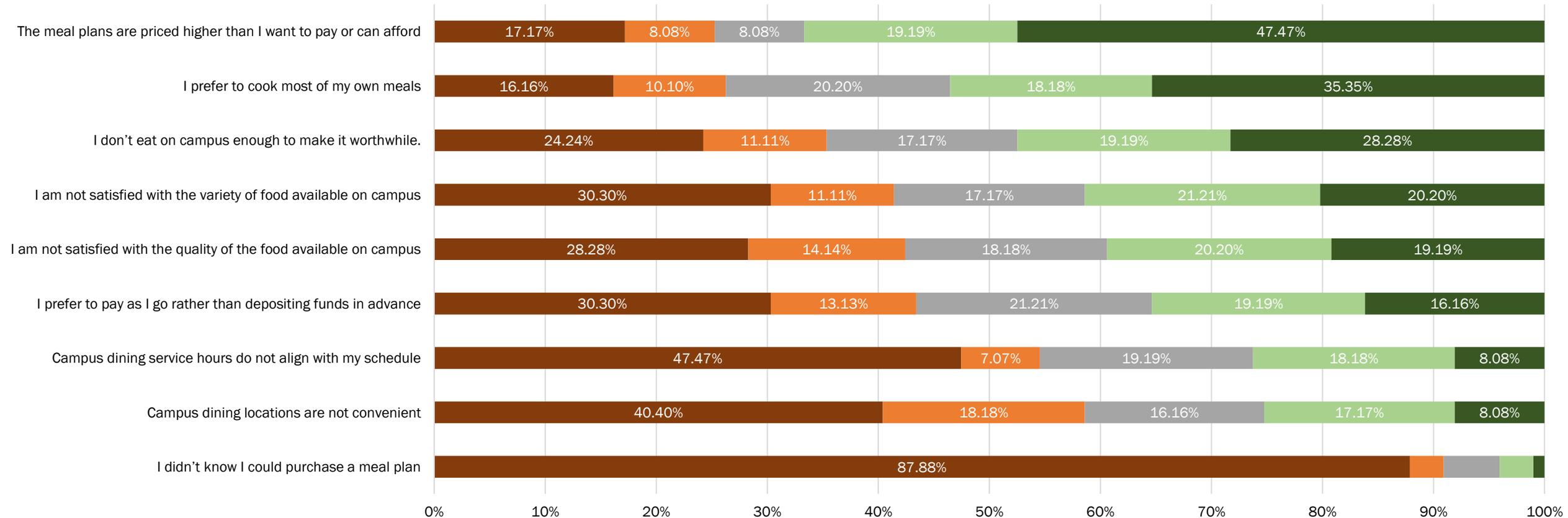


The Voluntary Meal Plan Holders respondent group is made up of 392 First Year Undergrads, 230 Non-First Year Undergrads and 4 Graduate Students. Both First Years and Non-First Years had the same top three motivating factors.

Non-Meal Plan Holders

You indicated that you do not have a meal plan. Using a scale of 1 – 5, please indicate how each of the following factors influenced your decision not to purchase a meal plan.
(Non-Meal Plan Holders - 99)

1 - Not Influential 2 - Somewhat Influential 3 - Neutral 4 - Influential 5 - Very Influential

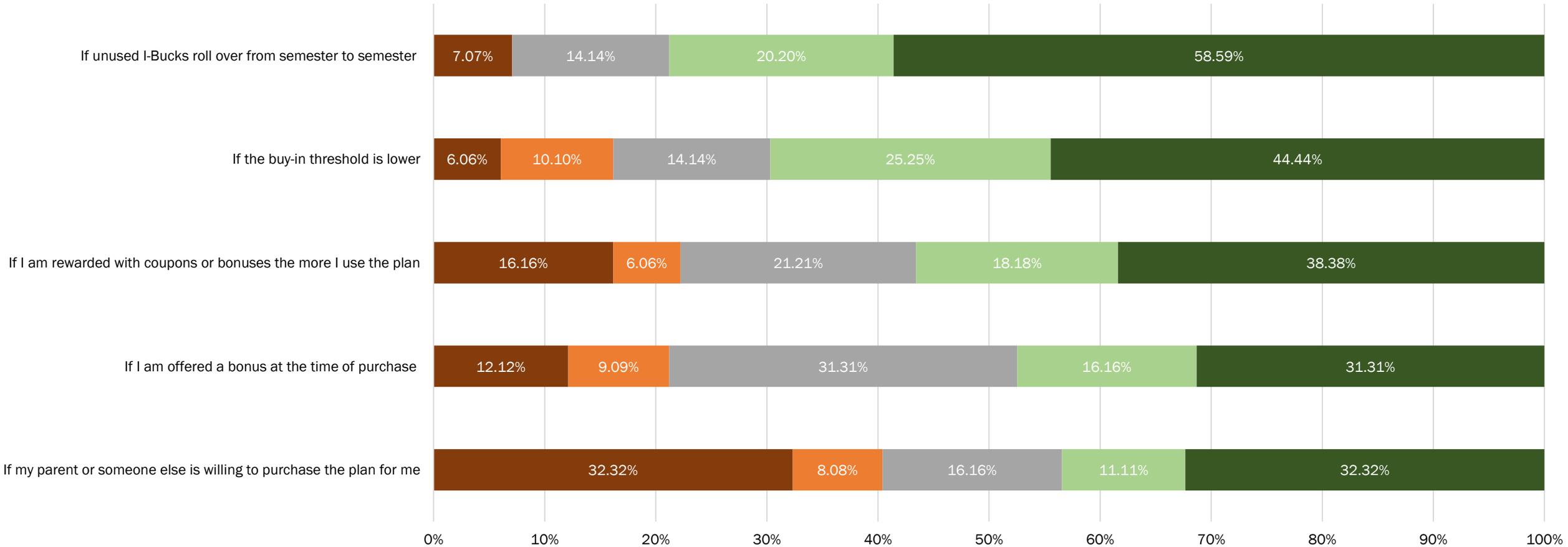


Pricing may be a key factor to increasing voluntary meal plan enrollment.

Non-Meal Plan Holders

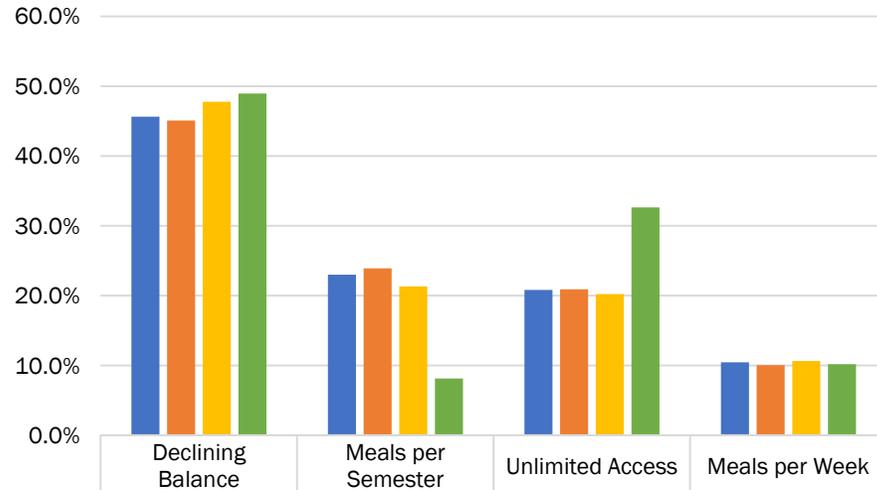
Please rate all of the following features with regard to how much they might influence you to purchase a small, prepaid meal plan.
(Non-Meal Plan Holders - 99)

1 - Would not influence 2 3 - Neutral 4 5 - Would influence



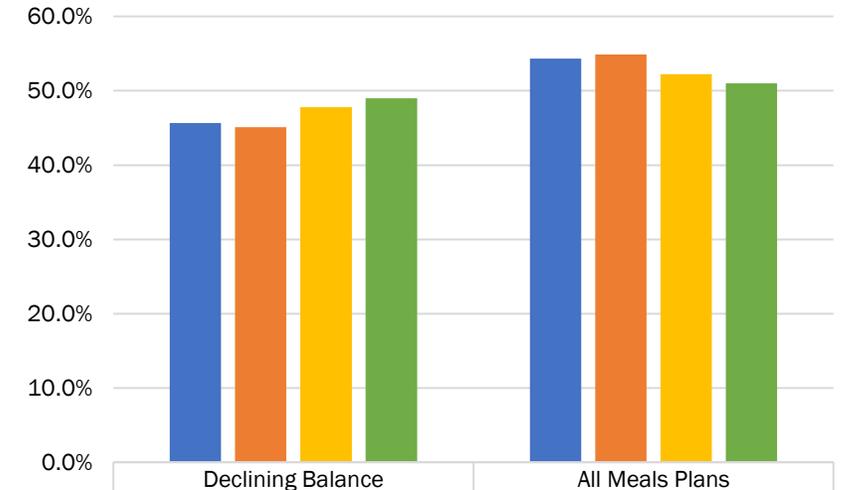
Potential New Meal Plan

Select your preferred meal plan model.



■ Total Respondents (1986)	45.7%	23.0%	20.9%	10.5%
■ 1st Yr Undergrads (1454)	45.1%	23.9%	20.9%	10.0%
■ Non-1st Yr Undergrads (450)	47.8%	21.3%	20.2%	10.7%
■ Res. Staff (49)	49.0%	8.2%	32.7%	10.2%

Select your preferred meal plan model.

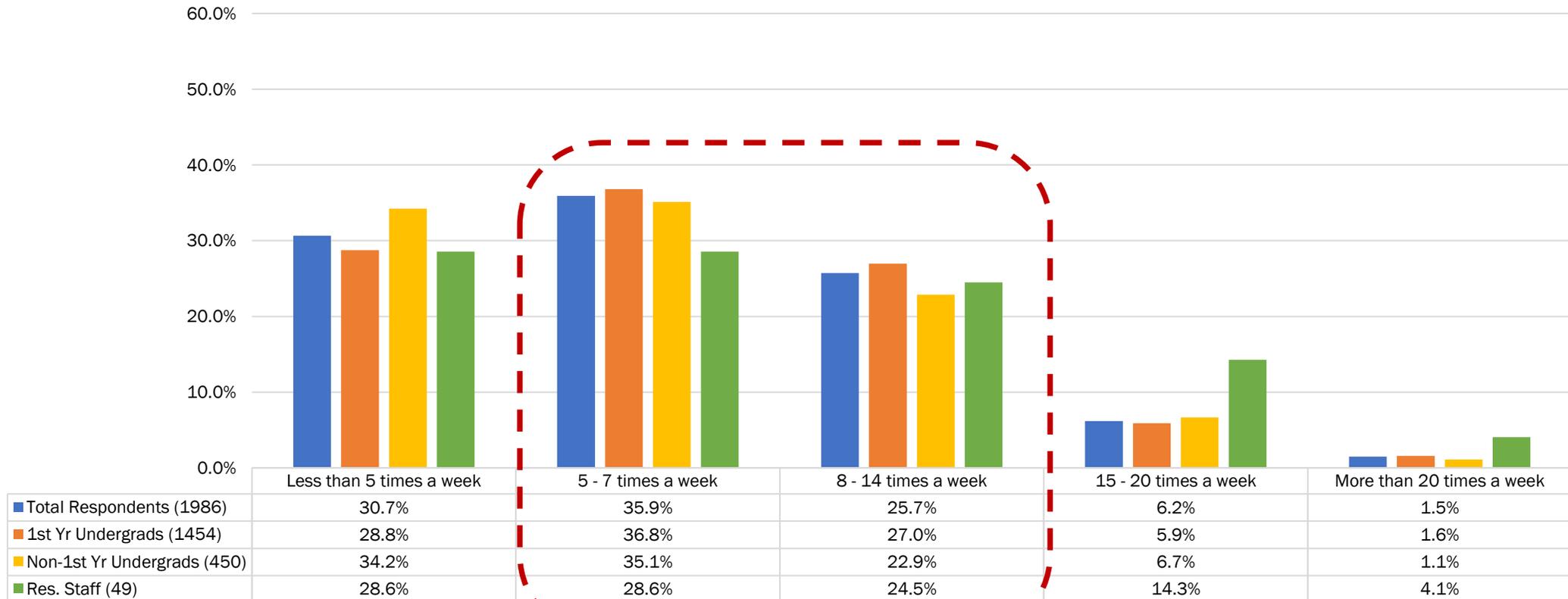


■ Total Respondents (1986)	45.7%	54.3%
■ 1st Yr Undergrads (1454)	45.1%	54.9%
■ Non-1st Yr Undergrads (450)	47.8%	52.2%
■ Res. Staff (49)	49.0%	51.0%

Even though declining balance looks like the most preferred meal plan model (first graph), when you combine the meals/access plans (second graph), that style of plan is actually preferred over the current declining balance plan.

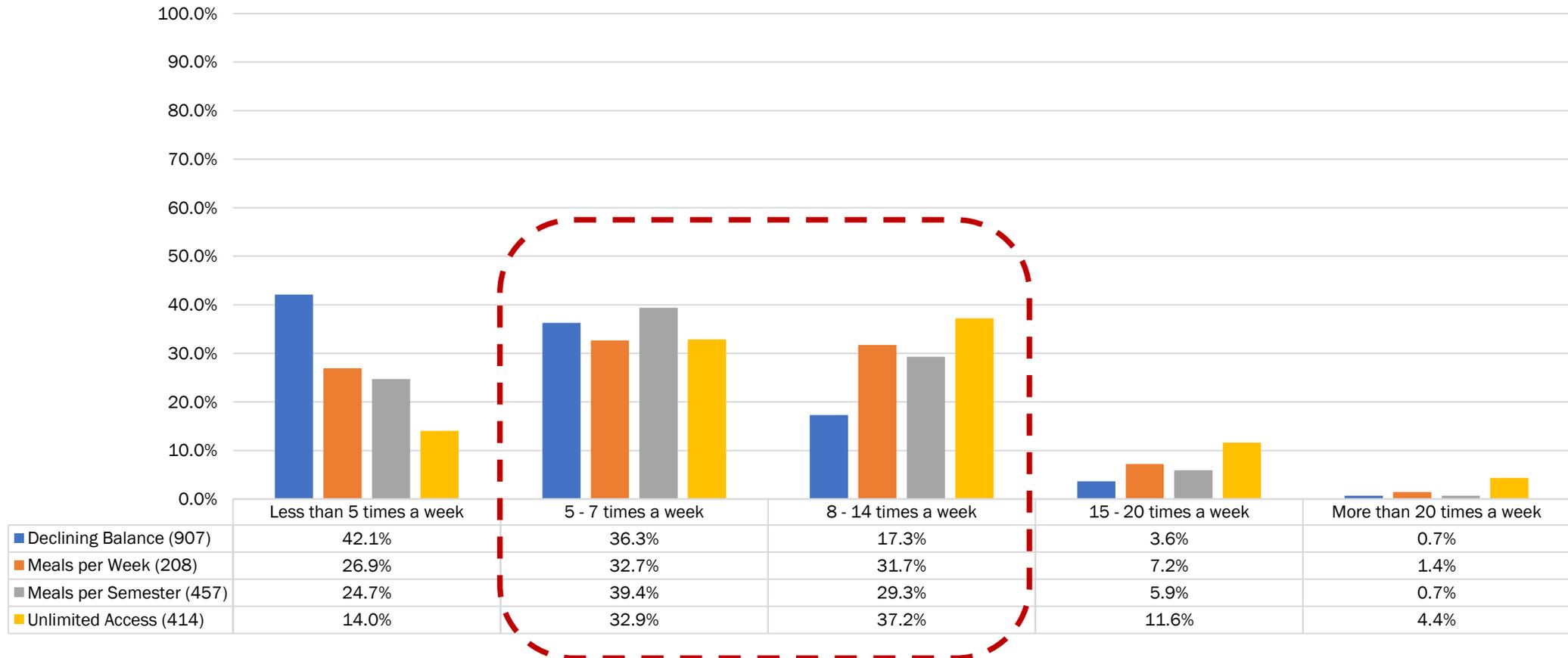
Frequency of AYCE Visits by Subsample

Under a new plan with some locations converted to an "all-you-care-to-eat" format, how many times a week would you anticipate wanting to eat in an all-you-care-to-eat dining location?



Frequency of AYCE Visits by Preferred Meal Plan Type

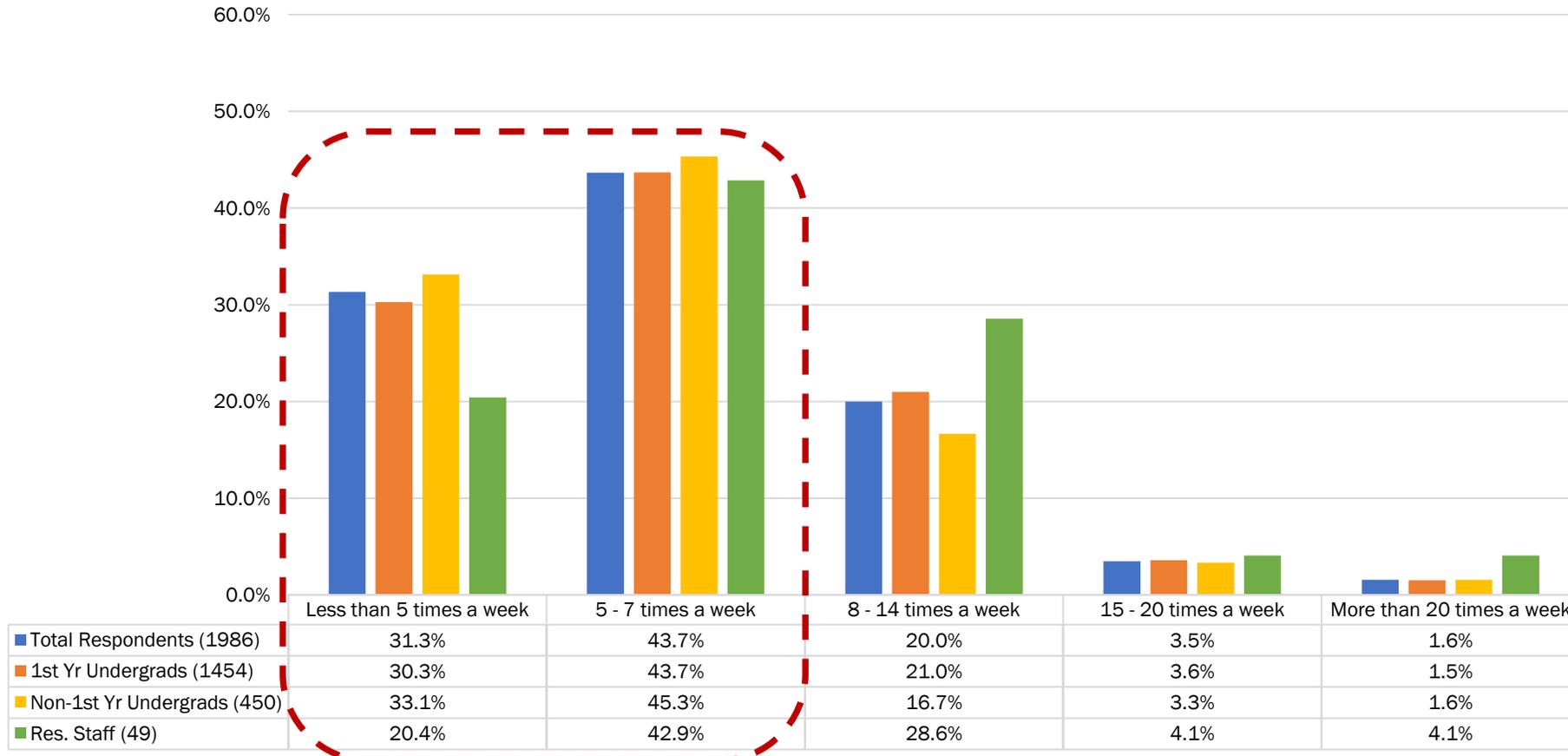
Under a new plan with some locations converted to an "all-you-care-to-eat" format, how many times a week would you anticipate wanting to eat in an all-you-care-to-eat dining location?



Even those preferring a Declining Balance plan indicate they would be interested in an AYCE meal at least once a day!

Frequency of Retail Visits by Subsample

How many times a week would you anticipate wanting to eat on campus but outside of an all-you-care-to-eat dining location (such as an academic cafe, the IMU or a market)?



Frequency of Retail Visits by Preferred Meal Plan Type

How many times a week would you anticipate wanting to eat on campus but outside of an all-you-care-to-eat dining location (such as an academic cafe, the IMU or a market)?

