

# SOAS Survey Feedback



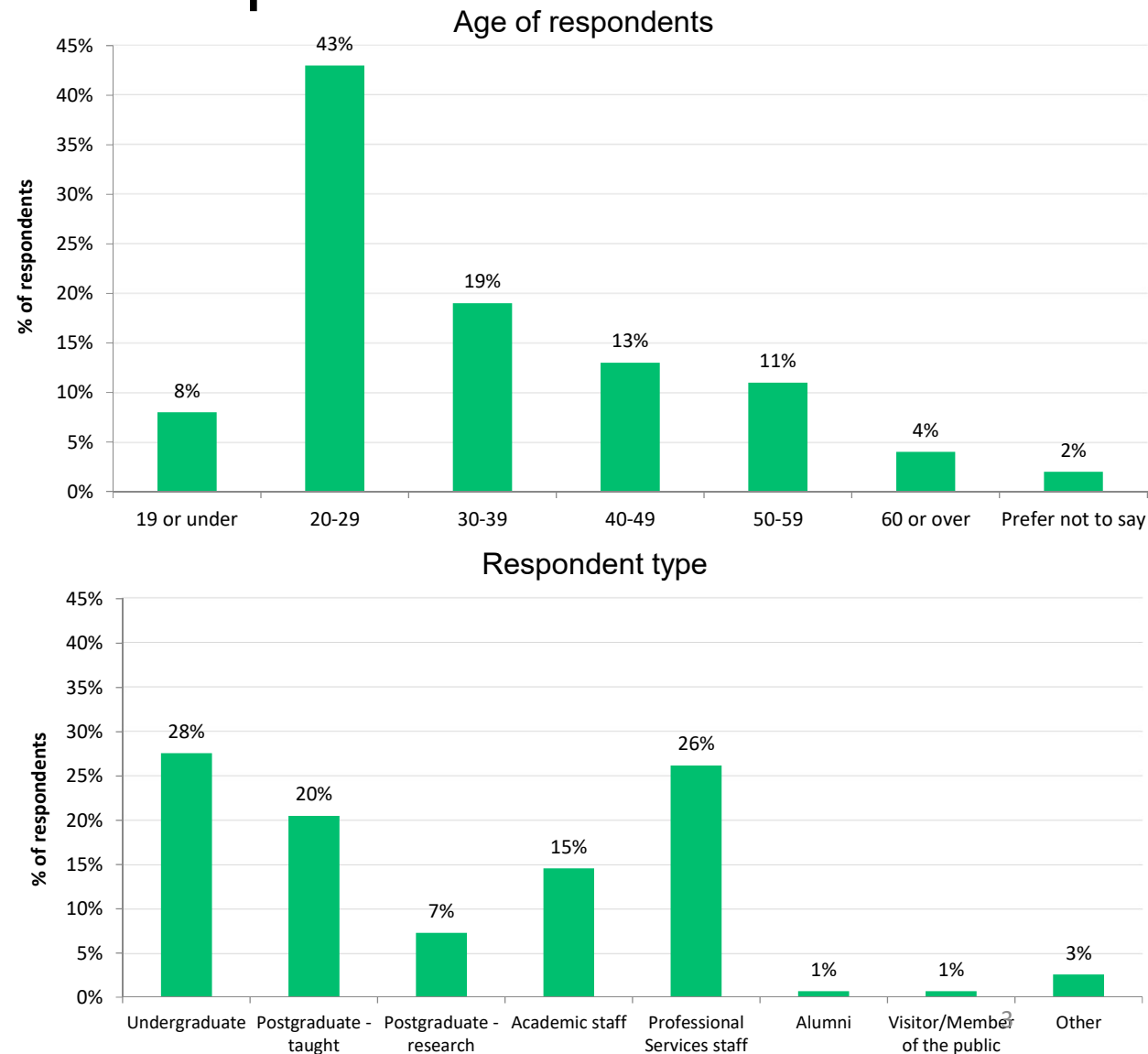
# Methodology

- The SOAS Food Survey took place online between 15<sup>th</sup> and the 26<sup>th</sup> January 2018
- Survey questions were developed based on feedback from 21 interviews with SOAS stakeholders (see *SOAS Situational Analysis report*), and insight from the *SOAS Food Outlet Report* and *Environmental Analysis Reports*.
- Survey was tested with a core group of twenty stakeholders to test length and viability of questions
- Survey was distributed to all staff and students by multiple communication channels (University, Unison, Student Union) using e-mail. Posters and leaflets were distributed across the SOAS campus.
- An incentive mechanism was used – two £50 Waterstone vouchers randomly selected and all participants had opportunity to use a 50p off a hot drink voucher (about 350 were cashed-in).
- An engagement stall was held on two days on the SOAS site, using Student Ambassadors. Further qualitative insight and comment was received.
- Data was collected online using Survey Monkey.
- Analysis draws the key findings from the data. Where data was segmented by group (student/staff etc.) and specific dietary requirements, reporting focuses on findings of statistical significance ( $p= 0.05$ ).
- In addition to quantitative data 1,180 free text comments were collected through the survey. Although a systematic thematic analysis has not yet been undertaken, emerging themes have been identified.

# Methodology: Respondents profile

- A total of 1020 responses were received, c.16% of the total 6,420 SOAS student and staff population.
- Over 860 responses were received for all questions.
- Over half of respondents (51%) were under 29
- Responses were collected from c. 9% (280) undergraduate students and 14% (282) of postgraduate students (based on FTE figures).
- 17.5% (148) of academic staff and 56% (266) of professional services staff responded to the survey.

SOAS Customer Survey

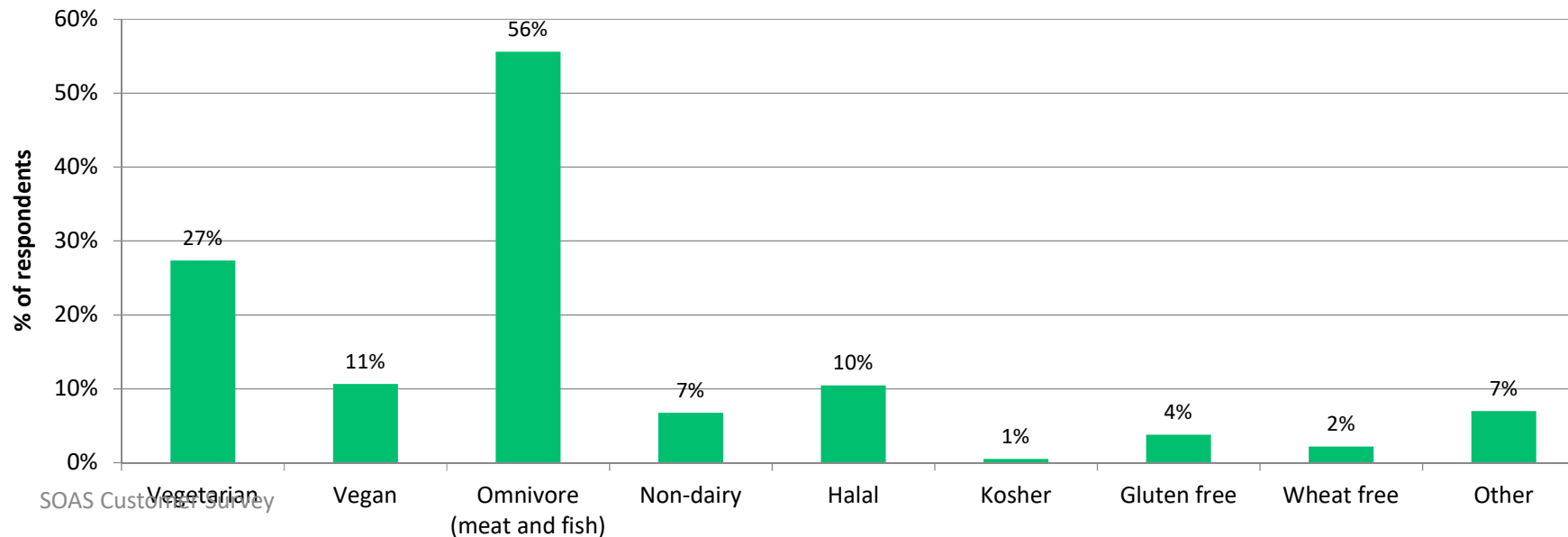


# Executive Summary

- Respondents are dissatisfied with the current SOAS food offer across food outlets. No outlet gained a mean satisfaction score of 'fairly satisfied', and most gained a mean score of 'fairly dissatisfied'.
- Satisfaction levels lowest amongst those respondents with special diets.
- Many food outlets are never, or only very rarely, used by the majority of respondents.
- Cost and value for money are raised as key issues by staff and students alike.
- The food offer is considered to be generally of poor quality and too expensive.
- There is considered to be a dearth of healthy food and food that caters adequately for specific diets
- There were low levels of satisfaction with the quality and capacity of food environments, especially adequacy of seating.
- There were moderately high levels of satisfaction with standards of customer service in general, with many respondents making comments about the friendliness of staff.
- Respondents felt strongly that SOAS food provision should meet high environmental and ethical standards.
- There was enthusiasm for a future SOAS food offer to have a greater range of international cuisines, particularly Asian food, but also 'grab and go' convenient food.
- Respondents suggested that they would make increased use of an improved, affordable SOAS food offer.

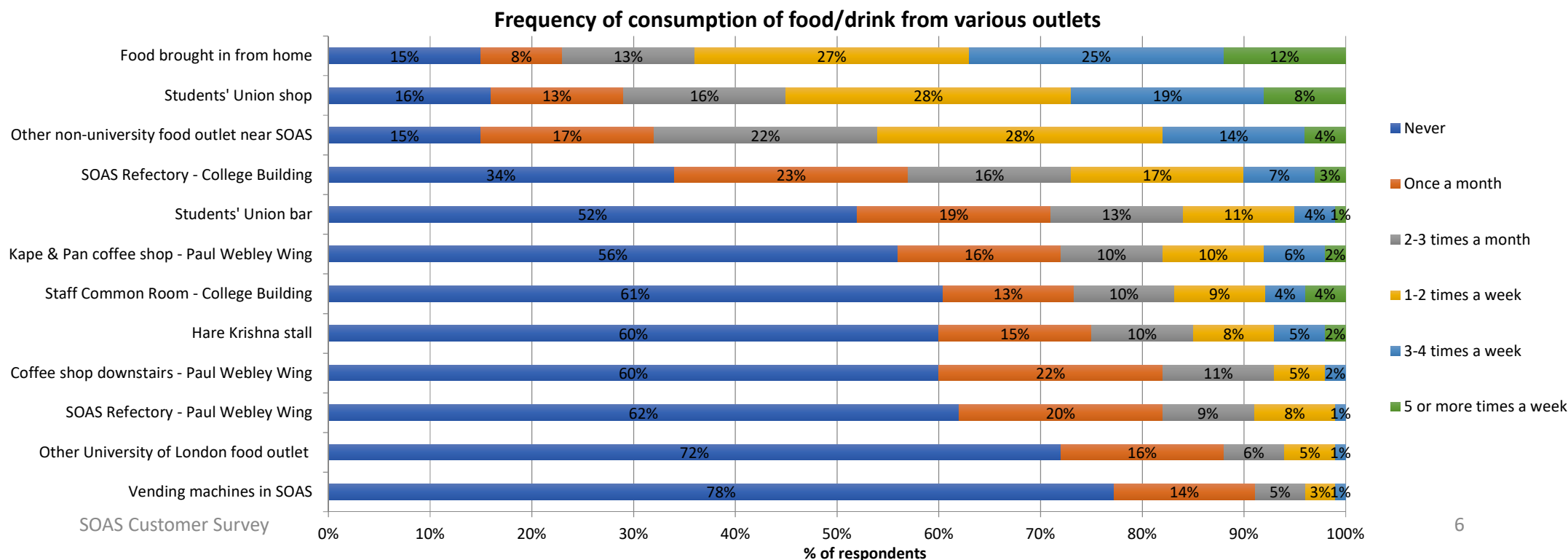
## Findings: Dietary requirements

- A high percentage of respondents have special diets, most notably vegetarian (27%) as well as vegan (11%) and Halal (10%)
- There was a noticeable split between the percentage of students and staff stating that they were vegan, over 11% of postgraduate students and 17% of undergraduate students reported that they were vegan, compared to 4% of academic and 7% of professional services staff. They were also more likely to report having a dairy free diet than staff.
- Both undergraduate students (16%) and taught postgraduate students (11%) were more likely to report a Halal diet, compared to 4% of academic and 8% of professional services staff and postgraduate research students.



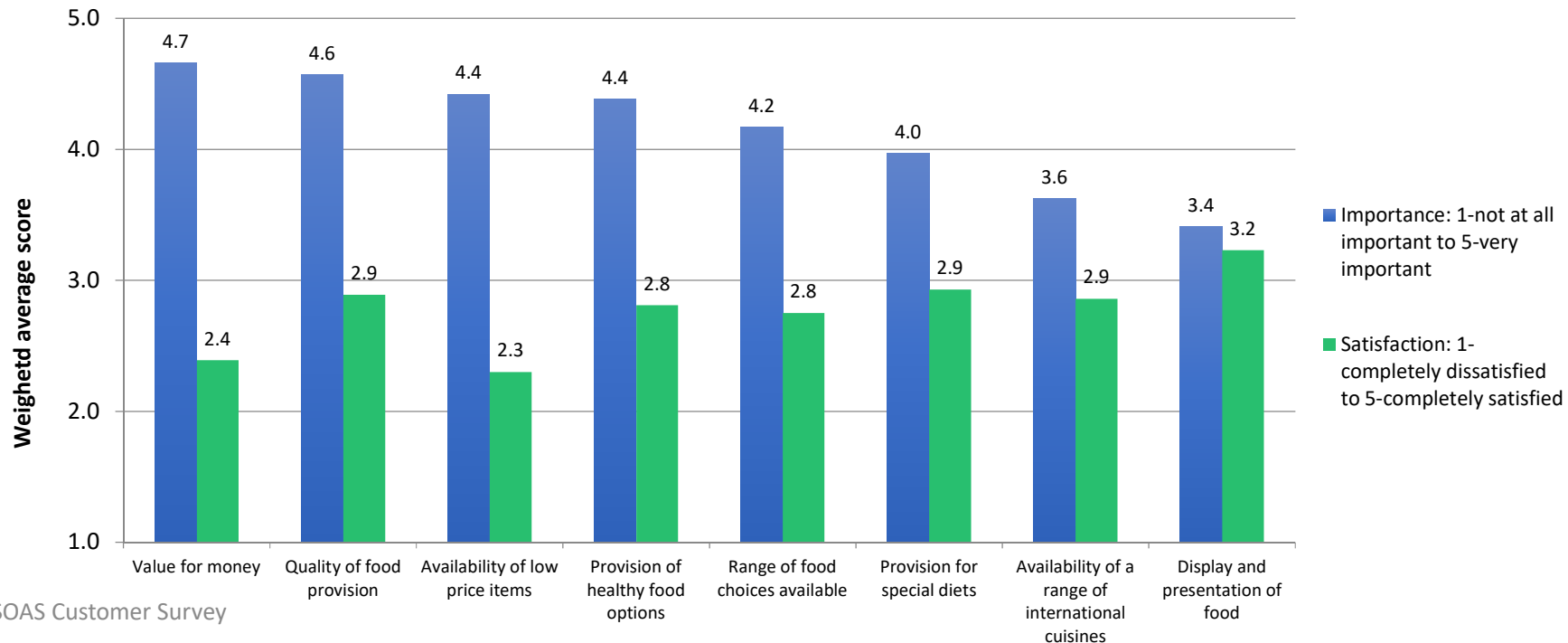
# Frequency of consumption from different food/drink outlets

- There is a generally low reported consumption of food/drink from outlets on the SOAS campus
- 85% of respondents report bringing in food from home, 37% do so more three or more times a week
- Over half (55%) of respondents report consuming food from the SU shop at least once a week
- Nearly half (48%) of respondents report visiting non-uni food outlets near SOAS at least once a week, 1 in 5 (18%) do so 3 or more times a week
- Of the SOAS provided outlets the College refectory is the most frequently visited, but only 27% of respondents do so at least once a week.
- The refectory and coffee shop downstairs in the Paul Webley Wing see particularly poorly used with less than 1 in 10 respondents reporting they consume food/drink from these outlets once or more a week and over 6 in 10 saying they never do so.



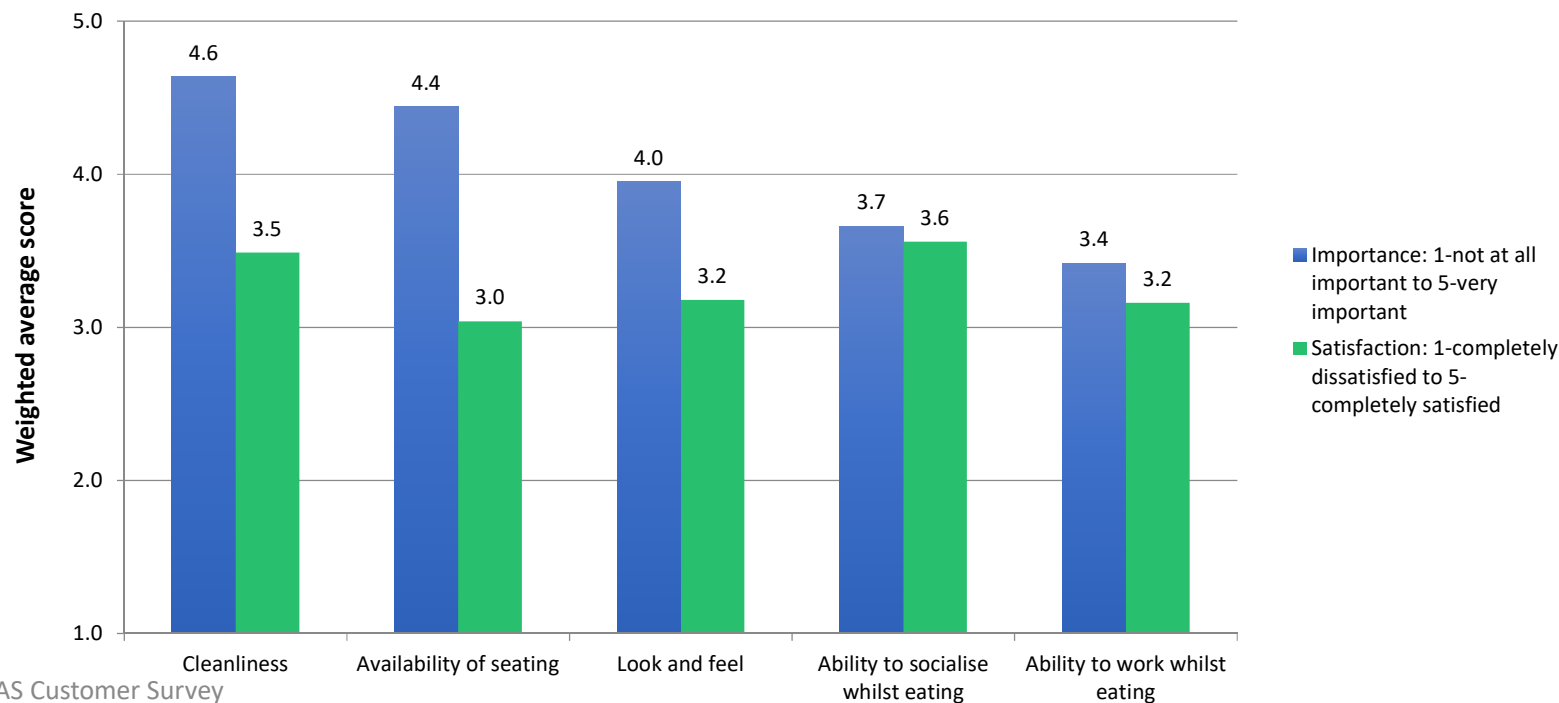
## Findings: Importance of, and satisfaction with, food offer

- Participants were asked to rate how important different elements of food provision were to them, as well as how satisfied they were with these *in general* across the SOAS campus.
- In most areas there was a marked disparity between the importance participants placed on elements of food provision and their satisfaction levels, with low (fairly dissatisfied) scores being given for all areas except display and presentation of food – this area was rated as neither important or unimportant by participants.
- Respondents placed the highest importance on value for money, but this was the area with the lowest satisfaction score (*a difference in mean score of 2.3*). There was a similar disparity (2.1) for availability of low price items. A quarter of respondents described themselves as completely dissatisfied in these areas.



## Findings: Importance, of and satisfaction with, food environments

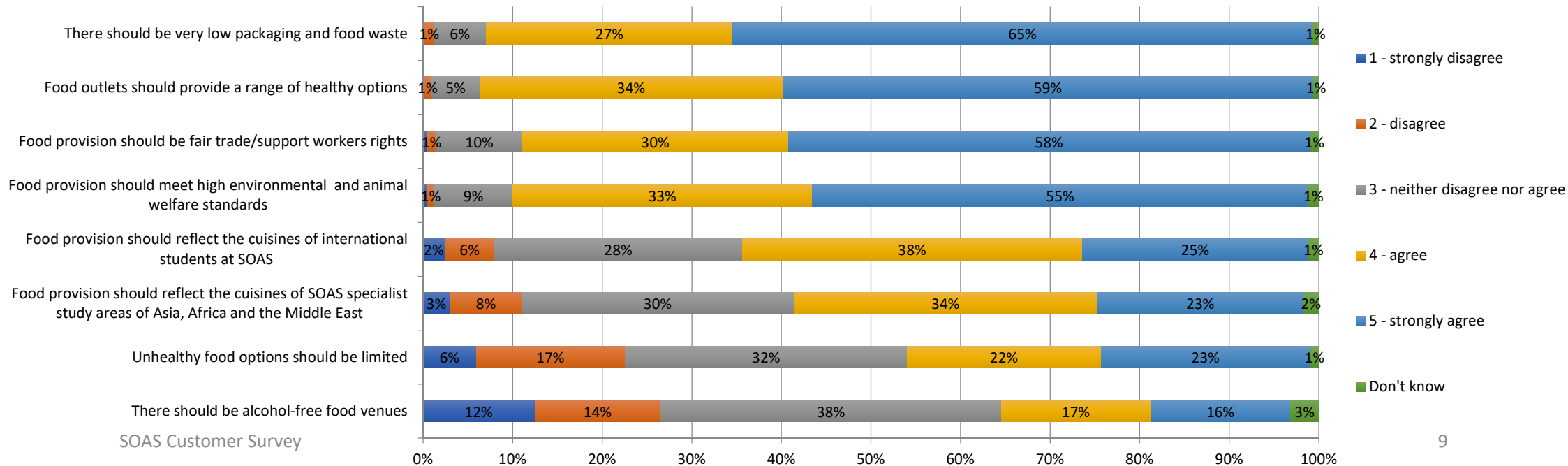
- Respondents rated cleanliness as very important to them, however cleanliness gained an average satisfaction score of 3.5 – neither satisfied nor dissatisfied.
- There was the greatest disparity between the importance respondents placed on the availability of seating and their satisfaction. A difference in mean score of 1.4.
- In other aspects of the food environment importance and satisfaction were more closely matched, although concerns were raised about the quality and capacity of food environment in free comments fields.





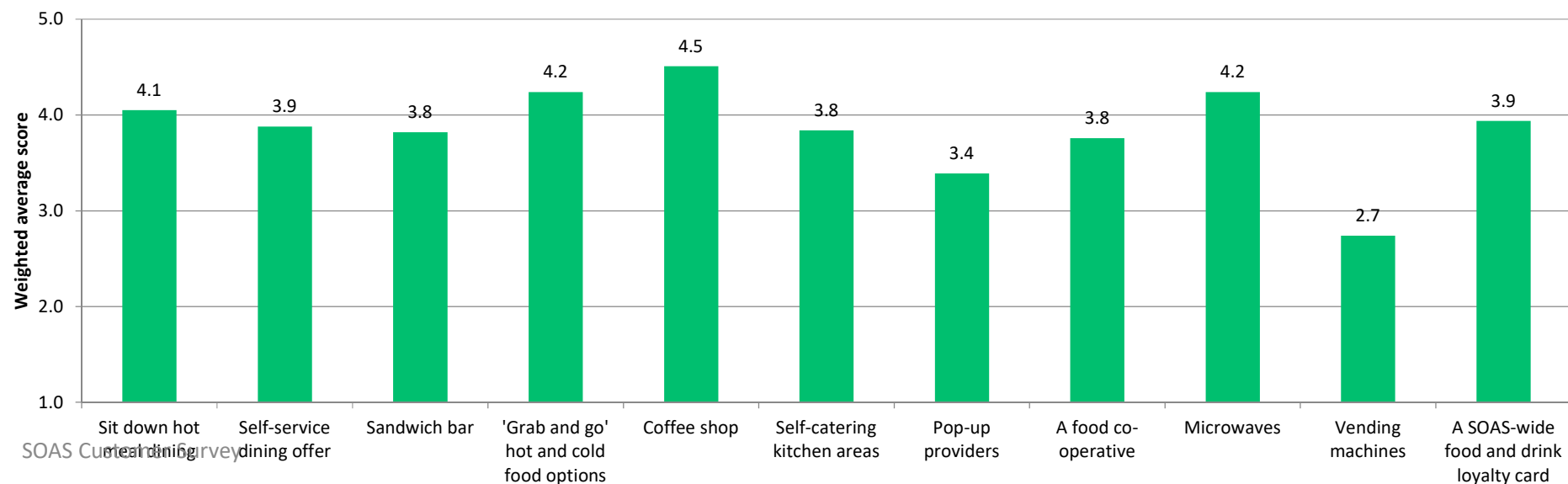
## Findings: Importance of food standards

- Participants were asked how strongly they agreed or disagreed with a series of statements about food provision on the SOAS campus.
- There was greatest strength of agreement that there should be **low packaging and food waste** with over 92% of respondents agreeing, including 2/3 (65%) strongly agreeing
- There were similar high levels of agreement that food outlets should **provide a range of healthy options**, that food provision should be **fair trade/support workers rights** and that it should support high **environmental and animal welfare standards**.
- There was then a marked decline in the strength of agreement with all other statements and around 1/4 of respondents disagreed that **unhealthy food options should be limited** and that there should be **alcohol free food venues**.



## Findings: Importance of different types of food offer

- Participants were asked how important it was to them (1- not at all important to 5- very important) that a variety of food outlets and preparation equipment should be available on the SOAS campus. The chart below shows the weighted average score given to each of these options.
- The highest weighted average importance score was given was placed on a **coffee shop** (64% of respondents rated this as very important) followed equally by **microwaves** (57% rated as very important, with particular importance placed by undergraduate and postgraduate research students 2/3 of which rated this as very important) and '**grab and go hot and cold food options**' (43% rated as very important).
- Notably 40% of respondents rated **vending machines** as fairly unimportant or not important at all.
- 45% of professional services staff felt that self-service kitchens were very important
- Undergraduate and taught post graduate students placed particular importance on a **loyalty card** scheme with around half rating this as very important.



## Findings: What new food offers should be introduced?

- Respondents were asked what new food offers they would like to see introduced at SOAS. 386 gave views.
- A wide range (often detailed) of suggestions were made. There seems genuine interest and passion for a future vibrant SOAS food culture.
- Emerging themes for future food offers includes:
  - Greater provision of affordable food
  - Increased international cuisine, with a particular emphasis on Asian foods, but African and Middle Eastern also mentioned multiple times
  - More vegan and vegetarian food
  - More healthy food provision, particularly a more exciting salad bar/salad provision, and healthy snacks
  - Increased range of provision for special diets
  - Meal deal offers that compete with local high street food providers
  - SOAS wide loyalty cards